
SALT LAKE CITY COUNCIL STAFF REPORT

DATE: November 15, 2005

SUBJECT: Petition No. 400-05-11 - A petition by the Salt Lake City Planning Commission to modify the Zoning Ordinance to allow additional signage in the Open Space OS Zoning District, specifically for parks 28 acres or greater.

STAFF REPORT BY: Jennifer Bruno, Policy Analyst

AFFECTED COUNCIL DISTRICTS: City-wide

ADMINISTRATIVE DEPT: Community and Economic Development
AND CONTACT PERSON: Elizabeth Giraud, Senior Planner

NOTICE REQUIREMENTS: Newspaper advertisement and written notification 14 days prior to the Public Hearing.

POTENTIAL MOTIONS:

1. **["I move that the Council"]** Adopt the ordinances to amend the zoning ordinance relating to signage standards for the Open Space District for City parks over 28 acres.
 2. **["I move that the Council"]** Not adopt the ordinances to amend the zoning ordinance relating to signage standards for the Open Space District for City parks over 28 acres.
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The following information was provided previously for the Council Work Session on October 20, 2005. It is provided again for your reference.

KEY ELEMENTS:

- A. Two ordinances have been prepared for Council consideration that would amend the text of the zoning ordinance as follows, for City parks over 28 acres:
 1. The first ordinance amends the table of signage standards for the Open Space Zoning District to include taller monument signs (increasing the allowed maximum height from 8 feet to 10 feet to accommodate the re-use of Olympic signs), and to allow park banner signs for permanent venues and to identify the park itself. The table amendments are only applicable in City parks over 28 acres.
 2. The second ordinance adds the definition of the new signage category "Park banner signs" to the "defined terms" section of the Zoning Ordinance Sign Chapter. The definition is as follows:
 - "A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or

design that relates to either a permanent venue within a park, or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.”

- B. The Administration’s transmittal notes the following
1. The proposed text amendment is a result of the Salt Lake City Engineering Division’s application to the Historic Landmark Commission for Liberty Park wayfinding and identity improvements (because Liberty Park is a City landmark site, it is under the purview of the HLC).
 - i. The wayfinding improvements proposed to re-use signage poles that were used on Main Street during the Olympics. They are two feet taller than currently allowed by the zoning ordinance. However, the Historic Landmark Commission favored the overall idea of re-using Olympic signage.
 2. The proposed changes to the signage standards for the Open Space Zoning District table do not affect other properties zoned Open Space (OS), such as cemeteries, golf courses, smaller City parks, and nature preserves. The taller monument signs and the “park banner signs” will only be allowed in City parks that are 28 acres or larger.
 - i. The Planning Division is recommending limiting the amendments to these parks, so as not to allow excessive signage in smaller parks where the visual impact would seem greater, or in cemeteries or along trails and natural open spaces where the tranquility of the space could be disrupted.
 3. The allowed maximum height of monument signs would be increased from 8 feet to 10 feet (to allow the City to re-use Olympic signs). These would be used as entrance signs and would provide orientation maps in Liberty Park.
 4. The following two types of “park banner signs” are introduced into the table of standards for the OS Zoning District (**see Exhibit A**):
 - i. Park Banner Sign: Permanent Venue – These would be signs that would identify permanent park venues. In the case of Liberty Park, these include Tracy Aviary, the tennis center, the Utah Folk Arts Council (in the Chase House), the swimming pool, etc. The allowed banners can be no greater than 12 square feet in area, no greater than 18 feet high, and no more than three banners per permanent venue.
 - a. A park could still accommodate a banner sign program for a special event (specific athletic, cultural, commemorative, and entertainment events) that is temporary. These banners are regulated by the Transportation Division and are not allowed for more than 30 days.
 - ii. Park Banner Sign: Park Identity Banner – These would be signs that would identify the park itself. They are allowed to be no more than 12 square feet in area, no higher than 18 feet, and no more than one set of three signs per 5 acres of park land. For Liberty Park, this means that 20 sets of three signs would be allowed. The signs can be set back no farther than 10 feet from any pedestrian walkway or automobile road, so as to reduce encroachment into the park land.
 5. There are five parks in Salt Lake City that are over 28 acres:
 - i. Liberty Park (110 acres)
 - ii. Sugar House Park (113 acres)
 - iii. Jordan Park (34 acres)
 - iv. Fairmont Park (30 acres)
 - v. Riverside Park (28 acres)
 6. Liberty Park, Fairmont Park, and Jordan Park all have permanent venues that could benefit from increased in-park signage. Sugarhouse Park is managed by a Board, and maintained by Salt Lake County.

7. Planning staff listed the following findings regarding the petition in recommending the Planning Commission forward a favorable recommendation to the City Council:
 - i. The proposed text amendments are consistent with standards and strategies set forth in City plans.
 - ii. The proposed text amendments are harmonious with existing development in the immediate vicinity, because it was limited specifically to five urban parks, where the visual impact of the signs can be readily absorbed, so as not to disturb the natural feeling.
 - iii. The proposed text amendments will not adversely affect adjacent properties.
 - iv. The proposed text amendments are consistent with the provisions of the Historic Preservation Overlay District for Liberty Park. No other overlay zones would be affected.
- C. The City's Transportation, Police, Engineering, and Fire Departments and Divisions all reviewed the proposed text amendments and responded with no objections.
- D. On September 1, 2004, the Historic Landmark Commission held an "issues only" hearing regarding the concept for wayfinding and signage for Liberty Park. The Engineering Division presented the proposal, knowing that some features would not comply with existing City ordinance (such as the re-use of Olympic signage, which were two feet too high). The Historic Landmark Commission was generally supportive, and gave Planning Staff sufficient direction to address the issue of the conflict with the existing signage ordinance.
- E. On June 27, 2005, the Planning Division held an open house for interested Community Councils and interested parties. No citizens attended, and no comments were received.
- F. On July 6, 2005, the Historic Landmark Commission held a public hearing and voted to forward a positive recommendation to the Planning Commission and the City Council regarding the petition. No public comments were received.
- G. On August 24, 2005, the Planning Commission held a public hearing and voted in favor of forwarding a positive recommendation to the City Council. No public comments were received.
 - i. Issues discussed included the size and number of affected parks, the size and number of park identity banners that the Engineering Division is proposing, and the previous use of the refurbished Olympic signs.

MASTER PLAN AND POLICY CONSIDERATIONS:

- A. The Liberty Park Landscape Scoping Project (not adopted) document lists "signing" as a specific proposed improvement to "...add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information..."
- B. The Salt Lake City Parks and Recreation Recovery Action Plan (not adopted) includes policies to protect significant historical or prominent open spaces by continuing to seek innovative and high quality design for parks in order to promote park uniqueness to create and preserve the unique park identity.
- C. The draft Central Community Master Plan (not adopted) states the following as a stated land use policy regarding Parks and Open Space: "Preserve the historic integrity and character of parks that are located in historic districts or have their own historic designations. Encourage festivals and activity use, but discourage uses such as aquariums, museums, planetariums, and storm water detention basins."

CHRONOLOGY:

Please refer to the Administration's transmittal for a complete chronology of events relating to the proposed text amendment.

- | | |
|---------------------|--|
| • September 1, 2004 | Engineering Division presentation to HLC |
| • April 27, 2005 | Planning Commission initiates petition |
| • August 24, 2005 | Planning Commission hearing |
| • August 24, 2005 | Ordinance requested from the City Attorney's Office. |
| • August 26, 2005 | Ordinance received from City Attorney's Office. |

cc: Rocky Fluhart, Sam Guevara, DJ Baxter, Ed Rutan, Lynn Pace, Melanie Reif, Rick Graham, Dell Cook, Louis Zunguze, Alexander Ikefuna, Brent Wilde, Doug Wheelwright, Cheri Coffey, Elizabeth Giraud, Barry Esham, Marge Harvey, Janice Jardine

File Location: Community Development Dept., Planning Division, Zoning Text Change, Allow additional signage in the OS zoning district (for parks larger than 28 acres)

EXHIBIT A

Proposed Changes to the Signage Requirements for the OS Zoning District Table 21A.46.120(E)(5)

The changes to the signage requirements for the OS Zoning District are noted in bold type in the following table:

STANDARDS FOR THE OS DISTRICT				
Types of Signs Permitted	Maximum Area Per Sign Face in Square Feet	Maximum Height of Freestanding Signs in Feet ¹	Maximum Setback ²	Number of Signs Permitted
Flat sign	.05 sq. ft. per linear ft. of building frontage; total not to exceed 60 sq. ft.	No limit	N/A	1 for each frontage of each use
Monument sign	60 sq. ft.	8 ft.	10 ft.	1 per building frontage
Monument sign, in parks 28 acres or greater³	60 sq. ft.	10 ft.	10 ft.	1 per building frontage
Construction sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Political sign	16 sq. ft.	8 ft.	10 ft.	No limit
Real estate sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Private directional sign	8 sq. ft.	4 ft.	5 ft.	No limit
New development sign	160 sq. ft. maximum per sign; 200 sq. ft. for 2 signs	8 ft.	10 ft.	1 per street frontage
Development entry sign	32 sq. ft. each	4 ft.	10 ft.	1 per street frontage
Window sign	12 sq. ft.	(see note 1 below)	N/A	No limit
Public safety sign	8 sq. ft.	6 ft.	10 ft.	No limit
Park Banner Sign: Permanent Venue^{3, 4}	12 sq. ft.	18 ft.	10 ft.	One set of three banners per permanent venue.
Park Banner Sign: Park Identity Banner^{3, 4, 5}	12 sq. ft.	18 ft.	10 ft.	One set of three signs per 5 acres of park land relating to the specific park.
Notes: 1. For height limit on building signs, see subsection 21A.46.070(J) of this Chapter. 2. Not applicable to temporary signs mounted as flat signs. 3. Allowed only in parks 28 acres or larger, and does not apply to public property used for cemeteries, golf courses, river banks, trails or natural open space areas. 4. Park banner signs must be grouped within an 18' radius. 5. Park banner signs must have a consistent design.				

A. LOUIS ZUNGUZE
DIRECTOR

BRENT B. WILDE
DEPUTY DIRECTOR

SALT LAKE CITY CORPORATION
DEPT. OF COMMUNITY DEVELOPMENT
OFFICE OF THE DIRECTOR

ROSS C. "ROCKY" ANDERSON
MAYOR

CITY COUNCIL TRANSMITTAL

TO: Rocky Fluhart, Chief Administrative Officer **Date:** September 23, 2005
FROM: Louis Zunguze, Community Development Director 
RE: Petition 400-05-11: A Petition by the Salt Lake City Planning Commission to modify the Zoning Ordinance to allow additional signage in the OS (Open Space) zoning district, specifically for parks 28 acres or greater. 

STAFF CONTACTS: Elizabeth Giraud, Senior Planner (535-7128)
e-mail: elizabeth.giraud@slcgov.com

RECOMMENDATION: That the City Council hold a briefing and schedule a public hearing regarding amendments to Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts*, and to the *Defined Terms* section of Chapter 21A.46.020(B), *Signs*, of the Zoning Ordinance.

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: None

DISCUSSION:

Issue Origin: The proposed text amendment is the result of the Salt Lake City Engineering Division's application to the Historic Landmark Commission for additional signage in Liberty Park in 2004. The additional signage requested by the Engineering Division includes larger monument signs to be used for entry signs and orientation maps; identity banners on poles for Liberty Park; and identity banners on poles for the various venues and private licensees in the park. The types and sizes of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the Open Space (OS) zone.

In reviewing the size of parks in Salt Lake City, the Planning Division staff determined that few parks are larger than 28 acres in size. The large parks include Liberty Park (100 acres), Riverside (28 acres), Sugar House (113 acres), Fairmont (30 acres) and Jordan (34 acres). At least two of these parks, in addition to Liberty Park, could benefit from increased venue signage. (Fairmont Park has a pool that is its own destination activity,

and Jordan Park has the International Peace Gardens). The Planning Commission is recommending amendments to the sign ordinance that will allow additional signage in these larger parks without enabling excessive signage in smaller parks.

Analysis: The text amendment is specific to five urban park sites chosen because their size can readily absorb the additional signage without overwhelming the pastoral and, in the case of Liberty Park, historic appearance of their open space. The proposed amendments exclude cemeteries because of their sacred connotation; trails and undeveloped parklands because of their natural setting; and smaller neighborhood parks because of their proximity to residential areas. The proposed signage would not intrude upon the purposes for which open spaces were established nor compete with existing development in the immediate vicinity of the five parks affected. The Planning Commission recommended the following changes to the signage requirements for the OS Zoning District:

- The allowed maximum height of **monument signs** would be increased from 8 feet to 10 feet. This would allow the City to use refurbished Olympic signs for entrance signs and orientation maps in Liberty Park.
- **Park banner signs** would be allowed for permanent venues. In Liberty Park, these venues include the Tracy Aviary, the concession stand and children's rides, the tennis center, the Utah Folk Arts Council (in the Chase House), the swimming pool, and the Youth Cities program (housed in the north shelter). The proposed changes to the Zoning Ordinance would allow park banner signs for permanent venues to be no greater than 12 square feet in area, no higher than 18 feet, a setback no greater than 10 feet, and no more than three banners per permanent venue, grouped within an 18 foot radius.
- The proposed changes to the **park identity signs** would allow banners no greater than 12 square feet in area, no higher than 18 feet, with a setback no greater than 10 feet, and no more than one set of three signs per five acres of park land. For Liberty Park, the last requirement would mean that 20 sets of three signs, grouped within an 18' radius with a consistent design, would be allowed.
- The proposed text change would also add the following definition, "*park banner sign*," to the "Defined Terms" section of the Zoning Ordinance, (21A.46.020(B)), *Signs*:

A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.

By including a new definition for “park banner sign,” the City would not allow pole signs and would differentiate banner signs that are permanent from banner signs that relate to special events or those administered for light-pole standards relating to specific athletic, cultural, commemorative, and entertainment events, as well as conventions. Because the latter are regulated by the Transportation Division and are not allowed for more than 30 days, a park could still accommodate a banner sign program for a special event. It would be regulated under a separate set of guidelines.

Master Plan: The draft *Salt Lake City Parks and Recreation Recovery Action Plan* (2001) includes policies to protect significant historical or prominent open spaces and/or natural amenities by investigating and modifying zoning changes as necessary, to continue to seek innovative and high quality design for parks by promoting park uniqueness to create and preserve park identity, and to create or maintain a unique identity for each park.

- Strategy: Protect significant historical or prominent open spaces and/or natural amenities. Investigate and modify zoning changes as necessary (p. 67).
- Strategy: Continue to seek innovative and high quality design for parks. Use park standards but promote park uniqueness to create and preserve park identity. (P. 68).
- Strategy: Parks must meet the needs of individuals, user groups and the community. Create or maintain a unique identity for each park. (P. 68).

Specifically related to Liberty Park, the *Liberty Park Landscape Scoping Project* (2003) lists “Signing” (S13) as a proposed improvement.

- Add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information and phone numbers. Locate kiosks at the entries. (P. 11).

Public Process: The Planning Division held an Open House for interested community councils and interested parties on June 27, 2005. Only City Staff attended. On September 1, 2004, the Historic Landmark Commission voted in favor of the signage the Engineering Division is proposing to Liberty Park. On July 6, 2005, the Historic Landmark Commission held a public hearing and voted in favor of forwarding a positive recommendation to the Planning Commission regarding the proposed text amendment. On August 24, 2005, the Planning Commission held a public hearing and voted in favor of forwarding a positive recommendation to the City Council.

Relevant Ordinances: The proposed zoning text change refers to Salt Lake City Code Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts*, but would only change requirements for the OS District. The proposed text change would add a definition, “*park banner sign*,” to the “Defined Terms” section of the Zoning Ordinance, (21A.46.020(B)), *Signs*.

Exhibit 1

CHRONOLOGY

CHRONOLOGY

PETITION 400-05-11

PROPOSAL TO AMEND THE ZONING ORDINANCE TO ALLOW ADDITIONAL SIGNAGE IN THE OS (OPEN SPACE) ZONING DISTRICT

September 1, 2004	The Salt Lake City Engineering Division presents proposal to the Historic Landmark Commission (HLC) for “wayfinding” improvements in Liberty Park, including refurbished Olympic signs for new entrance signs and orientation maps, park banner signs (pole signs) for permanent venues, park identity signs (pole signs) for the park itself. The HLC voted in favor of the proposed signage if the City Council adopts the proposed text amendment.
April 27, 2005	Planning Commission initiates petition.
June 27, 2005	Planning Division holds Open House for Community Councils and interested parties.
July 6, 2005	HLC votes in favor of forwarding a positive recommendation to the Planning Commission.
August 24, 2005	Planning Commission votes in favor of forwarding a positive recommendation to the City Council.
August 24, 2005	Planning Division requests ordinance from Attorney’s Office.
August 26, 2005	Planning Division receives ordinance from Attorney’s Office.
September 14, 2005	Planning Commission ratifies the minutes from the August 24, 2005 meeting.

Exhibit 2

PROPOSED ORDINANCE

SALT LAKE CITY ORDINANCE
No. _____ of 2005
(Amending Table 21A.46.120(E)(5))

AN ORDINANCE AMENDING TABLE 21A.46.120(E)(5), *SALT LAKE CITY CODE*,
PERTAINING TO SIGN REGULATIONS FOR THE OPEN SPACE (“OS”) DISTRICT,
PURSUANT TO PETITION NO. 400-05-11.

WHEREAS, the Salt Lake City Code contains certain regulations pertaining to signs; and

WHEREAS, Section 21A.120(E)(5) of the Salt Lake City Code sets forth sign type, size
and height standards for the OS district; and

WHEREAS, Planning Commission and the City Council of Salt Lake City, Utah, have
concluded that the proposed change in Table 21A.46.120(E)(5) to allow larger entrance,
orientation, venue and permanent banner signs in large City parks of at least 28 acres or larger, is
in the best interest of the City.

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. That the table, entitled Standards for the OS District, which is located at
Section 21A.46.120(E)(5) of the *Salt Lake City Code*, shall be and hereby is, amended to allow
larger entrance, orientation, venue and permanent banner signs in large City parks of at least 28
acres or larger, as set forth in the attached Exhibit “A.”

SECTION 2. EFFECTIVE DATE. This Ordinance shall become effective on the date of
its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,
2005.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2005.
Published: _____.

APPROVED AS TO FORM
Salt Lake City Attorney's Office
Date September 13, 2005
By Melanie Hui
Planning Dept
9/13/05

EXHIBIT A

Proposed Changes to the Signage Requirements for the OS Zoning District Table 21A.46.120(E)(5)

The changes to the signage requirements for the OS Zoning District are noted in bold type in the following table:

STANDARDS FOR THE OS DISTRICT				
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Monument sign	60 sq. ft.	8 ft.	10 ft.	1 per building frontage
Monument sign, in parks 28 acres or greater³	60 sq. ft.	10 ft.	10 ft.	1 per building frontage
Construction sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Political sign	16 sq. ft.	8 ft.	10 ft.	No limit
Real estate sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Private directional sign	8 sq. ft.	4 ft.	5 ft.	No limit
New development sign	160 sq. ft. maximum per sign; 200 sq. ft. for 2 signs	8 ft.	10 ft.	1 per street frontage
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Window sign	12 sq. ft.	(see note 1 below)	N/A	No limit
Public safety sign	8 sq. ft.	6 ft.	10 ft.	No limit
Park Banner Sign: Permanent Venue^{3, 4}	12 sq. ft.	18 ft.	10 ft.	One set of three banners per permanent venue.
Park Banner Sign: Park Identity Banner^{3, 4, 5}	12 sq. ft.	18 ft.	10 ft.	One set of three signs per 5 acres of park land relating to the specific park.
Notes: 1. For height limit on building signs, see subsection 21A.46.070(J) of this Chapter. 2. Not applicable to temporary signs mounted as flat signs. 3. Allowed only in parks 28 acres or larger, and does not apply to public property used for cemeteries, golf courses, river banks, trails or natural open space areas. 4. Park banner signs must be grouped within an 18' radius. 5. Park banner signs must have a consistent design.				

SALT LAKE CITY ORDINANCE
No. _____ of 2005
(Amending Section 21A.46.020 Sign Code Definitions)

AN ORDINANCE AMENDING SECTION 21A.46.020, *SALT LAKE CITY CODE*,
PERTAINING TO SIGN CODE DEFINITIONS, PURSUANT TO PETITION NO. 400-05-11.

WHEREAS, the Salt Lake City Code contains definitions pertaining to sign types and related terms; and

WHEREAS, the City Council now desires to amend said definitions to include a definition for a “park banner sign”; and

WHEREAS, the City Council finds that the proposed amendment is in the best interest of the City.

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. Section 21A.46.020(B) of the Salt Lake City Code shall be and hereby is, amended, in part, to include the following definition:

“Park banner sign” means a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides a means of identifying the specific park itself. A “park banner sign” does not include any banner that contains verbiage or symbols that relate to or otherwise identify a temporary event.

SECTION 2. EFFECTIVE DATE. This Ordinance shall become effective on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,
2005.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2005.
Published: _____.

APPROVED AS TO FORM
Salt Lake City Attorney's Office
Date September 13, 2005
By Melanie Reif
Planning
EA 9/13/05

Draft

SALT LAKE CITY ORDINANCE
No. _____ of 2005
(Amending Section 21A.46.020 Sign Code Definitions)

AN ORDINANCE AMENDING SECTION 21A.46.020, *SALT LAKE CITY CODE*,
PERTAINING TO SIGN CODE DEFINITIONS, PURSUANT TO PETITION NO. 400-05-11.

WHEREAS, the Salt Lake City Code contains definitions pertaining to sign types and
related terms; and

WHEREAS, the City Council now desires to amend said definitions to include a
definition for a “park banner sign”; and

WHEREAS, the City Council finds that the proposed amendment is in the best interest of
the City.

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. Section 21A.46.020(B) of the Salt Lake City Code shall be and hereby is,
amended, in part, to include the following definition:

**“Park banner sign” means a banner hung from either an
existing light pole standard or on a pole erected specifically for
the purpose of accommodating a banner. A park banner sign
includes verbiage and/or design that relates to either a
permanent venue within a park or provides a means of
identifying the specific park itself. A “park banner sign” does
not include any banner that contains verbiage or symbols that
relate to or otherwise identify a temporary event.**

SECTION 2. EFFECTIVE DATE. This Ordinance shall become effective on the date of
its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,
2005.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2005.

Published: _____.

I:\Ordinance 05\Amending 21A.46.020 Sign Code Definitions.doc

Exhibit 3

**CITY COUNCIL
HEARING NOTICE**

NOTICE OF PUBLIC HEARING

The Salt Lake City Council is considering Petition 400-05-11, to amend the text of the Zoning Ordinance to allow additional signage in the OS (Open Space) zoning district. The proposed text amendment would allow large entrance, orientation, venue and permanent banner signs in large City parks of at least 28 acres or larger, affecting Liberty, Fairmont, Riverside, Sugar House and Jordan parks. The proposed change to the signage requirements would not affect other properties zoned OS, such as golf courses, cemeteries and nature preserves.

The proposed text amendment would modify Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts*, but would only change requirements for the OS District. The proposed text change would add a definition, “*park banner sign*,” to the “Defined Terms” section of the Zoning Ordinance, (21A.46.020(B)), *Signs*

As part of their study, the City Council is holding an advertised public hearing to receive comments regarding the petition. During this hearing, the Planning staff may present information on the petition and anyone desiring to address the City Council concerning this issue will be given an opportunity to speak. The hearing will be held:

DATE:

TIME: 7:00 p.m.

PLACE: Room 315
City and County Building
451 South State Street
Salt Lake City, Utah

Salt Lake City complies with all ADA guidelines. Assistive listening devices and interpretive services will be provided upon with 24 hours advance request.

If you have any questions relating to this proposal, please attend the meeting or contact Elizabeth Giraud by calling 535-7128 or via email to Elizabeth.giraud@slcgov.com between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday.

Exhibit 4

MAILING LABELS

LINES, DAVID M &
Sidwell No. 1607407019
1080 S 500 E
SALT LAKE CITY UT 84105

OLSEN, JENS A &
Sidwell No. 1607459027
2896 E HYLAND HILLS RD
SALT LAKE CITY UT 84109

PRICE, MICHELE A
Sidwell No. 1607407018
1076 S 500 E
SALT LAKE CITY UT 84105

LINDSEY, KENT M &
Sidwell No. 1607260033
2679 E LAMBOURNE AVE
SALT LAKE CITY UT 84109

OEFEE, LIESELOTTE
Sidwell No. 1607407021
1086 S 500 E
SALT LAKE CITY UT 84105

POUHA, SONASI & SUSANA
Sidwell No. 1607260024
914 S 500 E
SALT LAKE CITY UT 84105

LINDGREN, ROCKY L
Sidwell No. 1607478012
570 E 1300 S
SALT LAKE CITY UT 84105

NELSON, GERALD S &
Sidwell No. 1607260035
7511 S 2920 W
WEST JORDAN UT 84084

PINKOWSKI, CARI A
Sidwell No. 1607454032
1194 S 500 E
SALT LAKE CITY UT 84105

LICHTENSTEIN, TAMAR &
Sidwell No. 1607478011
566 E 1300 S
SALT LAKE CITY UT 84105

MYLONAKIS, MICHAEL &
Sidwell No. 1607481002
6081 S CRYSTAL RIVER DR
MURRAY UT 84123

PINEDA, REYNALDO &
Sidwell No. 1607454030
1186 S 500 E
SALT LAKE CITY UT 84105

LAUER, BILL C & JANNA L;
Sidwell No. 1607478006
542 E 1300 S
SALT LAKE CITY UT 84105

MICKELSEN, KILEY
Sidwell No. 1607407022
1088 S 500 E
SALT LAKE CITY UT 84105

PETERSON, RICK
Sidwell No. 1607407023
770 W ALAN POINT CIR
DRAPER UT 84020

JONES, MICHAEL E &
Sidwell No. 1607454031
1192 S 500 E
SALT LAKE CITY UT 84105

MHA, LLC
Sidwell No. 1607482001
605 S STATE ST
SALT LAKE CITY UT 84111

PETERS, SCOTT J
Sidwell No. 1607458030
1218 S 500 E
SALT LAKE CITY UT 84105

JOESTEN, COSETTE; TR
Sidwell No. 1607260030
946 S 500 E
SALT LAKE CITY UT 84105

MEAD, MICHAEL
Sidwell No. 1607458031
1224 S 500 E
SALT LAKE CITY UT 84105

PEARSON, GRAYDON H
Sidwell No. 1607454037
1168 S 500 E
SALT LAKE CITY UT 84105

JENSEN, DONETTE B; TR
Sidwell No. 1607407013
1466 S INDIAN HILLS DR
SALT LAKE CITY UT 84108

MCDONALD, DARRELL D &
Sidwell No. 1608354011
1235 S 700 E
SALT LAKE CITY UT 84105

PAVLOS, LOUIS; AKA
Sidwell No. 1607458033
1236 S 500 E
SALT LAKE CITY UT 84105

INTERNATIONAL CHURCH OF T
Sidwell No. 1608357003
662 E 1300 S
SALT LAKE CITY UT 84105

MASH, ANTHONY P & MARY LO
Sidwell No. 1607260023
461 CENTRAL PARK W APT 2D
NEW YORK NY 10025

PATTERSON, ADAM
Sidwell No. 1607458029
2395 W 12420 S
RIVERTON UT 84065

LYBBERT, MERLIN R; TR ET
Sidwell No. 1607478014
5458 S MERLYN DR
SALT LAKE CITY UT 84117

OWADA, JOHN M
Sidwell No. 1607454024
1136 S 500 E
SALT LAKE CITY UT 84105

RETZLAFF, EVA D.
Sidwell No. 1608302013
1051 S 700 E
SALT LAKE CITY UT 84105

TESEROS PROPERTIES LTD
Sidwell No. 1608155011
8727 S TRACY DR
SANDY UT 84093

Elizabeth Giraud
2561 E. Elm Ave
Salt Lake City, UT
84109
Dat Q. Phan
SLC Eng.
349 S. 200 E. St. 100
Salt Lake City, UT 84111

RENTCO
Sidwell No. 1607276029
PO BOX 11911
SALT LAKE CITY UT 84147

TEMPLIN, MICHELLE
Sidwell No. 1608151015
659 E 900 S
SALT LAKE CITY UT 84105

SUGGS, WINSTON L JR &
Sidwell No. 1608302015
117 CAROLINE CIR
DARLINGTON SC 29532

WILD, TYLER S &
Sidwell No. 1608352007
1169 S 700 E
SALT LAKE CITY UT 84105

RECORD, TRAVIS L &
Sidwell No. 1608354007
1213 S 700 E
SALT LAKE CITY UT 84105

SORENSEN, LYNNE
Sidwell No. 1608302003
1001 S 700 E
SALT LAKE CITY UT 84105

WHITE, LISABETH A
Sidwell No. 1608354001
1185 S 700 E
SALT LAKE CITY UT 84105

RALPHS, STEWART P
Sidwell No. 1608352005
1157 S 700 E
SALT LAKE CITY UT 84105

SHARP, E JON
Sidwell No. 1608354012
1237 S 700 E
SALT LAKE CITY UT 84105

WHEELER, ERMA &
Sidwell No. 1608352001
1141 S 700 E
SALT LAKE CITY UT 84105

QUINN, HELEN P; TR
Sidwell No. 1608158001
P O BOX 325
WINCHESTER CA 92596

SEIDMAN, DAVID; ET AL
Sidwell No. 1608305009
1109 S 700 E
SALT LAKE CITY UT 84105

WATERS, DOUGLAS G
Sidwell No. 1608155014
565 E EIGHTH AVE
SALT LAKE CITY UT 84103

PRUDENTIAL FEDERAL SAVING
Sidwell No. 1607279016
2450 E NANTUCKET DR
SALT LAKE CITY UT 84121

SCHATTEN, KAY L &
Sidwell No. 1607278032
615 E 900 S
SALT LAKE CITY UT 84105

VESTAL, CALVIN S & PATRIC
Sidwell No. 1607278035
637 E 900 S
SALT LAKE CITY UT 84105

PENNINGTON, BRYAN J &
Sidwell No. 1608352002
1145 S 700 E
SALT LAKE CITY UT 84105

RUSSELL, KAREN C B &
Sidwell No. 1608302002
993 S 700 E
SALT LAKE CITY UT 84105

THOMAS, TRAVIS L &
Sidwell No. 1608158002
979 S 700 E
SALT LAKE CITY UT 84105

PATRICK, ROBERTA N R
Sidwell No. 1608302004
1007 S 700 E
SALT LAKE CITY UT 84105

ROBINSON, MARK S
Sidwell No. 1608305004
1091 S 700 E
SALT LAKE CITY UT 84105

THIESSEN, MARK S &
Sidwell No. 1608155016
965 S 700 E
SALT LAKE CITY UT 84105

PANTUSO, TERRANCE M
Sidwell No. 1608302009
1035 S 700 E
SALT LAKE CITY UT 84105

ROBBINS, PEARL
Sidwell No. 1608305008
4465 S MATHEWS WY
SALT LAKE CITY UT 84124

TESEROS PROPERTIES
Sidwell No. 1608155010
8727 S TRACY DR
SANDY UT 84093



HUNSAKER, A IRWIN; TR
Sidwell No. 1608155009
931 S 700 E
SALT LAKE CITY UT 84105

MCDONALD, DARRELL D &
Sidwell No. 1608354011
1235 S 700 E
SALT LAKE CITY UT 84105

OLSEN, STEEN
Sidwell No. 1608354009
1227 S 700 E
SALT LAKE CITY UT 84105

HOUSING AUTHORITY OF SALT
Sidwell No. 1607254028
1776 S WESTEMPLE ST
SALT LAKE CITY UT 84115

MAW, KAREN
Sidwell No. 1608155013
949 S 700 E
SALT LAKE CITY UT 84105

HOSEA, NATANI &
Sidwell No. 1607276034
262 E KENSINGTON AVE
SALT LAKE CITY UT 84115

LOWE, DANIEL &
Sidwell No. 1608305012
1117 S 700 E
SALT LAKE CITY UT 84105

O'NEIL, JUDITH B &
Sidwell No. 1608352006
12067 S LAMPTON VIEW DR
RIVERTON UT 84065

HOSEA, CHARLES W &
Sidwell No. 1607276033
537 E 900 S
SALT LAKE CITY UT 84105

LOFTHOUSE, JOHN E &
Sidwell No. 1608151016
667 E 900 S
SALT LAKE CITY UT 84105

NELSON, TRAVIS A
Sidwell No. 1608305011
1115 S 700 E
SALT LAKE CITY UT 84105

HOSEA, CHARLES W &
Sidwell No. 1607276032
533 E 900 S
SALT LAKE CITY UT 84105

LOFGREN, BRIAN
Sidwell No. 1608302008
1025 S 700 E
SALT LAKE CITY UT 84105

NELSON, TERESA A
Sidwell No. 1607278031
611 E 900 S
SALT LAKE CITY UT 84105

HERNANDEZ, JULIETA
Sidwell No. 1608302010
1039 S 700 E
SALT LAKE CITY UT 84105

LIEDTKE, LARRY M &
Sidwell No. 1607277027
545 E 900 S
SALT LAKE CITY UT 84105

NANCE, CANDICE &
Sidwell No. 1608302014
1055 S 700 E
SALT LAKE CITY UT 84105

HAYNIE, JOSEPH S &
Sidwell No. 1607277029
561 E 900 S
SALT LAKE CITY UT 84105

LAZENBY, DOUGLAS
Sidwell No. 1608305006
1101 S 700 E
SALT LAKE CITY UT 84105

MILLER, TONI
Sidwell No. 1608155012
3518 S 2000 E
SALT LAKE CITY UT 84109

HAWKINS, EUGENE L, DR &
Sidwell No. 1608152015
705 E 900 S
SALT LAKE CITY UT 84105

LATTIN, THOMAS E
Sidwell No. 1608305001
1077 S 700 E
SALT LAKE CITY UT 84105

MILLER, RICHARD J &
Sidwell No. 1608155015
961 S 700 E
SALT LAKE CITY UT 84105

HALL, LEIGH C
Sidwell No. 1608354004
1205 S 700 E
SALT LAKE CITY UT 84105

KEARL, RODNEY T
Sidwell No. 1608302011
1537 E 900 S
SALT LAKE CITY UT 84105

MENK, CURTIS E
Sidwell No. 1608354003
1197 S 700 E
SALT LAKE CITY UT 84105

GRIGG, DAVID N
Sidwell No. 1607278034
PO BOX 986
SALT LAKE CITY UT 84110

JAMES, JERRELL C
Sidwell No. 1608302016
1069 S 700 E
SALT LAKE CITY UT 84105

MCDONALD, RICHARD B &
Sidwell No. 1608354002
1191 S 700 E
SALT LAKE CITY UT 84105



CENTURY INTERNATIONAL
Sidwell No. 1607277028
3905 E PARKVIEW DR
SALT LAKE CITY UT 84124

ERICKSON, GEORGINA H &
Sidwell No. 1608305002
1081 S 700 E
SALT LAKE CITY UT 84105

GRASTEIT, KEDRICK R
Sidwell No. 1608305005
1093 S 700 E
SALT LAKE CITY UT 84105

CASTANEDA, ISAAC; JT ET A
Sidwell No. 1608305010
1113 S 700 E
SALT LAKE CITY UT 84105

DUNN, R ODETTE
Sidwell No. 1607279017
655 E 900 S
SALT LAKE CITY UT 84105

GOOD, MATTHEW W &
Sidwell No. 1607278033
625 E 900 S
SALT LAKE CITY UT 84105

BURNHAM, DOROTHY S
Sidwell No. 1607276030
517 E 900 S
SALT LAKE CITY UT 84105

DRAGE, LIONEL M
Sidwell No. 1607276031
3830 S 2900 E
SALT LAKE CITY UT 84109

GODFREY, THOMAS M
Sidwell No. 1608354010
1233 S 700 E
SALT LAKE CITY UT 84105

BROWN, KENT S &
Sidwell No. 1607277030
567 E 900 S
SALT LAKE CITY UT 84105

DINGLEY, DAMIAN J &
Sidwell No. 1607278030
609 E 900 S
SALT LAKE CITY UT 84105

GLENN, CHRIS
Sidwell No. 1608352004
1155 S 700 E
SALT LAKE CITY UT 84105

BROSIUS, BEAU M
Sidwell No. 1608302005
1013 S 700 E
SALT LAKE CITY UT 84105

DAVIES, BRON J &
Sidwell No. 1608302007
1111 HARWARD LN
ALLEN TX 75002

GARCIA, DAMON A &
Sidwell No. 1608305007
1105 S 700 E
SALT LAKE CITY UT 84105

BRISCO, BARBARA D
Sidwell No. 1608155001
704 E 900 S
SALT LAKE CITY UT 84105

CUMMINGS, PAUL H; ET AL
Sidwell No. 1608151018
679 E 900 S
SALT LAKE CITY UT 84105

FREDERICKSON, JOAN
Sidwell No. 1608302012
1047 S 700 E
SALT LAKE CITY UT 84105

BOYER, NIKKI R &
Sidwell No. 1607277031
575 E 900 S
SALT LAKE CITY UT 84105

FRANKLIN, LINDA R
Sidwell No. 1608305003
2434 ORCHARD WY
SARATOGA SPRINGS UT 84043

BLANKEVOORT, JOHN J
Sidwell No. 1608354029
1241 S 700 E
SALT LAKE CITY UT 84105

CITY OF SALT LAKE
Sidwell No. 1617105001
451 S STATE ST # 345
SALT LAKE CITY UT 84111

FIFITA, TEVITA U
Sidwell No. 1608302001
991 S 700 E
SALT LAKE CITY UT 84105

BACK, DARRELL K &
Sidwell No. 1608155008
10812 S HIGH RIDGE LN
SANDY UT 84092

CHRISTENSEN, SANDRA F; TR
Sidwell No. 1607279015
643 E 900 S
SALT LAKE CITY UT 84105

EXCHANGE INC
Sidwell No. 1608302006
11594 S SANDERS RD
SANDY UT 84094

AKIYAMA, DONALD N &
Sidwell No. 1608352003
98-1742 NAHELE ST
AIEA HI 96701

CHILDS, ELAINE D
Sidwell No. 1608354028
1207 S 700 E
SALT LAKE CITY UT 84105

ERMIDIS, PERICLES
Sidwell No. 1607278029
605 E 900 S
SALT LAKE CITY UT 84105

CHANTARATANANOND, CHUSAK
Sidwell No. 1607403013
994 S 500 E
SALT LAKE CITY UT 84105

FARRER, EMILY
Sidwell No. 1607407012
468 E HERBERT AVE
SALT LAKE CITY UT 84111

INTERNATIONAL CHURCH OF T
Sidwell No. 1608357001
662 E 1300 S
SALT LAKE CITY UT 84105

CARTER, JAMES D &
Sidwell No. 1607403015
1012 S 500 E
SALT LAKE CITY UT 84105

ERICKSON, JOHN P
Sidwell No. 1607403014
1002 S 500 E
SALT LAKE CITY UT 84105

HODGES, RUTH J.
Sidwell No. 1607407017
1070 S 500 E
SALT LAKE CITY UT 84105

CAPUTO FAMILY LP, THE
Sidwell No. 1607482002
3684 E KAIBAB CIR
SALT LAKE CITY UT 84109

ELLIS, JOHN D &
Sidwell No. 1607407015
1056 S 500 E
SALT LAKE CITY UT 84105

GREENLIEF, JOE A
Sidwell No. 1607407020
1082 S 500 E
SALT LAKE CITY UT 84105

CAMERON, IAN M; ET AL
Sidwell No. 1607454020
1116 S 500 E
SALT LAKE CITY UT 84105

CRAIGLAND PROPERTIES, LLC
Sidwell No. 1607454027
PO BOX 65023
SALT LAKE CITY UT 84165

GLENN, JON R &
Sidwell No. 1607260032
962 S 500 E
SALT LAKE CITY UT 84105

BURDICK, DONA L; TR
Sidwell No. 1607407014
1052 S 500 E
SALT LAKE CITY UT 84105

GLAUSER, GERTRUDE & FREDE
Sidwell No. 1607478009
560 E 1300 S
SALT LAKE CITY UT 84105

BOUZEK, JOHN
Sidwell No. 1607260026
102 W 500 S # 300
SALT LAKE CITY UT 84101

GLAUSER, FREDERICK M &
Sidwell No. 1607478008
552 E 1300 S
SALT LAKE CITY UT 84105

BARBANELL, EDWARD &
Sidwell No. 1607407016
1062 S 500 E
SALT LAKE CITY UT 84105

COLLINS, JOELL
Sidwell No. 1607478003
528 E 1300 S
SALT LAKE CITY UT 84105

AMMON, JOHN D
Sidwell No. 1607482005
1314 S GREEN ST
SALT LAKE CITY UT 84105

CLEMENTS, JAMES T &
Sidwell No. 1607260034
974 S 500 E
SALT LAKE CITY UT 84105

FREEMAN, GREGORY C &
Sidwell No. 1607454034
3334 W TONI DR
SALT LAKE CITY UT 84119

CITY OF SALT LAKE
Sidwell No. 1617105001
451 S STATE ST # 345
SALT LAKE CITY UT 84111

FINLAYSON, DAVID V
Sidwell No. 1607454021
1120 S 500 E
SALT LAKE CITY UT 84105

CHRISTENSEN, BRUCE
Sidwell No. 1607458034
PO BOX 17282
SALT LAKE CITY UT 84117

FERRO, LENORA K; TR
Sidwell No. 1607454033
1166 S 500 E
SALT LAKE CITY UT 84105

SMITH, JESSICA W &
Sidwell No. 1607482003
636 E 1300 S
SALT LAKE CITY UT 84105

VENIZELOS, GEORGE A
Sidwell No. 1607260025
918 S 500 E
SALT LAKE CITY UT 84105

SMITH, BRANDON P
Sidwell No. 1607407025
1104 S 500 E
SALT LAKE CITY UT 84105

TOWNSEND, NEIL W
Sidwell No. 1607458032
1228 S 500 E
SALT LAKE CITY UT 84105

THORNTON, KATHRYN B.
Sidwell No. 1607403016
1989 S 1700 E
SALT LAKE CITY UT 84108

SCROGGINS, A. DEWEY & CLA
Sidwell No. 1607478002
3045 S MAPLE WY
WEST VALLEY UT 84119

STOVALL, JONATHAN G
Sidwell No. 1607454003
474 E HARVARD AVE
SALT LAKE CITY UT 84111

SCOTT, KIRSTIN &
Sidwell No. 1607260029
944 S 500 E
SALT LAKE CITY UT 84105

STEIN, JEFF M &
Sidwell No. 1607260028
1394 E LOMBARDY PL
SALT LAKE CITY UT 84121

SCHWIEGER, YONG SUK
Sidwell No. 1607481001
604 E 1300 S
SALT LAKE CITY UT 84105

ST. JOHN'S EVANGELICAL
Sidwell No. 1607403018
1030 S 500 E
SALT LAKE CITY UT 84105

SCHESLER PROPERTIES, LLC
Sidwell No. 1607454038
1172 S 500 E # 1
SALT LAKE CITY UT 84105

ST. JOHN'S EVANGELICAL
Sidwell No. 1607403017
475 E HERBERT AVE
SALT LAKE CITY UT 84111

SARTOR, RICHARD J
Sidwell No. 1607478010
562 E 1300 S
SALT LAKE CITY UT 84105

SOUTHLAND CORP, THE
Sidwell No. 1607478001
PO BOX 711
DALLAS TX 75221

SALT LAKE CITY CORP
Sidwell No. 1607427001
451 S STATE ST # 225
SALT LAKE CITY UT 84111

SOAKAI, NORMAN M
Sidwell No. 1607478013
285 E 2200 N
PROVO UT 84604

YUNGAI, ASHANTAI &
Sidwell No. 1607478032
534 E 1300 S
SALT LAKE CITY UT 84105

RICHMOND, JOHN A; TR
Sidwell No. 1607478004
532 E 1300 S
SALT LAKE CITY UT 84105

SMITH, SKYLOR; TR
Sidwell No. 1607260031
PO BOX 708051
SANDY UT 84070

WINN, CHARLES B & IRENE D
Sidwell No. 1607403012
990 S 500 E
SALT LAKE CITY UT 84105

Paul Trentelman
712 E. 900 S.
Salt Lake City, Utah
84105
Exchange Inc.
11594 S. Sanders Rd.
Sandy, Utah
84094
Total postage
102 x .37 =
59.94

~~CASE NO. 002-05
Concession Building at Liberty
Park~~

~~DAT Q. PHAN~~ *Dell Cook*
SALT LAKE CITY ENGINEERING
349 SOUTH 200 EAST, STE. #100
SALT LAKE CITY, UT 84111

~~CRAIG AMES
PASKER GOULD AMES WEAVER
ARCHITECTS/PLANNERS
5263 SOUTH 300 WEST
MURRAY, UT 84107~~

PAUL TRENTelman
712 EAST 900 SOUTH
SALT LAKE CITY, UT 84105

EXCHANGE INC.
11594 SO. SANDERS ROAD
SANDY, UT 84094

ELIZABETH GIRAUD
2561 E. ELM AVENUE
SALT LAKE CITY, UT 84109

RICK GRAHAM, DIRECTOR
PUBLIC SERVICES
DEPARTMENT ROOM 148
BUILDING

VAL POPE, DIVISION MANAGER
PARK MAINTENANCE DIVISION
PUBLIC SERVICES DEPARTMENT
1965 WEST 500 SOUTH
SALT LAKE CITY, UT 84104

~~*Rita Lund*
Sugar House Park Authority
2784 Canyon View Dr.
Salt Lake City, Utah
84109~~

Rita Lund
Sugar House Park Authority
2784 Canyon View Dr.
Salt Lake City, UT
84109



COMMUNITY COUNCIL CHAIRS:

Updated: 7/19/2005 sj

KEN FUTZ, CHAIR
WEST POINTE COMM. COUNCIL
1217 NO. BRIGADIER CIRCLE
SALT LAKE CITY, UT 84116

KENNETH L. NEAL, CHAIR
ROSE PARK COMMUNITY COUNCIL
1071 NO. TOPAZ DR.
SALT LAKE CITY, UT 84116

ANGIE VORHER, CHAIR
JORDAN MEADOWS COMM. COUNCIL
1988 SIR JAMES DRIVE
SALT LAKE CITY, UT 84116

VICKY ORME, CHAIR
FAIRPARK COMM. COUNCIL
159 NORTH 1320 WEST
SALT LAKE CITY, UT 84116

MIKE HARMAN, CHAIR
POPLAR GROVE COMM. COUNCIL
1044 WEST 300 SOUTH
SALT LAKE CITY, UT 84104

RANDY SORENSON, CHAIR
GLENDALE COMMUNITY COUNCIL
1184 SO. REDWOOD DRIVE
SALT LAKE CITY, UT 84104-3325

PETER VON SIVERS, CHAIR
CAPITOL HILL COMMUNITY COUNCIL
223 WEST 400 NORTH
SALT LAKE CITY, UT 84103

JILL VAN LANGEVELD, CHAIR
GRTR. AVENUES COMM. COUNCIL
807 E. NORTHCLIFFE DRIVE
SALT LAKE CITY, UT 84103

BILL DAVIS, CHAIR
RIO GRANDE COMMUNITY COUNCIL
329 E. HARRISON AVENUE
SALT LAKE CITY, UT 84115

BILL PLASTOW, CHAIR
PEOPLES FREEWAY COMM. COUNCIL
1625 SOUTH WEST TEMPLE
SALT LAKE CITY, UT 84115

THOMAS MUTTER, CHAIR
CENTRAL CITY COMMUNITY COUNCIL
228 EAST 500 SOUTH, #100
SALT LAKE CITY, UT 84111

DENNIS GUY-SELL, CHAIR
EAST CENTRAL COMMUNITY
COUNCIL
P.O. BOX 520473
SALT LAKE CITY, UT 84152-0473

BRIAN WATKINS, CHAIR
LIBERTY WELLS COMM. COUNCIL
1744 SOUTH 600 EAST
SALT LAKE CITY, UT 84106

JIM WEBSTER, CHAIR
YALECREST COMMUNITY COUNCIL
938 MILITARY DRIVE
SALT LAKE CITY, UT 84108-1326

MARYDELLE GUNN, CHAIR
WASATCH HOLLOW
COMMUNITY COUNCIL
1595 SOUTH 1300 EAST
SALT LAKE CITY, UT 84105

LARRY SPENDLOVE, CHAIR
SUNNYSIDE EAST ASSOCIATION
2114 E. HUBBARD AVENUE
SALT LAKE CITY, UT 84108

ELLEN REDDICK, CHAIR
BONNEVILLE HILLS
COMMUNITY COUNCIL
2177 ROOSEVELT AVE.
SALT LAKE CITY, UT 84108

DAVE MORTENSEN, CHAIR
ARCADIA HEIGHTS/BENCHMARK
COMMUNITY COUNCIL
2278 SIGNAL POINT CIRCLE
SALT LAKE CITY, UT 84109

MARK HOLLAND, CHAIR
SUGAR HOUSE COMM. COUNCIL
1942 BERKELEY STREET
SALT LAKE CITY, UT 84105

PAM PEDERSEN, CHAIR
EAST LIBERTY PARK
(e-mail)

MICHAEL AKERLOW
FOOTHILL/SUNNYSIDE
COMMUNITY COUNCIL
1940 E. HUBBARD AVENUE
SALT LAKE CITY, UT 84108

PAUL TAYLER, CHAIR
OAK HILLS COMMUNITY COUNCIL
1165 SO. OAKHILLS WAY
SALT LAKE CITY, UT 84108

MIKE ZUHL, CHAIR
INDIAN HILLS COMMUNITY COUNCIL
2676 E. COMANCHE DRIVE
SALT LAKE CITY, UT 84108

DOUG FOXLEY, CHAIR
ST. MARY'S COMMUNITY COUNCIL
1449 DEVONSHIRE DRIVE
SALT LAKE CITY, UT 84108

TIM DEE, CHAIR
SUNSET OAKS COMMUNITY COUNCIL
1575 DEVONSHIRE DRIVE
SALT LAKE CITY, UT 84108

SHAWN McMILLEN, CHAIR
H ROCK COMMUNITY COUNCIL
1855 SOUTH 2600 EAST
SALT LAKE CITY, UT 84108

Exhibit 5

PLANNING COMMISSION

Exhibit 5a

**PLANNING COMMISSION
HEARING NOTICE
AND POSTMARK**

**AGENDA FOR THE
SALT LAKE CITY PLANNING COMMISSION MEETING
In Room 326 of the City & County Building at 451 South State Street
Wednesday, August 24, 2005, at 5:45 p.m.**

The Planning Commission will be having dinner at 5:00 p.m., in Room 126. During the dinner, Staff may share general planning information with the Planning Commission. This portion of the meeting will be open to the public.

1. APPROVAL OF MINUTES from Wednesday, August 10, 2005

2. REPORT OF THE CHAIR AND VICE CHAIR

3. REPORT OF THE DIRECTOR

- a. Update **Petition 400-03-10** Shaw Homes, Inc. (R – 1/5,000 to CN) at approximately **1545 West 200 South Street and 1551 West 200 South Street**. This petition, a rezone and master plan amendment, was originally heard on May 14, 2003.
- b. Discussion regarding LDS Church wards and parking needs in neighborhoods.
- c. Request for Planning Commission to create a petition to allow multi-family developments in commercial and downtown districts.
- d. Request for Planning Commission to create a petition to establish design guidelines for large retail uses.

4. PUBLIC NOTICE AGENDA – Salt Lake City Property Conveyance Matters (*Staff: Karryn Greenleaf at 483-6769 or karryn.greenleaf@slcgov.com, Matt Williams at 535-6447 or matt.williams@slcgov.com, and Doug Wheelwright at 535-6178 or doug.wheelwright@slcgov.com*)

- a. Cephalon, Inc. is expanding their operations within Salt Lake City and is seeking a Telecommunications Right-of-Way Permit at **4710 Wily Post Road** to connect the communications between the buildings across the street. Plans call for a perpendicular street crossing with the six 4" ducts installed via trenching (street cut design has already been approved by the Development Review Team).

5. PUBLIC HEARINGS

- a. **Petition No. 400-03-34**, a request by Salt Lake City Council that the Planning Commission review additional refinement of the nonconforming use ordinance, looking specifically at guidelines and criteria to address neighborhood impacts and concerns relating to the enlargement and/or intensification of nonconforming uses. (*Staff: Everett Joyce at 535-7930 or everett.joyce@slcgov.com*).
- b. **Petition No. 410-584**, from Salt Lake Apartment Builders to modify a previously approved planned development for the Emigration Court Apartments, generally located on the block between **500 to 600 East and 300 to 400 South**. (*Staff: Doug Dansie at 535-6182 or doug.dansie@slcgov.com*)
- c. **Petition No. 400-05-12**, a request initiated by the Planning Commission to review the definition of "automobile" found in Section 21A.62.060 of the Salt Lake City Zoning Ordinance, specifically considering the removal of the words "motor scooter" and "motorized bicycles" from the existing definition. (*Staff: Kevin LoPiccolo at 535-6003 or kevin.lopiccolo@slcgov.com*)
- d. **Petition No. 400-05-13**, a request initiated by the Planning Commission to comprehensively review all applicable regulations in the Zoning Ordinance that address the permitting of tents in both residential and commercial districts city wide. (*Staff: Kevin LoPiccolo at 535-6003 or kevin.lopiccolo@slcgov.com*)

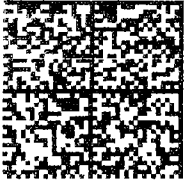
Elizabeth Giraud
721 S. Elm Ave.

NOTICE OF A HEARING

Salt Lake City Planning Division
Planning Commission Secretary
451 South State Street, Rm. 406
Salt Lake City, UT 84111

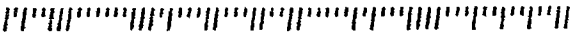
US POSTAGE
Mailed From 84111
08/09/2005
\$00.370
016H16501573

Hasler



1. Fill out registration card and indicate if you wish to speak and which agenda item you will address.
2. After the staff and petitioner presentations, hearings will be opened for public comment. Community Councils will present their comments at the beginning of the hearing.
3. In order to be considerate of everyone attending the meeting, public comments are limited to 3 minutes per person per item. A spokesperson who has been asked by a group to summarize their concerns will be allowed 5 minutes to speak. Written comments are welcome and will be provided to the Planning Commission in advance of the meeting if they are submitted to the Planning Division prior to noon the day before the meeting. Written comments should be sent to:

Salt Lake City Planning Director
451 South State Street, Room 406
Salt Lake City, UT 84111
4. Speakers will be called by the Chair.
5. Please state your name and your affiliation to the petition or whom you represent at the beginning of your comments.
6. Speakers should address their comments to the Chair. Planning Commission members may have questions for the speaker. Speakers may not debate with other meeting attendees.
7. Speakers should focus their comments on the agenda item. Extraneous and repetitive comments should be avoided.
8. After those registered have spoken, the Chair will invite other comments. Prior speakers may be allowed to supplement their previous comments at this time.
9. After the hearing is closed, the discussion will be limited among Planning Commissioners and Staff. Under unique circumstances, the Planning Commission may choose to reopen the hearing to obtain additional information.
10. Salt Lake City Corporation complies with all ADA guidelines. If you are planning to attend the public meeting and, due to a disability, need assistance in understanding or participating in the meeting, please notify the Planning Office 48 hours in advance of the meeting and we will try to provide whatever assistance may be required. Please call 535-7757 for assistance.



54109+1332-01 C002

Exhibit 5b

**PLANNING COMMISSION
STAFF REPORT**

DATE: August 15, 2005

TO: Salt Lake City Planning Commission

FROM: Elizabeth Giraud, AICP, Senior Planner

RE: STAFF REPORT FOR THE AUGUST 24, 2005 MEETING

CASE#: 400-05-11

APPLICANT: Salt Lake City Planning Commission

STATUS OF APPLICANT: City Board

PROJECT LOCATION: Citywide

PROJECT/PROPERTY SIZE: Not applicable

COUNCIL DISTRICT: All districts.

REQUESTED ACTION: A request to modify the Zoning Ordinance to allow additional signage in the OS (Open Space) zoning district.

PROPOSED USE(S): The proposed text amendment would allow larger entrance, orientation, venue and permanent banner signs in large City parks of at least 28 acres or larger, affecting

Liberty, Fairmont, Riverside, Sugar House and Jordan parks. The proposed change to the signage requirements would not affect other properties zoned OS, such as golf courses, cemeteries and nature preserves. The proposed text amendment would modify Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts*, but would only change requirements for the OS District. The proposed text change would add a definition, “*park banner sign*,” to the “Defined Terms” section of the Zoning Ordinance, (21A.46.020(B)), *Signs*.

**APPLICABLE LAND
USE REGULATIONS:**

The proposed change modifies the text associated with the Salt Lake City Code Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts*, and *Defined Terms, (Signs) 21A.46.020(B)*.

MASTER PLAN SPECIFICATIONS:

The draft *Salt Lake City Parks and Recreation Recovery Action Plan* (2001) and the *Liberty Park Landscape Scoping Project* (1998) addresses the proposed text amendments.

Additionally, the *Liberty Park Landscape Scoping Project* (2003), lists “Signing” (S13) as a proposed improvement.

HISTORY OF TEXT AMENDMENT: The proposed text amendment is the result of the Salt Lake City Engineering Division’s application to the Historic Landmark Commission for additional signage in Liberty Park in 2004. The additional signage requested by the Engineering Division included larger monument signs, to be used for entry signs and orientation maps; identity banners on poles for Liberty Park; and identity banners on poles for the various venues and private licensees in the park. The types and sizes of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the OS zone.

In reviewing the size of parks in Salt Lake City, the Planning Division staff found that few parks are larger than 28 acres in size. The large parks include Liberty Park (100 acres), Riverside (28 acres), Sugar House (113 acres), Fairmont (30 acres) and Jordan (34 acres). At least two of these parks, in addition to Liberty Park, could benefit from increased venue signage. (Fairmont Park has a pool that is its own destination activity, and Jordan Park has the International Peace Gardens). The Planning Division is recommending limiting signage only to these parks, so as not to allow excessive signage in smaller parks that could visually encroach in residential neighborhoods; in cemeteries, or along trails and undeveloped natural areas, and disrupt the tranquility of these areas set aside for quiet contemplation.

ACCESS: Not applicable.

PROJECT DESCRIPTION: The Planning Division is proposing the following changes to the signage requirements for the OS Zoning District:

- The allowed maximum height of monument signs would be increased from 8' to 10.' This would allow the City to use refurbished Olympic signs for entrance signs and orientation maps in Liberty Park.
- Park banner signs would be allowed for permanent venues. In Liberty Park, these venues include the Tracy Aviary, the concession stand and children's rides, the tennis center, the Utah Folk Arts Council (in the Chase House), the swimming pool, and the Youth Cities program (housed in the north shelter). The proposed changes to the zoning ordinance would allow park banner signs for permanent venues to be no greater than 12 square feet in area, no higher than 18 feet, a setback no greater than 10 feet, and no more than three banners per permanent venue, grouped within an 18' radius.
- The proposed changes to the park identity signs would be banners no greater than 12 square feet in area, no higher than 18 feet, with a set back no greater than 10 feet, and no more than one set of three signs per five acres of park land. For Liberty Park, the last requirement would mean that twenty sets of three signs, grouped within an 18' radius with a consistent design, would be allowed.
- The proposed text change would also add the following definition, "*park banner sign*," to the "Defined Terms" section of the Zoning Ordinance, (21A.46.020(B)), *Signs*:

A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.

By including a new definition for “park banner sign,” the City would not allow pole signs and would differentiate banner signs that are permanent from banner signs that relate to downtown events or those administered for light-pole standards relating to specific athletic, cultural, commemorative and entertainment events, as well as conventions. Because the latter are regulated by the Transportation Division and are not allowed for more than 30 days, a park could still accommodate a banner sign program for a special event. It would be regulated under a separate set of guidelines.

COMMENTS, ANALYSIS AND FINDINGS:

1. COMMENTS

Comments from City departments and Citizen Input:

- a) **Transportation** does not have any objections to the proposed text amendment, and saw no impact to the public transportation corridors per the proposed revision.
- b) **Public Utilities** did not respond to a request for comments.
- c) **Building Services** did not respond to a request for comments.
- d) **Police** expressed no CPTED concerns to the proposed text change. The Police respondent noted that the placement of the signs in reference to the existing terrain and landscaping may be a CPTED issue that would need to be addressed individually based upon proposed sign placement.
- e) **Engineering** reviewed the routed text, which have been incorporated into the proposed table. As the initiator of the changes to the signs in Liberty Park, the Engineering Division is supportive of the proposed zoning text amendment.
- f) **Fire** stated that they had no objections.
- g) **Citizen Input:** The Planning Division held an Open House for community councils and interested parties on June 27, 2005. Only City Staff attended.

ANALYSIS AND FINDINGS

Issues that are being generated by this proposal.

Since the request is a modification of the zoning text, the Planning Commission shall review the proposed text change and forward a recommendation to the City Council. In undertaking the task, the Planning Commission must use the following standards:

CODE CRITERIA / DISCUSSION / FINDINGS OF FACT

21A.50.050 Standards for general amendments.

- A. **Whether the proposed amendment is consistent with the purposes, goals, objectives, and policies of the adopted general plan of Salt Lake City.**

Discussion: The draft *Salt Lake City Parks and Recreation Recovery Action Plan* (2001) includes policies to protect significant historical or prominent open spaces and/or natural amenities by investigating and modifying zoning changes as necessary; to continue to seek innovative and high quality design for parks by promoting park uniqueness to create and preserve park identity; and to create or maintain a unique identity for each park.

- Strategy: Protect significant historical or prominent open spaces and/or natural amenities. Investigate and modify zoning changes as necessary (p. 67).
- Strategy: Continue to seek innovative and high quality design for parks. Use park standards but promote park uniqueness to create and preserve park identity. (P. 68).
- Strategy: Parks must meet the needs of individuals, user groups and the community. Create or maintain a unique identity for each park. (P. 68).

Specifically related to Liberty Park, the *Liberty Park Landscape Scoping Project* (2003), lists "Signing" (S13) as a proposed improvement.

- Add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information and phone numbers. Locate kiosks at the entries. (P. 11).
- Add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information and phone numbers. Locate kiosks at the entries. (P. 11)

Findings: The proposed text amendment is consistent with standards and strategies set forth in the draft *Salt Lake City Parks and Recreation Recovery Action Plan* (2001) and the *Liberty Park Landscape Scoping Project* (1998).

B. Whether the proposed amendment is harmonious with the overall character of existing development in the immediate vicinity of the subject property.

Discussion: The text amendment is specific to five urban park sites, specifically chosen because their scale can readily absorb the additional signage without overwhelming the bucolic, and in the case of Liberty Park, historic, appearance of its open space. The Planning Division staff is proposing to exclude cemeteries, because of their sacred connotation; trails and undeveloped parkland, because of their natural setting; and smaller neighborhood parks, because of their proximity to residential areas; so that additional signage would not intrude upon the purposes such open spaces were established to convey, nor compete with existing development in the immediate vicinity of the five parks affected.

Findings: The proposed text amendment was designed to ensure that signage should be harmonious with existing development in the immediate vicinity.

C. The extent to which the proposed amendment will adversely affect adjacent properties.

Discussion: The proposed amendment is intended to affect only the City's largest parks, without being so overwhelming as to adversely affect adjacent properties.

Findings: The proposed text amendment will not adversely affect adjacent properties.

D. Whether the proposed amendment is consistent with the provisions of any applicable overlay zoning districts which may impose additional standards.

Discussion: The proposed text amendment would apply to Liberty Park (and other parks of at least 28 acres), a Landmark Site on the Salt Lake City Register of Cultural Resources. On September 1, 2004, the Historic Landmark Commission voted in favor of the signage the Engineering Division is proposing to Liberty Park that would be allowed if the City Council adopts the proposed text amendment. On July 6, 2005, the Historic Landmark Commission voted in favor of forwarding a positive recommendation to the Planning Commission regarding the proposed text amendment.

The proposed text amendment would not affect other overlay zoning districts, including the Airport Influence Zones "C" and "H" (pertaining to Riverside Park) and the Secondary Recharge Area (pertaining to Fairmont Park) that may impose additional standards.

Findings: The proposed text amendment is consistent with the provisions of the "H" Historic Preservation Overlay District for Liberty Park, a Landmark Site. Overlay districts that would affect Fairmont and Riverside parks would not be affected by the proposed zoning text amendment.

E. The adequacy of public facilities and services intended to serve the subject property, including but not limited to roadways, parks and recreational facilities, police and fire protection, schools, storm water drainage systems, water supplies, and waste water and refuse collection.

Discussion: The Planning Division staff routed the proposed text amendment to various City departments. No City departments voiced objections.

Findings:

The text amendment is site specific for only five parks. Requests for additional

signage as per the proposed text amendments will have to comply with other adopted City regulations. The text amendment meets this standard.

RECOMMENDATION: The Planning Division recommends that the Planning Commission forward a positive recommendation to the City Council for adoption of the proposed text amendment.

Attachments: **Exhibit 1 -- Proposed Text.**
 Exhibit 2 – HLC Memorandum and Minutes, July 6, 2005
 Exhibit 3 – HLC Staff Report and Minutes, September 1, 2004
 Exhibit 4 – Open House Memorandum
 Exhibit 5 – Departmental Comments

Exhibit 1
Proposed Text

Proposed Changes to the Signage Requirements for the OS Zoning District
Table 21A.46.120(E)(4)

The changes to the signage requirements for the OS Zoning District are noted in bold type in the following table:

STANDARDS FOR THE OS DISTRICT				
Types of Signs Permitted	Maximum Area Per Sign Face in Square Feet	Maximum Height of Freestanding Signs in Feet ²	Maximum Setback ³	Number of Signs Permitted
Flat sign	.05 sq. ft. per linear ft. of building frontage; total not to exceed 60 sq. ft.	No limit	N/A	1 for each frontage of each use
Monument sign	60 sq. ft.	8 ft.	10 ft.	1 per building frontage
Monument sign, in parks greater than 28 acres¹	60 sq. ft.	10 ft.	10 ft.	1 per building frontage
Construction sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Political sign	16 sq. ft.	8 ft.	10 ft.	No limit
Real estate sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
Private directional sign	8 sq. ft.	4 ft.	5 ft.	No limit
New development sign	160 sq. ft. maximum per sign; 200 sq. ft. for 2 signs	8 ft.	10 ft.	1 per street frontage
Development entry sign	32 sq. ft. each	4 ft.	10 ft.	1 per street frontage
Window sign	12 sq. ft.	(see note 1 below)	N/a	No limit
Public safety sign	8 sq. ft.	6 ft.	10 ft.	No limit
Park Banner Sign: Permanent Venue^{1, 4}	12 sq. ft.	18 ft.	10 ft.	One set of three banners per permanent venue.
Park Banner Sign: Park Identity Banner^{1, 4, 5}	12 sq. ft.	18 ft.	10 ft.	One set of three signs per 5 acres of park land relating to the specific park.
Notes: 1. Allowed only in parks 28 acres or larger, and does not apply to public property used for cemeteries, golf courses, river banks, trails or natural open space areas. 2. For height limit on building signs, see subsection 21A.46.070(J) of this Chapter. 3. Not applicable to temporary signs mounted as flat signs. 4. Park banner signs must be grouped within an 18' radius. 5. Park banner signs must have a consistent design.				

Proposed Change to *Defined Terms, (Signs)* 21A.46.020(B)

A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.

Exhibit 2
HLC Memorandum and Minutes
July 6, 2005

A. LOUIS ZUNGUZE
PLANNING DIRECTOR

CHERI COFFEY, AICP
DEPUTY PLANNING DIRECTOR

DOUGLAS L. WHEELWRIGHT, AICP
DEPUTY PLANNING DIRECTOR

SALT LAKE CITY CORPORATION

COMMUNITY DEVELOPMENT
PLANNING AND ZONING DIVISION

ROSS C. ANDERSON
MAYOR

MEMORANDUM

TO: HLC Members

FROM: Elizabeth Giraud, AICP, Senior Planner *E. Giraud*

RE: Proposed Changes to signage in the Open Space Zoning District for parks greater than 28 acres or larger in size.

DATE: June 27, 2005.

Attached please find information pertaining to proposed changes to the signage requirements of the Open Space (OS) Zoning District for parks 28 acres or larger in size. The proposed changes are a result of a request last summer by the Engineering Division's application to the HLC for additional signage in Liberty Park (a Landmark Site). The additional signage requested by the Engineering Division included larger monument signs, to be used for entry signs and orientation maps; identity banners on poles for Liberty Park; and identity banners on poles for the various venues and private licensees in the park. These types and sizes of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the OS zone.

In reviewing the size of parks in Salt Lake City, the Planning Division staff found that few parks are larger than 28 acres in size. The large parks include Liberty Park (100 acres), Riverside (28 acres), Sugar House (113 acres), Fairmont (30), and Jordan (34). At least two of these, in addition to Liberty Park, could benefit from increased venue signage. Fairmont Park has a pool that is its own destination activity, and Jordan Park has the International Peace Gardens. The Planning Division is concerned about limiting signage only to these parks, so as not to allow excessive signage in smaller parks, in cemeteries, or along trails and undeveloped natural areas, that could disrupt areas set aside for quiet contemplation.

To this end, the Planning Division is proposing the following changes to the signage requirements for the OS Zoning District:

- The allowed height of monument signs would be increased from 8' to 10.' This would allow the City to use refurbished Olympic signs for entrance signs and orientation maps in Liberty Park.
- Park banner signs would be allowed for permanent venues. In Liberty Park, these venues include the Tracy Aviary, the concession stand and children's rides, the tennis center, the Utah Folk Arts Council (in the Chase House), the swimming pool, and the Youth Cities program (housed in the north shelter). The proposed changes to the zoning ordinance would allow park banner signs for permanent venues to be no greater than 12 square feet in area, no higher than 18 feet, set back no greater than 10 feet, and no more than three banners per permanent venue, grouped within an 18' radius.
- The proposed changes to the park identity signs would be banners no greater than 12 square feet in area, no higher than 18 feet, set back no greater than 10 feet, and no more than one set of three signs per five acres of park land. For Liberty Park, the last requirement would mean that twenty sets of three signs, grouped within an 18' radius with a consistent design, would be allowed.

The Planning Division is also proposing the following definition of "park banner sign" to the definition section of the ordinance:

A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.

By including a new definition for "park banner sign," the City would not allow pole signs and would differentiate banner signs that are permanent from banner signs that relate to downtown events or those administered for light-pole standards relating to specific athletic, cultural, commemorative and entertainment events, as well as conventions. Because the latter are regulated by the Transportation Division and are not allowed for more than 30 days, a park could still accommodate a banner sign program for a special event, it would just be regulated under a separate set of guidelines.

Amending the ordinance is a legislative action, requiring approval of the City Council, after comments from the HLC, the Planning Commission, and the public have been received. The Planning Division requests that the HLC forward a positive recommendation to the Planning Commission and the City Council.

Proposed Changes to the Signage Requirements for the OS Zoning District
Table 21A.46.120(E)(4)

The changes to the signage requirements for the OS Zoning District are noted in bold type in the following table:

STANDARDS FOR THE OS DISTRICT				
Types of Signs Permitted	Maximum Area Per Sign Face in Square Feet	Maximum Height of Freestanding Signs in Feet ²	Maximum Setback ³	Number of Signs Permitted
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Monument sign	60 sq. ft.	8 ft.	10 ft.	1 per building frontage
Monument sign, in parks greater than 28 acres¹	60 sq. ft.	10 ft.	10 ft.	1 per building frontage
Construction sign	24 sq. ft.	8 ft.	10 ft.	1 per street frontage
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Private directional sign	8 sq. ft.	4 ft.	5 ft.	No limit
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Notes: 1. Allowed only in parks 28 acres or larger, and does not apply to public property used for cemeteries, golf courses, river banks, trails or natural open space areas. 2. For height limit on building signs, see subsection 21A.46.070(J) of this Chapter. 3. Not applicable to temporary signs mounted as flat signs. 4. Park banner signs must be grouped within an 18' radius. 5. Park banner signs must have a consistent design.				

Proposed Change to *Defined Terms, (Signs)* 21A.46.020(B)

A park banner sign is defined as a banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides an identity mechanism for the specific park itself. It does not include verbiage or identity symbols that relate to a temporary event.

SALT LAKE CITY
HISTORIC LANDMARK COMMISSION
Minutes of the Meeting
Held at 451 South State Street, Room 126
July 6, 2005

A fieldtrip preceded the meeting and was attended by Pete Ashdown, Noreen Heid, Oktai Parvaz, David Fitzsimmons, Warren Lloyd, Scott Christensen, Cheri Coffey, and Elizabeth Giraud.

Present from the Historic Landmark Commission were Pete Ashdown, Paula Carl, Scott Christensen, Noreen Heid, Vicki Mickelsen, Acting Chairperson; Oktai Parvaz, David Fitzsimmons, Lee White and Warren Lloyd. Soren Simonsen was excused.

Present from the Planning Staff were Cheri Coffey, Deputy Planning Director Elizabeth Giraud, Senior Planner and Louise Harris, Senior Secretary. Joel Paterson, Planning Programs Supervisor was excused.

As Vicki Mickelsen, Acting Chair was late getting to the meeting, past chair, Oktai Parvaz called the meeting to order at 5:05. He ask all members of the audience to turn off cell phones and pagers. All present were asked to be sure and sign the attendance log for our records. He noted that if there are any disagreements with the decision of this Commission, on the back of the agenda is the procedure to appeal.

An agenda was mailed to the pertinent people and was posted in the appropriate locations in the building, in accordance with the open meetings law. A roll is being kept with the minutes of all who attended the Historic Landmark Commission meeting. The minutes are presented in agenda order, not necessarily as items were presented at the Historic Landmark Commission meeting. Tapes of the meeting will be retained in the Commission office for a period of one year, after which time they will be erased.

Case No. 400-05-11 A petition initiated by the Salt Lake City Planning Commission requesting amendments to the Zoning Ordinance to allow additional types of signage in the Open Space Zoning District for parks that are 28 acres or larger in size. This amendment will affect Liberty Park which is listed on the Salt Lake City Register of Cultural Resources.

Ms. Giraud presented the proposed changes of the Zoning Ordinance Definitions 21A.62:

The allowed height of monument signs would be increased by ' to 10'. This would allow the City to use refurbished Olympic signs for entrance signs and orientation maps in Liberty Park.

Park banner signs would be allowed for permanent venues, ie in Liberty Park Tracy Aviary, the concession stand and children's rides, the tennis center, the Utah Folk Arts Council (Chase House), the swimming pool and the Youth Cities program. The proposed changes would allow park banner signs for permanent venues to be no greater than 12 square feet in area, no higher than 18 feet, set back no greater than 10 feet and no more than three banners per permanent venue, grouped within an 18' radius.

- Mr. Ashdown asked if there were minutes from when things first were happening in Liberty Park were there were objections to the size of the monument signs.
- Ms. Giraud indicated that she recalled it was ok with the Landmark Commission for 2 feet higher.
- Mr. Christensen indicated it was just to accommodate the reuse of the Olympic signs.
- Mr. Ashdown stated that it was the larger billboard sign.
- Ms. Giraud thought it was the ones proposed for the corners and were left out.
- Ms. Mickelsen thought the monument signs would be at the entrances and all agreed.
- Dale Cook, Landscape Architect for the City with the Engineering Division, came forward. He said that all the signage would be color coded, (the banners and the logo with the direction code) so people would know how to get to which venue and which direction to go to find which venue they needed. He stated the street will never be open again to allow cars to circle the park, as it would create too many problems.
- Ms. Mickelsen asked what type of changes would be made in the signage plan for Liberty Park apart from the monument.
- Mr. Cook said the plan submitted would remain the same except they would not ever install those corner posters.
- Ms. Mickelsen asked if the size of the monument sign would be bigger or if there are other bigger ones.
- Mr. Cook indicated they were just going to use of the banners or post signs as explained. They believe that would give the concessionaires an opportunity to be recognized. Many people don't know the Chase House has been turned into a museum. They are talking about groups of three to make them very prominent where the venues are, where you should park and which side of the park to drive into in order to reach the venue.
- Ms. Giraud said that improved signage was part of the Liberty Park Master Plan. Nothing will be posted in the lake and all signs would be 18' from high measures grade.

Ms. Mickelsen closed the public session of the hearing and opened the executive session.

Mr. Christensen moved that in Petition 400-05-11, based on the information presented in a Memorandum dated June 27, 2005, and discussion with the applicant, that the Historic Landmarks Commission transmit a positive recommendation to the Planning Commission regarding amendments to the Signage Ordinance for Parks greater in size of 28 acres or larger. Ms. Heid seconded. Mr. Ashdown, Ms. Carl, Mr. Christensen, Mr. Fitzsimmons, Ms. Heid, Mr. Parvaz, Ms. White and Mr. Lloyd voted "aye". There was no one opposed. The motions passed.

Exhibit 3
HLC Staff Report and Minutes
September 1, 2004

**SALT LAKE CITY HISTORIC LANDMARK COMMISSION
REQUEST BY SALT LAKE CITY ENGINEERING DIVISION FOR A WAYFINDING
AND IDENTITY (SIGNAGE) PROGRAM FOR LIBERTY PARK
"ISSUES ONLY" HEARING**

September 1, 2004

OVERVIEW

The Salt Lake City Engineering Division, represented by Dell Cook and Sharen Hauri of MGB+A, are requesting input from the Historic Landmark Commission regarding a proposed wayfinding and identity program for Liberty Park. Liberty Park is listed on the National Register of Historic Places, and requires HLC approval for alterations because it is also listed on the Salt Lake City of Cultural Resources. It is zoned "OS" Open Space, the purpose of which is *to preserve and protect areas of public and private open space and exert a greater level of control over any potential redevelopment of existing open space areas.*

BACKGROUND

Liberty Park is the city's largest park, and contains a variety of "venues" that are managed by state and city agencies, non-profit organizations, and private licensees. Because of the park's size (110 acres) and various attractions, wayfinding and signage were identified in the Liberty Park Landscaping Scoping Project as a proposed improvement. The Scoping Project states that the intent is to:

Add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information and phone numbers. Locate kiosks at the entries.

The HLC adopted the Scoping Project on February 3, 2000.

To this end, the City hired the firm of MGB+A and a graphic designer, Gil Schaefer of Schaefer Design, to devise a wayfinding and signage system and prepare the associated graphics. The signage addresses entry, orientation, parking, announcements for special events, and specific venues. The six venues in the park are the following:

- The Chase House (Utah Folk Arts Council)
- The swimming pool
- The tennis center
- Tracy Aviary
- Children's rides and the concession area
- Youth Cities (located in the north shelter)

The proposed signage is intended to accomplish the following goals:

- 1) Help people understand and appreciate the park.
- 2) Direct people once they're in the park.
- 3) Find attractions within the park.
- 4) Remove existing signs and consolidate signs to reduce clutter. Currently there are about 50 signs in the park.
- 5) Provide a unified design and logo for signage. The logo could be used for stationery and for T-shirts, mugs, and assorted Liberty Park memorabilia.

Proposed Signage and Zoning Issues

The location, type, and number of proposed signs are noted in a table on page 4 of the attachment to this staff report, *Liberty Park Wayfinding and Identity Improvements*. Numerous issues exist with the proposed signage, in that only the proposed directional and identifier signs for the parking lots and venues meet the signage regulations noted in Chapter 21A.46 for the OS zone. These issues are noted in the table below. One option to assist the Engineering Division with the implementation of the proposed wayfinding program would be to add the OS zone to the zoning list in which specialized signage is allowed as an overlay zoning district. Special signage overlay districts have been used in other areas of the city with special signage needs, such as the Delta Center and Franklin Covey Baseball Park. Because this would entail changing the ordinance, the Planning Division has determined that it would be in all parties' best interest if the staff presented the proposed signage and wayfinding system to the HLC to gather their input, before a new ordinance is initiated.

Element	Quantity	Proposed Size	Meets Ordinance Requirement?	Reason why it is out of compliance with ordinance
Entry Drive Signs	2	9'9" high x 3'3.3" wide; about 33 sq. ft.	No	Technically this proposed sign is a monument sign; monument signs are limited to a height of 8' and 60 sq. ft. The proposed signs are 2' too high.
Orientation Map	2	9'9" high x 3'3.3" wide; about 33 sq. ft.	No	Technically this proposed sign is a monument sign; monument signs are limited to a height of 8' and 60 sq. ft. The proposed signs are 2' too high.
Directional/Identifier Signs	10	1'7" wide by 2'1" high; 3.3 sq. ft.	Yes	These signs are considered to be "private directional signs" in the ordinance, and are allowed to be 4 ft. high and 8 sq. ft.
Parking Signs	3	1'7" wide by 2'1" high; 3.3 sq. ft.	Yes	These signs are considered to be "private directional signs" in the ordinance, and are allowed to be 4 ft. high and 8 sq. ft.
Venue Banners	6 sets of 3	2' x 6' on 2" thick poles	No	These would be considered pole signs; pole signs are not allowed in the OS zoning district.
Identity Banners	20	2' x 6' on existing light pole brackets; 2' x 6' on 2" thick poles	No	The banners proposed for the individual poles would be considered a pole sign, which are not allowed in the OS zoning district. Those hung from the light pole brackets would have to be approved by the SLC Engineering Division, which administers the banner signs outside of the downtown area. These signs have a 30 day limit of installation.
Announcement Posters	4	9' x 15' sq. ft.	No.	These are considered pole signs, and are not allowed in the OS district.

STAFF ANALYSIS

The HLC is not being asked to make a decision regarding the wayfinding program at this time, but rather to provide comments and suggestions to the designers and City staff. It is appropriate; however, for the HLC members to consider their comments within the context of the ordinance. Normally, alterations are considered under 21A.34.020(G) *Standards for Certificate of Appropriateness for Alteration of a Landmark Site or Contributing Structure*.

Only one standard in this section specifically refers to signs:

11. Any new sign and any change in the appearance of any existing sign located on a landmark site or within the H historic preservation overlay district, which is visible from any public way or open space shall be consistent with the historic character of the landmark site or H historic preservation overlay district and shall comply with the standards outlined in Part IV, Chapter 21A.46, Signs.

The HLC could also consider the proposed signage within the context of several of the other standards, most notably the following:

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided;

3. All sites, structures and objects shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create a false sense of history or architecture are not allowed;

8. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant cultural, historical, architectural or archaeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment;

9. Additions or alterations to structures and objects shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The new work shall be differentiated from the old and shall be compatible in massing, size, scale and architectural features to protect the historic integrity of the property and its environment;

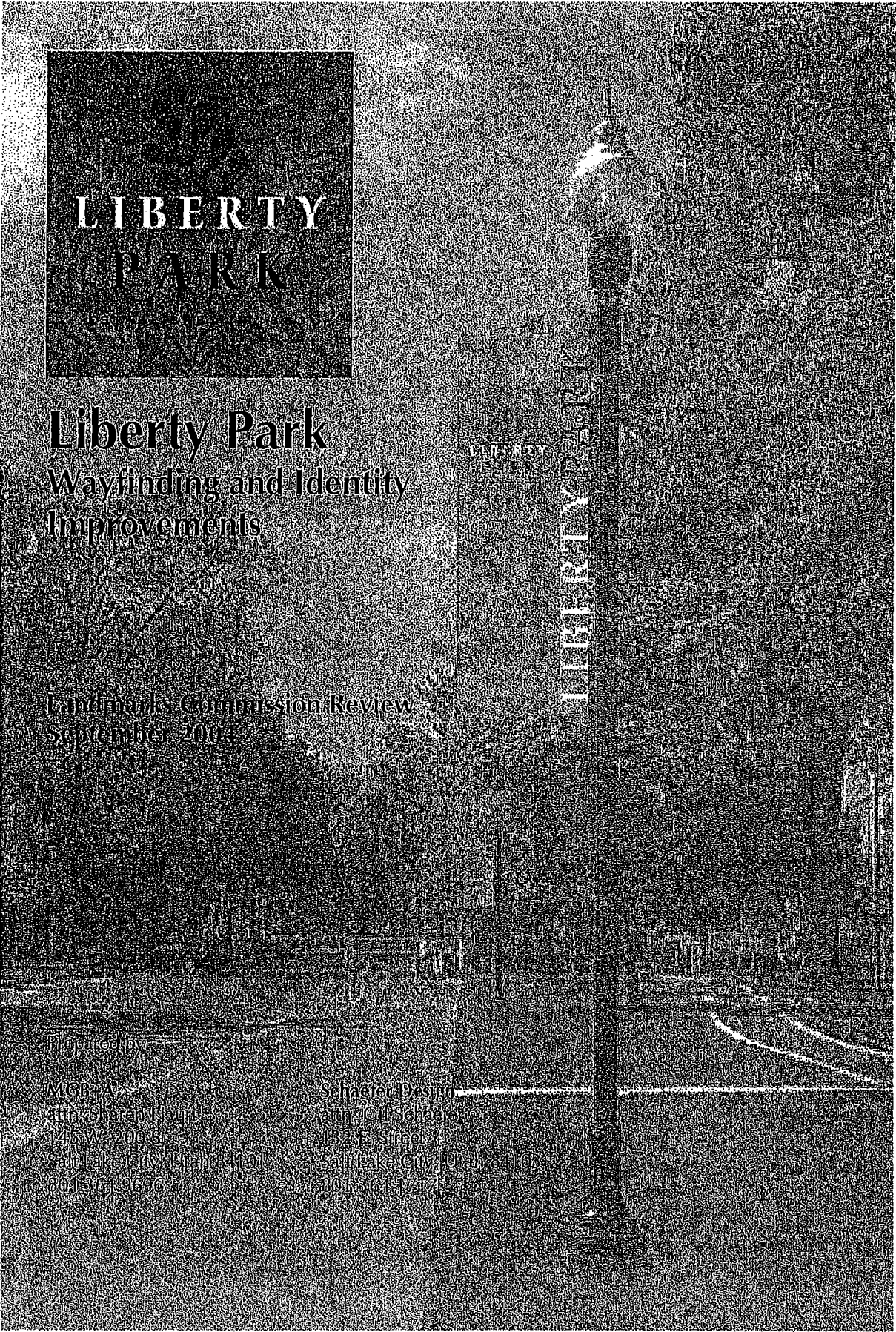
The HLC sign policy pertains to buildings, and specifies that signage should have such qualities as being “low-key” and “sophisticated.” It states that the HLC consider the request for a sign in the “context of the owner’s comprehensive (total) signage plan for the building” or in this case, the park.

STAFF’S DETERMINATION ON THE PROPOSED WAYFINDING PACKAGE

Staff finds that the concept of unifying the signage is positive, in that it will preserve the beauty and serene nature of the park while providing visitors with a greater awareness of what the park has to offer and how to find it. However, staff has concerns with the proposed “announcement posters” that would be placed at the corners of the park, visible from the intersections. Staff finds that these would be disruptive to the bucolic and forested appearance of the park from the surrounding streets. Constructed of vinyl adhesive, staff finds that this material will clash with the natural park setting. Although the rationale of the applicant is to provide an orderly way to announce seasonal items, special events and openings and closings of various attractions, there will not be a way to monitor and control the graphic representation of the many events that occur in the park. Although “rogue” special event signs occur in the park, advertising special and seasonal events, these are usually very temporary and are technically illegal, thus the City has the power to enforce at any time. Aside from the announcement posters, staff has finds that the proposed signage package is not out of character with the park, could be easily reversed (removed) in the future if a more appropriate alternative is identified or if the venues change, and

do not destroy the character of the park. The purpose of the "issues only" hearing process is to identify issues appropriate to the review of the proposed signage package.

Elizabeth Giraud, AICP
Planning Program Supervisor



LIBERTY PARK

Liberty Park Wayfinding and Identity Improvements

Landmarks Commission Review
September 2004

Prepared by:

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Table of Contents

I. Project Summary	3
II. Site Conditions	
A. Purpose and need	3
B. Existing conditions	4
C. Historic conditions	4
D. New Liberty Park logo	5
III. Wayfinding Improvements	
A. Conceptual Design	
1. Concept design of wayfinding elements	5
2. Other improvements	7
B. Signage	
1. Entry Drive signs	7
2. Orientation maps	8
3. Directional/Identifier signs	9
4. Parking signs	9
IV. Identity Improvements	
A. Conceptual Design	10
B. Features	
1. Attractions banners	11
2. Identity banners	12
3. Announcement posters	13
V. Technical Considerations	
A. Landmark status	13
B. Material Durability	13

Liberty Park Wayfinding

I. Project Summary

Salt Lake City Corporation, with the assistance of consultants MGB+A landscape architects and Schaefer Design graphic designers, is proposing to add signs, banners, and wayfinding features to Liberty Park to help orient people and enhance their enjoyment of the park.

This proposal is sensitive to maintaining the park's natural and historic qualities by employing a small number of simple signs and features to get the point across. These features are also concentrated along the primary circulation routes in the park, to maintain the park-like feel in the core green space areas.

For a park of this size (nearly one-half mile by one-quarter mile), the improvements proposed are minimal. The proposal includes signs and banners for wayfinding and identity enhancement as follows:

Element	Quantity	Location
Entry Drive signs	2	Constitution Drive
Orientation map signs	2	ends of 600 East, by concessions
Directional/Identifier signs	10	park interior
Parking signs	3	Constitution Drive
Venue banners	6 sets of 3	Constitution Drive
Identity banners	20	Constitution Drive
	4 sets of 3	Major Intersections*
Announcement posters	4	Major Intersections

* intersections of 700 East, 500 East, 1300 South, 900 South

II. Site Conditions

A. Purpose and Need

Liberty Park is undergoing a renaissance. In the last five years, the park has benefited from millions of dollars of improvements, which have cleaned up the park, added new recreation opportunities, and overhauled its image. As a result, visitation has hit a new high. More and more people are visiting the park, many for the first time. Many first-time visitors to the park, or to one of its attractions like Tracy Aviary, have a difficult time orienting themselves and finding their way to their destination. In fact, some frustrated visitors give up before ever reaching their target. Despite the number of visitors the park receives, the size of the park (over one square mile) and the wealth of different attractions in it, the park has almost no signs directing people to their destinations.

As well, there are many other people who are largely unaware of the park and the tremendous improvements to it recently. There are not even any signs announcing or identifying the park from the perimeter streets. Nor are there any visible announcements of events or the seasonal opening of many attractions in the park. Salt Lake City could serve more visitors and increase support for their hard work and wise use of taxpayer dollars by making people

more aware of these changes. In short, a campaign to improve the image of the city and its parks would be a fitting end to these impressive accomplishments.

Thus, this project aims to both help people better understand and appreciate Liberty Park. This proposal recommends a comprehensive system for directing people around the park and increasing the appeal of the park and its identity. In addition, many existing signs should be removed or consolidated to reduce clutter and increase the impact of the new wayfinding signs.

B. Existing Conditions

Approximately 50 signs are posted in Liberty Park. These signs are primarily posting rules and directions for travel by car, bike, bus, and on the jogging and recreation paths. Common signs include "All dogs must be on leash," "No vehicles on grass," and "Handicapped Parking."

Other than the signs directing people to the Chase Home and Tracy Aviary, none of the signs in the park could be considered wayfinding signs. Also, there is no one consistent sign design used in the park. From a wayfinding perspective, the park is blank, and in clear need of direction.

In addition, very few of the signs in the park could be said to contribute to the character of the park or any overall sense of identity. In fact, many signs actually detract from the park experience. Signs that are rundown, outdated or simply redundant are proposed for removal.

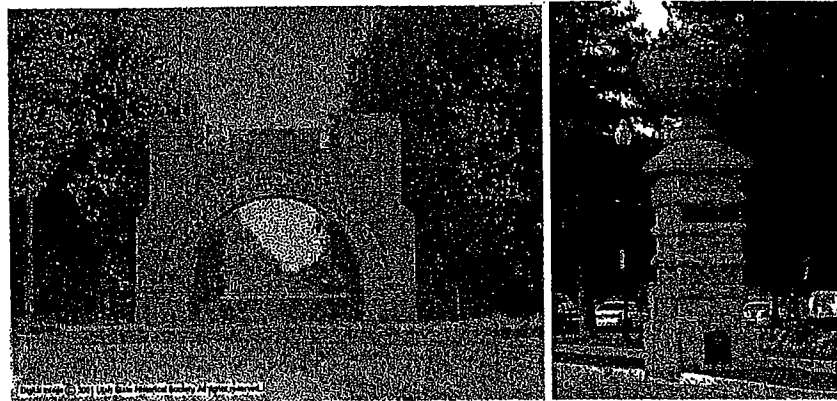
C. Historic Conditions

Signage is a difficult element to track historically. From historic photos, it could be deduced that there was little signage in the park, but it could also be simply missing from the evidence because of its smaller significance. Regardless, none of the signs currently in the park would qualify as historic.

On the other hand, there are historic elements of the park that fall into the wayfinding category. Different elements were constructed over the years to announce the entry into the park and give a sense of arriving at a special place. Historically, large stone elements often flanked major driveways (see Figures 1,2). Today, the primary remnant of this is the stone piers on 900 South, and the stone piers entering the concession area from 600 East. The image of the park was always important, and these elements are as interesting today as they were when they were constructed.

Figure 1 – Former park entry at 600 East.

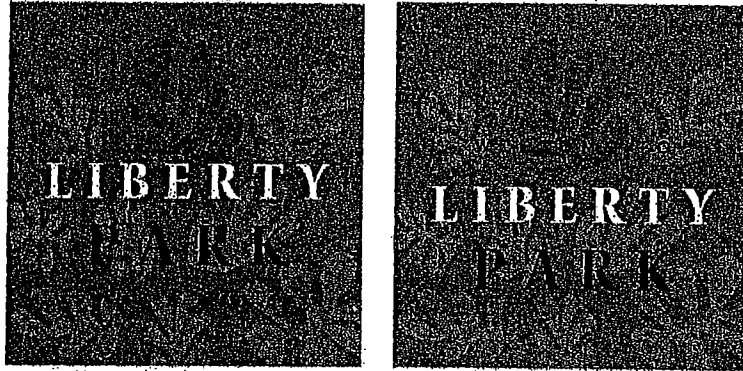
Figure 2 – Current park entry on 900 South at 600 East



D. New Liberty Park logo

Liberty Park has tremendous historical importance, but the everyday experience of the park is of recreation and fun. The new logo for the park is designed to remind people of the trees in the park. Different phrases can be added to the logo in different locations and uses (see Figure 3). This logo can also be added to city and parks department stationery and publicity materials. It could also be used on promotional items like t-shirts and mugs that could be sold in the park and at events.

Figure 3 – Liberty Park logo



III. Wayfinding Improvements

A. Conceptual Design

The wayfinding improvements are signage and design elements that help visitors getting to their destination as quickly and easily as possible.

1. Concept design of wayfinding elements

These improvements help visitors understand where they are and see where they need to go. Wayfinding elements direct every visitor, whether they arrive by car, bus, bike, or on foot. The park that is one-half mile long by one-quarter mile wide, and several different elements help direct people both inside and outside the park. The primary proposals for wayfinding improvements are listed here and keyed to a map of the park below (see Figure 4 on the next page). The specific graphics that pertain to each are shown in the "Signage" section that follows.

1. Identify the east and west sides of the park to help orient people. Place signs at the entry on each side of Constitution Drive identifying what can be found there.
2. Create a map of the park for placement on a sign and for flyers.
3. Use signs to direct people on foot to the entrance of attractions.
4. Use signs to direct people into the parking areas closest to the attractions

*Figure 4 – Conceptual
Design, locations of
Wayfinding elements*

Map Key

1. Entry Drive signs (2)
2. Orientation maps (2)
3. Directional/Identifier
signs (10)
4. Parking signs (3)



2. Other improvements

1. Remove incongruent, confusing, and outdated signs and features
 1. Minimize the use of "rules and regulations" signs
 2. Simplify and conglomerate "rules" signs and post consistently at each entrance. Limit rules posted to:
 - a. Dogs must be on leashes at all time
 - b. Alcohol and drugs are prohibited
 - c. No vehicles on the grass
 - d. Park closes at 11 pm.
 3. Remove all existing sign frames that will not be filled with signage
 4. Remove concrete driveway entrance on 500 East leading into the park that goes nowhere. Relocate the stone pillars surrounding it.
2. Replace the concrete "jersey" barriers at north entrance with movable stone planters. Consider re-opening the Constitution Drive loop so people can access the entire park from both entrances.

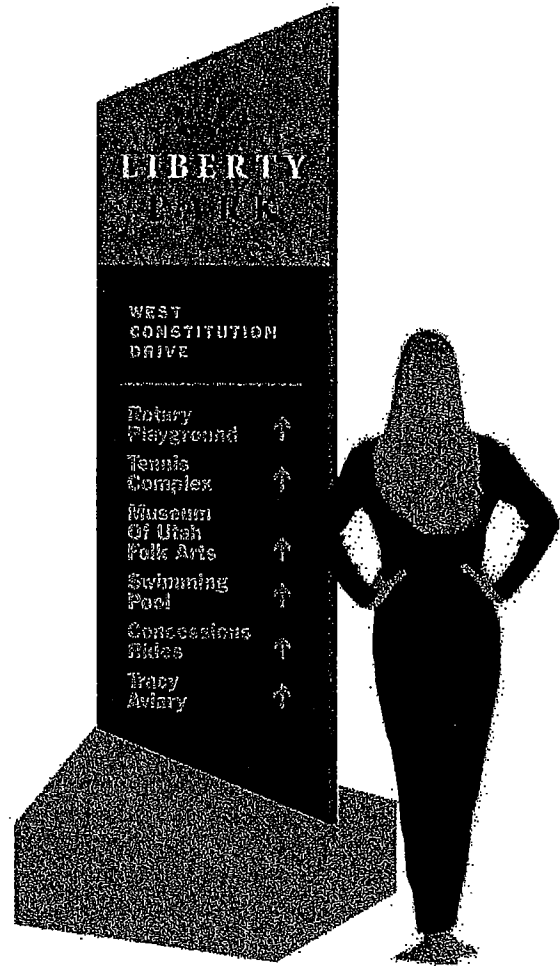
B. Signage

1. Entry Drive signs

The first and most difficult challenge many people have upon entering the park is entering at the correct end of the park (900 South or 1300 South) to find their destination. Because the park loop drive has been closed and is only one way, people get stuck on one side of the park. The first step of orienting people is to identify attractions as being on "East Constitution Drive" or "West Constitution Drive." Venue can give their address as on one of these drives to make it clearer.

These signs reinforce the "east-west" system from the moment people enter the park (see Figure 5). These signs are placed near the auto entrances, so vehicles can quickly determine what side of the park they are on (east or west) and what attractions are found there. All signs along the drive on the west side have a dark green

Figure 5 – Entry Drive signs



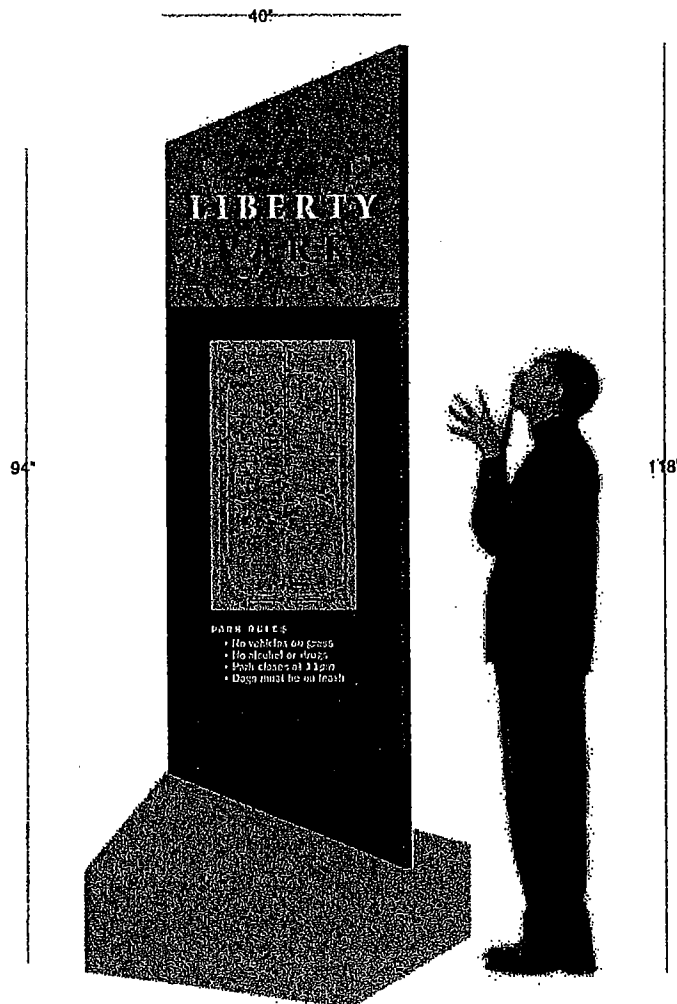
background, while all signs along the east drive have a dark blue background. The backside of the sign will be the same dark background color. The signs are 9'-9" tall, and are metal on a plain concrete base. The graphics are silk-screened onto the metal.

2. Orientation maps

The next challenge visitors encounter is understanding where they are in the park and where places are in relation to each other. Two orientation maps will be erected in the park, in obvious locations where people will have an easy time orienting themselves. A map will be placed at each main entrance, at the ends of the 600 East walkway. The sign will align with the line of sight along this primary axis.

These signs are of the same design as the entry drive signs. They have a blue or green background with a map in the place of the text (see Figure 6)

Figure 6 – Orientation maps



3. Directional/Identifier signs

These signs are support signs that help point people in the right direction once they are closer to their destination (see Figure 6). The color of these signs follows the "east-west" system of blue and green backgrounds. Each attraction has been assigned a color that is repeated on every sign and banner in the park. This color has been used for the font on these signs. The signs are constructed in a manner consistent with many of the parking and directional signs already found in the park (see Figure 7). The supports are 6" diameter tube metal and the sign panels are sheet metal attached by screws to the supports.

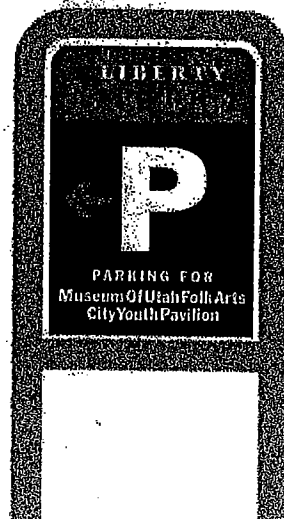
*Figure 7 –
Directional/Identifier signs
(19"x25" sheet metal sign
attached to U-shaped metal
frame)*



4. Parking signs

Parking signs are located along Constitution Drive at the entrance to each main parking lot (see Figure 8). These signs are of the same design as the directional/identifier signs. They have a medium blue background, the standard color used to identify parking.

*Figure 8 – Parking signs
(19"x25" sheet metal sign
attached to U-shaped metal
frame)*



IV. Identity Improvements

The identity improvements are design elements that help give Liberty Park a sense of place and make it more memorable and festive. They also help visitors understand special features and events in the park

A. Conceptual Design

These improvements celebrate the park and its attractions. The primary proposals for identity improvements are listed here and keyed to a map of the park below (see Figure 9). The specific graphics that pertain to each are shown in the "Features" section that follows.

1. Place banners at the entrance to the six primary attractions to help people find them and know what the park has to offer.
2. Place banners with a Liberty Festive logo on them periodically around the park to create a new image of the park.
3. Place announcements of special and seasonal events at the corners of the park, visible from the major intersections.

Figure 9 – Conceptual Design, locations of Identity elements

Map Key

1. Attractions banners (6 sets)
one each for:
Tracy Aviary
City Youth
Swimming Pool
Tennis Courts
Concessions
Chase Home
2. Identity banners (4 sets, plus 20 individual banners on light post)
3. Announcement posters (4)



B. Features

1. Wayfinding/Attractions banners

Wayfinding/Attractions banners help visitors find the major attractions and venues in the park (Tracy Aviary, City Youth, Swimming Pool, Tennis Courts, Concessions, Chase Home) These venues have already approached the city about hanging banners to help make their presence more visible. This coordinated banner program helps them do this in an organized fashion, while helping people find their way to these venues.

These banners are located along the inside edge of Constitution Drive, as close as possible to the entrance to each venue (see Figure 10). The banners are hung from 2" tube metal posts in sets of three.

*Figure 10 – Wayfinding/
Attractions banners*

*(Set of three banners (2'x6'
full rectangle) on new metal
posts)*



2. Identity banners

Identity banners add to the park's sense of place, and reinforce a positive image there. They also help people feel they are in a special place. These banners are hung in two different places on the perimeter of the park.

First, the banners are hung on existing light posts along the outside edge of Constitution Drive, spaced periodically (see Figure 11).

Second, a set of banners is hung at the corner of each major intersection, to identify the park from the outside (see Figure 12 and 13).

Figure 11 (left) – Identity banners on light posts along Constitution Drive (left)
(2'x6' rectangle)

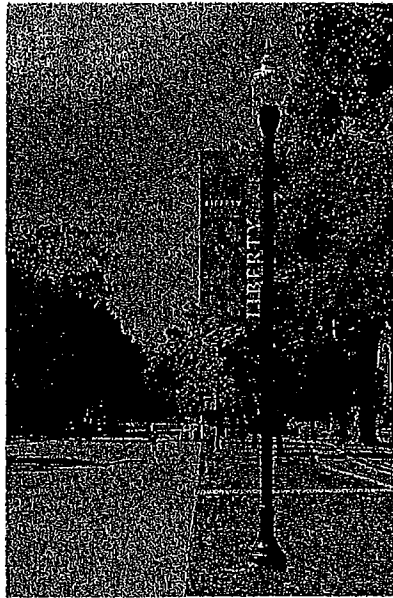


Figure 12 (right) – Identity banners at corners of park (view from sidewalk)
(2'x6' rectangle)

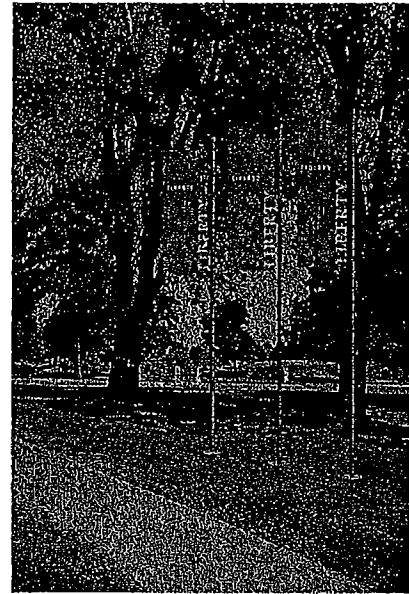


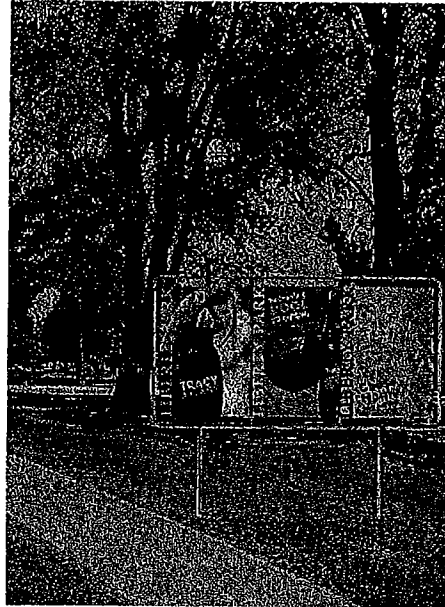
Figure 13 – Identity banners at park corners (view from 7th East)
(2'x6' rectangle)



3. Announcement posters

Announcement posters publicize special events, openings and closings of attractions, and seasonal items (see Figure 14). They provide an orderly way to allow announcements, instead of haphazard banners and posters that are often displayed. They also add to the sense of festivity to the park. These posters are placed on the corners of the park at four primary intersections of the roads that bound the park (900 S./700 E, 900 S./500 E, 1300 S./700 E, 1300 S./500 E). The signs are temporary vinyl adhesive sign attached to 9'x15' sheet metal held by 1" tube metal frame.

Figure 14 – Announcement posters



V. Technical Considerations

A. Landmark Status

Liberty Park is an historic district on the National Register of Historic Places and on the Salt Lake City Landmarks listing. This submittal fulfills the requirement to get Landmarks Commission approval on major construction projects on listed properties. In addition, this proposal will undergo planning commission review and approval, and will consider the appropriate regulations on signs and banners.

No historic elements are proposed for change or removal. None of the park elements that add to its historic character, such as the piers on 900 South, would be impacted by this proposal.

B. Material Durability

Because the park is constantly changing and improving, wayfinding and identity are also shifting. The structures and materials proposed in this project are designed to be durable, yet flexible. Permanent items, such as signage supports and frames are selected to last decades. Seasonal, or items subject to more change, such as banners and event posters, utilize durable but inexpensive materials. Cloth banners can be expected to last a decade. Event posters are suggested to be banner material as well, for a consistent, quality appearance.

Liberty Park Wayfinding and Identity Improvements

**Landmarks Commission Review
August 8, 2004**

Prepared by:

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Table of Contents

I. Project Summary	3
II. Site Conditions	
A. Purpose and need	3
B. Existing signage	3
C. Historic conditions	4
III. Wayfinding Improvements	
A. Conceptual Design	
1. Concept design of wayfinding elements	5
2. Other improvements	6
B. Signage	
1. Entry Drive signs	6
2. Orientation maps	7
3. Directional/Identifier signs	8
4. Parking signs	8
5. Bus stop signs	9
IV. Identity Improvements	
A. Conceptual Design	
1. Concept design of identity elements	9
2. Liberty Park logo	11
B. Features	
1. Wayfinding/Attractions banners	11
2. Festive banners	12
3. Announcement posters	13
V. Technical Considerations	
A. Landmark status	13
B. Material Durability	13

Liberty Park Wayfinding

I. Project Summary

Salt Lake City Corporation, with the assistance of consultants MGB+A landscape architects and Schaefer Design graphic designers, is proposing to add signs, banners, and wayfinding features to Liberty Park to help orient people and enhance their enjoyment of the park.

This proposal is sensitive to maintaining the park's natural and historic qualities by employing a small number of simple signs and features to get the point across. These features are also concentrated along the primary circulation routes in the park, to maintain the park-like feel in the core green space areas.

II. Site Conditions

A. Purpose and Need

Liberty Park is undergoing a renaissance. In the last five years, the park has benefited from millions of dollars of improvements, which have cleaned up the park, added new recreation opportunities, and overhauled its image. As a result, visitation has hit a new high. More and more people are visiting the park, many for the first time. Many first-time visitors to the park, or to one of its attractions like Tracy Aviary, have a difficult time orienting themselves and finding their way to their destination. In fact, some frustrated visitors give up before ever reaching their target. Despite the number of visitors the park receives, the size of the park (over one square mile) and the wealth of different attractions in it, the park has almost no signs directing people to their destinations.

As well, there are many other people who are largely unaware of the park and the tremendous improvements to it recently. There are not even any signs announcing or identifying the park from the perimeter streets. Nor are there any visible announcements of events or the seasonal opening of many attractions in the park. Salt Lake City could serve more visitors and increase support for their hard work and wise use of tax-payer dollars by making people more aware of these changes. In short, a campaign to improve the image of the city and its parks would be a fitting end to these impressive accomplishments.

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B. Existing Conditions

Approximately 50 signs are posted in Liberty Park. These signs are primarily posting rules and directions for travel by car, bike, bus, and on the jogging and recreation paths. Common signs include "All dogs must be on leash," "No vehicles on grass," and "Handicapped Parking."

Other than the signs directing people to the Chase Home and Tracy Aviary, none of the signs in the park could be considered wayfinding signs. Also, there is no one consistent sign design used in the park. From a wayfinding perspective, the park is blank, and in clear need of direction.

In addition, very few of the signs in the park could be said to contribute to the character of the park or any overall sense of identity. In fact, many signs actually detract from the park experience. Signs that are rundown, outdated or simply redundant are proposed for removal.

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Signage is a difficult element to track historically. From historic photos, it could be deduced that there was little signage in the park, but it could also be simply missing from the evidence because of its smaller significance. Regardless, none of the signs currently in the park would qualify as historic.

On the other hand, there are historic elements of the park that fall into the wayfinding category. Different elements were constructed over the years to announce the entry into the park and give a sense of arriving at a special place. Historically, large stone elements often flanked major driveways (see Figures 1,2). Today, the primary remnant of this is the stone piers on 900 South, and the stone piers entering the concession area from 600 East. The image of the park was always important, and these elements are as interesting today as they were when they were constructed.

Figure 1 – Former park entry at 600 East.

Figure 2 – Current park entry on 900 South at 600 East



III. Wayfinding Improvements

A. Conceptual Design

The wayfinding improvements are signage and design elements that help visitors getting to their destination as quickly and easily as possible.

These improvements help visitors understand where they are and see where they need to go. Wayfinding elements direct every visitor, whether they arrive by car, bus, bike, or on foot. The primary proposals for wayfinding improvements are listed here and keyed to a map of the park below (see Figure 3). The specific graphics that pertain to each are shown in the "Signage" section that follows.

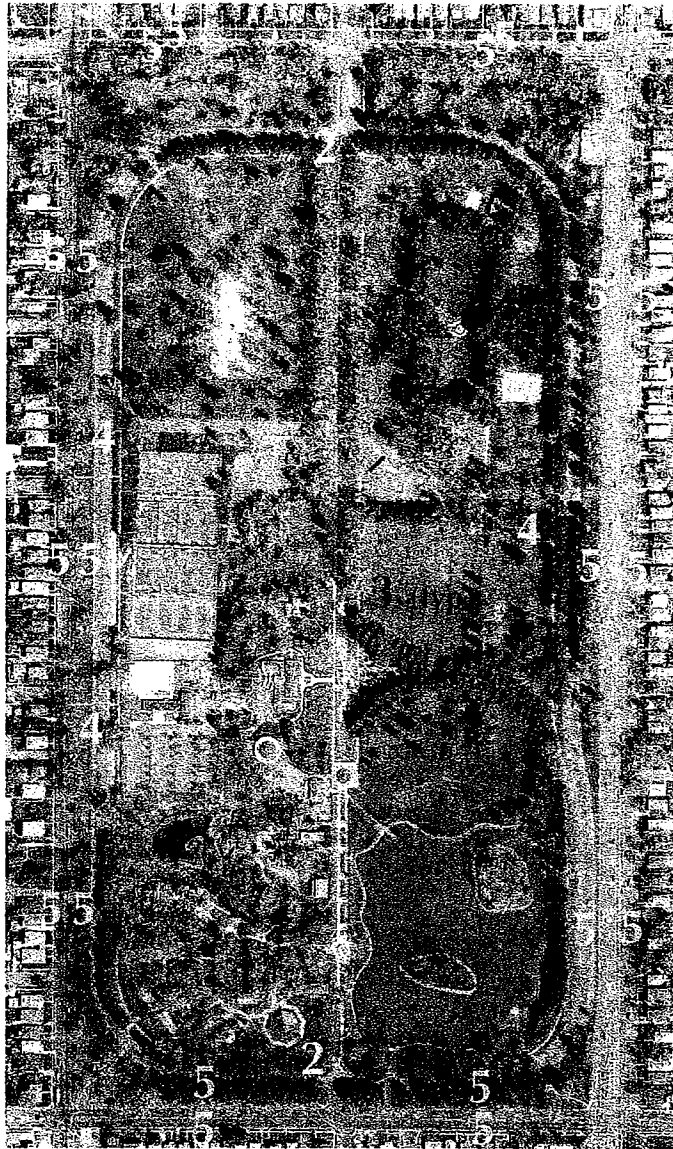
**Conceptual Design,
continued**

1. Identify the east and west sides of the park to help orient people. Place signs at the entry on each side of Constitution Drive identifying what can be found there.
2. Create a map of the park for placement on a sign and for flyers.
3. Use signs to direct people on foot to the entrance of attractions.
4. Use signs to direct people into the parking areas closest to the attractions
5. Add signs on bus stops to help people know where to disembark for attractions

*Figure 3 – Conceptual
Design, locations of
Wayfinding elements*

Map Key

1. Entry Drive signs (2)
2. Orientation maps (2)
3. Directional/Identifier signs (20)
4. Parking signs (3)
5. Bus stop signs (20)



Other improvements

1. Remove incongruent, confusing, and outdated signs and features

1. Minimize the use of "rules and regulations" signs
2. Simplify and conglomerate "rules" signs and post consistently at each entrance. Limit rules posted to:
 - a. Dogs must be on leashes at all time
 - b. Alcohol and drugs are prohibited
 - c. No vehicles on the grass
 - d. Park closes at 11 pm.
3. Remove all existing sign frames that will not be filled with signage
4. Remove concrete driveway entrance on 500 East leading into the park that goes nowhere. Relocate the stone pillars surrounding it.
5. Remove driveway into lake area on east side if not used.

2. Re-open the Constitution Drive loop so people can access the entire park from both entrances. If not possible, replace the concrete "jersey" barriers at north entrance with movable stone planters.

6. Signage

1. Entry Drive signs

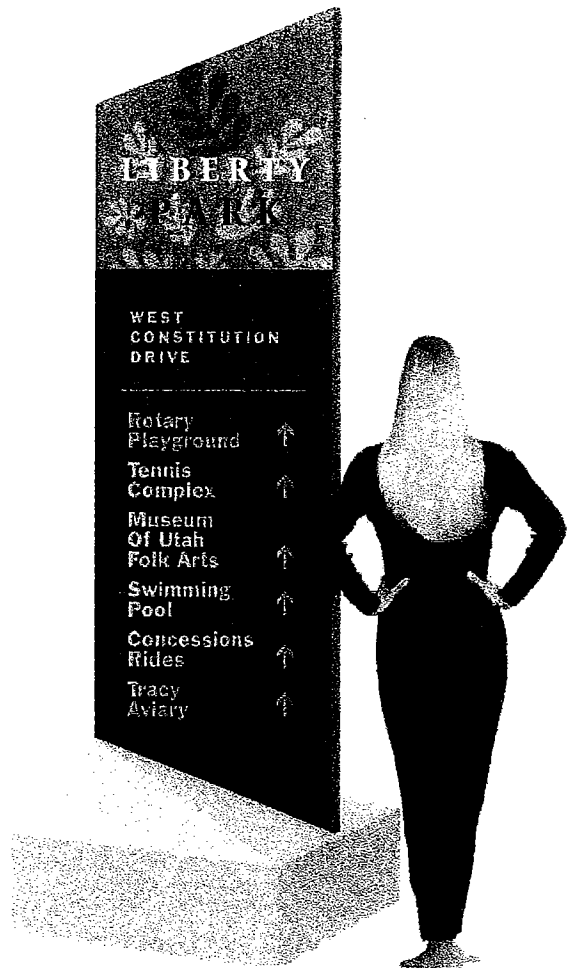
The first and most difficult challenge many people have upon entering the park is entering at the correct end of the park (900 South or 1300 South) to find their destination.

Because the park loop drive has been closed and is only one way, people get stuck on one side of the park. The first step of orienting people is to identify attractions as being on "East Constitution Drive" or "West Constitution Drive." Venue can give their address as on one of these drives to make it clearer.

These signs reinforce the "east-west" system from the moment people enter the park (see Figure 4, next page).

These signs are placed near the auto entrances, so vehicles can quickly determine what side of the park they are on (east or west) and what attractions are found there. All signs along the drive on the west side have a dark green background, while all signs along the east drive have a dark blue

Figure 4 – Entry Drive signs



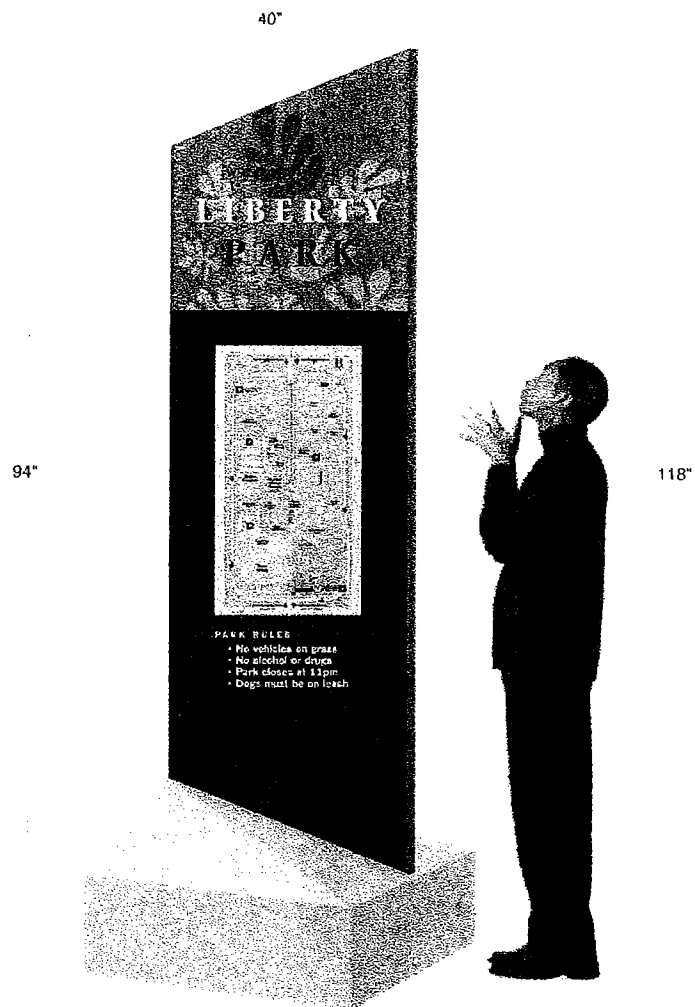
background. The backside of the sign will be the same dark background color. The signs are 9'-9" tall, and are metal on a plain concrete base. The graphics are silk-screened onto the metal.

2. Orientation maps

The next challenge visitors encounter is understanding where they are in the park and where places are in relation to each other. Two orientation maps will be erected in the park, in obvious locations where people will have an easy time orienting themselves. A map will be placed at each main entrance, at the ends of the 600 East walkway. The sign will align with the line of sight along this primary axis.

These signs are of the same design as the entry drive signs. They have a blue or green background with a map in the place of the text (see Figure 5 on next page)

Figure 5 – Orientation maps



3. Directional/Identifier signs

These signs are support signs that help point people in the right direction once they are closer to their destination. The color of these signs follows the “east-west” system of blue and green backgrounds. Each attraction has been assigned a color that is repeated on every sign and banner in the park. This color has been used for the font on these signs. The signs are constructed in a manner consistent with many of the parking and directional signs already found in the park (see Figure 6). The supports are 6” diameter tube metal and the sign panels are sheet metal attached by screws to the supports.

*Figure 6 –
Directional/Identifier signs
(19”x25” sheet metal sign
attached to U-shaped metal
frame)*



3. Parking signs

Parking signs are located along Constitution Drive at the entrance to each main parking lot (see Figure 7). These signs are of the same design as the directional/identifier signs. They have a medium blue background, the standard color used to identify parking.

*Figure 7 – Parking signs
(19”x25” sheet metal sign
attached to U-shaped metal
frame)*



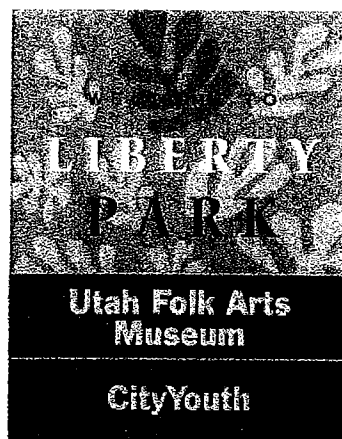
4. Bus stop signs

Many park visitors actually arrive by public bus, especially children and students. There are eight UTA bus stops along the perimeter of the park on 900 South, 1300 South, 500 East, and 700 East. These signs are attached to the bus stop signs, below the UTA route sign (see Figure 8, next page). The Liberty Park logo portion is attached to every bus stop, while the small signs below identifying attractions are placed at the stop closest to the attraction, to help bus riders know which stop to use.

Figure 8 – Bus stop signs

(Large 16"x16" sheet metal sign)

(Small 6"x16" sheet metal sign)



Logo sign

Attraction sign

Attraction sign

IV. Identity Improvements

The identity improvements are design elements that help give Liberty Park a sense of place and memorable. They also help visitors understand special features and events in the park, adding to the sense of celebration.

A. Conceptual Design

1. Conceptual design

These improvements celebrate the park and its attractions. The primary proposals for identity improvements are listed here and keyed to a map of the park below (see Figure 9, next page). The specific graphics that pertain to each are shown in the "Features" section that follows.

1. Place banners at the entrance to the six primary attractions to help people and find them and know what the park has to offer.
2. Place banners with a Liberty Festive logo on them periodically around the park to create a new image of the park.
3. Place announcements of special and seasonal events at the corners of the park, visible from the major intersections.

**Conceptual Design,
continued**

*Figure 9 – Conceptual
Design, locations of Identity
elements*

Map Key

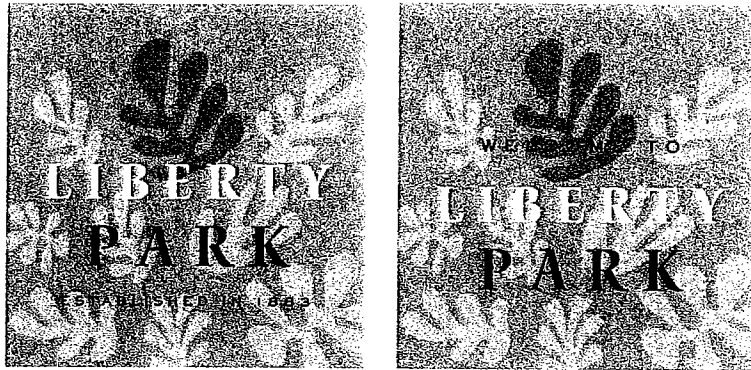
- . 1. Attractions banners (6 sets)
- . 2. Festive banners (8 sets)
- . 3. Announcement posters (4 sets)



2. Liberty Park logo

Liberty Park has tremendous historical importance, but the everyday experience of the park is of recreation and fun. The new logo for the park is designed to remind people of the trees in the park. Different phrases can be added to the logo in different locations and uses (see Figure 10). This logo can also be added to city and parks department stationery and publicity materials. It could also be used on promotional items like t-shirts and mugs that could be sold in the park and at events.

Figure 10 – Liberty Park logo



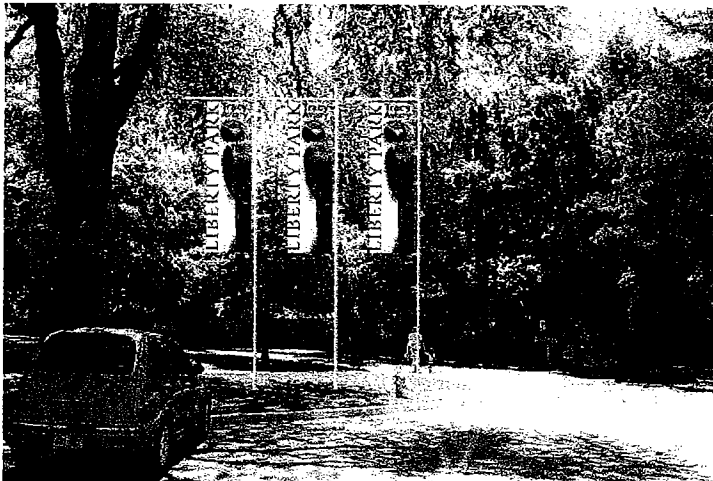
B. Features

*Figure 11 – Wayfinding/
Attractions banners*

*(Set of three banners (2'x6'
full rectangle) on new metal
posts)*

1. Wayfinding/Attractions banners

Wayfinding/Attractions banners help visitors find the major attractions in the park. These banners are located along the inside edge of Constitution Drive, as close as possible to the entrance to each venue (see Figure 11). The banners are hung from 2" tube metal posts in sets of three.



2. Festive banners

Festive banners add to the identity of the park, and reinforce a positive image there. They also add a sense of festivity and fun, helping people feel they are in a special place. These sets of banners are spaced periodically along the outside edge of Constitution Drive (see Figure 12). The banners are hung from 2" tube metal posts in sets of three.

Another set of banners is hung at the corner of each major intersection, to identify the park (see Figure 13). These banners are a full rectangle shape.

Festive banners, continued

Figure 12 – Festive banners

(2'x6' tapered rectangle)

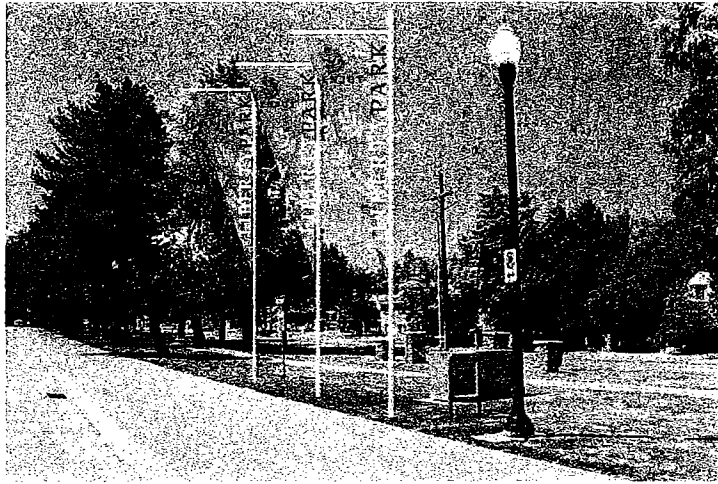
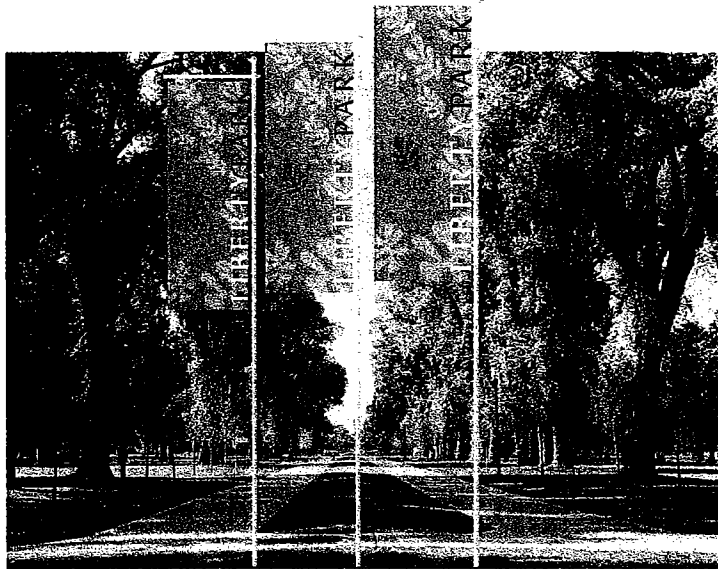


*Figure 13 – Festive banners at
park corners*

(2'x6' rectangle)



3. Announcement posters

Event posters announce special events, openings and closings of attractions, and seasonal items (see Figure 14 on next page). They also add a sense of festivity and fun, helping people feel they are in a special place. These are placed on the corners of the park at four primary intersections of the roads that bound the park (900 S./700 E, 900 S./500 E, 1300 S./700 E, 1300 S./500 E). The signs are temporary vinyl adhesive sign attached to 9'x15' sheet metal held by 1" tube metal frame.

Figure 14 – Announcement posters



V. Technical Considerations

A. Landmark Status

Liberty Park is an historic district on the National Register of Historic Places and on the Salt Lake City Landmarks listing. This submittal fulfills the requirement to get Landmarks Commission approval on major construction projects on listed properties.

No historic elements are proposed for change or removal. None of the park elements that add to its historic character, such as the piers on 900 South, would be impacted by this proposal.

B. Material Durability

Because the park is constantly changing and improving, wayfinding and identity are also shifting. The structures and materials proposed in this project are designed to be durable, yet flexible. Permanent items, such as signage supports and frames are selected to last decades. Seasonal, or items subject to more change, such as banners and event posters, utilize durable but inexpensive materials. Cloth banners can be expected to last a decade. Event posters are suggested to be banner material as well, for a consistent, quality appearance.

SALT LAKE CITY
HISTORIC LANDMARK COMMISSION
Minutes of the Meeting
Held at 451 South State Street, Room 126
September 1, 2004

A field trip preceded the meeting and was attended by Pete Ashdown, David Fitzsimmons, Noreen Heid, Oktai Parvaz, Elizabeth Giraud, and Janice Lew.

Present from the Historic Landmark Commission were Pete Ashdown, Scott Christensen, David Fitzsimmons, Noreen Heid, Vicki Mickelsen, Vice Chairperson, Oktai Parvaz, Amy Rowland, and Soren Simonsen, Chairperson. Lee White was excused.

Present from the Planning Staff were Louis Zunguze, Planning Director, Elizabeth Giraud, Planning Programs Supervisor, Janice Lew, Associate Planner, and Shirley Jensen, Secretary.

Mr. Simonsen, as Chairperson, called the meeting to order at 4:00 P.M. Mr. Simonsen announced that each item would be reviewed in the same order as listed on the agenda. Mr. Simonsen asked that all cellular telephones and pagers be turned off so there will be no disruption during the meeting.

An agenda was mailed to the pertinent people and was posted in the appropriate locations in the building, in accordance with the open meeting law. A roll is being kept with the minutes of all who attended the Historic Landmark Commission meeting. The minutes are presented in agenda order, not necessarily as items were presented at the Historic Landmark Commission meeting. Tapes of the meeting will be retained in the Commission office for a period of one year, after which they will be erased.

Mr. Simonsen inquired if all Commissioners had the opportunity to visit the sites that would be the subject of discussion at this meeting. The Commissioners indicated that they had visited the sites.

PUBLIC HEARINGS

Issues only for Liberty Park. Dell Cook of Salt Lake City Engineering Division, and Sharen Hauri of MGB+A Landscape Architects, requesting to present a concept for wayfinding and signage in Liberty Park. This is an "issues only" hearing that the Historic Landmark Commission to provide direction to the Salt Lake City Engineering Division and the Public Services Division. Liberty Park is listed on the Salt Lake City Register of Cultural Resources.

Ms. Giraud presented the staff report by outlining the major issues of the case, the findings of fact, and staff's recommendation, a copy of which was filed with the minutes.

The following is an overview of the project:

The Salt Lake City Engineering Division, represented by Dell Cook and Sharen Hauri of MGB+A, are requesting input from the Historic Landmark Commission regarding a proposed wayfinding and identity program for Liberty Park. Liberty Park is listed on the National Register of Historic Places, and requires HLC approval for alterations because it is also listed on the Salt Lake City of Cultural Resources. It is zoned "OS" Open Space, the purpose of which is *to preserve and protect areas of public and private open space and exert a greater level of control over any potential redevelopment of existing open space areas.*

Liberty Park is the city's largest park, and contains a variety of "venues" that are managed by state and city agencies, non-profit organizations, and private licensees. Because of the park's size (110 acres) and various attractions, wayfinding and signage were identified in the Liberty Park Landscaping Scoping Project as a proposed improvement. The Scoping Project states that the intent is to: *Add consistent direction and information signing at the entries and throughout the Park to help people locate facilities and get general information and phone numbers. Locate kiosks at the entries.* The HLC adopted the Scoping Project on February 3, 2000.

To this end, the City hired the firm of MGB+A Landscape Architects and a graphic designer, Gil Schaefer of Schaefer Design, to devise a wayfinding and signage system and prepare the associated graphics. The signage addresses entry, orientation, parking, announcements for special events, and specific venues. The six venues in the park are the following: The Chase House (Utah Folk Arts Council); The swimming pool; The tennis center; Tracy Aviary; Children's rides and the concession area; and Youth Cities (located in the north shelter)

The proposed signage is intended to accomplish the following goals: 1) Help people understand and appreciate the park; 2) Direct people once they're in the park; 3) Find attractions within the park; 4) Remove existing signs and consolidate signs to reduce clutter. Currently there are about 50 signs in the park; and 5) Provide a unified design and logo for signage. The logo could be used for stationery and for T-shirts, mugs, and assorted Liberty Park memorabilia.

The location, type, and number of proposed signs are noted in a table in the attachment to the staff report, *Liberty Park Wayfinding and Identity Improvements*. Numerous issues exist with the proposed signage, in that only the proposed directional and identifier signs for the parking lots and venues meet the signage regulations noted in Chapter 21A.46 for the OS zone. These issues are noted in the table on Page 2. One option to assist the Engineering Division with the implementation of the proposed wayfinding program would be to add the OS zone to the zoning list in which specialized signage is allowed as an overlay zoning district. Special signage overlay districts have been used in other areas of the city with special signage needs, such as the Delta Center and Franklin Covey Baseball Park. Because this would entail changing the ordinance, the Planning Division has determined that it would be in all parties' best interest if the staff presented the proposed signage and wayfinding system to the HLC to gather their input, before a new ordinance is initiated.

The HLC is not being asked to make a decision regarding the wayfinding program at this time, but rather to provide comments and suggestions to the designers and City staff. It is appropriate; however, for the HLC members to consider their comments within the context of the ordinance. Normally, alterations are considered under 21A.34.020(G) *Standards for Certificate of Appropriateness for Alteration of a Landmark Site or Contributing Structure.*

Only one standard in this section specifically refers to signs:

These improvements would help visitors understand where they are and see where they need to go. Wayfinding elements direct every visitor, whether they arrive by car, bus, bike, or on foot. The park that is 1/2 mile long by 1/4 mile wide, and several different elements help direct people both inside and outside the park. The primary proposals for wayfinding improvements are: 1) identify the east and west sides of the park to help orient people. Place signs at the entry on each side of Constitution Drive identifying what can be found there; 2) create a map of the park for placement on a sign and for flyers; 3) use signs to direct people on foot to the entrance of attractions; and 4) use signs to direct people into the parking areas closest to the attractions.

Entry Drive Signs (2):

The first and most difficult challenge many people have upon entering the park is entering at the correct end of the park (900 South or 1300 South) to find their destination. Because the park loop drive has been closed and is only one way, people get stuck on one side of the park. The first step of orienting people is to identify attractions as being on "East Constitution Drive" or "West Constitution Drive". These signs would be placed near the auto entrances, so vehicles can quickly determine which side of the park they are on (east or west) and what attractions are found there. The signs would be 9'-9" tall, and are metal on a plain concrete base. The graphics would be silk-screened onto the metal. They are Olympic signs that are being recycled.

Staff reported that the 9'-9" high x 3'-3.3" wide, which is about 33 square feet, sign would not meet the ordinance because technically this proposed sign is a monument sign; monuments signs are limited to a height of 8 feet and 60 square feet. The proposed signs would be 2 feet too high.

Orientation Maps (2):

The next challenge those visitors encounter is understanding where they are in the park and where places are in relation to each other. An orientation map will be placed at each main entrance, at the ends of the 600 East walkway.

Staff reported that the 9'-9" high x 3'-3.3" wide, which is about 33 square feet, sign would not meet the ordinance because technically this proposed sign is a monument sign; monuments signs are limited to a height of 8 feet and 60 square feet. The proposed signs would be 2 feet too high.

Directional/Identifier Signs (10):

These signs are support signs that help point people in the right direction once they are closer to their destination. Each attraction would be assigned a color that would be repeated on every sign and banner in the park. The supports would be a 6" diameter tube metal and the sign panels would be sheet metal attached by screws to the supports.

Mr. Dell Cook of the Salt Lake City Engineering Division, the applicant, was present. He stated that he was the Project Manager for all things in Liberty Park. Mr. Cook used a briefing board to further demonstrate the project. He said that the Wayfinding and Identity Program is the culmination of much work over the past four or five years in order to help people find the venues, understand what exists in Liberty Park, and where to park to get to those various venues. Mr. Cook said that the way Constitution Drive is split, makes it difficult for people to find their way to a particular venue in Liberty Park. He believes that wayfinding is needed in the park. Mr. Cook said that the task he gave the consulting team was to make the graphics so obvious that people could be aware and identify the venues in the park even if the people are too young to read or not able to read or speak English. He added that it was important that people could identify by sight and color-coding where the different elements are in the park.

Mr. Cook introduced the consultant team who were Ms. Sharen Hauri and Mr. Jay Bollwinkel of MGB+A Landscape Architects, and their graphics consultant, Mr. Gil Schaefer of Schaefer Design.

Mr. Bollwinkel stated that Liberty Park has come a long way and the level of quality has increased with the investment Salt Lake City has made. He said that since the park is being revitalized the signage would have it's identify and statement, like artwork in the park.

Ms. Hauri said that the wayfinding improvements are signage and design elements that help visitors get to their destination as quickly and easily as possible. She stated that the identity improvements are design elements that help give Liberty Park a sense of place and make it more memorable and festive. She added that they also help visitors understand special features and events in the park.

Ms. Hauri said that Liberty Park consists of 110 acres and currently there are only a few signs that give visitors any direction. She stated that this project aims to both help people better understand and appreciate Liberty Park. Ms. Hauri pointed out that this proposal recommends a comprehensive system for directing people around the park and increasing the appeal of the park and its identity. In addition, she said, that many existing signs should be removed or consolidated to reduce clutter and increase the impact of the new wayfinding signs.

Ms. Hauri gave a synopsis of the conceptual design of the project:

This proposal would be sensitive to maintaining the park's natural and historic qualities by employing a small number of simple signs and features to get the point across. These features are also concentrated along the primary circulation routes in the park, to maintain the park-like feel in the core green space areas.

11. *Any new sign and any change in the appearance of any existing sign located on a landmark site or within the H historic preservation overlay district, which is visible from any public way or open space shall be consistent with the historic character of the landmark site or H historic preservation overlay district and shall comply with the standards outlined in Part IV, Chapter 21A.46, Signs.*

The HLC could also consider the proposed signage within the context of several of the other standards, most notably the following:

2. *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided;*
3. *All sites, structures and objects shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create a false sense of history or architecture are not allowed;*
8. *Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant cultural, historical, architectural or archaeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment; and*
9. *Additions or alterations to structures and objects shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The new work shall be differentiated from the old and shall be compatible in massing, size, scale and architectural features to protect the historic integrity of the property and its environment.*

The HLC sign policy pertains to buildings, and specifies that signage should have such qualities as being “low-key” and “sophisticated.” It states that the HLC consider the request for a sign in the “context of the owner’s comprehensive (total) signage plan for the building” or in this case, the park.

Staff finds that the concept of unifying the signage is positive, in that it will preserve the beauty and serene nature of the park while providing visitors with a greater awareness of what the park has to offer and how to find it. However, staff has concerns with the proposed “announcement posters” that would be placed at the corners of the park, visible from the intersections. Staff finds that these would be disruptive to the bucolic and forested appearance of the park from the surrounding streets. Constructed of vinyl adhesive, staff finds that this material will clash with the natural park setting. Although the rationale of the applicant is to provide an orderly way to announce seasonal items, special events and openings and closings of various attractions, there will not be a way to monitor and control the graphic representation of the many events that occur in the park. Although “rogue” special event signs occur in the park, advertising special and seasonal events, these are usually very temporary and are technically illegal, thus the City has the power to enforce at any time. Aside from the announcement posters, staff finds that the proposed signage package is not out of character with the park, could be easily reversed (removed) in the future if a more appropriate alternative is identified or if the venues change, and do not destroy the character of the park. The purpose of the “issues only” hearing process is to identify issues appropriate to the review of the proposed signage package.

Mr. Simonsen called for questions for Staff. Upon hearing no questions or comments, Mr. Simonsen invited the applicants to come forward to address the Commission.

Staff reported that the 1'-7" wide x 2'-1" high, which is 3.3 square foot, sign would meet the ordinance. These signs are considered to be "private directional signs" in the ordinance, and are allowed to be 4 feet high and 8 square feet.

Parking Signs (3):

Parking signs would be located along Constitution Drive at the entrance to each main parking lot. These signs would be the same design as the directional/identifier signs.

Staff reported that the 1'-7" wide x 2'-1" high, 3.3 square foot, sign would meet the ordinance. These signs are considered to be "private directional signs" in the ordinance, and are allowed to be 4 feet high and 8 square feet.

The identity improvements would be design elements that would help give Liberty park a sense of place and make it more memorable and festive. They would also help visitors understand special features and events in the park. These improvements celebrate the park and its attractions. The primary proposals for identity improvements are: 1) place banners at the entrance to the six primary attractions to help people and find them and know what the park has to offer; 2) place banners with a Liberty Festive logo on them periodically around the park to create a new image of the park; and 3) place announcements of special and seasonal events at the corner of the park, visible from the major intersections.

Wayfinding/Attraction Banners (6 sets of 3 venue banners):

Wayfinding/attractions banners would help visitors find the major attractions and venues in the park, such as Tracy Aviary, City Youth, swimming pool, tennis courts, concessions, and the Chase Home. A coordinated banner program would help make the presence of the venues more visible. These banners would be located along the inside edge of Constitution Drive, as close as possible to the entrance to each venue. The banners would be hung from 2" tube metal posts in sets of three.

Staff reported that the 2' x 6' on 2" thick poles would not meet the ordinance. These would be considered pole signs; pole signs are not allowed in the OS zoning district.

Identity Banners (20):

Identity banners would add to the park's sense of place, and reinforce a positive image there. They also would help people feel they are in a special place. These banners would be hung in two different places on the perimeter of the park. First, the banners would be hung on existing light posts along the outside edge of Constitution Drive, spaced periodically. Second, a set of banners would be hung at the corner of each major intersection, to identify the park from the outside. The banners would be 2' x 6'.

Staff reported that the 2' x 6' on existing light pole brackets; 2' x 6' on 2" thick poles, would not meet the ordinance. The banners proposed for the individual poles would be considered a pole sign, which are not allowed the OS zoning district. Those hung from the light pole brackets would have to be approved by the Salt Lake City Engineering Division, which administers the banner signs outside of the downtown area. These signs have a 30-day limit of installation.

Announcement Posters (4):

Announcement posters publicize special events, openings and closings of attractions, and seasonal items. They would provide an orderly way to allow announcements, instead of haphazard banners and posts that are often displayed. They would also add to the sense of festivity to the park. These posters would be placed on the corners of the park at four primary intersections of the roads that binds the park. The signs would be temporary vinyl adhesive signs attached to sheet metal held by a tube metal frame.

Staff reported that the 9' x 15' sheet metal held by a 1" tube metal frame does not meet the ordinance. These are considered pole signs, and are not allowed in the OS zoning district.

Mr. Schaefer stated that his company is called Schaefer Design and that they specialize in creating corporate identities and signage of the type that is proposed. He said that he has done extensive research on the proposed graphics and believed that he had to design something that would be classical, would hold up for a very long time, and be attractive and recognizable. Mr. Schaefer said that the new logo for the park was designed to remind people of the trees in the park.

Mr. Schaefer said that he looked at the signage that was placed in the park for the Olympics and decided that the signs could be reused. He mentioned that the drawing of the signs in the document appears to be large, but they will actually be dwarfed by the size of the park and the trees.

Mr. Schaefer said growing up in Switzerland, he was exposed to a lot of flags and this project gave him the opportunity to introduce the idea of banners and the logo that could be carried throughout the park.

Mr. Simonsen asked if there were any questions for the applicants. Members of the Historic Landmark Commission and staff made the following inquiries, concerns, and comments:

- Mr. Parvaz said that if people have to walk back to the entry drive signs and the orientation maps, why would they have to be nine feet tall?
- Ms. Mickelsen said that she appreciated the effort to minimize the number of signs, but expressed concern that she would have to park the car then

walk back to find out where she was supposed to go. She suggested having more orientation maps throughout the park. They do not need to be so large.

- Mr. Parvaz also agreed that the orientation maps did not need to be so large. In the national parks, they are only about three or four feet high either vertical or horizontal.
- Another suggestion came from Mr. Cook to create a kiosk or information center that would have maps and brochures about the park.
- Mr. Fitzsimmons suggested adding a little graphics to the picnic and the open water areas. There will also be a gazebo eventually.
- Mr. Simonsen mentioned that he bought a couple of vinyl banners after the Olympics and they were pretty tattered from the wind. The banners would have to look good years after they were installed. Mr. Schaefer said that he received guidance from Colonial Flags and nylon fabric would have more resistance to the wind.
- Ms. Giraud asked why attraction banners would be necessary by the entrances to the park when there would be directional and parking signs that would lead people to a parking lot or a venue.
- Mr. Fitzsimmons expressed his concern about graffiti so the signs would have to be able to be cleaned.
- Ms. Giraud suggested having framework to accommodate other things like traveling exhibits.
- Mr. Fitzsimmons inquired if the horizontal posters on the corners would be high enough to be seen.
- Mr. Simonsen said that the framework for the posters would be fairly large, but the posters themselves would not be very large. Someone from an automobile would not be able to read the information. Perhaps develop guidelines how the posters would graphically represent something that is happening.
- Ms. Mickelsen said that someone waiting for the stoplight would look at the posters on the corners.
- Mr. Christensen wondered if the tubular poles on the banners and posters be galvanized. Some are portrayed as green and some are white. Mr. Schaefer said that he could not make up his mind between the two colors

but believed that green would be a better color. Mr. Cook said that the framework would be powder coated metal tubes.

- Mr. Ashdown commented that a 9' x 15' sheet metal and a 1" tube seems like a perfect "sail" for the sign in a windstorm. He was concerned that a strong wind would bend it over. They should be strengthened.
- Ms. Giraud stated that only an event associated with the venue, such as a tennis tournament, would be on the announcement posters. That would eliminate someone from putting up a "RV Sales" poster.
- Mr. Simonsen thinks it is a good idea to provide a place for the venue events because it would avoid people putting up those garish vinyl signs.
- Mr. Simonsen also inquired if there would be some public process to solicit stakeholders. Mr. Cook said that there would be a public process when the overlay ordinance is finalized.
- Ms. Giraud expressed concern that illegal signs would pop up and there are not enough enforcement people for control.
- Ms. Heid said that she did not believe the entry drive signs and the orientation maps would come across as that large in the park compared with the size of the mature trees as a backdrop. It is a good idea to recycle the Olympic signs. A vertical presentation would fit better.
- Ms. Mickelsen cautioned that the banners would make great souvenirs so they should be printed in huge quantities.
- Mr. Parvaz expressed concern that three posters together would block the view. He would prefer to see them separately.
- Mr. Ashdown believed that the announcement posters were on the verge of becoming billboards. He expressed concern that people might think they can put something like that outside their place of business.
- Mr. Fitzsimmons thought the announcement posters would be too small for a billboard but too large for pedestrian signs. There should be more consideration given to these signs. They seem to be less compatible with anything in the park.
- Mr. Christensen expressed concern that the framework for the announcement posters would almost look like a chain link fence structure without the chain link. Perhaps the finish of the powder coating would be a color so they would look less like a chain link fence structure. Mr. Christensen pointed out that that a permanent material like porcelain

enamel would be completely resistant to weather and if it gets painted on, paint remover would clean it.

- Ms. Mickelsen mentioned that no one wants any of the posters to become message boards for lost cats or dogs for the neighborhood.
- Mr. Fitzsimmons said that there should be concern that the second generation would not have such good graphic design.
- Ms. Heid said that she would like to see alternative designs to the announcement posters, something that would be less likely to get defaced or abused, and vertical to match the others.
- Mr. Simonsen recommended that there would be guidelines about how the signage would be maintained and kept functioning over a long period of time.
- Ms. Rowland suggested that on the third announcement poster, having the logo of the venue and saying “now open”. She actually questioned the need for announcement posters.
- Ms. Mickelsen expressed concern that people would slap a “yard sale” sign on the announcement posters.
- Mr. Fitzsimmons said that changing the announcement posters as needed would be interesting.
- Ms. Heid also suggested making them temporary and only to announce something noteworthy.
- Ms. Mickelsen said that since the color of the signage had been raised, she would like another color other than white for the directional/identifier signs. The gazebo on the island will be black.

Mr. Cook said that the Commissioners could call him at any time with recommendations or opinions.

Since the Commission had no additional questions or comments for the applicants, Mr. Simonsen opened the hearing to the public and asked if anyone wished to address the Commission. The public made the following inquiries, concerns, and comments:

- ♦ Mr. Nephi Kemmethmueller, an interested citizen talked about the cost involved. He stated that there would be an initial cost, an annual maintenance cost, and the problem cost which includes defacing, illegal

removal, replacement, patrolling, weather problems, liability, etc. Thank you.

Upon hearing no additional comments from the audience, Mr. Simonsen closed the hearing to the public.

Mr. Simonsen said that the Historic Landmark Commission would not be taking any action on this proposal at this meeting since it was an "issues only" presentation, and because there were no findings of fact. He added that the applicants just needed direction.

Mr. Simonsen stated that the Commission seemed to be having the most problem with the announcement posters. Mr. Simonsen recommended that the applicants look to evaluate the design and permanence of the announcement posters and the proportions of them. He said that maybe they needed to be scaled more appropriately to the function, and also suggested looking at the detailing in the structure.

Ms. Giraud said that changing an ordinance is a long and complicated process and the applicants wanted to get a sense of direction from the Historic Landmark Commission in keeping with the spirit of this project.

Mr. Simonsen suggested that staff also needed direction if the signs would be appropriate enough to merit a change the zoning.

Mr. Zunguze stated that the hope is that the members of the Commission would give direction to this proposed project; not so much personal opinions. Mr. Zunguze stated that this dialogue was an "issues only" discussion. He said that he did not know what the Commission's comfort level would be when the scope and the nature of the project were presented to staff. Mr. Zunguze indicated that this discussion has been valuable in giving direction and that was what he was looking for. He said that staff will find the solution as far as the ordinance is concerned.

Mr. Parvaz pointed out that there were no sidewalks so one could walk around the park. He said that he felt guilty when he walked on the grass. Mr. Simonsen said that might be a master planning issue that is beyond the scope of what we are doing at this meeting. He said that there are diagonal walks at each of the corners that get people into the walkway that goes around Constitution Drive; the intent is draw people into the park.

Ms. Mickelsen inquired of Mr. Cook the reason for closing off the loop. Mr. Cook said that Constitution Drive became a cruising zone where people would drive around and around and that created all kinds of negative activities associated with cruising. He said closing off the road solved a very difficult problem for maintenance and policing of the park. Mr. Cook said that it has proven to be

successful. Mr. Parvaz said that closing the road to through traffic made it safer for pedestrians.

Mr. Simonsen thanked everyone concerned and believed the discussion provided much useful information.

Exhibit 4
Open House Memorandum

June 9, 2005

NOTICE OF OPEN HOUSE

The Salt Lake City Planning Commission has initiated a Petition requesting to modify Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts* of the Salt Lake City Zoning ordinance addressing signage in the OS (Open Space) zoning district (**Petition 400-05-11**). The new text would allow larger entry-level, orientation, venue and permanent banner signs in large City parks of at least 28 acres. This would affect Liberty, Fairmont, Riverside, Sugar House and Jordan parks. The proposed change to the signage requirements would not affect other properties zoned OS, such as golf courses, cemeteries and nature preserves.

The Planning Staff would like to receive your input regarding this proposal and invites you to a public open house:

Monday, June 27, 2005
Salt Lake City & County Building
451 South State Street
Room 126
Between the hours of 5:00 and 6:30 p.m.

Since it is very difficult for us to inform all interested parties about this request, we would appreciate you discussing this matter with your neighbors and informing them of the open house.

If you have any questions on this issue, please call Elizabeth Giraud (535-7128) or email Elizabeth.giraud@slcgov.com

Respectfully,

Elizabeth Giraud, AICP
Senior Planner

We comply with all ADA guidelines.
Assistance listening devices and interpreter services provided upon 24-hour advance request.

Exhibit 5
Departmental Comments

Giraud, Elizabeth

From: Smith, JR
Sent: Monday, June 06, 2005 5:39 PM
To: Giraud, Elizabeth
Cc: Tracy, James; Atencio, Isaac
Subject: RE: proposed text change for signage in OS zones
Categories: Program/Policy

Elizabeth,

I do not have any CPTED concerns based upon the text change for signage in the OS zones (parks greater than 28 acres). The placement of those signs in reference to existing terrain and landscaping may be a CPTED issue that would need to be addressed individually based upon proposed sign placement.

J.R. Smith
SLCPD
Community Action Team

-----Original Message-----

From: Giraud, Elizabeth
Sent: Thursday, June 02, 2005 10:11 AM
To: Harpst, Tim; Hooton, Leroy; Graham, Rick; Dinse, Rick; Boskoff, Nancy; Clark, Luann; Fluhart, Rocky; McFarlane, Alison; Rutan, Ed; Querry, Chuck; Campbell, Tim; Oka, Dave
Cc: Romney, Lisa; Cook, Dell; Paterson, Joel; Wilde, Brent; Coffey, Cheri; Walsh, Barry; Butcher, Larry; Brown, Ken; Smith, JR; Smith, Craig; Stewart, Brad; Larson, Bradley
Subject: proposed text change for signage in OS zones

Greetings:

The Planning Division is currently reviewing Petition 400-05-11 for a proposal to change the signage requirements in the Open Space (OS) zoning district. The proposed changes are a result of a request by the Engineering Division's application to the Historic Landmark commission (HLC) for additional signage in Liberty (a Landmark Site) last summer. The additional signage requested by Engineering included larger monument signs, to be used for entry signs and orientation maps, identity banners on poles for Liberty Park, and identity banners on poles for the various venues and private licensees in the park. However, these types of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the OS zone. The Planning Division desires to limit the proposed increase in signage to large parks only, in order to protect smaller parks and other open space uses, such as cemeteries, golf courses, and natural, undeveloped landscapes, from visual clutter. The Planning Division identified five parks: Liberty, Riverside, Sugar House, Fairmont, and Jordan, that are over 28 acres in size, as large enough to handle increased signage, and contain other venues or uses within the park that could benefit from separate identity markers, and thus the proposed changes to the signage ordinance for the OS signage district apply only to these parks.

I have attached a copy of the proposed signage chart and associated definition addressing this issue. Appropriate City staff is included in this email for review of the technical details of the project. Please respond in writing with any comments that you have by June 10, 2005. (The order of the footnotes will be corrected in subsequent drafts).

Thank you for your review of this matter.

Elizabeth Giraud, AICP
Senior Planner

8/15/2005

Giraud, Elizabeth

From: Cook, Dell
Sent: Friday, June 03, 2005 6:49 AM
To: Giraud, Elizabeth
Subject: FW: proposed text change for signage in OS zones
Categories: Program/Policy
Attachments: Proposed signage table--zone.doc

Everything looks good to me - Dell Cook

From: Giraud, Elizabeth
Sent: Thursday, June 02, 2005 10:11 AM
To: Harpst, Tim; Hooton, Leroy; Graham, Rick; Dinse, Rick; Boskoff, Nancy; Clark, Luann; Fluhart, Rocky; McFarlane, Alison; Rutan, Ed; Querry, Chuck; Campbell, Tim; Oka, Dave
Cc: Romney, Lisa; Cook, Dell; Paterson, Joel; Wilde, Brent; Coffey, Cheri; Walsh, Barry; Butcher, Larry; Brown, Ken; Smith, JR; Smith, Craig; Stewart, Brad; Larson, Bradley
Subject: proposed text change for signage in OS zones

Greetings:

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Thank you for your review of this matter.

Elizabeth Giraud, AICP
Senior Planner

8/15/2005

Giraud, Elizabeth

From: Larson, Bradley
Sent: Thursday, June 02, 2005 11:42 AM
To: Giraud, Elizabeth
Subject: RE: proposed text change for signage in OS zones

Elizabeth,

The Fire Department has no objections to this request.

Thank you.

Bradley J. Larson
Deputy Fire Marshal
Salt Lake City Fire Department
801-799-4162 office
801-550-0147 cell
bradley.larson@slcgov.com

From: Giraud, Elizabeth
Sent: Thursday, June 02, 2005 10:11 AM
To: Harpst, Tim; Hooton, Leroy; Graham, Rick; Dinse, Rick; Boskoff, Nancy; Clark, Luann; Fluhart, Rocky; McFarlane, Alison; Rutan, Ed; Querry, Chuck; Campbell, Tim; Oka, Dave
Cc: Romney, Lisa; Cook, Dell; Paterson, Joel; Wilde, Brent; Coffey, Cheri; Walsh, Barry; Butcher, Larry; Brown, Ken; Smith, JR; Smith, Craig; Stewart, Brad; Larson, Bradley
Subject: proposed text change for signage in OS zones

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The Planning Division is currently reviewing Petition 400-05-11 for a proposal to change the signage requirements in the Open Space (OS) zoning district. The proposed changes are a result of a request by the Engineering Division's application to the Historic Landmark commission (HLC) for additional signage in Liberty (a Landmark Site) last summer. The additional signage requested by Engineering included larger monument signs, to be used for entry signs and orientation maps, identity banners on poles for Liberty Park, and identity banners on poles for the various venues and private licensees in the park. However, these types of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the OS zone. The Planning Division desires to limit the proposed increase in signage to large parks only, in order to protect smaller parks and other open space uses, such as cemeteries, golf courses, and natural, undeveloped landscapes, from visual clutter. The Planning Division identified five parks: Liberty, Riverside, Sugar House, Fairmont, and Jordan, that are over 28 acres in size, as large enough to handle increased signage, and contain other venues or uses within the park that could benefit from separate identity markers, and thus the proposed changes to the signage ordinance for the OS signage district apply only to these parks.

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Thank you for your review of this matter.

Elizabeth Giraud, AICP
Senior Planner

8/15/2005

Elizabeth Giraud, AICP
Senior Planner

Giraud, Elizabeth

From: Walsh, Barry
Sent: Thursday, June 02, 2005 11:09 AM
To: Giraud, Elizabeth
Cc: Young, Kevin; Brown, Ken
Subject: RE: proposed text change for signage in OS zones
Categories: Program/Policy

June 2, 2005

Elizabeth Giraud, Planning

Re: Petition 400-05-11 - Text change for signage in the OS zones over 28 Acres.

The Division of Transports review comments and recommendation are for approval of the proposed text change in that we see no impact to the public transportation corridors per this revision.

Sincerely,

Barry Walsh

From: Giraud, Elizabeth
Sent: Thursday, June 02, 2005 10:11 AM
To: Harpst, Tim; Hooton, Leroy; Graham, Rick; Dinse, Rick; Boskoff, Nancy; Clark, Luann; Fluhart, Rocky; McFarlane, Alison; Rutan, Ed; Querry, Chuck; Campbell, Tim; Oka, Dave
Cc: Romney, Lisa; Cook, Dell; Paterson, Joel; Wilde, Brent; Coffey, Cheri; Walsh, Barry; Butcher, Larry; Brown, Ken; Smith, JR; Smith, Craig; Stewart, Brad; Larson, Bradley
Subject: proposed text change for signage in OS zones

Greetings:

The Planning Division is currently reviewing Petition 400-05-11 for a proposal to change the signage requirements in the Open Space (OS) zoning district. The proposed changes are a result of a request by the Engineering Division's application to the Historic Landmark commission (HLC) for additional signage in Liberty (a Landmark Site) last summer. The additional signage requested by Engineering included larger monument signs, to be used for entry signs and orientation maps, identity banners on poles for Liberty Park, and identity banners on poles for the various venues and private licensees in the park. However, these types of signs proposed for Liberty Park did not meet the allowed sizes and types of signs currently allowed in the OS zone. The Planning Division desires to limit the proposed increase in signage to large parks only, in order to protect smaller parks and other open space uses, such as cemeteries, golf courses, and natural, undeveloped landscapes, from visual clutter. The Planning Division identified five parks: Liberty, Riverside, Sugar House, Fairmont, and Jordan, that are over 28 acres in size, as large enough to handle increased signage, and contain other venues or uses within the park that could benefit from separate identity markers, and thus the proposed changes to the signage ordinance for the OS signage district apply only to these parks.

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Thank you for your review of this matter.

8/15/2005

Exhibit 5c

**PLANNING COMMISSION
AGENDAS/MINUTES**

AGENDA FOR THE
SALT LAKE CITY PLANNING COMMISSION MEETING
In Room 326 of the City & County Building at 451 South State Street

Wednesday, August 24, 2005, at 5:45 p.m.

The Planning Commission will be having dinner at 5:00 p.m., in Room 126. During the dinner, Staff may share general planning information with the Planning Commission. This portion of the meeting will be open to the public.

1. APPROVAL OF MINUTES from Wednesday, August 10, 2005

2. REPORT OF THE CHAIR AND VICE CHAIR

3. REPORT OF THE DIRECTOR

- a. Update **Petition 400-03-10** Shaw Homes, Inc. (R - 1/5,000 to CN) at approximately **1545 West 200 South Street and 1551 West 200 South Street**. This petition, a rezone and master plan amendment, was origin heard on May 14, 2003.
- b. Discussion regarding LDS Church wards and parking needs in neighborhoods.
- c. Request for Planning Commission to create a petition to allow multi-family developments in commercial and downtown districts.
- d. Request for Planning Commission to create a petition to establish design guidelines for large retail uses.

4. PUBLIC NOTICE AGENDA - Salt Lake City Property Conveyance Matters (*Staff: Karryn Greenleaf at 483-6766 karryn.greenleaf@slcgov.com, Matt Williams at 535-6447 or matt.williams@slcgov.com, and Doug Wheelwright at 535-6178 or doug.wheelwright@slcgov.com*)

- a. Cephalon, Inc. is expanding their operations within Salt Lake City and is seeking a Telecommunications Right-of-Way Permit at **4710 Wily Post Road** to connect the communications between the buildings across the street. Plans call for a perpendicular street crossing with the six 4" ducts installed via trenching (street cut design has already been approved by the Development Review Team).

5. PUBLIC HEARINGS

- a. **Petition No. 400-03-34**, a request by Salt Lake City Council that the Planning Commission review addition: refinement of the nonconforming use ordinance, looking specifically at guidelines and criteria to address neighborhood impacts and concerns relating to the enlargement and/or intensification of nonconforming uses. (*Staff: Everett Joyce at 535-7930 or everett.joyce@slcgov.com*).
- b. **POSTPONED Petition No. 410-584**, from Salt Lake Apartment Builders to modify a previously approved planned development for the Emigration Court Apartments, generally located on the block between **500 to 600 East and 300 to 400 South**. (*Staff: Doug Dansie at 535-6182 or doug.dansie@slcgov.com*)
- c. **Petition No. 400-05-12**, a request initiated by the Planning Commission to review the definition of "automobile" found in Section 21A.62.060 of the Salt Lake City Zoning Ordinance, specifically considering the removal the words "motor scooter" and "motorized bicycles" from the existing definition. (*Staff: Kevin LoPiccolo at 535-6003 or kevin.lopiccolo@slcgov.com*)
- d. **Petition No. 400-05-13**, a request initiated by the Planning Commission to comprehensively review all applicable regulations in the Zoning Ordinance that address the permitting of tents in both residential and

commercial districts city wide. (Staff: Kevin LoPiccolo at 535-6003 or kevin.lopiccolo@slcgov.com)

- e. **Petition No. 410-753**, a request by the Housing Authority of Salt Lake City for conditional use approval of a proposed transitional treatment housing facility located at approximately **542 West 600 South**. The property is zoned CG General Commercial. (Staff: Everett Joyce at 535-7930 or everett.joyce@slcgov.com).
- f. **Petition 410-750**, by Qwest Corporation, requesting conditional use approval to install ground-mounted communication equipment cabinets at approximately **1092 North 2200 West**. The property is located in a Business Park "BP" zoning district. (Staff: Elizabeth Giraud at 535-7128 or elizabeth.giraud@slcgov.com)
- g. **Petition 400-05-11**, by the Salt Lake City Planning Division, requesting comments and a recommendation to the City Council for a text amendment to the Salt Lake City Zoning Ordinance allowing additional types of signage in the Open Space zoning district for parks that are 28 acres or larger in size. (Staff: Elizabeth Giraud at 535-7128 or elizabeth.giraud@slcgov.com)
- h. **Petition Number 490-05-10**, a preliminary subdivision approval to subdivide the existing parcel located at approximately **239 North Virginia Street** into three new single-family parcels. The project area is located in the SR-1, Special Development Pattern Residential District. (Staff: Wayne Mills at 535-6173 or wayne.mills@slcgov.com)
- i. **Petition Number 410-755**, by Architectural Nexus, representing Myriad Genetics, requesting conditional use approval to allow additional building height for a proposed research laboratory located in the Research Professional (RP) zoning district at approximately **320 South Wakara Way**. (Staff: Ray McCandless at 535-7282 or ray.mccandless@slcgov.com)
- j. **Petition Number 400-05-20**, the Salt Lake City Council requesting to create a new zoning district limiting natural open space (Natural Open Space, NOS zone). (Staff: Ray McCandless at 535-7282 or ray.mccandless@slcgov.com)

6. UNFINISHED BUSINESS

**SALT LAKE CITY
PLANNING COMMISSION MEETING
In Room 326 of the City & County Building
451 South State Street, Salt Lake City, Utah
Wednesday, August 24, 2005**

Present from the Planning Commission were Chairperson Chambless, Vice Chairperson Laurie Noda, and Commissioners Babs De Lay, John Diamond, Kathy Scott, and Jennifer Seelig. Commissioners Prescott Muir, Craig Galli and Peggy McDonough were excused.

Present from the Staff were Louis Zunguze, Community Development Director, Brent Wilde, Deputy Community Development Director, Alexander Ikefuna, Planning Director, Doug Wheelwright, Deputy Planning Director, Cheri Coffey, Deputy Planning Director, Kevin LoPiccolo, Planning Program Supervisor, Everett Joyce, Principal Planner, Elizabeth Giraud, Senior Planner, Wayne Mills, Senior Planner, Ray McCandless, Principal Planner, Maggie Tow, Secretary.

A roll is kept of all who attended the Planning Commission Meeting. Chairperson Chambless called the meeting to order at 5:46 p.m. Minutes are presented in agenda order and not necessarily as cases were heard by the Planning Commission. Tapes of the meeting will be retained in the Planning Office for a period of one year, after which they will be erased.

Petition 400-05-11, by the Salt Lake City Planning Division, requesting comments and a recommendation to the City Council for a text amendment to the Salt Lake City Zoning Ordinance allowing additional types of signage in the Open Space zoning district for parks that are 28 acres or larger in size.

At 7:11 P.M. Chairperson Chambless introduced Petition 400-05-11 and Elizabeth Giraud, Senior Planner.

Ms. Giraud began by pointing out an error that was in the notice for this meeting, August 24, 2005. The agenda read "This petition was initiated by the Planning Division". The agenda should read "This petition was initiated by the Planning Commission". Commissioner Seelig then asked if this petition had not gone to a Planning Commission Subcommittee. Ms. Giraud responded that this issue had been discussed at a subcommittee meeting as a component to the Banner Subcommittee, but that this petition did not go through the subcommittee.

Ms. Giraud stated that the proposal had been instigated by a desire on the part of the Parks Division and Engineering Division to increase and improve the orientation and way-finding in Liberty Park. Because Liberty Park is a landmark site the proposal was reviewed by the Historic Landmark Commission and a positive recommendation was forwarded to the Planning Commission who in turn would be encouraged to forward a positive recommendation to the City Council. This petition would only apply in the open space zone to parks twenty eight (28) acres of size or greater as the purpose was not to open up additional signage to other uses in the open space zone such as nature parks, cemeteries or trails. The focus would be on parks, specifically urban parks, and large parks that could absorb the additional impact of the additional signage. Five parks were identified as twenty eight (28) acres or greater. There is a break between the 25 acre park and the 28

acre park. The five parks twenty eight (28) acres or greater were: 1) Sugar House Park 2) Riverside Park 3) Liberty Park 4) Jordan Park and 5) Fairmont Park.

The Planning and Engineering Division staffs also determined that the additional signage would be helpful in parks such as Fairmont or Jordan that have other venues, such as the International Peace Gardens, the swimming pool, and the soon to be skate board park. The proposal included increasing the height of what is essentially a monument sign. In Liberty Park the signs would be refurbished Olympic signs that had been on Main Street during the Olympics and happened to be ten (10) feet tall. Currently only an eight (8) foot tall monument sign is permitted in an open space zone. The signs would be used for orientation purposes for maps of the park and also entrance signs of the park. The other is park banner signs that would be for permanent venues in Liberty Park such as the Youth City program, the tennis courts, the swimming pool, Tracey Aviary and the Chase House. The signs would technically be pole signs but would be limited to eighteen (18) feet in height. The others would be park identity banners and the Engineering Division is proposing twenty (20) sets of three (3). That is why, in the last column in the proposed table, number of signs permitted stated one (1) set of three (3) signs per five acres.

Chairperson Chambless asked if there was a representative of the Community Council that wished to speak. No one responded. He then asked if there was anyone from the community that wished to speak. No one responded. Chairperson Chambless stated he had no cards and that he would close the public meeting discussion. He asked for a motion.

Motion for Petition 400-05-11:

Commissioner Scott moved that the Planning Commission forward a positive recommendation to the City Council for Petition No. 400-05-11, based on the findings of fact, analysis and conditions as noted in the staff report. Commissioner Noda seconded the motion. Commissioner De Lay, Commissioner Seelig, Commissioner Scott, Commissioner Noda, and Commissioner Diamond voted "Aye". Commissioner Galli, Commissioner Muir and Commissioner McDonough were not present. The motion passed.

Exhibit 6

NOTICE OF OPEN HOUSE

June 9, 2005

NOTICE OF OPEN HOUSE

The Salt Lake City Planning Commission has initiated a Petition requesting to modify Chapter 21A.46.120(E) *Sign Regulations for the UI, PL, PL-2, I and OS Districts* of the Salt Lake City Zoning ordinance addressing signage in the OS (Open Space) zoning district (**Petition 400-05-11**). The new text would allow larger entry-level, orientation, venue and permanent banner signs in large City parks of at least 28 acres. This would affect Liberty, Fairmont, Riverside, Sugar House and Jordan parks. The proposed change to the signage requirements would not affect other properties zoned OS, such as golf courses, cemeteries and nature preserves.

The Planning Staff would like to receive your input regarding this proposal and invites you to a public open house:

Monday, June 27, 2005
Salt Lake City & County Building
451 South State Street
Room 126
Between the hours of 5:00 and 6:30 p.m.

Since it is very difficult for us to inform all interested parties about this request, we would appreciate you discussing this matter with your neighbors and informing them of the open house.

If you have any questions on this issue, please call Elizabeth Giraud (535-7128) or email Elizabeth.giraud@slcgov.com

Respectfully,

Elizabeth Giraud, AICP
Senior Planner

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Exhibit 7

ORIGINAL PETITION

PETITION NO. 400-05-11

PETITION CHECKLIST

<u>Date</u>	<u>Initials</u>	<u>Action Required</u>
<u>5/9/05</u>	<u>NA</u>	Petition delivered to Planning
<u>5/10/05</u>	<u>CC</u>	Petition assigned to: <u>Elizabeth Giraud</u>
<u>8/24/05</u>	<u>EM</u>	Planning Staff or Planning Commission Action Date
<u>5/10/05</u>	<u>EM</u>	Return Original Letter and Yellow Petition Cover
<u>9/6/05</u>	<u>EM</u>	Chronology
<u> </u>	<u>NA</u>	Property Description (marked with a post it note)
<u>NA</u>	<u>NA</u>	Affected Sidwell Numbers Included
<u>8/1/05</u>	<u>EM</u>	Mailing List for Petition, include appropriate Community Councils
<u>8/15/05</u>	<u>EM</u>	Mailing Postmark Date Verification
<u>8/24/05</u>	<u>CC</u>	Planning Commission Minutes
<u>8/15/05</u>	<u>EM</u>	Planning Staff Report
<u>9/6/05</u>	<u>EM</u>	Cover letter outlining what the request is and a brief description of what action the Planning Commission or Staff is recommending.
<u>8/24/05</u>	<u>EM</u>	Ordinance Prepared by the Attorney's Office
<u> </u>	<u>NA</u>	Ordinance property description is checked, dated and initialed by the Planner. Ordinance is stamped by Attorney.
<u>Elizabeth Giraud</u>		Planner responsible for taking calls on the Petition
<u> </u>	<u> </u>	Date Set for City Council Action <u> </u>
<u> </u>	<u> </u>	Petition filed with City Recorder's Office

**SALT LAKE CITY
PLANNING COMMISSION MEETING
In Room 326 of the City & County Building
451 South State Street, Salt Lake City, Utah
Wednesday, April 27, 2005**

Present from the Planning Commission were Tim Chambless, Chairperson, Laurie Noda, Vice Chairperson, John Diamond, Peggy McDonough, Prescott Muir, Kathy Scott, and Jennifer Seelig. Babs De Lay and Craig Galli were excused.

Present from the Planning Division Staff were Doug Wheelwright, Deputy Planning Director, Cheri Coffey, Deputy Planning Director, Elizabeth Giraud, Senior Planner, Doug Dansie, Principal Planner, Joel Paterson, Senior Planner, and Deborah Martin, Acting Planning Secretary. Brent Wilde, Deputy Director of the Department of Community Development, was also in attendance.

A roll is being kept of all who attended the Planning Commission Meeting. Chairperson Chambless called the meeting to order at 5:45 p.m. Minutes are presented in agenda order and not necessarily as cases were heard by the Planning Commission. Tapes of the meeting will be retained in the Planning Office for a period of one year, after which they will be erased.

APPROVAL OF MINUTES FOR WEDNESDAY, APRIL 13, 2005

(This item was heard at 5:53 P.M.)

Commissioner Scott moved for the Planning Commission to approve the minutes, as written. Commissioner Noda seconded the motion. Commissioner Diamond, Commissioner Noda, Commissioner Scott, and Commissioner Seelig voted "Aye". Commissioner McDonough and Commissioner Muir abstained. Commissioner DeLay and Commissioner Galli were not present. Chairperson Chambless did not vote. The motion passed.

REPORT OF THE CHAIR AND VICE CHAIR

(This item was heard at 5:54 P.M.)

Chairperson Chambless explained that he and Vice Chairperson Noda had no matters to report at this time other than informing the Commission that he would not be present at the meeting on May 11, 2005 and Laurie Noda would be Acting Chairperson at that meeting.

REPORT OF THE PLANNING DIRECTOR

(This item was heard at 5:55 P.M.)

Mr. Wilde announced that Mr. Zunguze was not able to attend the meeting and asked to be excused. He added that Mr. Zunguze was attending a leadership training session.

Mr. Wilde asked the Planning Commission to initiate two petitions: One in regards to signage in the Open Space (OS) Zoning District; and one in regards to split zoning on properties on 900 South east of 900 East Street.

Commissioner Seelig stated that since the memorandum regarding signage references banners, she inquired about the determinations made in the Planning Commission Committee. She recalled that the Transportation Division would implement a procedure on a trial basis. Mr. Wilde stated that this petition would be for banners on private property or in this case, a park, and not in the public way.

Mr. Paterson noted that staff is working to resolve some conflicts in developing an ordinance because there are many complex issues that need to be resolved. He indicated that staff would keep the Planning Commission informed of the proceedings.

Chairperson Chambless entertained a motion.

Motion to initiate a petition regarding signage in the Open Space (OS) Zoning District.
Commissioner Scott moved that the Planning Commission would initiate a petition regarding signage in the Open Space (OS) Zoning District for large parks. Commissioner Diamond seconded the motion. Commissioner Diamond, Commissioner McDonough, Commissioner Muir, Commissioner Noda, Commissioner Scott, and Commissioner Seelig unanimously voted "Aye". Commissioner De Lay and Commissioner Galli were not present. Chairperson Chambless did not vote. The motion passed.

Mr. Wilde stated that on the south side of 900 South Street going east from 900 East Street (Ninth and Ninth area) there are split-zoned commercial/residential properties. He pointed out that staff needs to evaluate those zoning splits and bring the results of the study back to the Planning Commission for consideration.

Chairperson Chambless entertained a motion.

Motion to initiate a petition regarding the split zoning on properties on 900 South Street east of 900 East Street.

Commissioner Diamond moved for the Planning Commission to initiate a petition for the Planning Division to evaluate the issues regarding split zoning on properties located on the south side of 900 South Street, east of 900 East Street in what is known as the Ninth and Ninth area. Commissioner McDonough seconded the motion. Commissioner Diamond, Commissioner McDonough, Commissioner Muir, Commissioner Noda, Commissioner Scott, and Commissioner Seelig unanimously voted "Aye". Commissioner De Lay and Commissioner Galli were not present. Chairperson Chambless did not vote. The motion passed.

Mr. Wilde referenced a letter from Dale Lambert, Chair of the Salt Lake City Council, in response to the master plan discussion of a few weeks ago. He said that Community Development Director, Mr. Zunguze, asked for a postponement of the discussion until he could be in attendance.

The members of the Planning Commission agreed to postpone the discussion on this issue until the May 25, 2005 meeting.

Petition No. 400-05-11

By Planning Commission

Is requesting a petition regarding
signage/banners in the Open space (OS)
Zoning District for large parks.

Date Filed _____

Address _____