

PLANNING COMMISSION STAFF REPORT
Legislative Item



Planning Division
Department of Community
and Economic Development

**Projecting Signs
Zoning Text Amendment
PLNPCM2013-00739
Sugar House Business Districts (CSHBD1 and
CSHBD2) and Corridor Commercial (CC)
October 9, 2013**

Applicant: Salt Lake City
Council

Staff: Maryann Pickering at
(801) 535-7660 or
maryann.pickering@slcgov.com

Tax ID: Various

Council District: Citywide

Zoning Districts: Sugar House
Business Districts (CSHBD1
and CSHBD2) and Corridor
Commercial (CC)

Applicable Land Use

Regulations:

- 21A.46.090 – Sign
Regulations for Mixed Use
and Commercial Districts
- 21A.50 Amendments

Attachments:

- A. Applicant Narrative
- B. Community Comments
- C. Department Comments
- D. Proposed Ordinance
Changes

Request

The Salt Lake City Council is requesting to allow projecting building signs in the certain zoning districts. Specific zoning designations that may be amended include: both Sugar House Business Districts (CSHBD1 and CSHBD2) and Corridor Commercial (CC). Other related provisions of Title 21A – Zoning may also be amended as part of this petition.

Recommendation

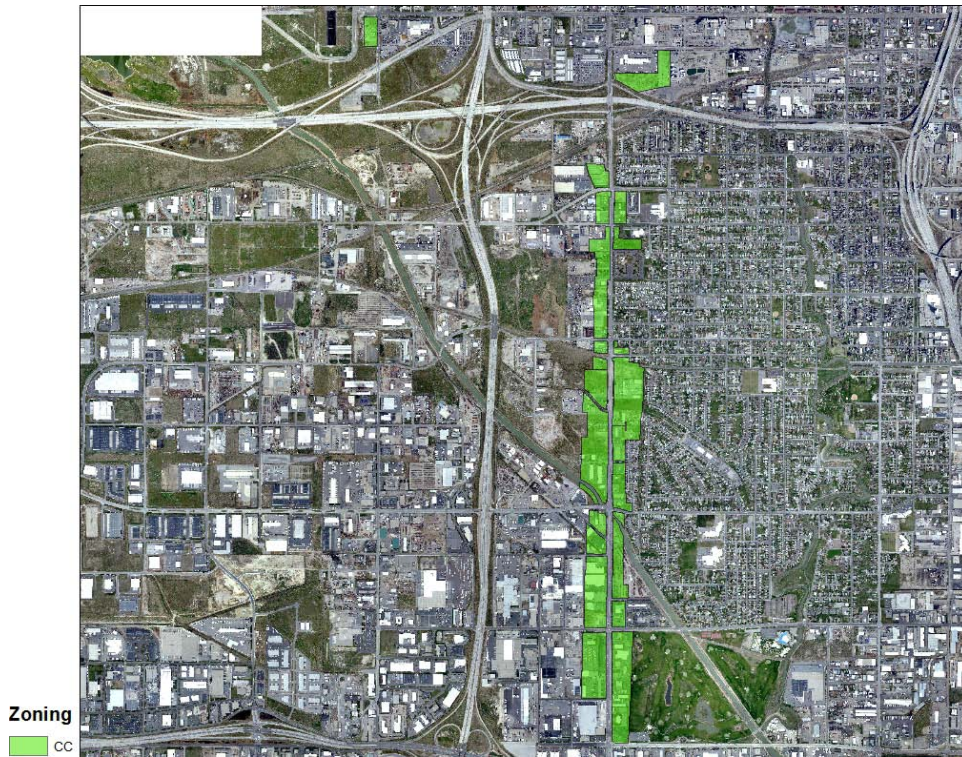
Based on the findings in the staff report, Planning Staff finds the proposed amendment does adequately meet the standards for general text amendments and therefore recommends the Planning Commission transmit a positive recommendation to the City Council to adopt the proposed zoning ordinance text amendment related to allowing projecting signs in both Sugar House Business Districts and Corridor Commercial zoning designations.

Recommended Motion:

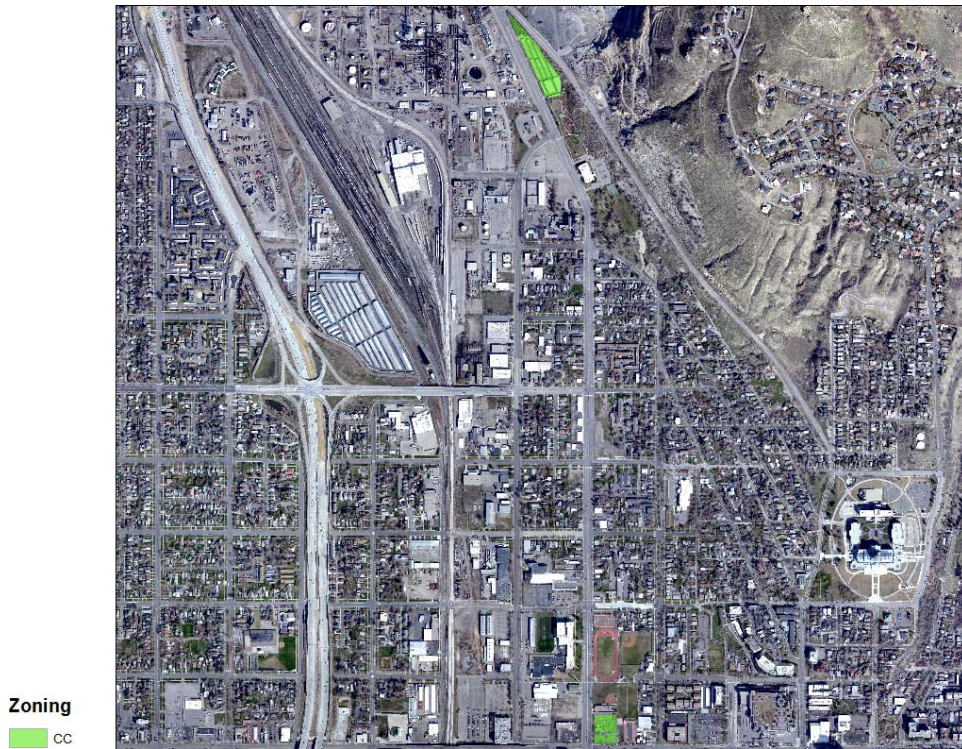
Consistent with Staff Recommendation: Based on the findings listed in the staff report, testimony and plans presented, I move that the Planning Commission transmit a favorable recommendation to the City Council to adopt the proposed zoning ordinance text amendment to allow projecting signs in both Sugar House Business Districts and Corridor Commercial zoning designations.

Not Consistent with Staff Recommendation: Based on the testimony, plans presented and the following findings, I move that the Planning Commission transmit a negative recommendation to the City Council to reject the proposed zoning ordinance text amendment to allow projecting signs in both Sugar House Business Districts and Corridor Commercial zoning designations.

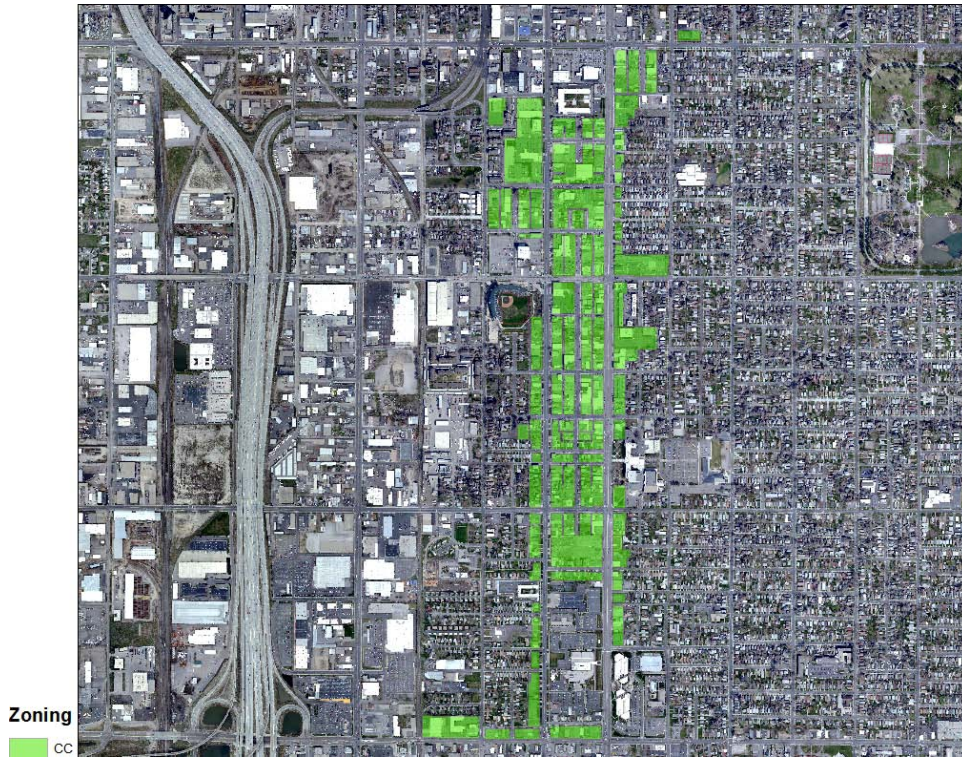
VICINITY MAP



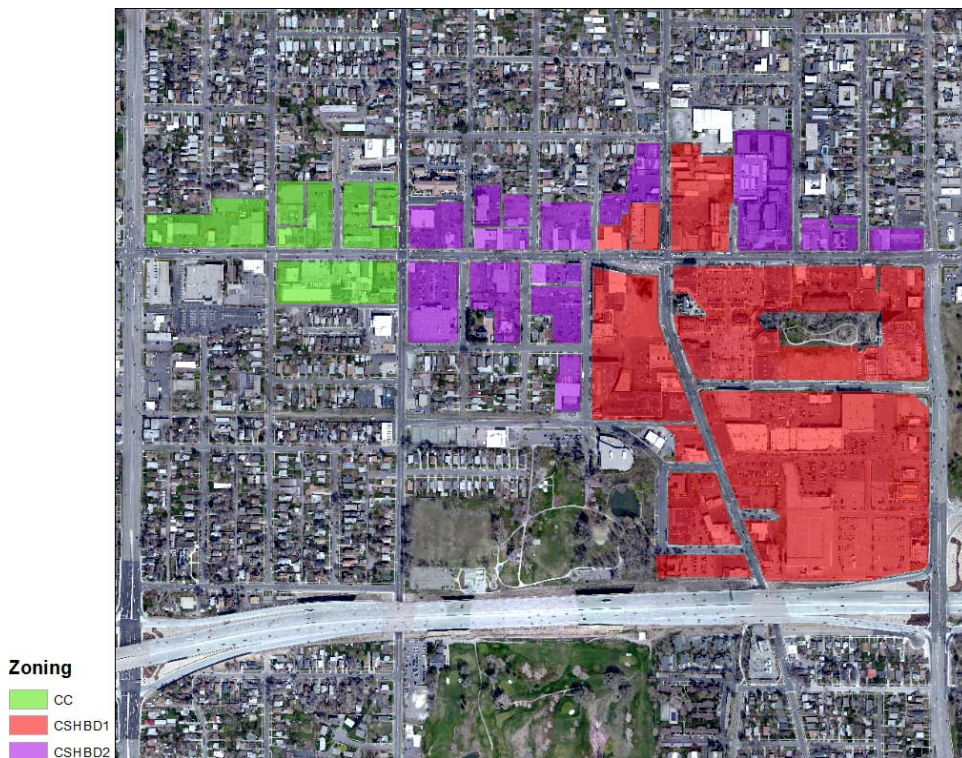
Area 1 Proposed Zoning Changes
Redwood Road primarily between I-80 and SR-201 Freeway



Area 2 Proposed Zoning Changes
Capitol Hill Area – 300 West and Beck Street



Area 3 Proposed Zoning Changes
Primarily Main and State Streets between 900 South and 2100 South



Area 4 Proposed Zoning Changes
Sugar House Business Districts and portions of 2100 South

Background

Project Description

The Salt Lake City Council has initiated a request to amend the Salt Lake City Zoning Ordinance to allow one projecting building sign per business located at street level. The change would apply to both Sugar House Business Zoning Districts (CSHBD1 and CSHBD2) and all Corridor Commercial Zoning Districts (CC). The existing regulations limit blade or projecting signs to one per building in the Sugar House area and do not allow the signs in the CC zoning district.

Existing Regulations

The following is the current projecting sign standards for both Sugar House Business Districts zones found in 21A.46.090.D.3:

STANDARDS FOR THE CSHBD

| Types of Signs Permitted | Maximum Area Per Sign Face | Maximum Height of Freestanding Signs | Minimum Setback | Number of Signs Permitted Per Sign Type |
|--------------------------|--|--------------------------------------|--|---|
| Projecting building sign | 0.5 square foot per linear foot of street frontage; not to exceed 40 square feet | See note 1 | May extend 6 feet from face of building, but shall not cross a property line | 1 per street frontage |

Notes:

1. For height limits on building signs, see subsection 21A.46.070J of this chapter.

Projecting building signs are currently not permitted in the Corridor Commercial (CC) zoning district.

Proposal Considerations

The applicant requested a change to the sign regulations only for signs in the Sugar House Business Districts. After initially reviewing the proposal, the Planning Division determined that it would be appropriate to also include the CC zoning districts as there is a large amount of CC zoning along 2100 South in the Sugar House area and other major commercial corridors within the city.

The CC Zoning District exists primarily along the major streets within the City, along the following corridors:

- Redwood Road between I-80 on the north and SR-201 Freeway on the south (see map of Area 1).
- State and Main Streets between 900 South on the north and 2100 South on the southern edge (see map of Area 3).
- 2100 South between 700 East and 900 East (see map of Area 4).

Proposed Regulations

Staff developed the language below for the affected zoning districts. The changes are shown in legislative format with new text shown in underlined blue and deletions in red strikethrough.

Section 21A.46.090.C.3

STANDARDS FOR THE CC

| Types of Signs Permitted | Maximum Area Per Sign Face | Maximum Height of Freestanding Signs | Minimum Setback | Number of Signs Permitted Per Sign Type |
|--|--|--------------------------------------|--|--|
| <u>Projecting business storefront sign</u> | <u>Six (6) square feet per sign side, total of twelve (12) square feet</u> | <u>See note 1</u> | <u>May extend four (4') feet from face of building and may overhang a public right-of-way provided the minimum height of ten (10') feet above the sidewalk is maintained</u> | <u>One (1) per leasable space. Leasable spaces on corners may have two (2)</u> |

Notes:

- For height limits on building signs, see subsection 21A.46.070J of this chapter.

Section 21A.46.090.D.3

STANDARDS FOR THE CSHBD

| Types of Signs Permitted | Maximum Area Per Sign Face | Maximum Height of Freestanding Signs | Minimum Setback | Number of Signs Permitted Per Sign Type |
|--|--|--------------------------------------|--|--|
| <u>Projecting business storefront sign</u> Projecting building sign | <u>Six (6) square feet per sign side, total of twelve (12) square feet</u> 0.5 square foot per linear foot of street frontage; not to exceed 40 square feet | <u>See note 1</u> | May extend <u>four (4')</u> 6- feet from face of building <u>and may overhang a public right-of-way provided the minimum height of ten (10') feet above the sidewalk is maintained</u> but shall not cross a property line | <u>One (1) per leasable space. Leasable spaces on corners may have two (2)</u> 1 <u>per street frontage</u> |

Notes:

- For height limits on building signs, see subsection 21A.46.070J of this chapter.

The Zoning Ordinance provides a minimum height above the sidewalk for all projecting signs. Section 21A.46.070.C states:

- C. Clearance Between Sign And Ground: A minimum clearance of ten feet (10') shall be provided between the ground and the bottom of any pole, projecting sign or flag.*

Should this text amendment be approved all projecting signs would need to meet the above standard of ten feet.

Public Notice, Meetings and Comments

The following is a list of public meetings that have been held related to the proposed project:

- An Open House was held on September 19, 2013. Community Councils were notified of the open house and the proposed changes as well as being sent to all those on the list serve. No one attended the Open House regarding the project. Comments have been received from the Sugar House Community Council and various business located in Sugar House. Those comments can be found in Attachment B.

Notice of the public hearing for the proposal includes:

- Public hearing notice published in newspaper on September 25, 2013.
- Public hearing notice posted on City and State websites on September 26, 2013.
- Public hearing notice emailed to the Planning Division listserv on September 26, 2013.

Approximately five emails have been received by various business owners in the Sugar House area who are supportive of the change. There has not been any opposition expressed regarding these changes at the time that the staff report was published.

City Department Comments

The comments received from pertinent City Departments / Divisions are attached to this staff report in Attachment C. The Planning Division has not received comments from the applicable City Departments / Divisions that cannot reasonably be fulfilled or that warrant denial of the petition.

Analysis and Findings

Findings

21A.50.050 Standards for general amendments – A decision to amend the text of this title or the zoning map by general amendment is a matter committed to the legislative discretion of the city council and is not controlled by any one standard.

A. In making its decision concerning a proposed text amendment, the city council should consider the following factors:

- 1. Whether a proposed text amendment is consistent with the purposes, goals, objectives, and policies of the city as stated through its various adopted planning documents;**

Analysis: The Salt Lake City Urban Design Element outlines policies and associated strategies to strengthen the city’s urban form. This document specifically addresses signs as a contributing character in different areas, and is often a major identifying feature.

In conformance with the above policies, the proposed amendment will allow for projecting signs that add character to the area and will make it easier for patrons walking to find the different businesses. The proposed standards have been designed to limit the size and height above ground of the projecting signs to be compatible with the desired development of various commercial districts of the city, preventing signs from being the dominant feature of development.

The Sugar House Master Plan encourages signage to be at a pedestrian level and that all signs are of high quality materials. Additional policies and implementation measures in the Sugar House Master Plan state:

“Signs should be pedestrian oriented and pedestrian scale, emphasizing wall, blade, awnings or monument signs rather than pole signs.”

“Amend the sign ordinance as needed to require pedestrian scale, quality signage in the business district and around neighborhood commercial nodes.”

The West Salt Lake Plan (where Area 1 is located) makes no mention of signs or urban design. The Central City Master Plan (where Area 3 is located) does not discuss or provide an policies regarding signs, but does have an emphasis on good urban design that fits the environment in which it is located.

Finding: The proposed text change is consistent with adopted policy documents.

2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance;

Analysis: The purpose of the regulations in 21.46 “Signs” is as follows:

1. *Eliminate potential hazards to motorists and pedestrians by requiring that signs are designed, constructed, installed and maintained in a manner that promotes the public health, safety and general welfare of the citizens of Salt Lake City;*
2. *Encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites, including landscaping, which they occupy;*
3. *Encourage sign legibility through the elimination of excessive and confusing sign displays;*

4. *Preserve and improve the appearance of the city as a place in which to live and to work, and create an attraction to nonresidents to come to visit or trade;*
5. *Allow each individual business to clearly identify itself and the nature of its business in such a manner as to become the hallmark of the business which will create a distinctive appearance and also enhance the city's character;*
6. *Safeguard and enhance property values;*
7. *Protect public and private investment in buildings and open space; and*
8. *Permit on premises signs as provided by the specific zoning district sign regulations included in this chapter.*

The proposed amendment generally furthers the above purposes by allowing for appropriately scaled projecting signs that balance the need and desires of businesses for identification with the overall purpose of maintaining the City as an attractive place in which to live and work.

Specifically, the proposed amendment regulates the size and location of projecting signs in order to be harmonious with the buildings in certain commercial districts and furthers the second purpose statement of the sign ordinance. In some areas of the City, buildings are encouraged to be built with a minimal setback, sometimes even with no setback. This is done in order to have a more walkable or pedestrian friendly commercial area. It is critical to allow the projecting signs to overhang the sidewalks or public right-of-way in these areas so that the signs can easily be seen. The signs that do overhang the public right-of-way will need to meet the minimum height requirements for clearance.

Finding: The proposed text amendment furthers the purposes of the sign and certain commercial district ordinances by encouraging a sign type that can better promote the ordinance purposes through improved visual integration with the development of the built environment.

3. **Whether a proposed text amendment is consistent with the purposes and provisions of any applicable overlay zoning districts which may impose additional standards; and**

Analysis: The proposed text amendments are for the CSHBD1, CSHBD2 and CC zoning districts citywide and as such will affect properties within some overlay districts. However, the proposed projecting signs will in most cases not exceed the height of the building on which they are located and will need to conform with all applicable regulations of any overlay district they may be located within.

Finding: The proposed text amendment is consistent with additional standards imposed by applicable overlay zoning districts and meets this standard.

4. **The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.**

Analysis: Current professional planning practice recognizes that opinions on sign regulations can vary and that different interest groups, including businesses and residents, may have conflicting preferences. The proposed projecting sign regulations attempt to balance the need for business visibility and preference for varied signage type, while maintaining compliance with general urban design policies and practices that aim to encourage visually pleasing commercial development. The evolving business and land use mix in the commercial areas of the City, which is generally shifting away from intensive large scale commercial uses, and moving towards smaller business in more pedestrian friendly areas.

Finding: The proposed text amendment implements common practices in urban planning and design.

Commission Options

The Planning Commission can:

- Recommend denial of the proposed text amendment.
- Recommend the text amendment be approved as proposed.
- Recommend modifications to the proposed text amendment.

The Planning Commission is a recommending body for the matter and this text amendment will be sent to the City Council following the Planning Commission recommendation. The City Council can choose to agree with the Planning Commission recommendation, modify the recommendation, or disagree with the recommendation.

Potential Motions

The motion recommended by the Planning Division is located on the cover page of this staff report. The recommendation is based on the above analysis. Below is a motion that may be used in cases where the Planning Commission determines that the text amendment should not be approved.

Not Consistent with Staff Recommendation: Based on the testimony, plans presented and the following findings, I move that the Planning Commission transmit a negative recommendation to the City Council to reject the proposed zoning ordinance text amendment to allow projecting signs in both Sugar House Business Districts and Corridor Commercial zoning designations.

Attachment A

Applicant Narrative

August 20, 2013

LEGISLATIVE ACTION: SIGN REGULATION AMENDMENTS

SPONSOR: Council Member Søren Simonsen

Proposed Changes to the City's zoning regulations for the following types of signs.

1. In the Commercial Sugar House Business District CSHBD 1 & 2 zones, allow one blade or projecting building sign per commercial business at street level rather than one per street frontage.

Attachment B

Community Comments

September 16, 2013

TO: Salt Lake City Planning Commission
FROM: Judi Short, Land Use Chair
Sugar House Community Council
RE: PLNPCM2013-00739 – Sugar House Projecting Signs



This proposal was brought before the Sugar House Community Council Land Use Committee (SHLUZ) on July 15. Mark Isaacs, who is developing the old Granite Furniture parcel, brought the request to us. He explained that people who get off the streetcar at McClelland and walk north cannot see what businesses are located on that street, even though there are over half a dozen. That is because the current sign ordinance requires the signs to be flush with the building face. Projecting signs are allowed, but only one per building, not one per business. After some discussion, the committee unanimously agreed that this was a positive change to request in Sugar House.

At the September 4th meeting of the Sugar House Community Council, and earlier that morning at the Sugar House Merchants Association, I discussed the proposal to have Projecting Signs in the Sugar House Business District 1 and 2 zones. Everyone nodded his or her head that this would be a positive addition to the business district. Everyone agreed that we should take this proposal forward. The only question we had was one person had reservations until they had seen an actual sign. Both groups are quite excited to see this change.

As we are working towards making Sugar House a walkable neighborhood and business district, adding these projecting signs will help further that goal. The signs create interest, encouraging the walker to explore what is coming ahead.

Projecting signs are part of the Form-based code zoning proposed for Sugar House in the FB-SE (Form-based Streetcar Edge and FB-SC Form-based Streetcar Core zones. We urge you to approve this for the Sugar House Business District as well. We would like to see it eventually extend to the Commercial Corridor and Neighborhood Commercial areas. This seems to be a proposal for which there is no objection.

We assume that you will have a procedure in place for approving these signs, to make sure they meet the size specifications and other parameters.

Please approve this change tonight.

From: [Trevor Williams](#)
To: [Pickering, Maryann](#)
Subject: Sugar House Signage
Date: Friday, September 20, 2013 11:11:39 AM
Attachments: [email-signature.png](#)

Maryann,
I am writing in support of signage for the 2100 Sugar House development. Given the nature of this growing area and the inability to see the retailers fronting McClelland street, it would be very beneficial to consumers and business owners to allow for "blade" signage that runs perpendicular to McClelland Street.

Thank you for your contributions to our City and our Business.

Cheers,

Trevor Williams

mobile: 435 640 7766



From: ty@epicbrewing.com
To: [Pickering, Maryann](#)
Subject: Projecting Building Sign
Date: Wednesday, September 18, 2013 4:16:04 PM

Maryann,

I am the general manager of The Annex by Epic Brewing, Sugarhouse's newest dining establishment. We love and ultimately chose Sugarhouse for our new business based on its walk-ability and community feel. We feel that it would not only benefit our business but add to the charm of Sugarhouse to be allowed to install a projecting building sign.

Thank you for your time, and please contact me with any questions regarding this or other issues.

Cheers,

Ty Eldridge
Epic Brewing Company
c. 801.673.1099
ty@epicbrewing.com

From: [Laurie Karlik](#)
To: [Pickering, Maryann](#)
Subject: Please pass: Blade Signs Revisions in Sugar House Business District - PLEASE WRITE A SUPPORTING LETTER/EMAIL TO PLANNING COMMISSION
Date: Monday, September 16, 2013 3:49:59 PM

Maryann,
Gardiner Properties who built, Urbana on Eleventh condos and that Sugar House Apartments by Urbana are in favor of the Blade Sign revisions. We are all about trying to encourage people to walk within our community/neighborhood, and these signs draw you down the street as you walk. They also make it safer for drivers who are trying to see where a particular business is located which is a very good idea in busy Sugar House.
Thank you for voting in favor of this revision.

Laurie P. Karlik
Gardiner Properties, LLC
Interior Designer/Project Manager
O. 801.487.0692
C 801.597.3735

From: johngardiner1234@msn.com
To: lauriepkarlik@msn.com
Subject: FW: Blade Signs Revisions in Sugar House Business District - PLEASE WRITE A SUPPORTING LETTER/EMAIL TO PLANNING COMMISSION
Date: Mon, 16 Sep 2013 15:36:50 -0600

John A. Gardiner
President
Gardiner Properties, LLC
1075 East 2100 South
Salt Lake City, Utah 84106

(801) 487-2012 (Office)
(801) 487-2093 (Fax)
(801) 971-6151 (Mobile)

Date: Mon, 16 Sep 2013 15:19:08 -0600
Subject: Blade Signs Revisions in Sugar House Business District - PLEASE WRITE A SUPPORTING

LETTER/EMAIL TO PLANNING COMMISSION

From: judi.short@gmail.com

To: judi.short@gmail.com

Blade signs are currently allowed in the Sugar House Business District zones (SHBD-1 and SHBD-2). However, **only one sign per building face is currently allowed**. We are requesting a change to the ordinance that would allow **one sign per business**. In red is the change we are requesting.

| | | | | |
|--------------------------|--|------------|--|--|
| Projecting building sign | 0.5 square foot per linear foot of street frontage; not to exceed 40 square feet | See note 1 | May extend 6 feet from face of building, but shall not cross a property line | 1 per business located at street frontage level |
|--------------------------|--|------------|--|--|

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The areas along the streetcar - Sugar House Form-based Code Streetcar Edge (FB-SE) and Sugar House Form-based Code Streetcar Core (FB-SC) , already have the blade signs as delineated above written into the proposed code, which has been approved by the Planning Commission, and forwarded to the City Council. They have not yet acted on this zoning, but we assume it will be approved. Please send an email of support to maryann.pickering@slcgov.com, or attend the Public Hearing which will be October 9 at 5:30 pm. in Room 326 of the Salt Lake City Building downtown.

The A-frame sign revision will be on the Planning Commission later in October or November. We felt it was important to get this Blade Sign proposal approved before the streetcar is operational. The protection of vintage Sugar House signs will be coming along later, that one is harder to write.

Feel free to pass this along to other people who may have an interest in this. Thanks for your support of businesses in Sugar House!

Judi Short, Land Use Chair
Sugar House Community Council
801.487.7387 h
801.864.7387 c

From: [Jenni](#)
To: [Pickering, Maryann](#)
Subject: Got beauty supports the blade sign initiative
Date: Friday, September 27, 2013 5:52:12 PM

Hi Maryann,

We want to send a letter of support regarding the request to allow one blade sign in sugarhouse per business.

Thank you!

Sent from my iPad

Attachment C
Department / Division Comments



Work Flow History Report

CSHBD 1 & 2 and CC

PLNPCM2013-00739

| Date | Task/Inspection | Status/Result | Action By | Comments |
|-----------|-----------------------|---------------|--------------------|--|
| 9/11/2013 | Fire Code Review | Complete | Itchon, Edward | No concerns. |
| 9/12/2013 | Transportation Review | Complete | Walsh, Barry | The proposed sign revision to overhang the public sidewalk up to 6' and maintain the required height clearance over the walk present no impact to the public transportation corridor in coordination with the over all sign regulations for lighting etc. roadside visual noise. |
| 9/18/2013 | Engineering Review | Complete | Weiler, Scott | It doesn't appear that Engineering will be involved in the review, approval or enforcement of the overhanging signs into the public way that are the subject of the proposed ordinance changes. Consequently, Engineering has no objection to the proposed changes. |
| 9/23/2013 | Building Review | Complete | Pickering, Maryann | No comments received. |
| 9/23/2013 | Community Open House | Complete | Pickering, Maryann | Open House held in September 19, 2013. No one attended to discuss the proposed zoning text changes. |
| 9/23/2013 | Police Review | Complete | Pickering, Maryann | No comments received. |
| 9/23/2013 | Public Utility Review | Complete | Stoker, Justin | No comments on the proposal. |
| 9/23/2013 | Sustainability Review | Complete | Pickering, Maryann | No comments received. |
| 9/23/2013 | Zoning Review | Complete | Pickering, Maryann | No comments received. |

Attachment D
Proposed Ordinance Changes

Section 21A.46.090.C.3
STANDARDS FOR THE CC

| Types of Signs Permitted | Maximum Area Per Sign Face | Maximum Height of Freestanding Signs | Minimum Setback | Number of Signs Permitted Per Sign Type |
|---|---|--------------------------------------|---|---|
| Projecting business storefront sign | Six (6) square feet per sign side, total of twelve (12) square feet | See note 1 | May extend four (4') feet from face of building and may overhang a public right-of-way provided the minimum height of ten (10') feet above the sidewalk is maintained | One (1) per leasable space. Leasable spaces on corners may have two (2) |

Notes:

1. For height limits on building signs, see subsection 21A.46.070J of this chapter.

Section 21A.46.090.D.3
STANDARDS FOR THE CSHBD

| Types of Signs Permitted | Maximum Area Per Sign Face | Maximum Height of Freestanding Signs | Minimum Setback | Number of Signs Permitted Per Sign Type |
|--|--|--------------------------------------|--|---|
| Projecting business storefront sign Projecting building sign | Six (6) square feet per sign side, total of twelve (12) square feet 0.5 square foot per linear foot of street frontage; not to exceed 40 square feet | See note 1 | May extend four (4') four (4') 6 -feet from face of building and may overhang a public right-of-way provided the minimum height of ten (10') feet above the sidewalk is maintained but shall not cross a property line | One (1) per leasable space. Leasable spaces on corners may have two (2) 1 per street frontage |

Notes:

1. For height limits on building signs, see subsection 21A.46.070J of this chapter.