



Ashley Cross
Ogden Valley Business Association
P.O. Box 252
Eden, UT 84310

9 February 2017

Weber County Planning Commission
2380 Washington Blvd. Suite 240
Ogden, UT 84401

Dear Commission Members:

Please accept the following submission on behalf of the Board of Directors of the Ogden Valley Business Association. We would like to submit, for consideration and adoption, a redlined version of the current sign ordinances that reflects the input of the Ogden Valley Business Association and its members.

We would ask that the sign ordinances and the lighting ordinances be examined in concert as the concern of many business members is that should they be considered separately, there will be little consideration for public safety and might also result in contradictory ordinances.

Attached to this application you will find the OVBA-approved, redlined copy of the current ordinances and the United States Sign Council Guidelines which supports the OVBA's recommendations. The non-refundable fee of \$300 is also attached to this submission.

Sincerely,

Ashley Cross
Chair, Ogden Valley Business Association

The Ogden Valley Business Association Board of Directors:

Athena Steadman, Simply Eden
Jori Torman, Colonial Life
Mark Schroetel, Powder Mountain
Blair Lierd, Wolf Creek
Lori Mortensen, Diamond Peak Mountain Sports
Mike Seguin, Mad Moose Cafe
Terry Hancock, Valley Market
TJ Parmley, Sterling Automotive
Travis Paulson, Grass Plus

D.) The applicant shall provide a narrative addressing the following information:

1. **How is the change in compliance with the General Plan:** It addresses signage from a safety perspective and improves / updates the existing sign ordinance to better support consumer needs.
2. **Why should the present zoning be changed to allow this proposal:** Because it addresses public safety in line with United States Sign Council guidelines, it improves customer visibility of businesses in a tasteful, intelligent manner, and best supports local business and community needs for an upgraded and enhanced ordinance that addresses and upgrades existing ordinance shortfalls.
3. **How is the change in the public interest:** Public Safety is a critical factor in any sign ordinance. Speed at which signage is passed, visibility from various angles, and simple tasteful public awareness of products and services are all in the best public interest.
4. **What conditions and circumstances have taken place in the general area since the General Plan was adopted to warrant such a change?** Ogden Valley continues to grow its tourist appeal. With approximately 16,000 dwellings approved and only approximately 3500 established, Ogden Valley continues to grow. The growth needs to be in sync with USSC established sign safety standards, including intelligent sign visibility for efficient public access and the public good.
5. **How does this proposal promote the health, safety, and welfare of the inhabitants of Weber County?** Signage has a direct impact on public safety and is in the public interests in terms of esthetics and accessibility. Safety should be addressed within the context of the guidelines and research established in the USSC guidelines, which is overlooked in the current ordinance. Visitors and residents in the Ogden Valley must be able to reasonably see businesses in order to safely, and conveniently, be able to navigate their way to destinations.
6. **A narrative describing the project vision:** Simply put, enhancing the existing sign ordinance is in the interest of public safety and includes improvements to efficient and tasteful Ogden Valley commerce. Proposed enhancements to the current ordinance are in sync with USSC guidelines, addresses immediate and needed public safety concerns, and results in a upgraded, more efficient ordinance that address public access needs.