

21A.46.160: BILLBOARDS:

A. Definitions: The definitions in this section apply in addition to those in section 21A.46.020 of this chapter.

BILLBOARD: A form of an off-premises sign. A freestanding ground sign located on industrial, commercial or residential property if the sign is designed or intended to direct attention to a business, product or service that is not sold, offered or existing on the property where the sign is located.

BILLBOARD BANK: An accounting system established by prior versions of this ordinance that tracked the number and square footage of nonconforming billboards removed by a billboard owner.

BILLBOARD CREDIT: An entry into a billboard owner's billboard bank account that shows the number and square footage of demolished nonconforming billboards.

BILLBOARD OWNER: The owner of a billboard in Salt Lake City.

DWELL TIME: The length of time that elapses between text, images, or graphics on an electronic billboard or electronic sign.

ELECTRONIC BILLBOARD: Any off-premises sign, video display, projected image, or similar device with text, images, or graphics generated by solid state electronic components. Electronic billboards include, but are not limited to, billboards that use light emitting diodes (LED), plasma displays, fiber optics, or other technology that results in bright, high resolution text, images, and graphics.

ELECTRONIC SIGN: Any on premises sign, video display, projected image, or similar device with text, images, or graphics generated by solid state electronic components. Electronic signs include, but are not limited to, signs that use light emitting diodes (LED), plasma displays, fiber optics, or other technology that results in bright, high resolution text, images, and graphics.

EXISTING BILLBOARD: A billboard that was constructed, maintained and in use as of [insert date of publication of this ordinance].

FOOT-CANDLE: The English unit of measurement for luminance, which is equal to one lumen, incident upon an area of one square foot.

MODIFIED BILLBOARD: A billboard that is modified or repaired pursuant to a provision of Utah State Code.

MOTION: The depiction of movement or change of position of text, images, or graphics. Motion shall include, but not be limited to, visual effects such as dissolving and fading text and images, running sequential text, graphic bursts, lighting that resembles zooming, twinkling, or sparkling, changes in light or color, transitory bursts of light intensity, moving patterns or bands of light, expanding or contracting shapes, and similar actions.

PRIOR ORDINANCE: The version of Salt Lake City Code Section 21A.46.160 in effect from February 4, 2012 until [insert the date of publication of this ordinance].

RELOCATED BILLBOARD: A billboard that is moved from one location to another location pursuant to a provision of Utah State Code.

TEMPORARY EMBELLISHMENT: An extension of the billboard resulting in increased square footage as part of an artistic design to convey a specific message or advertisement.

TWIRL TIME: The time it takes for static text, images, and graphics on an electronic billboard or electronic sign to change to a different text, images, or graphics on a subsequent sign face.

B. Billboards Prohibited: No billboard may be constructed anywhere in Salt Lake City, except as provided for under section C.3 or as a provision of Utah State Code. Billboards that exist as of [insert the date of publication this ordinance], are a permitted non-conforming use.

C. Elimination of Billboard Bank and Billboard Credits:

1. The billboard bank and system of tracking billboard credits set forth in the prior ordinance is hereby eliminated;
2. From [insert the date of publication of this ordinance] onwards, a billboard owner will not receive billboard credits for the demolition of any billboard;
3. A billboard owner may use billboard credits that exist as of [insert the date of publication of this ordinance] to construct a billboard as permitted by the prior ordinance.
4. Any existing billboard credits must be used within the time permitted by the prior ordinance.

D. Size, Height and Spacing Requirements:

1. Billboards constructed pursuant to section C.3 above are subject to the size, height and spacing requirements set forth in the prior ordinance.
2. Relocated billboards and modified billboards must comply with the size, height, and spacing requirements applicable to the provision of Utah Code relied on by the billboard owner to permit the relocation or modification.
 - a. **Size:** If the provision of Utah Code relied on by the billboard owner to permit the relocated or modified billboard does not identify a maximum size for the relocated or

modified billboard, the billboard shall not exceed fifteen feet (15') in height and fifty feet (50') in width.

- b. Height: If the provisions of Utah Code relied on by the billboard owner to permit the relocated or modified billboard does not identify the maximum height for the relocated or modified billboard the billboard excluding temporary embellishments shall not be more than:
 - i. Forty-five feet (45') above the existing grade, measured from the highest point of the billboard to the grade of the land directly beneath the highest point of the billboard; or
 - ii. Twenty-five feet (25') above the pavement elevation of a street, measured from the highest point of the billboard to the grade of the street directly perpendicular to the billboard, if a street within one hundred linear feet (100') of the billboard, measured from the street at the point at which the billboard is perpendicular to the street to a point on the billboard closest to that street, is on a different grade than the billboard;
 - iii. If the provisions of subsection 3.b.ii of this section, or its successor subsection, apply to more than one street, the new billboard may be the higher of the two (2) heights.
- c. Spacing: If the provision of Utah Code relied on by the billboard owner to permit the relocated or modified billboard does not identify minimum spacing requirements, the following provisions apply:
 - i. Small Signs: Billboards with an advertising face three hundred (300) square feet or less in size shall not be located closer than three hundred (300) linear feet from any other small billboard or eight hundred feet (800') from any other large billboard, except a billboard on the opposite side of the same street.
 - ii. Large Signs: Billboards with an advertising face greater than three hundred (300) square feet in size shall not be located closer than eight hundred (800) linear foot from any other billboard, except a billboard on the opposite side of the same street.
 - iii. Electronic Billboards: Electronic billboards shall not be located closer than one thousand six hundred (1,600) linear feet from any other electronic billboard and comply with all other billboard spacing requirements.

E. Setback Requirements: All relocated billboards, billboards constructed pursuant to section C.3, or existing billboards that are substantially rebuilt or entirely replaced shall meet the following setback requirements:

- 1. Billboards shall be subject to pole sign setback requirements listed for the district in which the billboard is located;
- 2. In the absence of setback standards for a particular district, billboards shall maintain a setback of not less than five feet (5') from the front or corner side lot line. This setback requirement shall be applied to all parts of the billboard, not just the sign support structure.

F. Landscaping Requirements: Existing billboards are subject to the landscaping requirements of the prior ordinance. All relocated billboards, billboards constructed pursuant to section C.3, or existing billboards that are substantially rebuilt or entirely replaced are subject to the following landscaping requirements.

1. Landscaping In Residential, Small Neighborhood Business, And Commercial CN And CB Zoning Districts: Properties in any residential zone, small neighborhood business zone, and commercial CN or CB zones on which a billboard is the only structure shall be landscaped from all property lines adjacent to a street into the property a distance equal to the required front yard setback and:
 - a. when the billboard is generally situated perpendicular to the nearest adjacent street, spanning 25 feet either side of the billboard or to the nearest property line, whichever occurs first, and:
 - b. when the billboard is generally situated parallel to the nearest adjacent street, spanning the length of the billboard.

No portion of such property shall be hard or gravel surfaced;

2. Landscaping In Other Zoning Districts: Property in all districts other than as specified in subsection F.1 of this section, or its successor subsection, upon which a billboard is the only structure, shall be landscaped from the front of the property to the deepest interior point of the billboard for fifty (50) linear feet along the street frontage distributed, to the maximum extent possible, evenly on each side of the billboard. For properties with less than fifty (50) linear feet along the frontage street, the property shall be landscaped for all linear feet on the frontage street.

G. Temporary Embellishments: Temporary embellishments shall not do one or more of the following:

1. Exceed ten percent (10%) of the advertising face of any billboard;
2. Exceed five feet (5') in height above the billboard structure;
3. Exist on a billboard for more than twelve (12) months.

H. Permits: A billboard owner must obtain a permit, as provided for in Salt Lake City Code 18.20.010 or its successor, before erecting, construction, enlarging, altering, repairing, moving, improving, removing, converting or demolishing a billboard.

I. Electronic Billboards:

1. Prohibitions: Except as provided in subsection I.2 of this section, after February 4, 2012::
 - a. No electronic billboard shall be constructed or reconstructed for any reason, and
 - b. The conversion, remodeling, or rehabilitation of any existing billboard to an electronic format is prohibited.
2. Standards When Construction/Conversion Required By Law: If after February 4, 2012 the city is required by Utah Code or other applicable law to allow construction of a new electronic billboard, or to allow conversion of an existing billboard to an electronic format, any such electronic billboard shall be operated pursuant to the following standards:

- a. Any motion of any kind is prohibited on an electronic sign face. Electronic billboards shall have only static text, images, and graphics.
 - (1) The dwell time of any text, image, or display on an electronic billboard may not exceed more than once every eight (8) seconds. Twirl time between subsequent text, images, or display shall not exceed one-fourth (0.25) second.
 - (2) The illumination of any electronic billboard shall not increase the ambient lighting level more than three-tenths (0.3) foot-candle when measured by a foot-candle meter perpendicular to the electronic billboard face at:
 - (A) One hundred fifty feet (150') for an electronic billboard with a surface area of not more than two hundred forty-two (242) square feet;
 - (B) Two hundred feet (200') for an electronic billboard with a surface area greater than two hundred forty-two (242) square feet but not more than three hundred seventy-eight (378) square feet;
 - (C) Two hundred fifty feet (250') for an electronic billboard with a surface area greater than three hundred seventy-eight (378) square feet but not more than six hundred seventy-two (672) square feet; and
 - (D) Three hundred fifty feet (350') for an electronic billboard with a surface area greater than six hundred seventy-two (672) square feet.
- b. Electronic billboards may not be illuminated or lit between the hours of twelve o'clock (12:00) midnight and six o'clock (6:00) A.M. if they are located in, or within six hundred feet (600') of a residential, mixed use, downtown, Sugar House business district, gateway, neighborhood commercial, community business, or community shopping center zoning district.
- c. Controls shall be provided as follows:
 - (1) All electronic billboards shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness and display period as provided above.
 - (2) Prior to approval of any permit to operate an electronic billboard, the applicant shall certify that the sign has been tested and complies with the motion, dwell time, brightness, and other requirements herein.
 - (3) The owner and/or operator of an electronic billboard shall submit an annual report to the city certifying that the sign complies with the motion, dwell time, brightness, and other requirements herein.

J. Compliance With Ordinances Regulating Trees: Any construction, demolition, maintenance, or repair of billboards shall comply with the provisions of the Salt Lake City Code that regulate the preservation, maintenance, disturbance, or damage to trees.

Amending and redacting portions of:

21A.60.020: **LIST OF DEFINED TERMS:**

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Billboard. See subsection 21A.46.160A of this title.

Billboard bank. See subsection 21A.46.160A of this title.

Billboard credit. See subsection 21A.46.160A of this title.

Dwell time. See subsection 21A.46.160A of this title.

Electronic billboard. See subsection 21A.46.160A of this title.

Electronic sign. See subsection 21A.46.160A of this title.

Existing billboard. See subsection 21A.46.160A of this title.

Existing billboard. See subsection 21A.46.160A of this title.

Motion. See subsection 21A.46.160A of this title.

Temporary embellishment. See subsection 21A.46.160A of this title.

Twirl time. See subsection 21A.46.160A of this title.

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