

Staff Report

PLANNING DIVISION
COMMUNITY & ECONOMIC DEVELOPMENT

To: Salt Lake City Planning Commission
From: Anthony Riederer, 801-535-7625 or anthony.riederer@slcgov.com
Date: July 13, 2016
Re: PLNPCM2016-00246

Zoning Text Amendment

PROPERTY ADDRESS: The block bound by State and Main Streets, Between 100 and 200 South Streets

PARCEL ID: N/A

MASTER PLAN: N/A

ZONING DISTRICT: D-1 (Central Business District)

REQUEST: Rebecca Delis, project manager on behalf of Utah Property Management Associates and Property Reserve Inc., is requesting to amend the text of 21A.46 to allow for the creation of a signage overlay district on the block bounded by 200 South, State Street, 100 South, and Main Street. The intent to allow for distinct and identifiable signage in support of the cultural and commercial development on that block. The overlay would apply on this block only.

RECOMMENDATION: Based on the analysis and findings of this report, it is the opinion of staff that the proposed text amendments meet standards for a zoning ordinance amendment and staff recommends that the Planning Commission forward a favorable recommendation to the City Council for petition PLNPCM2016-00246. Below is a proposed motion consistent with this recommendation:

Based on my analysis of the staff report and public comments presented, I move that the Planning Commission forward a positive recommendation to the City Council regarding petition PLNPCM2016-00246, text changes to amend section 21A.46.110 Sign Regulations of Downtown Districts, and associated provisions of 21A.46, to allow for the creation of a signage overlay district to support the cultural and commercial development on the block bounded by 200 South, State Street, 100 South, and Main Street.

ATTACHMENTS:

- A. Proposed Ordinance
- B. Application Information
- C. Analysis of Factors
- D. Public Process and Comments
- E. Department Comments
- F. Map of Proposed Signage Overlay
- G. Motions

PROJECT DESCRIPTION:

A request from Rebecca Delis, on behalf of Utah Property Management Associates and Property Reserve Inc. requesting to amend the text of 21A.46 to allow for the creation of a signage overlay district on the block bounded by 200 South, State Street, 100 South, and Main Street. The applicant hopes to use additional sized and types of signage to help create a cohesive thematic district uniting the new Eccles Theater and ancillary retail, lodging, and parking developments.

The subject parcel is in the D-1 (Central Business) district, and is governed by the general standards for signage applicable to that district.

The purposes of the sign chapter generally are as follow:

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.

This proposal aligns to the general purpose of the sign chapter by allowing for signs that are designed to evoke a specific sense of place and help generate the identity of this district. By allowing for unity and cohesion between the Eccles Theater and ancillary development, the expanded sign vocabulary will support the creation of place that will serve as an attraction to residents and non-residents alike to visit and trade.

Furthermore, by ensuring ease of wayfinding to and through the entertainment and retail district, the overlay will support and protect both the public investment in the theater itself and private investment in the small scale retail operations intended for Regent Street.

This overlay would be created under the provisions of 21A.46.130 “Localized Alternative Sign Overlay District”. The purpose of this section of code is as follows:

“Large scale land uses (such as a shopping center, an office park, a special purpose district use such as the airport, or large institutions such as universities or medical centers having a multibuilding campus) have common design elements that can be complemented and enhanced through the use of special signage. Localized alternative sign overlay districts allow for the creation of special sign regulations to meet the needs of these situations.”

The purpose statement specifically identifies using common design elements, enhances through special signage, to augment the special and identifiable places. This same type of signage overlay has been used to allow for identifiable and flexible signage packages at other significant cultural and civic institutions central to the urban landscape of downtown Salt Lake City, including the Vivint Home Area and on Library Square.

The emerging mixed-use entertainment and retail district on this block shares several characteristics with each of these locations in terms of mixing different land uses, accommodating large event-specific crowds, and allowing for a significant supply of parking.

The proposal is designed to allow for discrete place-specific signage types as a strategy for creating an identifiable 'sense of place' connecting the new theater and ancillary uses such as restaurants, retail, lodging, and parking.

The proposed overlay district is located in the D-1 (Central Business District). The use of these Localized Alternative Sign Overlay Districts is, at present, limited to several specific uses in the "D" or zones. Those uses include arenas, stadiums, and convention centers. In order to allow the proposal to move forward this section would be amended to include "live performance theaters, and ancillary uses".

A review of the definitions of each of these land uses will show that they have much in common.

- **Arena (from Merriam-Webster):** "A building for sports and other forms of entertainment that has a large central area surrounded by seats."
- **Stadium (from SLC Code):** "A facility used or intended to be used primarily for spectator sports, entertainment events, expositions, and other public gatherings."
- **Convention Center (from SLC Code):** "A facility designed for conventions, conferences, seminars, product displays, recreation activities, and entertainment functions, along with accessory functions including temporary outdoor displays, and food and beverage preparation and service for on premises consumption."
- **Theater, live performance (from SLC Code):** "An establishment for musical, theatrical, dance or any other combination thereof, performed by one or more persons, whether or not they are compensated for the performance, in a privately owned premises that is open to the public, whether or not admission is charged."

As the definitions make clear, each of these uses is a large-scale place of public assemblage for the purposes of entertainment or information. They share the characteristic of having significant swings in occupation and utilization, and each requires the support of significant ancillary land uses (restaurants, hotels, retail, parking, etc.) in order to be successful and to generate the second-order effects in the local economy. In almost all cases, the principle land use represents a significant outlay of public resources that merits support and protection to ensure the success of the investment.

KEY ISSUES:

The section that would be changed in the zoning ordinance as part of the proposed amendment is 21A.46.110 “Sign Regulations for Downtown Districts”, along with associated elements of 21A.46 “Signs”. The issues listed below have been identified through the analysis of the project.

1. Potential for placement of unintended sign types along the public way

To allow flexibility for future development on the block the overlay has been defined as being bound by the exterior streets of the block (100 South, 200 South, Main, and State). However, the place-based signage strategy is intended to apply to the new developments interior to the block.

The overlay has been drafted so that any sign types and dimensions that are not currently allowed in the D-1 district are restricted to streets interior to the block. This permits ease of definition for the overlay, while preventing unintended spill-over of types of signs onto main thoroughfares.

The one exception is the pole sign that is designed for the access ramp to the Regent Street parking structure, which opens onto 200 South. This is specifically identified in a way that should prevent other instances of the sign type that are at variance with those already permitted in the D-1 zone.

2. Opportunity for additional signage overlay districts in the future

By modifying the text of 21A.46.130 such that live performance theaters are a use that qualify to be considered for a Localized Sign Overlay District, the door would be opened to requests for overlays to support additional theater districts. First and foremost, as outlined in the project description and discussion, these uses are very similar in scale and function to those presently allowed to apply for a Localized Sign Overlay District.

Additionally, simply allowing the possibility of future applications does not, in and of itself, ensure the success of those petitions. Each Localized Sign Overlay District is addressed as a text amendment to the zoning code. Hence, any future applications would have to satisfy the same requirements as the present proposal. The burden remains on each applicant to make the case for the unique characteristics of an proposed overlay and the public benefits of any modification to the existing sign code.

NEXT STEPS:

The Planning Commission’s recommendation for these proposed zoning text amendments will be forwarded on to the City Council for their action.

The City Council is the decision-making body for zoning text amendments.

ATTACHMENT A: PROPOSED ORDINANCE

21A.46.110(A)(3)(c) – Overlay Insert

c. Live Performance Theater and Ancillary Uses Located in the Interior of The Block Between State and Main Streets, Between 100 and 200 South Streets:

STANDARDS FOR THE LIVE PERFORMANCE THEATRE AND ANCILLARY USES LOCATED IN THE INTERIOR OF THE BLOCK BETWEEN STATE AND MAIN STREETS, BETWEEN 100 AND 200 SOUTH STREETS

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs³
Awning signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb ⁶	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Canopy signs	1 square foot per linear foot of storefront (sign area only); 20 square feet maximum per canopy	See note 1	May extend from face of building but not within 2 feet of the back of curb ⁶	1 per first floor building entry	None
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Corporate flag	32 square feet	See subsection A4c of this section	8 feet from face of building but not within 2 feet of the back of curb ⁶	1 per 50 feet of street frontage, 50 foot minimum	2 per street frontage

				street frontage required	
Flat sign (general building orientation)	4 square feet per linear foot of building face ⁵	See note 1	n/a	2 per building face	None
Flat sign (storefront orientation) ⁴	2 square feet per linear foot of each store frontage ⁵	See note 1	n/a	1 per business storefront	None
Marquee sign	Subject only to subsection <u>21A.46.0700</u> of this chapter	See subsection <u>21A.46.0700</u> of this chapter	See subsection <u>21A.46.0700</u> of this chapter ⁶	1 per storefront	None
Monument, pole, and projecting building signs:					
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	
<u>Pole sign, parking garage access</u>	<u>1 square foot per linear foot of street frontage; 165 square feet maximum for a single business.</u> <u>Sign may be located off</u>	<u>45 feet</u>	<u>None, but shall not extend across a property line</u>	<u>1 per street frontage</u>	<u>One</u>

	<u>premise to indicate garage access point, as deemed appropriate by zoning administrator.</u>				
<u>Projecting building sign (See notes 7, 8)</u>	<u>165 square feet per side; 330 square feet total</u>	<u>See note 1.</u>	<u>May extend 6 feet from face of building but not within 2 feet of the back of curb.⁶</u>	<u>2 per street frontage</u>	-
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting business storefront sign (See notes 7, 8)</u>	<u>9 square feet per side; 18 square feet total</u>	<u>See note 1. Sign face limited to 4 feet in height</u> -	<u>May extend 7 feet from face of building but not within 2 feet of the back of curb.⁶</u>	<u>1 per public business entry</u>	<u>None</u>
<u>Projecting parking entry sign (See notes 7,8)</u>	<u>40 square feet; 80 square feet total</u>	<u>See note 1. Sign face limited to 4 feet in height</u> -	<u>May extend 10 feet from face of building but not within 2 feet of the back of curb.⁶</u>	<u>1 per driveway or parking lot entry</u>	<u>None</u>
Public safety sign	8 square feet	6 square feet	None	No limit	None

Real estate sign	32 square feet	8 feet	None	1 per street frontage	None
Roof signs	4 square feet per linear foot of building face or 6 square feet per linear foot of building face on buildings taller than 100 feet	See note 1	n/a	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070J](#) of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Public property lease and insurance required for projection over property line.
7. This applies only to signs not placed on the street frontages of State Street, Main Streets, 100 South Street and 200 South Street. All signs of this type intended for these street frontages are to be governed by [21A.46.110\(A\)\(3\)\(a\)](#).
8. These sign types may have animated elements as defined in [21A.46.020\(B\)](#)

21A.46.110(A)(4)(b)(1)

4. Supplementary Regulations:

a. Sign Setbacks: All freestanding signs shall be set back not less than five feet (5') from the front or corner side lot line. In the case of pole signs, this setback requirement shall be applied to the sign support structure, allowing the sign itself to extend to the front lot line if adequate ground clearance is provided as required in this title.

b. Projecting Building Signs: Projecting building signs are allowed for the following uses only:

(1) Theaters (live or cinematic theaters with business frontage and direct access to the street) and ancillary uses;

(2) Anchor retail (large retailers with over 35,000 square feet of usable floor area) or shopping centers or malls (containing multiple stores with a combined commercial/retail floor area of over 100,000 square feet);

(3) Historic buildings as outlined in subsection [21A.46.070V](#) of this chapter.

Businesses using projecting building signs may not also use projecting business storefront signs. The content of a projecting building sign is limited to the building, business or shopping center name and logo.

c. Corporate Flags: The pole support must be attached directly to the building and located so that all portions of the flag clear the pedestrian level of the building. Flags shall not interfere with street trees, light poles, utility lines, etc., and shall maintain a ten foot (10') clearance from the sidewalk. Corporate flags may be additionally anchored at the bottom with a cable, chain, rope or other nonrigid device, to prevent excessive movement. However, if more than one structural support is provided, the flag shall be considered a fabric "projecting sign".

21A.46.130: LOCALIZED ALTERNATIVE SIGN OVERLAY DISTRICT:

- A. Purpose: Large scale land uses (such as a shopping center, an office park, a special purpose district use such as the airport, or large institutions such as universities or medical centers having a multibuilding campus) have common design elements that can be complemented and enhanced through the use of special signage. Localized alternative sign overlay districts allow for the creation of special sign regulations to meet the needs of these situations.
- B. Applicability: These regulations shall be applicable to sites two (2) acres or larger in the following districts:

RP district
CG district
CS district
A district
UI district
BP district
I district
PL district
PL-2 district

These regulations shall also apply to stadiums, arenas, convention centers, live performance theaters, and ancillary uses to the aforementioned on sites larger than two (2) acres, in the following districts:

D-1 district
D-2 district
D-3 district
D-4 district

ATTACHMENT B: APPLICATION INFORMATION



Zoning Amendment

SALT LAKE CITY PLANNING

Amend the text of the Zoning Ordinance Amend the Zoning Map

OFFICE USE ONLY

Project #: <i>PLNPCM2016-00246</i>	Received By: <i>Lo Parisi</i>	Date Received: <i>4/8/2016</i>
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Name or Section/s of Zoning Amendment:

PLEASE PROVIDE THE FOLLOWING INFORMATION

Address of Subject Property (or Area):
141 South Regent Street

Name of Applicant: Rebecca Delis	Phone: 801.321.7554
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Address of Applicant:
51 South Main Street, Suite 301 Salt Lake City, UT 84111

E-mail of Applicant: delisrk@utpma.com	Cell/Fax: 801.703.1269
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Applicant's Interest in Subject Property:

Owner Contractor Architect Other:

Name of Property Owner (if different from applicant):
Property Reserve, Inc.

E-mail of Property Owner:	Phone: 801.321.8700
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➔ Please note that additional information may be required by the project planner to ensure adequate information is provided for staff analysis. All information required for staff analysis will be copied and made public, including professional architectural or engineering drawings, for the purposes of public review by any interested party.

AVAILABLE CONSULTATION

➔ If you have any questions regarding the requirements of this application, please contact Salt Lake City Planning Counter at (801) 535-7700 prior to submitting the application.

REQUIRED FEE

- ➔ Filing fee of \$971. Plus additional fee for mailed public notices.
- ➔ Zoning amendments will be charged \$121 per acre in excess of one acre.
- ➔ Text amendments will be charged \$100 for newspaper notice.

SIGNATURE

➔ If applicable, a notarized statement of consent authorizing applicant to act as an agent will be required.

Signature of Owner or Agent: <i>Rebecca Delis</i>	Date: <i>8 April 2016</i>
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SUBMITTAL REQUIREMENTS

Staff Review

1. Project Description (please attach additional sheets.)

- | | | |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A statement declaring the purpose for the amendment. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A description of the proposed use of the property being rezoned. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | List the reasons why the present zoning may not be appropriate for the area. |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the request amending the Zoning Map?
If so, please list the parcel numbers to be changed. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Is the request amending the text of the Zoning Ordinance?
If so, please include language and the reference to the Zoning Ordinance to be changed. |

WHERE TO FILE THE COMPLETE APPLICATION

<i>Mailing Address:</i>	Planning Counter PO Box 145471 Salt Lake City, UT 84114	<i>In Person:</i>	Planning Counter 451 South State Street, Room 215 Telephone: (801) 535-7700
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INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

red I acknowledge that Salt Lake City requires the items above to be submitted before my application can be processed. I understand that Planning will not accept my application unless all of the following items are included in the submittal package.



April 8, 2016

Mr. Anthony Riederer
Salt Lake City Planning Division
451 South State Street, Room 406
Salt Lake City, UT 84114-5480

RE: Zoning Overlay for Block 70, Salt Lake City

Dear Anthony:

Thank you for your assistance with our request for the Zoning Text Amendment for a signage overlay on Block 70 in Salt Lake City, which consists of the block between State and Main Streets from 100 South to 200 South.

The renovation of Block 70 with the new Utah Performing Arts Center and upgrading of Regent Street revitalizes this area of downtown Salt Lake City and, in conjunction with the City's efforts, Property Reserve, Inc. is upgrading our properties on the east side of the street. As part of this, we are redesigning our signage, which we believe will not only help the public to find their way in this new environment, but will add to the ambiance of this new theater district.

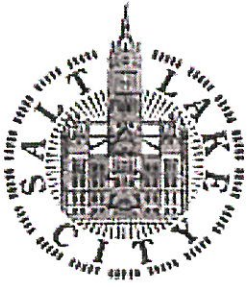
We are intending the design of these signs to be reminiscent of the historic theaters of the area, creating a nostalgic experience. We are proposing oversized signs that will exceed the current signage limits and are therefore requesting an amendment to the ordinance. Enclosed are the details for the request and examples of historical signs that we intend to duplicate.

If you have any questions or need any additional information, please contact me at 801.321.7554 or delisrk@utpma.com.

Sincerely,

PROPERTY RESERVE, INC.

Rebecca Delis
Project Manager
Utah Property Management Associates, LLC



SALT LAKE CITY CORPORATION

Buzz Center

451 South State Street, Room 215 Phone: (801) 535-7700
P.O. Box 145471 Fax : (801) 535-7750
Salt Lake City, Utah 84114

Date: Apr 08, 2016

PLANNING COMMISSION

51 SOUTH MAIN STREET, SUITE 301
SALT LAKE CITY, UT 84111

Project Name: ZONING TEXT AMENDMENT - SIGNAGE

Project Address: 141 S REGENT ST

Detailed Description:



* P L N P C M 2 0 1 6 - 0 0 2 4 6 *

ZONING TEXT AMENDMENT TO ALLOW FOR OVERSIZED SIGNAGE AT 141 S REGENT STREET.

Description	Qty	Dept	C Ctr	Obj	Amount		
					Invoice	Paid	Due
Invoice Number: 1324485							
Filing Fee	1	06	00900	125111	\$971.00	\$0.00	\$971.00
News Notice	1	06	00900	1890	\$100.00	\$0.00	\$100.00
Postage for Planning Petitions	102	06	00900	1890	\$49.98	\$0.00	\$49.98
Total for invoice 1324485					\$1,120.98	\$0.00	\$1,120.98
Total for PLNPCM2016-00246					\$1,120.98	\$0.00	\$1,120.98

OFFICE USE ONLY
Intake By: PL4788

CAP ID #
PLNPCM2016-00246
Total Due: \$1,120.98



Treasurer's Office
Rcpt# 1265944
PL NPCM2016-00246 CAP
\$1,134.77 4/8/2016



* P L N P C M 2 0 1 6 - 0 0 2 4 6 *

www.slepermits.com

Please Keep This Box Clear

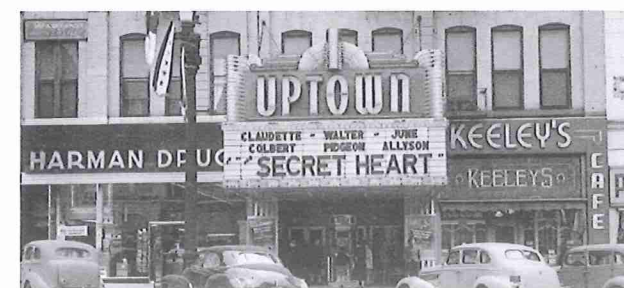
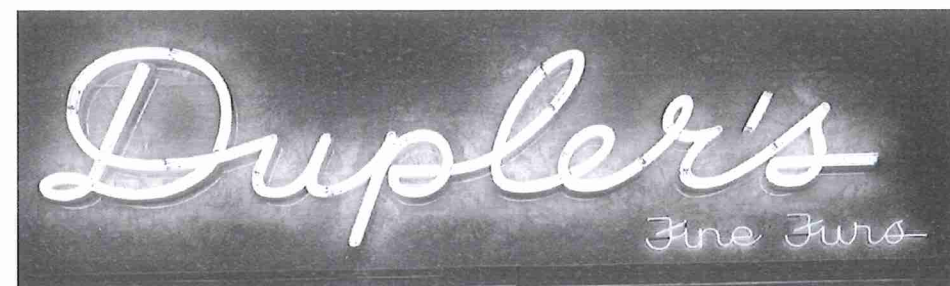
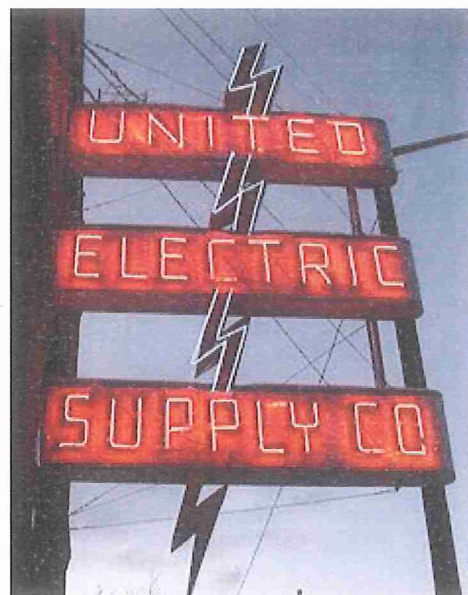
Regent Parking Garage Exterior Sign Plan 07 April 2016



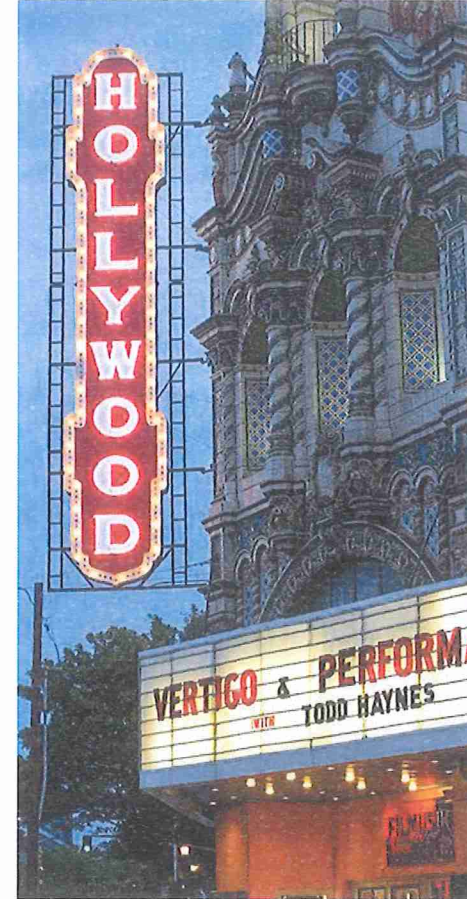
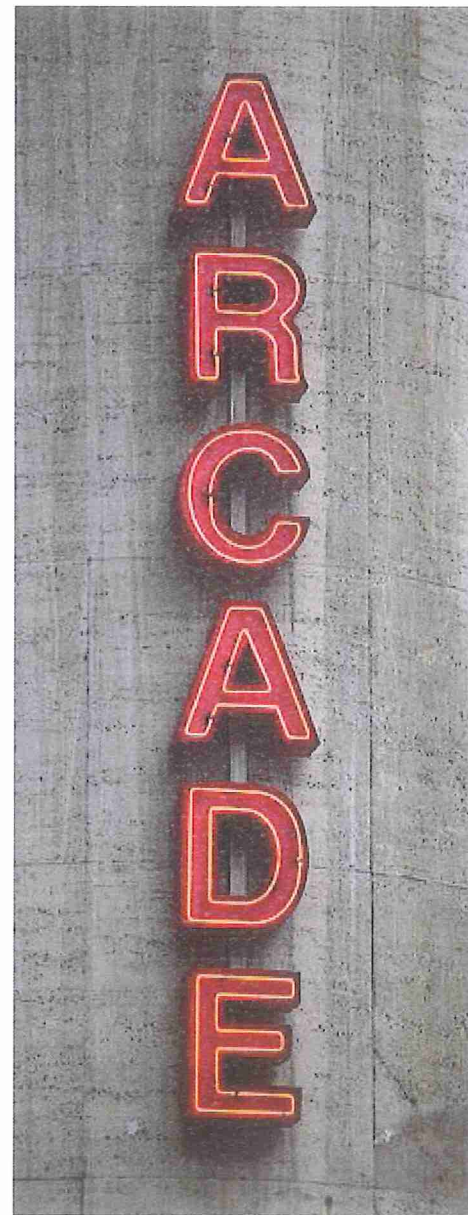
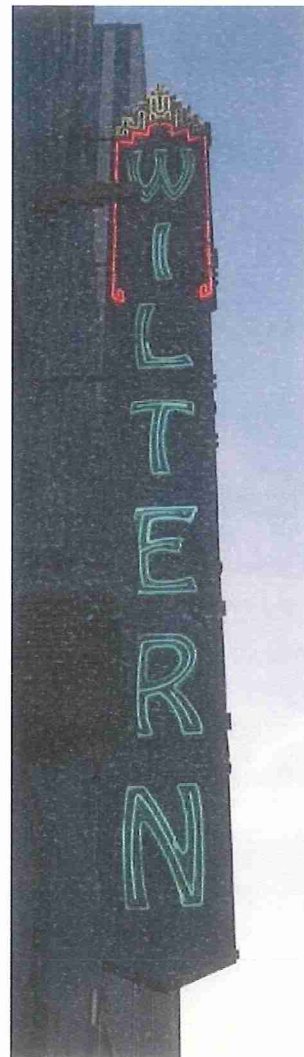
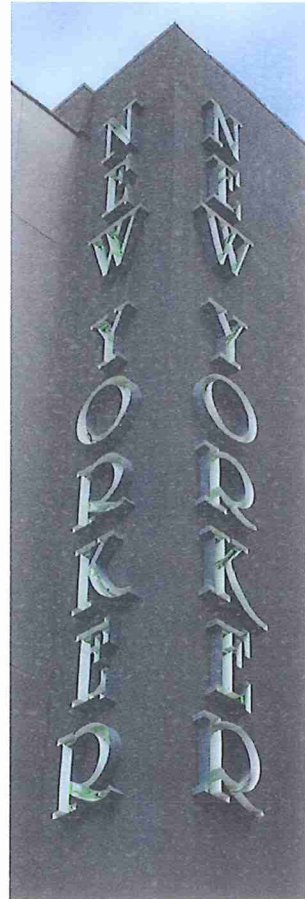
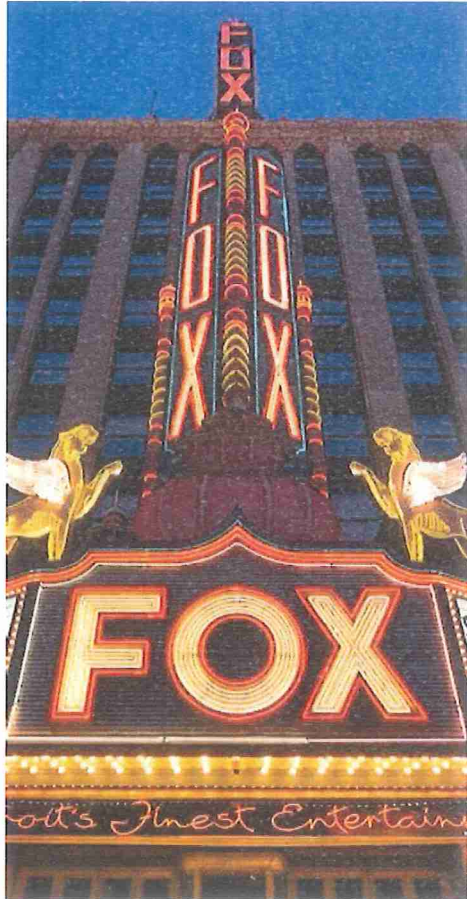
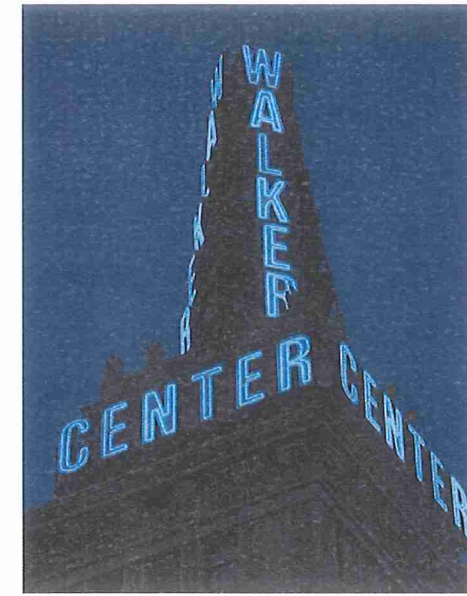
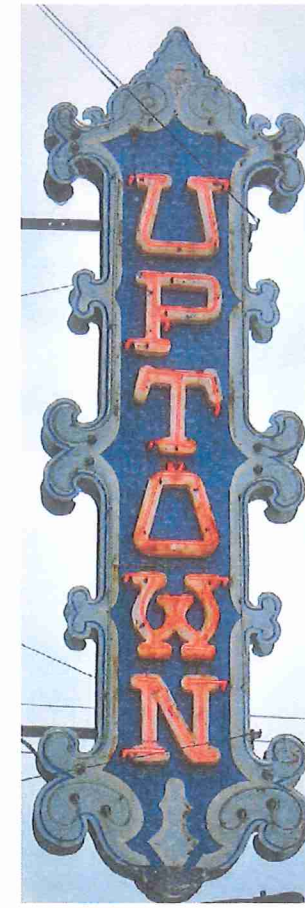
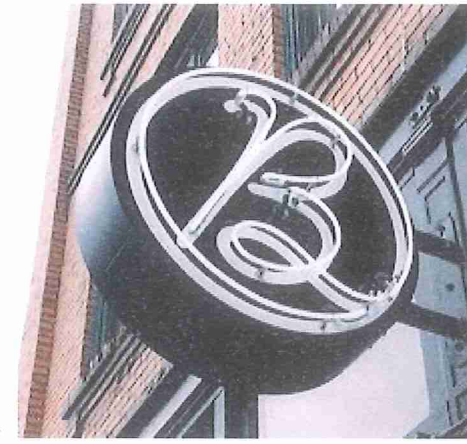
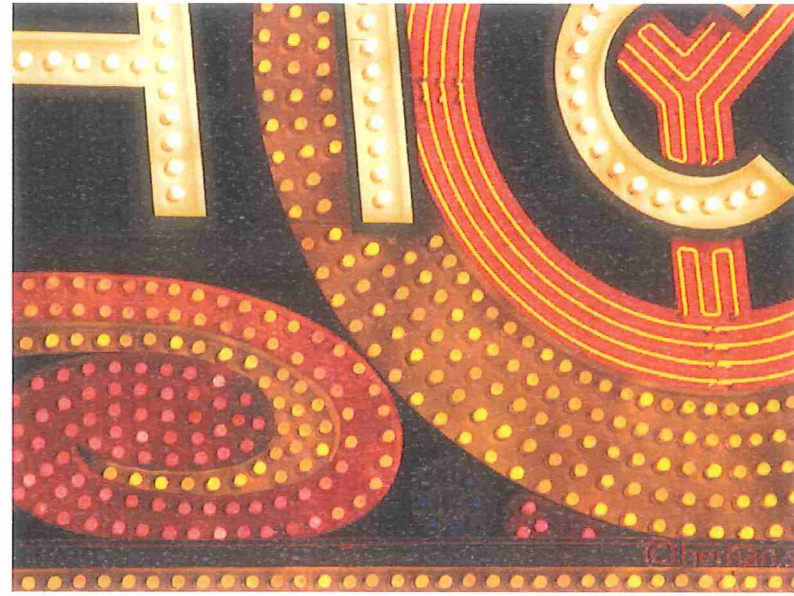
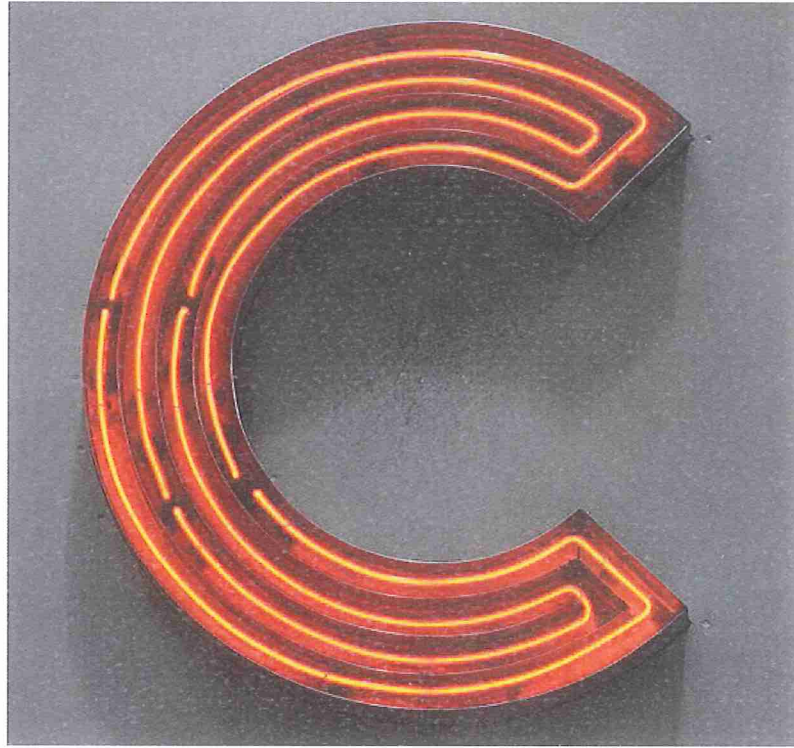
City
Creek
Reserve
Inc.

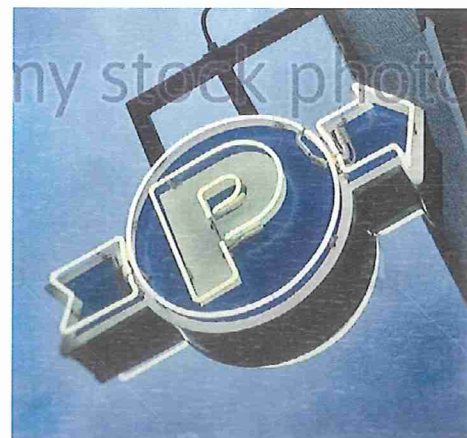
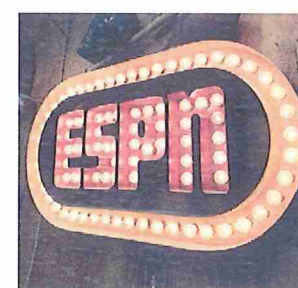
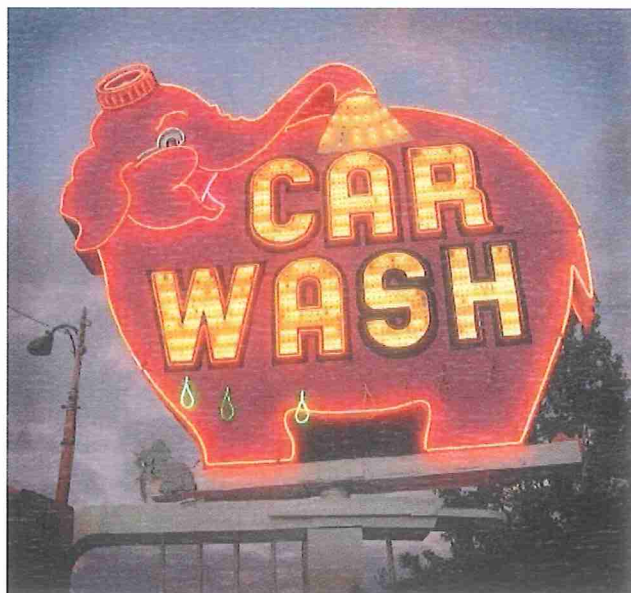
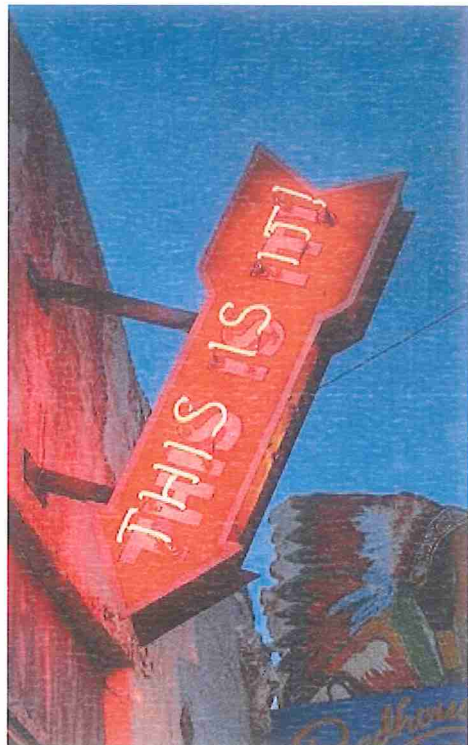
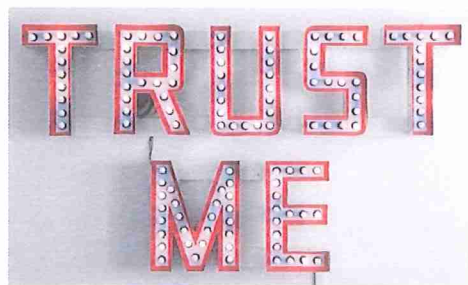
STRUCK

Regent Parking Garage Sign Art Style Historical Reference



City Creek Reserve Inc. **REGENT STREET GARAGE: Historic Downtown Salt Lake City**

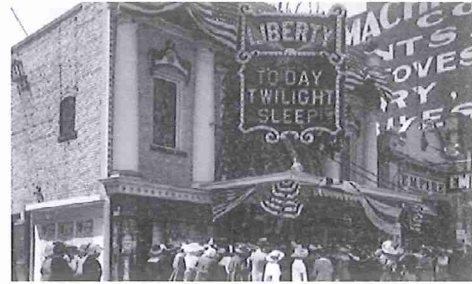




Regent Parking Garage Sign Plan

GRAPHICS PACKAGE THEME

“Salt Lake City’s Historic Theatres” will be the overall theme of the Regent Garage’s graphics package and wayfinding signage. For the interior, each floor will be identified by a theatre that was located in the downtown area. Graphics will be based upon original theatre neon signs and marquees, with both historic and contemporary designs used. The history of the theatres will be included in possible text/plaques/ photographs located throughout the garage interior.



- LIBERTY THEATRE**
- 160 or 162 South State Street
 - 1911–1968
 - 1,900 seats
 - “Photo-playhouse”, movies
 - Other names: Liberty Theatre (1911–1919), Gem Theatre (1919–1968)



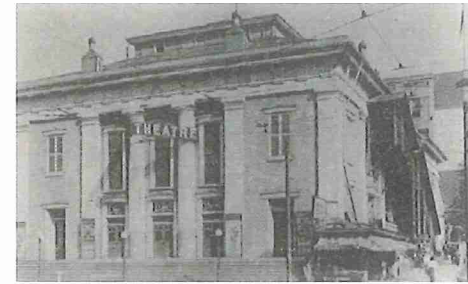
- STAR THEATRE**
- 74 or 76 East 100 South
 - 1908–1960s
 - 400 seats
 - Vaudeville, movies
 - Other names: Majestic Theatre (1908–1914), Star Theatre (1922–1957), Princess Theatre



- PANTAGES THEATRE**
- 148 South Main Street
 - 1920–1992
 - 1,765 seats (original auditorium)
 - Movies, traditional live theatre
 - Other names: Pantages Theatre (1920–1929), RKO Orpheum Theatre (1929–1937), Utah Theatre (1937–1988), City Rep (1988–1992)
 - Floor added in 1968 which turned it into two-level theatre; Utah auditorium on lower level seated 807; Penthouse auditorium on upper level seated 637



- UPTOWN THEATRE**
- 53 South Main Street
 - 1911–1971
 - 1,380 seats
 - Vaudeville, movies, musicals, music performances
 - Other names: Empress Theatre (1911–1916), Paramount Empress Theatre (1916–late 1920s), Paramount Theatre (1930s–1955), Uptown Theatre (1955–1971)



- SALT LAKE THEATRE**
- NW corner of State Street & 100 South
 - 1861–1928
 - 1,500 seats
 - Traditional live theatre, LDS Church plays, lectures, magician performances
 - Interesting facts: first theatre in the valley; made solely of timber, stone & adobe; cost \$100,000+



- LYRIC THEATRE**
- 132 South State Street
 - 1905–1996
 - 900 seats
 - Vaudeville, movies, LDS Church plays
 - Other names: Orpheum Theatre (1905–?), Casino Theatre, Wilkes Theatre, Playhouse Theatre, Roxy Theatre, Lake Theatre, Lyric Theatre, Promised Valley Playhouse (1972–1996)
 - First full-time vaudeville theatre in Salt Lake



- RIALTO THEATRE**
- 272 South Main Street (in the Clift Building)
 - 1920–present
 - 1,000 seats (original auditorium)
 - Movies, traditional live theatre, improv
 - Other names: Kinema Theatre (1920–1927), Rialto Theatre (1927–1975), Midtown Trolley Theatre (1975–1984), Broadway Stage (1989–1994), The Off Broadway Theatre (1994–present)



- UTAH THEATRE**
- 148 South Main Street
 - 1920–1992
 - 1,765 seats (original auditorium)
 - Movies, traditional live theatre
 - Other names: Pantages Theatre (1920–1929), RKO Orpheum Theatre (1929–1937), Utah Theatre (1937–1988), City Rep (1988–1992)
 - Floor added in 1968 which turned it into two-level theatre; Utah auditorium on lower level seated 807; Penthouse auditorium on upper level seated 637

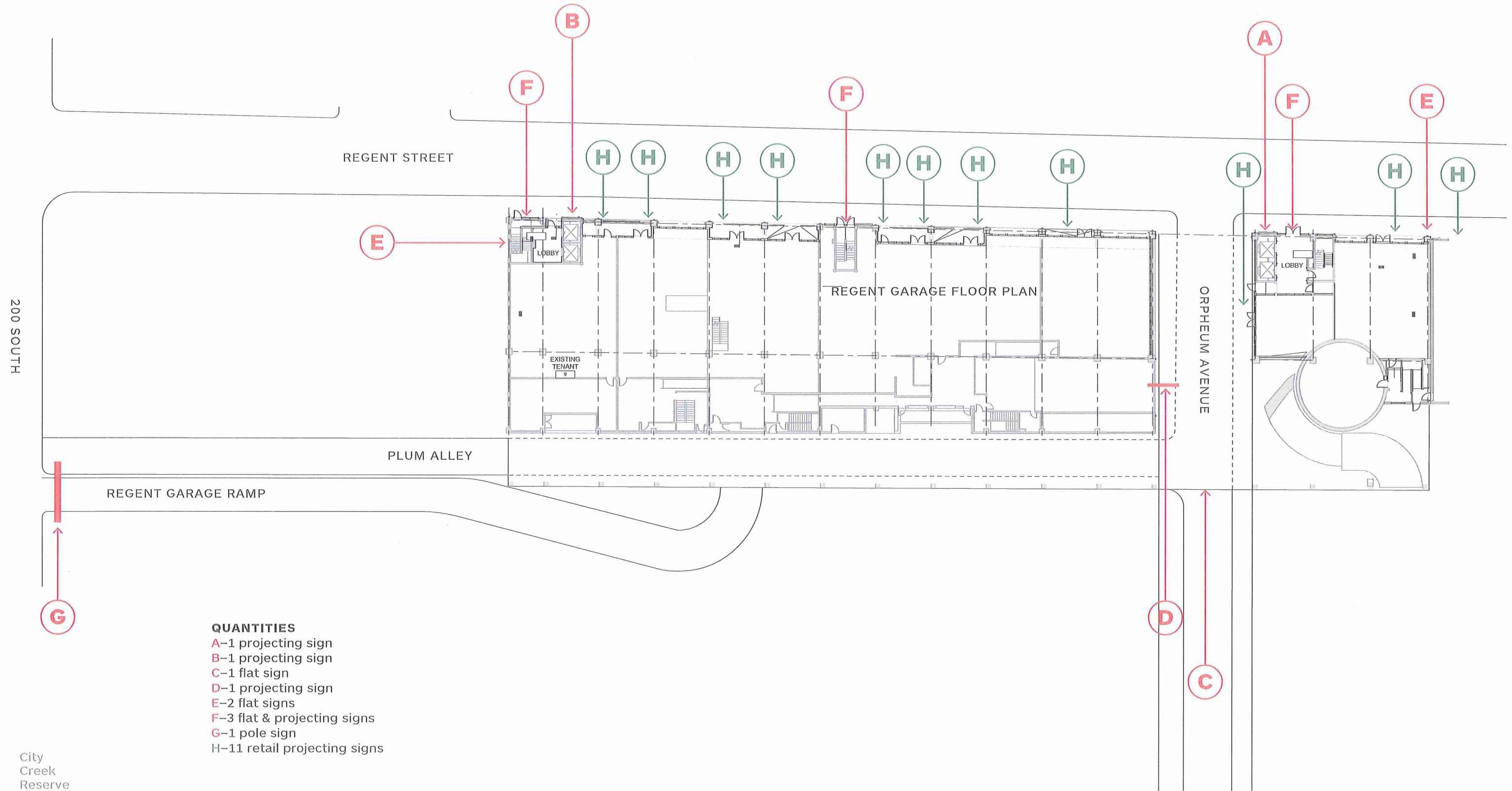


- VICTORY THEATRE**
- 48 East 300 South
 - 1908–1943
 - 1,185 seats
 - Traditional live theatre, movies
 - Other names: Colonial Theatre (1908–?), Pantages Theatre, Casino Theatre, Loew's State Theatre, Victory Theatre (1924–1943)
 - Only Salt Lake theatre with two balconies; destroyed in major fire in May 1943

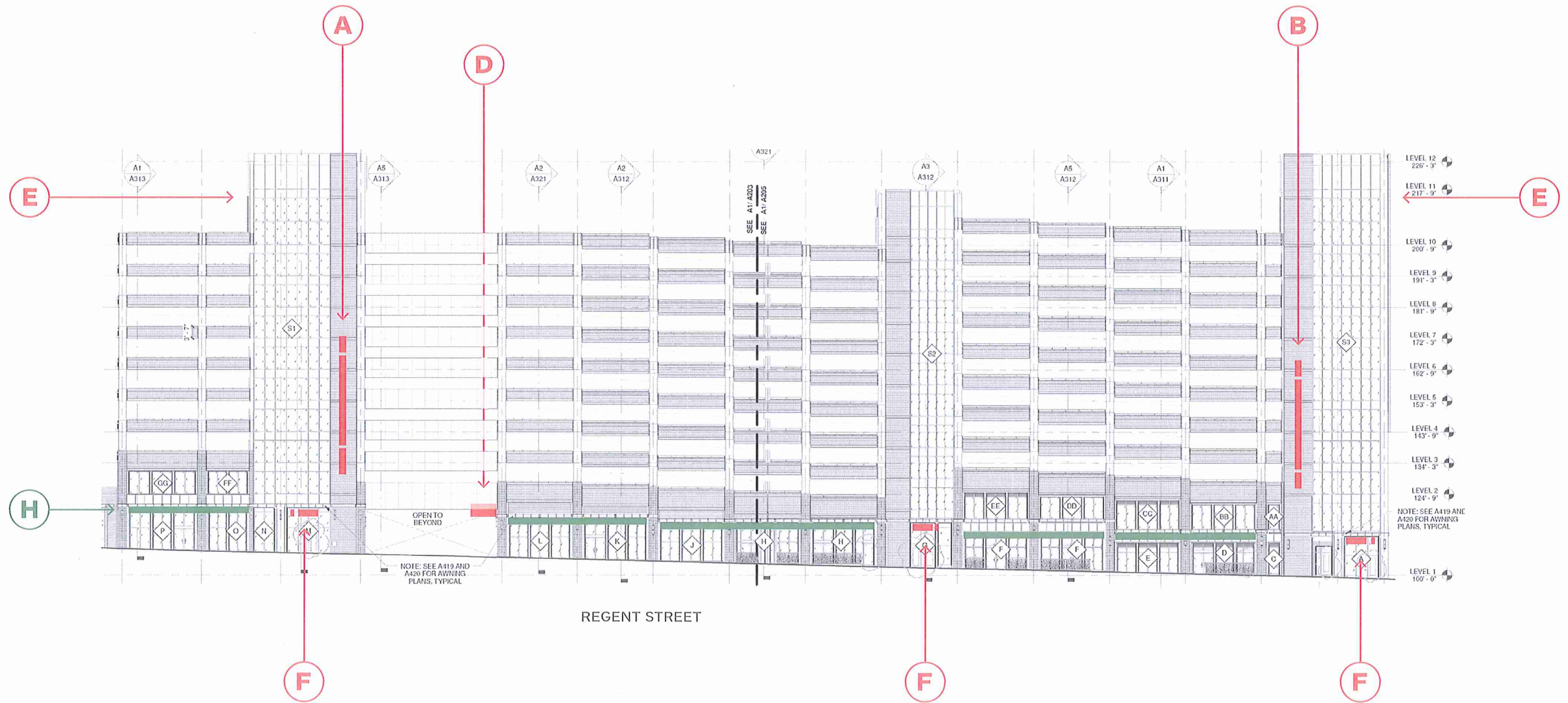
Regent Parking Garage Exterior Sign Plan Placement, Dimensions & Materials

Regent Parking Garage Sign Plan

PLAN VIEW



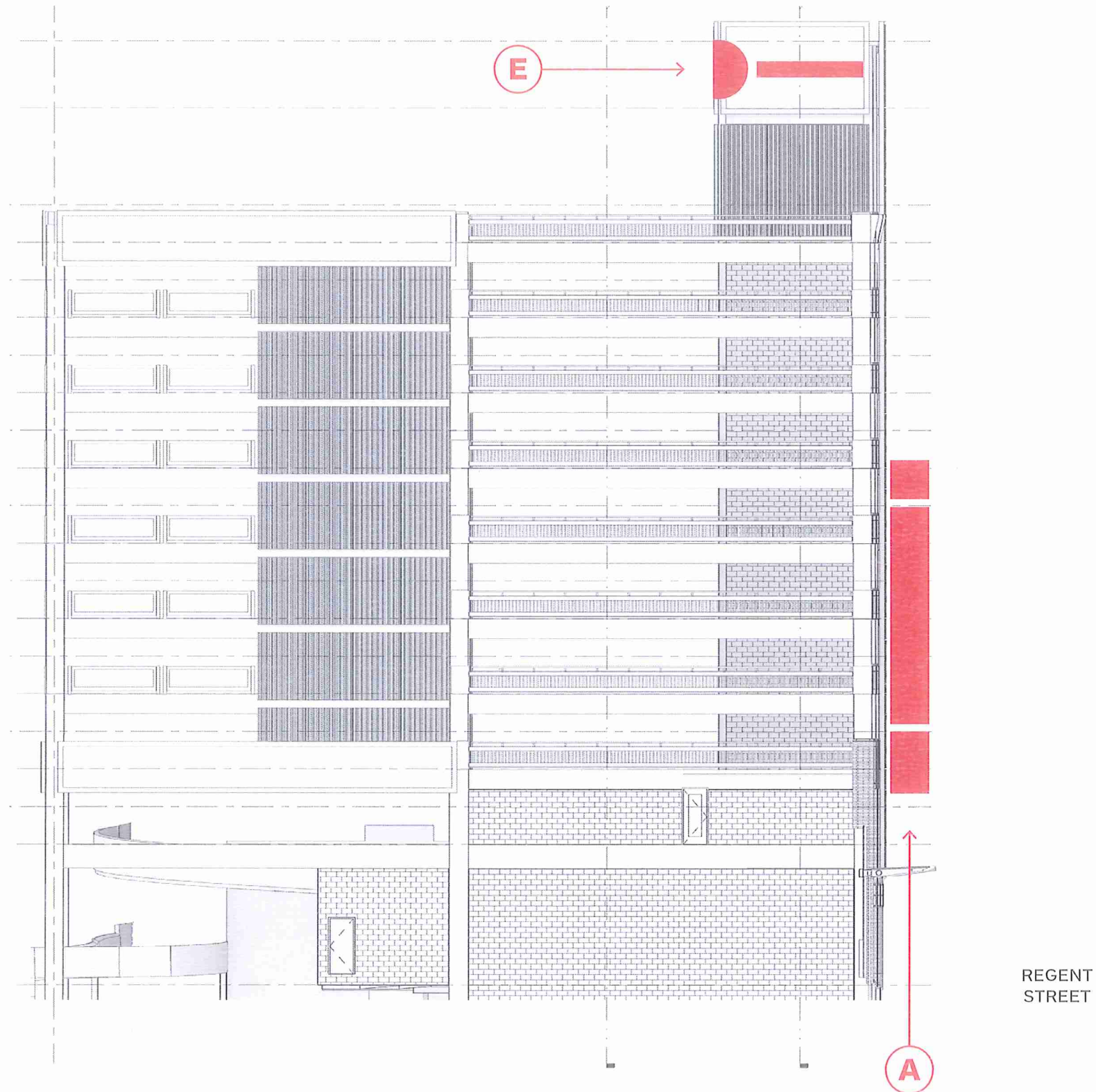
Regent Parking Garage Sign Plan WEST FACADE



Regent Parking Garage Sign Plan EAST FACADE



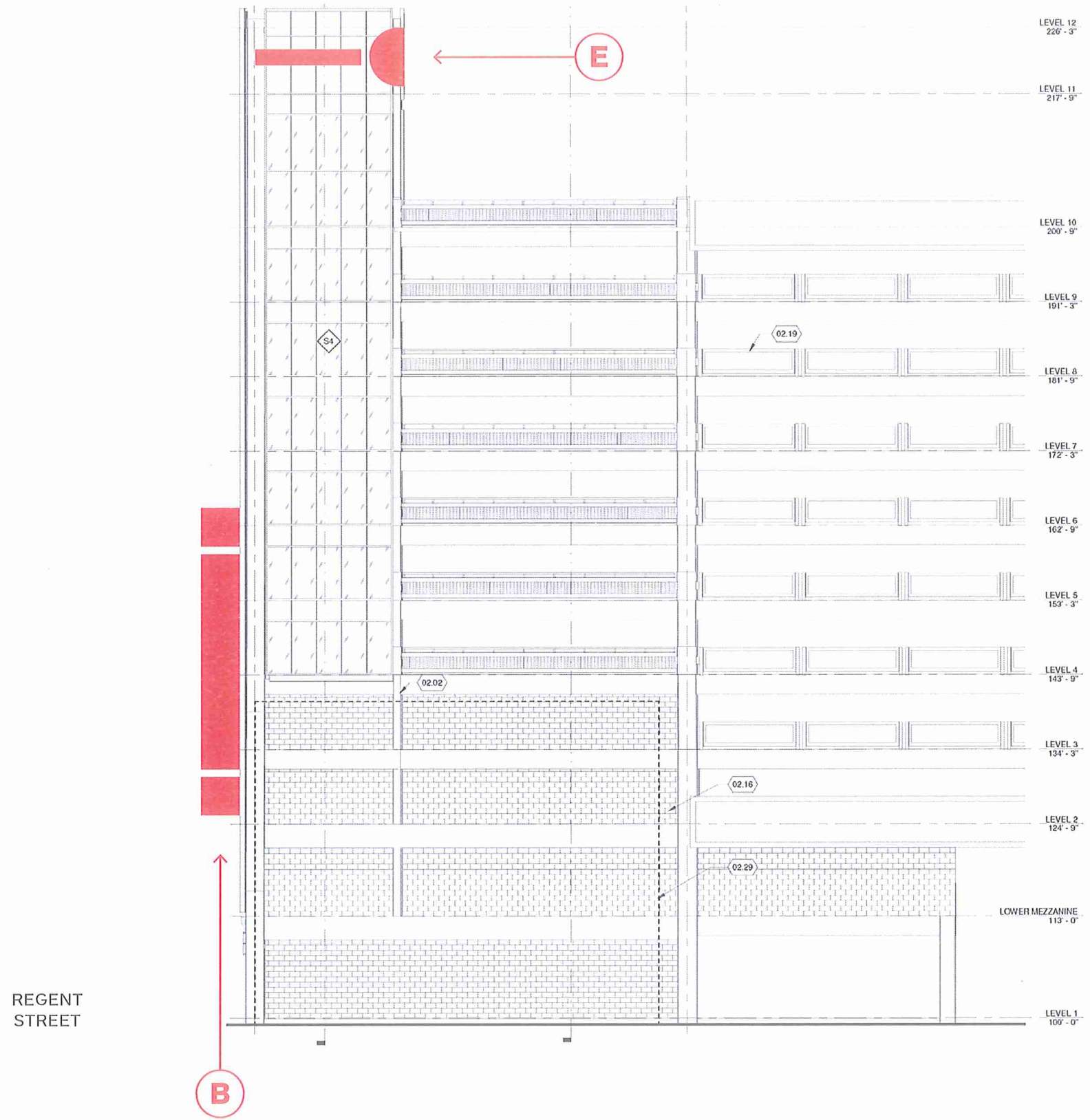
Regent Parking Garage Sign Plan NORTH FACADE



NORTH SKIN1
SCALE: 1/8" = 1'-0"

Regent Parking Garage Sign Plan

SOUTH FACADE



GARAGE WEST FACADE
Projecting Sign "A" (North Tower)

Design elements shown in magenta are indicative of general design concepts but are not final art.

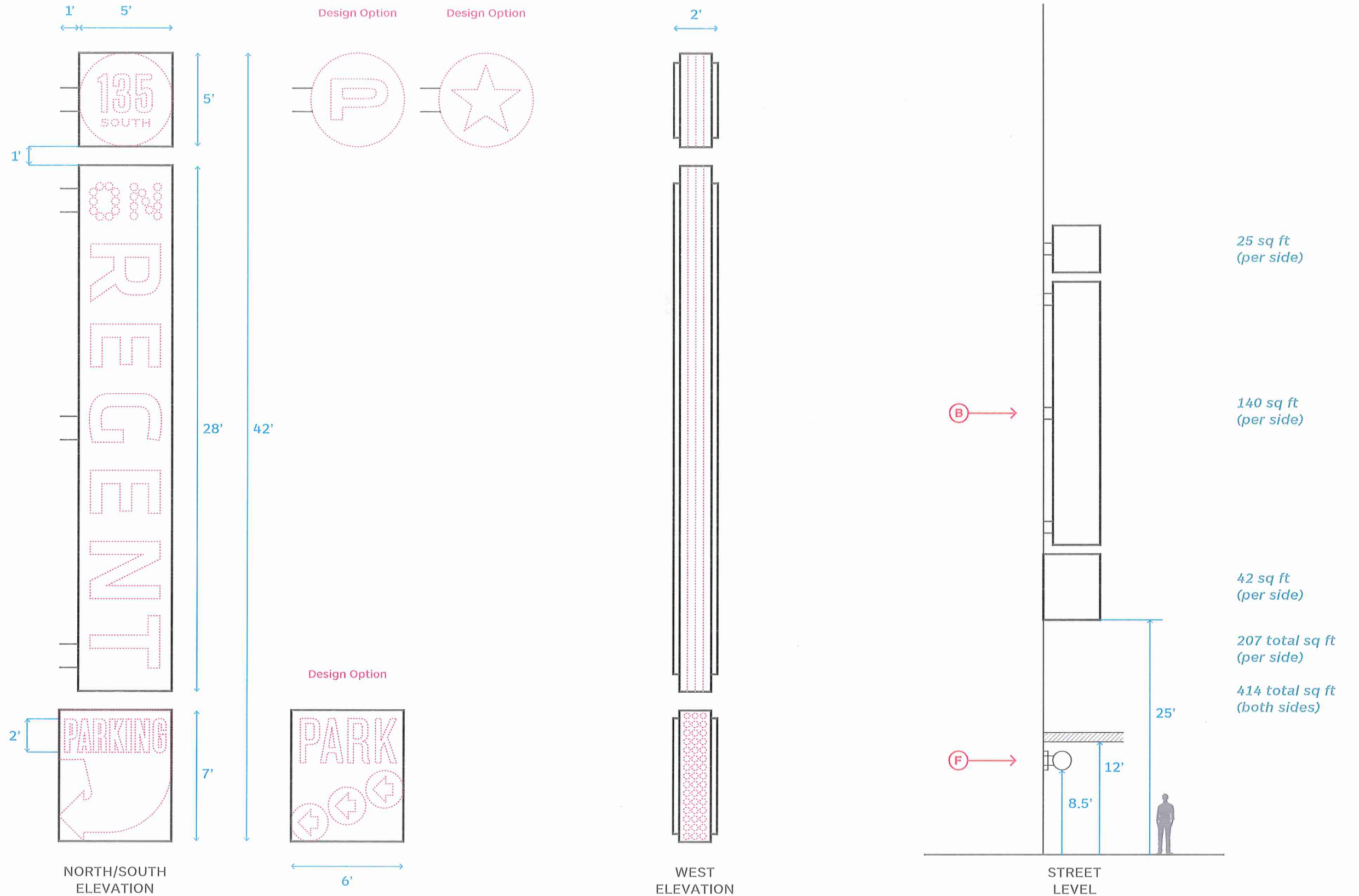
A

DESIGN REFERENCE



City
 Creek
 Reserve
 Inc.

PLNPCM2016-00246
 Regent Street Signage Overlay District

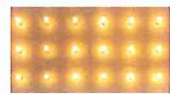


GARAGE WEST FACADE
Projecting Sign "B" (South Tower)

Design elements shown in magenta are indicative of general design concepts but are not final art.

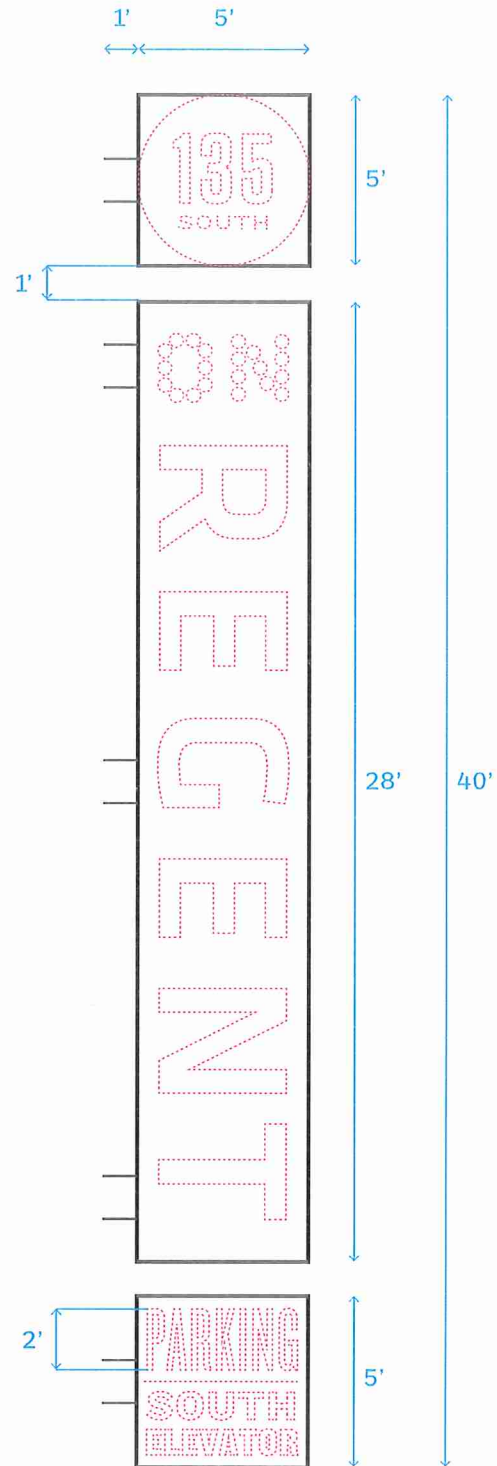
B

DESIGN REFERENCE

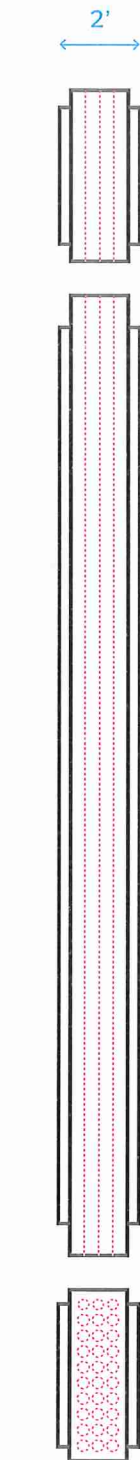
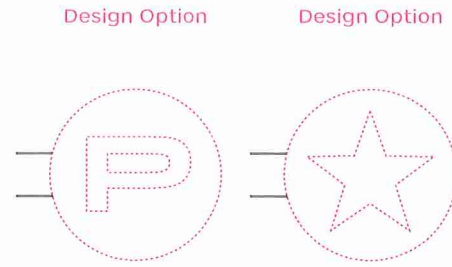


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 Creek
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 Inc.

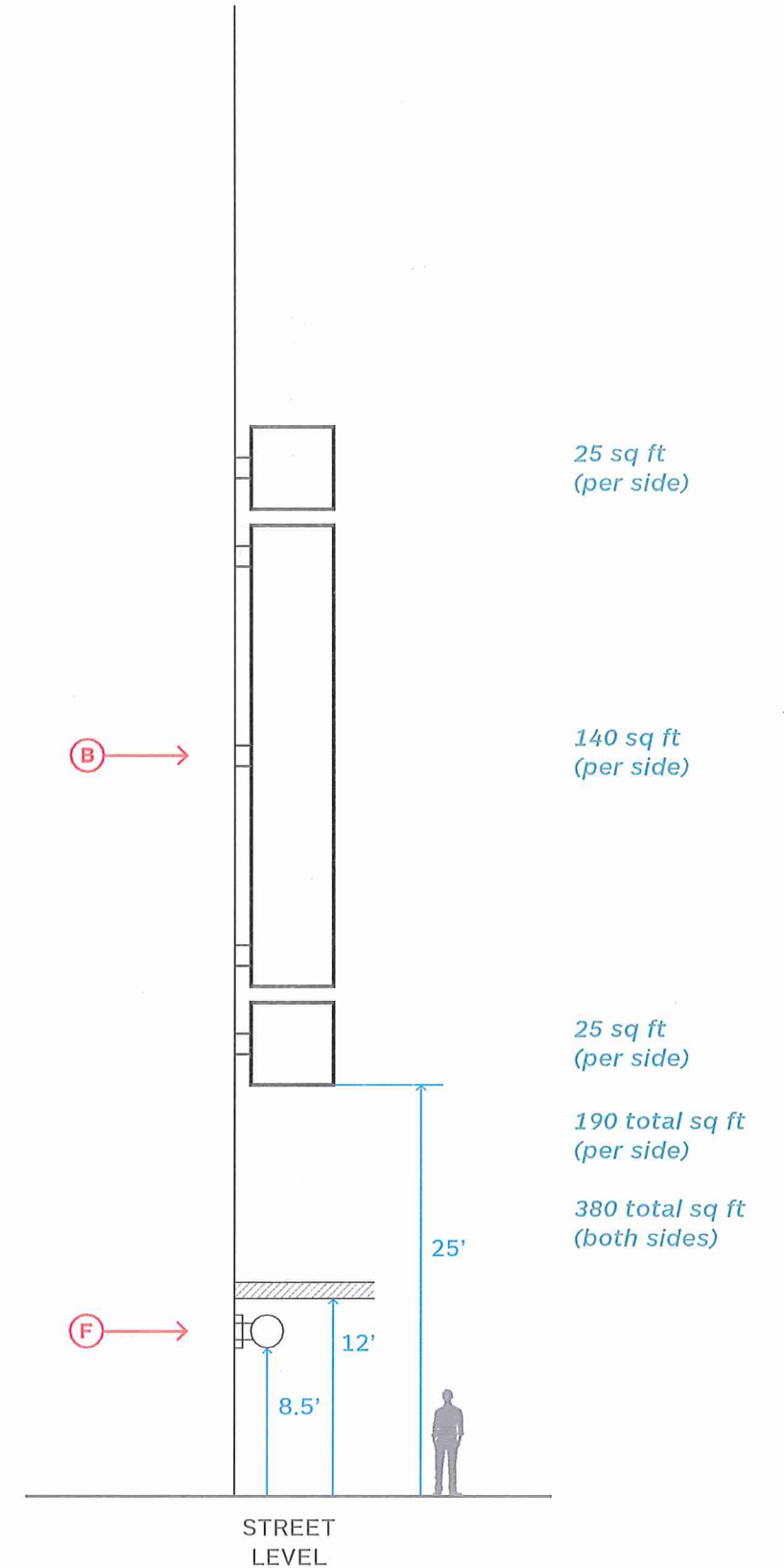
PLNPCM2016-00246
 Regent Street Signage Overlay District



NORTH & SOUTH
 ELEVATION



WEST
 ELEVATION

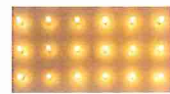


GARAGE EAST FACADE
Flat Sign "C" (Orpheum Ave)

C

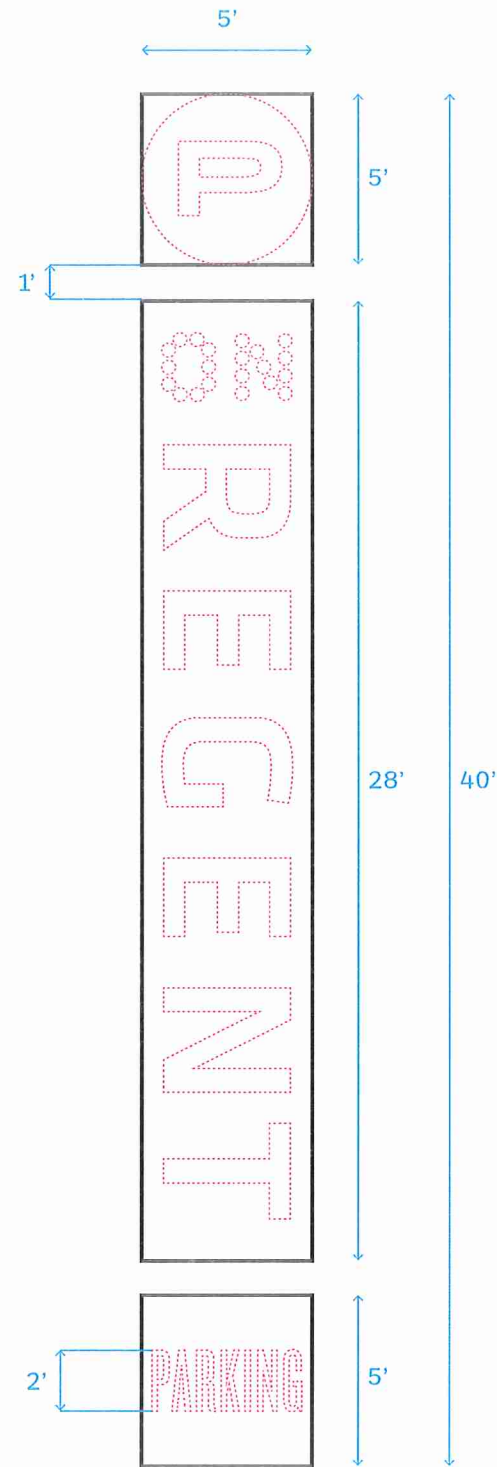
Design elements shown in magenta are indicative of general design concepts but are not final art.

DESIGN REFERENCE

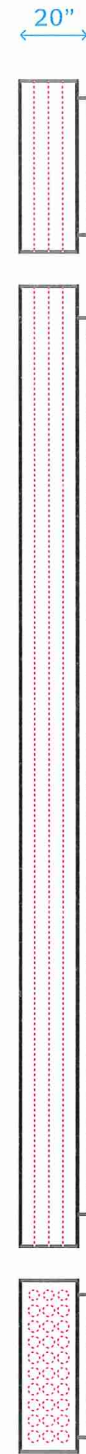
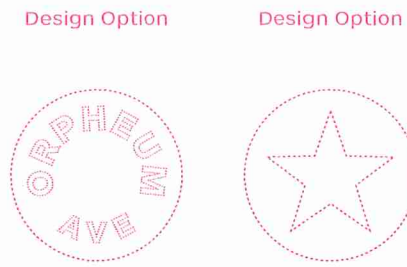


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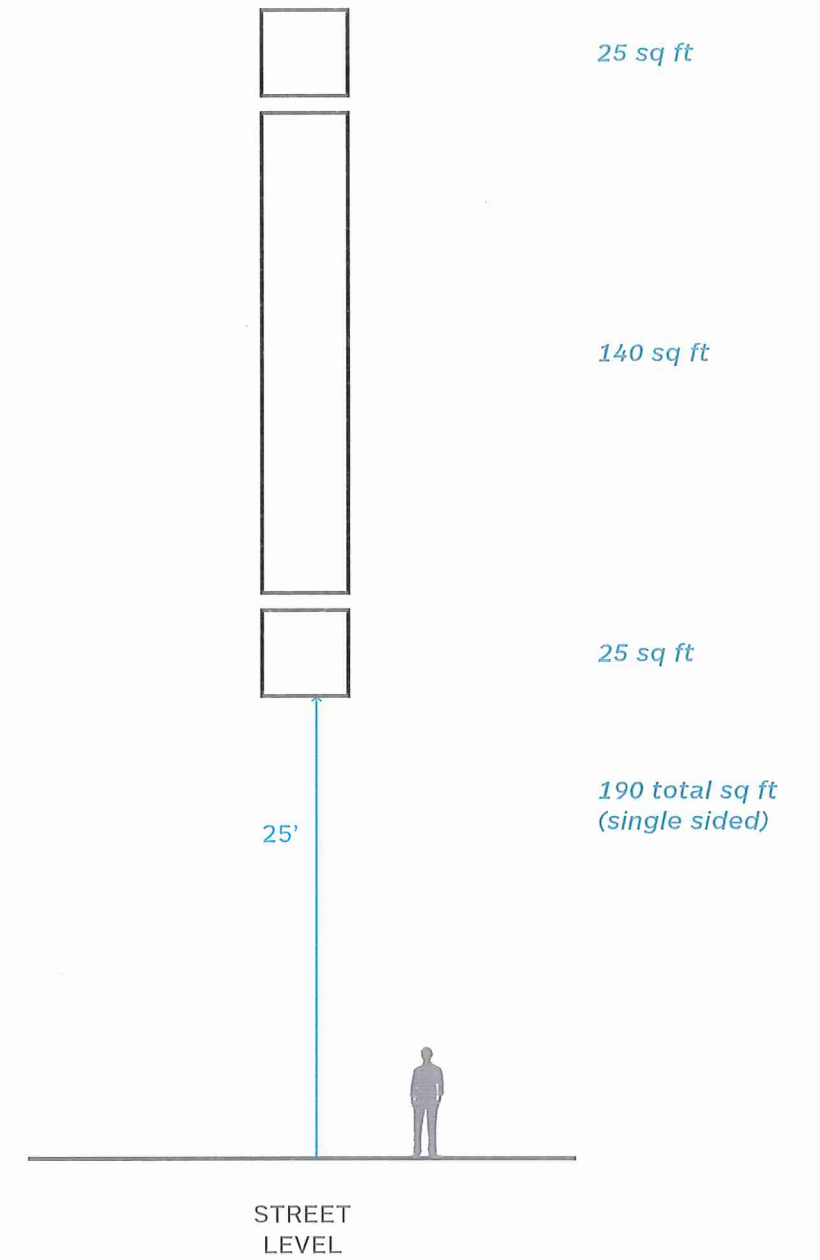
PLNPCM2016-00246
 Regent Street Signage Overlay District



EAST
 ELEVATION



NORTH & SOUTH
 ELEVATION



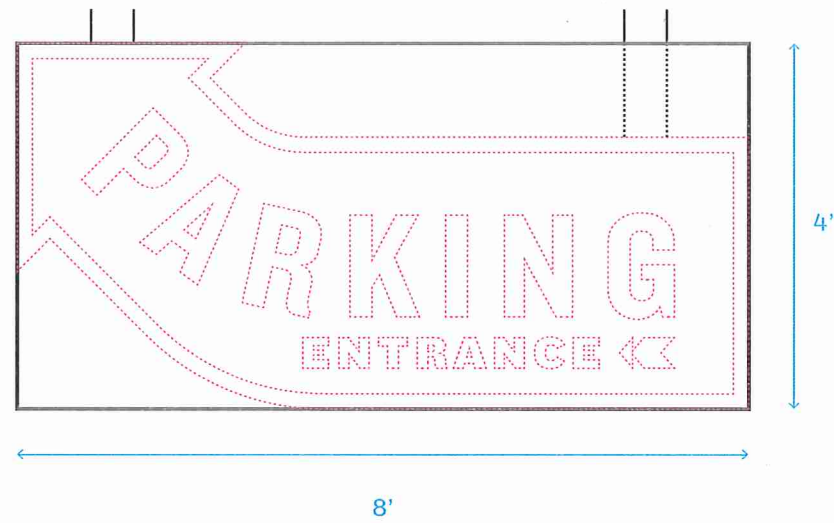
STREET
 LEVEL

GARAGE EAST FACADE
Parking Ramp Sign "D" (above parking ramp)

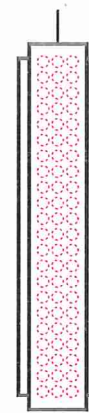
Design elements shown in magenta are indicative of general design concepts but are not final art.

D

DESIGN REFERENCE



EAST ELEVATION
 (Orpheum Ave)



NORTH & SOUTH
 ELEVATION



32 sq ft
 (per side)

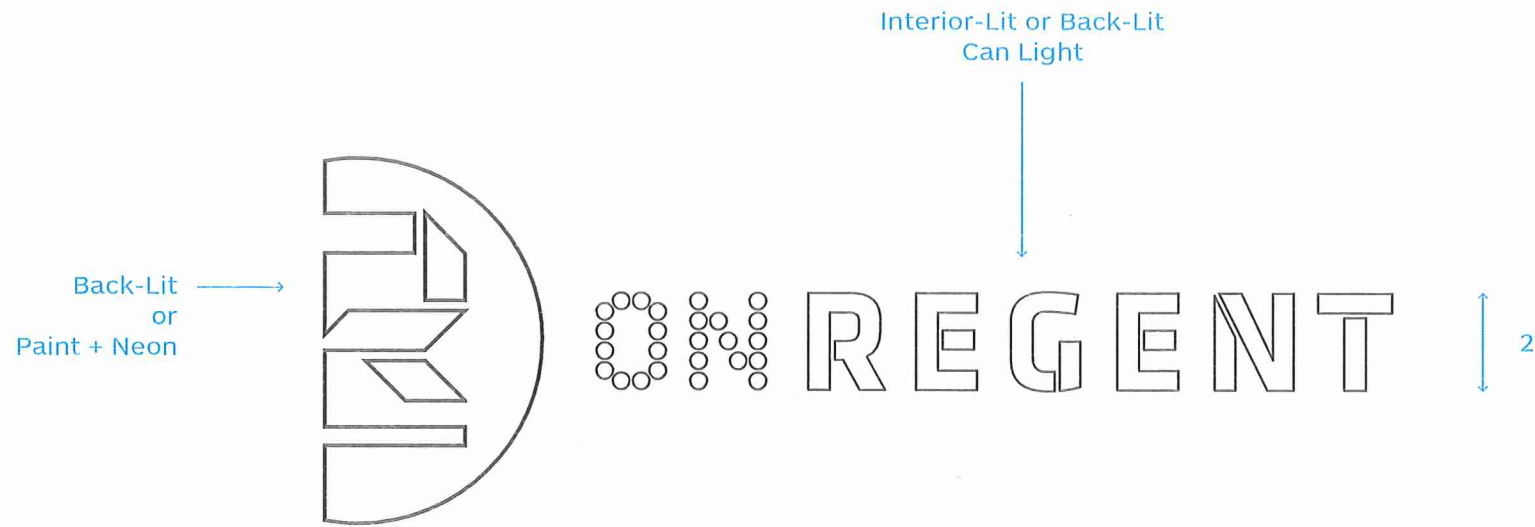
WEST ELEVATION
 (Regent St)

GARAGE NORTH FACADE
Flat "ON REGENT" Monogram Sign "E"

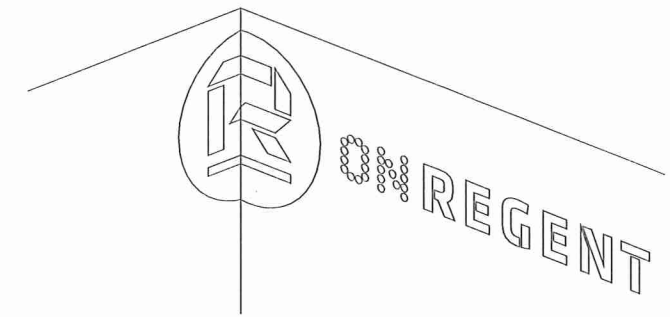
Design elements shown in magenta are indicative of general design concepts but are not final art.

E

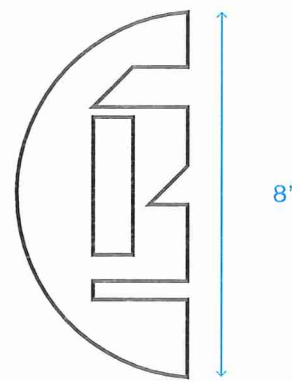
DESIGN REFERENCE



NORTH ELEVATION



NORTH ELEVATOR TOWER



EAST ELEVATION

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PLNPCM2016-00246
 Regent Street Signage Overlay District

GARAGE WEST FACADE
Elevator/Stair Lobby Sign Combination "F"

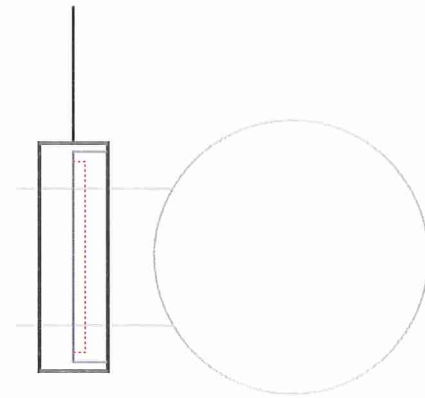
Design elements shown in magenta are indicative of general design concepts but are not final art.

F

DESIGN REFERENCE

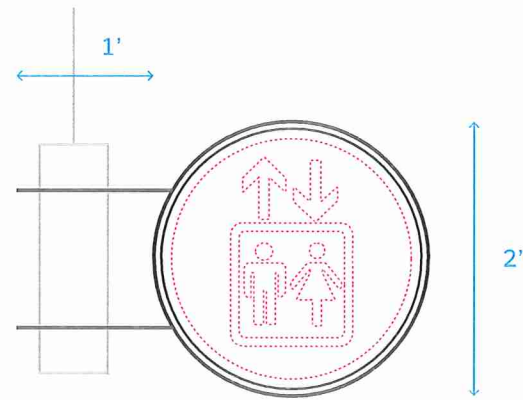


FLAT SIGN

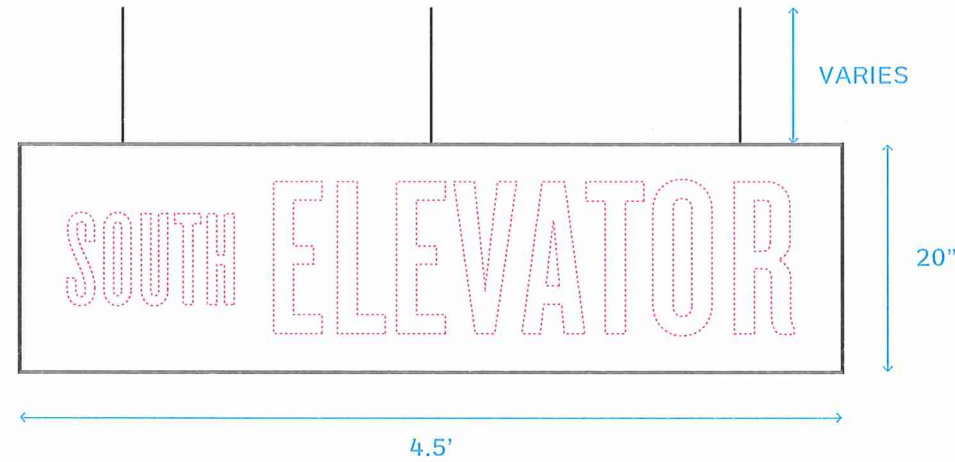


FLAT SIGN
NORTH/SOUTH ELEVATION

PROJECTING SIGN

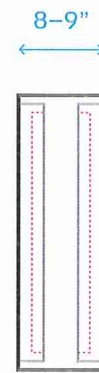


PROJECTING SIGN
NORTH/SOUTH
ELEVATION



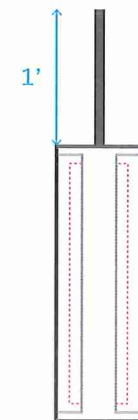
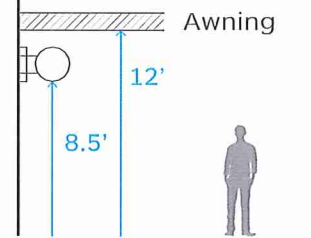
FLAT SIGN
WEST ELEVATION

7.5 sq ft
(single sided)



PROJECTING SIGN
WEST ELEVATION

4 sq ft
(per side)

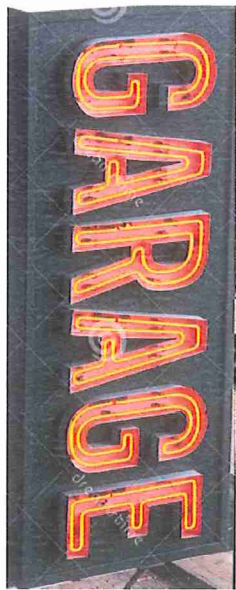


FLAT & PROJECTING SIGN
TOP ELEVATION

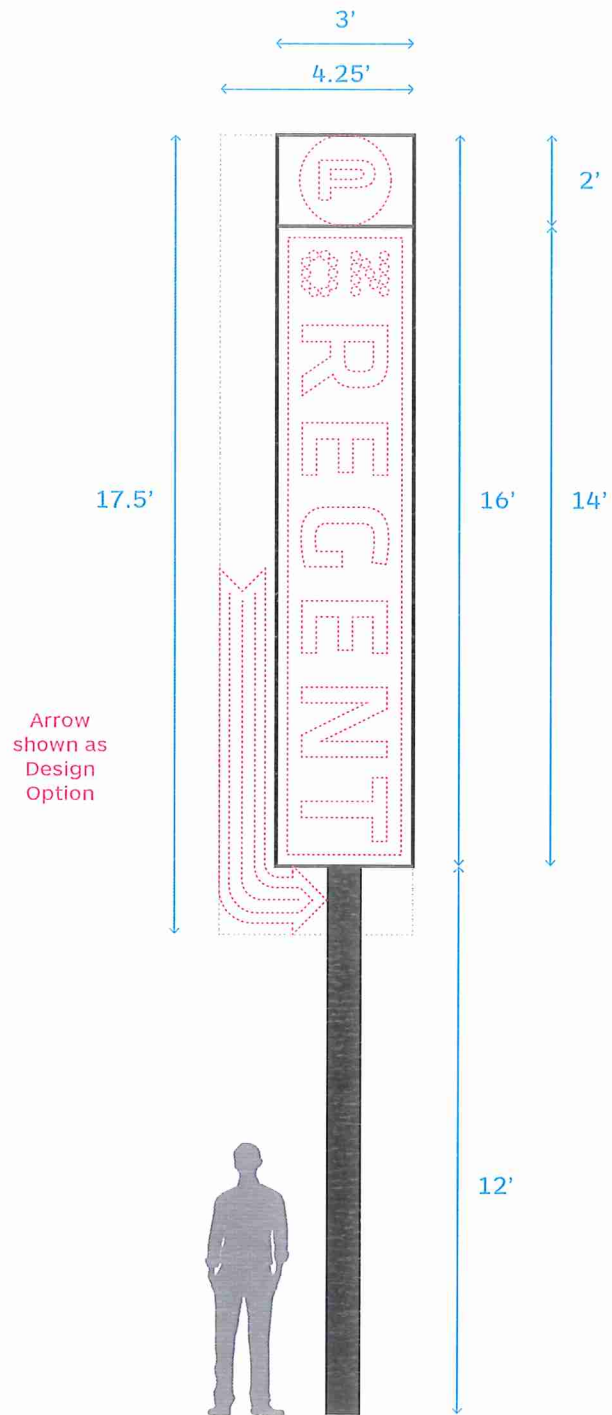
**GARAGE 200 SOUTH RAMP ENTRANCE
Pole Sign Configuration "G"**



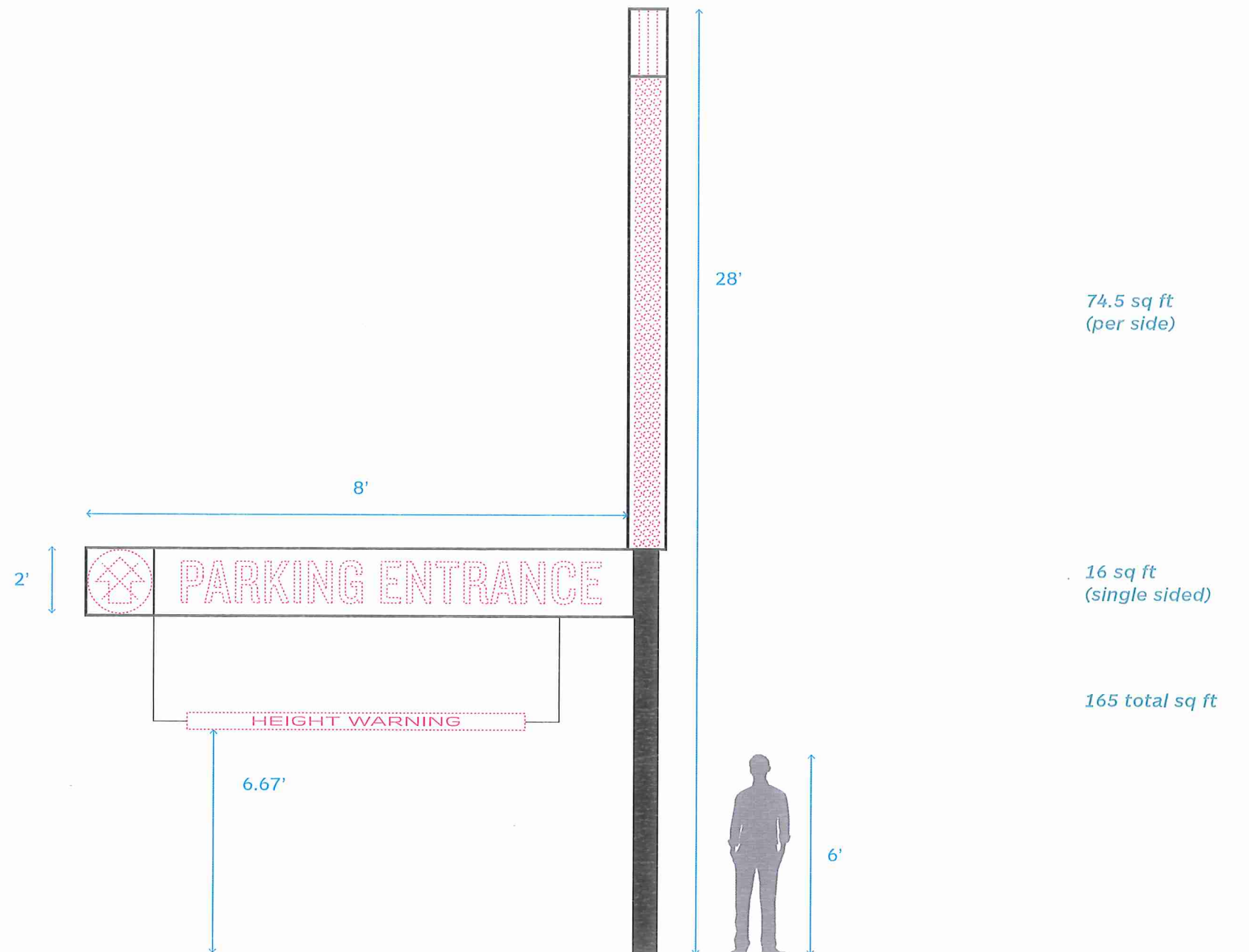
DESIGN REFERENCE



Design elements shown in magenta are indicative of general design concepts but are not final art.



POLE SIGN
EAST/WEST
ELEVATION



POLE SIGN
SOUTH
ELEVATION

74.5 sq ft
(per side)

16 sq ft
(single sided)

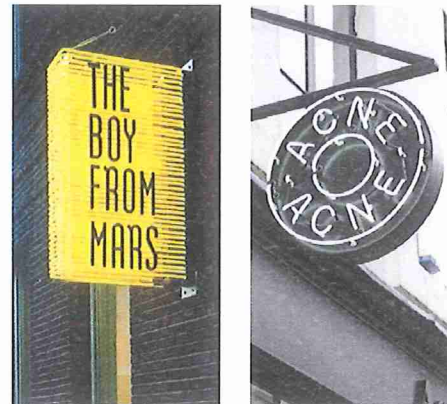
165 total sq ft

GARAGE WEST FACADE
Retail Projecting Signs "H"

Design elements shown in magenta are indicative of general design concepts but are not final art.



DESIGN REFERENCE



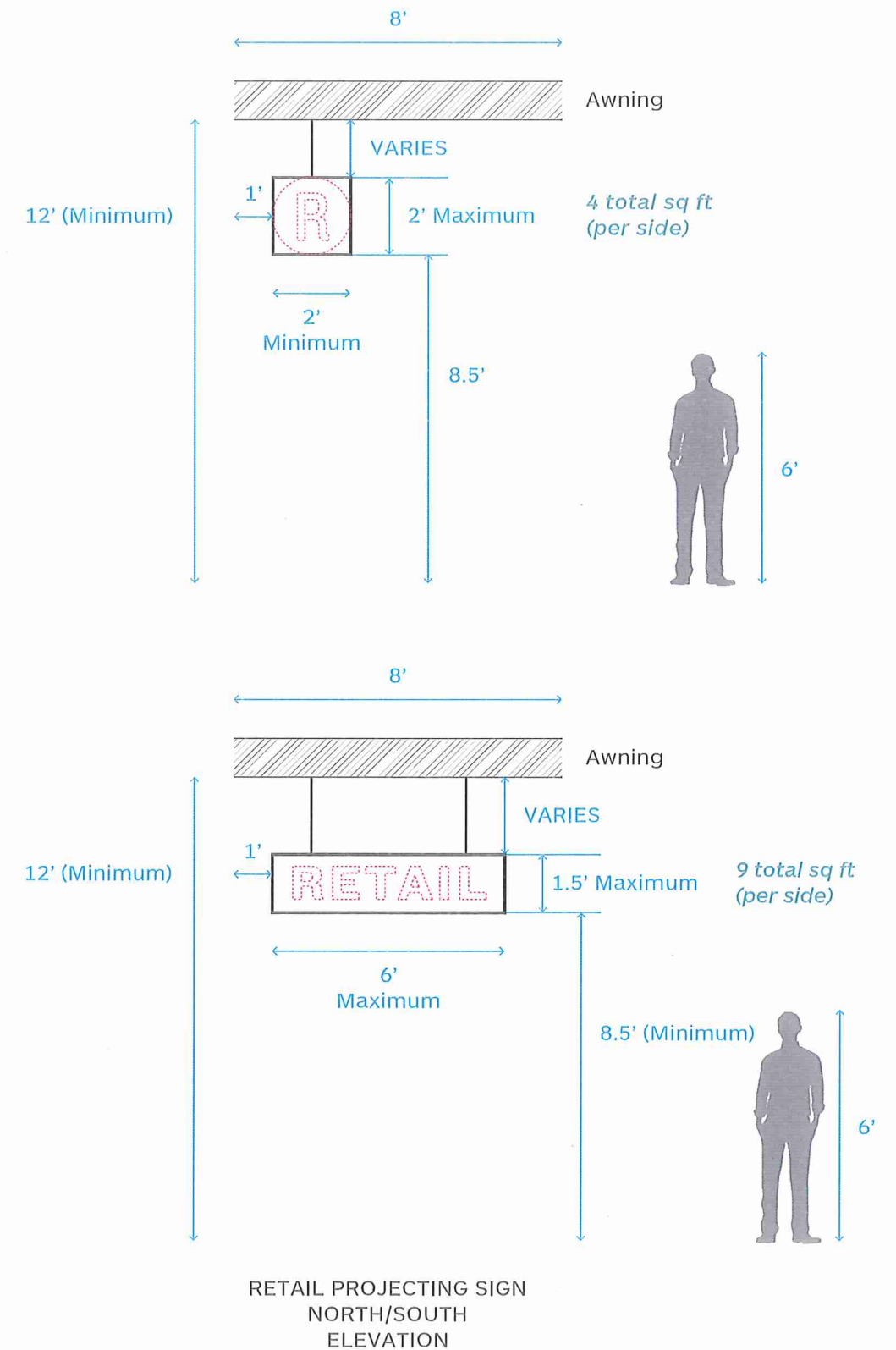
On Regent should be a dynamic retail and theater district with a wide variety of lit projecting and wall signs constructed from a variety of materials such as neon, metal, or wood.

The On Regent district should not include any internally lit acrylic box-type signs.

The narrow nature of Regent Street limits visibility of traditional front facing signs; projecting signs offer greater visibility on narrow streets and therefore are more pedestrian-friendly.

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PLNPCM2016-00246
Regent Street Signage Overlay District



Regent Parking Garage Sign Plan

MATERIALS

1 ALUMINUM

2 STEEL

3 PAINT

4 EXPOSED NEON/SKELETAL NEON (Real neon with no cover or lens)

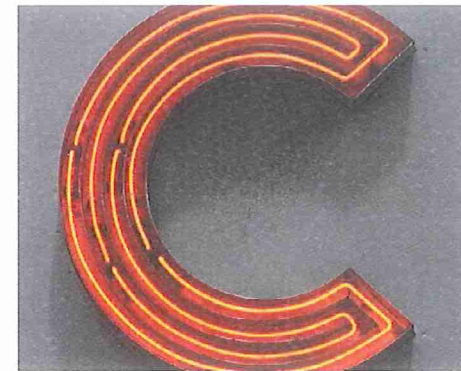
5 LED FLEX NEON (Faux neon made from flexible tubing containing LED modules for low energy use and longevity)

6 BULB LIGHTING (Typical lamp and socket type application to form letters, or shapes; with shape and size configurations for period correct appearance—may use LED modules for low energy use and longevity). Can be steady burning, chasing (a flashing sequence that creates direction such as in an arrow) or scintillating (an overall subtle sparkling effect).

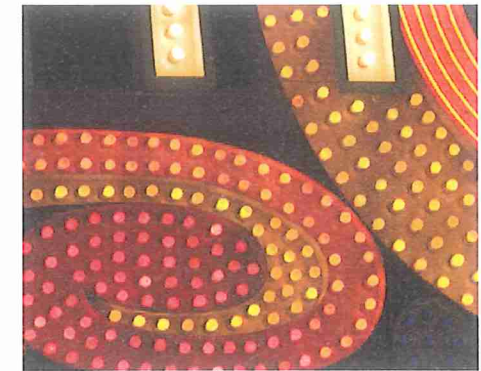
7 OPEN FACE CHANNEL LETTERS (Exposed neon)

8 HALO CHANNEL LETTERS (Closed face, open back metal letter with silhouette lighting)

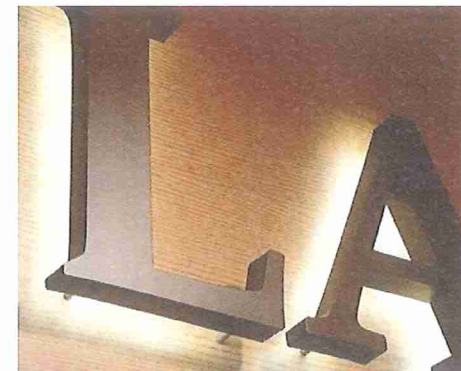
9 BACKGROUND GRAPHICS (May be cut vinyl, masked and sprayed paint, or hand brushed lettering)



Exposed Neon/Skeletal Neon
Open Face Channel Letters



Bulb Lighting



Halo Channel Letters



Skeletal Neon
Background Graphics

ATTACHMENT C: ANALYSIS OF FACTORS

As per section 21A.50.050, 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. In making a decision concerning a proposed text amendment, the City Council should consider the following:

Factor	Finding	Rationale
<p>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;</p>	<p>The proposed amendment is consistent with the purposes, goals, objectives and policies of the city.</p>	<p>The creation of a Localized Alternative Sign Overlay District helps support significant public investment in a cultural resource while creating a retail environment along Regent Street conducive to the growth and success of small businesses. This would be directly in support of the following elements of <i>Plan Salt Lake</i> (2015).</p> <p>Chapter 1: Neighborhoods <u>Guiding Principle:</u> Neighborhoods that provide a safe environment, opportunity for social interaction, and the services needed for the well-being of the community therein. <u>Initiative 7:</u> Incorporate artistic elements and support cultural events on a neighborhood scale to reinforce neighborhood character and identity. <u>Initiative 8:</u> Encourage and support local businesses and neighborhood business districts. <u>Initiative 9:</u> Provide opportunities for and promotion of social interaction.</p> <p>Chapter 8: Beautiful City <u>Guiding Principle:</u> A beautiful city that is people focused. <u>Initiative 7:</u> Reinforce and preserve neighborhood and district character and a strong sense of place. <u>Initiative 8:</u> Promote increased connectivity through mid-block connections</p> <p>Chapter 10: Arts and Culture <u>Guiding Principle:</u> Vibrant, diverse, and accessible artistic and cultural resources that showcase the community's long standing commitment to a strong creative culture.</p>

		<p><u>Initiative 2:</u> Promote and support Salt Lake City as a regional entertainment, artistic, and cultural center and destination</p> <p><u>Initiative 4:</u> Ensure access to, and support for, a diversity of cultural facilities citywide.</p> <p>Chapter 12: Economy <u>Guiding Principle:</u> A balanced economy that produces quality jobs and fosters an innovative environment for commerce, entrepreneurial local business, and industry to thrive.</p> <p><u>Initiative 3:</u> Support the growth of small businesses, entrepreneurship and neighborhood business nodes.</p> <p>The proposal is also supports the following goals from Salt Lake City’s recently adopted <i>Downtown Master Plan</i> (2016).</p> <p>Principle: Vibrant and Active <u>Goal 2:</u> Create unique places for different age groups, interests, and needs within each downtown district that are active 7 days a week.</p> <p>Principle: Equity and Opportunity <u>Goal 3:</u> Open and convenient access to services and amenities – both public and private— for residents, visitors, and workers.</p> <p>Principle: Arts and Culture <u>Goal 2:</u> A distinctive, imageable and identifiable downtown with international appeal comprised of independently identifiable subdistricts.</p> <p>Principle: Beautiful <u>Goal 5:</u> Districts that are uniquely defined by their building character, street furniture, plantings, public art, and other elements.</p>
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<p>2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance;</p>	<p>The proposed amendment furthers the specific purpose statements of the zoning ordinance.</p>	<p>The proposal is consistent with purpose statement of the zoning district which is: Large scale land uses (such as a shopping center, an office park, a special purpose district use such as the airport, or large institutions such as universities or medical centers having a multi-building campus) have common design elements that can be complemented and enhanced through the use of special signage. Localized alternative sign overlay districts allow for the creation of special sign regulations to meet the needs of these situations.”</p> <p>Staff feels that this is the type of clustered development centered on a central civic use that has been identified as a candidate in the purpose statement. Please see the Project Description for additional discussion of the concordance between the proposal and the pertinent purpose statement.</p>
<p>3. Whether a proposed text amendment is consistent with the purposes and provisions of any applicable overlay zoning districts which may impose additional standards;</p>	<p>The proposal is consistent with the purposes of overlay districts which might interact with D-1 zoning.</p>	<p>The types of overlay districts that interact with D-1 relate to the design of projects and the treatment of historic resources.</p> <p>Should the proposed overlay interact with additional overlay districts, the more stringent rules shall apply.</p>
<p>4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.</p>	<p>The proposed amendment is in keeping with the best and current professional practices of urban planning and design.</p>	<p>The proposed text amendment adds creates an overlay which supports the creation of identifiable signage for a specific and thematically-related district. As addressed earlier in the staff report, this is a common strategy in urban placemaking.</p> <p>The proposal will serve to support significant public investment in a cultural center while generating additional economic development opportunities for small businesses that choose to locate in the retail spaces associated with the theater.</p> <p>As a strategy for placemaking, theming, and economic development, this approach is in keeping with best and current professional practices of urban planning and design.</p>

ATTACHMENT D: PUBLIC PROCESS AND COMMENTS

Public Notice, Meetings, Comments

The following is a list of public meetings that have been held, and other public input opportunities, related to the proposed project:

Community Councils:

Notice of this application and a letter soliciting input was sent to the Downtown Community Council, the Central City Community Council, the Capitol Hill Community Council and the Downtown Alliance. There were no requests to meet with the applicant to discuss the application, nor were any letters received offering feedback or expressing concerns.

Open House:

Because this zoning text amendment impacts areas adjacent to a number of Community Council districts, an open house was held on June 16, 2016.

No comments were received during the open house.

Zoning text amendments require that both the Planning Commission and the City Council hold a public hearing giving the public further opportunities to voice their opinion.

Notice of the public hearing for the proposal included:

Public hearing notice published in the newspaper on June 28, 2016

Public hearing notice posted on June 28, 2016

Public notice posted on City and State websites and Planning Division list serve: June 28, 2016

Public Input:

As of the writing of this staff report, no further comments were received.

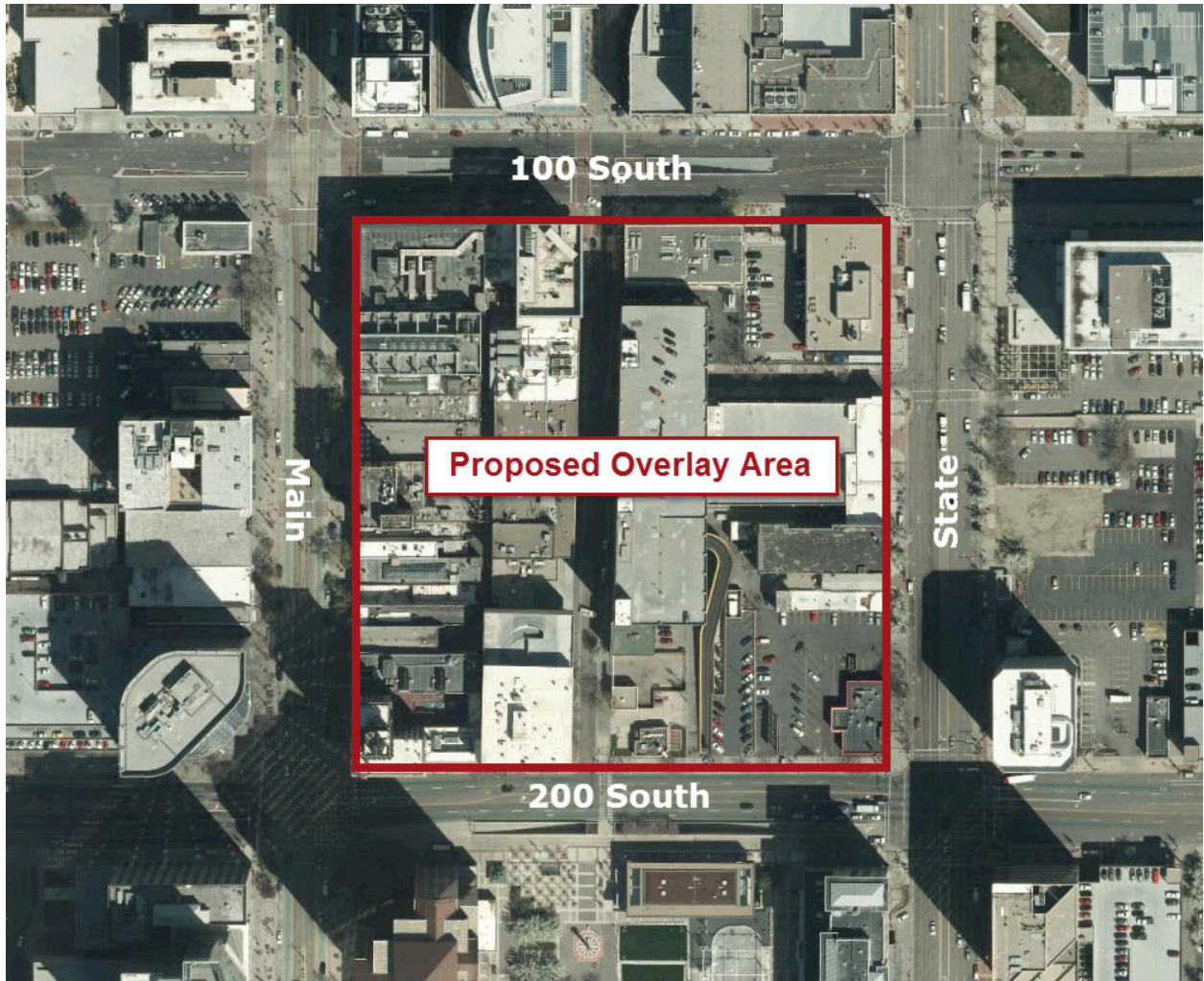
ATTACHMENT E: DEPARTMENT REVIEW COMMENTS

Engineering – Scott Weiler

No objections to proposal.

Input was requested from all pertinent city divisions and departments. The above comments represent those that were received with regard to these proposed amendments, as of the time this staff report was published.

ATTACHMENT F: MAP OF PROPOSED OVERLAY



ATTACHMENT G: MOTIONS

Potential Motions

Consistent with Staff Recommendation:

Based on my analysis of the staff report and public comments presented, I move that the Planning Commission forward a positive recommendation to the City Council regarding petition PLNPCM2016-00246, text changes to amend section 21A.46.110 Sign Regulations of Downtown Districts, and associated provisions of 21A.46, to allow for the creation of a signage overlay district to support the cultural and commercial development on the block bounded by 200 South, State Street, 100 South, and Main Street.

Not consistent with Staff Recommendations:

Based on my analysis of the staff report and public comments presented, I move that the Planning Commission forward a negative recommendation to the City Council regarding petition PLNPCM2016-00246, text changes to amend section 21A.46.110 Sign Regulations of Downtown Districts, and associated provisions of 21A.46, to allow for the creation of a signage overlay district to support the cultural and commercial development on the block bounded by 200 South, State Street, 100 South, and Main Street.

The Planning Commission shall make findings on the Zoning Text Amendment standards as listed below:

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;
2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance;
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
4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.