



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
9/16/2025

Item Type:
Action Item

Subject: Consider an ordinance establishing a Special Sign District for the land parcel at 6600 Snider Plaza

Prepared By: Jessica Rees, AICP; Keegan Littrell

Background:

The owners of the property located at 6600 Snider Plaza would like to establish a Special Sign District. Such a district would allow second floor tenants public visibility and recognition of their presence within the building.

Here is the current sign ordinance language for businesses located on the second floor of a building.

3.09.144 (4) Business located on other than ground floor.

(A) A single business occupying at least fifty percent (50%) of the floor area located above the ground floor of any building shall be permitted one business identification sign. Signs shall be:

(i) Located within the upper twenty percent (20%) of the exterior vertical wall surface of that floor level;

(ii) Located on the side of the building's main entrance/address location;

(iii) No larger than two (2) square feet in area for each one foot of the building's first story street linear frontage; provided that, if such sign is one other than a sign composed solely of individual letters, the permitted area shall be seventy-five percent (75%) of such square footage; and

(iv) No larger than one hundred twenty-five (125) square feet.

(B) Multiple businesses located above or below the ground floor and occupying less than fifty percent (50%) of that level's floor area of any building shall be permitted one business identification sign at each ground floor entrance to such business not to exceed a maximum of six (6) square feet, which sign shall be shared equally by all such businesses desiring signage.

Since the current building/occupant mix does not meet the existing ordinance, the request is to create a special sign district to have three (3) 30" x 20" hanging signs along the Snider Plaza frontage of the building available for the three second-floor tenants. Renderings of the proposed signs are attached to this report.

The Code of Ordinances excerpt that grants authority to the City Council to establish such districts is found in Section 3.09.191 and provided here:

3.09.191 Authorized; establishment.

The urban design and development committee may consider a recommendation for a special exception to this article when submitted by the owner or owners of a particular, clearly defined, and identifiable commercial or retail area, such as a shopping center, to provide signage for such area as part of an overall graphics program. Such request shall be accompanied by a plan which shall provide such details and specifications as the committee may reasonably require, including information with respect to ownership of the land, and proposed lighting, type, location, and size of signs. The area for which the graphics program is proposed shall not contain noncontiguous tracts. If, in the opinion of the urban design and development committee, such graphics program will result in the signage appearance of the area being beneficial to the public health, safety and general welfare and in the interest of the city, said committee shall recommend to the city council that a special sign district be established for such area permitting signs and other graphics in accordance with the plan or program submitted to the committee. After notice and public hearing, the city council may by ordinance create such a district.

The Zoning and Development Advisory Committee (formerly the urban design and development committee) reviewed and discussed the proposed Special Sign District request during their meeting of August 20, 2025. The site and proposal presented were found to meet the criteria of the ordinance and a recommendation of approval by City Council is hereby forwarded. The Special Sign District creation process includes a public hearing. This hearing schedule was advertised in the Daily Commercial Record. No responses or comments have been received to date.

Fiscal Impact:

- ☒ Not Applicable
- ☐ Budget Amendment Required
- ☐ Proposed Revenue
- ☐ Proposed Expenditure

Funding Source:

Master Plan Goal:

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
<input type="checkbox"/>	Affirming Sense of Place	
<input type="checkbox"/>	Assuring Connectivity	
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input checked="" type="checkbox"/>	Not Applicable	

Recommendation:

Staff concurs with the Zoning and Development Advisory Committee's recommendation to approve an ordinance establishing a Special Sign District for 6600 Snider Plaza.

Committee Review (*optional*):

Zoning and Development Advisory Committee August 20, 2025

Attachments:

1. Application and Renderings
2. Ordinance