

ITEM 2
6:24 p.m.

CASE:	PL2016-86
APPLICANT:	South Loop Investments, LLC
LOCATION:	8100 and 8150 26 th Avenue and 2400 and 2500 East 82 nd Street
REQUEST:	Master Sign Plan for the Alpha B planned development

SPEAKING FOR THE APPLICANT:

David Peters, 8 Eagle Court, Park City, Utah 84060

PUBLIC HEARING DISCUSSION:

Centinario stated the proposed Master Sign Plan is for the Alpha B planned development. The applicant designed the signage plan for Phases I and II that include both freestanding and wall signs. The majority of the signs detailed in the plan meet code requirements. Three freestanding ground signs are proposed, each are 42 square feet, 8 feet tall and meet setback requirements. The sign along 82nd Street may be in the clear view triangle but staff will review that issue through the sign permit review. The wall signs on the east, west and south elevations are under the maximum allowable size identified in City Code. The sign proposed on the parking structure is also smaller than the maximum allowable size identified in city code. The proposed directional and incidental signs are code compliant. The AC Marriott hotel requests a rooftop cube sign which is not permitted in the City Code. The intent is the sign is an extension of the roof but it is considered a rooftop sign under the Code. The applicant will be requesting flexibility with the proposed rooftop sign. The east elevation includes a cabinet sign and the west elevation includes a channel sign. The City Code only allows one sign construction type on a building. The applicant is also requesting flexibility with that code requirement. There are findings that must be met and staff believes the proposed Master Sign Plan meets the required findings. Staff believes the proposed signs are cohesive and will add to the character of this development and the South Loop.

Batterson asked about the material of the freestanding sign.

Centinario stated the shell would be steel or aluminum and the sign panels would be a hard, translucent vinyl.

Peters noted the intent is to not cover the west elevation with signage.

The public hearing was closed via a motion.

Spieß understood the need to be flexible with brand recognition. She would like to give flexibility to the applicant.

Batterson said the Master Sign Plan is a great way to review signage and to establish a brand.

Goodrum stated he is an advocate for the Master Sign Plan process but does not want to set precedent with the rooftop signs. Goodrum did not believe the proposal demonstrated it is unique enough to warrant flexibility. He will not be supportive of the sign plan.

Nordstrom stated the item will move to City Council on June 27th, 2016.

ACTIONS OF THE COMMISSION:

M/Spieß, S/Willette: To close the public hearing. Motion carried 6-0.

M/Spiess, S/Willette: In Case PL2016-86, having been able to make the required findings, I move to recommend City Council approval of a Master Sign Plan for the Alpha B planned development at 8100 and 8150 26th Avenue South and 2500 E 82nd Street, subject to the conditions and Code requirements attached to the staff report.

Motion carried 5-1. Goodrum opposing.

RECOMMENDED CONDITIONS TO THE CITY COUNCIL:

The following conditions of approval are arranged according to when they must be satisfied. In addition to conditions of approval, the use and improvements must also comply with all applicable local, state, and federal codes. Codes to which the applicant should pay particular attention are included below.

1. Prior to Permit A master sign development agreement, including all conditions of approval, shall be executed by the applicant and the City and shall be properly recorded by the applicant with proof of recording provided to the Director of Community Development.
2. Ongoing Signs must be limited to the type, function, location and maximum size described in the approved Master Sign Plan and accompanying table in Case 2016-86.
3. Ongoing Signs must be made of durable, weather resistant material to withstand the exposure to the elements.
4. Ongoing Major revisions to this Master Sign Plan shall be subject to the requirements of 21.501.06.
5. Ongoing Sign construction and installation must be consistent with the manufacturer standards.
6. Ongoing Signs must not exceed the maximum luminance levels (Sec. 19.108(h) and Sec. 21.301.07(c)(5)).
7. Ongoing Sign permits, unless exempted through Section 19.105, are required prior to the installation of the signs.