

SALT LAKE CITY COUNCIL STAFF REPORT

DATE: March 15, 2003

SUBJECT: Petition No. 400-02-32 – request to amend the Zoning Ordinance Sign Chapter and establish a Localized Alternative Sign Overlay District at 1530 South 500 West

AFFECTED COUNCIL DISTRICTS: If adopted, the ordinance will affect Council District 2

STAFF REPORT BY: Janice Jardine, Planning Policy Analyst

ADMINISTRATIVE DEPT. AND CONTACT PERSON: Community and Economic Development – Planning Division
Everett Joyce, Principal Planner

KEY ELEMENTS:

- A. This is a request to amend the Zoning Ordinance Sign Chapter (Sec. 21A.46.090) and establish an alternative sign overlay district for the Jerry Seiner automotive dealership located at 1530 South 500 West. The proposed overlay district would establish special sign standards for the Seiner automotive dealership. The property is zoned General Commercial. Surrounding land uses include large-scale commercial and industrial businesses.
- B. The purpose of the Localized Alternative Sign Overlay District (21A.46.130) is to allow the creation of special sign regulations to meet the needs of special large-scale land uses. Large-scale land uses include uses such as a shopping center, office park, airport, large institutions, universities, medical centers or uses having a multi-building campus. The regulations also apply to stadiums, arenas, and convention centers in the Downtown zoning districts. Large-scale land uses have common design elements that can be complemented and enhanced through the use of special signage. Currently, the Localized Alternative Sign Overlay District is permitted on sites two acres or larger in the following zoning districts:
- | | |
|------------------------|-----------------------|
| Research Park RP | General Commercial CG |
| Commercial Shopping CS | Airport A |
| Urban Institutional UI | Business Park BP |
| Institutional I | Public Lands PL |
| Downtown D-1, 2, 3 | |
- C. The proposed overlay district includes the following specific requirements. (Please note, other types of signs and standards established for the General Commercial zoning district will remain the same.)
1. A maximum of 4 pole signs will be permitted based on the total street frontage of the Seiner automotive dealership.
 2. Additional standards will apply specifically to the following sign types:
 - a. flat (storefront orientation),
 - b. wall (general building orientation), and
 - c. pole signs

3. A minimum lot frontage of 100-feet will be required for pole and monument signs.
 4. Only one manufacturer's franchise name may be displayed on each individual sign.
- D. The Administration's transmittal and Planning staff report provide a detailed discussion of the proposed overlay district. The Planning staff report provides findings of fact that support the criteria established in the City's Zoning Ordinance, Sec. 21A.50.050 - Standards for General Zoning Amendments. (Please refer to the Administration's paperwork for additional details.) Key elements include:
1. The property consists of 11-acres used as a multiple automotive dealership, with new and used vehicles in connection with authorized automotive franchises.
 2. In large commercial market areas, automotive manufacturers impose separate signage design requirements as a condition of granting a franchise.
 3. The State Department of Motor Vehicles requires automotive dealerships with multiple franchises to provide signs that minimize confusion for consumers.
 4. The proposed overlay would permit signage similar to that permitted for other automotive dealerships that are located on multiple parcels. Multiple parcels allow a greater number of signs to be used.
- E. On December 5, 2002, the Planning Commission voted to forward a positive recommendation to the City Council to amend the Zoning Ordinance and establish the proposed overlay district. Issues discussed included:
1. Extending the proposed overlay zone to 1300 South.
 2. Clarification of the size, height, types and number of signs that would be allowed.
 3. The petitioner's representative indicated that the use of the overlay allows defining the business to relate specifically to the automotive industry. The language is specifically written to avoid having other businesses piggy back on this ordinance.
- F. The public process included review by the West Salt Lake Community Council. The Community Council voted to support two additional signs that would be visible from the freeway. The petitioner indicated at the Planning Commission meeting that the Community Council was not interested in reviewing the written material and asked for a brief explanation prior to taking a vote.

MATTERS AT ISSUE /POTENTIAL QUESTIONS FOR ADMINISTRATION:

Council Members may wish to discuss with the Administration:

- A. The rationale for using the Localized Alternative Sign Overlay District versus establishing signage criteria that relates specifically to automotive dealerships on a citywide basis.
- B. Other potential areas in the downtown or citywide that may be considered for use of the Localized Sign Overlay District.

MASTER PLAN & POLICY CONSIDERATIONS:

- A. The Administration notes that the proposed sign overlay district is consistent with the land use policies of the West Salt Lake Community Master Plan. The proposed overlay district is consistent with the intent of the Sign Chapter in the Zoning Ordinance. As a multi-franchise automotive dealership with support facilities, it is the type of large-scale development for which the Alternative Sign Overlay was developed.

- B. The City's Strategic Plan and the Futures Commission Report contain statements that support creating attractive conditions for business expansion including retention and attraction of large and small businesses, but not at the expense of minimizing environmental stewardship or neighborhood vitality.
- C. The City's 1990 Urban Design Element notes that signs contribute to the character of different areas of the city and are often a major identifying feature. The Planning staff report notes that the Urban Design Element recommends that signage allow ample opportunities for advertising while enhancing the quality of life in the city. Applicable policy concepts include the following statements:
1. Provide ample opportunities for businesses to advertise products and services without having a detrimental effect on the community.
 2. Consider sign design and location as an integral part of all development, not as an afterthought.
 3. Preserve prominent view corridors and city vistas. Prominent landforms, buildings, and monuments should remain clearly visible as City landmarks.
 4. Require private development efforts to be compatible with urban design policies of the city regardless of whether city financial assistance is provided.

CHRONOLOGY:

➤ BACKGROUND

The Administration's transmittal provides a chronology of events relating to the rezoning process. Please refer to the Administration's chronology for details. Key meeting dates are listed below.

➤ KEY DATES

- April 17, 2002 West Salt Lake Community Council meeting
- December 5, 2002 Planning Commission meeting

cc: Rocky Fluhart, Dave Nimkin, DJ Baxter, Ed Rutan, Lynn Pace, Alison Weyher, David Dobbins, Roger Evans, Louis Zunguze, Brent Wilde, Craig Spangenberg, Enzo Calfa, Cheri Coffey, Everett Joyce, Marge Harvey, Gwen Springmeyer

File Location: Community and Economic Development Department, Planning Division, Zoning text and map amendment – Alternative Sign Overlay District – Jerry Seiner Automotive Dealership – 1530 South 500 West