

Planning & Zoning Meeting
February 13, 2018

This regular meeting of the City of Jerome Planning & Zoning Commission was called to order at 7:00 p.m. Present were Chairman Rod Mink, Commissioner Sheryl Gibbons, Commissioner Randy King, Commissioner Carl McEntarffer, and Commissioner Bill Allred. Commissioner Janey Miller joined the meeting at 7:02 p.m. Commissioner Dave Holley was excused. Also present were City Planner Esmeralda Chavez, Legal Counsel Ted Larsen, and Secretary Katie Elliott.

PUBLIC HEARING to hear a request from Maria E. Juarez for a Special Use permit allowing automotive sales on that parcel described as Lots 1 & 2, Tax 2, Block 125 Jerome Townsite NE 24-8-16, more commonly known as 501 South Lincoln Avenue, Jerome, Idaho.

Staff Report: Ms. Chavez stated the property in question, 501 South Lincoln in Jerome, is currently zoned Central Business District (CBD). Regardless of use, setbacks for this property are as follows: Front: 0'; Rear 0'; Interior Side 0'; and Side Street 0'.

Ms. Chavez stated Title 16 has no bearing on this Special Use request.

As pertains to the City of Jerome's Comprehensive Land Use Plan, Ms. Chavez stated the request IS in accordance with Chapter 7 "Economic Development", which addresses the need and objective for business retention and expansion. The request IS in accordance with Chapter 7, Objective 1, which states that the City will plan to "provide an environment that encourages expansion of existing businesses and the attraction of new jobs to the community." The request IS in accordance with Chapter 7, Policy 8, which is to "continue to provide an atmosphere for successful business development". Ms. Chavez stated the request IS NOT in accordance with Chapter 4 "Transportation", Objective 5, which addresses the need to promote ease of access in and through all portions of the city. She further noted the request IS NOT in accordance with Chapter 4, Objective 13, which is to "promote and provide for walking as a viable alternative to driving".

As pertains to Title 8 of the JMC, the ordinance addressing nuisances, Ms. Chavez explained the definition of abandoned, wrecked and junked vehicles. She stated a wrecked or junked vehicle is one that does not carry a current valid state registration and license plate; and cannot be safely operated under its own power.

Regarding the Special Use Permit Criteria, Ms. Chavez stated Title 17 of the Jerome Municipal Code allows automotive sales in the CBD zone with an approved special use permit. The request appears to be harmonious with some of the objectives of Title 17 of the Jerome Municipal Code and the Comprehensive Plan. The request is not in accordance with Chapter 4, Objectives 5 and 13 of the Comprehensive Plan. The application proposes to have three to five vehicles parked on the north portion of the property at any given time. The materials note the exterior of the

building will not be modified to ensure the character of the general vicinity is maintained. Ms. Chavez stated the proposed use does not appear to be designed and operated to be harmonious and appropriate in appearance as there is inadequate space to park the vehicles on the north side of the property. The proposed use would impact the City's designated truck route, as large trucks use West Ave D frequently. Additionally, vehicles would encroach on the public right of way, blocking access to pedestrians on the sidewalk. The application notes that the property will be served by existing utilities. The materials note the automotive sales will not create excessive additional requirements at public cost for public facilities and services or be detrimental to the economic welfare of the community. The proposed use would be detrimental to the general welfare as it would block pedestrian access and impact visibility for truck traffic on West Ave D. There are no proposed changes to the vehicular approaches to the property. The property is currently accessed off of South Lincoln. The property would not be able to be accessed off of West Ave D, with vehicles parked on the north portion of the property. There is no indication that the sales of vehicles will result in the destruction, loss or damage of a natural, scenic or historic feature of major importance.

Ms. Chavez stated she received the following comments from staff: Streets Department- West Ave D has an 80 foot right-of-way. After further review and measuring the right-of way, it has been determined there is no room for usage on the north side of the property located at 501 South Lincoln; Engineering Department – To determine the exact location of the 80-foot wide street right of way lines, the site would need to be surveyed. However, approximate measurements performed by Street Supervisor Mike Hensley show that the existing building front on West Ave D would not allow sufficient space (15+ feet) to park cars for sale without encroaching into the right of way. West Ave D is the City's designated truck route and large trucks and semis regularly travel the street and make turns onto South Lincoln. The truck traffic will further compound the congestion at the corner if a car sales business is located there; Building Department – Building is concerned with the amount of customer parking provided for the three businesses operating out of this property; and Water Department – It doesn't appear to me that there is room to park cars on the north end of the building and keep them out of the City's right of way. There is a water meter and an irrigation lid on the south side of Ave D that we need to have access to. Vehicles parked on the north portion of the property would not allow us to access the meter and irrigation lid.

If approved Ms. Chavez recommended the following conditions: Comply with all City, State and Federal requirements.

Chairman Mink inquired about the truck route. Ms. Chavez stated West Avenue D is the City's designated truck route and the Engineering Department has a concern with the visibility impact if there were cars parked on the property. Ms. Chavez showed the commission the right of way on the map that was provided. She stated the right of way was 80 feet. She explained the radio station building is right on the property line.

Applicant Testimony: Efrain Ortega, 501 South Lincoln, testified he was not aware there was a big sidewalk. He stated the property line is six feet to the north of the building. He stated he

needed to use the building. He stated he pays enough property tax and he needs to utilize the building the best he can. Mr. Ortega stated they have had tenants in the building but based on the economy, they do not last very long. He testified he has another building on Main Street but this building is more visible to the public. He stated they are just wanting to start and fulfill the requirements for the state license. He stated they only want three or five cars to start. He stated the street is wide enough for trucks. He stated they would not be on the sidewalk and they could park the cars at an angle to help. He stated they would have plenty of space in the front. Commissioner Miller inquired if they would be using the South Lincoln side of the building and if the restaurant was still going to occupy the building. Mr. Ortega stated they were just trying to keep enough cars for the license. He also stated that as for now, the restaurant will continue in the building. He continued to state he has a 30,000 square foot building with a lot in the back of it on Main street, he stated was entitled to off street parking.

Testimony in Favor: none

Testimony in Neutral: none

Testimony in Opposition: Clay Ramirez, 100 East Ave D, testified he is kitty cornered to the building. He stated he does not think it would be the best location and has a couple of concerns. He stated he does not agree with the building matching other buildings in the area. He stated the property needs a facelift and does not know if the cars will be maintained. He stated the property is not currently maintained. He does not think a car lot would fit in the area with the school and the church as neighbors. He agreed that a restaurant works in the building. He stated he wants the City to look good. He stated he has tried to buy other properties in the area to help the community but has been turned down. He stated he wants the community to look good. He continued to state other businesses would work in place of a car dealership.

Rebuttal Testimony: Mr. Ortega testified they have spent a lot of money trying to update the buildings they have. He stated it has not been easy. He does not want to make things bad for the City. He hopes the economy will turn around so they can do better. He wants to make sure they can pay their property taxes and keep tenants. He stated since they own two buildings they pay about \$15,000 in property taxes.

There being no further testimony, Chairman Mink closed the public hearing at 7:24 p.m.

CONSIDER a request from Maria E. Juarez for a Special Use permit allowing automotive sales on that parcel described as Lots 1 & 2, Tax 2, Block 125 Jerome Townsite NE 24-8-16, more commonly known as 501 South Lincoln Avenue, Jerome, Idaho.

Chairman Mink went through the General Standards with the Commission. Extensive discussion was held regarding the General Standards. The Commission agreed the application did not meet Standards C, D, and H. Upon inquiry from the Commission, Mr. Larsen stated if the Commission needs more information, they could table the discussion and ask for a study from the petitioner to come forward with the information requested.

Commissioner Gibbons inquired if it would set a precedence. Legal Counsel stated each Special Use permit is in and of its own.

Commissioner McEntarffer made a motion to table a request from Maria E. Juarez for a Special Use permit allowing automotive sales on that parcel described as Lots 1 & 2, Tax 2, Block 125 Jerome Townsite NE 24-8-16, more commonly known as 501 South Lincoln Avenue, Jerome, Idaho and request more information on the following items: Property survey establishing the property boundaries for 501 South Lincoln; Site plan drawn in a 1 to 30 scale, showing the distance between the structures on the property and the property line, and the proposed spaces for the cars listed for sales; and narrative statement addressing the safety of pedestrians on West Avenue D; with a hearing date for March 13, 2018.

Second to the motion by Commissioner Allred and carried.

Unanimous "Ayes"

PUBLIC HEARING to hear a request from Lytle Signs, representing McDonald's Corporation, for a Special Use Permit allowing an electronic message display sign to be installed on the property located at Tax 45 NE NE Jerome Unplatted 36-8-16, more commonly known as 2611 South Lincoln Avenue, Jerome, Idaho.

Staff Report: Ms. Chavez stated McDonald's is located at 2611 South Lincoln. It is an existing building. The application proposes to replace an existing manual reader board with a new electronic message display sign. The property is located in the High Density Business zone (C3). Section 17.32.040.Q of the Jerome Municipal Code allows electronic message displays in all zoning districts by special use permit only. Per section 17.14.010 of the Jerome Municipal Code, signs in the High Density Business zone (C3) are allowed as follows: "Each property may have one freestanding sign facing each adjacent road of not over two hundred (200) square feet and not over thirty five feet (35') in height. Freestanding signs must be at least ten feet (10') from any adjacent property. Billboard signs shall be permitted only within the interstate sign overlay zone and shall be governed by the terms of section 17.32.075 of this chapter."

Ms. Chavez stated the application proposes to replace the existing manual reader board with an electronic message display. The materials note the structure of the sign will not be modified. The proposed electronic display will be similar in size to the existing reader board. The proposed cabinet will measure approximately 3'2" X 9' 2". The electronic message display sign has an approximate area of 29.02 square feet. As proposed, the sign meets the size requirement as outlined in the Jerome Municipal Code.

Ms. Chavez stated the general requirements for Section 17.32.040, are as follows: Shall contain static messages only, and shall not have movement, or the appearance of optical illusion of movement; Each message or frame must be displayed for a minimum of three (3) seconds; Shall emit a light of constant intensity, and shall be constructed of hardware capable of programming that will limit the nits output to five thousand (5,000) on clear days and five hundred (500) nits

from dawn to dusk; Text only single color message displays with letters no higher than twelve inches (12") may scroll or travel without the static message limitation; Each parcel of real property may have one electronic message display; Animated signs and EMD are allowed by special use permit only and in accordance with chapter 17.60 of this title. (Ord. 1149, 2016)

Regarding the General Standards, Ms. Chavez stated, the Jerome Municipal Code allows an electronic message display sign with a special use permit in all zoning districts. The request appears to be harmonious with the objectives of title 17 of the Jerome Municipal Code. The application notes the design of the sign will be constructed to fit into an existing sign cabinet, there will not be any structural changes to the existing sign. The applicant is required to meet the electronic display criteria, which will keep the sign from creating a disturbance to current and future neighbors. The application notes the sign not require any public facilities or services nor create additional requirements at public cost for public facilities. The electronic message sign display will not create excessive production of traffic, noise, smoke, fumes, glare or odors. Vehicular approaches will not be impacted by this special use request. It does not appear that the destruction, loss or damage of a natural, scenic or historic feature of major importance will be impacted by the proposed electronic display sign.

Regarding the Design Review Guidelines, Ms. Chavez the following Design Guidelines the sign appears to promote sign design and placement. The materials note the electronic message display will be an update to the existing reader board. The application indicates the sign will enhance the area and be professionally manufactured and installed. The application indicates the sign will be manufactured using aluminum and polycarbonate for durability. The proposed sign display will be in English.

Ms. Chavez stated she sent the proposal to City Staff and they all had no concerns with the project.

Ms. Chavez recommended the following conditions if approved: Obtain necessary building permits prior to replacing sign cabinets; and comply with all City, State and Federal requirements.

Applicant Testimony: Craig Lookingbill, 1925 Kimberly Road, Twin Falls, representing Lytle Signs and the Kyle Family, testified they are wanting to upgrade the sign to be more user friendly. He stated the electronic message display signs are more popular and this will help upgrade the sign. Commissioner King inquired if it would be double sided. Mr. Lookingbill stated it will be the same as the present sign and the two sides will be mirrored. Upon inquiry from Commissioner McEntarffer, Mr. Lookingbill stated it will be the same size as it is currently. He stated there will be two to three lines of text at a maximum.

Testimony in Favor: none

Testimony in Neutral: none

Testimony in Opposition: none

There being no further testimony, Chairman Mink closed the public hearing at 8:00 p.m.

CONSIDER a request from Lytle Signs, representing McDonald's Corporation, for a Special Use Permit allowing an electronic message display sign to be installed on the property located at Tax 45 NE NE Jerome Unplatted 36-8-16, more commonly known as 2611 South Lincoln Avenue, Jerome, Idaho.

Commissioner King stated the sign looked nice.

Commissioner McEntarffer made a motion to approve a request from Maria E. Juarez for a Special Use permit allowing automotive sales on that parcel described as Lots 1 & 2, Tax 2, Block 125 Jerome Townsite NE 24-8-16, more commonly known as 501 South Lincoln Avenue, Jerome, Idaho as presented.

Second to the motion by Commissioner King and carried.

Unanimous "ayes"

CONSIDER a Sign Design Review from McDonald's Corporation, located at 2611 South Lincoln Avenue, Jerome, Idaho.

Commissioner King made a motion to approve a Sign Design Review from McDonald's Corporation, located at 2611 South Lincoln Avenue, Jerome, Idaho.

Second to the motion by Commissioner Allred and carried.

Unanimous "ayes"

CONSIDER a Design Review from Jerome School District 261, located at 125 4th Avenue West, Jerome, Idaho.

Staff Report: Ms. Chavez stated the Jerome School District #261 property is located at 125 4th Avenue West in Jerome. The application proposes to add a 5,000 square foot wood framed, insulated structure to be used for the storage of the district's maintenance vehicles and equipment. The property is located in the Public / Semi Public zone. The new structure will have concrete flooring, gable roof with composition shingles, two tone metal siding, and painted metal overhead garage doors and man doors. Additionally, a 6' perimeter chain-link fence will be installed to secure the maintenance compound.

Ms. Chavez continued, the application notes the design elements, materials, components and colors will match the existing maintenance building, which was constructed in 2012. The

existing color scheme includes two tone metal siding with a light tan upper color and a colonial red lower color. The composition shingles will be a brown charcoal color. The materials note the new structure has been designed so it blends well with the existing campus color palette and with the proposed exterior remodel of the administration building.

Regarding the Design Review Guideline 24, Wall Colors, Ms. Chavez stated the building's façade will be painted Tan and Colonial Red. These colors will match or be closely similar to the two metal siding colors of existing buildings. The colors do set it apart from its neighbors, therefore creating interest. Regarding Guideline 29, Landscape Plan, Ms. Chavez stated the application materials also provide a landscape plan. The plan shows new lawn with five honey locusts will be added to the frontage facing 4th Avenue West. Additionally, the plan shows the existing lawn areas and honey locusts will remain. The new plantings will blend well with the existing landscape.

Greg Bush, LKV Architects, 2114 North Coolwater Ave, Boise, stated Ms. Chavez covered what he wanted to say. He stated the building will match the existing building. He stated the building will be for maintenance storage for vehicles and equipment. He stated there will be a six foot fence around both of the buildings to help secure the facility with sliding gates. He continued to state the landscaping will help finish up the property. He stated the color scheme will be consistent with the upcoming façade update to the district administration building.

Chairman Mink stated he liked the buffer between the School District and Head Start Buildings. Commissioners King, McEntarffer and Gibbons all agreed the design was great.

Commissioner McEntarffer made a motion to approve a Design Review from Jerome School District 261, located at 125 4th Avenue West, Jerome, Idaho as presented.

Second to the motion by Commissioner King and carried.

Unanimous "ayes"

CONSIDER a Sign Design Review from Ruben Rico, located at 501 South Lincoln Avenue, Jerome, Idaho.

Staff Report: Ms. Chavez stated Tacos Villa is located at 501 South Lincoln in Jerome; it is an existing building. The application proposes a new sign for an existing business. The property is located in the Central Business District zone (CBD). Per section 17.32.050.E of the Jerome Municipal Code, signs in the CBD zone are allowed as follows: "Each property may have one single faced building sign facing each adjacent street frontage up to three (3) square feet per linear foot of the side of the building facing the street frontage. The maximum sign area for a building sign shall be one hundred fifty (150) square feet."

Ms. Chavez stated the application proposes a 3' X 5' sign to be placed on the frontage facing South Lincoln. As proposed the sign would be approximately 15 square feet. The length of the

building is 75 feet which would allow the maximum 150 square foot sign (75' x 3'). As proposed, the sign meets the size requirements. The application proposes a non-illuminated, plastic building sign with black and red lettering on a white background.

Regarding the Design Review Guidelines, Ms. Chavez stated the sign appears to promote sign design and placement. The application indicates the sign will be produced professionally. As proposed the sign will be constructed hard plastic material for durability. The proposed sign will have the legal business name, Tacos Villa, in Spanish. All other lettering will be in English.

Edgar Soto, 501 South Lincoln, representing Ruben Rico, stated Coca-Cola sponsored the sign to help attract more people. He stated the sign will be attached to the wall with pins that will be drilled into the side of the building. Mr. Soto stated the sign will be in the front of the building above the doors. Ms. Chavez stated the sign will replace the existing temporary sign they have now.

Commissioner McEntarffer made a motion to approve a Sign Design Review from Ruben Rico, located at 501 South Lincoln Avenue, Jerome, Idaho.

Second to the motion by Commissioner Miller and carried.

Unanimous "ayes"

CONSIDER a Sign Design Review from Stegen Phillips, representing Metro PCS, located at 1976 South Lincoln Avenue, Jerome, Idaho.

Staff Report: Ms. Chavez stated Metro PCS is located at 1976 South Lincoln Avenue in Jerome; it is an existing building. The application proposes a new sign for a new business. The property is located in the General Business zone(C-2). Per section 17.32.050.D of the Jerome Municipal Code, signs in the C-2 zone are allowed as follows: "Building signs facing each adjacent road shall not be more than two hundred (200) square feet in size and mounted no higher than thirty five feet (35') from the ground and no higher than the eave line of the building to which it is attached or adjacent without a special use permit approved by the commission pursuant to the provisions of chapter 17.60 of this title."

Ms. Chavez stated the application proposes an 8' x 3' building sign. As proposed the sign would be approximately 24 square feet. The property has three existing building signs, with a total sign area of 25 square feet. The combined sign area is approximately 49 square feet, which is less than the allowed 200 square feet. The application proposes an LED illuminated aluminum sign with purple and orange lettering. The sign will be placed above the door of the building.

Regarding the Sign Guidelines, Ms. Chavez stated the proposed sign appears to meet the placement requirements. The sign will be produced using professional workmanship and will not have hand lettering or a sloppy or garish job. As proposed the sign will be made of

aluminum, which the applicant describes as being a durable, permanent material. As proposed the sign will be in English.

Jose Davila, 1976 South Lincoln A4, representing Metro PCS, stated they are just wanting to replace the Boost Mobile signs that are currently there. Commissioner McEntarffer stated the signs are from corporate as there is another similar sign on East Main Street.

Commissioner King made a motion to approve a Sign Design Review from Stegen Phillips, representing Metro PCS, located at 1976 South Lincoln Avenue, Jerome, Idaho.

Second to the motion by Commissioner Gibbons and carried.

Unanimous "ayes"

APPROVAL OF MINUTES

Upon inquiry from Chairman Mink, the Commission unanimously approved the regular meeting minutes for the January 23rd, 2018 meeting.

CITIZEN CORRESPONDENCE

None

DISCUSSION PERIOD & STAFF REPORTS

Commissioner McEntarffer asked Staff about Jimenez repair. He inquired how many cars he was allowed to have outside of his business at one time. Ms. Chavez stated she would look into the Special Use permit.

Ms. Chavez stated there are a couple of public hearings set for the first March meeting. She stated there will be a hearing for the Design Review Ordinance. She stated there will not be a second February meeting unless something comes up.

There being no further discussion, Chairman Mink closed this regular meeting at 8:26 p.m.

Rod Mink, Chairman

Katie Elliott, Secretary