

Staff Report

PLANNING DIVISION COMMUNITY & NEIGHBORHOODS

To: Salt Lake City Planning Commission

From: John Anderson, 801-535-7214 or john.anderson@slcgov.com

Date: July 11, 2018

Re: PLNPCM2018-00057 Open Space Additional Signage Zoning Text Amendment

Zoning Text Amendment

PROPERTY ADDRESS: All properties located in the OS Open Space Zoning District

PARCEL ID: Multiple MASTER PLAN: Multiple

ZONING DISTRICT: OS Open Space Zoning District

REQUEST: The Salt Lake Tennis and Health Club located at 2471 S. 1700 E. has submitted a request to amend the Zoning Ordinance to allow for additional signage in the OS Open Space Zoning District. Specifically the request would remove the existing cap of 60 square feet of flat signage on any structure in an OS zone. Additionally the request would allow 1.5 square foot of flat signage for every one foot of building façade length for buildings with frontage on a controlled access road, rather than the current standard of 0.5 square feet per one foot of building façade length. The amendment would apply to all properties in the OS Open Space zoning district.

RECOMMENDATION: Based on the analysis and findings of this report, it is the opinion of staff that the proposed text amendment to remove the maximum cap of flat signage meets the standards for a zoning ordinance amendment but the increase in permitted flat signage from 0.5 square feet to 1.5 square foot per linear foot of building length for buildings with frontage on a controlled access road does not meet the standards. Staff recommends that the Planning Commission forward a favorable recommendation to the City Council for petition PLNPCM2017-00407 to remove the cap of flat signage in the OS Open Space Zoning District.

ATTACHMENTS:

- A. Proposed Ordinance
- B. Map Showing all OS Open Space zoned properties
- C. Application Information
- D. Analysis of Factors
- E. Public Process and Comments
- F. Department Comments
- G. Renderings of Proposed Signs
- H. Public Comments
- I. I and Use Table for the OS zone

PROJECT DESCRIPTION: This is a request from the Salt Lake Tennis and Health Club to amend the text of 21A.46 of the Salt Lake City Zoning Ordinance to allow for additional flat signage on structures in an OS Open Space Zoning District. The request is being made by the tennis and health club but would apply to any existing or future structure in an OS zone.

Currently the Zoning Ordinance allows for up to 60 square feet of flat signage. Flat signs are the most common signs installed on the walls of structures. A flat sign is defined as:

FLAT SIGN: A sign erected parallel to and attached to the outside wall of a building and extending not more than twenty four inches (24") from such wall, with messages or copy on the face only.

The amount of flat signage on a structure is calculated as a measurement of the façade length of a structure multiplied by the amount of signage permitted in the zoning district. For example, in the OS zone a building is allowed 0.5 square foot of flat signage per linear foot of building frontage with a total not to exceed 60 square feet. The main building on the tennis and health club site is large with approximately 462 feet in length along the freeway frontage. Without the stated limitation of 60 square feet and utilizing the existing 0.5 square feet multiplier, the building could have approximately 231.5 square feet of flat signage on the building. If that is increased to 1.5 square feet, the structure could have a sign that is 693 square feet. (See Attachment G for a visual representation)

The applicant's request has evolved from their initial request. This evolution was in response to discussions with staff and the community as well as the applicant's determination of the necessary amount of signage for their operation. The applicant is requesting the following two changes to the Zoning Ordinance:

- 1. Increase the allowable size of flat signs on buildings that are located along freeways and highways from 0.5 square feet of building street frontage to 1.5 square feet of building frontage; and
- 2. Remove 60 square foot maximum size limitations for flat building signs.

Increase the Allowable Square Footage for Flat Signs along Freeways and Highway

The applicant is requesting to increase the permitted amount of flat signage on the structure in general. The current standard allows for 0.5 square foot of flat signage for each linear foot of building frontage. The applicant is requesting to increase that to 1.5 square foot of flat signage for each linear foot of building frontage for structures along a controlled access roadway. The applicant has stated that even with the removal of the cap that the permitted amount of signage is not sufficient to successfully advertise their operations due to the high speeds on the adjacent interstate which limits driver's abilities to read the signs.

The purpose statement in the Zoning Ordinance for the district states:

The purpose of the OS open space district is to preserve and protect areas of public and private open space and exert a greater level of regulation over any potential redevelopment of existing open space areas. This district is appropriate in areas of the city where the applicable master plans support this type of land use.

The OS Open Space District is unlike many of the zones in the city which allow for a multitude of different uses and structures. The OS district was designed to protect open spaces in the city while still allowing for very limited commercial and institutional opportunities. The Salt Lake Tennis and Health Club is a permitted use in the zoning district being listed as indoor and outdoor recreation in 21A.33.070 Table of Permitted and Conditional Uses for Special Purpose Districts.

The OS zone does allow for some commercial uses but unlike most commercial or mixed-use zones the types of commercial uses that are permitted or conditional are limited. The majority of the types of uses allowed in the zone are related to institutional uses and open space. For a full list of permitted and conditional uses in the zone see Attachment I.

Removal of the Cap on Flat Building Signs

The second request is to remove the cap of 60 square feet of total flat signage. The proposal at hand is not to modify the method of determining the amount of flat signage on a structure but to remove the cap of 60 square feet. This cap limits the amount of signage on the structure despite the physical size of the structure. With this portion of the proposed amendment a structure would continue to be allowed 0.5 square feet of flat signage for every 1 foot of building length but would not be capped at 60 square feet as is currently required. This is the method that is used to determine the amount of signage in nearly all zoning districts that allow flat signage. The method of measurement is the same in most districts but the permitted amount of signage changes significantly

from one zoning district to the other because the modifier in each district changes. The amount of signage generally increases as the permitted types of development increase in intensity.

The stated cap on signage as a flat number rather than being based solely on the building length is uncommon in the Zoning Ordinance. There are no commercial, institutional or mixed-use zones in the city that have a specific cap on the amount of flat signage despite the building length. The only other zones that have a cap are all zones which do not allow for commercial uses with the exception of the RB Residential Business and the RO Residential/Office Districts.

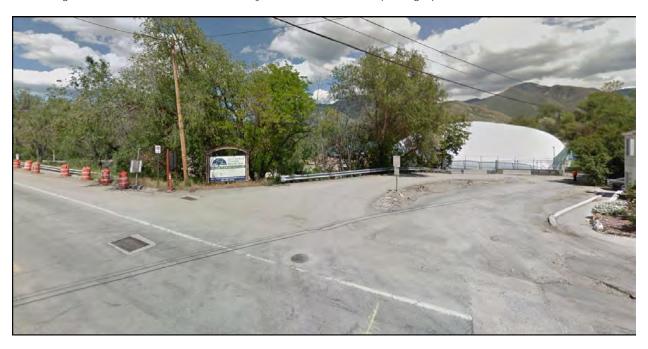
This cap impacts city-owned properties as well as privately owned properties and may **hamper the city's ability to** advertise activities at its own parks and open spaces. The table below shows the current flat signage regulations for those zoning districts that allow them:

Zones Without a Cap on Flat Signage	Zones With a Cap on Flat Signage
0.5 square feet per linear foot	Limited to 24 square feet for nonresidential purposes
UI (Urban Institutional), PL (Public Lands), PL-2 (Public Lands) and OS (Open Space).	RMF (Residential Multi-Family, FR (Foothills Residential), R-1 (Single Family Residential), R-2 (Single and Two-Family Residential) and SR (Special Development Pattern Residential).
1 square foot per linear foot	Limited to 20 square feet
R-MU (Residential Mixed Use), R-MU-35 (Residential Mixed Use), R-MU-45 (Residential Mixed Use) MU (Mixed Use), CN (Neighborhood Commercial), CB (Community Business), CS (Community Shopping), TSA (Transit Station Area), RP (Research Park) and BP (Business Park).	RB (Residential/Business)
1.5 square feet per linear foot	6 square feet for each 50 feet of building frontage or major portion thereof
CC (Corridor Commercial), D-3 (Downtown Warehouse/Residential District) and G-MU (Gateway Mixed Use).	RO (Residential/Office)
2 square feet per linear foot	
CSHBD (Sugar House Business District), CG (General Commercial), M-1 (Light Manufacturing), M-2 (Heavy Manufacturing) and EI (Extractive Industries).	
4 square feet per linear foot	
D-1 (Central Business District), D-2 (Downtown Support) and D-4 (Downtown Secondary Central Business District).	

The proposed text amendment would affect all properties in the city that are zoned as OS Open Space. It would allow more than 60 square feet of signage on any existing or future structure that has a 120 foot long façade or greater. This is considerably less than is allowed in many other zoning districts that allow commercial uses as is evident in the table above.

Reason for Request

The applicant claims that the existing regulations that limit the amount of signage is hurting the business' ability to advertise to potential customers. The property is roughly triangular in shape with frontage on 1700 E. as well as Interstate 80. There is approximately 278 feet of frontage along 1700 E. and approximately 1,556 feet of frontage along the interstate. Due to the topography of the site, the tennis club sits well below the grade of 1700 E. making it difficult to see from the roadway as can be seen in the photograph below.



The property, associated structures and outdoor tennis courts can be seen clearly along Interstate 80 from both east and west bound traffic. There are significant traffic counts along the interstate at this location. The applicant has stated that it is difficult to communicate their business offerings to drivers along the interstate because they are limited to 60 square feet of signage despite the length of their structure and the high speeds associated with interstate driving which makes it difficult to read the attached signage.

KEY ISSUES:

The section that would be changed in the zoning ordinance as part of the proposed amendment is 21A.46.120 "Sign Regulations for Special Purpose Districts", along with associated elements of 21A.46 "Signs". The issues listed below have been identified through the analysis of the project.

1. Removal of the cap on flat signage

The majority of properties located in the OS zone are used as open space, parks, museums or golf courses and the vast majority are owned by public entities such as the State of Utah, Salt Lake City and Salt Lake County (See the ownership map in Attachment B). The exceptions are some privately owned open spaces such as the Salt Lake Country Club or the Mount Olivet Cemetery. There are also significant privately controlled parcels zoned as OS in the Northwest Quadrant and areas **owned by homeowner's asso**ciations in the foothills. However, these are located in areas that have been deemed as unbuildable, as flat signs must be attached to a physical structure, this proposed amendment will have no impact on those properties.

The number of signs is further controlled by the general lack of physical structures in the OS zone as compared to other zoning districts in the city. The majority of properties in the subject zone remain as open space whether developed or not and may contain structures but most do not have large structures. The removal of the cap would only allow additional signage on a building once it exceeds 120 feet in building length. Structures of this size are uncommon with the majority of large structures in these areas being located at existing golf courses and cemeteries.

The city which is the largest landowner in the OS zone must abide by the same sign regulations which include the cap of 60 square feet. The zone has very limited signage opportunities other than flat signage and does not allow many varieties of common signs allowed in other zones such as pole signs. Removing the cap would allow the city to add additional signage advertising their facilities as well as private entities.

2. Increasing the amount of permitted signage from 0.5 square foot per linear foot of frontage to 1.5 square foot

The purpose statement clearly asserts that the city aims to preserve and protect areas of public or private open space. Generally, the properties located in the OS zone are actually developed open space such as parks, golf courses and cemeteries. This is in contrast to the NOS Natural Open Space District which is undeveloped open space and does not allow for commercial development.

Because of their unique designation, protection should be provided keeping open spaces such as parks and cemeteries pristine and provide attendees an environment that is not overwhelmed by signage. It should also be balanced with the allowance of those permitted commercial operations as well as public facilities to advertise their location and services.

DISCUSSION:

Staff recognizes the applicant's difficulties in their ability to advertise their business despite significant traffic counts on the adjacent interstate. Staff also recognizes the unique nature of the OS zoning district and the properties located in that district. However, the OS zone does allow for the development of commercial operations and it is important for businesses to be able to advertise their services in order to be successful. It is also important for publically owned facilities to be able to advertise to the community their available services including those owned and/or operated by Salt Lake City.

Staff supports the removal of the cap on flat signage which will allow public and private organizations in the OS zone to increase the amount of signage on larger structures which may help to add to their success. Staff does not support the increase in the amount of flat signage from 0.5 square foot to 1.5 square foot per linear foot of building. The OS zone does allow for limited commercial uses but it is dissimilar to the city's general commercial zoning districts which allow for a more intense level of development and in response a greater amount of permitted signage. The OS zone, the permitted uses and the developed properties located in that zone are more similar to zones that allow for 0.5 square foot per linear foot of building frontage such as PL Public Lands or UI Urban Institutional.

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.

5. Sign Type, Size And Height Standards For The OS District:

STANDARDS FOR THE OS DISTRICT

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted
Construction sign	24 square feet	8 feet	10 feet	1 per street frontage
Development entry sign	32 square feet each	4 feet	10 feet	1 per street frontage
Flat sign	0.5 square foot per linear foot of building frontage; total not to exceed 60 square feet 0.5 square foot per linear foot of building frontage; for signs located on the side of a building facing a controlled access road, 1.5 square feet per linear foot of the side of the building facing such road.	No limit	n/a	1 for each frontage of each use
Monument sign	60 square feet	8 feet	10 feet	1 per building frontage
Monument sign in parks 28 acres or greater ³	60 square feet	10 feet	10 feet	1 per building frontage
New development sign	160 square feet maximum per sign; 200 square feet for 2 signs	8 feet	10 feet	1 per street frontage
Park banner sign, park identity banner ^{3,4,5}	12 square feet	18 feet	10 feet	1 set of 3 signs per 5 acres of park land relating to the specific park
Park banner sign, permanent venue ^{3,4}	12 square feet	18 feet	10 feet	1 set of 3 banners per permanent venue
Political sign	16 square feet	8 feet	10 feet	No limit

Private directional sign	8 square feet	4 feet	5 feet	No limit
Public safety sign	8 square feet	6 feet	10 feet	No limit
Real estate sign	24 square feet	8 feet	10 feet	1 per street frontage
Window sign	12 square feet	See note 1	n/a	No limit

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. Allowed only in parks 28 acres or larger, and does not apply to public property used for cemeteries, golf courses, riverbanks, trails or natural open space areas.
- 4. Park banner signs must be grouped within an 18 foot radius.
- 5. Park banner signs must have a consistent design.
- 6. Illumination: Illuminated signs shall be limited to flat signs, monument signs, window signs, and development entry signs.

Open Space (OS) Zoned Properties 15 215 215 15 80 80 ISACT CAKE ONLY Legend Salt Lake City Boundary ///// <all other values> Property Ownership 80 City/State/Federal Owner 15 Private Owner **OS Zoned Properties**

ATTACHMENT C: APPLICATION INFORMATION

AMENDED AND RESTATED ZONING AMENDMENT APPLICATION

(Original Zoning Amendment Application Dated January 31, 2018)

PROJECT DESCRIPTION

Background

Applicant LRHammel Realty, LLC owns land located at 2471 South 1700 East, Salt Lake City, Utah 84106, upon which Applicant's affiliate, LRHammel Management d|b|a Salt Lake Tennis & Health Club (the "Club"), operates a tennis and health facility.

The Salt Lake Tennis Club was founded in 1912 and was a Salt Lake City institution for more than 100 years, providing affordable, year-round tennis facilities to city residents. Laury Hammel, principal of the Applicant and the Club, is a member of the family that helped to run the Salt Lake Tennis Club in years past and is devoted to retaining it as an important community institution. When Applicant purchased the club in 2015, it was on the verge of bankruptcy and of being closed down and turned into condominiums. In order to save this community institution, Applicant invested millions of dollars into the facility that now provides affordable options for Salt Lake families to enhance their physical and mental health. The Club offers monthly memberships that provide access to 14 tennis courts, a swimming pool, fitness equipment, tennis, swimming and fitness classes, and other health-centered services. The tennis courts, in particular, are a unique resource and have been the venue for training many of Utah's regionally and nationally ranked tennis players.

However, opening a new health club has been a challenging endeavor, and getting the word out has been difficult. The Club has made many efforts to inform the community that it is now a health club, but, based on conversations with neighbors, many of them still don't know that the Club now offers health and fitness classes and programs. With the facility so visible from Interstate 80, providing signage large enough for people to read is both critical to advertising the Club's services and essential to its financial sustainability.

It is an anomaly that the Club is zoned OS. Virtually all other OS properties are publicly owned, with less need for commercial signage. The Applicant's property was originally part of the Salt Lake Country Club located on the north side of Interstate 80; however, the property was separated from that facility with the construction of the freeway. The Club property is thus a unique property with more need for signage than other properties in its zoning class.

Until May 10, 2018, the Club had signs on the sides of its buildings constituting, in total, 1,954 square feet. Those signs consisted of one 55' x 10' (550 sq. ft.) sign, and six 36' x 6.5' (234 sq. ft.) signs. The signs were removed in response to a Notice of Enforcement dated April 10, 2018.

The length of Applicant's building wall facing Interstate 80 is 457.5 ft., consisting of the tennis house wall (330') and the gym brick wall (127.5') (collectively the "Building Walls"). In addition, a very high wall runs along the side of the tennis court (the "Tennis Court Wall") for 396'. From Interstate 80, the Building Walls and Tennis Court Walls both appear to be building walls. Applicant has been informed that the Tennis Court Wall cannot technically be counted as a wall for purposes of the signage ordinance. If the Tennis Court Wall could be included for purposes of computing signage, the signage available to Applicant would be nearly doubled.

Critical Nature of Signs for Applicant's Business

The ability of the Club to advertise its services through flat signs along the side of its building facing Interstate 80 is critical to its success as a business. Many members of the Club become aware of its existence and services through its Interstate 80 signs. With the exception of one small sign near 1700 East, at the entrance to the Club, the Club has no flat signs which can be seen from any direction other than the side facing Interstate 80. Signs must be much larger than 60 square feet to be read by passing motorists on Interstate 80.

Requested Zoning Amendment

Applicant requests an amendment to Ordinance #21A.46.120 (E)(5), relating to Sign Regulations for the OS (Open Space) District. The amendment would change the "Maximum Area per Sign Face" for flat signs in OS Districts to read as follows:

0.5 square foot per linear foot of building frontage; together with, for signs located on the side of a building facing a controlled access road, 1.5 square feet per linear foot of the side of the building facing such road.

Although the above change would be preferable for the Applicant's business, Applicant could still benefit if the square footage for the side of the building facing the controlled access road were increased to at least 1.0 square foot per linear foot.

Arguments in Favor of Requested Zoning Amendment

- 1. <u>Limited Impact on Other Projects</u>. The above change would have limited application, inasmuch as it would affect only buildings facing interstates and other controlled access roads. It would also have no effect on the residents of adjacent residential areas, inasmuch as the additional signage would only face controlled access roads.
- 2. <u>Major Impact for the Applicant</u>. Notwithstanding the limited impact on other entities included in the OS and other zones, the change would have a major beneficial impact on the Applicant. The increased signage would allow the Applicant to advertise its services so as to maintain the membership necessary to preserve and grow its business and preserve a valuable community institution.
- 3. <u>Limitation of Applicant's Signage</u>. Before removing its signage in response to enforcement action, Applicant had signage totaling 1,954 square feet. Under the requested change Applicant could have signage totaling 686.25 square feet (at a rate of 1.5 square feet per linear foot) or 457.5 square feet (at a rate of 1.0 square foot per linear foot). If the Tennis Wall could be included, Applicant could have signage totaling 1,279.5 square feet (at 1.5 square feet per linear foot) or 853.5 square feet (at 1.0 square feet per linear foot).

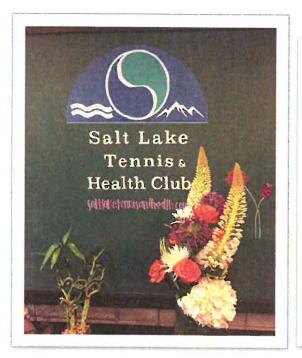
Conformance to Zoning Standards

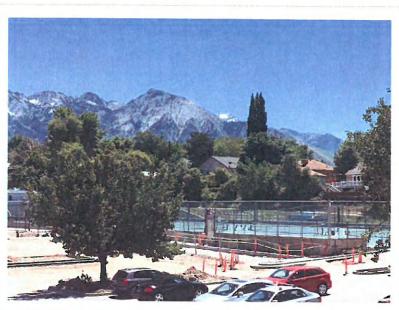
Salt Lake City Code, Section 21A.02.030 specifies that the purposes of the zoning ordinances are to "promote the health, safety, morals, convenience, order, prosperity and welfare of the present and future inhabitants of Salt Lake City" and, more specifically, that they intend to "foster the city's industrial, business and residential development." In this instance, amending the zoning ordinance would preserve a community resource and make affordable tennis, swimming and fitness facilities available to a larger segment of Salt Lake City residents, thereby fostering both business and residential development.

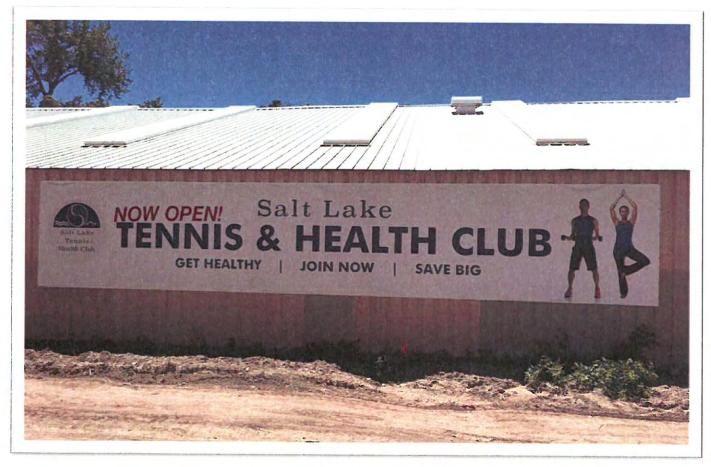
Exhibits

Attached to this Amended and Restated Zoning Amendment Application Project Description are the following:

Photograph of Applicant's property from I-80, including signage until May 9, 2018. Diagram showing signage at 1.5 sq. ft. and 1.0 square foot, compared to signage before May 9, 2018. Zoning map showing Applicant's property Parcel map showing Applicant's property

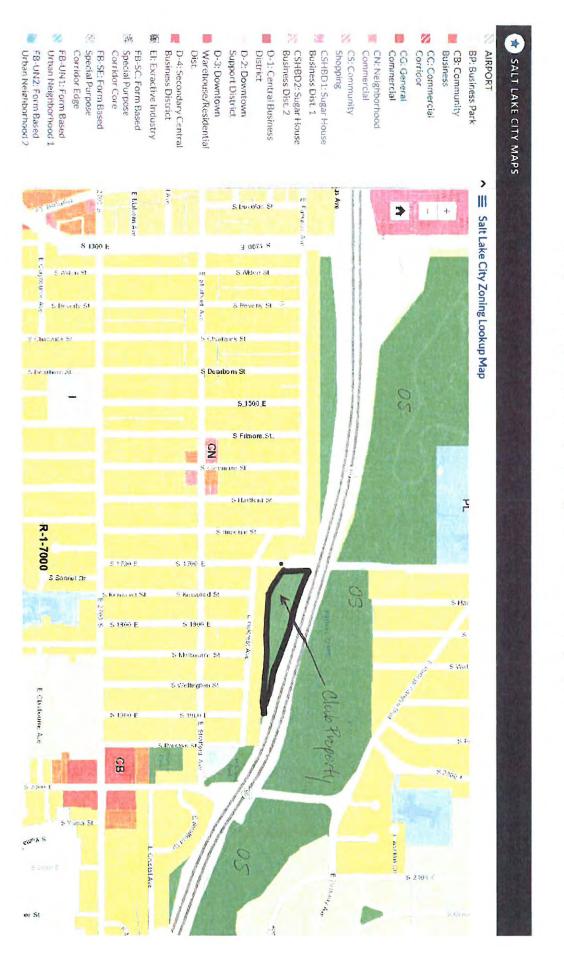




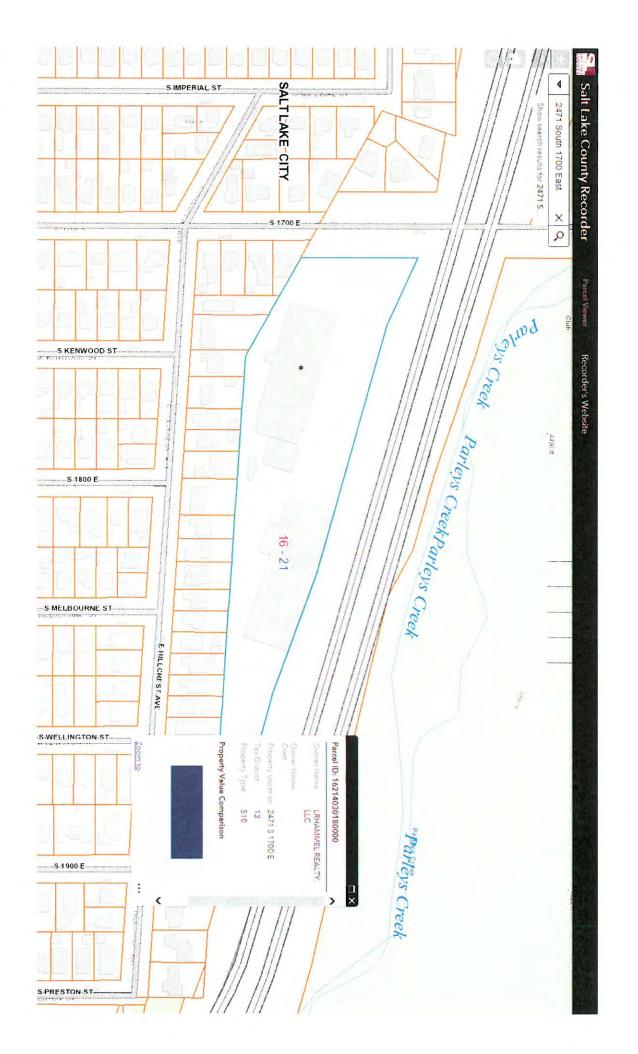


SALT LAKE CITY ZONING MAP

Nearby Community Business (CB) and Neighborhood Commercial (CN) Zones



PARCEL MAP



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
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;	1. Remove Cap – Complies. 2. Allow additional square footage along highways – Does Not Comply	Staff reviewed the citywide visioning document Plan Salt Lake as this proposed text amendment affects properties throughout the city. The Parks and Recreation section discusses the importance of outdoor spaces to the residents of the city. It states as goals:
		 Enhance trail and open space connectivity through improved visual and physical connections. Protect and enhance existing parks, recreational facilities, and trails allowing for modifications to enhance usability and promote activity
		The goals reiterate the importance of protecting open spaces but also discusses improving connections, enhancing usability and promoting activity. By allowing additional signage on structures in the OS zone, the owners of these properties will be able to better promote their facilities.
		Plan Salt Lake also discusses supporting the city's local businesses. It states in the Economy section:
		 Support the growth of small businesses, entrepreneurship and neighborhood business nodes.
		The proposed text amendment will support local businesses by allowing private organizations to better advertise their facilities and the services they contain. However, the plan also indicates support for the protection of open spaces throughout the city. The amendment to remove the cap would allow

businesses to better advertise their services without creating any potentially negative impacts or nuisances to open spaces which may occur if the amount of permitted signage is raised from 0.5 square feet to 1.5 square feet. Staff reviewed the city's Open Space Master Plan but could not find any information related to signage. 1. Remove Cap – 2. Whether a proposed text The purpose statement in the Zoning amendment furthers the Complies. 2. Ordinance for the district states: Allow additional specific purpose statements of the zoning ordinance; square footage The purpose of the OS open space along highways – district is to preserve and protect Does Not Comply. areas of public and private open space and exert a greater level of regulation over any potential redevelopment of existing open space areas. This district is appropriate in areas of the city where the applicable master plans support this type of land use. The protection of open space is the paramount goal of the OS zone but much of this open space is developed open space rather than natural open space. These developed spaces include both private and publically owned and operated uses. These permitted uses do need the ability to advertise their location and services. Staff believes that by removing the cap on flat signage in the zoning district that larger developments would have the ability to successfully advertise their business. A cap is only required in a few zones in the city and is not required in similar zones to OS such as PL Public Lands and UI Urban Institutional. Because of the unique nature of these properties, there must be a balance between allowing an organization to advertise their location and services without inundating these spaces with signage, which may create a nuisance. Staff believes that allowing an increase in the amount of signage other than removing the cap would negatively affect that balance.

		With too much signage some OS zoned properties may lose the positive qualities that define why they are located in the zoning district.
3. Whether a proposed text amendment is consistent with the purposes and provisions of any applicable overlay zoning districts which may impose additional standards;	Complies	This zoning text amendment would affect properties throughout the city as OS zoned properties are scattered in nearly all neighborhoods of the city. Undoubtedly some of those properties are also located in an area that is covered by an overlay zoning district. However, signage is generally not affected by overlay zoning districts except in the Localized Alternative Sign Overlay Districts and the H Historic Preservation Overlay District.
		There would be no impact on the Localized Alternative Sign Overlay Districts as the OS zone district is not included in the list of zoning districts that allow for a sign overlay district.
		There would be limited impact to properties in the H Historic Preservation Overlay District. Although there are not a large number of OS zoned properties located in local historic districts, there are a number of parks that are landmark sites such as Pioneer Park, Liberty Park and Washington Square. However, there should be little impact to those properties as the overlay rules and regulations would continue to dictate control over signage types, size, design and materials.
4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.	1. Remove Cap – Complies. 2. Allow additional square footage along highways – Does Not Comply.	Best planning practices would encourage creating a balance of preservation of open spaces with the allowance of permitted private and public organizations to market themselves. Removing the cap would allow larger structures to better advertise themselves in a manner that is allowed in similar zoning districts.
		Increasing the amount of permitted signage from 0.5 square foot to 1.5 square foot for each linear foot of building frontage

would allow for the amount of signage that is generally typical of a commercial or mixed-use district rather than a zone that advocates for the preservation of open space.
This is not creating a balance as discussed earlier.

ATTACHMENT E: 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:

Open House:

An open house was held on March 15, 2018. Comments from one resident was received. She expressed concerns over additional signage in the city's parks and open spaces and whether the proposed amendment was in conflict with the city's policies on removing billboards. She also stated that she did not approve of a text amendment that was written to benefit a single entity in the city.

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.

Community Councils:

Notice of this application and a letter soliciting input was sent to the Sugar House Community Council. The Zoning Ordinance does not require that recognized community organizations are contacted for zoning text amendments whose effects are city wide but in this case the applicant was located in Sugar House and staff deemed it appropriate to contact the community council.

Staff and the applicant attended the land use sub-committee of the Sugar House Community Council on March 19, 2018 and the main community council meeting on May 2, 2018. The comments given were divided between the desires to help the organization with additional means of advertising while understanding that the allowance of too much signage may become a nuisance. A letter from the community council has been included in Attachment H.

Notice of the public hearing for the proposal included:

Public hearing notice published in the newspaper on June 29, 2018

Public hearing notice posted on June 29, 2018

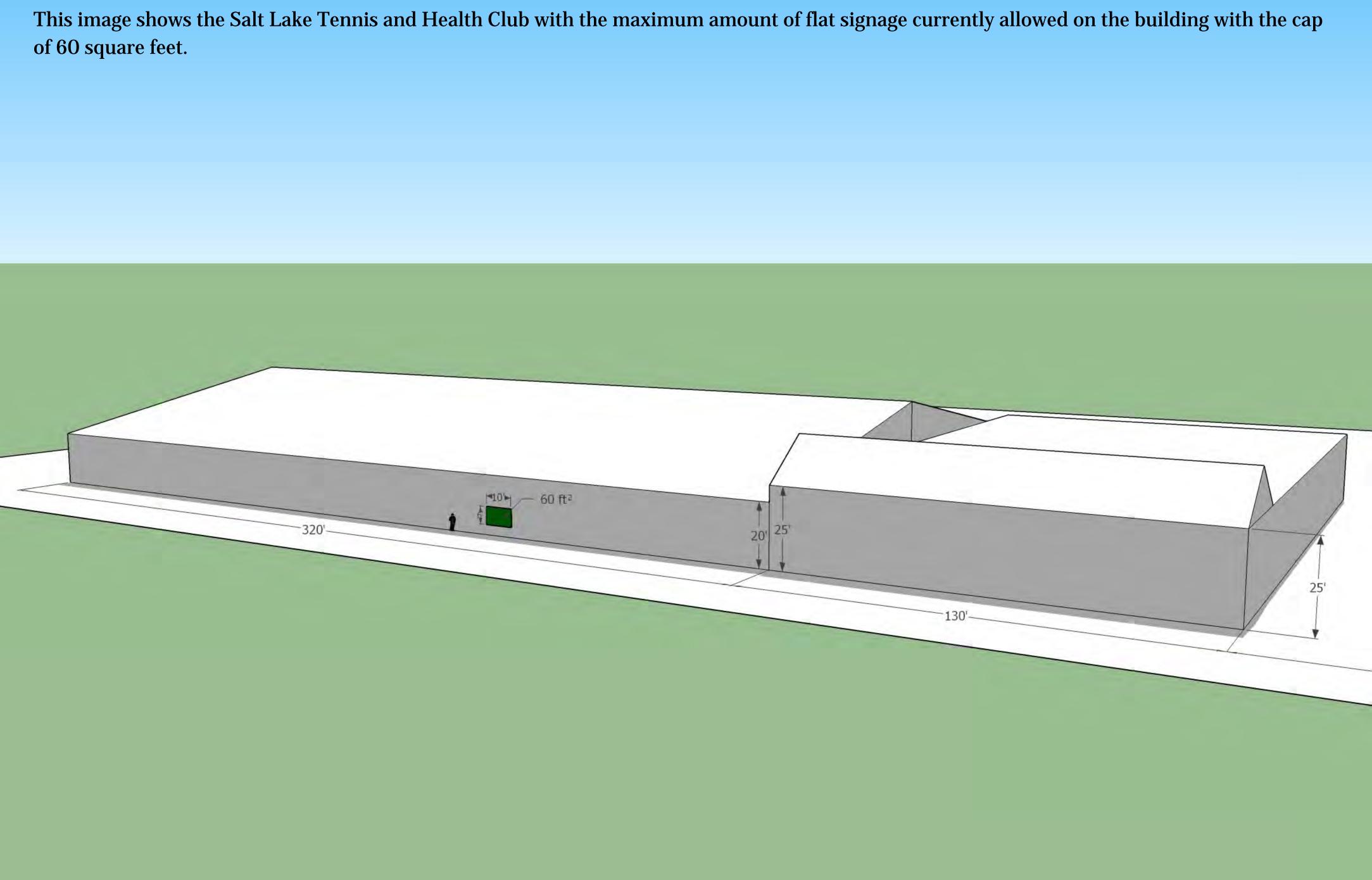
Public notice posted on City and State websites and Planning Division list serve: June 29, 2018

Public Input:

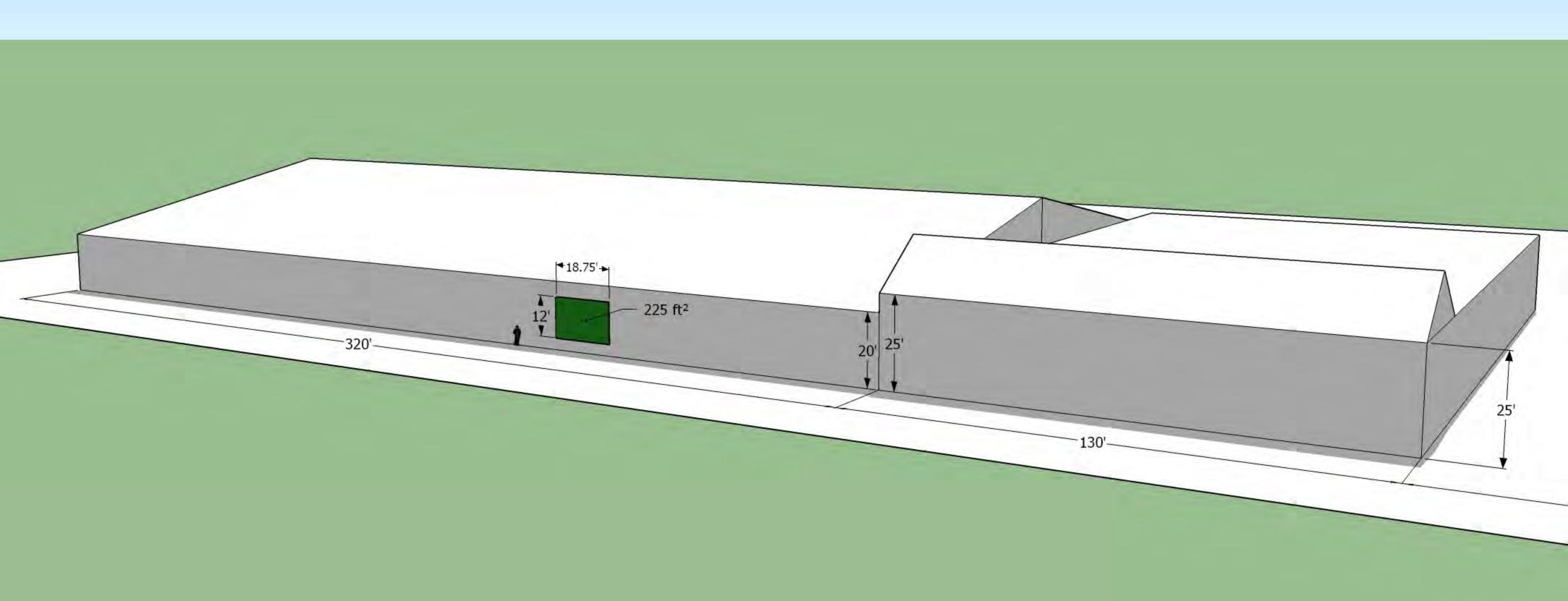
As of the writing of this staff report, no further comments were received other than what can be found in Attachment H.

ATTACHMENT F: DEPARTMENT REVIEW COMMENTS

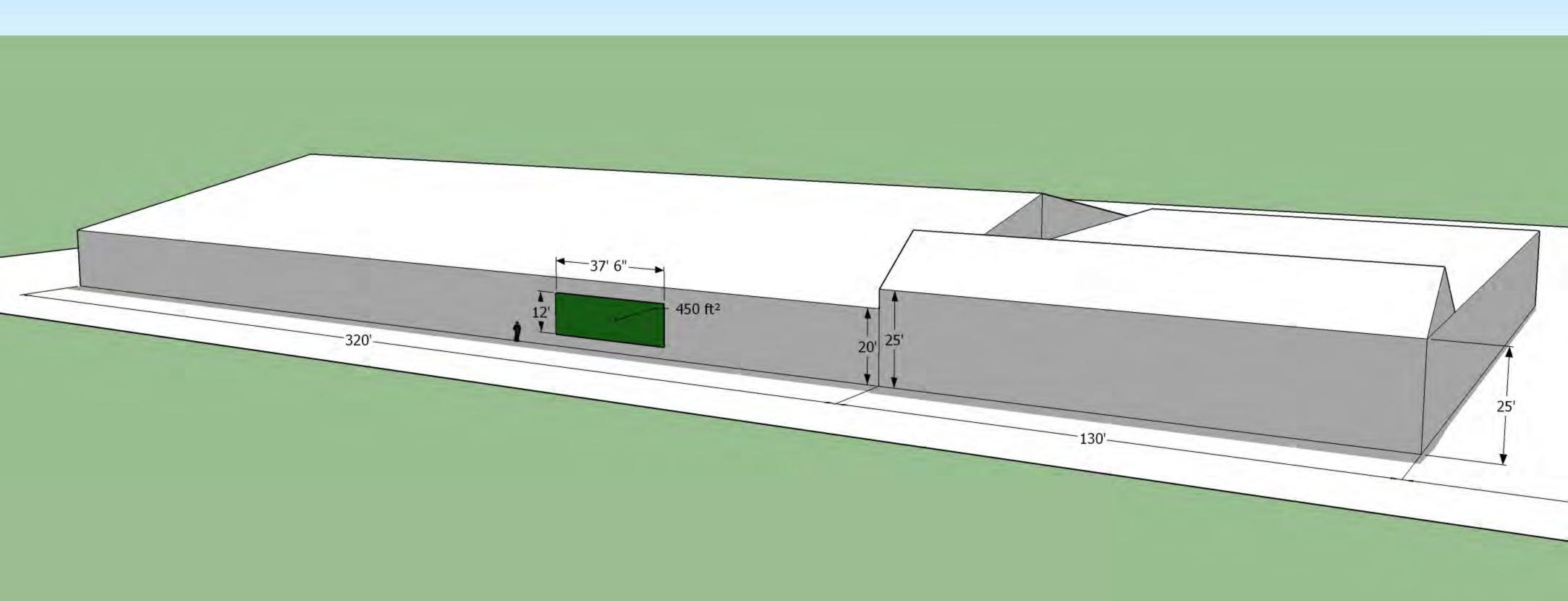
Input was requested from all pertinent city divisions and departments. No pertinent comments were received with regard to these proposed amendments as of the time this staff report was published.



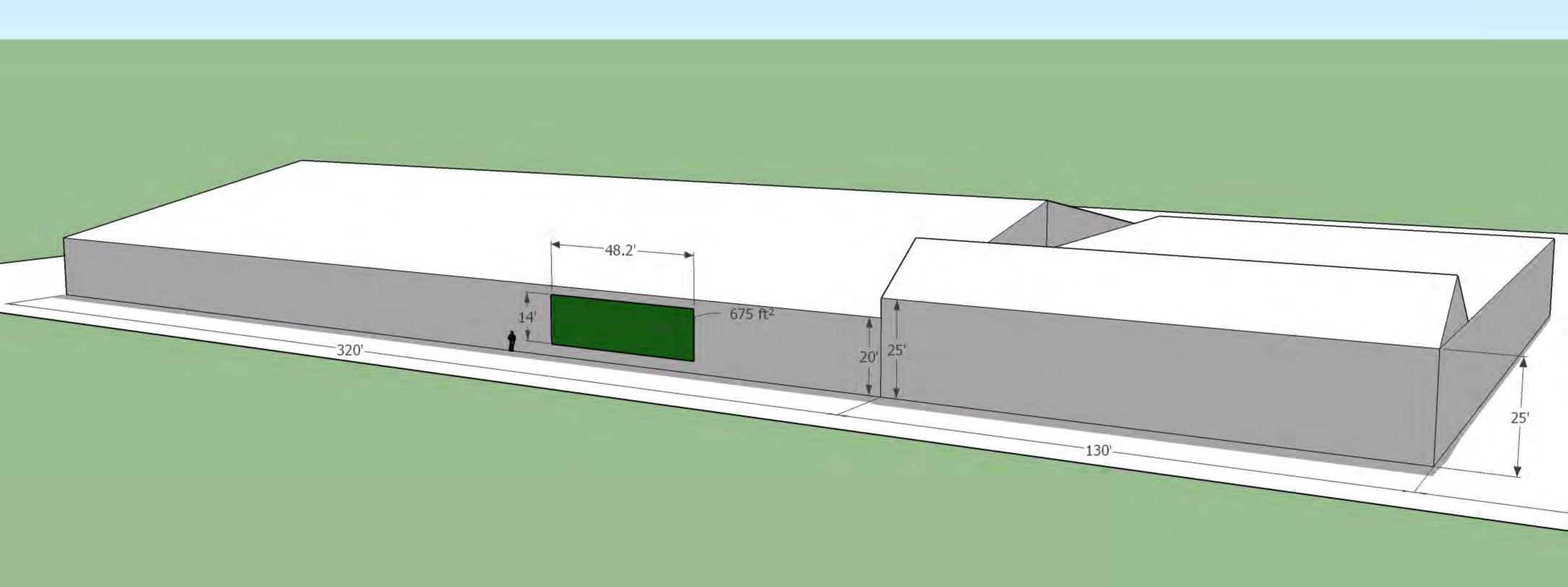
This image shows the Salt Lake Tennis and Health Club with 225 square feet of signage which is what would be allowed if the cap on flat signage was removed and the amount of signage remained at 0.5 square feet per linear foot of building frontage.



This image shows the Salt Lake Tennis and Health Club with 450 square feet of signage which is what would be allowed if the cap on flat signage was removed and the amount of signage was increased from 0.5 square feet to 1 square foot per linear foot of building frontage.



This image shows the Salt Lake Tennis and Health Club with 675 square feet of signage which is what would be allowed if the cap on flat signage was removed and the amount of signage was increased from 0.5 square feet to 1.5 square foot per linear foot of building frontage.



TO: Salt Lake City Planning Commission

FROM: Judi Short, First Vice Chair, and Land Use Chair

Sugar House Community Council

RE: Amendment to Ordinance #21A.46.120 (E) (5)

Sign Regulations for the OS (Open Space) District



The Sugar House Community Council, and its Land Use and Zoning Committee, have both reviewed this proposal. I cannot say that we are overwhelmingly in favor of this, nor are we opposed. It would be helpful if the definition of restricted access road had been included: "A controlled-access highway is a type of highway which has been designed for highspeed vehicular traffic, with all traffic flow and ingress/egress regulated. ... Some of these may be limitedaccess highways, although this term can also refer to a class of highway with somewhat less isolation from other traffic." (Wikipedia) It is still confusing; I don't recall that we got any list of other places where this might apply, and that is a cause of worry. The fact that this is for a tennis club, something we consider an amenity in our community, softens our distaste. If one of the apartment buildings in our area put up a sign of the proposed size that said "Now Leasing", we probably would be very negative.

I think we agree that 60 square feet is too small for a sign to be read while driving by on a freeway, but at the same time, 200 square feet sounds way too large. We are supportive of the plight the Tennis Club finds itself in, and we want them to succeed. However, we don't want to see another building put in an Open Space zone along a freeway just so they can put up a big sign. We all seem to agree we don't want billboards along the freeway. And, we wish we had been able to see an example of a 60 square foot sign, and a 200-foot sign, so we could compare the two. We were told that what is currently up on the Building is much larger than what would be allowed under the change.

We have talked to the tennis club about other media, like Facebook, a website, and they seem to be using all of those, but the membership hasn't grown enough to make the business viable. I don't know if they have priced the cost of a 200 sf sign compared to taking out an ad in the newspaper, or other print media. We have also discussed having a mural painted on part of the wall, a mural that would not be a "sign", but that would compliment the sign they put up and at the same time draw attention to the building. This building is directly along the Parleys Trail, and a mural might help discourage graffiti on the walls. South Salt Lake has put up 20 murals in the past two years and seems to find grants to pay for them.

We leave it up to you to decide whether to accept the amendment or not. Please explore whether there are other potential places where this would apply. We don't want to create a bad example. There are at least two buildings in the CSHBD zone in Sugar House that have large signs – The Legacy on Wilmington, and the Westminster on the Draw building on 1300 East. We really don't want more signs like that. The sign ordinance is very obtuse; the casual observer cannot make heads or tails of it without an idea of how big a wall the sign might go on, we have no frame of reference.

PLNPCM2018-00057 OPEN SPACE ZONING DISTRICT SIGNAGE ZONING TEXT <u>AMENDMENT</u>

Planning Division Open House

15 March 2018

MAIL COMMENTS TO:
JOHN ANDERSON, SENIOR PLANNER
451 S. STATE STREET, ROOM 406
PO BOX 145480
SALT LAKE CITY, UT 84114-5480
OR SEND E-MAIL TO: john.anderson@slcgov.com

Name: CINDY CROMER
Address:
Email: 30ins/c@live.com
Phone:
COMMENTS:
THIS IS UNEQUIVICALLY GERRYMANDERING.
IT IS NOT CONSISTENT WITH THE PURPOSE
OF THE OPEN SPACE ZONING CLASSIFICATIONS
THE ONLY POSITIVE COMMENT I CAN MAKE IS THAT PLANNING APPEARS to
BE EVALUATING THE IMPACT OF THE
PROPOSAL GITY-WIDE WHICH HAS NOT HAPPENED IN THE PAST.
WHY SHOULD SALT LAKE CITY ASPIRE
TO REGULATE BILLBOARDS IF IT 15
GOING TO ALLOW THIS TYPE OF
SIGNAGE EXACTLY WHERE IT WANTS
TO ELIMINATE BILL BOARDS?

21A.33.070: TABLE OF PERMITTED AND CONDITIONAL USES FOR SPECIAL PURPOSE DISTRICTS: TELESCOPE CONDITIONAL USES

		1
	Use	OS
	use, except those that are otherwise y regulated elsewhere in this title	Р
Adaptive r	reuse of a landmark site	
Agricultur	al use	
Air cargo t facility	terminals and package delivery	
Airport		
Alcohol:		
	Brewpub (2,500 square feet or less in floor area)	
	Brewpub (more than 2,500 square feet in floor area)	
	Dining club (2,500 square feet or less in floor area)	
	Social club (2,500 square feet or less in floor area)	
	Tavern (2,500 square feet or less in floor area)	
Ambuland	te service (indoor)	
Ambuland	e service (outdoor)	
Amphithe	ater	
Animal:		
	Kennel on lots of 5 acres or larger	
	Pet cemetery	P4,5
	Stable (private)	

	Stable (public)	
	Veterinary office	
Antenna, co	mmunication tower	
Antenna, co maximum b	mmunication tower, exceeding the building height in the zone	
Art gallery		
Artisan food	production	
Bed and bre	akfast	
Bed and bre	akfast inn	
Bed and bre	akfast manor	
Botanical ga	ırden	
Cemetery		Р
Clinic (med	ical, dental)	
Commercia	food preparation	
Community	garden	Р
Convent/m	onastery	
Daycare cer	ter, adult	
Daycare cer	ter, child	
Daycare, no	nregistered home daycare	P22
Daycare, rec preschool	gistered home daycare or	P22
Dental labor	ratory/research facility	
Dwelling:		
	Assisted living facility (large)	
	Assisted living facility (limited capacity)	
	Assisted living facility (small)	
	Group home (large) ¹⁷	

	Group home (small) ¹⁸	
	Living quarters for caretaker or security guard	
	Manufactured home	
	Mobile home	
	Multi-family	
	Residential support (large) ¹⁹	
	Residential support (small) ²⁰	
	Rooming (boarding) house	
	Single-family (attached)	
	Single-family (detached)	
	Twin home and two- family	
Eleemos	ynary facilities	
Exhibitio	on hall	
Extractiv	re industry	
Fairgrou	nd	
Farm sta	nd, seasonal	
Financia	l institution	
Financia facility	l institution with drive-through	
Gas stati	on	
Governm	nent facility	
Governm features	nent facility requiring special design for security purposes	
Governm	nent office	
Heliport		

Home occupation	P23
Hospital, including accessory lodging facility	
Hotel/motel	
Hunting club, duck	
Industrial assembly	
Jail	
Jewelry fabrication	
Large wind energy system	
Library	
Light manufacturing	
Manufacturing, concrete or asphalt	
Meeting hall of membership organization	
Mixed use development	
Mobile food business (operation on private property)	
Municipal service uses, including City utility uses and police and fire stations	
Museum	Р
Nursing care facility	
Office	
Open space	Р
Park	Р
Parking:	
Commercial	
Off site	
Park and ride lot	
Park and ride lot shared with existing use	
Performing arts production facility	

Philanthrop	ic use	
Place of wor	rship	
Radio, telev	ision station	
Reception co	enter	
Recreation ((indoor)	Р
Recreation ((outdoor)	Р
Research ar	d development facility	
Research fac	cility (medical)	
Restaurant		
Restaurant	with drive-through facility	
Retail goods	s establishment	
	and service accessory use when in a principal building	
located with	and service accessory use when in a principal building and imarily for the convenience of	
School:		
	College or university	
	K - 12 private	
	K - 12 public	
	Music conservatory	
	Professional and vocational	
	Seminary and religious institute	
Small brewe	ery	
Solar array		
Stadium		

Studio, art	
Theater, live performance	
Theater, movie	
Transportation terminal, including bus, rail and trucking	
Urban farm	Р
Utility, building or structure	P1
Utility, transmission wire, line, pipe or pole	P1
Vehicle, automobile rental agency	
Vending cart, private property	
Vending cart, public property	Р
Warehouse	
Warehouse, accessory to retail and wholesale business (maximum 5,000 square foot floor plate)	
Wholesale distribution	
Wireless telecommunications facility (see section <u>21A.40.090</u> , table <u>21A.40.090</u> E of this title)	
Zoological park	Р

Qualifying provisions:

- 1. Subject to conformance to the provisions in subsection <u>21A.02.050</u>B of this title.
- 2. When located in a building listed on the Salt Lake City register of cultural resources.
- 3. When located on an arterial street.
- 4. Subject to Salt Lake Valley Health Department approval.
- 5. In conjunction with, and within the boundaries of, a cemetery for human remains.
- 6. Radio station equipment and antennas shall be required to go through the site plan review process to ensure that the color, design and location of all proposed equipment and antennas are screened or integrated into the architecture of the project and are compatible with surrounding uses.
- 7. When approved as part of a business park planned development pursuant to the provisions of chapter 21A.55 of this title.
- 8. Kennels, whether within penned enclosures or within enclosed buildings, shall not be permitted within 200 feet of an existing single-family dwelling on an adjacent lot.
- 9. Trails and trailheads without parking lots and without directional and informational signage specific to trail usage shall be permitted.
- 10. Greater than 3 ambulances at location require a conditional use.
- 11. Maximum of 1 monopole per property and only when it is government owned and operated for public safety purposes.

- 12. Subject to conformance with the provisions in section <u>21A.36.300</u>, "Alcohol Related Establishments", of this title.
- 13. If located on a collector or arterial street according to the Salt Lake City Transportation Master Plan major street plan: roadway functional classification map.
- 14. Subject to conformance to the provisions in section <u>21A.40.060</u> of this title for drive-through use regulations.
- 15. Prohibited within 1,000 feet of a single- or two-family zoning district.
- 16. Occupancy shall be limited to 25 persons.
- 17. No large group home shall be located within 800 feet of another group home.
- 18. No small group home shall be located within 800 feet of another group home.
- 19. No large residential support shall be located within 800 feet of another residential support.
- 20. No small residential support shall be located within 800 feet of another residential support.
- 21. No eleemosynary facility shall be located within 800 feet of another eleemosynary, group home or residential support.
- 22. Allowed only within legal conforming single-family, duplex, and multi-family dwellings and subject to section <u>21A.36.130</u> of this title.
- 23. Allowed only within legal conforming single-family, duplex, and multi-family dwellings and subject to section <u>21A.36.030</u> of this title.
- 24. Must contain retail component for on-site food sales.
- 25. Prior to issuance of a building permit in the Development Area and the Eco-Industrial Buffer Area of the Northwest Quadrant Overlay, consultation with the Utah Division of Wildlife Resources is required to obtain recommendations on siting and equipment types for all solar arrays on a particular property to mitigate impacts to wildlife.