

**CITY OF ANTIOCH
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING**

**Regular Meeting
6:30 p.m.**

**April 5, 2005
City Council Chambers**

Commissioner Holman called the meeting to order at 6:44 p.m. on Tuesday, April 5, 2005 in the City Council Chambers.

ROLL CALL

Present: Commissioners Lanphere, Agopian and Holman
Absent: Commissioner Pfeiffer, Vice Chairman Kalafate and Chairman Arndt
Staff: Assistant City Manager/Economic Development Director Díaz
Associate Planner Albro
Minutes Clerk Debra Lawson

PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES: March 1, 2005

There was not a quorum to approve the Minutes.

2. SIGN ORDINANCE REVIEW & DISCUSSION

Assistant City Manager/Economic Development Director (ACM/EDD) Pappas Díaz presented a synopsis of the Staff Report.

Associate Planner Albro briefly explained the purpose and intent of the sign ordinance and stated that due to the present ordinance being adopted in 1996, it was felt that it needed to be updated.

Commissioner Lanphere provided additional background and stated that in her role as the representative to the Chamber of Commerce she noted that the Chamber's role would be to work with the City on increased enforcement on signage issues in order to better inform local businesses. Commissioner Lanphere further noted that she was concerned regarding blighted signage, particularly on weekends from out of town businesses displaying signs, as well as real estate signage. In regards to the real estate issue, she stated that she was not concerned about the homes for sale in the area, but that she was concerned to signage being placed along Hillcrest Avenue and other areas that made the area look blighted. Commissioner Lanphere noted that in hearing comments from business owners, she noted that businesses have left Antioch based on temporary and permanent signage issues and felt this issue needed to be addressed in a serious manner and noted that was why this was brought before the Economic Development Commission.

Commissioner Lanphere stated that it was the Chamber's concern that there was information contained in the City's signage laws "To create a strong commercial & industrial center, maintain property values with effective communication of the natures of the goods and services with the avoidance of wasteful and unsightly competition of signs." She noted that the Chamber firmly supported this language but noted that there problems within the language that prohibited businesses in the area of displaying

temporary signage, in terms of advertising their businesses in a manner that they felt promoted their business, and therefore losing the ability to explain what their product represented. Commissioner Lanphere felt that there could be temporary advertising methods that could be displayed that were not so unsightly, and yet help the City in their ability to help enforce the temporary unsightly efforts.

Public Comment Opened

Doug Hinkley, 3116 Sunflower Drive, Antioch, Owner of Phoenix Marketing, read and distributed a prepared statement to the Commission regarding the Signage Ordinance Review.

Public Comment Closed

Commissioner Agopian commented on the inconsistency of the signage ordinance that existed throughout the community and felt that in terms of the real estate market a mechanism for temporary signage needed to be written that would be useful, productive and would not clutter the surrounding landscape. Commissioner Agopian felt that in terms of temporary signage the ordinance needed to become clearer in its interpretation and any type of sign ordinance that is established should not cause the City to loose business.

ACM/EDD Pappas Díaz spoke to the concerns expressed tonight from the Commission and noted that they would be researched by Staff. Further, that a Code Enforcement Officer would come before the Commission at a future date to address these concerns and issues as well.

Commissioner Lanphere stated for the record that the Antioch Chamber of Commerce was not implying that no more temporary signs can be placed on businesses, but rather that it was unfair that some businesses were complying with the City's Ordinance and some businesses were not. Further that the key issues of concern to the Chamber were:

- Procedures for temporary signage and how it is placed at a business site
- Is the City's process user-friendly to the businesses
- The descriptive wording aspect of business signs
- To ensure that the enforcement of the City's signage ordinance is being conducted correctly
- That a mechanism is set in place to somehow reward the businesses that were in compliance

Commissioner Lanphere felt that this issue was important to the economic vitality of the community and that it needed to be addressed.

Public Comment Opened:

Rebecca Hinkley, 3116 Sunflower Drive, Antioch, suggested that the City implement:

- 1) A viable exception or approvable variation
- 2) A method for ladder signs to be utilized for the sale of homes and not other types of advertisements that are currently being displayed
- 3) Create a penalty to encourage compliance

Ms. Hinkley further expressed concern to current businesses that are not complying with the sign ordinance, and felt that smaller businesses needed some type of temporary signage ordinance to help their businesses get started.

Commissioner Agopian reiterated his concerns that the ordinance be rewritten and updated and expressed concern to various businesses that were currently not in compliance with the current sign ordinance.

ACM/EDD Pappas Díaz requested that additional comments and suggestions be e-mailed to her, in order that she could provide further information at the next meeting. She further noted that a Code Enforcement Officer would attend the next meeting to provide additional information to the Commission.

3. UPDATES

A. ANTIOCH BUSINESS PARTNERSHIP BREAKFAST

Commissioner Lanphere reported that invitations were sent out for the Antioch Business Partnership Breakfast and that it would be held on April 19.

B. PLANNING PROCESS

Due to the absence of Commissioner Pfeiffer, this item would be continued.

C. MARKETING

i) Website Revisions

ii) Hometown Hero Program

Website Revision:

ACM/EDD Pappas Díaz reported that Assistant City Manager Gegg was currently in the process of working with the City's Webmaster on the redesign of the City's homepage, and that it would contain multi-media segments and digital videos. She further noted that she would keep the Commission updated on a continual basis.

Hometown Hero:

ACM/EDD Pappas Díaz reported that the bracelets had been ordered and that the Hometown Hero event would take place on May 14 at Slatten Ranch and that it would tie in with the City of Oakley's Farmer's Market, as well as a Somersville Towncentre event. Commissioner Lanphere interjected that flyers would be distributed.

4. COMMENTS

a) Public

None.

b) Commission

Commissioner Lanphere reported that the State of the City Luncheon would be held on May 4, sponsored by the Chamber of Commerce. Further, that the Small Business Information Center located at the Chamber of Commerce site had opened.

Commissioner Agopian expressed his satisfaction with the progress related to the City's Website improvements.

Commissioner Holman requested an update on Bluerock project.

c) Staff – Expiring Terms

ACM/EDD Pappas Díaz spoke to the upcoming interviews for the new Economic Development Commissioner and stated that the issue of the expiration of term limits would be discussed at a later meeting.

6. ADJOURNMENT

Commissioner Holman adjourned the Economic Development Commission at 8:00 p.m. to the next meeting scheduled for May 3, 2005.

Respectfully Submitted,

Debra Lawson
Minutes Clerk