



**CITY OF REDMOND**  
Community Development Department

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**REDMOND URBAN AREA PLANNING COMMISSION**  
**Minutes**

Monday, September 15, 2014

City Hall Conference Room A, 716 SW Evergreen Avenue, Redmond, Oregon

**Commissioners Present:** Chair Evan Dickens, Vice-Chair Dean Lanouette, Tom Kemper, Lori McCoy  
(absent: *David Allen, Anne Graham, Eric Porter*)

**Youth Ex Officio:** *Jennifer Cort* (absent)

**City Staff:** Deborah McMahan, *Principal Planner*; Keith Witcosky, *City Manager*; Cameron Prow,  
*TYPE-Write II*

**Visitors:** Tory Allman, *Council Liaison*; Leslie Pugmire Hole, *Western Communications*; Peter Carlson,  
*Carlson Sign*; John Lehman, *Meadow Outdoor*

*(scribe CP's note: The minutes were created from an audio record and notes taken at the meeting.  
The three digits after a motion title show the number of commissioners voting in favor/against/abstaining.)*

**I. CALL TO ORDER**

Chair Dickens opened the meeting at 6:07 p.m. with four of seven commissioners present, establishing a quorum.

**II. APPROVAL OF MINUTES**

**Motion 1** (4/0/0): Commissioner McCoy moved to accept the August 4, 2014, minutes. Commissioner Kemper seconded the motion which passed unanimously.

**III. CITIZEN COMMENTS** (None)

**IV. WORK SESSION**

C. Sign Code and Electronic Billboards

Ms. McMahan presented draft changes to the Redmond Sign Code along with photo examples of digital billboards in other communities (including the Lamar digital billboard in Bend) and a copy of an article ("Skullphone hijacks digital billboards in Southern California," *textually.org*, March 25, 2008). She said the purpose of the changes was to assure consistency with the Redmond Comprehensive Plan, Redmond Development Plan, and streetscape visions developed by citizen committees and adopted by City Council. The City has received no requests to retrofit current billboards (cost estimated at \$60,000-\$100,000), but has heard from citizens concerned about allowing these in Redmond. The City allows a maximum of 15 billboards which can be moved around. She assured commissioners all sign code provisions and proposed changes would be legally reviewed for content neutrality (when displayed, materials, location, size) and other City concerns before being implemented. At Chair Dickens' request, she read aloud community visioning statement #11 in Redmond's comprehensive plan adopted by City Council on May 22, 2001, which called for the elimination of billboards.

Chair Dickens invited public comment on this issue.

Peter Carlson said Carlson Sign Company in Bend (since 1948) is a local business that owns 9 of the 15 billboards allowed in Redmond. He presented and discussed a written summary of his concerns which included supporting his current billboard customers and employees, recent relocation of a Carlson Sign billboard on South Highway 97, fact check on information reported in *The Bulletin* on August 21, 2014, billboard elimination, safety hazard, and charitable efforts in Central Oregon. He cautioned that content neutrality was hard to achieve. He stated he was not advocating for electronic message billboards as the return on investment (\$250,000) did not justify their use in the Redmond market. All new billboards that Carlson Sign has installed have underground power.

John Lehman said Meadow Outdoor Advertising has been a family-owned company since 1981, is based in The Dalles, and owns 6 of the 15 billboards allowed in Redmond. Meadow has advertised and operated its signs here since the early 1980s. He pointed out that Meadow's signs support local businesses, not national ones, like Les Schwab, Black Bear Diner, and St. Vincent de Paul. He discussed impacts of billboard advertising which included attracting customers from Highway 97 and supporting local jobs. He stated Meadow has no plans to install digital signs in Redmond in the near future as the \$100,000 cost makes them too expensive for the small Redmond market. The City's existing conditional use process is a strong tool for managing billboards and doesn't need any additional constraints. Putting power underground is expensive due to the rocky terrain. He said he didn't believe there was any safety issue associated with electronic billboards.

Commissioner concerns included whether digital billboards were present in Redmond, signage jurisdiction of the ODOT (Oregon Department of Transportation) right-of-way through Redmond, legality of businesses using automobiles as advertising space on commercial properties, City's ability to address distracting sign content, likelihood of legal challenges by billboard companies, impact on local businesses of allowing/not allowing billboards, clarifying the type of lighting allowed on existing billboards, impact on billboard sign companies of prohibiting overhead electrical lines, potential for rapid industry changes that make electronic billboards more economically viable, safety of electronic billboards, how the comp plan addresses this issue, number of billboards allowed in Bend, if the City has responded to *The Bulletin* regarding its misrepresentation of the City of Redmond in the August 21, 2014, article, and road safety.

Following discussion, Commissioners agreed to forward the proposed sign code changes to a Planning Commission public hearing on October 6, 2014, 7 p.m.

Ms. McMahon said she would send meeting packets to Carlson Sign and Meadow Outdoor Advertising.

A. Livability Goals and Policies

Ms. McMahon recapped the changes staff made in response to Planning Commission input at the August 18, 2014, meeting. She noted that exterior environment is something the community cares about and, without livability policies in place, it is harder for staff to say a conditional use has been met.

Chair Dickens reported a healthy discussion of this topic by commissioners at the August 18 meeting.

Following discussion of the definition of “shall” (intent or command) and the meaning of “strive” (Policy 6), Commissioners agreed to forward the draft Chapter 15 (livability element) to a Planning Commission public hearing on October 6, 2014, 7 p.m.

**B. Residential Design Standards Code Amendment**

Ms. McMahon summarized changes made by staff in response to Commissioners’ input at the August 18, 2014, meeting. Changes recommended by the Oregon Department of Land Conservation and Development have also been incorporated. She presented color photos, showing desirable and undesirable wall design elements on various home styles.

Commissioner concerns included view of houses from the street, effect of the phrase in 8.0141(5)(B)(3) that “use of T-111 is discouraged,” cost of alternate materials to T-111 (ask builders to provide samples of alternate materials), effect of banning T-111 on front walls only, garage locations (separate section, not a menu option), covered-entry option for secondary doors, avoiding mirror features on side walls of houses, overlegislating details vs. allowing the Community Development Director to exercise some discretion, and whether trees in side yards would count toward the required landscaping.

Chair Dickens asked Commissioners to bring sample photos and addresses of existing houses, showing desirable and undesirable home design features, to their next discussion of this issue.

**V. COUNCIL LIAISON COMMENTS**

Councilor Allman said he was surprised by City’s goal to eliminate all billboards because this idea was not compatible with proposed Livability Policy 13: “Redmond shall help existing businesses within the City to grow and thrive.”

Chair Dickens requested that Community Development Director Heather Richards be made aware of the substance of the billboard discussion.

**VI. STAFF COMMENTS**

Mr. Witcosky discussed how City budget priorities impact timing of the comp plan update.

**VII. COMMISSIONER COMMENTS**

Vice-Chair Lanouette asked about fund-raising options to cover the cost of updating the Redmond comp plan and what the timeline might be. Ms. McMahon discussed the impact of the economy on the periodic review process and the impact of noncompliance with Redmond’s Economic Opportunities Analysis.

Chair Dickens repeated his announcement from the August 18 meeting about his wife becoming the City’s new Community Development Block Grant Coordinator on August 25, 2014. He stated that Community Development Director Heather Richards assured him this situation would not cause a conflict with his service on the Planning Commission. He reported a slight conflict of interest that required him to step down from serving on the Redmond Nuisance Appeal Board.

Commissioner Lanouette volunteered to serve on the Nuisance Appeal Board (interim basis).

Chair Dickens asked about the status of the Central Christians’ application for the property on the north end of town. Ms. McMahon said she would e-mail an update on that application.

Chair Dickens inquired as to when the Planning Commission would return to consideration of the home occupation ordinance. Ms. McMahon said she didn't know, but reported that she had been asked to write some code language on food trucks.

**VIII. ADJOURN**

The next meeting is scheduled for Monday, October 6, 2014, 7 p.m., in Council Chambers at 777 SW Deschutes Avenue, Redmond, Oregon.

With no further business, Chair Dickens adjourned the meeting at 7:55 p.m.

APPROVED by the Redmond Urban Area Planning Commission and SIGNED by me this 3rd day of November, 2014.

ATTEST:

                  /s/ Evan Dickens                    
Evan Dickens, Chair