

# Planning Commission Staff Report

## HAMPTON INN Scenic Motel Sign & Monument sign Planned Development Amendment PLNSUB2011-00382 1345 South Foothill Drive Hearing date: September 14, 2011



Planning Division  
Department of Community &  
Economic Development

### Applicant:

Darlene Batatian

### Staff:

Michaela Oktay 535-6003  
michaela.oktay@slcgov.com

### Tax ID:

16-10-378-013

### Current Zone:

CB (Community Business)

### Master Plan Designation:

East Bench Master Plan:  
Neighborhood Business

### Council District:

District 6 – J.T. Martin

### Community Council:

East Bench – R. Gene Moffitt (Chair)

Lot size: 1.28 acres

### Current Use:

Motel, retail, dental offices

### Applicable Land Use Regulations:

- 21A.55.090 Planned Development Standards
- 21A.46.090 Signs
- 21A.46.140 Non-Conforming Signs

### Notification

- Notice mailed 9/1/2011
- Sign posted May 9/2/2011
- Posted to Planning Dept and Utah State Public Meeting websites 9/1/2011

### Attachments:

- A. Site/Building Drawings/Sign mock-ups
- B. Photographs
- C. City Department Comments

### *Request*

This is a request for an amendment to a planned development to allow both a pole sign and a monument sign on one frontage (Foothill Drive). The proposal is to alter and relocate a legal non-conforming sign and to allow a monument sign along Foothill Drive. The CB district allows only one pole or one monument sign per frontage. The Planning Commission has final decision-making authority for any Planned Development Amendment.

### *Staff recommendation*

Based on the findings listed in the staff report, it is the Planning Staff's opinion that the project adequately meets the applicable standards for the planned development amendment approval and therefore recommends the Planning Commission approve the application as proposed subject to the following conditions:

1. Compliance with all City department requirements outlined in the staff report for this project. See *Attachment C* of the staff report for department comments.
2. No monument sign be allowed on 2300 East.
3. Allowed modifications from standards:
  - A. Move and alter legal non-conforming non-complying sign
  - B. Allow monument sign in addition to pole sign on Foothill Drive

D. Written public comments  
E. Application Narrative

## VICINITY MAP



### Background

#### Project Description

The project site consists of one parcel (1.28 acres) which is currently being redeveloped for a Hampton Inn, a dental office and a retail space.

In 2009 the Applicant received a *Conditional Use* for: (1) the hotel use, (2) building height, which exceeds 30 feet, and (3) the proposed building size which exceeds 20,000 square feet in total floor area. The project also received *Planned development* approval to reduce the front setback requirement for the parking structure and dumpster location. *Conditional building and site design review* was required in the CB district when modification of the required first floor glass content is proposed. The Planning Commission granted a reduction in the first floor glass requirement. The retail use and dental offices were permitted without the need for conditional use review.

The applicants have come back to the Planning Commission requesting a *Planned Development Amendment* to be allowed to: (1) move and alter a non-conforming and non-complying sign for the Hampton Inn use and (2) to

allow for an additional monument sign to be used by the dental office and retail tenant. (More details of proposal in Project Review)

## **Comments**

### **Public Comments**

The applicant attended a Planning Open House on August 18, 2011. There was only one comment from an attendee which was that the sign should be preserved and if it is moved it should meet the standards of the ordinance. Other written comments have been received which are included with this report as “Attachment D”.

### **City Department Comments**

Comments were received from the following City departments and are attached as “Attachment C”: Public Utilities, Engineering, Transportation, Fire, and Building Services. In general, the departments had no objections to the proposed development.

## **Project Review**

- **Project Review**

The planned development process is intended to provide flexibility in the application of site design in order to achieve a result more desirable than through strict application of City land use regulations. The proposed mixed uses are desirable for this site given its location amongst other offices, retail uses, and proximity to the University of Utah and associated medical services, for which short term lodging is in demand. The site is located along a mass transit route and a state arterial route providing easy access to transportation corridors.

The site has a double frontage, one on Foothill Drive and one on 2300 East. The applicant is allowed a choice of a pole sign or a monument sign per frontage. During the previous planning process and part of the public outreach, the neighborhood and residents along 2300 East expressed their concerns about the hotel signage and requested that the applicants keep the “residential” feel of their street (2300 E) in mind as much as possible through the entire redevelopment process.

The applicants have invoked the Planned Development amendment process to modify the sign requirement that limits pole and monument signs to one per street frontage. They are proposing that monument sign allotment (2300 E) be transferred to the Foothill Drive frontage as to not only respect community sentiment but to serve the needs of the dental office and retail space more effectively with signage placed along the Foothill Drive frontage.

They are also requesting review for flexibility in working with location of the legal non-conforming and non-complying “Scenic Motel” sign. As the construction process has progressed, it was discovered that the corner canopy of the Hampton Inn building would intersect the sign where it is currently located. They are requesting to move the sign approximately fifteen feet to the south, and setback approximately an additional 4 feet from the property line which would move it closer to conformance with current regulations in relation to setbacks, so that the architectural design of the new building will not be compromised.

The site has physical characteristics that create difficulty for redevelopment. The property is considered a double-frontage lot where there is significant effort to keep commercial impacts to the neighborhood on 2300 East as low as possible, thus focusing the signage needs for such a large mixed-use development towards Foothill Drive while strictly meeting the ordinance.

## Discussion

The following discussion clarifies the specific reasons for the review process involved with this Planned Development Amendment project and staff's consideration of each reason.

- Signs Permitted (21A.46.090): The site has a double-frontage. Each frontage is allowed either one pole sign or one monument sign. The intent of the standard is to prevent sign proliferation on the site and along a street frontage. The purpose is also to allow signs in good design which are integrated with and harmonious to the buildings and site which they occupy.

Reducing signage on 2300 East and providing the mix of uses on the site adequate signage along their long (Foothill Drive) frontage would not be in direct conflict with the sign ordinance and its purposes.

Staff recognizes the hardship created by a double frontage and the sensitivity to residential development along 2300 East.

- Nonconforming Signs (21A.46.140): The ordinance stipulates that a nonconforming sign shall not be moved or altered unless it conforms to all the provisions of the Zoning Ordinance. The applicant is requesting to both move and alter the sign in order to meet the needs on the site but to also preserve the general character of the sign and refurbish it to be designed in a manner which complements the architectural style of the buildings on the redevelopment site.

The site contains a circa 1950s retro "Scenic Motel" sign. This sign is approximately 29 feet in height, 120 square feet in size, has more than a six foot projection, with only a five foot setback. It is both non-complying in terms of dimensions and non-conforming with respect to setbacks.

Current pole sign regulations limit a pole sign to 75 square feet with height of 25 feet and a 15 foot setback. The applicant's proposal is to bring the sign closer in line with current pole sign regulations making it more complying by moving it approximately nine feet from the property line. The applicants have been working with sign companies to investigate refurbishment of the sign's electrical system and to utilize more energy efficient LED lighting. The applicant contends that the refurbishment of the sign, and the new location would allow them to continue to utilize the sign while allowing the original design of the canopy on the Hampton Inn structure to be constructed. Relief from these requirements can be granted by the planning commission through a planned development amendment.

## **Analysis and Findings**

### Standards for Planned Developments; *Section 21A.55.050*

Through the flexibility of the planned development regulations, the city seeks to achieve *any* of the following specific objectives:

- A. Combination and coordination of architectural styles, building forms, building materials, and building relationships;

- B. Preservation and enhancement of desirable site characteristics such as natural topography, vegetation and geologic features, and the prevention of soil erosion;
  - C. Preservation of buildings which are architecturally or historically significant or contribute to the character of the city;
  - D. Use of design, landscape, or architectural features to create a pleasing environment;
  - E. Inclusion of special development amenities that are in the interest of the general public;
  - F. Elimination of blighted structures or incompatible uses through redevelopment or rehabilitation;
  - G. Inclusion of affordable housing with market rate housing; or
  - H. Utilization of “green” building techniques in development.
- A. Planned Development Objectives: The Planned Development shall meet the purpose statement for a planned development (Section 21A.55.010) and will achieve at least one of the objectives stated in said Section;

**Analysis:** The project proposes coordination of architectural styles with the hotel and dental office buildings and establishes strong building relationships within the site. The site design and architecture create a pleasing environment compared to what existed previously and it contributes to the updated design of the shopping center across Foothill Drive. The site will be improved through the Hampton Inn redevelopment.

The applicant claims that the combination and coordination of architectural styles, building forms, building materials, and building relationships will be best suited by locating most of the commercial signage on Foothill Drive and not 2300 east as allowed by ordinance. The applicant claims that preservation and refurbishment of the “Scenic Motel” sign contributes to the character of the City, and that elimination of blighted structures or incompatible uses through redevelopment or rehabilitation would be achieved by moving and altering the “Scenic Sign.”

**Finding:** The project, through use of the planned development process, achieves at least two of the objectives for planned development, thereby satisfying this standard.

- B. Master Plan And Zoning Ordinance Compliance: The proposed planned development shall be:
1. Consistent with any adopted policy set forth in the citywide, community, and/or small area master plan and future land use map applicable to the site where the planned development will be located, and,
  2. Allowed by the zone where the planned development will be located or by another applicable provision of this title.

**Analysis:** The proposed signs would not conflict with the master plan designation or policies. The CB district is “*intended to provide for the close integration of moderately sized commercial areas with adjacent residential neighborhoods. The design guidelines are intended to facilitate retail that is pedestrian in its orientation and scale, while also acknowledging the importance of transit and automobile access to the site.*”

The East Bench Master Plan states “*Redevelopment or at least renovation of some business properties in the East Bench area is quite likely and is considered the most desirable approach to meeting future business needs in the community.... More efficient use of existing business properties is the preferred approach to meet future business needs*”. “*Signs play an important role in the appearance and character of properties they occupy...In general, signs should be integrated and harmonious with the buildings and sites they occupy.*” This proposal meets these criteria as renovation is mentioned and

could translate to renovation of the nonconforming sign so that it is better integrated with updated modern signage on the new building. The proposed monument sign on Foothill Drive rather than 2300 East will meet business needs in a more efficient location, and will be integrated to the site.

C. Compatibility: The proposed planned development shall be compatible with the character of the site, adjacent properties, and existing development within the vicinity of the site where the use will be located. In determining compatibility, the planning commission shall consider:

1. Whether the street or other means of access to the site provide the necessary ingress/egress without materially degrading the service level on such street/access or any adjacent street/access;
2. Whether the planned development and its location will create unusual pedestrian or vehicle traffic patterns or volumes that would not be expected, based on:
  - i. Orientation of driveways and whether they direct traffic to major or local streets, and, if directed to local streets, the impact on the safety, purpose, and character of these streets;
  - ii. Parking area locations and size, and whether parking plans are likely to encourage street side parking for the planned development which will adversely impact the reasonable use of adjacent property;
  - iii. Hours of peak traffic to the proposed planned development and whether such traffic will unreasonably impair the use and enjoyment of adjacent property.
3. Whether the internal circulation system of the proposed planned development will be designed to mitigate adverse impacts on adjacent property from motorized, non-motorized, and pedestrian traffic;
4. Whether existing or proposed utility and public services will be adequate to support the proposed planned development at normal service levels and will be designed in a manner to avoid adverse impacts on adjacent land uses, public services, and utility resources;
5. Whether appropriate buffering or other mitigation measures, such as, but not limited to, landscaping, setbacks, building location, sound attenuation, odor control, will be provided to protect adjacent land uses from excessive light, noise, odor and visual impacts and other unusual disturbances from trash collection, deliveries, and mechanical equipment resulting from the proposed planned development, and;
6. Whether the intensity, size, and scale of the proposed planned development is compatible with adjacent properties.
7. If a proposed conditional use will result in new construction or substantial remodeling of a commercial or mixed used development, the design of the premises where the use will be located shall conform to the conditional building and site design review standards set forth in chapter 21A.59 of this title.

**Analysis:** The signs have been designed to be compatible with the character of the site and surrounding area. Vehicle traffic will be directed primarily onto Foothill Drive, a major street. Some traffic will enter/exit using 2300 East but not enough to adversely impact that street. The proposed new monument sign placement on Foothill rather than 2300 East is intended to protect the residential neighborhood

from the visual impacts and light disturbances along that residential street. The site design incorporates signage that is oriented to both pedestrian and vehicle traffic and strengthens the area as a community business area. Multiple uses are proposed for the site which contributes to the services provided for the surrounding area. Although the sign ordinance is strict on its treatment of the signage, the site is large enough to accommodate the additional monument sign. The proposal as a whole is efficient, architecturally interesting, and keeps a low profile in order to be compatible with surrounding uses and views. The project satisfies this standard.

**Finding:** Based on the facts of the case, the potential negative impacts that a sign on 2300 E would have on the neighborhood to the east, and the analysis in this report, Staff supports the monument sign to be located on the Foothill Drive frontage as proposed with the condition that it meets the five foot setback for a monument sign that is six (6') feet in height, which is strict adherence to the Zoning Ordinance.

- D. Landscaping: Existing mature vegetation on a given parcel for development shall be maintained. Additional or new landscaping shall be appropriate for the scale of the development, and shall primarily consist of drought tolerant species;

**Analysis:** The site will have all new landscaping, approved under the first planned development approval.

**Finding:** This is not applicable to this proposal.

- E. Preservation: The proposed Planned Development shall preserve any historical, architectural, and environmental features of the property;

**Analysis:** The site will be completely redeveloped. The existing "Scenic Motel" sign is not listed on any national or local registers of historic places or cultural resources. The site has no features that would need preservation per se, however there has been community support to keep the "Scenic Motel" sign on the property. The applicant would like to respond to this sentiment, refurbish it to compliment the architecture and provide signage for the hotel.

**Finding:** The project satisfies this standard.

- F. Compliance with Other Applicable Regulations: The proposed planned development shall comply with any other applicable code or ordinance requirement.

**Analysis:** Other than the specific modifications requested by the applicant, the project appears to comply with all other applicable codes. Further compliance will be ensured during review of construction permits.

**Finding:** The project satisfies this standard.

#### Standards for Planned Developments in the CB; *Section 21A.55.090*

Planned developments within the ... CB District... may be approved subject to consideration of the following general conceptual guidelines (a positive finding for each is not required):

- A. The development shall be primarily oriented to the street, not an interior courtyard or parking lot;
- B. The primary access shall be oriented to the pedestrian and mass transit;
- C. The facade shall maintain detailing and glass in sufficient quantities to facilitate pedestrian interest and interaction;
- D. Architectural detailing shall emphasize the pedestrian level of the building;



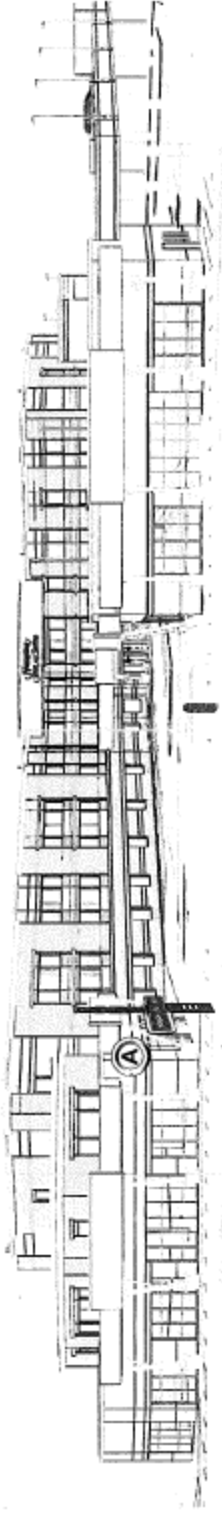
- E. Parking lots shall be appropriately screened and landscaped to minimize their impact on the neighborhood;
- F. Parking lot lighting shall be shielded to eliminate excessive glare or light into adjacent neighborhoods;
- G. Dumpsters and loading docks shall be appropriately screened or located within the structure, and;
- H. Signage shall emphasize the pedestrian/mass transit orientation.

**Analysis:** The redevelopment project as approved demonstrates both features: the retail and office uses are oriented to Foothill Drive while the hotel entrance is interior to the site. As most of the hotel patrons will be arriving in some sort of vehicle (private, rental car, or shuttle), this configuration draws the vehicle traffic further into the site away from the main entrance and limits the pedestrian/vehicle conflicts. The surface parking areas are properly setback and landscaped while the parking structure is designed into the site to reduce visual impact from surrounding properties and streets.

The front façade has sufficient glass and architectural detailing to facilitate pedestrian interaction, and the proposed signage will be oriented to both pedestrian and vehicular traffic along Foothill Drive.

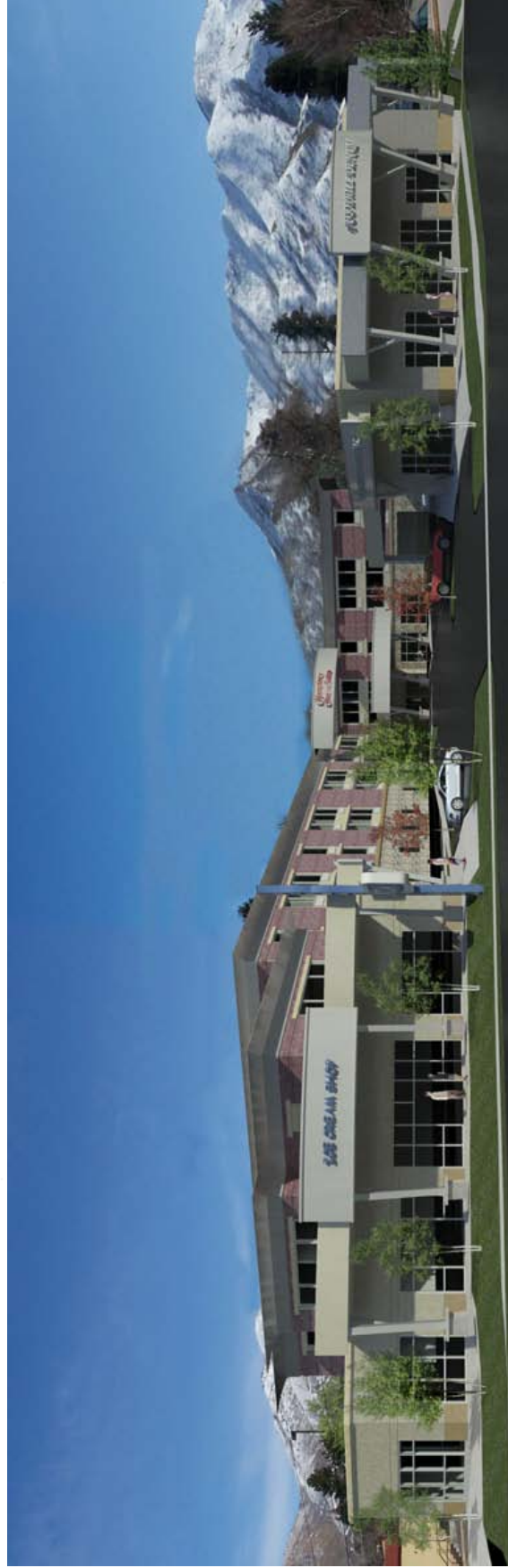
**Finding:** The project itself incorporates many site and building design features that lend itself to both pedestrian, mass transit, and automobile access, thereby achieving the purposes of both the design standards and the CB zoning district. The current signage request meets the planned development guideline relating to signs, for the CB district.

***Attachment A***  
Site / Building drawings/Sign mock-ups



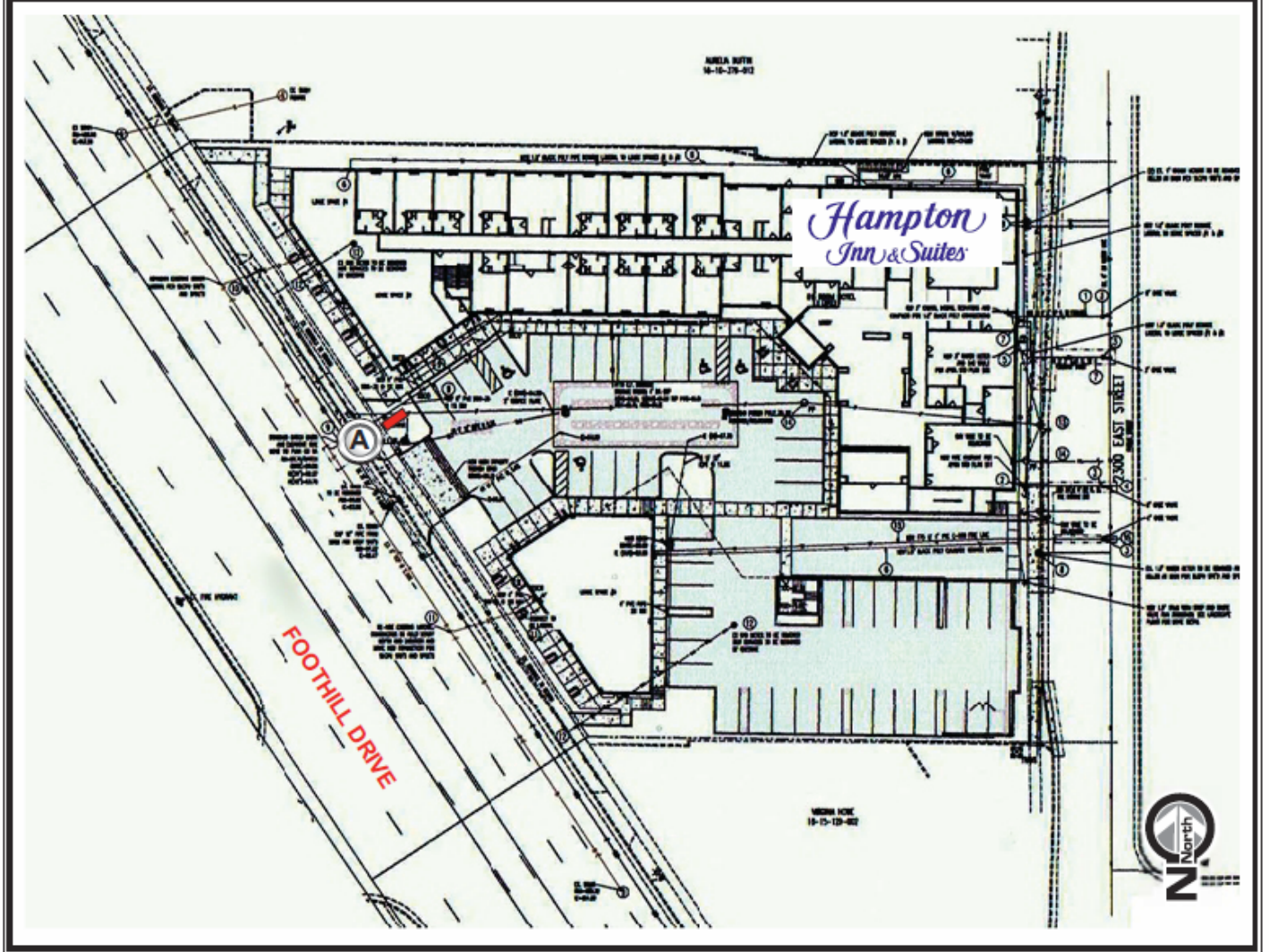
# Proposed Sign Locations

SOUTH-WEST PERSPECTIVE  
NTS

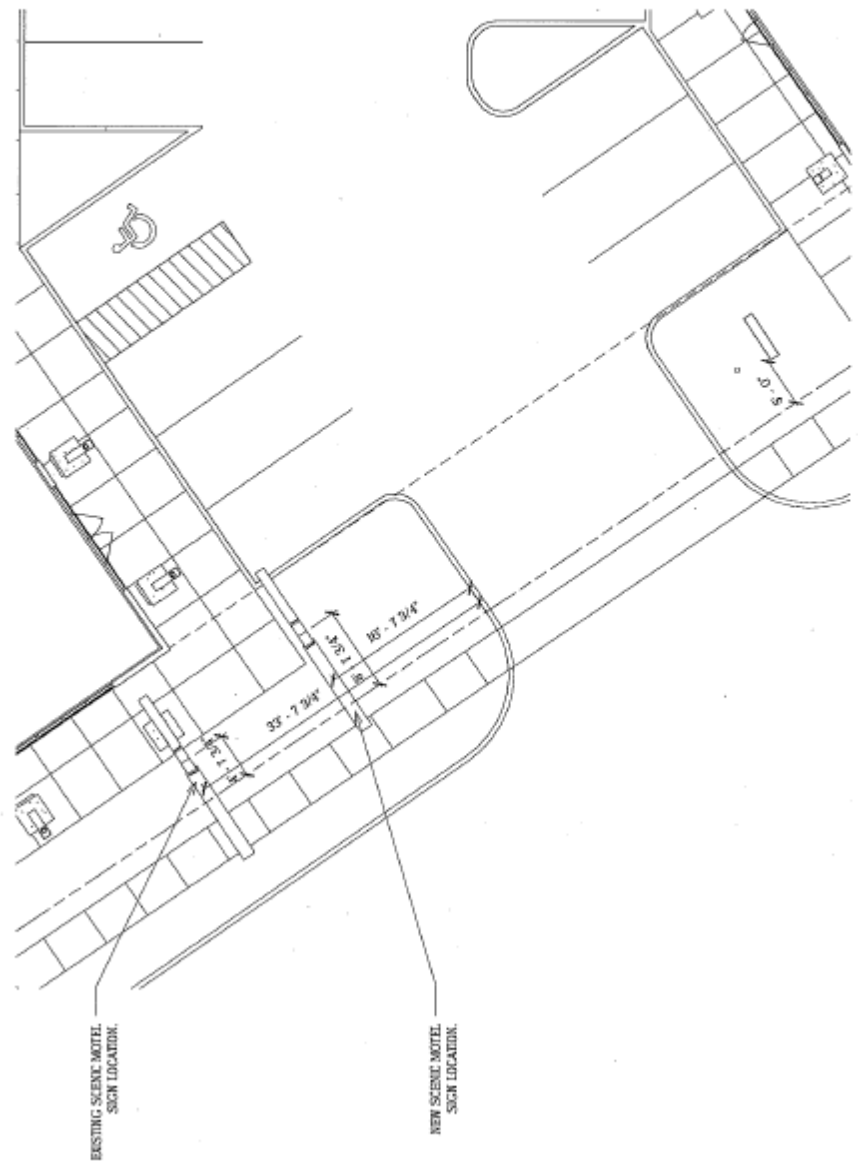


Original Elevation Proposal without monument sign

# SITE PLAN



# HAMPTON INN AND SUITES

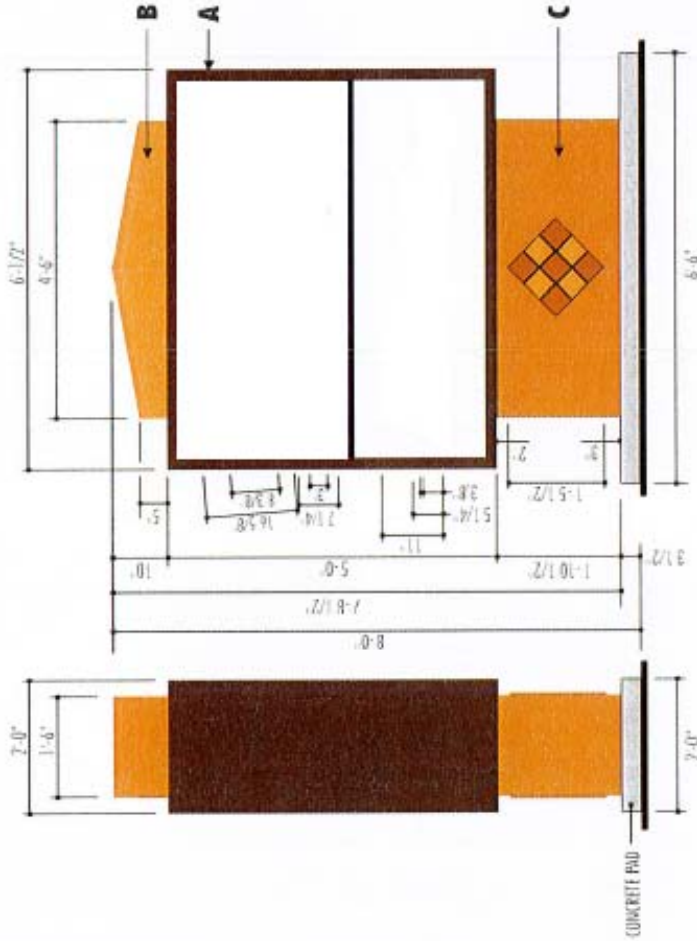


**EXISTING SIGN RELOCATION DIMENSIONS**

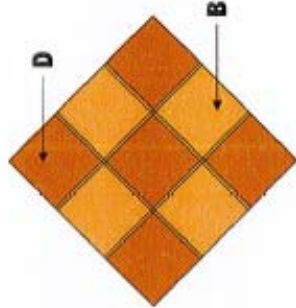
R30.1  
1" = 10'-0"

**PAINT BLOCK**

<b>A</b>		SMOOTH SATIN FINISH ANTHEMS WP29422 "BRONZE EUROPEAN"
<b>B</b>		LIGHT TEXTURE FLAT FINISH KA4012-2 "WASHED KHAKI"
<b>C</b>		MEDIUM TEXTURE FLAT FINISH KA4021-2 "SWISS CREAM"
<b>D</b>		LIGHT TEXTURE FLAT FINISH KA4023-3 "DIG IT"



**ELECTRICAL**  
 (6) F72120WHD LAMPS  
 (1) ES8848-46 BALLAST  
 1.47 AMPS @ 277 VOLTS



SCALE: 1/2" = 1'-0"

CHECKER BOARD DECOR:  
 PAINTED 13MM SIGNRA W/  
 3/16" ROUTED GROUT LINES

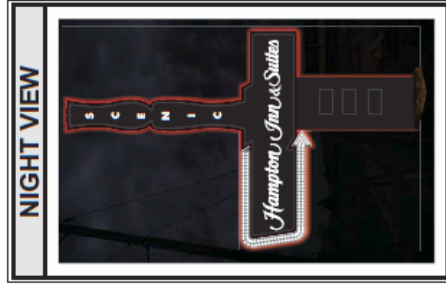
FAC  
 TCP  
 CAB  
 BAS

D/F Monument Display

SCALE: 1/2" = 1'-0"

# Proposed Monument Sign

# Proposed Refurbishment



***Attachment B***  
Photograph



Panoramic view of full site on September 2, 2011 (looking east across Foothill Drive)



***Attachment C***  
City Department comments

## City Department Comments

### PLNSUB2011-00382 Hampton Inn-Planned Development Amendment

- **Attorney (Lynn Pace):** They have the latitude as part of the Planned Development Amendment process to ask for a monument sign and a pole sign and to move the legal non-conforming non-complying sign, as well as alter it.
- **Public Utilities (Justin Stoker):** No Comment
- **Engineering (Scott Weiler):** The applicant must contact UDOT regarding the proposed signs within the UDOT right-of-way. The applicant must also contact SLC Property Management (801-535-6308) and obtain a revocable permit for at least one of the signs.
- **Transportation (Barry Walsh):** August 29, 2011 Transportation review indicates no direct issue with the proposed relocation of the existing pole sign or the installation of the monument sign. The detail sheet 5/8 submitted does not show the height clearance over the pedestrian sidewalk. A minimum of eight feet is required./BDW Coordinate with Property management for the sign encroachment over the public ROW as needed.
- **Zoning (Alan Hardman):** The staff report should probably identify the ways in which the existing pole sign is non-conforming. The new setback for the relocated legal non-conforming pole sign does not meet the required 15 foot minimum setback. It is also projecting over a property line and encroaching over city property. The city's property Management Division will require a commercial lease. If the monument sign is approved, it will need to meet the requirements for the CB zone.

***Attachment D***  
Written public comments

**JT Martin**  
Council Member-District Six  
[jt.martin@slcgov.com](mailto:jt.martin@slcgov.com)

**SALT LAKE CITY CORPORATION**  
OFFICE OF THE CITY COUNCIL

May 13, 2011

Vern Busse  
Director, Western Region  
Hilton Worldwide  
9350 Civic Center Drive  
Beverly Hills, CA 90210

RE: Scenic Motel Sign, Salt Lake City, Utah

Dear Mr. Busse,

On behalf of City Council District Six, I congratulate Hilton and Dee's, Inc. for their efforts to bring the Hampton Inn & Suites to Foothill Drive. The hotel's completion will benefit the economic development of the Foothill area and the services provided will be a valuable resource along this gateway into Salt Lake City.

I recall the community showed support for the future hotel based upon its belief of Hilton's willingness to consider preserving and incorporating the original Scenic Motel's signage. However, it was brought to my attention that the original Scenic Motel sign will not be incorporated as part of the future hotel. This news is a significant disappointment to the community. I respectfully request Hilton to reconsider incorporating the Scenic Motel sign. Throughout the hotel's approval process, the local community expressed strong interest in having the sign remain since it has become an icon for the neighborhood as well as the property it serves. The Scenic Motel existed for decades, advertising a local business that the community and visitors considered to be a significant landmark. It is only fitting the sign remain as a historic community landmark; therefore, I express my strong support in having the original Scenic Motel sign remain as a welcoming trademark for the community and for any new traveler to our City.

The community will view losing this piece of history as an unfavorable decision made by Hilton. I want to express my hope Hilton will send a positive message to the community that their voices were heard during the approval process – please stay committed in retrofitting and repairing the existing Scenic Motel sign. The benefits for Hilton are apparent; by preserving a piece of history for a neighborhood in turn preserves the character of a community and will contribute to the future hotel's success.

Please do not hesitate to contact me at: 801-597-9529 or 801-535-7600 or email me at [jt.martin@slccgov.com](mailto:jt.martin@slccgov.com). Thank you.

Sincerely,



JT Martin  
Salt Lake City Council Member  
Council District Six

JM/ja

451 SOUTH STATE STREET, ROOM 204, SALT LAKE CITY, UTAH 84111  
P.O. BOX 145476, SALT LAKE CITY, UTAH 84114-5476  
TELEPHONE: 801-535-7600 FAX: 801-535-7651  
[WWW.SLCCGOV.COM/COUNCIL](http://WWW.SLCCGOV.COM/COUNCIL) EMAIL: [COUNCIL.COMMENTS@SLCCGOV.COM](mailto:COUNCIL.COMMENTS@SLCCGOV.COM)



May 11, 2011

Vern Busse  
Director, Western Region  
Hilton Worldwide  
9350 Civic Center Drive  
Beverly Hills, CA 90210

RE: SCENIC MOTEL SIGN, SALT LAKE CITY, UTAH

Dear Mr. Busse,

This letter is from the Emigration District Coalition, comprised of each of the community and neighborhood organizations on the east bench of Salt Lake City. Each organization was involved in the support and approval of the new Hampton Inn on Foothill Drive.

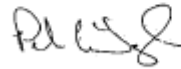
Mr. Olsen spent a great deal of time and effort to meet with these groups and respond to their concerns and requests.

One of the major and critical requests was and is to leave the original Scenic Motel sign in place. This is a pivotal landmark in our community and we were pleased when Salt Lake City agreed to our request.

Our expectation is that this request will continue to be met as the hotel nears completion and remain in place.

Sincerely,

*Ellen Reddick*  
Ellen Reddick  
Co-Chair



Pete Taylor  
Co-Chair

Emigration District Coalition

From: prettylittlepixel <stephanie@prettylittlepixel.com>  
Subject: **Re: Scenic Sign- Planning Commission /Design**  
Date: August 11, 2011 8:03:41 PM MDT  
To: Darlene Batatian <dbatatian@comcast.net>

Hey Darlene,

I have been thinking about this, and I don't think I can endorse the changing of this sign. I thought the idea was to save it, not change it. I understand a compromise is what will happen, but I feel any compromise will just ruin the sign. Because of the art that I do, I would rather see the sign torn down that altered to the point of being unrecognizable.

So, I am sorry, I can't help you this. I love the sign as is, and I don't want to be part of changing it.

stephanie swift  
c 801.842.3073  
[www.prettylittlepixel.com](http://www.prettylittlepixel.com)

***Attachment E***  
Application Narrative



**Amendment to Planned Development- Conditional Use**  
**Scenic Motel Landmark Sign (Non-Conforming)**

**1345 S. Foothill Blvd.**



**1. Project Description.**

This request involves refurbishing the landmark "Scenic Motel" sign at the former Scenic Motel on Foothill Drive. This is a non-conforming sign, that graced the old motel entrance since about 1964, when it was purchased prior to the City's adoption of a sign ordinance by the original motel owners. In the 60 years since, this classic "retro" neon sign has become a landmark for residents, tourists, and commuters along Foothill Drive.

Last year, the Planning Commission approved a Planned Development – Conditional Use site plan for redevelopment of this site, which is now under construction with a 3-story Hampton Inn. Retaining & re-using the Scenic Motel sign was discussed during meetings with residents and the City Council, and the sign location was retained on site plans & renderings. The owners have gone to considerable lengths to ensure it can stay on the site, including a lengthy review process with Hilton's design committee, and the sign has remained undisturbed through considerable site grading & construction.

As the sign was installed prior to the City's adoption of the sign ordinance, this sign has non-conforming status and could remain as-is, at the site. However, there are several issues prompting this Planned Development Amendment request:

**Refurbishing:** The sign will be refurbished with lettering relevant to the new site use (replacing "Scenic Motel" with "Hampton Inn & Suites" per the attached sign rendering. Refurbishing the sign would be in violation of 21A.46.140, which requires that non-conforming signs cannot be moved or altered unless the sign is otherwise brought into compliance with the ordinance.

**Location:** The present sign location overhangs the sidewalk, and impinges on a canopy on the west side of the building exterior. Moving the sign about 10-15 feet would be ideal. However, moving the sign will nullify its non-conforming status; at which point, several issues with the dimensions and placement of the sign become relevant:

**Setback:** The sign is required to be located behind a 15 ft. setback. However, this site was approved as a Planned Development, and a building setback was not required. There is no space to observe the minimum setback requirement, however the sign will be re-located as far back from the sidewalk/property line as is practical.

**Height:** The maximum height for a pole sign is 25 ft; the Scenic sign is 29' 6";

**Projection:** The sign exceeds the maximum projection of 6 ft;

**Limit on Combined Number of Pole/Monument Signs:** In CB zones, one monument and/or pole sign is permitted, per frontage. This site has double frontage along Foothill Blvd. and 2300 East. No pole or monument signs are planned for 2300 East, which maintains this street as a non-commercialized, residential corridor. Thus, we would like to request the Planning Commission consider allowing both signs (monument sign *and* the Scenic pole sign) to be located along the more commercialized Foothill Blvd. frontage.

2. **Primary Street Accesses.** The primary street accesses are the main access off Foothill Blvd., and a ramp off 2300 East. As noted above, this site has double frontage. In CB zones, one monument and/or pole sign is permitted, per frontage, and as no signs are planned for 2300 East (except a directional sign) we propose placing both signs along Foothill Blvd.

3. **Adjacent Land Uses.** The site is bordered by commercial businesses to the north, south, and west along Foothill Blvd. The sign has been there longer than most of the adjacent businesses. The eastern portion of the site along 2300 East faces a cemetery. The hotel is visible from several residents to the north and to the southeast; but the Scenic sign is not visible from these residential homes.

4. **Discussions with Nearby Property Owners.** While there have not been discussion with adjacent business owners, residents and community leaders have been very supportive, if not insistent upon, the Scenic sign remaining at the site.

5. **Hours of Operation.** N/A (This request is not relevant to hours of operation).

6. **Parking.** N/A (Parking is not relevant to this request).

7. **Gross Square Footage.** N/A. (See Exhibits for sign dimensions & locations).

8. **Construction Phases and Scheduling.** The sign question needs to be resolved promptly, as the building exterior canopies and power to the sign cannot be completed until the sign is moved.

9. **Common Spaces.** N/A (Common space is not relevant to this request).

**21A.55.010 Purpose Statement.** Retaining the landmark Scenic Motel sign, properly located and refurbished, meets many of the City's objectives for Planned Developments. Specifically:

A. Coordination of compatible building styles, materials etc: Eliminating commercial signage along 2300 East maintains compatibility with this residential neighborhood. Except for a directional sign on 2300 East, all other signage is oriented to the more commercialized corridor of Foothill Blvd.

C. Preservation of buildings (in this case, building elements) that are architecturally or historically significant, or contribute to the character of the City: The Scenic sign is a historically significant piece of decorative signage from a bygone era. Even as Foothill Blvd. has accommodated growth, the sign and its classic 'retro' look has become a landmark for residents, tourists, and commuters. Preserving this sign, updated for the new site use, is important to the community, as the attached letters by community leaders attest.

F. Elimination of blighted structures or incompatible uses through redevelopment or rehabilitation: The Scenic sign could use a fresh look. Updating and refurbishing this sign restores, reconstructs and recycles this locally significant piece of Americana.