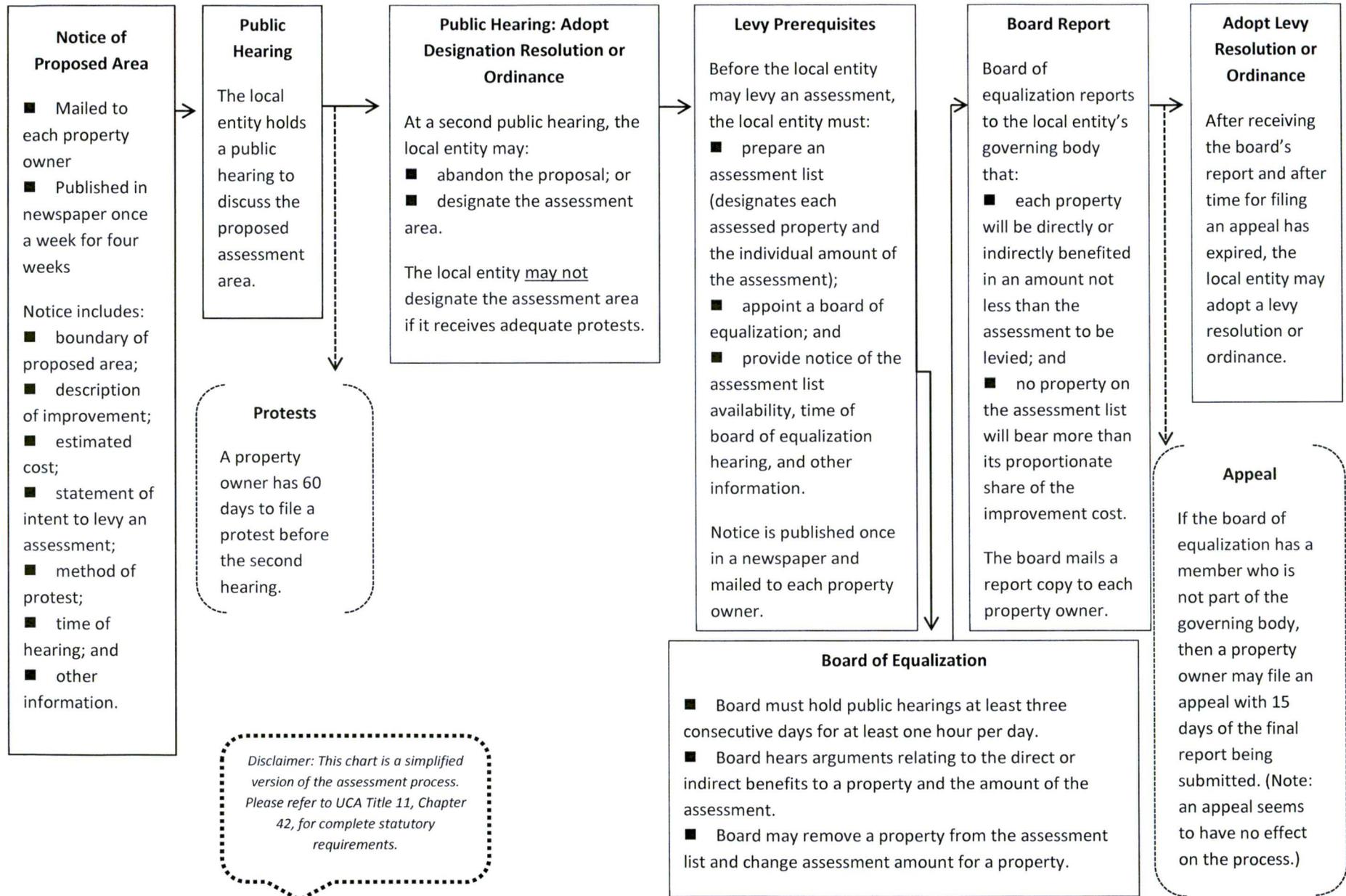


## Process for Designating an Assessment Area and Levying an Assessment



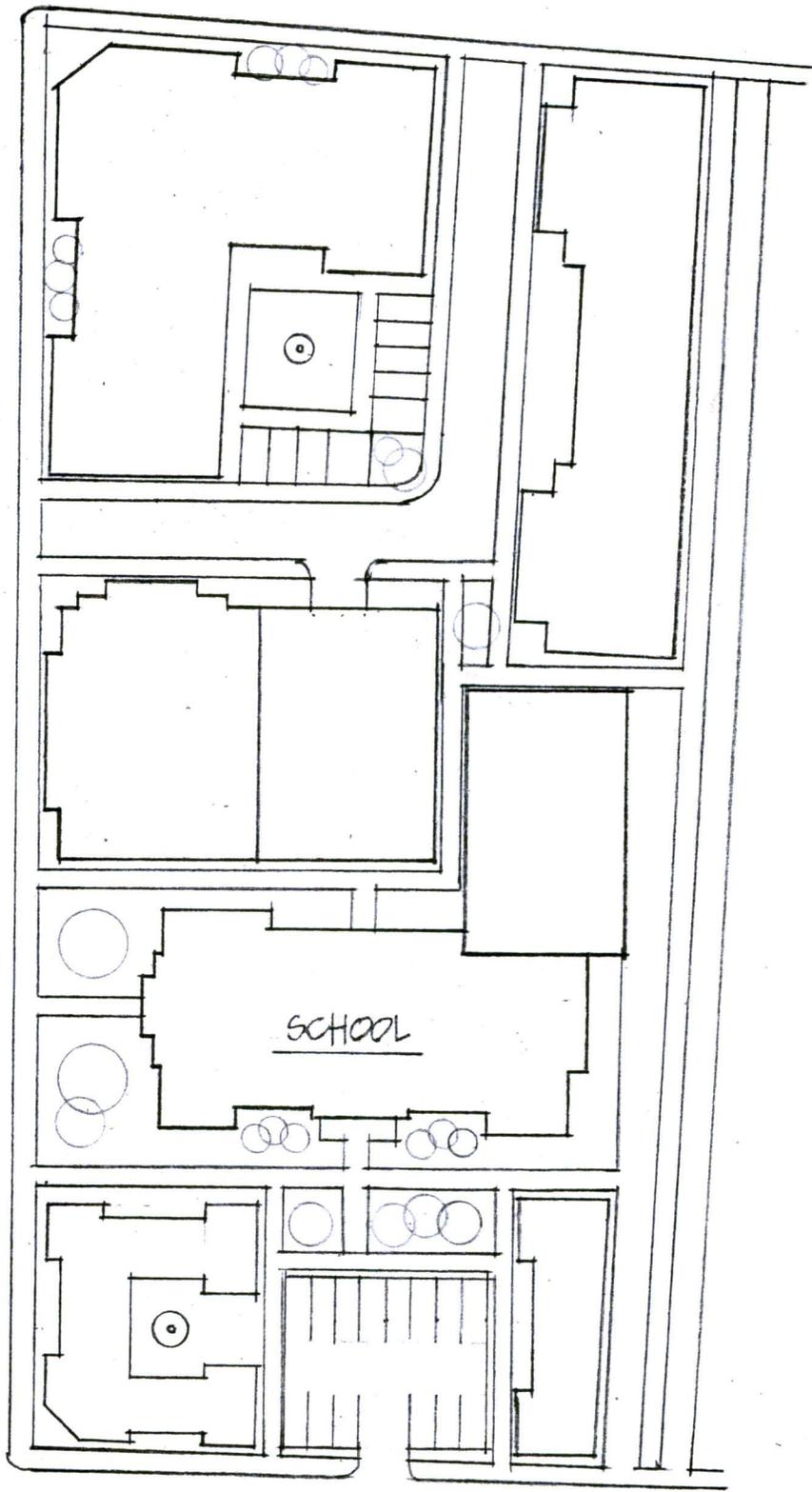
## DRAPER/PARK SCHOOL PRESENTATION

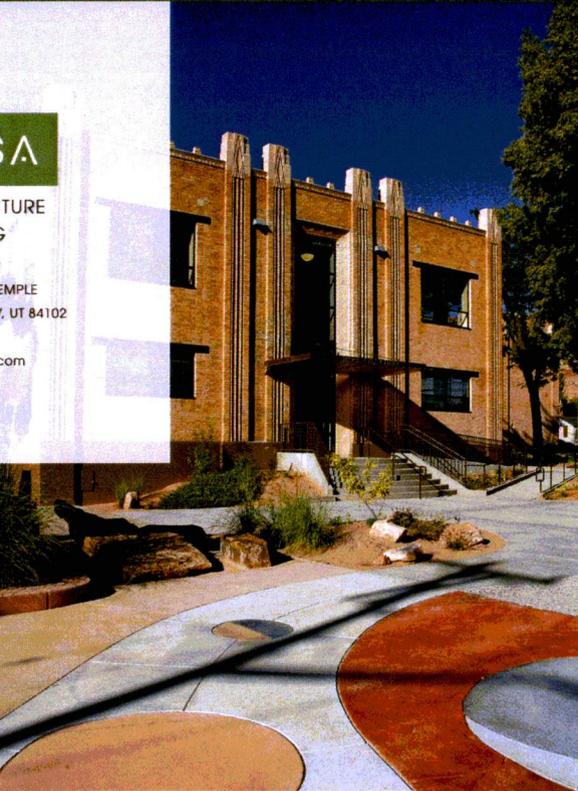
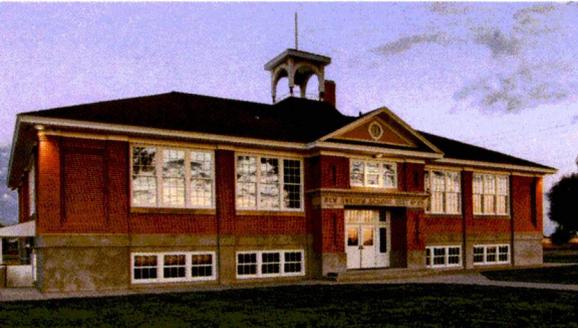
July 15, 2014, 15 minutes, by Allen Roberts, AIA of CRSA

1. CRSA chosen due to deep experience in analyzing and renovating historic schools; have studied this building 2-3 times before.
2. Scope of potential project: 1912 section: main and upper floor; 1928 section: lower and main floor. Total: 33,360 s.f. (1955 north wing and 1912 mechanical building to be razed)
3. Condition of building: Overall good condition, can be renovated; similar to or better than 20 other historic schools CRSA has renovated.
4. Uses: Overall, an enhancing center piece for the Draper Town Center. Some candidates:
  - a. Mixed-use community center
  - b. Cultural, visual, musical and performing arts center and gallery
  - c. Community, quasi-public, non-profits or professional offices
  - d. School: charter &/or branch college
  - e. Museum
  - f. Senior center
  - g. Recreation center
  - h. Day care/children's center
  - i. Commercial/retail and restaurants complex
  - j. Others (Ask Council what kinds of uses they'd prefer)
5. Renovation costs: Estimated at \$150-165/s.f., depending on uses and complexity of design; at 33,360 s.f., equal to \$5 to 5.5 million; \$6-7 million for the project with soft cost, demolition of two sections and site work. New construction is 20-25% or more higher for comparable buildings (2014 "Means" average for similar new buildings: \$175-225+/s.f.).
6. Funding sources:
  - a. 20% federal tax credit; new market and other credits
  - b. FEMA grants
  - c. HUD, EDA, CDBG and other federal grants
  - d. National Trust, CLG and other preservation grants
  - e. Utah and national foundations
  - f. Private developer funding
  - g. School funding sources if a school
7. Preliminary recommendation: Issue an RFP for the school's re-use and renovation.
8. Q & A

### Notes:

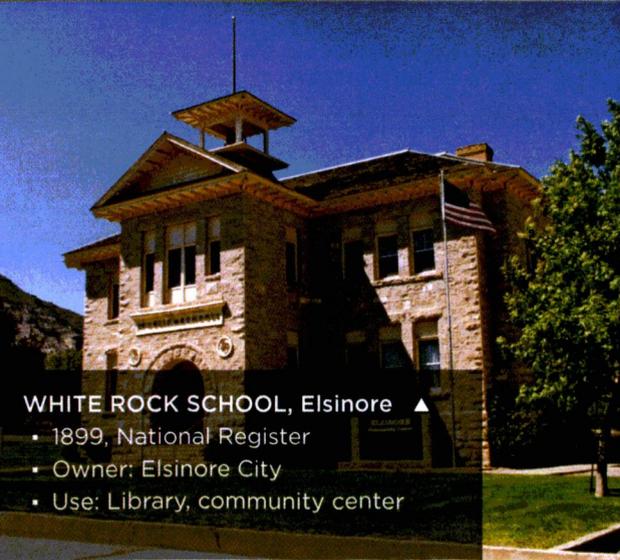
1. Uses proposed in 2001: Performing arts theater, historical society museum, library, and office, art galleries, public offices and meeting rooms (council, court), Chamber of Commerce, Youth Council, Senior Nutrition Center and misc. others.





ADAPTIVE RE-USE PROJECTS IN HISTORIC SCHOOLS

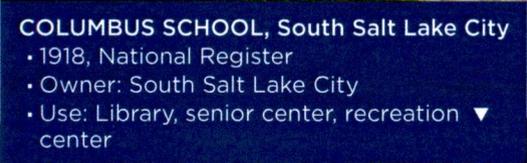




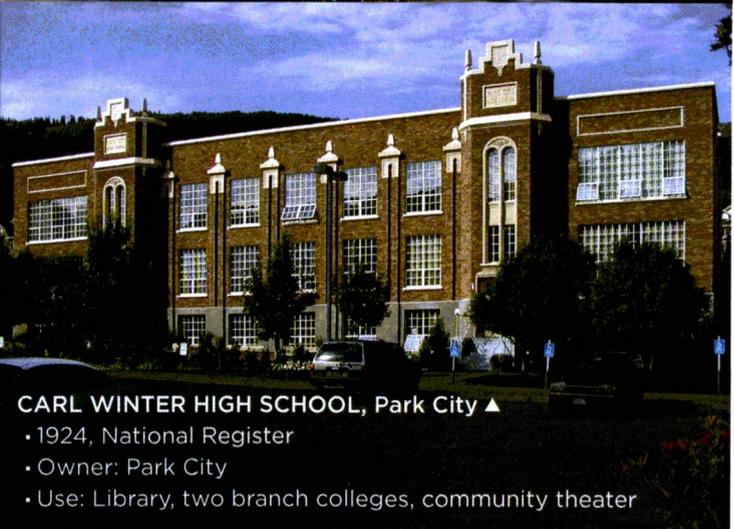
**WHITE ROCK SCHOOL, Elsinore** ▲  
 • 1899, National Register  
 • Owner: Elsinore City  
 • Use: Library, community center



◀ **MAESER SCHOOL, Provo**  
 • 1899, National Register  
 • Owner: Provo Housing Authority  
 • Use: Affordable Senior Housing



**COLUMBUS SCHOOL, South Salt Lake City**  
 • 1918, National Register  
 • Owner: South Salt Lake City  
 • Use: Library, senior center, recreation center ▼



**CARL WINTER HIGH SCHOOL, Park City** ▲  
 • 1924, National Register  
 • Owner: Park City  
 • Use: Library, two branch colleges, community theater



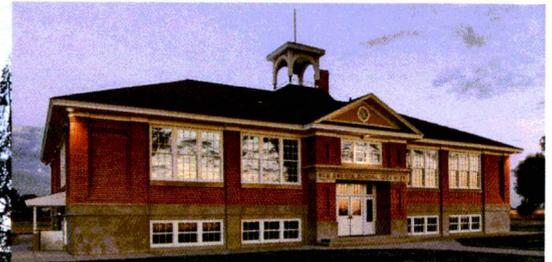
**FRANKLIN SCHOOL, Great Falls, Montana**

- 1900
- Owner: Pingree-Dahle developers
- Use: Affordable family housing



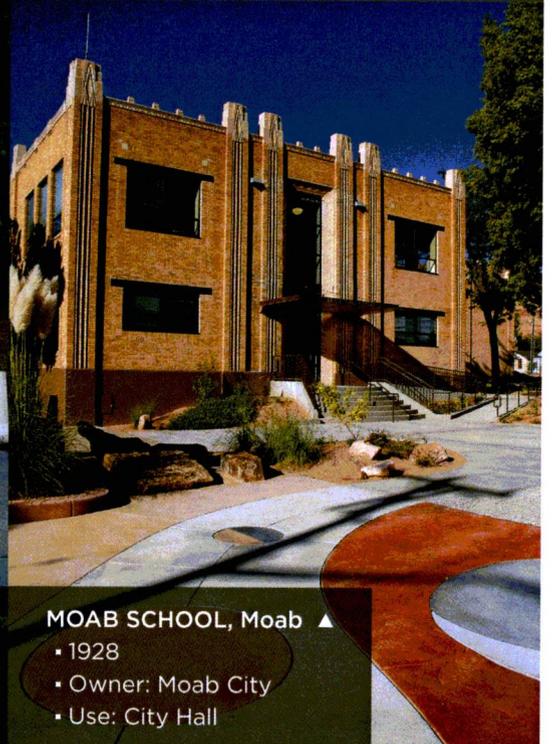
**▲ OGDEN HIGH SCHOOL, Ogden**

- 1936, National Register
- Owner: Ogden School District
- Use: Public High School



**NEW SWEDEN SCHOOL, Idaho Falls ▲**

- 1927
- Owner: American Heritage Charter School
- Use: Charter School



**MOAB SCHOOL, Moab ▲**

- 1928
- Owner: Moab City
- Use: City Hall



## USERS IN HISTORIC SCHOOLS

Register-listed, school building has been...ies statewide (and nationally) have come...resources that can and do play vital roles...preservation is also a "greener," more sus...ding new construction.

ways of saving, renovating and reusing...several of its school renovation projects,

educational purposes, most of them are

Some are multiple-use community cen...ng and cultural arts centers. In addition to...ls have been converted to city halls, rec...libraries and headquarters for non-profit

owning organization (some public, some...sised the funding needed to renovate and...physical condition similar to or worse than

same potential for successful reuse, pro...a similar preservation effort to save and



**SOUTH HIGH SCHOOL, Salt Lake City**  
• 1930, National Register  
• Owner: Salt Lake Community College  
• Use: Community College

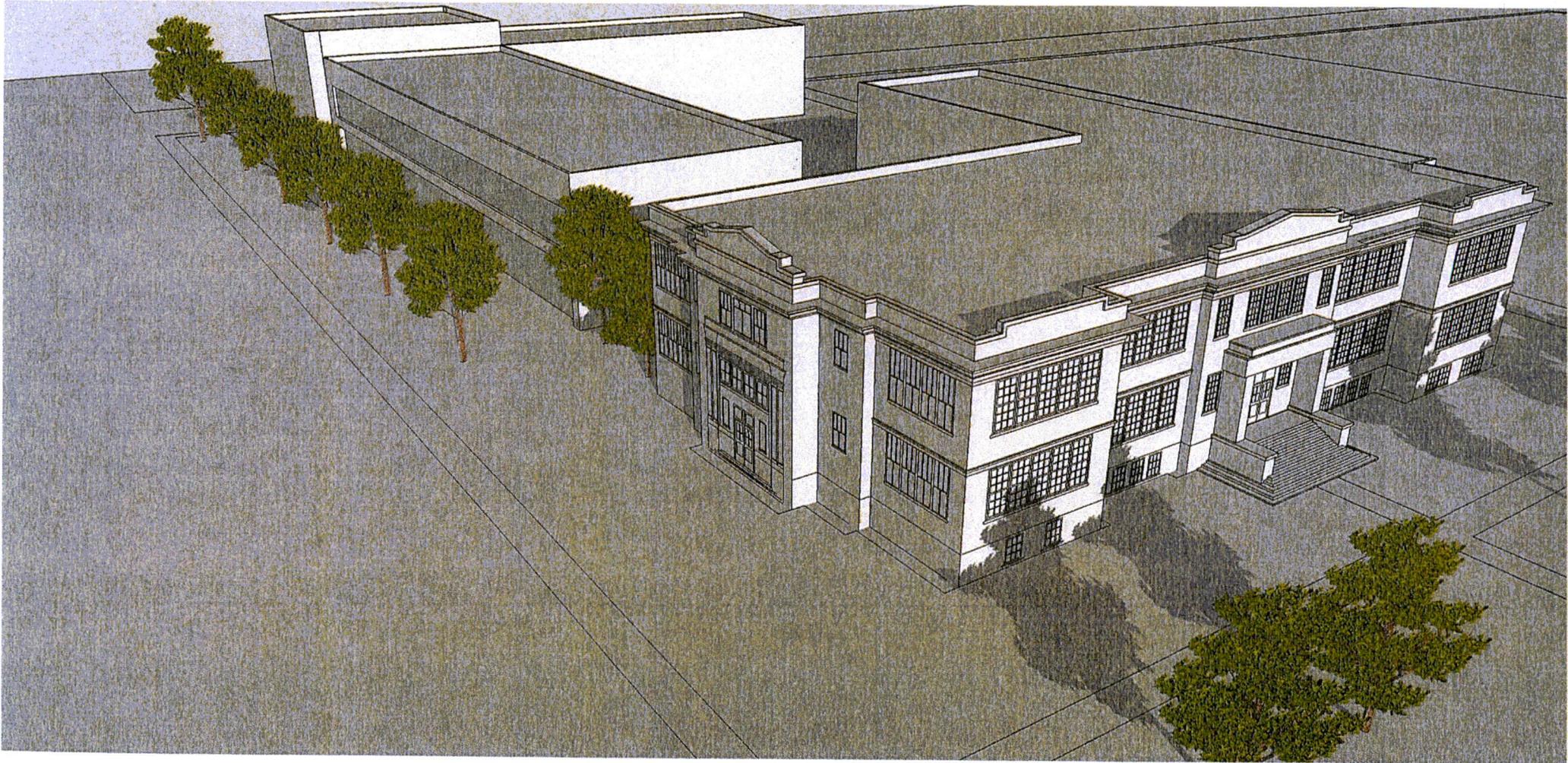


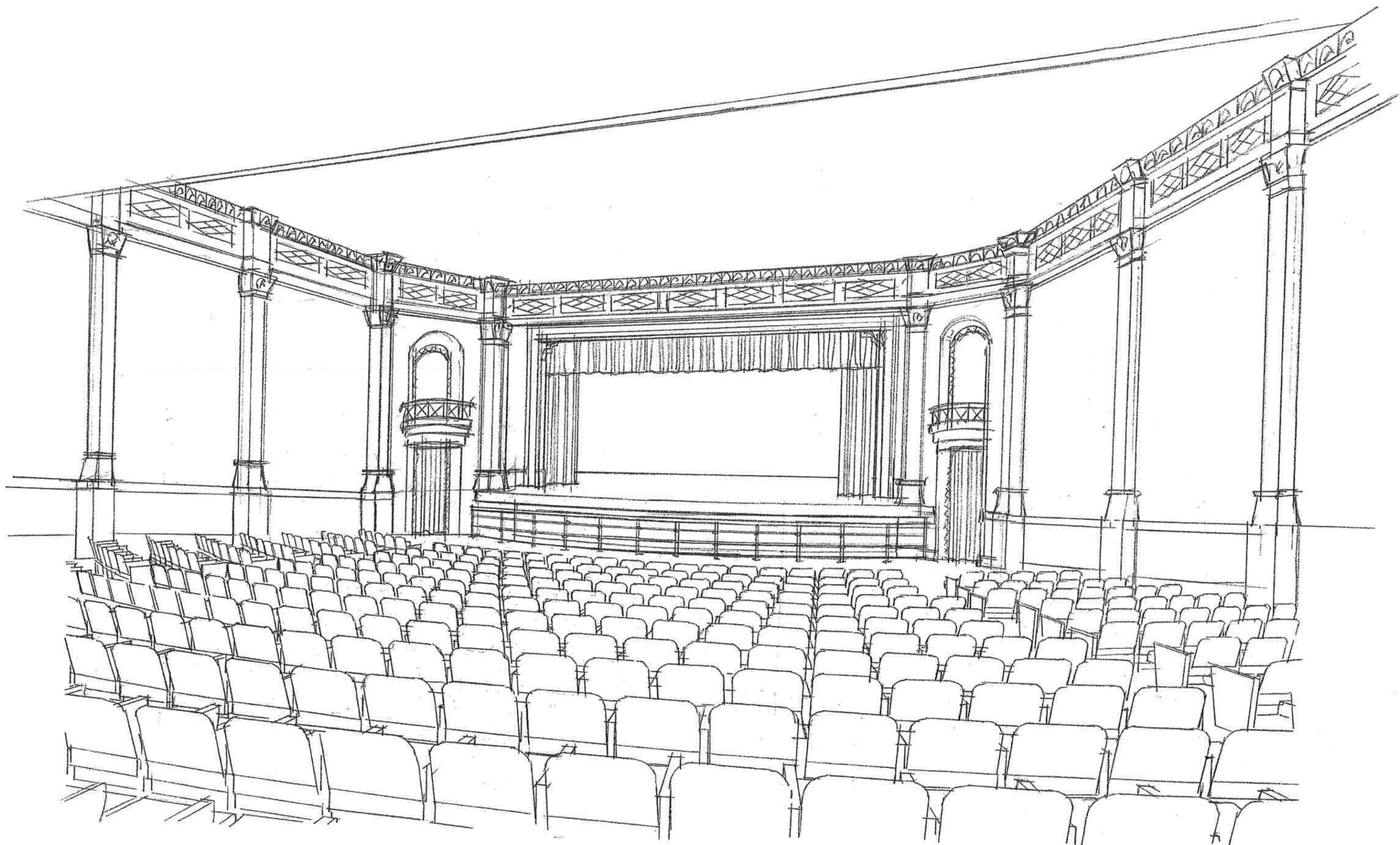
**SPRING CITY SCHOOL, Spring City**  
• 1899, National Register  
• Owner: Spring City  
• Use: Community and art center

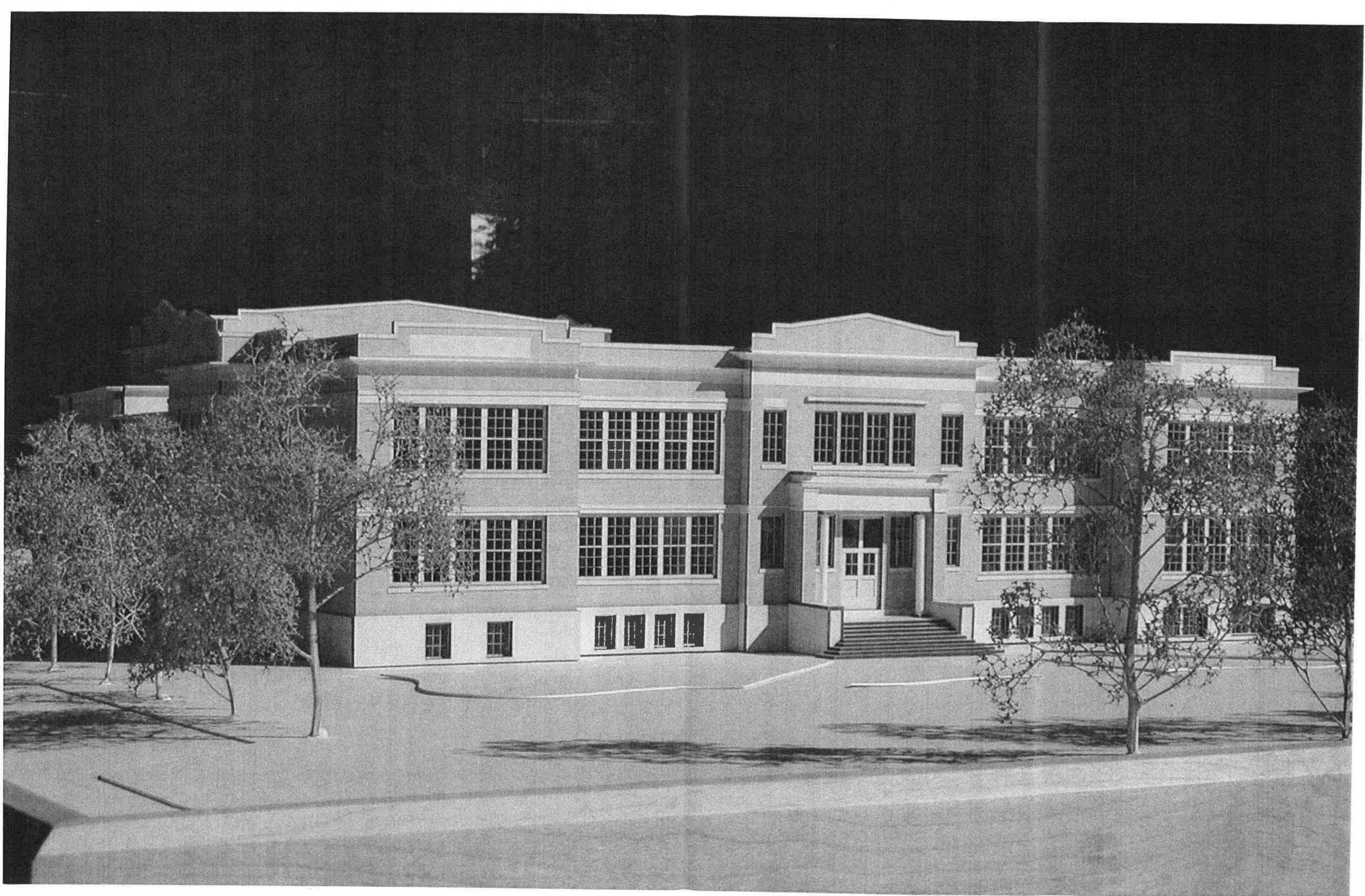
**SANDY SCHOOL, Sandy**  
• 1928  
• Owner: Sandy City  
• Use: Recreation and mixed-use center

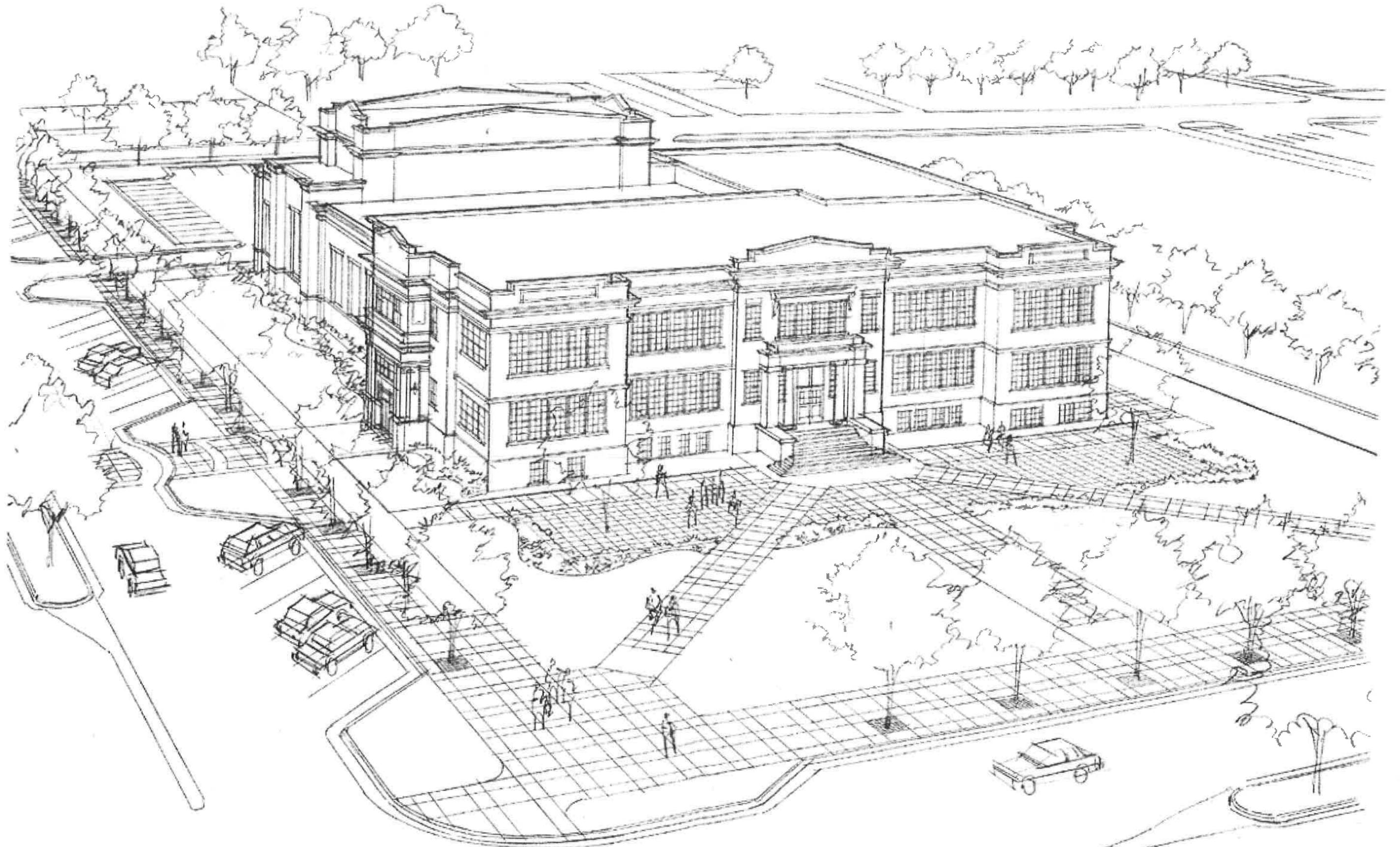


**WASHINGTON ELEMENTARY SCHOOL, Park City**  
• 1889, National Register  
• Owner: Private Owner  
• Use: Bed & Breakfast











**From:** Paul McGarrell <[pmcgarrell@farmersagent.com](mailto:pmcgarrell@farmersagent.com)>

**Date:** July 8, 2014 6:32:00 PM MDT

**To:** <[william.rapple@draper.ut.us](mailto:william.rapple@draper.ut.us)>

**Cc:** 'Mark Kramer' <[mark.kramer@fastsigns.com](mailto:mark.kramer@fastsigns.com)>

**Subject:** Draper sign ordinance process

Bill per our phone conversation today I wanted to reinforce my extreme frustration with the city variance process and the kangaroo court feel of the whole process. Anytime that the unbiased contractor has to spend ten minutes explaining how unbiased he is we have a problem. The fact of the matter is that we have to take common sense into account when making any decision and that simply was not allowed in this process. Mark Kramer who owns Fast Signs and has been through many of these hearings also found the process frustrating. His phone number is 801 750-4920 I also included him on this e mail that you requested. Thank you so much for any help that could be given to bring some logic and sanity to this process. Sincerely Paul

**Paul P. McGarrell, LUTCF**

Farmers Insurance Agency

**254 East 12200 South, Suite 200**

**Draper, UT 84020**

Bus: (801) 553-1173

Fax: (801) 571-5900

[www.farmersusa.com](http://www.farmersusa.com)

[pmcgarrell@farmersagent.com](mailto:pmcgarrell@farmersagent.com)

## Rachelle Conner

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**From:** Dan Boles  
**Sent:** Sunday, July 13, 2014 6:54 PM  
**To:** Angie Olsen  
**Cc:** Rachelle Conner  
**Subject:** Fwd: Electronic Signage in Draper

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

One more.

Dan Boles

Begin forwarded message:

**From:** "rtuesday@juno.com" <rtuesday@juno.com>  
**Date:** July 12, 2014 at 9:44:36 PM MDT  
**To:** <dan.boles@draper.ut.us>  
**Subject: Electronic Signage in Draper**

Dear Mr. Boles,

We would like to provide feedback concerning the issue of electronic signage for businesses in Draper. We are in favor of Draper City keeping the city code to not allow this type of signage. It's distracting, not aesthetically appealing, and once the door is opened it will be hard to shut. Just as the Draper Forward presented, it raises many questions about when/how it would be appropriate. Please do not allow electronic signage in our city!

Sincerely,

Skyler and Lindsey Jennings

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Virginia Drivers:

&#40;JUL 2014&#41;: New &#34;Rule&#34; Leaves Virginia Drivers Furious!

<http://thirdpartyoffers.juno.com/TGL3131/53c200e54de4be4203cst02vuc>

**From:** Ann Barrett <[ambarrett88@yahoo.com](mailto:ambarrett88@yahoo.com)>  
**Date:** July 12, 2014 at 11:03:53 AM MDT  
**To:** "[dan.boles@draper.ut.us](mailto:dan.boles@draper.ut.us)" <[dan.boles@draper.ut.us](mailto:dan.boles@draper.ut.us)>  
**Subject:** **Electronic Signage in Draper City**  
**Reply-To:** Ann Barrett <[ambarrett88@yahoo.com](mailto:ambarrett88@yahoo.com)>

Dear Dan,

As a resident of Draper I'd prefer that electronic signs not be allowed in the Draper city.

I feel they do not fit with the upscale, tastefully modern, environmentally conscious image that the Draper community is trying to convey. I have seen electronic signs in other areas of the valley, and not only do they contribute to light pollution, they are often not well kept up: messages are out of date or the signs have lights out or other technical glitches. The signs themselves are generally bulky and not very aesthetically pleasing to begin with even when they are properly kept up.

Of greater concern, though, is the distraction these signs can offer to drivers. With the recent law passed in Utah regarding texting while driving it seems that our communities are supporting the idea of creating a safer driving environment. Allowing electronic signs in the Draper area seem to run counter to these efforts. Electronic signs have limited space that generally requires scrolling text to provide their full message, which means that drivers who are actually reading them, as is the businesses' objective, are going to have to take their eyes off the road and most of their surroundings for several seconds to grasp the full message.

Text is a very eye catching device, and many people will automatically find themselves reading short messages or signs without making a conscious choice to do so. Admittedly, this is great for advertising purposes, but disconcerting when considered in a driving environment, where ideally a driver should be focused wholly on the act of driving itself. (Of course this concept can be argued to apply to billboards too, which line our freeways and many busy streets, but the significant difference in this case from a quick glance at a traditional billboard with its static image and that of a scrolling electronic sign's message is the amount of time a driver's eyes must leave the road to take in the message being presented.)

While I can understand the argument for restricted areas for electronic signage, the areas proposed are the high traffic areas of Draper, and allowing electronic signs in these areas runs counter to driver safety. Adding more distractions through electronic signs to a high volume traffic areas only increases risk factors in an area where drivers already have to cope with being alert to many competing environmental factors.

However, if the city does choose to go with electronic signage it should be limited to specific areas and not allowed anywhere within the city. I have no knowledge of how brightness can or ought to be monitored, but I definitely agree that it should be, particularly in areas that boarder residential areas, such as apartment and condominium buildings, which can frequently share extremely close proximity to business districts.

Additionally, I would support banning flashing, strobing, and other highly distracting effects being used on electronic signage for driver safety reasons, and as a courtesy to residential neighbors.

Thank you for soliciting the input of community members on this issue.

Sincerely,  
Ann Marie Barrett







July 15, 2014



INTERNATIONAL SIGN ASSOCIATION

Troy K. Walker  
Mayor  
Draper City  
1020 East Pioneer Road  
Draper, UT 84020

Mayor Walker,

On behalf of the International Sign Association, I would like to submit our organization's concerns with certain aspects of Proposed Ordinance #1098, 2013 ("Amending Chapter 9-26 of the Draper City Municipal Code Relating to Electronic Message Center Signs"). The International Sign Association (ISA) is a 2000-member trade association, the members of which are manufacturers, users and suppliers of on-premise signs and other visual communications products from the 50 United States and 60 countries around the world. On behalf of our 35 Utah member companies, ISA supports, promotes and improves the visual communications industry, which sustains the nation's retail, distribution, service and manufacturing industries.

**ISA believes that the City Council should reconsider the brightness, message interval, and pixel pitch provisions of the ordinance proposal.**

### **Brightness Levels for Electronic Message Center Signs**

Under §9-26-090(D).1.ii.c, the brightness limits are established at 80% of full brightness (day) and 15% of full brightness (night). These levels are imprecise, as they are indexed to the non-standardized specifications of various products manufactured by several different manufacturers. Furthermore, these limits are unlikely to serve the broad public interest because City staff will be measuring different levels of brightness depending on the model of sign being observed. It would be as if Draper had differing speed limits for Chevrolets, Fords, and Hondas, based on the engines' horsepower. Instead, ISA recommends using language from our October 2013 "*Recommended Brightness Levels for On-Premise Electronic Message Centers (EMC's)*".

In 2008, ISA hired a lighting expert (and a former president of the Illuminating Engineering Society of North America) to develop recommendations for self-regulating industry standards to address concerns about EMC brightness. These standards are compliant with IES TM-11-00 ("Light Trespass: Research, Results, and Recommendations"). In summary:

***B. EMC Illumination Limits: The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 footcandles.***



INTERNATIONAL SIGN ASSOCIATION

*C. Dimming Capabilities: All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements.*

We believe that the 0.3 foot-candles standard (which is equivalent to ~320 nits of an all-white EMC background at night) is a better method for regulating brightness than the 80%/15% standard proposed in the current version of Ordinance 1098.

### **Message Transition for Electronic Message Center Signs**

Under §9-26-090(D).1.ii.b, message transition would be restricted. Flashing and strobing lights are prohibited and static images must hold for eight seconds before transitioning to another static image. This one sentence contains two separate regulations, but ISA would prefer to discuss them separately.

First, the ordinance contains a prohibition on “the use of flashing, strobe, coruscation or similar distracting movement”. **ISA agrees with this prohibition.** But it is not a new prohibition. Within the existing ordinance §9-26-060.G.4.i (General Provisions), the City prohibits “flashing, blinking, or rotating lights”. Also under existing §9-26-030 (Definitions), the definition of “Animated Signs” includes “flashing or strobe effects” for signs other than electronic message centers and digital time and temperature displays. **ISA supports the City’s efforts to update the code language to address potential problems of electronic signs that could be programmed to flash.**

However, “flashing” and “strobing” are specific effects that are distinct from animation. They have a measureable impact on driver attention (unlike animation) and have been studied far more widely by the Federal Highway Administration and the Transportation Research Board. Animation, by comparison, does not have the “distracting” impacts claimed in the City staff’s report.

Last year, Texas A&M’s Gene Hawkins (*Executive Committee member of the National Committee on Uniform Traffic Control Devices; Past Chair of Committee on Traffic Control Devices of the U.S. Transportation Research Board; and a longtime member of TRB’s Signing and Marking Materials Committee and TRB’s Tort Liability and Risk Management Committee*) was asked to analyze on-premise EMCs and the impacts of those signs on traffic safety. As noted in Dr. Hawkins’ paper *Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety*:

*The results of this study provide scientifically based data that indicate that the installation of digital on-premise signs does not lead to a statistically significant increase in crashes on major roads.*



INTERNATIONAL SIGN ASSOCIATION

**ISA believes that allowing animation and movement on electronic signs is appropriate and consistent with the City's interest in promoting safety, as well as consistent with EMC regulations in peer communities across Utah.**

**Pixel Pitch for Electronic Message Center Signs**

Under §9-26-090(D).1.v, electronic message center signs "may not have a pixel pitch less than 6 mm". With the advances in technology, ISA is uncomfortable with any regulation that includes a specification of "pixel pitch" or "light columns". As technology changes, new products are being introduced for the display of images to different audiences. An electronic sign optimally designed for a viewing audience on E 13800 S (2 lane road, in part) might have a 12mm pitch. A simple electronic price changer designed for a gas station along Interstate 15 (8 lanes of traffic at freeway speeds) might have a 25mm pitch or more. And an electronic sign installed in a pedestrian environment (such as a restaurant menu board, kiosk, or vending environment) could have a display with a pixel pitch as small as 1.5mm.

**ISA believes that the proposed restriction to >6mm pixel pitch is unnecessary. We believe that the sign company and the potential buyer can best determine sign specifications, given the sign's location and intended viewing distance.**

**Again, ISA believes that the City Council should reconsider the brightness, message interval, and pixel pitch provisions of the ordinance proposal.** We hope the Draper City will approve well-written and broadly supported regulations for Electronic Message Center Signs. Thank you for your time and consideration to the ISA recommendations to the proposed regulations. We would be happy to offer any additional assistance in understanding issues involved in the regulation of electronic signs.

Sincerely,  
James Carpentier  
Manager, State and Local Government Affairs