

**BLUFFDALE CITY COUNCIL
BLUFFDALE CITY PLANNING COMMISSION
SPECIAL JOINT MEETING MINUTES
Wednesday, March 11, 2020**

Present: Mayor Derk Timothy (arrived at 5:10 p.m.)
Wendy Aston
Traci Crockett
Jeff Gaston
Mark Hales
Dave Kallas

Staff: Mark Reid, City Manager
Vaughn Pickell, City Attorney
Bruce Kartchner, Administrative Services Director
Jennifer Robison, Senior City Planner
Trevor Andra, Assistant City Engineer
Natalie Hall, Emergency Preparedness Manager (arrived at 5:15 p.m.)
Wendy Deppe, City Recorder

BLUFFDALE CITY COUNCIL AND PLANNING COMMISSION JOINT BUSINESS MEETING

In the absence of Mayor Timothy, Mayor Pro Tem Wendy Aston called the meeting to order at 4:30 p.m.

1. Roll Call.

All members of the City Council were present with the exception of Mayor Timothy, who arrived later.

WORK SESSION – Economic Development

2. Welcome and Dinner.

Mayor Pro Tem Aston welcomed those in attendance.

3. Entry Monuments and Priority Locations.

Senior City Planner, Jennifer Robison, overviewed the Amended Style Guide related to signs and confirmed that the size of the signs can be adjusted. She outlined the signage features. Wendy Aston approved the of the sign size.

City Manager, Mark Reid, commented that the colors of the street signs will vary and be opposite of one another on private versus public streets.

Finance Director, Bruce Kartchner, asked if a larger sign could be used and fall within the Style Guide. Mrs. Robison clarified that it could.

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In response to a question raised by Dave Kallas, Mrs. Robison clarified that there are lighting options on the sign. She stated that Bluffdale City's street signs will be unique because they will be Bluffdale Blue. She outlined the entry feature sign locations on a map displayed. There are six proposed locations for major signs, four proposed locations for minor signs, and three proposed locations for roundabouts.

Mr. Kartchner reported that 4000 West does not currently have a sign and clarified that a sign similar to the one on 3600 West could be placed there.

Mr. Reid asked the Council to identify their priorities. The Council discussed their desired locations for the major signs proposed. Mark Hales identified his priorities as the north and south ends of Redwood Road, the exit off of 1-15, and 2700 West in the future. Dave Kallas agreed and suggested adding a major sign to Porter Rockwell and 14600 South.

Jeff Gaston clarified that a sign could be placed in a certain location and moved in the future. Jeff Gaston suggested placing a minor sign at Porter Rockwell for a limited time to save money and then replace it with a major sign. Wendy Aston agreed with Jeff Gaston's idea and stated that her priority locations are Bangerter Highway and Redwood Road, 14600 South, and the south end of Redwood Road.

Mrs. Robison presented the proposal for impact signs from one of the companies that returned the Request for Proposals ("RFP"). Staff was waiting for two more bids; however, Mrs. Robison included the matter on the agenda to assist the Council in understanding the City's options. Council Member Aston asked about the landscaping and sign placement for the 14600 South roundabout. Mrs. Robison reported that staff was aware that the sign should not be hidden by landscaping and has the potential to be two-sided.

Jeff Gaston confirmed that there are options to include a banner for advertising on the 14600 South roundabout.

Mrs. Robison indicated that she would get bids on the larger signs for 14600 South and Redwood Road and will move forward with the roundabout signs. She noted that they will need to be added to the next budget.

Mr. Reid stated that the City needs to work with UDOT, which makes giving the Council a timeline difficult for the entry signs.

Mr. Kartchner suggested that the Public Works Department construct a plywood template of the main sign to ensure it is the desired size. The Council expressed their support.

Mrs. Robison recommended that the City Council approve the resolution during a future Business Meeting.

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4. Decide Name for 14600 South.

Mrs. Robison reviewed the County guidelines for naming a street. She stated that the names being considered are Bluffdale Way, Bluffdale Parkway, and Bluffdale Drive. Using Bluffdale Boulevard was not conducive to the County guidelines with the current state of the road.

Dave Kallas asked if Boulevard could be used since the plan will potentially meet the County guidelines. Mrs. Robison would research it.

Wendy Aston stated that a boulevard appears to be larger than a parkway and naming the road a boulevard was of concern to her.

Dave Kallas preferred the name boulevard and preferred that in the future the Utah Department of Transportation (“UDOT”) will add the name of the street to a sign on I-15 referring to that street. Mr. Kartchner stated that this may not be reasonable since other cities currently have the names of their streets on signs along I-15. On both sides of I-15 is the same street, however, there are different names on either side of the interstate.

Mark Hales remarked that he does not discern between parkway, drive, boulevard, etc.

Traci Crockett stated that requesting the name Boulevard will require the City meet the County standards. Dave Kallas stated that 14600 South has the potential to be the busiest road in the region. Traci Crockett stated that with the role 14600 South has of connecting other major roads in the City, the term Boulevard is appropriate. Bluffdale Boulevard was the Council’s first choice for renaming 14600 South.

Mrs. Robison identified the following actions that are needed to rename the road.

1. Submit an affidavit to Salt Lake County;
2. Notify residents, businesses, UDOT and the post office of the name change
3. Work with Engineering to include in the City Standards; and
4. Work with Public Works on the budget for a new signs and phasing schedule.

Mr. Reid commented that residents and businesses along 14600 South will have the challenge of changing their address, so it is necessary to be sensitive to them.

Mayor Timothy initiated a discussion of renaming Camp Williams Road to Redwood Road. Dave Kallas stated that Redwood Road is one of the longest contiguous roads in the nation. He suggested that when High T is ready, the City could unveil a Master Plan of Bluffdale Boulevard and the changing of Camp Williams Road to Redwood Road. Staff would present a conclusion at the next meeting regarding whether the term Boulevard can be used and discuss ancillary designs.

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5. Temporary Zoning Ordinance for Commercial Signs.

Mrs. Robison reviewed the types, location, and height of signs discussed at the previous meeting. Different options of signs were displayed on a map and discussed. By taking action on the Temporary Zoning Ordinance for commercial signs, staff felt that sign designs could be created within two months. A more in-depth ordinance would take up to six months to complete. Mrs. Robison reviewed the previous ordinance and the history of revisions. Technology and other factors have changed, which makes updating the ordinance more significant.

Dave Kallas preferred South Jordan City's model and suggested adding features of the LED light to Bluffdale City's ordinance. Mrs. Robison offered to research South Jordan City's standards and report their findings to the Council.

Wendy Aston approved of the need for the temporary zoning ordinance and stressed how significant it is that Bluffdale City enforce it before more businesses come to the City with sign applications. Mrs. Robison clarified that staff currently has project plans that are exempt from the ordinance. Council Member Aston approved of the projects Mrs. Robison listed and stated that each project that approaches the City will have unique circumstances to consider. Mrs. Robison stated that as long they are low-profile signs, they can be considered. She reviewed specific examples and listed options for the Council to consider.

6. Low-Hanging Fruit.

Emergency Preparedness Manager, Natalie Hall, reviewed the video clip called *CP Mobile*. She explained that it is an option to enhance Bluffdale City's communication with residents. If the Council is considering using an app, it will need to be built into the budget. The initial cost of the app is \$6,000 in addition to an annual fee of \$6,000.

Dave Kallas asked if building features for the app would be included. Ms. Hall stated that any feature can be built into the app. She gave examples the City could incorporate but stated that this will alter the billing for certain features.

Jeff Gaston asked if any other companies have been reviewed. Ms. Hall stated that since the app integrates with Bluffdale City's current website they have not reviewed any others. Jeff Gaston was aware of a resident who would like to present an app to the City. Ms. Hall was interested in reviewing it. Arrangements were made for Ms. Hall and the resident to connect.

Mayor Timothy asked how many people are expected to use the app and stated that \$6,000 a year is significant for use by a small number of residents. Bluffdale City currently has a system to notify residents but few residents use it.

Dave Kallas asked what the City expects to benefit from the app. Jeff Gaston stated that residents can benefit by reporting to the City using a picture when they observe a concern. Ms. Hall

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reviewed the process a resident can use in the app to report a concern and stated that the City currently receives approximately 10 reports a day. Council Member Gaston stated that residents are not aware that they can report a concern. He asked Ms. Hall to advertise this option to residents.

Jeff Gaston suggested the option of sponsors purchasing advertisement on the app. Ms. Hall stated that Bluffdale City's policy prohibits anything on the app other than their government entity. Mr. Kartchner offered to research it. Ms. Hall stated that previously when the City promoted an event, staff was careful not to make it look like they were favoring any particular company. Mr. Kartchner stated that in *The Bluffdale Times*, businesses have been spotlighted, however, it appeared to be commercial advertising. Ms. Hall stated that the community partners pay for the spot. The community partners are non-profit, which makes their advertising unique. Dave Kallas remarked that the app may not be useful if the objective is to disseminate information. He preferred to utilize social media to accomplish that.

Mayor Timothy used the traditional yellow sign for public notice to show that the City does not need to spend a significant amount of money to fulfill its purposes. Traci Crockett agreed that more residents will view the signs but commented that they clutter the City. Mayor Timothy stated this was only for public notices. Cost effectiveness and requirements for public notices were discussed for the traditional yellow signs versus the mailings. Current applications concerning public notices were discussed and reviewed. Mrs. Robison stated that public notices can be a future agenda item. Traci Crockett and Mark Hales agreed that should be a topic of discussion. Dave Kallas suggested possible options staff can research and present. Mrs. Robison reviewed the process staff currently follows for public notices.

7. Closed Meeting Pursuant to Utah Code Section 52-4-205(1) to Discuss the Character, Professional Competence, or Health of an Individual, Collective Bargaining, Pending or Imminent Litigation, Strategies to Discuss Real Property Acquisition, Including any Form of a Water Right or Water Shares, Security Issues, or any Alleged Criminal Misconduct.

There was no Closed Meeting.

8. Adjournment.

The Economic Development Meeting adjourned at 5:56 p.m.



Wendy L. Deppe, CMC
City Recorder:

Approved: April 8, 2020