



# Staff Report for Administrative Approval

Weber County Planning Division

## Synopsis

### Application Information

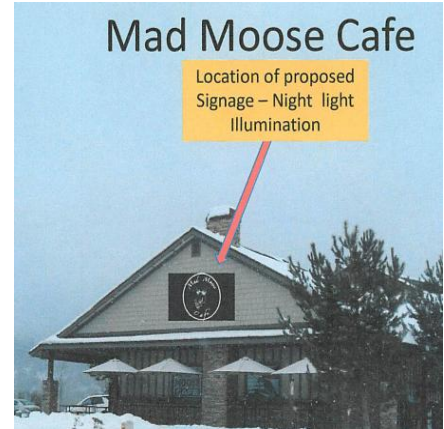
**Application Request:** Consideration and action on a modification of the Peak Plaza Master Sign Plan to add a wall sign; located at 2429 North Highway 158, in Eden.

**Type of Decision:** Administrative

**Applicant:** Peak Plaza, L.L.C.

**Authorized Agent:** Michael Seguin

**File Number:** DR# 2016-02



### Property Information

**Approximate Address:** 2429 North Highway 158, Eden, UT

**Project Area:** 1.0 Acres

**Zoning:** Commercial Valley-2 (CV-2)

**Existing Land Use:** Commercial Development

**Proposed Land Use:** Commercial Development

**Parcel ID:** 22-098-0002

**Township, Range, Section:** Township 7 North, Range 1 East, Section 34

### Adjacent Land Use

<b>North:</b> Vacant	<b>South:</b> Commercial
<b>East:</b> Vacant	<b>West:</b> Agricultural

### Staff Information

**Report Presenter:** **Charlie Ewert**  
cewert@co.weber.ut.us  
801-399-8763

**Report Reviewer:** RG

## Applicable Ordinances

- Title 101, Chapter 1 General Provisions, Section 7 Definitions
- Title 108, Chapter 1 Design Review
- Title 108, Chapter 16, Ogden Valley Lighting
- Title 110, Chapter 2, Ogden Valley Signs

## Summary and Background

This application is a request to amend the master sign plan at the Peak Plaza Building. The master sign plan was originally approved as CSP#01-2007<sup>1</sup> for Diamond Peak Mountain Sports Commercial Development. This application seeks to amend that approval by adding two additional signs – wall signs – to the premises. Staff could only find support in the ordinance for one additional sign that is located on the street-facing (east-facing) side of the building.<sup>2</sup> The original master sign plan approved five projecting signs and one monument sign. Only four of the five projecting signs were constructed, and this new proposed wall sign will replace the fifth projection sign.

Staff has reviewed the request and find that it complies with applicable ordinances. The ordinance compliance analysis follows.

## Analysis

<sup>1</sup> See file CSP#01-2007 in the Weber County Planning Office.

<sup>2</sup> In the application, Exhibit A, the applicant requests two wall signs. One is under the gable of the east-facing wall of the building; the other is under the gable of the north-facing wall of the building. Staff recommendation for approval only suggests approval of the wall sign on the east-facing wall.

Design Review: Pursuant to the Ogden Valley Signs ordinance, a master sign plan is subject to “site plan approval.”<sup>3</sup> The process due for a site plan approval is found in the Design Review ordinance.<sup>4</sup> It provides for the following:

*“All plans shall be reviewed and approved by the planning commission with the exception that small buildings or additions with a total footprint of less than 10,000 square feet, and which impact an area of less than one acre may be reviewed and approved by the planning director after meeting the requirements of all applicable ordinances.”<sup>5</sup>*

The design review section also states that:

*“The planning director may approve revisions to an approved design review plan that he/she determines are de minimis. Proposed revisions shall be considered de minimis if the planning director determines the changes to be slight, inconsequential, and not in violation of any substantive provision of this Code. The planning director's written approval of a de minimis revision(s) shall be appended to the written decision of the planning commission. Revisions that are de minimis shall not require public notice.”<sup>6</sup>*

The subject building is greater than 10,000 square feet. Considering that this request does not modify the area of the building or impact any land acreage, staff recommend considering it a “de minimis revision” for approval purposes.

Other than these provisions, the only design review ordinance criteria that may be applicable to this review suggests that outdoor advertising may be reviewed in relation to the creation of traffic hazards, the blanketing of adjacent property signs, and appearance and harmony with other signs and structures in the area.<sup>7</sup> The proposed sign is black with raised white tracing. Based on the sign design and placement, it does not appear to be disharmonious with existing development in the area.

Ogden Valley Signs: The proposed signage is defined by the ordinance as a “wall sign.”<sup>8</sup> One wall sign is permitted per building frontage, and cannot exceed five percent of the area of the building front.<sup>9</sup> This provision is why the applicant’s proposed north-facing wall sign without street frontage cannot be approved at this time, but the street-facing (east) sign can be.

The street-facing (east) sign is proposed to be a five foot by six foot oval. The exact square footage is not provided in the application, so for the purposes of this evaluation the rectangular calculation of 30 square feet is used. According to the building renderings (see Image 1),<sup>10</sup> the building front, excluding the front porch and rear porch area, is approximately 41 feet 6 inches wide. The building height to the gable under which the sign will be located is approximately 24 feet. The basic square footage calculation required by the code for the purpose of determining allowed sign area is width multiplied by height;<sup>11</sup> which yields a total building front calculation of 996 square feet. Five percent of this is 49.8 square feet. The conservative measurement of a 30 square foot sign easily complies with this calculation. Even a true calculation of façade square footage (taking into consideration the gables) yields a wall area of 779.5 square feet which allows a possible wall sign area of 38.9 square feet. The proposed sign complies with the area requirements of the ordinance.

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<sup>3</sup> See LUC §110-2-3(1).

<sup>4</sup> See LUC §108-1-2.

<sup>5</sup> *Ibid.*

<sup>6</sup> See LUC §108-1-11.

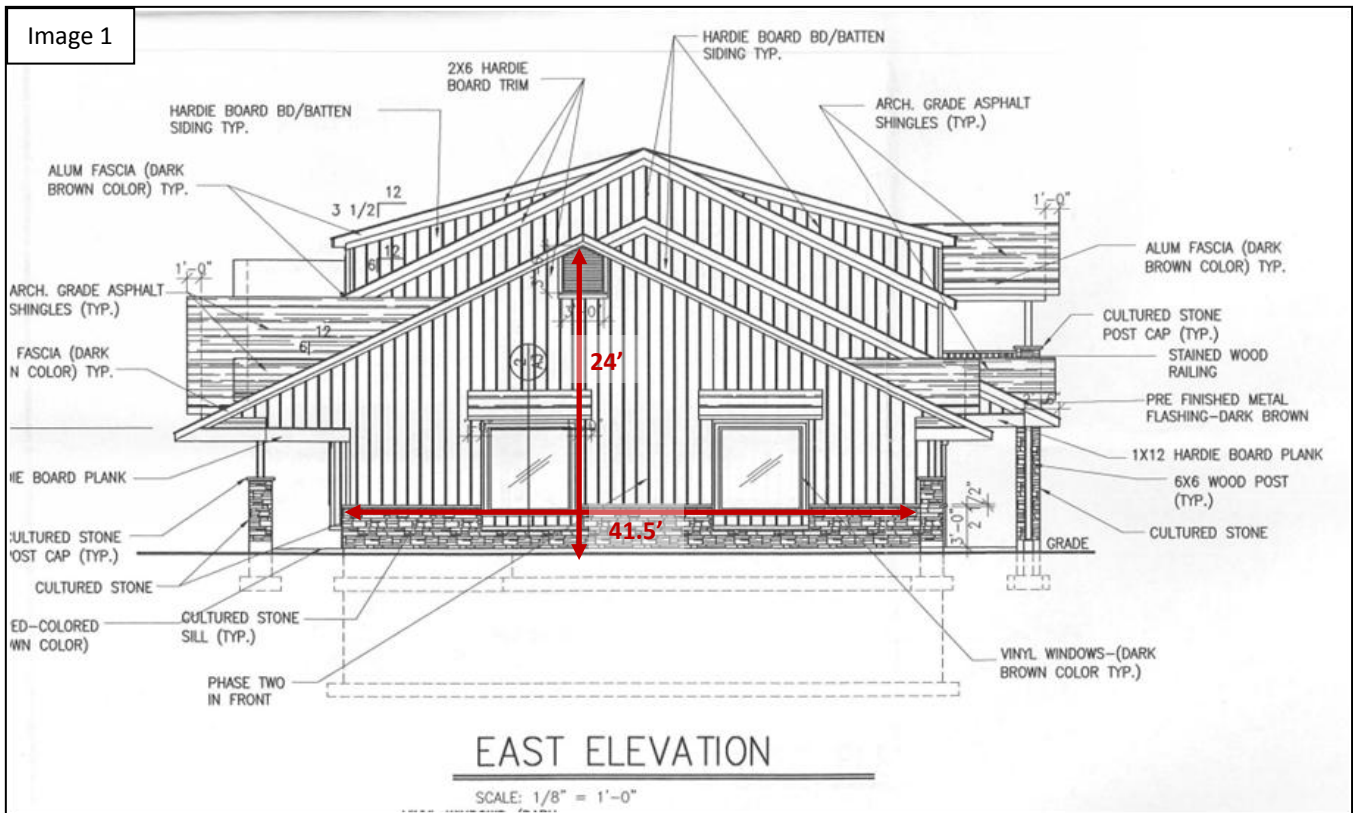
<sup>7</sup> See LUC §108-1-4.

<sup>8</sup> LUC §101-1-7 defines “wall sign” as: *a sign which is affixed to an exterior wall of a building or structure and which projects not more than 18 inches from the building or structure wall and which does not extend more than four feet above the parapet, eaves or building facade of the building on which it is located.”*

<sup>9</sup> See LUC §110-2-5.

<sup>10</sup> See file #CSP2007-01 in the Planning Division for the building renderings.

<sup>11</sup> *Ibid.* This section of code calls for a simple width times height calculation, and does not appear to consider how a gable would affect such a calculation.



The original master sign plan approved five projecting signs. Only four were constructed. The ordinance allows substitution of wall signs for projecting signs;<sup>12</sup> thus, this request is keeping with the original master sign plan approval.

The materials being proposed for the wall sign are wood, metal, and paint. These materials comply with the sign material requirements of the ordinance, provided that no metal component creates reflective glare.

The proposed wall sign will be lit with downward and sign-ward directional shielded lighting. The applicant is proposing shielded lighting similar to that already onsite (see Image 2), except instead of protruding from the building on a post the light fixtures will be mounted to the wall above the sign. The ordinance requires the shielding to be complete in a manner that “no exposed light sources are permitted.”<sup>13</sup> This is interpreted to mean that the light source should not be visible to adjacent property owners and passersby. The proposed lighting appears to comply.

Ogden Valley Lighting: The Ogden Valley Signs ordinance provides more restrictive lighting requirements for signage than the Ogden Valley Lighting ordinance. The lighting ordinance does not require full shielding of incandescent bulbs under 100 watts.<sup>14</sup> As previously mentioned, the signage ordinance requires full shielding. The application appears to comply.



### Conformance to the General Plan

The proposed master sign plan modification conforms to the Ogden Valley General Plan by encouraging commercial development within established commercial areas and enforcing the adopted “quality development standards” to ensure compatibility with the Valley’s character.

### Staff Recommendation

<sup>12</sup> See LUC §110-2-6(b).  
<sup>13</sup> See LUC §110-2-12(b)(3).  
<sup>14</sup> See LUC §108-16-5(a) and §108-16-5(c).

Staff recommends approval of the master sign plan amendment for the Peak Plaza Building, file #DR2016-02, for the addition of one sign – the sign proposed under the gable on the street-facing (east) side of the building. Staff recommendation excludes the applicant-proposed noncompliant sign under the gable on the north-facing side of the building. Staff’s recommendation is based on the following findings:

1. The proposed master sign plan modification appears to be de minimis in nature and extent.
2. That the proposed sign material does not appear to create reflective glare provided that any exposed metal material is treated appropriately, if applicable.
3. That the proposed wall sign area is below the maximum sign area requirements.
4. That the proposed wall sign lighting is fully shielding such that direct light sources are not visible to adjacent land owners and passersby.
5. The proposed wall sign will not deteriorate the environment of the general area in a manner that negatively impacts surrounding properties and uses.
6. The proposed master sign plan modification is not be detrimental to the public health, safety, or welfare.
7. The proposed master sign plan modification complies with applicable County ordinances.

### **Administrative Approval**

Based upon the findings listed above, administrative approval for file #DR 2016-02, a de minimis modification to the Peak Plaza Master Sign Plan to add a wall sign at 2429 North, Highway 158, in Eden, is hereby approved this \_\_\_\_ day of \_\_\_\_\_, 2016.

\_\_\_\_\_  
Rick Grover  
Weber County Planning Division Director

### **Exhibits**

- A. Application.

# Weber County Design Review Application

**Application submittals will be accepted by appointment only. (801) 399-8791. 2380 Washington Blvd. Suite 240, Ogden, UT 84401**

Date Submitted / Completed January 7, 2016	Fees (Office Use)	Receipt Number (Office Use)	File Number (Office Use)
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## Property Owner Contact Information

Name of Property Owner(s) Peak Plaza LLC (John and Lori Mortensen)		Mailing Address of Property Owner(s) Peak Plaza LLC 2429 N. Hwy 158 Eden, Utah 84310	
Phone 801-710-4927	Fax		
Email Address (required) loriamort@yahoo.com		Preferred Method of Written Correspondence <input checked="" type="checkbox"/> Email <input type="checkbox"/> Fax <input type="checkbox"/> Mail	

## Authorized Representative Contact Information

Name of Person Authorized to Represent the Property Owner(s) Michael J. Seguin		Mailing Address of Authorized Person P.O. Box 41, Eden, Utah 84310	
Phone 385-288-8798	Fax		
Email Address cafemadmoosegmail.com		Preferred Method of Written Correspondence <input checked="" type="checkbox"/> Email <input type="checkbox"/> Fax <input checked="" type="checkbox"/> Mail	

## Property Information

Project Name Mad Moose Cafe Sign Change	Current Zoning	Total Acreage
Approximate Address Mad Moose Cafe Enterprises, LLC 2429 N. Hwy 158, Eden, Utah 84310	Land Serial Number(s)	

**Proposed Use**  
Change Location of Permissible sign, add one additional sign, remain in place existing sign for uniformity of plaza's sake.

### Project Narrative

1. Mad Moose Café Address: 2429 N. Hwy 158, Suite #6, Eden, Utah 84310: Proposed Diamond Peak Mountain Sports Commercial Development Master Sign Plan Amendment
2. Mad Moose Proposed Sign Specifications Features: 2 Flat Signs with 2-3" raised lettering and face of the Mad Moose Logo traced in white as depicted.
  - A. East facing Wall sign size 5' x 6' Oval Shaped, w/black background w/white lettering, Moose figure traced in white, with blue eyes. The sign will be made of wood, paint, and metal – including the hardware to attach the sign to the wall. This sign is calculated to fit with existing ordinance size guidance, and, with the understanding that the main entrance of the Mad Moose Cafe has been changed to be located on the East facing wall, perpendicular to highway 158, thus allowing for compliance with the existing "Chapter 32-B sign ordinance. Note: All other Master Sign Plan specifications remain unchanged, including, the placement of the existing walking pedestrian south facing Mad Moose Sign that is virtually unnoticable since hidden in the trees for the purpose of maintaining walking pedestrian sign uniformity in the plaza with the other 4 existing business suites.
  - B. North Facing Wall sign size 4' x 5', w/black background w/white lettering, Moose figure traced in white, with blue eyes. The sign will be made of wood, paint, and metal – including the hardware to attach the sign to the wall. This is a second sign and presumed permissible based on proposed changes to Unincorporated City Zoning Ordinance Chapter 32-B Signs.
- 2.) Lighting will include two down facing shaded lamps that project on each of the Mad Moose signs. The lights will be the same as already approved in the Master Sign Plan: Single headed, self ballasted lights with cone shade that conforms to Weber County luminescent code requirements. The cone will measure 14-16 inches tall and will be 21" to 24" in diameter at the cones base. Each light will be mounted on the facility wall, above and slightly to the left and right of each sign and project directly on the sign using less than 100 watt bulbs each.

**Property Owner Affidavit**

I (We), JOHN P MORTANSEN, 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 (our) knowledge.

John P Mortensen  
(Property Owner)

\_\_\_\_\_  
(Property Owner)

Subscribed and sworn to me this 5 day of FEB, 20 16.

\_\_\_\_\_  
(Notary)

**Authorized Representative Affidavit**

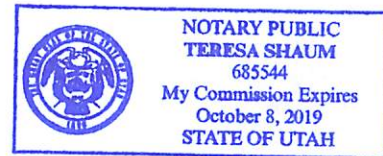
I (We), JOHN P MORTANSEN, the owner(s) of the real property described in the attached application, do authorized as my (our) representative(s), MICHAEL J. SEGUIN, to represent me (us) regarding the attached application and to appear on my (our) behalf before any administrative or legislative body in the County considering this application and to act in all respects as our agent in matters pertaining to the attached application.

John P Mortensen  
(Property Owner)

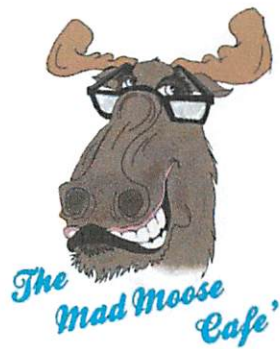
\_\_\_\_\_  
(Property Owner)

Dated this 5 day of FEB, 20 16, personally appeared before me \_\_\_\_\_, the signer(s) of the Representative Authorization Affidavit who duly acknowledged to me that they executed the same.

Teresa Shaum  
(Notary)







# Mad Moose Café Enterprises, LLC

## Amendment Application:

Unincorporated Weber County Zoning Ordinance,  
Chapter 32-B Signs

# January 7, 2016

The Mad Moose Café Enterprises, LLC  
2429 N. Highway 158 Suite 6  
Eden, Utah 84310  
801-452-7425

# Mad Moose Café

Address: 2429 N. Hwy 158, Suite #6  
Eden, Utah 84310

## Proposed Diamond Peak Mountain Sports Commercial Development Master Sign Plan Amendment



1.) Mad Moose Sign Specifications Features: 2 Flat Signs with 2-3" raised lettering and face of the Mad Moose Logo traced in white as depicted.

A. East facing Wall sign size 5' x 6' Oval Shaped, w/black background w/white lettering, Moose figure traced in white, with blue eyes. The sign will be made of wood, paint, and metal – including the hardware to attach the sign to the wall.

B. North Facing Wall sign size 4' x 5', w/black background w/white lettering, Moose figure traced in white, with blue eyes. The sign will be made of wood, paint, and metal – including the hardware to attach the sign to the wall.

2.) Lighting will include two down facing shaded lamps that project on each of the Mad Moose signs. The lights will be the same as already approved in the Master Sign Plan: Single headed, self ballasted lights with cone shade that conforms to Weber County luminescent code requirements. The cone will measure 14-16 inches tall and will be 21" to 24" in diameter at the cones base. Each light will be mounted on the facility wall, above and slightly to the left and right of each sign and project directly on the sign using less than 100 watt bulbs each.



# Mad Moose Cafe



No Signage Visible  
from Hwy 158 at 50  
MPH



Existing Ground  
Monument Sign too  
Small to read by  
passers by.





# Mad Moose Cafe

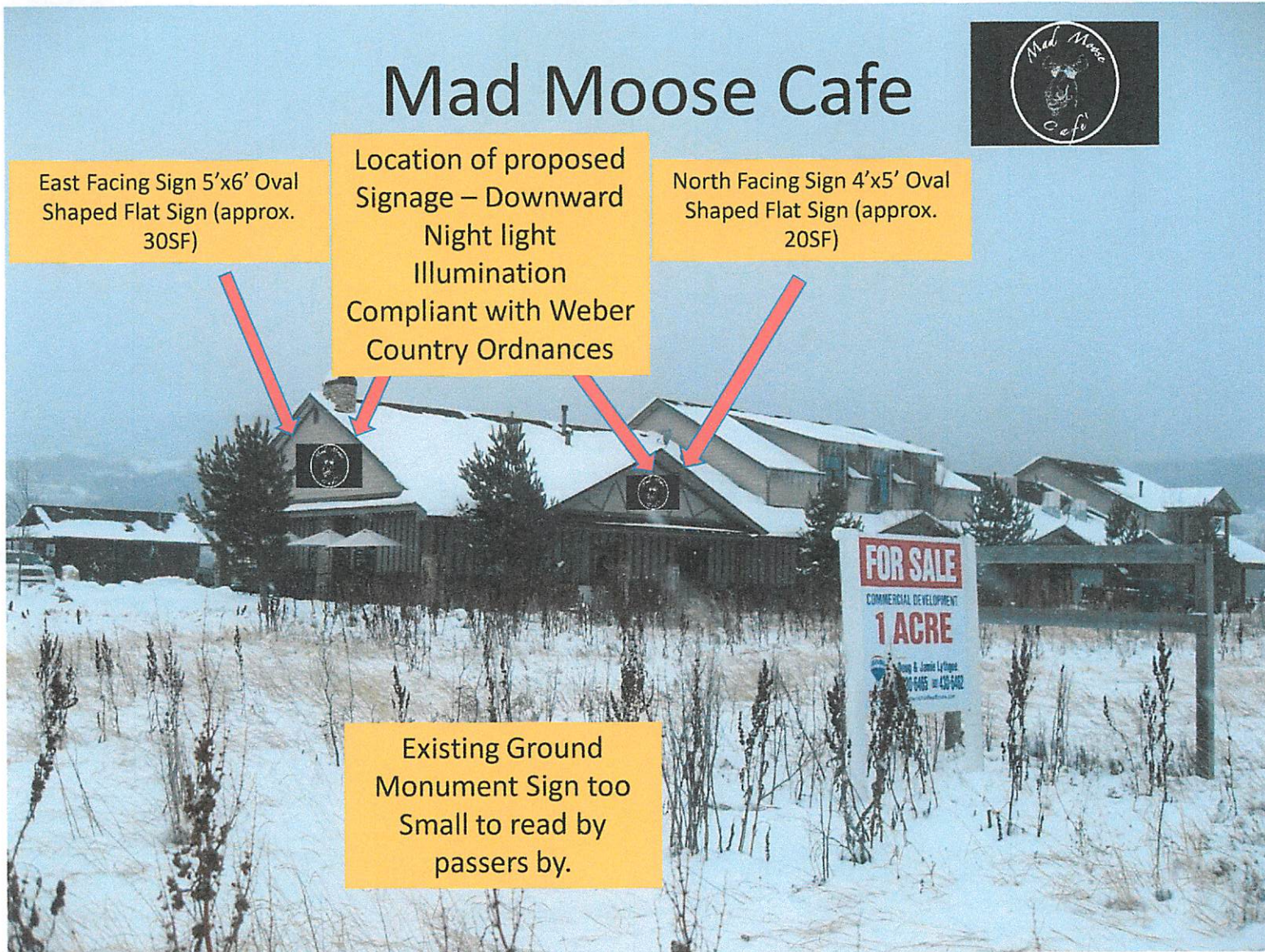


East Facing Sign 5'x6' Oval Shaped Flat Sign (approx. 30SF)

Location of proposed Signage – Downward Night light Illumination Compliant with Weber Country Ordances

North Facing Sign 4'x5' Oval Shaped Flat Sign (approx. 20SF)

Existing Ground Monument Sign too Small to read by passers by.



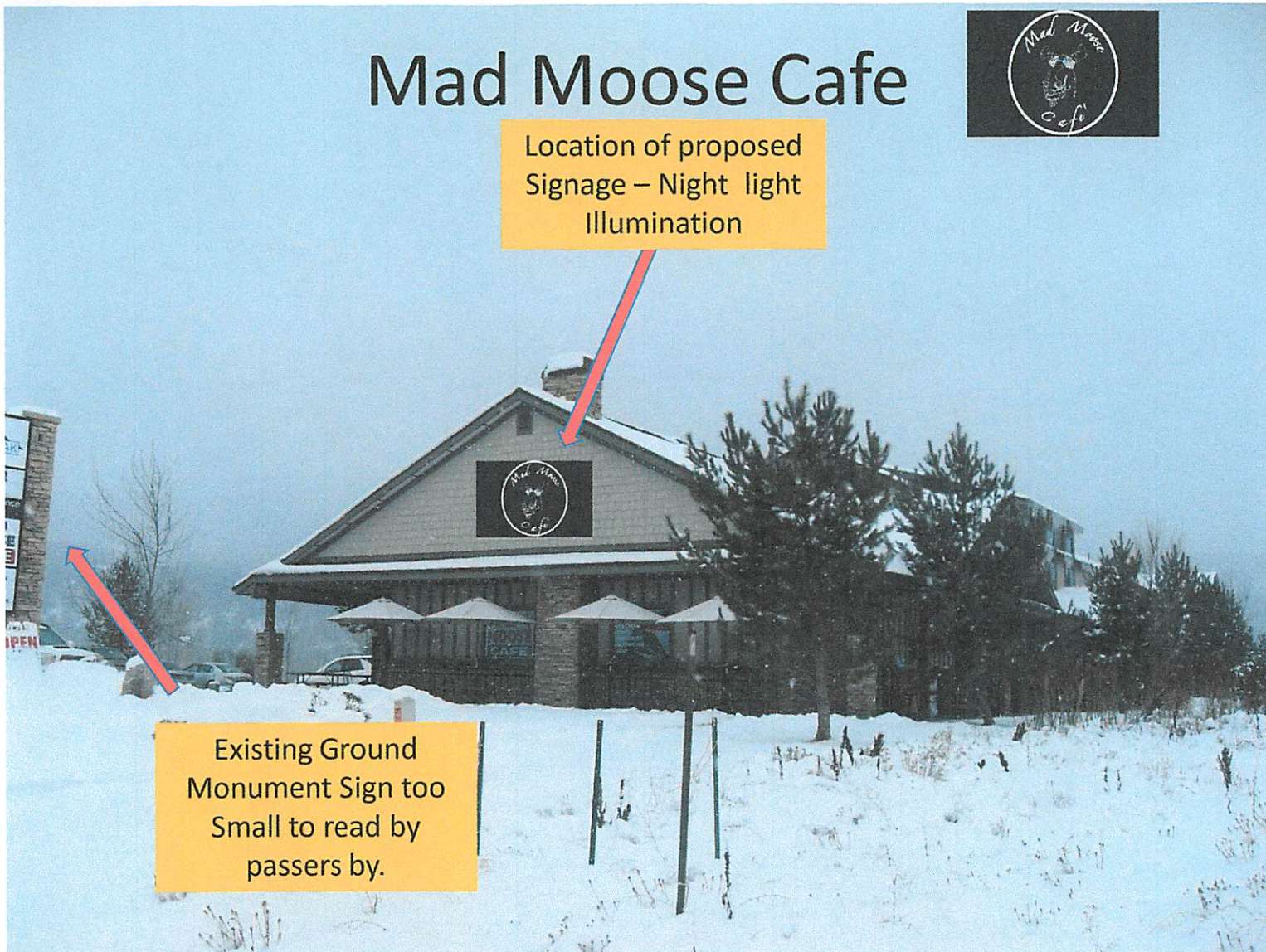


# Mad Moose Cafe



Location of proposed  
Signage – Night light  
Illumination

Existing Ground  
Monument Sign too  
Small to read by  
passers by.



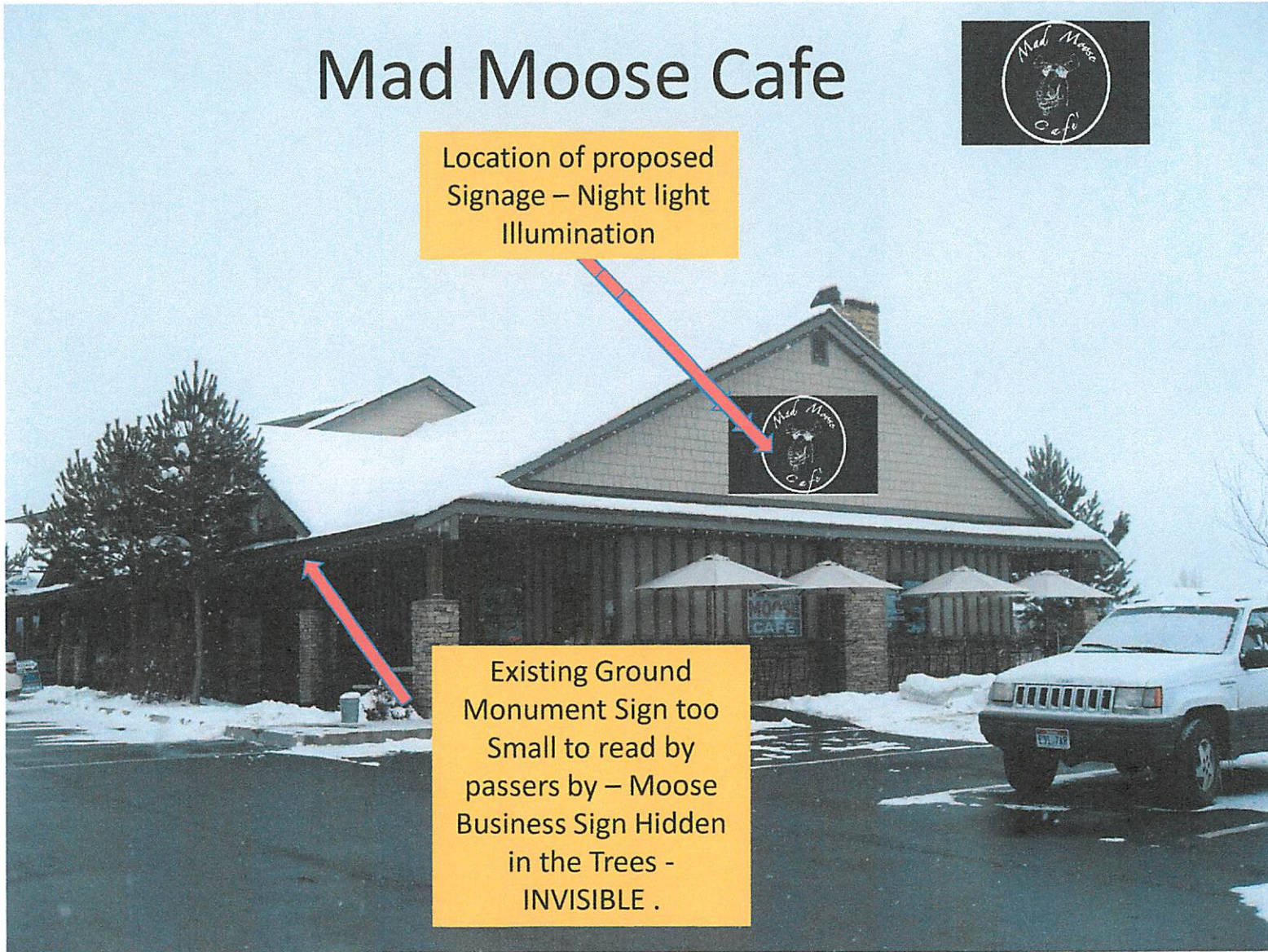


# Mad Moose Cafe



Location of proposed  
Signage – Night light  
Illumination

Existing Ground  
Monument Sign too  
Small to read by  
passers by – Moose  
Business Sign Hidden  
in the Trees -  
INVISIBLE .





# Mad Moose Cafe

