

Thompson, Amy

From: Judi Short <[REDACTED]>
Sent: Wednesday, 9:18 PM
To: Thompson, Amy
Subject: Petition # PLNAPP2018-00278 and PLNAPP2018-00340

I am writing to ask that the Appeals Hearing Officer deny the request by Reagan Outdoor Advertising to issue a permit to construct a new billboard at the above listed property.

The ordinance is very clear, I was a member of the Salt Lake City Planning Commission when the ordinance was written. The intent of the ordinance was to limit the number of billboards in the city to no more than there were at the time the ordinance was written (199-?). And, over time, to eliminate non-conforming billboards.

A billboard owner must have enough credits in the Billboard Bank to be able to move billboards. Salt Lake City has invested a lot to improve the attractiveness of the 400 South corridor, which has been a cacophony of visual clutter. Sign policies were upgraded, and the TSA zone was developed to change the condition of that corridor to be more inviting and visually attractive to residents and businesses, and spur investment. It was never intended that a billboard owner could put up a new billboard, without enough credits in the Billboard Bank. Nor was it intended that a billboard could be moved to a more restrictive zone.

Much money was invested by the city to develop North Temple from an unattractive and uninviting gateway to Salt Lake City into a beautiful corridor with many uses. With the expansion of our international airport, it is important that this gateway be a welcoming space for new visitors to our city. Cluttering it with billboards does not achieve that goal. There is much new development along that corridor, including the TRAX line to the airport, and the standards in the TSA zone help to foster that environment. To grant these exceptions now, would negate all that hard work, and the wonderful results we are seeing..

Both of these petitions should be denied.

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Judi Short

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