ORDINANCE NO. 1274

AN ORDINANCE AMENDING SECTION 9-18H-070 OF THE DRAPER CITY MUNICIPAL CODE AS IT PERTAINS TO THE SIGN STANDARDS FOR THE DRAPER POINTE MIXED USE COMMERCIAL SPECIAL DISTRICT

WHEREAS, Section 9-18H-070 of the Draper City Municipal Code sets forth the regulations and standards for signs in the Draper Pointe Mixed Use Commercial Special District; and

WHEREAS, a property owner within the Draper Pointe Mixed Use Commercial Special District has identified that some sign regulations that are not clearly defined or described and warrant a modification; and

WHEREAS, a property owner within the Draper Pointe Mixed Use Commercial Special District and the City have worked together to come to a resolution that would clarify the sign regulations allowed in the commercial special district; and

WHEREAS, the proposed text amendment has been reviewed by the Planning Commission and City Council, and all appropriate public hearings have been held in accordance with Utah law to obtain public input regarding the proposed revision.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF DRAPER CITY, STATE OF UTAH, AS FOLLOWS:

Section 1. Findings. In adopting these changes to the DCMC, the City Council finds: 1) The proposed amendment meets the intent, goals, and objectives of the Draper City General Plan; 2) the proposed amendment will not create a conflict with any other section or part of Draper City Municipal Code; 3) the proposed amendment will not be deleterious to the health, safety, and general welfare of the general public, and 4) the proposed amendment will allow for electronic message display signs within the Draper Pointe Mixed Use Commercial Special District.

Section 2. Amendment. Section 9-18H-070, as set forth in Exhibit “A” attached hereto, is hereby adopted and incorporated in the regulation and development applications for properties within the Draper Pointe Mixed Use Commercial Special District.

Section 3. 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 and provisions of this ordinance shall be severable.

Section 4. Effective Date. This ordinance shall become effective immediately upon publication or posting, or 30 days after final passage, whichever is closer to the date of final passage.

PASSED AND ADOPTED BY THE CITY COUNCIL OF DRAPER CITY, STATE OF UTAH, THIS 29th DAY OF AUGUST, 2017.

DRAPER CITY

Mayor Troy K. Walker

ATTEST:

Rachelle Conner, MMC, City Recorder
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EXHIBIT A
SECTION 9-18H-070 CHANGES

9-18H-070: SIGNAGE STANDARDS:

Signage design and location shall be an important component of the Draper Pointe mixed use commercial special district. All signs shall be reviewed and approved by the Draper Pointe mixed use commercial special district architectural review committee. Signage shall comply with the following standards:

A. General Standards.

1. Each monument sign shall have a uniform, architecturally compatible design consistent with the Draper Pointe mixed use commercial special district design theme with faces not larger than one hundred (100) square feet. Monument signs shall not exceed seven feet (7') in height and fourteen feet (14') in width. (Section 9-18H-100, exhibit J of this article.)

2. Wall signs may be installed by individual businesses/buildings on freestanding and in-line single-/multi-tenant buildings and on hotels. Signs shall have individually illuminated letters or decorative sign cabinets. Where sign cabinets are utilized, they shall be built into the architectural fascia.

3. The combined total of all wall signs (digital and non-digital) shall not exceed a maximum ratio of two (2) square feet of sign for each linear foot of building length on any one elevation.

4. Suspended, Blade Type Project Signs: Suspended or blade type projecting signs are allowed provided they are not more than thirty (30) square feet of sign area. Each elevation will be allowed one suspended or blade type sign. Suspended or blade type signs may be provided along pedestrian walkways and shall maintain a minimum clearance of seven feet (7') above the pavement.

5. Tower Signs: One tower sign shall be allowed for each hotel. The sign may be a multi-tenant sign and shall be no taller than forty feet (40') with a maximum sign area of two hundred (200) square feet.

6. Vista Station: Vista Station monument signs shall be installed at specific locations throughout the project. (Section 9-18H-100, exhibit J of this article.)

7. The location of all signs must be approved by the City Engineer to ensure clearance of sight distance requirements. All sign locations shall also conform to the clear view area requirements in the American Association Of State Highway And Transportation Officials (AASHTO) publication, "A Policy On Geometric Design Of Highways And Streets".

8. All monument and tower signs shall be located outside of any public utility easement.

B. Commercial, Office and Retail Uses: Commercial, office and retail uses shall be allowed the following:
1. One monument sign is allowed per office building and one monument sign is allowed at the entrance to each office district.

2. Wall signs shall be allowed on hotel, office and retail buildings per the following:
   a. Non electronic wall signs shall be allowed at a ratio of two (2) square feet for every one linear foot of building length.
   b. Electronic (digital) wall signs shall be allowed at a ratio of ½ (one half) square feet for every one linear foot of building length.

3. Wayfinding signs shall be allowed in the project. The overall height shall not exceed eight feet (8') and the area of the sign shall not exceed one hundred (100) square feet.

4. Flags or banners placed on light poles shall be at least seven feet (7') above the pavement.

5. Tower or pylon signs for hotels may also be electronic message signs. All electronic message signs shall comply with the standards in subsection D below.

C. Residential Uses: Each residential use shall be allowed the following signage:
   1. Two (2) freestanding monument signs per the standards in Section A above.
   2. Portable banner signs, with a maximum area of fifty (50) square feet shall be allowed in each residential project.
   3. Flags and A-frame signs shall be allowed during lease times for each residential project.
   4. Wall signs shall be allowed on residential buildings per the following:
      a. Non electronic wall signs shall be allowed at a ratio of two (2) square feet for every one linear foot of building length.
      b. Electronic (digital) wall signs shall be allowed at a ratio of ½ (one half) square feet for every one linear foot of building length.

D. Electronic Message Centers (EMC): A business which qualifies for an EMC within the Draper Pointe CSD shall be subject to the following:
   1. Such signs shall display full color messages or images only and the use of single colored text and images is prohibited.
   2. Each message/advertisement displayed on an EMC shall remain static for a minimum of eight (8) seconds. Animation, flashing, starburst or other similar frame effects are prohibited.
Pixel pitch shall be as follows:

a. EMC's in the CSD, but not directed toward Bangerter Highway may shall have a true pixel pitch between one millimeter (1 mm) and ten millimeters (10 mm) due to closer proximity of travelers to signs.

b. EMC's directed toward Bangerter Highway shall have a true pixel pitch between one millimeter (1 mm) and sixteen millimeters (16 mm) due to higher speeds and distance between travelers and signs.

c. No EMC shall utilize a white or solid colored background for greater than or equal to fifty percent (50%) of the sign area.

d. All EMC's are required to comply with the following LED sign illumination requirements:

(1) All permitted EMC’s shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 foot-candle measurements. In addition, EMCs must have a default mechanism to turn off the sign within twenty four (24) hours of a reported malfunction.

(2) Sign illumination levels for EMC’s shall never, at maximum display intensity, exceed 0.3 foot-candle over ambient lighting conditions when measured at the distance based on the formula of square root of area of sign times one hundred (100). Light cutoff devices shall minimize light above the sign.

(3) The illuminance of an EMC shall be measured with an illuminance meter set to measure foot-candles accurate to at least two (2) decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image. All measurements shall be taken perpendicular to the face of the EMC at the distance determined by the total square footage of the EMC as set forth in this subsection.

(4) The applicant shall submit a photometric matrix (showing the dispersal in foot-candles) showing that the sign meets all the requirements of this code.

(5) The owner shall be required to submit written certification from the sign manufacturer that the light intensity shall not exceed the maximum levels specified in the above table and photocell dimming prior to the issuance of a sign permit.
Affidavit of Posting

SALT LAKE/UTAH COUNTY, STATE OF UTAH

I, the City Recorder of Draper City, by my signature below, certify that copies of Ordinance No. 1274 for the City of Draper, which Passed and Adopted by the City Council of Draper City, State of Utah on the 29th day of August, 2017, was posted at the following places: Draper City Electronic Bulletin Board, Draper Fire Station 12300 South, and the Draper Crescent Senior Citizens Center, within the municipality.

Posted: September 8, 2017 to September 27, 2017

[Signature]
Rachelle Conner, MMC
City Recorder
Draper City, State of Utah