



Staff Report

PLANNING DIVISION

To: Salt Lake City Planning Commission
From: Andy Hulka, Inland Port Principal Planner; andy.hulka@slcgov.com, 801-535-6608
Date: April 24, 2024
Re: PLNPCM2023-00970: Monument Signs in Manufacturing Districts Text Amendment

Text Amendment

Petition Number: PLNPCM2023-00970
Project Location: Citywide (Affecting all Manufacturing Districts)
Zoning Districts: M-1 Light Manufacturing District & M-2 Heavy Manufacturing District
Council District: Affecting All Manufacturing Properties (Districts 1, 2, and 3)

REQUEST:

YESCO Sign Company has initiated a petition to amend the zoning ordinance related to monument signs in Manufacturing Districts. **The proposed amendment would allow one monument sign for every 250' of street frontage, with each sign separated by at least 150'.** Current regulations limit monument signs to one per street frontage no matter the length of the frontage.

RECOMMENDATION:

That the Planning Commission forward a recommendation to the City Council to **approve** the proposed text amendment.

ATTACHMENTS:

- | | |
|-----------------------------------------------------------------|----------------------------------------------------|
| A. Vicinity Map | D. Zoning Text Amendment Standards |
| B. Applicant's Narrative & Example Plan Set | E. Public Process & Comments |
| C. Proposed Text Amendment | F. Department Review Comments |

PROJECT DESCRIPTION

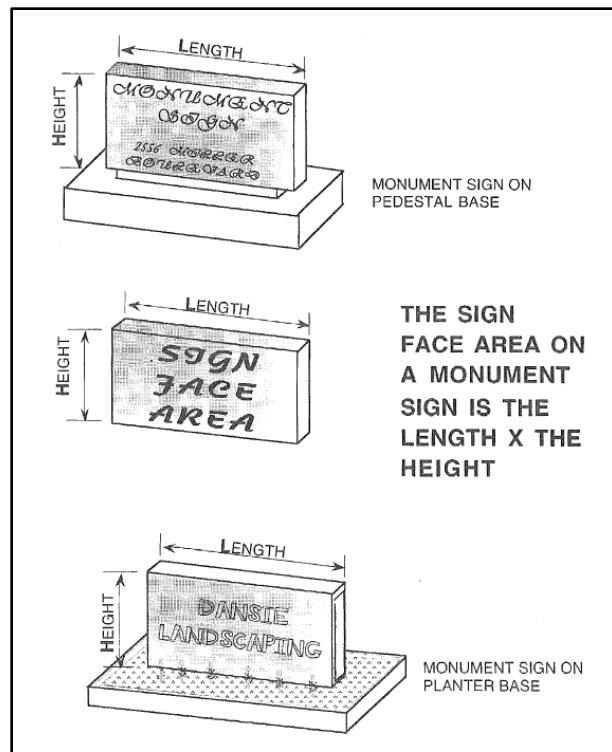
BACKGROUND:

The applicant, YESCO Sign Company, approached the City in October 2023 to discuss a project that involved two monument signs on a single lot (see plans under [Attachment B](#)). Because the current regulations for monument signs in the Manufacturing Districts only allow one sign per street frontage, the applicant is requesting that the City consider amending the sign ordinance to allow multiple monument signs on larger properties.

A monument sign is defined as “a freestanding sign whose sign face extends to the ground or to a base.” Other freestanding signs like pole signs and billboards are different sign types that will not be impacted by this petition. The sign code also includes the image to the right, which illustrates different types of monuments signs.

The applicant’s initial proposal would have changed the maximum number of monument signs from “1 per street frontage” to “no limit.” City staff expressed concerns that removing the limit without reasonable separation requirements could create situations where drivers might be confused or distracted by too many signs. Staff worked with the applicant to revise the initial proposal to include reasonable limits, which are discussed below.

The proposed amendment would apply to all properties in manufacturing districts, which are currently located in Council Districts 1, 2, and 3. A map of the affected area is provided below under [Attachment A](#).



(Figure 21A.46.020 - illustrating monument sign face area measurement)

PROPOSED CHANGES:

The maximum number of monument signs in manufacturing districts can be found under section [21A.46.100](#): Sign Regulations for Manufacturing Districts. The proposed amendment would add language to the table of standards for the M-1 and M-2 Districts, as follows (red underlined text is new language to be added):

21A.46.100: Sign Regulations for Manufacturing Districts:

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Monument sign ⁵	150 square feet	5 feet at the minimum setback and increases 1 foot for each additional 1 foot of setback for a maximum of 20 feet	5 feet	1 per <u>each 250 linear feet of street frontage. Each sign shall be separated by at least 150 feet.</u>	1 sign per <u>each 250 linear feet of street frontage. Each sign shall be separated by at least 150 feet.</u>

APPROVAL PROCESS AND COMMISSION AUTHORITY

The proposal is for a zoning text amendment. The Planning Commission is a recommending body for zoning text amendments, per [21A.50.050.A](#). The Commission can consider forwarding the proposal to the City Council for adoption as is, with modification to any aspect of the proposal (provided the modification complies with applicable state and federal laws), or recommend that the proposal not be adopted.

If considering modifications, the Commission should provide clear direction to the planning staff regarding the changes and ask that the changes be made prior to sending the proposal to the Council for consideration, provide staff with exact wording (or deletions) that are desired, or table the matter with clear direction to staff to make specific changes that will be reviewed by the Commission at a later date.

KEY CONSIDERATIONS

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

1. How the Proposal Helps Implement City Goals & Policies Identified in Adopted Plans
2. Zoning Analysis & Best Practices

Consideration 1: How the Proposal Helps Implement City Goals & Policies Identified in Adopted Plans

Plan Salt Lake (2015)

The citywide general plan, [Plan Salt Lake](#), establishes broad principles and initiatives to help direct decision-making. While it doesn't give any specific direction related to monument signs, it supports efforts to grow the industrial areas of the city in a way that enhances the public realm:

Transportation & Mobility

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

Beautiful City

- *Support and encourage architecture, development, and infrastructure that:*
 - *Is people-focused;*
 - *Responds to its surrounding context and enhances the public realm.*

Economy

- *Support the growth of the industrial areas of the City.*

Urban Design Element (1990)

The Salt Lake City [Urban Design Element](#) is a long-range planning document that articulates the city's urban design goals. The plan includes some strategies and policies related to signs, as well as several recommendations that are specific to industrial development:

- *“Signage throughout the commercial/industrial areas need not be overpowering.”*
- *“Provide ample opportunities for business to advertise products and service without having a detrimental effect on the community.”*
- *“Consider sign design and location as an integral part of all development, not as an after thought.”*

Consideration 2: Zoning Analysis & Best Practices

Monument Signs in Neighboring Municipalities

Staff reviewed the sign codes of several nearby communities to assess whether the proposed distance and separation standards were appropriate. While many cities limit monument signs in manufacturing zones to one per street frontage, there are several nearby examples that allow multiple monument signs:

West Valley City

11-5-104. Monument Signs.

Separation. Monument signs shall generally maintain a 100-foot separation from all other signs...

Number. Monument signs shall be limited to one monument sign per 200 feet of frontage. Properties that have more than one frontage may have at least one sign per frontage if there is a cumulative total of 200 feet of frontage or at least 100 feet of frontage per street frontage, whichever is greater;

Magna

19.52.070 *Allowed Signs: In non-residential zones: One (1) sign per 300 ft. of street frontage.*

South Salt Lake

17.08.330 – Commercial and Industrial Districts.

B. There may be any number of attached or Detached Signs provided their total does not exceed the maximum square footage of Sign Area allowed for the type of Sign and the location unless a special exception is granted for unusual circumstances.

Monument Signs in Salt Lake City

Monument signs are limited to one per street frontage in all areas of the city, except at the Delta Center and potentially the Salt Palace, if a proposed sign overlay is approved by the City Council. The sign standards for the Delta Center allow five monument signs per street frontage. The Salt Palace sign overlay, if adopted, would allow up to five monument signs per city block.

Below are examples of existing monument signs in manufacturing districts to help visualize the size and spacing under consideration with this application:

Amazon Fulfillment Center

- 777 N 5600 W
- Example of a typical new monument sign in the M-1 District



Best Western & Fairfield Inn

- 5433 W Wiley Post Way & 230 N Admiral Byrd Rd
- Example of 2 monument signs in the M-1 District separated by 150’.



STAFF RECOMMENDATION

The proposed ordinance amendments have been reviewed against the Zoning Amendment consideration criteria in [Attachment D](#). The proposed amendment implements professional best practices, does not conflict with other applicable State or City Code, and aligns with the City’s zoning purposes. The proposed amendment also furthers the purpose of the city’s policies and goals, including those in the applicable master plans.

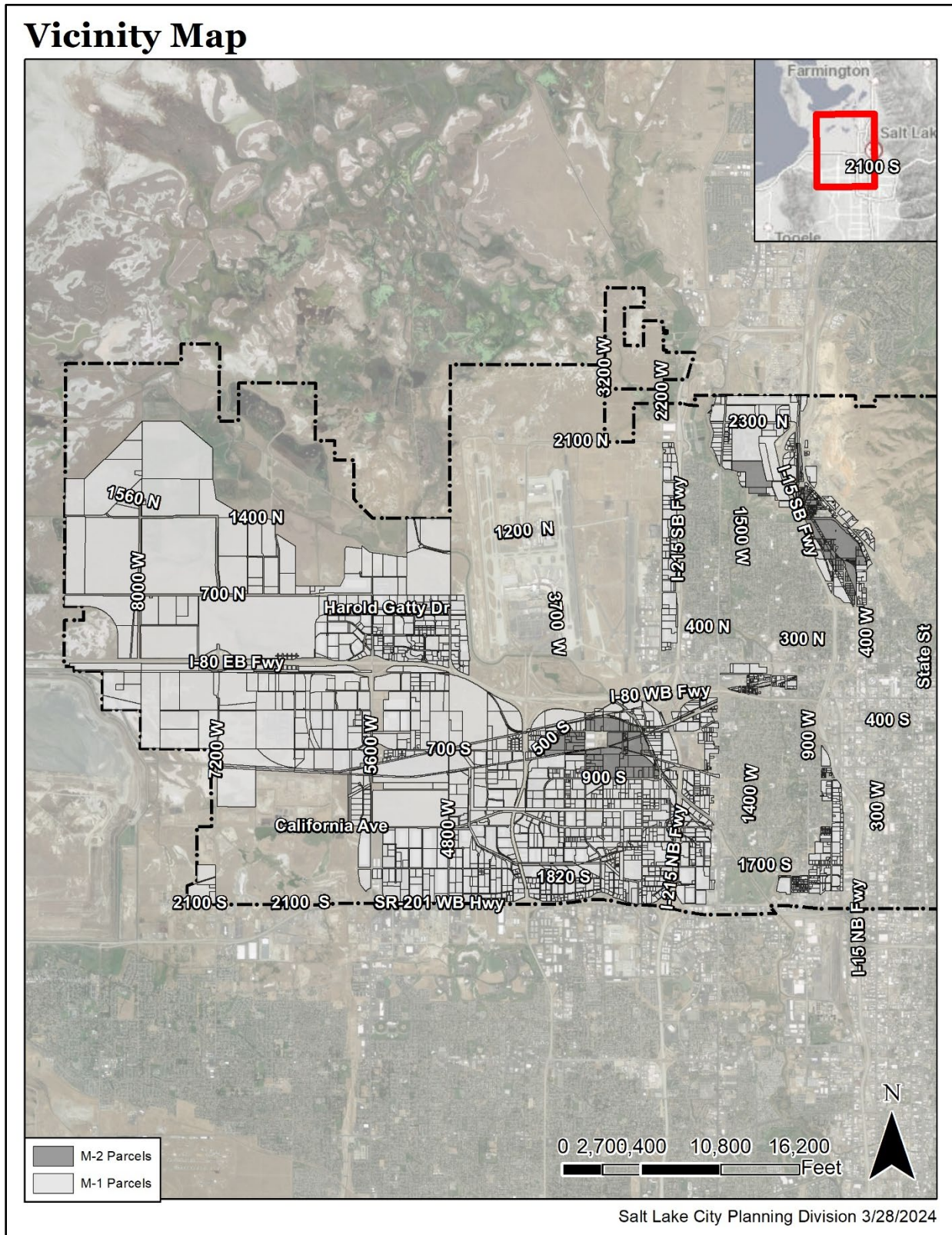
Due to these considerations, **staff is recommending that the Commission forward a favorable recommendation on this request to the City Council.**

NEXT STEPS

The Planning Commission can provide a positive or negative recommendation for the proposed text amendment. The recommendation will be sent to the City Council, who will hold a briefing and additional public hearing on the proposed amendments. The City Council may make modifications to the proposal and approve or decline to approve the proposed amendments.

If ultimately approved by the City Council, the changes would be incorporated into the Salt Lake City Zoning Ordinance, and new development would be required to follow the new regulations.

ATTACHMENT A: Vicinity Map



ATTACHMENT B: Applicant's Narrative & Example Plan Set

Application for Zoning Code Amendment
Manufacturing Districts, Salt Lake City, Utah
Dura-Line

Current Zoning Code Chapter 1A.46.100:

The following regulations shall apply to signs permitted in the manufacturing districts. Any sign not expressly permitted by these regulations is prohibited.

A. Sign Regulations for the M-1 And M-2 Manufacturing Districts:

1. Purpose: Sign regulations for the M-1 and M-2 districts are intended to provide for appropriate identification of industrial and manufacturing uses. Signage should enhance the aesthetics of the districts, rather than clutter the area. Supportive commercial signage should be in scale with industrial signage.

2. Applicability: Regulations in subsection A3 of this section shall apply to all lots within the M-1 and M-2 districts.

The following information is extracted from the chart labeled *Standards for the M-1 and M-2 Districts*:

Types of Signs Permitted: Monument

Maximum Area per Sign Face: 150 square feet

Maximum Height: 5 feet at the minimum setback and increases 1 foot for each additional 1 foot of setback for a maximum of 20 feet.

Minimum Setback: 5 feet

Number of Signs Permitted per Sign Type: 1 per street frontage

Proposed Amendment:

We propose that Chapter 1A.46.100 be amended to allow businesses in the manufacturing districts with more than 500 feet of frontage to have more than one monument sign per frontage.

Premise:

1. Monument signs are permitted in the manufacturing district.
2. We make this proposal in support of the purpose of this section of the zoning ordinance that states that it is “intended to provide for appropriate identification of industrial and manufacturing uses.” The manufacturing districts are filled with exceptionally large lots and large buildings. Many have multiple ingresses accessed primarily by large trucks. It is appropriate, therefore, to allow multiple monument signs to identify these businesses with more than 500 feet of frontage.
3. This is a safety issue. Signage needs to be large enough to be visible for trucks to make safe turns into the intended driveways. It is appropriate to have a monument sign at each ingress and/or between ingresses along the same frontage.
4. The manufacturing districts are separated from residential neighborhoods and commercial districts. The additional signs will not disturb the neighbors.
5. We are not proposing any changes to the height or area of monument signs permitted in the manufacturing districts.

Conclusion:

For safety and appropriate identification of industrial and manufacturing businesses, we ask that you approve amending Zoning Code Chapter 1A.46.100 to allow businesses in the manufacturing districts with more than 500 feet of frontage to have more than one monument sign per frontage.



An Orbia business.

(SLC Extrusion Location)

New Sign Package

Presented By



Salt Lake Region

Salt Lake Office
1605 South Gramercy Road
Salt Lake City, UT 84104
801-487-8481

Version

OPY-51654-R3
Date: 12.08.2022

Address

7591 W 700 N
Salt Lake City UT

TYPOGRAPHY NOTE

All vertical typography dimensions specified in this package are based upon the measurement from the baseline to the cap-line of an uppercase letter 'I'. The height of descenders and ascenders, below and above the baseline and cap-line respectively, are not included in the measurements unless specifically noted.



COLOR MATCHING NOTE

Colors specified in this package are to match vendor supplied physical samples. Colors chosen based upon how they appear on a computer monitor or printed media are not guaranteed to match.

PRODUCTION NOTE

The PDF format of this package may contain graphics which have been down-sampled for proofing purposes and should not be used for production purposes. Source files for this package are available upon request for production purposes.



DESIGN

1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com
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This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO. The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.



Revisions

No.	Date / Description
Org.	11.11.2022
▲	11.16.2022
	11.18.2022
	12.08.2022

JO #

Approval

A/E Sign / Date

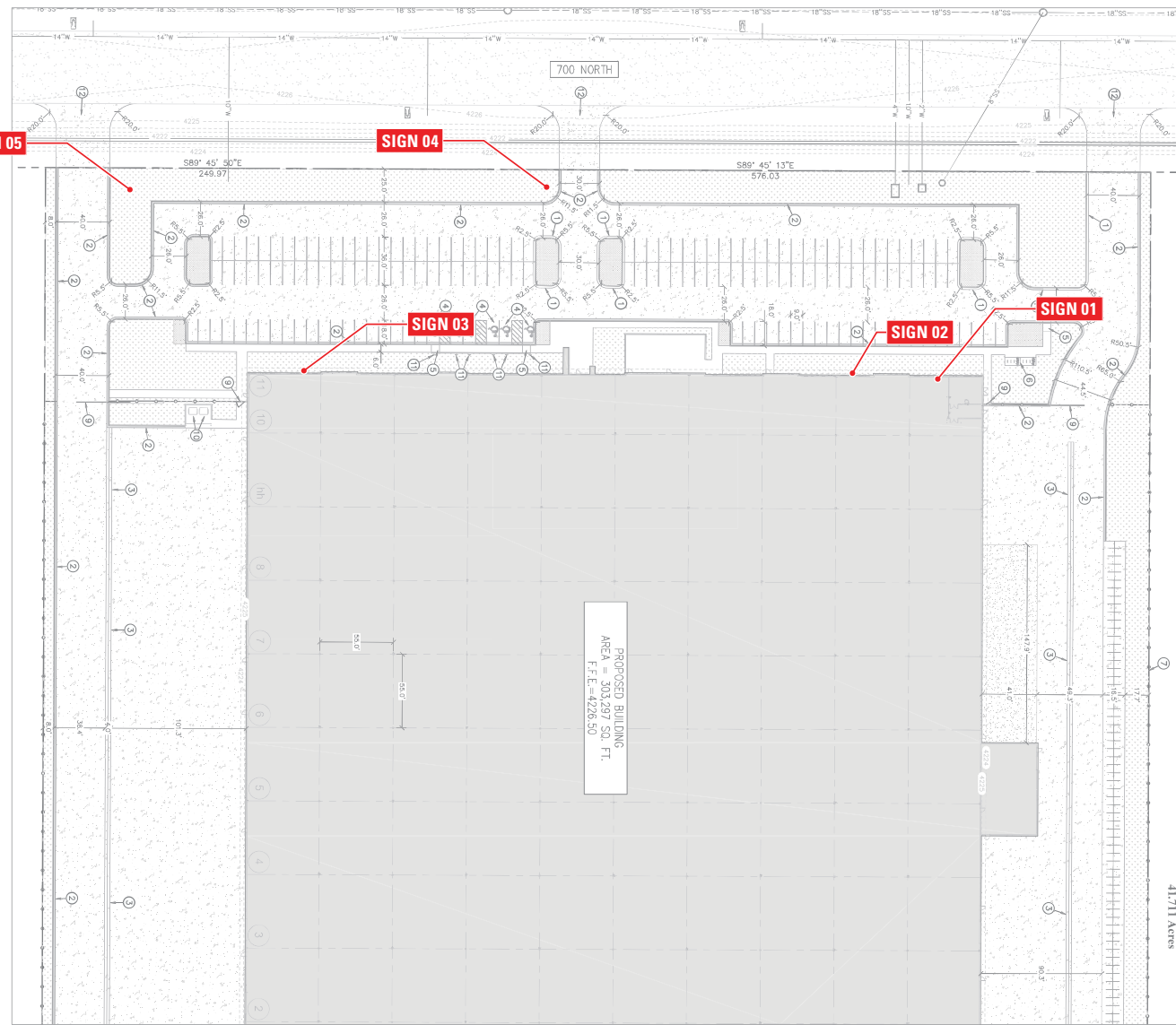
Client Sign / Date

Dura-Line LLC

7591 W 700 N
Salt Lake City UT
Acct. Exec: Erik B Cheney
Designer: Mitchell E Stapley

OPY-51654 R3

LOC 0.1

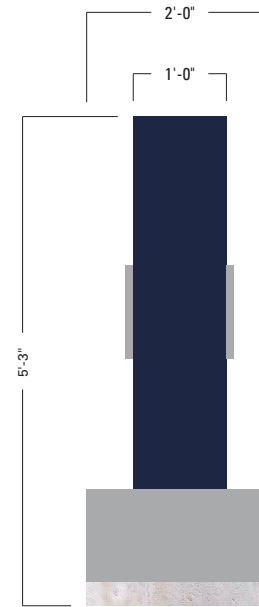




3 SIGN 04 - REVERSE VIEW



1 SIGN 04 - D/F INTERIOR ILLUMINATED MONUMENT
SCALE: 3/4" = 1'-0" [1:16]



2 SIGN 04 - SIDE VIEW
SCALE: 3/4" = 1'-0" [1:16]

SCOPE OF WORK

MANUFACTURE & INSTALL **ONE (1)** INTERNALLY ILLUMINATED MONUMENT DISPLAY WITH ROUTED OUT BACK UP COPY.

PERMITTING SIGN AREA: 36 FT²

FINAL ELECTRICAL CONNECTION:
CUSTOMER TO PROVIDE POWER TO SIGN LOCATION. YESCO TO CONNECT.

COLOR KEY

P1	SW 7659 "Gris"
P2	Paint to match PMS 289 C

Note: Unless otherwise noted, the colors depicted on this rendering may not match actual colors on finished display. Please refer to color-callouts and their appropriate vendor specified samples for approved color specifications.



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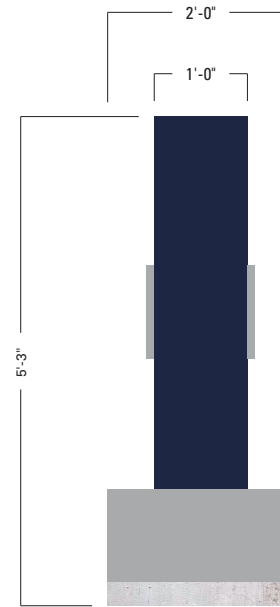
ART 3.0



3 SIGN 05 - REVERSE VIEW



1 SIGN 05 - D/F INTERIOR ILLUMINATED MONUMENT
SCALE: 3/4" = 1'-0" [1:16]



2 SIGN 05 - SIDE VIEW
SCALE: 3/4" = 1'-0" [1:16]

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Approval

A/E Sign / Date

Client Sign / Date

Dura-Line LLC

7591 W 700 N
Salt Lake City UT
Acct. Exec: Erik B Cheney
Designer: Mitchell E Stapley

OPY-51654 R3

ART 4.0

ATTACHMENT C: Proposed Text Amendment

Project Title: Monument Signs in Manufacturing Districts
Text Amendment

Petition No.: PLNPCM2023-00970

Version: Planning Commission Draft

Date Prepared: 4/8/2024

APPROVED AS TO FORM Salt Lake City Attorney's Office Date: _____ By: _____ Katherine D. Pasker, <i>Senior City Attorney</i>

Recommended by Planning Commission: [Yes/No] (Scheduled for the 4/10/2024 PC Public Hearing)

This proposed ordinance makes the following amendments (for summary purposes only):

- Amends section 21A.46.100 to change the number of monument signs permitted in Manufacturing Districts.

Red underlined text is new. If modifications made as part of the Planning Commission recommendation, those will be added and highlighted in yellow. All other text is existing with no proposed change.

1 **Amending section 21A.46.100 to change the number of monument signs permitted in**
2 **Manufacturing Districts**

3 21A.46.100: SIGN REGULATIONS FOR MANUFACTURING DISTRICTS

4 A. Sign Regulations For The M-1 And M-2 Manufacturing Districts:

5 3. Sign Type, Size And Height Standards:

6 ***21A.46.100: Sign Regulations for Manufacturing Districts:***

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs³
Monument sign ⁵	150 square feet	5 feet at the minimum setback and increases 1 foot for each additional 1 foot of setback for a maximum of 20 feet	5 feet	1 per <u>each 250 linear feet of street frontage.</u> <u>Each sign shall be separated by at least 150 feet.</u>	1 sign per <u>each 250 linear feet of street frontage.</u> <u>Each sign shall be separated by at least 150 feet.</u>

7

ATTACHMENT D: Zoning Text Amendment Standards

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

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.

The proposed amendments are consistent with the goals and policies of the City's plans. The amendments to the zoning code are in-line with the policies found in Plan Salt Lake and the Salt Lake City Urban Design Element, as discussed under Key Consideration #1. The proposed text amendment is intended to support the growth of industrial areas of the city. Reasonable street frontage and separation standards have been proposed to ensure that new signs will be appropriate to their surrounding context. As recommended by the Urban Design Element, the proposal is expected to allow ample opportunities for business to advertise without being overpowering or having a detrimental effect on the community.

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

[21A.02.030: Purpose and Intent \(Zoning Ordinance\)](#): This proposal is intended to allow additional signs in certain districts in a way that does not create confusion or cause congestion on city streets. This is in line with the purposes of the zoning ordinance to lessen congestion, protect the tax base, and foster the City's industrial development.

[21A.20.010.A: Statement of Intent \(Manufacturing Districts\)](#): The proposed text amendment is consistent with the stated purpose of the Manufacturing Districts "to improve the design quality of industrial areas; and to help implement adopted plans." As previously discussed, reasonable standards have been proposed to mitigate potential impact on adjacent properties and avoid visual clutter on the City's roadways.

[21A.46.010: Purpose Statement \(Signs\)](#): The regulations of the Signs chapter are intended, in part, to allow each individual business to clearly identify itself, while also encouraging sign legibility through the elimination of excessive and confusing sign displays. The proposed standards for monument signs in manufacturing districts will further this intent by allowing a reasonable number of monument signs on each property with appropriate standards to prevent confusion.

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

This factor is not applicable to the proposal.

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

The proposed text amendment was evaluated in comparison to other sign standards in Salt Lake City and best practices from nearby communities. The proposal includes reasonable standards similar to those found in other manufacturing zones throughout the Salt Lake Valley.

(Note: This petition was accepted as a complete application by the City on 12/28/23, prior to the adoption of the new [Community Benefit and Tenant Displacement Amendments](#).)

ATTACHMENT E: Public Process & 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 since the applications were submitted:

- January 8, 2024 – All Community Councils were sent the 45-day required notice for recognized community organizations. None of the councils provided comments on this request.
- January 8 – February 22, 2024 – The project was posted to the Online Open House webpage.

Notice of the public hearing for the proposal included:

- By April 12, 2024
 - Public hearing notice mailed
 - Public notice posted on City and State websites and Planning Division list serve

Public Input:

Staff has not received comments from the general public at the time of publication.

ATTACHMENT F: Department Review Comments

This proposal was reviewed by the following departments. Any requirement identified by a City Department is required to be complied with.

Economic Development: Peter Makowski // Project Manager // peter.makowski@slcgov.com

Thank you for the opportunity to comment. Economic Development is supportive of this proposed Zoning Text Amendment as it supports the needs of businesses and customers in the M-1 zone.

Engineering: Scott Weiler, P.E. // Engineer VII // scott.weiler@slcgov.com

I don't have a reason to provide advice on this so I hope SLC Transportation can provide that from the perspective of traffic safety.

Sustainability: Catherine Wyffels // Program Manager // Catherine.wyffels@slcgov.com

Sustainability has no comments on this proposed amendment.

Transportation: Jena Carver, P.E. // Transportation Engineer // jena.carver@slcgov.com

For the monument signs, I agree that too many signs can be a distraction. I would think either one per entrance plus one additional if they have a large frontage and/or one per 500' would work. I'd be more concerned that they aren't placed on a corner where they might create a pedestrian sight distance problem or to near a driveway.

Urban Forestry: Rick Nelson // Urban Forestry Services Coordinator // rick.nelson@slcgov.com

I have concerns that this proposal will ultimately limit my ability to plant trees in the public ROW parkstrips due to limits on how close I can plant to the signage with sight line limitations. Bare minimum, they should be limited to be located only on their private property, and may not be used as a limiting factor for where I can place trees in our public ROW parkstrip.

(Note: Monument signs in manufacturing districts must be located on private property with a minimum 5' setback from the property line. Planning confirmed with Forestry that the new standards would not interfere with any park strip requirements.)