

Provo City Planning Commission

Report of Action

July 10, 2024

***Item 2** Liisa Hancock requests an Ordinance Text Amendment to Section 14.38.025 (On-Premises Short Hold Time Electronic Display Sign Standards) to add allowance on University Avenue between Cougar Blvd and University Pkwy. Carterville Neighborhood. Aaron Ardmore (801) 852-6404 aardmore@provo.org PLOTA20240164

The following action was taken by the Planning Commission on the above described item at its regular meeting of July 10, 2024:

RECOMMENDED APPROVAL

On a vote of 4:0, the Planning Commission recommended that the Municipal Council approve the above noted application.

Motion By: Adam Shin

Second By: Barbara DeSoto

Votes in Favor of Motion: Adam Shin, Barbara DeSoto, Jeff Whitlock, Jonathon Hill

(Melissa Kendall abstained)

Jeff Whitlock was present as Chair.

- Includes facts of the case, analysis, conclusions and recommendations outlined in the Staff Report, with any changes noted; Planning Commission determination is generally consistent with the Staff analysis and determination.

TEXT AMENDMENT

The text of the proposed amendment is attached as Exhibit A.

STAFF PRESENTATION

The Staff Report to the Planning Commission provides details of the facts of the case and the Staff's analysis, conclusions, and recommendations.

- Staff responded to questions from the Commission on other areas of the city that allow electronic signs of this type.
- Staff summarized restrictions for the sign in response to questions from Planning Commissioners.

CITY DEPARTMENTAL ISSUES

- The Coordinator Review Committee (CRC) has reviewed the application and given their approval.

NEIGHBORHOOD MEETING DATE

- A neighborhood meeting will be held on 08/21/2024.

NEIGHBORHOOD AND PUBLIC COMMENT

- The Neighborhood District Chair was not present or did not address the Planning Commission during the hearing.

CONCERNS RAISED BY PUBLIC

Any comments received prior to completion of the Staff Report are addressed in the Staff Report to the Planning Commission. Key issues raised in written comments received subsequent to the Staff Report or public comment during the public hearing included the following:

- An email from Anna Smith was received after the staff report was written indicating concerns for the proposal due to safety concerns associated with electronic signage.

APPLICANT RESPONSE

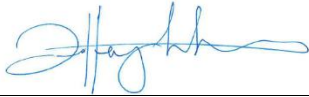
Key points addressed in the applicant's presentation to the Planning Commission included the following:

- Liisa Hancock described that the sign will be placed on the south side of the of the frontage, away from the residential zones to the north.
- Ms. Hancock also gave an overview of the request and justification for the proposal.
- Mitch Adams (a tenant in the building at 1355 N) described his need for the sign.
- Brad Holmes (manager of the 1355 N building) detailed the use of the building and justification for the sign.

PLANNING COMMISSION DISCUSSION

Key points discussed by the Planning Commission included the following:

- Jonathon Hill recommended that the city look at making the allowances for electronic signs more consistent and standardized to help the public and staff to understand where they are permitted.
- The Commission discussed the proposal, that the applicant had addressed all the concerns, and that the proposal will have a very limited impact and seems to be consistent with the area.



Planning Commission Chair



Director of Development Services

See Key Land Use Policies of the Provo City General Plan, applicable Titles of the Provo City Code, and the Staff Report to the Planning Commission for further detailed information. The Staff Report is a part of the record of the decision of this item. Where findings of the Planning Commission differ from findings of Staff, those will be noted in this Report of Action.

Legislative items are noted with an asterisk (*) and require legislative action by the Municipal Council following a public hearing; the Planning Commission provides an advisory recommendation to the Municipal Council following a public hearing.

Administrative decisions of the Planning Commission (items not marked with an asterisk) **may be appealed** by submitting an application/notice of appeal, with the required application and noticing fees to the Development Services Department, 445 W Center Street, Provo, Utah, **within fourteen (14) calendar days of the Planning Commission's decision** (Provo City office hours are Monday through Thursday, 7:00 a.m. to 6:00 p.m.).

BUILDING PERMITS MUST BE OBTAINED BEFORE CONSTRUCTION BEGINS

EXHIBIT A

14.38.025 On-Premises Short Hold Time Electronic Display Sign Standards.

(1) On-premises short hold time electronic display signs are prohibited in all areas of the City of Provo, except for properties within the GW, WG, FC, FC2, CA, CG, PO, CM, SC1, SC2, SC3, M1, M2 FI, MP, PIC and PF zones which have frontage on the following streets and locations:

- (a) University Parkway, from 100 West northwesterly to the boundary line of the City of Provo;
- (b) North State Street, from Cougar Boulevard (1230 North Street) northwesterly to 1720 North;
- (c) Cougar Boulevard, from Canyon Road (200 East) westward to North State Street;
- (d) Freedom Boulevard, from 100 North northward to University Parkway;
- (e) 820 North Street, from I-15 eastward to 1350 West Street;
- (f) Draper Lane from 820 North to 600 South;
- (g) University Avenue, from 600 South southward to Lakeview Parkway (1860 South);
- (h) 4800 North from Provo River to University Avenue;
- (i) Towne Centre Boulevard; ~~and~~
- (j) University Avenue from 4800 North to 5200 North; ~~and~~
- (k) University Avenue from Cougar Boulevard northward to University Parkway.