

PLANNING AND ZONING MINUTES
MINUTES OF THE BENSON PLANNING AND ZONING COMMISSION
October 6, 2020

1. CALL TO ORDER

Chair Andrew Abernathy opened the meeting at 6:00pm.

2. PLEDGE

Chair Andrew Abernathy led the pledge.

3. ROLL CALL

Dennis Bringham, Andrew Abernathy, G. Tinnie Graves and Mark Romero were present. A quorum was present.

4. APPROVAL OF MINUTES

Commissioner Tinnie Graves motioned to approve the September 8, 2020 special meeting minutes. Commissioner Mark Romero seconded. Motion passed 4-0.

5. OLD BUSINESS

None

6. NEW BUSINESS

None

7. WORK SESSION

Commissioners and Planner Michelle Johnson reviewed Chapter 15, Signage. Signage had been under discussion by the Commission and had been reviewed by prior city attorney Paul Loucks several times in the past year.

Michelle Johnson noted that the clauses contained within the draft were either similar to the existing clauses or were similar to Sierra Vista's clauses. She noted that new clauses added since the last review reference signage as a not being a primary use, address numbers, and measurement of individual letters not having an integral background

The height of freestanding commercial signs was increased for signs on State Routes 80 and 90 and decreased for signs in all other areas. The calculation for freestanding sign size for multi-tenant parcels was revised to .5 square foot per linear foot of primary street frontage, the total of which would be split between all the tenants, though no tenant/no individual sign face or panel can exceed 150 square feet.

Window signage (stickers, posters, etc.) was increased from 25% to 50% coverage.

Portable sign regulations were clarified with respect to number of signs, sign size and placement of signs in relation to intersections and curb cuts and to each other. The City needs to create internal policies to guide how and where portable sign permits will be issued for the placement on the City's rights-of-way.

The minimum duration of a message on an electronic sign was reduced from 15 seconds to 5 seconds.

Text only murals were discussed at length, to determine if and how text/copy could be distinguished as art or graphics in some cases, but as advertising in other cases without reading the words themselves. The currently proposed clause allows 20% of the mural's size to be considered graphic with the remaining 80% of the mural's text size to count toward the buildings signage allowance. There was no final agreement and the discussion will continue after more research.

8. ADJOURNMENT

The meeting closed at 8:19pm