

Mapleton City Planning Commission Staff Report

Meeting Date: March 28, 2013

Item: 4

Applicant: HP Commercial LLC & Maple Mountain Pharmacy

Location: 724 S 1600 W

Prepared by: Sean Conroy, Community Development Director

Public Hearing Item: Yes

Zone: GC-1

REQUEST

Consideration of a business signage plan for the Maple Mountain Pharmacy located in the General Commercial GC-1 zone.

BACKGROUND AND PROJECT DESCRIPTION

The project site is part of the Harvest Park Commercial Plat "A" subdivision. The subdivision includes the creation of several retail building pads. Maple Mountain Pharmacy recently opened for business in building #4 that has been constructed on the site.

The applicant is requesting approval of the following signs:

- Two monument signs in the planter adjacent to the highway
- A roof mounted sign on the east elevation
- A roof mounted logo sign on the east elevation
- Three hanging signs on the east elevation (copy center, ice cream, gift shop)
- A directory sign on the east elevation
- A wall mounted sign and logo on the south elevation
- A wall mounted sign on the west elevation
- A directory sign on the north elevation

EVALUATION

Sign Standards: According to Mapleton City Code (MCC) Chapter 18.86 the purpose of the sign ordinance is to promote the health and well-being of the public by minimizing obstruction, visual or otherwise, distraction, and to preserve and enhance the beauty of the city by minimizing visual clutter. The sign ordinance authorizes the community development director to approve signage. However, due to the number of signs being proposed and the visibility of the project location, staff has referred this application to the Commission for review.

The following section outlines some of the sign requirements of the ordinance followed by a staff response:

MCC Chapter 18.86.040

A. 1. In commercial or industrial zones, permanent signage may be placed in accordance with the greater of the following setback limitations:

- a. Signage may be placed on a lot in accordance with the front, side, and rear yard setback limitations of the applicable zone, if there be such; or*
- b. Signage may be placed no closer than fifteen (15) linear feet from the back of the sidewalk, fifteen (15) linear feet from the edge of the street, fifteen (15) linear feet from the edge of the lot, and fifteen (15) linear feet from a neighboring lot, whichever is more restrictive.*

Response: The proposed free-standing monument signs are located approximately eight feet from the front property line. Moving the signs back 15 feet from the front edge of the property, as required by ordinance, would push the signs into the parking lot.

There are several monument signs along the highway that are much closer than 15 feet from the property line. However, staff notes that these appear to have been installed prior to adoption of the current sign ordinance. The current setback requirements in the ordinance appear to be excessive. While staff is supportive of the applicant's proposal, the ordinance would need to be amended before the proposed signs could be approved. If the Commission is supportive of the proposed monument signs, it could direct staff to revise the ordinance to address this issue.

1. All signage on a commercial or industrial lot shall be limited to a maximum elevation or height of thirty feet (30'), or up to the height of the main building, whichever is greater.

Response: None of the proposed signage will exceed the height of the main building.

2. Any window sign on a commercial or industrial lot shall not exceed fifty percent (50%) of a window display area and shall not exceed a total window display area for all windows of one hundred (100) square feet.

Response: The three hanging signs on the east elevation (copy center, ice cream, gift shop) are approximately 17.5 square feet in total, which is less than the allowed 100 square feet and less than 50% of the window display area.

C. Wall mounted or freestanding commercial signage on a commercial or industrial lot shall be limited to a cumulative display area of twenty five percent (25%) of the street facing facade(s) of the building or structure it represents or which is found on the commercial lot, or to one hundred (100) square feet, whichever is greater.

Response: The roof mounted sign does not exceed 25% of the street facing facades of the building or 100 square feet. The freestanding monument signs will allow future signage for several buildings and will not exceed 25% of the street facing facades of these buildings. However, there are code issues with both the rooftop sign and the monument signs that is addressed later in the report.

18.86.060: TEMPORARY SIGNS:

Temporary signs do not require a permit but are limited to a display period of 180 days. Signs that stand alone and exceeds thirty two (32) square feet in display area, or exceeds six feet (6') in height, or weighs more than fifty (50) pounds are considered permanent signs and require a permit.

The existing temporary banner sign on the east elevation of the building is a permitted temporary sign. However, there are several existing free standing signs that either exceed 32 square feet of display area, six feet in height and/or have been displayed for over 180 days. These are advertising signs for Harvest Park. Staff has added a special condition that these be removed.

MCC Chapter 18.86.090: PROHIBITED SIGNS:

ANIMATED OR FLASHING SIGN: A sign that includes movement or optical illusion of movement or rotation of any part by mechanical, artificial or atmospheric means or a sign that displays flashing or intermittent lights. Time and temperature devices and banners and flags shall be exempted from this definition.

Response: The applicant is not proposing any animated or flashing signage. Much of the signage will include lighting, but no movement, flashing or intermittent lights are proposed. However, there is an existing sign that has been installed that reads “open” that includes movement. Staff has added a condition that this sign be removed.

ROOF SIGN: A sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof or which does not lie flat on the roof.

Response: The main sign on the east elevation is located on the roof, but does not extend vertically above the highest portion of the roof. However, the sign does not lie flat on the roof. While staff is supportive of the design concept for this sign, it appears that this sign is not permitted under the current ordinance. If the Commission is supportive of the proposed sign, it could direct staff to draft an amendment to the sign ordinance to address this issue.

STAFF RECCOMENDATION

Approve the proposed sign application with the attached special conditions and direct staff to prepare amendments to the sign ordinance.

SPECIAL CONDITIONS

1. This approval does not include the roof mounted sign or the two monument signs adjacent to 1600 West.
2. Any existing signage that contains movement, flashing or intermittent lights shall be removed.
3. The existing free standing signs located on the subject property and adjacent property to the north under the same ownership shall be removed.

ATTACHMENTS

1. Application Materials.
2. Excerpts from the Sign Ordinance.

Sean,

The following is to be included with the application for Harvest Park Commercial Building #4 for Mike Johnson. On the west elevation there is a small clearance sign at the drive-thru that was shown on the building permit set; please include it in the approval if it is needed.

18.86.090: PROHIBITED SIGNS: 

ABANDONED SIGN: Any sign or structure that no longer correctly directs or influences a person, identifies or advertises a bona fide business, lessor, service, owner, product, or activity.

(N/A, not part of the plan)

ANIMATED OR FLASHING SIGN: A sign that includes movement or optical illusion of movement or rotation of any part by mechanical, artificial or atmospheric means or a sign that displays flashing or intermittent lights. Time and temperature devices and banners and flags shall be exempted from this definition.

(The message board part of the monument sign will not be flashing or animated.)

BALLOON OR INFLATABLE SIGN: Any device supported by heated air, forced air, or other gases for the purpose of drawing attention.

(N/A, not part of the plan.)

BILLBOARD: A high profile freestanding ground sign on one or more poles, typically located along freeways or major highways, but not limited thereto, designed or intended to direct attention to a business, product, or service that is not sold, offered, or existing on the property where the sign is located.

(N/A, not part of the plan.)

MARQUEE SIGN: Any sign attached to, in any manner, or made part of a marquee. A marquee is a permanent roof like structure projecting beyond a building or wall of the building, generally designed and constructed to provide protection from the weather.

(N/A, not part of the plan.)

MOTION SIGN: A sign that has motion either constantly or at intervals or that gives the impression of movement through intermittent flashing, scintillating, or varying the intensity of illumination whether or not said illumination is reflected from an artificial source or the sun.

(N/A, not part of the plan.)

PROJECTING SIGN: A sign attached perpendicular to a building structure and

extending in whole or in part more than twelve inches (12") beyond the wall to which it is attached.

(N/A, not part of the plan.)

ROOF SIGN: A sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof or which does not lie flat on the roof.

(N/A, see sign application).

ROTATING SIGN: Any sign or portion of a sign that moves in a revolving or similar manner.

(N/A, not part of the plan.)

SNIPES: Any sign typically made of non- or semi-durable material, mounted to a tree, to a utility pole, or to the ground by nails, staples, a wire frame, or similar device within a right of way, including public and private parking strips and medians, or on public property

(N/A, not part of the plan):

- B. 1. All signage on a commercial or industrial lot shall be limited to a maximum elevation or height of thirty feet (30'), or up to the height of the main building, whichever is greater.

(See elevations. No sign is higher than 30 ft. or the height of the building whichever is greater.)

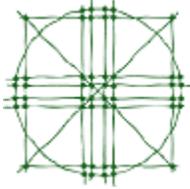
2. Any window sign on a commercial or industrial lot shall not exceed fifty percent (50%) of a window display area and shall not exceed a total window display area for all windows of one hundred (100) square feet.

(See elevations. The total window sign area is 8.4 sq. ft./each which totals 24.9 which is less than 100 sq. ft. and is far less than 50% of the window area.)

3. Where a building on a commercial lot has more than one level, window signs shall be allowed on each level of the building.

- C. Wall mounted or freestanding commercial signage on a commercial or industrial lot shall be limited to a cumulative display area of twenty five percent (25%) of the street facing facade(s) of the building or structure it represents or which is found on the commercial lot, or to one hundred (100) square feet, whichever is greater.

(The arc sign is 49.3 sq. ft. and is less than 25% of the street facing façade and is less than 100 sq. ft.; the logo on the tower is 18.9 sq. ft.)



J.W. Robinson Architects, Inc.

Jerry W. Robinson
2299 South Highland Dr. Suite 200
Salt Lake City, Utah 84106

Office: 801-486-7777 | Fax: 801- 486-7007 | Cell: 801-231-7777

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Mapleton City Sign Ordinance Excerpts

18.86.010: PURPOSE AND INTENT:

The Mapleton City, Utah, city council, finding it necessary to promote public safety and to foster an appealing cityscape, and in accordance with the general plan, and for the general welfare, hereby desires to regulate signage within Mapleton City limits¹.

The city council finds that unregulated signage can be detrimental to public safety, that it can result in visual blight and negatively impact local property values, and that it can displace alternative land uses. Specifically, the city council finds it necessary:

- A. To promote the health and well being of the public, generally pedestrians and motorists, by minimizing obstruction, visual or otherwise, distraction, and related safety and traffic hazards within the city; and
- B. To preserve and enhance the beauty of the city by minimizing visual clutter and regulating physical characteristics of and placement of signage within the city. (Ord. 2011-13, 8-2-2011, eff. 9-1-2011)

18.86.040: COMMERCIAL AND INDUSTRIAL ZONES:

- A. 1. In commercial or industrial zones, permanent signage may be placed in accordance with the greater of the following setback limitations:
 - a. Signage may be placed on a lot in accordance with the front, side, and rear yard setback limitations of the applicable zone, if there be such; or
 - b. Signage may be placed no closer than fifteen (15) linear feet from the back of the sidewalk, fifteen (15) linear feet from the edge of the street, fifteen (15) linear feet from the edge of the lot, and fifteen (15) linear feet from a neighboring lot, whichever is more restrictive.
 - 2. A temporary sign has no setback requirements in a commercial and industrial zone.
 - 3. A sign may not be placed in a "clear vision triangle", defined as follows: at intersections of alleys and driveways (this includes private driveways and adjacent private driveways), the triangle shall be defined by drawing a line between two (2) points that are a minimum of fifteen feet (15') from the intersection along the property lines. At intersections of public streets, the triangle shall be defined by drawing a line between the two (2) points that are a minimum of thirty feet (30') from the intersection along the property lines.
- B. 1. All signage on a commercial or industrial lot shall be limited to a maximum elevation or height of thirty feet (30'), or up to the height of the main building, whichever is greater.

2. Any window sign on a commercial or industrial lot shall not exceed fifty percent (50%) of a window display area and shall not exceed a total window display area for all windows of one hundred (100) square feet.
3. Where a building on a commercial lot has more than one level, window signs shall be allowed on each level of the building.
 - C. Wall mounted or freestanding commercial signage on a commercial or industrial lot shall be limited to a cumulative display area of twenty five percent (25%) of the street facing facade(s) of the building or structure it represents or which is found on the commercial lot, or to one hundred (100) square feet, whichever is greater.
 - D. Noncommercial signage on a commercial or industrial lot shall be limited to a cumulative display area equal to that permitted for any commercial signage on the same lot.
 - E. The display area of a two (2) faced sign with identical copy on both sides shall be counted as the display area of only one of the faces.

18.86.050: PERMANENT SIGNS:

- A. A sign is considered to be permanent if it satisfies one or more of the following:
 1. Any sign that is permanently constructed, attached, or intended to remain for more than one hundred eighty (180) days shall be deemed permanent.
 2. A sign which is standing alone and exceeds thirty two (32) square feet in display area, or exceeds six feet (6') in height, or weighs more than fifty (50) pounds.
 3. A sign that is connected to or protruding from any building or similar structure, interior window signs excluded.
 4. A sign intended for use during a specified, limited time, which is posted more than one hundred fifty (150) days before the occurrence of an event or sale and which shall remain for more than thirty (30) days after the occurrence of an event or sale or commencement thereof.
- B. A permit is required for a permanent sign. Permanent signs shall be subject to a fee and inspections shall be required.
- C. The city finds that permanent signage requires review by the community development director to ensure that the constructed sign will be structurally safe and durable so as to preserve and promote public safety.
- D. Permanent signage is subject to the discontinued use provision set forth above.

18.86.060: TEMPORARY SIGNS:

A. No permit or fee required.

B. Any sign that is not considered permanent as defined above, or that is intended for use during a specified, limited time of one hundred eighty (180) days or less shall be deemed temporary and shall not require a permit or be subject to a fee. All temporary signage shall be subject to the discontinued use provision set forth above. (Ord. 2011-13, 8-2-2011, eff. 9-1-2011)

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SNIPES SIGNS: Any sign typically made of non- or semi-durable material, mounted to a tree, to a utility pole, or to the ground by nails, staples, a wire frame, or similar device within a right of way, including public and private parking strips and medians, or on public property.