



Memo

To: Planning Commission Members

From: Aaron Ardmore

CC: Bill Peperone

Date: 2/5/2019

Re: Item #2 - The Provo City Community Development Department requests amendments to Section 14.38.085 to clarify limitations on signage within the North University Riverbottoms Design Corridor. City-wide application. Aaron Ardmore (801) 852-6404 PLOTA20190026

Because staff has recognized a need to clarify the sign requirements for the North University Design Corridor, this item has been placed on the Planning Commission agenda. Now that this item is pending legislation, the staff has the opportunity to work on specific language but it is not necessary that a decision be made on the final wording immediately. Below is an initial draft of the amendments to begin the discussion and the process of the code amendment

14.38.085. North University Avenue Riverbottoms Design Corridor and Specialty Support Commercial (SSC) Sign Standards.

(1) An integrated sign design scheme which meets the requirements of this Section shall be required for each new performance development, shopping center, or office complex located within the North University Avenue Riverbottoms Design Corridor, as per Section 14.34.290(2), Provo City Code.

(2) Except as provided in Subsection (2)(a) of this Section, the provisions of this Section shall apply to any sign located within the North University Avenue Riverbottoms Design Corridor notwithstanding any other provision of this Title and shall supersede sign provisions in any chapter with which this Chapter may be associated for purposes of development except Section 14.38.010(1) and (2), Provo City Code.

(a) The provisions of this Section shall not apply to an existing legal nonconforming sign; provided, however, that the size, height, or location of any such sign shall not be changed except in accordance with the provisions of this Section.

~~(3) *Monument Signs.* Each commercial or professional office development in the North University Avenue Riverbottoms Design Corridor may have therein monument signs, in accordance with the following provisions:~~

~~(a) *Number.* There may, in each commercial center or professional office complex, be one (1) such sign for each three hundred (300) feet of street frontage.~~

~~(b) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per side for two-sided signs. Double-faced, back-to-back, and V-type signs are permitted as a single sign or structure if both faces have common ownership. The monument structure upon which the sign is placed shall be designed to complement the architecture of the building, using the same materials and stylistic themes.~~

~~(c) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures may be permitted on sites with multiple structures.~~

~~(d) *Height.* No such freestanding sign (including the monument structure and pedestal) shall exceed ten (10) feet in height above the grade of street frontage sidewalk.~~

~~(e) *Location.*~~

~~(i) Except as otherwise provided in Subsection (3)(e)(ii) of this Section, each such monument sign shall be located on private property, outside the "clear vision" area of any street or driveway intersection, and shall not project over any property line.~~

~~(ii) Notwithstanding Subsection (3)(e)(i) of this Section, a sign located on a corner lot or parcel abutting University Avenue within the North University Avenue Riverbottoms Design Corridor may project up to twelve (12) feet into the University Avenue right-of-way from an adjacent property line but not closer than six (6) feet to any sidewalk or paved trail system located in the public right-of-way, subject to the qualifications set forth in Subsection (3)(e)(iii) of this Section and the following conditions:~~

~~(A) The controlling government agency grants written permission to locate the sign in the University Avenue right-of-way;~~

~~(B) Visibility of the sign, if placed on the lot or parcel as required by Subsection (3)(e)(i) of this Section, would be blocked by one (1) or more utility boxes or semaphore poles whose location and design is not controlled by the property owner, as observed at eye level from the curb or edge of pavement for University Avenue within one hundred (100) feet of the sign location; and~~

~~(C) The sign does not create a sight distance hazard as reasonably determined by the City Traffic Engineer based on the sign location and construction specifications, speed of nearby traffic, and other applicable City standards designed to achieve safe traffic movement.~~

~~(iii) A sign which existed prior to April 18, 2006, may not be relocated pursuant to the provisions of Subsection (3)(e)(ii) of this Section unless:~~

~~(A) Subsequent to the sign's original installation utility boxes or semaphore poles, whose location and design is not controlled by the property owner, are installed which block the sign in the manner described in Subsection (3)(e)(ii)(B) of this Section, and~~

~~(B) The applicant provides documentation that the sign meets the requirements of Subsection (3)(e)(iii)(A) of this Section.~~

~~(f) *Materials.* Structures supporting monument and shopping center identification signs shall be compatible with exterior materials used in building exteriors within the shopping/office center.~~

~~(g) *Illumination.* Internal illumination of a translucent sign face, or individual letters, characters, or figures shall be permitted, such that the sign face, letter or character glows.~~

~~(4)(3) *Wall Signs.* Each business establishment or tenant of a shopping center or professional office facility may have wall signs in conformance with the standards listed below.~~

~~(a) *Area.* One (1) square foot of wall sign copy area for each linear foot of building frontage of the particular side the sign is on, or tenant space where the building setback from street~~

frontage is less than two hundred (200) feet. For buildings with setbacks from street frontage of at least two hundred (200) feet or more, one and one-quarter (1 1/4) square feet of wall sign face for each linear foot of building frontage.

(b) *Number.* There shall be no more than one (1) such sign for the front face of each business or tenant. There may, in addition, be one (1) such sign for each business establishment or tenant having a rear or side building face with a public entrance.

(c) *Height.* No part of any such sign shall extend above the top level of a wall upon or in front of which it is situated.

(d) *Projection.* No wall sign, including structural part, shall project more than eighteen (18) inches from the face of the part of the building to which it is attached.

(e) *Illumination.* Internal illumination of a translucent sign face, or individual letters, characters, or figures shall be permitted, such that the sign face, letter or character glows.

~~(5)~~(4) *Shopping Center (SC3 Zone) Signs.*

(a) *Entry Archways.* An archway displaying the name and logo of the shopping center may be located over a driveway, street or pedestrian entrance into the shopping center in accordance with the following provisions:

(i) *Number.* There may be one (1) sign and one (1) archway structure per entrance, not to exceed four (4) entrances.

(ii) *Area.* The area of the sign shall not exceed sixty (60) square feet.

(iii) *Height.* The height of the entry feature (archway) structure shall not exceed twenty-five (25) feet. Adequate vehicle and pedestrian clearance will be required as determined by Provo City.

(iv) *Location.* The sign shall be located on private property, outside the "clear vision" area of any street or driveway intersection, and shall not project over any property line.

(v) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vi) *Illumination.* Internal illumination is permitted.

(b) *Entry Identification Monument Signs.* A sign that identifies only the name of the shopping center and/or displays public greetings may be located at the entrances of the development.

(i) *Number.* There shall be not more than two (2) per driveway entrance.

(ii) *Area.* The area of the sign shall not exceed six (6) square feet.

(iii) *Height.* The sign (including the monument structure and pedestal) shall not exceed ten (10) feet in height above the grade of street frontage sidewalk.

(iv) *Location.* The sign shall be located on private property, outside the “clear vision” area of any street or driveway intersection, and shall not project over any property line.

(v) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vi) *Illumination.* Internal illumination is permitted.

(c) *Commercial Monument Signs.* Commercial monument signs are only permitted to be located along the frontage of 4800 North.

(i) *Number.* There may be one (1) such sign for each three hundred (300) feet of street frontage, not to exceed two (2) signs if the frontage is greater than six hundred (600) feet.

(ii) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per side for two-sided signs. The monument structure upon which the sign is placed shall be designed to complement the architecture of the building, using the same materials and stylistic themes.

(iii) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures is required.

(iv) *Height.* The sign (including the monument structure and pedestal) shall not exceed ~~ten~~ ~~(40)~~six (6) feet in height above the grade of street frontage sidewalk.

(v) *Location.* Monument signs shall be located on private property, outside the “clear vision” area of any street or driveway intersection, and shall not project over any property line.

(vi) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vii) *Illumination.* Internal illumination is permitted.

(d) *Shopping Center Commercial Signs.*

(i) *Number.* There may be one (1) sign for each three hundred (300) feet of street frontage on University Avenue, not to exceed two (2) signs if the street frontage is greater than six hundred (600) feet.

(ii) *Area.* The area of the sign shall not exceed three hundred (300) square feet per face. The name and logo of the shopping center are not counted as part of the permitted square footage of the sign.

(iii) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures is required.

(iv) *Height.* A sign shall not exceed twenty-five (25) feet in height.

(v) *Location.* The sign(s) may be located on University Avenue within the Provo City right-of-way (trail system) subject to the obtaining of written permission from Provo City.

(vi) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vii) *Illumination.* Internal illumination is permitted.

~~(6)~~(5) *Research and Business Park Zone (RB&P).*

(a) *Monument Signs.* Monument signs are only permitted to be located along the frontage of University Avenue.

(i) *Number.* There may be one (1) such sign for each three hundred (300) feet of street frontage.

(ii) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per side for two-sided signs. The monument structure upon which the sign is placed shall be designed to complement the architecture of the building, using the same materials and stylistic themes.

(iii) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures is required.

(iv) *Height.* The sign (including the monument structure and pedestal) shall not exceed ~~ten (10)~~ **six (6)** feet in height above the grade of street frontage sidewalk.

(v) *Location.* There may be a monument sign located on each corner of River Park Drive. The signs shall not be located any closer than fifteen (15) feet of the back of University Avenue street curb within the public right-of-way subject to written permission from the controlling government agency.

(vi) *Materials.* Materials shall be compatible with exterior materials used within the Research and Business Park.

(vii) *Illumination.* Internal illumination and electronic display signs are not permitted.

(6) *Neighborhood Shopping Center Zone (SC1).*

(a) *Monument Signs.* Monument signs are only permitted to be located along the frontage of University Avenue.

(i) *Number.* There may be one (1) such sign for each three hundred (300) feet of street frontage.

(ii) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per side for two-sided signs. The monument structure upon which the sign is placed shall be designed to complement the architecture of the building, using the same materials and stylistic themes.

(iii) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures is required.

(iv) *Height.* The sign (including the monument structure and pedestal) shall not exceed five (5) feet in height above the grade of street frontage sidewalk.

(v) *Location.* There may be a monument sign located on each corner of River Park Drive. The signs shall not be located any closer than fifteen (15) feet of the back of University Avenue street curb within the public right-of-way subject to written permission from the controlling government agency.

(vi) *Materials.* Materials shall be compatible with exterior materials used within the Research and Business Park.

(vii) *Illumination.* Internal illumination and electronic display signs are not permitted.

(b) *Wall Signs.* Each business establishment or tenant of a shopping center facility may have wall signs or painted wall signs in conformance with the following:

(i) *Number.* There shall be one (1) such sign for the front face of each business or tenant. There may, in addition, be one (1) such sign for each business establishment or tenant have a rear building face with a public entrance.

(ii) *Area.* One (1) square foot of wall sign copy area for each linear foot of building frontage of the particular side the sign is on, or tenant space where the building setback from street frontage is less than two hundred (200) feet. For buildings with setbacks from street frontage of at least two hundred (200) feet or more, one and one-quarter (1 1/4) square feet of wall sign face for each linear foot of building frontage.

(iii) *Height.* No part of any such sign shall extend above the top level of a wall upon or in front of which it is situated.

(iv) *Projection.* No such sign, including any light box or structural part, shall project more than eighteen (18) inches from the face of the part of the building to which it is attached. No copy is permitted on the sides of any such sign.

~~(7)~~(7) *Prohibited Signs.* Unless permitted within this Section, no sign shall be permitted within the North University Riverbottoms Corridor. Temporary signs are not permitted except as permitted in this Chapter such as real estate and campaign signs. These types of signs shall not be located in the public right-of-way. (Enacted 1996-77, Am 2006-18, Am 2010-38, Am 2013-16, Am 2018-06)