



## PLANNING COMMISSION STAFF REPORT

**MEETING DATE:** June 19, 2025  
**PROJECT NUMBER:** C25-00005  
**REQUEST(S):** A petition for approval of a Conditional Use Permit for an Electronic Message Center located in the Flex Zoning District.  
**ADDRESS:** 500 West 2890 South  
**PROPERTY OWNER:** Recon Land Management  
**APPLICANT:** Reagan Outdoor Advertising, represented by Guy Larson  
**TYPE OF APPLICATIONS:** Administrative – Conditional Use Permit

### SUMMARY

On May 13, 2025, Guy Larson, on behalf of Reagan Outdoor Advertising, applied for a Conditional Use Permit to replace two existing billboards with two digital faces on each sign. The subject property is located at 500 West 2890 South in the Flex District. Pursuant to [§17.08.040](#), Electronic Message Centers (EMC) require Conditional Use Permit approval from the Planning Commission in all districts.

The proposed new EMC Signs will be the same size as the existing billboards (560 sq. ft./face) with an overall height of 65 feet. The new signs will have a "V" design instead of the existing back-to-back design.

The image to the right, taken from Google Earth, shows the location of the existing billboards in the context of the subject property.

The Planning Commission is the Land Use Authority over all Conditional Uses.

### STAFF RECOMMENDATION

Staff recommends the Planning Commission approve a Conditional Use Permit for two EMC Signs located at 500 West 2890 South in the Flex Zoning District. Staff's recommendation is based upon the Findings of Fact, Conclusions of Law, and Conditions of Approval outlined in the Staff Report.



EXISTING ZONING	EXISTING USE	SURROUNDING LAND USE DISTRICTS	SIZE OF PROPERTY
Flex	Retail – Equipment Rental	Flex	6.04 Acres (263,102.4 sq. ft.)



## PLANNING COMMISSION STAFF REPORT

### GENERAL INFORMATION







Location: 500 West 2890 South

Surrounding Land Use Districts: Flex

Existing Zoning Map:

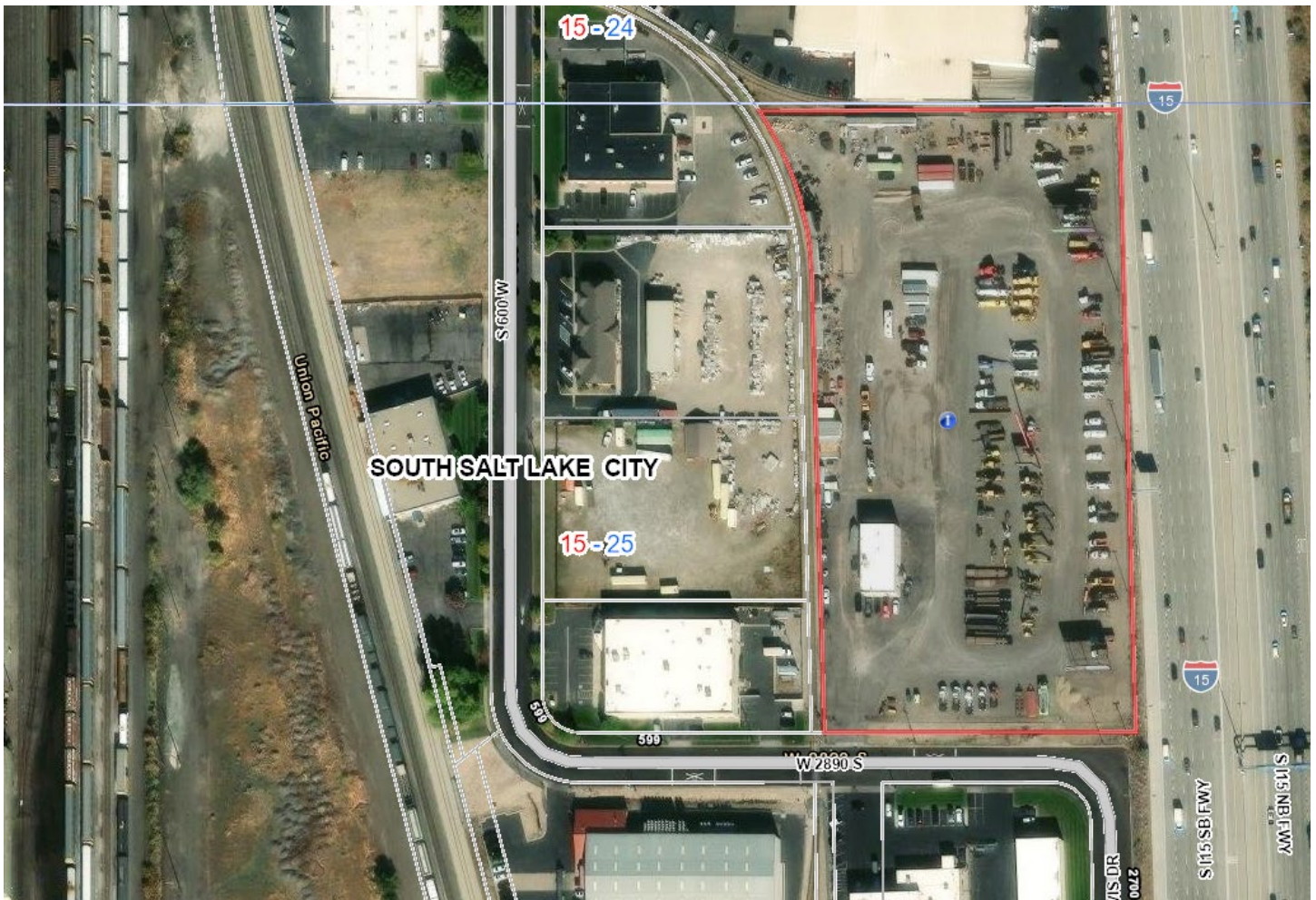


#### Zoning Districts

 City Facility	 Commercial General	 R-1
 Flex	 Commercial Neighborhood	 TOD



## Existing Parcel Lines:



## Existing Site Conditions:

The following images, taken from Google Earth, show the site's existing conditions:

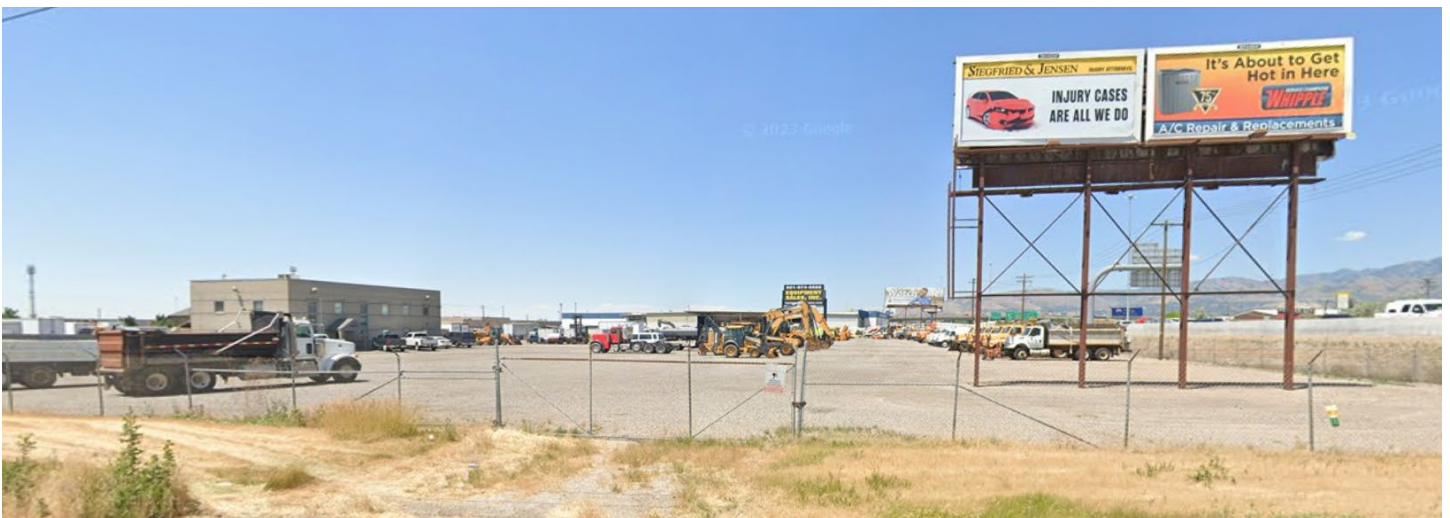


Figure 1: Looking northward from 2890 South.





Figure 2: Existing billboard at southern end of subject property.



Figure 3: Existing billboard at northern end of subject property.

## PLANNING COMMISSION AUTHORITY

### § 17.11.030 Land use authority designations.

Pursuant to state law, the following administrative land use authority designations are made:

- A. **Planning Commission.** The planning commission is the land use authority on issues of: subdivision and subdivision plat approval, vacating, altering, or amending a Subdivision Plat; **Conditional Use Permit Applications**; design review for Building Heights as established in this Title; design review for projects on Parcels where any portion of the Parcel abuts any residential district; and the issuance of a Building or demolition permit in a Historic and Landmark district.

## GENERAL PLAN CONSIDERATIONS

### **Economic Development Goal 3:**

Continue to support existing and future businesses through the city's partnership with the South Salt Lake Chamber of Commerce and comprehensive business retention and recruitment program.

**Analysis:** The proposed EMC Signs support the City's economic development goals by enhancing the utility and value of an existing billboard through technological upgrades. Requiring a CUP ensures that the EMC Sign is well designed and maintained, contributing to visual quality along the I-15 corridor and reducing potential visual blight. Improved signage supports business visibility and marketing opportunities, aligning with the City's efforts to foster a strong commercial environment and retain business investment.

## CONDITIONAL USE REVIEW STANDARD

Utah Code Ann. [§ 10-9a-507\(2\)](#) sets forth the following standard of review for Conditional Uses:

- (a)
  - (i) A land use authority shall approve a Conditional Use if reasonable conditions are proposed, or can be imposed, to mitigate the reasonably anticipated detrimental effects of the proposed use in accordance with applicable standards.
  - (ii) The requirement described in Subsection (2)(a)(i) to reasonably mitigate anticipated detrimental effects of the proposed Conditional Use does not require elimination of the detrimental effects.
- (b) If a land use authority proposes reasonable conditions on a proposed Conditional Use, the land use authority shall ensure that the conditions are stated on the record and reasonably relate to mitigating the anticipated detrimental effects of the proposed use.
- (c) If the reasonably anticipated detrimental effects of a proposed Conditional Use cannot be substantially mitigated by the proposal or the imposition of reasonable conditions to achieve compliance with applicable standards, the land use authority may deny the Conditional Use.

South Salt Lake Municipal Code [Chapter 17.05](#) sets forth the following standard for review for Conditional Uses:

- A. A person seeking approval of a Conditional Use must file a Complete Application, using the forms established by the Community Development Department, and include payment of all fees. For any Application to construct a Building or other improvement to property for a Use that is defined by this Code as allowed in the zoning district in which the Building is proposed, the Community Development Department and the City Engineer must review the Application to determine whether the proposal:
  - 1. Is allowed within the district where it is proposed;
  - 2. Is proposed for Development on a legally subdivided Lot;
  - 3. Can be adequately serviced by Dedicated roads, improved to City Standards and existing or proposed utility systems or lines;
  - 4. Complies with all applicable Development requirements of that district, including Building Height, Setbacks, and Lot Coverage;
  - 5. Meets the applicable Development Standards requirements;
  - 6. Conforms to the Design Guidelines and the design review process established for that district;
  - 7. Requires additional conditions of approval;

8. Complies with the Construction Codes; and
9. Pertains to land for which all tax assessments have been paid

- B. The Community Development Department staff shall notify the Applicant of any specific deficiencies in the proposal.
- C. No permit or license issued shall be valid if any of the criteria listed in this Section have not been met.
- D. The land use authority is the Planning Commission for Conditional Use Applications.

### **ORDINANCE ANALYSIS & CONDITIONAL USE REVIEW**

The proposal, as conditioned, complies with the Conditional Use Permit criteria outlined in [§ 17.05.020\(C\)](#).

There are certain Uses that, because of unique characteristics or potential impacts on the city, surrounding neighbors, or adjacent land uses, may not be compatible in some areas or may be compatible only if certain conditions are required that mitigate or eliminate the detrimental impacts.

The Planning Commission shall approve a Conditional Use if reasonable conditions are proposed, or can be imposed, to mitigate the reasonably anticipated detrimental effects of the proposed Use in accordance with applicable standards. The Planning Commission may deny the Conditional Use if the proposed Use cannot be substantially mitigated by the proposal or imposition of reasonable conditions to achieve compliance with applicable standards.

The following table is an analysis of the General Conditional Use Standards review criteria against the Applicant's proposal. As part of the Conditional Use Permit Application, Reagan Outdoor Advertising provided a written response to the criteria, which is attached as **Exhibit C**.

<b>Review Criteria</b>	<b>Analysis of Proposal</b>
Size and location of the Site	<b>COMPLIES</b> – The subject property contains 6.04 Acres (263,102.4 sq. ft.) and is in the Flex District. An EMC is a Conditional Use in all zoning districts.
Traffic generation, timing, and nature of traffic impacts and the existing condition and capacity of the Streets in the area.	<b>COMPLIES</b> – Changes in traffic generation will not occur due to the installation of the EMC Signs.
Utility demand and available capacity, including storm water retention.	<b>Not applicable.</b>
Emergency vehicle access and anticipated average and peak day demand.	<b>COMPLIES</b> – The EMC Signs will not impact emergency vehicle access.
Location and amount of Off-Street Parking.	<b>Not applicable.</b>
Internal vehicular and pedestrian circulation system, including delivery vehicles, loading and unloading.	<b>COMPLIES</b> – The proposed EMC Signs will not generate significant vehicular or pedestrian traffic and does not require designated delivery or loading zones. Occasional maintenance visits will be accommodated using existing site access without disrupting circulation. No changes to internal site circulation are required.

Fencing, Screening, and Landscaping to separate the Conditional Use from adjoining property and Uses.	<b>COMPLIES</b> – The subject property is currently enclosed by an existing chain link fence, which will remain in place. No new fencing, screening, or landscaping is proposed. Given the nature of the proposed EMC Signs and the surrounding commercial context, the existing fence provides sufficient separation from adjacent properties and Uses.
Building mass, bulk, design, and orientation, and the location of Buildings on the site including orientation to Buildings on adjoining Lots or Parcels.	<b>COMPLIES</b> – EMC Signs will be the same size as the existing billboards (560 sq. ft./face) with an overall height of 65 feet. The new EMC Signs will have a “V” design instead of the existing back-to-back design.  There will be no impact to existing on site structures.
Usable Open Space.	<b>Not applicable.</b>
Signs and lighting.	<b>See Conditionals of Approval 2 &amp; 3</b> – The existing Signs are traditional billboards. The upgrade to an EMC Sign requires compliance with § 17.08.480 <i>Electronic Message Centers</i> . Additionally, the Applicant is required to obtain a Sign Permit prior to installation of either EMC Sign.
Physical design and Compatibility with surrounding structures in terms of mass, Scale, style, design, and architectural detailing.	<b>COMPLIES</b> – The proposed EMC Signs are located adjacent to Interstate 15 within a commercial area containing flex-style buildings that exhibit simple massing, large scale, and industrial materials.  The EMC’s mass and scale are consistent with the surrounding built environment and are appropriate for the interstate context, where large-format signage is a typical visual element. The structure is not out of scale with adjacent industrial buildings or the visual expectations of the I-15 corridor.  The style and design of the billboard contains a clean, modern support structure and neutral materials, which are compatible with the utilitarian character of nearby buildings. The EMC Signs avoid unnecessary ornamentation and will utilize materials and finishes found in the surrounding area.  Additionally, while the functional nature of the structure is limited, the single-pole design is more subtle than the existing billboard design.
Noise, vibration, odors, steam, or other factors that might adversely affect people and property off-site.	<b>COMPLIES</b> – The proposed EMC Signs will not generate noise, vibration, odors, steam, or other factors that will adversely affect surrounding properties and uses. The operation of the billboards is limited to digital display functions, which do not produce significant mechanical noise or vibration detectable off-site.  The primary potential impact associated with an EMC Sign is visual (light trespass and brightness), rather than physical emissions. These issues are analyzed in the next section of this Staff Report.

Control of delivery and service vehicles, loading and unloading zones.	<b>COMPLIES</b> – With the exception of occasional Sign maintenance (1-3 times per year), service activity associated with the proposed use is limited.
Generation and Screening of waste.	<b>Not applicable.</b>
Recycling program and pickup areas.	<b>Not applicable.</b>
The potential adverse impacts arising from the conduct of patrons, guests, employees, occupants, or their affiliates.	<b>Not applicable.</b>
The impacts of the Use on public property and environmentally sensitive lands.	<b>Not applicable.</b>
Hours of operation, delivery, and activity.	<b>COMPLIES</b> – The EMC Signs are designed and intended for continuous use 24 hours per day, consistent with the established pattern of signage along major interstate corridors and within the surrounding commercial area. Additional delivery or operational activity associated with the billboards is not anticipated.
Special hazards arising from the Use or from its reasonably anticipated secondary effects, including its potential to attract criminal behavior.	<p><b>COMPLIES</b> – The proposal will not generate special hazards or secondary effects that would adversely affect public health, safety, and welfare. The structure is designed solely for digital display and does not provide features or spaces that would encourage loitering, congregation, or other nuisance activity.</p> <p>Due to the subject properties proximity to I-15 and within a commercial area, the EMC Signs will not serve as a pedestrian destination or gathering point. The structures will be constructed to discourage unauthorized access and vandalism through the use of appropriate materials, height, and security features (e.g., tamper resistant designs).</p>
Demand for public infrastructure or services.	<b>COMPLIES</b> – The proposed EMC Signs are low-impact because they require minimal utility connections, no water or sewer service, and only occasional maintenance visits.
<b>17.08.480 ELECTRONIC MESSAGE CENTERS</b>	
<b>Review Criteria</b>	<b>Analysis of Proposal</b>
Electronic Message Centers are not allowed off-premise, except on Billboards.	<b>COMPLIES</b> – The EMC Signs are part of legally permitted billboards. No other off-premise Signs are proposed as part of this application. The use of an EMC Sign at this location is consistent with the allowance provided in City Code that does not conflict with the City's broader prohibition of off-premise EMC Signs.
All Electronic Message Centers must have an automatic dimmer to reduce Sign intensity after dark.	<b>See Condition of Approval 4</b> – The Applicant shall ensure that a dimmer is installed to reduce Sign intensity after dark.



Light intensity may not exceed that produced by 54 watts of incandescent lighting for daytime usage. An automatic dimmer must be installed to reduce nighttime intensity to that produced by 30 watts of incandescent lighting. Light emitting diodes, magnetic discs, and other lighting types may be used if the light intensity is not greater than that produced by incandescent lighting.	<b>See Condition of Approval 5</b> – The Applicant shall ensure that the Sign Permit identifies the light intensity for daytime and nighttime use.
An Electronic Message Center may not flash or scintillate except to change the displayed wording or different wording.	<b>See Condition of Approval 6.</b>
Any display on the Electronic Message Center must remain lighted for at least two seconds.	<b>See Condition of Approval 7</b> – The Applicant indicates that the billboard copy will change every eight seconds.
An Electronic Message Center located within 500 feet of a residential area, or as otherwise determined by the Planning Commission, may not operate between the hours of ten p.m. and six a.m. of the following day.	<b>COMPLIES</b> – The EMC Signs are not within 500 feet of a residential area. Unless the Planning Commission determines conditions are needed to mitigate visual impacts, Staff finds this requirement is met.
For a minimum of five percent of the time of the Sign is in use, the Electronic Message Center shall be devoted to public service messages.	<b>See Condition of Approval 8.</b>

### **STAFF RECOMMENDATION**

Based upon the information submitted in the application, supporting documentation, and analysis of the relevant code sections, and general plan goals, Staff recommends the Planning Commission approve the Conditional Use Permit for two Electronic Message Center (EMC) Signs located at 500 West 2890 South in the Flex Zoning District based on the following Findings of Fact, Conclusions of Law, and Conditions of Approval:

#### **Findings of Fact:**

1. The subject property is located at 500 West 2890 South in the Flex District.
2. The subject property contains 6.04 Acres (263,102.4 sq. ft.).
3. EMC Signs require Conditional Use Permit approval from the Planning Commission in all zoning districts.
4. On May 13, 2025, Guy Larson, on behalf of Reagan Outdoor Advertising, applied for a Conditional Use Permit to replace two existing billboards with two digital faces on each Sign.

5. The proposed EMC Signs will be the same size as the existing billboards (560 sq. ft. per face) with an overall height of 65 feet. The new Signs will have a "V" design instead of the existing back-to-back design.
6. Changes in traffic generation will not occur due to the installation of the EMC Signs.
7. The EMC Signs will not impact emergency vehicle access.
8. The subject property is currently enclosed by an existing chain link fence, which will remain in place. No new fencing, screening, or landscaping is proposed. Given the nature of the proposed EMC Signs and the surrounding commercial context, the existing fence provides sufficient separation from adjacent properties and Uses.
9. The subject property is a commercial area characterized by flex-style buildings with large-scale, simple massing, and industrial materials. The mass, scale, style, and design of the EMC Signs and support structures are compatible with the surrounding built environment and consistent with the visual context of the I-15 corridor, where large-format signage is common. The clean, modern, single-pole design and use of neutral materials align with the utilitarian character of nearby buildings and represent an improvement over the existing billboard structure.
10. The proposed EMC Signs will not generate noise, vibration, odors, steam, or other factors that would adversely affect people or property off-site. The use is static in nature and does not involve equipment or operations that produce such impacts.
11. Maintenance activity associated with the proposed use is limited.
12. The proposed EMC Signs will not generate significant vehicular or pedestrian traffic and do not require designated delivery or loading zones. Occasional maintenance visits will be accommodated using existing site access without disrupting circulation. No changes to internal site circulation are required.
13. The EMC Signs are designed and intended for continuous use 24 hours per day, consistent with the established pattern of signage along major interstate corridors and within the surrounding commercial area. Additional delivery or operational activity associated with the billboards is not anticipated.
14. The proposed EMC Signs will not create special hazards or secondary effects, including criminal behavior by designed features that deter loitering or unauthorized access to discourage vandalism.
15. The proposed EMC Signs are low-impact because they require minimal utility connections, no water or sewer service, and only occasional maintenance visits.
16. The EMC Signs are part of legally permitted billboards. No other off-premise Signs are proposed as part of this application. The use of an EMC Sign at this location is consistent with the allowance provided in City Code that does not conflict with the City's broader prohibition of off-premise EMC Signs.
17. The EMC Signs are not within 500 feet of a residential area.

**Conclusions of Law:**

1. The proposed use is consistent with the purposes of the South Salt Lake General Plan, and the intent of the South Salt Lake Land Use and Development Code Title 17.

2. The proposed off-premise, Electronic Message Centers are permitted on a Billboard pursuant to §17.08.480(A).
3. The Use will be compatible with surrounding structures in use, scale, mass, and circulation.
4. The use does not compromise the health, safety, or welfare of any person in South Salt Lake City.
5. The use, as conditioned, does not impose disproportionate burdens on the citizens of the city.
6. The effects of any differences in use or scale have been mitigated through careful planning.

**Conditions of Approval:**

1. The proposed EMC Signs shall meet all requirements of the South Salt Lake Community Development Department and Chief Building Official.
2. To upgrade the billboards to an EMC Sign, the Applicant shall comply with all requirements of §17.08.480 *Electronic Message Centers*.
3. The Applicant shall obtain a Sign Permit prior to construction of either EMC Sign.
4. The Applicant shall ensure that a dimmer is installed to reduce Sign intensity after dark. The details for the dimmer shall be submitted as part of the Sign Permit application.
5. The Applicant shall ensure that the Sign Permit identifies the light intensity for daytime and nighttime use.
6. The EMC Signs may not flash or scintillate except to change the displayed wording or different wording.
7. The display copy shall change no less than every two seconds.
8. For a minimum of five percent of the time the Signs are in use, the Electronic Message Centers shall be devoted to public service messages.
9. All items of this Staff Report.

**PLANNING COMMISSION OPTIONS**

**Option 1: Approval**

Move to approve the application by Reagan Outdoor Advertising for a Conditional Use Permit for two Electronic Message Center Signs located at 500 West 2890 South, based on the Findings of Fact, Conclusions of Law, and Conditions of Approval as outlined in the staff report and enumerated on the record.

**Option 2: Denial**

Move to deny the application by Reagan Outdoor Advertising for a Conditional Use Permit for two Electronic Message Center Signs located at 500 West 2890 South, based on the Findings and Conclusions stated on the record.

**Option 3: Continuance**

Move to table the decision on the application by Reagan Outdoor Advertising for a Conditional Use Permit for two Electronic Message Center Signs located at 500 West 2890 South to a date certain to allow the



Applicant and Staff time to respond to specific inquiries or concerns raised by the Planning Commission, or to allow the Planning Commission more time to consider the proposal.

**Exhibits:**

- A. Conditional Use Permit
- B. Site Plan
- C. Applicant's Response to CUP Criteria
- D. EMC Sign Design

**WHEN RECORDED PLEASE RETURN TO:**

**SOUTH SALT LAKE CITY  
220 E. MORRIS AVE SUITE 200  
SOUTH SALT LAKE CITY, UT 84115**

**CONDITIONAL USE PERMIT**

Location: 500 West 2890 South  
Use: Electronic Message Center  
Zone: Flex  
APN: 15-25-127-001-0000  
Fee Title Owner: Recon Land Management LLC  
File Number: C225-00005  
Date: June 19, 2025

**LEGAL DESCRIPTION**

BEG S 731.87 FT & E 1332.72 FT FR NW COR OF SEC 25, T 1S, R 1W, S L M; N 1^31' W 532.72 FT; NW'LY ALG CURVE TO L 204.19 FT; S 89^57' E 410.11 FT TO W'LY R OF W LINE OF INTERSTATE 15; S'LY ALG CURVE TO R 59.17 FT; S 1^33'30" E 665.93 FT; N 89^57' W 356.19 FT TO BEG. 6.04 AC 5712-1737, 5252-643 6131-2562 7677-1790 8415-6635 9001-2115 9031-8387 10393-419011321-0402

**Permit Issued to:** Regan Outdoor Advertising  
1775 North Warm Springs Road  
Salt Lake City, UT 84116

**Findings of Fact:**

1. The subject property is located at 500 West 2890 South in the Flex District.
2. The subject property contains 6.04 Acres (263,102.4 sq. ft.).
3. EMC Signs require Conditional Use Permit approval from the Planning Commission in all zoning districts.
4. On May 13, 2025, Guy Larson, on behalf of Reagan Outdoor Advertising, applied for a Conditional Use Permit to replace two existing billboards with two digital faces on each Sign.
5. The proposed EMC Signs will be the same size as the existing billboards (560 sq. ft./face) with an overall height of 65 feet. The new Signs will have a "V" design instead of the

existing back-to-back design.

6. Changes in traffic generation will not occur due to the installation of the EMC Signs.
7. The EMC Signs will not impact emergency vehicle access.
8. The subject property is currently enclosed by an existing chain link fence, which will remain in place. No new fencing, screening, or landscaping is proposed. Given the nature of the proposed EMC Signs and the surrounding commercial context, the existing fence provides sufficient separation from adjacent properties and Uses.
9. The subject property is a commercial area characterized by flex-style buildings with large scale, simple massing, and industrial materials. The mass, scale, style, and design of the EMC Signs and support structures are compatible with the surrounding built environment and consistent with the visual context of the I-15 corridor, where large-format signage is common. The clean, modern, single-pole design and use of neutral materials align with the utilitarian character of nearby buildings and represent an improvement over the existing billboard structure.
10. The proposed EMC Signs will not generate noise, vibration, odors, steam, or other factors that would adversely affect people or property off-site. The use is static in nature and does not involve equipment or operations that produce such impacts.
11. Maintenance activity associated with the proposed use is limited.
12. The proposed EMC Signs will not generate significant vehicular or pedestrian traffic and do not require designated delivery or loading zones. Occasional maintenance visits will be accommodated using existing site access without disrupting circulation. No changes to internal site circulation are required.
13. The EMC Signs are designed and intended for continuous use 24 hours per day, consistent with the established pattern of signage along major interstate corridors and within the surrounding commercial area. Additional delivery or operational activity associated with the billboards is not anticipated.
14. The proposed EMC Signs will not create special hazards or secondary effects, including criminal behavior by designed features that deter loitering or unauthorized access to discourage vandalism.
15. The proposed EMC Signs are low-impact because they require minimal utility connections, no water or sewer service, and only occasional maintenance visits.
16. The EMC Signs are part of legally permitted billboards. No other off-premise Signs are proposed as part of this application. The use of an EMC Sign at this location is consistent with the allowance provided in City Code that does not conflict with the City's broader



prohibition of off-premise EMC Signs.

17. The EMC Signs are not within 500 feet of a residential area.

**Conclusions of Law:**

1. The proposed use is consistent with the purposes of the South Salt Lake General Plan and the intent of the South Salt Lake Land Use and Development Code Title 17.
2. The proposed off-premise Electronic Message Centers are permitted on a Billboard pursuant to §17.08.480(A).
3. The Use will be compatible with surrounding structures in use, scale, mass, and circulation.
4. The use does not compromise the health, safety, or welfare of any person in South Salt Lake City.
5. The use, as conditioned, does not impose disproportionate burdens on the citizens of the city.
6. The effects of any differences in use or scale have been mitigated through careful planning.

**Conditions of Approval:**

1. The proposed EMC Signs shall meet all requirements of the South Salt Lake Community Development Department and Chief Building Official.
2. To upgrade the billboards to an EMC Sign, the Applicant shall comply with all requirements of §17.08.480 Electronic Message Centers.
3. The Applicant shall obtain a Sign Permit prior to construction of either EMC Sign.
4. The Applicant shall ensure that a dimmer is installed to reduce Sign intensity after dark. The details for the dimmer shall be submitted as part of the Sign Permit application.
5. The Applicant shall ensure that the Sign Permit identifies the light intensity for daytime and nighttime use.
6. The EMC Signs may not flash or scintillate except to change the displayed wording or different wording.
7. The display copy shall change no less than every two seconds.

8. For a minimum of five percent of the time the Signs are in use, the Electronic Message Centers shall be devoted to public service messages.
9. All items of this Staff Report.

**Exhibits** (available on file with South Salt Lake City Community Development Department):

EXHIBIT A: CUP Application  
EXHIBIT B: Property Affidavit  
EXHIBIT C: Site Plan  
EXHIBIT D: Staff Report

**FOR SOUTH SALT LAKE CITY:**

---

Planning Commission Chair

---

Community Development

**FOR THE APPLICANT:**

---

Reagan Outdoor Advertising

Business: Equipment Sales  
Address: 500 W 2890 S  
Parcel #: 1525 1270010000

Proposed New  
Sign/Digital Faces

Existing Sign

Parking/Storage Area

Property Lines

Building

Proposed New  
Sign/Digital Faces

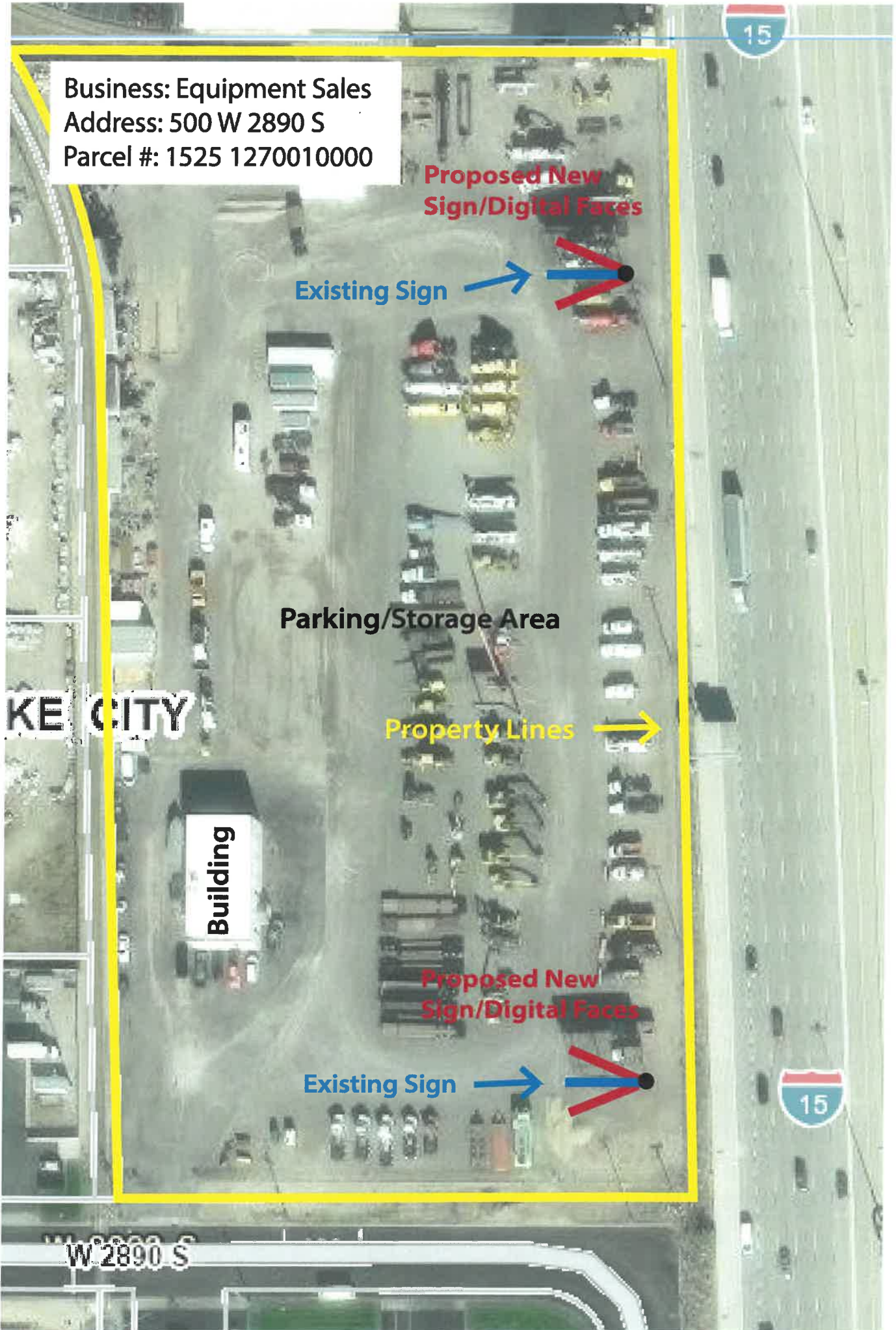
Existing Sign

15

15

W 2890 S

KE CITY





Title 17.05.02(C) Criteria: Billboard Conversion to Digital

1. NA
2. Traffic will not be increased after project completion.
3. NA
4. The conversion of the signs on the property will not change the ability to access the property with emergency vehicles.
5. NA
6. The existing business and lot provide plenty of space for deliveries loading and unloading. There is plenty of room for pedestrian travel and the locations of the signs will not impact either.
7. There is an existing fence on the property.
8. There is one structure on the property and the conversion of the signs will not impact the existing structure.
9. Plenty of open space on site.
10. The existing signs (billboards) are illuminated and will continue to be illuminated with digital faces. There is an existing on premise sign for equipment sales that is illuminated.
11. The new signs will be the same size as the existing ones (14x48).
12. NA
13. NA
14. NA
15. NA
16. No impact on pedestrians or employees/guests. The signs do not produce noise nor odor and will have no adverse impacts.
17. Industrial area and the uses in the area are compatible to the existing use. No change.
18. The digital signs will operate 24/7.
19. No hazards to the area, provide light against possible theft.
20. NA

