

PLANNING COMMISSION STAFF REPORT
Legislative Item



Planning Division
Department of Community
and Economic Development

A-Frame Sign Regulations Clarification
Zoning Text Amendment PLNPCM2013-00740
Citywide
January 8, 2014

Applicant: Salt Lake City
Council

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

Council District: Citywide

Community Council: Citywide

Zoning Districts: Various (see
page 2 for a full listing)

**Applicable Land Use
Regulations:**

- 21A.46.055 – Temporary
Portable Signs
- 21A.50 – Amendments

Attachments:

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

Request

The Salt Lake City Council is requesting the City to change the zoning regulations to modify the size of allowed A-Frame signs to comply with typical manufacturing dimensions of these types of signs. The proposed regulation changes will affect Section 21A.46.055 – Temporary Portable Signs. Related provisions of Title 21A – Zoning may also be amended as part of this petition. The Planning Commission is required to transmit a recommendation to the City Council for Zoning Map Amendment Requests.

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 clarifications to the A-Frame sign regulations that would be effective citywide.

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 clarifications to the A-Frame sign regulations that would be effective citywide.

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 clarifications to the A-Frame sign regulations that would be effective citywide.

Background

Project Description

The Salt Lake City Council has initiated the amendment to clarify the regulations for temporary portable or A-Frame signs. Currently, the code allows a three foot tall by two foot wide sign. It does not specify if this size is the sign face or the entire sign area. Enforcement of the signs has not been consistent and it has caused confusion to the business owners and city enforcement staff. The proposed changes to the regulations will clarify the allowed size of the signs to provide the consistency that is missing today. Below is an example of a temporary portable or A-Frame sign.



Section 21A.46.055 identifies which zoning districts the temporary portable signs can be located. Section 21A.46.055 reads as follows:

21A.46.055: TEMPORARY PORTABLE SIGNS:

Pursuant to the terms and conditions set forth in this section, attended portable signs shall be allowed on public property in Residential/Business (RB), Residential/Mixed Use (R-MU), Neighborhood Commercial (CN), Community Business (CB), Community Shopping (CS), Corridor Commercial (CC), Sugar House Business (CSHBD), General Commercial (CG), Light Manufacturing (M-1), Heavy Manufacturing (M-2), Central Business (D-1), Downtown Support (D-2), Downtown Warehouse/Residential (D-3), Downtown Secondary Central Business (D-4), Gateway-Mixed Use (G-MU) and Business Park (BP) zoning districts.

Staff is not proposing to change the zones in which they can be allowed, only clarification of the size allowed.

Existing Regulations

The following is the current size standards for temporary portable or A-Frame sign regulations found in 21A.46.055.A.

- A. **Size:** The maximum size of such portable signs shall not exceed three feet (3') in height and two feet (2') in width on a sidewalk. Illumination and other attached decorations or objects on such signs are prohibited.

Proposal Regulations

Staff modified the language from Section 21A.46.055 as shown below for the affected zoning districts. The changes are shown in legislative format with the new text shown in underlined blue. No text is proposed to be removed.

- A. **Size:** The maximum size of the sign face for such portable signs shall not exceed three feet (3') in height and two feet (2') in width on a sidewalk. Any portion of the frame for a portable sign (the support structure) may extend up to six inches (6") in any direction beyond the sign face. Illumination and other attached decorations or objects on such signs are prohibited.

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 October 24, 2013. Community Councils were notified of the open house as well as being sent to all those on the list service. One comment was received at the open house. No other comments have been received. The comment received can be found in Attachment B.

Notice of the public hearing for the proposal includes:

- Public hearing notice posted in newspaper on December 23, 2013.
- Public hearing notice posted on City and State websites on December 26, 2013.
- Public hearing notice emailed to the Planning Division listserv on December 26, 2013.

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 consistent sign size standards that will be helpful to the businesses that utilize those standards and the city's enforcement staff.

Because they signs are considered temporary and portable, there are no policies regarding their size found in the various master plans.

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: Temporary portable signs are allowed in the Zoning Ordinance in Section 21A.46.055. A maximum size is provided and this proposed amendment clarifies the size regulations found in the Zoning Ordinance. The signs will still continue to be permitted in the zoning districts in which they are currently permitted. In addition, there are no proposed changes the location where they can be placed in front of a business.

Finding: The proposed text amendment furthers the purposes of the sign and certain commercial district ordinances by providing consistent standards for the size of the actual size itself and the size of the sign frame.

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 amendment is for the following zoning districts:

Residential/Business (RB),
Residential/Mixed Use (R-MU),
Neighborhood Commercial (CN),
Community Business (CB),
Community Shopping (CS),
Corridor Commercial (CC),
Sugar House Business (CSHBD),
General Commercial (CG),
Light Manufacturing (M-1),
Heavy Manufacturing (M-2),
Central Business (D-1),
Downtown Support (D-2),
Downtown Warehouse/Residential (D-3),
Downtown Secondary Central Business (D-4),
Gateway-Mixed Use (G-MU), and
Business Park (BP).

It is possible that some overlay districts will be affected. However, the proposed temporary portable signs will be allowed in the manner in which they are allowed today.

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 clarifications to the temporary portable signs provide consistent sizes for business and ease of administration of the regulations for city enforcement. The temporary portable signs 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: plans presented and the following findings, I move that the Planning Commission transmit a negative recommendation to the City Council to reject the proposed clarifications to the A-Frame sign regulations that would be effective citywide.

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.

2. In all commercial zones where A-frame signs are allowed, the dimensions of 2 ft. x 3 ft. should be clarified as the dimension of the sign face itself, and allow for a larger frame surrounding the sign. At times, City Enforcement has been ticketing some businesses that have these standard sized signs, where the frame extends a few inches beyond the edge of the sign. For example, the following A-frame sign structures are produced by the same company. The frame size is slightly larger than what is currently allowed. The sign face size varies just slightly and would comply with the current zoning standards.

<u>Business</u>	<u>sign face</u>	<u>sign frame</u>
• Washington Square Café	35 in. length x 24.5” wide	46 in. length x 27 in. wide
• Ken Garff Auto Sale	36 in. length x 24 in. wide	46 in. length x 27 in. wide
• City Council A-frame signs	36 in. length x 24 in. wide	46 in. length x 27 in. wide

Attachment B

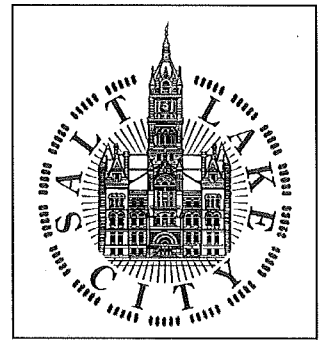
Community Comments

A-Frame Sign Regulations Clarification

Text Amendment

Public Comment Form

October 24, 2013



Planning and Zoning Division
Department of Community
and Economic Development

Name: Cindy Cromer

Address: 816 E 100 S

SLC, UT 84102-4109

Zip Code: _____

Phone: 801 209-9225

Email: 3cinslc@live.com

Comments: Ah, yet another way that the City
has made doing business more difficult
unnecessary.

Please provide your contact information so we can notify you of other meetings or hearings on this issue. You may submit this sheet before the end of the workshop or you can provide your comments via e-mail at maryann.pickering@slcgov.com or via mail at the following address: Maryann Pickering, Principal Planner Lake City Planning Division, PO Box 145480, Salt Lake City, UT 84114-5480. **Please provide your comments by Monday, November 4.**

Attachment C
Department / Division Comments



Work Flow History Report

A Frame Sign Regulations Clarification

PLNPCM2013-00740

Date	Task/Inspection	Status/Result	Action By	Comments
9/5/2013	Staff Assignment	Assigned	Norris, Nick	
10/21/2013	Staff Assignment	Routed	Pickering, Maryann	
10/22/2013	Engineering Review	Complete	Weiler, Scott	No objections
10/28/2013	Transportation Review	Complete	Walsh, Barry	The proposal to define the A-frame size and clarify the sign as separate size restriction presents no impact to transportation issues of pedestrian or roadway corridors or visibility impacts already addressed in Ordinance 21A.46.
11/5/2013	Public Utility Review	Complete	Pickering, Maryann	No concerns with the proposal.
11/5/2013	Sustainability Review	Complete	Pickering, Maryann	No comments received.
11/15/2013	Fire Code Review	Complete	Pickering, Maryann	No comments received.
11/15/2013	Police Review	Complete	Pickering, Maryann	<p>Comment received on October 22, 2013:</p> <p>Maryann,</p> <p>The police department has no issue with this petition.</p> <p>Thank you, Sgt. Michelle Ross</p>

Attachment D
Proposed Ordinance Changes

21A.46.055.A: TEMPORARY PORTABLE SIGNS:

- A. Size: The maximum size of the sign face for such portable signs shall not exceed three feet (3') in height and two feet (2') in width on a sidewalk. Any portion of the frame for a portable sign (the support structure) may extend up to six inches (6") in any direction beyond the sign face. Illumination and other attached decorations or objects on such signs are prohibited.