

NOTICE AND AGENDA

Notice is hereby given that the City Council of the City of Santaquin will hold a City Council Meeting on Wednesday, March 19, 2008, in the Council Chambers, 45 West 100 South, at 7:00 pm.

AGENDA

1. **ROLL CALL**
2. **PLEDGE OF ALLEGIANCE**
3. **INVOCATION/INSPIRATIONAL THOUGHT**
4. **CONSENT AGENDA**
 - a. Minutes
 1. March 5, 2008
 - b. Bills
 1. \$223,217.36
5. **FORUM, BID OPENINGS, AWARDS, AND APPOINTMENTS**

Public Forum is held to a 30-minute maximum with each speaker given no more than 5 minutes each. If more than 6 Speakers, time will be adjusted accordingly to meet the 30 minute requirement

 - a. Appointment of the Judge
6. **FORMAL PUBLIC HEARINGS**
7. **UNFINISHED BUSINESS**
8. **BUSINESS LICENSES**
9. **REPORTS OF OFFICERS, STAFF, BOARDS, AND COMMITTEES**
 - a. City Manager
 - b. Planning Commission
10. **NEW BUSINESS**
 - a. Discussion and Possible Action Regarding a Code Amendment Affecting Commercial Pole Signs along I-15 and the I-15 Frontage Road
 - b. Acceptance of the Certification of the Amended Northeast Santaquin Annexation Petition
11. **INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS (Roll Call Vote)**
 - a. Resolution 03-01-2008 "Fee Schedule"
12. **PETITIONS AND COMMUNICATIONS**
 - a. Discussion and possible action with regard to Money in lieu of water for Plats "E" and "F" of Oak Summit Subdivision
13. **REPORTS BY MAYOR AND COUNCIL MEMBERS**
 - a. Mayor DeGraffenried
14. **EXECUTIVE SESSION** (May be called to discuss the character, professional competence, or physical or mental health of an individual)
15. **EXECUTIVE SESSION** (May be called to discuss the pending or reasonably imminent litigation, and/or purchase, exchange, or lease of real property)
16. **ADJOURNMENT**

If you are planning to attend this Public Meeting and, due to a disability, need assistance in understanding or participating in the meeting, please notify the City ten or more hours in advance and we will, within reason, provide what assistance may be required.

CERTIFICATE OF MAILING

The undersigned duly appointed City Recorder for the municipality of Santaquin City hereby certifies that a copy of the foregoing Notice and Agenda was faxed to the Payson Chronicle, Payson, UT, 84651.

BY: Susan B. Farnsworth
Susan B. Farnsworth, City Recorder

POSTED:

CITY CENTER
POST OFFICE

ZIONS BANK ® Amendment to Agenda

**MINUTES OF A REGULAR COUNCIL MEETING
HELD IN THE COUNCIL CHAMBERS
MARCH 19, 2008**

Mayor James E. DeGraffenried called the meeting to order at 7:05 pm. Council Members attending: Arthur Adcock, Filip Askerlund, Martin Green, James Linford, and Brent Vincent.

Others attending: City Manager Stefan Chatwin, City Planner Dennis Marker, Legal Counsel Brett Rich, Director of Public Safety Dennis Howard, Fire Chief Shayne Bott, Brian Segar, Ed Segar, Karla Segar, Mike Carter, Shayne Bott, Kathy Brandon, Dennis Brandon, Teri Peck, and Alex Peck.

PLEDGE OF ALLEGIANCE

Mr. Peck led the Pledge of Allegiance.

INVOCATION/INSPIRATIONAL THOUGHT

Council Member Adcock offered a Word of Prayer.

CONSENT AGENDA

Minutes

March 5, 2008

Bills

\$223,217.36

Council Member Adcock voiced his concern with regard to the City's Engineering costs. Council Member Askerlund moved to approve the Consent Agenda. Council Members Vincent seconded the motion. Council Members Adcock, Askerlund, Green, Linford, and Vincent voted in the affirmative.

FORUM, BID OPENINGS, AWARDS, AND APPOINTMENTS

Appointment of the Judge

Mayor DeGraffenried presented the name of Sharla Williams to be appointed as the new Santaquin/Genola/Goshen Judge. Ms. Williams is under the weather and was unable to attend the meeting this evening.

Council Member Askerlund moved to appoint Sharla Williams as the Judge of the Santaquin/Genola/Goshen Courts. Council Member Green seconded the motion. Council Members Adcock, Askerlund, Green, Linford, and Vincent voted in the affirmative.

FORMAL PUBLIC HEARINGS

Nothing

UNFINISHED BUSINESS

Nothing

BUSINESS LICENSES

Council Member Adcock reviewed the following business applications. He indicated all requirements of the City have been met as well as inspections performed.

- Alejandro Tiansoso D.B.A. Cal's Cleaning
- Manuel Torres

Council Member Adcock moved to approve a business license for Manuel Torres and Alejandro Tiansoso. Council Member Vincent seconded the motion. Council Members Adcock, Askerlund, Green, Linford, and Vincent voted in the affirmative.

REPORTS OF OFFICERS, STAFF, BOARDS, AND COMMITTEES

City Manager

City Manager Chatwin indicated he would be happy to answer any questions the Mayor and Council might have. There were none.

Planning Commission

City Planner Marker reported the Planning Commission Meeting of this past week was cancelled due to a lack of a quorum. The next meeting they will be reviewing a submitted proposal to extend the annexation boundaries of the City as well as reviewing a concept plan pertaining to the Jones Annexation. Mayor DeGraffenried indicated he signed the petition for the annexation on behalf of the City of Santaquin and does not have anything personally to do with the proposed project.

NEW BUSINESS

Discussion and Possible Action Regarding a Code Amendment Affecting Commercial Pole Signs along I-15 and the I-15 Frontage Road

Council Member Green indicated he was having a lot of heart burn with making a decision with the way the amendment should be written. He requests the members of the Council keep in mind when deciding on which way to vote on the ordinance that the proposal was submitted by the first business along the South interchange. He also voiced his concern that the Council Members were not accepting the recommendations of the Planning Commission.

Council Member Vincent voiced his concern that all the businesses are treated equally and with some continuity.

Council Member Linford indicated he was in agreement with both Council Member Green and Vincent but has a concern with the size of the sign. It bothers him to change the ordinance and doesn't feel he is willing to do that.

Council Member Askerlund reported a decision on this issue is a hard one to make. As City Planner Marker indicated, the current ordinance is broad enough to cover the current issue. He indicated he doesn't own a business in town and looks at the issue as "not everything is fair". Council Member Askerlund said he didn't want to see a forest of 65' signs at the gateways of the City but in turn wants the businesses at the South exit to be able to attract business. He indicated he had spoken with the Chevron owner in Nephi, and indication was made that the sign contributed to approximately 80% of the total business. He indicated he wanted any business to have every opportunity to be successful. He indicated he wanted the City to succeed in their endeavor as being known as a Heritage Community but still would like to allow businesses to be successful. He believes a 25' sign is not appropriate in this particular area.

Council Member Adcock indicated his concern is that the business has an opportunity to advertise. He visited the proposed sign location and didn't believe the surrounding homes would be affected by a 65' sign. He believed there are 4 different areas in town that need to have sign issues addressed. He didn't think the proposed amendment is a one size fits all.

Council Member Linford indicated he didn't agree with the proposed ordinance as it is written. He would like to address allowing 65' signs at particular locations.

Mr. Brian Segar indicated he appreciated the complex nature of this issue and recognizes they are not the experts on signage. He said they did a lot of research before they submitted the sign proposal and they also reached the same conclusion as reported by Council Member Askerlund. Mr. Segar indicated the representatives of the Summit Ridge Development have been working with representatives of the Boyer Company and received some signage requirements from them.

Council Member Green questioned if it would not be to the best interest of the all involved, to meet with a Boyer representative to discuss signage issues.

Council Member Vincent questioned if Mr. Segar thought a business located directly to the west of the newly built convenience store should be entitled to a pole sign. Mr. Segar indicted the area is master planned to be a neighborhood shopping area.

City Planner Marker clarified the area affected by the proposed amendments. He indicated only the land parcels East of the frontage road would be effected by the proposed ordinance.

Mr. Segar said they would utilize the way-point sign, but feel there is a need for a pole sign.

Mayor DeGraffenried said there is a need to use tools to get travelers into the City but struggles with continuing to make changes to ordinances.

Council Member Adcock would like to have an additional work session to discuss this issue. Council Member Askerlund does not want to hold an additional work session just to come to a compromise. Council Member Linford recognizes the need for additional information. Council Member Green indicated he would like to have an additional work session and invite a Representative of the Boyer Company. Council Member Vincent has concerns with the various views of the Mayor and Council. Legal Counsel Rich reported the proposed ordinance appears to violate the findings of the Bill Board Ordinance. A major concern is the number signs allowed in a certain area. The legal concern is, "what are the findings that will be violated" as well as how many signs would be allowed even in a "group" setting. Legal Counsel Rich indicated some of the concerns vanish with the knowledge of the area available to place the pole sign.

Council Member Askerlund was told it was not in the best interest of the proposed commercial development, on property owned by Summit Ridge Representatives, to allow a number of 65' pole signs. It has been master planned throughout the commercial area to continue the feel of the residential community through architectural requirements.

Council Member Vincent indicated he still had questions with regard to the proposed amendments.

Council Member Green moved to schedule a work session on April 3, to discuss this issue. Council Member Green suggested each person getting Mr. Marker their discussion issues so he can address them during the work session. Council Member Askerlund seconded the motion. Council Member Vincent was told Stuart Reid and a Representative of the Boyer Company will be

invited to attend. Council Members Adcock, Askerlund, Linford, Green, and Vincent voted in the affirmative.

See attachment "A" for Staff recommendations with regard to this issue.

Acceptance of the Certification of the Amended Northeast Santaquin Annexation Petition

Council Member Green moved to accept the certification of the Amended Northeast Santaquin Annexation Petition (see attachment "B" for certification copy). Council Member Adcock seconded the motion. Council Members Adcock, Askerlund, Green, Linford, and Vincent voted in the affirmative.

INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS (Roll Call Vote)

Resolution 03-01-2008 "Fee Schedule"

Council Member Green moved to approve Resolution 03-01-2008 "Fee Schedule". Council Member Askerlund seconded the motion. Council Member Adcock indicated he understood the intent of the changes. Council Members Askerlund, Green, Linford, and Vincent voted in the affirmative. Council Member Adcock voted against the motion.

PETITIONS AND COMMUNICATIONS

Discussion and possible action with regard to Money in lieu of water for Plats "E" and "F" of Oak Summit Subdivision

Mr. Carter addressed the Mayor and Council Members with regard to paying money in lieu of the water required for development of Plats "E" and "F" of Oak Summit Subdivision (see attachment "C" for request).

Council Member Adcock asked if there were any "shoe laces" left untied. If any parks, sidewalks, curb, gutter of other projects that were scheduled to be completed by now that are not complete.

Council Member Askerlund asked Mr. Carter what is his vision of the park area proposed in Plat "G". Mr. Carter indicated the ground was already donated to the City.

Council Member Green moved to allow Mr. Carter to pay money in lieu of water with regard to Plats "E" and "F" of Oak Summit Subdivision. Council Member Askerlund seconded the motion. Council Member Vincent voiced his concern with accepting money instead of water shares. Council Members Askerlund, Green, and Linford, voted in the affirmative. Council Member Vincent and Adcock voted against the motion.

REPORTS BY MAYOR AND COUNCIL MEMBERS

Council Member Vincent reported he met with Public Works Employee Wade Eva to discuss placement of a concession stand. Council Member Askerlund indicated he had not received a "plan" for the proposed stand. Mr. Brandon indicated the project would belong to the City not belong to the Chamber of Commerce. Mr. Brandon indicated the Chamber Committee has agreed to help raise money and build the proposed building. Mr. Brandon said there has been talk of a 20' x 20' foot building with a 10' patio.

Council Member Askerlund indicated he would be the facilitator of the proposed project. He indicated he was waiting on the Chamber to present a construction design. Council Member Vincent will act as liaison between the Chamber and the Council.

City Manager Chatwin reminded the Mayor and Council Members that a Representative of the Chamber of Commerce should, in an open meeting, present a construction proposal. Council Member Green will pass on this information to the Chamber.

Council Member Green requested information with regard to recycling stations. City Manager Chatwin will gather information for the next meeting.

Council Member Linford reported he attended the Institute for Professional Engagement. It was asked that the City declare July 1 as a UVU day. He also attended the Utah Lake Commission Meeting and was told there is a need for subcommittee members. Council Member Askerlund offered to be a member of the subcommittee and told Council Member Linford to submit his name.

Those in attendance were told the remodel of the Sinclair is within compliance of all City Ordinances.

Council Member Askerlund reported the fundraising for Santaquin Days is underway. He has sold all but one sponsorship for the chutes.

City wide cleanup is scheduled for May 5th to May 10th with the landfill being open on Wednesday Evening and Saturday from 8:30 am to 4:00 pm.

Council Member Adcock reported he would like the City to participate in the Utah Law Enforcement Coalition pertaining to the Cops United for Retirement Equity. He will give Susan information so the funds can be included in the budget process. He also reported he will be attending a meeting with the South Utah Valley Animal Special Service District as well as SUVMTWA on Thursday Evening.

Mayor DeGraffenried

Mayor DeGraffenried reported the Wastewater Action Committee Meeting scheduled for Thursday, has been canceled. It will be held the next Thursday.

EXECUTIVE SESSION (May be called to discuss the character, professional competence, or physical or mental health of an individual)

Nothing

EXECUTIVE SESSION (May be called to discuss the pending or reasonably imminent litigation, and/or purchase, exchange, or lease of real property)

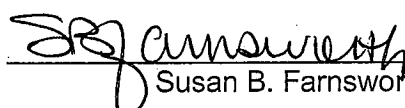
Nothing

ADJOURNMENT

At 9:50 pm Council Member Linford moved to adjourn. Council Member Adcock seconded the motion. Council Members Adcock, Askerlund, Green, Linford, and Vincent voted in the affirmative.

Approved on April 2, 2008.


James E. DeGraffenried, Mayor


Susan B. Farnsworth, City Recorder



A Community Prospering in Country Living

(Agriculture, Equestrian, Recreation)

MEMORANDUM

Tuesday, February 26, 2008

To: Mayor DeGraffenried and City Council via Planning Commission
From: Dennis Marker, City Planner
RE: Code Amendment Pertaining to Pole Signs located in Highway Commercial Areas
CA#06-10

BACKGROUND

Mr. Ed Seager, representing Seastores, LLC, has requested an amendment to the Santaquin City Code (S.C.C.) Title 10-13, Sign Regulations (See attached Exhibit A). Seastores, LLC is currently constructing a convenience store at the corner of South Ridge Farms Road and Summit Ridge Parkway and would like to utilize a 65' tall, maximum 800 square feet in area, freestanding sign on the site. The current regulations establish a maximum height of 25' and 200 square feet for freestanding signs along I-15 or the I-15 frontage road. The requested amendment affects the Land Use and Development Management Code of the City (S.C.C. Title 10) which requires review and recommendation from the Planning Commission before the City Council takes action on the request.

ANALYSIS OF PROPOSAL

Code Amendment Policy

S.C.C. 10-6-3.A gives the following standard to be met when considering an amendment of the City's Land Use and Development Management Code, S.C.C. Title 10.

It is hereby declared to be public policy that this title shall not be amended except to more fully carry out the intent and purpose of the general plan of the city and of this title.

General Plan Review

The following applicable Goals and Policies are found in the City's General Plan: A Community Prospering in Country Living, adopted May 2, 2007. Staff comments or concerns about the proposed code amendment are located to the right of each policy.

<u>Community Vision.</u>		
Goal 1.	To provide a small-town atmosphere with well-planned and organized growth.	
Policy 2:	Encourage managed growth and well-planned developments within the City.	The gas station is located at the major intersection for the future south Santaquin regional commercial area. Although the City's general plan lists possible uses for the surrounding area, no development plan has been prepared which illustrates consideration or compatibility of future uses with each other. The applicant has stated that one reason they are proposing a sign height of 65' is because they don't know what buildings may be built around them which may block view of their sign.
Policy 3:	Encourage new commercial land uses to locate in existing commercial areas.	The proposed commercial signage will be going into a commercial area
Policy 5:	Assure that development is built to proper scale to maintain the small town atmosphere of the City.	The City recently adopted Ordinance 02-02-2008 which effectively disallows billboards within the City limits and regulates the lighting of any existing billboards in the City. Part of the rationale for this was the negative impacts that 25' tall signs with 647 square feet have on the character of the community.
Goal 3:	To be a cross roads for southern Utah County characterized by its agricultural heritage, good parks and recreation facilities and a strong business tax base.	
Objective 4:	To provide a strong business tax base.	
Policy 1:	Encourage Business Expansion and Retention (BEAR).	How cities regulate commercial signage plays a major part in the retention and success of local businesses. Thorough analysis of regulatory impacts needs to be done to assure those codes help businesses while still meeting the other goals and policies of the General Plan.
Policy 6:	Assure that proper zoning is currently in place to encourage appropriate businesses and discourage inappropriate businesses.	The convenience store is an appropriate business near the south interchange. It is appropriate to review the City's zoning/sign regulations to address new development patterns and situations.
<u>Land Use Guidelines</u>		

Guideline 4	The Land Use Plan should provide for a full range and mix of land uses including residential, commercial, business park, agricultural and special use areas.	The areas where this sign ordinance would affect are within existing and future commercial areas of the City. Having freeway visible signage near interchanges and along frontage roads provides a larger range of commercial uses in the City (ie signage)
Guideline 6	Transitions between different land uses and intensities should be made gradually with compatible uses, particularly where natural or man-made buffers are not available.	The sign proposed to be built if this amendment is adopted will be located near the heart of a regional commercial area. There will likely be other commercial freestanding and monument signs in the area.
Guideline 11	Commercial and business park uses should be widely accessible, clustered near the center of their service areas and developed compatibly with the uses and character of surrounding districts.	The accessibility to a commercial site is contributed to by the awareness of customers of the site. This is primarily accomplished through the signage utilized to draw attention to the site. The proposed commercial areas that would be affected by this ordinance are "near the center of their service areas."

Commercial Land Uses

Goal 1	To establish quality commercial areas, which will provide desirable goods and services for local residents and enhance the City's sales and property tax revenues.	
Policy 1	Develop policies and standards which allow a variety of retail and commercial goods and services within the community while encouraging businesses to prosper.	This policy implies that all businesses are welcome and each should have equal opportunity for success within the city. Opportunity is affected by zone, surrounding area, synergy of location, expansion possibilities, and signage.
Policy 2	Provide for adequate access, parking, traffic circulation, noise buffering, <u>and other operational conditions</u> within commercial areas.	Regulations should be adopted which "provide for adequate. . . operational conditions" while respecting the City's community vision and its goals and policies
Policy 3	Improve the image and appearance of commercial corridors, especially along Main Street.	See visual study analysis below.
Policy 4	Carefully limit any negative impacts of commercial facilities on neighboring land-use areas, particularly residential development	One of the impacts of commercial properties is the visibility and aesthetics of signs.
Policy 5	Formulate thoughtful commercial site design and development standards to express the desired overall image and identity as outlined in the Community Vision.	

The General Plan Economic Element also states the following relative to the regional commercial areas around the City. "Regional economic destinations as shown in the land use element of this plan are envisioned **that will capture revenue from outside the city**" (emphasis added). The ability to capture revenue from outside the City hinges on drawing people off of the freeway (I-15) and stopping in town along Highways 6 and 198. Proper signage does help this as well as the types of uses and experiences available to people.

Santaquin City Code Title 10 Review

The City's zoning and land use ordinance was established "*to promote the health, safety, morals, convenience, order, prosperity, and general welfare of the present and future inhabitants of the city by guiding development within the city in accordance with a comprehensive plan prepared and adopted by the city*". The City's sign regulations, which are adopted as part of the Zoning Code were adopted to achieve the following (S.C.C. 10-13-1):

1. signs are compatible with their surroundings,
2. signs are legible under the circumstances in which they are seen,
3. signs are effective in indexing the environment,
4. signs are conducive to promoting traffic safety and the convenience and enjoyment of public travel by preventing visual distraction, protecting pedestrians, and attracting tourists to the city,
5. signs that are built will preserve and enhance property values,
6. first class business and commercial districts are established, and
7. fire hazards due to signs are eliminated.

To show how the proposed code amendment "*more fully carr[ies] out the intent and purpose*" of the City's zoning/signage criteria, each of these points ought to be addressed.

1. signs are compatible with their surroundings,

Commercial signage is a common and recognizable feature within commercial areas. Persons traveling within those areas do anticipate seeing signs which "index" the businesses and uses along major travel routes (e.g. the freeway and frontage roads). Such signs play a major role in the ability of businesses to entice people to stop and shop at their site (See Exhibit B: YESCO Sign Study). Even though it is recognized that signs play an important role in business success, cities can establish standards for materials, supports, height, width, and general aesthetics in order to assure that commercial signage does not detract from the community character and that signs are "compatible with their surroundings."

The proposed code amendment would allow signs of greater height and area than allowed anywhere else in the City and detract from and potentially block visibility to the areas natural beauty. Much of the City's character is due to the close range and views of public lands such as the Uinta National Forest, Nebo Wilderness Area, and State of Utah Elk Range Management areas. Within Santaquin motorists can view from Interstate 15 (I-15) a majority of the Utah County valley, picturesque orchards, Utah Lake as well as the many acres of agricultural lands.

Large commercial signage is not compatible with the City's moniker of "prospering in country living".

2. signs are legible under the circumstances in which they are seen,

Sign Legibility is a function of visibility, copy size or symbolism used, illumination, traveling speed of viewer in relationship to time of viewing, and viewer literacy.

Viewer literacy can not be regulated by the City, however, logic would reason that if a sign company uses terms, characters or language which can not be generally understood, the sign will not be beneficial to the business.

Illumination of signs can be done by natural or artificial means with external or internal luminaries. Natural lighting alone does not enable a sign to be seen during the night. Cities can regulate how and to what extent lighting can be used such as was done by Ordinance 02-02-2008, which limited billboard lighting to between 6 AM and 11 PM. Other than billboards and traffic nuisances, the City has no illumination regulations for commercial signage.

The proposed ordinance does establish additional criteria for electronic message boards on free-standing signs. The proposed language serves to reduce the amount of distraction time a driver experiences while trying to read/understand a sign message.

Copy size and viewer speed studies have been conducted by the Pennsylvania Transportation Institute, Penn State University, the United States Sign Council, and the California Institute of Technology to ascertain optimal copy size in relation to viewer speeds and distances (See Exhibit C). Based on these summaries, it is reasonable to assume a person driving on I-15 at 75mph would need to see a sign at least ½ mile from an off-ramp in order to comprehend and react to the message (i.e. be able to get off at the appropriate exit). This assumes that a person is relying solely upon signage for directional information. None of these summaries address height of signs above traveled road grade or visual obstructions.

Visibility of signs is a function of sign size, illumination and visual obstructions. The size and illumination of a sign have been addressed above. Typical visual obstructions to signs include vegetation, automobiles, buildings, other signs, weather, glare, etc. Within the I-15 corridors being affected by the proposed ordinance there is little vegetation which would block visibility of a sign. This may change depending on the type of landscaping installed on a site or along the I-15 corridor (e.g. the applicant's property will have Crimson King Maples and Sunburst Locusts in landscape areas. These trees grow to heights of 40-50' or 35-60' tall respectively).

Another visual obstruction of concern with this code amendment is the topography of the areas surrounding I-15 and that topographic variability in relation to the elevation of travel grade along I-15. This is one major factor in the proposed 65' height proposed. Staff has performed a superficial analysis of sign height in relationship to visibility along the freeway using ESRI 3D Analyst software and USGS 10-meter Digital Elevation Models (DEMs). A

Line of Sight function was utilized to show where a "viewer" or object at varying heights would be visible along a singular path. Staff utilized viewer heights of 65' (the proposed maximum height), 25' (the existing maximum height), and 45' (intermediate height) with an observed height of 5' to determine how visible a sign might be from ½ mile north or south of the southern Santaquin interchange off ramps. Green portions of the "Line of Sight" (Line) represent locations from which the signs could be visible. Red portions of the Line are points from which the sign would not be visible if viewed from 5' off the ground. The viewer point of reference is the proposed location for a 65' tall sign on the applicant's property. The yellow circles in the images represent the ½ mile radius from the off-ramps noted above (See Figures 1-3 below).

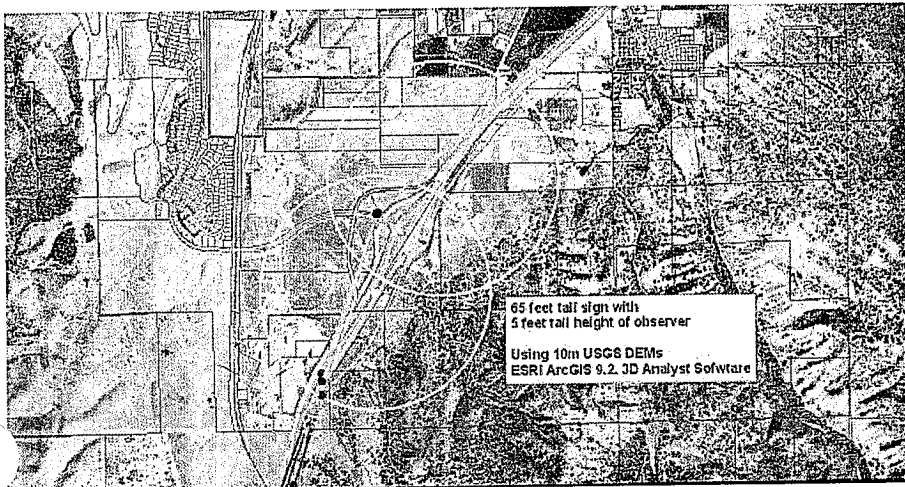


Figure 1: 65' tall sign.

A 65' tall sign would be visible beyond the ½ mile radius from each off-ramp at the south interchange.

The non-visible areas south of the interchange are due to down grade change and bend of I-15 near the Juab County border.

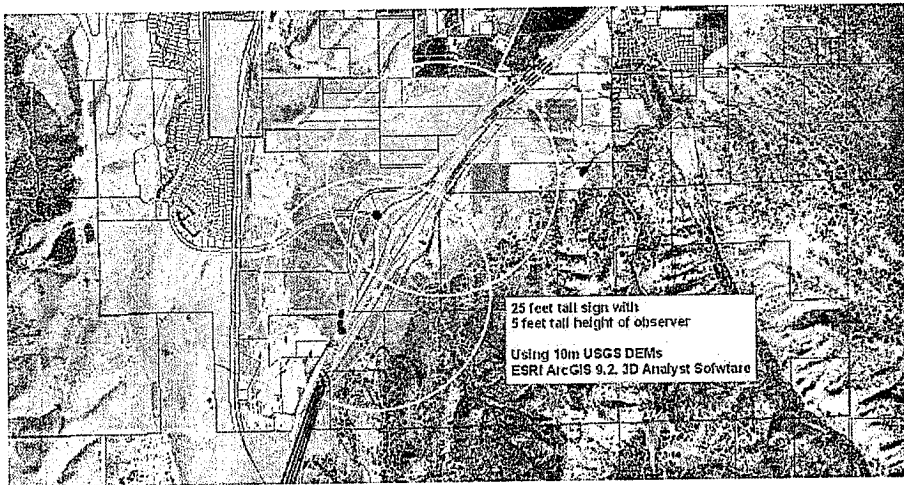


Figure 2: 25' tall sign.

A 25' tall sign would have limited visibility at the ½ mile radius for those traveling southbound. Northbound travelers would not be able to see the sign ½ mile from the off-ramp.

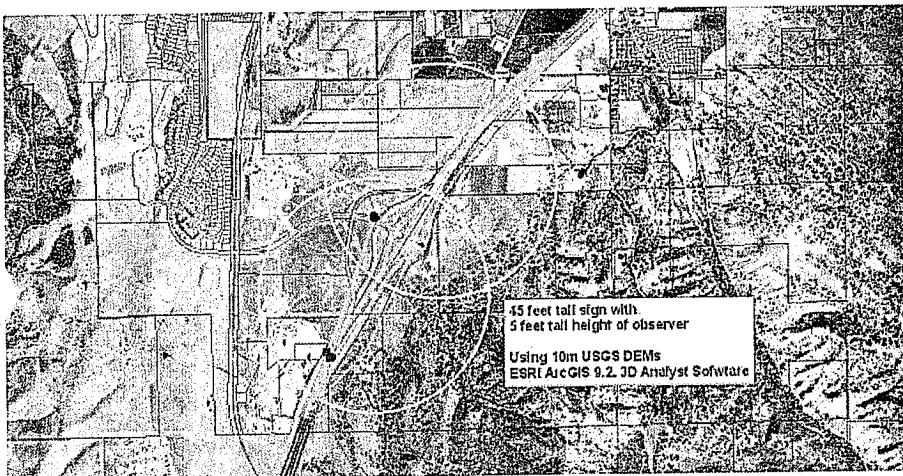


Figure 3: 45' tall sign.

A 45' tall sign would be visible for southbound travelers in advance of the ½ mile distance. There may be some topographical

obstruction for northbound travelers at the ½ mile distance.

The above images only show the visibility along the I-15 corridor to that distance of ½ mile from the off-ramps. Similar analysis can be done to show visibility of the signs from other properties in the area (See Figures 4-6 below).

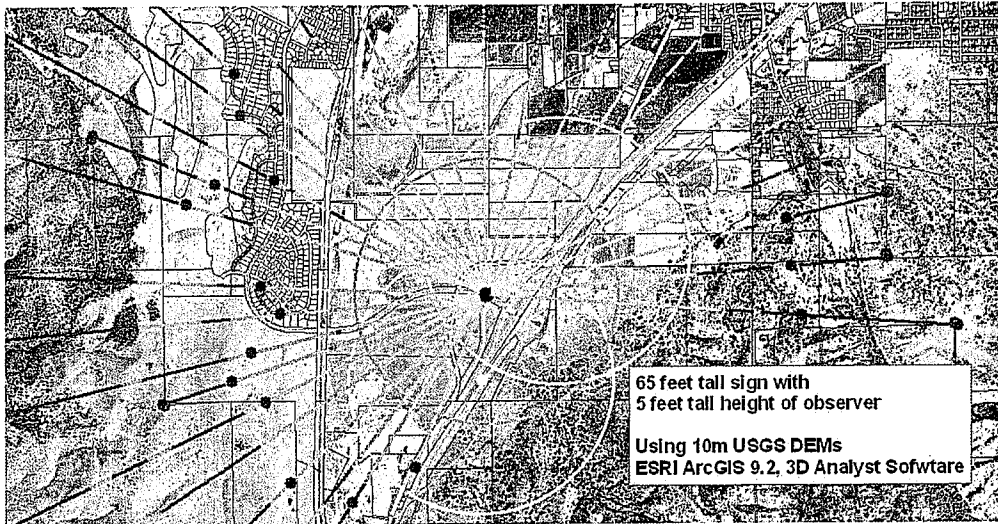


Figure 4: Area visibility of 65' tall sign.

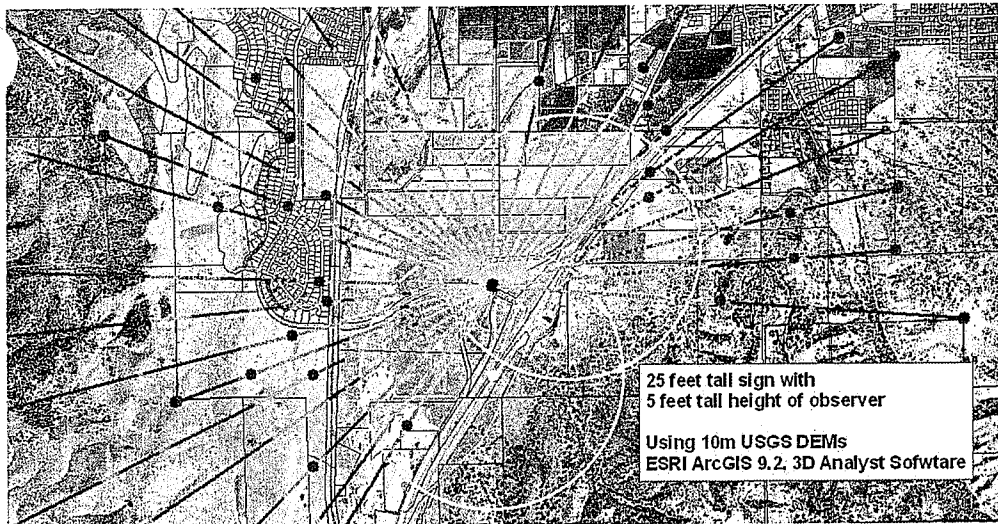


Figure 5: Area visibility of 25' tall sign.

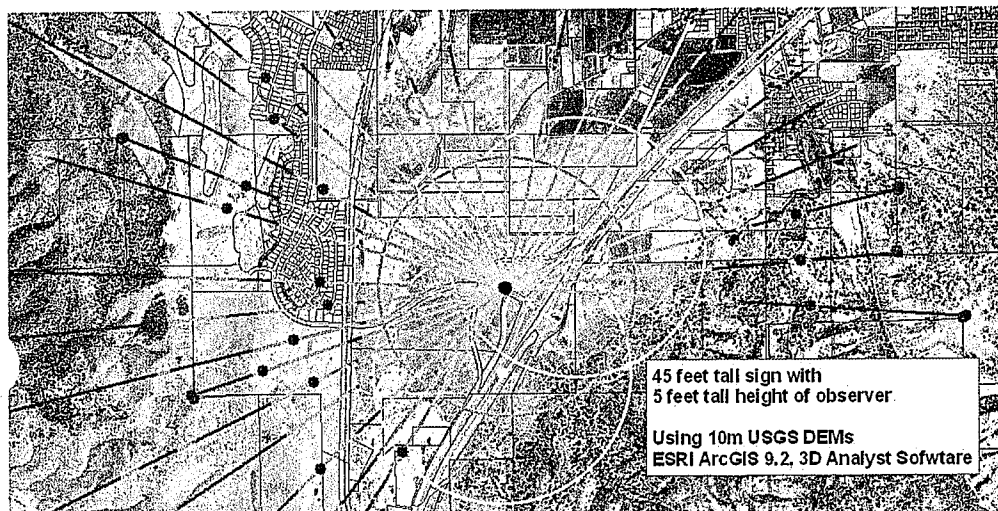


Figure 6: Area visibility of 45' tall sign.

Based on this simple analysis it appears that a **25' tall sign would not be legible the appropriate ½ mile away from the off-ramps** of the south Santaquin interchange. A 65' and 45' tall sign could be visible for southbound traffic on I-15 also northbound I-15 at the designated ½ mile distance from the off-ramps. It needs to be noted that these Sight Lines do not take into consideration vegetation, powerpole locations, or guard rails along the freeway.

3. signs are effective in indexing the environment,

Most commercial signs, if readily visible and legible, help to index the environment. A freestanding sign visible from the freeway, which advertises a business, will notify travelers of what types of services are available near the freeway.

The Utah Department of Transportation (UDOT) also recognizes the importance of notifying travelers along the freeway of services. It has instituted a way-finding signage program to show travelers the available services at upcoming interchanges. These services include fuel, lodging, and eating establishments. There is a process and approximate 4 month waiting period before a way-finding sign can be installed. Surveys have been conducted by UDOT relative to the effectiveness of this program (See Exhibit D).

4. signs are conducive to promoting traffic safety and the convenience and enjoyment of public travel by preventing visual distraction, protecting pedestrians, and attracting tourists to the city,

S.C.C. Section 10-13-8 of the sign regulations notes the importance of regulating signs in order to maintain safe and attractive streetscapes. It states,

The streetscape is the combination of vehicles, buildings, signs, landscaping, roads, utility poles, etc., that dominate the view of a driver or pedestrian. The streetscape tells residents and visitors how the city as a whole feels about the environment, safety, aesthetics, and its sense of order, among other things. A useful, attractive, and safe streetscape is one that necessarily regulates the size, location, and design of business signs. Because *a proliferation of poorly designed, oversized, and inappropriately located signs in commercial and industrial areas can be detrimental to the achievement of effective, safe and attractive streetscapes*, it is important that the permanent signs in these areas receive approved permits from the city.

... it is the intent and purpose of this section to outline regulations and design standards for signs in both commercial/industrial and residential areas that will *allow the business to identify itself* while allowing Santaquin

City to *create and maintain safe and aesthetically pleasing streetscapes* regardless of zone(emphasis added).

One means of maintaining effective streetscapes is to limit the visual clutter along the streets. Visual clutter can not only be an aesthetic detriment to the City but also create an unsafe environment for persons trying to navigate City streets (See Exhibit E: Medical Study) Visual clutter can be reduced by limiting the height, allowable sign area, or number of signs allowed along a street. Signs could also be elevated above the general purview of motorists with appropriate materials and screening utilized for supporting structures to help maintain a streetscape's enticement.

Concerns for safety arise as signs block the visibility of intersections or site entry points. The existing and proposed ordinances do require spacing from intersections or visibility areas at intersections, as well as restrictions on sign placement due to traffic visibility concerns.

5. **signs that are built will preserve and enhance property values,**
6. **first class business and commercial districts are established, and**

As discussed earlier, the convenience store is the first of many commercial buildings which will be built near the south interchange. No standards have been established for the types of signage, materials, illumination methods, or visibility corridors that need to be maintained for the area. Staff is concerned about the impacts a typical sign with flat painted supports will represent to future development and the establishment of a "first class business and commercial district" around the south interchange.

7. **fire hazards due to signs are eliminated**

All signs must comply with the adopted International Building and Fire codes of the City. This will not change with the proposed amendment.

Affect and Non-conforming Uses

There are no freestanding signs built which would be affected by the adoption of this ordinance. Existing businesses which do have freestanding signs in the City are located along Main Street between 400 East and 200 West. These properties fall under the sign regulations of the Main Street Business District Zone and would not be able to expand their signs. It is not clear how the erection of the size and height of signs proposed will impact future development or exacerbate visual clutter near the south interchange in the future.

Recommendation

Planning Commission Recommendation

The Planning Commission reviewed this code amendment during their February 28, 2008 meeting (See Draft PC Minutes). The Commission recommendation with a 3-2 vote on the motion was in favor of the requested 65' height and moved to allow 850 square feet with no sign face exceeding 350 square feet on a structure. The proposed amount is 800 square feet. The

Planning Commission also recommended that commercial properties along Highland Drive between 100 South and 450 North be included in the affected properties. These recommendations were based on the following findings:

- Marketability for businesses should be encouraged including the attraction of traffic into the City's commercial areas.
- Existing businesses along Highland Drive should be afforded equal opportunity.

Staff Recommendation

Staff recommends that the City Council approve the proposed amendments affecting freestanding signs in commercial highway areas, based on the following findings and conditions.

Findings

1. Policies of the City's General Plan include
 - a. to encourage new commercial land uses which are built to proper scale to maintain the small town atmosphere of the City.
 - b. to provide the City with a strong tax base where businesses can be retained and expand and that appropriate zoning regulations are established to encourage such.
 - c. Zoning policies should allow a variety of retail and commercial goods and services within the community while encouraging businesses to prosper and provide for adequate access, parking, traffic circulation, noise buffering, and other operational conditions within commercial areas.
 - d. to improve the image and appearance of commercial corridors and carefully limit any negative impacts of commercial facilities on neighboring land-use areas, particularly residential development
2. Title 10-13 of the Santaquin City Code establishes the purposes of the City's sign regulations to
 - a. **have signs that are compatible with their surroundings.** Large signs which detract from and potentially block visibility to the areas natural beauty are not compatible with the Santaquin City General Plan goals and policies. This is further demonstrated by the City's adoption of ordinance 02-02-2008 not allowing billboard signs in the City which exceed 600 square feet and are 25' tall above adjacent grade.
 - b. **have signs that are legible under the circumstances in which they are seen.** Existing conditions along the freeway would enable a 25' tall sign to be visible from the freeway, however with increased development and vegetation around these gateways the 25' height requirement does limit the visibility of such signs in the future.
 - c. **have signs that are effective in indexing the environment,** which can be accomplished through appropriate sign placement and design, including utilization of the UDOT wayfinding sign program.

- d. **Have signs that are conducive to promoting traffic safety and the convenience and enjoyment of public travel by preventing visual distraction, protecting pedestrians, and attracting tourists to the city,** which can be accomplished through appropriate sign placement and design.
 - e. **Have signs that will preserve and enhance property values,** which can be accomplished through appropriate sign placement and design. Any sign installed near the south interchange regional commercial area will set the tone for the streetscape and future quality of the overall development.
 - f. **Establish first class business and commercial districts.** Any sign installed near the south interchange regional commercial area will set the tone for the streetscape and future quality of the overall development.
3. The proposed code amendment will more fully carry out the intent and purpose of the general plan of the city and Title 10 with the following conditions.

Conditions

1. That the maximum height of freestanding signs not exceed 45 feet above closest adjacent road grade measured perpendicular to the sign location or 25 feet above the nearest traveled freeway lane, whichever is less.
2. That the supports for any freestanding sign shall be given architectural consideration to assure the materials and features of the associated building are replicated on the supporting sign structure.
3. That the maximum sign area allowed be as illustrated by S.C.C. 10-13-15, Attachment A, unless a sign package for a development exceeding 8 contiguous acres is approved in accordance with S.C.C. 10-13-8.B.

Dennis L. Marker
City Planner



PLANNING COMMISSION MINUTES

Santaquin City Council Chambers, 45 West 100 South
February 28, 2008

DRAFT

Present: City Council Member Brent Vincent, Planning Commission Members John Chatterley, Kirk Greenhalgh, Layne Haacke, Richard Payne, Linn Wright, City Planner Dennis Marker, and Clerk Linda Midgley.

Visitors: Troy Kunz, Ed Seager, Carla Seager

Commissioner John Chatterley called the meeting to order at 7:00 p.m. Commissioner Chatterley welcomed those in attendance.

PLEDGE OF ALLEGIANCE

Layne Haacke led those present in the Pledge of Allegiance.

AGENDA

No changes were made to the agenda timetable.

PUBLIC FORUM

Commissioner Chatterley opened the Public Forum. No items were brought to the attention of the Commission. Commissioner Chatterley closed the Public Forum.

PUBLIC HEARING, DISCUSSION AND POSSIBLE ACTION ITEMS

Code Amendment pertaining to Pole Signs located in Highway Commercial Areas

Commissioner Chatterley opened the public hearing on the code amendment pertaining to pole signs located in highway commercial areas. Ed Seager was present on behalf of Seastores, LLC, a group building a convenience store at the corner of South Ridge Farms Road and Summit Ridge Parkway, to discuss the proposed amendment. Mr. Seager said he resides at 448 North 450 East, Springville. Commissioner Chatterley closed the public hearing.

Commissioner Haacke asked if there was land available to be built on around the pole sign. Troy Kunz said there was a 400 foot area between the freeway and the proposed sign that could be built on.

Commissioner Greenhalgh said Commissioner Stringham had been unable to attend the meeting tonight, but the two of them had discussed some of their concerns with the code amendment. Commissioner Greenhalgh asked if the amendment favored the Summit Ridge area. Mr. Marker said the intent of the amendment was to have all the businesses along the freeway and Frontage Road, with the exception of Highland Drive, able to utilize the amendment standards. Highland Drive was excluded because the houses are closer to the freeway. The Commission discussed the application of the amendment to the tire store on Highland Drive.

Timing specifications for the electronic reader board signs, which call for message rotation in three seconds or less, will not apply on Main Street. Mr. Marker said studies show faster message changes mean increased safety.

PLANNING COMMISSION MINUTES

February 28, 2008 – Page 2

DRAFT

Code Amendment pertaining to Pole signs located in highway commercial areas, continued:

The Commission discussed pole sign heights. Commissioner Chatterley said staff recommendation for sign height is 45 feet, but he could not see a strong argument for 45 feet as opposed to 65. Although a study had indicated it was possible to see both heights from almost the same distance, Commissioner Chatterley said he felt there was some validity to having a higher sign, as it was more likely people could see it and there was the possibility other structures could block a shorter sign. He said he would like to see a 65 foot limit recommended.

Mr. Marker said Lehi City had set a maximum sign area of 200 feet, and maximum height of 25 feet. if a developer preferred a taller sign, a case-by-case review was done by the Planning Commission and City Council. The burden of proof to justify the additional height fell on the developer. Commissioner Chatterley said, as the sign owners did not know what other structures would be placed in the area, he would not want to make them have to come back later and make an adjustment. He said he felt it was important to find a means for attracting traffic into the City's commercial areas.

The Planning Commission discussed square footage for signs. Mr. Marker said the original proposal called for a 600 sq. ft. maximum, which had changed to 1000 sq. ft., and then back to 800. The developer had mentioned 1000 sq. ft. in this meeting. Staff recommends a 200 sq. ft. maximum. Mr. Marker said Lehi City has a 200 sq. ft. maximum for each sign. Ed Seager said Chevron's sign is 17 ½ feet by 20 feet. If the proposed restaurant has a similar sign, plus a rider, the signs would equal around 1000 sq. ft. Mr. Marker said a concern for the City is the recent ban on new billboards, which are 650 sq. ft. If the billboards were considered not appropriate because of the impacts on neighborhoods and visibility, this large a pole signs might be considered inappropriate also. Commissioner Wright said fewer poles could be used for more advertising if the maximum square footage was higher.

Commissioner Linn Wright made a motion to accept the staff recommendation and forward the amendment on pole signs located in highway commercial areas to the City Council with a positive recommendation with the following changes and recommendations:

- a) A maximum sign area of 850 sq. ft, with no individual sign to exceed 350 sq. ft.
- b) Freestanding signs are not to exceed 65 feet.
- c) The Highland Drive exception is to begin north of 100 South.

The findings for sign height and size were made on the recommendation that marketability for businesses be encouraged, including the attraction of traffic into the City's commercial areas, and the findings for the Highland Drive exception to begin north of 100 South is based on the fact businesses already exist in the 100 South area. Commissioner Layne Haacke seconded the motion. The voting was as follows:

John Chatterley	Aye
Layne Haacke	Aye
Linn Wright	Aye
Kirk Greenhalgh	Nay
Richard Payne	Nay

The motion passed by a majority vote.

PLANNING COMMISSION MINUTES

February 28, 2008 – Page 3

DRAFT

Code Amendment pertaining to Pole signs located in highway commercial areas, continued:

Commissioner Payne said he was concerned with the 65 foot height maximum, and would prefer a 45 foot maximum, with sign owners applying for any exceptions. Commissioner Greenhalgh said he was concerned with allowing 800 foot signs. The Planning Commission briefly discussed having more than one sign on a pole. Commissioner Chatterley closed the discussion on the pole sign code amendment.

Minutes

Commissioner Richard Payne made a motion to approve the minutes of January 24, 2008 as written. Commissioner Layne Haacke seconded the motion. The vote to approve the minutes of January 24, 2008 as written was unanimous.

City Planner

Dennis Marker updated the Planning Commission on recent code amendments. Mr. Marker said the Planning Commission suggestions on the PUD amendment had been incorporated, and the amendment would probably be brought back to the Commission for review in March. The City Council had discussed the amendment at the February 27 meeting, and their suggestions will be incorporated in the revised amendment as well.

Mr. Marker said he has been working on the draft of an agricultural zone amendment at the Mayor's request. He and the Mayor have been meeting with area farmers to discuss what the farmers would like to see in an agricultural zone. The amendment will require a public hearing and a Planning Commission recommendation before the City Council review. The area farmers will be invited to the public hearing.

Some concern has been expressed about the frontage requirements for two unit structures, which are currently the same as a single family residence in the core of town. The Mayor would also like to re-address City core setback and frontage requirements for infill developments.

Mr. Marker said he is also working on amendments for two commercial zones, C-1 and C-2. The City is not currently utilizing a C-2 zone. The amended C-2 zone standards may be applicable to the Sorensen property between 400 East and I-15.

The Census information has been completed and submitted. The City was asked to review, compare and update all the addresses on the Census records. The number of households determines in some measure how much funding the City can receive from such sources as federal funds and community block grants.

The property on Main Street between the post office and the medical clinic has been purchased by AM Bank. Their plans will be reviewed by the DRC. AM Bank plans to submit their site plan next month, and begin construction in a few months. They plan to use a brick pattern similar to the library.

A development group is preparing to submit plans for a 16 unit condominium at the northwest corner of 300 West and Main Street. The plan will be reviewed by the Planning Commission as a multi-family development. The yellow house currently on the site will be demolished.

Exhibit A
Proposed Code Amendment

Proposed Ordinance Changes. Underlined text is being added. Stricken text is being removed.

10-13-8: SIGNS THAT REQUIRE A PERMIT:

- A. Purpose; Streetscape: The streetscape is the combination of vehicles, buildings, signs, landscaping, roads, utility poles, etc., that dominate the view of a driver or pedestrian. The streetscape tells residents and visitors how the city as a whole feels about the environment, safety, aesthetics, and its sense of order, among other things. A useful, attractive, and safe streetscape is one that necessarily regulates the size, location, and design of business signs. Because a proliferation of poorly designed, oversized, and inappropriately located signs in commercial and industrial areas can be detrimental to the achievement of effective, safe and attractive streetscapes, it is important that the permanent signs in these areas receive approved permits from the city.

Commercial and industrial uses are generally more intensive than those found in residential zones. Since these uses are designed by size, location, and style to attract attention and provide services to the public, they generally need signage to achieve that end. Business signs of any kind in residential neighborhoods can diminish the quality of life for which those zones were specifically created. However, there may be some residential uses which merit a sign, though much smaller and subdued than in commercial or industrial zones.

Therefore, it is the intent and purpose of this section to outline regulations and design standards for signs in both commercial/industrial and residential areas that will allow the business to identify itself while allowing Santaquin City to create and maintain safe and aesthetically pleasing streetscapes regardless of zone.

- B. Sign Theme Required: All multi-tenant centers/buildings must submit a proposal for all on premises signs to the building official for design and placement approval. In cases for parcels of land of seven (7) acres or larger, and with frontage of three hundred feet (300') or more, a proposal for the overall design and placement of all on premises signs may be submitted. Such signs may vary from the regulations set forth herein and shall be considered as a conditional use; providing there is a determination that the proposed sign exceptions are not in conflict with the purpose and intent of this chapter and are in architectural harmony with uses adjacent to the development and with the understanding existing signage may be required to be altered or removed.
- C. On Premises Freestanding Signs: The size and height of freestanding signs are allowed as follows:
1. Planned Centers or Parcels Less Than Ten Acres: No freestanding signs allowed except as allowed provided in subsection B of this section or paragraph C.4. below. Only monument signs are allowed.
 2. Ten Acres Or More: The community development department may approve one freestanding sign per street frontage. No freestanding sign shall be allowed for any planned center or parcel that has less than three hundred feet (300') of street frontage. Sign height may not exceed twenty five feet (25'). Signs must be at least two hundred feet (200') from the corner. Sign area may not exceed the size set forth in section 10-13-15 of this chapter, attachment A.

Exhibit A
Proposed Code Amendment

3. Discouraged but Allowed Signs: Reader boards, changeable copy areas and electronic message centers are allowed but discouraged. No such device shall exceed fifty percent (50%) of the total sign copy area of the sign. Electronic message changes may not be more frequent than eight seconds and the actual message rotation process must be accomplished in three seconds or less.
4. Parcels Adjacent to and fronting Interstate 15 (I-15) or the I-15 frontage road, including the east side of South Ridge Farms Road (i.e. between 900 South and 2000 South), Highway 198 (i.e. between Main Street and 450 North), and roads controlled by UDOT between I-15 and the frontage roads, but excluding Highland Drive, may have one freestanding sign under the following requirements:
 - a. Freestanding signs may not exceed 65 feet above adjacent grade or no more than 25 feet above the nearest traveled freeway lane, whichever is less. Monument signs compliant with 10-13-8.D may be constructed in lieu of a freestanding signs where topographic conditions warrant.
 - b. Maximum sign area on the structure is 800 square feet. This area may include 3 signs with no individual sign exceeding 350 square feet.
 - c. A minimum clearance of 10 feet shall be provided under the sign with no portion of the supports or sign impeding traffic safety or visibility.
 - d. Signs must be located out of visibility triangles at intersections and site ingress/egress points and at least two hundred feet (200') from an intersection corner and at least 100 feet from another freestanding or monument sign.

D. Monument Signs: The following standards shall apply:

1. Street Frontage Requirement For Monument Signs: Monument signs are allowed for any size parcel provided that the parcel has thirty feet (30') of street frontage. The sign area allowed is determined by the following formula: thirty two (32) square feet plus one square foot per one lineal foot of street frontage over fifty feet (50'), maximum size is eighty (80) square feet. Parcels with two (2) street frontages are allowed a sign on each street. However, the signs must be separated by at least one hundred feet (100') as measured diagonally across the property from center to center of both signs or only one sign will be allowed. Signs within the visibility triangle may be allowed with the permission of the Santaquin City engineer.
2. Monument Signs For Planned Commercial Centers:
 - a. Monument sign shall have a logo/identification theme as part of the sign.
 - b. Planned commercial centers with two (2) or more street frontages are allowed one sign on each street frontage. The signs must be separated by at least one hundred feet (100') as measured diagonally across the property from center of sign. In no case shall the approved

Exhibit A
Proposed Code Amendment

monument sign be placed closer than one hundred feet (100') to any other sign (monument or freestanding/pole) located on the same side of street.

- c. The area of the sign is determined by the length of the frontage along which the sign is to be placed, including the frontage of any freestanding buildings included within the planned commercial center. The sign area is determined as provided in subsection D1 of this section.
- d. In the case of the development of a planned commercial center on multiple parcels of property having common frontages, regardless of the number of separately owned parcels or buildings of separate occupancy within the planned commercial center, the frontage shall be considered to be the composite of the entire commonly used parcels or buildings and not the frontage of each individual business or occupancy. The overall frontage shall be used to calculate allowable sign area for the center identification sign as provided in subsection D1 of this section.
- e. In the event that a planned commercial center has several freestanding buildings (single or multioccupant), each permitted monument sign shall be separated from each other by no less than one hundred feet (100').

3. Freestanding Building Within A Planned Commercial Center:

- a. A freestanding building within an approved planned commercial center may request a monument sign provided that the freestanding building lot is contiguous to a major arterial street and has at least one hundred feet (100') of street frontage.
- b. Freestanding buildings with two (2) or more street frontages are allowed one sign on each frontage. The signs shall be separated by at least one hundred feet (100') as measured diagonally across the property from center of sign. In no case shall the approved monument sign be placed closer than one hundred feet (100') to any other sign (monument or freestanding/pole) located on the same side of street.
- c. The business or tenant occupying the freestanding building shall be allowed a monument sign upon determination of the community development department that the sign is not in conflict with the purpose of this chapter and is in architectural harmony with uses adjacent to the development.
- d. The sign area is determined as provided in subsection D1 of this section.

4. Freestanding Building Not Associated With A Planned Commercial Center:

- a. A freestanding building not associated with a planned commercial center is allowed one monument sign provided that the parcel has at least one hundred feet (100') of street frontage.
- b. In the case of the freestanding building having two (2) or more frontages, one sign may be placed on each street frontage provided that the signs are separated by at least one hundred feet (100') as measured diagonally from center of sign. In no case shall the permitted

Exhibit A
Proposed Code Amendment

monument sign be placed closer than one hundred feet (100') to any other sign (monument or freestanding/pole) located on the same side of street.

c. The sign area is determined as provided in subsection D1 of this section.

5. Height Requirements For Monument Signs: Monument signs must have at least a one foot (1') pedestal, and the illuminated cabinet may not exceed five feet (5') for a total of six feet (6'). The height to the top of the sign as measured from the street curb may vary depending upon landscaping, but the combined height of the sign and berming/landscaping may not exceed nine feet (9'). The entire frontage of the property must be randomly bermed for this to occur, not just where the sign is to be positioned. The sign base shall be landscaped.
6. Reader Boards And Electronic Message Centers: Reader boards (changeable copy areas) and electronic message centers may be allowed, however, such devices shall not exceed fifty percent (50%) of the total sign area.

10-13-15: ATTACHMENTS AND GRAPHS:

Attachment A

Size Allowance For Monument and Freestanding Signs

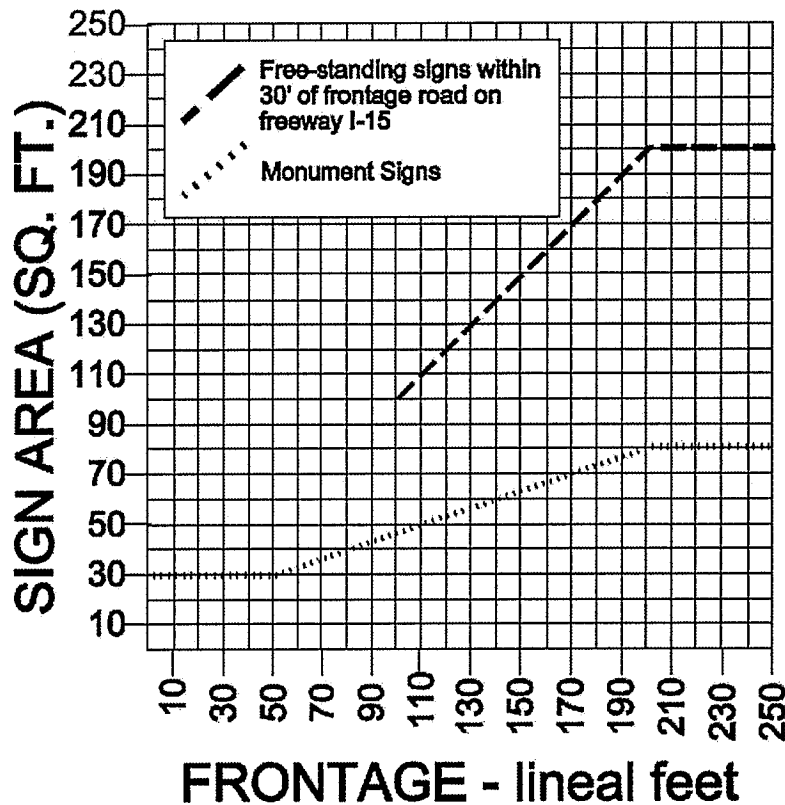
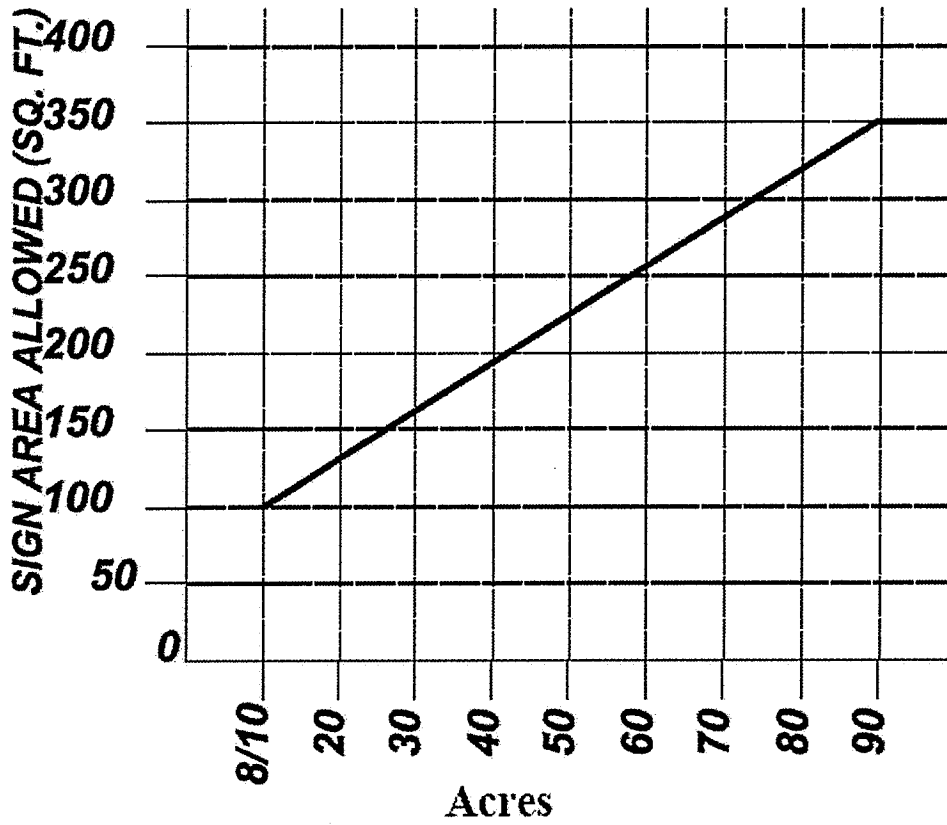
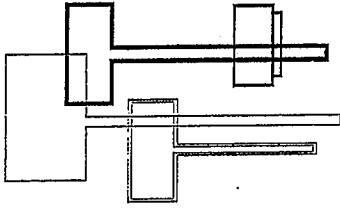


Exhibit A
Proposed Code Amendment

Attachment B
Sign Area Allowance For Freestanding Development Identification Signs





Background

The value of a sign to business is often misunderstood. Business owners have often considered the cost of having a sign built and installed on their premises as the value of their sign. In terms of the physical asset alone, that may be accurate. However, a body of knowledge has developed in recent years demonstrating that the physical asset value is only a small component of the value of the sign.

The conventional wisdom of valuing signs based on the cost it would take to replace the sign has been challenged. Major sign users have informally observed a relationship between the visibility of their signs and the volume of business conducted at the site. This revelation led to more sophisticated studies of the relationship between signage and business volume. The evolution in the analysis of sign value arose, at times, in circumstances where the loss of a sign caused damage to the business itself. Other studies focused on the positive benefits that can accrue when sign visibility is increased. University studies have now occurred to analyze this relationship, and a formalized method has been developed within the appraisal profession for valuing on-premise business signs.

The McDonalds Study

In the late 1980s, McDonalds Corporation engaged in a study of the impact of its signs on the business volume conducted at its business sites. A survey was conducted at a number of its business sites where some change in signage had occurred. The study compared the monthly volume of business before the sign change to the business volume after the sign change. Unfortunately, reports of the study did not indicate whether it discounted loca-

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SIGN VALUE

How to Evaluate the Value of an On-Premise Sign to Business

David K. Jones

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tions where some factor, other than simply the sign change, occurred during the same time period and which may have affected sales.

McDonalds recognized that substantial factors concerning the nature of its business affected the value of its signs. One factor is that a substantial portion of its sales constitutes "impulse purchases", meaning purchases that were not planned before the customer began their journey. An example of this is a group of friends out for a drive who decide to stop and get a soda somewhere to quench their thirst. Fast food restaurants conduct a great deal of business of this type, which requires both visibility and convenience. Sign visibility is the key to impulse purchases.

McDonalds recognized that its customers include: (1) first time customers (at that restaurant), (2) regular customers who visit on a continuous basis, and (3) moderate customers who fall into a middle category. The first-time customers are almost always impulse purchases. They go to the restaurant because they saw the sign, not because they looked in the Yellow Pages before going out for fast food. The regular customers also make impulse stops, but only about one-third of their purchases are impulse purchases. The moderate user was assumed to make an impulse purchase about 50% of the time.

With that as a basis for analysis, McDonalds looked at a hypothetical restaurant with \$1.5 million in annual sales. Based on the company's data on what proportion of sales are attributable to each category of customer, McDonalds arrived at the following to determine what proportion of sales are from impulse purchases:

They go to the restaurant because they saw the sign, not because they looked in the Yellow Pages before going out for fast food.

IMPULSE SALES – FAST FOOD

CUSTOMER TYPE	ANNUAL SALES \$	IMPULSE %	IMPULSE \$
First time here	160,000	100	160,000
Moderate use	470,000	50	235,000
Heavy use	870,000	33	290,000
Total	1,500,000		685,000

SOURCE: MCDONALDS CORP.

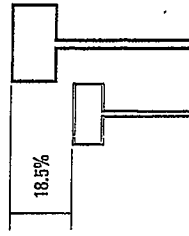
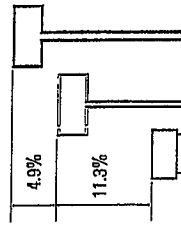
With the understanding that a full 45.6% of the sales at a typical restaurant are "impulse" purchases, and that signage is critical to the visibility that leads to impulse consumer behavior, McDonalds was placed in a better position to understand the considerable value that its signage lends to sales.

McDonalds then looked at the impact that the sign changes had on actual sales. Some of the findings were illuminating:

SIGNAGE CHANGE	AVG. IMPACT ON SALES
Add High Rise Sign	+ 11.3 %
Decrease or Lower Sign	- 6.0 %
Increase Height Pole Sign	+ 4.9 %
Increase Area or Illumination	+ 6.4 %
Increase Height and Area	+ 18.5 %

SOURCE: MCDONALDS CORP.

Clearly, signage visibility had a tremendous impact on the volume of business done at these locations. Many businesses operate on a slimmer margin than the sales impacts reflected in the average McDonalds numbers. A business with a profit margin of 5% could not sustain a reduction in sales of 6% resulting from decreasing the sign area or height of their freestanding sign. A business that was performing at 8% below the level needed to be profitable may need to add a high rise sign, or increase the height and area of their existing sign,



A business with a profit margin of 5% could not sustain a reduction in sales of 6% resulting from decreasing the sign area or height of their freestanding sign.

in order to continue in business. The sign visibility could be the make-it-or-break-it difference for a business or a business location.

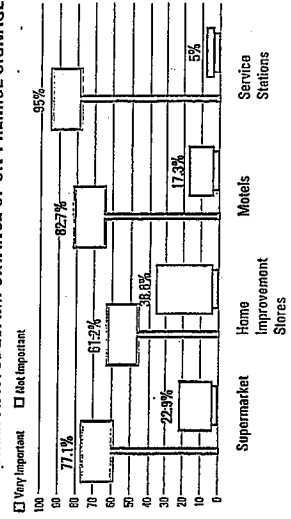
The Anderson Report

In 1983, the National Electric Sign Association published a report prepared by Raymond T. Anderson, a consultant who formerly developed and implemented the National Research Service for 3M Company, specializing in advertising surveys for 3M's diversified clients. With the assistance of Dr. R. James Claus, Mr. Anderson developed and compiled the responses for a series of public opinion surveys and surveys of small business owners concerning their opinions of on-premise signs. The "value" explored by the Anderson report was not the direct economic value of signage, but rather the perceived marketing value from the standpoint of consumers and business owners. The report gave a useful insight into the attitudes of consumers about signs, as well as some of their behavioral characteristics.

Anderson's report illustrates that the opinions of the vocal minority in communities seeking to restrict on-premise signs in the name of aesthetics, and who espouse that their opinions represent the majority of the community, are generally not true. On average, 77.4% of the respondents in the Anderson surveys reported that on-premise signs were "very important" when shopping for specific

On average, 77.4% of the respondents in the Anderson surveys reported that on-premise signs were "very important" when shopping for specific products or services.

CONSUMER ATTITUDES: IMPORTANCE OF ON-PREMISE SIGNAGE

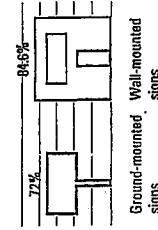


products or services. The results for specific uses varied. For home improvement stores, generally catering to homeowners in the general vicinity of the store, 61.2% of those surveyed attached a "very important" rating to the sign. This rating may reflect the impression that nearby residents need the sign less once they know where the store is — their impression may be different for the first visit. For service stations while on a trip, 95% reported the sign to be very important. Clearly, different types of businesses rely on signage to varying degrees, depending on who their customer base is, whether it is first-time customers rather than regulars, whether it is neighborhood residents rather than visitors from across town, and the like.

The report also evaluated the importance of signage as part of the American habit of comparison shopping. On average, Anderson found that those surveyed were loyal to one business only 30.7% of the time. The vast majority of the time, consumers prefer to shop at several places. For the loyal customer base, signage was important for the business to establish and maintain name awareness and image. On the other hand, signage was also found to be important for comparison shoppers, to help consumers determine the name and characteristics of businesses in the area.

Not surprisingly, the business owners surveyed overwhelmingly indicated that their business signs were important to their business. Wall-mounted signs were rated "very important" 84.6% of the time, and ground-mounted signs 72%. Business owners rated both sign types as useful to consumers over 90% of the time.

For the loyal customer base, signage was important for the business to establish and maintain name awareness and image.



The report also looked into the value of signs for chain operations and franchises, as compared to signs for independent local businesses. Each was determined to be important, but for different reasons. Franchises and chains rely on signs to connect consumers with their "brand" awareness, and national advertising programs for these larger organizations. Even though these businesses are local in nature, they benefit from the awareness that has been established on the national scale. Consumers are sometimes most comfortable with brands they know, especially when away from home. Independent local businesses must work harder to compete in a market against the more well-known brands, and must rely on their signs to convey a message that effectively lures customers to them rather than to the larger chain businesses.

The Bass Report

Richard Bass is president of a planning, economic and appraisal consulting firm in Florida. In an article published in *Signs of the Times* magazine in March, 1996, he examined sign valuation issues that arose in a lawsuit that occurred between a shopping center and one of its tenants. Bass explained that a drug store in a shopping mall in Sarasota, Florida was located in the rear of the mall, not visible from either of the two arterial streets adjacent to the center, and relied on a free-standing pole sign that had street visibility. The drug store had paid \$3,500 for the sign. Sales at the store had steadily increased 10-18% annually, exceeding \$5 million. After the mall ownership changed, the owners sought new tenants, including a chain restaurant that had a policy requiring a freestanding sign. Without notifying the drug store, the mall ownership removed the drug store's pole sign and replaced it with one for the restaurant. Over the following four years, the retail sales at

Independent local businesses must work harder to compete in a market against the more well-known brands, and must rely on their signs to convey a message that effectively lures customers to them rather than to the larger chain businesses.

the drug store declined \$250,000 per year, in stark contrast to the historical growth in sales it had previously experienced. No cause other than the change in signage could be found. Ultimately, the store closed.

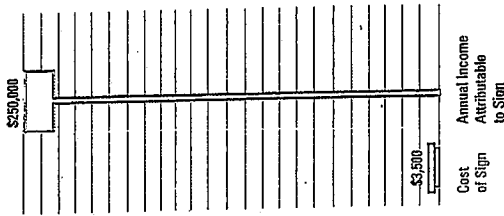
What was the value of the sign? Replacement of the sign could have been effected for approximately \$3,500, if the city would have allowed an additional sign. However, the economic effect on the business from loss of the sign was \$250,000 per year. The Bass article points out that there were other effects, including the loss of \$18,000 annually in tax base to the city, two dozen employees lost jobs, and consequential losses included the loss of newspaper advertising, Yellow Pages advertising, printed goods, in-store signage prepared by other local businesses, and business to suppliers.

The San Diego Study

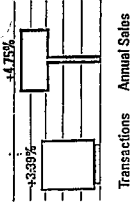
The University of San Diego conducted a two-year case study between 1995-1997 to evaluate the effect of on-premise signs on the financial performance of retail locations. The study contained two major parts, the first part analyzing sign changes for a major fast-food chain in southern California, and the second part looking at the impact of signage on sales at a number of Pier 1 stores.

The analysis of the fast-food store chains included a multiple regression analysis of 162 locations to determine the effect of signage on: (1) annual sales revenue, (2) the annual number of transactions conducted, and (3) the average dollars spent per transaction. The study showed, among other things, that:

WHAT IS THE SIGN'S VALUE?



THE ADDITION OF C



■ The addition of one sign to a site would, on average, increase the annual sales at the location by 4.75%. For a store with annual sales revenue of \$500,000, this would equate to an increase of \$23,750 per year.

■ The additional visibility to the public from adding one sign would add an average of 3.93% in number of transactions – almost 4,000 transactions for a store averaging 100,000 transactions. These are customers who would have passed up the visit had they not seen the additional sign.

■ The addition of a 36-square foot sign resulted in an average increase in spending, per transaction, of \$.06. If the additional sign was 144 square feet, the expenditure per transaction increased by \$0.78.

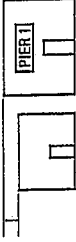
The Pier 1 portion of the study looked at a multiple regression analysis for 100 stores, and an evaluation of weekly sales data for 50 stores over a 7-year period. The study indicates that the researchers looked at locations that were not affected by remodeling, road construction, or other factors with a major impact on sales. The study

looked at the effects of changes in building signs, freestanding signs, or the addition of directional signs on sales.

■ Where building signs were added or replaced at 21 sites, those sites experienced an increase in sales ranging from 0.3% to 23.7%, averaging a 1-5% increase in sales per week.

ADDING A BUILDING SIGN

Up to 23.7% Sales Increase



■ At the nine locations where pole signs were added, or the addition of a Pier 1 panel to a multi-tenant sign, an increase in weekly sales of 4-12% occurred as a result of the additional visibility gained.

■ A 4-12% increase also occurred where on-site directional signs were added to help guide visitors in a shopping center to the Pier 1 store.

The San Diego study was significant, in that it established that retail visibility from signage may have a significantly measurable effect on sales revenues. In a 1998 report by Robert Morris Associates, analyzing hundreds of businesses by business type, net profits (after overhead) ranged on average from 1.1% (for auto sales and grocery stores) to 4.9% (for jewelry and department stores).

For the many retail businesses that exist and survive on small profit margins, signage can mean the difference between survival and failure, or between profit and loss.

The average net profit was 2.9%. For the many retail businesses that exist and survive on such small profit margins, signage can mean the difference between survival and failure, or between profit and loss.

Current Appraisal Techniques

The appraisal profession has come around to recognizing the value of signs as the value added to the income-producing potential of the property, rather than the cost that would be incurred to replace a sign. This is a significant shift in understanding.

Appraisal generally is used when a roadway project, redevelopment, or government regulation results in the forced loss of signage. In those situations, where eminent domain or inverse condemnation is used, government and the property owner must use the legal process to determine the true fair market value for the sign that is lost. Appraisers generally look at valuation using three approaches: (1) the market approach, (2) the replacement approach, and (3) the income approach. Because signage is generally an improvement to real estate, it is necessary to look at the impact of the loss of signage on the real estate.

Because signage is generally an improvement to real estate, it is necessary to look at the impact of the loss of signage on the real estate.

The market approach. The market cost of a sign does not reflect the value of a sign to the property on which it is located. In the book *The Value of Signs*, Dr. James Claus explains that the market approach is determined by looking at the difference in the market value of a property with relatively high visibility, and the same property with relatively low visibility. The sign has a great deal to do with the relative visibility of the site as a business location. For instance, Dr. Claus explains that there is a substantial difference in market rate for a retail

space in the back of a shopping center that has low visibility from the street, and a location close to the street that has high visibility. A sign along the street that compensates for the low visibility of the store location could affect the lease rate that can be charged for the space. If the difference is, say, \$5 per square foot per year, that difference can be considered in determining the value of the sign. Significantly, that value is a more accurate determination of the value of the sign than the cost of the sign structure itself, which may be miniscule in comparison.

The replacement approach. The cost of replacing a sign, where a new sign cannot be put up to provide the same visibility, is not used as the replacement cost. Rather, Dr. Claus explains that one must look at the cost of replacing the sign with other available media, such as television, radio or newspapers, to obtain the same exposure to consumers. This is a complicated process of evaluating the traffic flow past the site, the number of viewers per vehicle, a consideration of the customer profile for the business and the extent of "impulse" purchases made, and then analyzing the coverage and cost of using other media to achieve the same exposure to potential customers. In most cases, it would be prohibitively expensive to use other media to obtain the same exposure. Exposure is often measured in cost-per-thousand exposures, or the cost of exposing a message to 1,000 potential customers. As an example, *The Value of Signs* calculates the relative monthly cost-per-thousand exposures for a hypothetical situation to be as follows:

Dr. Claus explains that one must look at the cost of replacing the sign with other available media, such as television, radio or newspapers, to obtain the same exposure to consumers.

Media	Cost-per-Thousand Exposures
Television	\$ 13.20
Radio	6.47
Newspaper	3.47
Outdoor Advertising	1.65
On-Premise Sign	0.40

Replacing a sign with exposure by some other available media over the life of a sign can be extremely expensive.

Replacing a sign with exposure by some other available media over the life of a sign can be extremely expensive. As a consequence, the loss of a sign which pinpoints a business location to consumers establishes a significant loss in value, especially where the sign can be replaced only by less effective media with a less targeted exposure and higher cost. That higher cost reflects the cost of replacement, and a potential measure for the value of the sign.

A percentage of the gross revenue for some businesses may be attributed to signage.

The income approach. The San Diego study established that a percentage of the gross revenue for some businesses may be attributed to signage. Put another way, because a certain percentage of customers came into the business to make a purchase only because they saw the sign, the sign contributed to the revenue of the business. The San Diego study related to two specific businesses. A market analysis could be performed for nearly any business to determine what percentage of sales could be attributed to visibility gained by signage. In *The Value of Signs*, the authors examined a situation where a hypothetical business conducts a customer survey indicating that 26-30% of the customers came to the store because they saw the sign. Using a gross income to the store of \$500,000 and an average of 28% of sales coming from customers who came in because of the sign, loss of the sign could be predicted to result in a loss of gross income annually of \$140,000. With 40% of

that loss absorbed into operating expenses, the net annual loss is \$84,000.

Using a capitalization rate of 11%, loss of the sign can be expected to result in a lost income stream of just under \$764,000, representing the value of the sign. For a fraction of that value, a business owner can purchase a sign that is worth over three-quarters of a million dollars over the life of the sign. Of course, the value to any individual business will vary, based on the percentage of customers who come in because of the sign, and the revenue of the business.

Attributions

Claus, R. James, PhD, Claus, Susan L., and Claus, Thomas, *The Value of Signs*, The Signage Foundation for Communication Excellence, Inc., 2002 (185 pp.).

Anderson, Raymond T., *The Economic Values of On-Premise Signs*, National Electric Sign Association, 1983 (22 pp.).

"What a Sign's Worth: Death of a Retailer", Bass, Richard W., *Signs of the Times*, March, 1996 (pp.162-165).

Ellis, Seth R., and Robert Johnson, "Research on Signage Performance", CESA/ISA, 1997.

CONCLUSIONS

- Visibility is an important component to attracting potential customers to a business location.
- Signs are a valuable means of establishing and maintaining visibility.
- That value can be measured.
- The value of a sign can be measured by the volume of a business' revenue that is generated because of the visibility of the sign.

- Studies have consistently shown that an increase in sign visibility can be expected to result directly in an increase in sales, for businesses that attract business through their signage.

The McDonalds study showed that adding a pole sign resulted in an average increase in sales of over 11%, whereas increasing the height on an existing pole sign resulted in an increase of nearly 5%, on average. The San Diego University study showed an average increase in sales of nearly 5% for adding a sign for fast food restaurants and Pier 1 stores.

■ Conversely, a loss in signage can result in a direct decline in the volume of business conducted.

■ The value of a sign, if visibility to consumers had to be replaced by advertising through some other media, is many times the cost of building and maintaining an on-premise sign.

■ Sign "value" has the trickle-down effect of supporting employment, the payment of taxes to support government services, and supporting businesses that supply services and products to sign-user businesses.

■ Overwhelmingly, citizens consider signage to be a very important component to the function of the community.

The Bass Report
treated a real world example where the loss of a \$3,500 pole sign for a drug store in a shopping center resulted in a decline in sales of \$250,000 per year, leading to the closing of the store. The leading publication on appraisal of on-premise signs shows how loss of a sign could result in losses to a business exceeding \$3/4-million over the life of the sign.

The Anderson survey
revealed that over 75% of consumers consider signs to be "very important" to assist them when shopping, and up to 95% for some purposes (e.g., seeking gas while traveling).

Exhibit C.1

400 Kaewolin Street Winnipeg, Manitoba, Canada R2X 2R9
Phone: (204) 944-7446 Fax: (204) 632-9747 Toll Free: 1-800-788-6805

Airmaster **AGRI** **HVAC** **Heaters**

Contact Dealers Events Site Map Main

Letter Height Visibility

Letter Height Visibility Charts

Guidelines for Minimum Letter Height					
Speed		Suggested Viewing Distance		Recommended Letter Height	
mph	km/h	feet	m	inches	cm
20	32	147	45	4	9
25	40	183	56	5	12
30	48	220	67	6	14
35	56	257	78	6	16
40	64	293	89	7	19
45	72	330	101	8	21
50	80	367	112	9	23
55	88	403	123	10	26
60	97	440	134	11	28
65	105	477	145	12	30
70	113	513	156	13	33
75	121	550	168	14	35
80	129	587	179	15	37

Standards

- Assumes 1" (2.54cm) letter height equals 40' (12.192m) of viewing distance, as in US MUTCD.
- Assumes that 5 seconds of reaction time is required for motorists to respond to device.

Stopping Sight Distance for Horizontal Curves				
Speed		Required Distance		Time
mph	km/h	feet	m	seconds
30.0	48.3	200.0	61.0	4.5
40.0	64.4	300.0	91.5	5.1
50.0	80.5	430.0	131.2	5.9
60.0	96.5	580.0	176.9	6.6

From Caltrans Design Manual
Assumes: 6" letter height

Time to React (Seconds)						
Letter Height		1" (2.5 cm)	2" (5.1 cm)	3" (7.6 cm)	4" (10.2 cm)	6" (15.2 cm)
mph	km/h					
30.0	48.3	6.1	7.6	9.1	10.6	12.1
40.0	63.4	6.8	8.5	10.2	11.9	13.6
50.0	80.5	7.8	9.8	11.7	13.7	15.6
60.0	96.5	8.8	11.0	13.2	15.4	17.6

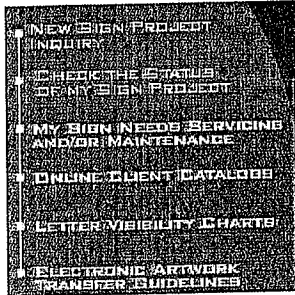
signs: overview | What's New | Traffic Signs | Road Construction | Parking Signs | Safety Signs | Custom & Off Street Signs
Snowmobile Signs | 911 Signs | School Signs | Street Name Blades/Brackets | Sign Posts | Services | Letter Height Visibility
Typical Construction Detail | Extruded Panels | Contact

agri: Overview | Bucket Elevators | 2-Way Valves | Debearders

Ladder, Safety Cage and Work Platform | Feed Mill Screens & Hammers | Grain Drying Heater | Contact
hvac: Overview | Cooling Towers | Flex Connectors | Humidifiers | Air Distribution Products | Vibration Reduction Products
Commercial & Industrial Fans | Kitchen Ventilation | Gas Detection | Chimney | Electric Heating Products
Water Filtration For Cooling Towers | Contact

heaters: Overview | AH-20 Fan | AH-42 Swivel Fans | B160 Heaters | RM350IDG Heaters
RM4000C/D Heaters | RM1/1.5DFG Heaters | RM400DFG Heaters | BTU Calculator | Accessories | Contact

Exhibit C-2



Letter Visibility

When planning for your next sign project, please feel free to use this section to maximize your sign visibility and functioning with our letter visibility chart for readable distance and color combinations chart for sign legibility.

Letter Visibility Chart

Letter Height	Readable Distance for Maximum Impact	Maximum Readable Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
48"	480'	2000'
60"	600'	2500'

This letter visibility chart is based on information provided by the California Institute of Technology. The distances will vary approximately 10% with various color combinations. Maximum distance in color would be RED or BLACK on White background.

Color Combinations Chart (ranked in order)

1 BLACK on YELLOW

2 BLACK on WHITE

3 YELLOW on BLACK

4 WHITE on BLUE

5 GREEN on WHITE

6 BLUE on YELLOW

7 WHITE on GREEN

8 WHITE on BROWN

9 BROWN on YELLOW

10 BROWN on WHITE

11 YELLOW on BROWN

12 RED on WHITE

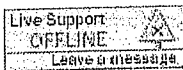
13 YELLOW on RED

14 RED on YELLOW

15 WHITE on RED

Atmospheric and ambient light conditions, as well as type of letter,
affect legibility of combinations listed above.

Exhibit C.3



(Mac OS Click Here)

1.913.469.1500

email us 24 hours
a daycreative@
kctrademarks.com

Home

Sign Letters

Custom Signs

Plaques

Exterior Signs

Sign Systems

Monuments

Testimonials*"Our sign is
a piece of art!"**- Lillibelle
Custom Sign***Request
for Quote**

Installation Help

Gallery

Fonts

Letter Visibility

FAQs

Policies

Our Philosophy

Signage Links

About Us**Business
Partners
Links**
[HOME](#) | [SIGN LETTERS](#) | [CUSTOM INTERIOR SIGNS](#) | [PLAQUES](#) | [SIGN SYSTEMS](#) | [CUSTOM EXTERIOR SIGNS](#)

Letter Visibility Chart

The information presented in this chart is based on lettering using the font Helvetica as black text on a white background in a composition using optimal negative space seen in natural lighting. This condition represents a sign with maximum legibility. Factors that would decrease the legibility of the sign are: font selection, color choice, lighting, negative space, and other environmental factors.

Upper & Lower case

ALL CAPITALS

letter height	maximum legible distance	letter height	maximum legible distance
0.5'	14'	0.5'	12'
0.75'	22'	0.75'	19'
1'	29'	1'	25'
1.25'	36'	1.25'	31'
1.5'	43'	1.5'	37'
1.75'	51'	1.75'	43'
2'	58'	2'	50'
2.5'	72'	2.5'	62'
3'	87'	3'	75'
3.5'	101'	3.5'	87'
4'	116'	4'	100'
4.5'	130'	4.5'	112'
5'	145'	5'	125'
6'	174'	6'	150'
8'	232'	8'	200'
10'	290'	10'	250'
12'	348'	12'	300'
16'	464'	16'	400'
18'	522'	18'	450'
20'	580'	20'	500'
24'	696'	24'	600'
30'	870'	30'	750'
36'	1044'	36'	900'
48'	1392'	48'	1200'

The information presented in this chart represents data interpreted from the Pennsylvania Transportation Institute, Penn State University and the United States Sign Council (USSC) ©1998.
Please refer to the original study, Sign Legibility.
The impact of Color and Illumination on Typical On-Premise Sign Fonts.
For further details please contact the USSC at (215) 785-1922.

913.469.1500

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Signs & Graphics, L.L.C.

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Exhibit D

(1 of 12)

Way Finding

UDOT has a contract with Utah Logos, 801-263-2263, for the signs. Utah Logos is part of Interstate Logos. (Interstatelogos.com). I spoke with Gary Turner regarding the process.

A company pays to have panels made with their logo. The cost runs around \$940 for four signs. Two are needed for each side of an exit.

Companies sign a contract, generally for two years, to rent the space. The cost is \$71 per month for each side of the freeway. This includes \$56 for the freeway sign, and \$15 for the ramp sign. Both are required.

For an exit (like South Santaquin) which does not already have a sign, it takes about 5 months to go through the approval process. For an exit which has a sign, it takes about 5 weeks.

Several studies have been done. Mr. Turner said he would fax me two of them. Attached is a sheet of testimonials from other gas stations.



LOGO SIGNING TESTIMONIALS
HEAR WHAT OTHERS HAVE TO SAY

Home Map	Click below to view letters from another category:
Offices	Gas
DOT	Food
Interested in Participating?	Lodging
Testimonials	Camping
Logo Fabrication	Attractions
FAQ	
TODS Programs	

LOGO SIGNING TESTIMONIALS

The excerpts below are from actual letters or success stories received from program participants over the years. They are a true testimony to the many benefits received from participation.

GAS

Pilot

Pilot feels the highway direction signs are very beneficial in directing motorists from the interstate to our business.

Linda S. Gee

Design, Construction & Real Estate

Mentzer Oil Company

We have found that they are a good investment. We feel they bring at the minimum a 10% to 15% increase in additional business.

Donald E. Mentzer

North Platte, NE

Wallis Companies, ExxonMobil

Our research shows that the customers have "been trained" to look for these signs at exits.

Jack Reiner, Director of Business Development

Trail's Travel Center, Shell

At seventy miles an hour you really don't have a lot of time to communicate to your customer. Logo signing puts my highly recognizable Shell gasoline logo right where the customer is.

Rocky Trail

Albert Lea, MN

24/7 Store

We advertise our travel plazas and restaurants at several exits on the interstate. Customers comment that they stopped at our location because of those signs. They are clean, crisp, and accurate.

Mark Augustine, President

Donald Ross Shell

In my best estimate, I would say that my business increased by around 15% as a result of interstate signage.

Jay Goldwasser, President

Sunoco

The signs are very professional and while I can not provide you with exact figures, I am confident that the signs have had a great impact on our business.

Kathy Samuelsen, Administrative Assistant



Linda Midgley

From: Gary Turner [gturner@interstatelogs.com]

 **:** Monday, March 10, 2008 4:58 PM

Linda Midgley

Subject: Survey Results for freeway signs

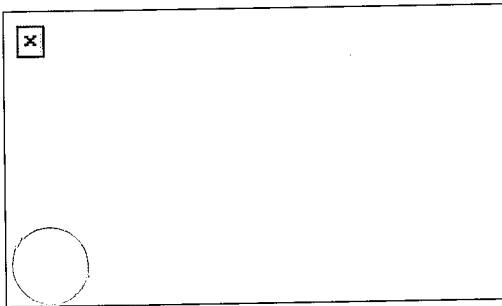
I faxed you the survey results for the Utah Survey.


The Oklahoma survey is 34 pages and is mostly about age, education, travel habits etc.
Here is a short summary of the questions from the Oklahoma survey that relate to gas stations.

51.8% Make a gas brand decision before exiting the freeway.
47.7% Pay for gas with cash 39.3% with gas credit cards.
67.2% Use Freeway logo signs to locate services 18% use billboards 14.8% use high rise signs.
86.7% Prefer that services be located within 3 miles of the exit.

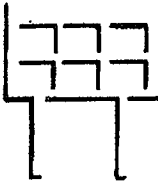
Let me know if you have any more questions,

Gary Turner




3/11/2008

0.3

**UTAH
LOGOS INC.**5278 S Pinemont Drive A150
Murray, UT 84123

801-263-2263 800-388-2363 801-263-2384 Fax

FROM: Gary Turner Utah Logos, Inc.**Fax**Office Phone: 1-801-263-2263
Mobil Phone: 1-801-673-1280
Office Fax: 1-801-263-2384

E-Mail: gturner@interstatelogos.com

TO: Linda
COMPANY: Santaquin City
DATE: 3/10/08
PHONE: _____
FAX #: 801-754-1753
PAGES: 9 (Including this sheet)

Attached pages include:

Results of Utah survey about Sigus.

Notes:

QUESTION 1

Are you a resident of Utah:

Percentage

YES	<u>19%</u>
NO	<u>81%</u>

Respondents were chosen at random with no emphasis placed on choosing in or out of state residents.

QUESTION 2

How many miles will you travel on this trip in Utah:

Percentage

< 50 miles	<u>5%</u>
50-100 miles	<u>7%</u>
101-250 miles	<u>7%</u>
251-400 miles	<u>33%</u>
> 400 miles	<u>48%</u>

QUESTION 3

Age of respondents:

	<u>Percentage</u>
15 - 25	<u>8%</u>
26 - 40	<u>28%</u>
41 - 60	<u>41%</u>
> 60	<u>23%</u>

QUESTION 4

Sex of respondents:

	<u>Percentage</u>
Male	<u>69%</u>
Female	<u>31%</u>

QUESTION 5

Number of people in respondents vehicle:

	<u>Percentage</u>
1	<u>16%</u>
2	<u>39%</u>
3	<u>19%</u>
4	<u>16%</u>
5	<u>8%</u>
6	<u>2%</u>

QUESTION 6

What best helps you locate a needed service along the interstate:

(Respondents were asked to rate the different types of signs; billboards, highrise, and logo signs. The respondents were shown a picture board with photos of each type of sign and asked to rate the signs 1 - 3 with 1 being the most effective and 3 the least effective.)

Billboard Signs	(1) <u>7%</u>	(2) <u>25%</u>	(3) <u>67%</u>
Highrise	(1) <u>22%</u>	(2) <u>51%</u>	(3) <u>27%</u>
Logo Signs	(1) <u>71%</u>	(2) <u>24%</u>	(3) <u>6%</u>

QUESTION 7

When you see a billboard advertisement of a service you wish to use how do you find that service:

	<u>Percentage</u>
Look for an on premise sign	<u>26%</u>
Follow freeway logo signs	<u>47%</u>
Remember directions on the billboard	<u>24%</u>
Other	<u>3%</u>

QUESTION 8

Are you more likely to go to a particular service if you have seen it on a sign:

	<u>Percentage</u>
Most definitely	<u>56%</u>
Maybe	<u>36%</u>
Does not have any influence	<u>8%</u>

QUESTION 9

How far will you drive from the exit for your preferred service:

Percentage

Gas Station -

> 3 miles	<u>17%</u>
Up to 2 miles	<u>25%</u>
Up to 1 mile	<u>58%</u>
Other	<u> </u>

Restaurant -

> 3 miles	<u>26%</u>
Up to 2 miles	<u>29%</u>
Up to 1 mile	<u>45%</u>
Other	<u> </u>

Lodging -

> 3 miles	<u>46%</u>
Up to 2 miles	<u>22%</u>
Up to 1 mile	<u>28%</u>
Other	<u>4%</u>

Camping -

15 miles	<u>57%</u>
9 miles	<u>9%</u>
6 miles	<u>11%</u>
3 miles	<u>23%</u>

QUESTION 10

How do you usually pay for services:

	<u>Percentage</u>
Bank credit cards	<u>33%</u>
Gas credit cards	<u>8%</u>
Checks or travelers checks	<u>13%</u>
Cash	<u>46%</u>

QUESTION 11

Do you usually decide what gas brand you will use before exiting the interstate:

	<u>Percentage</u>
NO	<u>62%</u>
YES	<u>38%</u>

QUESTION 12

What is most important to you when selecting a gas station:

	<u>Percentage</u>
Location	<u>25%</u>
Brand	<u>25%</u>
Appearance	<u>3%</u>
Price	<u>43%</u>
*Other	<u>4%</u>

*Some respondents indicated that they looked for a gas station that offered full service.

QUESTION 13

What type of restaurant do you prefer:

	<u>Percentage</u>
Family Style	<u>63%</u>
Fast Food	<u>34%</u>
*Other	<u>3%</u>

*Some respondents utilized a grocery store when looking for food service.

QUESTION 14

When selecting a food service do you prefer:

	<u>Percentage</u>
Franchised business	<u>57%</u>
Locally Owned/Non-franchised	<u>43%</u>

QUESTION 15

Do you usually make lodging reservations in advance when traveling:

	<u>Percentage</u>
YES	<u>35%</u>
NO	<u>65%</u>

QUESTION 16

When selecting a lodging service do you prefer:

	<u>Percentage</u>
Franchised business	<u>84%</u>
Locally owned/Non-franchised business	<u>16%</u>

QUESTION 17

What price do you usually pay for a Hotel/Motel room:

	<u>Percentage</u>
< \$20.00	<u>3%</u>
\$21.00 - \$30.00	<u>26%</u>
\$31.00 - \$40.00	<u>35%</u>
\$41.00 - \$50.00	<u>29%</u>
> \$50.00	<u>7%</u>

QUESTION 18

Do you use logo signs to locate services:

	<u>Percentage</u>
YES	<u>93%</u>
NO	<u>7%</u>

Exhibit E

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Visual clutter causes high-magnitude errors

Medical Studies/Trials

Published: Wednesday, 1-Mar-2006

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Did you ever arrange to meet a friend at a busy street corner, then rush up to a total stranger thinking it was your friend?

Neuroscientists have a theory to explain why such potentially embarrassing mistakes occur. They probe the underlying perceptual and neural processes of visual search by studying how distracters affect performance of a visual search task. One might intuitively expect that as background noise created by distracters and errors increase, confidence in one's decision plummets.

But in a new study published in *PLoS Biology*, Stefano Baldassi, Nicola Megna, and David Burr show that just the opposite happens. When they asked observers to search for a tilted target embedded in vertical distracters and estimate the target's tilt, the observers often overestimated the magnitude of the tilt—and did so with a high degree of confidence in their decision.

The authors used signal detection theory to make quantitative predictions about the probability that an observer will detect a target under cluttered conditions. SDT assumes the brain represents each element in a visual search display as an independent variable with its own noise. It also assumes that when the observer isn't sure which stimulus is the target, she monitors all stimuli, and performance suffers. Thus, increasing the number of distracters (trying to find your friend on a busy street or a document on a messy desk) increases the background noise of the visual system's representation while reducing the accuracy and reaction time of performing the task.

It turns out that SDT lends a logical prediction to the seemingly counterintuitive finding that observers make more high-confidence errors when confronted with clutter. The prediction flows from a "squeaky wheel gets the grease" rule about visual processing, called the "Sign Max Rule." In other words, since each stimulus generates a noisy internal representation, and subjects monitor all the distracters to search for the target, as the number of distracters increases, the chance of perceiving a distracter as being more tilted than the target increases, and confidence increases as well. This prediction bore out in the authors' experiments, as determined both by the observers' perceived magnitude and self-reports on their level of confidence about each decision. The authors conclude the visual system combines the outputs of noisy detectors and settles on the maximum signal.

These results suggest that the probability of being sure you saw something you didn't increases in chaotic environments, and could have far-reaching implications. The authors explain that while their study focused on "simple perceptual decisions about a single stimulus attribute," the same type of processes may also apply to complex cognitive tasks involving problem solving and memory. If people find themselves confronted with multiple events in a chaotic, confusing environment, they may decide about some aspect of the situation and be totally wrong even though they have full confidence in their decision. The consequences of such a phenomenon could be relatively trivial, explaining why professional athletes often end up wasting their time arguing questionable calls with an official. Or they could prove a matter of life and death, perhaps accounting for why eyewitness testimony can be unreliable—or why soldiers sometimes can't tell friend from foe in the heat of battle.

<http://www.plosbiology.org>

Line of Sight function was utilized to show where a "viewer" or object at varying heights would be visible along a singular path. Staff utilized viewer heights of 65' (the proposed maximum height), 25' (the existing maximum height), and 45' (intermediate height) with an observed height of 5' to determine how visible a sign might be from ½ mile north or south of the southern Santaquin interchange off ramps. Green portions of the "Line of Sight" (Line) represent locations from which the signs could be visible. Red portions of the Line are points from which the sign would not be visible if viewed from 5' off the ground. The viewer point of reference is the proposed location for a 65' tall sign on the applicant's property. The yellow circles in the images represent the ½ mile radius from the off-ramps noted above (See Figures 1-3 below).

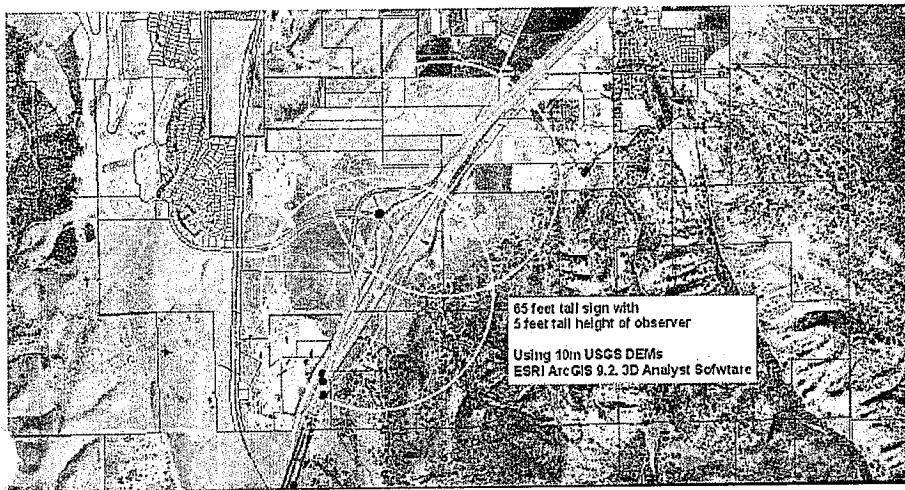


Figure 1: 65' tall sign.

A 65' tall sign would be visible beyond the ½ mile radius from each off-ramp at the south interchange.

The non-visible areas south of the interchange are due to down grade change and bend of I-15 near the Juab County border.

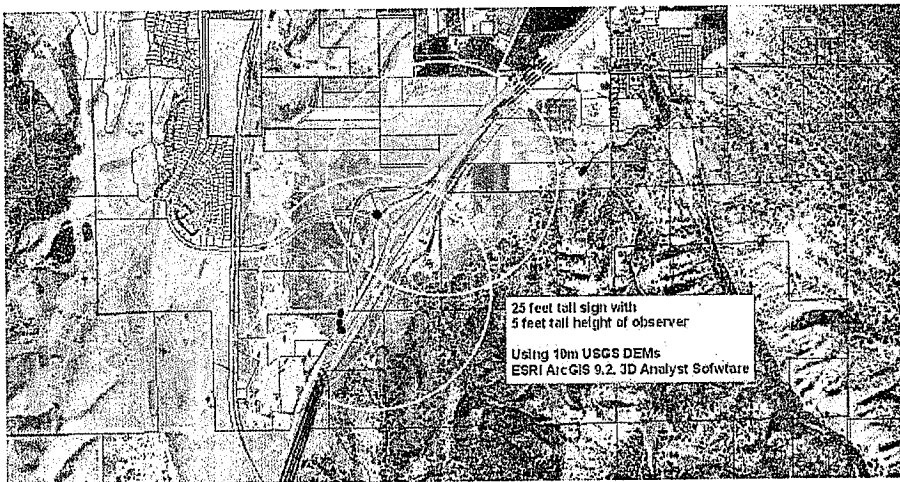


Figure 2: 25' tall sign.

A 25' tall sign would have limited visibility at the ½ mile radius for those traveling southbound. Northbound travelers would not be able to see the sign ½ mile from the off-ramp.

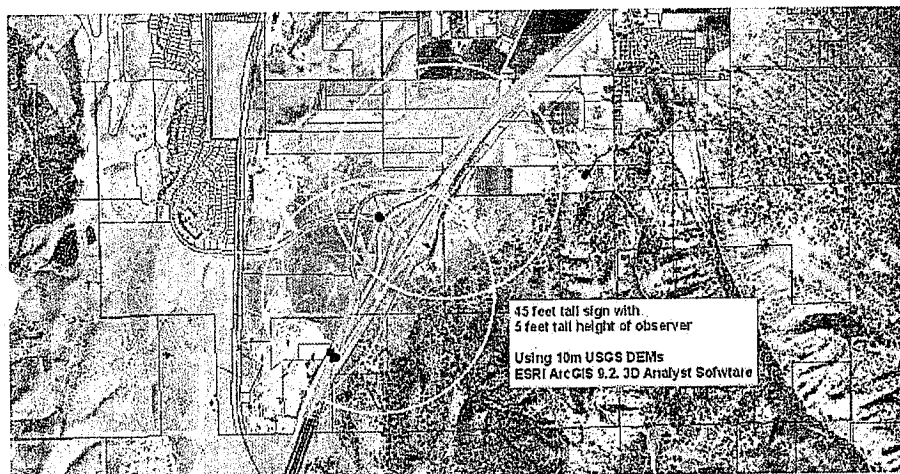


Figure 3: 45' tall sign.

A 45' tall sign would be visible for southbound travelers in advance of the ½ mile distance. There may be some topographical

obstruction for northbound travelers at the ½ mile distance.

The above images only show the visibility along the I-15 corridor to that distance of ½ mile from the off-ramps. Similar analysis can be done to show visibility of the signs from other properties in the area (See Figures 4-6 below).

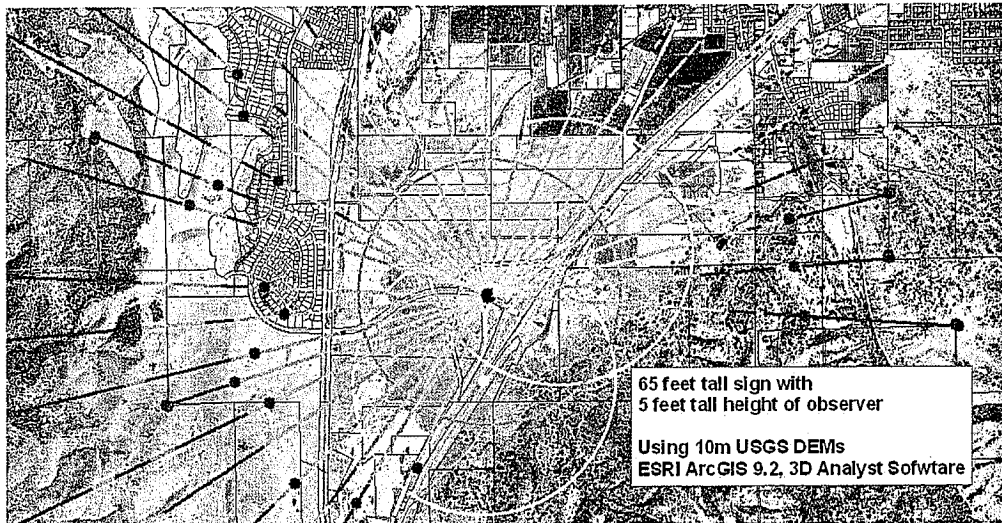


Figure 4: Area
visibility of 65' tall
sign.

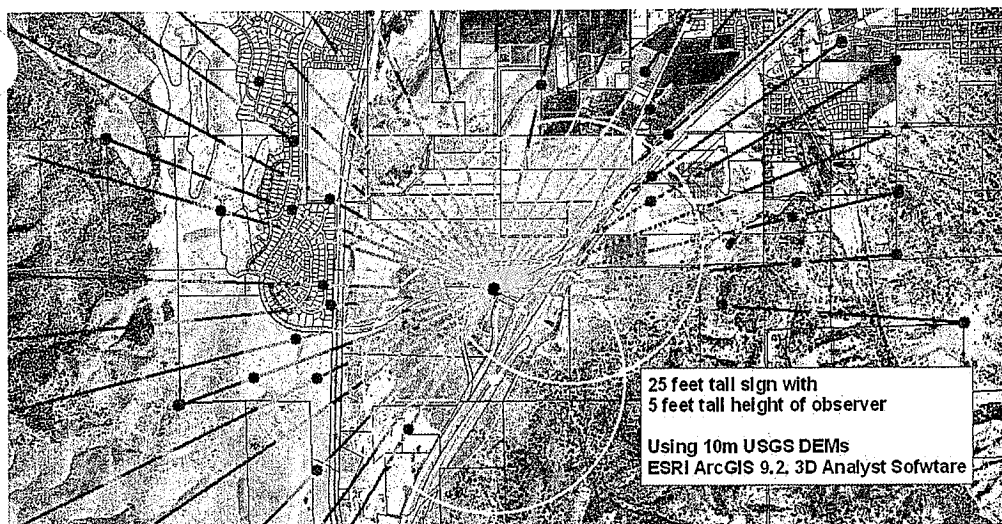


Figure 5: Area
visibility of 25' tall
sign.

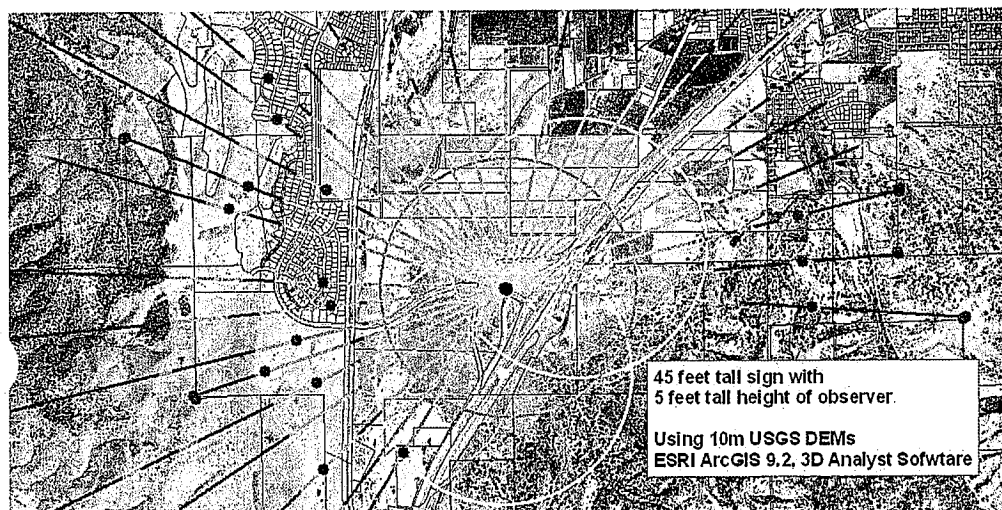


Figure 6: Area
visibility of 45' tall
sign.



March 17, 2008

Honorable Mayor and Council Members:

By my Signature below, I hereby certify acting in my capacity as Recorder for the City of Santaquin, that the annexation petition/petitions known as the **NORTHEAST ANNEXATION** filed with the city, does comply with the requirements of state statute 10-2-401. I further certify that the petition does comply with all stipulations contained in 10-2-403 subsections (2) and (4), the following requirements of 10-2-403 (3):

- The petition was filed with the city recorder or town clerk, as the case may be, of the proposed annexing municipality; and
- The petition contains the signatures of the owners of private real property that is located within the area proposed for annexation; and
- The petition contains the signatures of the owners of private real property that covers a majority of the private land area within the area proposed for annexation; and
- The petition contains the signatures of the owners of private real property that is equal in value to at least 1/3 of the value of all private real property within the area proposed for annexation; and
- The petition contains an accurate and recordable map, prepared by a licensed surveyor, of the area proposed for annexation.

Respectfully,

A handwritten signature in cursive script, appearing to read "SB Farnsworth".

Susan B. Farnsworth
Recorder, Santaquin City

cc: Planning Commission
Utah County Boundary Commission
Nebo School District
Central Utah Water Conservation District

Date: March 5, 2008
To: Santaquin City
From: Michael Carter, Blackhawk, LLC
RE: Placement on City Council Agenda

Please accept this letter as a request from Blackhawk, LLC, that we might be placed on the agenda for the soonest possible City Council Meeting, for the purpose of asking the Council for formal approval for Blackhawk, LLC to pay cash, in lieu of water shares, for Plats E and F of the Oak Summit Subdivision.

Plat E contains 5.93 acres, and Plat F contains 4.57 acres, for a total of 10.50 acres. My understanding is that the City requires 3 acre feet of water per acre, making the total needed 31.5 acre feet of water. I also understand that the cost for the water will be based on the market value as determined by the City Engineer.

Thank you for your consideration of this matter.

Sincerely,



Michael Carter
Blackhawk, LLC

$$\begin{array}{r} 10.50 \\ \times 3 \\ \hline 31.50 \\ \times 3900 \\ \hline \$ 122,850 \end{array}$$