

SOUTH JORDAN CITY
CITY COUNCIL STUDY SESSION

February 3, 2015

Present: Mayor Pro Tempore Chuck Newton, Councilman Steve Barnes, Councilman Chris Rogers, Councilman Mark Seethaler, Councilman Don Shelton, CM Gary Whatcott, Administrative Services Director Dustin Lewis, IS Director John Day, Public Works Director Jason Rasmussen, COS Paul Cunningham, Communications Director Tina Brown, Fire Chief Andrew Butler, Strategic Services Director Don Tingey, Police Lieutenant Jason Knight, Acting City Attorney Ryan Loose, Development Services Director Brian Preece, City Council Secretary MaryAnn Dean

STUDY SESSION – 4:00 PM

It was noted that Mayor Alvord would not be present tonight.

Councilman Rogers made a motion to appoint Councilman Chuck Newton as Mayor Pro Tempore for tonight’s meeting. Councilman Seethaler seconded the motion. The vote was 4-0 in favor, with Councilman Barnes absent.

A. Invocation: *By Councilman Newton*

Mayor Pro Tempore Newton offered the invocation.

Councilman Barnes arrived at this time.

B. Discussion: Sign Ordinance. (*By Councilman Rogers*)

Councilman Rogers reviewed a presentation outlining some changes to the sign Ordinance (Attachment A). The biggest change is simplifying the Ordinance into two basic categories: commercial speech, and non-commercial speech. He noted this was modeled after Washington DC’s sign Ordinance. He said commercial speech/signs are easier to regulate. They have lesser ability to regulate non-commercial speech.

Councilman Rogers noted that yard sale signs would be considered commercial speech, but they have been exempted for a period of time. They are not changing their policy regarding commercial speech, they are just defining it. He said they need to be careful about regulating the content on non-commercial signs.

Councilman Rogers said they are still having size limitations. The Ordinance clarifies that signs are not allowed in the park strip, regardless if they are commercial or non-commercial in nature. He said allowing signs in the park strips could create clutter, and obstruct the line of sight. If they allow for one type of sign, they have to allow for all types of signs. He said some of the park strips are city owned. They don’t regulate privately owned park strips.

Councilman Barnes said he prefers to allow signs in the park strips because they are easier to see and easier to mow around.

Councilman Rogers said he feels signs in the park strips create more clutter, and it is not as attractive. If they allow signs in the park strip, they have to allow all signs in the park strips, regardless of content.

Acting City Attorney Loose said city property is a forum they control. If they open up this forum, it is open for all.

Councilman Barnes said residents know it's against the sign ordinance and they don't care. He said he doesn't want his sign taken, nor does he want to deny someone the right to put a sign up. Councilman Rogers noted that an opposing sign could be put up and the resident couldn't take it down. If they did, they could be sued.

Councilman Barnes asked how will they enforce this? He said two years ago, there were issues with signs on park strips owned or maintained by Kennecott. He said he doesn't want a policy that they can't enforce. Councilman Rogers concurred. The issues they have had in the past were because of inconsistencies, the vagueness in the code, and the lack of enforcement. Acting City Attorney Loose said enforcement was difficult in the past.

Councilman Rogers said most of the changes are on page 8 of the proposed Ordinance (Attachment A). He reviewed the proposed policy regarding signs on UDOT fencing and canal fencing.

Acting City Attorney Loose noted that on certain corners of Bangerter Highway, there is a 3 party agreement with the city, UDOT, and the developer, that states the developer will maintain the property and the city makes sure that the developer maintains the property. They will need to identify which areas have that agreement.

Councilman Newton said if they don't remove the signs, they stay on the fences for a long time after the election. Acting City Attorney Loose said if a sign becomes a hazard, the city can remove that. There is no time limit on the length of time the signs can be up. Councilman Newton said he is concerned about protecting the aesthetic quality of the city. Councilman Rogers said it is a free speech issue. Councilman Rogers said UDOT has a position of non enforcement regarding signs on their fences. That is their prerogative. Acting City Attorney Loose said if the 3 party agreement says no signage on the UDOT fence, the city will enforce that.

Councilman Rogers said it is their intent to give a map to all candidates so people are clear where signs are allowed. If the city does not own, operate, or maintain the fence, the city won't remove the sign.

Councilman Rogers reviewed prohibited signs in the proposed Ordinance. It does not prohibit private property owners from removing a sign from their own property.

Acting City Attorney Loose said the state is passing legislation this year regarding signage. He would like to compare that language with this proposed Ordinance. Councilman Rogers said his understanding is that the bill states if the city allows signs on public property, it can't be content regulated.

Acting City Attorney Loose will look at the agreement regarding the UDOT fencing or canal companies fencing to make sure they are not violating any contractual obligations. Councilman Rogers also asked staff to generate a map outlining where UDOT fencing is located and canal companies fencing is located.

CM Whatcott said they should also make sure fencing is prohibited on UDOT structures such as bridges, sound walls, etc.

Councilman Barnes asked if they are going to regulate if people put 10 signs together, would that count as 10 signs or 1 large sign? Acting City Attorney Loose said they have language and the sign is defined by the edges. If you connect a bunch, they are still considered individual signs.

CM Whatcott recommended that they include fencing on structures under prohibited signs.

Councilman Rogers asked if there is consensus? Should this be addressed before the next election? Councilman Barnes said yes. He said they need to address if they are going to allow wall papering with signs.

Mayor Pro Tempore Newton recommended Mr. Loose research the interlocal agreement and work with the City Council on edits.

Councilman Rogers said he would like this resolved soon, before the upcoming election.

Councilman Seethaler said the city needs to be consistent on the sign policy. He recommended that there is something clear, particularly for potential candidates for election, outlining properties owned by the city, the canal companies, and UDOT. He likes the proposed Ordinance.

Councilman Rogers concurred that a map should be made.

Councilman Shelton said he likes the idea of simplifying the Ordinance.

Acting City Attorney Loose said this issue has to go to the Planning Commission. It will come back to the City Council in March.

The City Council took a meal break.

C. Presentation: Options for Affordable Housing Funds. (*By City Commerce Director Preece*)

City Commerce Director Preece said in RDA areas, 20 percent of the money goes into a housing fund. If the money is used outside the rda area, it has to be used for affordable housing. If they are going to do a project where a developer gets affordable housing assistance, he would recommend that only 10-15 percent of the units qualify. They could help pay impact fees or for infrastructure. They could deed restrict those affordable housing units so they have to remain in the affordable criteria.

Mr. Preece said another option is a revolving loan fund, down payment assistance, or an interest rate buy down. Councilman Newton recommended a program that will help the city's first responders. Mr. Preece said he is recommending a program that includes all city employees. They could even consider school teachers that live and work in the city. He noted that in Park City, they give employees a certain amount toward housing assistance. He said South Jordan has a good amount of money in the account now, but it won't continue for a long time.

Councilman Seethaler asked if the employee housing assistance program is an authorized use? Mr. Preece said yes. Councilman Seethaler said he is in favor of the idea for people that serve the public in their city, including city employees, teachers, etc.

CM Whatcott said they can set some money aside for the employee program. They can also set up other programs for grants for home improvement projects for people on fixed incomes. There are a lot of seniors moving into the community and there will be more opportunities in the future to help those on fixed incomes.

Councilman Seethaler asked if they could get a report on the number of employees that would qualify for this program. COS Cunningham said they don't have information on spouses' income. They could get the numbers based on just the city income.

Mr. Preece said it is difficult to serve the below 50 and 30 percentile because their property values are so high, unless they have a completely subsidized housing project. He recommended they give \$1 million to the Olene Walker housing fund. There is no deadline to spend the money, but the more money they have in the fund, the more pressure they'll receive from outside parties.

Councilman Rogers said he feels the money is best used when applied to individuals rather than developers credit. He is not in favor of incentivizing developers. He likes the proposed housing assistance program.

CM Whatcott said they don't want to eliminate the possibility of developer assistance programs such as the senior housing project south of city hall.

Mr. Preece said another option they have talked about is a senior center.

Councilman Shelton said he likes the proposal. He noted that his son bought a home in West Jordan with a grant to help with the down payment. West Jordan is outfitted for first time homeowners more than South Jordan. He said he does not think the program will draw the funds down quickly.

Councilman Barnes said he is also in favor of the program as outlined.

Councilman Seethaler said he would prefer to start the program this year. His preference is to start with the city employees.

CM Whatcott said he would bring this issue back at the end of March/beginning of April.

D. Presentation: Planning Fiscal Model. (*By Planner Warner*)

Planner Warner reviewed a presentation on a planning fiscal model he has been working on (Attachment C). CM Whatcott said the purpose of this is to give them information relative to the fiscal analysis of their land use decisions. It is to help them use that as fiscal criteria for their decisions.

Councilman Rogers asked if grant money could be used on this project? Mr. Warner said they could use CDBG money.

Councilman Newton said they already know that 1/3 acre homes are more costly to the city and apartments pay the full property tax. They already killed the VMU zone because they don't want the higher density uses. Does it make sense to spend more time on the issue?

Councilman Rogers said the economic impact is broader than just residential zones. It would be nice to know the direct revenue generated. He said when a business goes in, it would be helpful to understand the effect of retail versus office.

Councilman Newton said some of the information is based on assumptions.

CM Whatcott said they can do both short term and long term fiscal impact projections.

Mr. Warner reviewed the different fiscal impact scenarios in his presentation.

Mr. Warner said they assume that the higher the density, the higher the property value. But at some point, the marginal value of each unit is less than the cost per unit. He said according to his calculations and assumptions, the premier density that provides the greatest return is 8 units per acre. It goes up steeply from 0-8 and then levels off. He reiterated that there are assumptions in every component of the model. He said this program is better for the city than any other program he has found. He said he would like to implement the program. He said if they have all of the information, they can make a report for a project in 10 minutes. He said the plan is to include the report with the staff report. He said hypotheticals would have to be set up for some

rezones. He recommended that they start with a summary of the project as a basis for the modeling, and maybe a chart.

Councilman Shelton said one concern is that if the applicant doesn't like the assumptions used, they can make their own assumptions and it would create a problem between applicants and staff.

Councilman Rogers said this is worth doing for smaller projects if it's not time consuming. He said he likes the idea of a chart, but he would like to keep the summary to one page.

Councilman Seethaler recommended that they make the program more user friendly. He said they should be smart about it but cautious for basing decisions on it. Councilman Barnes concurred and said it is helpful but financial is not the only factor in making a decision. He said other council's may take the use of the tool too far.

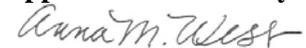
Mayor Pro Tempore Newton recommended Mr. Warner use his best judgment on what detail to give to the City Council with the staff report. They can take it on a case by case basis for now.

Councilman Seethaler recommended Mr. Newton continue being the Mayor Pro Tempore for the regular meeting.

ADJOURNMENT

The City Council adjourned the meeting at 5:52 pm

This is a true and correct copy of the February 3, 2015 Council meeting minutes, which were approved on February 17, 2015.


South Jordan City Recorder

ORDINANCE NO. 2015-⁰⁵~~27~~

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SOUTH JORDAN, UTAH, AMENDING CHAPTER 16.36. OF THE SOUTH JORDAN CITY MUNICIPAL CODE TO CHANGE THE SIGN REGULATIONS OF THE CITY.

WHEREAS, Title 16 of the South Jordan City Code establishes the ordinances and laws concerning signs in the City of South Jordan; and

WHEREAS, the freedom to express speech is an important constitutional principle in the establishment and continuation the rights of all citizens; and

WHEREAS, the City Council of the City of South Jordan declares that the freedom of speech is of paramount importance to the democratic process, including but not limited to religious and political signs; and

WHEREAS, the South Jordan City Council finds that amending the City’s sign code is in the best interest of the health, safety, and welfare of the residents of the City of South Jordan.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF SOUTH JORDAN CITY, UTAH:

SECTION 1. Amendment. South Jordan City Municipal Code 16.36 “Sign Ordinance” is hereby amended as follows

16.36.010: PURPOSE AND SCOPE:

A. This chapter is adopted for the following purposes:

- 1. To promote the health, safety and general welfare of visitors and citizens of the city.
- 2. To minimize clutter and confusion resulting from excessive or poorly designed signs.
- 3. To promote aesthetically pleasing and compatible signage which implements the urban design goals and policies of the city.
- 4. To provide for consistent and fair application and enforcement of the regulations pertaining to signs.
- 5. To protect free speech and public property.

B. The regulations of this chapter shall apply on all public and private lands and buildings within the city, except those exempted by state or federal law.

C. This chapter is intended to provide specifications and regulations for signs in the city. Signs not described or regulated by this chapter are prohibited, except those exempted by state or federal law.

16.36.020: DEFINITIONS:

As used in this chapter, the following words and phrases have the following meanings, unless the context clearly indicates a contrary meaning is intended:

A-FRAME SIGN: A freestanding, temporary and/or movable device usually constructed of two (2) separate wood or metal sign faces attached at the top.

ABANDONED SIGN: A sign which remains on a property which has been vacated or which remains unused for a period of time exceeding four (4) months.

ADVERTISING SIGN: A sign which directs attention to a ~~use~~, product, commodity, good, property, use, or service.

ALTERATION: Changing or rearranging any structural part, sign face, enclosure, lighting, coloring, copy (except on reader signs), graphics, component or location of a sign.

ANIMATED SIGN: A sign with parts or sections which revolve or move or which has flashing or intermittent lighting, including electronic message signs, but not including "time and temperature" signs.

AREA: The portion of a sign used for display purposes, including the frame and supports. Only one side of a double faced sign (covering the same subject) shall be used for computing the sign area when the signs are parallel (no greater than 2 feet apart) or diverge from a common edge by an angle not greater than thirty degrees (30°). For signs which do not have defined display areas, sign area shall be the area of the smallest rectangle or square which will frame the display.

AWNING SIGN: A sign constructed of a framework which is mounted to a building or canopy. The framework is usually covered with a light fabric which may be translucent. The awning cover may contain advertising or identifying copy, graphics or design and may be backlit. Awnings used strictly as protective structures for windows and doors and having no sign copy or design are not signs and may display the building address only.

BACKLIGHTING OR INTERNAL LIGHTING: Lighting positioned inside or behind a sign face, such as behind raised letters and awnings or inside sign cabinets, which is not visible to the observer.

BENCH SIGN: A bench usually placed at a bus stop by an advertising company on which advertising space is rented or purchased.

BILLBOARD: A sign not owned by the party who pays for the message on the sign that is designed for changeable messages which advertise or direct attention to a business, commodity,

service or entertainment conducted, sold or offered elsewhere than on the premises upon which the sign is located or to impart any message for a fee. The billboard sign is usually larger than eight feet by four feet (8' x 4') in size and may be owned by a commercial company which leases or rents the billboard space for advertising purposes.

BUILDING FACADE: Any exterior wall of a building, including windows, doors and mansard, but not including a pitched roof.

~~**BUSINESS SIGN:** A sign which identifies a commercial, office, institutional or industrial use on the premises.~~

CABINET SIGN: A flat surfaced sign that contains text, graphics and/or logo symbols within a single enclosed cabinet and which may or may not be illuminated.

CANOPY SIGN: A sign mounted on the fascia of a canopy such as a gasoline station or building canopy.

CHANGEABLE COPY SIGN: A sign on which the text or copy is changed manually or electrically excluding "time and temperature" and electronic message signs.

CLEAR VISION ZONE: Corner areas at intersecting streets and driveways in which unobstructed vision of motor vehicle operators is maintained. The clear vision zone shall be the triangular area formed by the edge of a driveway and a street right of way line or by the right of way lines of intersecting streets connected by a diagonal line at points thirty feet (30') from the edge of the driveway or street right of way.

CLEARANCE: The height of the lower edge of the face of a freestanding sign from the finished grade.

~~**COMMERCIAL SIGN:** Any sign, advertisement, or poster that that relates to the sale or commerce of goods, or services, or property.~~

CONSTRUCTION: The materials, architecture, assembly and installation of a sign.

DENSITY: The concentration of signs in a given area, frontage, district or lot. "Density", as used in this chapter, will usually be defined in terms of numbers of signs per lot or frontage.

DESIGN: The form, features, colors and overall appearance of a sign structure.

DEVELOPMENT: Any commercial, office, institutional or residential use in the city which has or needs, or could have or need identification or advertising devices on the premises.

~~**DEVELOPMENT SIGN:** An on or off premises commercial sign which identifies or announces the development of a site or construction of a building, regardless of whether it is on or off premises.~~

DIRECTIONAL SIGN: A sign designating the location of or direction to any use or structure on the premises such as "entrance", "exit", "parking", "restroom", "no smoking" or "delivery".

DIRECTORY SIGN: A sign listing the occupants of a building.

ELECTRONIC MESSAGE SIGN: A display consisting of an array of light sources, panels or disks which are electronically activated.

EXTERNAL ILLUMINATION: Lighting which is mounted so as to illuminate a sign from a remote position or from outside of the sign structure.

FREESTANDING SIGN: A sign which is self-supported by poles, pylons or other structural supports mounted in the ground.

FRONTAGE: The area where a parcel or lot abuts any public street.

HEIGHT: The vertical measurement at the nearest point of the sign from the top back of curb or from the crown of the road, if no curb exists, to the top of the sign structure.

IDENTIFICATION SIGN: An on premises sign which indicates the owner or occupant of a use or building.

ILLUMINATED SIGN OR LIT SIGN: A sign equipped with artificial lighting devices for the purpose of improving the sign's visibility.

INFLATED SIGN: Any advertising device which is supported by heated or forced air or lighter than air gases.

LANDSCAPE BERM: Landscaped mound of dirt and/or topsoil that can provide a base for a monument sign. There shall be no gaps in between the bottom of the sign and the top of the berm. The berm shall be landscaped (sod is typical).

LOCATION: The position on a property where a sign is to be placed. The sign location must comply with requirements of this title and with an approved site plan.

LOW MAINTENANCE: Sign materials which do not require frequent replacement, painting or refurbishing as a result of exposure to the elements.

MASONRY: Stone or brick.

MASONRY BASE: Pedestal for a monument sign where the footprint is roughly proportional in size to the sign footprint but in no case is it not smaller in size than that of the sign.

MASONRY COLUMN: Vertical element that serves as a support for a monument sign. It shall be finished in masonry.

MASONRY PLANTER BOX: Planter elevated from the finished grade. Its footprint shall exceed the size of a sign footprint and the planter shall contain live vegetation.

MONUMENT SIGN: A freestanding identification or ~~business sign~~ commercial sign which is supported by a base having approximately the same width as the sign and which is mounted permanently in the ground.

NAMEPLATE: A sign identifying the owner, occupant, address or home occupation no larger than two (2) square feet in area attached to the building.

NONCOMMERCIAL SIGN: Any sign, advertisement, or poster that does not relate to the sale or commerce of goods, ~~or~~ services, or property.

NONCONFORMING SIGN: A sign or sign structure which lawfully existed prior to the adoption of this chapter but which does not conform to all the requirements of this chapter.

OFF PREMISES SIGN: A sign ~~promoting a viewpoint, idea, person, identifying a location, or indicating the availability of goods or services at a location other than the location of the sign location on the property which it serves.~~

ON PREMISES SIGN: A sign located on the property which it serves.

PAD: A separate building location (usually along the street frontage) which is usually developed or designated in connection with a larger commercial site.

PEDESTAL SIGN: A movable sign supported by a column or columns and a base.

~~POLITICAL SIGN: A sign which promotes or announces a candidate for public office or a subject of a political campaign.~~

PORTABLE READER SIGN: A changeable copy sign which is mounted on a portable framework and intended for temporary use.

POSTER SIGN: A wall mounted building sign on which temporary signs are placed.

PROJECTING SIGN: A sign which is attached by its edge to a building or wall and is roughly perpendicular to the building or wall.

PROMOTIONAL SIGNAGE: Temporary devices such as banners, streamers, flags, balloons, pennants, portable reader signs and inflated signs.

PROPERTY SIGN: A noncommercial sign erected on private property which warns or informs such as "no trespassing" and "no dumping".

PUBLIC SIGN: A public necessity, regulatory or civic sign which warns or informs if erected by or in behalf of public agencies.

PYLON SIGN: A freestanding identification or ~~business sign~~ commercial sign which is supported by an architectural column or columns mounted permanently in the ground.

REAL ESTATE SIGN: A commercial sign advertising the sale, lease, or rent of a building, ~~or site, or property.~~

ROOF SIGN: A sign which is supported wholly or in part by and which projects over a roof.

SCULPTURE SIGN: A freeform or three-dimensional object, not incorporating words or text, designed to advertise or identify a product, service or location.

SEPARATION: The horizontal distance between signs measured parallel with the street or curb.

SETBACK: The horizontal distance between the property line and the closest edge of the sign structure.

SIGN: Every advertising message, announcement, declaration, warning, statement, poster, demonstration, illustration, insignia, surface, space or object erected or maintained ~~in view of the observer~~ for the purpose of informing, identifying, promoting, advertising, directing or warning for the benefit of any person, product, company, entity or service. "Sign" also includes the sign structure, supports, lighting system, attachments and other components. "Sign" does not mean flags, badges or ensigns of any government or governmental agency used for identification.

SUSPENDED SIGN: A sign hung from a canopy, eave, cantilever, awning or some other similar feature of a building.

TEMPORARY SIGN: Any sign which is not permanently constructed or attached.

TIME OR TEMPERATURE SIGN: An electronic message sign displaying only the current time and/or temperature.

WALL SIGN: An ~~identification or business sign~~ which is molded or engraved in a wall or inset in a wall so as to be flush with the building facade or a sign which is mounted to and parallel with a wall.

WINDOW SIGN: A sign applied to or displayed on the interior side of a window.

16.36.050: EXEMPT SIGNS:

A sign permit is not required for the following signs:

- A. One on premises real estate sign including "for rent", "for sale", "open house", "for lease" and similar signs which are no larger than four (4) square feet in area on lots smaller than one acre and no larger than sixteen (16) square feet in area on lots one acre to two (2) acres, thirty two (32) square feet in area on lots over two (2) acres to five (5) acres and forty eight (48)

square feet on lots over five (5) acres. On lots located along collector streets, Bangerter Highway or the I-15 freeway corridor larger signs than those listed in this section may be issued a permit under the provisions of subsection 16.36.070(F)(3) of this chapter. (Ord. 2007-01, 1-16-2007)

B. ~~Political signs or temporary signs which promote a candidate for public office or a subject of a political campaign, that are~~ Noncommercial signs no larger than thirty two (32) square feet in area and nonilluminated except as otherwise controlled under state or federal law.

C. Property signs, including but not limited to "no dumping" or "no trespassing" signs, no larger than four (4) square feet on lots not exceeding one acre in area or sixteen (16) square feet on lots that are larger than one acre in area.

D. One nameplate identifying the owner, occupant, address or home occupation no larger than two (2) square feet in area attached to the building. (Ord. 2007-01, 1-16-2007)

E. Promotional signs including one banner, pennants, streamers, flags and balloons, if used for no longer than thirty (30) days promoting the opening of a business which is approved and licensed by the city. Banner sign area may not exceed five percent (5%) of the front building facade area. Banner must be securely attached to the front facade of the building by the way of eyelets or some other suitable device permanently attached to the building facade.

F. Service or directional signs not exceeding two (2) square feet in area and three feet (3') in height which serve to designate the location or direction to any use or structure on the premises such as "entrance", "exit", "parking", "restrooms", "no smoking" or "delivery".

G. Public necessity or regulatory signs which warn or inform if erected by or in behalf of the city.

H. Window signs, including posters, messages, or displays painted or mounted on the interior side of a window may be used to advertise special promotions; provided, that no more than fifty percent (50%) of the total window area is covered.

I. Neon or illuminated window signs not exceeding two (2) square feet in area, not exceeding two (2) signs per establishment.

J. Temporary garage or yard sale signs no larger than four (4) square feet in area located only on the subject property for a period not exceeding seven (7) consecutive days or a total of twenty one (21) days per calendar year.

K. Flags, banners or pennants of governments.

L. Holiday lights and decorations with no commercial message.

M. ~~Temporary use signs no larger than thirty two (32) square feet in area which announce holiday or public interest events sponsored by nonprofit organizations or signs no larger than~~

sixteen (16) square feet in area for ~~the sale of personal property or for the sale of produce~~ grown on the premises in agricultural zones.

- N. Interior signs or signs used within buildings and not positioned to be visible from the outside of the building.
- O. Bus stop shelter advertising signs when in holders attached to bus stop shelters owned by a vendor with a contract with the city to place shelters within the rights of way of the city. The contract with the city shall determine the governing rules for advertising placement, content, maintenance, and so forth. (Ord. 2010-03, 3-16-2010)

16.36.060: GENERAL PROVISIONS:

- A. Minimum Setbacks: Any part of a sign shall be located at least three feet (3') from any property line in any zone.
- B. Maintenance: Signs, sign structures and the areas around sign supports shall be maintained in a safe and attractive condition. Maintenance includes minor repairs, but does not include structural alterations, style changes or sign area enlargement.
- C. Repair Of Building Facade: Any building facade from which a sign is removed or on which a sign is repaired, changed or replaced shall be repaired, if damaged, within thirty (30) days from the date the sign is removed, repaired, changed or replaced.
- D. Approved Construction: All sign construction and use shall comply with sign code and electrical code requirements. Signs shall comply with all federal, state, city and utility company regulations for power line and utility clearances.
- E. Building Graphics: Building graphics designed to increase the building's visibility shall be considered signage and shall be subject to the provisions of this chapter.
- F. Neon Tubing: Exposed neon tubing, except window signs, may be used only with city approval.
- G. Commercial Signs: Signs in commercial or office developments approved in residential zones shall meet requirements for signs in commercial and office zones.
- H. Removal of Signs: The City of South Jordan shall not remove any sign in the city that complies with the provisions of this Chapter, the other sections of city code, federal, and state law.
 - 1. Advance Notice: The city may remove any sign in violation of this Chapter without advance notice.

2. UDOT Fences: The city will not remove any signs on any fence owned, maintained, or controlled by the Utah Department of Transportation (UDOT), including but not limited to Bangerter Highway, the Mountain View Corridor, South Jordan Parkway, and 11400 South .

3. Canal Fences: The city will not remove any signs on any canal fence that is not owned, operated, maintained, or controlled by the City of South Jordan.

4. Private Property Owners: This Section does not prohibit any private property owner from removing any signs from their property.

5. Public Parkstrips: The city will remove any signs in public parkstrips owned, operated, maintained, or controlled by the City of South Jordan.

6.36.120: PROHIBITED SIGNS:

The following signs and others not specifically allowed or exempted by this chapter are prohibited:

- A. Signs located in or projecting into clear vision zones.
- B. Signs located on public property, public parkstrips, or attached to any public utility pole, sign, bridge or structure, except: 1) signs on any UDOT Fences; 2) signs on any canal fences that are not owned, operated, maintained or controlled by the City of South Jordan, 3) light pole banners described under "exempt signs", and 4) public necessity or regulatory signs. Unapproved signs may be removed pursuant to 16.36.060(H) without notice by the city or other agencies that owning, maintain, or control the public property or infrastructure.
- C. Movable or portable signs and signs not permanently installed in the ground or on a pole or building such as "A-frame", pedestal, portable reader signs, signs attached to vehicles intended to advertise the premises or business or similar sign devices, except as otherwise allowed by this chapter.
- D. Signs mounted on a roof or projecting above a roofline, parapet or eave.
- E. Off premises signs except off premises development and exempt signs.
- F. Animated signs or signs with moving parts, flashing or intermittent lighting but not "time and temperature" signs.
- G. Sound emitting signs.
- H. Signs which create a nuisance or hazard.
- I. Bench signs.

J. Obsolete or abandoned signs or messages ~~which identify where the event, services, property, or goods~~ are no longer offered or provided ~~on the premises~~.

K. Poster signs.

L. Any sign which is not described in or does not comply with the provisions of this chapter or any prior ordinance of the city.

M. Inflated signs.

N. Light strings, streamers, permanent banners, pennants, flags, searchlights, beacons or any other promotional device not specifically allowed in this chapter.

Exception: In the C-F zone pennants (with a maximum 16 inch triangle height), flags (with a longest side length of 24 inches), and small balloons (maximum balloon diameter of 24 inches) may be attached to products normally sold at the business location for a period of up to seven (7) consecutive days when a temporary sign permit is first obtained from the city. No more than twelve (12) temporary sign permits per year shall be issued for each business location for this purpose.

O. Billboard signs.

P. Flagpoles in excess of fifty feet (50') tall.

Q. Sculpture signs including reproductions of products, actual products, statuary or other objects representing a product, location, service or entity. (Ord. 2010-03, 3-16-2010)

SECTION 2. Severability. If any section, part or provision of this Ordinance is held invalid or unenforceable, such invalidity or unenforceability shall not affect any other portion of this Ordinance and all sections, parts, provisions and words of this Ordinance shall be severable.

SECTION 3. Effective Date. This Ordinance shall become effective immediately upon publication or posting as required by law.

PASSED AND ADOPTED BY THE CITY COUNCIL OF SOUTH JORDAN CITY, UTAH, ON THIS _____ DAY OF _____, 2014 BY THE FOLLOWING VOTE:

	YES	NO	ABSTAIN	ABSENT
Mark Seethaler	_____	_____	_____	_____
Chuck Newton	_____	_____	_____	_____
Donald Shelton	_____	_____	_____	_____
Steve Barnes	_____	_____	_____	_____
Christopher Rogers	_____	_____	_____	_____

Mayor: _____
David L. Alvord

Attest: _____
City Recorder

Approved as to form:

Office of the City Attorney



Types of Speech

<p>Commercial</p> <p>Business Advertising Deals / Sales Products to Purchase Property Concerns Money \$\$\$</p> <p>Greater Regulation</p>	<p>Non-Commercial</p> <p>Not Selling or Promoting Product Non Profit Not for Money Promoting or opposing an Issue Political</p> <p>Lesser Regulation</p>
---	--

Prezi

Proposed Ordinance

- **Simplifies Ordinance -- to Commercial & Noncommercial.**
- **Provides less restriction to Noncommercial Speech (Signs)**
- **Noncommercial Signs exempt from permit**
- **No signs are allowed in park strips (content neutral).**
- **City will have a policy to not remove signs unless specifically prohibited in the ordinance**
- **May remove without advance notice**



Proposed Ordinance

- **UDOT Fences** --- City will not remove -- UDOT can remove on their own / at their prerogative
 - Bangerter
 - Mountain View
 - South Jordan Parkway
 - 114S
- **Canal Fences** -- City will not remove --- that is "not owned, operated, maintained, or controlled by South Jordan." Canal Co. can remove or give permission at their prerogative.



Proposed Ordinance

- **All Signs Prohibited in any city owned parkstrip -- content neutral -- exclude both noncommercial and commercial.**
- **Not prohibit private property owners from removing signs.**



Proposed Ordinance

Prohibited Signs:

- 1. Obstructing clear vision zones**
- 2. Located on public property**
- 3. Located in public parkstrips**
- 4. Light Poles**
- 5. City owned canal fencing**
- 6. Obsolete or Abandoned Signs**



FISCAL IMPACT MODEL

February 3,
2015

PRIMARY STAFF QUESTION

- **How does the Council want fiscal impact reported?**
 - **Format & Level of detail?**
 - Narrative
 - Table
 - Chart or graph
 - **Type of applications?**
 - Land use amendments
 - Rezones
 - Subdivisions
 - Site plans
 - **Project scale?**
 - i.e. – one acre infill subdivision vs. thirty acre mixed use development

BACKGROUND: ET+



Envisioning
Centers



Envision
Tomorrow
Plus (ET+)



Form-Based
Code



Housing &
Opportunity
Assessment



Implement-
ing Centers

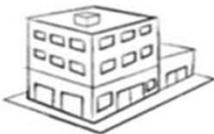


Complete
Streets

Source: www.wasatchchoice2040.com/wasatch-choice-toolbox

BACKGROUND: ET+

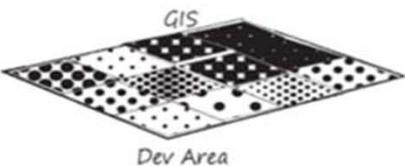
Building Prototypes (Prototype Builder)



Development Types (Scenario Builder)



Scenario Painting (ET+ GIS Extension Tool)



Indicators (Scenario Builder)



Mixed-use Buildings



Medium-density Residential

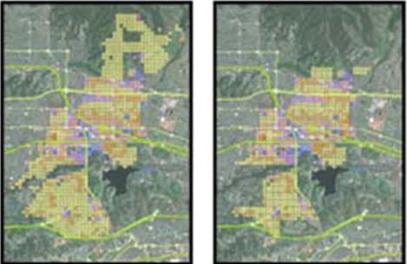


Single-family Residential



Symbol	Development Type
[Red box]	ERASE
[Purple box]	Metropolitan Center
[Dark Purple box]	Urban Center
[Pink box]	Town Center
[Light Pink box]	Community Center
[Light Orange box]	Rural Village
[Orange box]	Multi-Family Residential
[Light Orange box]	Traditional Neighborhood
[Yellow box]	Master Planned Community
[Light Yellow box]	Single Family Residential
[Yellow box]	Mobile Homes
[Light Yellow box]	Spaced Rural Residential
[Red box]	Commercial
[Blue box]	Office Park
[Dark Blue box]	Light Industrial Flex
[Dark Blue box]	Heavy Industrial

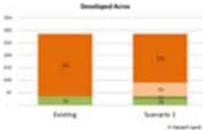
Grid-cell Scenarios



Parcel-based Scenarios



Graphs



Thematic Mapping



BACKGROUND: ET+

Concerns:

- Developer perspective
- Data calibrated to entire Wasatch Front
- Data updates and availability?
- Customization
- Time required
- Clunky system

BACKGROUND: CITY-SPECIFIC MODEL

- Is there a better way to tell the story for South Jordan?
 - City's perspective
 - Readily accessible data
 - Regularly updated data
 - City-specific data
- Demographic Model
 - Basic Formulas:
 - *existing housing units + building permits = total housing units*
 - *housing units x vacancy rate x household size = population*
- Fiscal Impact Model
 - Combines demographic model with City's fiscal year budget
 - *budget line items / demographic units = ratios (\$/unit)*
 - *project scenario x ratios = yearly fiscal impact*

MECHANICS: INPUTS

■ City Data

- **Finance**-City budget, certified tax rate
- **Building**-building permits
- **GIS**-developable land, acreage by zone & land use
- **Public Works**-lane miles, detailed streets budget
- **Engineering**-road construction costs
- **Parks**-park acreage by type, park replacement costs
- **Emergency Services**-calls (Spillman)
- **City Commerce**-taxable sales, business licenses, employee #'s

■ Other sources

- **Census Bureau**-demographics (3-year ACS, 2010 Census)
- **Schools**-employees

MECHANICS: RATIOS

budget line items/ demographic unit = \$/unit

Revenues

- Property Tax
- Sales Tax (direct)
- Road Funds
- Motor Vehicle Fees
- Franchise Fee
- Sales Tax (indirect)

Expenses

- Streets
- Emergency Services
- Parks
- Other

RESULTS: NON-FISCAL

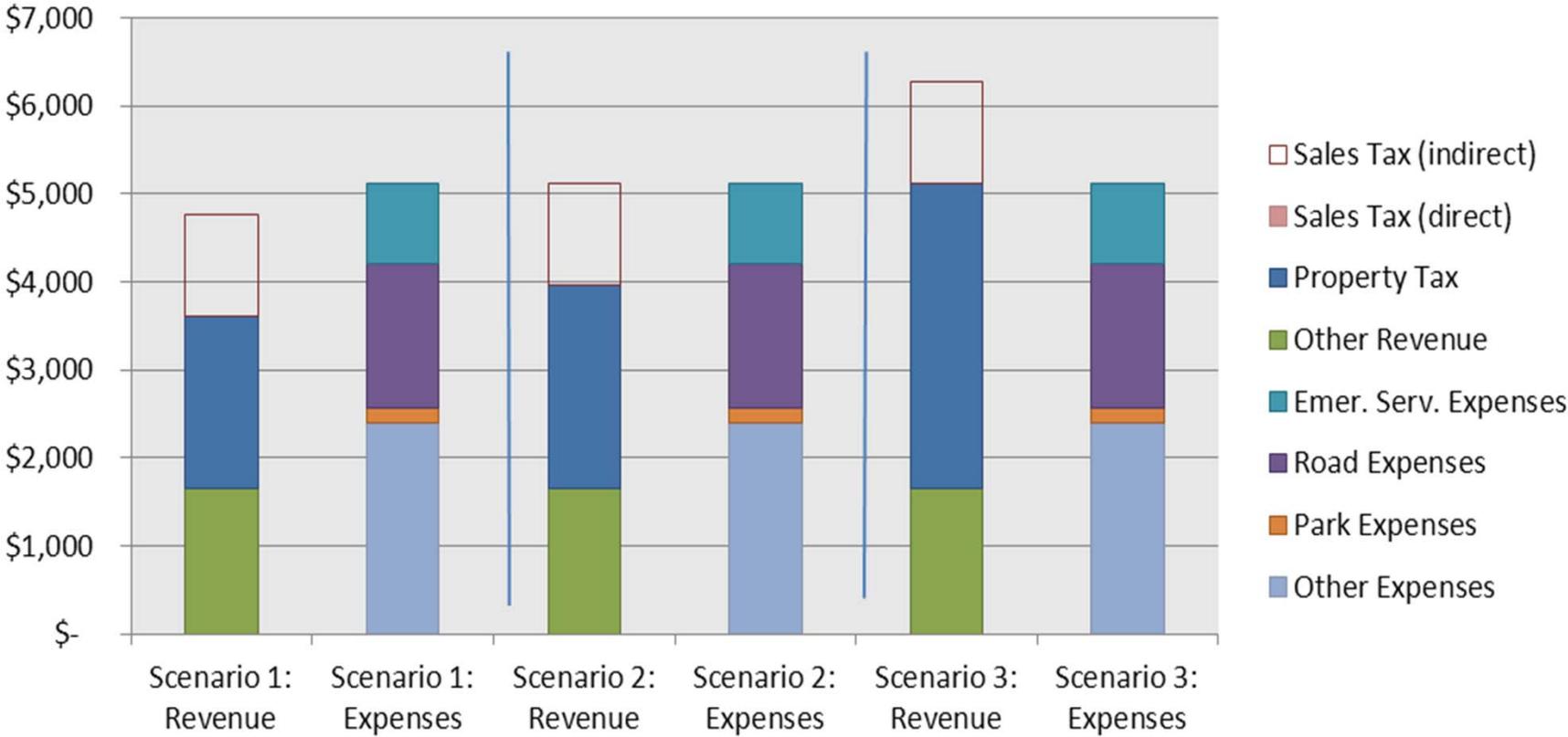
Scenario Descriptions		Demographic Summary by Scenario							
		Item	Sasine 1	%	Sasine 2	%	Sasine 3	%	
Scenario 1: Sasine 1	Residential infill development. 4 lots. 4,000 sf homes at \$400,000.	Area (acres)	1.7		1.7		1.7		
		Buildable	1.3	76.6%	1.3	76.6%	1.3	76.6%	
		Public Roads	0.4	23.4%	0.4	23.4%	0.4	23.4%	
		Parking Lot	0.0	0.0%	0.0	0.0%	0.0	0.0%	
		Open Space	0.0		0.0		0.0		
		Other	0.0		0.0		0.0		
		Dwelling Units	4		4		4		
		Density	2.3		2.3		2.3		
		Occupied	4	96.5%	4	96.5%	4	96.5%	
		Household Size	3.83		3.83		3.83		
Scenario 2: Sasine 2		Residential infill development. 4 lots. 4,000 sf homes at \$475,000.	Population	15		15		15	
			Under 5 (0-4)	1	9.5%	1	9.5%	1	9.5%
			School Age (5-17)	4	25.9%	4	25.9%	4	25.9%
			College Age (18-24)	1	8.9%	1	8.9%	1	8.9%
			Working Age (25-64)	7	48.3%	7	48.3%	7	48.3%
	Seniors (65 and up)		1	7.3%	1	7.3%	1	7.3%	
	Households (Occupied Units)		4		4		4		
	Married		3	84.2%	3	84.2%	3	84.2%	
	With Children		2	47.6%	2	47.6%	2	47.6%	
	Single Male		0	2.5%	0	2.5%	0	2.5%	
	With Children		0	2.0%	0	2.0%	0	2.0%	
	Single Female		0	5.5%	0	5.5%	0	5.5%	
	With Children		0	3.6%	0	3.6%	0	3.6%	
	Non-Family		0	7.8%	0	7.8%	0	7.8%	
	With Children		0	0.1%	0	0.1%	0	0.1%	
Scenario 3: Sasine 3	Residential infill development. 4 lots. 4,000 sf homes at \$710,000.	Emergency Response Calls	2.2		2.2		2.2		
		Per Acre	1.3		1.3		1.3		
		Per Dwelling Unit	0.55		0.55		0.55		

RESULTS: FISCAL

Scenario Descriptions		Financial Summary (per year) by Scenario			
		General Fund (Direct Impact)	Scenario 1 Sasine 1	Scenario 2 Sasine 2	Scenario 3 Sasine 3
Scenario 1:	Sasine 1				
Residential infill development. 4 lots. 4,000 sf homes at \$400,000.		Revenue	\$ 3,609	\$ 3,973	\$ 5,116
		Property Tax	\$ 1,945	\$ 2,309	\$ 3,452
		Sales Tax (direct)	\$ -	\$ -	\$ -
		Other	\$ 1,664	\$ 1,664	\$ 1,664
Scenario 2:	Sasine 2	Expenses	\$ 5,121	\$ 5,121	\$ 5,121
Residential infill development. 4 lots. 4,000 sf homes at \$475,000.		Roads	\$ 1,630	\$ 1,630	\$ 1,630
		Emergency Serv.	\$ 920	\$ 920	\$ 920
		Parks	\$ 172	\$ 172	\$ 172
		Other	\$ 2,398	\$ 2,398	\$ 2,398
Scenario 3:	Sasine 3	Total	\$ (1,512)	\$ (1,148)	\$ (5)
Residential infill development. 4 lots. 4,000 sf homes at \$710,000.		Per Acre	\$ (877)	\$ (666)	\$ (3)
		Indirect Impact			
		Potential Retail Sales	\$ 113,469	\$ 113,469	\$ 113,469
		Sales Tax Revenue	\$ 1,151	\$ 1,151	\$ 1,151

RESULTS: CHART

Annual General Fund Impact

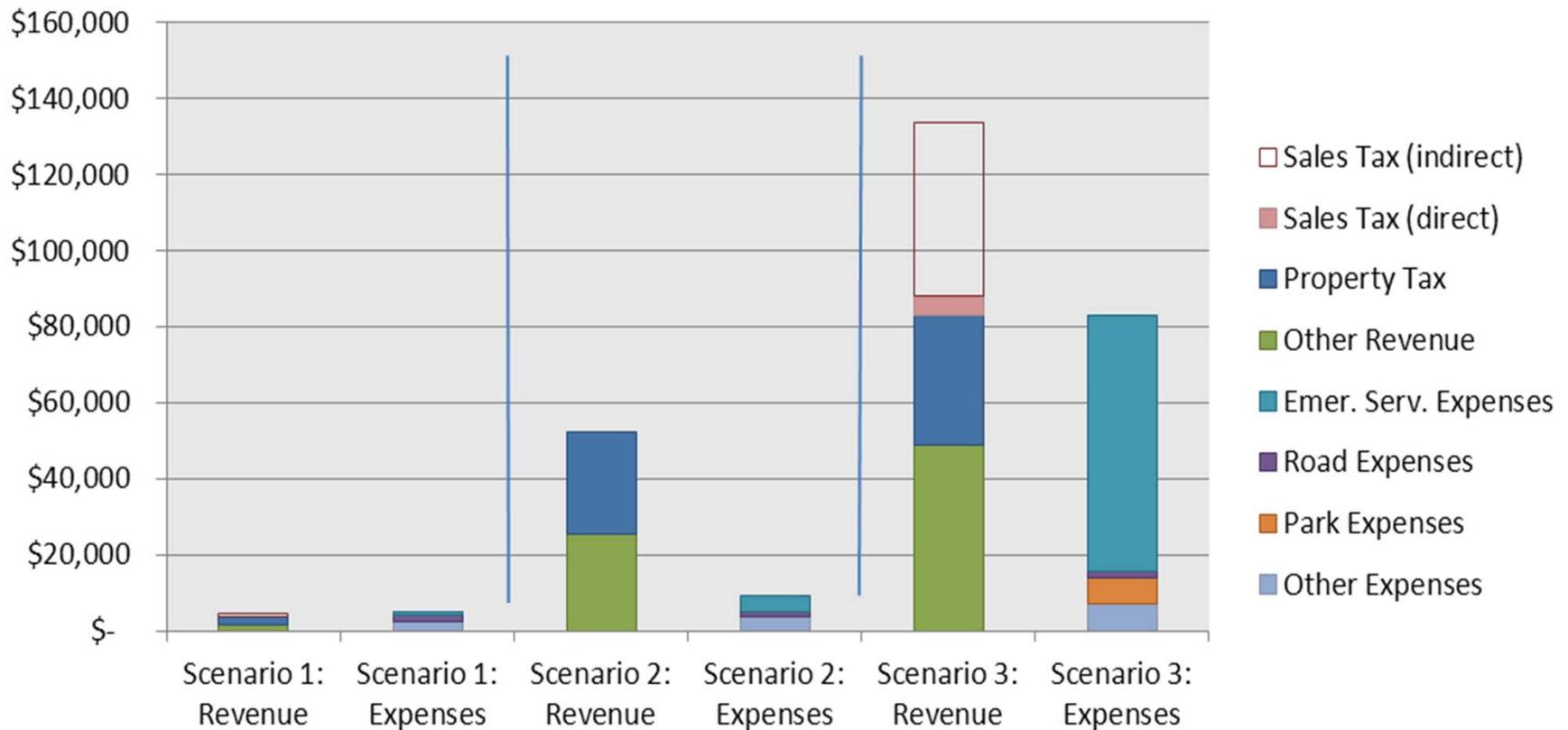


EXAMPLES

Scenario Descriptions	Financial Summary (per year) by Scenario			
Scenario 1: Sasine	General Fund (Direct Impact)	Scenario 1 Sasine	Scenario 2 Jordan Gateway III	Scenario 3 Jordan Station
Residential infill development. 4 lots. 4,000 sf homes at \$400,000.	Revenue	\$ 3,609	\$ 52,171	\$ 87,879
	Property Tax	\$ 1,945	\$ 26,520	\$ 33,822
	Sales Tax (direct)	\$ -	\$ -	\$ 4,965
	Other	\$ 1,664	\$ 25,651	\$ 49,092
Scenario 2: Jordan Gateway III				
4-story office building with 31,250 sf footprint and 125,000 sf floor area. 500 employees.	Expenses	\$ 5,121	\$ 9,227	\$ 83,116
	Roads	\$ 1,630	\$ 1,427	\$ 1,427
	Emergency Serv.	\$ 920	\$ 4,224	\$ 67,650
	Parks	\$ 172	\$ -	\$ 6,841
	Other	\$ 2,398	\$ 3,576	\$ 7,198
Scenario 3: Jordan Station	Total	\$ (1,512)	\$ 42,944	\$ 4,763
Two buildings (400,000 sf total floor area) on 5.16 acres. 500 parking stalls- 50% of stalls below 80% of building footprint. 302 apart. Units (60% 1-BR, 40% 2-BR). 4,000 sq. ft. of retail (\$500,000 yearly taxable sales)	Per Acre	\$ (877)	\$ 16,704	\$ 920
	Indirect Impact			
	Potential Retail Sales	\$ 113,469	\$ -	\$ 5,781,611
	Sales Tax Revenue	\$ 1,151	\$ -	\$ 45,773

EXAMPLES

Annual General Fund Impact



LIMITATIONS & CHALLENGES

- All models are built on assumptions.
- Good for specific projects. Project-specific data not often known at rezone.
- Dependent on developer expectations.
- Changes in budget may reflect policy decisions at times, not changes in demographic units.
- With enough time and resources, there's always a way to better capture a variable.

PRIMARY QUESTION

How does the Council want the data reported?

(detail, format, types of applications, types of projects)

Recommendations:

- Narrative with possibly a simple chart.
- Narrative will include project description summary.
- The smaller the scale of the project the shorter the narrative.
- Hypothetical scenarios are created as a basis to determine fiscal impact for smaller and more simple rezones.
- Concept plans may be required for rezones of larger parcels and more complex zones (multi-use).
- Developers may need to provide more information with application.
(i.e.-anticipated retail sales, project value, utility costs)