

**REGULAR MEETING OF THE
VINEYARD PLANNING COMMISSION,
Vineyard City Hall, 125 S Main St., Vineyard, Utah
Wednesday, September 18, 2019 at 6:00 p.m.**

Present	Absent
Madam Chair Cristy Welsh	Vice-Chair Anthony Jenkins
Commissioner Tim Blackburn	Alternate Commissioner Shan Sullivan
Commissioner Jeff Knighton	
Commissioner Bryce Brady	
Alternate Commissioner Tay Gudmundson	
Alternate Commissioner Jessica Welch	

Staff Present: Morgan Brim, David Church, Chris Wilson, Elizabeth Hart

Others Present: Deanna Huish (UVHBA), Tyce Flake, David Lauret

1. CALL TO ORDER

Madam Chair Welsh called the meeting to order at 6:02 pm.

2. INVOCATION/INSPIRATIONAL THOUGHTS/PLEDGE OF ALLEGIANCE

Commissioner Blackburn offered an opening invocation.

3. OPEN SESSION

Madam Chair Welsh opened the open session at 6:04 pm. No comment was given and the meeting was closed at 6:04pm.

4. MINUTES REVIEW AND APPROVAL

Motion: COMMISSIONER BLACKBURN MOTIONED TO APPROVED THE MINUTES FROM THE AUGUST 4, 2019 PLANNING COMMISSION MEETING. COMMISSIONER KNIGHTON SECONDED THE MOTION. ALL WERE IN FAVOR, AND THE MOTION PASSED UNANIMOUSLY.

5. BUSINESS ITEMS:

5.1 Sign Standard Waiver – UVHBA

Ms. Hart began to explain the project: the applicant is requesting approval of a sign standard waiver at the UVHBA building. The subject property is located northwest of Starbucks and the newly approved AFCU building, addressed 707 East Mill Road, Vineyard, Utah. This development is within the Regional Mixed Use (RMU) zoning district. The building is a three-story, single-purpose building with multiple units within it. The sign area is one square foot per every one linear foot of building frontage, not to exceed 60 square feet per sign or total 120 square feet. They meet the sign ordinance

because each unit has its own building frontage. The sign standard waiver allows the commission to increase the sign area by 25%, which would allow a 75 square foot individual sign with a total sign area (for multiple signs) of 150 square feet. UVHBA has a building frontage of about 115 feet in length. The applicant is proposing three wall signs with halo lighting, and the proposed total square footage is 102 square feet. Each sign is under 40 square feet. Pediatric Dental is 39.6, Premier Dental is 39.6, and the UVHBA is 21.84 square feet. Staff is recommending approval because they have noted of the discrepancy towards three-story buildings in the sign code and the process of revising the sign code. It does fall within the requirement of the sign standard waiver that the Planning Commission can give to them. It will not create any clutter or excess illumination and allows the tenant to identify all the services that will be within the building.

Discussion ensued about the UVHBA signs.

Motion: COMMISSIONER BRADY MOTIONED TO APPROVED THE SIGN STANDARD WAIVER. COMMISSIONER BLACKBURN SECONDED THE MOTION. ALL WERE IN FAVOR, AND THE MOTION PASSED UNANIMOUSLY.

Ms. Huish inserted that per the request of the city, UVHBA has been dimming their monument sign at night.

5.2 Planning Commission Land Use Training

Mr. Brim began, many of the commissioners have had questions concerning land use law. David Church, city attorney, came to conduct a training for the Planning Commissioners concerning land use law in relation to projects that have been and will be built in Vineyard.

Mr. Church began with the history of Planning Commission and three conditions of allowing government to regulate private property. First, you must have a planning commission; a body of planning experts, nonpoliticians, who would advise politicians on the general plan and ordinances to enact. Second, all land-use planning had to be pursuant to a general plan. Third, you can make ordinances based off of the general plan. The state requires that the Planning Commission have the power to make certain recommendations of land use laws. In Utah, they act as a land-use authority. Commissions may act quasi-judicially. They may act as a judge to determine if someone's decision was wrong or right. As a commission, you can make whatever recommendations you want. When you are acting as a land-use authority, you must apply whatever laws there are to the application before you. The general plan is like a blueprint to build a building. The zoning ordinances are like the tools to make the building. The applicant has a right to apply the ordinances, as they are written the day

they turn in their application, to their application. Utah law is stricter in favor of the land owner's rights.

Further discussion ensued about the role of a planning commission.

6. WORK SESSION

6.1 Public Works Building

Chris Wilson presented the conceptual design for the new Public Works facility. They are not planning on landscaping it, and the nine acres is located in the north section of Vineyard. There will be an area to dump waste to dry out before hauling it to the dump. The majority of the site will be yard. There will be additional buildings as needs and budget grows. The building is set back from the road since there has not been much discussion about where it will be. The front three acres may be used for other purposes. This is just a conceptual design. There should be access from the south. The front should still be usable as an office space.

Commissioner Blackburn asked if the site would be adequate for future storage there.

Mr. Wilson responded that the site works for what Vineyard currently has, but has options to expand.

Madam Chair Welsh asked how long it will be sufficient.

Mr. Wilson responded that the city has always been able to fit what they had in whatever space they had.

Further discussion ensued about the site and expandability. Madam Chair Commissioner and Commissioner Knighton recommended they should, perhaps, put in more windows for office workers and spend less money on the front office space – functionality first.

6.2 VZC 15.48 Sign Code

Ms. Hart began about the sign code being content-neutral. The zoning code is a living document and is meant to be changed. The General Plan states that the city's goal is to support economic growth and new businesses. The value of signage is to help people recognize they have arrived, the enliven areas, and pull people in. Cities and businesses both work on branding and how they present themselves. Most businesses in Vineyard rely on customers from outside the city. California did a study, and the University of Cincinnati also did a survey built on California's study. The University of Cincinnati had 235 businesses respond, and 213 were usable responses. 70% had a single establishment and 30% were classified as large or medium establishments with multiple locations. She showed a table with how many signs each location had. The larger

establishments generally had more signs. The most common types were wall and pole signs. Small companies generally had one or the other, while larger companies had both. The businesses also rated how important their signs were. Respondents answered that signs were most important for making their businesses stand out and help potential customers find the location. 38% of large companies identified branding and image compared to 14% of small or single establishments. A FedEx study found that about ¾ of consumers have entered a store or referred a friend because of a sign which made the business stand out and 2/3 have made a purchase as a result. Most consumers indicated that bad or no signage deters them from entering an establishment. All companies rated 'being clearly visible' as the most important characteristic. 'Size' was rated as the second most important characteristic for large companies, and 'conspicuousness' was rated the second most important for small or single establishment companies. Businesses which reported conspicuousness, size, and location were all likely to report correlation to sales.

These reports mean that one size does not fit all. Different businesses need to tailor their signs to their specific needs. Too many or too big of signs can provide a deterrent to economic business because it negates the identification and advertising value of any one sign. Too many regulations can also negatively impact an area. The goal is for businesses to have maximum success at their locations where the signs will be seen by their entire audiences. The city does have the ability to regulate signage as ruled by the Supreme Court. Vineyard is restrictive with size and quantity, illumination, pole or pylon signs, A-frame signs, cabinet wall signs, and electronic signs. Other cities divide their signs up administratively as Lehi, Draper, and Salt Lake City. Vineyard could regulate based off of districts, take a hands-off approach, or increase signage and size. She then gave an example of what a sign could look like.

Further discussion ensued about sign code.

7. COMMISSION MEMBERS' REPORTS AND EX PARTE DISCUSSION DISCLOSURE

Commission Jeff Knighton reported on the Walkara Way project with the county commissioners. There will be regular meeting moving forward. There seems to be a lot of support, and there will be a pilot program (for grazing) on the Holdaway property. The fence should be in in the next 6-8 weeks. The pilot fence may not be the same fence that will be approved for the whole project.

8. STAFF REPORTS

- Chris Wilson, Assistant City Engineer
 - Don Overson is recovering well. He has been working part days here and part days at home.
 - The Overpass construction has started.

9. ADJOURNMENT

Motion: COMMISSIONER KNIGHTON MOTIONED TO CLOSE THE MEETING.
COMMISSIONER WELCH SECONDED THE MOTION. ALL WERE IN FAVOR, AND THE
MOTION CLOSED AT 8:32 PM.

MINUTES APPROVED ON: October, 2, 2019

CERTIFIED CORRECT BY: /s/ McKenna Marchant

McKenna Marchant, Planner



Date: September 18, 2019
From: Elizabeth Hart, Planner
To: Planning Commission
Item: 5.1 Utah Valley Home Builders Association Sign Standard Waiver
Address: 707 E Mill Rd.
Applicant: Steve with UVHBA

INTRODUCTION

The applicant is requesting approval of a sign standards waiver. The applicant is requesting to place three (3) wall signs with halo lighting on the building's primary elevation which faces Mill Road. The building is located within the Regional Mixed Use (RMU) District at the address of 707 E Mill Road.

ANALYSIS

The subject building is a three (3) story single purpose building with multiple units within it. This is different from other existing buildings within Vineyard, most of the existing buildings are a single-story commercial single unit or multi-unit building. These existing single-story commercial unit buildings meet the sign ordinance because each individual unit has its own individual building frontage.

In regards to a multi-story building the sign ordinance states the following: *buildings excess of two stories shall be allowed only one (1) wall mounted sign per elevation, to be located in a sign band between the top of the upper story windows and the top of parapet. Said sign shall not be required to be located over the tenant's particular suite.*

Staff is currently reexamining the sign ordinance and has identified that that signage for multi-story single purpose commercial buildings need to readdressed.

The sign ordinance allows for one (1) wall sign per elevation with a maximum of two (2) wall signs allowed on a building. Within the RMU District a wall sign may have a sign area of one (1) square foot per every one (1) linear foot of building frontage not to exceed sixty (60) square feet per sign or a total of 120 square feet.

The sign standard waiver allows the planning commission to approve additional quantities of signage, sign area and halo lighting. The sign standard waiver allows for up to 25% more sign area of the allowed maximum sign area. This would allow for an individual sign to be 75 square feet and the total maximum sign area for the total number of signs to be 150 square feet.

The subject building has a building frontage of approximately 115 feet in length. The applicant is proposing to have three (3) wall signs with halo lighting on the primary elevation of the building. The proposed signs have a total square footage of approximately 102 SF. Below is a table showing the sign area for each proposed sign.

	Sign Length	Sign Height	Sign Area
Pediatric Dental	19.8	2	39.6
Premier Medical	19.8	2	39.6
HBA	7.8	2.8	21.84

Total Proposed Signage			101 SF
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FINDINGS

The intent of the sign ordinance is to reduce potential hazards to motorists and pedestrians, preserve and improve the aesthetic appearance of the city, to encourage well-designed signs, and to provide each sign user an opportunity for effective identification while preserving and protecting the health, safety and general welfare of city residents and businesses by regulating the design, materials, size, number and location of signs.

The applicant owns the subject building and rents out units within the building. The applicant would like the opportunity to identify the businesses within the unit on the primary elevation. The south elevation, facing Mill Road, is the tenant's main visibility from the street.

The proposed additional sign area is within range of the total allowed maximum sign area for wall signs. The proposed sign does not create clutter and will not create excess illumination. It allows the tenant to identify all services within its building.

The applicants request falls within the parameters of the sign standard waiver.

CONDITIONS

- 1) The applicant shall be in compliance with all federal, state and local laws.
- 2) The sign permit shall be in conformance with the sign standard waiver.

ATTACHMENTS

Sign Standard Waiver Application
Proposed Signage Details

Elizabeth Hart

From: noreply@civicplus.com
Sent: Thursday, September 5, 2019 9:43 AM
To: Elizabeth Hart
Subject: Online Form Submittal: Sign Standard Waiver Application

Sign Standard Waiver Application

Applicant Information

Applicant(s)	Utah Valley Home Builders Association
Address of Applicant	707 East Mill Road
Phone	801-225-8893
Email	Steve@uvhba.com

Project Information

Site Address	707 East Mill Road
Zoning District	Commerical
Name of Business	Utah Valley Home Builders Association
Purpose for Sign Waiver	We would like to put 3 wall signs on the front of our building
Sign Type	Wall sign
Number of Proposed Signs	3
Proposed Sign Area	Crown sections
Proposed Sign Height (if applicable)	30"
Proposed Sign Location	Crown of new building
Will the sign be internally or externally illuminated?	backlit with LEDs

Required Materials for Submission

Please check applicable use or development type this project identifies as:	Stand-alone or Multi-tenant commercial, office or employment uses
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Location of the sign(s) on the building or premises	For wall signs: final building elevations showing the sign at the proposed location, wall dimensions and sign dimensions
Sign Specification Plans	Design of sign, Dimensions, Materials, Colors, Illumination (night time view of sign)
Final Elevations/Details	UVHBA bldg wall signs.pdf
Fee	\$250 - check, cash, or credit card (3% credit card fee charged)

Signature of Applicant(s)

Applicant Signature	Steve Caldwell
Date	9/5/2019
Co-Applicant Signature	<i>Field not completed.</i>
Date	<i>Field not completed.</i>

Additional Information

1. Prohibited signs are excluded from receiving a Sign Standard Waiver, except as allowed within this Title. 2. Conditions: The Planning Commission may attach conditions, requirements, or standards necessary to assure that the signs covered by the Sign Standard Waiver meet the intent of this Title and will not be materially detrimental to persons or property in the vicinity. In making its determination the Planning Commission shall not base any condition on the message content of a sign. The Planning Department will have the right to inspect that any conditions set by the Planning Commission are being met.

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SCOPE OF WORK:
MANUFACTURE & INSTALL THREE (3) SETS IDENTICAL
ILLUMINATED REVERSE CHANNEL LETTERS WITH WHITE
LED HALO ILLUMINATION

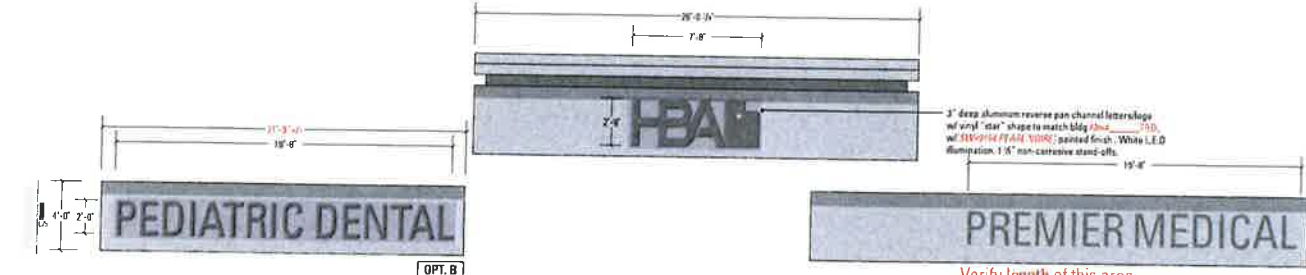
YESCO.
DESIGN
1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.467.8481

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This sign is installed in accordance with the
requirements of Article 900 of the National
Fire Protection Code and/or other applicable local
codes. This includes proper grounding and
bonding of the sign.

Revisions	
No.	Date / Description
1	10/10/2018 - INITIAL DESIGN
2	
3	
4	
5	
6	
7	
8	
9	
10	

Approval
Architect/Engineer: _____
Client Sign/Date: _____
Landlord Sign/Date: _____
Utah Valley Home Builders Assoc.
707 E Mill Rd.
Vineyard UT 84059
Attn: Exec Joel Warden
Designer Cheryl Lewis
Orig: 8-20-2019

OPY# 26124 R1
Scale as noted.
ART 2.5



2.1 SIDE VIEW

2 ILLUMINATED REVERSE PAN LETTERS
SCALE 3/16" = 1'-0"



Distance from ends to be determined after vector logos are provided



This design does not constitute production ready artwork and is to be used exclusively for proofing and review purposes only.

SCOPE OF WORK:
 MANUFACTURE & INSTALL 707 (2) 5'x4' INTERNALLY
 ILLUMINATED CABINETS & REMOVE & RE-INSTALL
 ADDRESS NUMERALS TO ACCOMMODATE NEW CABINET
 ON EXISTING EXLON SIGN.

YESCO.
 DESIGN
 1605 South Gramercy Rd.
 Salt Lake City, UT 84104
 801.487.8481

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 any computer monitor, tablet or laser print. The
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 your computer monitor or print.

This sign is installed in accordance with the
 requirements of Article 506 of the National
 Electrical Code and / or other applicable local
 codes. This includes proper grounding and
 bonding of the sign.

Revisions

No.	Date / Description
1	Initial Design (10/17/17)
2	
3	
4	
5	
6	
7	
8	
9	
10	

Approval

Alt Sign / Date

Client Sign / Date

Landlord Sign / Date

Utah Valley Home Builders Assoc.

707 E Mill Rd.

Vineyard UT 84059

Acc. Exec. Jack Warden

Design: Cheryl Lewis

Orig: 8-20-2019

OPY# 26124 R1

Scale: as noted

ART 1.0



1.1 SIDE VIEW

1 NEW ILLUMINATED CABINET & NEW ADDRESS
 SCALE 3/8" = 1'-0"

This design does not constitute production ready artwork and is to be used exclusively for proofing and review purposes only.

The Wall Sign must meet the following specifications:

- The building shall be identified by a UVHBA logo wall sign on the highest crown section of the front elevation.
- Two other wall signs shall be permitted for businesses who occupy more than 50% of a single floor. These signs shall be located on the left and right crown sections of the front elevation.
- The sign will be comprised of no larger than twenty-four (24) inch high reverse pan channel letters.
- The letters must be painted dark gray to match the other lettersets upon the building.
- The Wall Sign must be silhouette backlit with white LEDs. No neon or similar lighting, flood lighting or colored lighting is permitted.
- Letters can have a maximum thickness of five (5) inches.
- The gap between the wall face and the letters shall be a maximum of three (3) inches.
- Letters must be affixed directly to the building wall. Horizontal background electrical raceways or panels are not permitted to be used to mount letters to the building.
- Horizontal wind load capability will be a minimum of 30 lbs per square foot.
- Maximum area covered by a Wall Sign will be less than 50 square feet. Measurement of the square footage area is the smallest rectangular figure which can encompass all of the letters.
- Wall Signs may use the company's letter font as long as it conforms to the approved dark gray painted aluminum material.
- Company logos may be incorporated into the sign lettering, however the logo must be the same color as the letters and the maximum height, top to bottom, shall be no taller than thirty (30) inches.
- This criteria is ultimately subject to the city sign ordinance or approved variances. The sign ordinance is may change from time to time.



VINEYARD
STAY CONNECTED

Sign Ordinance Update

BACKGROUND

- ▶ Adopted June 2018
- ▶ Content Neutral
- ▶ Council asked staff to reevaluate the sign ordinance for commercial uses
- ▶ The Zoning Code is a living document, they are meant to be changed. We look to our general plan to help guide us in making our codes.
- ▶ “To support an economic program that attracts new businesses and target industries, increases municipal revenue streams, creates long-term fiscal health, and supports the economic vitality and wellbeing of residents and businesses.



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Value of Signage

- ▶ Provide identification for a business
- ▶ Help develop a brand
- ▶ Visual communication



Studies

- ▶ California Study from 1997
- ▶ University of Cincinnati 2012



VINEYARD
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University of Cincinnati – Case Study Review

- ▶ 70% of respondents had a single establishment
- ▶ 30% were classified as either small or large companies



VINEYARD
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University of Cincinnati – Case Study Review

Table 2: Number of Signs at a Typical Establishment by Size of Company

	All (n=213)	Single (n=150)	Small (n=35)	Large (n=28)
1-2 signs	69%	72%	71%	46%
3-5 signs	26%	23%	26%	43%
6+ signs	5%	5%	3%	11%

(Small companies have <10 establishments, Large companies have 10 or more establishments)



Left: Oakley Pub & Grill; Right: Buca di Beppo

University of Cincinnati – Case Study Review

Table 3: Types of Signs at a Typical Establishment by Size of Company

	All (n=213)	Single (n=150)	Small (n=28)	Large (n=28)
Wall sign/s	60%	53%	54%	89%
Pole sign/s	53%	46%	49%	86%
Wall & pole signs	27%	19%	23%	75%
Monument sign/s	25%	15%	29%	71%
Other sign/s	30%	28%	31%	39%

(Small companies have <10 establishments, Large companies have 10 or more establishments)



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University of Cincinnati – Case Study Review

**Table 4: Mean Scores for Perceived Importance of Signs for Common Purposes, by Company Size
(n = Number of Respondents)**

	All (n=213)	Single (n=150)	Small (n=35)	Large (n=28)
Help customers find location	2.73	2.75	2.63	2.79
Make business stand out	2.68	2.67	2.68	2.75
Reinforce branding/image	2.42	2.30	2.57	2.86
Inform about goods/services	2.23	2.28	2.17	2.04
Inform about promotions	1.76	1.71	2.03	1.64

(0=Not at all important, 1=Slightly important, 2=Moderately important, 3=Extremely important)



VINEYARD
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Table 5: Mean Scores for Perceived Importance of Sign Characteristics, by Company Size

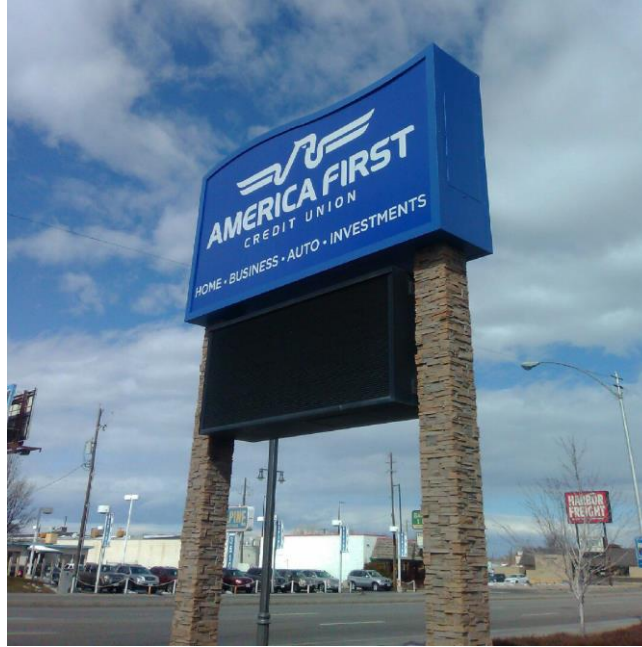
	All (n=213)	Single (n=150)	Small (n=35)	Large (n=28)
Clearly readable	2.90	2.91	2.79	2.96
Conspicuousness	2.75	2.78	2.62	2.75
Size and location	2.64	2.65	2.43	2.86
Illumination	2.56	2.57	2.46	2.61
Logo or branding	2.43	2.30	2.60	2.86

(0=Not at all important, 1=Slightly important, 2=Moderately important, 3=Extremely important)



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Individual Case Studies



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What does this all mean?

- ▶ ONE SIZE DOES NOT FIT ALL



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Examining the need for signage

- ▶ The needs of a business to identify itself and attract customers
- ▶ The needs of a citizen to be able to locate a business and find a desired product
- ▶ The needs of a community to create or preserve a visual environment that is in keeping with the professed preferences of its citizens and business community



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Remember

- ▶ The city has the right to establish regulations on signage



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Vineyard Sign Ordinance

- Size and quantity
- Illumination
- Pole/Pylon Signs
- A-frame signs
- Neon Signs
- Cabinet Wall Signs
- Electronic Message Signs



Other Cities

▶ Lehi

- ▶ Administrative vs. Planning Commission Approval
- ▶ Wall Signs
- ▶ Cabinet Wall signs

▶ Draper

- ▶ Freestanding/Monument Signs
- ▶ Tower Signs

▶ SLC

- ▶ Identifies districts



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What can we do?

- ▶ Districts
- ▶ Increases in sign area and quantity
- ▶ No Maximums



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