



Design Review Staff Report for Administrative Approval

Weber County Planning Division

Synopsis

Application Information

Application Request: Consideration and action for a face change to an existing billboard located at 1543 W 2700 N, Ogden, 84401.
Type of Decision: Administrative
Applicant: YESCO Outdoor Media
Authorized Agent: Matt Largent
File Number: DR 2020-01

Property Information

Approximate Address: 1543 W 2700 N, Ogden, UT, 84401
Project Area: 600 sq. ft., on a 0.7-acre parcel
Zoning: Manufacturing (M-1)
Existing Land Use: Commercial Development
Proposed Land Use: Commercial Development
Parcel ID: 19-138-0002

Adjacent Land Use

North: 2700 North St
East: Vacant
South: Vacant
West: Vacant Weber Industrial Park

Staff Information

Report Presenter: Felix Lleverino
fleverino@co.weber.ut.us
Report Reviewer: RG

Applicable Ordinances

- Title 104, Chapter 22 Manufacturing (M-1) Zone
- Title 108, Chapter 1 Design Review, Application and Review
- Title 108, Chapter 7 Supplementary and Qualifying Regulations
- Title 110, Chapter 1 Signs, Western Weber Signs

Summary and Background

The applicant is requesting final approval of changes to an existing billboard located at 1543 W 2700 N, Ogden, UT. The existing vinyl sign face will be replaced with an LED face on both sides of the billboard. The billboard dimension is 29' x 11'. The billboard is on top of a 20' tall steel post surrounded by turf grass on the northeast side of lot 2 of GL Subdivision. The total height of the billboard measuring from the finished grade is 32'6". YESCO leases this area from the owner of lot 2 of GL Subdivision. There is no adjacent residential development that could be adversely affected by the proposed LED billboard. The applicant has submitted that the billboard will include a capability to control brightness. The billboard will be on 24 hours a day, 7 days a week. The billboard display will be modified after dusk to 30% of maximum brightness to minimize invasive light. This application has been reviewed against certain standards in the Uniform Land Use Code of Weber County, Utah (LUC) and appears to meet these standards. The following is the staff's evaluation of the request.

Analysis

General Plan: The proposed use conforms to the Western Weber General Plan by encouraging commercial development within established commercial areas and enforcing the adopted "quality development standards" to ensure compatibility with surrounding development.

Design Review: As outlined in LUC §108-1 to ensure that the general design, layout, and appearance of the building remains orderly and harmonious within the vicinity. Certain areas of the design review are only applicable to the current amendment application, such as the signage, landscaping and site layout. As part of this review, consideration has taken into account the applicable matters based on the proposed amendment and impose conditions to mitigate deficiencies where the plan is found deficient. The matters for consideration are as follows:

Considerations relating to buildings and site layout. The proposal is to replace a vinyl sign face with an LED sign face on an existing billboard. The height and width will remain unchanged. The existing sign meets all setback requirements stated in the M-1 Zone Site Development Standards, and the Western Weber Sign Code.

Staff Recommendation

The Planning Division recommends approval of file# DR2020-01, design review for the replacement of a vinyl sign face with an LED sign face on an existing billboard, located at 1543 W 2700 N, Ogden, 84401. This recommendation for approval is subject to all review agency requirements and subject to the following conditions:

1. The brightness of the LED billboard sign will be reduced to 30% at dusk.
2. Prior to YESCO beginning construction, a Land Use Permit and Building Permit must be obtained.


The Planning Division recommendation is based on the following findings:

1. The proposed use conforms to the Western Weber General Plan.
2. The proposal, if conditions are imposed, will not be detrimental to the public health, safety, or welfare.
3. The proposal, if conditions are imposed, will comply with applicable County ordinances.
4. The proposed design implements quality development standards and will not deteriorate the environment of the general area to negatively impact surrounding properties and uses.

Administrative Approval

Administrative Design Review approval of the YESCO billboard sign face change is hereby granted based upon its compliance with the Weber County Land Use Code. This approval is subject to the requirements of applicable review agencies and the conditions of approval listed in this staff report.

Date of Administrative Approval: 3/30/20


Rick Grover
Weber County Planning Division Director

Exhibits

- A. Design Review Application
- B. Site Plan
- C. Site Photos
- D. Construction Drawings
- E. YESCO LED Billboard Examples

Map 1



Property Owner Affidavit

I, the YESCO Outdoor Media (Lessee) depose and say that I (we, am (are) the owner(s) of the property identified in this application and that the statements herein contained, the information provided in the attached plans and other exhibits are in all respects true and correct to the best of my own knowledge.

[Signature]
(Property Owner) PRESIDENT

(Property Owner)

Subscribed and sworn to me this 19 day of March 2020



[Signature]

(Notary)

Authorized Representative Affidavit

I, the YESCO Outdoor Media (Lessee) the owner(s) of the real property described in the attached application, do authorize as my own representative, *[Name]* to represent me (us) regarding the attached application and to appear on my (our) behalf before any administrative or legislative body in the County considering this application and to act in all respects as our agent in matters pertaining to the attached application.

[Signature]
(Property Owner) PRESIDENT

(Property Owner)

Filed this 19 day of March 2020 personally appeared before me Pat O'Donnell the signers of the Representative Authorization Affidavit who duly acknowledged to me that they executed the same.



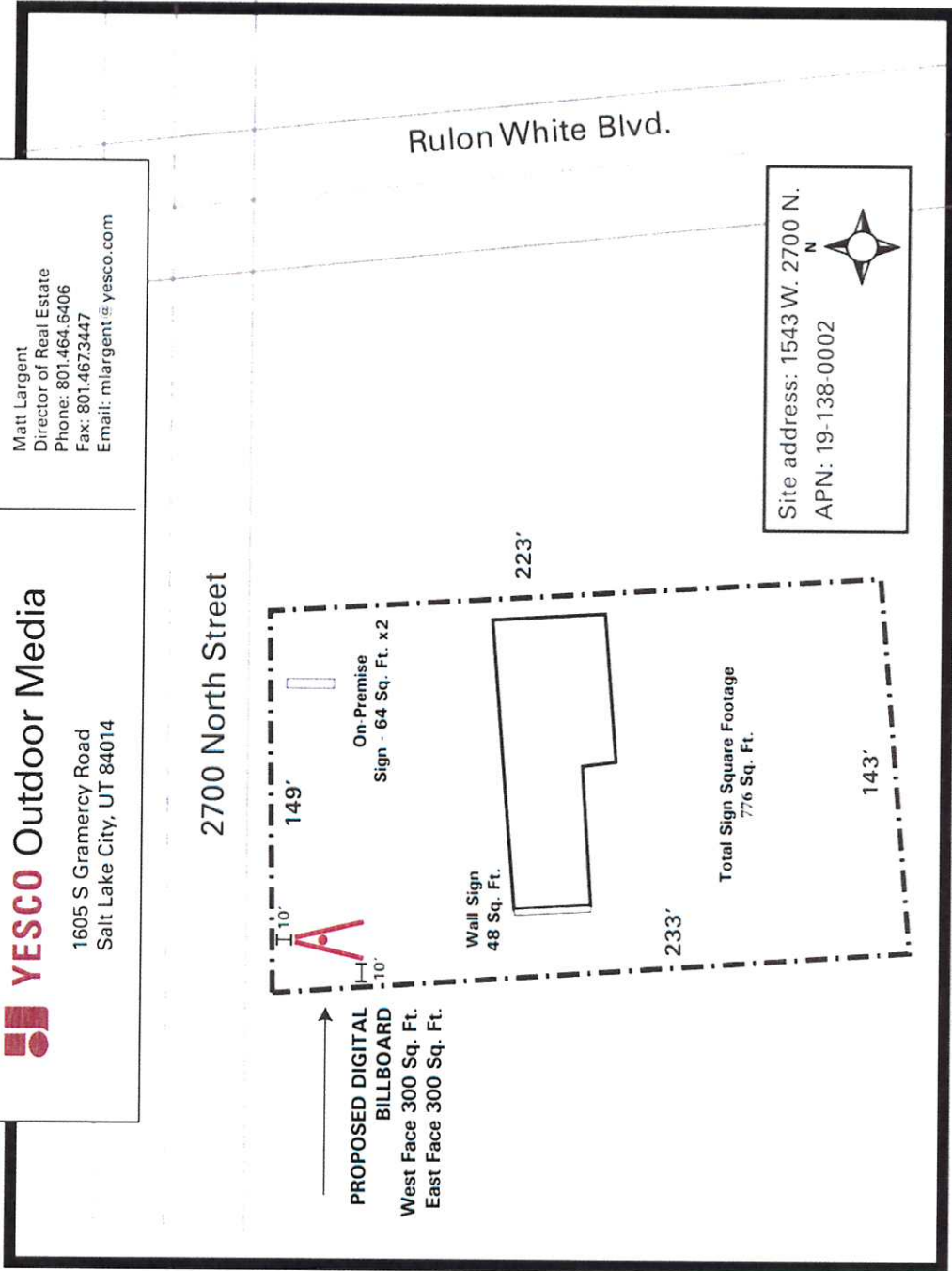
[Signature]

(Notary)

YESCO Outdoor Media
1605 S Gramercy Road
Salt Lake City, UT 84014

YESCO

Matt Largent
Director of Real Estate
Phone: 801.464.6406
Fax: 801.467.3447
Email: mlargent@yesco.com



Existing Billboard



REAR VIEW

DISPLAY SIZE TABLE

| INCHES HIGH | INCHES WIDE | INCHES DEEP | INCHES WEIGHT |
|-------------|-------------|-------------|---------------|
| 19" | 18" | 18" | 100 LB |
| 22" | 22" | 22" | 150 LB |
| 26" | 26" | 26" | 200 LB |
| 30" | 30" | 30" | 250 LB |

NOTES

1. DISPLAY LOADS ARE NON-CONTINUOUS.
2. IT IS THE RESPONSIBILITY OF THE ELECTRICAL CONTRACTOR TO ENSURE THAT ALL ELECTRICAL CODES, REGULATIONS, AND STANDARDS EXCEEDS ALL LOCAL AND NATIONAL ELECTRICAL CODES.
3. DARTMONICS IS NOT RESPONSIBLE FOR THE QUALITY OF THE POWER DELIVERY SYSTEM TO THE DISPLAY SYSTEM BECAUSE EACH INSTALLATION IS UNIQUE. DARTMONICS OFFERS THESE INSTRUCTIONS AS GUIDELINES ONLY. THE CONTRACTOR MUST ASSUME ALL LIABILITY IF INSTALLATION STEPS ARE NOT FOLLOWED AS SHOWN IN THIS SYSTEM ROGER DIAGRAM.
4. ALL DISPLAYS MUST BE GROUNDED PER ARTICLE 250 WORK TOP OF NATIONAL ELECTRICAL CODE WITH NO MORE THAN 10 OHMS GROUND RESISTANCE.
5. SUPPLEMENTARY RULES BOTH STANDARD AND DISPLAY ASSEMBLY PROCESS - IT IS THE ELECTRICAL CONTRACTOR'S RESPONSIBILITY TO ENSURE THAT ALL PRIMARY RULES RESPONSIBILITY TO EACH DISPLAY/OPTION SECTION ARE AS LISTED.
6. POWER AND SIGNAL REQUIREMENTS ARE SPECIFIED TO THE EQUIPMENT AND SETUP SHOWN. ANY CHANGES TO THE EQUIPMENT OR THEIR SETUP SHOULD BE DISCUSSED WITH DARTMONICS PRIOR TO INSTALLATION. THIS WILL REQUIRE AN UPDATED ROGER DIAGRAM DRAWING.
7. THE CONTRACTUAL AGREEMENT WILL DETERMINE THE PARTY OR PARTIES RESPONSIBLE FOR ITEMS LISTED AS DETERMINED BY THE CONTRACT. REFERENCES SHOULD BE USED FOR ALL REFERENCES ONLY.
8. THIS IS NOT A SEALED DRAWING AND SHOULD BE USED FOR POWER AND SIGNAL REQUIREMENTS ONLY. ACTUAL PLACEMENT OF ELECTRICAL COMPONENTS, SUCH AS THE LOCATION OF THE MAIN POWER ENTRANCE, MUST BE DETERMINED BY THE CONTRACTOR. PLEASE REFERENCE THE SYSTEM SHOP DRAWING FOR THIS DISPLAY. THIS DRAWING REPRESENTS A GENERAL MOVING LOCATION ONLY.

LEGEND

--- EXTERNALLY MOUNTED HARDWARE
 - - - INTERNALLY MOUNTED HARDWARE

DETAIL 'X' SINGLE SECTION PWR ENTRANCE

DETAIL 'B'

POWER DISTRIBUTION SYSTEM LEGEND

| ITEM | DESCRIPTION | INSTALLATION | BY |
|------|-------------------|--------------|-------------|
| 1 | MAIN DISTRIBUTION | BY CUSTOMER | BY CUSTOMER |
| 2 | GROUND CONDUCTOR | BY CUSTOMER | BY CUSTOMER |
| 3 | GROUND ROD | BY CUSTOMER | BY CUSTOMER |

COMPONENT IDENTIFICATION LEGEND

| COMPONENT | DESCRIPTION | INSTALLATION | BY |
|-----------|-------------|--------------|-------------|
| 1 | DISPLAY | BY CUSTOMER | BY CUSTOMER |
| 2 | BACKLIT ID | BY CUSTOMER | BY CUSTOMER |
| 3 | AUX CIRCUIT | BY CUSTOMER | BY CUSTOMER |

TOTAL POWER REQUIREMENTS

| CIRCUIT | PE A | TOTAL |
|--------------------|--------------------|-------|
| NUMBER OF CIRCUITS | 1 - GND | |
| NUMBER OF POLES | 120 VAC OR 240 VAC | |
| NUMBER OF POLES | 2 | |
| AMPERES PER LINE | 7.5 | 1.5 |
| AMPERES PER LINE | 12.5 | 12.5 |

50 AMP 120V

REFER TO DWC-3526129 FOR SIGNAL CONNECTIONS

COMPANY INFORMATION

DARTMONICS
 10000 DIGITAL BLVD
 SUITE 100
 DALLAS, TEXAS 75243-1000
 TEL: 972-412-1000
 FAX: 972-412-1001
 WWW: WWW.DARTMONICS.COM

PROJECT INFORMATION

PROJECT NO: 00000000000000000000
 PROJECT NAME: 00000000000000000000
 PROJECT LOCATION: 00000000000000000000
 PROJECT START DATE: 00/00/00
 PROJECT END DATE: 00/00/00

REVISIONS

| NO. | DATE | DESCRIPTION |
|-----|----------|--------------------|
| 1 | 01/01/00 | ISSUED FOR BIDDING |

APPROVALS

DESIGNED BY: _____
 CHECKED BY: _____
 DRAWN BY: _____
 PROJECT MANAGER: _____

PROJECT NO: 3530192

DATE: 01/01/00

