



**MINUTES OF THE PLANNING AND ZONING COMMISSION REGULAR MEETING
CITY OF MOUNTAIN HOME, ELMORE COUNTY, IDAHO**

October 2, 2017
6:00 PM

ESTABLISH A QUORUM

Chairperson Dennis Belt noted there was a quorum present and called the October 2, 2017 Regular meeting of the Planning and Zoning Commission to order. Attending were Planning and Zoning Commission Members, Josh Dison, Nancy Brletic, James Eskridge and Ralph Binion.

Commission members Deedee Devol and Mary Miracle were absent.

Staff members attending were Building Official Mike McCain, Administrative Assistant Brenda Ellis, and Attorney Jay Friedly.

MINUTES-

August 21, 2017

Commission Member Ralph Binion made a motion to approve the minutes for the Regular Planning and Zoning Meeting held on August 21, 2017. Commission Member James Eskridge seconded the motion. Vote is as follows: Commission Member Dison; aye, Commission Member Eskridge; aye, and Commission Member Binion; aye. Motion passed by a unanimous vote.

PUBLIC HEARING AND ACTION

*Conditional Use Permit – Off Premise Sign – American Legion Boulevard – Lot 5, Block 1, Kmart Subdivision – Community Electronic Information Signage

Open Public Hearing

Staff Report

Mike McCain read the Staff Report

Chairman Dennis Belt stated, “The water tap has a question mark.” Mike McCain responded, “I am not sure exactly how the water supply will be for the landscape. Normally it is not taped off of another property so it will probably require a new tap. That is something that can be worked out with the City and the sign company.”

Marcie Kretzmer and Tony Lockridge came forward on behalf of CEIS. Marcie said, “We are in the final stretch of getting approvals. We have gotten State approval and the Operating Agreement with the City, and the lease with the land owner. Now we need our CUP approval.” Chairperson Dennis Belt inquired,

"Can the company sell the signs without meeting the renewal date?" Tony answered, "It can occur." Chairperson Belt asked, "Then does the City agreement go away?" Tony said, "The agreement will go with the sign." Commission Member Eskridge asked, "A percentage of the sign is for City use what is the remainder for?" Marcie commented, "With your percentage you can put any information you want to get out to the citizens. The other is advertising to the local merchants." Commission Member Eskridge asked, "Is the City space broken out in sections or time?" Marcie stated, "It is time allotted. The display is ten feet high by twenty feet wide. You get the full display. There are seven slots and they rotate every eight seconds. The City will have direct access to the sign via computer access." Chairperson Belt asked, "What are the digital images?" Marcie stated, "That is something we provide, like artwork. We can design a banner for any theme for an event." Chairperson Belt said, "The advertising rotation remains in effect for twenty four hours. There are times when an emergency situation may need more than twenty four hours." Tony commented, "If there is an amber alert we want the sign to be nothing but the amber alert for the first critical period." Commission Member Eskridge asked, "Do you see yourselves putting in multiple signs? I ask because these signs can become real distractions to traffic." Tony replied, "Currently we think Mountain Home will only be able to support one of these displays." Commission Member Binion asked, "Is that something that is controlled here?" Marcie commented, "You just have to have an internet connection. You can do it from your home or office."

Those in Favor

Paula Riggs came forward in favor. Paula stated, "I am the Economic Development Director. The background on this is that for about four years we have been working on some type of reader board for the community. We have had many contacts in the community ask for this. We looked into purchasing or getting a grant for one of these signs. The sign costs about forty-thousand dollars to start, which we could not afford to do. It was going to be a full time job for someone. CEIS reached out to the City and gave us this opportunity. It is a win-win for everyone. The advertising on these signs will be local businesses, but if the local businesses don't take advantage of it and fill it then they can go elsewhere for advertising. The sign is in a good location and we have talked about incorporating the new logo on the sign itself." Commission Member Eskridge asked, "What is typical for advertising costs?" Tony stated, "We have companies who can afford two good slots and we tier it down for the remaining slots. We can also do half slots, instead of showing up every minute, they show up every other minute. So that is half the price of the full slot. The range will probably come in for the full slot around \$450 to \$650 per month. Half slots could be around \$225 up to \$350. Quarter slots can occur but typically we are at a traffic light."

Those Opposed – None

Neutral - None

Public Hearing Closed

Commission Members were in agreeance with the checklist.

Commission Member Nancy Brletic made a motion that the Planning & Zoning Commission recommends to the City Council that they approve the application by Community Electronic Information Signage for a Conditional Use Permit for an Off-Premise Sign, located on Lot 5, Block 1, Kmart Subdivision, off of American Legion Boulevard, Mountain Home, Idaho. Commission Member Ralph Binion seconded the motion. Vote is as follows: Commission Member Dison; aye, Commission Member Brletic; aye, Commission Member Eskridge; aye, and Commission Member Binion; aye. Motion passed by a unanimous vote.

NEW BUSINESS

Planning & Zoning Minutes

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*None

OLD BUSINESS

*None

DEPARTMENT HEAD ITEMS

*Monthly Building Permit Report - August 2017 - None

ITEMS REQUESTED BY COMMISSION/STAFF

* None

RECOGNIZE PERSONS NOT ON THE AGENDA

*None

ADJOURN

Chairperson Dennis Belt adjourned the meeting at 6:20 p.m.

Chair

A handwritten signature in black ink, appearing to read "Dennis Belt", is written over a horizontal line.