



City of Goodyear

Meeting Minutes

City Council Work Session

Mayor Georgia Lord
Vice Mayor Bill Stipp
Councilmember Joe Pizzillo
Councilmember Sheri Lauritano
Councilmember Wally Campbell
Councilmember Brannon Hampton
Councilmember Laura Kaino

Goodyear Municipal Court
and Council Chambers
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Monday, June 8, 2020

Goodyear Municipal Court and Council
Chambers

Immediately following the Regular Meeting that is immediately following the CFD Meeting which begins at 6:00 p.m.

CALL TO ORDER

Mayor Lord called the Work Session to order at 8:35 p.m.

ROLL CALL

Present 7 - Mayor Lord, Vice Mayor Bill Stipp, Councilmember Pizzillo, Councilmember Lauritano, Councilmember Campbell, Councilmember Hampton, and Councilmember Kaino

Staff Present: City Manager Julie Arendall, City Attorney Roric Massey, and Deputy City Clerk Laura Jara

AGENDA ITEMS FOR DISCUSSION:

1. [2020-6954ws](#) Council discussion to provide policy direction to staff regarding Digital Signage in the city. (Christopher Baker, Development Services Director; Katie Wilken, Planning Manager)

Development Services Director Christopher Baker and Planning Manager Katie Wilken presented information regarding digital signage. Mr. Baker provided details on the difference between the different digital signs. Ms. Wilken discussed the digital signs in Goodyear, including where they were permitted and not permitted. She stated that Goodyear allowed digital signs for fuel pricing because federal law required fuel stations to display prices and update them regularly as prices change.

Ms. Wilken discussed how many requests were made for digital signage. She then discussed the pros and cons about digital signage, as well as, the standards for other cities and their digital signage. Some of the pros of digital signage included it increased messaging to the public, information was easy to change out, and it may improve aesthetics. Some of the cons included being a distraction to drivers, the City's inability to respond to and regulate the content, and potential lighting impacting nearby

residents.

Mr. Baker discussed the regulations that could be addressed in regards to digital signage. He stated that the normal and customary approach to sign regulations were clearly supported by recent case law; meaning that issues such as brightness, location and size, and height could be addressed. Mr. Baker went on to discuss the Supreme Court Decision in *Reed v. Town of Gilbert* case which limited what cities can address. He stated that regulations must be content neutral as signs were protected by the first amendment. He relayed that the types of businesses that could utilize digital signage could not be chosen and that the signs could not be limited to text only. Mr. Baker then presented policy option timelines to Council.

Council asked about extending the boundaries of the City's entertainment district and discussed the issue of Culver's digital sign. Council added that long term and short term solutions were needed. Mr. Baker responded that extending the boundaries of the entertainment district placed the City in a position where the City was picking and choosing where the digital signage would go. City Attorney Roric Massey agreed and added that extending the boundaries was risky.

Council stated that six months was too long for Culver's to have to wait get their sign and denying Culver's their sign was a mistake.

Council addressed the possibilities of a digital sign near the new Recreation Center and acknowledged that digital signs helped promote the City. Council added that in the past the City has had problems with their sign ordinances being too restrictive and suggested it was something that needed to be addressed.

Council asked if the City was at risk for any legal issues for having an entertainment district. Mr. Baker responded that because the entertainment district was intended to be a high density commercial and regional draw, the City was not at risk.

Council asked about the differences between electronic and digital signs. Mr. Baker discussed the U.S. Supreme Court case that did not allow cities to determine what type of digital signage businesses were permitted to use.

Mr. Baker addressed the Culver's signage and stated the current ordinance did not allow digital signs outside of the entertainment district so there is no administrative ability to approve their sign. He added that Culver's can install the sign but leave it blank until the regulations are created.

Council asked if there was anything that could be done right now, such as a Special Use Permit. Mr. Massey stated the best that could be done was to expedite the zoning text amendment to permit the use of digital signs. He added that he agreed with Mr. Baker to construct the sign, but not activate it.

Council asked how close Culver's was to needing the sign up and if the City could have it ready for them to turn on. Mr. Baker responded Culver's would like to open the first part of August and due to

the legally mandated advertising process, the sign would not be permitted to be turned on by that time.

Council asked if the owner of Culver's could be notified about the process. Mr. Massey responded there would be communication with the owner. Mr. Baker added the owner was aware of the ordinance and could put a component into the sign that would just need to be changed out for the digital sign at the applicable time.

Council discussed that a change to the sign ordinance was needed and would be beneficial to many locations including the Ballpark.

INFORMATION ITEMS

There were no information items.

ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Work Session at 9:22 p.m.

Darcie McCracken, City Clerk

Georgia Lord, Mayor

Date: _____