



Twin Falls Planning & Zoning Commission Agenda

Tuesday, October 11, 2022, 6:00 PM

203 Main Avenue East
Twin Falls, ID 83301

COUNCIL CHAMBERS

Members -

City Limits: Craig Kelley, Chairperson; Carolyn Bolton, Vice-Chair; Todd Rambur; Cortney Campbell; Marilu Perez

Area of Impact: David Detweiler

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
 - a) **ACTION ITEM:** Approval of minutes from the following meeting: September 27, 2022
By:
- 3) Items of Consideration
 - a) **INFORMATIONAL:** Preliminary presentation for a request to amend the Magic Valley Mall ZDA to allow for three multi-tenant signs to be a maximum of 300 sq. ft and to include 200 sq. ft. of message center signage as a portion of that on property located at 1485 Pole Line Rd E. c/o Brent White on behalf of Woodbury Corporation. (PZ22-0140)
By: Lisa Strickland, City Planner
- 4) Public Hearings - none
- 5) Upcoming Meeting(s)
 - a) Tuesday, October 25, 2022
- 6) Adjournment

Any person(s) needing special accommodations to participate in the above-noticed meeting could contact Kelli Ebersole (208) 735-7267 at least two working days before the meeting. Si desea esta información en Español, por favor llame a Josh Palmer al teléfono (208) 735-7312.

CITY OF TWIN FALLS

PLANNING & ZONING COMMISSION

Public Hearing Procedures for Zoning Requests

1. Prior to opening the first Public Hearing of the session, the Mayor or Chair shall review the public hearing procedures.
 2. Individuals wishing to testify or speak before the City Council or Planning & Zoning Commission shall wait to be recognized by the Mayor or Chair, approach the microphone/podium, state their name, and then proceed with their comments. Following their statements, they shall write their name and address on the record sheet(s) provided by the staff. The staff shall make an audio recording of the Public Hearing.
 3. A City Staff Report shall summarize the application and history of the request.
 4. The Applicant, or the spokesperson for the Applicant, will make a presentation on the application/request (request). No changes to the request may be made by the applicant after the publication of the Notice of Public Hearing. The presentation should include the following:
 - **A complete explanation and description of the request.**
 - **Why the request is being made.**
 - **Location of the Property.**
 - **Impacts on the surrounding properties and efforts to mitigate those impacts.**
 5. Applicant is limited to 15 minutes, unless a written request for additional time is received, at least 72 hours prior to the hearing, and granted by the Mayor or Chairman.
 6. The City Council or Planning & Zoning Commission may ask questions of staff or the applicant pertaining to the request.
 7. The general public will then be given the opportunity to provide their testimony regarding the request. The Mayor or Chair may limit public testimony to no less than two (2) minutes per person.
 - **Individuals are not permitted to give their time to other speakers.**
 - **However, five (5) or more individuals that received written notice of the public hearing may appoint, by written petition, a spokesperson. The written petition must be received at least 72 hours prior to the hearing and must be granted by the Mayor or Chair. The spokesperson shall be limited to 15 minutes.**
 - **Written comments, including e-mail, received by 12:00 p.m. on the date of the hearing shall be either read into the record or displayed to the public on the overhead projector.**
 8. Following the Public Testimony, the applicant is permitted five (5) minutes to respond.
 9. Following the Public Testimony and Applicant's response, Council or Commission members, as recognized by the Mayor or Chair, shall be allowed to question the Applicant, Staff or anyone who has testified. Responses shall be limited to answering the questions asked. The Mayor or Chair may limit the time permitted for the answer.
 10. The Mayor or Chair shall close the Public Hearing. The City Council or Planning & Zoning Commission shall deliberate on the request. Deliberations and decisions shall be based upon the information and testimony provided during the Public Hearing. Once the Public Hearing is closed, additional testimony from the staff, applicant or public is not allowed. Legal or procedural questions may be directed to the City Attorney.
- * Any person not conforming to the above rules may be prohibited from speaking. Persons refusing to comply with such prohibitions may be asked to leave the hearing and, thereafter removed from the room by order of the Mayor or Chairman.



Twin Falls Planning & Zoning Commission Minutes

Tuesday, September 27, 2022, 6:00 PM

203 Main Avenue East
Twin Falls, ID 83301

COUNCIL CHAMBERS WORKSESSION

Members -

City Limits: Craig Kelley, Chairperson; Carolyn Bolton, Vice-Chair; Todd Rambur; Cortney Campbell; Marilu Perez

Area of Impact: David Detweiler

1) Confirmation of Quorum/Call Meeting to Order

Chairman Kelley called the meeting to order at 06:03 PM
A quorum was present.

Members Present: Kelley, Bolton, Campbell, Rambur

Staff Present: Spendlove, Martoma, Zollinger, Strickland, Ebersole

2) Consent Calendar

MOTION: Commissioner Campbell moved to approve the Consent Calendar, as presented.
Commissioner Rambur seconded the motion.

Motion Approved by a vote of 3-0-1.

a) Request to approve the minutes from the following meetings: September 13, 2022

3) Title 10 Code Rewrite Update

Planning and Zoning Director Spendlove gave the Commission an update on the Title 10 Code Rewrite.
The Commissioners gave input on the rewrite.
Discussion ensued on the rewrite process moving forward.

4) General Training

5) Upcoming Meeting(s)

a) Tuesday, October 11, 2022
Tuesday, October 25, 2022

6) Adjournment

The meeting adjourned at 07:07 PM



Date: Tuesday, October 11, 2022
To: Planning and Zoning Commission
From: Lisa Strickland, City Planner

INFORMATIONAL

Request:

Preliminary presentation for a request to amend the Magic Valley Mall ZDA to allow for three multi-tenant signs to be a maximum of 300 sq. ft and to include 200 sq. ft. of message center signage as a portion of that on property located at 1485 Pole Line Rd E. c/o Brent White on behalf of Woodbury Corporation. (PZ22-0140)

Time Estimate:

Approximately 5-10 minutes for the presentation with questions and comments to follow.

Background:

This is a request to amend the Magic Valley Mall ZDA.

Approval Process:

Per City Code 10-6-1.7 Approval of a ZDA amendment shall be based on the following standards:

1. The proposed uses shall not be detrimental to any surrounding uses; nor shall they be detrimental to the health, safety and general welfare of the public.
2. Any variation from the underlying zoning district development requirements must be warranted by the design and amenities incorporated in the conceptual development plan.
3. The underlying zoning district and the conceptual development plan shall conform to the comprehensive plan.
4. Existing and/or proposed streets and utility services must be suitable and adequate for the proposed development.

Budget Impact:

N/A

Regulatory Impact:

The applicant is required to present a preliminary review to the Planning & Zoning Commission in which the commission may give suggestions and ask questions of the applicant about the proposed amendment. A public hearing shall be held before the Commission for a recommendation to City Council to approve the request as presented, approve the request with conditions or deny the request.

History:

The property is zoned C-1 ZDA. The Magic Valley Mall C-1 ZDA was approved in April of 2018.

Analysis:

Currently, staff has not completed an analysis of this request.

Conclusion:

Upon conclusion, the staff analysis of this request will be presented at the regularly scheduled Planning & Zoning Commission Meeting on October 25, 2022 as part of the public hearing presentation.

Attachments:

1. Zoning Map
2. Applicant Narrative
3. Proposed Multi-tenant Sign Plan
4. Proposed Sign

ZONING INFORMATION

PROPERTY INFORMATION

Property/Building

- Approximately 60 acres

Subject Property

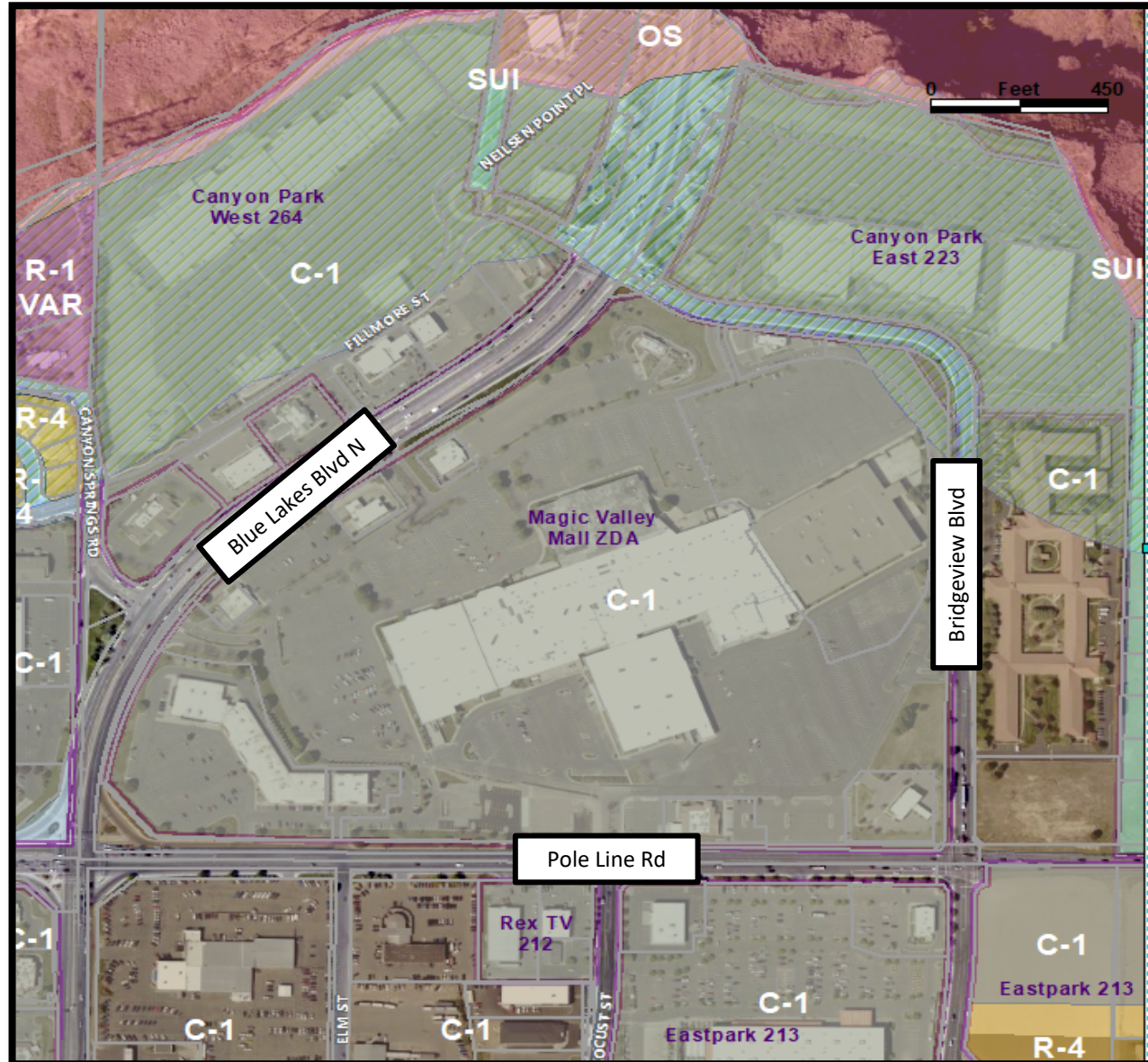
- Current Zoning: C-1 ZDA
- Current Land Use: Retail
- Proposed Zoning: N/A
- Proposed Land Use:
 - Amendment to ZDA related to signage

Surrounding Area:

- North: Retail/Bridgeview Blvd
- South: Retail/Pole Line Rd East
- East: Residential Facility/Bridgeview Blvd
- West: Retail/Blue Lakes Blvd N

Applicable Regulations

- 10-1, 10-4-8, 10-6 Magic Valle Mall ZDA





1485 POLE LINE ROAD EAST, TWIN FALLS IDAHO 83301
+ 208 733 3000 + 208 733 3283 FAX

The Honorable Mayor Ruth Pierce
Members of the City Council
Members of the City Planning and Zoning Commission
Members of the City Staff
The City of Twin Falls, 103 Main Avenue East
Twin Falls, Idaho 83301

August 15, 2022

Re:
Magic Valley Mall LLC
1485 Poleline Rd. East
Twin Falls, Idaho 83301
Application for ZDA Amendment

Dear Mayor Pierce,

Attached you will find the application of Magic Valley Mall LLC for amendment of the property's ZDA agreement. Woodbury Corporation has worked closely with the City of Twin Falls to accomplish development of retail properties which employ thousands of area citizens, provide wanted goods and services that add to our local quality of life, and which generate many millions of dollars of tax revenue. A key element of our part of our partnership with the City has been collaboration to accomplish best outcomes rather than simply seeking to exercise our maximum property rights. We seek to do so in the case of this amendment dealing with property signage.

Under current City code Magic Valley Mall is permitted to have nine multitenant signs each with 300 total square feet of signage and each with an electronic message center board component (see attached "Currently Permitted Message Center Signage"). Of the nine permitted signs three are allowed on each of the property's frontage streets Blue Lakes, Poleline and Bridgeview. Having as much signage as possible is a major benefit to retail tenants. However, we feel that placement of nine signs around Magic Valley Mall may not be desirable from the perspective of members of our community. Hence, we approach the City now to suggest what we feel is a more desirable; placement of three message center signs in lieu of the nine permitted (see attached "Proposed Message Center Signage").

Our intention is to comply with rather than expand upon the existing City code requirement of no more than 300 square feet of signage on multitenant signs. While limiting the permitted number of message center signs to just three, we request that message board components of 200 square feet as part of the total



1485 POLE LINE ROAD EAST, TWIN FALLS IDAHO 83301
+ 208 733 3000 + 208 733 3283 FAX

300 be permitted. Amendment of the size to 200 square feet and limitation of the number of signs containing message center boards signs to three is the only amendment of the ZDA requested. Please note that if our request is approved:

- Each message center will comply with all current City of Twin Falls code requirements relative to illumination levels, message format and frequency so that messages are not distracting to drivers.
- Each sign will meet current code requirements for curb setback, height and achievement of code required traffic view corridors.
- We are requesting no modification of the current City code related to multi-tenant signage.

The attached image provides a general information relative to the dimensions of the signage the requested.

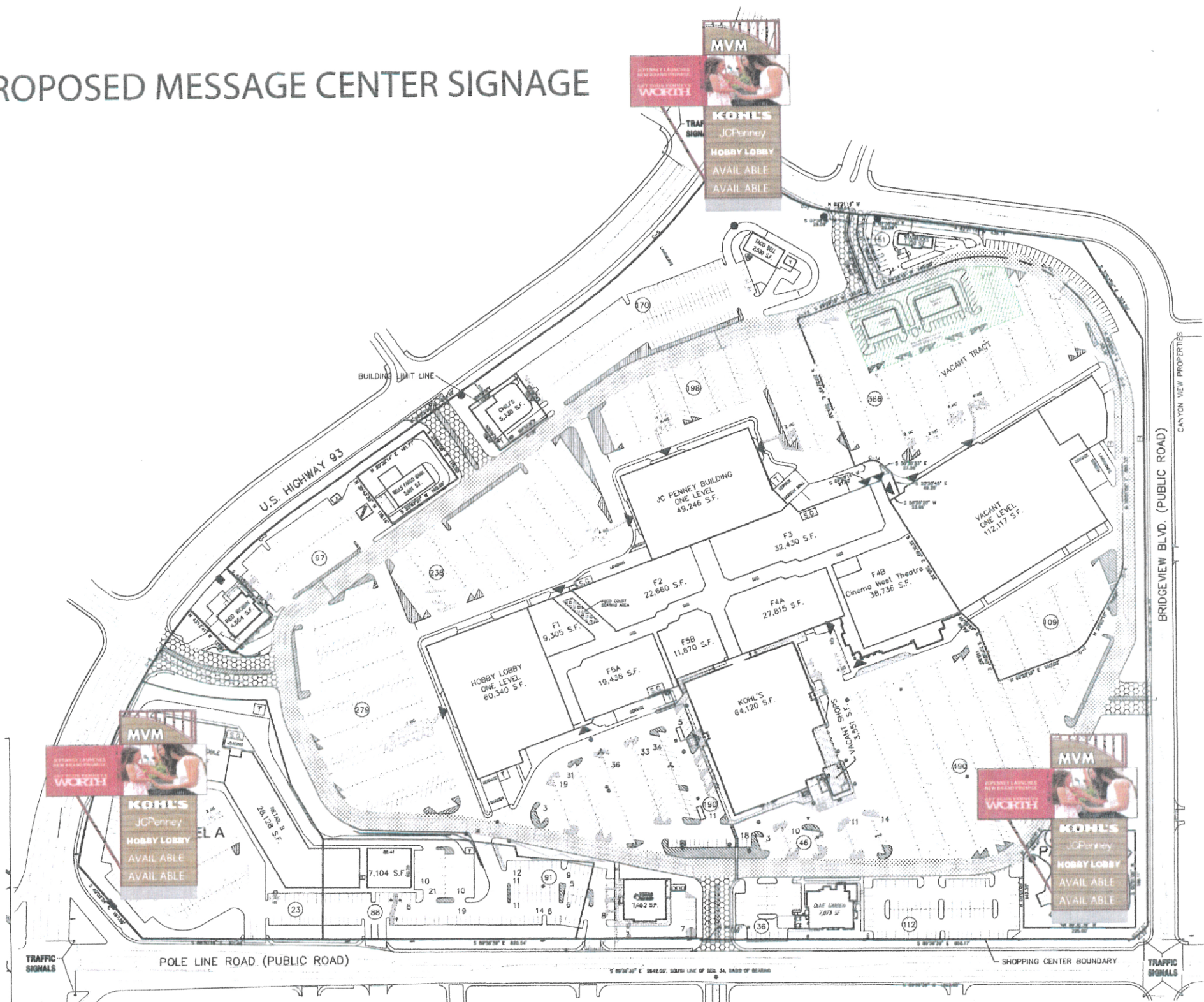
Other Idaho cities have addressed similar retail signage requests. To assist the Planning and Zoning Commission and City Council members in their evaluation of this proposal we will present at hearings what other Idaho cities have found to be appropriate in similar retail development settings.

Thank you for your consideration of this request.

Best Regards,

Brent White
Woodbury Corporation
Magic Valley Mall LLC

PROPOSED MESSAGE CENTER SIGNAGE

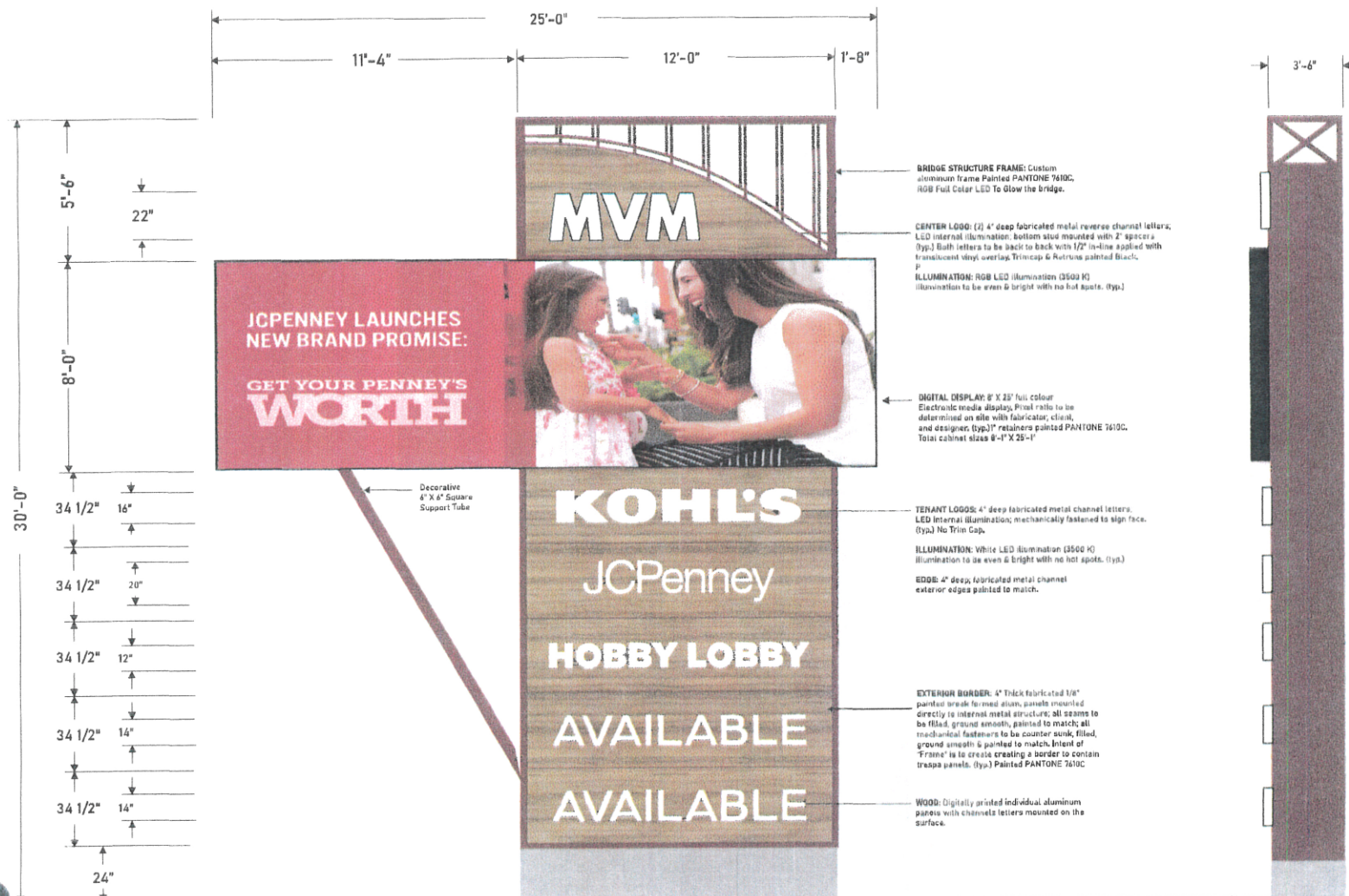




Compass Outdoor
9815 Monroe St. Suite 501
Sandy, UT 84070

Contact:
Braxton Schenck

MVM Magic Valley Mall



No.	Description	Date

Project Number: _____ Scale: As Noted

Sheet Title: _____

Sheet Number: _____

Approved By: _____ Date: 4-26-22