

ALISON WEYHER
DIRECTOR

SALT LAKE CITY CORPORATION
COMMUNITY AND ECONOMIC DEVELOPMENT

JUN 23 2004
ROSS C. "ROCKY" ANDERSON
MAYOR

COUNCIL TRANSMITTAL

TO: Rocky Fluhart, Chief Administrative Officer **DATE:** June 14, 2004

FROM: Lee Martinez, Community Development Director

RE: Petition 400-04-10: A request by LHM Corporation for an amendment of the sign ordinance to modify the specialized overlay to allow for additional signage on the Delta Center.

STAFF CONTACT: Doug Dansie, Principal Planner 535-6182

RECOMMENDATION: That the City Council schedule a briefing and a public hearing regarding the proposed zoning text amendment.

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: None

DISCUSSION: This is request by LHM Corp. for a zoning ordinance text amendment that will affect the Delta Center specialized signage overlay, to allow for additional signage on the Delta Center for the NuSkin Theater.

Analysis: The Salt Lake City zoning code allows for specialized sign districts in order to accommodate unique situations where the signage package may need to differ from the surrounding area. Sign overlays are used sparingly because they are not meant to provide special consideration to one business over another. Franklin Quest Field is a good example. The signs at the stadium are appropriate for a ball diamond, but would be inappropriate for most other uses. Sign overlays were limited to certain zones to discourage their generalized use. The Delta Center has a signage overlay that is exclusive to the building. This was granted because the arena is a unique land use with specialized signage requirements. The Delta Center is requesting approval to place new signage to advertise additional entertainment facilities. The existing zoning ordinance allows for one building sign and one storefront sign per block face or storefront. However, the Delta Center also hosts a small theater within the arena (NuSkin). The requested change in the language of the text would accommodate this additional signage.

All necessary City departments and divisions have reviewed the proposal and have no objections.

Master Plan:

The land use policy document that guides development in this area is the Downtown Master Plan. The master plan generally encourages a lively downtown area, while discouraging gaudy signage, and also calls for the creation of centers of activity in the downtown area. The Urban Design Element of the Salt Lake City Master Plan recommends that signage allow ample opportunities for advertising while enhancing the quality of life of the City. The Downtown Master Plan also encourages specialized uses such as the Delta Center to be located in the downtown area. Signage requirements for these uses are unique and not necessarily applicable to other commercial development.

Public Process:

On March 17, 2004, staff sent a letter to the community council, business groups and other interested parties soliciting their comments on the proposed amendment. There were no comments received from outside interested parties.

On April 28, 2004, the Planning Commission held a public hearing and passed a motion recommending approval of the proposed text amendment.

Relevant Ordinances: Amendments to the Zoning ordinance are authorized under Section 21A.50 of the Salt Lake City Zoning Ordinance. As detailed in 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." It does, however, list five factors which should be analyzed prior to rezoning property (Section 21A.50.050 A-E).

Based on these five factors, staff analyzed master plan considerations, existing and potential future development in the immediate vicinity, impacts to adjacent properties, applicable overlay zones, the adequacy of existing services and facilities. The Planning Commission based its decision on these criteria; finding that the amendment meets the criteria.

SALT LAKE CITY ORDINANCE

No. _____ 2004

(Amending the Signage Requirements for the Delta Center)

AN ORDINANCE AMENDING SALT LAKE CITY CODE REGARDING THE
SIGN REGULATIONS FOR THE DELTA CENTER SPECIALIZED SIGNAGE
DISTRICT, PURSUANT TO PETITION NO. 400-04-10.

WHEREAS, the Salt Lake City Zoning Code contains provisions for the Delta
Center specialized signage district; and

WHEREAS, after public hearings, the City Council has determined that the
proposed modifications to those sign regulations are in the best interest of the City;

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. The table entitled "Standards for the Delta Center" located at
Section 21A.46.110.A.3(b) of the Salt Lake City Zoning Code shall be and hereby are
amended to read as set forth on Exhibit "A" attached hereto.

SECTION 2. Effective Date. This ordinance shall become effective on the date
of its first publication.

DATED this _____ day of _____, 2004.

Passed by the City Council of Salt Lake City, Utah, this _____ day of
_____, 2004.

CHAIRPERSON

ATTEST AND COUNTERSIGN:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

ROSS C. ANDERSON
MAYOR

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2004.

Published: _____.

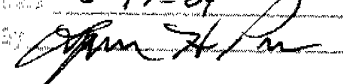
APPROVED TO GO TO CITY CLERK
Said Clerk May 19, 2004
Date 5-19-04
By 

Exhibit A

PROPOSED DELTA CENTER SPECIALIZED SIGNAGE DISTRICT

STANDARDS FOR THE DELTA CENTER					
Types Of Signs Permitted	Maximum Area Per Sign Face In Square Feet	Maximum Height Of Freestanding Signs In Feet ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Flat sign (storefront orientation) ⁴	2 sq. ft. per linear ft. of each store frontage ⁵	(see note 1 below)	N/A	1 per business storefront 3 per business storefront	None
Flat sign (general building orientation)	4 sq. ft. per linear ft. of building face ⁵	(see note 1 below)	N/A	1 per building face	None
Monument sign	1 sq. ft. per linear ft. of street frontage	20 ft.	None	1 per street frontage	1 sign per street frontage
Pole sign	1 sq. ft. per linear ft. of street frontage; 200 sq. ft. maximum for a single business, 300 sq. ft. maximum for multiple businesses	45 ft.	None, but shall not extend across a property line	1 per street frontage	
Marquee sign	Subject only to subsection <u>21A.46.0700</u> of this Chapter	See subsection <u>21A.46.0700</u> of this Chapter	See subsection <u>21A.46.0700</u> of this Chapter	1 per storefront	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	(see note 1 below)	N/A	1 per canopy face	None
Awning/canopy signs	1 sq. ft. per linear ft. of storefront (sign area only)	(see note 1 below)	May extend 6 ft. from face of building 2 ft. from back of	1 per first floor door/window	None

			curb ⁶		
Roof signs	4 sq. ft. per linear ft. of building face or 6 sq. ft. per linear ft. of building face on buildings taller than 100 ft.	(see note 1 below)	N/A	1 per street frontage	None
Construction sign	64 sq. ft.	12 ft.	5 ft.	1 per storefront	None
Political sign	32 sq. ft.	8 ft.	5 ft.	No limit	None
Real estate sign	32 sq. ft.	8 ft.	None	1 per street frontage	None
Private directional sign	8 sq. ft.	4 ft.	5 ft.	No limit	None
New development sign	200 sq. ft.	12 ft.	5 ft.	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	N/A	No limit	None
Public safety sign	8 sq. ft.	6 sq. ft.	None	No limit	None
Nameplate, building	3 sq. ft.	8 sq. ft.	None	1 per building	None
Notes: 1. For height limits on building signs, see subsection <u>21A.46.070J</u> of this Chapter. 2. Not applicable to temporary signs mounted as flat signs. 3. The total number of signs permitted from the sign types combined. 4. Storefront flat signs limited to locations on the lower 2 floors. 5. A single tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct one larger sign. 6. Public property lease and insurance required for projection over property line.					