
M E M O R A N D U M

DATE: August 20, 2004
TO: City Council Members
FROM: Russell Weeks
RE: Petition No. 400-04-08 – Proposed Amendments to Increase the Permitted Size of Outdoor Television Monitors
CC: Cindy Gust-Jenson, Rocky Fluhart, Lee Martinez, Louis Zunguze, Doug Dansie, Janice Jardine

This memorandum is intended to address issues involving Petition No. 400-04-08. The petition involves a proposed ordinance to amend the a table in Section 21A.46.110.A.3(a) of the Salt Lake City Zoning Ordinance to allow the size of outdoor television monitors to be 62 square feet in size instead of 50 square feet. On July 13 the City Council set a date of August 24 for a public hearing on the petition. The Administration briefed the City Council at the Council's meeting August 10.

OPTIONS

- After the public hearing on August 24, adopt the proposed ordinance.
- After the public hearing on August 24, do not adopt the proposed ordinance.

POTENTIAL MOTIONS

- I move that the City Council approve Petition No. 400-04-08 and adopt the ordinance to amend a table titled *Standards for the D-1 and D-4 Districts* in Section 21A.46.110.A.3(a) to increase the size of outdoor television monitors from 50 square feet to 62 square feet.
- I move that the City Council deny petition No. 400-04-08.

KEY POINTS

- The proposed ordinance appears to be intended to bring an existing outdoor television monitor into compliance with the *Zoning Ordinance*.
- The D-1 District (Central Business District) is roughly bordered by North Temple Street, 250 East, 650 South and 250 West. The D-4 District (Secondary Central Business District) is roughly bordered by North Temple Street, West Temple Street, 230 South and 400 West Street.

- The Salt Lake City Planning Commission adopted a motion at its April 14, 2004, meeting to forward a positive recommendation to alter table 21A.46.110, titled *Standards for the D-1 and D-4 Districts*.

DISCUSSION/BACKGROUND

The Salt Lake City Council on September 2, 2003, adopted an ordinance to allow outdoor television monitors in the D-1 and D-4 zoning districts. The ordinance was part of a local television station's plans to move to the Wells Fargo Center at 299 South Main Street.

At that time, the Administration said it was its understanding that a 50-square-foot outdoor television monitor would meet the needs of the television station to broadcast news and other events to people walking along Main Street.

According to the Administration's transmittal, the television station later found that the 50-square-foot monitor "does not provide the best resolution for outdoor use and is requesting a larger size." According to the Planning Commission's minutes of its April 14 meeting attached to the transmittal, Planning Division staff said the television station found that television monitors of roughly 50 square feet worked well for indoor use but did not necessarily work well for outdoor use. The station then decided that the next closest size of television monitor that would work was one of 62 square feet. According to the meeting minutes, Planning Division staff told the Planning Commission that "the 62-square-foot size monitor is currently erected on the building," and that "the Administration initiated the petition to update the ordinance from 50 square feet to 62 square feet" to bring the existing monitor into compliance with the *Zoning Ordinance*. Planning staff concluded that "Staff's perspective is that the best solution is to modify the ordinance to match the technology" for outdoor television monitors.