

Scenic Utah
P.O. Box 2965
Salt Lake City, Utah 84110

September 13, 2018

Appeal Hearing Officer
Salt Lake City Corporation
451 South State Street, Room 406
Salt Lake City, Utah 84114

Re: Petition Number PLNAPP2018-00278; Petition Number PLNAPP2018-00340

Dear Hearing Officer:

Scenic Utah, a Utah nonprofit corporation with a mission to protect and enhance the visual quality of Utah and its communities, appreciates the opportunity to support the Administrative Decision of the City Planning Staff to deny the applications of Reagan Outdoor Advertising (ROA) to move billboards on 400 South and on North Temple.

In both petitions, the petitioner has failed to meet the clear ordinance requirements of Salt Lake City for construction of new billboards. For Petition Number PLNAPP2018-00278, ROA is attempting to use billboard credits to move from the D-1 Zone to the more restrictive TSA-UN-T zone. As noted by Planning Staff, a billboard credit from the Billboard Bank cannot be used in a more restrictive zone.

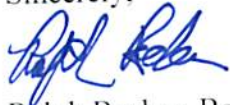
For Petition Number PLNAPP2018-00340, ROA is attempting to overturn a Planning Staff decision that insufficient billboard credits exist in the North Temple Billboard Bank for construction of a new billboard.

Salt Lake City has invested heavily to improve the visual quality and community attractiveness on both of these arterial streets. On 400 South, Salt Lake City not only has upgraded its sign policies, but it has also developed a new TOD zone to transform a cluttered street that didn't invite investment and residential and commercial uses to a burgeoning new transportation corridor. Further, Salt Lake City invested in the purchase of the billboard at the Dunkin Donuts property to remove this blight on such an important visual corridor in Downtown.

On North Temple, more than \$100 million dollars and a new TOD zone was created with the Airport TRAX line to transform that street from an ugly gateway into the City into a beautiful multi-use corridor. New development is occurring following the City's and other entities' investments in these corridors. The policies and investments that restrict inappropriate new billboards would be grossly ignored if these petitions were granted.

We hope these appeals will be denied and Salt Lake City follows its policies and investments to continue to improve its community attractiveness and character.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ralph Becker". The signature is fluid and cursive, with the first name "Ralph" being more prominent than the last name "Becker".

Ralph Becker, Board Chair
Scenic Utah