

Community Development Committee
Meeting Minutes
January 8, 2014

1.) Call the Meeting to Order

Chairperson Ginny Moore called the meeting of the Community Development Committee to order at 5:36 p.m.

2.) Roll Call.

Members Present: Jerry Brummel, Patsy Cody, Mike DeWild, Linda Groenendyk, Mike Kiser, Jody Lautenbach, Ginny Moore, Lori Parisee, Dennis Vander Beek.

Members Absent: Wayne Stienstra , Robyn Van Berkum.

Others Present: Jerry Byers – secretary to the Committee, George Wesselhoft – Director of Planning and Zoning, Nola Vander Streek – Business Owner

3.) Review of InteriorLit Window Signage

The issue was brought up at the September 17, 2013 City Council meeting in Policy and Planning after a Councilmember received request by small businesses to allow lighted open signage.

Currently interior lit window signage has not been allowed since 1987.

City Council’s direction was to have the CDC review the ordinance. Options include: no change to current ordinance , present back to Council with the direction to submit recommendation to change the ordinance from what it is, or do further review and direct staff as needed.

Nola Vander Streek spoke to the Committee and explained her request to City Council about the issue of people knowing if her business is open or not. She spoke that she would like a lit sign but appreciated that these signs were not allowed around town. She stated that the sign would be helpful to her. She continued that her business had to have a special sign made due to the size limitations of the frontage of her business.

She asked that the Committee look at her situation and understand the need for her business.

She also said that she would be constructing a cloth sign to hang in the window of her business.

Ginny Moore asked about the outside sign.

Patsy Cody asked if U.S. Cellular had ever contacted Mr. Wesselhoft about the City of Pella sign ordinance.

Mike DeWild asked if the glass was tinted in the business.

Mr. Byers spoke about the number of lit signs that businesses had to remove around the City as part of Code Enforcement.

Ms. Vander Streek spoke that she had talked about putting a sign up in the window with little hooks but said she thought those types of signs looked tacky and she didn't want that type of sign.

Discussion ensued about the types and sizes of signs available to Ms. Vander Streek.

The question was asked about the types of signs available.

Mr. Wesselhoft spoke that if the sign was removable or temporary and not lit the City would not regulate it if the sign was inside the window.

Ms. Vander Streek spoke about the sign they have hanging behind her counter in Pella, which they have that sign in the window in Knoxville and it is very effective.

Mr. Byers reminded the Committee that they are here to listen to Ms. Vander Streek but they are charged with sending a recommendation back to City Council about lit signage.

Patsy Cody spoke that she had concerns that a lit open sign might not fix the issue.

Lori Parisee stated she had an open sign that Ms. Vander Streek could borrow.

Ms. Moore read the options available to the Committee about what they could do for City Council.

There was discussion about available options and the direction the Committee should go.

Mike DeWild indicated that once the out lots are full you would have trouble seeing a neon sign from the highway. He continued by talking about the different types of available sign that could be hung in the window.

Jerry Brummel stated that the occupants of the building chose to be in the building and they had to know that it was not on the road leading into town. He continued by saying that it is unfortunate but if you start making concessions for signage for these people, you are going to open a can of worms with all the signs in town.

Discussion turned to the Dollar Tree and issues with their signage back when they moved into the building.

Ms. Moore stated that there are options that they need to try before they go for a lighted open sign. How do they know if they haven't even had an open sign before? Trying a cardboard hanging sign might be a first step before we go allowing a neon sign.

Ms. Cody asked that if the sun is that bright is a light sign even going to show.

Discussion continued about going and looking at other signage and looking for available options. The recommendation to City Council was tabled until more information was obtained.

4.) Annual Election of Officers

- *Chairperson* – there was a motion to have Ginny Moore continue as Chairperson. The motion was second. The motion passed as submitted.
- *Vice Chairperson* – there was a motion to have Patsy Cody continue as Vice-Chairperson. The motion was second. The motion passes as submitted.

5.) Annual Sub-Committee Appointments

- *Sign Sub-Committee* – Sign subcommittee members agreed to continue on the Committee. Members include: Patsy Cody, Jerry Brummel, Robyn Van Berkum – alternate.
- *Design Review Committee* – Design Review Committee members agreed to continue on the Committee. Members include: Ginny Moore, Dennis Vander Beek, Mike Kiser – alternate.

6.) Approval of the Minutes

October 9, 2013 regular Meeting minutes. The minutes were approved as submitted

7.) 2013 Design and Sign Permit Summaries

The 2013 Design and Sign Permits summaries were given to Committee members as an informational item.

8.) Adjournment

Chairperson Moore adjourned the meeting at 6:40 p.m.

Respectfully submitted.

Jerry Byers
Building Official