



Twin Falls Planning & Zoning Commission Agenda

Tuesday, October 25, 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: October 11, 2022
- 3) Items of Consideration - None
- 4) Public Hearings
 - a) **ACTION ITEM:** Request for a recommendation to City Council 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
 - b) **ACTION ITEM:** Consideration of a Planning and Zoning Resolution validating conformity of the Orchard Drive East Urban Renewal Plan with the City Comprehensive Plan c/o Urban Renewal Agency of the City of Twin Falls. (PZ22-0151)
By: Jonathan Spendlove, Planning and Zoning Director
- 5) Upcoming Meeting(s)
 - a) **INFORMATIONAL:** November 2, 2022 - Worksession
November 8, 2022
November 29, 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, 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

Chairman Kelley called the meeting to order at 06:00 PM

A quorum was present.

Members Present: Bolton, Kelley, Detweiler, Rambur

Staff Present: Spendlove, Martoma, Strickland, Ebersole, O'Leary

2) Consent Calendar

MOTION: Vice Chair Bolton moved to approve the Consent Calendar, as presented.

Commissioner Detweiler seconded the motion.

Unanimously Approved by a vote of 4 to 0.

- a) Approval of minutes from the following meeting: September 27, 2022

3) Items of Consideration

- a) 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)

Staff Presentation:

City Planner Strickland presented the 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)

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.

The property is zoned C-1 ZDA. The Magic Valley Mall C-1 ZDA was approved in April of 2018. Currently, staff has not completed an analysis of this request.

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.

Applicant Presentation:

Brent White, applicant representative, presented the 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. He explained the reason for the signage request. He stated the applicant will comply with city code on all areas of the signs.

PZ/Questions & Comments:

- Vice Chair Bolton asked the origin of the original maximum signage regulations.
- Planning and Zoning Director Spendlove answered the current sign code was adopted in 2008-2009. He stated the maximums came from a collaborative effort when the sign code was adopted.
- Vice Chair Bolton asked about the signage being on state highways, and if the state has to approve the signage as well.
- Planning and Zoning Director Spendlove clarified who has jurisdictions over the signage in city limits.
- Vice Chair Bolton shared her opinion on the mall property and likes the applicant's presentation.
- Chairman Kelley asked the applicant if they have any concerns regarding community reaction.
- Mr. White stated the mall does not get a lot of negative impact and feels the community will be supportive.
- Chairman Kelley asked if current message center is to be removed.
- Mr. White stated the current mall signs will be removed.
- Planning and Zoning Director Spendlove stated there is a code stating that the same message on both sides of a sign is measured as one sign, as can only be viewed from one side at a time.

4) Public Hearings - none

5) Upcoming Meeting(s)

- a) Tuesday, October 25, 2022

6) Adjournment

The meeting adjourned at 06:25 PM



Date: Tuesday, October 25, 2022
To: Planning and Zoning Commission
From: Lisa Strickland, City Planner

ACTION ITEM

Request:

Request for a recommendation to City Council 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 C-1 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, followed by a public hearing to forward a recommendation from the Planning & Zoning Commission to City Council. The preliminary presentation for this request was held October 11, 2022.

History:

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

Analysis:

The proposed amendment has been reviewed by staff. There is no indication that the proposal will be detrimental to the surrounding area nor to the general welfare of the public. The design of the signs appear to be appropriate to the size of the property, and will be located along the corresponding street

frontages as required by code. The property is designated as mixed use on the "2016 Grow with Us" Future Land Use Map which provides high-intensity mixed use development and serves local and regional commercial businesses. The proposal is to allow for signage that would permit multi-tenant advertisements through a larger message center sign than is allowed by the current sign code. The proposed sign plan is a reduction to what is allowed per city code and would have minimal impact on the surrounding area.

Conclusion:

Upon conclusion, the applicant is requesting to amend the Magic Valley Mall C-1 ZDA to allow for exceptions to the sign code. The Commission can recommend approval of the request as presented, recommend approval of the request with conditions, or recommend denial.

Based on the approval process for this type of request, staff has determined that it complies with the applicable standards. Should the Commission recommend approval of the request as presented, staff recommends it be:

1. Subject to site plan amendments as required by building, fire, engineering and zoning to ensure compliance with city codes and standards.

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

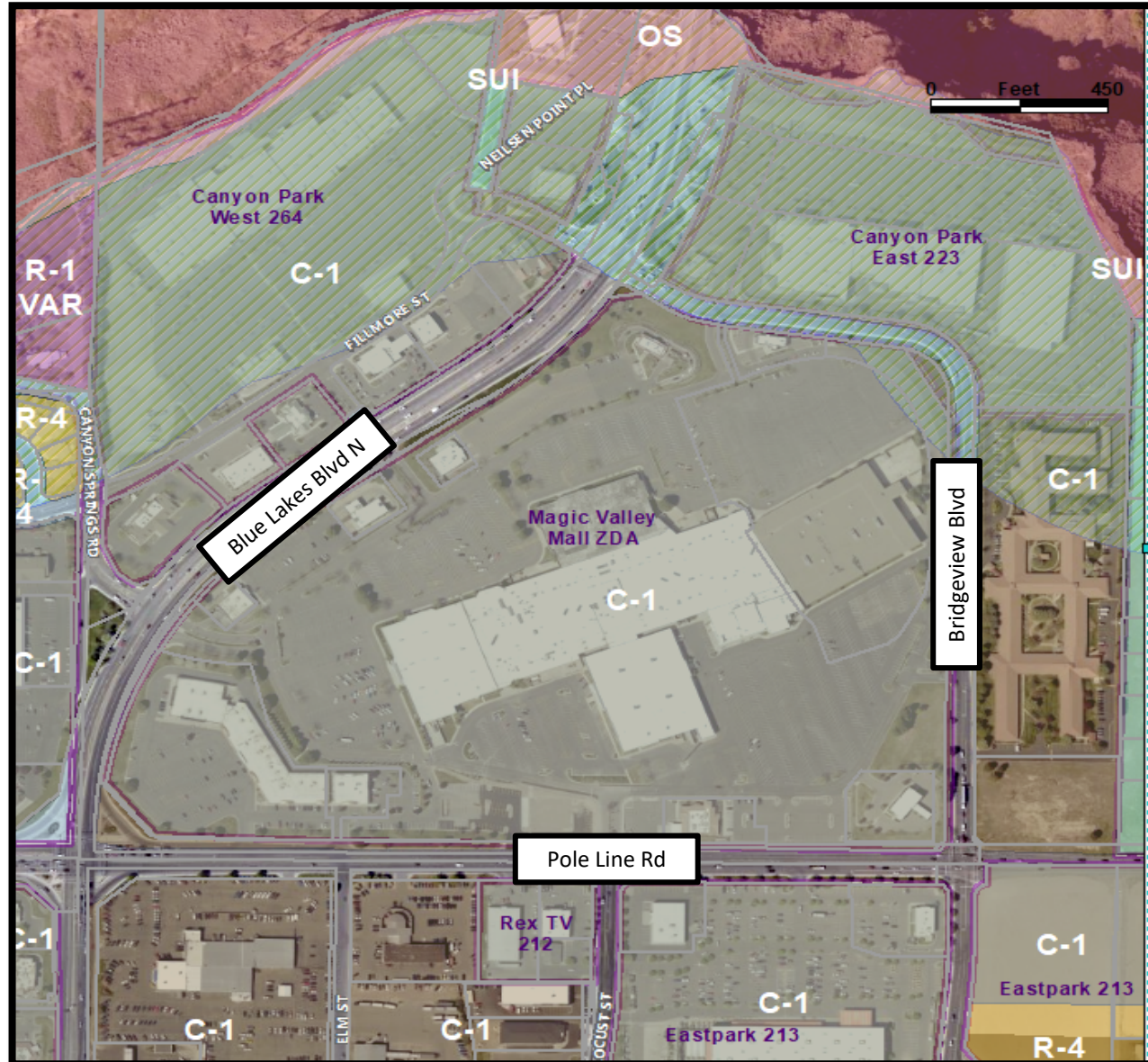
- Current Zoning: C-1 ZDA
- Current Land Use: Retail
- Proposed Zoning: N/A
- Proposed Land Use:
 - Amendment to ZDA related to signage

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,

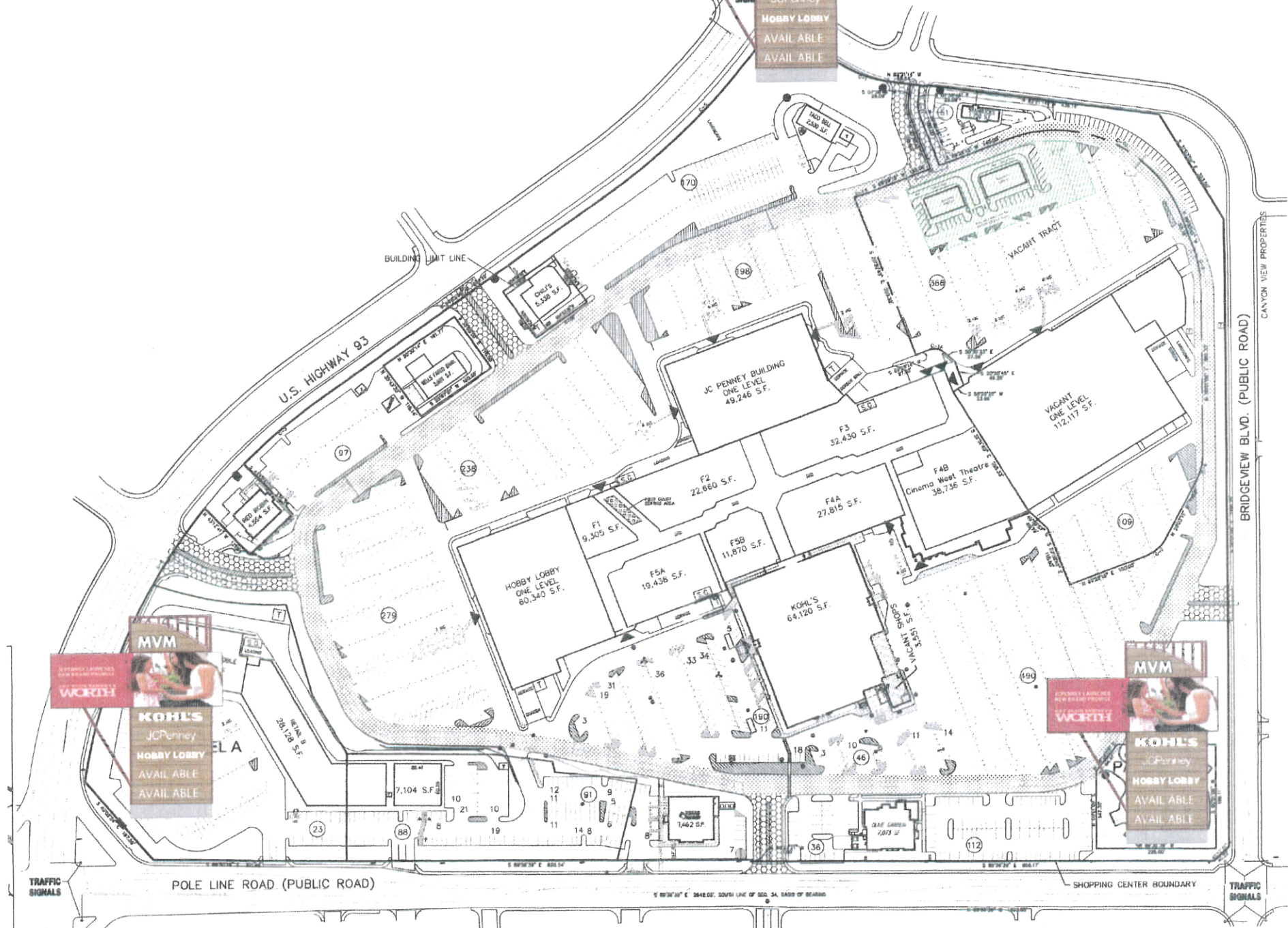
Brent White
Woodbury Corporation
Magic Valley Mall LLC

AFFORDABLE LIVING
WORTH

MVM

TRAFFIC SIGN

KOHLS
JCPenney
HOBBY LOBBY
AVAILABLE
AVAILABLE

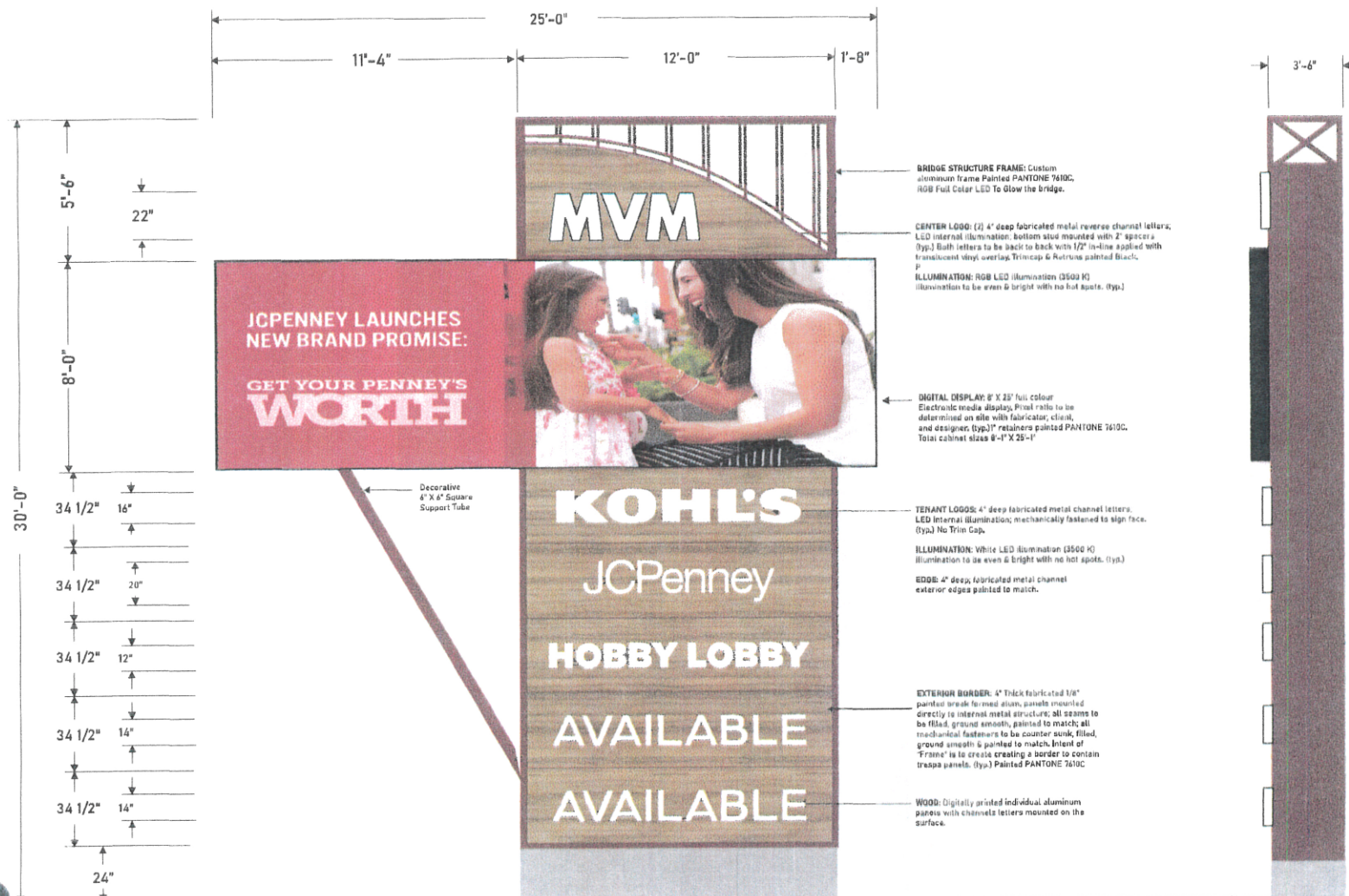




Compass Outdoor
9815 Monroe St. Suite 501
Sandy, UT 84070

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



Date: Tuesday, October 25, 2022
To: Planning and Zoning Commission
From: Jonathan Spendlove, Planning and Zoning Director

ACTION ITEM

Request:

Consideration of a Planning and Zoning Resolution validating conformity of the Orchard Drive East Urban Renewal Plan with the City Comprehensive Plan c/o Urban Renewal Agency of the City of Twin Falls. (PZ22-0151)

Time Estimate:

Approximately ten (10) minutes for Staff Presentation

Background:

Beginning in 2021 the Urban Renewal Agency of Twin Falls (URA) began contemplating the creation of a new Revenue Allocation Area (RAA). Since that time, they have taken the necessary steps as outlined in Idaho Statutes to gather the required information and create a plan identifying the proposed projects and desired development area.

The attachments included with this report show the area and some of the potential projects associated with the Orchard Drive East plan.

As this body is aware, the project area was recently annexed into the City as M2 Zoning District (Heavy Manufacturing). At that time this body concluded the M2 Zone to be consistent with the currently adopted Comprehensive Plan and Future Land Use Map.

City Staff offers the following comments and recommendation: After reviewing the request, we have concluded the URA Plan is in conformance with the City Comprehensive Plan due to the desired Future Land Use and promoting that area for Industrial Typ Growth and Economic Development.

Approval Process:

Per State Statute, the Planning and Zoning Commission is tasked with making a decision on the resolution (see attachments) validating the conformity of this URA Plan with the City Comprehensive Plan. A majority vote of the Commission will decide the outcome of this request.

Budget Impact:

Regulatory Impact:

Approval of this resolution has no regulatory impact on the property, in terms of Zoning Laws and Regulations. However, this is a necessary step in the process outlined by Idaho Statutes for a Revenue Allocation Area to be created.

History:

NA

Analysis:

NA

Conclusion:

The Planning and Zoning Commission is tasked with making a decision on this request, including the associated resolution.

The following options are available: approve the request, deny the request, or table the request for additional information.

A sample motion to approve the resolution could be as follows: I move to pass Planning and Zoning Commission Resolution 2022-001 as presented.

Attachments:

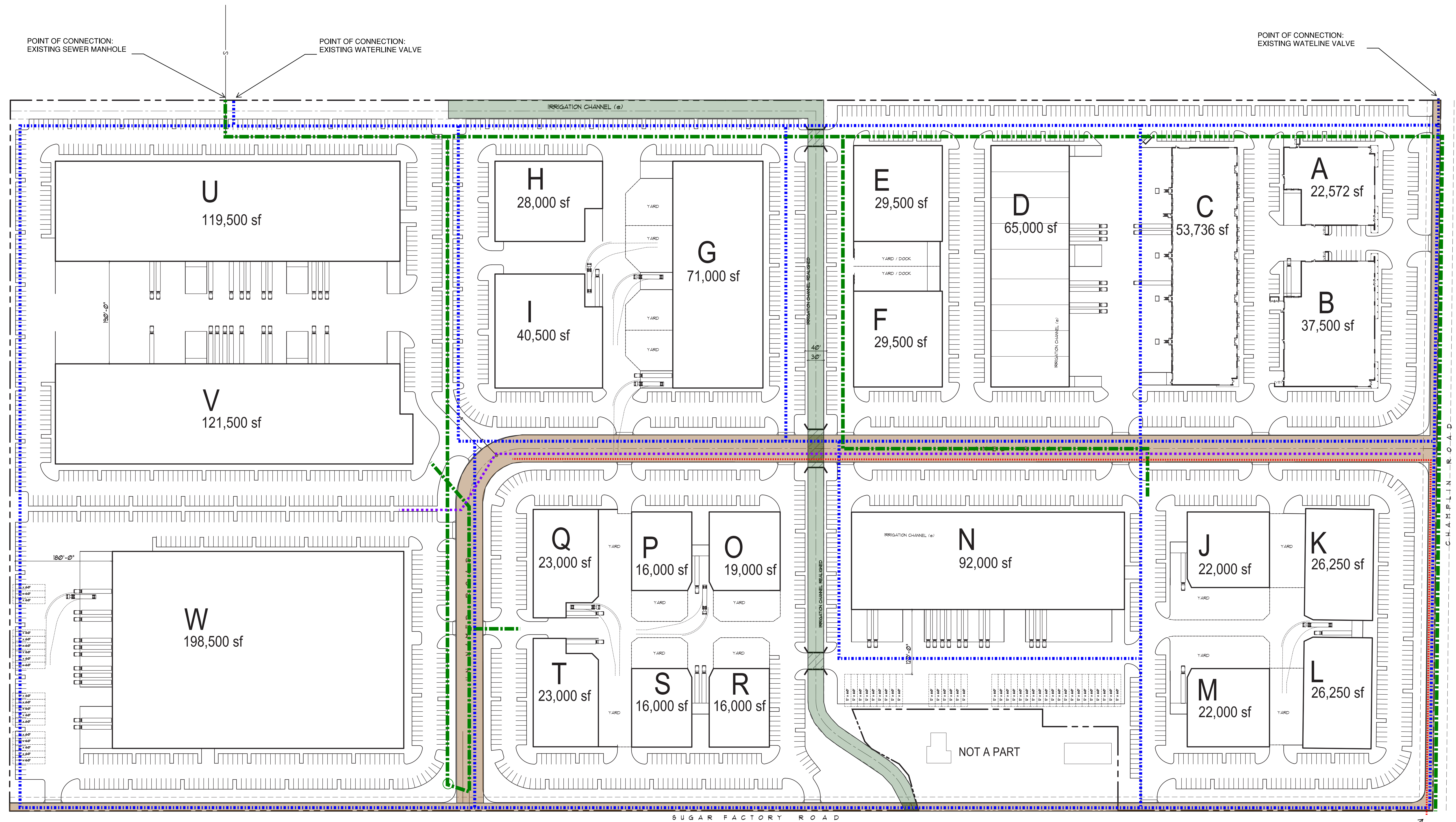
1. Orchard Drive East Plan - Projects
2. Orchard Drive Ease - (Zoning and FLU)
3. Orchard Drive East RAA P& Z Resolution



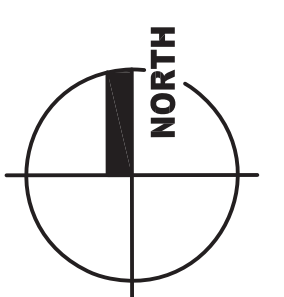
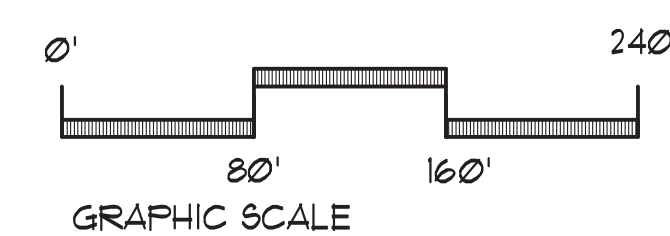
SEPT. 26, 2022

TWIN FALLS
INDUSTRIAL PARK
Twin Falls Idaho

SITE

POINT OF CONNECTION -
GAS & ELECTRIC

LEGEND:



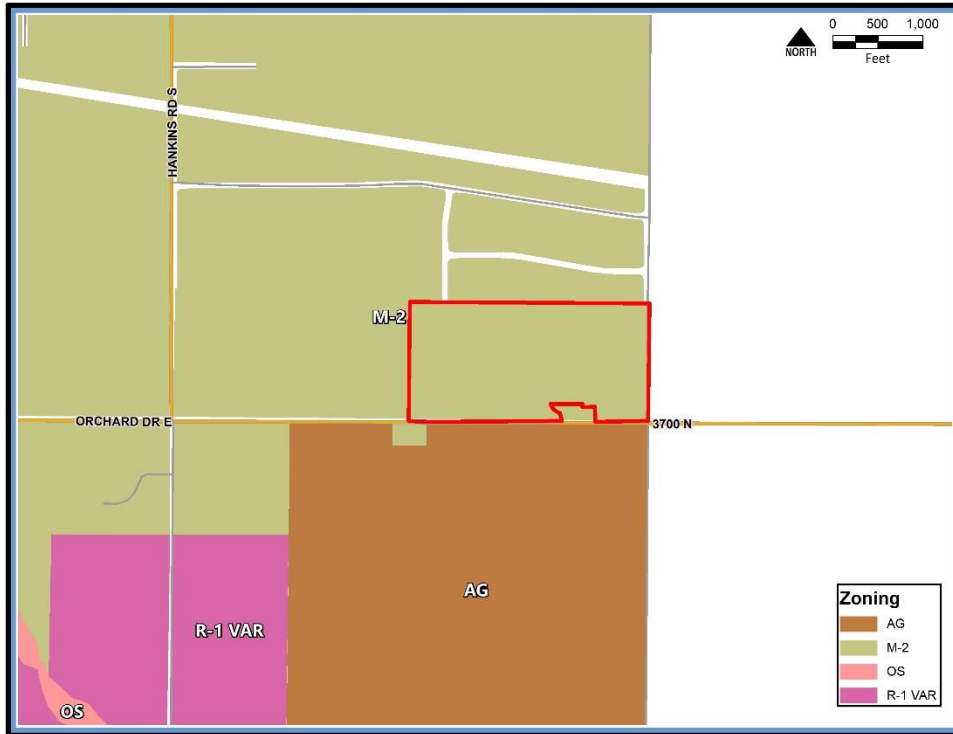
SITE PLAN

SCALE: 1" = 80'-0"

Attachment _

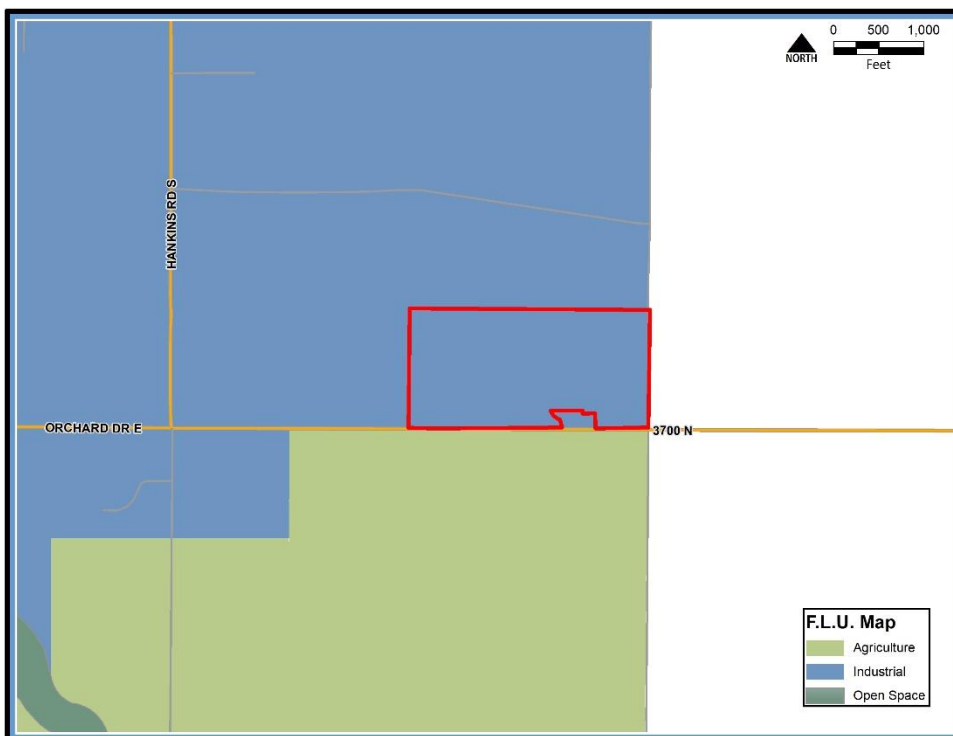
Maps Depicting Current Zoning Districts and Current Comprehensive Plan - Future Land Uses

Revenue Allocation Area and Project Area (boundary in Red)



Current Zoning:

M2 – Heavy Manufacturing



Comprehensive Plan –
Future Land Use Map

Industrial

A RESOLUTION OF THE PLANNING AND ZONING COMMISSION FOR THE CITY OF TWIN FALLS, IDAHO, VALIDATING CONFORMITY OF THE URBAN RENEWAL PLAN FOR THE ORCHARD DRIVE EAST URBAN RENEWAL PROJECT WITH THE CITY OF TWIN FALLS'S COMPREHENSIVE PLAN

WHEREAS, the Urban Renewal Agency of the City of Twin Falls, Idaho (hereinafter "Agency"), the duly constituted and authorized urban renewal agency of the city of Twin Falls (the "City"), has submitted the proposed Urban Renewal Plan for the Orchard Drive East Urban Renewal Project (the "Orchard Drive East Plan") to the City; and

WHEREAS, the City Manager and Twin Falls City Council referred the Orchard Drive East Plan to the City Planning and Zoning Commission for review and recommendations concerning the conformity of said Orchard Drive East Plan with the City's Comprehensive Plan, *Grow With Us*, as amended ("Comprehensive Plan"); and

WHEREAS, on October 25, 2022, the City Planning and Zoning Commission met to consider whether the Orchard Drive East Plan conforms with the Comprehensive Plan for the City as required by Idaho Code Section 50-2008(b); and

WHEREAS, the City Planning and Zoning Commission has reviewed said Orchard Drive East Plan in view of the Comprehensive Plan; and

WHEREAS, the City Planning and Zoning Commission has determined that the Orchard Drive East Plan is in all respects in conformity with the Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING AND ZONING COMMISSION FOR THE CITY OF TWIN FALLS, IDAHO:

Section 1. That the Orchard Drive East Plan, submitted by the Agency and referred to this Commission by the City Manager and City Council for review, is in all respects in conformity with the City's Comprehensive Plan.

Section 2. That **Exhibit A**, outlining the findings supporting the determination that the Orchard Drive East Plan is in conformity with the City's Comprehensive Plan, is hereby adopted and incorporated as part of this Resolution.

Section 3. That the Director of the City's Planning and Zoning Department is hereby authorized and directed to provide the City Manager and Twin Falls City Council with a certified copy of this Resolution relating to said Orchard Drive East Plan.

Section 4. That this Resolution shall be in full force and effect immediately upon its adoption and approval.

ADOPTED by the Planning and Zoning Commission of the City of Twin Falls, Idaho, this 25th day of October 2022.

APPROVED:

Craig Kelley
Chair, Planning and Zoning Commission

ATTEST:

Jonathan Spendlove
Director, Planning and Zoning Department

RESOLUTION NO. 2022-__

EXHIBIT A

4893-3007-5445, v. 1