

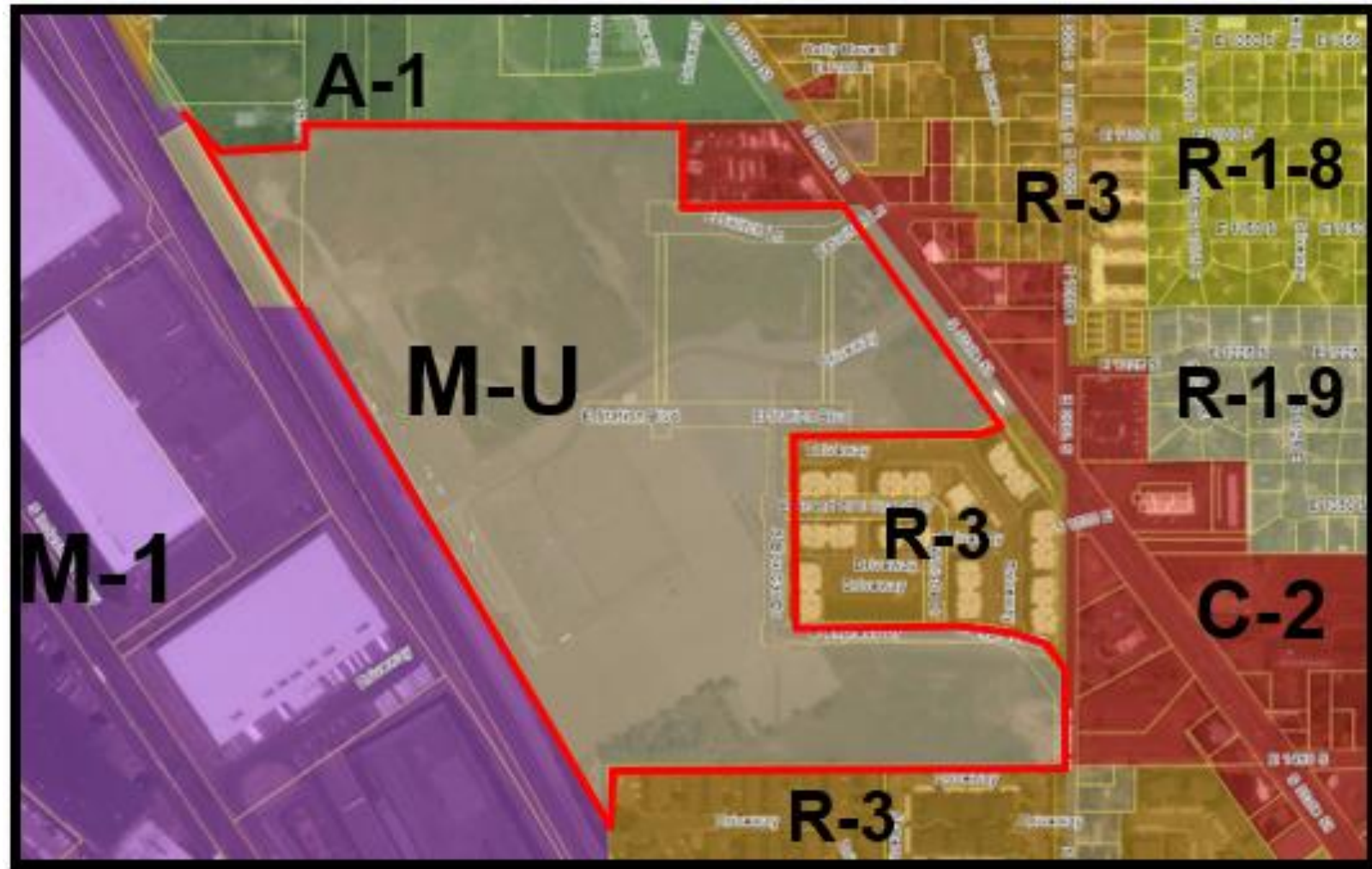
Clearfield City Council Work Session

March 19th, 2024



CLEARFIELD STATION MASTER
DEVELOPMENT AGREEMENT
Master Development Plan Amendments
MDA 2024-0204

Aerial Image & Zoning





Background

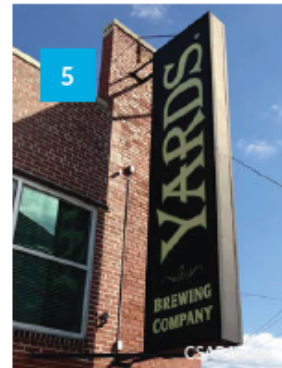
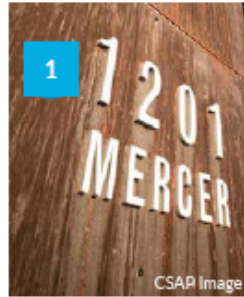
- Master Development Agreement (MDA) required by M-U (Mixed-Use) Zone and executed in August 2021.
- Master Development Plan (MDP) provides development regulations for the Clearfield Station area covered by the MDA.
- First project is for Mixed-Use Residential Buildings C & D.
- Staff and the development partners have identified necessary amendments to provide more clarity and flexibility.

ILLUSTRATIVE MASTERPLAN

- ① PLAYGROUND & PAVILION
- ② REGIONAL TRAIL CONNECTION
- ③ OPEN SPACE AMENITY
- ④ STREET EXTENSION (OFF-SITE IMPROVEMENTS)
- ⑤ SIGNALIZED INTERSECTION
- ⑥ VEHICLE CANOPY
- ⑦ STORMWATER BASIN
- ⑧ BIOSWALE/RAIN GARDEN
- ⑨ NEW MEDIAN, REMOVE SIGNAL
- ⑩ TRANSIT PLAZA
- ⑪ STATION SQUARE
- ⑫ PUBLIC PARK



4.11 SIGNAGE



PRECEDENTS

- | | |
|----------------|--------------------|
| 1. Wall Sign | 4. Mural Sign |
| 2. Window Sign | 5. Projecting Sign |
| 3. Awning Sign | 6. Hanging Sign |

BUILDING SIGNAGE

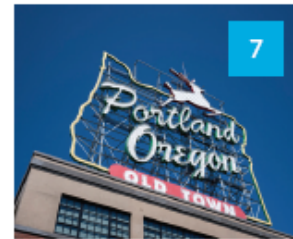
INTENT

Buildings will utilize various types of signage to indicate the commercial or non-commercial use of the spaces. Signs will also be utilized to promote easy wayfinding, add an extra layer of interest to the building, and enhance the pedestrian experience.

Signs shall be appropriately scaled to the building and oriented to the public realm. These signs are to be made of durable high-quality materials.

GENERAL GUIDELINES

- Signs shall not obscure architectural elements or impair public safety.
- Sign typeface should be clearly legible.
- Signs shall be designed of high quality materials consistent with the overall building architecture and character.
- Three dimensional lettering is encouraged.
- Signs should be artful, creative, and expressive.



- | |
|------------------------|
| 7. Icon Sign (Roof) |
| 8. Icon Sign (Parapet) |

RESIDENTIAL SIGNAGE

COMMON ENTRANCE SIGNAGE

Sign area at the main public entrance shall not exceed 20 sq. ft. Secondary public entrances are permitted one sign to a max of 5 sq. ft.

GROUND LEVEL WALL SIGNS

- The height shall not be placed higher than the second floor window sill.
- Signs shall be wall mounted.

PROJECTING SIGNS

- Height shall not exceed 20 feet or project past an above windowsill.
- 4 foot maximum projection and a minimum 9 foot clearance above the sidewalk shall be maintained.

AWNING SIGNS

- The area shall not exceed 50% of the vertical face area of the awning.
- Maximum letter height is 12 inches.

ICON SIGNAGE

Signage at high visibility locations including but not limited to building corners, parapets, or roofs. Limited to one per facade.

INDIVIDUAL ENTRANCE SIGNAGE

Sign area for a individual unit at grade shall not exceed two square feet.

NAMEPLATE

One Nameplate sign is permitted per unit.

NON-RESIDENTIAL SIGNAGE

LOCATION

All non-residential buildings including mixed-use, office, and commercial land uses.

WINDOW SIGNS

- Permanent or temporary window signs shall not exceed 1/2 the area of the window to a maximum of 20 sq. ft.
- Signs shall be made of durable material and fixed to the window.

WALL SIGNS

- The area of wall signs shall not exceed 1 sq. ft. per foot of street frontage occupied by the business measured along the wall to which the signs are attached, or 20 sq. ft. for retail spaces under 30,000 sq feet.
- The height of any wall sign shall not exceed 10 feet.

PROJECTING SIGNS

- The area of projecting signs shall not exceed 24 sq. ft.
- Projecting signs shall be located no closer than 20 ft. apart.
- The height of a projecting sign shall not exceed 30 ft. or the height of the wall that is attached or the windowsill above.
- A minimum 9 foot clearance above the sidewalk shall be maintained.
- Projecting signs shall not extend more than 6 foot 6 inches into the ROW.

SIGNS ON AWNINGS

- The area of awning shall not exceed the lesser of: 50% of the area of the vertical face of the awning, or 200 sq. ft.
- Maximum letter height is 12 inches.
- Sign may be non-illuminated or indirectly illuminated.

CABINET & BACKLIT SIGNS

- Cabinet and backlit signs shall require a building permit from Clearfield City.

NAMEPLATE

- One nameplate sign is permitted per business.
- The area shall not exceed 2 sq. ft.

MURAL SIGNS

- Murals are considered public art, not billboards or signs. Murals containing logos, slogans, or advertising messages of any kind are considered signs and must comply with Wall Sign guidelines. Design proposals are to be reviewed and approved by Clearfield City at Staff level.

GUIDELINES

- Signs should creatively use two and three dimensional form to express the character of the use.
- To minimize irreversible damage, all mounting and supports should be inserted into mortar joints and not into the masonry face.
- Lighted signs shall conceal any junction boxes, lamps, tubing, conduits, and raceways.

TEMPORARY SIGNAGE

PRE-CONSTRUCTION & CONSTRUCTION

One sign per business under construction is permitted. Signs shall not exceed 12' x 32 sq. ft. in size. Sign must be removed within seven days following the completion of the contract. For office & commercial marketing - signs may also be placed along State Street frontage and may not exceed 96 sq. ft. in size. A Construction Leasing Banner may be used as follows:

• 12' x 30' hung from building

FOR SALE/LEASE

One sign is allowed for each street frontage of the subject property. The sign shall not be greater than 10 ft. tall, and may not extend above the roof line of the building. Sign area shall be a maximum of 16 sq. ft. for parcels less than 50,000 sq. ft. and no larger than 32 sq. ft. for parcels greater than 50,000 sq. ft. A Construction Leasing Banner may be used as follows:

• 12' x 30' hung from building

PUBLIC EVENTS

Signs noticing public events must be promptly removed after the event has occurred.

CROWN SIGNAGE

Dimensions to be as follows:

- Up to 72" Tall
- LED illumination (front- or back-lit, or halo-lit)
- Color

PROJECT PYLON & MONUMENT SIGNAGE

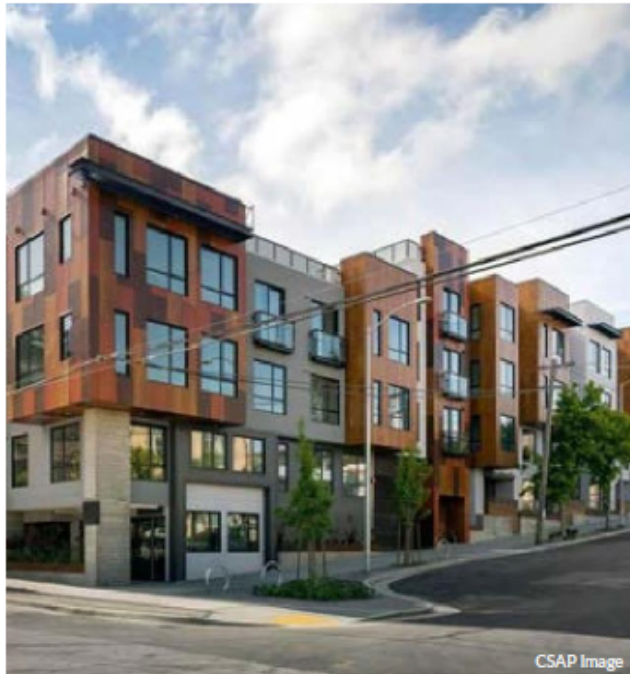
Follow the guidelines of Clearfield City Code Title 11 Chapter 15 regarding sign regulations.

PROHIBITED SIGNAGE ~~is prohibited unless otherwise addressed in~~
Any signage not described in this section ~~is subject to will follow~~ Clearfield City Code Title 11 Chapter 15 Approval regarding sign regulations.

5.1 MIXED USE RESIDENTIAL LAND USE REGULATIONS

GENERAL CHARACTER

The Mixed Use Residential (MUR) Land Use area blends a mix of activating uses into one space that provides for the opportunity to have businesses occupy the ground floor and residential uses occupy the upper floors. This promotes activated ground floors, enhanced amenities, and the diversification of land use functions. Utilization of this land use regulation promotes a more unique urban character, enhanced building entrances and more articulated building facades. Buildings shall be placed adjacent to the sidewalk with pedestrian entrances oriented to the street. See Chapter 4 for design guidelines and streetscape standards.



BUILDING PLACEMENT & HEIGHT

Front setbacks: 0 foot minimum and a 10 foot maximum as measured from the right-of-way or PUE line where occurs. All portions of the yard not occupied by building, driveways, walkways or other similar features must be landscaped or include an active outdoor use, such as outdoor dining, plazas, courtyards or other similar outdoor use. Where space between building and right-of-way line is used as an active outdoor use, the building setback is determined from the street-side edge of the outdoor use hardscape area.

Side setbacks: None

Orientation: Buildings must be oriented with an entrance or entrances facing toward the street.

Building Height: Buildings in mixed-use areas must be a minimum of 2 stories in height and are limited to a maximum of 8 stories.

BUILDING CHARACTER

PRIMARY BUILDING FACADE DESIGN

Articulation: A vertical facade division of 12" or more must be provided at 42' intervals measured horizontally along street face facade offset shall be included at the street level floor.

Doors: A street level door shall be provided no more than an average of 50' on center.

Human Scale Elements: Balconies, terraces, canopies, articulated roofs or the like shall be provided at an elevation of 9' to 14' above the sidewalk to provide human scaled elements. These shall occur at the minimum rate of 15% of the facade length and may encroach over the public walk and shall include awnings, canopies, balconies and the like. These elements shall be placed along building facade adjacent to the public street and be consistent with architectural materials on the building.

Corner Expression: Buildings at block corners along Primary Streets shall comply with the standards set forth in Chapter 4: Building Corners.

Building Stepback: A building stepback of 8' minimum shall be provided at the primary facade of buildings exceeding 3 stories and shall occur at level 2, 3 or 4, and may be used as balconies, terraces, or articulated roofs. In lieu of this, balconies, terraces, canopies, articulated roofs or the like shall be provided at an elevation of 9' to

Where space between building and right-of-way line is used as an active outdoor use, the building setback is shall be determined measured from the right-of-way or PUE line to the street-side edge of the outdoor use hardscape area.

Exterior Materials: In order to establish character, quality, and sustainable durability, the ground level exterior finishes are to be Premium Finishes as defined below. The Premium Finishes will cover at the ground level a minimum of forty (40%) percent of the vertical surface area (excluding doors, windows, and store front) inclusive of the exterior walls, columns, etc. This will occur at all such surfaces other than minor building elements (soffits, fascia treatments, etc.). Premium Finishes include:

- Brick Veneer
- Decorative Masonry
- Cast-in-Place Concrete (Architectural Grade)
- Precast Concrete (Architectural Grade)
- Metal Panel

Glazing: Where Retail, Service Related Office, Entertainment, Restaurant, General Commercial, or Residential Amenity Spaces occur adjacent to public street or plaza, a minimum of 60% of the ground floor of the affected building facade shall consist of transparent surfaces, such as windows or doorways, to promote visual interest.

* See Chapter 4 for more information on Primary Building Facade Design.



REQUIRED PARKING

Residential: 1.2 stalls minimum per dwelling unit - off street parking (1.5 minimum per townhome unit).

Professional Service Office: A minimum of 4 stalls per 1000 square foot usable square feet.

Street Parking: On-street parking is required as indicated by the typical street sections.

Access: Parking structure entrances shall not be located along Station Boulevard.

Other Commercial Uses (Including Leasing Offices): Minimum of 4 stalls per 1000 usable square feet.

Alternative: Parking ratios for MUR may be adjusted based on shared parking standards and a parking analysis prepared by a qualified Traffic/Parking Consultant.

SPECIAL REQUIREMENTS

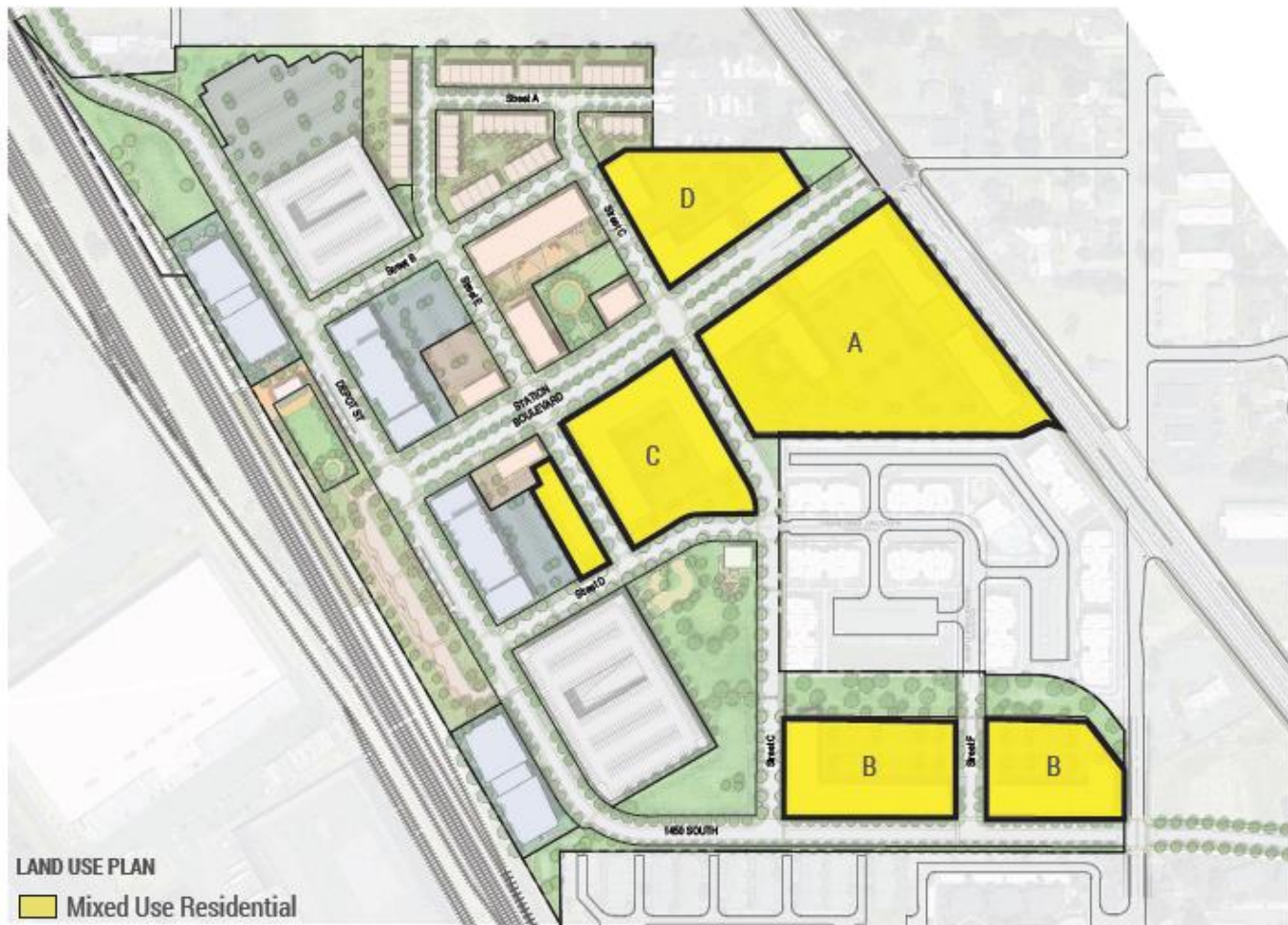
Mid-Block Break: Attached buildings shall form a continuous street wall of no greater than 300 lineal feet maximum, with a vehicular or pedestrian pass through required for street walls exceeding 300 lineal feet.

Service Areas: Delivery docks shall be located at the backs or sides of buildings. Service areas shall be a minimum of 70% screened from pedestrian views.

Waste Collection: Waste collection areas shall be located away from pedestrian areas and access to buildings. Trash and recycling receptacles shall be enclosed on all sides with a gate for access. Solid waste dumpsters shall be enclosed or inside the buildings.

Blank Walls: Blank walls at street level at Primary Facades that face public streets shall not exceed 12 linear feet without entries or windows.

Insertion of
comma



LAND USE REQUIREMENTS

PERMITTED USES

Street Level: Retail, Service Related Office, Entertainment, Restaurant, General Commercial, Residential, Amenity Spaces, and Hotel. A minimum building depth of 30 feet is required.

Upper stories: Residential, Amenity Spaces, and Service Related Office.



Mixed-Use/Residential Development

Staff and Planning Commission Recommendations

Staff Recommendation

Staff recommends that the Planning Commission forward a recommendation of **APPROVAL for MDA 2024-0204**, to the Clearfield City Council, for the requested amendments of the Master Development Plan of the Clearfield Station Master Development Agreement.

Planning Commission Recommendation

On March 6th, 2024, the Planning Commission forwarded a recommendation of **APPROVAL for MDA 2024-0204**, to the Clearfield City Council, for the requested amendments of the Master Development Plan of the Clearfield Station Master Development Agreement. The recommendation was based upon the staff changes reflected in the staff report and presentation. The recommendation of approval was made on a unanimous 8-0 vote.

