



# Staff Report

PLANNING DIVISION  
COMMUNITY & NEIGHBORHOODS

To: Salt Lake City Planning Commission  
From: John Anderson, 801-535-7214 or [john.anderson@slcgov.com](mailto:john.anderson@slcgov.com)  
Date: July 26, 2017  
Re: PLNPCM2017-00407 Vivint Arena Localized Alternative Sign Overlay District

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## Zoning Text Amendment

PROPERTY ADDRESS: The block bounded by 300 West and 400 West, Between South Temple and 100 South Streets  
PARCEL ID: Multiple  
MASTER PLAN: Downtown Master Plan  
ZONING DISTRICT: D-4 (Downtown Secondary Central Business District)

REQUEST: Mr. Wade Budge, on behalf of Larry H. Miller Arena Corporation is requesting to amend the text of 21A.46 to allow for the creation of a localized alternative sign overlay district on the block bounded by 300 West, 400 West, 100 South, and South Temple Street. The proposed overlay would apply on the block in question and would replace the existing sign overlay. The intent is to allow for distinct and identifiable signage in support of the activities that occur in the arena and throughout the block.

RECOMMENDATION: Based on the analysis and findings of this report, it is the opinion of staff that the proposed text amendment meet the standards for a zoning ordinance amendment and staff recommends that the Planning Commission forward a favorable recommendation to the City Council for petition PLNPCM2017-00407 with conditions.

### ATTACHMENTS:

- A. Proposed Ordinance
- B. Existing Localized Alternative Sign Overlay District Standards
- C. Application Information
- D. Analysis of Factors
- E. Public Process and Comments
- F. Department Comments
- G. Renderings and Locations of Proposed Signs
- H. Examples of Other Sporting Facilities

### PROJECT DESCRIPTION:

A request from Mr. Wade Budge, on behalf of the Larry H. Miller Arena Corporation to amend the text of 21A.46 to allow for the creation of a localized alternative sign overlay district on the block bounded by 300 West, 400 West, 100 South, and South Temple Street. The applicant desires to install new signage on the arena and on the surrounding grounds to help create a safe and exciting area for patrons attending events at the Vivint Arena. Some of the types and sizes of signs requested to be installed would not meet the current standards of the D-4 zoning district or the existing sign overlay. The proposed amended overlay would replace the existing sign overlay which was approved when the arena was first constructed with new regulations which would be able to accommodate the newly requested sign package.



*The map above displays the Vivint Arena and the surrounding grounds.*

**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, which would be enhanced through special signage, to augment special and identifiable places. This same type of signage overlay has been used to allow for unique and flexible signage packages at other significant cultural and civic institutions in downtown, including Regent Street and Library Square. This overlay is intended for those locations in the city that have a special or unique purpose.

The block currently has a sign overlay in place to accommodate the existing signage which reflects the unique environment and activities that occur on the block. As the arena is currently undergoing a multi-million dollar remodel the applicants are seeking to update the signage on the arena and the surrounding block. The existing ordinance would not be able to accommodate the new signage as has been proposed and illustrated in Attachment G. Listed below is the significant differences between the existing sign overlay and the proposed amendment:

1. An increase in the size of awning/canopy signs from 1 square feet per linear foot of storefront to 5 square feet.

2. An increase in the size of flat signs for general building orientation from 4 square feet per linear foot of building face to 5 square feet.
3. An increase in the size of flat signs for storefront orientation from 2 square feet per linear foot of each store frontage to 3 square feet
4. The addition of electronic changeable copy signs and the inclusion of a freestanding electronic changeable copy sign.
5. An increase in the number of monument signs from 1 per street frontage to 5 per street frontage.
6. The allowance of signs to be placed on light poles on the arena grounds.
7. The ability to install a large roof surface sign that would cover up to 30,000 square feet. The sign would be installed flat on the roof and would only be visible from directly above the arena.
8. The addition of a special event sign that could be allowed to temporarily cover 60% of the total building face to advertise for on premise events.
9. **A large pole sign with on and off premise signage at the Utah Jazz's team practice facility.**

Staff generally supports the requested amendments but **does not support all of the applicant's** requests more specifically the addition of new signage at the practice facility. This will be further discussed in the Issues section of this report.

The increase in the amount of signage and the addition of new types of signs has been requested as the applicant is currently remodeling the entirety of the structure and constructing a large canopy addition to the arena which will occupy a large portion of the northeast corner of the block. The applicant is seeking to update the ageing arena and provide an exciting and entertaining experience for customers as they enter the arena and to hold community events during certain times such as the NBA playoffs. The applicant is further seeking to provide additional signage to act as a wayfinding system through the block which would also provide security information. Safety is a significant concern as the arena often welcomes thousands of visitors during a short period of time in a single day and the ability to move large crowds safely and efficiently into the arena and around the block is paramount.

The proposed signage is designed to evoke a specific sense of place and help define the identity of this block. The block has long been recognized by the city as a unique and special place in downtown Salt Lake City. This recognition was evident when the original sign overlay district was approved by the City Council prior to the construction of the existing arena. This notable use is also recognized and encouraged in the Downtown Master Plan which will be discussed further in Attachment D.

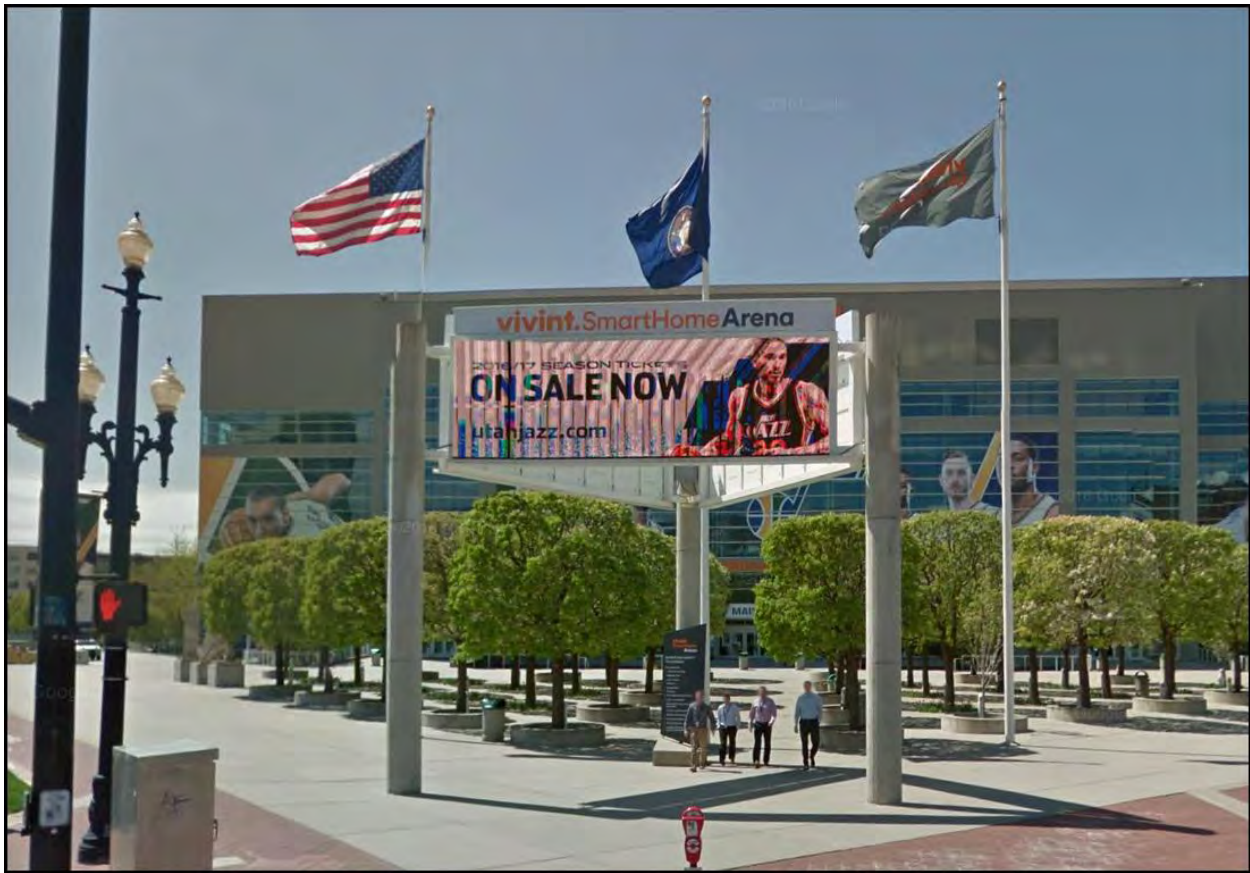
#### KEY ISSUES:

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. The proposed amount of electronic changeable copy signs

The proposed sign overlay would significantly increase the allowance of electronic changeable copy signs. Currently the only electronic changeable copy sign is the large pole sign which stands at the northeast corner of the block at the intersection of South Temple and 300 West.

When the existing sign overlay was approved the electronic changeable sign technology did not exist in the same format as it does today. The signs would be used to advertise for events occurring on the block, to provide entertainment as people are entering the arena and for community events on the plaza. The use of this type of sign is common in major league sporting facilities around the nation. Some examples were provided by the applicant and can be found in Attachment H.



*The photograph above displays the existing electronic changeable copy sign on the block*

The definition of electronic changeable copy sign is below:

*ELECTRONIC CHANGEABLE COPY SIGN: A sign containing a computer generated message such as a public service, time, temperature and date, or a message center or reader board, where different copy changes of a public service or commercial nature are shown on the same lamp bank or message facility. The term "electronic changeable copy sign" shall not be defined as a type of "animated sign" if the message displayed is fully readable within three (3) seconds.*

The definition states that any electronic sign that is not static and shows any movement must be considered an animated sign. The definition of animated sign is below:

*ANIMATED SIGN: A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.*

The Zoning Ordinance in 21A.46.060, lists all animated signs that are not public service signs are prohibited in the city. However, any type of sign may be allowed if approved as a part of a localized **alternative sign overlay district even if it's listed as prohibited in the zoning ordinance.**

The proposal is seeking to install electronic changeable copy signs that could display static or rotating messages or operate as outdoor television monitors. This type of sign is an animated sign and has rarely been allowed in the city. A similar request to have an outdoor television monitor was requested when a television broadcaster moved their studios to Main Street. A text amendment allowed for an outdoor television monitor but limited its size and location.

The existing proposal seeks to install the electronic changeable copy signs directly on the exterior facades of the arena. The proposed text would allow for 5 signs per city block and each sign could not exceed 1,400 square feet. Because the arena occupies an entire block downtown ultimately there could be by right, 5 signs with 7,000 square feet of electronic changeable copy signs on the exterior of the arena.

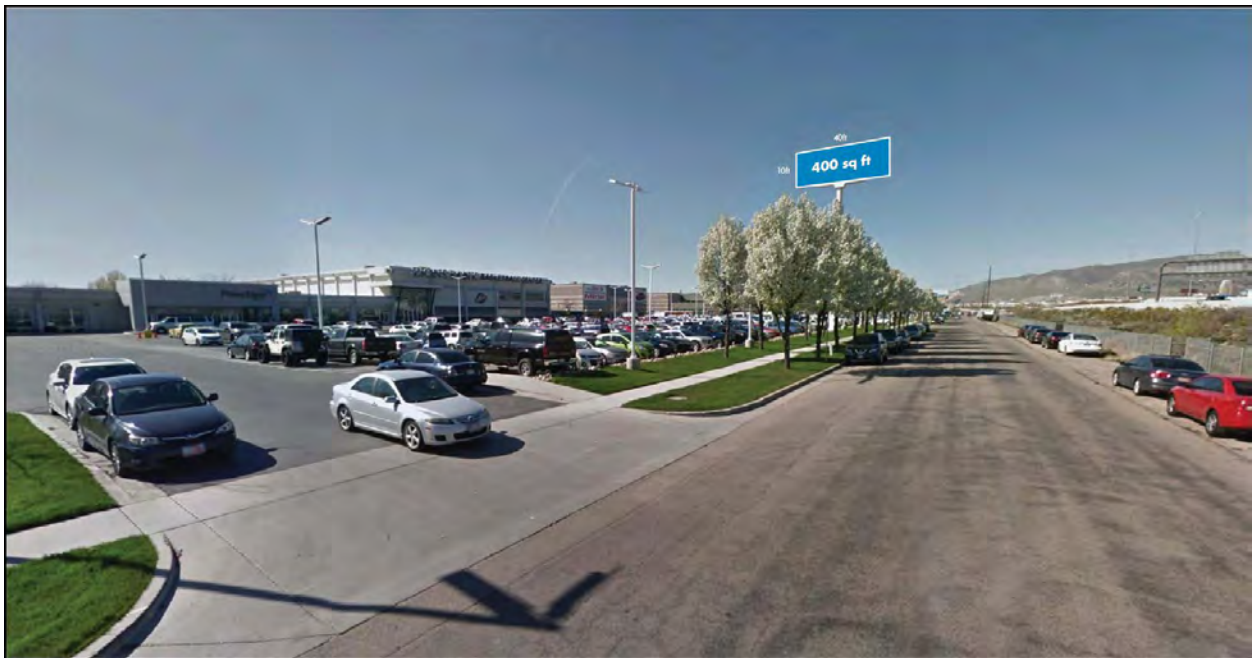
The submitted renderings do not show that the applicant is seeking to install that much signage but the proposed text does not reflect that fact. Signs on the block and on the arena itself are not bound by the submitted renderings but by the actual text of the Zoning Ordinance. Staff believes that the proposed allowance for electronic changeable copy signs will create a significant increase in the amount of electronic signage but staff also believes it is appropriate for the use. As can be seen in Attachment H the inclusion of electronic signage in the activation of outdoor spaces around sporting facilities is common practice nationwide.

The existing pole sign located at the northeast corner of the block, directly adjacent to the intersection of South Temple and 300 West, is proposed to remain but to be refurbished. The updated sign would allow for an enhanced electronic changeable copy sign which would have the same abilities as the electronic signs **on the arena's façade discussed above.** Due to potential safety issues staff worked with the applicant to limit the signage that may act as a distraction to drivers on adjacent roadways. The sign would not be allowed to have animated motion on any portion of the sign that faces the street in order to avoid creating a safety hazard.

Staff recognizes that as technology has advanced and with the newly remodeled arena the applicants are seeking to create an outdoor entertainment area that includes animated signs. The arena is a state-wide destination and a unique use in the downtown. Staff is supportive of enhancing the customer experience at the arena prior to and during events and also encouraging other community events on the plaza. Staff believes that this improved experience can be accommodated with the addition of electronic changeable copy signs but they should be regulated to ensure no nuisance is being created and pedestrian safety is not compromised.

## 2. Proposed signage at the practice facility

As a part of this application the applicant has also requested to include the practice facility for the Utah Jazz located at 1432 S. 500 W. into the same sign overlay district. The practice facility is currently already located in a sign overlay district which was created for the auto sales facilities in the adjacent structures. The request is for a 30 foot pole sign with 2 electronic changeable copy signs with a maximum sign face of 400 square feet each. In addition, the request would allow for advertising for events occurring at the facility and the arena downtown which is considered off premise advertising.



*The photograph above displays the proposed pole sign at the practice facility.*

Staff believes that by allowing off premise advertising the sign in effect becomes a billboard. See the definition of billboard below:

*BILLBOARD (OUTDOOR ADVERTISING SIGN): A form of an off premises sign. A freestanding ground sign located on industrial, commercial or residential property if the sign is designed or intended to direct attention to a business, product or service that is not sold, offered or existing on the property where the sign is located.*

In the city billboards are strictly regulated and it has been the general policy of the city to limit or decrease the number of billboards within the city's boundaries. The site is allowed to have a pole sign but is limited by the existing sign overlay district and general sign regulations for the CG General Commercial District. The sign would only be allowed to advertise for on premise activities.

Further, staff does not believe that the extension of the sign overlay district to the practice facility is appropriate as it does not meet the purpose statement of localized alternative sign overlay districts which is displayed below:

***“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 discusses that the sign overlay districts are appropriate for large scale land uses or large institutions that have common design elements and goes further utilizing **the term “localized”** in its title. The arena and the practice facility are held in common ownership but are not physically located near one another. Their relationship is not similar to any of the examples discussed in the purpose statement such as an office park or multi building campus.

As the proposed text would allow for a sign that would act as a billboard along Interstate 15 and because the proposal does not meet the purpose statement for a localized alternative sign overlay districts staff recommends removing all text that makes reference to signage for the practice facility.

#### 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

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Upon enactment, this overlay ordinance would apply to Block 79 (Parcels 150-112-7015-2000 and 150-112-8020-2000 ) and 1432 South 500 West (Parcel No. 151-310-2002).

Delete 21A.46.110 (A)(3)(b) and replace with the following:

**21A.46.125 SIGN REGULATIONS FOR CENTRAL ARENA AND PRACTICE FACILITY OVERLAY DISTRICT**

**A. Sign Regulations For Central Arena Overlay District:**

1. Purpose: Signage in this overlay district is designed to complement a sports and large event arena and allow signage uses typical at other arenas which host national sports teams. The signage described below is in addition to other signage allowed within the underlying zoning district and other provisions in Chapter 21A.46.

2. Applicability: Regulations in this subsection (A) shall apply to the arena located on block between South Temple and 100 South and 300 and 400 West Streets.

3. Sign Type, Size And Height Standards:

Types Of Signs Permitted <sup>7</sup>	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs <sup>1</sup>	Minimum Setback	Number Of Signs Permitted Per Sign Type
Awning/canopy signs	5 square foot per linear foot of canopy length (sign area only)	Shall not be located above the second floor level of the building for both awning and canopy signs	May extend 6 feet from face of building but not within 2 feet from back of curb <sup>2</sup>	1 per first floor window/door, may be combined with adjacent doors/windows.
Flat sign (general building orientation)	5 square feet per linear foot of building face	See note 1	n/a	1 per building face
Flat sign (storefront orientation)	3 square feet per linear foot of each store frontage	See note 1	n/a	3 per business storefront

<sup>1</sup> For height limits on building signs, see subsection [21A.46.070J](#) of this chapter.

<sup>2</sup> Public property lease and insurance required for projection over property line.



Flat sign display, electronic changeable copy <sup>3</sup>	No larger than 1,400 square feet per sign	See note 1	n/a	5 per city block
Freestanding electronic changeable copy sign <sup>4</sup>	Not more than 1,600 square feet per sign, which may be located in a continuous round display.	45 feet	n/a	2 per city block
Monument sign	3 square foot per linear foot of street frontage	20 feet	None	5 per street frontage
Private directional sign <sup>5</sup>	100 square feet	20 feet	No setback	No limit
Roof surface sign	30,000 square feet <sup>6</sup>	n/a	n/a	1 per roof surface
Special event light pole sign	10 square feet	May not exceed the height of the light pole	n/a	2 per light pole
Special event sign	Sign may cover up to 60 percent of total building face <sup>7</sup>	May not exceed the height of building	n/a	1 per street frontage
Window sign	90% of total frontage window area (interior or exterior) for sports arena events, not to exceed six months in duration for each calendar year unless otherwise allowed by the zoning	No limit	n/a	No limit

<sup>3</sup> Flat sign, electronic changeable copy may display static or rotating messages or operate as outdoor television monitors.

<sup>4</sup> An advertising face on an electronic changeable copy sign that is not oriented to a public street may be operated to allow full motion video display. Displays oriented to a public street must not allow animation, may change no more frequently than every eight seconds and must complete each transition within one second.

<sup>5</sup> Private directional sign may include an electronic changeable copy sign within the sign area.

<sup>6</sup> To be located on the horizontal plane of a roof surface, primarily viewable from planes and surrounding buildings located above the arena.

<sup>7</sup> Advertising and/or corporate logos are limited to on premises advertising of sports arena events and sponsors only.

	administrator			
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B. Sign Regulations For Practice Facility District.

1. Purpose: To allow a single freestanding pole sign with an optional electronic changeable copy sign advertising events and activities occurring at the practice facility and the arena described in this section. The signage described below is in addition to other signage allowed within the underlying zoning district and other provisions in Chapter 21A.46.
2. Applicability: Regulations in this subsection (B) shall apply to the practice facility located at 1432 South 500 West.
3. Sign Type, Size And Height Standards: A single freestanding pole sign may be located within this district so long as it replace the existing pole sign and the new sign contains no more than two electronic faces with a maximum sign face of 400 square feet each. The sign may have a maximum height of 30 feet measured from the traveled way of the eastern most lane of the nearest interstate road.

ATTACHMENT B: EXISTING OVERLAY DISTRICT  
STANDARDS

b. Sports Arena Located On The Block Between South Temple And 100 South Between 300 And 400 West Streets:

STANDARDS FOR THE SPORTS ARENA LOCATED ON THE  
BLOCK BETWEEN SOUTH TEMPLE AND 100 SOUTH  
BETWEEN 300 AND 400 WEST STREETS

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs <sup>1</sup>	Minimum Setback <sup>2</sup>	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs <sup>3</sup>
Awning/canopy 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 from back of curb <sup>6</sup>	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
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Flat sign (general building orientation)	4 square feet per linear foot of building face <sup>5</sup>	See note 1	n/a	1 per building face	None
Flat sign (storefront orientation) <sup>4</sup>	2 square feet per linear foot of each store frontage <sup>5</sup>	See note 1	n/a	3 per business storefront	None
Marquee sign	Subject only to subsection <a href="#">21A.4 6.070O</a> of this chapter	See subsection <a href="#">21A.4 6.070O</a> of this chapter	See subsection <a href="#">21A.4 6.070O</a> of this chapter	1 per storefront	None
Monument and pole signs:					
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street

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	frontage
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
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 90% of total frontage window area (interior or exterior) for sports arena events, not to exceed 3 months in duration for	No limit	n/a	No limit	None

	each calendar year <sup>7</sup>				
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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. Verbiage and/or corporate logos are limited to on premises advertising of sports arena events only and are limited to 10 percent of the window coverage.

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);
- (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".

## ATTACHMENT C: APPLICATION INFORMATION

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**Zoning Amendment Application  
Larry H. Miller Arena Corporation**

**1. Project Description**

**a. A statement declaring the purpose for the amendment.**

Applicant proposes to amend the Zoning Ordinance for the arena parcels located at 301 W. South Temple (collectively, the "Arena Parcels") and to allow a single on-premise sign at the Jazz Practice Facility at 1427 S. 500 W. The purpose of this Application is to amend the Zoning Ordinance to update sign regulations for the Arena Parcels in the Central Arena Overlay District. Amendment of the sign regulations will allow applicant to update its signage as part of a large scale, \$100 million dollar remodeling of the home of the Utah Jazz basketball team and to allow signage uses typical at other arenas and practice facilities which host national sports teams.

**b. A description of the proposed use of the property being rezoned.**

The use of the property will not change as part of this rezone.

**c. List the reasons why the present zoning may not be appropriate for the area.**

Not applicable.

**d. Is the request amending the Zoning Map?**

No, this Application does not propose to amend the Zoning Map. A separate application to have the Zoning Map amended to have this new overlay zone applied to the Arena block and the practice facility will be submitted in the coming days.

**e. 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.**

Yes, this Application proposes to amend the text of the Zoning Ordinance. Please see attachment.



# ATTACHMENT D: 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>As the importance and unique nature of the arena is consistently discussed in city planning documents. The request to update the signage on the block is consistent with city goals, policies and adopted planning documents.</p>	<p>The creation of an amended localized alternative sign overlay district helps support a downtown entertainment and cultural resource. The arena is recognized as a large economic and cultural asset for the city and the adopted planning documents reaffirm the notion.</p> <p>This would be directly in support of the following elements of <i>Plan Salt Lake</i> (2015).</p> <p>Chapter 10: Arts and Culture  <u>Guiding Principle:</u> Salt Lake City is a regional center for arts, entertainment, and culture and a national and international destination for tourism. We are home to world class entertainment and cultural venues including museums, theaters, galleries, and sports arenas that add to the vibrancy of our City, Region and State.</p> <p><u>Initiatives:</u></p> <ul style="list-style-type: none"> <li>- Promote and support Salt Lake City as a regional entertainment, artistic, and cultural center and destination</li> <li>- Ensure access to, and support for, a diversity of cultural facilities citywide.</li> </ul> <p>The proposal also supports the <b>following goals from Salt Lake City's</b> recently adopted <i>Downtown Master Plan</i> (2016).</p> <p><u>Principle: Vibrant and Active Goals:</u></p> <ul style="list-style-type: none"> <li>- Establish an active public realm that supports a vibrant downtown experience.</li> <li>- Make downtown a unique destination for visitors.</li> </ul>

		<p>In addition the Downtown Master Plan discusses the importance of the arena and the Utah Jazz to the economy of downtown. Below is a summary of some of the supporting statements:</p> <p><b>“Professional sports are a major priority in the development of the downtown. The city will continue to support a range of spectator sports downtown, like the Utah Jazz, so that the city remains competitive. Major sports facilities downtown make significant contributions to the social life of the city and support objectives for new and improved public recreation, health, and entertainment venues. City Hall should ensure that professional sports and large entertainment facilities have a home downtown.”</b></p> <p>“The desired result is a 24-hour downtown fueled by significant numbers of new employees, residents and visitors, both day-trip and overnight guests. In partnership with the Arena and adjacent stakeholders, City Hall should develop strategies to support this growth.”</p> <p>The master plan also discusses the present condition of the arena and future improvements:</p> <p>“The Arena was built in 1991 and is considered the oldest arena in the NBA. Given its age and importance to downtown, investment in Energy Solutions Arena (currently referred to as the Vivint Smart Home Arena) is a priority for the community.”</p>
<p>2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance;</p>	<p>The request furthers the purpose of the D-4 zoning district.</p>	<p>The block is located in the D-4 Secondary Central Business District. The purpose statement for the district is:</p> <p>“...to foster an environment consistent with the area's function as a housing, entertainment, cultural, convention, business, and retail section of the city that supports the central business district. Development is intended to support the regional venues in</p>

		<p>the district, such as the Salt Palace Convention Center, and to be less intense than in the central business district. This district is appropriate in areas where supported by applicable master plans. The standards are intended to achieve established objectives for urban and historic design, pedestrian amenities, and land use control, particularly in relation to retail commercial uses.”</p> <p>The zoning district was created specifically to accommodate downtown venues such as the arena. By allowing the arena to improve the experience it provides to its customers it will continue to thrive, helping downtown to grow. An improved facility will also aid other venues downtown by bringing potential future customers into the area.</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>If the request is approved, the amendment is consistent with applicable overlay zoning district.</p>	<p>The only overlay district that applies to the property in question is the existing local alternative sign overlay district. The proposed signage would not be consistent with the existing overlay which necessitated the request to amend the overlay district with new signage standards. If the new overlay district is approved with conditions the amendment would comply with this standard.</p> <p>With the stated conditions of approval, the proposal is consistent with the purpose statement of the zoning district related to localized alternative sign overlay districts which is:</p> <p>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 <b>needs of these situations.”</b></p>

		<p>Staff believes that the arena meets the purpose statement as it is a large scale land use that is creating a common design theme throughout the block. Please see the Project Description and Issues section for additional discussion of the concordance between the proposal, the purpose statement and conditions of approval.</p>
<p>4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.</p>	<p>Complies with conditions of approval.</p>	<p>The proposed text amendment creates an overlay which supports the creation of identifiable signage for a specific and thematically-related area. As addressed earlier in the staff report, this is a strategy that has been utilized in the past by city leaders.</p> <p>The proposal will help to enhance the customer experience at the arena which as was already discussed is identified as a significant asset to the downtown area. Placemaking is a common practice of urban planning and design and the nature of the use on the block is very unique. Due to its unique nature staff believes that it warrants specific sign regulations.</p> <p>The sign overlay will allow the applicant to create a cohesive design that provides an entertaining space but also a wayfinding system to aid pedestrians traveling through the block.</p> <p>As can be seen in Attachment H the inclusion of electronic signage in the activation of outdoor spaces around sport facilities is common practice nationwide.</p>

## ATTACHMENT E: PUBLIC PROCESS AND COMMENTS

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### 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. There were no requests to meet with the community council to discuss the application. The following feedback was received from the chair of the community council, Christian Harrison:

The signage plan as outlined is pretty straight forward. We have two comments:

- **Plan fails to engage TRAX users** — notice the complete lack of wayfinding pylons (C1) at the mid-block crosswalk that comes through the TRAX platform.

- **Plan offers no way finding support for pedestrians approaching from the southwest.**

**We'd love to see wayfinding pylons (C1) at both of these critical junctions.**

### Open House:

An open house was held on June 15, 2017. 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 July 17, 2017

Public hearing notice posted on July 17, 2017

Public notice posted on City and State websites and Planning Division list serve: July 17, 2017

### Public Input:

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

## ATTACHMENT F: DEPARTMENT REVIEW COMMENTS

Input was requested from all pertinent city divisions and departments. No comments were received with regard to these proposed amendments as of the time this staff report was published.

ATTACHMENT G: Renderings and Locations of Proposed Signs

**vivint.**  
**Smarthome**  
**Arena**

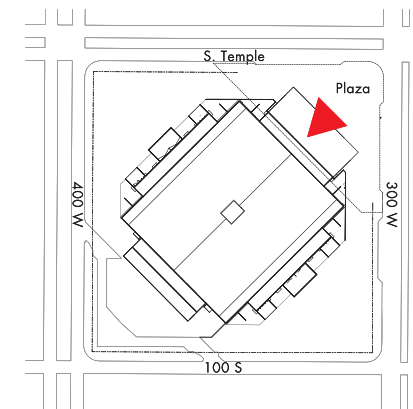
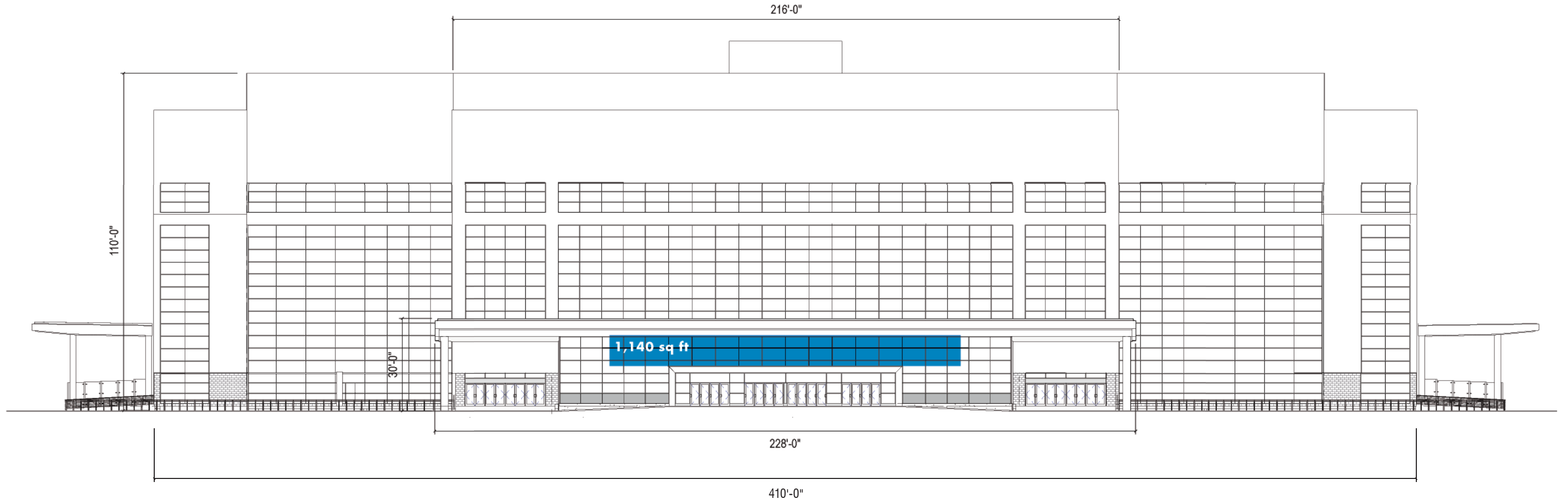


**AWNING CANOPY SIGNS**

5 square foot per linear foot of canopy length

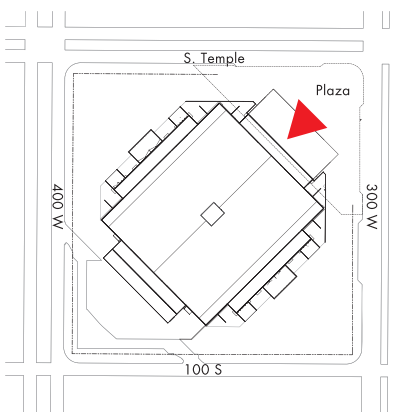
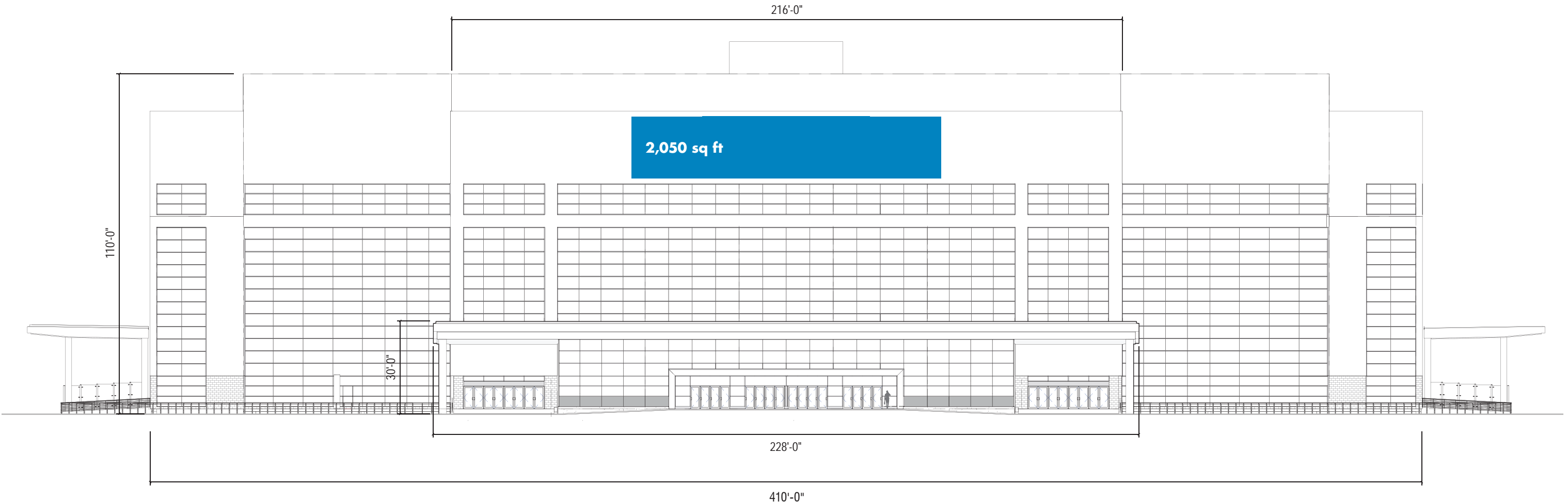
Canopy length = 228 linear feet

Canopy allowance = 1,140 sq ft



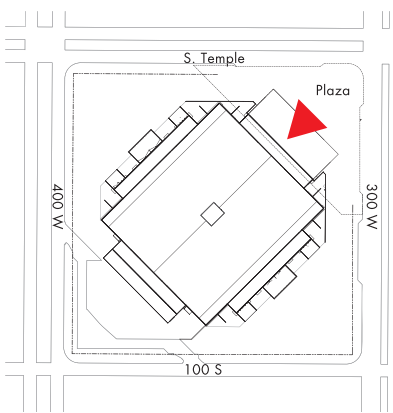
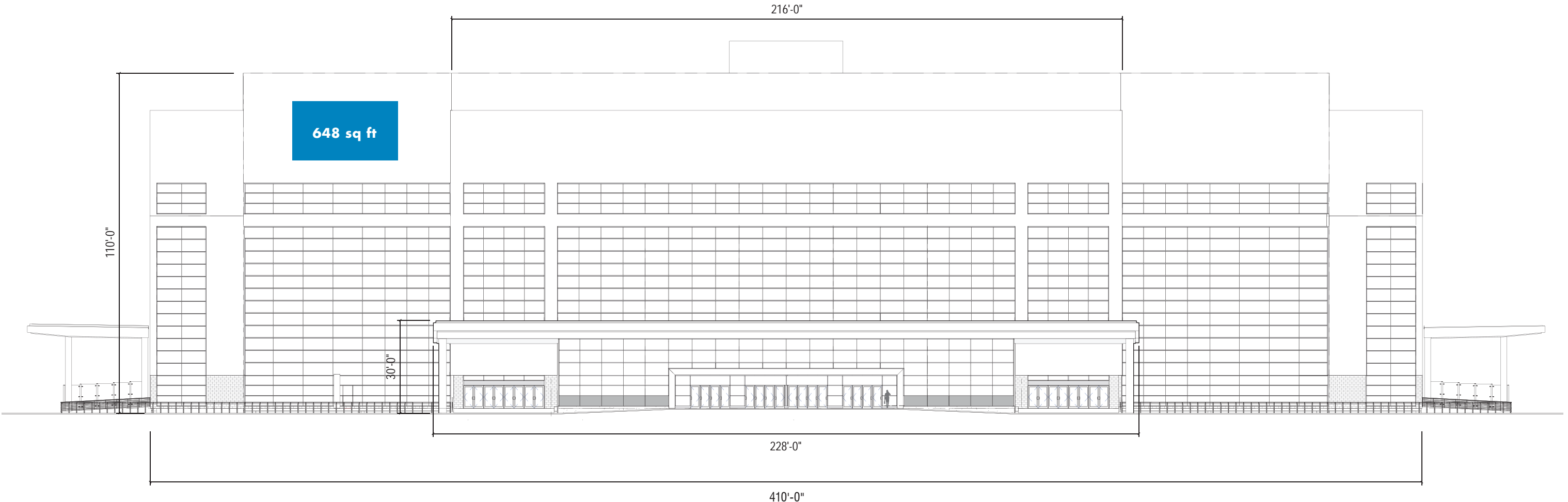
**FLAT SIGN (GENERAL BUILDING ORIENTATION)**

5 square feet per linear foot of building face  
Building face = 410 linear feet  
Flat sign allowance = 2,050 sq ft

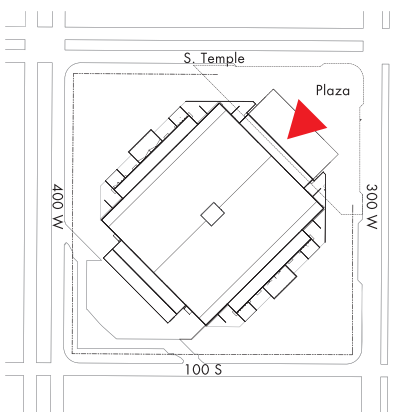
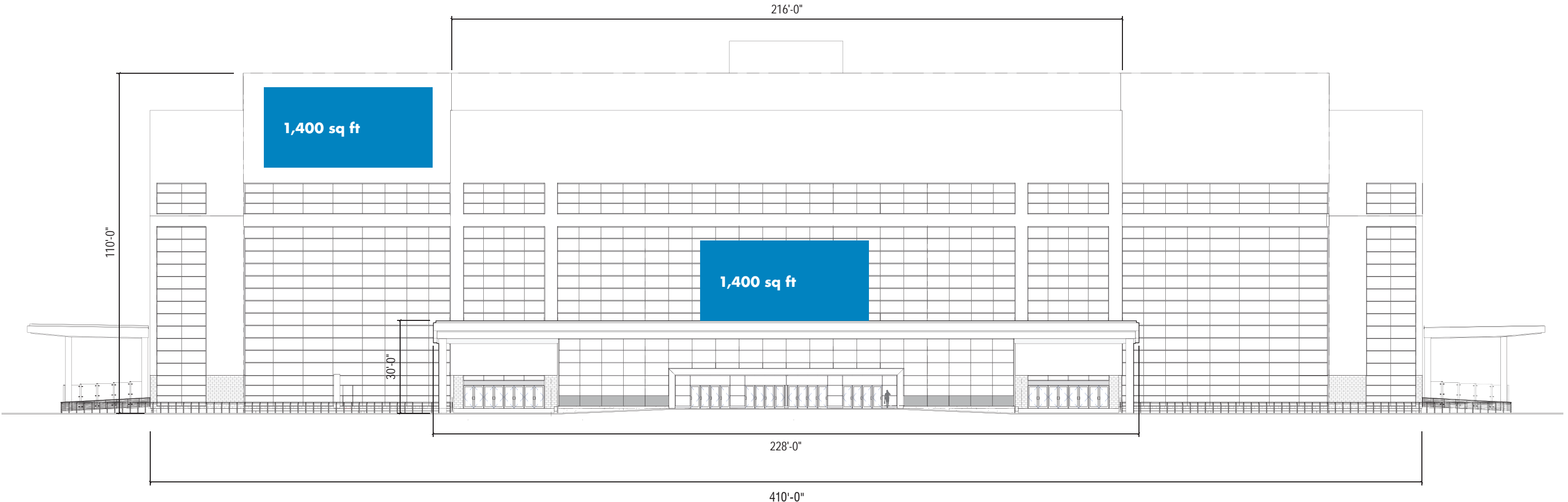


**FLAT SIGN (STOREFRONT ORIENTATION)**

3 square feet per linear foot of each store frontage  
Building face = 216 linear feet  
Flat sign allowance = 648 sq ft

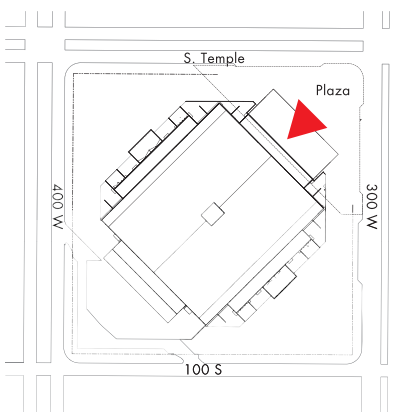
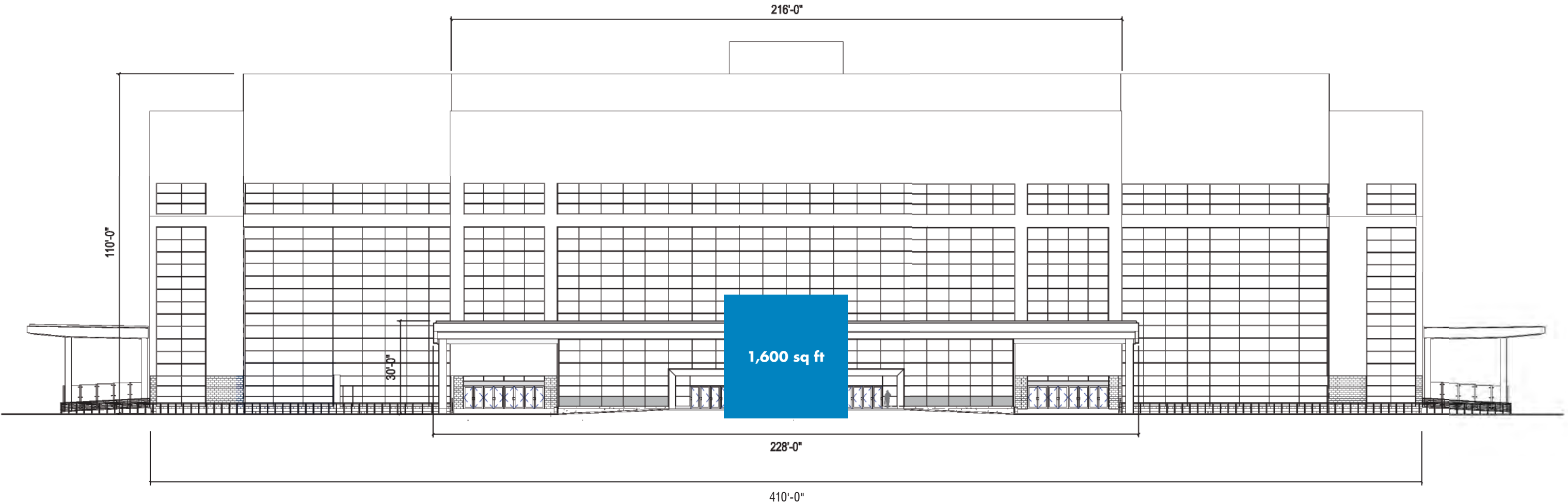


ARENA FLAT (ECC SIGN)



**FREESTANDING (ECC SIGN)**

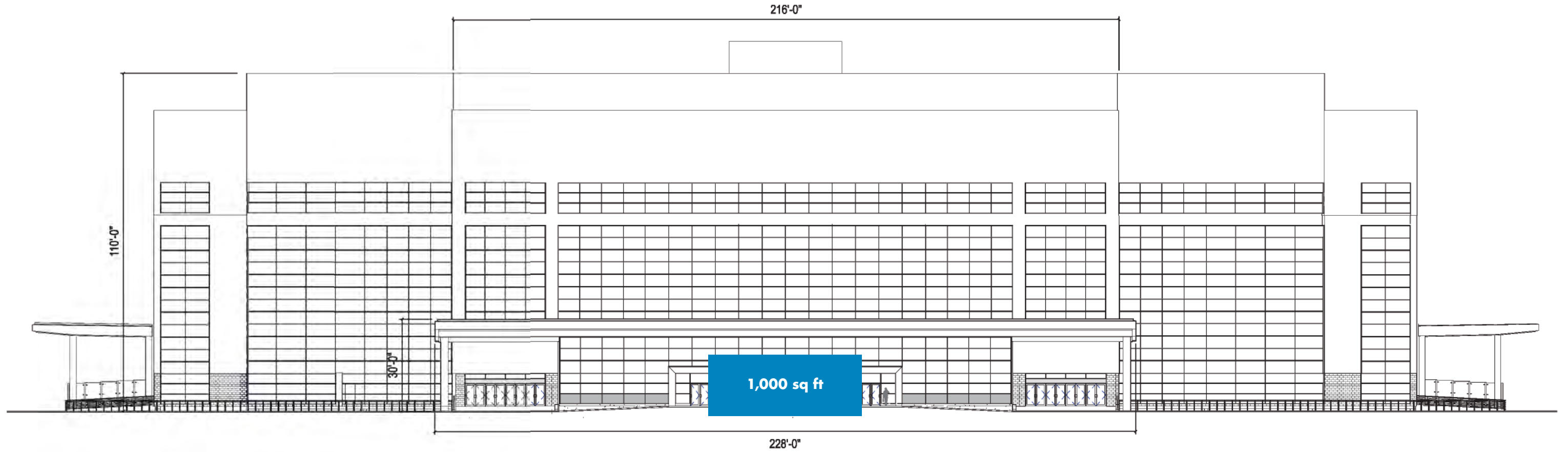
Not more than 1,600 square feet per sign, which may be located in a continuous round display.



**MONUMENT SIGN**

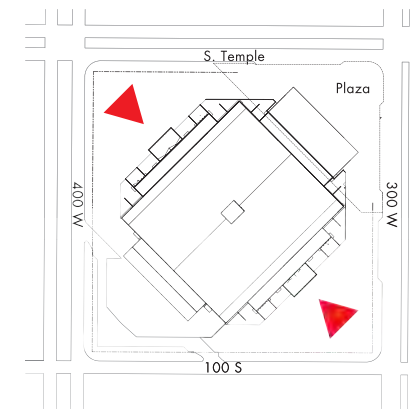
3 square foot per linear foot of street frontage

Monument sign allowance = 1,000 sq ft



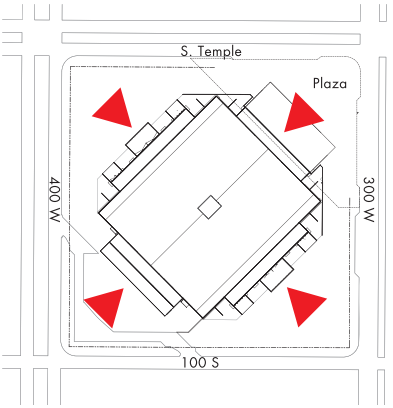
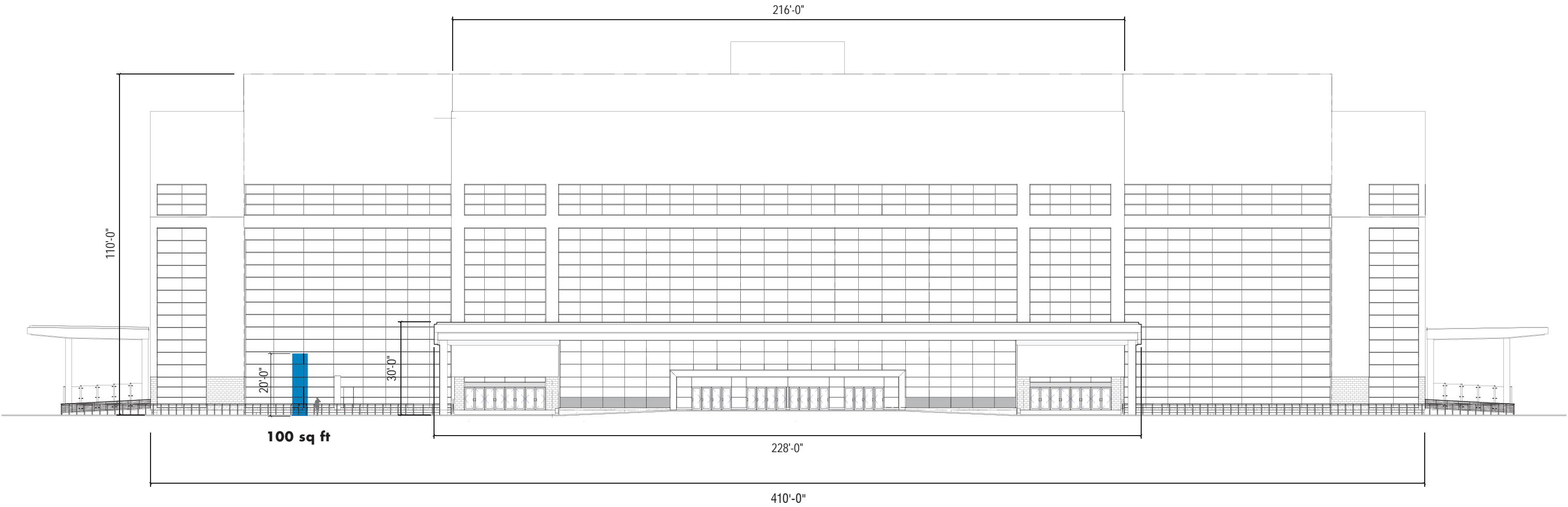
**NORTHWEST / SOUTHEAST  
ELEVATION**

(NORTHEAST MAIN ENTRY ELEVATION SHOWN)



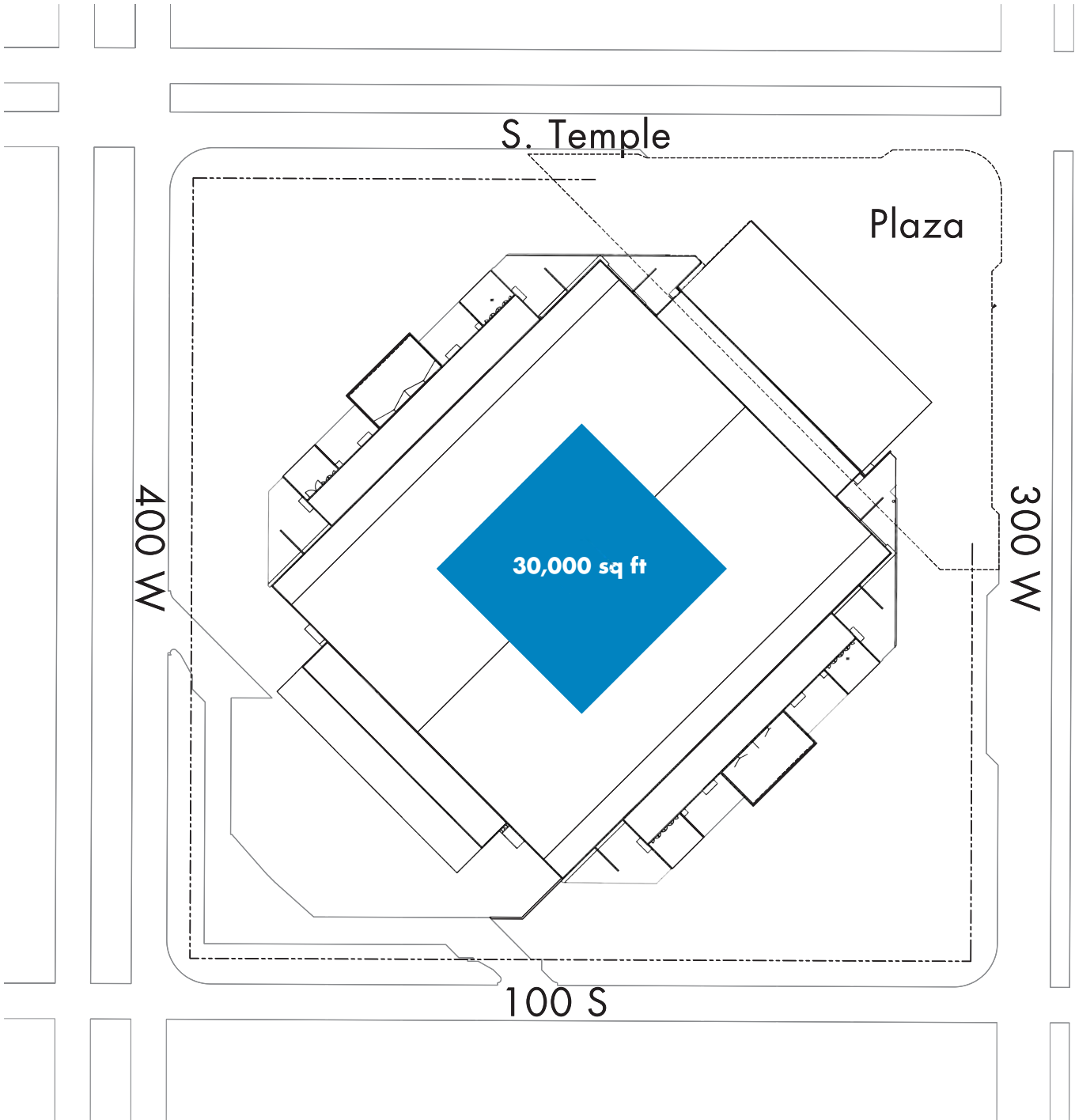
**PRIVATE DIRECTIONAL SIGN**

100 sq ft, 20 ft max height



**ARENA ROOF SIGN**

30,000 square feet  
1 per roof surface





# Proposed Concepts



# vivint. SmartHomeArena

## vivint.SmartHomeArena

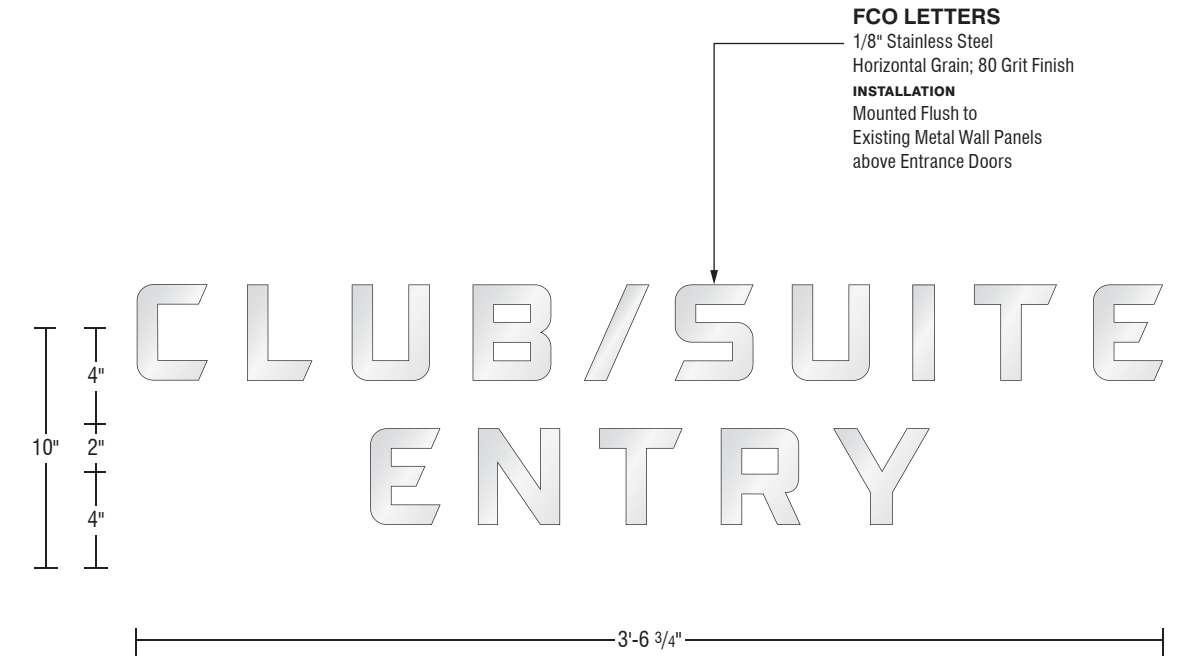


Approximate EMC Display Sizing

7' x 32'



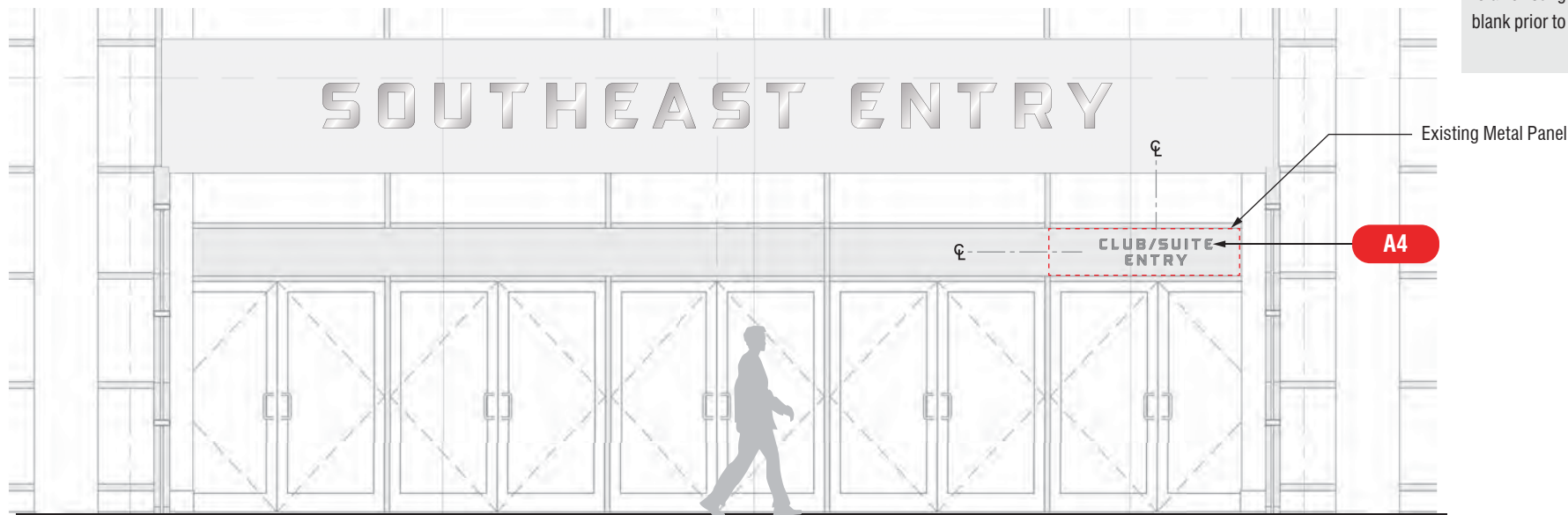
D Elevation View - Northwest Entrance  
SCALE 3/16" = 1'0"



A FCO Letters  
SCALE 1 1/2" = 1'0"

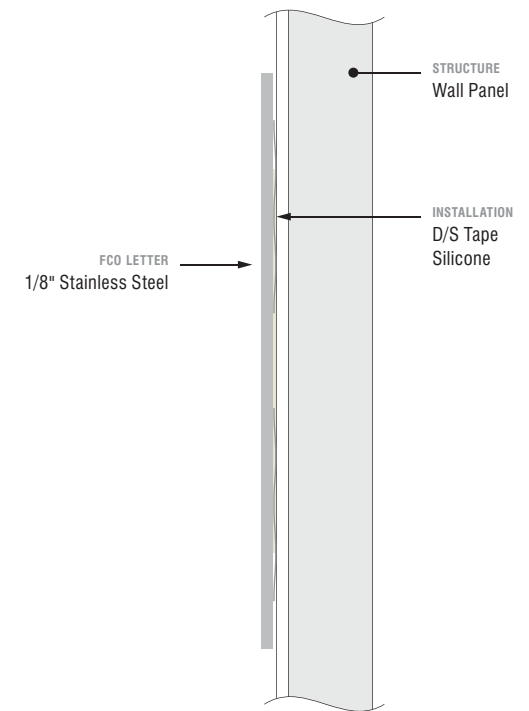
Qty: 2 / ☉ Install

**FCO LETTERS**  
1/8" Stainless Steel  
Horizontal Grain; 80 Grit Finish  
**INSTALLATION**  
Mounted Flush to  
Existing Metal Wall Panels  
above Entrance Doors



C Elevation View - Southeast Entrance  
SCALE 3/16" = 1'0"

**NOTE:**  
Existing metal panels to be clear  
to all existing signage and be  
blank prior to FCO installation.



B Section Detail - Wall Panel  
Flat Cut Out / Non-Illuminated / Flush Mount on Wall Panel

**PLAZA**

**View 1**

Jazz Note (15ft H x 21ft W)  
Entrance Letterset - (1½ft H x 34ft W)

RENDERING ONLY / NOT OFFICIAL SCALE  
JAZZ NOTE SCALE TO BE CONFIRMED



**PLAZA**

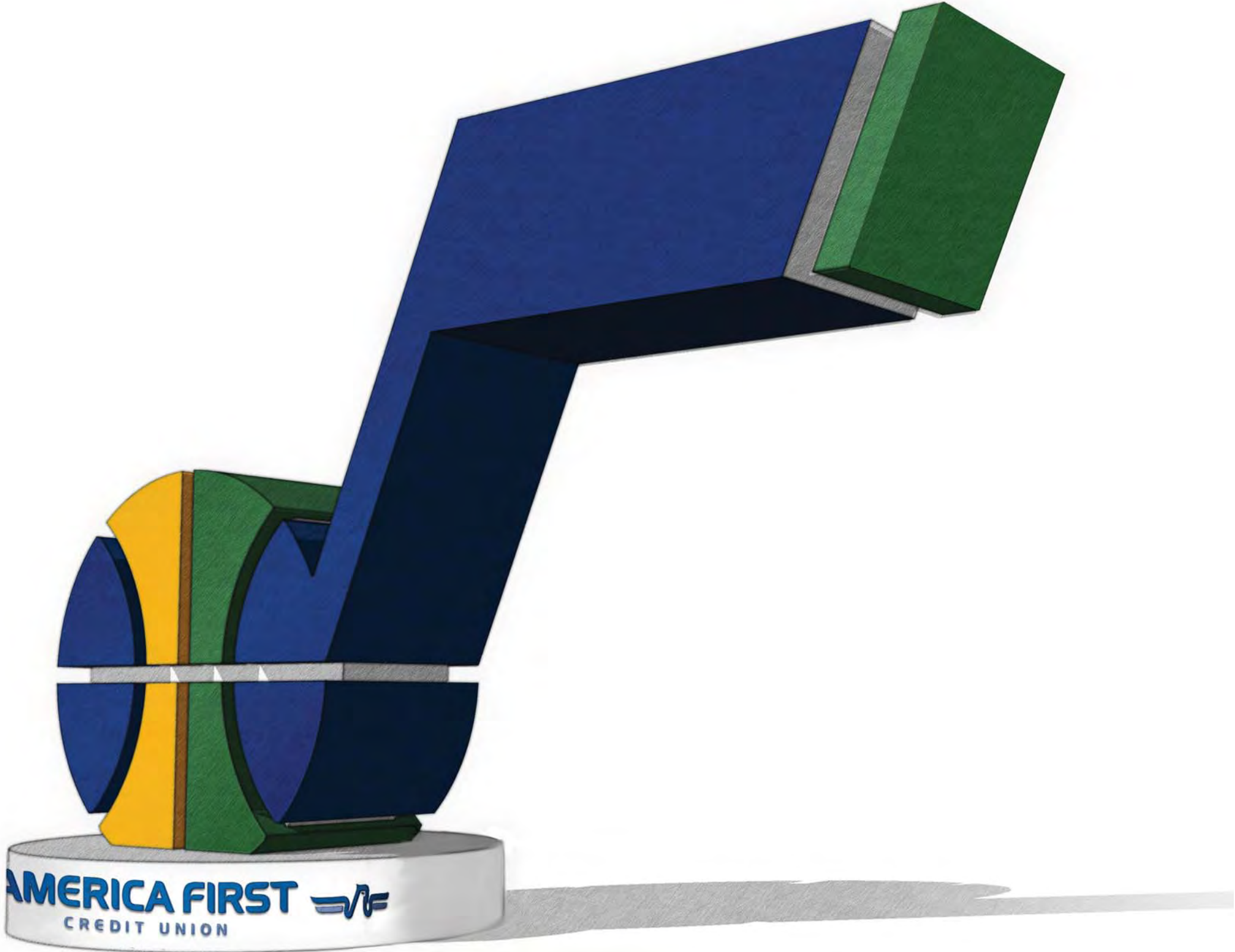
**View 1**

Jazz Note (15ft H x 21ft W)

Entrance Letterset - (1½ft H x 34ft W)

RENDERING ONLY / NOT OFFICIAL SCALE  
JAZZ NOTE SCALE TO BE CONFIRMED

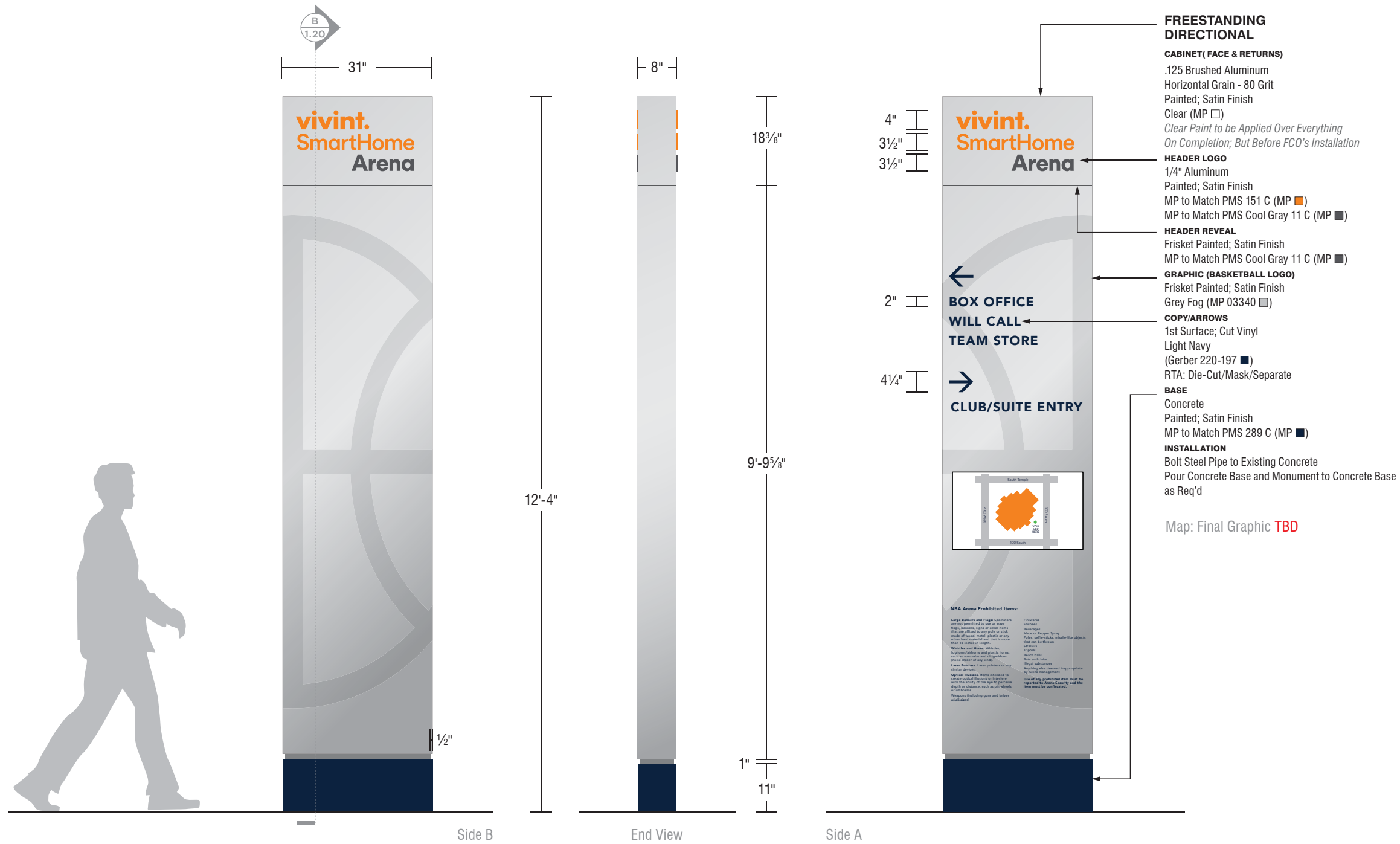








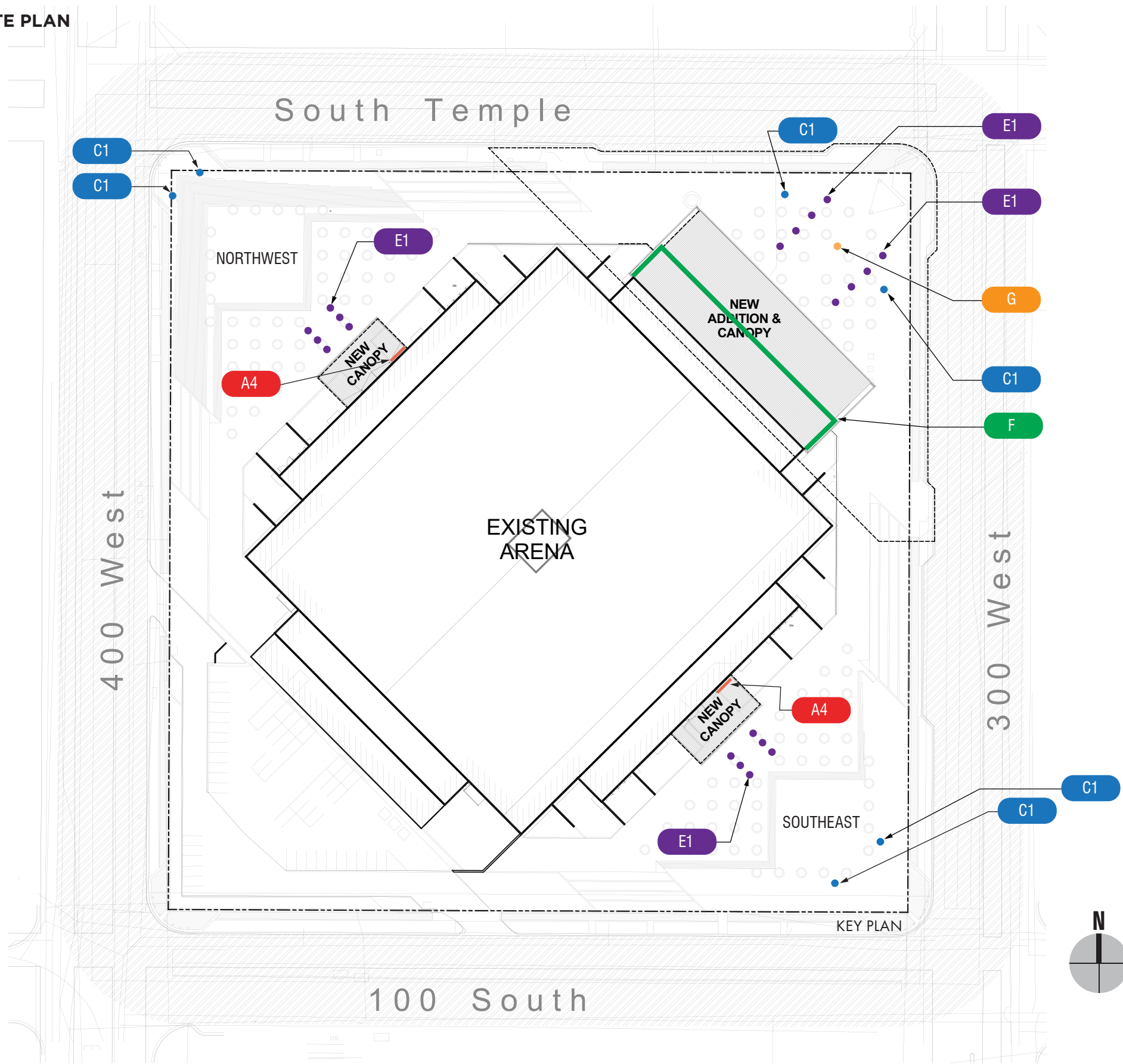




A Project Detail  
 SCALE 1/2" = 10"

Qty: 6 / © Install  
 31.85

EXTERIOR SITE PLAN



LEGEND / EXTERIOR SIGN LIST:

- A4 EXTERIOR ENTRANCE IDENTITY - OVER DOOR
- C1 RULES AND REGULATIONS / WAYFINDING  
LANDSCAPE CONSULTANT TO CONFIRM EXACT LOCATIONS
- E1 PLAZA BANNERS
- F EMC BOARD
- G JAZZ NOTE

A Sign Location Plan  
SCALE 3/8" = 1"

**UTAH JAZZ PRACTICE FACILITY  
FREESTANDING (ECC SIGN)**



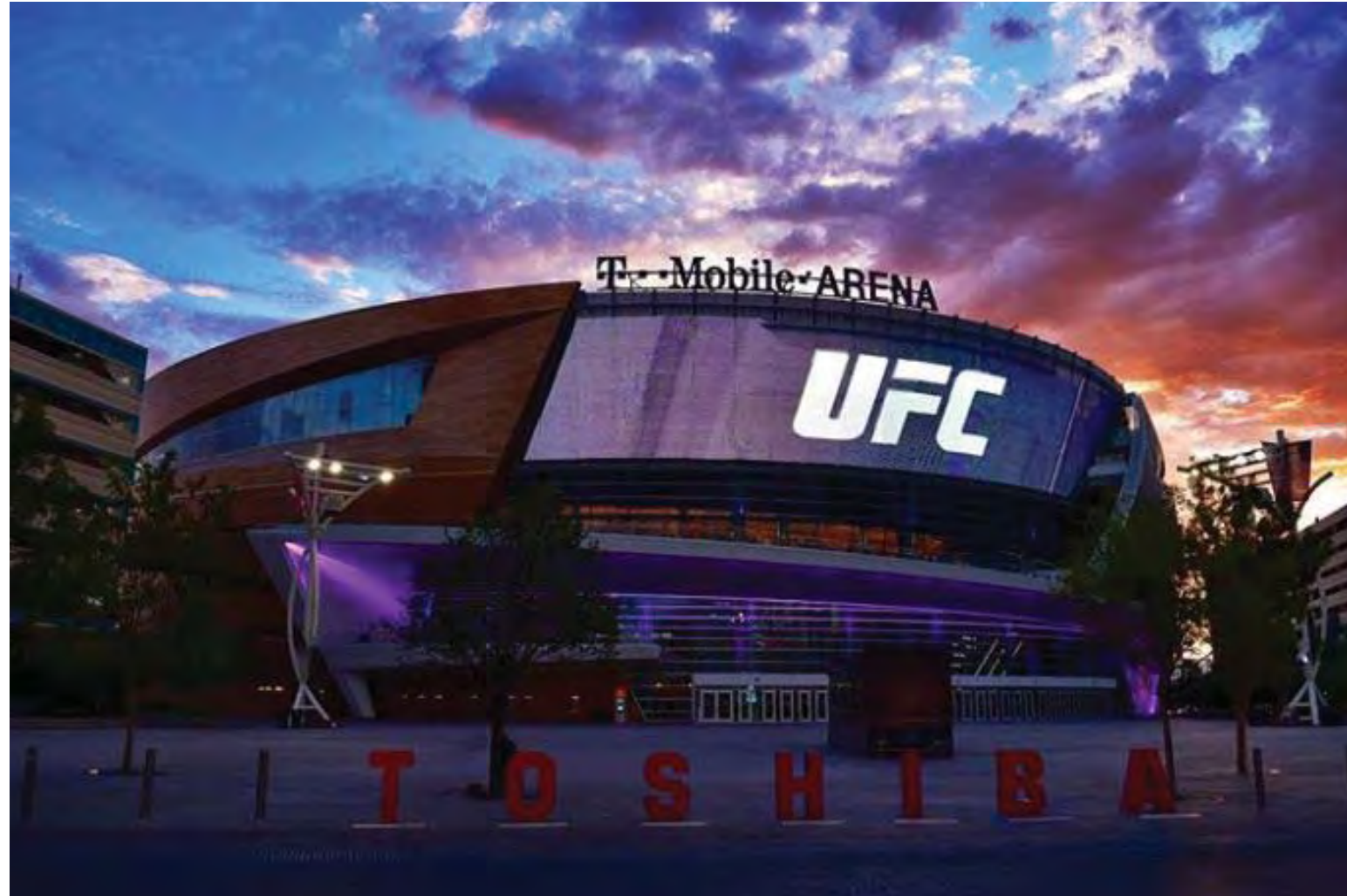


## ATTACHMENT H: Examples of Other Sporting Facilities

# Existing Arena Displays







EXTERIOR BRANDING



TRADEMARK

VIVINT SMARTHOME ARENA



EXTERIOR BRANDING



TRADEMARK

VIVINT SMARTHOME ARENA



EXTERIOR BRANDING



TRADEMARK

VIVINT SMARTHOME ARENA



EXTERIOR BRANDING

TRADEMARK

VIVINT SMARTHOME ARENA



EXTERIOR BRANDING

TRADEMARK

VIVINT SMARTHOME ARENA

Madison Square Garden



EXTERIOR BRANDING

TRADEMARK

VIVINT SMARTHOME ARENA