

## REQUEST FOR COUNCIL ACTION

**SUBJECT:** Freeway Oriented Signs & Directional Signs - Text Amendment

**SUMMARY: Text Amendment** – Amend the 2009 West Jordan City Code, Title 12, Sections 12-1-4 and 12-3-2 concerning definition, size, height and density restrictions of freeway-oriented signs and directional signs; City-wide applicability; City of West Jordan (applicant) [Mark Forsythe #TA20160001]

**FISCAL IMPACT AND/OR ASSET IMPACT:** None.

**STAFF RECOMMENDATION:** Based on the analysis and findings contained in the Staff Report, Staff recommends that the City Council amend the 2009 City Code regarding “Freeway-Oriented Signs” and “Directional Signs” as addressed in this report.

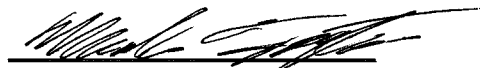
**PLANNING COMMISSION RECOMMENDATION:** On August 2, 2016, the Planning Commission in a 5 to 1 vote recommended that the City Council approve the requested text amendment.

**MOTION RECOMMENDED:** “Based on the information and findings set forth in this staff report and upon the evidence and explanations received today, I move that the City Council approve Ordinance 16-~~32~~<sup>33</sup> amending the text of Title 12 of the 2009 City Code.

*Public Hearing Required – Completed August 2, 2016*

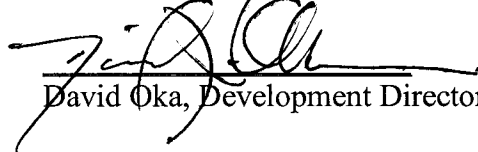
*Roll Call vote required*

**Prepared by:**



Mark Forsythe, Assistant Planner

**Reviewed by/Concur with:**



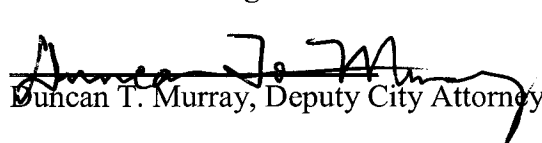
David Oka, Development Director

**Recommended by:**



Mark Palesh, City Manager

**Reviewed as to legal form:**



Duncan T. Murray, Deputy City Attorney

## I. BACKGROUND

Allied Electric Sign & Awning, on behalf of Foursquare Properties, is proposing to amend Title 12 of the 2009 West Jordan Municipal Code to allow for an additional 72-foot tall freeway oriented sign for developments that have more than 5,000 feet of frontage along a highway. Amendments to the directional sign standards regulating individual sign area, height and spacing are also proposed.

While the proposed text amendments would have City-wide applicability, the intent of Foursquare Properties is to re-brand Jordan Landing with a new sign plan currently under review. This plan calls for a new freeway oriented sign to be added to the plan and a new wayfinding system of directional signs, which will require some flexibility in the separation standards for this system to work effectively.

This text amendment was reviewed during the August 2<sup>nd</sup>, 2016 Planning Commission hearing, and received a positive recommendation in a 5-1 vote. During the pre-hearing meeting between staff and the Planning Commissioners, certain changes to the wording of the definition for “Directional Signs” were requested by staff and legal counsel in order to align with other provisions of the sign code. However, the Planning Commission failed to publicly note this change prior to voting on the item. Originally, the definition was proposed to read as follows:

### 12-1-4: DEFINITIONS:

*DIRECTIONAL SIGN: A sign limited to directional messages such as one way, entrance and exit, ~~and have no advertising copy~~. Business identification may be allowed as part of a sign development plan approved by the City.*

However, Section 12-3-3E-2 already allows for “only the name or logo of an establishment”. Therefore, in order to align the new proposed definition with Section 12-3-3E-2, staff recommends the following alternative definition amendment:

### 12-1-4: DEFINITIONS:

*DIRECTIONAL SIGN: A sign limited to directional messages such as one way, entrance and exit, ~~and have no advertising copy~~. Business identification may be allowed.*

The remainder of the proposed text amendments remains unchanged.

## II. GENERAL INFORMATION & ANALYSIS

Freeway oriented signs are defined by Section 12-1-4 of the West Jordan City Code as follows:

*FREEWAY ORIENTED SIGN: An on premises sign located on a regional commercial SC-3 site which is adjacent to a limited access highway or freeway.*

In addition to the highway proximity requirement stipulated in the definition, freeway oriented signs are allowed only in the SC-3 zone by Section 13-17-2 of the City Code as a conditional

use. The current size and density standards for freeway oriented signs limit the total sign height to 50 feet, with 1 sign allowed to be no taller than 72 feet. The number of allowable freeway oriented signs is based on frontage along a major highway, with 1 sign permitted for every 1,000 feet of frontage.

Directional signs are permitted as a right in all zones and are defined in Section 12-1-4 as follows:

*DIRECTIONAL SIGN: A sign limited to directional messages such as one way, entrance and exit, and have no advertising copy.*

The main purpose of the new directional signs proposed in the Jordan Landing sign plan is to provide wayfinding for smaller businesses with limited or no street exposure. The current definition of a directional sign technically prohibits this, and it is proposed that the definition allow for more flexibility while maintaining the purpose of a directional sign.

The existing requirements for directional signs state that sizes for these types of signs are limited to 6 square feet of sign area and 6 feet of total height. The separation standards also require that directional signs be placed at least 50 feet from any other freestanding sign.

The proposed text amendment for the freeway oriented signs will primarily affect all of Jordan Landing. The only other area that is zoned SC-3 consists of 30 acres of currently vacant land on the northwest corner of 5600 West and 9000 South. Due to the frontage of this property along the Mountain View Corridor, the proposed freeway oriented sign amendments will have no effect on this area. The directional sign code amendments will apply to any development within the City limits that establishes a comprehensive sign plan that is approved by the Planning Commission. For developments that do not establish an approved comprehensive sign plan, the current size and height restrictions will apply. These new amendments will allow for more flexibility in establishing effective wayfinding sign systems for large and medium-size developments, and to encourage better sign design through the Planning Commission review process.

### **III. TEXT AMENDMENT REQUEST**

The amendment will modify the sign standards table of Section 12-3-2 of the 2009 West Jordan Municipal Code, specifically altering the number of 72-foot tall freeway oriented signs, altering the density requirements for freeway oriented signs, and allowing for larger directional signs if approved through a sign plan. The definition for directional signs will also be modified to allow for limited business identification. The modified sections of the ordinance will read as follows:

#### **12-1-4: DEFINITIONS:**

*DIRECTIONAL SIGN: A sign limited to directional messages such as one way, entrance and exit, ~~and have no advertising copy.~~ Business identification may be allowed.*

**12-3-2: SIGN STANDARDS:**

Sign Type	Sign Standards				
	Maximum Area	Maximum Height/ Projection/Width	Density	Spacing	Front Setback
Directional signs <sup>1</sup>	6 sq. ft.  6 sq. ft. per individual sign area on a single pole, if approved with a sign development plan.	Height: 6'  12' if approved with a sign development plan.	See Spacing	50' from any other freestanding sign, unless approved as part of a sign development plan.	Public use directional signs may be located within public rights of way  Other directional signs: 18"
Freeway oriented signs <sup>1</sup>	950 sq. ft.  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 1 sign may be up to 1,500 sq. ft., including the area of any shopping center logo.	Height: 50'  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 2 signs may be up to 72' in height.	See Spacing	1 sign for each <del>1,000'</del> 800' of highway frontage.	n/a

Notes:

1. See section [12-3-3](#) of this chapter for exceptions and qualifications.
2. See also subsection [8-8-7B](#) of this code, subsection [12-2-3F4](#) of this title and subsection [12-3-3C](#) of this chapter.

(2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014, Ord. 16-\_\_, \_\_-\_\_-2016)

**IV. FINDINGS OF FACT**

Section 13-7D-7B of the West Jordan Municipal Code requires that prior to making a positive recommendation to the City Council for a Zoning Code text amendment, the Planning Commission shall make the following findings:

**Criteria 1:** *The proposed amendment conforms to the general plan and is consistent with the adopted goals, objectives and policies described therein;*

**Discussion:** The freeway oriented sign amendments will apply to signs within the Regional Commercial land use designation, while the directional sign amendments could potentially apply to all land use designations within the City. The General Plan refers to signs as an integral feature of urban design, and lists the following goals and policies:

- *Provide ample opportunities for businesses to advertise products and services without having a detrimental effect on the aesthetics of the community.*
- *Consider sign design and location as an integral part of all development, not as an afterthought.*
- *Regulate the size and location of all signs so they do not detract from the city's positive appearance.*

The proposed amendments meet these goals by creating opportunity for wayfinding signs to be approved through the Planning Commission, allowing for well-designed integrated sign systems that effectively direct patrons to businesses and meet the Planning Commission's standards for sign design. The freeway oriented sign changes will allow for an additional high-quality sign that will provide identification opportunities for more businesses within Jordan Landing.

**Finding:** The proposed amendments will conform to the General Plan and will be consistent with the adopted goals, objectives and policies described therein.

**Criteria 2:** *The proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to this title;*

**Discussion:** The proposed freeway sign ordinance amendment is requested to allow multiple business identification on 1 sign, as opposed to numerous individual signs for each business. According to the applicant's letter of intent, only 25 businesses have identification along Bangerter Highway. This leaves a large majority of businesses without identification along the perimeter of Jordan Landing. Due to the increasingly high amount of businesses within this regional shopping center, it would seem more efficient to allow larger signs to accommodate as many businesses as possible into one sign.

The request to allow a second 72-foot tall pylon sign is fairly comparable to similar regional shopping centers along the Wasatch Front. West Valley City currently allows the height of freeway-oriented pylon signs to be 65 feet from the adjacent grade or 25 feet from surface of the adjacent freeway, whichever is higher. The number of these signs may be approved by the West Valley City Planning Commission. Another example would be the large pylon sign near the Megaplex at Thanksgiving Point in Lehi. According to the Lehi Municipal Code, pylon signs located adjacent to I-15 may have increased height and sign area if approved through the Planning Commission as part of a sign plan. The maximum

dimensions for the sign height and sign area is 70 feet and 600 square feet, respectively.

The proposed amendment to the maximum allowable directional sign area is needed for designs that involve multiple signs on 1 pole. Under the current sign area requirements, the 4 signs would need to be no larger than 1.5 square feet per sign in order to stay within the maximum allowable area. The proposed directional sign height increase is needed in order to keep the signs above the 7-foot vertical clear vision area and at a height that drivers of vehicles can clearly read the signs without being overly distracted.

The modification of the definition of a directional sign will maintain consistency with numerous existing directional signs throughout the City that contain a logo, namely fast food restaurants, banks and pharmacies. This amendment will also allow the City a degree of control in regards to visual clutter and readability, while maintaining neutrality on content.

**Finding:** The proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to this title.

**Criteria 3:** *The proposed amendment will not create a conflict with any other section or part of this title or the general plan; and*

**Discussion:** Staff has analyzed Title 12 and Section 13-17 of the West Jordan Municipal Code and has found that the proposed ordinance amendments do not conflict with the City Code or the General Plan. Although there is no specific language outlining the process for approval of a sign plan, the City has reviewed these in the past through the Planning Commission and has an established fee for such an approval. The sign plan for Jordan Landing is currently being reviewed by this process.

**Finding:** The proposed amendment will not create a conflict with any other section or part of this title or the general plan.

**Criteria 4:** *The proposed amendment does not relieve a particular hardship, nor does it confer any special privileges to a single property owner or cause, and it is only necessary to make a modification to this title in light of corrections or changes in public policy.*

**Discussion:** Jordan Landing encompasses roughly 198 acres of commercial shopping areas, with approximately 100 businesses leasing space from Foursquare Properties. Although the majority of Jordan Landing is owned and maintained by Foursquare Properties, it is the businesses that would be the primary benefactors of this text amendment by allowing for a new sign that can accommodate more business identification on 1 new large sign and to accommodate a comprehensive wayfinding system for businesses that have little or no identification along the periphery of Jordan Landing. Other areas of the City would not be affected by the proposed freeway oriented sign changes, but any existing and future large scale developments could potentially benefit from relaxed directional sign standards

that would aid in establishing a wayfinding system in a similar fashion to Jordan Landing's.

**Finding:** The proposed amendments do not relieve a particular hardship, nor do they confer any special privileges to a single property owner or cause, and it is only necessary to make a modification to this title in light of corrections or changes in public policy.

**Conclusion:**

The proposed Text Amendment to allow greater flexibility regarding freeway oriented signs and directional signs furthers city-wide goals regarding signage and will not conflict with state law or other provisions of the City Code.

**V. ATTACHMENTS**

Exhibit A – Planning Commission Minutes

Exhibit B – Proposed Legislative Draft Ordinance



Melanie S. Briggs, MMC  
City Clerk  
8000 South Redwood Road  
West Jordan, Utah 84088  
801-569-5117  
Fax 801-563-4716

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August 11, 2016

Eric Shinsato  
Allied Electric Sign & Awning Co.  
1920 South 900 West  
Salt Lake City, UT 84104

Mr. Shinsato:

The City of West Jordan City Council will hold a public hearing **Wednesday, August 24, 2016 at 6:00 p.m.** at West Jordan City Hall 8000 South Redwood Road, 3rd Floor, Council Chambers, to receive public comments prior to consideration and approval to amend the 2009 City Code, Code Title 12, 'Sign Regulations,' Section 12-3-2 regarding the size, height and density restrictions of freeway-oriented signs and directional signs, City-wide applicability, Eric Shinsato/Allred Electric Sign & Awning, applicant. More information at [www.wjordan.com](http://www.wjordan.com) or you can email questions to [info@wjordan.com](mailto:info@wjordan.com). Copies of the City Council agenda packet for the items listed below will be available at the City offices or on the [City Council Agenda](#) webpage the Friday prior to the meeting.

You are invited to attend the Public Hearing and take part in the discussions and voice any support or concerns you may have. Items may be moved on the agenda or tabled by the City Council.

If you have any questions, please feel free to call me at 801-569-5117.

Sincerely,

Melanie S Briggs, MMC  
City Clerk

Cc: Planning Department  
File





**Melanie S. Briggs, MMC**  
**City Clerk**

8000 South Redwood Road  
West Jordan, Utah 84088  
(801) 569-5117  
Fax (801) 563-4716

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**THE CITY OF WEST JORDAN, UTAH**  
**NOTICE OF PUBLIC HEARING**

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Published this 14<sup>th</sup> day of August 2016  
Melanie S Briggs, MMC  
City Clerk

## Melanie Briggs

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**From:** Mark Forsythe  
**Sent:** Wednesday, August 10, 2016 4:42 PM  
**To:** Melanie Briggs  
**Subject:** RE: contact info

Certainly. The applicant is Eric Shinsato with Allied Electric Sign Company (on behalf of Foursquare Properties). The contact info is as follows:

Allied Electric Sign Company  
Attn: Eric Shinsato  
1920 South 900 West  
Salt Lake City, UT 84104  
Office: 801-972-5503  
Cell: 801-433-2368  
[eric@allied-sign.com](mailto:eric@allied-sign.com)

Let me know if you need anything else.

Mark Forsythe  
Development Technician  
City of West Jordan  
8000 South Redwood Road  
West Jordan, UT 84088

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**From:** Melanie Briggs  
**Sent:** Wednesday, August 10, 2016 4:36 PM  
**To:** Mark Forsythe; Julie Davis  
**Subject:** contact info

Could I please get the contact info for the Sign code amendment

Melanie S Briggs, MMC  
City Clerk  
City of West Jordan  
801-569-5117  
[melanieb@wjordan.com](mailto:melanieb@wjordan.com)



# Planning Commission Minutes

**Exhibit A**

**MINUTES OF THE REGULAR MEETING OF THE WEST JORDAN PLANNING AND ZONING COMMISSION HELD AUGUST 2, 2016 IN THE WEST JORDAN COUNCIL CHAMBERS**

**PRESENT:** Dan Lawes, Kelvin Green, Matt Quinney, Bill Heiner, Josh Suchoski, and Judy Hansen. David Pack was excused.

**STAFF:** Larry Gardner, Mark Forsythe, Nathan Nelson, Paul Brockbank, Duncan Murray, and Julie Davis

**OTHERS:** Amanda Darger, John W. Easterbrook, Connie Easterbrook, Zac Stringham, James Pratt, Sharlene & Jeff Hampton, Nick and Megan Meacham, Lee & Jaimi Ostergar, Beau Peck, Michael Roach, Christie Hardey, Matt & Danielle Wyllie, Kathryn Gonzales, Cecilia Jones, Skyler Andam, Melissa Hiller, Ray Letcher, Cody & Lacey Wasescha, Brad Moore, Clint Herrera, Candice Carter, Sara Klein, Jason & Jennifer Roberts, Melvin & Rhonda Skousen, Sharlene Tharp, Robert Haight, Scott Hardey, Cindy Baker, Chris Tucker, Dennis Park, Andrew Fredrickson, Wayne Tharp, Gonzales, Robert & Cathy Hawkins, Chad Lems, Steven Jones, Debbie Robinson, Mike Canning, Meghan & Brandon Andersen, Laura Fisher, Ronda Tuttle, Jamon Smith, Jen Smith, Dan Darger, Jeramey Winrow, Ashley Green, Kenny Sathre, Abbie Monson, Kaylee Whytock, Robert Strang, Tina Lyon, Rachael Zizumbo, Paul Emmett, Dan Compton.

\*\*\*\*\*  
The briefing meeting was called to order by Dan Lawes.

The agenda was reviewed and clarifying questions were answered. It was noted that several email correspondence were received for the public hearings tonight, which will be included with the official minutes of the meeting.

\*\*\*\*\*  
The regular meeting was called to order at 6:03 p.m.

**1. Consent Calendar  
Approve Minutes from July 19, 2016**

**MOTION:** Matt Quinney moved to approve the minutes as stated in the report. The motion was seconded by Josh Suchoski and passed 6-0 in favor. David Pack was absent.

\*\*\*\*\*  
**2. Text Amendment – Freeway Oriented Signs and Directional Signs - Amend the 2009 West Jordan Code Section 12-3-2, regarding number and height of freeway oriented signs, and directional signs and Section 12-1-4 definition of Directional Sign; Allied Electric Sign/Eric Shinsato (applicant) [#TA20160001]**

Cindy Baker, Allied Electric, stated that Foursquare Properties, developer of Jordan Landing, would like to make significant changes to their signage with a new logo, a contemporary design, improving pedestrian and way-finding and improved tenant representation along Bangerter Highway. The current signage along Bangerter Highway only allows for 25 tenants to have name recognition, but the proposed electric message unit will allow 100% of the tenants to have name recognition. Foursquare

Properties wants to keep the center a successful and vibrant regional hub for shopping, dining, and entertainment, and the proposed changes are needed to keep that success.

Dan Milich, Director of Development for Foursquare Properties, said the next agenda item is their application for an amended sign package for Jordan Landing, and this text amendment is a part of that. The way-finding signage is directional in nature and is interior to the project. The pylon sign with an electronic messaging unit will be along Bangerter Highway.

Mark Forsythe clarified that an electronic message center is already allowed as part of a sign with up to 50% of the sign copy area. The definition of directional signs doesn't allow for any advertising copy, which conflicts with another part of the code, so this amendment will bring the two code provisions in sync. He explained that the amendment for directional signs would allow for business identification when it is part of a sign development plan. The amendment will also add flexibility with the sign area and height to allow for six square feet of copy area and with an increase in height to 12 feet, if it is part of a sign development plan. This allows readable signage from vehicles while maintaining clear vision requirements. Flexibility with spacing also helps with way-finding. The code currently allows for one 72-foot tall freeway oriented sign, and the applicant's proposal is for up to two signs with one sign for every 800 feet of frontage instead of 1000 feet, which will allow Jordan Landing to have one additional freeway oriented sign. Directional signs are allowed in all zones throughout the city within a planned development. Freeway oriented signs are only allowed in the Regional Commercial zones, which includes Jordan Landing as well as a section east of the Mountain View Corridor at 9000 South.

Staff recommended that the Planning Commission accept the findings contained in the staff report and forward a positive recommendation to the City Council for the proposed to Title 12 of the 2009 City Code, as addressed in the report, relating to freeway-oriented signs and directional signs and with the change in the definition of directional signs.

Clarification was given that a billboard sign is off-premise and not associated with any specific business or development. The pylon sign with a messaging component will be on premise advertising for Jordan Landing and its businesses.

Kelvin Green expressed his concern that a 12-foot tall directional sign could be placed anywhere in the city. He also asked if the directional signs would meet the Supreme Court criteria for content neutrality.

Mark Forsythe said directional signs with that height would have to be approved by the Planning Commission with a sign development plan. He also clarified that the code does not control the times of day for an electronic messaging sign unless it is a billboard.

Duncan Murray said that nothing in this definition will control content, so there are no legal concerns.

Dan Lawes opened the public hearing.

Further public comment was closed at this point for this item.

Kelvin Green felt that the freeway oriented signs only apply to Jordan Landing, which is addressed in Criteria 4. He wondered if it is in the best interest of the community to have that many large signs and

the electronic portion could affect the residents to the east. He still had concerns with a 12-foot directional sign and the potential of having one on every business along Redwood Road, for example.

Judy Hansen was concerned that there is only 675 feet between the two pylon signs, especially if it will be electronic. She agreed that the residential neighbors to the north and east could be affected. She asked if the existing signs would be modified with an electronic message center.

Mark Forsythe said only the new sign would have the electronic component.

Josh Suchoski felt that information regarding the need for a code change can come from many sources, so if someone can point out a needed change then it isn't necessarily playing to one entity. He said the sign ordinance currently allows for the electronic signs, and it will be facing north and south along Bangerter Highway. He felt that by updating Jordan Landing it will bring commerce, and anything they can do as a city to help businesses prosper it helps to take a tax burden off of the residents.

Kelvin Green said the 12-foot directional signs could be placed 50 feet flashing business names and he wondered what would be reasonable even within a development plan, especially when the ordinance has a blanket application on the city. He might agree with one extra freeway sign, although the ambient light could be a problem.

Bill Heiner understood that in order to ask for these directional signs it would require Planning Commission approval on an individual basis. Jordan Landing is project that probably needs to be rebranded based on the competition to the south.

Dan Lawes asked if their view would be changed if the City were making the request.

Kelvin Green said no, because it is a generic text amendment for the city and he was having a hard time knowing what a directional sign is and how it could work in other areas.

Josh Suchoski felt that an illuminated sign every 50 feet won't have much more light than a street lamp, and the road is already illuminated on Bangerter Highway, so he didn't feel that light was an issue. He felt that any business that will spend time and money to bring it before the Commission will be one who won't want to put unnecessary signs every 50 feet along the road. He understood the potential to have signs every 50 feet, but realistically he didn't see that happening.

Larry Gardner understood Commissioner Green's concern, but they will have some control over the sign plan. He gave some examples of typical directional signs, but larger developments like Jordan Landing, Family Center in Taylorsville, and the District in South Jordan that have so many businesses use this type of directional sign. He wasn't concerned that these types of signs would be used in other commercial districts, but he said they could offer suggestions on how the code might be tightened up.

Kelvin Green said he had a problem with trying to amend an unconstitutional sign ordinance. There are some things that common sense would dictate by cost, and 95% of the people are reasonable. But his concern is with the 5% who will try to push things to the maximum extent of the rule and cause a problem. He didn't see the benefit of a 12-foot tall directional sign in areas like Redwood Road where every business could have one.

Josh Suchoski said maybe 5% of the businesses in the City will want one of these signs, but the odds of 5% of the owners along Redwood Road getting together to establish and request a sign development plan that asks for a sign every 50 feet is almost nothing.

Kelvin Green said there isn't a clear definition of a sign development plan and how static or dynamic it is allowed to be. Questions of how and when it can be modified are unanswered.

Mark Forsythe said although there is not an ordinance for a sign plan, one can be enforced through the conditions of approval from the Planning Commission.

**MOTION: Josh Suchoski moved based on the findings set forth in the staff report and upon the evidence and explanations received today to forward a positive recommendation to the City Council for the proposed Text Amendment to Title 12 of the 2009 City Code as addressed in the report relating to Freeway-Oriented Signs and Directional Signs. The motion was seconded by Dan Lawes and passed 5-1 in favor with Kelvin Green casting the negative vote. David Pack was absent.**

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**3. Jordan Landing Amended Sign Plan; 7000 South/7800 South Bangerter Highway; SC-3 Zone; Allied Electric Sign (applicant) [#SRP20160003; parcel 21-29-177-007]**

Dan Milich, Foursquare Properties, said that Jordan Landing was developed in the late 1990's and is in need of a facelift with signage and building exteriors, etc. They are spending \$40 million to upgrade the Entertainment Village as part of the facelift and creating 125,000 square feet of new commercial area with new tenants with entertainment, food and beverage, etc. This will add new signage opportunities for them, which is why they thought it was appropriate to make these changes at this time. He said that the new logo will be updated on all of the signs so it is consistent, and only the new pylon sign will have the electronic message board.

Mark Forsythe said when this property was developed there were a number of separate sign plans approved based on phases. In 2007 Foursquare Properties amended and combined all of the sign plans into one comprehensive sign plan for Jordan Landing. The proposal is to amend and update the signs to a more contemporary style and adding new signage. They are proposing one additional freeway oriented sign near Joe's Crab Shack and four pylon signs near the Entertainment Village. Four new monument signs will be at key intersections with four existing monuments that will be updated. There are 30 directional signs proposed for way-finding. One tower sign was previously approved and they propose one additional. Subject to approval, the new freeway oriented sign will be 72-foot high and will include an electronic messaging center. Total static sign area is 815 square feet and the electronic messaging center is 508 square feet, which meets the 50% maximum requirement. He reviewed the placement. The directional signs are 12-foot tall with an 8-foot clearance for clear vision requirements. The Zoning Administrator will determine whether any future modification to the sign plan is major or minor.

Based on the positive findings of fact in the staff report, staff recommended that the Planning Commission grant approval for the Jordan Landing Amended Sign Package located at 7000 South – 7800 South Bangerter Highway in an SC-3 zoning district, with the Conditions of Approval as listed below.

# Proposed Legislative Draft Ordinance

**Exhibit B**



**THE CITY OF WEST JORDAN, UTAH**  
 A Municipal Corporation

ORDINANCE NO. 16-33  
 [FREEWAY ORIENTED & DIRECTIONAL SIGNS]

AN ORDINANCE AMENDING 12, "SIGN REGULATIONS."

WHEREAS, the City of West Jordan adopted a City Code in 2009, for the purpose of carrying into effect and discharging all powers and duties conferred by law upon the city and its officers, employees and inhabitants, and to provide for the safety, preserve the health, promote the prosperity, improve the morals, peace, good order, comfort and convenience of the city and its inhabitants, and to protect property in the city; and

WHEREAS, the West Jordan City Council finds and determines that the purpose of the 2009 City Code, and the public health and welfare, will best be reached by the adoption of the following amendments to Title 12 of the 2009 City Code.

NOW THEREFORE, IT IS ORDAINED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF WEST JORDAN, UTAH:

**Section 1.** Title 12, Chapter 1, Section 4 of the 2009 City Code shall amend the definition for Direction Sign and hereafter read as follows:

**DIRECTIONAL SIGN:** A sign limited to directional messages such as one way, entrance and exit. Business identification may be allowed.

**Section 2.** Title 12, Chapter 3, Section 2 of the 2009 City Code shall hereafter read as follows:

**12-3-2: SIGN STANDARDS:**

Sign Standards					
Sign Type	Maximum Area	Maximum Height/Projection/Width	Density	Spacing	Front Setback
A-frame signs <sup>1</sup>	10 sq. ft. per sign face with a maximum of 2 sign faces	Height: 4'	1 per business	75' from any other sign	Signs must be within 20' of the primary entrance to the business

Animated signs	Integrated in the design of another approved sign and not to exceed 25% of the area of such sign	n/a	n/a	n/a	n/a
Awning signs <sup>1</sup>	Sign: 25% of the building facade Copy or design: 50% of the awning area	Height: 5' Projection: 3' or 33% of window height whichever is less	n/a	n/a	Awnings shall not project into any public right of way
Billboards <sup>1</sup>	300 sq. ft.	Height: 35'	See subsection <u>12-3-3D</u> of this chapter for density	Not less than 500' from any other billboard	10'
Bus bench/shelter signs <sup>1,2</sup>	Bench sign: 16 sq. ft. Shelter sign: 22 sq. ft.	Bench sign height: 42" Shelter sign height: 6'	One at each UTA bus stop	500' from any other bench/shelter sign and 50' from any other freestanding sign, except pole signs. There is no required separation between pole signs and bus bench/shelter signs	A minimum distance between the front edge of the bench or shelter and the face of the adjacent curb of 48" on state roads and 24" on city streets
Changeable copy signs <sup>1</sup>	Integrated with another approved sign and not to exceed 30% of the area of such sign	n/a	n/a	n/a	n/a
Directional	6 sq. ft.	Height: 6'	See Spacing	50' from any	Public use

signs <sup>1</sup>	6 sq. ft. per individual sign area on a single pole, if approved with a sign development plan.	12' if approved with a sign development plan.		other freestanding sign, unless approved as part of a sign development plan.	directional signs may be located within public rights of way  Other directional signs: 18"
Directory signs	50 sq. ft.	Height: 10'	1 for each primary entrance into a commercial, industrial or office complex	n/a	10'
Electronic/LED	Integrated with another approved sign up to 50% of sign area	n/a	n/a	n/a	n/a
Freeway oriented signs <sup>1</sup>	950 sq. ft.  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 1 sign may be up to 1,500 sq. ft., including the area of any shopping center logo	Height: 50'  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 2 signs may be up to 72' in height	See Spacing	1 sign for each 800' of highway frontage	n/a
Historical markers <sup>1</sup>	8 sq. ft.	Height: 6'	n/a	n/a	10'
Inflated sign display <sup>1</sup>	n/a	Height: 25'	1 per commercial complex or 1 for each business not located in a	200' from any other freestanding sign	In compliance with setbacks of the zone in which the

			commercial complex		sign is located
Kiosk sign <sup>1</sup>	Overall kiosk sign: 12' x 4'6"  Sign panels: 7 (1' x 4')	Height: 12'	n/a	300' from any other kiosk sign; 50' from any other freestanding sign	n/a
Monument signs over 4' in height <sup>1</sup>	50 sq. ft. on sites with less than 250' of street frontage  78 sq. ft. on sites with more than 250' of street frontage  The architectural element shall not be considered part of the sign area	Height: All monument signs shall sit on a base no greater than 2' in height. The sign itself shall not exceed 6' in height  A domed, gabled or similar shaped architectural element may extend 1' above the sign for a cumulative height of 9' and may incorporate a building address but no other copy or logo shall be permitted within this area  Width: The total width of the sign shall not exceed 13'	1 for sites having only 1 business  For all other sites, as approved on a sign development plan	Not less than 100' from any other freestanding sign	4' except for corner properties and all driveways, where the minimum setback is 15'
Monument signs 4' or less in height <sup>1</sup>	20 sq. ft.  The architectural element shall not be considered part of the sign area	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater  A domed, gabled shaped architectural element may extend 1' above the sign for a maximum height of 7' and may	1 for each agricultural sales or service business	n/a	4' except for corner properties and all driveways, where the minimum setback is 15'

		incorporate a building address but no other copy or logo shall be permitted within this area			
Neighborhood entryway monument sign <sup>1</sup>	20 sq. ft.	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater	2 per main entrance along collector and arterial streets for each planned development and subdivision	50' from other monument sign, 100' from any other entrance or pole sign	20'
Neighborhood entryway sign <sup>1</sup>	20 sq. ft.	Height: Incorporated into a wall to assume the approved wall height	2 per main entrance along collector and arterial streets	50' from other neighborhood entryway sign, 100' from any other monument or pole sign	10', outside of clear vision area
Off premises development signs <sup>1</sup>	32 sq. ft.	Height: 12'	1 sign per 100 residential units in a development	50' from any other freestanding sign or structure	18"
Planned center sign <sup>1</sup>	250 sq. ft.	Height: 25'	1 per frontage onto an arterial/collector right of way	200' from any other pole sign, 150' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs	n/a
Pole signs <sup>1</sup>	80% of the street frontage of the lot upon which the sign will be	Height: 25'	1 sign per 200' of street frontage and 1 additional sign for developments	200' from any other pole sign, 150' from any monument	18"

	located, up to a maximum of 200 sq. ft.		with 400' or more of street frontage  For corner lots, each frontage shall be computed separately	sign and 50' from any other freestanding sign, except bus bench and bus shelter signs. There is no required separation between pole signs and bus bench/shelter signs	
Pylon sign, minor	64 sq. ft.	Height: 12'	Approved as an element of a sign development plan	Not less than 150' from any other freestanding sign	18"
Pylon sign, major	200 sq. ft.	Height: 25'	Approved as an element of a sign development plan	200' from any other pylon sign or pole sign, 150' from any monument sign, and 75' from any other freestanding sign	18"
Sculptured signs	As approved by planning commission	Height: 8' above grade or 10' above the elevation of the nearest sidewalk, whichever is greater	n/a	n/a	10'
Suspended signs	4 sq. ft.	n/a	n/a	n/a	n/a
Temporary promotional signs <sup>1</sup>	Wall banners: 40 sq. ft.  Freestanding signs: 24 sq. ft.	Wall banners: n/a  Freestanding sign height: 6'	Wall banners: 1 per business plus 1 additional banner for a business located in a building having a front face of	Wall banners: n/a  Freestanding signs: 25' from any other freestanding sign	Wall banners shall be securely attached to the building facade  Freestandin

			150 linear feet or more		g signs: 18"  Searchlights : 50' from the edge of any street pavement
Village center advertisement signs	15% of building facade; max. 100 sq. ft./sign	No higher than second level/story of parking structure or commercial building	As approved in the development plan	n/a	n/a
Wall signs <sup>1</sup>	15% of each facade of a building	Height: n/a  Projection from building: Not more than 18"	1 for each business occupying a building	n/a	n/a

Notes:

1. See section 12-3-3 of this chapter for exceptions and qualifications.
2. See also subsection 8-8-7B of this code, subsection 12-2-3F4 of this title and subsection 12-3-3C of this chapter. (2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014; Ord. 16-\_\_, 08-24-2016)

**Section 3.** Additions or amendments to the 2009 City Code when passed in such form as to indicate the intention of the city council to make the same a part of the 2009 City Code shall be deemed to be incorporated in the 2009 City Code, so that reference to the 2009 City Code hereafter includes the additions and amendments.

**Section 4.** This Ordinance shall become immediately effective.

Passed and adopted by the City Council of the City of West Jordan, Utah this 24<sup>th</sup> day of August, 2016.

CITY OF WEST JORDAN

By: \_\_\_\_\_  
KIM V. ROLFE  
Mayor

ATTEST:

MELANIE S. BRIGGS, MMC  
City Clerk

Voting by the City Council

“AYE”

“NAY”

**Council Member Dirk Burton**  
**Council Member Jeff Haaga**  
**Council Member Zach Jacob**  
**Council Member Chris McConnehey**  
**Council Member Chad Nichols**  
**Council Member Sophie Rice**  
**Mayor Kim V. Rolfe**

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**CITY CLERK/RECORDER'S CERTIFICATE OF PUBLICATION**

I, Melanie S. Briggs, certify that I am the City Clerk/Recorder of the City of West Jordan, Utah, and that the foregoing ordinance was published in the Legal Section, of the Salt Lake Tribune, on the \_\_\_\_\_ day of \_\_\_\_\_, 2016, pursuant to Utah Code Annotated, 10-3-711.

MELANIE S. BRIGGS, MMC  
City Clerk/Recorder

[SEAL]



# Legislative

## 12-1-4: DEFINITIONS:

In this title, the terms, phrases, words and their derivatives shall have the meaning as stated and defined in this title, unless the context indicates a contrary meaning. Terms defined in title 14 of this code, the city subdivision ordinance, and title 13 of this code, the city zoning ordinance, shall have the same meaning when used in this title.

**DIRECTIONAL SIGN:** A sign limited to directional messages such as one way, entrance and exit, ~~and have no advertising copy.~~ Business identification may be allowed.

(2001 Code §§ 89-1-203, 89-6-1104; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 12-07, 4-4-2012; Ord. 13-04, 2-27-2013; Ord. 13-17, 4-24-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. 16-\_\_, 08-24-2016)

## 2-3-2: SIGN STANDARDS:

Sign Type	Sign Standards				
	Maximum Area	Maximum Height/ Projection/Width	Density	Spacing	Front Setback
A-frame signs <sup>1</sup>	10 sq. ft. per sign face with a maximum of 2 sign faces	Height: 4'	1 per business	75' from any other sign	Signs must be within 20' of the primary entrance to the business
Animated signs	Integrated in the design of another approved sign and not to exceed 25% of the area of such sign	n/a	n/a	n/a	n/a
Awning signs <sup>1</sup>	Sign: 25% of the building facade  Copy or design: 50% of the awning area	Height: 5'  Projection: 3' or 33% of window height whichever is less	n/a	n/a	Awnings shall not project into any public right of way

Billboards <sup>1</sup>	300 sq. ft.	Height: 35'	See subsection <u>12-3-3D</u> of this chapter for density	Not less than 500' from any other billboard	10'
Bus bench/shelter signs <sup>1,2</sup>	Bench sign: 16 sq. ft.  Shelter sign: 22 sq. ft.	Bench sign height: 42"  Shelter sign height: 6'	One at each UTA bus stop	500' from any other bench/shelter sign and 50' from any other freestanding sign, except pole signs. There is no required separation between pole signs and bus bench/shelter signs	A minimum distance between the front edge of the bench or shelter and the face of the adjacent curb of 48" on state roads and 24" on city streets
Changeable copy signs <sup>1</sup>	Integrated with another approved sign and not to exceed 30% of the area of such sign	n/a	n/a	n/a	n/a
Directional signs <sup>1</sup>	6 sq. ft.  <u>6 sq. ft. per individual sign area on a single pole, if approved with a sign development plan.</u>	Height: 6'  <u>12' if approved with a sign development plan.</u>	See Spacing	50' from any other freestanding sign, <u>unless approved as part of a sign development plan.</u>	Public use directional signs may be located within public rights of way  Other directional signs: 18"
Directory signs	50 sq. ft.	Height: 10'	1 for each primary entrance into a commercial, industrial or office complex	n/a	10'
Electronic/LED	Integrated with another approved sign up to 50% of sign area	n/a	n/a	n/a	n/a

Freeway oriented signs <sup>1</sup>	950 sq. ft.  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 1 sign may be up to 1,500 sq. ft., including the area of any shopping center logo	Height: 50'  For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than <del>4</del> 2 signs may be up to 72' in height	See Spacing	1 sign for each <del>4,000'</del> 800' of highway frontage	n/a
Historical markers <sup>1</sup>	8 sq. ft.	Height: 6'	n/a	n/a	10'
Inflated sign display <sup>1</sup>	n/a	Height: 25'	1 per commercial complex or 1 for each business not located in a commercial complex	200' from any other freestanding sign	In compliance with setbacks of the zone in which the sign is located
Kiosk sign <sup>1</sup>	Overall kiosk sign: 12' x 4'6"  Sign panels: 7 (1' x 4')	Height: 12'	n/a	300' from any other kiosk sign; 50' from any other freestanding sign	n/a
Monument signs over 4' in height <sup>1</sup>	50 sq. ft. on sites with less than 250' of street frontage  78 sq. ft. on sites with more than 250' of street frontage  The architectural element shall not be considered part of the sign area	Height: All monument signs shall sit on a base no greater than 2' in height. The sign itself shall not exceed 6' in height  A domed, gabled or similar shaped architectural element may extend 1' above the sign for a cumulative height of 9' and may incorporate a building address but no other copy or logo shall be permitted within this	1 for sites having only 1 business  For all other sites, as approved on a sign development plan	Not less than 100' from any other freestanding sign	4' except for corner properties and all driveways, where the minimum setback is 15'

		<p>area</p> <p>Width: The total width of the sign shall not exceed 13'</p>			
Monument signs 4' or less in height <sup>1</sup>	<p>20 sq. ft.</p> <p>The architectural element shall not be considered part of the sign area</p>	<p>Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater</p> <p>A domed, gabled shaped architectural element may extend 1' above the sign for a maximum height of 7' and may incorporate a building address but no other copy or logo shall be permitted within this area</p>	1 for each agricultural sales or service business	n/a	4' except for corner properties and all driveways, where the minimum setback is 15'
Neighborhood entryway monument sign <sup>1</sup>	20 sq. ft.	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater	2 per main entrance along collector and arterial streets for each planned development and subdivision	50' from other monument sign, 100' from any other entrance or pole sign	20'
Neighborhood entryway sign <sup>1</sup>	20 sq. ft.	Height: Incorporated into a wall to assume the approved wall height	2 per main entrance along collector and arterial streets	50' from other neighborhood entryway sign, 100' from any other monument or pole sign	10', outside of clear vision area
Off premises development signs <sup>1</sup>	32 sq. ft.	Height: 12'	1 sign per 100 residential units in a development	50' from any other freestanding sign or structure	18"
Planned center sign <sup>1</sup>	250 sq. ft.	Height: 25'	1 per frontage onto an arterial/collector right of way	200' from any other pole sign, 150' from any monument sign and 50' from any	n/a

				other freestanding sign, except bus bench and bus shelter signs	
Pole signs <sup>1</sup>	80% of the street frontage of the lot upon which the sign will be located, up to a maximum of 200 sq. ft.	Height: 25'	1 sign per 200' of street frontage and 1 additional sign for developments with 400' or more of street frontage  For corner lots, each frontage shall be computed separately	200' from any other pole sign, 150' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs. There is no required separation between pole signs and bus bench/shelter signs	18"
Pylon sign, minor	64 sq. ft.	Height: 12'	Approved as an element of a sign development plan	Not less than 150' from any other freestanding sign	18"
Pylon sign, major	200 sq. ft.	Height: 25'	Approved as an element of a sign development plan	200' from any other pylon sign or pole sign, 150' from any monument sign, and 75' from any other freestanding sign	18"
Sculptured signs	As approved by planning commission	Height: 8' above grade or 10' above the elevation of the nearest sidewalk, whichever is greater	n/a	n/a	10'
Suspended signs	4 sq. ft.	n/a	n/a	n/a	n/a

Temporary promotional signs <sup>1</sup>	Wall banners: 40 sq. ft.  Freestanding signs: 24 sq. ft.	Wall banners: n/a  Freestanding sign height: 6'	Wall banners: 1 per business plus 1 additional banner for a business located in a building having a front face of 150 linear feet or more  Freestanding signs: 1 per business. Sign shall be securely attached to the ground	Wall banners: n/a  Freestanding signs: 25' from any other freestanding sign	Wall banners shall be securely attached to the building facade  Freestanding signs: 18"  Searchlights : 50' from the edge of any street pavement
Village center advertisement signs	15% of building facade; max. 100 sq. ft./sign	No higher than second level/story of parking structure or commercial building	As approved in the development plan	n/a	n/a
Wall signs <sup>1</sup>	15% of each facade of a building	Height: n/a  Projection from building: Not more than 18"	1 for each business occupying a building	n/a	n/a

Notes:

1. See section 12-3-3 of this chapter for exceptions and qualifications.
2. See also subsection 8-8-7B of this code, subsection 12-2-3F4 of this title and subsection 12-3-3C of this chapter. (2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014; Ord. 16-\_\_, 08-24-2016)