

Description of Text Amendment

The request before you is to amend the text of the Land Development Ordinance Section 19.18.10 (5)g as it relates to the allowance for LED Menu Boards in a Drive-thru establishment.

1. The proposed change will conform to the Land Use Element and other provisions of the General Plan;

The proposed change is not meant to replace section 19.18.10 (5) g but rather to allow for the inclusion of a technological advancement that has been made in the development of visual graphics and to allow for the use of such technology as it will benefit the patrons of drive thru establishments.

2. the proposed change will not decrease or otherwise adversely affect the health, safety, convenience, morals, or general welfare of the public;

The proposed change will not decrease the health, safety, convenience, morals or general welfare of the public or have any negative impact on them overall.

3. the proposed change will more fully carry out the general purposes and intent of this Title and any other ordinance of the City;

The overall intent of the sign ordinance as stated in 19.18.01 is herein stated and this change effectively promotes the following:

1. An excess of large, unregulated signage causes visual blight on the appearance of the City, may obstruct views which can distract the attention of motorists and pedestrians, may negatively impact local property values, may displace alternative land uses, and may pose other problems that legitimately call for regulation.

2. This Chapter intends to preserve and enhance the aesthetic, traffic safety, and environmental values of the city while at the same time providing ample and adequate means of communication to the public.

3. This Chapter intends to protect and promote the health, safety and general welfare of City residents and businesses by regulating the design, materials, size, construction, installation, location, and maintenance of signs and sign structures in a content neutral manner that does not favor any type of speech over another in order to achieve the following goals and objectives: a. Reduce potential hazards to motorists and pedestrians; b. Encourage signs which are integrated and harmonious to the building and sites which they occupy; c. To reduce or eliminate excessive and confusing sign displays; d. To preserve and improve the appearance of the City as a place in which to live and to work and as an attraction for nonresidents who come to visit or trade; e. To safeguard and enhance property values;

4. To foster a community character that has a minimum of visual clutter. This Chapter is intended to protect and enhance property values and promote the public health, safety, and general welfare of the residents of the City of Saratoga Springs.

5. It is the intention of the City of Saratoga Springs to provide a fair and consistent approval process for signage while accommodating growth and maintaining the high design standards associated with the City.

6. The purpose of this Chapter is to detail the sign permit process, provide general design standards, and define signage related terms.

Text Amendment Proposal

Current Code reads:

19.18.10 (5)

g. Drive-thru Board for Non-Residential Uses. Drive-thru board signs are allowed for non-residential uses provided the requirements in this section are met.

- i. Location: All drive-thru board signs shall be located adjacent to the drive-through lane and shall not be located in any required setback. Signs may be located on the building or as a monument-style sign.
- ii. Height: A drive-thru board sign shall not exceed eight feet in height.
- iii. Size: A drive-thru board sign with a menu (or options) board sign shall not exceed 45 square feet.
- iv. Number: One drive-thru board sign with a maximum area of 45 square feet and one sign with a maximum area of ten square feet shall be permitted for each drive-thru board lane.

Proposed Change **noted in red**:

19.18.10 (5)

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v. A Drive-thru Board sign may be LED and shall comply with the following:

1. The light output of the LED shall not exceed 2 foot-candles;
2. The images, colors, and text may not change more than 3 times per day;
3. All images, colors, and text shall be static with no flashing, scrolling, or animation; and
4. At any time the business or drive-through is closed to the public, any Drive-thru Board sign shall be turned off and shall remain off until the business or drive-through is open to the public.

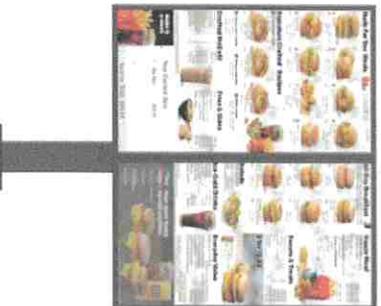
Menu Design & Content: Clarity & Flexibility

Our New Menus Are:

- An ordering device to help confirm orders
- Smaller & Streamlined menus, simplified for our Customers
- Static/Limited Motion - can be controlled by Restaurant
- Cleaner visuals, easier to read products, price and items
- Still change throughout the day to support our menus (just like our old print menus)

Our New Menus Are NOT:

- Not an advertising channel or billboard
- Not full video or motion to distract drivers or slow down our drive thru
- Not flashy, bright images or colors (ie. Vegas-style)
- No additional sound or speakers



Menu Board Flexibility (if desired or requested)

- Turn on and off their menus
- Stop movement or motion
- Manually control/pre-set brightness or set automatically to adjust brightness based upon daylight

City of Saratoga Springs
1307 N. Commerce Drive Ste 200
Saratoga Springs UT 840 801-766-9793

Receipt No: 16.007639 Mar 28, 2019

Expedite the Diehl

Previous Balance:	.00
Licenses & Fees	
Code Amendment	3,500.00
10-3413-100	
ZONING & DEVELOPMENT FEES	
Licenses & Fees	
Public Notice Fee	75.00
10-3413-104	
PUBLIC NOTICING FEES	

Total:	3,575.00
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Check	
Check No: 6234	3,575.00
Total Applied:	3,575.00

Change Tendered:	.00
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