

LA VERKIN CITY PLANNING COMMISSION

Regular Meeting

Wednesday, June 10, 2026, 6:00 pm.

City Council Chambers, 111 South Main Street

La Verkin, Utah 84745

Present: Chair: Allen Bice; Commissioners: Sherman Howard, Amanda Pectol, Matt Juluson, and Christian Harrison; Staff: Derek Imlay, Brad Robbins, and Nancy Cline; Public: Kevin Smeadly.

A. Call to Order: Allen Bice called the meeting to order at 6:00 pm.

The invocation and Pledge of Allegiance were given by Christian Harrison.

B. Approval of Agenda:

The motion was made by Commissioner Sherman Howard to approve the agenda, second by Commissioner Christian Harrison. Sherman Howard-yes, Bice-yes, Juluson-yes, Pectol-yes, Harrison-yes. The motion carried unanimously.

C. Approval of Minutes: May 13, 2026, regular meeting

The motion was made by Commissioner Matt Juluson to approve the minutes for May 13, 2026, second by Commissioner Amanda Pectol. Sherman Howard-yes, Bice-yes, Juluson-yes, Harrison-yes, Pectol-yes. The motion carried unanimously.

D. Reports:

1. John Valenti reported on the City Council meeting held June 3, 2026.

Derek reported they are still working on the paperwork for the two big jobs. They have not gone out to bid yet.

E. Public Hearing

1. An Ordinance amending title 10 Chapter 10, "Off-Street Parking" of the La Verkin city code, establishing rules and regulations pertaining to off-street parking in the city.

Public Hearing opened at 6:04 p.m.

Patty Wise commented that she wasn't aware the planning commission had discussed off street parking in previous meetings. She thinks the public needs more information before being asked to give comments at a public hearing. She would like that so the public can participate and understand the issues.

Public Hearing closed at 6:06 p.m.

F. Business:

1. Discussion and possible action to recommend approval for an Ordinance amending title 10 Chapter 10, "off-street Parking" of the La Verkin city code, establishing rules and regulations pertaining to off-street parking in the city.

The planning commissioners commented they have had off street parking on the agenda twice before this meeting and discussed it both times to make changes.

Commissioner Sherman Howard clarified that the isles and stalls have been changed to bigger sizes at all degrees. It had been changed.

Commissioner Juluson commented about section 10-10-3 access individual space of one family, two family dwellings but it doesn't address triplex or fourplex housing.

Commissioner Bice replied that it states that except for one family, two families have access from the street, everything bigger has to be accessed from a private drive.

Commissioner Sherman Howard commented he liked the landscaping requirements, so they don't have too much asphalt and no landscaping.

Commissioner Juluson clarified that it refers to the night sky ordinance code for lighting.

The motion was made by Commissioner Christian Harrison to recommend approval for an Ordinance amending title 10 Chapter 10, "Off-Street Parking" of the La Verkin city code, establishing rules and regulations pertaining to off-street parking in the city, seconded by Commissioner Sherman Howard. Sherman Howard-yes, Bice-yes, Juluson-yes, Harrison-yes, Pectol-yes. The motion carried unanimously

2. Discussion regarding amendments to the Sign Ordinance.

Brad explained that the sign ordinance is the most difficult to amend. They did take out the planning commissioners approving all signs. It states a city employee. In page three definitions, dynamic display sign is a new definition and has a digital display sign that automatically changes its content as defined in the code. A monument sign is somewhat of a new definition for La Verkin. A monument sign is like the sign coming in from Hurricane. That's a monument sign instead of a pole sign or what's called the pylon sign. Again, a pylon sign is a new definition too. A pylon is basically the same as the park identification signage. It's still more common to have. A static sign is a sign that does not have anything rotating through it. It is just a sign, and they now have a definition for that. Forty-two is new: a tourist-oriented directional business sign. Basically, it is a sign that this city can utilize, and it can only be located on city property for tourist information for businesses. Those types of uses, as far as the permit process is concerned, they are going to acquire an application and pay a fee. The city will have ten days to make sure it fits the code requirements and issue it. The sign has to be maintained; it has to be inspected when it's constructed. They must maintain a business license. It's an assignment permit, meaning that if someone sells a business to somebody else, it can be freely assigned. In regard to prohibited signs, the city previously allowed roof signs to be permitted. Roof signs kind of went out of favor many, many years ago. There may be a few of them left, but normally you don't see roof signs anymore. Most cities prohibit them. In fact, one exists out there right now. It could stay as nonconforming until the time that business closes.

Commissioner Sherman Howard had a question about what the definition of a vehicular sign is. Would that include a sign on the door of a truck? Or a wrap on the vehicle?

Brad explained it is a sign like a billboard in the back of a truck or being pulled by a truck. They park it on the street somewhere. Other things that are prohibited would be notices, placards, billboards, posters, and cards. For example, you walk up to a streetlight, and it has signs stuck all over it. That's kind of what that is. Also, prohibiting signs in the public right-of-way except those authorized by a governmental agency. They should probably never allow political signs. The code already has limitations on political signs that are complicated and modified a little bit. They can't have them on public property or in the public right of way. They can't show up like at your parks or streets.

Commissioner Harrison asked about political signs on private property on State Street.

Brad commented if the city owned the property he wouldn't be allowed to have a sign there. They discussed the property and it's "in favor" of the city but someone else owns it.

Commissioner Bice commented that signs wouldn't be allowed on easements either.

Brad explained by putting this in the code if during political season signs show up where they are not allowed to be this would allow the city to remove them.

Commissioner Harrison wanted the definition of the corner cut off area.

Brad explained that there's what they call a corner cut off and it's defined by how many feet from one side of the street to the other side of the street. When you draw a line across, they can't put any signs in that area. The reason is because it blocks the visibility for people trying to turn. Thirty feet down one street, thirty feet the other, draw a line. a lot of corners where stop signs are, that's a very popular spot for political signs to go. This would disallow that. They shouldn't be impeding traffic; they shouldn't be blocking traffic; they shouldn't be causing visibility issues. The other thing that's in the code is that they have to get permission from the property owner to put a sign on it. You just can't put a sign on someone's property without them knowing about it without them giving permission.

Commissioner Harrison asked about context with these regulations to help him understand where would they be allowed, other than on people's private property with permission? His understanding was if it was on the space between the sidewalk and the road, you could put them there; that wouldn't be a problem. But that's technically city property between the sidewalk and the road, that'd be public property, therefore not allowed.

Brad explained it's always been that way that signs are only allowed on private property with permission. If somebody complains and says that sign is in the right of way in my jurisdiction, we used to have to go out and measure from the center line to see where these signs were located. If it was in the right of way, it got pulled out.

Commissioner Harrison felt these rules were really limited where the signs were allowed.

Brad explained it was always in the code but not being enforced unless they got a complaint. Number fifteen covers temporary signs and these are for fundraisers, civic events, those types of things, religious organizations. There are some time frames as to how they can do it. They fall under the same category. They cannot be in the right of way and have to be on private property. Number sixteen is flags, military banners, civic banners. A lot of cities, if you notice, they have a big sign of the military, and they'll have those hanging on utility poles and those kinds of things. With this new ordinance, you would now be allowed to do that, not that you couldn't before. It specifically says that you can do those things. The city can do for civic events whatever the city cites in that regard. Next is directory signs. The Flex project wanted some directory signs on the inside. They didn't have that in our codes. He added it to the code. If you go to where it says, "partial identification signs," all that's in yellow is new. We've set up some criteria for partial identification signs, pylon signs, monuments. They have to match the architecture of the building. They have to be set back out of what seems called a driveway, and a landscape planner can't overhang into the driveway. The sign has to be oriented towards the street and basically size wise for commercial property. The maximum, he believed, is two hundred and forty. But that's one square foot of sign for each one linear foot of garage. So, if you have two hundred and forty linear feet, they get two hundred and forty square feet. There are now criteria for wall signs, in which a wall sign can be on three sides of structure, but a wall sign adjacent to residential use cannot be illuminated. They have to be complimentary to the building. He added criteria for awning signs and window signs; there was a little bit in here about window signs. He advised that they can't have a window sign for more than one hundred and twenty calendar days per year, and not more than fifty percent of the window can be covered during that period of time. That does not include Christmas and holidays, these are just actual sales. The thought was to try to restrict people having windows full of product marquee signs, really these only involve theaters.

Commissioner Bice asked if it would include churches or schools or other people with other businesses with marquees.

Brad explained it might be because they have the number of seats. Theaters having a permit seating for at least one hundred people shall be permitted. He assumed churches could probably fall into that same category. Wall murals haven't been included before. These are historical, some people paint on the sidewalks. Basically, I just think the concept of workable work is for the city to make, of course, murals meet the intent of this chapter. It can't be a sign. It has to be something that's more historical oriented towards those things. The big one is dynamic display signs and the criteria for dynamic split signs, such as transition to fading, dissolving, scrolling, brightness. They have to have a dimmer control on them. No portion of the sign shall fluctuate light intensity in any way.

Commissioner Harrison clarified it must be a hard transition, then it just switches. They can't fade it, dissolve it, scroll it, or travel into it. Are those fading techniques a safety concern? What is the reasoning?

Brad replied that he looked at the code from CalTran for guidance. They have forty years of experience with signs.

Commissioner Bice suggested that it creates an illusion of movement. When you are driving, you don't want to be focused on something that looks like it's moving.

Brad added that the goal of all of this is that you are not just staring at that sign when you drive. That's why they don't allow them to flash every second. They're supposed to be about four seconds and then flash.

Commissioner Harrison clarified the movie theater and Zions bank in Hurricane Utah have animated signs that flash and show clips of movies and that would not be allowed under this sign ordinance.

Brad agreed and added that while you drive by the signs you are looking at them and not the road. Which is the purpose. He suggested taking it out of the code if the commissioners wanted to.

Commissioner Harrison asked what level of movement do they want to allow? He felt it was a little strict. The movie theater sign is really big while the banks sign is much smaller. He thinks the size should be considered. A small, animated sign would be ok but not a big one.

Commissioner Pectol asked if these restrictions would prevent potential commercial business owners from coming into La Verkin?

Derek replied that they currently have none of these restrictions in the sign ordinance. A business might shy away if they wanted a big, animated sign. The city council had a little push back when the Hot Springs applied for this type of sign. They were concerned about the size, distraction and light pollution. The council didn't want a lot of these types of signs. He advised it was good to allow these types of signs; they attract more business. He thought they could limit the size of animated signs. We don't want to be like Vegas.

Commissioner Pectol asked if they passed this tonight, could a business come in and ask for a conditional permit.

Derek replied that they could not. This would take it completely out. This ordinance makes them permitted or not. The Hot Springs applied before they changed the ordinance, that's how they got the conditional permit.

Commissioner Pectol asked if they could add it as an allowance so that commercial business could have an animated sign if they wanted to.

Commissioner Bice saw that as a problem because they could declare favoritism from one business than another if one gets permission, but another does not.

Commissioner Harrison agreed it could feel arbitrary at that point. They could open the city up to someone saying this isn't fair, and then you have to deal with litigations and lawsuits. They could claim bias.

Derek commented that their interaction and discussion is exactly what they wanted in this process. They are not in a hurry to pass this and would rather have a few discussions about it and with the different personal experiences they have a lot of good comments and suggestions. La Verkin needs commercial businesses to come in.

Commissioner Bice added that Number Two and Number five both state that they're doing it to ban things that create the illusion of movement.

Commissioner Juluson commented that Number Two is only on the transition. It's not on what the show is, just on how we go from one slide to the next.

Commissioner Harrison suggested instead of animation restrictions they use terms of effective size control and size management.

Brad replied that they have included that in the sign standards, a dynamic display is kind of restricted. The property has to be at least two acres in size before you can get one of these types of signs. It can't be more than sixty-four square feet. This would be for a larger commercial center not a small business.

Commissioner Juluson added that agreed with the transition limitations because when you are looking at something that's transitioning, you are going to watch to see what the next one is. If they take three or four seconds to make that transition as you are watching, you are missing the car in front of you. But if that's an instant transition you are more likely to see the car head. It's only between one slide to another slide. How do you get there? It's not a slow medium transition from one to the next.

Commissioner Harrison added that if they put down that the transitions are distracting, then it flows easily into the same thing of text that's moving across the screen, or any kind of video, is just as distracting as that transition. We end up back at a full band, which is where we currently stand. Maybe that's where we want to end up. He wanted to know where we wanted to end up. And if you start looking at transitions that are distracting, then you've got all the things distracting disallowed. A light-up sign in general is slightly distracting. There's a line somewhere. It's a matter of finding where we want to put that line.

Commissioner Pectol clarified the biggest it could be is 8X8 on two-acre lot. That's minimal.

Commissioner Harrison added that it was not incredibly large. And there's also the setback that has to be set back off of corners, set back off the street, which also helps that it's not right there on the edge. He asked if we have a certain setback from the street? I know we have a corner setback.

Brad replied that he didn't think so, they have the corner setback is all. It cannot be in the right of way or hangover the right of way.

Commissioner Pectol commented that it would slow traffic down naturally. She thought smaller signs would be more effective for commercial properties with the 8X8.

Commissioner Sherman Howard agreed to the restrictions and wanted to keep the small-town feeling.

Commissioner Bice added that if we pass this and find it's too restrictive, it'll be easier to go back and loosen it. If we don't pass it and find it's not restrictive enough, it'll be easier to go back and tighten it.

Commissioner Harrison thought there was a chance that since the Hot Springs have their conditional use permit that other businesses would want the same type and size sign. We might start getting more questions once the first one appears.

Derek explained he didn't think that many businesses would be able to afford it financially. The Hot Springs sign was about \$400,000. They don't have to decide tonight, they can continue to discuss it in the next meeting.

Commissioner Pectol asked Derek if he had ever had any projects come across his desk that this rule would have had them take their business elsewhere because they wanted a different sign.

Derek replied he has never had that be an issue.

Brad added that the amount of traffic that comes through to Zion would be a reason to have a business in La Verkin. He didn't feel like the limits on signs would discourage a business.

Brad continued to tourist oriented directional business signs. These are the signs that would have to be on city property, and there'd probably be one coming in from Hurricane, one coming in from Toquerville, maybe someday one coming in from Zion. He put together some criteria for that. It would be a static sign. Businesses that want to be on that sign, if you have no space available, what do you do? He suggested a lottery system for something like that. If that ever occurs and these signs have to be rotated out once a year. The static sign would just have the name of the business and the business logo. A dynamic display sign would allow as many businesses as you wanted to rotate. It could show civil events and addresses. He added some regulations like it has to be an actual real business that's open forty hours a week. It can't be a home occupation business. You are not supposed to drive traffic to home occupation businesses. Can't sexually explicit business or that type of business.

Derek added that the reason that he wanted to go down this road is to help businesses like the hot springs, and the RV resort, and you have a couple other businesses that get missed by the bypass. They are off of State Street and easy to miss. This signage would help with that. An example could be like the blue signs on the freeway saying, "Maverick" and all these other businesses. This would help them get their location out but not have so many signs throughout town.

Commissioner Bice asked if the sign would be owned and managed by the city.

Brad replied that the sign would have to be owned by the city.

Commissioner Harrison commented that the two safety construction signs are announcing city events. He suggested having a dynamic city sign to be able to put city events on. He asked about the programming on that type of sign.

Brad replied that the city can be there as often as they want it. Then everybody else will start to get that type of exposure. Those are going to have to be city policies. He continued to explain A-frame signs or sandwich board signs. Those are the signs that you see sticking out in certain areas. We have some restrictions for those; it can't be obstructing a pedestrian pathway. They can't be more than thirty-six by twenty-four in size. It can be made of durable material. They have to come down at the end of the day. They can't just stay up all night long once the business is closed and during extreme weather events, that sign is not permitted.

Derek pointed out that the sandwich board signs are not currently allowed in the city, but businesses use them. If they didn't allow them, it would be taking away a source of advertising, and he didn't think they were harmful or unsafe. He didn't know why we didn't allow them all those years. We've not gone out and enforced it because there hasn't been an issue or a complaint. As long as they're set up right it accommodates an additional capability of advertising.

Brad continued with the sign standards. Included are banners, tents, and feather flags. A feather flag is the ones that are just kind of waving with the stick in the wind. Those would be allowed during special sales only, permitted for a maximum of ninety days, three times per year. It will allow businesses to have them, but they have to choose when they want to do it as opposed to just having them out permanently. We now have requirements for right of way signs. Residential signs, in the previous ordinance, were not allowed. They can have one now that only advertises the business and allows them to have a maximum four square foot sign in their yards. We kind of talked about all signs and pylon monument signs. Then it gets into non-conforming signs. This ordinance once adopted will be your most important ordinance.

Derek explained for the next meeting he would have a side-by-side comparison of the old ordinance with the changes and additions along with some images of different types of signs.

Commissioner Bice asked if UDOT has restrictions for SR 9 or SR 17.

Brad replied he checked Utah code and didn't find any. Once the ordinance is how they like it then Fay will need to look it over because one of the most litigious items in city code are over signs.

3. Discussion regarding the General Plan

The commission conducted an extensive review of proposed updates to the city's General Plan, with consultant Kevin Smedley guiding them through the transportation, housing, parks, and public facilities chapters. Outdated information, including a 2018 community survey, was recommended for removal throughout the document.

Transportation: The plan will incorporate the city's transportation master plan, including a future map of all roadways and trails. Discussion centered on allowing curvilinear road designs for new developments like the "Top Side" to accommodate topography, while maintaining the city's grid-based street numbering system. The commission supported adding a goal to expand the city's sidewalk network and clarified that the local bus stop is located on 300 North near the fire station.

Housing: The text was updated to reflect current conditions and projections. The commission discussed the city's approach to the state's moderate-income housing mandate, which becomes a requirement at a population of 5,000. As the city is projected to be 3-5 years from that threshold, the plan will acknowledge the future requirement without implementing specific strategies yet. Language regarding "mobile homes" was revised to clarify the distinction between prohibiting mobile home parks and allowing individual manufactured homes, which are seen as an affordable housing option. The plan will also encourage a variety of lot sizes.

Parks, Recreation, and Trails: The list of city park assets was updated. The commission supported adding goals to integrate more shade structures at playgrounds and to pursue the development of pickleball courts, a frequent request from residents. The plan will continue to reference potential development near Pah Tempe and a future multipurpose community center, potentially at the current elementary school site, to preserve future funding opportunities. The action step to "develop" a trails master plan was corrected to "maintain and update" the existing one.

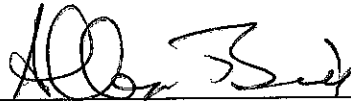
Public Facilities and Utilities: This section was updated to remove sensitive infrastructure maps (e.g., water mains) for security reasons. The text regarding the sewer system was noted as outdated and will be revised to reflect that the city now operates its own treatment plant and reuse facility, no longer sending waste to Hurricane's lagoons. The plan also now addresses telecommunications and digital connectivity more broadly than just "high-speed internet" and affirms that new development must cover the cost of necessary infrastructure expansion.

G. Adjourn:

Commissioner Bice adjourned the meeting at 7:56 p.m.

22 July 26

Date Approved



Planning Commission Chair