

# Briefing for Planning Commission

Planning Division  
Community & Economic Development Department

**To:** Planning Commission Members  
**From:** Doug Dansie, Senior Planner  
**Date:** October 21, 2011  
**Re:** Electronic Sign/Billboard Ordinance

---

The Salt Lake City Planning Commission continued the following two related billboard petitions at their September 28, 2011 meeting. These petitions will be further considered on the October 26<sup>th</sup>:

**PLNPCM2010-00032: Zoning Text Amendment, Billboards** - A request by Salt Lake City Mayor Becker for a zoning text amendment to address outdoor billboards. The proposed amendment would update current regulations for outdoor billboards to make them consistent with State law. The text amendment would affect all zoning districts.

**PLNPCM2010-00717: Zoning Text Amendment, Electronic Billboards** - A request by Salt Lake City Mayor Becker for a zoning text amendment to address electronic billboards. Currently, the City Zoning Ordinance does not address electronic billboards. The text amendment would affect all zoning districts.

The Planning Commission's discussion primarily focused on the following items:

1. The proposed regulation of dwell time for electronic signs and the different needs for on- and off-premise advertising. The Planning Commission requested a recommendation for a display period for electronic signs in relationship to the size of the sign.
2. The proposed regulation regarding hours of operation for electronic signs. The language considered would require certain electronic signs to be turned-off between 12:00 a.m. and 6:00 a.m.
3. The regulation of the brightness of electronic signs and enforcement issues. The Commission discussed the issue of how to document and monitor the brightness of electronic signs and who should pay the associated cost.

The sign industry and some business owners raised concerns about proposed regulation regarding animation or continuous motion however such animation or continuous motion is already prohibited by the existing city ordinance. Staff has not received any direction to change the existing regulation that prohibits animation. Staff recommends not changing the prohibition of animation on electronic signs regulation.

The difficulty in regulating signs is there is no inherent right or wrong answer. While traffic safety is a legitimate issue to consider when regulating signs, these regulations generally reflects a community value. Businesses inherently want more attention and the pressure is to make a bigger, brighter, more visible sign than the neighboring business. Some communities have encouraged this natural market pressure to turn signs into a community statement. Others have chosen to level the playing field to insure that all advertisers have equal opportunity but at a lower scale. For example Sandy and South Jordan have opted to discourage pole signs in favor of monument signs in order to maintain a community image, while South Salt Lake and Salt Lake County are generally much more profuse in their signage allowance than other jurisdictions in the valley.

Consistency in regulation and ease of enforcement are critical factors.

## **Discussion**

- 1. Dwell time and Size:*** The Planning Commission requested a differentiation of electronic signs based upon the size of the sign, with the understanding that a large sign can already provide a plethora of information, while a small sign may need to change messages more often to convey information.

A review of the existing sign code indicates several ranges of sign size.

- Most billboards are 275 square feet or larger (the largest being approximately 675 square feet)
- Most zoning districts allow pole or monument signs of 100 square feet or smaller (some residential district are as small as 24 square feet)
- Shopping center (combined tenant) signs allowed up to 300 square feet and roof signs downtown can be very large (based upon the linear frontage of the building)

A logical break may be at 250 square feet and up for large signs which would include all billboards and larger shopping center signs.

Another break between 100 square feet and 250 square feet for medium signs

Small signs less than 100 square feet.

**Recommendation:**

- All electronic signs larger than 250 square feet and/or located on freeways are limited to the 8 second dwell time standard.
- Electronic Signs between 100 and 250 square feet may have a 5 second dwell time.
- Electronic Signs smaller than 100 square feet may have a 3 second dwell time.
- The twirl time for all electronic signs is limited to a maximum of 0.25 seconds.

2. ***Display Period:*** The proposed ordinance would require electronic signs in certain zoning districts to be turned off between midnight and 6 am, unless the business remains open during those hours. This standard is based upon residential impacts. The proposed display period regulation only applies to businesses that are closed between midnight and 6:00 a.m.; if the business is open during this time period, the sign remains lit. The Planning Commission may wish to discuss specific zoning districts in which this standard might be applied based on the potential impact on residential property. For example: signage in residential zoning districts is the most impactful to residential development, signs have less negative impact on mixed-use districts, for example. The Neighborhood Commercial, Community Business, or Community Shopping Center zoning districts were included in the original draft because they are generally mapped in close proximity to residential areas, however the 600 foot proximity requirement may adequately address the issue without specifically listing CN and CB. The Downtown, Sugar House Business District, and Gateway districts, were included in the original draft because of their inclusion and encouragement of housing. However, one could also argue that residents in those zoning districts should be aware of the commercial nature of the district. The Planning Commission has options ranging from:

- Not requiring specific electronic signs to be turned off at night.
- Only requiring certain electronic signs within 600 feet of residential and/or mixed-use zoning districts to be turned off at night.
- Adoption of the original language.

Staff can adjust the inclusion or elimination of zones as per Planning Commission request.

**Recommendation:** Staff recommends that the Planning Commission includes a requirement that electronic signs be turned-off between midnight and 6:00 a.m. (if the store is closed) in areas within 600 feet of a residential zoning district.

3. ***Controls:*** Enforcement of electronic signs is probably one of the most difficult enforcement issues in the City. Electronic signs are some of the easiest items to exploit. A simple speeding-up of a message or increasing brightness to gain advantage over a competitor is easily done with simple programming changes. This proposed regulation

was written to insure initial requirements are consistent across the board and to insure the industry polices itself. The Planning Commission raised costs as an issue for small businesses at the September 28, 2011 meeting; however City enforcement has also raised this as a major issue. The primary question seems to be who should be responsible for the costs of increased enforcement caused by electronic signs. The proposal, as written, places the burden on those who elect to install an electronic sign as opposed to the general City taxpayer. Staff believes that the costs of increased enforcement should be part of the cost of having the benefit of an electronic signs.

**Recommendation:** Staff recommends the retention of the language as written in the original proposal.

**Staff additionally recommends:**

- Roof signs may not be electronic due to the placement on the skyline.
- Electronic signs be prohibited in Historic Districts, unless specifically waived by the Historic Landmark Commission; because electronic signs generally do not meet historic guidelines
- Electronic signs in the A Airport district be allowed to occupy 100% of the sign face as previously outlined at the September 28 meeting

The following documents are attached:

- The draft ordinance discussed at the September 28, 2011 meeting.
- A redlined version of the September 28 draft, submitted by YESCO
- Recommended Night-time Brightness levels, from the International Sign Association



**ATTACHMENT 1**  
**Draft Ordinance: September 28, 2011**

**ATTACHMENT 2**  
**Redlined version of the September 28, 2011 Draft Ordinance**  
**Submitted by YESCO**

Recommended Night-time Brightness levels, from the International Sign Association

**ATTACHMENT 2**  
**Recommended Night-time Brightness levels, from the**  
**International Sign Association**

Sept 28, 2011

# Discussion Draft

Proposal which eliminates billboard bank, defines electronic on-premise signs and billboards and defines where billboards may be converted to electronic billboards.

## 21A.46.020: DEFINITIONS:

### A. Word Usage And Interpretation:

1. In this chapter, the words, terms, phrases and their derivatives shall have the meanings as stated and defined in this chapter.
2. Words not defined in this chapter but defined in chapter 21A.62 of this title, or in the building code as adopted by the city in title 18 of this code, shall have those definitions.

### B. Defined Terms: For the purposes of this chapter, sign types and related terms shall be defined as follows:

**A-FRAME SIGN:** A temporary and/or portable sign constructed with two (2) sides attached at the top allowing the sign to stand in an upright position.

**ALTERATION, SIGN:** "Sign alteration" means a change or rearrangement of the parts or design of a sign, whether by extending on a side, by increasing in area or height, or the moving from one location or position to another, or adding or deleting words from the copy, or changing the size of the letters or figures comprising the copy. Alterations shall not be interpreted to include changing the text or copy on outdoor advertising signs, theater signs, outdoor bulletin or other similar signs which are designed to accommodate changeable copy.

**ANIMATED SIGN:** A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.

**AWNING:** A structure constructed of fabric or metal placed so as to extend outward from the building, providing a protective shield for doors, windows and other openings, with supports extending back to the building, supported entirely by the building. The maximum vertical drape of the front valance is limited to one foot (1').

**AWNING SIGN:** A sign that is painted on or otherwise made part of the awning material. (See figure 21A.46.020 at the end of this section.) Signage is limited to the vertical portions of the awning; the sides and the front valance. No signage shall protrude beyond the vertical face.

**BACKLIT AWNING SIGN:** A sign made of translucent material with illumination from behind. A backlit awning is considered a form of flat sign and is subject to the regulations thereof.

**BALLOON:** A temporary sign comprised of an inflated nonporous object filled with air or other

gas affixed to a building or lot for the purpose of attracting attention.

**BANNER, PUBLIC EVENT:** "Public event banner" means a banner pertaining to festivals or events, as permitted in title 3, chapter 3.50 of this code, which is installed as a temporary sign.

**BANNER, SECURED:** "Secured banner" means a temporary sign intended to be hung on a frame, secured at the top and the bottom on all corners, applied to plastic or fabric of any kind, excluding official flags and emblems of political organizations.

**BANNER, UNSECURED:** "Unsecured banner" means a temporary sign on plastic or fabric of any kind which is not secured in the manner described in the definition of a "secured banner".

**BENCH SIGN:** A sign located on the back of a bench.

**BILLBOARD (OUTDOOR ADVERTISING SIGN):** 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. (See figure 21A.46.020 at the end of this section.)

**BUILDING FACE:** Any single side of a building. Signs regulated by building face can be located on a maximum of four (4) faces of a building.

**BUILDING OR HOUSE NUMBERS SIGN:** A flat sign which identifies the address of the property.

**BUILDING PLAQUE SIGN:** A plaque designating names of buildings, occupants and/or date of erection and other items such as architect, contractor, or others involved in the building's creation, cut into or attached to a building surface and measuring no more than four (4) square feet in area, with a maximum six inch (6") projection from the building.

**BUILDING SECURITY SIGN:** A sign indicating the existence of an electronic or staffed security system on the site or warning against trespass on the site.

**BUILDING SIGN:** Any sign attached to a building and which is not supported by, or attached to, the ground. Examples of building signs include: awning sign; backlit awning sign; building or house numbers sign; building plaque sign; flat sign; marquee sign; nameplate sign; projecting building sign; roof sign; wall sign; window sign.

**CANOPY:** A structure constructed of fabric or other material placed so as to extend outward from the building, providing a protective shield for doors, windows and other openings, with supports extending to the ground as well as attached to the building.

**CANOPY, DRIVE-THROUGH:** "Drive-through canopy" means a freestanding roof structure over drive-through facilities such as a gasoline pump island.

---

**CANOPY, DRIVE-THROUGH, SIGN:** "Drive-through canopy sign" means a flat sign that is painted or attached to a drive-through canopy which does not extend above or below the canopy facade.

---

**CANOPY SIGN:** A sign that is painted or otherwise made part of the canopy material. Signage is limited to the vertical portions of the canopy; the sides and the front valance. No signage shall protrude beyond the vertical face.

**CLEARANCE (Of A Sign):** The smallest vertical distance between the grade beneath the sign

and the bottom of the sign, including framework and embellishments, extending over that grade.

**CONSTRUCTION SIGN:** A temporary sign identifying the contractor, architect, designer or other affiliated organization responsible for the construction of a new project.

**DEVELOPMENT ENTRY SIGN:** A permanent sign used to identify the main entrance of a development of at least ten (10) acres containing multiple lots and/or multiple (principal) buildings.

**DIRECTIONAL OR INFORMATIONAL SIGN (PRIVATE):** An on premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "entrance", "exit", "parking", "one-way" or similar directional instruction, and which may include the identification of the building or use, but may not include any advertising message.

**DIRECTORY SIGN:** A sign on which the names and locations of occupants or the use of a building or property are identified, but which does not include any advertising message.

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

**ELECTRONIC CHANGEABLE COPY SIGN:** A sign containing a computer generated message such as a public service, time, temperature and date, or a message center or reader board, where different copy changes of a public service or commercial nature are shown on the same lamp bank or message facility. The term "electronic changeable copy sign" shall not be defined as a type of "animated sign" if the message displayed is fully readable within three (3) seconds. Off-premise messages or advertising are prohibited except as electronic billboards as defined in section 21A.46.160.

ELECTRONIC SIGN: Any 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.

**EXTERNALLY ILLUMINATED SIGN:** A sign made legible in the absence of daylight by devices external to the sign which reflect or project light upon it.

**FLAG, CORPORATE:** "Corporate flag" means a flag identifying the name and/or logo of the business or corporation on the premises where the flag is displayed.

**FLAG, OFFICIAL:** "Official flag" means a flag of a government or governmental agency.

**FLAT SIGN:** A sign erected parallel to and attached to the outside wall of a building and extending not more than twenty four inches (24") from such wall, with messages or copy on the face only. (See figure 21A.46.020 at the end of this section.)

**FREESTANDING SIGN:** A sign supported by one or more upright poles or braces placed in or upon the

ground surface and not attached to any building. Examples of freestanding signs are a monument sign and a pole sign.

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

**GARAGE/YARD SALE SIGN:** A temporary sign on residential property and used to identify a garage or yard sale on the premises.

**GAS PRICE SIGN:** An on premises sign advertising the price of gasoline other than the information attached to the gasoline pump.

**GAS PUMP SIGN:** Price, gallons, octane and other customary information relating to gasoline sales appearing on a gasoline pump.

**GOVERNMENT SIGN:** Any temporary or permanent sign erected and maintained for any official governmental purpose.

**HEIGHT (Of A Sign):** The largest vertical distance between the highest point of the sign and the grade of the land beneath the sign. When the land slopes down from the street and the sign is located at the setback line, the height is measured from the adjacent street (top of curb).

**HEIGHT, SIGN FACE:** "Sign face height" means the maximum vertical distance between the top and the bottom of a sign face.

**HISTORICAL MARKER:** A type of memorial sign limited in content to the identification of an historical building or structure or the site of an historical event.

**ILLEGAL SIGN:** Any sign erected after the effective date hereof which does not comply with the provisions of these sign regulations, or a sign that was illegal prior to the adoption of said ordinance, that has not been subsequently legalized.

ILLUMINANCE: The intensity of light falling on a surface at a defined distance from the source.

**INTERIOR SIGN:** A sign located within the building oriented to the interior space of the building.

**INTERNALLY ILLUMINATED SIGN:** A sign which has characters, letters, figures, designs or outlines internally illuminated by electric lights, luminous tubes or other means as a part of the sign proper.

**KIOSK:** A structure which is used for the posting of temporary signs.

**LETTER SIGN:** A type of flat sign consisting of letters placed directly on the building face.

**LOGO:** A business trademark or symbol.

LUMINENCE: The photometric quantity most closely associated with the perception of brightness. Luminance is measured in candelas per square meters or "nits" for purposes of this ordinance.

MARQUEE: A permanent roofed structure which extends outward from the face of the building and is designed to meet all provisions of the current Salt Lake City adopted building code and other specifications as outlined in this chapter. Where specifications as outlined in this chapter are different from the provisions of the Salt Lake City adopted building code, the more restrictive shall apply.

MARQUEE SIGN: A sign attached to a marquee. (See figure 21A.46.020 at the end of this section.)

MEMORIAL SIGN: A sign acknowledging a person, place, event or structure.

MONUMENT SIGN: A freestanding sign whose sign face extends to the ground or to a base. (See figure 21A.46.020 at the end of this section.)

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.

NAMEPLATE SIGN: A sign indicating the name and/or occupation of a person or persons residing on the premises or legally occupying the premises, or indicating a home occupation legally existing on the premises.

NEIGHBORHOOD IDENTIFICATION SIGN: A sign located in the public right of way which identifies the name of a particular neighborhood.

NEON PUBLIC PARKING SIGN: A standardized parking identification/entry sign as shown in figure 21A.46.020 of this section that is approved under contract with the Salt Lake City transportation division. The sign may be attached to a building as a projecting sign or stand alone as a freestanding sign.

NEW DEVELOPMENT SIGN: A temporary sign used to identify a new development being constructed.

NITS A unit of measure of brightness or luminance. One nit is equal to one candela/square meter.

NONCONFORMING SIGN: Any sign or structure or portion thereof which was lawfully erected in compliance with applicable regulations of the city and maintained prior to April 12, 1995, and which fails to conform to the sign regulations of this chapter and all other applicable standards and restrictions of this title.

OFF PREMISES SIGN: A sign which directs attention to a business, commodity, service, entertainment or



attraction sold or offered at a location other than the premises on which the sign is erected.

**ON PREMISES SIGN:** A sign which directs attention to a business, commodity, service, entertainment or attraction sold or offered on the premises on which the sign is erected.

**OPEN AIR MALL:** A building or buildings that are designed to function like a traditional shopping mall, but do not have a ceiling or roof.

**OUTDOOR ADVERTISING SIGN:** See definition of "Billboard (Outdoor Advertising Sign)".

**PARK BANNER SIGN:** A banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides a means of identifying the specific park itself. A "park banner sign" does not include any banner that contains verbiage or symbols that relate to or otherwise identify a temporary event.

**POLE SIGN:** A freestanding sign other than a monument sign, erected and maintained on a mast(s) or pole(s) and not attached to any building. (See figure 21A.46.020 at the end of this section.)

**POLITICAL SIGN:** A temporary sign advertising a candidate or candidates for public elective office or soliciting votes in support of or against any proposition or issue at any general, primary, special, school or any other election decided by ballot or a temporary sign expressing political opinion.

**PORTABLE SIGN:** A temporary sign not permanently anchored or secured to either a building or the ground, but usually anchored or secured to a trailer, vehicle (where the primary purpose of the vehicle is to advertise) or frame capable of being moved from place to place.

**PREMISES:** A lot with its appurtenances and buildings that functions as a unit.

**PROJECTING BUILDING SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.

**PROJECTING BUSINESS STOREFRONT SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall. Said signs shall contain only the name of the business and/or associated corporate logo.

**PROJECTING PARKING ENTRY SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall. Said signs shall contain only the words or symbol signifying the entry to a parking lot or structure.

**PUBLIC SAFETY SIGN:** A sign designed to warn people of potentially dangerous or hazardous situations. Forms of public safety signs include: traffic safety signs, electrical hazard warnings, geologic hazard markers, etc.

**REAL ESTATE SIGN:** A temporary sign related to the property upon which it is located and offering such property for sale or lease.

**ROOF SIGN:** A sign erected on the roof of a building and constructed so as to appear as an extension of the building facade. (See figure 21A.46.020 at the end of this section.)

**SHOPPING CENTER IDENTIFICATION SIGN:** A pole, monument or flat sign used to identify a shopping center development consisting of two (2) or more stores. A shopping center identification sign may include electronic or other changeable copy.

**SIGN:** An object, device or structure, or part thereof, situated outdoors or indoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination or projected images. The term "sign" shall include the sign structure, supports, lighting system and any attachments, ornaments or other features used to attract attention. The term "sign" does not include the flag or emblem of any nation, organization of nations, state, county, city; or works of art which in no way identify a product or business logo.

**SIGN FACE:** That part of the sign that is or can be used to identify, to advertise, to communicate information, or for visual representation which attracts the attention of the public for any purpose. The term "sign face" includes any background or surrounding material, panel, trim or ornamentation, color and direct or self-illumination that differentiates the sign from the building, structure, backdrop surface or object upon or against which it is placed. The term "sign face" does not include any portion of the support structure for the sign; provided, that no message, symbol or any of the previously described elements of a sign face is placed on or designed as part of the support structure. See subsection 21A.46.070W of this chapter.

**SIGN FACE AREA:** The surface of the sign face. (See figure 21A.46.020 at the end of this section.)

**SIGN GRAPHICS:** Any lettering, numerals, figures, designs, symbols or other drawings or images used to create a sign.

**SIGN MAINTENANCE:** The maintenance of a sign in a safe, presentable and good condition including the replacement of defective parts, repainting, cleaning, and other acts required for the maintenance of the sign.

**SIGN MASTER PLAN AGREEMENT:** An agreement outlining sign criteria to be used on private property but not oriented to a public street. The criteria should include, but is not limited to, the discussion of types, sizes and materials of construction of signs.

**SIGN STRUCTURE OR SUPPORT:** Any structure that supports or is capable of supporting a sign, including decorative cover.

**SNIPE SIGN:** A sign for which a permit has not been obtained which is attached to a public utility pole, service pole, supports for another sign or fences, trees, etc.

**SPECIAL EVENT SIGN:** A temporary sign accessory to a use that identifies special events or activities. A special event sign shall not include real estate signs, garage/yard sale signs or other types of accessory signs.

**STADIUM:** A confined but open air facility designed to accommodate athletic events or other large gatherings.

**STOREFRONT:** A face of a building fronting on a street or having public pedestrian access.

**TEMPORARY SIGN:** Any exterior sign, banner, pennant, valance or advertising display constructed of

paper, cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without light frames, intended to be displayed for a short period of time. Examples of temporary signs include: an A-frame sign; balloon; secured banner; unsecured banner; public event banner; garage/yard sale sign; political sign; real estate sign; special event sign.

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

**VEHICULAR SIGN:** A sign on a vehicle which is visible from the public right of way where the primary purpose of the vehicle is not to advertise a product or to direct people to a business.

**VENDING MACHINE SIGN:** Any sign fastened to or painted to a vending machine which directly relates to the product contained in the machine.

**VISIBLE:** Capable of being seen, whether or not any item of information is legible, without visual aid, by a person of normal visual acuity.

**WALL SIGN:** A sign that is painted on a building wall containing the name of the business and/or its logo.

**WINDOW SIGN:** A sign inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. A display window that does not include signs shall not be considered a sign.

## **21A.46.060: SIGNS SPECIFICALLY PROHIBITED IN ALL ZONING DISTRICTS:**

The following exterior signs, in addition to all other signs not expressly permitted by this chapter, are prohibited in all zoning districts and shall not be erected:

- A. Animated signs excluding public service signs;
- B. Any snipe sign;
- C. Balloons;
- D. Bench signs;
- E. Portable signs, except where specifically permitted by district sign regulations;

F. Signs overhanging the property line other than signs that are permitted under the sign regulations applicable to each zoning district;

G. Signs which are structurally unsafe, hazardous or violate the uniform building code or the uniform fire code;

H. Signs located near streets which imitate or are easily confused with official traffic signs and use words such as "stop", "look", "danger", "go slow", "caution" or "warning", except where such words are part of the name of a business or are accessory to parking lots; and

I. Painted signs which do not meet the definition of wall signs. (Ord. 53-00 § 3, 2000; Ord. 88-95 § 1 (Exh. A), 1995)

#### **21A.46.070: GENERAL STANDARDS:**

##### **A. Construction Standards:**

1. **Applicable Regulations:** All signs erected in the city after April 12, 1995, shall comply with the current standards of the national electrical code, and adopted building code, all provisions of this chapter and any other applicable provisions of this title or other applicable regulations.
2. **Engineering Required:** All sign permit applications for freestanding signs shall be engineered to conform with the applicable provisions of the adopted building code and, where required by the building official, shall be accompanied by an engineering drawing stamped and signed by a structural engineer licensed by the state attesting to the adequacy of the proposed construction of the sign and its supports.

B. **Ownership Shown On Signs:** The name of the sign owner and sign erector of all signs shall be in plain and public view. Signs not carrying such an imprint will be presumed to be owned by the owner of the property on which the sign is located.

---

C. **Clearance Between Sign And Ground:** A minimum clearance of ten feet (10') shall be provided between the ground and the bottom of any pole, projecting sign or flag.

---

D. **Signs Not To Constitute A Traffic Hazard:** No sign shall be erected along any streets in such a manner as to obstruct free and clear vision; or at any location where by reason of its position,

shape, color or words, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device or block visibility for driveway ingress or egress. (See also subsection 21A.46.060B of this chapter.)

E. Repair Of Building Facades: A building facade damaged as the result of the removal, repair, replacement or installation of any signs shall be repaired by the property owner within thirty (30) calendar days from the date of the damage.

F. Maintenance Of Signs: Every sign shall be kept in good maintenance and repair. The ground space within a radius of ten feet (10') from the base of any freestanding sign shall be kept free and clear of all weeds, rubbish and flammable material. The building official shall inspect and enforce this section pursuant to the provisions of section 21A.46.150 of this chapter.

G. Sign Removal: Signs identifying a discontinued use on the property shall be removed from the property within thirty (30) calendar days of the time the use was discontinued.

H. Moving To New Location: No sign erected before April 12, 1995, shall be moved or enlarged or replaced unless it be made to comply with provisions of this chapter.

I. Lights And Lighted Signs: No spotlight, floodlight or lighted sign shall be installed in any way which will permit the rays of such sign's light to penetrate beyond the property on which such light or lighted sign is located in such a manner as to constitute a nuisance. Signs alleged to be a nuisance, by reason of light, by the neighboring property owners or tenants shall be subject to the zoning administrator's review to consider the validity of the nuisance complaint. If the sign is determined to be a nuisance, by reason of light, by the zoning administrator, the owner of the sign shall be required by the zoning administrator to take the appropriate corrective action.

J. Height And Elevation Of Building Signs: The height and elevation of building signs shall conform with the following provisions:

1. Awning Signs: Awning signs shall not be located above the second floor level of the building.

2. Flat Signs: Flat signs may extend a maximum of two feet (2') above the roofline or parapet wall of the building on which they are located.

3. Marquee And Canopy Signs: Marquee and canopy signs shall not be located above the main entry level of the premises.

4. Nameplates: Nameplates shall not be located above the first floor level of the building.
  5. Projecting Building Signs: A projecting building sign shall not exceed the top of the vertical building wall on which it is located.
  6. Projecting Business Storefront Signs: A projecting business storefront sign shall be located at the main pedestrian entry level of the building.
  7. Projecting Parking Entry Signs: A projecting parking entry sign shall be located at the parking entry level of the building.
  8. Roof Signs: The height of the sign face of roof signs shall not exceed twenty percent (20%) of the height of the building or ten feet (10'), whichever is less.
  9. Wall Signs: Wall signs may extend to the top of the vertical building wall.
  10. Window Signs: In the RB, RO, R-MU, CN and CB districts only, window signs shall not be located above the first floor. In other districts where window signs are allowed, they may be located on all floors.
  11. Outdoor Television Monitor: Shall not be located above the second floor of the building.
- K. Signs On Public Property: Except for portable signs authorized pursuant to section 21A.46.055 of this chapter, no sign shall be located on publicly owned land or inside street rights of way, except signs erected by permission of an authorized public agency.
- L. Extension Of Building Signs: The following building signs shall be allowed to extend beyond the face of buildings or structures in conformance with the following provisions:
1. Flat Signs: A flat sign, with no copy visible from the sides, may extend a maximum of two feet (2') from the face of the building, even when the extension extends over the public right of way, subject to the city's right of way encroachment policy.
  2. Projecting Building Signs: Projecting building signs may extend a maximum of six feet (6') from the face of the building but shall not extend over a public right of way, except in the D-1 and D-4 zones as allowed in section 21A.46.110 of this chapter.
  3. Awning/Canopy And Marquee Signs: As authorized in other sections of this chapter.

---

M. Roof Signs: Roof signs shall conform to the following standards:

1. The height of the sign face of roof signs shall not exceed twenty percent (20%) of the height of the building or ten feet (10'), whichever is less;

2. No guywires, braces or secondary supports visible from the ground shall be used;
3. Roof signs shall be designed to appear as extensions of the exterior building wall as shown in figure 21A.46.020 of this chapter or be located on the elevator/mechanical penthouse or, on buildings taller than one hundred feet (100'), may be located on blank walls at the highest inhabitable level; and
4. Roof signs shall not exceed the maximum permitted height for the zoning district in which it is located.

N. Marquees: Marquees designed to project over public property shall:

1. Frontage Requirement: Extend across a major portion of the building entrance.
2. Height Limitation: Be located on the main entry level of the premises.
3. Thickness: Have a vertical face height or cross section dimension not exceeding three feet (3').
4. Clearance: Have a clearance of at least ten feet (10') above the sidewalk.
5. Projection: Extend a maximum of twelve feet (12') from the face of the building but must not project closer than two feet (2') to the back of the curb.
6. Location: Be so located as not to interfere with the operation of any exterior standpipe or to obstruct the clear passage of stairways or exits from the building.
7. Shelter: In order to provide pedestrian shelter, a marquee shall have its first six feet (6') of projection form a rectangle with the sides ninety degrees (90°) to the building face and the plane at least six feet (6') from the building parallel with the front property line. The remaining projection of the marquee can assume a configuration compatible with the architecture of the building.

O. Marquee Signs: Signs attached to an approved marquee, as specified in subsection N of this section, may extend over public property a maximum of twelve inches (12") from the face of the marquee. Copy is allowed on the sides of the marquee. Signs placed within or below the ceiling of a marquee shall not extend beyond the marquee face and shall be placed within the vertical plane of the marquee. Within a commercial or downtown district, a permanent sign or letters may be attached to the top of, or fascia of, or within or below the ceiling of an approved marquee, subject to the following standards:

1. Vertical Dimension: Overall vertical dimensions of the combined sign and marquee shall not exceed five feet (5').
2. Height Of Sign: The height of the sign or letters shall not exceed two feet (2').
3. No Side Copy: Signs attached to marquees shall have no copy on the side portion of the sign.

4. Clearance: Signs attached to marquees shall maintain the minimum ten foot (10') clearance required for the marquee.

P. New Development Sign: New development signs shall be permitted during construction through initial occupancy of ninety five percent (95%) of floor space for a nonresidential development and through ninety five percent (95%) initial unit occupancy for a residential development. New development signs shall be removed upon two (2) years of use, regardless of the level of occupancy. See sections 21A.46.080, 21A.46.090, 21A.46.100, 21A.46.110 and 21A.46.120 of this chapter for zoning district limitations on size, height and location of new development signs.

Q. Temporary Signs: Temporary signs shall comply with the following standards:

1. Required Setback: All temporary signs shall be set back five feet (5') from all property lines, except where displayed as building signs on buildings set back less than five feet (5') or where the sign setback is otherwise specified in this title.
2. Display Period And Removal: Temporary signs shall be permitted in accordance with the standards set forth below for display period and removal, unless specified otherwise in this title:

Sign Type <sup>1</sup>	Display Period	Removal Required 3 Days After
Construction impact area mitigation sign	Per city guidelines <sup>2</sup>	Per city guidelines <sup>2</sup>
Construction sign	Duration of construction	Completion
Garage/yard sale sign	2 sales per year (7 days maximum per sale)	End of sale
Political sign	No limit	Election/voting day
Public event banner (on public property)	Per city guidelines	Per city guidelines
Real estate sign	Duration of listing	Closing/lease commencement date



Special event	Duration of event	End of event
Vacancy sign	Duration of vacancy	Date of lease or of purchase and sale contract

Notes:

1. See sections 21A.46.080, 21A.46.090, 21A.46.100, 21A.46.110 and 21A.46.120 of this chapter for zoning district limitations on the size, height and location of temporary signs.
2. See section 21A.46.180, "Construction Impact Area Mitigation Signs", of this chapter.

R. **Flags Of Fraternal, Religious Or Civic Organizations:** Flags of fraternal, religious and civic organizations are permitted as on premises signs, but shall not exceed thirty (30) square feet in area.

S. **Official Flags:** Official flags shall not project over a property line, except within the D-1 and D-4 zoning districts, where official flags are allowed to project up to eight feet (8') across the property line, but not within two feet (2') of the curb line. The pole support must be attached directly to the building and located so that all portions of the flag clear the pedestrian level of the building. Flags shall not interfere with street trees, light poles, utility lines, etc., and shall maintain a ten foot (10') clearance from the sidewalk.

T. **Freeway Height Exception:** The height of on premises pole signs located on properties adjacent to I-15, I-80, I-215 and the 2100 South Expressway (State Route 201) may be increased to a height of twenty five feet (25') above the pavement grade of the adjacent freeway if the sign is freeway oriented and located within three hundred feet (300') of the freeway.

U. **Freeway Frontage:** Freeways shall be considered street frontage for signage purposes. Pole and monument signs approved on freeway frontage shall be limited to seventy five percent (75%) of the maximum size allowed for the zone. Reduced size pole and monument signs shall be interchangeable with other pole and monument signs on the same site.

V. **Historic District Signs:** The board of adjustment may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the design period or theme of the historic structure or district and/or will cause less physical damage to the historically significant structure.

W. Sign Area Determination: Sign face area square footage shall be determined as follows:

1. Flat Signs (Excluding Letter Signs And Backlit Awnings) And Wall Signs: The entire surface of the sign face shall be measured.
2. Backlit Awnings And Letter Signs: A polygon, not to exceed eight (8) sides, shall be drawn around the copy area to enclose as nearly as possible the space covered by the copy.
3. All Signs: Words, symbols, letters, images, logos and all other designs that are intended to convey a message shall be included in calculating the sign face area. Colors, stripes and other designs that are not intended to convey a message shall not be included. (Ord. 62-09 § 2, 2009: Ord. 77-08, § 1, 2008: Ord. 5-05 § 4, 2005: Ord. 13-04 § 23, 2004: Ord. 78-03 § 4, 2003: Ord. 62-03 § 1, 2003: Ord. 61-00 §§ 3 \_ 6, 2000: Ord. 53-00 § 4, 2000: Ord. 88-95 § 1 (Exh. A), 1995)

X: Electronic Signs: Electronic signs shall conform to the following standards:

1. Motion

Any motion or appearance of motion of any kind is prohibited on an electronic sign face. Electronic billboards shall have only static text, images, and graphics.

2. Dwell time

The text, image, or display on an electronic sign may not change more than once every eight (8) seconds. Twirl time between subsequent text, images, or display shall not exceed 0.25 seconds.

3. Brightness

The illumination of any electronic sign 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 face, at a distance defined by the following formula: Measurement Distance = the square root of, the Area of Sign Square Footage x 100

4. Size

Individual zoning districts define maximum sign size, the maximum portion of the signs that are allowed to be electronic, as opposed to a static image, shall be as follows:

a. Sixty percent of the sign face in CS and CC zoning districts

b. Eighty percent of the sign face in the Downtown and Gateway districts

c. One hundred percent of the sign face in Manufacturing M and General Commercial CG zoning districts.

d. Forty percent of the total sign face in all other zoning districts.

- e. Electronic billboards as defined in section 21A.46.160 are allowed one hundred percent of the sign face to be electronic in those zoning districts where electronic billboards are permitted
5. Display period  
Electronic signs may not be illuminated or lit between the hours of midnight and 6 a.m if they are located within 600 Feet of a residential, mixed-use, downtown, Sugar House Business District, gateway, Neighborhood Commercial, Community Business, or Community Shopping Center zoning district unless the business on the site is actually open for business during those hours
6. Public safety
  - a. All text and images must be of a size and shape to not cause drivers to reduce speed or pause in order to comprehend the message.
  - b. Serial messages that require multiple passes or multiple signs to comprehend the message are prohibited.
  - c. Electronic signs located in an Airport Influence Overlay zone are subject to Airport restrictions regarding lighting.
7. Controls
  - a. All electronic signs shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness and display period as provided above.
  - b. Prior to approval of any permit for to operate an electronic sign, the applicant shall certify that the sign has been tested and complies with the motion, dwell time, brightness, and other requirements herein.
  - c. The owner and/or operator of an electronic sign shall submit an annual report to the city certifying that the sign complies with the motion, dwell time, brightness, and other requirements herein.
  - d. The City has the right to verify, or receive additional verification, upon request.
- 8 Prohibition: All electronic signs not confirming to the above standards are prohibited.

---

## **21A.46.160: BILLBOARDS:**

A. Purpose Statement: This chapter is intended to limit and reduce the maximum number of billboards in Salt Lake City to no greater than the current number. This

chapter further provides reasonable processes and methods for the replacement or relocation of existing nonconforming billboards to areas of the city where they will have less negative impact on the goals and policies of the city which promote the enhancement of the city's gateways, views, vistas and related urban design elements of the city's master plans.

B. Definitions:

**BILLBOARD:** 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 the city to keep track of the number and square footage of nonconforming billboards removed pursuant to this chapter.~~

~~**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.

**BOULEVARD:** the following streets are designated Boulevards for billboard regulation purposes:

1. 4000 West;
2. 5600 West;
3. 2100 South Street/Parleys Way from Interstate 15 to Foothill Boulevard;
4. Foothill Drive/400-500 South from 1000 East to Interstate 80;
5. 400 South from Redwood Road to 1000 East (excluding Special Gateway);
6. 300 West from 900 North to 900 South;
7. North Temple from State Street to Interstate 80 (excluding Special Gateway);
8. State Street from North Temple to 2100 South Street (excluding Special Gateway);
9. Main Street from South Temple to 2100 South (excluding Special Gateway);
10. 7200 West;
11. 500 South from 300 West to 700 East;
12. 600 South from 200 West to 700 East;
13. 700 East;
14. 1300 South/California from Redwood Road to its eastern terminus.

CITY ENTRY: The following streets are designated City entries for billboard regulation purposes:

1. 400 South from Interstate 15 to 300 West;
2. 500 South from Interstate 15 to 300 West; including the on-ramp portions of I-15 from 500 west to 500 feet after the connection of travel lanes onto the main traveled freeway;
3. 600 South from Interstate 15 to 200 West; Including the off-ramp portion of I-15 beginning 500 feet before the separation of travel lanes from the main traveled freeway;
4. 600 North from 800 West to 300 West;
5. 900 South I-15 off/on-ramp from Brooklyn Avenue to West Temple .

ELCTRONIC CONVERSION: The process of changing a billboard face from static copy to electronically changeable copy.

EXISTING BILLBOARD: A billboard which was constructed, maintained and in use or for which a permit for construction was issued as of July 13, 1993. A billboard that does not comply with current zoning but was lawfully erected and complies with all other applicable local and state regulations.

ELECTRONIC BILLBOARD: A form of electronic sign displaying off-premise advertising.

FREEWAY: The following streets are classified as freeways for billboard regulation purposes:

1. Interstate 80;
2. Interstate 215;
3. Interstate 15;
4. State Route 201/The 2100 South Expressway;
5. Mountain View Corridor.

Excluding all portions of any freeway on/off ramps defined as being City entry streets

GATEWAY: The following categories of streets or highways within Salt Lake City: Freeway, City Entry, Special Gateway and Boulevard streets.:

1. Interstate 80;

- ~~2. Interstate 215;~~
- ~~3. Interstate 15;~~
- ~~4. 4000 West;~~
- ~~5. 5600 West;~~
- ~~6. 2100 South Street from Interstate 15 to 1300 East;~~
- ~~7. The 2100 South Expressway from I-15 west to the city limit;~~
- ~~8. Foothill Drive from Guardsman Way to Interstate 80;~~
- ~~9. 400 South from Interstate 15 to 800 East;~~
- ~~10. 500 South from Interstate 15 to 700 East;~~
- ~~11. 600 South from Interstate 15 to 700 East;~~
- ~~12. 300 West from 900 North to 900 South;~~
- ~~13. North Temple from Main Street to Interstate 80;~~
- ~~14. Main Street from North Temple to 2100 South Street;~~
- ~~15. State Street from South Temple to 2100 South; and~~
- ~~16. 600 North from 800 West to 300 West.~~

GRANERY DISTRICT EXCLUSION AREA: The CG General Commercial properties located between 300 West to I-15 and 200 South to the 900 South off/on-ramp; which are identified to be rezoned mixed-use according to the Gateway Master Plan.

~~NEW BILLBOARD: A billboard for which a permit to construct is issued after December 31, 1993.~~

~~NONCONFORMING BILLBOARD: An existing billboard which is located in a zoning district or otherwise situated in a way which would not be permitted by the provisions of this chapter.~~

SPECIAL GATEWAY: The following streets or highways within Salt Lake City:

1. North Temple between 600 West and 2200 West;
2. 400 South between 200 East and 800 East;
3. State Street between 600 South and 2100 South; and
4. Main Street between 600 South and 2100 South.

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.

Utah-Federal Agreement: The agreement entered into between the Governor of the State of Utah and the Secretary of Transportation of the United States, dated January 18, 1968 as ratified and approved in the Utah code.

~~C. Limit On The Total Number Of Billboards: No greater number of billboards shall be allowed in Salt Lake City than the number of existing billboards.~~  
New Billboards Prohibited: New Billboards, including any increase in square footage, or additions of another face are prohibited in Salt Lake City.

D. Relocation of Billboards: Existing billboards may be relocated as mandated by the requirements of Utah State law if consistent with the Utah-Federal Agreement.

1. Additionally, billboards may be relocated from any zoning district to Manufacturing and CG General Commercial zoning districts with the restriction that they are not oriented towards, or located within 600 feet of a gateway street or a residential zoning district or located in the Granery District Exclusion Area.
2. Billboards may also be relocated as outlined in subsection R in conjunction with a conversion to an electronic billboard

~~DE. Permit Required For Removal Of Nonconforming-Billboards:~~

- ~~1. Permit: Nonconforming-billboards may be removed by the billboard owner only after obtaining a permit for the demolition of the nonconforming billboard.~~
2. Application: Application for demolition shall be on a form provided by the zoning administrator.

3. Fee: The fee for demolishing a nonconforming billboard shall be one hundred eleven dollars (\$111.00).

~~E. Credits For Nonconforming Billboard Removal: After a nonconforming billboard is demolished pursuant to a permit issued under subsection D1 of this section, or its successor, the city shall create a billboard bank account for the billboard owner. The account shall show the date of the removal and the zoning district of the demolished nonconforming billboard. The account shall reflect billboard credits for the billboard and its square footage. Demolition of a conforming billboard shall not result in any billboard credit.~~

~~F. Priority For Removal Of Nonconforming Billboards: Nonconforming billboards shall be removed subject to the following priority schedule:~~

~~1. Billboards in districts zoned residential, historic, residential R-MU or downtown D-1, D-3 and D-4 shall be removed first;~~

~~2. Billboards in districts zoned commercial CN or CB, or gateway G-MU, GGC or GH or on gateways shall be removed second;~~

~~3. Billboards which are nonconforming for any other reason shall be removed last; and~~

~~4. A billboard owner may demolish nonconforming billboards of a lower priority before removing billboards in a higher priority; however, the billboard credits for removing the lower priority billboard shall not become effective for use in constructing a new billboard until two (2) billboards specified in subsection F1 of this section, or its successor, with a total square footage equal to or greater than the lower priority billboard, are credited in the billboard owner's billboard bank account. If a billboard owner has no subsection F1 of this section, or its successor, nonconforming billboards, two (2) subsection F2 of this section, or its successor, priority billboards may be credited in the billboard owner's billboard bank account to effectuate the billboard credits of a subsection F3 of this section, or its successor, billboard to allow the construction of a new billboard. For the purposes of this section, the two (2) higher priority billboards credited in the billboard bank account can be used only once to effectuate the billboard credits for a lower priority billboard.~~

~~G. Life Of Billboard Credits: Any billboard credits not used within thirty six (36) months of their creation shall expire and be of no further value or use except that lower priority credits effectuated pursuant to subsection F4 of this section, or its successor,~~



~~shall expire and be of no further value or use within sixty (60) months of their initial creation.~~

~~H. Billboard Credits Transferable: A billboard owner may sell or otherwise transfer a billboard and/or billboard credits. Transferred billboard credits which are not effective because of the priority provisions of subsection F of this section, or its successor, shall not become effective for their new owner until they would have become effective for the original owner. The transfer of any billboard credits do not extend their thirty six (36) month life provided in subsection G of this section, or its successor.~~

~~I. Double Faced Billboards: Demolition of a nonconforming billboard that has two (2) advertising faces shall receive billboard credits for the square footage on each face, but only as one billboard.~~

~~J.F. New-Billboard Construction: It is unlawful to construct a new billboard other than pursuant to the terms of this chapter. In the event of a conflict between this chapter and any other provision in this code, the provisions of this chapter shall prevail.~~

~~G Billboard enlargement: Any increase in square footage of a billboard, including adding an additional face to a one sided billboard is prohibited.~~

~~K. Permitted Zoning Districts: New billboards may be constructed only in the area identified on the official billboard map.~~

~~L.H. New-Billboard relocation or remodeling Permits:~~

~~1. Application: Anyone desiring to construct relocate or remodel a new billboard shall file an application on a form provided by the zoning administrator.~~

~~2. Fees: The fees for a new billboard construction permit to relocate or remodel a billboard shall be:~~

~~a. Building permit and plan review fees required by the uniform building code as adopted by the city; and~~

b. Inspection tag fees according to the fee schedule or its successor.

~~M. Use Of Billboard Credits:~~

- ~~1. A new billboard permit shall only be issued if the applicant has billboard credits of a sufficient number of square feet and billboards to allow construction of the new billboard.~~
- ~~2. When the permit for the construction of a new billboard is issued, the zoning administrator shall deduct from the billboard owner's billboard bank account:
  - ~~a. The square footage of the new billboard; and~~
  - ~~b. The number of billboards whose square footage was used to allow the new billboard construction.~~~~
- ~~3. If the new billboard uses less than the entire available billboard credits considering both the number of billboards and square footage, any remaining square footage shall remain in the billboard bank.~~

~~NJ. New Billboards Prohibited On Gateways: Except as provided in subsection Q-D of this section, or its successor, no new billboard may be constructed within six hundred feet (600') of the right of way of any gateway street.~~

~~OJ. Changeable copySpecial Gateway Provisions:~~

- ~~1. If a nonconforming billboard is demolished within a special gateway, the billboard owner may construct a new billboard along the same special gateway in a zoning district equal to or less restrictive than that from which the nonconforming billboard was removed and subject to subsections P, Q, R and S of this section, provided that the size of the new billboard does not exceed the amount of billboard credits in the special gateway billboard bank.~~
- ~~2. The demolition of a nonconforming billboard pursuant to this section shall not accrue billboard credits within the general billboard bank. Credits for a billboard demolished or constructed within a special gateway shall be tracked within a separate bank account for each special gateway. A permit for the construction of a new billboard pursuant to this section must be taken~~

~~out within thirty six (36) months of the demolition of the nonconforming billboard.~~

Copy may not be changed more often than once every twenty four (24) hours, except electronic billboards.

**PK. Maximum Size:** The maximum size of the advertising area of any new billboard shall not exceed fifteen feet (15') in height and fifty feet (50') in width.

**QL. Temporary Embellishments:**

- ~~1. Temporary embellishments shall not exceed ten percent (10%) of the advertising face of any billboard, and shall not exceed five feet (5') in height above the billboard structure.~~
- ~~2. No temporary embellishment shall be maintained on a billboard more than twelve (12) months.~~

Temporary Embellishments are prohibited

**RM. Height:** The highest point of any new billboard, billboard excluding temporary embellishments shall not be more than:

- ~~1. Forty five feet (45') above the existing grade; or the maximum height for a pole sign in the applicable zoning district, whichever is less, unless otherwise mandated by State law or modified according to subsection O.3.~~
- ~~2. If a street within one hundred feet (100') of the billboard, measured from the street at the point at which the billboard is perpendicular to the street, is on a different grade than the new billboard, twenty five feet (25') above the pavement elevation of the street.~~
- ~~3. If the provisions of subsection R2 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.~~

**SN. Minimum Setback Requirements:** All freestanding billboards shall be subject to pole sign setback requirements listed for the district in which the billboard is located. In the absence of setback standards for a particular district, freestanding 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.O. Spacing:

1. 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 a large billboard on the same side of the street;
2. 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 feet from any other billboard, small or large, on the same side of the street.
3. Spacing and height for billboards fully integrated into the architecture of a building and not free standing, may be modified by the Planning Commission as a Conditional Building and Site Design Review as outlined in section 21A.59, as long as such modifications are consistent with State Law
4. Signs may not be located on an interstate highway or limited access highway on the primary system within 500 feet of an interchange, or intersection at grade, or rest area measured along the interstate highway or freeway from the sign to the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way

P Lighting: Nighttime illumination of billboards may not glare directly onto the roadway or sidewalk or across property lines. Billboards located within Residential, Mixed-Use, CN or CB zoning districts may not be illuminated or lit between the hours of midnight and 6 am. Billboards located in an Airport Influence Overlay zone are subject to Airport restrictions regarding lighting.

Q Electronic Billboards:

Electronic Billboards are subject to the criteria for electronic signs outlined in 21A.46.070. X

R. Conversion of existing billboards to electronic billboards:

Conversion of a billboard to an electronic billboard is prohibited except under the following conditions:

1. CG and M zoning Districts: Billboards located within the General Commercial or Manufacturing zoning districts may be converted to electronic billboards as long as they are not located within 600 feet of any Gateway street nor located within the Granary District Exclusion area, provided that an amount of billboard square footage equivalent to the size of the billboard being converted is removed elsewhere in the City and provided it meets all other requirements of this chapter.
  
2. Freeways: Billboards on Freeways may be converted to electronic provided that they are located in a CG General Commercial or Manufacturing zoning district and not located within the Granary District Exclusion area, and an equivalent amount of square footage is being removed from a City Entry Street, Boulevard Street, residential zoning district, Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter.
  
3. Billboards may also be converted in connection with a relocation of the billboard as follows:
  - a. Downtown and Gateway Districts: Billboards located within the Downtown or Gateway zoning districts may be relocated within the same zoning district, subject to all spacing and height regulations, and converted to electronic as long as an equivalent number of square footage is removed elsewhere in the City from any Gateway Street, residential zoning district or Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter and the electronic billboard is not freestanding but is fully integrated into the architecture of a building and provided it meets all other requirements of this chapter.
  
  - b. Special Gateway Street: Billboards located on Special Gateway Streets may be relocated within the same special gateway and converted to electronic as long as an equivalent number of square footage is removed from any Gateway Street, residential zoning district, Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter and the electronic billboard is not freestanding but is fully integrated into the architecture of a building and provided it meets all other requirements of this chapter.
  
  - c. R Residential, CN and CB zoning districts and Gateway Streets: Billboards located in a residential or CN Neighborhood Commercial or CB Business Commercial zoning district or any Gateway street may be relocated to a CG or M zoning district according to subsection D.1 and

may be converted to electronic on a one square foot per one square foot basis, provided it meets all other requirements of this chapter.

Strict prohibition of conversion to electronic:

1. Conversion of any billboard non-conforming to state or the Utah-Federal Agreement spacing is specifically prohibited.
2. Conversion in any residential or Neighborhood Commercial CN or Business Commercial CB zoning district is specifically prohibited.
3. Conversion of any billboard located on a City Entry street or a Boulevard street is specifically prohibited.

US. Landscaping In Residential And Commercial CN And CB Zoning Districts:

Properties in any residential zone and commercial CN or CB zones on which a billboard is the only structure shall be landscaped as required by sections 21A.26.020 and 21A.26.030 and chapter 21A.48 of this title, or its successor chapter. No portion of such property shall be hard or gravel surfaced.

VT. Landscaping In Other Zoning Districts: Property in all districts other than as specified in subsection U 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.

WU. Xeriscape Alternative: If all the properties adjacent to and across any street from the property for which billboard landscaping is required pursuant to subsection V of this section, or its successor subsection, are not developed or, if a water line for irrigation does not exist on the property or in the street right of way adjacent to such property, the zoning administrator may authorize Xeriscaping as an alternative for the required landscaping.

XV. Existing Billboard Landscaping: Existing billboards shall comply with the landscaping provisions of this section on or before January 1, 1996.

~~W.~~ Compliance With Tree Stewardship Ordinance: Construction; demolition or maintenance of billboards shall comply with the provisions of the Salt Lake City tree stewardship ordinance and the Tree Protection ordinance.

~~Z.~~ Subdivision Registration: To the extent that the lease or other acquisition of land for the site of a new billboard may be determined to be a subdivision pursuant to state statute no subdivision plat shall be required and the zoning administrator is authorized to approve, make minor subsequent amendments to, and record as necessary, such subdivision.

~~Y.~~ Enforcement: Any illegal billboard and any violation of the requirements of this subsection are subject to enforcement pursuant to SLC code Chapter 21A.20

~~Z.~~ Severability: If any section, sentence, paragraph, term, definition or provision of this chapter is for any reason determined to be illegal, invalid, superseded by other authority or unconstitutional by any court of competent jurisdiction or by any state or federal regulatory authority having jurisdiction thereof, such portion shall be deemed a separate, distinct, and independent provision and such determination shall have no effect on the validity of any other section, sentence, paragraph, term, definition or provision of this chapter, all of which will remain in full force and effect; except sections D.1, D.2 and R which will be deemed repealed.

~~AA. Special Provisions:~~

~~1. Applicability: The provisions of this section shall apply to specified billboards located:~~

~~a. Four (4) existing billboards between 1500 North and 1800 North adjacent to the west side of Interstate 15; and~~

~~b. One existing billboard on the east side of Victory Road at approximately 1100 North.~~

~~2. General Applicability: Except as modified by this section, all other provisions of this chapter shall apply to the five (5) specified billboards.~~

~~3. Special Priority: The five (5) specified billboards shall be considered as gateway billboards for the purposes of the priority provisions of subsection F of this section, or its successor subsection.~~

~~4. Landscaping: The five (5) specified billboards shall be landscaped pursuant to the provisions of subsection V of this section, or its successor subsection.~~

~~BB. State Mandated Relocation Of Billboards: Except as otherwise authorized herein, existing billboards may not be relocated except as mandated by the requirements of Utah state law. (Ord. 72-08 § 2, 2008: Ord. 42-08 § 12, 2008: Ord. 13-04 §§ 25, 26,~~

27, 2004: Ord. 25-00 §§ 1-3, 2000: Ord. 83-98 §§ 12-14, 1998: Ord. 88-95 § 1 (Exh. A), 1995)



# Discussion Draft

**Proposal which eliminates billboard bank, defines electronic on-premise signs and billboards and defines where billboards may be converted to electronic billboards.**

## **21A.46.020: DEFINITIONS:**

### **A. Word Usage And Interpretation:**

1. In this chapter, the words, terms, phrases and their derivatives shall have the meanings as stated and defined in this chapter.
2. Words not defined in this chapter but defined in chapter 21A.62 of this title, or in the building code as adopted by the city in title 18 of this code, shall have those definitions.

### **B. Defined Terms: For the purposes of this chapter, sign types and related terms shall be defined as follows:**

**A-FRAME SIGN:** A temporary and/or portable sign constructed with two (2) sides attached at the top allowing the sign to stand in an upright position.

**ALTERATION, SIGN:** "Sign alteration" means a change or rearrangement of the parts or design of a sign, whether by extending on a side, by increasing in area or height, or the moving from one location or position to another, or adding or deleting words from the copy, or changing the size of the letters or figures comprising the copy. Alterations shall not be interpreted to include changing the text or copy on outdoor advertising signs, theater signs, outdoor bulletin or other similar signs which are designed to accommodate changeable copy.

**ANIMATED SIGN:** A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.

**AWNING:** A structure constructed of fabric or metal placed so as to extend outward from the building, providing a protective shield for doors, windows and other openings, with supports extending back to the building, supported entirely by the building. The maximum vertical drape of the front valance is limited to one foot (1').

**AWNING SIGN:** A sign that is painted on or otherwise made part of the awning material. (See figure 21A.46.020 at the end of this section.) Signage is limited to the vertical portions of the awning; the sides and the front valance. No signage shall protrude beyond the vertical face.

**BACKLIT AWNING SIGN:** A sign made of translucent material with illumination from behind. A backlit awning is considered a form of flat sign and is subject to the regulations thereof.

**BALLOON:** A temporary sign comprised of an inflated nonporous object filled with air or other

gas affixed to a building or lot for the purpose of attracting attention.

**BANNER, PUBLIC EVENT:** "Public event banner" means a banner pertaining to festivals or events, as permitted in title 3, chapter 3.50 of this code, which is installed as a temporary sign.

**BANNER, SECURED:** "Secured banner" means a temporary sign intended to be hung on a frame, secured at the top and the bottom on all corners, applied to plastic or fabric of any kind, excluding official flags and emblems of political organizations.

**BANNER, UNSECURED:** "Unsecured banner" means a temporary sign on plastic or fabric of any kind which is not secured in the manner described in the definition of a "secured banner".

**BENCH SIGN:** A sign located on the back of a bench.

**BILLBOARD (OUTDOOR ADVERTISING SIGN):** 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. (See figure 21A.46.020 at the end of this section.)

**BUILDING FACE:** Any single side of a building. Signs regulated by building face can be located on a maximum of four (4) faces of a building.

**BUILDING OR HOUSE NUMBERS SIGN:** A flat sign which identifies the address of the property.

**BUILDING PLAQUE SIGN:** A plaque designating names of buildings, occupants and/or date of erection and other items such as architect, contractor, or others involved in the building's creation, cut into or attached to a building surface and measuring no more than four (4) square feet in area, with a maximum six inch (6") projection from the building.

**BUILDING SECURITY SIGN:** A sign indicating the existence of an electronic or staffed security system on the site or warning against trespass on the site.

**BUILDING SIGN:** Any sign attached to a building and which is not supported by, or attached to, the ground. Examples of building signs include: awning sign; backlit awning sign; building or house numbers sign; building plaque sign; flat sign; marquee sign; nameplate sign; projecting building sign; roof sign; wall sign; window sign.

**CANOPY:** A structure constructed of fabric or other material placed so as to extend outward from the building, providing a protective shield for doors, windows and other openings, with supports extending to the ground as well as attached to the building.

**CANOPY, DRIVE-THROUGH:** "Drive-through canopy" means a freestanding roof structure over drive-through facilities such as a gasoline pump island.

---

**CANOPY, DRIVE-THROUGH, SIGN:** "Drive-through canopy sign" means a flat sign that is painted or attached to a drive-through canopy which does not extend above or below the canopy facade.

---

**CANOPY SIGN:** A sign that is painted or otherwise made part of the canopy material. Signage is limited to the vertical portions of the canopy; the sides and the front valance. No signage shall protrude beyond the vertical face.

**CLEARANCE (Of A Sign):** The smallest vertical distance between the grade beneath the sign

and the bottom of the sign, including framework and embellishments, extending over that grade.

**CONSTRUCTION SIGN:** A temporary sign identifying the contractor, architect, designer or other affiliated organization responsible for the construction of a new project.

**DEVELOPMENT ENTRY SIGN:** A permanent sign used to identify the main entrance of a development of at least ten (10) acres containing multiple lots and/or multiple (principal) buildings.

**DIRECTIONAL OR INFORMATIONAL SIGN (PRIVATE):** An on premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "entrance", "exit", "parking", "one-way" or similar directional instruction, and which may include the identification of the building or use, but may not include any advertising message.

**DIRECTORY SIGN:** A sign on which the names and locations of occupants or the use of a building or property are identified, but which does not include any advertising message.

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

ELECTRONIC CHANGEABLE COPY SIGN: A sign containing a computer generated message such as a public service, time, temperature and date, or a message center or reader board, where different copy changes of a public service or commercial nature are shown on the same lamp bank or message facility. The term "electronic changeable copy sign" shall not be defined as a type of "animated sign" if the message displayed is fully readable within three (3) seconds. Off premise messages or advertising are prohibited except as electronic billboards as defined in section 21A.46.160.

ELECTRONIC SIGN: Any 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.

**EXTERNALLY ILLUMINATED SIGN:** A sign made legible in the absence of daylight by devices external to the sign which reflect or project light upon it.

**FLAG, CORPORATE:** "Corporate flag" means a flag identifying the name and/or logo of the business or corporation on the premises where the flag is displayed.

**FLAG, OFFICIAL:** "Official flag" means a flag of a government or governmental agency.

**FLAT SIGN:** A sign erected parallel to and attached to the outside wall of a building and extending not more than twenty four inches (24") from such wall, with messages or copy on the face only. (See figure 21A.46.020 at the end of this section.)

**FREESTANDING SIGN:** A sign supported by one or more upright poles or braces placed in or upon the

ground surface and not attached to any building. Examples of freestanding signs are a monument sign and a pole sign.

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

GARAGE/YARD SALE SIGN: A temporary sign on residential property and used to identify a garage or yard sale on the premises.

GAS PRICE SIGN: An on premises sign advertising the price of gasoline other than the information attached to the gasoline pump.

GAS PUMP SIGN: Price, gallons, octane and other customary information relating to gasoline sales appearing on a gasoline pump.

GOVERNMENT SIGN: Any temporary or permanent sign erected and maintained for any official governmental purpose.

HEIGHT (Of A Sign): The largest vertical distance between the highest point of the sign and the grade of the land beneath the sign. When the land slopes down from the street and the sign is located at the setback line, the height is measured from the adjacent street (top of curb).

HEIGHT, SIGN FACE: "Sign face height" means the maximum vertical distance between the top and the bottom of a sign face.

HISTORICAL MARKER: A type of memorial sign limited in content to the identification of an historical building or structure or the site of an historical event.

ILLEGAL SIGN: Any sign erected after the effective date hereof which does not comply with the provisions of these sign regulations, or a sign that was illegal prior to the adoption of said ordinance, that has not been subsequently legalized.

ILLUMINANCE: The photometric quantity most closely associated with the perception of brightness. The intensity of light falling on a surface at a defined distance from the source.

---

INTERIOR SIGN: A sign located within the building oriented to the interior space of the building.

INTERNALLY ILLUMINATED SIGN: A sign which has characters, letters, figures, designs or outlines internally illuminated by electric lights, luminous tubes or other means as a part of the sign proper.

---

KIOSK: A structure which is used for the posting of temporary signs.

LETTER SIGN: A type of flat sign consisting of letters placed directly on the building face.

LOGO: A business trademark or symbol.

~~LUMINENCE: The photometric quantity most closely associated with the perception of brightness. Luminance is measured in candelas per square meters or "nits" for purposes of this ordinance.~~

MARQUEE: A permanent roofed structure which extends outward from the face of the building and is designed to meet all provisions of the current Salt Lake City adopted building code and other specifications as outlined in this chapter. Where specifications as outlined in this chapter are different from the provisions of the Salt Lake City adopted building code, the more restrictive shall apply.

MARQUEE SIGN: A sign attached to a marquee. (See figure 21A.46.020 at the end of this section.)

MEMORIAL SIGN: A sign acknowledging a person, place, event or structure.

MONUMENT SIGN: A freestanding sign whose sign face extends to the ground or to a base. (See figure 21A.46.020 at the end of this section.)

~~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.~~

NAMEPLATE SIGN: A sign indicating the name and/or occupation of a person or persons residing on the premises or legally occupying the premises, or indicating a home occupation legally existing on the premises.

NEIGHBORHOOD IDENTIFICATION SIGN: A sign located in the public right of way which identifies the name of a particular neighborhood.

NEON PUBLIC PARKING SIGN: A standardized parking identification/entry sign as shown in figure 21A.46.020 of this section that is approved under contract with the Salt Lake City transportation division. The sign may be attached to a building as a projecting sign or stand alone as a freestanding sign.

NEW DEVELOPMENT SIGN: A temporary sign used to identify a new development being constructed.

~~NITS A unit of measure of brightness or luminance. One nit is equal to one candela/square meter.~~

NONCONFORMING SIGN: Any sign or structure or portion thereof which was lawfully erected in compliance with applicable regulations of the city and maintained prior to April 12, 1995, and which fails to conform to the sign regulations of this chapter and all other applicable standards and restrictions of

this title.

**OFF PREMISES SIGN:** A sign which directs attention to a business, commodity, service, entertainment or attraction sold or offered at a location other than the premises on which the sign is erected.

**ON PREMISES SIGN:** A sign which directs attention to a business, commodity, service, entertainment or attraction sold or offered on the premises on which the sign is erected.

**OPEN AIR MALL:** A building or buildings that are designed to function like a traditional shopping mall, but do not have a ceiling or roof.

**OUTDOOR ADVERTISING SIGN:** See definition of "Billboard (Outdoor Advertising Sign)".

**PARK BANNER SIGN:** A banner hung from either an existing light pole standard or on a pole erected specifically for the purpose of accommodating a banner. A park banner sign includes verbiage and/or design that relates to either a permanent venue within a park or provides a means of identifying the specific park itself. A "park banner sign" does not include any banner that contains verbiage or symbols that relate to or otherwise identify a temporary event.

**POLE SIGN:** A freestanding sign other than a monument sign, erected and maintained on a mast(s) or pole(s) and not attached to any building. (See figure [21A.46.020](#) at the end of this section.)

**POLITICAL SIGN:** A temporary sign advertising a candidate or candidates for public elective office or soliciting votes in support of or against any proposition or issue at any general, primary, special, school or any other election decided by ballot or a temporary sign expressing political opinion.

**PORTABLE SIGN:** A temporary sign not permanently anchored or secured to either a building or the ground, but usually anchored or secured to a trailer, vehicle (where the primary purpose of the vehicle is to advertise) or frame capable of being moved from place to place.

**PREMISES:** A lot with its appurtenances and buildings that functions as a unit.

**PROJECTING BUILDING SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.

**PROJECTING BUSINESS STOREFRONT SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall. Said signs shall contain only the name of the business and/or associated corporate logo.

**PROJECTING PARKING ENTRY SIGN:** A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall. Said signs shall contain only the words or symbol signifying the entry to a parking lot or structure.

**PUBLIC SAFETY SIGN:** A sign designed to warn people of potentially dangerous or hazardous situations. Forms of public safety signs include: traffic safety signs, electrical hazard warnings, geologic hazard markers, etc.

**REAL ESTATE SIGN:** A temporary sign related to the property upon which it is located and offering such property for sale or lease.

ROOF SIGN: A sign erected on the roof of a building and constructed so as to appear as an extension of the building facade. (See figure 21A.46.020 at the end of this section.)

SHOPPING CENTER IDENTIFICATION SIGN: A pole, monument or flat sign used to identify a shopping center development consisting of two (2) or more stores. A shopping center identification sign may include electronic or other changeable copy.

SIGN: An object, device or structure, or part thereof, situated outdoors or indoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination or projected images. The term "sign" shall include the sign structure, supports, lighting system and any attachments, ornaments or other features used to attract attention. The term "sign" does not include the flag or emblem of any nation, organization of nations, state, county, city; or works of art which in no way identify a product or business logo.

SIGN FACE: That part of the sign that is or can be used to identify, to advertise, to communicate information, or for visual representation which attracts the attention of the public for any purpose. The term "sign face" includes any background or surrounding material, panel, trim or ornamentation, color and direct or self-illumination that differentiates the sign from the building, structure, backdrop surface or object upon or against which it is placed. The term "sign face" does not include any portion of the support structure for the sign; provided, that no message, symbol or any of the previously described elements of a sign face is placed on or designed as part of the support structure. See subsection 21A.46.070W of this chapter.

SIGN FACE AREA: The surface of the sign face. (See figure 21A.46.020 at the end of this section.)

SIGN GRAPHICS: Any lettering, numerals, figures, designs, symbols or other drawings or images used to create a sign.

SIGN MAINTENANCE: The maintenance of a sign in a safe, presentable and good condition including the replacement of defective parts, repainting, cleaning, and other acts required for the maintenance of the sign.

SIGN MASTER PLAN AGREEMENT: An agreement outlining sign criteria to be used on private property but not oriented to a public street. The criteria should include, but is not limited to, the discussion of types, sizes and materials of construction of signs.

SIGN STRUCTURE OR SUPPORT: Any structure that supports or is capable of supporting a sign, including decorative cover.

SNIPE SIGN: A sign for which a permit has not been obtained which is attached to a public utility pole, service pole, supports for another sign or fences, trees, etc.

SPECIAL EVENT SIGN: A temporary sign accessory to a use that identifies special events or activities. A special event sign shall not include real estate signs, garage/yard sale signs or other types of accessory signs.

STADIUM: A confined but open air facility designed to accommodate athletic events or other large gatherings.

STOREFRONT: A face of a building fronting on a street or having public pedestrian access.

TEMPORARY SIGN: Any exterior sign, banner, pennant, valance or advertising display constructed of paper, cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without light frames, intended to be displayed for a short period of time. Examples of temporary signs include: an A-frame sign; balloon; secured banner; unsecured banner; public event banner; garage/yard sale sign; political sign; real estate sign; special event sign.

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

VEHICULAR SIGN: A sign on a vehicle which is visible from the public right of way where the primary purpose of the vehicle is not to advertise a product or to direct people to a business.

VENDING MACHINE SIGN: Any sign fastened to or painted to a vending machine which directly relates to the product contained in the machine.

VISIBLE: Capable of being seen, whether or not any item of information is legible, without visual aid, by a person of normal visual acuity.

WALL SIGN: A sign that is painted on a building wall containing the name of the business and/or its logo.

WINDOW SIGN: A sign inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. A display window that does not include signs shall not be considered a sign.

## **21A.46.060: SIGNS SPECIFICALLY PROHIBITED IN ALL ZONING DISTRICTS:**

The following exterior signs, in addition to all other signs not expressly permitted by this chapter, are prohibited in all zoning districts and shall not be erected:

- A. Animated signs excluding public service signs;
- B. Any snipe sign;
- C. Balloons;
- D. Bench signs;



E. Portable signs, except where specifically permitted by district sign regulations;

F. Signs overhanging the property line other than signs that are permitted under the sign regulations applicable to each zoning district;

G. Signs which are structurally unsafe, hazardous or violate the uniform building code or the uniform fire code;

H. Signs located near streets which imitate or are easily confused with official traffic signs and use words such as "stop", "look", "danger", "go slow", "caution" or "warning", except where such words are part of the name of a business or are accessory to parking lots; and

I. Painted signs which do not meet the definition of wall signs. (Ord. 53-00 § 3, 2000: Ord. 88-95 § 1 (Exh. A), 1995)

#### **21A.46.070: GENERAL STANDARDS:**

##### **A. Construction Standards:**

1. **Applicable Regulations:** All signs erected in the city after April 12, 1995, shall comply with the current standards of the national electrical code, and adopted building code, all provisions of this chapter and any other applicable provisions of this title or other applicable regulations.

2. **Engineering Required:** All sign permit applications for freestanding signs shall be engineered to conform with the applicable provisions of the adopted building code and, where required by the building official, shall be accompanied by an engineering drawing stamped and signed by a structural engineer licensed by the state attesting to the adequacy of the proposed construction of the sign and its supports.

---

**B. Ownership Shown On Signs:** The name of the sign owner and sign erector of all signs shall be in plain and public view. Signs not carrying such an imprint will be presumed to be owned by the owner of the property on which the sign is located.

---

**C. Clearance Between Sign And Ground:** A minimum clearance of ten feet (10') shall be provided between the ground and the bottom of any pole, projecting sign or flag.

- D. Signs Not To Constitute A Traffic Hazard: No sign shall be erected along any streets in such a manner as to obstruct free and clear vision; or at any location where by reason of its position, shape, color or words, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device or block visibility for driveway ingress or egress. (See also subsection 21A.46.060B of this chapter.)
- E. Repair Of Building Facades: A building facade damaged as the result of the removal, repair, replacement or installation of any signs shall be repaired by the property owner within thirty (30) calendar days from the date of the damage.
- F. Maintenance Of Signs: Every sign shall be kept in good maintenance and repair. The ground space within a radius of ten feet (10') from the base of any freestanding sign shall be kept free and clear of all weeds, rubbish and flammable material. The building official shall inspect and enforce this section pursuant to the provisions of section 21A.46.150 of this chapter.
- G. Sign Removal: Signs identifying a discontinued use on the property shall be removed from the property within thirty (30) calendar days of the time the use was discontinued.
- H. Moving To New Location: No sign erected before April 12, 1995, shall be moved or enlarged or replaced unless it be made to comply with provisions of this chapter.
- I. Lights And Lighted Signs: No spotlight, floodlight or lighted sign shall be installed in any way which will permit the rays of such sign's light to penetrate beyond the property on which such light or lighted sign is located in such a manner as to constitute a nuisance. Signs alleged to be a nuisance, by reason of light, by the neighboring property owners or tenants shall be subject to the zoning administrator's review to consider the validity of the nuisance complaint. If the sign is determined to be a nuisance, by reason of light, by the zoning administrator, the owner of the sign shall be required by the zoning administrator to take the appropriate corrective action.
- 
- J. Height And Elevation Of Building Signs: The height and elevation of building signs shall conform with the following provisions:
1. Awning Signs: Awning signs shall not be located above the second floor level of the building.
  2. Flat Signs: Flat signs may extend a maximum of two feet (2') above the roofline or parapet wall of the building on which they are located.

3. Marquee And Canopy Signs: Marquee and canopy signs shall not be located above the main entry level of the premises.
  4. Nameplates: Nameplates shall not be located above the first floor level of the building.
  5. Projecting Building Signs: A projecting building sign shall not exceed the top of the vertical building wall on which it is located.
  6. Projecting Business Storefront Signs: A projecting business storefront sign shall be located at the main pedestrian entry level of the building.
  7. Projecting Parking Entry Signs: A projecting parking entry sign shall be located at the parking entry level of the building.
  8. Roof Signs: The height of the sign face of roof signs shall not exceed twenty percent (20%) of the height of the building or ten feet (10'), whichever is less.
  9. Wall Signs: Wall signs may extend to the top of the vertical building wall.
  10. Window Signs: In the RB, RO, R-MU, CN and CB districts only, window signs shall not be located above the first floor. In other districts where window signs are allowed, they may be located on all floors.
  11. Outdoor Television Monitor: Shall not be located above the second floor of the building.
- K. Signs On Public Property: Except for portable signs authorized pursuant to section 21A.46.055 of this chapter, no sign shall be located on publicly owned land or inside street rights of way, except signs erected by permission of an authorized public agency.
- L. Extension Of Building Signs: The following building signs shall be allowed to extend beyond the face of buildings or structures in conformance with the following provisions:
1. Flat Signs: A flat sign, with no copy visible from the sides, may extend a maximum of two feet (2') from the face of the building, even when the extension extends over the public right of way, subject to the city's right of way encroachment policy.
  2. Projecting Building Signs: Projecting building signs may extend a maximum of six feet (6') from the face of the building but shall not extend over a public right of way, except in the D-1 and D-4 zones as allowed in section 21A.46.110 of this chapter.
  3. Awning/Canopy And Marquee Signs: As authorized in other sections of this chapter.

M. Roof Signs: Roof signs shall conform to the following standards:

1. The height of the sign face of roof signs shall not exceed twenty percent (20%) of the height of the building or ten feet (10'), whichever is less;
2. No guywires, braces or secondary supports visible from the ground shall be used;
3. Roof signs shall be designed to appear as extensions of the exterior building wall as shown in figure 21A.46.020 of this chapter or be located on the elevator/mechanical penthouse or, on buildings taller than one hundred feet (100'), may be located on blank walls at the highest inhabitable level; and
4. Roof signs shall not exceed the maximum permitted height for the zoning district in which it is located.

N. Marquees: Marquees designed to project over public property shall:

1. Frontage Requirement: Extend across a major portion of the building entrance.
2. Height Limitation: Be located on the main entry level of the premises.
3. Thickness: Have a vertical face height or cross section dimension not exceeding three feet (3').
4. Clearance: Have a clearance of at least ten feet (10') above the sidewalk.
5. Projection: Extend a maximum of twelve feet (12') from the face of the building but must not project closer than two feet (2') to the back of the curb.
6. Location: Be so located as not to interfere with the operation of any exterior standpipe or to obstruct the clear passage of stairways or exits from the building.
7. Shelter: In order to provide pedestrian shelter, a marquee shall have its first six feet (6') of projection form a rectangle with the sides ninety degrees (90°) to the building face and the plane at least six feet (6') from the building parallel with the front property line. The remaining projection of the marquee can assume a configuration compatible with the architecture of the building.

O. Marquee Signs: Signs attached to an approved marquee, as specified in subsection N of this section, may extend over public property a maximum of twelve inches (12") from the face of the marquee. Copy is allowed on the sides of the marquee. Signs placed within or below the ceiling of a marquee shall not extend beyond the marquee face and shall be placed within the vertical plane of the marquee. Within a commercial or downtown district, a permanent sign or letters may be attached to the top of, or fascia of, or within or below the ceiling of an approved marquee, subject to the following standards:

1. Vertical Dimension: Overall vertical dimensions of the combined sign and marquee shall not exceed five feet (5').

2. Height Of Sign: The height of the sign or letters shall not exceed two feet (2').
3. No Side Copy: Signs attached to marquees shall have no copy on the side portion of the sign.
4. Clearance: Signs attached to marquees shall maintain the minimum ten foot (10') clearance required for the marquee.

P. New Development Sign: New development signs shall be permitted during construction through initial occupancy of ninety five percent (95%) of floor space for a nonresidential development and through ninety five percent (95%) initial unit occupancy for a residential development. New development signs shall be removed upon two (2) years of use, regardless of the level of occupancy. See sections 21A.46.080, 21A.46.090, 21A.46.100, 21A.46.110 and 21A.46.120 of this chapter for zoning district limitations on size, height and location of new development signs.

Q. Temporary Signs: Temporary signs shall comply with the following standards:

1. Required Setback: All temporary signs shall be set back five feet (5') from all property lines, except where displayed as building signs on buildings set back less than five feet (5') or where the sign setback is otherwise specified in this title.
2. Display Period And Removal: Temporary signs shall be permitted in accordance with the standards set forth below for display period and removal, unless specified otherwise in this title:

Sign Type <sup>1</sup>	Display Period	Removal Required 3 Days After
Construction impact area mitigation sign	Per city guidelines <sup>2</sup>	Per city guidelines <sup>2</sup>
Construction sign	Duration of construction	Completion
Garage/yard sale sign	2 sales per year (7 days maximum per sale)	End of sale
Political sign	No limit	Election/voting day
Public event banner (on public property)	Per city guidelines	Per city guidelines

Real estate sign	Duration of listing	Closing/lease commencement date
Special event	Duration of event	End of event
Vacancy sign	Duration of vacancy	Date of lease or of purchase and sale contract

Notes:

1. See sections 21A.46.080, 21A.46.090, 21A.46.100, 21A.46.110 and 21A.46.120 of this chapter for zoning district limitations on the size, height and location of temporary signs.
2. See section 21A.46.180, "Construction Impact Area Mitigation Signs", of this chapter.

R. **Flags Of Fraternal, Religious Or Civic Organizations:** Flags of fraternal, religious and civic organizations are permitted as on premises signs, but shall not exceed thirty (30) square feet in area.

S. **Official Flags:** Official flags shall not project over a property line, except within the D-1 and D-4 zoning districts, where official flags are allowed to project up to eight feet (8') across the property line, but not within two feet (2') of the curb line. The pole support must be attached directly to the building and located so that all portions of the flag clear the pedestrian level of the building. Flags shall not interfere with street trees, light poles, utility lines, etc., and shall maintain a ten foot (10') clearance from the sidewalk.

T. **Freeway Height Exception:** The height of on premises pole signs located on properties adjacent to I-15, I-80, I-215 and the 2100 South Expressway (State Route 201) may be increased to a height of twenty five feet (25') above the pavement grade of the adjacent freeway if the sign is freeway oriented and located within three hundred feet (300') of the freeway.

U. **Freeway Frontage:** Freeways shall be considered street frontage for signage purposes. Pole and monument signs approved on freeway frontage shall be limited to seventy five percent (75%) of the maximum size allowed for the zone. Reduced size pole and monument signs shall be interchangeable with other pole and monument signs on the same site.

V. Historic District Signs: The board of adjustment may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the design period or theme of the historic structure or district and/or will cause less physical damage to the historically significant structure.

W. Sign Area Determination: Sign face area square footage shall be determined as follows:

1. Flat Signs (Excluding Letter Signs And Backlit Awnings) And Wall Signs: The entire surface of the sign face shall be measured.
2. Backlit Awnings And Letter Signs: A polygon, not to exceed eight (8) sides, shall be drawn around the copy area to enclose as nearly as possible the space covered by the copy.
3. All Signs: Words, symbols, letters, images, logos and all other designs that are intended to convey a message shall be included in calculating the sign face area. Colors, stripes and other designs that are not intended to convey a message shall not be included. (Ord. 62-09 § 2, 2009: Ord. 77-08, § 1, 2008: Ord. 5-05 § 4, 2005: Ord. 13-04 § 23, 2004: Ord. 78-03 § 4, 2003: Ord. 62-03 § 1, 2003: Ord. 61-00 §§ 3 \_ 6, 2000: Ord. 53-00 § 4, 2000: Ord. 88-95 § 1 (Exh. A), 1995)

X: Electronic Signs: Electronic signs shall conform to the following standards:

—Motion

Any motion or appearance of motion of any kind is prohibited on an electronic sign face. Electronic billboards shall have only static text, images, and graphics.

—Dwell time

The text, image, or display on an electronic sign may not change more than once every eight (8) seconds. Twirl time between subsequent text, images, or display shall not exceed 0.25 seconds.

1. Brightness

a. The illumination of any electronic sign shall not increase the ambient lighting level from dusk to dawn more than three-tenths (0.3) foot candles when measured by a foot candle meter, perpendicular to the electronic sign face, at a distance defined by the following formula: Measurement Distance (in feet) = equals the square root of, the product of the A-area of electronic Ssign face Ssquare Ffootage x and 100

b. Electronic signs located in an Airport Influence Overlay zone are subject to Airport restrictions regarding lighting.

c. All electronic signs 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. Size

Individual zoning districts define maximum sign size, the maximum portion of the signs that are allowed to be electronic, as opposed to a static image, shall be as follows:

- a. SixtySeventy five percent of the sign face in CS and CC zoning districts
- b. Eighty percent of the sign face in the Downtown and Gateway districts
- c. One hundred percent of the sign face in Manufacturing M and General Commercial CG zoning districts.
- d. Forty-Fifty percent of the total sign face in all other zoning districts.

~~— Electronic billboards as defined in section 21A.46.160 are allowed one hundred percent of the sign face to be electronic in those zoning districts where electronic billboards are permitted~~

### ~~— Display period~~

~~Electronic signs may not be illuminated or lit between the hours of midnight, and 6 a.m if they are located within 600 Feet of a residential, mixed-use, downtown, Sugar House Business District, gateway, Neighborhood Commercial, Community Business, or Community Shopping Center zoning district unless the business on the site is actually open for business during those hours~~

### ~~— Public safety~~

~~— All text and images must be of a size and shape to not cause drivers to reduce speed or pause in order to comprehend the message.~~

~~— Serial messages that require multiple passes or multiple signs to comprehend the message are prohibited.~~

Electronic signs located in an Airport Influence Overlay zone are subject to Airport restrictions regarding lighting.



### 3. Controls

~~—All electronic signs shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness and display period as provided above.~~

a. ~~Prior to approval of any permit for to operate an electronic sign, the applicant shall certify that the proposed electronic sign has been tested and complies shall be is capable of complying with the motion, dwell time, brightness, and other requirements herein.~~

b. ~~The owner and/or operator of an electronic sign shall submit an annual report to the city certifying that the sign complies with the motion, dwell time, brightness, and other requirements herein upon written request.~~

c. ~~The City has the right to verify, or receive additional verification, upon request.~~

8 Prohibition: All electronic signs installed after \_\_\_\_\_, not conforming to the above standards are prohibited.

## **21A.46.160: BILLBOARDS:**

A. Purpose Statement: This chapter is intended to limit and reduce the maximum number of billboards in Salt Lake City ~~to no greater than the current number~~. This chapter further provides reasonable processes and methods for the replacement or relocation of existing nonconforming billboards to areas of the city where they will have less negative impact on the goals and policies of the city which promote the enhancement of the city's gateways, views, vistas and related urban design elements of the city's master plans.

### B. Definitions:

**BILLBOARD:** 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 the city to keep track of the number and square footage of nonconforming billboards removed pursuant to~~

this chapter.

~~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.~~

~~BOULEVARD: the following streets are designated Boulevards for billboard regulation purposes:~~

- ~~— 4000 West;~~
- ~~— 5600 West;~~
- ~~— 2100 South Street/Parleys Way from Interstate 15 to Foothill Boulevard;~~
- ~~— Foothill Drive/400-500 South from 1000 East to Interstate 80;~~
- ~~— 400 South from Redwood Road to 1000 East (excluding Special Gateway);~~
- ~~— 300 West from 900 North to 900 South;~~
- ~~— North Temple from State Street to Interstate 80 (excluding Special Gateway);~~
- ~~— State Street from North Temple to 2100 South Street (excluding Special Gateway);~~
- ~~— Main Street from South Temple to 2100 South (excluding Special Gateway);~~
- ~~— 7200 West;~~
- ~~— 500 South from 300 West to 700 East;~~
- ~~— 600 South from 200 West to 700 East;~~
- ~~— 700 East;~~
- ~~— 1300 South/California from Redwood Road to its eastern terminus.~~

~~CITY ENTRY: The following streets are designated City entries for billboard regulation purposes:~~

- ~~— 400 South from Interstate 15 to 300 West;~~

- ~~— 500 South from Interstate 15 to 300 West; including the on-ramp portions of I-15 from 500 west to 500 feet after the connection of travel lanes onto the main traveled freeway;~~
- ~~— 600 South from Interstate 15 to 200 West; Including the off-ramp portion of I-15 beginning 500 feet before the separation of travel lanes from the main traveled freeway;~~
- ~~— 600 North from 800 West to 300 West;~~
- ~~— 900 South I-15 off/on-ramp from Brooklyn Avenue to West Temple.~~

ELECTRONIC CONVERSION: The process of changing a billboard face from a static copy face to electronically changeable copy an electronic billboard face.

EXISTING BILLBOARD: A billboard which was constructed, maintained and in use or for which a permit for construction was issued as of July 13, 1993. A billboard that does not comply with current zoning but was lawfully erected and complies with all other applicable local and state regulations.

ELECTRONIC BILLBOARD FACE: A form of electronic sign (as defined in 21A.46.020B) displaying off-premise advertising.

FREEWAY. The following streets are classified as freeways for billboard regulation purposes:

1. Interstate 80;
2. Interstate 215;
3. Interstate 15;
4. State Route 201/The 2100 South Expressway;
5. Mountain View Corridor.

Excluding all portions of any freeway on/off ramps defined as being City entry streets

GATEWAY: The following categories of streets or highways within Salt Lake City: Freeway, City Entry, Special Gateway and Boulevard streets.:

1. Interstate 80;
2. Interstate 215;
3. Interstate 15;
4. 4000 West;

- ~~5. 5600 West;~~
- ~~6. 2100 South Street from Interstate 15 to 1300 East;~~
- ~~7. The 2100 South Expressway from I-15 west to the city limit;~~
- ~~8. Foothill Drive from Guardsman Way to Interstate 80;~~
- ~~9. 400 South from Interstate 15 to 800 East;~~
- ~~10. 500 South from Interstate 15 to 700 East;~~
- ~~11. 600 South from Interstate 15 to 700 East;~~
- ~~12. 300 West from 900 North to 900 South;~~
- ~~13. North Temple from Main Street to Interstate 80;~~
- ~~14. Main Street from North Temple to 2100 South Street;~~
- ~~15. State Street from South Temple to 2100 South; and~~
- ~~16. 600 North from 800 West to 300 West.~~

GRANERY DISTRICT EXCLUSION AREA: The CG General Commercial properties located between 300 West to I-15 and 200 South to the 900 South off/on-ramp; which are identified to be rezoned mixed-use according to the Gateway Master Plan.

~~NEW BILLBOARD: A billboard for which a permit to construct is issued after December 31, 1993.~~

~~NONCONFORMING BILLBOARD: An existing billboard which is located in a zoning district or otherwise situated in a way which would not be permitted by the provisions of this chapter.~~

~~SPECIAL GATEWAY: The following streets or highways within Salt Lake City:~~

- ~~1. North Temple between 600 West and 2200 West;~~
- ~~2. 400 South between 200 East and 800 East;~~

~~3. State Street between 600 South and 2100 South; and~~

~~4. Main Street between 600 South and 2100 South.~~

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.

Utah-Federal Agreement: The agreement entered into between the Governor of the State of Utah and the Secretary of Transportation of the United States, dated January 18, 1968 as ratified and approved in the Utah code.

~~C. Limit On The Total Number Of Billboards: No greater number of billboards shall be allowed in Salt Lake City than the number of existing billboards.~~  
New Billboards Prohibited: New Billboards, including any increase in square footage, or additions of another face are prohibited in Salt Lake City.

~~D. Relocation of Billboards: Existing billboards may be relocated as mandated by the requirements of Utah State law if consistent with the Utah-Federal Agreement.~~

1. Additionally, billboards may be relocated from any zoning district to Manufacturing and CG General Commercial zoning districts with the restriction that they are not oriented towards, or located within 600 feet of a gateway street or a residential zoning district or located in the Granery District Exclusion Area. Billboards may also be relocated as outlined in subsection R in conjunction with a conversion to an electronic billboard

~~DE. Permit Required For Removal Of Nonconforming Billboards:~~

~~1. Permit: Nonconforming billboards may be removed by the billboard owner only after obtaining a permit for the demolition of the nonconforming billboard.~~

~~2. Application: Application for demolition shall be on a form provided by the zoning administrator.~~

~~3. Fee: The fee for demolishing a nonconforming billboard shall be one hundred eleven dollars (\$111.00).~~

~~E. Credits For Nonconforming Billboard Removal: After a nonconforming billboard is demolished pursuant to a permit issued under subsection D-1 of this section, or its successor, the city shall create a billboard bank account for the billboard owner. The account shall show the date of the removal and the zoning district of the demolished nonconforming billboard. The account shall reflect billboard credits for the billboard and its square footage. Demolition of a conforming billboard shall not result in any billboard credit.~~

~~F. Priority For Removal Of Nonconforming Billboards: Nonconforming billboards shall be removed subject to the following priority schedule:~~

~~1. Billboards in districts zoned residential, historic, residential R-MU or downtown D-1, D-3 and D-4 shall be removed first;~~

~~2. Billboards in districts zoned commercial CN or CB, or gateway G-MU, GGC or GH or on gateways shall be removed second;~~

~~3. Billboards which are nonconforming for any other reason shall be removed last; and~~

~~4. A billboard owner may demolish nonconforming billboards of a lower priority before removing billboards in a higher priority; however, the billboard credits for removing the lower priority billboard shall not become effective for use in constructing a new billboard until two (2) billboards specified in subsection F-1 of this section, or its successor, with a total square footage equal to or greater than the lower priority billboard, are credited in the billboard owner's billboard bank account. If a billboard owner has no subsection F-1 of this section, or its successor, nonconforming billboards, two (2) subsection F-2 of this section, or its successor, priority billboards may be credited in the billboard owner's billboard bank account to effectuate the billboard credits of a subsection F-3 of this section, or its successor, billboard to allow the construction of a new billboard. For the purposes of this section, the two (2) higher priority billboards credited in the billboard bank account can be used only once to effectuate the billboard credits for a lower priority billboard.~~

~~G. Life Of Billboard Credits: Any billboard credits not used within thirty six (36) months of their creation shall expire and be of no further value or use except that lower priority credits effectuated pursuant to subsection F-4 of this section, or its successor, shall expire and be of no further value or use within sixty (60) months of their initial creation.~~

~~H. Billboard Credits Transferable: A billboard owner may sell or otherwise transfer a billboard and/or billboard credits. Transferred billboard credits which are not effective because of the priority provisions of subsection F of this section, or its successor, shall not become effective for their new owner until they would have become effective for the original owner. The transfer of any billboard credits do not extend their thirty-six (36) month life provided in subsection G of this section, or its successor.~~

~~I. Double Faced Billboards: Demolition of a nonconforming billboard that has two (2) advertising faces shall receive billboard credits for the square footage on each face, but only as one billboard.~~

~~J. New Billboard Construction: It is unlawful to construct a new billboard other than pursuant to the terms of this chapter. In the event of a conflict between this chapter and any other provision in this code, the provisions of this chapter shall prevail.~~

~~G. Billboard enlargement: Any increase in square footage of a billboard, including adding an additional face to a one sided billboard is prohibited.~~

~~K. Permitted Zoning Districts: New billboards may be constructed only in the area identified on the official billboard map.~~

~~L. New Billboard relocation or remodeling Permits:~~

~~1. Application: Anyone desiring to construct relocate or remodel a new billboard shall file an application on a form provided by the zoning administrator.~~

~~2. Fees: The fees for a new billboard construction permit to relocate or remodel a billboard shall be:~~

~~a. Building permit and plan review fees required by the uniform building code as adopted by the city; and~~

~~b. Inspection tag fees according to the fee schedule or its successor.~~

~~M. Use Of Billboard Credits:~~

- ~~1. A new billboard permit shall only be issued if the applicant has billboard credits of a sufficient number of square feet and billboards to allow construction of the new billboard.~~
- ~~2. When the permit for the construction of a new billboard is issued, the zoning administrator shall deduct from the billboard owner's billboard bank account:
  - ~~a. The square footage of the new billboard; and~~
  - ~~b. The number of billboards whose square footage was used to allow the new billboard construction.~~~~
- ~~3. If the new billboard uses less than the entire available billboard credits considering both the number of billboards and square footage, any remaining square footage shall remain in the billboard bank.~~

~~NJ. New Additional new Billboards Prohibited On Gateways: Except as provided in subsection O-D of this section, or its successor, no new billboard may be constructed within six hundred feet (600') of the right of way of any gateway street.~~

~~OJ. Changeable copySpecial Gateway Provisions:~~

- ~~1. If a nonconforming billboard is demolished within a special gateway, the billboard owner may construct a new billboard along the same special gateway in a zoning district equal to or less restrictive than that from which the nonconforming billboard was removed and subject to subsections P, Q, R and S of this section, provided that the size of the new billboard does not exceed the amount of billboard credits in the special gateway billboard bank.~~
- ~~2. The demolition of a nonconforming billboard pursuant to this section shall not accrue billboard credits within the general billboard bank. Credits for a billboard demolished or constructed within a special gateway shall be tracked within a separate bank account for each special gateway. A permit for the construction of a new billboard pursuant to this section must be taken out within thirty six (36) months of the demolition of the nonconforming billboard.~~

~~Copy may not be changed more often than once every twenty four (24) hours, except electronic billboards.~~



PKJ. Maximum Size: The maximum size of the advertising area of any new billboard shall not exceed fifteen feet (15') in height and fifty feet (50') in width.

QLK. Temporary Embellishments:

1. Temporary embellishments shall not exceed ten percent (10%) of the advertising face of any billboard, and shall not exceed five feet (5') in height above the billboard structure.
2. No temporary embellishment shall be maintained on a billboard more than twelve (12) months.

Temporary Embellishments are prohibited

RML. Height: The highest point of any ~~new billboard, relocated billboard~~ excluding temporary embellishments shall not be more than:

- ~~1. Forty five feet (45') above the existing grade; or the maximum height for a pole sign in the applicable zoning district, whichever is less, unless otherwise mandated by State law or modified according to subsection O.3.~~
- ~~2. If a street within one hundred feet (100') of the billboard, measured from the street at the point at which the billboard is perpendicular to the street, is on a different grade than the new billboard, twenty five feet (25') above the pavement elevation of the street.~~
- ~~3. If the provisions of subsection R2 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.~~

SNM. Minimum Setback Requirements: All freestanding relocated billboards shall be monopole construction, and subject to pole sign setback requirements listed for the district in which the billboard is located. In the absence of setback standards for a particular district, freestanding 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.

TON. Spacing:

1. 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 a large billboard on the same side of the street;
2. 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 feet from any other billboard, small or large, on the same side of the street.
3. Spacing and height for billboards fully integrated into the architecture of a building and not free standing, may be modified by the Planning Commission as a Conditional Building and Site Design Review as outlined in section 21A.59, as long as such modifications are consistent with State Law
4. Signs may not be located on an interstate highway or limited access highway on the primary system within 500 feet of an interchange, or intersection at grade, or rest area measured along the interstate highway or freeway from the sign to the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main traveled way

PO. Lighting: not be illuminated or lit between the hours of midnight and 6 am. Billboards located in an Airport Influence Overlay zone are subject to Airport restrictions regarding lighting.

QP. Electronic Billboards: Electronic Billboard Faces shall be subject to the following operational criteria:

1. All messages shall remain static and shall not have the appearance of animation or movement.
2. All messages shall remain static for at least eight seconds.
3. The transition from one message to another message shall take place instantaneously.

All electronic billboard faces shall comply with the brightness standards for electronic signs as set forth in Electronic Billboards are subject to the criteria for electronic signs outlined in 21A.46.070. X (1)

RQ. Conversion of existing billboards to electronic billboards:

Conversion of a billboard to an electronic billboard is ~~prohibited~~ except allowed under the following conditions:

1. CG and M zoning Districts: Billboards located within the General Commercial or Manufacturing zoning districts may be converted to electronic billboards as long as they are not located within 600 feet of any Gateway street nor located within the Granary District Exclusion area, provided that an amount of billboard square footage equivalent to the size of the billboard being converted is removed elsewhere in the City and provided it meets all other requirements of this chapter.
2. Freeways: Billboards on Freeways may be converted to electronic provided that they are located in a CG General Commercial or Manufacturing zoning district and not located within the Granary District Exclusion area, and an equivalent amount of square footage is being removed from a City Entry Street, Boulevard Street, residential zoning district, Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter.
3. Billboards may also be converted in connection with a relocation of the billboard as follows:

~~Downtown and Gateway Districts: Billboards located within the Downtown or Gateway zoning districts may be relocated within the same zoning district, subject to all spacing and height regulations, and converted to electronic as long as an equivalent number of square footage is removed elsewhere in the City from any Gateway Street, residential zoning district or Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter and the electronic billboard is not freestanding but is fully integrated into the architecture of a building and provided it meets all other requirements of this chapter.~~

~~Special Gateway Street: Billboards located on Special Gateway Streets may be relocated within the same special gateway and converted to electronic as long as an equivalent number of square footage is removed from any Gateway Street, residential zoning district, Neighborhood Commercial CN zoning district or Business Commercial CB zoning district and provided it meets all other requirements of this chapter and the electronic billboard is not freestanding but is fully integrated into the architecture of a building and provided it meets all other requirements of this chapter.~~

- a. R Residential, CN and CB zoning districts and Gateway Streets:  
Billboards located in a residential or CN Neighborhood Commercial or CB Business Commercial zoning district or any Gateway street may be relocated to a CG or M zoning district according to subsection D.1 and may be converted to electronic on a one square foot per one square foot basis, provided it meets all other requirements of this chapter.

Strict prohibition of conversion to electronic:

1. Conversion of any billboard non-conforming to state or the Utah-Federal Agreement-spacing is specifically prohibited.
  2. Conversion in any residential or Neighborhood Commercial CN or Business Commercial CB zoning district is specifically prohibited.
- ~~Conversion of any billboard located on a City Entry street or a Boulevard street is specifically prohibited.~~

USR. Landscaping In Residential And Commercial CN And CB Zoning Districts:

Properties in any residential zone and commercial CN or CB zones on which a billboard is the only structure shall be landscaped as required by sections 21A.26.020 and 21A.26.030 and chapter 21A.48 of this title, or its successor chapter. No portion of such property shall be hard or gravel surfaced.

VTS. Landscaping In Other Zoning Districts: Property in all districts other than as specified in subsection U 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.

WUT. Xeriscape Alternative: If all the properties adjacent to and across any street from the property for which billboard landscaping is required pursuant to subsection V of this section, or its successor subsection, are not developed or, if a water line for irrigation does not exist on the property or in the street right of way adjacent to such property, the zoning administrator may authorize Xeriscaping as an alternative for the required landscaping.

~~XVU.~~ Existing Billboard Landscaping: Existing billboards shall comply with the landscaping provisions of this section on or before January 1, 1996.

~~YVV.~~ Compliance With Tree Stewardship Ordinance: Construction, demolition or maintenance of billboards shall comply with the provisions of the Salt Lake City tree stewardship ordinance and the Tree Protection ordinance.

~~ZXW.~~ Subdivision Registration: To the extent that the lease or other acquisition of land for the site of a new billboard may be determined to be a subdivision pursuant to state statute no subdivision plat shall be required and the zoning administrator is authorized to approve, make minor subsequent amendments to, and record as necessary, such subdivision.

~~YX.~~ Enforcement: Any illegal billboard and any violation of the requirements of this subsection are subject to enforcement pursuant to SLC code Chapter 21A.20

~~ZY.~~ Severability: If any section, sentence, paragraph, term, definition or provision of this chapter is for any reason determined to be illegal, invalid, superseded by other authority or unconstitutional by any court of competent jurisdiction or by any state or federal regulatory authority having jurisdiction thereof, such portion shall be deemed a separate, distinct, and independent provision and such determination shall have no effect on the validity of any other section, sentence, paragraph, term, definition or provision of this chapter, all of which will remain in full force and effect; except sections D.1, D.2 and R which will be deemed repealed.

~~AA.~~ Special Provisions:

~~1. Applicability: The provisions of this section shall apply to specified billboards located:~~

~~a. Four (4) existing billboards between 1500 North and 1800 North adjacent to the west side of Interstate 15; and~~

~~b. One existing billboard on the east side of Victory Road at approximately 1100 North.~~

~~2. General Applicability: Except as modified by this section, all other provisions of this chapter shall apply to the five (5) specified billboards.~~

~~3. Special Priority: The five (5) specified billboards shall be considered as gateway billboards for the purposes of the priority provisions of subsection F of this section, or its successor subsection.~~

~~4. Landscaping: The five (5) specified billboards shall be landscaped pursuant to the provisions of subsection V of this section, or its successor subsection.~~

~~BB. State Mandated Relocation Of Billboards: Except as otherwise authorized herein, existing billboards may not be relocated except as mandated by the requirements of Utah state law. (Ord. 72-08 § 2, 2008: Ord. 42-08 § 12, 2008: Ord. 13-04 §§ 25, 26, 27, 2004: Ord. 25-00 §§ 1-3, 2000: Ord. 83-98 §§ 12-14, 1998: Ord. 88-95 § 1 (Exh. A), 1995)~~

Recommended  
*Night-time  
Brightness Levels*  
for On-Premise  
Electronic Message  
Centers (EMC's)



INTERNATIONAL  
SIGN ASSOCIATION

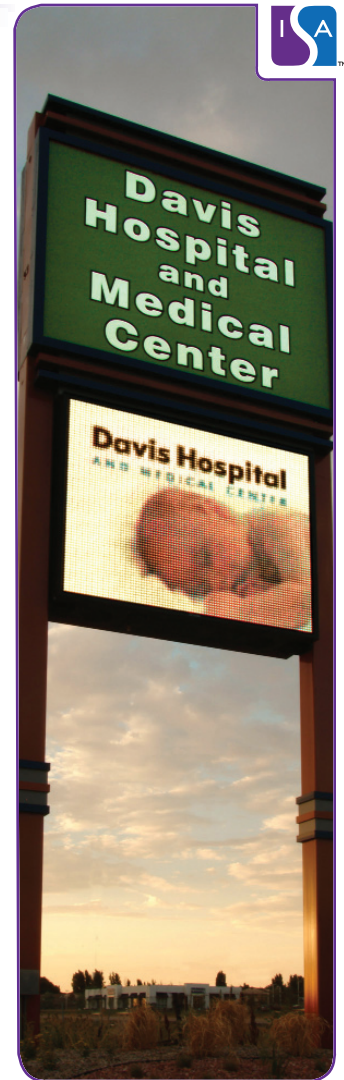




# Table of Contents



INTRODUCTION .....	.2
EXECUTIVE SUMMARY .....	.4
RECOMMENDED LANGUAGE .....	.6
SIX STEPS: EMC BRIGHTNESS LEVELS .....	.7





# Introduction



## Electronic Message Centers (EMC's)



One of the more interesting types of signage that is becoming increasingly popular is on-premise **electronic message centers**, or EMCs. You may have heard EMCs being referred to as changeable message displays or digital signs.

EMCs are *not* digital billboards, which advertise a good or service that is located away from where the sign is located. Rather, EMCs are digital signs that are located *on the premises* of the business, and that advertise goods and services that are provided at the location.



*Digital billboard/off-premise sign advertising an automobile business away from where the sign is located*



*Electronic Message Center (EMC)/on-premise sign advertising an automobile business that is located at the place of business*

There is often confusion regarding on and off-premise digital signs. However, EMCs and digital billboards have very distinct capabilities and purposes, each targets a specific audience and each has traditionally been treated under separate legal and regulatory regimes. For the purposes of this publication, *we are focusing solely and exclusively on EMCs.*

EMCs that are too bright at night can be offensive and ineffective. EMC brightness at night is an issue where sign users, the sign industry, and the planning community have a common goal: ensuring that EMCs are appropriately legible. We know the messages that these signs convey can be rendered unattractive and perhaps even unreadable if they are programmed too bright.



That's why many sign companies recommend to their customers that in order for these signs to be most effective, their brightness be set at such a level to be visible, readable and conspicuous.

In 2008, the International Sign Association (ISA) retained Dr. Ian Lewin of Lighting Sciences to help the industry develop scientifically-researched, understandable recommendations for EMC brightness. Dr. Lewin is a past chair of the Illuminating Engineering Society of North America (IES), and is greatly respected within the lighting field. His work for ISA was conducted with the input of experts within the sign industry. Dr. Lewin's full report can be found at [www.signs.org](http://www.signs.org).

*As a result of this research, the recommended night-time brightness level for on premise EMCs is 0.3 foot candles above ambient light conditions when measured at an appropriate distance. This is a lighting level that works in theory and in practice.*

The research and the recommendations contained in this report pertain only to EMCs, not traditionally internally illuminated signs, such as these channel letter and neon signs below. EMC's use a different lighting technology than most of these types of signs, and as such the scientific approach differs.



You can rest assured that the information contained in this publication is relevant, appropriate and workable for determining night-time EMC brightness levels.

We have provided six short steps to help guide the process and recommended statutory language. If you need further assistance, feel free to contact ISA at (703) 836-4012 to answer any of your EMC brightness questions.

*EMCs and digital billboards have very distinct capabilities and purposes, each targets a specific audience and each has traditionally been treated under separate legal and regulatory regimes.*

# Executive Summary



## *ISA Electronic Message Display Brightness Recommendations*



This summary has been developed to assist stakeholders concerned with development of brightness standards for large-format, electronic displays used for on-premise sign applications. This summary comprises:

- 1) *an overview of the importance of ensuring appropriate brightness,*
- 2) *technology utilized to ensure appropriate brightness,*
- 3) *recommended brightness standards, and*
- 4) *brightness measurement methodology.*

### 1. Overview of the importance of ensuring appropriate night-time brightness.

Electronic displays that are too bright at night can be offensive and ineffective. There are significant advantages to ensuring than an electronic display is not overly bright. These advantages include:

- » Conservation of energy
- » Increased life expectancy of the electronic display components
- » Building goodwill with the community
- » Ensuring the legibility of the display

It is in the best interest of all stakeholders to ensure that electronic displays are sufficiently bright to ensure clear legibility, while at the same time avoiding a display that is overly bright.

### 2. Technology utilized to ensure appropriate brightness.

Most electronic displays are designed to produce sufficient brightness to ensure clear legibility during daylight hours. However, daytime brightness settings are usually inappropriate for night-time viewing. The following general methods are used to dim an electronic display for appropriate night-time viewing:

1. **Manual Dimming.** Using this method, the sign operator dims the display in response to changing ambient light conditions.
2. **Scheduled Dimming.** Sunset-sunrise tables allow an electronic display to be programmed to dim at the same time that the sun sets and rises. This method is generally acceptable, but is more effective when used as a backup to automatic dimming controls capability, such as photocell technology.
3. **Photocell Technology.** An electronic display that utilizes photocell technology can automatically dim as light conditions change. A photocell sensor alerts the display to adjust brightness according to ambient light conditions.

*Most electronic displays are designed to produce sufficient brightness to ensure clear legibility during daylight hours. However, daytime brightness settings are usually inappropriate for night-time viewing.*





### 3. Recommended brightness standards.

ISA commissioned Dr. Ian Lewin of Lighting Sciences, Inc. to develop brightness criteria for on-premise electronic displays. Dr. Lewin is a leading lighting expert with over thirty years experience in the lighting industry.

Dr. Lewin recommended the development of brightness criteria based on the Illuminating Engineering Society's (IES) well-established standards pertaining to light trespass, IES Publication TM-11-00. The theory of light trespass is based on the concept of determining the amount of light that can spill over (or "trespass") into an adjacent area without being offensive.

As a result of his research, Dr. Lewin recommended two different brightness settings based on whether the EMC was located in an area of high or low ambient light. After field testing and utilizing Dr. Lewin's recommendations, it was determined that using the more conservative recommendation is appropriate in areas of both low and high ambient light. In order to simplify Dr. Lewin's recommendations, and to take a more reasonable approach to ensure that EMC's are sufficiently visible but not overly bright, it is recommended that EMC's not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC size.

*...it is recommended that EMC's not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC size.*

### 4. Brightness measurement methodology.

There are two generally accepted measures of brightness in the sign industry; illuminance and luminance. Illuminance, the preferred method, is a measure of the amount of light intercepting an object at a given distance from a light source and is measured in footcandles or its metric equivalent, lux. Illuminance can be measured with a footcandle meter (also know as a luxmeter), which are relatively inexpensive (\$100-1000) and commonly available. The footcandle meter should be accurate to two decimal points for accurate measurements. The second method, luminance, is an absolute measure of the amount of brightness that is being emitted from a light source and is usually measured in candelas per square meter, also known as "nits." Luminance can be measured by use of a "nit gun", which are expensive (~\$3,000) and difficult to procure. The preferred method of measurement is illuminance using a footcandle meter because a measure of luminance fails to account for ambient light conditions.



# Recommended Legislative Language



1. **Electronic Message Center (EMC) Criteria:** The night-time illumination of an EMC shall conform with the criteria set forth in this section.
  - A. **EMC Illumination Measurement Criteria:** The illuminance of an EMC shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color-capable EMC, or a solid message for a single-color EMC. All measurements shall be taken perpendicular to the face of the EMC at the distance determined by the total square footage of the EMC as set forth in the accompanying Sign Area Versus Measurement Distance table.
  - B. **EMC Illumination Limits:** The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 footcandles at night.
  - C. **Dimming Capabilities:** All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements.
  - D. **Definition of EMC:** A sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.



## SIGN AREA VERSUS MEASUREMENT DISTANCE

AREA OF SIGN sq. ft.	MEASUREMENT Distance (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
260	161
280	167
300	173

*\* For signs with an area in square feet other than those specifically listed in the table (i.e., 12 sq ft, 400 sq ft, etc), the measurement distance may be calculated with the following formula: Measurement Distance =  $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$*

# Six STEPS: EMC Brightness Levels

## *How to Measure the Brightness of an Electronic Message Center (EMC)*

### STEP 1

#### OBTAIN AN ILLUMINANCE METER.

Purchase or otherwise procure an illuminance meter. Most city/county traffic departments have an illuminance meter, which are also referred to as lux or footcandle meters (lux is the metric measure of illuminance; footcandles is the English measure of illuminance). The illuminance meter must have the ability to provide a reading up to two decimal places and must be set to read footcandles. It is preferred to have an illuminance meter with a screw-mount that allows the sensor to be mounted on a tripod. A tripod ensures that the highly sensitive sensor is held perfectly still; otherwise it may be difficult to obtain an accurate reading.

If you do not have an illuminance meter, the Konica Minolta T-10 is a high quality illuminance meter that works well. However, other less expensive illuminance meters may also provide adequate results. The International Sign Association has no affiliation with Konica Minolta.

### STEP 2

#### DETERMINE SQUARE FOOTAGE.

Determine the square footage of the face of the electronic message sign (EMC) by multiplying the height and width of the EMC. This information may be available in a permit application, or can be determined by physically measuring the height and width of the EMC. Do not include the sign face square footage attributable to any additional static signs associated with the EMC (if applicable).



### STEP 3

#### DETERMINE THE MEASUREMENT DISTANCE.

Using the total square footage found in Step 2, look up the measurement distance in the table provided in the Recommended Legislative Language on page 6, to determine the distance to measure the brightness of the EMC. The distance should be measured perpendicular to the EMC sign face. The use of a measuring wheel is the most convenient way to measure the distance.





## How to Measure the Brightness of an Electronic Message Center

### STEP 4

#### PREPARE THE DISPLAY FOR TESTING.

Ensure that the EMC is programmed to alternate between a solid white (or in the case of a monochrome display – the solid color of the display) message and a blank message. You may wish to have a requirement that the sign owner cooperate with testing by programming the EMC for testing upon written notice.

### STEP 5

#### USE AN ILLUMINANCE METER TO MEASURE THE BRIGHTNESS OF THE EMC.

Mount the sensor of your illuminance meter to a tripod and orient the sensor directly towards the face of the EMC at the measurement distance determined in Step 2.



### STEP 5 [CONTINUED]

Ensure that the illuminance meter is set to measure footcandles up to two decimal places. As the display alternates between a solid white message and an “off” message, note the range of values on the illuminance meter. If the difference between the readings is less than 0.3 footcandles, then the brightness of the display is in compliance. If not, the display will need to be adjusted to a lower brightness level using the manufacturer’s recommended procedures.



### STEP 6

#### ENSURE THAT THE DISPLAY CAN ADJUST TO DIFFERENT AMBIENT CONDITIONS.

Inspect the sign to ensure that it incorporates a photocell or other technology to ensure that the display can adjust according to ambient lighting conditions.

*As the display alternates between a solid white message and an “off” message, note the range of values on the illuminance meter. If the difference between the readings is less than 0.3 footcandles, then the brightness of the display is in compliance.*



1001 N. FAIRFAX STREET, SUITE 301  
ALEXANDRIA, VA 22314  
703.836.4012 PH  
703.836.8353 FAX  
[WWW.SIGNS.ORG](http://WWW.SIGNS.ORG)



RECOMMENDED NIGHT-TIME BRIGHTNESS LEVELS FOR ON-PREMISE ELECTRONIC MESSAGE CENTERS