

**WORKSHOP MINUTES
PLANNING COMMISSION
GLENDALE CITY HALL
CONFERENCE ROOM 2-A
5850 WEST GLENDALE AVENUE
MAY 5, 2016
5:15 PM**

CALL TO ORDER

The meeting was called to order at approximately 5:15 p.m.

ROLL CALL

Commissioners Present: Commissioners Gallegos, Harper, Hirsch, Lenox, Moreno, Vice Chairperson Dobbelaere, and Chairperson Johnston were present.

City Staff Present: Tabitha Perry, Assistant Planning Director, Jon Froke, Planning Director, Jim Gruber, Deputy City Attorney, and Julia Dominguez, Recording Secretary.

Special Guests: Kim Larson, Public Information Office, and Jason Mendoza, Clear Channel Outdoor

ITEM:

1. SCENIC CORRIDOR - BILLBOARDS

Jon Froke, Planning Director, provided a brief presentation on this item. He stated this topic was initially a request by the City Council to discuss measures regarding the regulations of billboards and digital billboards. He said that at the February 4, 2016, public hearing, Commissioner Hirsch requested a workshop to discuss future measures to protect the entire city from future billboards.

He indicated that on February 2016, the Planning Commission and City Council approved the first Scenic Corridor in the City of Glendale. He said the Loop 101 Scenic Corridor extends on the portion of the Loop 101 through Arrowhead Ranch and vicinity between 51st Avenue and Bell Road. He noted that the Loop 101 Scenic Corridor protects view corridors including the preservation of existing natural areas, washes, desert, hills and mountains. It also prohibits off-premise signs.

Mr. Froke said that in 2011, the Planning Commission and City Council approved a Zoning Text Amendment ZTA11-01. This ZTA provided a new section concerning digital billboards, the section that addresses billboards remained unchanged, except that billboards in Heavy Commercial zoning districts were eliminated. He explained that eliminating billboards from C-3 zoning districts helps protect existing established neighborhoods and historic districts. Since 2011, Glendale has allowed digital billboards in the Sports and Entertainment District. He noted that static billboards are allowed in the M-1, Light Industrial and M-2, Heavy Industrial zoning districts.

He indicated on the map where Glendale had the transportation corridors in the Municipal Planning Area. He noted that the areas are on the Loop 101, Loop 101 and the Sports and Entertainment District, Grand Avenue, Northern Parkway and the Loop 303. He added that non-conforming billboards are located throughout the city at locations such as Glendale Avenue, Bethany Home Road, Camelback Road and on 67th Avenue. He said that billboards have recently been constructed on the Loop 303 on properties not yet annexed into the City Limits.

He noted that there are roughly 43 billboards around the City of Glendale with most of them being static billboards. He said in closing, staff was seeking input and guidance from the Commission on future discussions regarding the regulation of billboards and digital billboards.

Chairperson Johnston asked Commissioner Hirsch for his comments on this issue he brought forward for discussion.

Commissioner Hirsch provided a brief commentary of the City's Billboard and Digital Ordinances, and text amendment history since 2011/12. He believed it would be helpful for the Planning Commission to have a copy of Ordinance 2805 adopted in 2012 by City Council for their review. He would also like clarification on Ordinance 2976. He noted that specific ordinance established the scenic corridor and clarified the text amendment as it relates to both static and digital billboards and the Commission should also review that ordinance.

Because of the history and legal opinion on this item, he asked for clarification on where the city now stands on this issue. He believes this was a serious issue for the residents of Glendale. He stated that their charge as Commissioners was to research, discuss, deliberate and make recommendation to Council. He said his objective was for the Planning Commission to deliberate and decided if there should be prohibition on digital and static billboards outside the Sports and Entertainment District.

Furthermore, with everyone's agreement, he asked staff to create a specific text amendment or ordinance that is unambiguous, clear and distinct which lays out the positioning of billboards and forwards it as a recommendation to Council.

Mr. Froke stated that this was one of many discussions that the city will be having on this issue.

Tabitha Perry, Assistant Planning Director, thanked Commissioner Hirsch for his comments and asked him what steps he would like staff to take on this item to bring back to a future workshop.

Commissioner Hirsch asked for copies of the various ordinances and legal opinions on this item as well as where the city stands on digital and static billboards around the city. He would like to see enough information presented from staff for the Commission to be able to craft either a text amendment or a zoning ordinance that deals with this issue.

Chairperson Johnston agreed and would like to look over the information in detail.

Vice Chair Dobbelaere agreed and commented on the dangers of distracting drivers regarding billboards.

Commissioner Lenox agreed and also had concerns with the lighting of billboards distracting drivers.

Commissioner Moreno agreed with the comments.

Commissioner Gallegos agreed and would like to review the information.

Commissioner Harper agreed and would like to hear from the residents of Glendale.

Ms. Perry asked if any of the Commissioners have spoken to City Council regarding the billboards. Everyone replied no. She said that she was not opposed to them doing so if they so wished.

REPORTS AND COMMENTS

Chairperson Johnston asked for reports and comments. There were none

ADJOURNMENT

Chairperson Johnston called for a motion to adjourn. Commissioner Hirsch made a motion to adjourn the meeting. Commissioner Harper seconded the motion, which was approved unanimously.

The meeting adjourned at 5:47 p.m.