



MEMORANDUM

PLANNING DIVISION

DEPARTMENT of COMMUNITY *and* NEIGHBORHOODS

To: Salt Lake City Planning Commission
From: Brooke Olson, Principal Planner brooke.olson@slcgov.com, 801-535-7118
Date: January 19, 2024 (publication date)
Re: PLNPCM2023-00959 – MU-8 Sign Text Amendments

Text Amendment

REQUEST:

Salt Lake City has initiated a petition to amend sections of the Salt Lake City Zoning Ordinance pertaining to the proposed MU-8 Form Based Mixed Use Subdistrict 8. Specifically, amendments to chapter 21A.46 Signs, which addresses sign regulations in each zoning district. The proposed amendments are intended to establish on site sign regulations for the proposed MU-8 zoning district.

RECOMMENDATION:

Based on the information and findings in this staff report, staff recommends that the Planning Commission accept public comment and make a positive recommendation to the City Council to adopt the Text Amendments, PLNPCM2023-00959.

ATTACHMENTS:

- A. [Draft Ordinance Language](#)
- B. [Public Process & Public Comments](#)
- C. [Standards of Review](#)
- D. [Department Review Comments](#)

PROJECT DESCRIPTION:

Background Info

The City initiated a zoning map and zoning text amendment petition to implement the Ballpark Station Area Plan and rezone properties within the boundaries of the plan. The proposal consists of zoning map and text amendments to establish a new zone MU-8, Form Based Mixed Use Subdistrict 8. The City is proposing zoning map amendments to implement the proposed MU-8 zone in the Ballpark Station Area. The Planning Commission held a public hearing, voted and recommended the City Council adopt the proposed rezones and the MU-8 Zoning District. The proposal is in the process of being transmitted to the Council Office.

The purpose of this petition is to amend section 21A.46 Signs, to establish on site sign regulations for the proposed MU-8 zone. Signage is essential to the function and success of any place or organization and serves many purposes including placemaking, wayfinding, identity/branding and safety. Chapter 21A.46 establishes sign regulations for each of the City's Zoning Districts. The regulations specify sign quantity, size, and placement regulations for various sign types permitted in each zone. Several sign types are exempt from the City's sign regulations, however, most sign types require a review and approval by the City and issuance of a building permit prior to installation. If sign regulations are not established for the MU-8 zone, very limited signage would be allowed in the zone such as building security signs, small public safety signs, and house number signs which are exempt from sign regulations.

The MU-8 zone is intended to facilitate the creation of high density pedestrian oriented development. The proposed amendments establish a variety of sign types in the zone, which are intended to provide appropriate signage primarily oriented to the pedestrian and mass transit such as awing or canopy signs, nameplate signs, marquee, monument, flat signs, and projecting signs. In comparison to the City's high density commercial zones, proposed signage in the MU-8 zone is more pedestrian oriented, and limited in terms of sign types, size, and quantity.

The MU-8 sign regulations are proposed to be located within chapter 21A.46.096, sign regulations for Form Based Districts and created to be consistent with the sign regulations for the newly adopted FB-MU11, Form Based Mixed Use 11 zone (previously titled FB-UN3). While the FB-MU11 and MU-8 zones vary in terms of some use and bulk regulations, both zones are high density form based mixed use zones intended to create quality pedestrian-oriented developments. Both zones consist of similar development regulations and seen as having similar needs for signage, therefore treated the same in regard to sign controls.

Summary of Proposed Changes

The proposed ordinance language is provided in Attachment A. The following changes are being proposed to establish sign regulations for the MU-8 Zone:

1. Amendments to 21A.46.096 – Sign Regulations for Form Based Districts
 - Amend the sign regulations for Form Based Districts to also include sign regulations for Form Based Mixed Use Districts.



- Add the MU-8 zone to the sign type specification tables. See chapter [21A.46.020](#) for sign type definitions. The following sign types would be permitted in the MU-8 zone:

- A-Frame
- Awning or Canopy Sign
- Construction
- Flat
- Flat Sign Building Orientation
- Marquee
- Monument
- Nameplate
- New Development
- Private Directional
- Projecting
- Projecting Parking Entry
- Real Estate
- Window

Awning or Canopy Sign



Projecting Sign

2. Amendments to 21A.46.125.B.3.d – Vintage Signs

- Add MU-8 to the list of zoning districts in which vintage signs can be relocated to for use as a piece of public art, subject to meeting specific requirements:
 - Original design and character of sign is retained or restored
 - The sign advertises a business no longer in operation



Window Sign

Key Consideration

The key consideration listed below were identified through the analysis of the project:

1. How the Proposal Furthers Goals and Policies Identified in Adopted Plans.

Consideration 1: How the Proposal Implements Goals and Policies Identified in Adopted Plans

The city's adopted plans and policies provide a basis for examining this proposal. This includes the citywide plan, Plan Salt Lake (2015), and the neighborhood plan for this area, the Ballpark Station Area Plan (2022). These plans were adopted by the City Council after extensive review by

the public and city boards and commissions. The proposed amendments are consistent with and implement the following adopted master plans and policies of the City.

Plan Salt Lake

Plan Salt Lake is the City's overall master plan. It was adopted in 2015 and intends to provide a vision for Salt Lake City for the following 25 years. The guiding principles and initiatives in Plan Salt Lake cover a broad range of topics. The following guiding principles and initiatives are related to and consistent with the proposed zoning amendments.

Neighborhoods

Guiding Principle: Neighborhoods that provide a safe environment, opportunity for social interaction, and services needed for the wellbeing of the community therein.

Initiatives:

- Create a safe and convenient place for people to carry out their daily lives.
- Support neighborhood identity and diversity.
- Encourage and support local businesses and neighborhood business districts.

Transportation and Mobility

Guiding Principle: Growing responsibly, while providing people with choices about where they live, how they live, and how they get around.

Initiatives:

- Incorporate pedestrian oriented elements, including street trees, pedestrian scale lighting, signage, and embedded art, into our rights-of-way and transportation networks.

Beautiful City

Guiding Principle: A beautiful city that is people focused.

Initiatives:

- Use Art to create and reinforce a sense of place.
- Support and encourage architecture, development, and infrastructure that:
 - Is people-focused;
 - Responds to its surrounding context and enhances the public realm;
 - Is sustainable, using high quality materials and building standards.
- Reinforce and preserve neighborhood and district character and a strong sense of place.

Preservation

Guiding Principle: Ensure access to all City amenities for all citizens while treating everyone equitably with fairness, justice, and respect.

Initiatives:

- Preserve and enhance neighborhood and district character.
- Encourage the incorporation of historic elements into buildings, landscapes, public spaces, streetscapes, neighborhoods, and districts where appropriate.

Economy

Guiding Principle: Ensure access to all City amenities for all citizens while treating everyone equitably with fairness, justice, and respect.

Initiatives:

- Preserve and enhance neighborhood and district character.

- Encourage the incorporation of historic elements into buildings, landscapes, public spaces, streetscapes, neighborhoods, and districts where appropriate.

Arts and Culture

Guiding Principle: Vibrant, diverse, and accessible artistic and cultural resources that showcase the community's long standing commitment to a strong creative culture.

Initiatives:

- Support and encourage public art.

Staff Discussion: The proposal is consistent with many of the goals and initiatives in the plan associated with signage such as increasing safety, creating a sense of place, incorporating pedestrian oriented elements and public art into the City's streetscape, and supporting local businesses, neighborhood business districts, and neighborhood identity and diversity. The proposed amendments achieve the initiatives by establishing sign regulations for the MU-8 zone which are intended to provide appropriate signage oriented primarily to pedestrian and mass transit traffic.

Ballpark Station Area Plan

The MU-8 zone is proposed to be mapped within the boundaries of the Ballpark Station Area Plan. The proposed MU-8 zoning amendment was initiated to implement the Ballpark Station Area Plan which was created in partnership with the community to provide guidance for future development, and land use to support the livability and growth in the Ballpark neighborhood. The plan establishes actions, goals, policies, future land use recommendations, and implementation strategies to achieve the community's vision for the Ballpark neighborhood. This proposed sign amendments are consistent with the following goals, and policies in the Ballpark Station Area Plan:

Goal: Take advantage of current development opportunities, existing services, and amenities to enhance neighborhood livability

- Strategy: Update the city's zoning code and map, as appropriate to implement the provisions of this plan

Goal: Increase urban design quality.

- Neighborhood identity refers to the ability of residents and visitors to distinguish a place by unique and distinct characteristics.

Goal: Improve safety.

- Strategy: Improve pedestrian experience and safety

Goal: Enhance social vibrancy.

- Strategy: Support events and placemaking efforts including community art, pop-up events, and temporary food vendors.

Staff Discussion: The proposed amendments establish sign regulations for the proposed MU-8 zone which was created to establish a zoning district that aligns with the goals and community vision established in the Ballpark Station Area Plan. The MU-8 zone is proposed to be mapped adjacent to mass transit facilities, in the Heart of the Neighborhood, Main Street and State Street areas where the plan calls for high density pedestrian oriented development with active ground floor uses and community amenities. The proposed

amendments establish sign regulations which align with the community vision established in the plan and the intent of the proposed zone.

NEXT STEPS

The Planning Commission may make a positive or negative recommendation to the City Council on the proposed zoning text amendments. With either recommendation to the City Council, the recommendation will be sent to the Council, who will then hold a briefing and an additional public hearing on the proposed zoning map and zoning text amendments. The City Council may make additional modifications to the proposed zoning text amendments and/or make a final decision on the matter.

ATTACHMENT A: Draft Ordinance Language

DRAFT ORDINANCE LANGUAGE:

Underlined text shows new language. ~~Strikethrough~~ text shows deletions.

Note: Subsection 21A.46.096: Sign Regulations for the Form Based Districts and Subsection 21A.46.125: Vintage Signs, were recently amended to establish sign regulations and new sign types in the FB-MU11 Form Based Mixed Use 11 zone (previously titled FB-UN3). The amendments were adopted by Salt Lake City Council on December 5, 2023 and are shown as plain text in the draft ordinance language below.

21A.46.096: SIGN REGULATIONS FOR THE FORM BASED AND FORM BASED MIXED USE DISTRICTS:

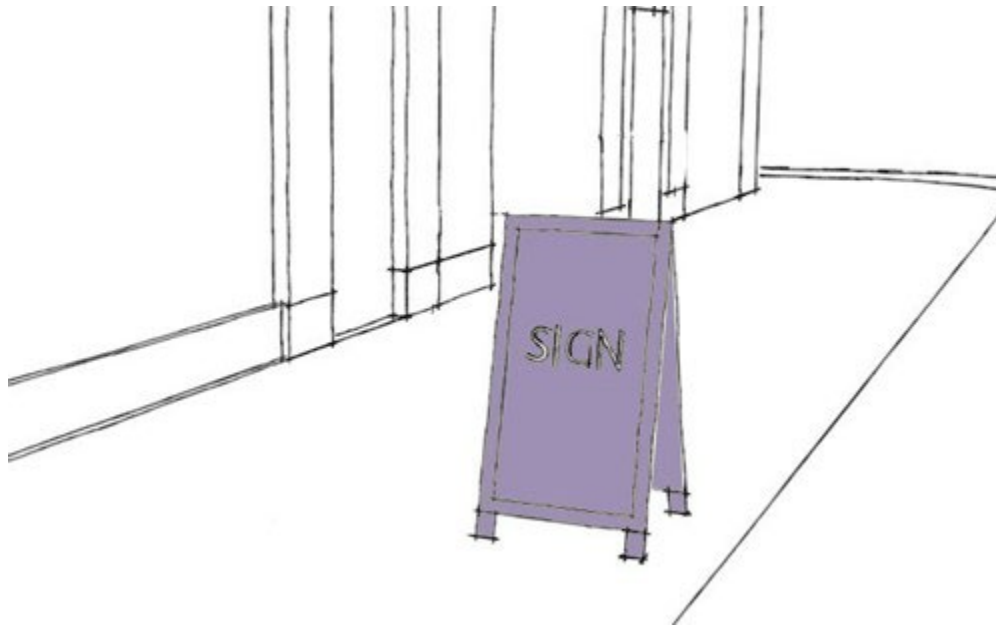
The following regulations shall apply to signs permitted in the Fform Bbased and Form Based Mixed Use zoning districts. Any sign not expressly permitted by these district regulations is prohibited.

A. Sign Regulations for the Fform Bbased and Form Based Mixed Use districts:

1. Purpose: Sign regulations for the Fform Bbased and Form Based Mixed Use zoning districts are intended to provide appropriate signage oriented primarily to pedestrian and mass transit traffic.
2. Applicability: This subsection applies to all signs located within the Form Based and Form Based Mixed Use zoning districts. This subsection is intended to list all permitted signs in the zone. All other regulations in this chapter shall apply.

B. Sign Type, Size and Height Standards:

1. A-Frame Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
							Quantity	
A-frame sign		P	P	P	P	<u>P</u>	Quantity	1 per leasable space. Leasable spaces on corners may have 2.
							Width	Maximum of 2 feet. Any portion of the frame (the support structure) may extend up to 6 inches in any direction beyond the sign face.
							Height	Maximum of 3 feet. Any portion of the frame (the support structure) may extend up to 6 inches in any direction beyond the sign face.

							Placement	On public sidewalk or private property.
							Obstruction free area	Minimum of 8 feet must be maintained at all times for pedestrian passage.

2. Awning or Canopy Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Awning or canopy sign	P	P	P	P	P	<u>P</u>	Quantity	1 per window or entrance.
							Width	Equal to the width of the window.
							Projection	No maximum depth from building facade, however design subject to mitigation of rainfall and snowfall runoff, conflict avoidance with tree canopy, and issuance of encroachment permits where required. The awning or canopy can project a maximum of 2 feet into a special purpose corridor.
							Clearance	Minimum of 10 feet of vertical clearance.
							Letters and logos	Allowed on vertical portions of sign only.
							Location permitted	Private property or a public street. Signs can face a special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

3. Construction Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Construction sign (see definition in this chapter)	P	P	P	P	P	<u>P</u>	Quantity	1 per construction site.
							Height	Maximum of 8 feet. Maximum of 12 feet in FB-MU and <u>MU-8</u> .
							Area	Maximum of 64 square feet.

							Location permitted	Private property or a public street. Signs can face the special purpose corridor, but must be located on private property.
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4. Flat Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
		P	P	P	P	<u>P</u>	Quantity	1 per leasable space. Leasable spaces on corners may have 2.

Flat sign							Width	Maximum of 90% of width of leasable space. No maximum width in FB-MU <u>and</u> MU-8.
							Height	Maximum of 3 feet. No maximum height in FB-MU <u>and</u> MU-8.
							Area	1 ¹ / ₂ square feet per linear foot of store frontage.
							Projection	Maximum of 1 foot.

5. Flat Sign (building orientation):

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Flat sign (building orientation)			P			<u>P</u>	Quantity	1 per building face.
							Height	May not extend above the roof line or top of parapet wall.
							Area	1 ¹ / ₂ square feet per linear foot of building frontage.

6. Marquee Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Marquee sign			P			<u>P</u>	Quantity	1 per building.
							Width	Maximum of 90% of width of leasable space.
							Height	May not extend above the roof of the building.
							Area	1 ¹ / ₂ square feet per linear foot of building frontage.

							Projection	Maximum of 6 feet. May project into right of way a maximum of 4 feet provided the sign is a minimum of 12 feet above the sidewalk grade.
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7. Monument Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Monument sign			P			<u>P</u>	Quantity	1 per building.
							Setback	5 feet Maximum.
							Height	Maximum of 20 feet.
							Area	1 square feet per linear foot of building frontage.

8. Nameplate Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Nameplate sign	P	P	P	P	P	<u>P</u>	Quantity	1 per leasable space. Leasable spaces on corners may have 2.
							Area	Maximum of 3 square feet.

9. New Development Sign:

<u>Sign Type</u>	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
New Development sign			P			<u>P</u>	Quantity	1 per street frontage.
							Setback	5 feet.
							Height	12 feet.
							Area	200 square feet.

10. Private Directional Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Private directional sign (see definition in this chapter)	P	P	P	P	P	<u>P</u>	Quantity	No limit.
							Height	Maximum of 5 feet.
							Area	Maximum of 8 square feet.
							Restriction	May not contain business name or logo.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

11. Projecting Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
							Projecting sign	
							Clearance	Minimum of 40 <u>8</u> feet above sidewalk/walkway.
							Area	6 square feet per side, 12 square feet total.

							Projection	Maximum of 4 feet from building façade.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

12. Projecting Parking Entry Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Projecting parking entry sign (see projecting sign graphic)			P	P	P	<u>P</u>	Quantity	1 per parking entry.
							Clearance	Minimum of 10 8 feet above sidewalk/walkway.
							Height	Maximum of 2 feet.
							Area	4 square feet per side, 8 square feet total.
							Projection	Maximum of 4 feet from building facade for public and private streets. Maximum of 2 feet within the special purpose corridor.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

13. Public Safety Sign:

Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Public safety sign (see definition in this chapter)	P	P	P	P	P	<u>P</u>	Quantity	No limit.
							Height	Maximum of 6 feet.
							Area	8 square feet.
							Projection	Maximum of 1 foot.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

14. Real Estate Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
Real estate sign	P	P	P		P	<u>P</u>	Quantity	1 per leasable space. Leasable spaces on corners may have 2.
							Height	Maximum of 12 feet.
							Area	32 square feet. 64 square feet in FB-MU <u>and MU-8</u> .
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

15. Window Sign:



Sign Type	FB-UN1	FB-UN2	FB-MU	FB-SC	FB-SE	<u>MU-8</u>	Specifications	
							Window sign	
Height	Maximum of 3 feet.							
Area	Maximum of 25% of window area.							

21A.46.125: VINTAGE SIGNS:

- A. The purpose of this section is to promote the retention, restoration, reuse, and reinstatement of nonconforming signs that represent important elements of Salt Lake City's heritage and enhance the character of a corridor, neighborhood, or the community at large.
- B. Notwithstanding any contrary provision of this title:
 - 1. An application for designation of vintage sign status as well as for the reinstatement of, modifications to, or relocation of a vintage sign shall be processed in accordance with the procedures set forth in chapter 21A.08 and section 21A.46.030 as well as the following:

Application: In addition to the general application requirements for a sign, an application for vintage sign designation or modification shall require:

- a. Detailed drawings and/or photographs of the sign in its current condition, if currently existing;
 - b. Written narrative and supporting documentation demonstrating how the sign meets the applicable criteria;
 - c. Detailed drawings of any modifications or reinstatement being sought;
 - d. Detailed drawings of any relocation being sought; and
 - e. Historic drawings and/or photographs of the sign.
- 2. The zoning administrator shall designate an existing sign as a vintage sign if the sign:
 - a. Was not placed as part of a Localized Alternative Signage Overlay District and has not been granted flexibility from the base zoning through a planned development agreement or by the historic landmark commission;
 - b. Is not a billboard as defined in section 21A.46.020 of this chapter;
 - c. Retains its original design character, or that character will be reestablished or restored, based on historic evidence such as drawings or photographs; and,
 - d. Meets at least four (4) of the following criteria:
 - (1) The sign was specifically designed for a business, institution, or other establishment on the subject site;
 - (2) The sign bears a unique emblem, logo, or another graphic specific to the city, or region;
 - (3) The sign exhibits specific characteristics that enhance the streetscape or identity of a neighborhood;
 - (4) The sign is or was characteristic of a specific historic period;
 - (5) The sign is or was integral to the design or identity of the site or building where the sign is located; or
 - (6) The sign represents an example of craftsmanship in the application of lighting technique, use of materials, or design.

3. A designated vintage sign may:
 - a. Be relocated within its current site.
 - b. Be modified to account for changing uses within its current site. These modifications shall be in the same style as the design of the original sign including:
 - (1) Shape and form,
 - (2) Size,
 - (3) Typography,
 - (4) Illustrative elements,
 - (5) Use of color,
 - (6) Character of illumination, and
 - (7) Character of animation.
 - c. Be restored or recreated, and reinstated on its original site.
 - d. Be relocated to a new site for use as a piece of public art, provided that the original design and character of the sign is retained, or will be restored, and it advertises a business no longer in operation. Vintage signs may only be relocated for use as public art to sites in the following districts: D-1, D-2, D-3, D-4, G-MU, CSHBD1, CSHBD2, FB-UN2, FB-MU11, FB-SC, FB-SE, TSA, MU-8.
 - e. Be relocated and reinstalled on the business's new site, should the business with which it is associated move, provided that the business's new location is within the same contiguous zoning district as the original location.
4. Once designated, a vintage sign is exempt from the calculation of allowed signage on a site. (Ord. 64-21, 2021: Ord. 45-18, 2018)

ATTACHMENT B: **Public Process & Public Comments**

The following is a list of public input opportunities, related to the proposed project since the petition was initiated:

- December 8, 2023 – An online open house posted to the Planning Division’s website.
- December 8, 2023 – Salt Lake City’s Community Councils were sent the 45-day required notice for recognized community organizations.
- January 4, 2024 - Planning Staff presented the proposal at the Ballpark Community Council meeting to solicit feedback on the proposal and answer questions.

Staff has not received any public comments regarding the proposed text amendment.

ATTACHMENT C: Standards of Review

ZONING TEXT AMENDMENTS

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 to amend the zoning text, the City Council should consider the following:

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

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

Finding: Complies

Discussion:

Please see Key Consideration #1 for how the proposed amendments comply with Salt Lake City's adopted purposes, goals, objectives, and policies.

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

Finding: Complies

Discussion:

The purpose of the zoning ordinance is *"to promote the health, safety, morals, convenience, order, prosperity and welfare of the present and future inhabitants of Salt Lake City, to implement the adopted plans of the city, and to carry out the purposes of the municipal land use development and management act, title 10, chapter 9, of the Utah Code Annotated or its successor, and other relevant statutes."*

The purposes of the zoning ordinance also state the title is intended to:

- Lessen congestion in the streets or roads
- Classify land uses and distribute land development and utilization
- Foster the City's industrial, business and residential development

The proposed amendments promote the health, safety, morals, convenience, order, prosperity and welfare of the present and future inhabitants of the City, and implement the adopted master plans of the city as listed above which meets the purpose and intent of the zoning ordinance.

21A.50.010 Purpose Statement

The purpose of the zoning amendments process is to *"make adjustments necessary in light of changed conditions or changes in public policy."*

The proposed amendments establish sign regulations for the proposed MU-8 zone which was created to establish a zoning district that aligns with the goals and community vision established in the Ballpark Station Area Plan. The plan was created in response to rapid growth and development pressure in the Ballpark Neighborhood. The MU-8 zone is proposed to be mapped adjacent to mass transit facilities, in the center of the neighborhood where the plan calls for quality, high density, pedestrian-oriented development with active ground floor uses and community amenities. The purpose of the MU-8 zone is to *"provide places for small and large businesses, increase the supply of a variety of housing types in*

the city, and promote the public health by increasing the opportunity for people to access daily needs by walking or biking.” The proposed amendments establish pedestrian and transit oriented sign regulations for the MU-8 zone which align with the community vision established in the plan, purpose of the zone and the intent of the amendment process.

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

Finding: The changes proposed by this amendment would not be inconsistent with the purposes or provisions of any applicable overlay zoning district.

Discussion:

The MU-8 zone is proposed to be mapped in the Ballpark Station Area. The project area consists of one overlay district, the South State Street Corridor Overlay, SSSC, (21A.34.090). The SSSC overlay does not include sign regulations. Additionally, the City is proposing to exempt the MU-8 zone from the requirements of the SSSC overlay, therefore, the proposed MU-8 base zoning sign requirements would take precedent.

If adopted, the proposed MU-8 zone may be implemented in other areas of the City where additional overlay zones are applicable. Two of the City’s Overlay Districts include regulations for signage including the H – Historic Preservation Overlay District and T – Transitional Overlay District. The sign regulations for both districts take precedent over the base zoning regulations.

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

Finding: Complies

Discussion: The American Planning Association (APA) has published an article on regulating on-premise signage which outlines several principles of good sign regulations. The proposed amendments align with the following principles in the article:

1. *A sign ordinance may legally regulate the size, height, location, illumination, building materials, and any other physical attributes of a sign face and structure. These are called “time, place, and manner” regulations.*
2. *A sign ordinance must describe the purpose and intent of the regulations and, where appropriate, should refer to comprehensive plan policies that it is implementing.*
3. *Accurate definitions of each sign type, preferably including illustrations, will help eliminate subjective interpretations of the ordinance, making it easier to understand and administer. Examples of common sign types include portable signs, awning signs, window signs, and banner signs.*
4. *Communities can vary widely in the nature of businesses, and sign regulations need to recognize the local commercial climate.*

The proposed amendments establish sign regulations for the new MU-8 zone which specify sign placement and size regulations, and sign types with illustrations. The amendments specify the purpose and intent of the regulations which is to “provide appropriate signage primarily oriented to the pedestrian and mass transit. The MU-8 zone is intended to facilitate the creation of high density pedestrian oriented development and a variety of sign types are proposed to be established in the zone to reinforce a sense of place, increase safety, wayfinding, and neighborhood identity.

ATTACHMENT D: Department Review Comments

Fire (Heather.Gilcrease@slcgov.com or 801-535-7163)

Fire Code does not have any comments for this phase of the development process.

Building (Heather.Gilcrease@slcgov.com or 801-535-7163)

Building Code does not have any comments for this phase of the development process.

Urban Forestry (Rick.Nelson@slcgov.com or 801-972-7839)

Urban Forestry has no concerns with this proposal as long as it will have no impact on our ability to continue to enforce our tree planting policy of requiring that one tree be planted in the public ROW for every 30' of street frontage.

Engineering (Scott.Weiler@slcgov.com or 801-535-6159)

Engineering has no comments on this.

Public Utilities (Kristeen.Beitel@slcgov.com or 801-483-6733)

PU has no comments.

Transportation (Jena Carver at jena.carver@slcgov.com)

I have no comments on this ordinance revision.

Economic Development (Felicia.Baca@slcgov.com or 801-535-6501)

No comments from us on the changes.

Housing Stability (Tony.Milner@slcgov.com or 801-535-6168)

Housing Stability Division has no comments on these zoning ordinance modifications.

Real Estate Services (Chris Catalano@slcgov.com or 801-377-5788)

No comments from Real Estate Services.

Attorney's Office (Katherine.Pasker@slcgov.com or 801-535-7633)

This looks good. Other than an "s" that shouldn't have been stricken (first page, first full sentence of section .096), and a couple of "and"s that probably need to be underlined (pg. 4, Construction Sign table; pg. 6, Flat Sign table), no modifications.