



**Planning Commission Hearing  
Staff Report  
Hearing Date: May 22, 2019**

**\*ITEM #4** The Provo City Community Development Department requests an amendment to Section 14.38.085(7) to clarify limitations on signage within the North University Riverbottoms Design Corridor. City-wide application. Aaron Ardmore (801) 852-6404 PLOTA20190026

<p><b>Applicant:</b> Provo City Community Development</p> <p><b>Staff Coordinator:</b> Aaron Ardmore</p> <p><b>Requires Council Action:</b> Yes</p> <p><b><u>ALTERNATIVE ACTIONS</u></b></p> <p>1. <b>Continue</b> to a future date to obtain additional information or to further consider information presented. <i>The next available meeting date is June 12, 2019 at 6:00 P.M.</i></p> <p>2. <b>Recommend Denial</b> of the requested amendment. <i>This action <u>would not be consistent</u> with the recommendations of the Staff Report. The Planning Commission should <u>state new findings</u>.</i></p>	<p><b>Relevant History:</b> This Section of City Code was enacted in 1996 to create an integrated design corridor from 2230 North University Avenue to the mouth of Provo Canyon. Subsequent amendments have been made to this Section in 2006, 2010, 2013, and 2018.</p> <p><b>Neighborhood Issues:</b> There have been recent concerns regarding what is prohibited for signs along this corridor. Staff has not been made aware of any concerns with this proposed amendment, as it is attempting clarify what signs are prohibited.</p> <p><b>Summary of Key Issues:</b></p> <ul style="list-style-type: none"> <li>• The current language leaves some ambiguity regarding what types of signs are prohibited along the North University Riverbottoms Corridor.</li> <li>• The proposed amendment clarifies prohibited signs.</li> </ul> <p><b>Staff Recommendation:</b> That the Planning Commission recommend approval of the proposed amendment to the Municipal Council.</p>
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**OVERVIEW**

Provo City Community Development is requesting an ordinance amendment to subsection 14.38.085(7), to clarify prohibited signs in the North University Riverbottoms Design Corridor. Section 14.38.085 was enacted in 1996 to provide consistent design through this part of that City, and minor adjustments have been made over the years.

Due to recent concerns about what types of signs are allowed, staff has brought forward this proposal to clean up language and clarify what signage is prohibited. The proposed language explicitly prohibits any signs that are not otherwise authorized by subsection one, which clarifies the restriction for property owners and residents in the area.

### **STAFF ANALYSIS**

1. Provo City Code Section 14.02.020(2) sets forth the following guidelines for consideration of ordinance text amendments:

*Before recommending an amendment to this Title, the Planning Commission shall determine whether such amendment is in the interest of the public, and is consistent with the goals and policies of the Provo City General Plan. The following guidelines shall be used to determine consistency with the General Plan: (responses in bold)*

- (a) *Public purpose for the amendment in question.*

**The public purpose of Section 14.38.085 is to control signage on North University Ave as a scenic entrance into the city. This amendment is to clarify what signs are and are not permitted in the North University Riverbottoms Design Corridor.**

- (b) *Confirmation that the public purpose is best served by the amendment in question.*

**This amendment gives very specific language on what is not permitted in the corridor.**

- (c) *Compatibility of the proposed amendment with General Plan policies, goals, and objectives.*

**The proposed amendment aligns with General Plan policies and goals to “help neighborhoods preserve their own identity and sense of place” as stated in Chapter One of the General Plan.**

- (d) *Consistency of the proposed amendment with the General Plan’s “timing and sequencing” provisions on changes of use, insofar as they are articulated.*

**There are no timing and sequencing issues with this proposal.**

- (e) *Potential of the proposed amendment to hinder or obstruct attainment of the General Plan's articulated policies.*

**The proposed amendment will not hinder or obstruct attainment of any General Plan policies.**

- (f) *Adverse impacts on adjacent land owners.*

**There are no foreseen adverse impacts on adjacent land owners in that this amendment is not a new restriction on signage. This amendment is simply a clarification of existing language.**

- (g) *Verification of correctness in the original zoning or General Plan for the area in question.*

**They are correct.**

- (h) *In cases where a conflict arises between the General Plan Map and General Plan Policies, precedence shall be given to the Plan Policies.*

**No conflict exists.**

## **CONCLUSIONS**

Provo has only three major entrances into the city (North University Ave, South State Street and Center Street). Of the three major entrances, North University Ave has fewer commercial and industrial uses and more residential development than the other two. Years ago, the North University Ave Design Corridor was adopted to protect the scenic nature of Provo Canyon and the setting of the Riverbottoms area. This proposed amendment helps to clarify what types of signage people can expect to see on this gateway into the City.

## **ATTACHMENTS**

1. Proposed Language

(7) *Prohibited Signs.* With the exception of For Sale, Rent, or Lease Signs authorized by subsection 14.38.050(1), all other types of signs not explicitly authorized by this section are prohibited.

~~Temporary signs are not permitted except as permitted in this Chapter such as real estate and campaign signs. These types of signs shall not be located in the public right-of-way.~~