



Community Development Department

Tom Dolan
Mayor

Scott J. Bond
Chief Administrative Officer

James L. Sorensen
Director

MEMORANDUM

March 30, 2017

To: City Council via Planning Commission
From: Community Development Department
Subject: Temporary Signs for Multi-Family Projects – CODE-3-17-5229
 Amend Title 15A, Chapter 26, Signage and Outdoor
 Advertising, Land Development Code, Revised
 Ordinances of Sandy City, 2008

HEARING NOTICE: *This Code Amendment was noticed in the paper at least 10 days prior to the first Planning Commission meeting.*

BACKGROUND

The Sandy City Community Development Department has filed a request to amend Title 15A, Chapter 26, Signage and Outdoor Advertising, Land Development Code, Revised Ordinances of Sandy City, 2008. The purpose of the Code Amendment is to consider allowing multi-family projects to have a certain time period to display temporary signs and also to describe what type of signs may be used.

ANALYSIS

There are a number of multi-family projects that have recently been approved, or are under construction. Currently, there are 12 projects either in the review and approval phase or under construction that have 100 or more units.

There have been rare occasions where the property manager will talk to staff prior to installing signs. However, majority of the time, the temporary signs are installed without a permit. Staff would like to propose language that would allow multi-family projects to install a variety of temporary signs for specific time periods based on the number of units in the project. This would be similar to our provisions for a grand opening sign permit. The type of signs allowed would be banners, blade banners, A-frame, and directional signs (see Exhibit "A"). Included are examples of signs that are currently being used throughout the City.

Currently, the sign regulations for residential properties in residential and non-residential zones, that are for sale, lease, rent, or auction have three options. These options include: a T-shaped post sign; a yard sign, or a window sign. All of these signs are permitted up to nine square feet.

The proposed revisions will allow the property managers to increase their opportunity to advertise the availability of new residential units.

NON-CONFORMING USES

This Code Amendment would not create any non-conforming situations.

LAND DEVELOPMENT CODE PURPOSE COMPLIANCE

The Sandy City Land Development Code in §15A-01-03 lists the criteria explaining the intent and purpose of the Ordinance. The purpose is:

15A-01-03 Purpose

This Code is adopted to implement Sandy City's General Plan and to promote: public health, safety, convenience, aesthetics, welfare; efficient use of land; sustainable land use and building practices; transportation options and accessibility; crime prevention; timely citizen involvement in land use decision making; and efficiency in development review and land use administration. Specifically, this Code is established to promote the following purposes:

1. General

- a. To facilitate the orderly growth and development of Sandy City.
- b. To facilitate adequate provision for transportation, water, sewage, schools, parks, and other public requirements.
- c. To stabilize property values.
- d. To enhance the economic well being of Sandy City and its inhabitants.

2. Implementation of General Plan

To coordinate and ensure the implementation of the City's General Plan through effective execution of development review requirements, adequate facility and services review and other goals, policies, or programs contained in the General Plan.

3. Comprehensive, Consistent and Equitable Regulations

To establish a system of fair, comprehensive, consistent and equitable regulations, standards and procedures for review and approval of all proposed land development within the City.

4. Efficiently and Effectively Managed Procedures

- a. To promote fair procedures that are efficient and effective in terms of time and expense.
- b. To be effective and responsive in terms of the allocation of authority and delegation of powers and duties among ministerial, appointed, and elected officials.
- c. To foster a positive customer service attitude and to respect the rights of all applicants and affected citizens.

The proposed Code Amendment will stabilize property values by establishing a system of fair, comprehensive, consistent and equitable regulations, and standards for temporary signs for multi-family developments within the City.

GENERAL PLAN COMPLIANCE

The General Plan encourages appropriate development standards for all uses and zoning categories within Sandy City.

OTHER

Besides the purposes set out in the ordinances cited above, one of the stated purposes of the City's land use ordinances is to facilitate the orderly growth and development of Sandy City (Rev. Ord. of Sandy City 2008, Section 15A-01-03(A)(1)). Some of the general purposes of the City's Development Code are to implement Sandy City's General Plan, and to promote the following public policies: public health, safety, convenience, aesthetics, welfare; efficient use of land; sustainable land use and building practices; transportation options and accessibility; crime prevention; timely citizen involvement in land use decision making; and efficiency in development review and land use administration (R.O.S.C. Sec. 15A-01-03(A)).

STAFF RECOMMENDATION

The Community Development Department requests that the Planning Commission forward a positive recommendation to the City Council to adopt the proposed ordinance amendment as shown in exhibit "A", attached, for the following reasons:

1. Compliance with the Purpose of the Land Development Code by stabilizing property values by establishing a system of fair, comprehensive, consistent and equitable regulations, and standards for temporary signs for multi-family projects within the City.
2. Compliance with the Goals and Policies of the General Plan by establishing appropriate development standards for all uses and zoning categories within Sandy City.

Planner:

Reviewed by:

Brian McCuiston
Planning Director

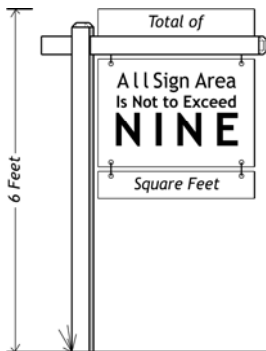


Exhibit “A”

15A-26-08

Temporary Signs

C. Temporary Signs Allowed Without a Permit - Residential Districts (including residential developments within Non-Residential Zones such as MU, BC, IC, SD(EH) and SD(X)).



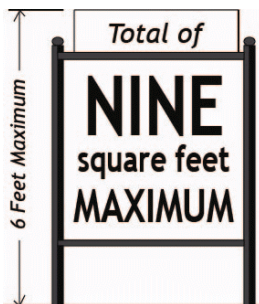
2. **Residential Properties Subject to Sale, Lease, Rent, or Auction.** Except as otherwise allowed herein under grand opening provisions, Properties legally subject to sale, lease, rent, or auction shall be allowed one on-site sign, per frontage, of one of the following types without necessity of an application for or issuance of a Sign Permit.

- a. One “T”-shaped post sign subject to the following requirements:

- (1) such sign shall be a maximum of nine square feet hanging from a “T” shaped mounting post;

- (2) the maximum height of such signs shall be six feet;

- (3) such a sign and post shall be setback from the property line not less than three feet and cannot obstruct the right-of-way;



- (4) such sign shall be allowed, without necessity of a permit, for the duration of the property’s sale, lease, rent, or auction.

- b. one yard sign subject to the following requirements:

- (1) the maximum area of such signs shall be nine square feet;

- (2) the maximum height of such signs shall be six feet;

- (3) such sign shall be setback from the property line not less than three feet and cannot obstruct the right-of-way;

- (4) such sign shall be allowed, without necessity of a permit for the duration of the property’s sale, lease, rent, or auction.



- c. one window sign, per street frontage, subject to the following requirements:

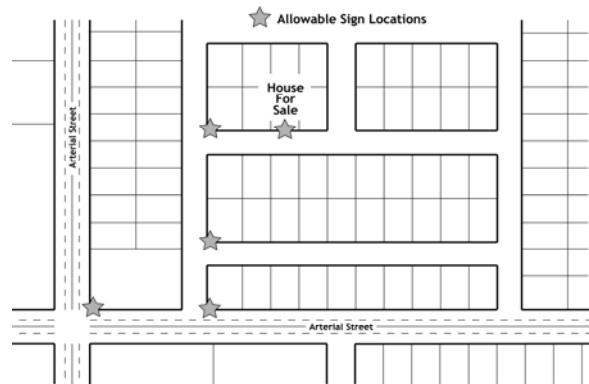
requirements:

- (1) the maximum area of such signs shall be nine square feet;

- (2) such sign shall be allowed, without the necessity of a permit for the duration of the property's sale, lease, rent, or auction.

3. **Properties Subject to Sale, Lease, Rent, or Auction.** Properties subject to sale, lease, rent, or auction shall be allowed off-site signs as follows:

- a. Such signs may be used to direct traffic to a property for sale, lease, rent, or auction:
- b. Such signs shall be used only when a representative is on duty at the residence for sale, lease, rent, or auction or the property owner is present at the property for inspection.
- c. The placement of such signs shall require permission of the property owner of properties on which the signs are to be placed.
- d. The maximum area of such signs shall be six square feet each.
- e. The maximum height of such signs shall be three feet.
- f. One direction sign is allowed that applies to the provisions herein to be located on each corner of intersecting streets starting from the closest arterial street leading directly to the property (See Figure 24).
- g. Such signs shall be located outside the sight visibility triangle at any street or driveway intersection, as determined by the Sandy City Transportation Engineer.



4. **Vehicle Signs.** Any sign that is attached to or placed on a vehicle or trailer that is parked on private property or driven upon public streets where:
- a. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets and is actively used for the daily operations of the business to which such signs relate.
- b. The vehicle or trailer does not violate the provisions related to parking of a commercial vehicle in residential zones.

E. **Temporary Signs Requiring a Permit - Residential and Non-Residential Districts.**

Temporary signs displayed during the following promotional periods require a temporary sign permit and may not be prolonged by those above periods allowed without a permit.

1. **Properties Subject to a Business Grand Opening.** Temporary signs erected for the opening of a business or the relocation or change of ownership of an existing business

may be allowed within the first year of operation for a period not to exceed 45 calendar days. A combination of banners, blade banners, wind signs, inflatables, beacon lights, portable, and mobile signs may be used. The signs must be removed at the end of the 45 day period.

2. Multi-Family Projects. New for rent or lease multi-family projects are permitted to use a combination of banners, blade banners, directional, and A-frame signs in order to advertise the new units under the following provisions:

a. Banners are limited to one per building and must be installed on the building. The size of the banner may be determined by the Director and is dependent upon the size and scale of the sign and the number of units in the project. As a maximum, the banner may not exceed 5 percent of the building face. All other signs are prohibited within the right-of-way.

b. Projects containing up to 49 units will be permitted to install temporary signs for 45 days. Projects that have 50-99 units will be permitted to install temporary signs for 6 months. Projects with over 100 units will be permitted to install temporary signs for one year.

c. Allowed signs must be repaired or replaced when the surface area is grayed, torn, defaced, or damaged.

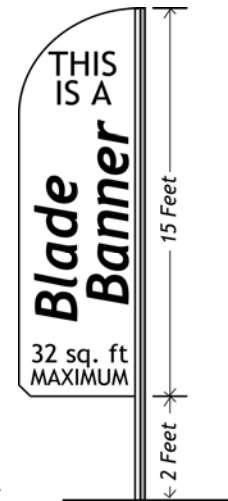
3. **Special Promotions.** A business may apply for up to four special promotion periods during the calendar year, under the provisions listed below. Each period may not exceed seven days in length. These periods may run consecutively.

a. Only one banner, or up to two blade banners, per property, may be used on-site in non-residential zones. Groups of blade banners shall be separated by another group of blade banners by at least 100 feet. Such signs shall not exceed 32 square feet.

b. Signs must be securely attached to a structure or to ground posts. Banners mounted to the ground may be not higher than 48 inches from the ground to the top of the sign and must have a stabilizing crossbar between the ground posts at the top of the sign.

c. Blade banners shall not exceed an overall height of 17 feet. The blade banners must be ground mounted using a post or supported in a stand.

d. Signs shall be setback from the property lines a minimum of three feet and cannot obstruct the right-of-way.



- e. Signs shall not be placed where they obstruct the view of any sign identified as a public necessity sign.