

Meeting Minutes
HAILEY PLANNING & ZONING COMMISSION
Monday, April 1, 2019
Hailey City Hall
5:30 p.m.

Present

Commission: Janet Fugate, Owen Scanlon, Sam Linnet, Dan Smith, Richard Pogue
Staff: Lisa Horowitz, Robyn Davis, Jessica Parker

5:30:24 PM Chair Fugate Called to Order.

5:30:35 PM Public Comment for items not on the agenda. No Comments

Consent Agenda

CA 1 Adoption of the Meeting Minutes of March 20, 2019. **ACTION ITEM**

5:31:07 PM Linnet motioned to approve CA 1. Smith seconded. Three in Favor. Chair Fugate Abstained.

Public Hearing

PH 1 **5:31:43 PM** *Consideration of a Conditional Use Permit Application by Hailey Auto Clinic, represented by Jay Cone of Jay Cone Architecture, for Automotive repair and maintenance, to be located at Lots 15, 16, 17, Block 4, Hailey Townsite (610 South Main Street), which is located in the Business (B), Downtown Residential Overlay (DRO) and Townsite Overlay (TO) Zoning Districts. ACTION ITEM*

5:32:08 PM Horowitz introduced project and turned floor over to Jay Cone. **5:32:49 PM** Jay Cone, 651 El Dorado Lane, representing applicant, confirmed will need a vote on the CUP before moving to Design Review Pre-Application. Cone introduced the project and location. Cone explained the use of the building, that will employ approximately three people and all of the work will be done inside. Cone clarified this is not Les Schwab and will not have the noise volume they have. Cone discussed how the project falls into the comprehensive plan. **5:36:47 PM** Smith asked where the vehicles that are not operable will be stored. **5:37:15 PM** Alex Dunn stated if there is room inside, they will be left inside. If it was going to be a long wait, the vehicles would be put in a parking spot outside. Smith stated his concern of the visible aspect of inoperable vehicles on Main Street. Dunn explained the process, agreeing they do not want that look either. Smith and Dunn continued to discuss locations and situations when vehicles are not operable. **5:39:18 PM** Smith clarified the tools to be used. Dunn confirmed most tools to be used are electric. Chair Fugate asked what the process is for the oil. Dunn explained has a 200-gallon storage tank that is pumped once a month. Chair Fugate confirmed work is really just repair and maintenance, no painting. Dunn confirmed. Scanlon asked if parts are being delivered, would they be delivered in the back or the front. Dunn said would prefer to have them delivered in the back. Linnet asked if there would be any outside storage. Dunn said no. Cone explained process of vehicle drop-off; deliveries would come to the back, and encourage customer entrance in the front. Cone discussed the landscaping plan. **5:43:24 PM** Smith asked if they would make the landscaping complimentary to what is existing as far as

screening. Cone asked for clarification. Smith explained as far as filling in areas that currently do not have landscaping on adjacent properties. Cone asked to discuss this further in the design review portion. Smith questioned the employee parking. Cone explained employee and customer parking. [5:44:35 PM](#) Scanlon added believes building placement is good. Chair Fugate asked how many vehicles could it accommodate. Cone said five. Scanlon confirmed no pits, Dunn confirmed no pits. [5:46:49 PM](#) Horowitz pointed out suggested conditions of approval. Chair Fugate said may want to add one about inoperable equipment.

[5:47:37 PM](#) Chair Fugate opened to public comment.

[5:47:44 PM](#) Michelle Johnson, 341 Motherload Loop, thank you for allowing me the opportunity to provide public comment tonight. You have received a thorough Staff Report and heard from the applicant's team. Its an excellent project on the south end of our city. I am Alex's mother, 4th generation Hailey resident. Family has been merchants since came here in the 1800's. Whether it was a blacksmith, a butcher or a county commissioner. Her own father owned a service station where Chapalitas sits now. They have provided the need for the necessary services for the people who travel through our city or live here full time. Hailey Auto Clinic is no exception to that service model of a family owned business. Hailey Auto Clinic has been successfully growing at its current location and is looking to expand in the south end of Hailey on a lot that has truly been vacant as long as she can remember. With the move of D.L. Evans to the south end of town, it looks great we are getting there. It's nice to see another business be willing to go to the south end of town. Seems like all the growth for forever has been at the north end of town. It will be nice to reign in our borders. Thinks this is a positive sign for the city.

[5:49:20 PM](#) Chair Fugate closed public comment.

[5:49:41 PM](#) Scanlon believes it is a great use for the property, hard to say an empty lot is better than a development. Linnet thinks it is a great project, asked how they could keep inoperable vehicles off the Main Street. Smith discussed it as a condition of approval. Linnet and Smith continued to discuss options. Chair Fugate added she wrote down to add that as a condition. Dunn said they do not want them there either. Commission continued to discuss condition regarding inoperable vehicles. All in agreement. Linnet suggested to add condition to restrict outside storage. Dunn said that is fine with him. Commission and staff agreed. [5:54:30 PM](#) Horowitz read new conditions aloud d) Any inoperable vehicles shall be stored in a location not visible from Main St. E) No exterior storage of equipment or materials. Smith and Pogue confirmed their concerns addressed with those conditions.

[5:55:19 PM](#) Smith motioned to approve Conditional Use Permit Application request by Hailey Auto Clinic, represented by Jay Cone of Jay Cone Architecture, for construction of a new 2,693 square foot commercial building, to house the automotive repair and maintenance shop, Hailey Auto Clinic. This project is to be located at Lots 15, 16, 17, Block 4, Hailey Townsite (610 South Main Street), finding that the application meets each of the Criteria for Review (a) through (h) cited in Title 17.11 of the Hailey Municipal Code, that the Conditional Use Permit complies with the Comprehensive Plan, and that the Conditional Use Permit is subject to Conditions (a) through (e) noted above. Linnet seconded. All in Favor.

[5:56:23 PM](#) Chair Fugate asked if they would need to comeback. Horowitz confirmed no it will be indefinite, forced upon complaint.

PH 2 [5:56:47 PM](#) *Consideration of a Design Review Pre-Application by Hailey Auto Clinic, represented by Jay Cone of Jay Cone Architecture, for a new 2,693 square foot commercial building, to house the automotive repair and maintenance shop, to be located at Lots 15, 16, 17, Block 4, Hailey Townsite (610 South Main Street). The proposal includes three (3) service bays, office space, and onsite parking. ACTION ITEM*

[5:57:21 PM](#) Horowitz turned floor over to Jay Cone. Cone discussed the revised site plan, explaining main difference is the landscaping. Cone said really do plan to meet required screening. Smith confirmed will have a more comprehensive plan of what will do when they come back for Design Review. Cone confirmed. Cone discussed plan for client's entry into the business and parking of cars. [6:00:31 PM](#) Chair Fugate asked how they plan to curb entry on second curb cut. Cone discussed signage and other plans. Cone pointed out that currently there is a Mountain Rides bus stop and bench right there. Cone discussed how they will not be shedding anything to the adjacent properties. Cone discussed floor plan of building. [6:03:28 PM](#) Cone brought in a revised drawing of the elevations. Cone discussed the look of the building, Chair Fugate added that it is a classic look. Chair Fugate asked about the windows, Cone said the window in the front is glass block. Smith questioned lack of windows on south side. Dunn explained reason why did not have them. Linnet asked if current color scheme is black and white. Cone confirmed it is. Smith asked about metal accents. Cone explained options they are looking at. Linnet said looking for more color; Cone explained the neon lighting they are hoping to have. [6:09:22 PM](#) Scanlon confirmed this is a CMU building. Scanlon suggested recessed blocks on south side to break up the wall. Scanlon asked if the door worked for A.D.A., Cone confirmed it does not but working on it. [6:10:59 PM](#) Horowitz added that black and white is classic that if they can achieve the color the effect from the lighting that it will not detract from the architect of the building. Chair Fugate agreed. [6:11:39 PM](#) Chair Fugate asked when they are meeting with the Tree Committee. Staff confirmed will get a date clarified. Pogue thinks it's a great design. Smith complimented Dunn on concept and Cone on execution.

[6:13:19 PM](#) **Chair Fugate opened to public hearing.**

[6:13:27 PM](#) Andrew Hawley, 709 S River St, likes the design concept, his house is going to have direct contact, line of site from 2nd and 3rd bedrooms. Already have DL Evans bank sign right in their face that keeps them up all night. If they can light that and turn the lights off at 9 or 10 good with it but if stays on all night long does not like it.

[6:14:18 PM](#) Carl Hjelm, local arborist and member of the Tree Committee, couple of things. On the north side there are 3 very large maples, given the existing site plan, not sure if one will survive the excavation. That building is probably 5ft or so from the property line, does not know how deep the footing is but the silver maple itself is 5ft on the other side of the property line. Which leaves about 10 ft between the stem of the very large maple and the building itself. It does not account for root space or the overt excavation needed. Concerned that if that tree were to remain it would be unstable and cause problems for the neighbors but it's not the applicant's tree. The roots and limbs are on the property. There may be some need to reconsider the design of the site in order to preserve that tree because it is not theirs. Second thing, there are no trees planned for the

south side of the property, which is going to make that asphalt parking a tremendous heat island. We have expressed concern about creating more atmospheric temperature. We have expressed concern about using trees as carbon sync. Have wonderful opportunity to put a few trees in the south side of the property in that landscape buffer and shade that parking lot in the summer. There are concerns about snow melt in the winter there, there are street tree recommendations and shade tree recommendations that would allow for shading of the parking lot in the summer and relatively good solar access in the winter to allow melt off. The next thing is, could almost look out the window here and see Elbe's Place across the street. It does have outside storage and know the commission has expressed concern about this. It also has asphalt from sidewalk right up to front doors. Encourages the commission and architect to consider a different product there, perhaps grass creek or something that is going to soften the look of the building. If in fact the intent is to not have any parking there and the vehicles would just be moving over the top of that space than the grass creek would be just fine. As long as vehicles were not doing a lot of movement back and forth there. It also would add a short green clean lawn that might add to architecture of building fairly nicely. Finally, snow storage, does not know if addressed it, is an issue but with the removal of the landscape buff on the northside think that area can be used as snow storage.

6:17:34 PM Chair Fugate closed public comment.

6:17:49 PM Chair Fugate asked if there was no motion, Horowitz confirmed no as it is a discussion of ideas. Chair Fugate provided suggestions to applicant to provide during Design Review to address public comment concerns. Horowitz clarified Tree Committee will comment on the street trees in the right of way. Linda Ries, Tree Committee, also depending on the trees in back they are part of the City Core and part of the comp plan to save large trees in the City Core, so they will comment on that. 6:20:19 PM Chair Fugate asked if commission had any other input. Scanlon stated thinks Cones point is still working on some things. Linnet said thinks it is great, no additional comments. Smith suggested to take in account comments heard, and said there are ways to help support the trees. Pogue confirmed heard some great comments. Chair Fugate thinks will be a great addition to Main St.

PH 3 6:22:18 PM *Consideration of modification to Chapter 17, Section 17.08A.020 of the Hailey Zoning Ordinance addressing Signs. The proposed modification would address the materials used, the compatibility of the sign and the maximum overall size. ACTION ITEM*

6:22:25 PM Horowitz explained Davis and her have been working with sign code and felt there were some changes needed. Horowitz introduced representatives from Hawley Graphics and Windy City – Andy Hawley and Troy Larsen. Horowitz explained received to public comments today, and does advise that no action be taken tonight but that they do hear the comments. 6:24:31 PM Davis explained issues that they have been running into and presented a power point discussing signs as the city's first impression. During presentation, Davis explained proposed changes. 6:32:37 PM Chair Fugate said to her the blade sign seems better for the businesses, thinks it is great. Scanlon added that this is a double edge sword, could find yourself looking at sea of blade signs going down the sidewalk. Scanlon summarized that he does not know if it's the perfect answer. 6:33:59 PM Chair Fugate asked if maybe they needed to be staggered. Horowitz added that blade signs are not confusing to pedestrian, using the nine college towns she was in recently as an example. Staff and Commission continued to discuss potential placement of blade signs to avoid confusion.

[6:35:48 PM](#) Andy Hawley, Hawley Graphics, added that he thinks that is more for a smaller pedestrian sign, can still have a main sign. Linnet asked if 3x2 was large enough. Troy Larsen, Windy City Graphics, for pedestrians yes, for traffic no. [6:36:35 PM](#) Chair Fugate asked if understood correctly if all the internally illuminated signs would be non-conforming. Davis confirmed yes but would not be required to remove signs unless certain changes occurred. Pogue asked if the ACE signs are internally lite, staff confirmed yes. Linnet asked about internally lit and free-standing signs. Horowitz said free-standing signs are more suburban, referencing Blue Lakes Blvd. Chair Fugate referenced when O'Reillys went through design review and sign requirements then regarding free standing. [6:39:27 PM](#) Scanlon asked staff about reduction in sign size. Horowitz said it is still larger than other areas, Horowitz asked Hawley if recalled what Ketchum's maximum size was. Hawley stated max sign in Ketchum is 1 sq. ft. per every 3 ft. of linear lineage. [6:40:17 PM](#) Linnet stated would be nice to have comparisons so when do have comments can say have looked at what others have done. Chair Fugate added that she thinks it is entirely appropriate to shrink size on window signs. Linnet asked about free-standing signs, if it would apply to every zoning classification. Using example of his office that is set off the street, pointing out that it would be difficult to locate without the free-standing signs. Chair Fugate agrees and thinks should look at it more. [6:43:08 PM](#) Hawley pointed out the new Welcome to Hailey sign is free-standing, suggested may need to look at a design standard vs. prohibiting the signs. Commission and staff continued to discuss free standing signs.

[6:45:07 PM](#) Chair Fugate opened public comment.

[6:45:20 PM](#) Tony Evans, IME and citizen, has been to towns where blade signs are really successful. Ashland, Or. very crowded commercial area but very easy to see where you are. Would say, if thinking about passing an ordinance there is one company that might move to Hailey, it is just a rumor now. It would a general dollar store or family dollar store related, similar train, they do the internally lit signs that glow yellow all night long. Get it that trying not to look like Blue Lakes Blvd, this is not a monument sign but it is certainly a very standard strip commercial sign that would be seen anywhere else in America. When you go to a city like Carmel, CA that has very strict sign ordinance, have to pull the ivy apart to see that it is an auto store. It takes a little getting used to if used to the signs that scream at you as you drive down that standard commercial strip. What it did for me was it allows you to appreciate the architecture quite a bit more because it is not the signs that grab all of your attention. The ivy is, the frontage of the building, the trees do and you still find your way around.

[6:47:13 PM](#) Troy Larsen, Windy City Arts, sign and graphics business for 15 years. First would say the heart of their company is the businesses, sees business people every day. Hears their cries of I can't be seen. In their world, don't want bigger and brighter, their goal is to create a sign that communicates well to anyone looking for a business. He has difficult time with code being amended to making internally lit signs illegal. Think they are tastefully done when done right. Has control over how bright the LEDs are inside those cases, they are modern, look really good and tasteful when done correctly. One of their projects is Champion ice house, if anyone has an objection to that signage would be curious to know that. They feel it is extremely tasteful and it is internally lit. Do a lot of backlit halo lettering, wonderful product, like it but is almost twice as expensive. Love them but just a hard product to sell because of the cost. Big concern is the push for neon signs; neon is very poor for dark sky ordinance. Where internally lit letters are wonderful for dark sky ordinance. Has been working for years to get dark sky ordinance light exactly right.

Hearing the direction go away from that is disheartening. Just going to throw this out there since talking about neon – extremely expensive, toxic, super-high on energy expenses. There is a reason why neon went out in the sign industry and they were all grateful when it did. It has come back to a certain degree, but is usually powered by LED lighting. It is not the same as the traditional neon. As a sign person, does not think it is a good direction at all especially for Hailey. As far as free-standing signs, thinks it is very important to have a compromise there. To just get rid of them altogether is a terrible decision. A lot of the free-standing signs in Hailey are iconic, they are what people look for. For many of our businesses, 60% to 70% of their business comes directly from sight of sign and if they are not seen they won't get the business. Free-standing signs very important. Ok with regulations on size, think that Andy and he both agree, could make more money if the signage could be bigger. As a sign company compared to other sign company's in other towns it hurts because of the sign regulations, if could make bigger would make more money. So, have to get creative because of that. Think the idea of going to regulating what is being used, absolutely agree with getting rid of junk. No reason to have banners up, no reason to have corrugated plastic out there, it just doesn't look good for our city our town. So, part of this is if going to make regulations and want a high-quality looking town, going to have to encourage businesses to spend money. Because high quality signs cost cash. Most people who don't have high quality signs, they paint plywood and reason why they make cheap neon, is because it is cheap and inexpensive and they skipped over the sign shop.

[6:52:08 PM](#) Chair Fugate asked Larsen to explain what is being used in place of neon. Larsen explained it is rope light, it is not a constant tube so get dots in it. Chair Fugate asked to see an example of it. Larsen explained they are typically large signs. Horowitz clarified neon is not discussed in the text change. Chair Fugate asked Larsen about materials for internally lit signs. Larsen explained the material used. [6:54:24 PM](#) Linnet asked if there was an easy, technological way to regulate lumen. Larsen confirmed there is.

[6:55:19 PM](#) Carl Hejm, 212 2nd Ave S, support Larsen with internally lit signs. Think the... limitation on size both individual and commutatively internally lit signs is good, no white would be good because it starts to really glare at night. Limitations on hours of lighting to either some pre chosen time or hours of operation of the business is good. So, don't have hardware store sign on at 4 am, when no one can go there. Generally, in support of internally lit signs, think there are some really good examples and some that are more commercial. In a bit of dilemma about free standing signs. Understand need for buildings that are set back from the street however thinks makes a better community when buildings on the street. If eliminate free standing signs, if one of the products you get is the buildings come to the street is a good thing. On the other hand, don't want to see businesses suffer for their existing locations. Last thing, going to point out a specific business, this kind of sign is one of the worse examples they see. The Sterling Urgent Care sign, is exactly what we think do not want to see in signs in our community. It is T shaped, a piece of plywood on top of a pedestal with white background with dark lettering on it so can't read it at night. Use a reflective plastic material for the whole thing and when shine a light on it reflects like crazy and bounces light all over the place. Think that particular sign can be used very much as an example of what we do not want.

[6:58:07 PM](#) Redgy James Christenson, Farmers Insurance, as a franchise and business owner who are tied to a specific brand. They have certain guidelines have to follow, don't really have a choice. Over on River Street, across from Les Schwab, they have their signs lit up all the time. As they look to

update their signage, would like to have the internally lit sign on the building above the door. Right now, just have some window murals. Think with franchises like McDonalds, you pointed out Carls Jr., certain things that comes down from the corporation its not a personal choice they have. So, they put that on them to be a certain way or certain look, love all the signs they brought to the table, but as a franchise limited on what they can do. Maybe its just a Main Street thing they are looking for, because they are on River Street. Does not know if want to focus more on Main Street and allow more leeway on the side streets. Does not know what their plan is, but think going to limit bigger companies that have a certain signage, like the dollar store they were talking about, if can't do the signage can't comply with what is in their contract and makes it really difficult for them to do what they need to do.

[6:59:54 PM](#) Bob, behalf of Board of Realtors, commend you bring signage forward, to him nothing is more important to a town's identity than signage. Discussion tonight is fantastic. As he was reading through the proposed changes, realized one thing that was not in the ordinance is their real-estate for sale sign. Wanted to put that out there for them and ask if wanted to take this opportunity to somehow include them in the mix or not. In lots of area not even looked at, if it is somewhere in the ordinance that can't have a sign here unless have a permit than you should address it. Think that from their perspective, have somewhere around 200+ listings, the idea of for example to have to get a permit for those does not make sense for them or for staff. But have to have those signs, as gentleman mentioned signage is key. Coincidentally for what it is worth, City Sun Valley and they have been working on this for a few months, really has taken that long just hasn't had time on their schedule. Their Planning and Zoning commission recommended to Council that in Sun Valley they are called temporary signs, recommended 5 sq. ft. signs be permitted with conditions. You can get all of this data in their staff report, this Monday.

[7:03:12 PM](#) Horowitz stated excited to hear example of signs in Sun Valley that realtors will like, Horowitz confirmed our code does not use real estate signs. Board and Staff discussed addressing real estate signs Horowitz added to corporate sign concerns, summarizing she has not had a problem in past with working with franchises. Chair Fugate confirmed corporations have worked with them in the past, using Natural Grocers and O'Reilly as examples.

[7:05:32 PM](#) Redgy Christensen, they have made it to where they have to where they have to get the signs directly from their approved sign people. As we want to upgrade our sign, know they are established but looking to maybe have an internal lit sign. Size is definitely negotiable. It's going to be whatever material they tell him it's going to be. Doesn't know if it's that hard plastic but if they restrict franchises, sure McDonalds figured it out and sure Farmers will too. Just know its getting more and more restrictive because they want that brand to be the same. To be out there. Chair Fugate confirmed they all understand that and that staff can help.

[7:06:47 PM](#) Bob, Board of Realtors, another thing to think about the grid where certain types of signs are allowed by zone, pushes them out of the temporary category because not allowed in residential zones. Does not know if there is a way to redefine. Horowitz stated all real-estate signs are exempt because they are under 4 sq. ft. Bob stated not any more. Horowitz confirmed will review what they came up with. Linnet asked why real estate signs are not exempt any more. Bob explained there was provision in the code that if your sign was less 4 sq. ft it was exempt. That made it easy to work with. Chair Fugate added that they were temporary. Bob stated temporary never really worked as not allowed in residential zones. Horowitz asked what City of Sun Valley is

doing with offsite signs with arrows in right of way. Bob explained that the directional signs are not being discussed and city is trusting them to self-police. [7:08:59 PM](#) Chair Fugate clarified not wanting to prohibit from complying or to damage the operation of their franchise believes there is a way to figure it out. Chair Fugate stated understand point of limiting hours of lights on the sign but added that city is not as appealing if don't see signs and lighting. Theoretically they should all comply with the dark sky ordinance. Horowitz added that they do not have the specific requirements that Ketchum has.

[7:10:22 PM](#) Troy Larsen, one thing about most signs are on photocell that come on and off with light, if they are not on photocell have to be on timers and that is pretty expensive. Going back to Sterling Urgent Care sign, that seems to be the place getting hammered. Truthfully as a sign company when that went in how did that happen. Horowitz explained code requirements and what happened with that particular sign. Larsen stated but its legal. How did it get away with the size of the building and everything on the building? Horowitz explained it was because of the 150 sq. ft. Larsen stated he is ok with that limitation.

[7:12:38 PM](#) Smith added that he has Christmas lights on a timer that is adjustable from 1 to 5 hours. Smith stated would not want to set up a rule to have peoples signs go off before their businesses close. Chair Fugate added that driving through town when everything is closed, it is nice to see the lights on the trees. Pogue addressed comment about dark sky, thinks it is very important. Chair Fugate confirmed can control brightness of the lighting. [7:14:47 PM](#) Scanlon thanked Larsen and Hawley for coming and their information was invaluable.

[7:16:32 PM](#) Scanlon motioned to continue the public hearing to May 6, 2019. Pogue seconded. All in Favor.

Staff Reports and Discussion

- SR 1** Discussion of current building activity, upcoming projects, and zoning code changes.
(no documents)
- SR 2** Discussion of the next Planning and Zoning meeting: **Monday, April 15, 2019.**
(no documents) PP: Skyview and Text Amendment by 43 North.

[7:18:09 PM](#) Horowitz discussed training taking place on May 6 for all County, City staff and commissioners. Smith is confirmed will attend. Horowitz discussed a concurrent workshop on April 15th for Hailey Transportation Plan. Smith asked how late their meeting will be, Horowitz stated will find out and get back to them.

[7:20:58 PM](#) Smith motioned to adjourn. Pogue seconded. All in favor.