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**Development Review Committee**

1020 East Pioneer Road

Draper, UT 84020

March 16, 2020

**To:** Draper City Planning Commission  
Business Date: April 2, 2020

**From:** Development Review Committee

**Prepared By:** Travis Van Ekelenburg Planner II  
Planning Division  
Community Development Department  
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**Re: Highline Signage TA – Text Amendment Request**

Application No.: TEXTMAP – 953-2020  
Applicant: Justin Grubb, representing YESCO LLC  
Project Location: Bordered by Sivogah Ct, Highland Dr., Bangerter Parkway, with Future way running through the CSD Highline Area.  
Current Zoning: CSD- Highline (Highline Commercial Special District) Zone  
Acreage: 70.76 Acres (3,082,305 ft<sup>2</sup>)  
Request: Request for approval of a Text Amendment in the CSD (Highline Commercial Special District) zone regarding amending Draper City Municipal Code Section 9-18K-070: Signage (B).

**BACKGROUND AND SUMMARY**

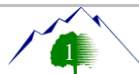
This application is a request for approval of a Text Amendment to the sign area requirements in the Draper City Municipal Code (DCMC) Section 9-18K-070 Signage. The applicant is requesting that a Text Amendment be approved to increase the allowed sign area as the current sign size allowed in the CSD Highline Zone is smaller than the regular DCMC allows. The applicant states that this would allow for better sign aesthetics and function in the CSD Highline Zone.

In September 2016, the City Council approved Ordinance No. 1215 creating the Highline Commercial Special District (CSD). The creation of this CSD was so that a mix of uses could be located on the 70.76 acre site including retail, office and multifamily.

**ANALYSIS**

**General Plan and Zoning.**

The Land Use Map of the General Plan calls for the Commercial Special District land use designation for the subject property. Characteristics of the land use designation include the following:



*Commercial Special District*

LAND USE DESCRIPTION	
<b>CHARACTERISTICS</b>	<ul style="list-style-type: none"> <li>• Include a wide range of commercial uses that are destination oriented and draw from a regional customer base</li> <li>• Compatible, master planned mix of day and evening uses consisting of office, light manufacturing, retail, residential, recreation and open space components</li> <li>• Limited traffic access points</li> <li>• Development is intended to consist of well designed, architecturally integrated structures which are appropriately landscaped and buffered from surrounding land uses</li> <li>• Uniform design standards and aesthetics</li> <li>• Access to individual properties should be provided only from frontage roads or major arterials</li> <li>• Common off-street traffic circulation and parking areas</li> </ul>
<b>LAND USE MIX</b>	<ul style="list-style-type: none"> <li>• Large-scale master-planned commercial centers</li> <li>• Big box centers</li> <li>• Corporate headquarters</li> <li>• Multi-story upscale office buildings</li> <li>• Multi-story upscale residential buildings</li> </ul>
<b>COMPATIBLE ZONING</b>	<ul style="list-style-type: none"> <li>• Adopted Commercial Special District zone</li> <li>• Adopted Major Freeway Arterial Frontage Road zone</li> </ul>
<b>LOCATION</b>	<ul style="list-style-type: none"> <li>• Strategically placed along high-traffic corridors with convenient points of traffic access to and from residential areas</li> <li>• Excellent transportation access to major highways</li> <li>• High visibility from the I-15 corridor</li> <li>• Proximity to both Salt Lake and Utah Counties</li> <li>• Provide adequate buffers in the form of setbacks, open space, low impact industrial uses, barriers, etc. adjacent to existing residential areas</li> <li>• Major streets serving these areas should accommodate truck traffic</li> </ul>

DCMC Section 9-8-020(F)(5) it states: “The purpose of each CSD zone is to permit a compatible, master planned mix of day and evening uses consisting of office, light manufacturing, retail, residential, recreation and open space components. Although development size and use mix will vary from location to location, each development is intended to consist of well designed, architecturally integrated structures which are appropriately landscaped and buffered from surrounding land uses.”

**Text Amendment**

The applicant states that the viewing distances from vehicular traffic along I-15 and the surrounding streets makes the current sign size maximums incompatible and results in a sign that is too small for large buildings such as Pluralsight, Point of View Apartments and possible future developments in the area. The applicant states that increasing the sign area in this text amendment will pertain to the rest of the CSD development area and a proposed standard that is more compatible with the regular DCMC Section 9-26-070(1) sign code in regard to wall sign area calculations. The text will also provide maximum and

minimum sign size for the CSD Highline Zoned area, a change from the regular sign code that will ensure sign size control making sure that the proper sign size can be created to fit into particular existing and future developments. The proposed text can be found in Exhibit D of this report.

Criteria For Approval. The criteria for review and potential approval of a Text Amendment request is found in Sections 9-5-060(e) of the DCMC. This section depicts the standard of review for such requests as:

2. Text Amendments:

- a. Whether the proposed amendment is consistent with goals, objectives and policies of the city's general plan;
- b. Whether a proposed amendment furthers the specific purpose statements of the zoning ordinance;
- c. Whether the proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to the zoning ordinance;
- d. The proposed amendment will not create a conflict with any other section or part of this title or the general plan;
- e. Whether the potential effects of the proposed amendment have been evaluated and determined not to be detrimental to public health, safety, or welfare and represents an overall community benefit; and
- f. The extent to which a proposed text amendment implements best current, professional practices of urban planning, design, and engineering practices

## **REVIEWS**

Planning Division Review. The Draper City Planning Division has completed their review of the Text Amendment submission. Comments from this division, if any, can be found in Exhibit A.

Engineering and Public Works Divisions Review. The Draper City Engineering and Public Works Divisions have completed their reviews of the Text Amendment submission. Comments from these divisions, if any, can be found in Exhibit A.

Fire Division Review. The Draper City Fire Marshal has completed his review of the Text Amendment submission. Comments from this division, if any, can be found in Exhibit A.

Noticing. Notice has been properly issued in the manner outlined in the City and State Codes.

## **STAFF RECOMMENDATION**

Staff recommends that the Planning Commission review the request, receive public comment, and make a decision based on the findings listed below and the criteria for approval, or denial, as listed within the staff report.

The findings for approval as are follows:

1. The proposed amendment is consistent with goals, objectives and policies of the city's general plan.
2. The proposed amendment furthers the specific purpose statements of the zoning ordinance.
3. The proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to the zoning ordinance.
4. The proposed amendment will not create a conflict with any other section or part of this title or the general plan.
5. The proposed amendment is consistent with the current wall sign allowance in the DCMC.

The findings for denial as are follows:

1. The proposed amendment is not consistent with goals, objectives and policies of the city's general plan.
2. The proposed amendment does not further the specific purpose statements of the zoning ordinance.
3. The proposed amendment is not appropriate given the context of the request and there is not sufficient justification for a modification to the zoning ordinance.
4. The proposed amendment will create a conflict with other sections or part of this title or the general plan.
5. The potential effects of the proposed amendment have been evaluated and determined to be detrimental to public health, safety, or welfare and represents an overall community benefit.
6. The proposed text amendment does not implement best current, professional practices of urban planning, design, and engineering practices.

### **MODEL MOTIONS**

Sample Motion for Approval – I move that we forward a positive recommendation to the City Council for the Text Amendment, as requested by Justin Grubb, representing YESCO LLC for the Highline Sign Text Amendment, application TEXTMAP-953-2020, based on the findings and subject to the conditions listed in the Staff Report dated March 16, 2020.

Sample Motion for Modified Approval– I move that we forward a positive recommendation to the City Council for the Text Amendment, as requested by Justin Grubb, representing YESCO LLC for the Highline Sign Text Amendment, application TEXTMAP-953-2020, based on the findings and subject to the conditions listed in the Staff Report dated March 16, 2020 and as modified by the findings and conditions below:

1. List any additional findings and conditions...

Sample Motion for Denial – I move that we forward a negative recommendation to the City Council for the Text Amendment, as requested by Justin Grubb, representing YESCO LLC for the Highline Sign Text Amendment, application TEXTMAP-953-2020, based on the findings listed in the Staff Report dated March 16, 2020.

**DEVELOPMENT REVIEW COMMITTEE ACKNOWLEDGEMENT**

We, the undersigned, as duly appointed members of the Draper City Development Review Committee, do acknowledge that the application which provides the subject for this staff report has been reviewed by the Committee and has been found to be appropriate for review by the Draper City Planning Commission and/or City Council.

**Brien Maxfield**  Digitally signed by Brien Maxfield  
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email=brien.maxfield@draper.ut.us, c=US  
Date: 2020.03.25 16:19:57 -06'00'


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Draper City Public Works Department

**Jennifer Jastremsky**  Digitally signed by Jennifer Jastremsky  
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O=Planning Division, CN=Jennifer Jastremsky  
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Draper City Planning Division

**Don Buckley**  Digitally signed by Don Buckley  
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Draper City Fire Department

**Spencer DuShane**  Digitally signed by Spencer  
DuShane  
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Draper City Legal Counsel

**Matthew T. Symes**  Digitally signed by Matthew T. Symes  
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O=Draper City, CN=Matthew T. Symes  
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Draper City Building Division

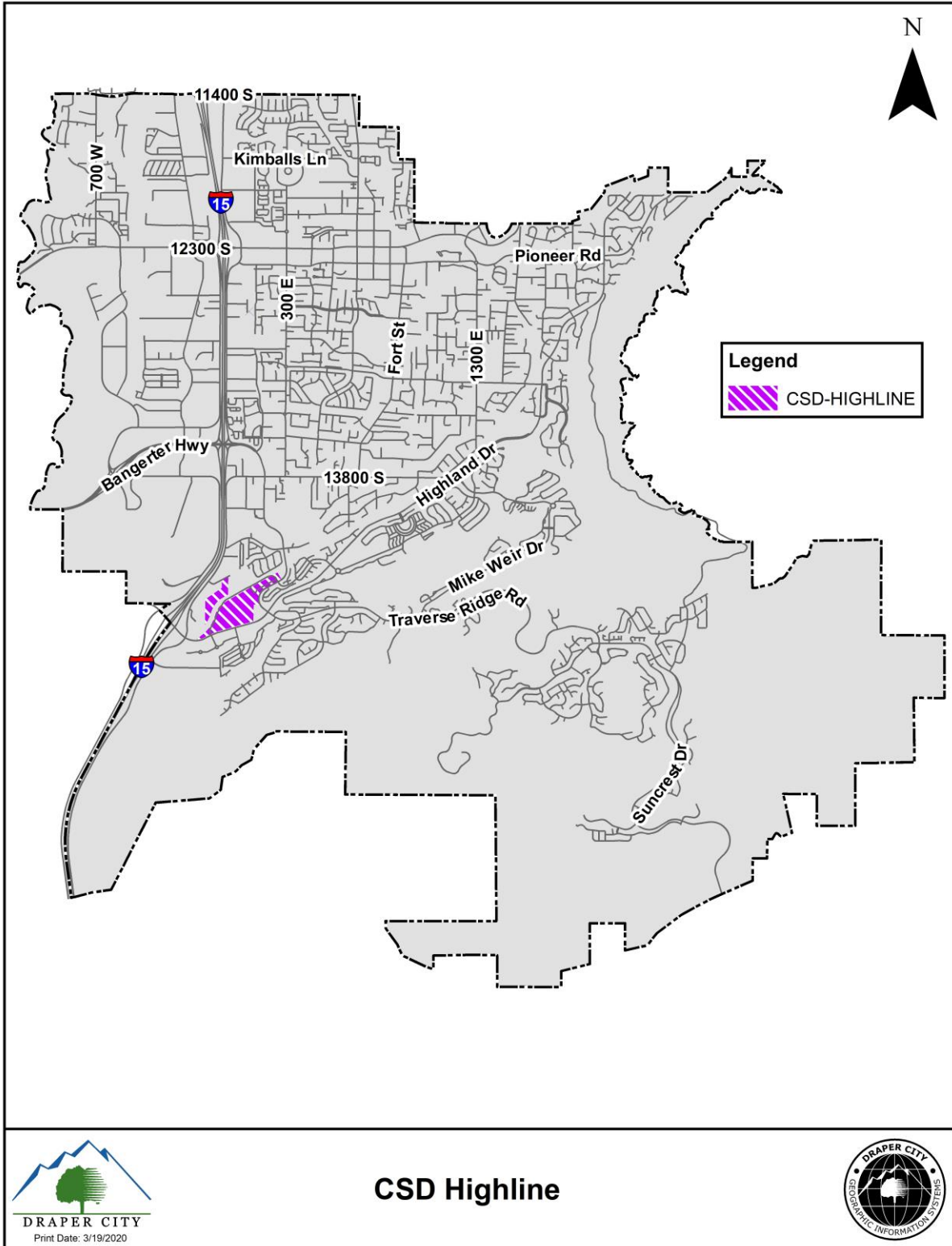
**EXHIBIT A**  
**DEPARTMENT REVIEWS**

REVIEWS ARE NOT MEANT TO BE AN ALL INCLUSIVE LIST OF POSSIBLE COMMENTS OR CONDITIONS.

# EXHIBIT B AERIAL MAP



# EXHIBIT C CITY WIDE VIEW



**EXHIBIT D**  
**LEGISLATIVE DRAFT**

**9-18K-070: SIGNAGE:**

Signage design and location will be an important component of the Highline Commercial Special District. Allowed signage shall include:

- A. Two (2) monument signs will be allowed per building site. Each monument sign shall have a uniform, architecturally compatible design consistent with the Highline Commercial Special District design theme with faces not larger than one hundred (100) square feet. Locations must be approved by the City Engineer to ensure clearance of sight distance requirements at entries and adequate separation for readability. Monument signs not to exceed seven feet (7') in height and fourteen feet (14') in width (see section 9-18K-090, exhibit G of this article).
  
- B. All buildings will be able to have building signage. Building signage may be installed by individual businesses/buildings, hotel, apartment on single-/multi-tenant buildings. Such signs shall have individually illuminated letters or decorative sign cabinets. Office building signs shall not exceed ~~two hundred (200)~~ six hundred (600) square feet in size maximum per building facade and residential signs shall not exceed ~~one hundred (100)~~ two hundred (200) square feet in size maximum per building facade. For any one facade of a building, the maximum sign area for each one linear foot of building wall shall be one square foot. When the wall on which the sign is placed is more than two hundred feet (200') from any public right of way, the maximum sign area for each one linear foot of building wall shall be one and one-half (1-1/2) square feet.
  
- C. Wayfinding signs will be allowed in the project. Height not to exceed eight feet (8'). The wayfinding sign area will not exceed sixty five (65) square feet.
  
- D. Suspended or blade type projecting signs may be provided along pedestrian walkways and shall maintain a minimum clearance of seven feet (7') above the pavement.
  
- E. If flags or banners are placed on the commercial, residential, or retail areas they will need to be seven feet (7') above the pavement. All flagpoles will be part of a site plan submittal.
  
- F. One monument sign shall be allowed for each apartment project.
  
- G. Overall ~~Vista Station~~ Highline CSD monument signs (see detail) shall be installed at specific locations (see section 9-18K-090, exhibit G of this article) throughout the project. Two (2) monument signs will be allowed per entrance to the Highline CSD. (Ord. 1215, 9-6-2016)