



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

Kelli Ebersole

Kelli Ebersole, Technician