NOTICE OF MEETING
SIGN REVIEW BOARD
CITY OF ST. GEORGE
WASHINGTON COUNTY, UTAH

Public Notice

Notice is hereby given that the Sign Review Board of the City of St. George, Washington County, Utah, will hold a meeting in the Community Development Department Planning Conference Room, 175 East 200 North, St. George, Utah, on **Wednesday, July 27, 2016** commencing at **12:00 p.m.**

The agenda for the meeting is as follows:

Call to Order

1. **SIGN VARIANCE REQUEST**

   To consider a variance request to remove two (2) static signs and replace them with one (1) electronic message sign at the Crystal Inn located at 1450 S Hilton Drive.

2. **OTHER BUSINESS**

   Consider other business as deemed necessary.

3. **MINUTES**

   Consider approval of the May 18, 2016 minutes.

Genna Singh
Development Office Supervisor

Reasonable Accommodation: The City of St. George will make efforts to provide reasonable accommodations to disabled members of the public in accessing City programs. Please contact the City Human Resources Office at (435) 627-4674 at least 24 hours in advance if you have special needs.

SRB ITEM 1
Sign Variance Request

SIGN REVIEW BOARD AGENDA REPORT: **07/27/2016**

SIGN VARIANCE REQUEST
Crystal Inn

Request: To consider a variance request to remove two (2) static signs and replace them with one (1) electronic message sign at the Crystal Inn located at 1450 S Hilton Drive. The existing sign has three (3) cabinets. The total square footage of the overall sign is non-conforming. The proposed change is lessoning the overall square footage by approximately twenty (20) square feet.

Applicant: YESCO

Representative: Ray Draper
YESCO
4679 S River Road
St. George, UT 84770

Sign Location: Crystal Inn
1450 S Hilton Drive
St. George, UT 84770

Zone: C-2 (Commercial Zone)

Ordinances: Ordinance 9-13-11: Variances and Appeals; Sign Review Board:
...five (5) member sign review board... approve minor variances from the standards set forth herein upon proper evidence by the applicant that a variance is warranted... If either the applicant or the city is dissatisfied with the decision of the sign review board, or if challenge is made to the jurisdiction of the board because the item sought to be varied may not be of a "minor" nature, appeal may be had to the city council... any decision by the city council shall be a final determination.

&

Ordinance 9-13-8: Maintenance of Legal Nonconforming Signs:
Nonconforming signs shall be required to comply with the requirements of this chapter when any change, other than normal maintenance, is made to the sign...

&

Ordinance 9-13-9.A: Nonconforming Signs:
Alterations: A nonconforming sign shall not be raised, moved, replaced, extended or enlarged unless said sign is changed so as to conform to all provisions of this title...

&

Ordinance 9-13-4B.1.d(1): Freestanding Signs; Size:
Single tenant freestanding signs on major commercial streets...shall not exceed seventy five (75) square feet or one square foot of sign are per linear foot of street frontage up to one hundred twenty 120 s.f. maximum per sign face.

&

Ordinance 9-13-5A.3: Design Standards for Commercial Signs; Cladding

a. *Proportionately increasing that portion of the structure that anchors the sign to the ground, and*
b. *Providing a material on the support structure that complements the building architecture...*

Staff Comments:

Applicant Request:

The applicant would like to: "change pole sign – remove two (2) signs, install one (1)new message center with less square footage than the two (2) removed."

Number: The applicant is proposing to modify an existing nonconforming sign. No additional signs are requested.

Height: The existing nonconforming sign is approximately forty-six feet (46') tall which is permitted at this location. No modification to the height is requested.

Size: The existing nonconforming sign has three (3) cabinets.
Cabinet A is approximately 256 s.f.
Cabinet B and Cabinet C total approximately 155 s.f.
Total overall sign is approximately 411 s.f.

The proposal is to remove Cabinet B and Cabinet C and replace them with one (1) cabinet (Cabinet D) of approximately 137 s.f. (a reduction of 18 s.f.)

The overall proposed sign will be approximately 393 s.f. which exceeds the allowance of a maximum of 120 s.f. per the property's frontage by 273 s.f..

(ref Ordinance 9-13-4B.1.d(1) above)

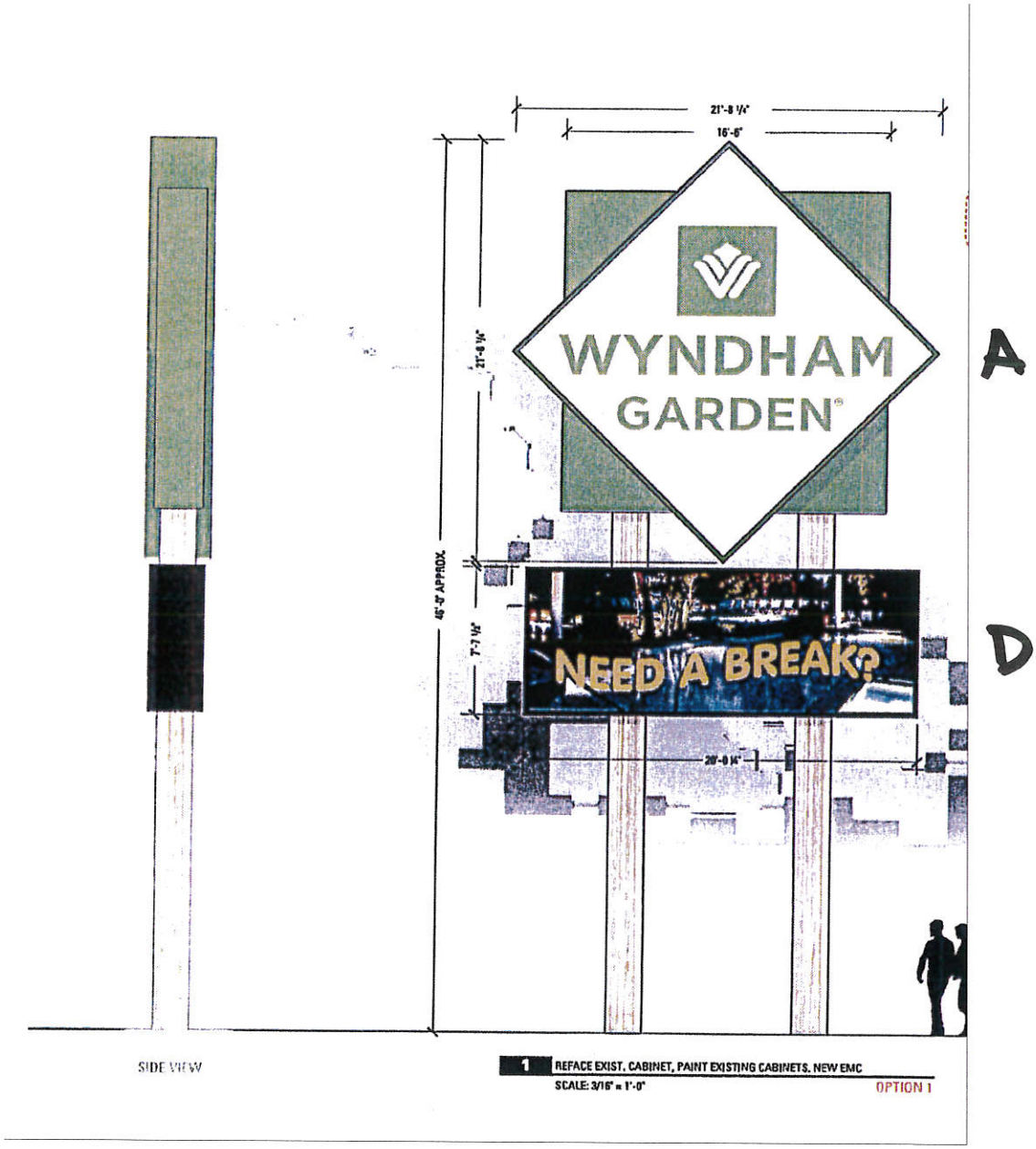
Cladding: The existing nonconforming sign does not have cladding. The applicant is not proposing to add cladding which is required by the city code.

Denial: The request was denied verbally at the public counter on July 06, 2016.
Denial was due to the square footage of the sign exceeding what is allowed per current City Ordinance. As a nonconforming sign it must comply with the requirements of the chapter if any change other than normal maintenance is requested (ref 9-13-8). Removing two (2) static cabinets and installing one (1) new electronic cabinet does not quality as *normal maintenance*.

Property

Existing Sign

Proposed Sign



SIGN REVIEW BOARD
CITY OF ST. GEORGE
WASHINGTON COUNTY, UTAH
May 18, 2016 – 12:00 PM

ATTENDANCE:
Larry Stephens, Board Member
Nancy Reed, Board Member
Brent Hall, Board Member
Wes Cooper, Denny's Applicant
Chuck Matsler, Rainbow Sign & Banner
Shane Whitwer, Best Western Hotels
Steve Davis, Rainbow Sign & Banner

STAFF:
Kristi Schultz
John Willis
Laura Woolsey
Paula Houston

EXCUSED:
Ben Rogers, Board Member

John Willis opened the meeting and explained that the appointed chair Ben Rogers will be absent and asked that a pro tem chair be appointed.

Introductions were made.

Brent Hall will act as the chair pro tem.

ITEM 1A - DENNY'S

John Willis read in the item.

John Willis reviewed the code from Variance and Appeals; Sign Review Board. The responsibility of the Sign Review Board is to review minor variances and determine if a variance is warranted per evidence provided by the applicant.

John Willis presented Item 1A from the agenda and showed pictures from the staff report. The sign on 1000 East is not proposed to change. The proposal is for the proposed sign on St. George Blvd. The existing sign was non-conforming. Code reads that a non-conforming sign cannot be removed or replaced without coming into compliance with the current sign code.

The sign was removed in the process of constructing Maverik.

Paula Houston noted that the old sign has been removed and they are requesting that a new sign be put on the property. With the current code they are not allowed a second sign.

John Willis explained the property does meet the frontage requirements per code.

Paula Houston noted that the applicant is not conforming with this request. There are two frontages; however, the frontage is too small on St. George Blvd to have the size of sign requested.

John Willis added that the property lines were modified when Maverik was being built. They moved one sliver to become a different sliver of property.

Wes Cooper said the sliver of property allows for access as well as signage.

John Willis read from the code the number of permitted signs per lot frontage.

Brent Hall asked Paula Houston when the ordinance changed.
Paula Houston stated the changes occurred before she was employed with the City.
Shane Witwer explained that the ordinances changed around 2010.

Paula Houston counseled that staff denied the original request because it is non-conforming and the application did not bring the sign into conformance. This is now the appeal of staff's decision. Once the non-conforming sign was removed the applicant lost all rights to the non-conforming use. The City did not require the sign to be removed; the applicant chose to remove the sign.

Shane Witwer explained that the change in ordinance came when Fabulous Freddy's calculated their frontage to have one extremely large sign rather than two smaller signs. The proposed sign meets ordinance for cladding.

Brent Hall turned the time over to Wes Cooper, the applicant.

Wes Cooper said the sign was removed to accommodate Maverik without them realizing the effect of losing the non-conforming use. We are willing to bring the sign into compliance as far as appearance and landscaping are only request to move it to the other side of the drive aisle.

Brent Hall asked if the sign could be further back.
Wes Cooper said it would not be visible on St. George Blvd and we need that traffic.
Nancy Reed asked if the current sign is visible on 1000 East.
Chuck Matsler said you may if you are traveling east but not west.

Brent Hall asked Wes Cooper what the impact would be financially.
Wes Cooper said it would significantly affect his business since most patrons come from St. George Blvd rather than 1000 East.

Shane Witwer added there are trees planted from Maverik blocking visibility.
Nancy Reed suggested a monument sign that is lower than the trees.

Chuck Matsler left the meeting to take pictures of the site to email them back to the committee while other items on the agenda are reviewed.

Paula Houston advised that code states voting shall be by majority of those present.

The item was tabled pending additional pictures.

ITEM 1B - BEST WESTERN – CORAL HILLS
John Willis presented the staff report. The applicant wants to replace a non-conforming sign. They are requesting to replace the non-conforming sign. The sign is non-conforming due to size (allowed 120 s.f. and proposed as 225 s.f.), height (allowed 30' and proposed at 35') and projection beyond property line in the right-of-way.

Steve Davis said one of the pictures in the staff report was for a reader board; however, that is no longer the plan.

Shane Witwer said Best Western has redesigned their logo and is requiring them to change their sign. They are not able to utilize the current sign and just change the face.

Brent Hall asked if Best Western requires a certain size of sign.
Wes Cooper said they do not but the nature of the business needs a visible sign. The medians and landscaping installed on St. George Blvd are beautiful but have been detrimental to our visibility and access. A lower sign profile would cause a driving hazard when patrons slam their breaks when they are looking for a hotel.

Steve Davis added that in 1996 the sign had a variance due to the crown logo. The variance was due to an overhang area. UDOT required that if they needed to remove the sign it would need to be removed at the owner's expense if the right-of-way was needed.

Shane Witwer said there are many properties on St. George Blvd that are non-conforming due to the widening, and building so close to property line. The property value of the property does hinge on signage.

Paula Houston agreed and said we may not be able to bring all signs into conformance; however, we need to try to get it as close to code as possible.

Nancy Reed said you can see their sign height from quite a distance. Shane made a good point that because the building is limited to two stories a free-standing sign is needed much more than a higher building that has signage at the top of the façade.

Larry Stephens asked if it would have the same cladding and skirting and expressed sympathy that the hotel is required to make the changes from the franchise.

Steve Davis said there is a two pole design for this proposal. Again, the reader board is being removed from the proposal.

Brent Hall asked if lowering the pole to 30' would be a problem.
John Willis explained that they want to use the same pole but the cabinet is taller.

John Willis asked if UDOT's requirements would effect the sign.
Steve Davis said they will find the letter and contact UDOT. They may need to get a revised letter from UDOT.

Nancy Reed asked if the sign could be scaled to meet the 30' height.
Steve Davis explained that the signs are from a catalog and specializing would be costly.
Shane Witwer said the next size down would be lost in the trees. The height is the biggest concern.
Steve Davis said they want to leave the pole and slip the cabinets on and off.

Nancy Reed said the sign should not be allowed to go higher than it already is. It is a lot bigger in regards to size than it should be.
Larry Stephens agreed that the height should not be increased from the existing sign.

MOTION: Brent Hall made a motion to approve a sign no higher than the current sign's height; projection over the right of way is okay as long as there is an agreement with UDOT still in place and that the square footage is less than the current sign. They need to confirm the old UDOT is still relevant or receive a new letter from UDOT.
SECOND: Larry Stephens
AYES (3)
Brent Hall
Larry Stephens
Nancy Reed
NAYS (0)
Motion carries.

Chuck returned to the meeting at 1:15 p.m. but was not able to email and print pictures.

ITEM 1C – BEST WESTERN - TRAVEL INN

John Willis presented the item. The sign is located on St. George Blvd and is non-conforming in similar ways to the previous item. Non-conforming issues are the size (proposed 225 s.f.), height and projection over right of way.

Brent Hall asked Steve if it's difficult to cut the existing pole sign.

Shane Witwer said this hotel is in the process of beginning a massive renovation as a boutique hotel. The hotel has lost business due to the median because patrons have to make a U-turn to enter hotel as well as visibility.

Larry Stephens asked if UDOT had the same requirements for this property.
Steve Davis said yes, it was part of that same variance in 1996.

MOTION: Brent Hall motioned the same as Coral Hills "sign no higher than the current sign's height; projection over the right of way is okay as long as there is an agreement with UDOT still in place and that the square footage is less than the current sign. They need to confirm the old UDOT is still relevant or receive a new letter from UDOT."
SECOND: Nancy Reed
AYES (3)
Brent Hall
Larry Stephens
Nancy Reed
NAYS (0)
Motion carries.

BACK TO ITEM 1A
The Sign Review Board looked at Denny's pictures from Chuck's phone.

Nancy Reed said a monument sign would be more visible than a pole due to trees.
Larry Stephens said patrons may not see the sign until they've passed, especially if they are traveling through a green light.

Larry Stephens asked staff what height a sign on this street could be.
John Willis said the maximum height is 10 feet (10').

Steve Davis said that UDOT has standards that determine the height of the sign at the base. A monument sign would block the views of traffic with visibility on the corner.

MOTION: Brent Hall made a motion that we approve a sign in the proposed location, size no bigger than 5'x10', and no higher than the existing Knights Inn sign.
SECOND: Motion failed to obtain a second.

MOTION: Nancy Reed made a motion to agree with Brent Hall (location and size) except 13' maximum height.
SECOND: Larry Stephens
AYES (3)
Brent Hall
Larry Stephens
Nancy Reed
NAYS (0)
Motion carries.

ITEM 1D – BEST WESTERN - ABBEY INN

John Willis presented the item. There are two signs at this location; a sign on Bluff and Main.

Steve Davis said the Bluff Street sign in conforming due to major commercial street designation and the freeway bubble, but the Main Street sign has different sign requirements because Main Street is not a major commercial street per code.

Nancy Reed asked if both signs are up for review or only one.
Paula Houston said she does not know the square feet and frontage to justify the square footage. If they are within that bubble the square footage can be calculated differently.
John Willis said the height is okay but the square footage needs to be reviewed.
Laura Woolsey brought in an aerial with a bubble which shows that the Bluff sign is conforming.
John Willis clarified that the discussion is for the Main Street sign proposal.

Larry Stephens said the applicant shouldn't be punished for re-branding, and the sign should be allowed.

MOTION: Larry Stephens made a motion to approve the proposed signage no higher than fifty feet (50').
Discussion on major commercial allowances.
SECOND: Brent Hall
AYES (3)
Brent Hall
Larry Stephens
Nancy Reed
NAYS (0)
Motion carries.

Meeting adjourned.