



CITY COUNCIL STAFF REPORT

MEETING DATE: 28 February 2018
PROJECT NUMBER: T-18-001
REQUEST: A recommendation to the City Council to amend sign regulations of the East Streetcar Form-Based Code
APPLICANT: Mark Isaac for Zellerbach Property, LLC
PREPARED BY: Michael Florence

SYNOPSIS

The developer for the Zeller Multifamily Apartment building located at 2255 South 300 East is petitioning the planning commission for a recommendation to the city council to amend the East Streetcar Form-Based Code specifically regarding projecting sign regulations.

The Zellerbach project is currently under construction and is 50 feet in height (4 stories) and approximately 695 feet in length. Due to the mass and length of the project, the applicant is petitioning to both increase the quantity and size of projecting signs along the S-line corridor only

The applicant is petitioning the following:

	Current Sign Allowance	Proposed Amendment
Allowable maximum overall height of projecting signs	8 feet	12 feet
Number of projecting signs allowed along the streetcar corridor	1	2

COMPATIBILITY WITH GENERAL PLAN AND ZONING ORDINANCE

The General Plan supports regulating land uses based on compatibility with surrounding uses and determining economic advantages. Any proposed amendments should consider appropriate mitigations to preserve the abutting residential uses and any other future development within the land use district.

Planning Commission Recommendation

The planning commission recommended that the city council amend the S-line form based code to allow the height modification for projecting signs as well as increasing the allowed number of signs from one to two along the S-line corridor. The planning commission made an additional recommendation that the separation distance between projecting signs be increased from 25 feet to 200 feet per tenant.

CITY COUNCIL STAFF REPORT

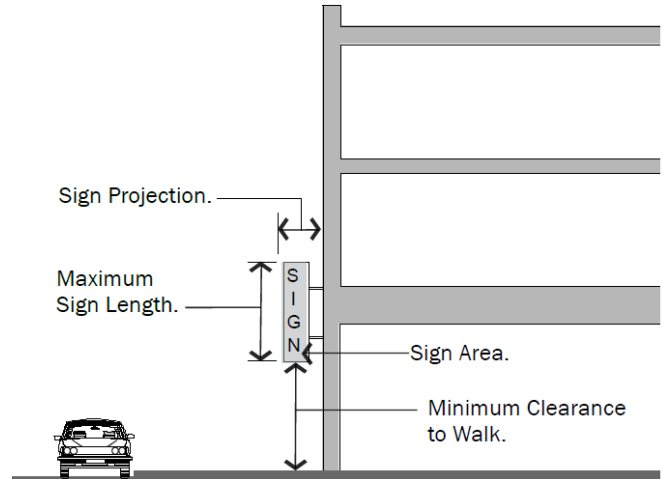
SOUTH SALT LAKE ORDINANCE

Section 9.4 – Projecting Signs

The East Streetcar Form-Base Code allows projecting signs to be located on any façade of the building that faces a public street or the S-Line Streetcar, with the exception that no projecting sign shall be located on any façade facing an existing single family residential zone. Below are the adopted requirements for projecting signs

Table 9.4 (1). Projecting Sign Requirements

Permitted Districts	All subdistricts; see 9.4.2 (1)
Sign Area	No maximum area for sign type;
Height	8' maximum sign length, 10' minimum clearance to pedestrian realm required
Location on the Building or Site	Permitted on all facades facing a public street or S-Line; Sign and structural supports shall not extend above the eave or parapet
Placement on the Building or Site	Shall not project further than 3' from the building
Quantity	1 per tenant per public ROW frontage including the S-Line corridor; 1 per tenant per side or rear facade on a parking lot
Sign Separation	No projecting signs shall be located closer together than 25'
Internal Illumination	Permitted for individual letters and logos
Materials	Solid wood, metal, masonry & neon glass; Plastic & synthetics permitted only as separate alphanumeric characters or logos

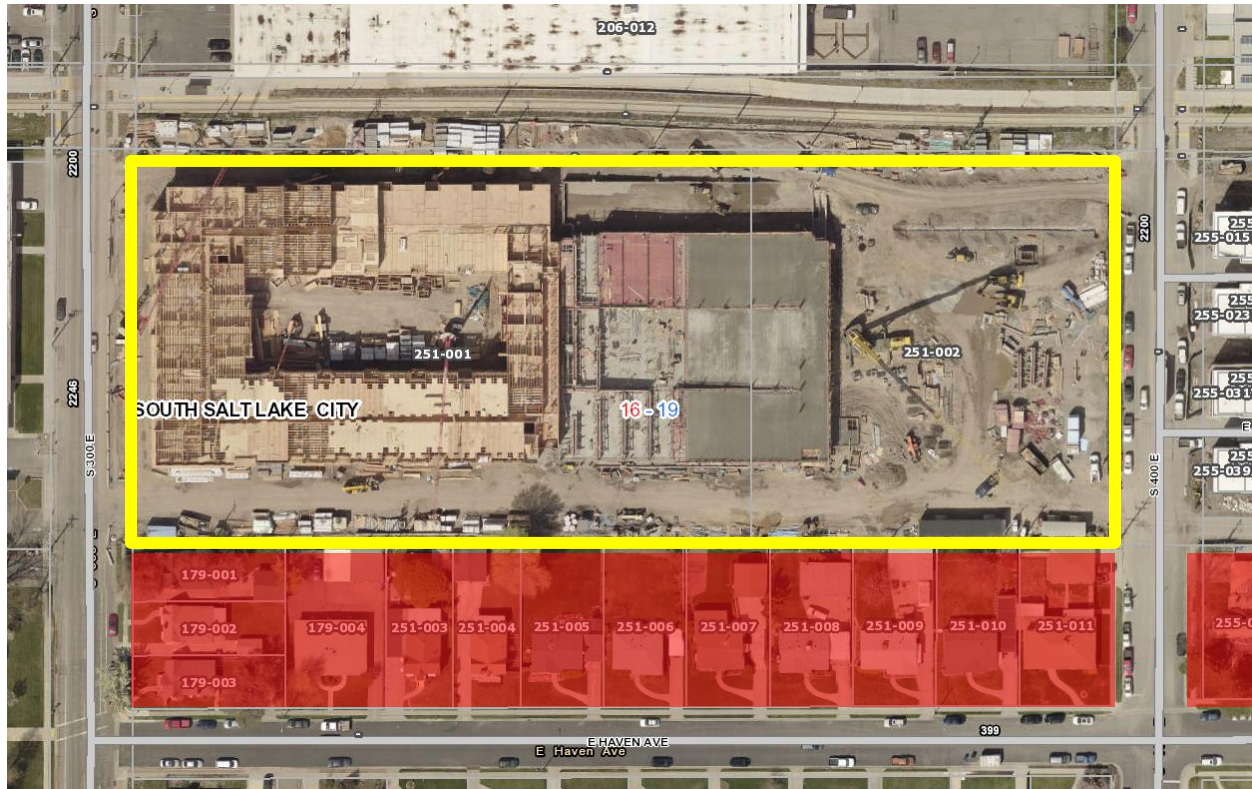


PROPOSED SIGN LOCATIONS



STAFF ANALYSIS AND COMMUNITY PRESERVATION:

The streetcar corridor is meant to be a unique vibrant corridor with its own urban characteristics. Since this proposal only amends the sign standards for projecting signs along the streetcar line, staff feels that it will have minimal impact on the neighborhood. The applicant's two proposed projecting signs would be 3' wide by 12' in height. The applicant has done a good job in making the signs context sensitive with the neighborhood and not proposing an overabundance of signage along the corridor. Due to the size and length of the development, the amendment will help to identify better this project along the S-line corridor. As a reminder to the commission, any ordinance amendments would apply to all projects within the East Streetcar district.



Zellerbach Multifamily
Complex



Single Family Residential
Home Locations

GENERAL PLAN CONSIDERATIONS:

Goal LU-1. Regulate land uses based on compatibility with surrounding uses, residential areas, and economic feasibility. Maintain residential, business and industrial areas that are vibrant and where the health and safety of all are protected.

Goal ES-1. Determine all of South Salt Lake's economic advantages and capitalize on them.

Goal ES-3. Enhance the quality of live in South Salt Lake by improving the community's appearance, safety, education, positive outlook, gathering places and positive momentum.

LAND USE CODE AMENDMENT PROCEDURE AND PURPOSE STATEMENT:

- A. Planning Commission. The planning commission shall:
 - 1. Fulfill all duties outlined in state statute that are to be performed by the planning commission.
 - 2. Prepare and recommend to the city council the general plan or amendments to the general plan, any proposed land use ordinance or ordinances and a zoning map, and amendments thereto that represent the planning commission's recommendation for regulating the use and development of land within all or any part of the area of the municipality.
 - 3. Hold a public hearing on a proposed land use ordinance or zoning map amendment.
- B. City Council. The city council:
 - 1. May adopt or amend:
 - a. The number, shape, boundaries, or area of any zoning district on the official city zoning map;
 - b. Any regulation of or within the zoning district; or
 - c. Any provision of the development code.

17.05.110 Purpose of the land use code.

- A. The purposes of this title are to provide for the health, safety, and welfare, and promote the prosperity, improve the morals, peace and good order, comfort, convenience, and aesthetics of the city of South Salt Lake and its present and future inhabitants and businesses, to protect the tax base, to secure economy in governmental expenditures, to foster the city's agricultural and other industries, to protect both urban and nonurban development, to protect and ensure access to sunlight for solar energy devices, to provide fundamental fairness in land use regulation, and to protect property values.
- B. To accomplish the purposes of this chapter, the city may enact all ordinances, resolutions, and rules and may enter into other forms of land use controls and development agreements that it considers necessary or appropriate for the use and development of land within the city, including ordinances, resolutions, rules, restrictive covenants, easements, and development agreements governing uses, density, open spaces, structures, buildings, energy efficiency, light and air, air quality, transportation and public or alternative transportation, infrastructure, street and building orientation and width requirements, public facilities, fundamental fairness in land use regulation, considerations of surrounding land uses and the balance of the foregoing purposes with a landowner's private property interests, height and location of vegetation, trees, and landscaping, unless expressly prohibited by law.
- C. This code is adopted to implement the city of South Salt Lake's general plan and to promote public health, safety, convenience, aesthetics, welfare, stable land values, efficient land use, sustainable land use and building practices, crime prevention, transportation and accessibility, and efficiency in land use review and administration.
- D. The land use code is also established to facilitate orderly growth and development in the City of South Salt Lake and to enhance the lives of the citizens of the city.
- E. The land use code intends to establish a fair and efficient process for development and land use applications, as accomplished through the delegation of powers among city officials and a transparent review process.

STAFF RECOMMENDATION:

A recommendation to the City Council to amend the East Streetcar Form-Based Code of the South Salt Lake City Municipal Code to amend regulations for projecting signs, based on the following findings:

1. The proposed ordinance is consistent with the General Plan goals of regulating land uses based on compatibility with surrounding uses and determining economic advantages and capitalizing on them.
2. The proposed ordinance is consistent with the goal of the land use code to provide for the health, safety, and welfare, and promote the prosperity, improve the morals, peace and good order, comfort, convenience, and aesthetics of the City of South Salt Lake and its present and future inhabitants and businesses. As well as to enhance the quality of life in South Salt Lake by improving the community's appearance, safety, education, positive outlook, gathering places and positive momentum.

A recommendation to the City Council to deny an amendment to the East Streetcar Form Base Code of the South Salt Lake Municipal Code to amend regulations for signage, based on the following findings:

1. That sign code regulations in the East Streetcar land use district should be preserved as currently written

Continuance, due to issues raised during the planning commission meeting

PROPOSED ORDINANCE:

9.0 Sign Types

9.4 Projecting Sign.

1. Description.

A Projecting Sign is attached to and projects from a building face or hangs from a support structure attached to the building face. Sign faces are typically perpendicular to the building face, but may be at an angle greater than 45 degrees from the facade. The sign may be vertically or horizontally oriented. Refer to Figure 9.4 (1).

2. General Requirements.

Projecting Signs shall be developed according to the standards in Table 9.4 (1).

- (1) Permitted location. No projecting signs shall be permitted on any facade facing an existing single family residential zone, except for iconic sign elements as approved by the Land Use Authority.

3. Computation.

The area of a Projecting Sign is equal to the area of one of the sign's

Table 9.4 (1). Projecting Sign Requirements

Permitted Districts	All subdistricts; see 9.4.2 (1)
Sign Area	No maximum area for sign type;
Height	0 12' maximum sign length, 10' minimum clearance to pedestrian realm required
Location on the Building or Site	Permitted on all facades facing a public street or S-Line; Sign and structural supports shall not extend above the eave or parapet
Placement on the Building or Site	Shall not project further than 3' from the building
Quantity	1 2 per tenant per public ROW frontage including the S-Line corridor; 1 per tenant per side or rear facade on a parking lot
Sign Separation	No projecting signs shall be located closer together than 25 feet 200 feet
Internal Illumination	Permitted for individual letters and logos
Materials	Solid wood, metal, masonry & neon glass; Plastic & synthetics permitted only as separate alphanumeric characters or logos

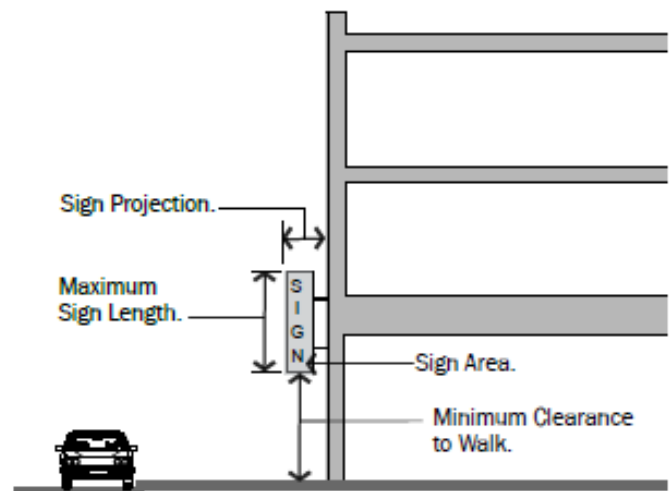


Figure 9.4 (1). Projecting Sign.

APPLICANT EXHIBITS

Perspective Views

Proposed

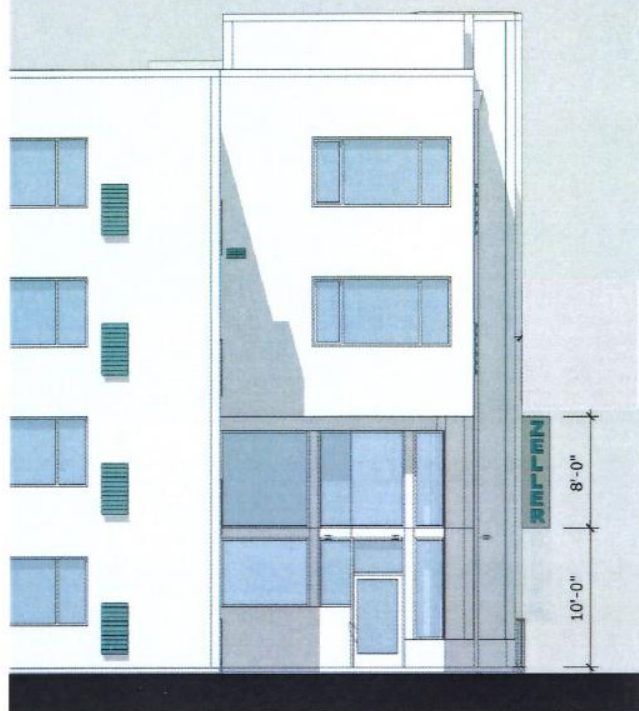


Code Compliant



Size

Code Compliant

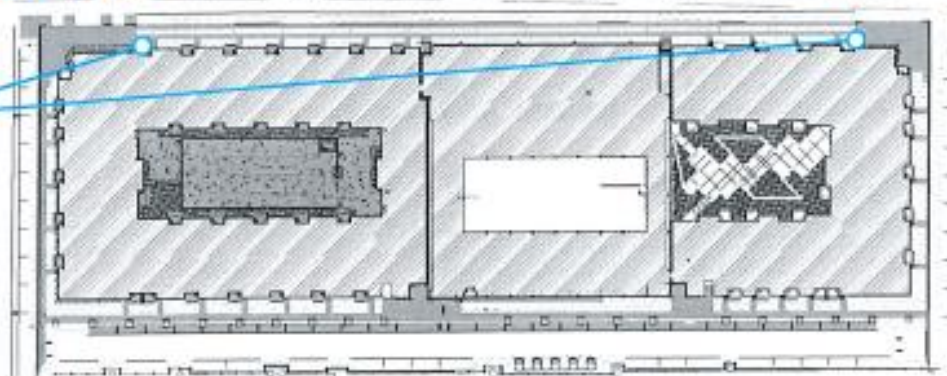


Proposed

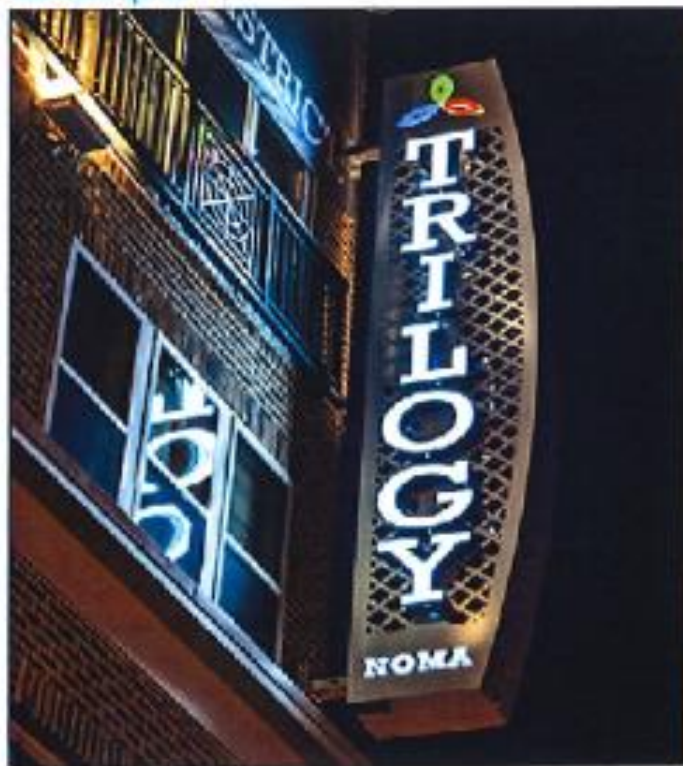


ZELLER - PROJECTING SIGN

Locations



Example



Draft Planning Commission Regular Meeting Minutes

Thursday, February 15, 2018

City Council Chambers

220 East Morris Avenue

Time 7:05 p.m.

Commission Members Present: Laura Vernon, Presiding
Jeremy Carter
David Veenstra
Susan Dickstein
Stacey Holscher
George Pechmann

Staff Members Present: Michael Florence, Community Development and
Economic Development Director
Alexandra White, City Planner
Lyn Creswell, City Attorney

Moment of Reflection: **Chair Vernon**

Pledge of Allegiance: **Commissioner Pechmann**

Motion to Approve the Agenda: **Commissioner Carter**

Second to the Motion: **Commissioner Veenstra**

Vote: **Unanimous**

New Business

- **T-18-001**
- 1. **Public Hearing for a Recommendation to the South Salt Lake City Council to Amend the East Streetcar Neighborhood Land Use District and/or the East Streetcar Neighborhood Form Based Code to Allow for Residential Signage and to Establish Standards for Signage.**

Action Item

Address 2255 South 300 East

Applicant Adam Siegman representing Zellerbach Property

Community Development Director, Michael Florence, presented the staff report for an amendment to the signage standards in the East Streetcar Zone, which includes the area from State Street to 500 East along the streetcar line. He explained that the applicant was a representative of the Zellerbach development on 300 East and the streetcar line. Currently, the Code allows for projecting signs in the area, but limits the height to eight feet. Because of the height of the Zellerbach project, the applicant was proposing to increase the height restriction from eight feet to 12 feet. The current Code also allows for one sign per building. The applicant was requesting two projecting signs along the S-line Corridor. Mr. Florence noted that the proposed changes would only apply to developments along the S-line. He presented photographic examples of projecting signs and renderings of the proposed signs submitted by the applicant. Mr. Florence confirmed that the signs

would not face any single-family homes on the project. Since the ordinance applies to the entire S-line Corridor, Mr. Florence addressed other potential developments that could utilize projecting signs.

Chair Vernon asked if the ordinance requires a certain building length to qualify for two projecting signs. Mr. Florence explained that the only requirement was that there be 25 feet between signs.

Commissioner Pechmann commented that a building that is only 30 feet long could potentially have two signs under that language. Commissioner Carter shared his concern and said that it would not be appropriate for a 30-foot building to have two signs. He stressed the scalability of the signs along the S-line.

Mark Isaac was present representing the owners of the Zellerbach site and gave a brief history of the project for the newer Planning Commission Members. He believed that the rail corridor was doing exactly what the City had hoped, which as to transform that area of South Salt Lake City. The owners of the Zellerbach project were investing \$60 million into this block of the City, and recently they had been working with the owner of the property across the street on designing a mural for that building. With regard to signs, Mr. Isaac stated that the purpose of the amendments was to cater to the visibility of the rail service rather than pedestrians. They need to capture the rail visibility ahead of the stop in both directions. Mr. Isaac added that they would be happy to take the Planning Commission on a tour of the development.

Chair Vernon opened the public hearing at 7:24 p.m. There were no public comments. Chair Vernon closed the public hearing.

Commissioner Pechmann suggested that they adjust the distance requirement between signs to something greater. Commissioner Carter felt it would be better to change the number of signs allowed based on the linear length of the frontage for a single tenant.

After some discussion, the suggestion was made to adjust the language to allow buildings with a façade of over 200 feet to have two signs. It was noted that the signs must be a minimum of 200 feet apart. City Planner, Alexandra White, reminded the Planning Commission that there was a difference between “per building” and “per tenant”. They agreed to have the language reflect the limitation “per tenant”.

The Planning Commission did not have any issues with the proposed height amendment.

Motion to recommend that the City Council APPROVE the proposed amendment to the East Streetcar Form Based Code of the South Salt Lake City Municipal Code to amend the regulations for projecting signs based on the findings outlined in the staff report, with the addition of regulating two signs per tenant, and the signs must be 200 feet apart.

Motion: Commissioner Veenstra

Second the motion: Commissioner Holscher

Vote: Unanimous

Continuing Business

There was no continuing business.

Commission Business

Motion to APPROVE the January 18, 2018 Planning Commission Meeting Minutes.

Motion: Commissioner Veenstra

Second the motion: Commissioner Dickstein

Vote: Unanimous

Staff Business – Information Items

Mr. Florence reported that City Attorney, Lyn Creswell, will be retiring and this would be his final Planning Commission Meeting. He thanked Mr. Creswell for his 48 years of service. Mr. Creswell praised the Planning Commission for their work.

Adjournment

Motion to Adjourn: Commissioner Pechmann

Second: Commissioner Dickstein

Vote: Unanimous

The Planning Commission Meeting adjourned at approximately 7:37 p.m.

For Planning Commission

**Michael Florence
Community Development Director**