



Twin Falls Planning & Zoning Commission Minutes

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

Chairman Kelley called the meeting to order at 06:14 PM

A quorum was present.

Members Present: Kelley, Rambur, Campbell, Detweiler (on phone)

Staff Present: Spendlove, Ebersole, Barigar, O'Leary

2) Consent Calendar

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

Unanimously Approved by a vote of 4 to 0.

a) Approval of minutes from the following meeting: October 11, 2022

3) Items of Consideration - None

4) Public Hearings

a) 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)

Staff Presentation:

Planning and Zoning Director Spendlove presented the 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)

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. 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.

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.

Applicant Presentation:

Brent White, applicant representative, presented the 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. He explained how the mall industry is changing and wants to have staying power for the community, as it is a continued transition. He stated the Zoning Development Agreement allows flexibility, as changes are made to the mall dependent on what the market calls for. He explained the difference between the current allowed signage (9 signs) and the request (3 driver friendly signs). He explained the technology behind the signage and how the message boards works. He believes this is appropriate signage for Twin Falls.

Commissioner Detweiler left meeting at 6:30 pm.

PZ/Questions & Comments:

- Commissioner Campbell asked about the new signage affecting people with disabilities.
- Mr. White stated he does not have this information but believes the sign company is using the most updated technology to help mitigate any issues.
- Chairperson Kelley asked if the new signage will be replacing the existing signage.
- Mr. White answered yes, the new message signs will replace the existing message sign. The individual business monument signs will stay as is.
- Planning and Zoning Director Spendlove stated there are standards in city code for signs regarding distraction to drivers.

Public Hearing: Opened and Closed without input**Discussions Followed:**

- Commissioner Campbell is in favor of the request, as happy with chance to bring retail liveliness back to the mall.
- Commissioner Rambur likes the intelligent safety design of the signage. He is in favor of the request.
- Chairman Kelly stated the signage fits well with the property and likes they are asking for 3 signs instead of the maximum allowed signage per the Zoning Development Agreement.

MOTION: Commissioner Campbell moved to approve the 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), as presented, with staff recommendations. Commissioner Rambur seconded the motion.

Motion Approved by a vote of 3 to 0.

- b) 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)

Staff Presentation:

Planning and Zoning Director Spendlove presented the request for 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)

He stated 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 Type Growth and Economic Development.

Per State Statute, the Planning and Zoning Commission is tasked with making a decision on the resolution, 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.

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.

Planning and Zoning Director Spendlove stated there is no applicant presentation as this is a City of Twin Falls application.

PZ/Questions & Comments:

- Commissioner Campbell asked is there a developer ready to build on this property.
- Planning and Zoning Director Spendlove explained the process between the developer and the URA.
- Commissioner Campbell asked if the Planning and Zoning Commission will see future applications for this property.
- Planning and Zoning Director Spendlove stated the next application the commission will see for this property is the Preliminary Plat, including showing each area on its own lot, identifying infrastructure and other improvements.
- Commissioner Campbell asked when will this development be realized.
- Planning and Zoning Director Spendlove stated, with a project of this size, it could take up to a decade of construction, starting with infrastructure.

Public Hearing: Opened and Closed without input

Discussions Followed:

- Chairman Kelley reviewed the commission's vote on this item. He stated he is in favor of the request and the property has been annexed as heavy manufacturing, so this use fits.

- Commissioner Rambur stated he agrees with Chairman Kelley's statement.
- Chairman Kelley reviewed the process for this property and how the commission voted on the annexation request.

MOTION: Commissioner Campbell moved to pass Planning and Zoning Commission Resolution 2022-001, as presented.

Commissioner Rambur seconded the motion.

Motion Approved by a vote of 3 to 0.

5) Upcoming Meeting(s)

- a) November 2, 2022 - Worksession
November 8, 2022
November 29, 2022

6) Adjournment

The meeting adjourned at 06:49 PM

Kelli Ebersole

Kelli Ebersole, Technician