

**COUNCIL WORK MINUTES**  
**OCTOBER 16, 2013**

The City Council held a work meeting on Wednesday, October 2, 2013, at 5:30 p.m., in the Council Chambers, 10 North Main Street, Cedar City, Utah.

**MEMBERS PRESENT:** Mayor Joe Burgess; Councilmembers: Ron Adams; Nina Barnes; John Black; Paul Cozzens; Don Marchant.

**STAFF PRESENT:** City Manager Rick Holman; Assistant City Attorney Randall McUne; City Engineer Kit Wareham; City Recorder Renon Savage; Police Chief Robert D. Allinson; Leisure Services Director Dan Rodgerson; Parks Superintendent Wally Davis; Public Works Director Ryan Marshall; HR Specialist Natasha Hirschi; Economic Development Director Brennan Wood; Economic Development Coordinator Danny Stewart.

**OTHERS PRESENT:** Betsy Carlile, Jeff Ashdown, Marketta Ashdown, Murray Ashdown, Amberlee Goster, David Clarke, Maile Wilson, Bev Burgess, Amy Rose, William Heaton, Peter Gillespie, Lance Alger, Kylie Rose, Jaime Strohl, Peter Heilgeist, Bret Goulding, Lee Simper, Ben Imlay, Fred Rowley, Doug Hall, Tim Watson, Scott Jolley, Tim Beery, Mike Ulrich, Jessica Ulrich, Earl Christison, Jalina Talbot, Cassie Jenkins, Victoria Heaton, Morrigan Gillespie, Julie Heaps, Abigail Inman, Paul Burnett, Kylee Burnett, Ashlie Olenlager, Kylee Olenlager, Desiree Fryer, Dutch Workman, Tom Jett.

**CALL TO ORDER:** Mayor Burgess gave the opening prayer; the pledge of allegiance was led by Councilmember Marchant.

**AGENDA ORDER APPROVAL:** Councilmember Black moved to approve the agenda order moving item 14 to the top of the agenda; second by Councilmember Marchant; vote unanimous.

Mayor Burgess indicated the Councilmember Barnes is at a Board of Regents meeting and may be here later.

**ADMINISTRATION AGENDA – MAYOR AND COUNCIL BUSINESS; STAFF**

**COMMENTS:** ■ Marchant – the parking we have on 100 West that has changed for angle parking, I think we have designated 3 spaces too many, the intersection of Harding on 100 West is extremely poor, could we look at that and remove a few spaces. Kit – we have had a few other complaints so we will do that. ■ Mayor Burgess read a Proclamation designating every Friday in November as wear purple for Pancreatic Cancer Awareness.

**PUBLIC COMMENTS:** ■ There were no comments.

**REVIEW SOUTH INTERCHANGE LANDSCAPING PLANS – KIT WAREHAM:**

Kit – we have the landscape architect here, Lee Cabell of Horrocks Engineering. Lee – I

am an engineer, our architect could not be here. We are working with the City and UDOT for an esthetic landscaping theme, every interchange now in Cedar is different, we want to give it a theme with consistency. We have councilmember Black, Kit and Wally in the meetings; we want to give Cedar City an identity. You have probably been presented some concept in the past. We have been working with UDOT and a CMGC contractor to design an interchange. We want features that will fit in the budget. He reviewed the attached Exhibit "A". The flyover will have an esthetic decorative fence that is pedestrian safe, the concrete barrier we want to retrofit and put a mountain scene on it, but it will be difficult, so we will paint it with a lighter tan color, stain and seal it and a mountain scene with metal that will attach, that is what we are proposing, it will be a weathered steel look. At the base the existing beams will be paint and stained to match with the rest of the mountain scene. There will be different colors on the support beams also. It will be the same on the Cross Hollow interchange, there will be gabion baskets with a rust color metal filled with cobble rock that are in the parks and match with the old architecture of the City. We went out last week with Kit and Wally to the local manufacturers to see what rocks that is available. We also want to put in an alternate bid item for a themed entry way sign to match the style of the other monument signs we have seen in town. We would like to get it as you come off the freeway, we are working through the right-of-way issues, if not we have two other options. We would make it a good width of separation, we know you are working on branding; we will make it so that it can be changed if you want. It will be larger than the ones around town. He reviewed the overview of the interchange with the proposed landscaping. Under the ramps on the streets there will be conduit if in the future you want to add trees or shrubs the water lines could be added. We will bid add alternate if they can fit that into the landscaping. There will be color powder coated street lights. We will try and get as much value as we can. The contractor will have to make mock up panels to make sure the colors are correct. Black – can you address hope for time frames as a whole? Lee – the City will be responsible for the ultimate maintenance. As a corridor down the road UDOT has plans to redo interchanges and they can match the plan. As money comes through you can change to match the new interchange. A few other structures that are bridges may need upgrade over time we can implement the concept over time. John – if we start construction in spring of 2014 when will it be complete? Kit – they want to be finished by November of 2014. Black – are we still working with the livestock people? Kit – yes, we have had several meetings, they are never all on board, but most are for the trail on the fly over. Chief – will the painting be graffiti resistant? Lee – yes there will be a graffiti resistant paint. There was a question in the audience asking if it would be up on Main? No. Another question from the audience, will there be a time when the interchange will be closed? Lee – I am only landscaping, but I would think yes for 2 or 3 days it will be closed before the new configuration. Kit – they will maintain a one-way traffic throughout, but there will be a 24 hour period that it will be completely closed to make sure the lights and everything are working correctly. UDOT had a meeting with all the business owners in the area and got some really good input. They are trying to accommodate the businesses as much as possible. Scott Jolley – are there walk ways from the east to west of the freeway. Lee – yes there are sidewalks. The crossing will be at the signal. There will be barriers separating the sidewalk. With the design it eliminates signals for the left turn, they are all free flowing. Mayor – the existing flyover

will become our trail system on Cross Hollow and on the east bench trail. Audience question - There will be stop lights going onto the freeway? Lee - there will be two signals. Audience - I work on Greens Lake Drive and I was wondering how that would work. Lee - it will not fix that. This is a new style, there are two in American Fork, one on Bangerter, and one by Cabelas and St. George Blvd they are doing it now. Fred Rowley - is it a Utah style or other states? Lee - there are some in other states, Missouri was the first. By switching the traffic the left turn's free flow without a signal, you have to stop through traffic, but you don't have to divide different sections, overall it is a better benefit. Adams - UDOT has a great video on their web site that shows how it will work. Mayor - the constraints is the width of the interchange. Kit - one thing UDOT is doing is lowering the road grade under the overpass to give it proper clearance, there was an accident the other day with someone hitting the beam. Cozzens - what do they do for drainage? Kit - they will tie it into the existing system. Audience - Is it a designated livestock trail? Kit - yes, it will not go away but will be more difficult. Black - the designation will be on the flyover.

**CONSIDER APPOINTING GEORGIA BETH THOMPSON TO THE CEDAR CITY HOUSING AUTHORITY - HEIDI MILLER:** Heidi Miller - we are requesting that Georgia Beth Thompson be added to the Housing Authority Board of Commissioners. Fred Anderson resigned, he is an architect, and was instrumental in our last project. Consent.

**CONSIDER A NO PARKING ZONE AT 1045 NORTH AND COUNTRYSIDE TERRACE DR. - COUNTRYSIDE TERRACE HOMEOWNERS ASSOCIATION:** Mike Ulrich, HOA member - we get a lot of calls on a truck that parks on 1045 and Countryside Terrace. We have contacted the homeowner and we have had other homeowners that have tried to talk with him and he has said it is his right to park there it is not red. There is a homeowner that has pulled into the intersection and was stopped by an officer for not stopping. We have a petition asking that it be painted red. You can see a shadow of a minivan in pictures. There are 3 designated parking stalls for every unit, every unit has a covered space and two non-covered space. Black - is it City property? Mayor - City, and the road is a lot narrower by the KOA fence. Rick - any red zone needs to be recommended by the Police Chief and City Engineer. Kit - the Chief and I did go out and look at it with Kimber Heaton and we did not have any issues with it. Cozzens - I trust what Kit and the Chief have done.

Chief - the main problem is the fence and when you park a vehicle it compounds the problem. Even without a vehicle the fence is a problem. We feel with the health and safety it would be better. Cozzens - is there not something in code for the fence? Kit - there is but that has been there for a long time. Rick - eventually the street will be widened, but it may be a long time. Consent.

**PUBLIC HEARING TO CONSIDER A SUBDIVISION LOT MODIFICATION ON PROPERTY LOCATED IN THE VICINITY OF 344 WEST AND SOUTH HARDING AVE - BOB PLATT/PAUL BITTMENN:** Dave Clarke of Platt & Platt. The current situation we want to move the lot line between two parcels to make the parcel

so it doesn't encroach on the setback of an existing house. It is within the requirements it is a single family residence, it is shifting the lot line. Marchant – is this Murray's house? Yes, same land owner and the setbacks are met.

Mayor Burgess opened the public hearing. There were no comments. The hearing closed. Consent.

**CONSIDER A ROAD DEDICATION ON PROPERTY LOCATED IN THE VICINITY OF 175 WEST 2775 NORTH – PLATT & PLATT ENGINEERING:**

Dave Clark – this road dedication is to extend an existing road, it is Old Farm Subdivision, phase one did not include the road or some lots. We will extend the road 91 feet to allow two building lots. The road is installed, paved, curb, gutter and sidewalk with sewer and water laterals are all installed. We want to dedicate that to the City.

Don – I have a conflict of interest, it is land owned by my son-in-law and daughter who own the lot adjacent to that. I will recuse myself.

Consent.

Mayor Burgess has a conflict on the next three items, he left the meeting.

Councilmember Black moved to appoint Councilmember Adams as the Mayor Pro Tem for the next three items; second by Councilmember Cozzens; vote unanimous.

**PUBLIC HEARING TO CONSIDER GRANTING A CONDITIONAL USE PERMIT TO SAFARI PROPERTY MANAGEMENT TO LOCATE AN OFFICE BUILDING AT 1125 NORTH HOVI HILLS DRIVE – SAFARI PROPERTY MANAGEMENT/PAUL BITTMENN:**

Tim Watson, Watson Engineering – we have been through Planning Commission and the advertisement to turn this single family R-3 property into a business use as a Conditional Use Permit. The site improvements have been made for parking, there is one-way traffic coming around the building and have met the parking requirements. Black – are all access issues cleared up. Tim - we have a flag lot, we have 24 feet coming off the chip sealed road which is a private road Cedar City owns the left half and Mr. Lambeth owns the other half. They have an easement to access the public street. Marchant – coming east off the chip sealed road is private? Tim – no there is a section of Hovi Hills Dr. that is private, there is an access that ties onto the driveway. Kit – the dedicated road is fully improved, from that on it is chip sealed. There has been hard surface added and the road. Don – what will happen with water in a rain storm? Tim – there is a physical rise or hill in the terrain, it will come in a southwest direction and should come along a natural path. Adams – there are two conditions in your packet from Planning Commission, the lighting in the parking and if out buildings were built it would have to match the house. Marchant – there are not any objections with the neighbors. Tim – I have not heard any, they were notified and at that time they had questions, but they have been resolved with Safari Property Management. Rick – were they notified for tonight's meeting? Tim - outside the zone change request there were not notified, however it was advertised.

Mayor Pro Tem Adams opened the public hearing. There were no comments. The hearing closed. Action.

**PUBLIC HEARING TO CONSIDER A RESOLUTION AMENDING THE GENERAL LAND USE PLAN FROM LOW DENSITY RESIDENTIAL TO MEDIUM DENSITY RESIDENTIAL ON PROPERTY LOCATED IN THE VICINITY OF 275 SOUTH CROSS HOLLOWES ROAD – TIM WATSON/PAUL BITTMENN:**

Tim Watson, Watson Engineering – we have about 4 acres between Cross Hollow Road and Sunset Canyon that is zoned CC, that with this land use amendment we would like to change to medium density, the next item is with this for the rezoning. Marchant – what was the original intent of the property? Tim – when Sunset Canyon and the Villa's were done they could do commercial or continue the Villas, but the zone has changed to only top story or less than 50% of the land use.

Mayor Pro Tem Adams opened the public hearing. There were no comments. The hearing closed. Action.

**PUBLIC HEARING TO CONSIDER AN ORDINANCE CHANGING THE ZONE FROM CENTRAL COMMERCIAL (CC) TO RESIDENTIAL-2, SINGLE UNIT, ON PROPERTY LOCATED IN THE VICINITY OF 275 SOUTH CROSS HOLLOWES ROAD – TIM WATSON/PAUL BITTMENN:**

Tim Watson, Watson Engineering – same property as discussed above. Black – how deep are the lots? Tim – they are 95 feet.

Mayor Pro Tem Adams opened the public hearing. There were no comments. The hearing closed. Action.

Mayor Burgess returned to the meeting at this time.

Councilmember Black moved to turn the meeting back to the Mayor Burgess; second by Councilmember Marchant; vote unanimous.

**REVIEW QUOTATIONS ON LIGHTING FOR THE YETI ICE SKATING RINK – YETI/KIT WAREHAM:** Kit – they are in the process of constructing the base for the Ice Rink and Schmidt will have that done tomorrow. We went out for quotes for the lights and received two, one from Codale Electric for \$15,400 included 32-1000 watt lights that have a 12,000 hour rated bulb life, with 4 posts, 8 lights on each. They also provided for 1500 watt fixtures, for \$12,000 but they only have a 3,000 hour rated bulb life. Musco Lighting only quoted the 1000 watt lights for \$20,380 with their system they can light the rink with 16 lights. Our specifications gave foot candles and Musco can do it with 16 lights, Codale needs 32 lights. We required submittals with each, we wanted to see specifications for fixtures and mounting devices and how hard to aim and a firm delivery date, (we are in a hurry) and a copy of the warranty. Codale did not provide items #3 & 5. If we went by the purchasing policy the Mayor can award, but in this case we feel there is justification to go and award the quote to Musco Lighting for the

\$20,380. Cozzens – still in budget? Kit – yes, after I included everything there is \$1,500 left and there is \$7,000 in contingency. Black – I noticed in the specs was the shielding a spec requirement? Kit – no. The 1500 watt proposal has ¼ of the life, you would eat up the savings with that. The reasons we would like to look at Musco is that Codale did not give us all submittals. The operation cost reduction, Musco doing it with half the lights, the benefit in power costs is about \$500 a year in the 10 year warrant that is \$5,000 savings. Musco gives an excellent warranty. We have Musco lights on the Little League fields and new fields. This does not come with 25 year, 2 year full warranty, 10 year with bulbs. If you compare that with the normal warranty it would be over \$500 per year from Codale. The biggest reason we feel is the spill light coming off the lights. They are 50 feet tall, the building is 30 feet tall, we have very sensitive neighbors, and we spent \$75,000 to satisfy them on the road to the reservoir to diminish sound. If we start lighting up their bedrooms we will spend more than \$5,000 to satisfy them. The light spill Musco provided 150 feet away is negligible. Marchant- Musco specialty is sports lighting and they do an excellent job. Kit showed a light, they want the light on the surface so they put pub hoods on them with a reflector to help that happen. The lights it is the longest visor, they cannot put that on a baseball or football field, but on hockey rink they can do that. They come from the factory pre aimed. Our recommendation is to go with Musco. Adams – that makes it friendly for a dark sky also. Black – is there a time frame for them to shut down? Rick – regular park hours.

Tom Jett – when I hear comments on how thorough this is it shows how excellent our engineering office is. Forethought for the neighbors is good. Mayor – I want to thank Paul and all elected officials on the many hours they have spent on this and the staff. Also I want to thank all the volunteers that have made financial commitment it will be an asset to the community. It will be fun to watch.

Cozzens – what is the lead time? Kit – 4 weeks, they will set the rink up before the poles are set.

A lady in the audience asked for basketball courts. My son asked Wally for an Eagle project and it has been 4 years and we still don't have outside basketball courts. Rick – we have an outdoor court at the Aquatic Center and there are courts at the schools. We are trying to utilize all of our venues.

**CONSIDER SIGNING AN INTERLOCAL AGREEMENT BETWEEN THE UTAH LOCAL GOVERNMENTS TRUST AND CEDAR CITY – NATASHA**

**HIRSCHI:** Natasha – this is with ULGT, no changes, we signed it in 2005 and there is nothing that has changed, but they want their records upgraded. It is not binding us to anything. Consent.

**PRESENTATION OF CEDAR CITY WEBSITE UPGRADE – BRENNAN WOOD**

**& DANNY STEWART:** Danny – it went up on the 10<sup>th</sup> of October, we have been fixing things that couldn't happen until we went live, but it is much improved over the old site. We are with Civic Plus, it was very functional, but not friendly to edit. We opted to go with their upgrade and it has been relatively easy. The main feature is a slide

show that changes. We want to change them seasonally and have high quality art work. It won't be up until the end of the year and we have requested to have that control. Brennan – we will have pictures that we own and of the area. Danny – we have been gathering photos over the year to put in our library of photos. The attached Exhibit “B” was reviewed. Danny – forms the City uses can be added. We can designate who they are submitted to. Brennan – we are looking at the events and permitting the events, it will be quicker and they can be tracked. Danny – if there are fees we can link it to the online bill pay. Social media will also be linked by this site, twitter and face book. Brennan – if you have any questions, let us know. Also if you find errors or bugs on the system let us know and we will fix them, send us an email.

Betsy Carlile – I notice you can view the council meeting live, how long are they available? Danny – video takes a lot of space. Kit - I will publish them if someone wants to see them. Brennan – we are very pleased with the site. We can put key commercial listings on the site and there are things that are still coming. Adams – where are you pulling listings from? Brennan – we will be very specific, we only want commercial and industrial, there will be an application for the realtors to fill out. Rick – what Danny and Brennan have done is excellent, we are fortunate to have both of these staff members.

**DISCUSSION OF CEDAR CITY STYLE GUIDE – BRENNAN WOOD & DANNY STEWART:**

Danny – the style guide has worked hand in hand with the web site. See Exhibit “C” attached. The purpose is to build Cedar City's brand. We need some guidance from the Council and Mayor in some areas, we need to know what the committee is, or is it the office of Economic Development. You will see question marks throughout. Marchant – I think you need a councilmember on that and I want to do that. Brennan – if there needs to be a final say we want to know the protocol for things that don't fit in. Rick – Dan's department does a lot of marketing, it may be helpful to have a person from the Department. Mayor – we will bring a recommendation back in November. Danny – this is to give guidelines, they can still be creative. We wanted to keep the logos, but clean them up; we did change from Festival City, USA with Cedar City under it to Cedar City with Festival City, USA under that. For the letterhead the Council liked #1; for business cards options for either #3 or #4. Rick – once we have approval of the style guide we can recommend a time frame for changing everything.

Councilmember Barnes arrived at this point 7:15.

There are also guidelines for logos for clothing and vehicles. Brennan – once approved we will give each department a thumb drive with this information. Adams – the first logo that needs to be changed is the Golf Course, it really stands out. Cozzens – on the signs that are routed, I would donate some time with my machine. Black – through your efforts we are showing the public we are in the 21<sup>st</sup> Century. Marchant – I am very pleased with the work you have put into this. The consistency of the branding will be paramount in the future, thank you. Barnes – the avenue of doing it in house, using our talent is excellent. Rick – is it your goal to get input from the Council and bring it to the next council work meeting.

**CONSIDER SPECIAL AWARD CONDITIONS FROM THE U.S. DEPARTMENT OF COMMERCE, ECONOMIC DEVELOPMENT ADMINISTRATION FOR A FINANCIAL ASSISTANCE AWARD OF \$935,900 FOR THE CONSTRUCTION OF STREET FRONTAGE IMPROVEMENTS ALONG AVIATION WAY AND THE CONSTRUCTION OF A TAXI LANE ON THE AIRPORT TO CONNECT MSC'S THROUGH THE FENCE ACCESS - BRENNAN WOOD:**

Brennan – Danny and I have worked hard, this took 7 months of work, a lot of hours working with Russ Volk, our Airport Manager, as well as Jones & DeMille and Creamer & Noble. The EDA we have been awarded \$935,900 70% of the taxi lane and Aviation Way road improvements which is normally the responsibility of the developer. This is to U-56. The terms and conditions of the grant is what you have. Paul went through this and there are 6 pages of responses from Paul. It is normal to have strings attached. We have complied with EDA Grants before. We got \$950,000 for Aviation Way Phase 3 improvements a few years ago. We complied with that with a 3, 6, and 9 year reporting on that, it is not new to us. Some things they require, specific start and end dates, a 5 year window. There is quarterly reporting during construction and then 3, 6, & 9 year reporting after it is complete. Black – will the City be the project manager? Brennan – yes. We are required to put “funded with EDA money”. There is a percent of construction workers that have to be minority and female, we will work close with Kit and Creamer and Noble. There is typically a kick off, but because of the furlough we have not been able to do that. We will follow our bid process. Black – anything unusual you encountered in going through this? Brennan – I didn’t see anything out of the ordinary. Paul said in his wright up “I can’t see a legal reason not to enter the agreements. The challenges come in the form of compliance with all of the attached strings and documenting everything so we can pass an eventual audit.” Danny and I still have a lot to do with this project. We did not see any red flag, traditional for a Federal Grant. We will still have a kick off meeting, there is an individual of the Denver Regional Office that is attached to this project, and they will provide us a step by step process. I am asking for approval of the mayor to sign the agreement accepting the award.

Adams – any update on MSC moving ahead? Brennan – I have been holding off meeting with them until the kick off meeting, we have things that EDA needs

**CONSIDER A RESOLUTION AMENDING THE PERSONNEL POLICY:**

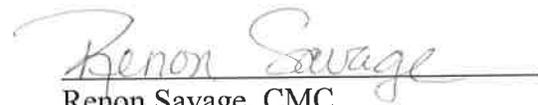
Natasha Hirschi – we have been reviewing the personnel policy in department head meeting, a lot is just clean up. Chapter 3 adding language to require department head’s to communicate with in house candidates. 3.1.7 - we are going to allow previous recruitments to be used if we have hired within the previous 6 months. Chapter 4, we made changes to structure a while ago, this is cleaning it up, changing some department heads to division heads. 4.1.3, it is a good idea to list the exempt employees. The Chief Building Official was let off, it has been added. Black – do we have an org chart? Natasha – we did not change it, we made changes about a year ago, you can get a copy from me if you would like one. 4.5 redefined classification of temporary and seasonal employees; this is to get in compliance with Affordable Care Act. Chapter 5.1.4 - clean up pointing employees in direction. Work hours and compensation. We had a typo.

7.6.4, we are removing this; we haven't done it for years. Chapter 9, disciplinary 9.2.1 allows discipline insubordination, we added the word lawful. Chapter 11 is to clarify the language in the education reimbursement; spelling out the amount of credits it can be reimbursed. 11.1.1- it is asking employees traveling to use most economical way such as using rental cars. Rick – one of our interns did a study for us to show if we rent a car for 2 days it is less expensive than paying mileage, we are encouraging departments to use that. Barnes – it is not mandatory? Rick – it is an option, it is their budget. Black – can we move it to mandatory if it works? Rick – we want to encourage good judgment before we mandate it. Natasha – the legal department Paul sent us an email telling us to do this. Cozzens – has comp time been abused? Natasha – it is in lieu of overtime. Unless you are public safety you only go to 240 hours. A lot of employees will take that instead of overtime. Overtime is not an option it is a necessity and it should be preapproved. The Police Department it is out of their control, snow removal also I don't feel we have an abuse of it. The last section is the harassment policy, we added pregnancy. The change in 13.3.1 adds the City Manager and the Attorney and Human Resources is who is to report harassment to instead of the Mayor and Council, it removes you out of the policy. The last section we are adding employment to termination so we are not terminating people, only their employment. Also the accident review was added. Nothing major, just clean up.

Mayor – we have been doing this for several weeks so the Department Heads have input. We did this with the purchasing policy also. Cozzens – with comp time it sometimes costs us when people leave. Natasha - we allow comp time to help budgets, sometimes departments don't have the money. Barnes – it is the carry over. Natasha – the department heads are supposed to help with that. There has to be a balance between comp time and leave time. Rick – Cathy provides department heads with employees time so they can manage it by the end of the year. Natasha – we started providing leave time reports in July.

**CONSIDER APPOINTMENT OF A MAYOR PRO TEM:** Mayor Burgess – I will be gone the 18<sup>th</sup> of October through the 3<sup>rd</sup> of November, we need to appoint a Mayor Pro Tem for that period of time. There are documents that need to be signed. This will be done in the special action meeting.

**ADJOURN:** Councilmember Marchant moved to adjourn and move into the special action meeting at 7:45 p.m.; second by Councilmember Black; vote unanimous.

  
Renon Savage, CMC  
City Recorder





# SOUTH CEDAR

Festival City USA

## Interchange

### A E S T H E T I C   G U I D E L I N E S





# PROJECT BACKGROUND AND VISION

## 1.1 BACKGROUND

The Federal Highway Administration (FHWA) and the Utah Department of Transportation (UDOT), in conjunction with Cedar City (City), have approval and funding to reconstruct the existing interchange on I-15 at approximately Mile Post 57 (MP57) in Cedar City, Utah (see Figure 1-1 Project Location). The project area is located in Cedar City, Iron County, Utah, and includes the existing overpass just south of Exit 57 on I-15 and the Cross Hollow undercrossing and corresponding interchange to the north (see Figure 1-1 Project Location). The new configuration will consist of a Diverging Diamond Interchange (DDI) design. The south ramps will be completely reconstructed with the existing south overcrossing being abandoned from vehicular use and converted to a non-motorized, multi-use access facility. The north ramps will have minor changes made in order to meet new grades and alignments at the undercrossing on Cross Hollow Rd. The existing structures will remain unchanged with new retaining walls as necessary along the undercrossing at Cross Hollow Rd. All environmental commitments as set forth in the Categorical Exclusion prepared for the project will be incorporated into the landscaping and aesthetic design elements as appropriate.

The project has been selected by UDOT to follow the Construction Manager/General Contractor (CMGC) method for design and construction. Currently, first phase plans are being prepared and are approaching the 50% review stage. The landscape and aesthetics will primarily be funded through a City contribution (less the UDOT baseline funding and 0.75% enhancement funds, if available.) The priorities for the funding are as follows: 1) Staining and patterns on existing/new structures; 2) Colorization of traffic signal and street lighting poles; 3) Staining of stamped concrete; and 4) Additional landscape plantings and decorative mulch.

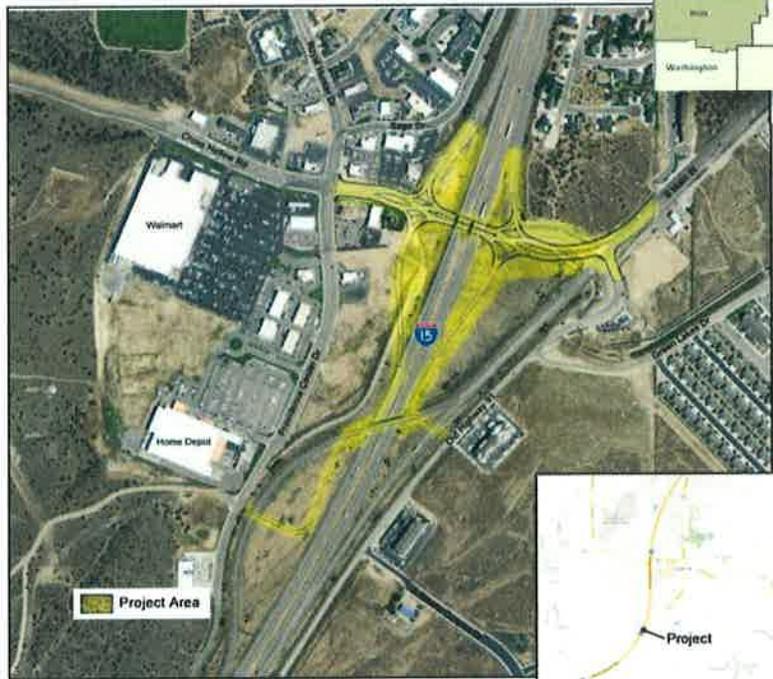
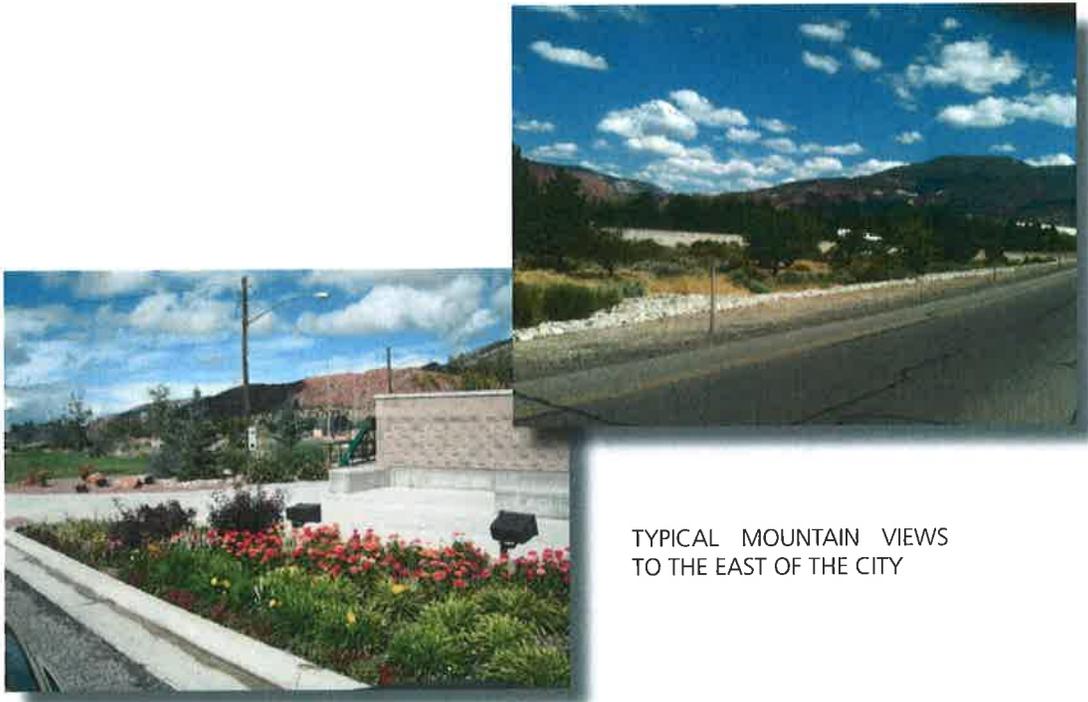


Figure 1-1 Project Location



## 1.2 VISION

The project is located in the heart of Southern Utah's beautiful Iron County. It is located in a unique setting with many challenging factors regarding the aesthetic treatment. Numerous land uses are juxtaposed to the project on all fronts. Such uses include: Providence Shopping Center, business offices, retail, restaurants, lodging, housing, livestock crossing routes and connections to major east-west connector routes to the City as well as the southerly gateway connection to the City's downtown. Along with the numerous land uses, the project site is located such that when traveling in the northbound direction on I-15 it provides a 'framed' view to the signature mix of red rocks of southern Utah in the foreground and the more alpine mountains in the background. In tandem with this project, the City has begun the process of authoring a Master Plan for the City in an attempt to standardize and enhance the aesthetic image of the many aged treatments along the I-15 corridor and City in general. It is the goal of this project to help set those timeless guidelines and standards that can be carried through for years to come. As such, this project is the first of several projects over the next several years to establish the foundation for the long-term aesthetic goals for the I-15 corridor through Cedar City rather than attempting to match existing features.



TYPICAL MOUNTAIN VIEWS  
TO THE EAST OF THE CITY



With such a unique setting and adjacent land uses, the design team has developed a preferred set of design criteria for the project. Upon much study and input from the City's design committee, it is of the design team's opinion that the overall vision for the project should follow closely to that of blending in to the surrounding vernacular. This would include elements from existing structures as well as the natural surrounding landscape; the structure and surrounding built environment should be noticed, but not stand out and draw undue attention. These elements include design features such as battered sandstone colored ashlar columns and stone, gabion baskets filled with native cobble, patterns that follow the surrounding mountain variations, varied natural color contrasts on both the ground and vertical planes, and minimal high desert/sub-alpine landscaping.



AERIAL PERSPECTIVE LOOKING WEST OF PROJECT SITE



IMAGES OF CEDAR CITY THAT CONTRIBUTE TO THE DESIGN VISION

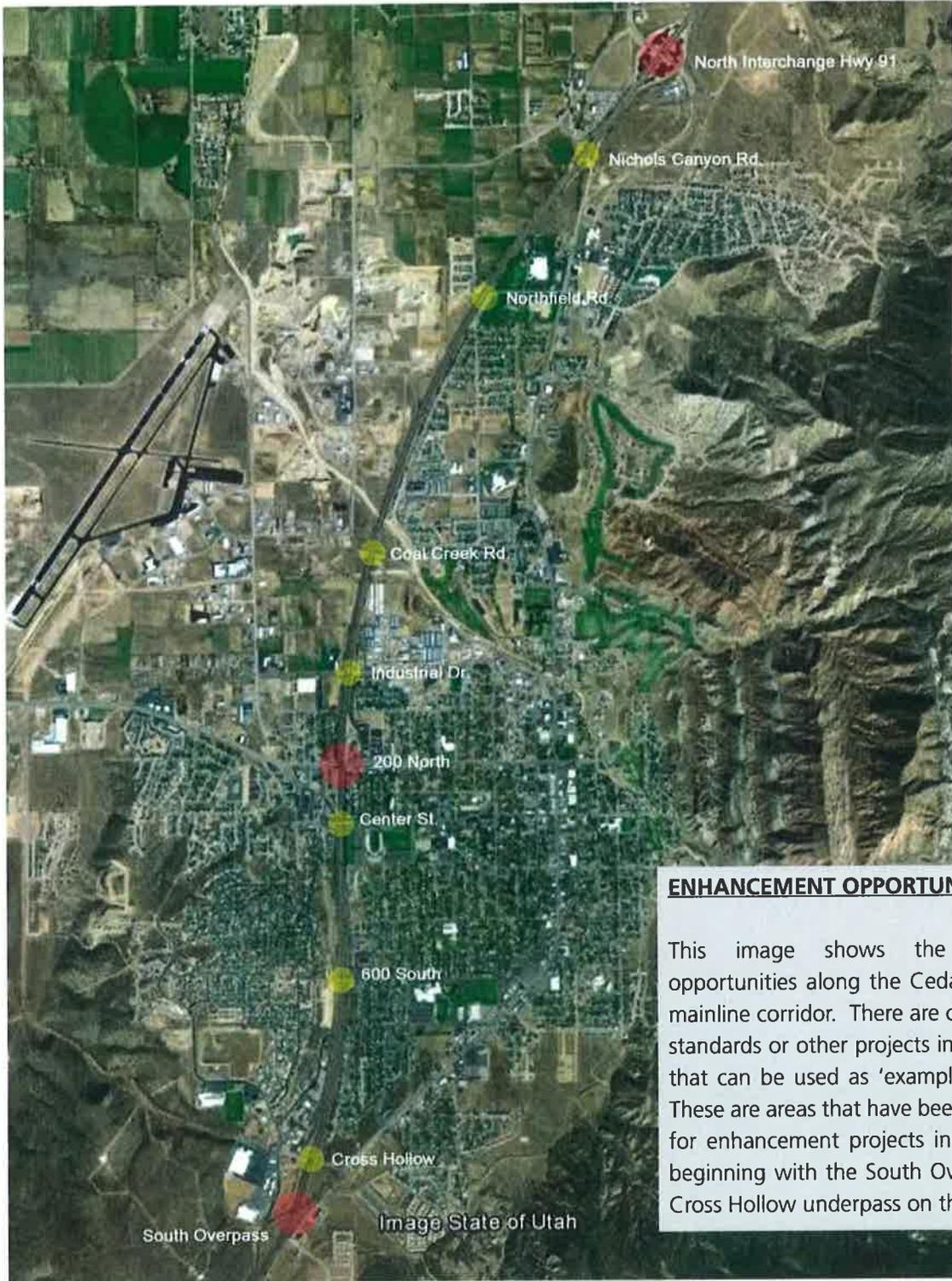








# CORRIDOR CONCEPT



**ENHANCEMENT OPPORTUNITIES**

This image shows the potential opportunities along the Cedar City I-15 mainline corridor. There are currently no standards or other projects in the region that can be used as 'example' projects. These are areas that have been identified for enhancement projects in the future beginning with the South Overpass and Cross Hollow underpass on this project.



**Primary Aesthetic Treatment Area**



**Secondary Aesthetic Treatment Area**

## Aesthetic Treatment Opportunities





CROSS HOLLOW UNDERCROSSING LOOKING EAST

## DESIGN CONCEPTS

A - Add concrete stain and natural mountain themed patterns to all existing overpass structure faces (concrete parapets, girders, retaining walls, etc.). This will be done through a combination of staining, etching and scoring depending on the unique situation.

B - Use of gabions baskets for retaining and aesthetic treatment for infield walls with battered natural stone columns.

C - Use of naturalized plantings on the infield areas with rock mulch to match native stone and local vernacular.

D- Traffic signal and light poles will be typical UDOT cobra heads painted a dark forest green (FC14109) to match other existing Cedar City light standards. No other poles will be painted.



FC14109



SOUTH OVERPASS LOOKING NORTH

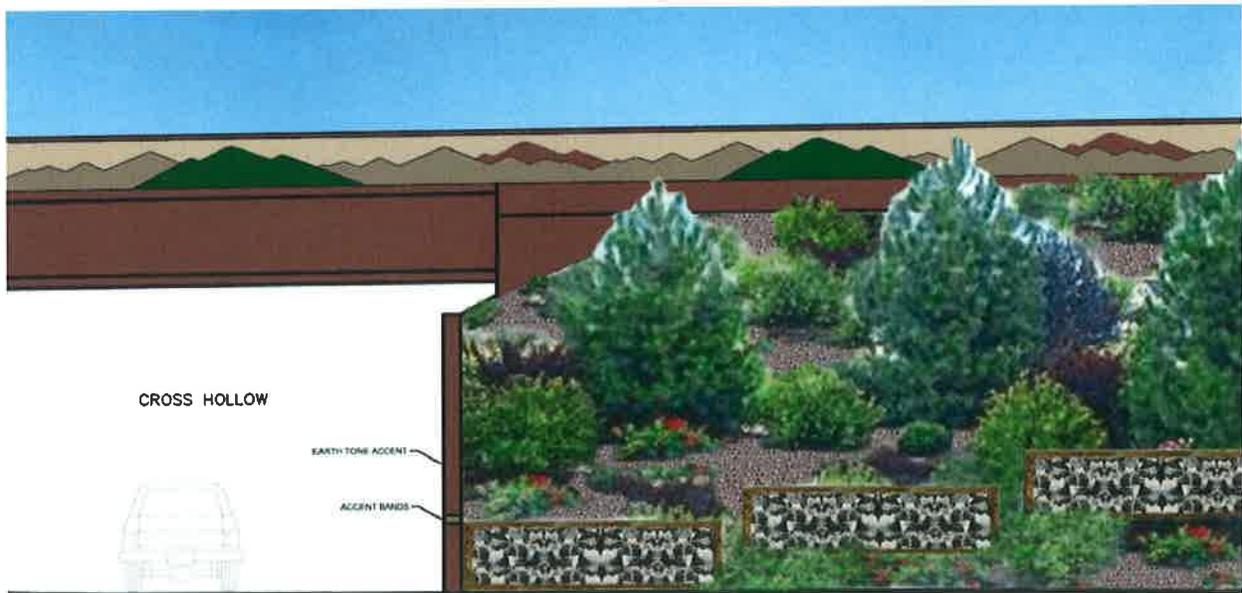


# DESIGN ELEMENTS



SOUTH OVERPASS CONCEPT

- Add iron railing at deck to accommodate pedestrian use
- Option A for color pattern
- Minimal naturalized landscape on infields



CROSS HOLLOW CONCEPT

- Use of gabion walls for retaining and architectural elements
- Option B for color pattern
- Minimal naturalized landscape on infields





SIGN WALL WITH GABIONS

SIGN WALL OPTIONS

SIGN WALL WITH BATTERED STONE COLUMNS AND GABIONS WALLS



CONCEPTUAL LANDSCAPE PLAN



STAMPED CONCRETE OPTIONS



COBBLE STONE



FRACTURED EARTH



SANDSTONE

Stamped concrete patterns shown are from Scofield designs but may vary slightly depending on the contractor chosen and the final supplier. Below is a sample of the FSC Color, but each manufacturer has their own coloring system with each typically adding an antique release as a final finish.

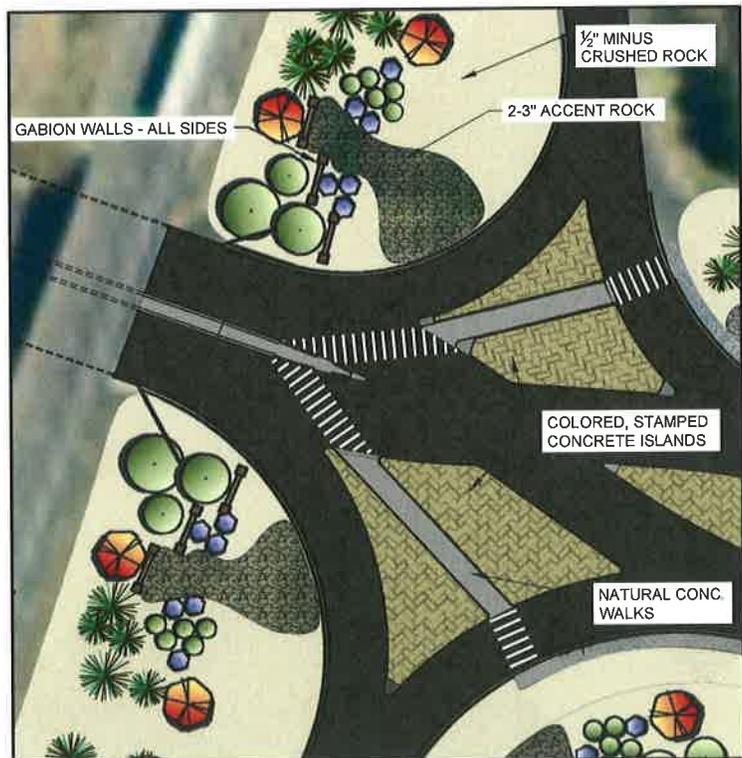


FC30233



FC30450

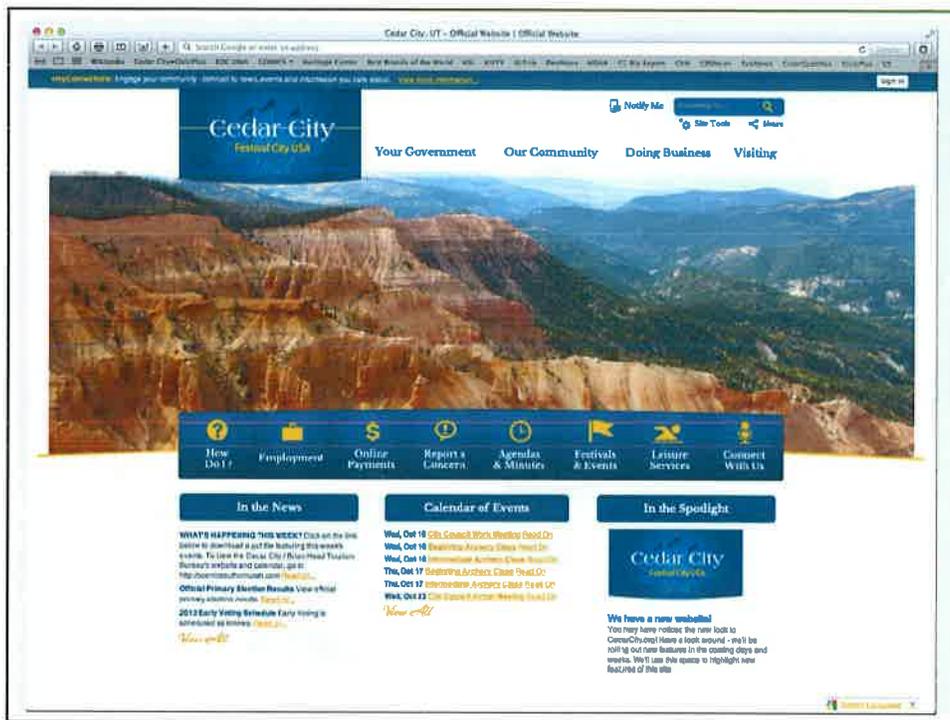
CANDIDATE PLANT LIST				
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	SPACING
<b>TREES</b>				
	<i>Acer rubrum 'October Glory'</i>	October Glory Maple	24" box	per plan
	<i>Fraxinus pennsylvanica 'Urbanite'</i>	Urbanite Ash	24" box	per plan
	<i>Pinus nigra</i>	Austrian Pine	24" box	per plan
<b>SHRUBS</b>				
	<i>Cornus sericea 'Kelsey'</i>	Kelsey Dwarf Dogwood	5 gal.	per plan
	<i>Forsythia x intermedia 'Spring Glory'</i>	Spring Glory Forsythia	5 gal.	per plan
	<i>Lupinus argenteus</i>	Silvery Lupine	1 gal.	per plan
	<i>Rosa 'Melicoublan'</i>	White Melicoublan Rose	5 gal.	per plan
<b>PERENNIALS</b>				
	<i>Eriophyllum lanatum</i>	Common Woolly Sunflower	1 gal.	24" o.c.
	<i>Calamagrostis acutiflora 'Karl Forester'</i>	Feather Reed Grass	1 gal.	30" o.c.
	<i>Koeleria macrantha</i>	Prarie Junegrass	1 gal.	24" o.c.
	<i>Phlox longifolia</i>	Long-leaf Phlox	1 gal.	24" o.c.
	<i>Narcissus 'King Alfred'</i>	King Alfred Daffodil	bulb	12" triangular spacing
	Decorative landscape boulders 24"-48" mixed sizing. Bury a min. of 1/2 the height of the boulder below finish grade. Submit min. 3 samples to City's Project Engineer prior to ordering for approval.			



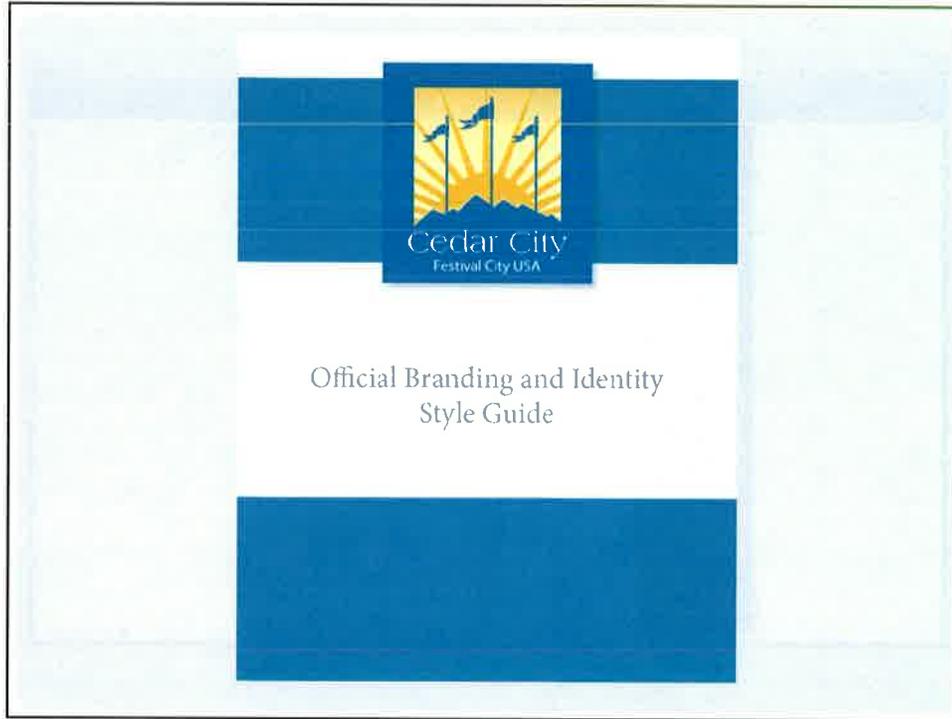
ENLARGED PLAN AT PEDESTRIAN CROSSINGS











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**Style Guide Introduction**

**Purpose of the Style Guide**

The purpose of the Cedar City Official Branding and Identity Style Guide is to develop a consistent, appealing, and memorable method of presenting the city along with its departments, divisions, programs, events, and facilities while allowing flexibility for managers to utilize their creativity in developing specific messages.

City publications such as annual reports, maps, guides, advertisements, signs and brochures must be approved by the city's branding manager (1999) prior to printing and distribution. This effort to control publication standards is not to stifle creativity or delay the timely dissemination of information, but to insure that we are building the city's brand through quality publications.

**Importance of Branding and Consistency**

As difficult as it is to "control a brand," style guides are a helpful tool to guide and influence the effectiveness of a brand. This style guide will help us achieve greater consistency and brand power. It involves every aspect of a brand's communication activities to ensure a cohesive, recognizable, brand building in the process of delivering what is unique and desirable about an organization's products and services. Every time you make contact with another person, either in person, in writing, on the telephone, or through the media, you are sending a message about your brand. That message can be either positive or negative. That message should be that we are experts in our respective fields, that we care about the smallest details associated with Cedar City Corporation, to that we want to provide a positive experience for each member of the public that we work with.

It is important that all departments, divisions, and their respective programs, events and facilities comply with the standards outlined in this style guide. Adherence to these standards will strengthen our communication efforts with the public and elevate the city's reputation as a professional, accessible, reliable organization.

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## The Logo

### Logo Design

The logo is the image embodying an organization. Because logos are meant to represent a brand, identify and foster trust, immediate customer recognition, it is important to be consistent with logo design and usage. It is counterproductive to frequently redesign logos.

Cedar City's new logo was chosen from the previous logo, with the following changes:

- "Cedar City" is the most prominent text in the logo. The slogan, "Forest City USA" is secondary. In departmental usage, the department name will take the place of "Forest City USA."
- The shape of the official square logo is now more square than rectangular.
- An official round logo is for use on signage, apparel, vehicles, and in other uses as approved.
- The blue color of the logo is now a more muted blue. The gradient from orange to yellow is more subtle than on the previous logo.
- All text in the new logo is in white. The fonts used in the City's logo are now standardized. "Cedar City" is American Bold, and "Forest City USA" is Myriad Pro Bold. American BT Entry Bold is ONLY used by the city in this usage.



Previous  
Cedar City Logo



Official Square  
Cedar City Logo



Official Round  
Cedar City Logo

### Logo Standards and Guidelines

The Cedar City Logo is the entry point to the brand. It is essential to use it correctly each time to represent Cedar City properly. There are cautionary steps to ensure the Cedar City logo, but what it all boils down to is don't change the logo in any way.

- Don't change the colors.
- Don't alter the text or the typology.
- Don't stretch or distort the logo.
- Don't apply effects.
- Don't rotate the logo.

- Just don't mess with it.

These rules apply to all event and department logos as well.

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## Other Approved Logos

### Grayscale Logos

In case color applications, there are two approved grayscale logos.



Official Square  
Cedar City Logo  
Grayscale



Official Round  
Cedar City Logo  
Grayscale

### Other Approved Logos

The following logos are currently in use and will continue to be used.



Cedar City



Cedar City



Cedar Ridge  
Golf Course



Cedar City



Cedar City

### EVENTS

### Non-Approved Logos

The following logos should not be used.



Previous Cedar City Logo



Cedar City



Previous Cedar City Logo



Previous Cedar City Logo



Previous Cedar City Logo



Previous Cedar City Logo

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### Logo Usage

**Preferred Logo**  
This is the preferred logo to be used on all marketing and collateral materials unless specified otherwise in this guide.



Official Cedar City Logo

**Spacing**  
Use at least the height of the "C" in Cedar City from the logo as the amount for clear space around the entire logo.



**Minimum Height**  
The height of the Cedar City logo should not be smaller than 1/16" (2.5mm) unless there is no other option, such as use on smaller products, such as pens, flash drives, etc.



**Shape**  
The shape of the Cedar City logo should never be altered. In some cases, the logo may be placed on a field of color that exactly matches the color of the logo itself. In this case, the outside edge of the logo does not need to be delineated. (This is only for some uses on banners, signs, etc., as approved.)



Standard Use



Exceptional use when approved

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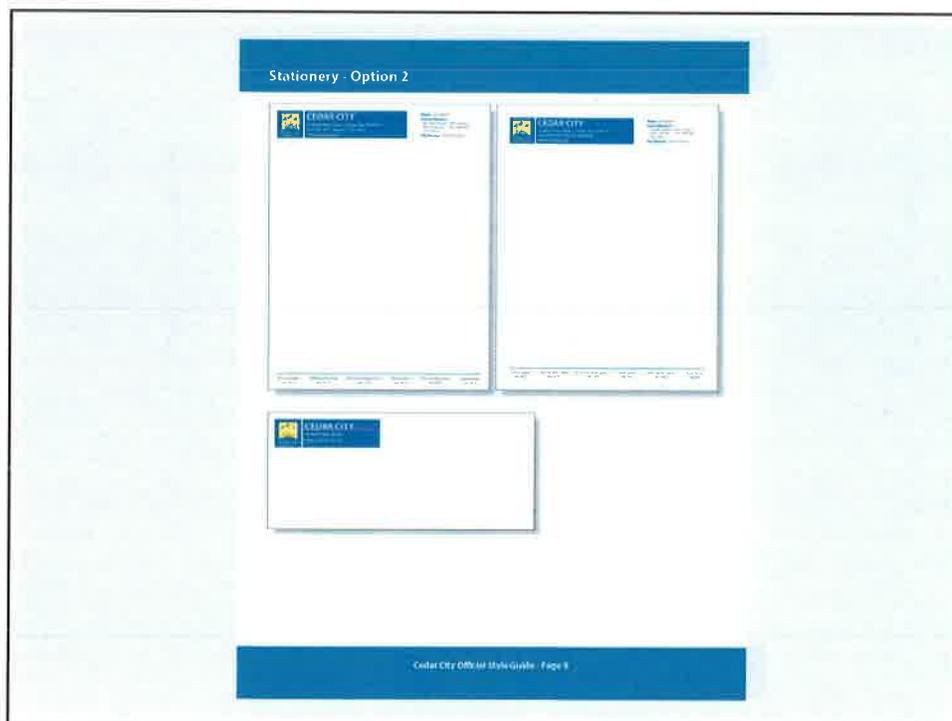
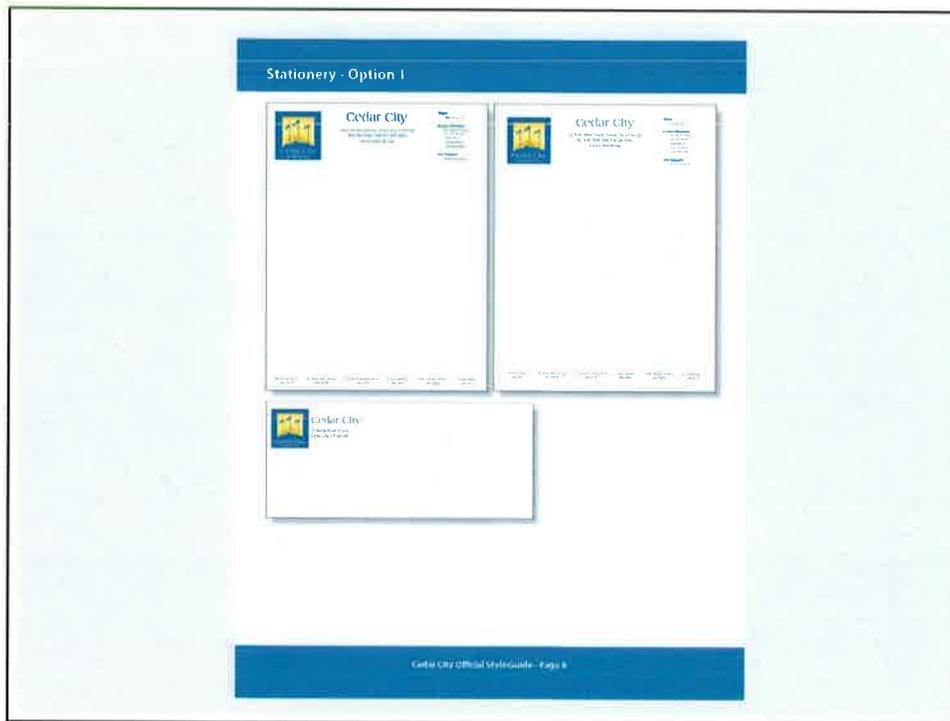
### Departmental Logos

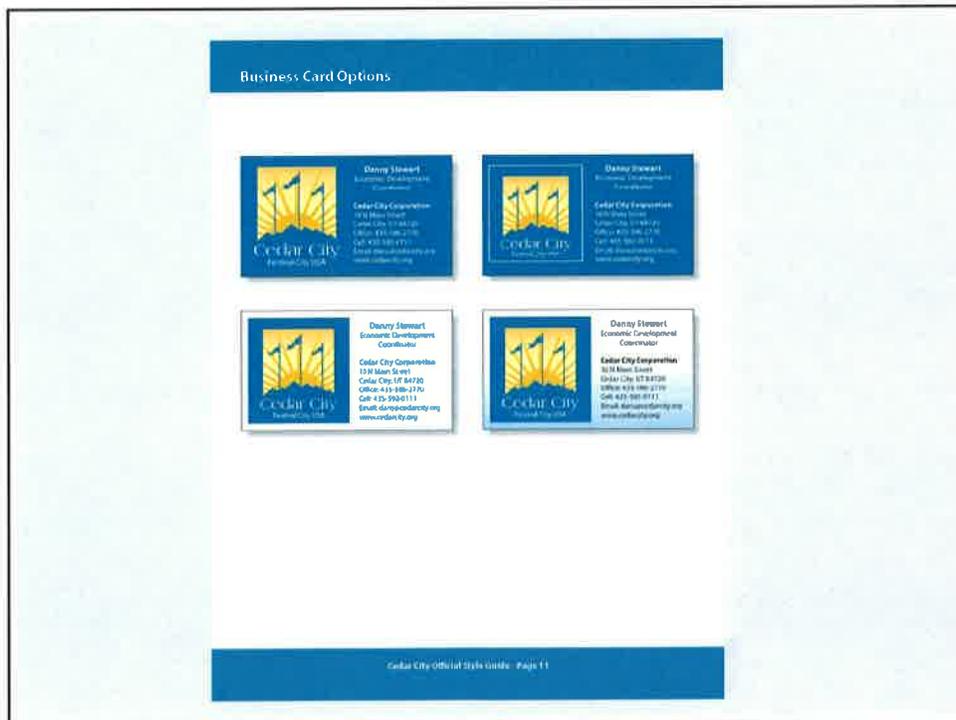
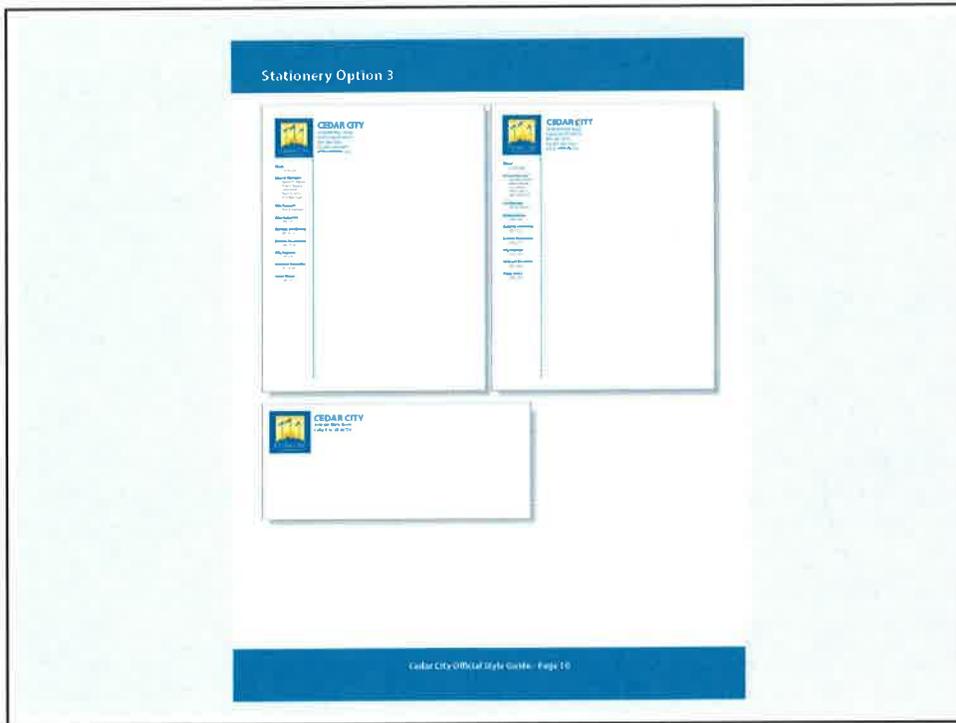
**Departmental Logos**  
Department Heads are authorized to use departmental logos instead of the Official Cedar City Logo as deemed appropriate. The Official Square Logo standards and guidelines apply to the Departmental Logos. When departments or divisions are listed with the Official Square Cedar City Logo, it replaces "Cedar City USA" on the logo itself. When used with the Official Round Logo, it is listed beneath the logo, as shown below. In this case, the width of the division or department name should not exceed the width of the logo. The Helvetica font should be used in both cases.




City Manager
Public Works
Street Division
Wastewater

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## Brand Colors

**Primary Colors**

The primary colors of this brand are those used in the logo.  
 The colors used in the current logo include PMS 262 (blue), PMS 100 (yellow) and PMS 1235 (orange).  
 PMS 262 is the solid color defining the logo, including the background and the banner.  
 PMS 1235 is the solid color of the text.  
 PMS 100 is the color of the "solid" in the logo, the PMS 1235 at the top, behind the navigation, banners, and text.

 <p><b>PMS 262</b>              40% Blue / 60% Cyan              #0056b3              #0056b3</p>	 <p><b>PMS 100</b>              100% Yellow              #ffff00              #ffff00</p>	 <p><b>PMS 1235</b>              100% Orange              #ff8c00              #ff8c00</p>	 <p><b>PMS 1235</b>              100% Orange              #ff8c00              #ff8c00</p>
--	--	---	---

**Secondary Colors**

The secondary colors are used on the logo and other document items, and have also been used on some signage.  
 PMS 395, or "Forest Green," is used on lightboxes, banners, and other items used for the business elements of some signage.  
 Forest Yellow is used as a highlight on document letters and also on the backdrops of some signage.  
 Neither of these colors are approved for usage on the signs themselves, only the signage and fixtures as approved.

 <p><b>PMS 395</b>              40% Green / 60% Yellow              #008000              #008000</p>	 <p><b>PMS 100</b>              100% Yellow              #ffff00              #ffff00</p>
---	--

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## Typography

**Typography**

Typography is one of the best building blocks of an effective identity program. Strong brands are largely recognizable because of a consistent use of fonts throughout hundreds of different applications. A strong and cohesive company image is not possible without a defined and cohesive font that helps to define its personality and is easy to read.

**Brand Fonts**

The fonts on this page are the main brand fonts. These fonts should be used as often as possible. They must be used for promotional materials and advertising.

**Primary Font**

Myriad Pro will be used for body text and display text. Use different weights to differentiate between them in use.

**Secondary Font**

Minion will be used mostly for body text. Light or Roman can be used. Times New Roman may also be used as a body text typeface, but sparingly.

<p><b>Primary Font: Myriad Pro</b></p> <p><b>Regular</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Italic</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Semi Bold</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Bold</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p>	<p><b>Secondary Font: Minion Pro</b></p> <p><b>Regular</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Italic</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Semi Bold</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p> <p><b>Bold</b>              ABCDEFGHIJKLMNOPQRSTUVWXYZ              abcdefghijklmnopqrstuvwxyz              1234567890</p>
--	--

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### Signs

#### Signage Standards

It has been suggested that Cedar City's official signage be standardized. Moving forward, Official Cedar City signs will use the colors described on page 11. All permanent signs will be designed using elements similar to the signs at Main Street Park and at the Cemetery, namely, they will consist of a sign supported by pillars of stone and rock. The Official Round Cedar City Logo will be located at the top center of the sign. Unless otherwise approved, the main field of the sign will be the city's blue, the logo will be in light color, and the sign will be outlined in white. The outline of the sign will not be delineated, and the base of the sign will blend into the field of the sign. All sign designs must be approved by (977) before production.



Example A



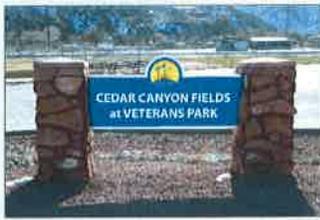
Example B

#### Historic downtown / Wayfinding signs

Signs around the City Office Building are designed to match the streetlights, the benches, and the other fixtures in the historic downtown. This style of metal sign pole and bracket is an acceptable alternative to the stone pillars when approved. The poles and brackets should match the green color used in the historic downtown. The sign should follow the guidelines outlined above.



Example C





**Clothing**

**Clothing standards**  
The Official Standard City Logo is the first choice for clothing. If you wish to use the Official Cedar City logo, it needs to be approved. When applying the logo to clothing, it can be silk screened or embroidered. For coloring, see the same guidelines found on page 12.

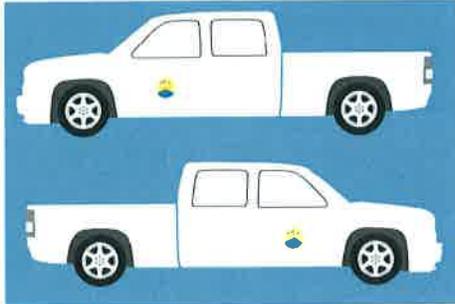
**Sizing and Placement**  
The logo should always appear on the left breast of a shirt. If the shirt has a pocket, it should be centered above the pocket and not be wider than the width of the pocket. When applying text other than the logo, see the typography guidelines on page 12.



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**Vehicles**

**Vehicle Branding Standards**  
 The Cedar City Official Round Logo will be used on city vehicles as directed by Department Heads. If text is to be used on a vehicle along with the logo, use typography standards explained on page 12.



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**Media Interview Guide**

**Media Interviews**  
 Cedar City employees have the right to speak with the news media. You also have the right not to talk to the news media. When talking to the media, never talk about someone, subject, incident, past or present responsibility, or those terms of which you have no direct knowledge.

The public has a right to know what the city does. The media is one of the most effective means for telling our story. Sometimes the message is not what the media and public want to hear, but the truth is what they most always hear from us, and it ultimately maintains their trust in the city and our credibility.

**Before the Interview**

- Talk to your supervisor or department head.
- Know the reporter, publication, and audience.
- Respect the media's curiosity and its right to know public matters.
- Know what you want to say. Have two or three main points in mind.
- Know current news in your department. Do your homework.
- Prepare for the toughest questions or "what-if scenarios."
- Know the following rules: OF the record, background, attribution, hold for release, direct and indirect quotes.

**Interview Tips**

- ABCs: Be accurate, brief, and clear.
- Be quotable, conversational and colorful. Don't use technical terms, jargon, or be long-winded.
- Be positive. Instead of problems, talk about solutions.
- Make your point.
- Address the audience, not the reporter.
- Don't let false or incorrect statements go uncorrected. Don't repeat them in your answer.
- Thank the reporter (even if you're not off-camera yet).
- Never say "no comment." Explain you can't address items that are beyond your scope of responsibility.
- Never answer speculative or hypothetical questions.
- Never let someone else answer for you or your source and facts.
- Never say anything off the record.
- Never get mad, or at least don't show that you are. Stay cool under pressure.
- Never ask to reverse a story or check the reporter's facts.
- A skilled reporter will attempt to get into a casual conversation with you before or after the formal interview in an effort to obtain additional information. The writer's question should be considered part of the interview. Think you say should be considered "off the record."

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**Media Interview Guide**

**Media Interviews, continued**

**Telephone Interviews**

- Review the tips listed above.
- Be accommodating, but do not feel rushed just because the reporter is rushed. If the reporter wants to interview you without prior notice, ask to leave the purpose of the interview. Then, ask if the reporter can call you back at a later time to allow time to organize your thoughts.
- Use notes and take time to articulate your responses as succinctly as possible. They call you what you don't say.
- Names of the interview is essential. If for radio or television, know if it is live or pre-recorded.

**Television Interviews**

- Review the tips listed above.
- Wear the appropriate attire and look sharp.
- Get comfortable. Try not to be too stiff or too relaxed.
- Be pleasant, relaxed, and confident.
- Always be professional before and after the camera is on. Again, assume that the entire encounter is part of the interview.

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**Internet Branding**

**Official Website**

Cedar City's official internet presence is <http://cedarcity.org>. For the past eight years, Cedar City has used Drupal as its official website product. Maintenance of the website has become the primary responsibility of the Office of Economic Development. Other departments have been given permission to create parts of the website. This will continue into the next several years. In 2013, the city's website underwent a complete overhaul to better reflect Cedar City's most current features. This site used the new Drupal 9.3.13. The website built into the new redesign closely matches the standards in this Style Guide. Moving forward, pages designed on this site should be true to the design standards established during the redesign and should not be altered without prior approval.



**Official Social Media**

The city's official Facebook page is listed as Cedar City Corporation. The URL for the page is <https://www.facebook.com/cedarcitycorporation/>. The city's official Twitter page is @CedarCity, IA, and it is located at <https://twitter.com/CedarCityIA>. These pages are managed under the direction of the City Manager by the city administrator's Executive Assistant. Any departmental Facebook and Twitter pages are managed under the direction of department heads. All official social media sites will adhere strictly to the city's social media policy, which is currently being written. The policy should be in place by the beginning of 2014.

**Broadcast Media Promotion**

Any radio or television advertisements should identify Cedar City verbally (and visually on television) when promoting a specific program, event or facility. If an advertisement or promotion is broadcast on television, the official Cedar City logo should be used whenever possible. (CIVIS) should be included in the content and placement of any broadcast media advertising or promotion.

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## Internet Branding

### Email Signature

**Goal:** is often used to send official Cedar City communications. A uniform email signature line that is used consistently in a simple way reinforces the city's brand. Below is a sample of the standard email signature line for the city and the fonts and colors used to create this signature.

**Bryanan Wood**  
 Economic Development Director  
 Cedar City Corporation  
 10 North Main Street  
 Cedar City, UT 84700  
 435-846-2770 • 435-582-0111  
[cedarcity.org](http://cedarcity.org)



<p><b>Myriad Pro (Bold) 16 pt - Medium Blue</b></p> <p>Myriad Pro 16 pt</p> <p>Myriad Pro 12 pt</p>	<p><b>(PMS 301)</b></p> <p><b>(PMS 301)</b></p> <p>(Black)</p> <p>(Black)</p> <p>(Black)</p> <p>(Black)</p> <p>(Black)</p>
---	--

Cedar City Official Logo\_email signature

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## Photography

### Photography Guidelines

Photography to be used in publications must be at least 300 DPI to result in high-quality clear images. Also, make sure to determine whether you are obligated to give credit to the photographer. Typically, if you have paid for the image, you are not obligated to credit the photographer (unless the purchase agreement specifies that you must credit the photographer). If you do not own the photography, you should never attempt to use the photograph and give credit to the photographer in the publication. Finally, remember that it is often helpful to include a caption under the photograph explaining what is being depicted even if the text in the publication explains the photograph.

### Photography Styling

Image style is very important. It will be the distinguishing factor to show attention and quality the brand and feel of Cedar City. These particular styling guidelines apply to promotional photos, not editorial. The image style should have high resolution appeal. Use high-end photography with a more professional sensibility, whether it is stock or high-concept, original photography. Take great care when searching for or producing the perfect shot. The images should be very light to view and the settings should be bright. Cedar City is surrounded by amazing natural beauty. Consider the surroundings and lighting of those you see. People should look like they're enjoying themselves. Choose candid shots are preferred over obviously staged shots. Try to avoid shots with people looking directly into the camera. Any shots with city workers they should appear dependable, friendly, competent, and helpful. Citizens should look happy.



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