

The Meeting of the Nibley Planning Commission held at Nibley City Hall, 455 W. 3200 S. Nibley, Utah, on Wednesday, July 25, 2012.

The following actions were made during the meeting:

Acting Chair, Commissioner Wayne Anderson called the Wednesday, July 25, 2012 Nibley City Planning Commission meeting to order at 7:08 p.m. Those in attendance included Commissioner Mark Lawver, Commissioner Kathryn Beus, and Commissioner Wayne Anderson. The City Planner and City Manager were also present. Councilwoman Carrie Cook and Councilman Larry Jacobsen were present in the audience. Commissioner Aaron Bliesner was not present during the meeting.

Approval of 7-11-12 meeting minutes and agenda

There was general consent on approval of the 7-11-12 meeting minutes. There was approval for general consent for the evening's agenda.

Workshop

Discussion with Mike Freeborg regarding electronic signs

Mr. Mike Freeborg, with YESCO, was present at the meeting.

The City Planner said that given the ongoing discussion between citizens, staff, the Planning & Zoning Commission, and City Council regarding electronic signs, she had contacted YESCO, an electric sign company, to see if they had anyone who anyone who would be willing to come and have a general conversation with them without a proposal being put in front of them about electronic message displays, and Mr. Freeborg had agreed to come and have that discussion with them. She said she had passed their questions on to Mr. Freeborg

Commissioner Bill Green arrived at 7:10.

Mr. Freeborg said he was the director of government relations for YESCO Electronic, a manufacturer of electronic displays. Prior to working in Cache Valley, he worked at YESCO's Denver office and when the economy went "south" they took note that those customers that had electric signs still did rather well and those with static signs had a high default rate. He said the displays did benefit a lot of people.

Mr. Freeborg left to retrieve an item from his car at 7:16 and returned at 7:17.

During his presentation, Mr. Freeborg displayed portions of a PowerPoint presentation entitled "Finding Common Ground: EMC and Digital Sign Issues."

Mr. Freeborg asked what the big fears were from the community. Commissioner Anderson said it was mainly the flashing and brightness and said he would welcome any comments from the City Council and City Manager. Councilman Jacobsen said there was

the issue of being distracting, they didn't look natural, and if they fit into the rural character of the community. Commissioner Anderson addressed the issue of there being too many in a row or being too close together. Mr. Zook said there was an issue of affecting the night sky and affecting the darkness of the sky. Mr. Freeborg said the usual and biggest issue was brightness.

Mr. Freeborg passed an LED module around to everyone present and described the parts and workings of the module. Commissioner Anderson asked Mr. Freeborg if he would call an LED light directional or reflective. Mr. Freeborg said it was directional; it was not being reflected off of any surface. They were seeing the source of the light. Commissioner Anderson said they had been given a diagram that showed a diode and the light reflecting off a reflective surface before it went out. Mr. Freeborg said technically he was right but the human eye would never see that reflective surface.

Mr. Freeborg discussed the four key regulatory distinctions surrounding signs; message hold times, transition methods, transition duration, and brightness. He discussed that "how bright was too bright" was relative and said there could be brightness regulations that could be adjusted to different conditions put on these signs. He discussed a situation in a city that had no brightness regulations. He said the regulations that the International Sign Association were recommending got them to a place that they can peacefully co-exist; he said he knew it could be done. He said in their code they should have message centers that should be equipped with technology that automatically dim the electronic message center according to ambient light conditions.

Mr. Freeborg said the following was a must:

1. Auto dimming was a must.
2. Adoption of the International Sign Association's brightness levels for message centers.

Mr. Freeborg discussed the methodology of measuring brightness: lumens which were measured by foot-candles or lux which were relatively inexpensive to measure and could be measured with the same devices used by photographers. Mr. Freeborg described the process of measuring a sign for light output. Councilman Jacobsen and Mr. Freeborg discussed measuring light output in the daytime and nighttime. Mr. Freeborg recommended measuring the output at night and described what a sign should look like during the night. Mr. Freeborg discussed measuring light output by nits with a nit gun. He said nits were difficult to enforce and define and difficult to understand and he did not recommend them. Councilman Jacobsen asked about calibration requirements on a foot-candle meter. Mr. Freeborg said there should be calibration instructions included with the meter. Councilwoman Cook asked if the same technologies came on each type of electronic sign. Mr. Freeborg said any sign of quality would have those devices on them and the City Planner said they could require those technological requirements in their sign ordinance.

Mr. Freeborg discussed message hold time. He said hold time were not the root of the problem; it came back to brightness. He showed a few examples of varied hold times and

said they found hold times hindered the user from getting the benefit of the display while not adding or subtracting from a community's ascetic value what-so-ever.

Mr. Freeborg addressed transition methods and showed examples of static, level 1-static, level 2-fade, level 3-power point, traveling, and scrolling, which he said could be defined in Nibley's code. He said they needed to allow the user to convey some information about what they offer. He said they needed to distinguish transitions in order to regulate them. Mr. Freeborg discussed allowable square footage and that it needed to be enough to convey a message.

Mr. Freeborg covered the last regulatory distinction, transition duration which was how long it took to go from one message to the next message and showed an example. He recommended they regulate the transition duration at one second or less.

Mr. Freeborg addressed traffic safety. He said it was a common concern that electronic signs were distractive and caused accidents. He said there had been no study that showed there was a causal relationship between signs and accident rates. He said there was a difference between getting someone's attention and causing a dangerous distraction. He reviewed statistical data that showed no noticeable data. Mr. Freeborg also gave data on driving performance which measured duration of eye glances. Digital billboards took only one second of eye glances which was not considered dangerous.

Commissioner Anderson thanked Mr. Freeborg and said his presentation was exactly what they were looking for.

Ms. Phippen reminded the Planning & Zoning Commission about the summer party on the 16th of August and said invitations would be coming out soon.

There was general consent to adjourn at 8:51.

Attest: _____
Deputy City Recorder