



Staff Report

PLANNING DIVISION

DEPARTMENT of COMMUNITY and NEIGHBORHOODS

To: Salt Lake City Planning Commission
From: Grant Amann, Principal Planner, grant.amann@slcgov.com, 801-535-6171
Date: February 14, 2024
Re: PLNPCM2023-00996 – Zoning Text Amendment for Projecting Signs in All Commercial and Mixed-Use Districts

Text Amendment

PROPERTY ADDRESS: Citywide
MASTER PLAN: [Plan Salt Lake](#)
ZONING DISTRICT: All

REQUEST:

Salt Lake City is requesting to adopt new zoning regulations to allow projecting business signs as an approved sign type in all commercial and mixed-use districts. The proposed regulation changes will affect section 21A.46-Signs of the zoning ordinance. Related provisions of Title 21A-Zoning may also be amended as part of this petition to increase clarity in the Sign ordinance.

RECOMMENDATION:

Forward a positive recommendation to City Council to approve the proposed text amendment.

ATTACHMENTS:

- A. [ATTACHMENT A: Proposed Text Amendment](#)
- B. [ATTACHMENT B: Zoning Text Amendment Standards](#)
- C. [ATTACHMENT C: Public Process & Comment](#)

PROJECT DESCRIPTION

“Projecting Signs” are signs that project over a path perpendicular to a store front to increase visibility along vehicle and pedestrian right of ways. They are sometimes referred to as “blade signs” colloquially. The sign chapter recognizes three projecting sign types, “Projecting Business Storefront Sign”, “Projecting Building Sign”, and “Projecting Parking Entry Sign”. The goal of this text amendment is to allow “Projecting Business Storefront Sign” as a permitted sign type in all commercial and mixed-use zones. These business signs are distinguished from the other two projecting sign types in code as “containing only the name of the business and/or associated corporate logo.” This text amendment will create consistent sign allowance for projecting business storefront signs in all commercial and mixed-use districts.

Projecting Business Storefront Signs are currently permitted in 8 of the commercial and mixed-use zoning districts, specifically the R-MU and MU, SND, CSHBD, TSA, D-1 and D-4, and G-MU. This text amendment proposes that “Projecting Business Storefront Sign” be added to the Table of Permitted Signs in the RB, RO, CN, CB, CS, CG, FB, M-1 and M-2, D-2, and D-3 Districts.

This amendment is a comprehensive text amendment that addresses the issue across all commercial and mixed-use zoning districts. Adding these signs to the tables of permitted signs helps promote consistency in the ordinance and to have consistent sign types utilized throughout the entire city. The height of the projecting signs is proposed to be amended from 10’ to 8’ above ground level. Additionally, this amendment also includes an update to the Tables of Permitted Signs to be in alphabetical order.

APPROVAL PROCESS AND COMMISSION AUTHORITY

The proposal is for a zoning text amendment. The Planning Commission may make a recommendation to the City Council on this type of proposal per [21A.50.050.A](#). The Planning Commission may make modifications to the proposed amendments, direct staff to make recommendations, or forward a recommendation to the City Council. Staff recommends that the Planning Commission forward a positive recommendation to the City Council to adopt the proposed text amendment.

KEY CONSIDERATIONS

The key considerations listed below were identified through the analysis of the project:

1. How the Proposal Furthers City Goals and Policies identified in Plan Salt Lake
2. Impact to the City

Consideration 1: How the Proposal Furthers City Goals and Policies identified in Plan Salt Lake

The overarching guiding principle in Plan Salt Lake for the government is, “a local government that is collaborative, responsive, and transparent.” One of the goals to accomplish that vision is to address existing barriers to understanding and implementing code regulations.

The proposed zoning text amendments align with this goal in Plan Salt Lake. The amendment promotes consistency in sign types utilized throughout the city. This amendment also adheres to the principles of collaboration, responsiveness, and transparency outlined in Plan Salt Lake by giving businesses more advertising options. By increasing the number of sign options available to business owners, the zoning code becomes more flexible and easier to understand for property and business owners.

This amendment also cleans up many numerical and readability discrepancies in the code, such as incorrect references and lists being out of alphabetical order. Additionally, these amendments further the goals of Plan Salt Lake by making the code more readable for citizens and helping promote governmental transparency.

Consideration 2: Impact to the City

This amendment will only impact signs in commercial and mixed-use districts in the city. Projecting business signs are geared toward pedestrian paths along right of ways. Therefore, this amendment promotes walkability and pedestrian accessibility by allowing the sign type in more commercial and mixed-use districts. The amendment also promotes consistency of sign types

visible throughout the entire city, which would create more predictability in commercial areas of the city. Staff finds that the overall impact of the amendment will be positive.

STAFF DISCUSSION

Salt Lake City has proposed this amendment in order to have consistent sign types within the commercial and mixed-use zoning districts in the city. The Planning Division believes that the amendment will not create an adverse impact to the surrounding properties, nor the city in general.

NEXT STEPS

The Planning Commission can provide a positive or negative recommendation for the proposal and can request that changes be made to the proposal. The recommendation and any requested changes will be sent to the City Council, who will hold a briefing and additional public hearing on the proposed changes. The City Council may make modifications to the proposal and approve or decline to approve the proposed changes. If ultimately approved by the City Council, the changes would be incorporated into the City Zoning code and development would be required to follow the new regulations.

ATTACHMENT A: Proposed Text Amendment

Amending the following sections by adding “Projecting Business Storefront Sign” to the table of permitted signs. The amendments listed in sections 1,2, 3, 5, 10, 12, 14, and 15 are minor grammatical fixes, such as correcting alphabetical order.

- Section 1: 21A.46.070.C: Clearance Between Sign and Ground
- Section 2: 21A.46.070.J: Signs on Public Property
- Section 3: 21A.46.070.K.2: Extension of Building Signs: Projecting Building Signs
- Section 4: 21A.46.080.C.3: RB, RO
- Section 5: 21A.46.090.A.3: R-MU-35, R-MU-45, R-MU and MU
- Section 6: 21A.46.090.A.4: CN
- Section 7: 21A.46.090.A.5: CB
- Section 8: 21A.46.090.B.4: CS
- Section 9: 21A.46.090.C.3: CC
- Section 10: 21A.46.090.D.3: CSHBD
- Section 11: 21A.46.090.D.4: CG
- Section 12: 21A.46.096.B.7-8: FB
- Section 13: 21A.46.100.A.3: M-1, M-2
- Section 14: 21A.46.110.A3.a: D-1 and D-4
- Section 15: 21A.46.110.A.3.c: Live Performance Theatre and Ancillary Uses
- Section 16: 21A.46.110.B.3: D-2
- Section 17: 21A.46.110.C.3: D-3

Note: New proposed language below is differentiated from existing code by being underlined; words proposed to be removed from the ordinance are differentiated by being struck through (example). All other text is existing with no proposed change.

Section 1: Amending 21A.46.070.C by amending minimum clearance from 10’ to 8’.

C. Clearance Between Sign and Ground: A minimum clearance of ~~ten~~ eight feet (~~10’~~ 8’) shall be provided between the ground and the bottom of any pole, projecting sign or flag.

Section 2: Amending 21A.46.070.J by amending extension over right of way standard.

J. 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, or projecting signs that have obtained a public property lease and insurance.

Section 3: Amending 21A.46.070.K.2 by amending maximum extension from 6’ to 4’ and updating extension over right of way standard.

2. Projecting Building Signs: Projecting building signs may extend a maximum of ~~six~~ four feet (6' 4') from the face of the building but shall not extend over a public right of way, unless a required public property lease and insurance are obtained. ~~except in the D-1 and D-4 zones as allowed in Section 21A.46.110 of this chapter.~~

Section 4: Amending 21A.46.080.C by adding “Projecting Business Storefront Sign” to the table of permitted signs.

C. Sign Regulations For The RB And RO Districts:

1. Purpose: The purpose of sign regulations for the RB and RO districts is to establish standards that allow for modest commercial signage while protecting the predominant residential character of these districts.

2. Applicability: Regulations in subsections C3 and C5 of this section, respectively, shall apply to all uses within the RB and RO districts. These regulations apply to each lot, regardless of the number of buildings on a lot.

3. Sign Type, Size And Height Regulations:

STANDARDS FOR THE RB DISTRICT

Type Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback	Number Of Signs Permitted Per Sign Type
Awning sign/ canopy sign	10 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	32 square feet	4 feet	5 feet	1 per street frontage
Development entry sign ²	50 square feet	8 feet	10 feet	1 per entry; 2 maximum

Flat sign ³	20 square feet	See note 1	n/a	1 per lot
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage
Monument sign ²	24 square feet	4 feet	5 feet	1 per lot
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	80 square feet	10 feet	10 feet	1 per street frontage
Political sign	16 square feet	4 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁵</u>	<u>1 per leasable space or entry.</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	8 square feet	4 feet	5 feet	1 per street frontage
Window sign	6 square feet	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see subsection [21A.46.070.FI](#) of this chapter.
2. Monument signs shall have a 5 foot setback unless integrated into the fence structure. Height requirements for fence apply.
3. Backlit awnings excluded.

4. Illumination: Illuminated signs in the RB district shall be limited to development entry signs, flat signs, window signs and monument signs.

5. Public property lease and insurance required for projection over right of way.

5. Sign Type, Size And Height Regulations For The RO District:

STANDARDS FOR THE RO DISTRICT

To view STANDARDS FOR THE RO DISTRICT in PDF, click [HERE](#).

Type Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback	Number Of Signs Permitted Per Sign Type
Awning sign/ canopy sign	10 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window
Construction sign	32 square feet	4 feet	5 feet	1 per street frontage
Development entry sign ²	50 square feet	8 feet	10 feet	1 per entry; 2 maximum
Flat sign ^{3,4}	6 square feet for each 50 feet of building frontage or major portion thereof	See note 1	n/a	1 per street frontage
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage
Monument sign ²	32 square feet	4 feet	5 feet	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	80 square feet	10 feet	10 feet	1 per street frontage

Political sign	16 square feet	4 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁵</u>	<u>1 per leasable space or entry.</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage
Window sign	6 square feet	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see subsection [21A.46.070J,I](#) of this chapter.
2. Monument signs shall have a 5 foot setback unless integrated into the fence structure. Height requirements for fence apply.
3. Storefront flat signs limited to locations on the lower 2 floors.
4. Backlit awnings excluded.
5. Public property lease and insurance required for projection over right of way.

Section 5: Amending 21A.46.090.A.4 by removing “Monument and pole signs” to the table of permitted signs.

3. Sign Type, Size And Height Standards For The R-MU-35, R-MU-45, R-MU And MU Districts:

STANDARDS FOR THE R-MU-35, R-MU-45, R-MU AND MU DISTRICTS

To view STANDARDS FOR THE R-MU-35, R-MU-45, R-MU AND MU DISTRICTS in PDF, click [HERE](#).

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ⁴
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Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb	1 per first floor door/window	None
Canopy, drive- through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	32 square feet	8 feet	5 feet	1 per street frontage	None
Flat sign (general building orientation) ⁸	1 square foot per linear foot of building frontage ⁵	See note 1	n/a	1 sign per building frontage	None
Flat sign (storefront orientation) ^{7,8}	1 square foot per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage	None
Monument and pole signs:					
Monument sign ³	100 square feet	12 feet	5 feet	1 per street frontage	1 sign per street frontage
Pole sign (1-acre minimum)	75 square feet	25 feet	15 feet and a 6-foot maximum projection	1 per street frontage	
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	10 feet	5 feet	1 per street frontage	None

<u>Pole sign (1 acre minimum)</u>	<u>75 square feet</u>	<u>25 feet</u>	<u>15 feet and a 6 foot maximum projection</u>	<u>1 per street frontage</u>	<u>1 sign per street frontage</u>
Political sign	16 square feet	6 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting business storefront sign	6 square feet per sign side, total of 12 square feet	See note 1	May extend 4 feet from face of the building and 2 feet from back of curb. <u>but no closer than 2 feet to the back of curb.</u> A minimum height of at least <u>8 feet</u> above the sidewalk shall be maintained. See note 6	1 per leasable space. All signs shall be located within the tenant's leasable space	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection 21A.46.070J,I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. Monument signs shall have a 5 foot setback, unless integrated into the fence structure. Height requirements for fence apply.
4. The total number of signs permitted from the sign types combined.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Public property lease and insurance required for projection ~~over property line.~~ over right of way.
7. Storefront flat signs limited to locations on the lower 2 floors.
8. Backlit awnings excluded.

Section 6: Amending 21A.46.090.A.4 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

4. Sign Type, Size And Height Standards For The CN District:

STANDARDS FOR THE CN DISTRICT

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs³
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	32 square feet	8 feet	5 feet	2 per building	None
Flat sign (storefront orientation) ⁵	1 square foot per linear foot of store frontage ⁴	See note 1	n/a	1 per business or storefront	None
Monument sign	75 square feet	5 feet	5 feet	1 per street frontage	None
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	10 feet	5 feet	1 per development	None
Political sign	16 square feet	6 feet	5 feet	No limit	None

Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁶</u>	<u>1 per leasable space or entry.</u>	<u>None</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage ⁴	See note 1	n/a	1 per building frontage	None
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection 21A.46.070J.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
5. Storefront flat signs limited to locations on the lower 2 floors.
6. Public property lease and insurance required for projection over right of way.

Section 7: Amending 21A.46.090.A.5 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

5. Sign Type, Size And Height Standards For The CB District:

STANDARDS FOR THE CB DISTRICT

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs⁴
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building ⁶	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	1 per street frontage
Construction sign	32 square feet	8 feet	5 feet	2 per building	None
Flat sign (storefront orientation) ⁷	1 square foot per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					
Monument sign ³	100 square feet	6 feet 12 feet 20 feet (1 acre minimum)	5 feet 10 feet 10 feet	1 per street frontage	1 per street frontage
Pole sign³ (1 acre minimum)	75 square feet for a single business. 100 square feet for multiple businesses	25 feet	15 feet and a maximum 6 foot projection	1 per street frontage	
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None

New development sign	80 square feet	10 feet	5 feet	1 per development	None
<u>Pole sign³ (1 acre minimum)</u>	<u>75 square feet for a single business. 100 square feet for multiple businesses</u>	<u>25 feet</u>	<u>15 feet and a maximum 6 foot projection</u>	<u>1 per street frontage</u>	<u>1 per street frontage</u>
Political sign	16 square feet	6 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁶</u>	<u>1 per leasable space or entry.</u>	<u>None</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage ⁵	See note 1	n/a	1 sign per building frontage	None
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection 21A.46.070~~J~~I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.

3. Pole and monument signs shall be permitted only when located in or adjacent to a required landscaped setback.
4. The total number of signs permitted from the sign types combined.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Public property lease and insurance required for projection ~~over property line~~: over right of way.
7. Storefront flat signs limited to locations on the lower 2 floors.

Section 8: Amending 21A.46.090.B.4 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

4. Sign Type, Size And Height Standards:

STANDARDS FOR THE CS DISTRICT

To view STANDARDS FOR THE CS DISTRICT in PDF, click [HERE](#).

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback⁴	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs³
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/ window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	10 feet	2 per building	None
Flat sign (storefront orientation) ⁶	1 square foot per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					

Monument sign ²	100 square feet	12 feet 6 feet	10 feet 5 feet	1 per pad site	1 per pad site
Pole sign ²	75 square feet	25 feet	At _____ the approved landscape setback with a 6 _____ foot projection, but shall _____ not extend across a property line	1 per pad site	
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	200 square feet per sign	12 feet	10 feet	1 per street frontage	None
<u>Pole sign²</u>	<u>75 square feet</u>	<u>25 feet</u>	<u>At _____ the approved landscape setback with a 6 _____ foot projection, but shall _____ not extend across a property line</u>	<u>1 per pad site</u>	
Political sign	32 square feet	8 feet	10 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁷</u>	<u>1 per leasable space or entry.</u>	<u>None</u>

Public safety sign	8 square feet	6 feet	10 feet	No limit	None
Real estate sign	64 square feet	12 feet	10 feet	1 per building	None
Shopping center identification sign	200 square feet	25 feet	10 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage ⁵	See note 1	n/a	1 per building frontage	None
Window sign	25% of total frontage window area per floor	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#) of this chapter.
 2. Permitted only for freestanding buildings within shopping centers.
 3. The total number of signs permitted from the sign types combined.
 4. Not applicable to temporary signs mounted as flat signs.
 5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
 6. Storefront flat signs limited to locations on the lower 2 floors.
 7. Public property lease and insurance required for projection over right of way.
5. Supplementary Regulations:
- a. Sign Structures: Structures supporting monument and shopping center identification signs shall be compatible with exterior materials used in building exteriors within the shopping center.
 - b. Landscape: Freestanding signs shall be located within landscaped areas not less than two hundred (200) square feet in size. Planting within such landscaped areas shall be approved by the zoning administrator.
 - c. Items Of Information: Shopping center identification signs shall be limited to the name of the shopping center and the names of tenants or businesses located in the shopping center.

Section 9: Amending 21A.46.090.C.3 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

3. Sign Type, Size And Height Standards:

STANDARDS FOR THE CC DISTRICT

To view STANDARDS FOR THE CC DISTRICT in PDF, click [HERE](#).

Types Of Signs Permitted Per Use	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awnings/canopy signs	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	10 feet	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Flat sign (storefront orientation) ⁶	1.5 square feet per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					
Monument sign ⁴	100 square feet	6 feet 12 feet 20 feet (1 acre minimum)	None 5 feet	1 per street frontage	1 per street frontage

Pole sign ⁴	75 square feet for a single business, 100 square feet for multiple businesses	25 feet	15 feet and a maximum 6 foot projection	1 per street frontage	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	12 feet	5 feet	1 per development	None
<u>Pole sign⁴</u>	<u>75 square feet for a single business, 100 square feet for multiple businesses</u>	<u>25 feet</u>	<u>15 feet and a maximum 6 foot projection</u>	<u>1 per street frontage</u>	<u>1 Per street frontage</u>
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁷</u>	<u>1 per leasable space or entry.</u>	<u>None</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage ⁵	See note 1	n/a	1 per building frontage	None

Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	None
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Notes:

1. For height limits on building signs, see subsection [21A.46.070J.I](#) of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. See subsection C4a of this section.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Storefront flat signs limited to locations on the lower 2 floors.
7. Public property lease and insurance required for projection over right of way.

4. Supplementary Regulations:

- a. Lot Frontage Requirements: A minimum lot frontage of one hundred feet (100') shall be required for pole signs or monument signs.

Section 10: Amending 21A.46.090.D.3 by changing “10 feet” to “8 feet” to the table of permitted signs.

3. Sign Type, Size And Height Standards:

STANDARDS FOR THE CSHBD DISTRICT

To view *STANDARDS FOR THE CSHBD DISTRICT* in PDF, click [HERE](#).

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type
Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb ⁵	1 per first floor door/window

Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	64 square feet	12 feet	None	1 per street frontage
Flat sign (storefront orientation) ⁶	2 square feet per linear foot of store frontage ⁴	See note 1	n/a	1 per business or storefront
Marquee sign	1 square foot per linear foot of store frontage	See note 1	See subsection 21A.46.070 O of this chapter	1 per storefront
Monument sign ³	100 square feet	20 feet	None	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	80 square feet	12 feet	None	1 per development
Pole sign ³	75 square feet for a single business, 100 square feet for multiple businesses	25 feet	No extension across a property line is permitted	1 per street frontage
Political sign	32 square feet	8 feet	None	No limit
Private directional sign	21 square feet	7 feet	None	No limit
Projecting building sign	0.5 square foot per linear foot of street frontage; not to exceed 40 square feet	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per street frontage
Projecting business storefront sign	6 square feet per sign side, total of 12 square feet	See note 1	May extend 4 feet from face of a building and 2 feet from back of curb ⁵ . A minimum height of \pm 8 feet above the	1 per leasable space. Leasable spaces on corners may have 2. All signs shall be located within the tenant's

			sidewalk shall be maintained	leasable area and not on any other tenant's leasable space
Public safety sign	8 square feet	6 feet	None	No limit
Real estate sign	64 square feet	12 feet	None	1 per street frontage
Wall sign or flat sign (general building orientation)	1 square foot per linear foot of building face ⁴	See note 1	n/a	1 per building face
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see subsection 21A.46.070J,I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. See subsection D6a of this section.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
5. Public property lease and insurance required for projection ~~over property line~~: over right of way.
6. Storefront flat signs limited to locations on the lower 2 floors.

Section 11: Amending 21A.46.090.D.4 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

4. Sign Type, Size And Height Standards:

STANDARDS FOR THE CG DISTRICT

To view STANDARDS FOR THE CG DISTRICT in PDF, click [HERE](#).

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building, but	1 per first floor door/window

			shall not cross a property line	
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage
Flat sign (storefront orientation) ⁵	2 square feet per linear foot of store frontage ⁴	See note 1	n/a	1 per business or storefront
Marquee sign	1 square foot per linear foot of store frontage	See note 1	See subsection 21A.46.070 O of this chapter	1 per storefront
Monument sign ³	1 square foot per linear foot of street frontage	20 feet 8 feet	4 feet None	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	200 square feet	12 feet	5 feet	1 per street frontage
Pole sign ³	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	35 feet	10 feet with a maximum 6 foot projection. No extension across a property line is permitted	1 per street frontage
Political sign	32 square feet	8 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb.</u>	<u>1 per leasable space or entry.</u>

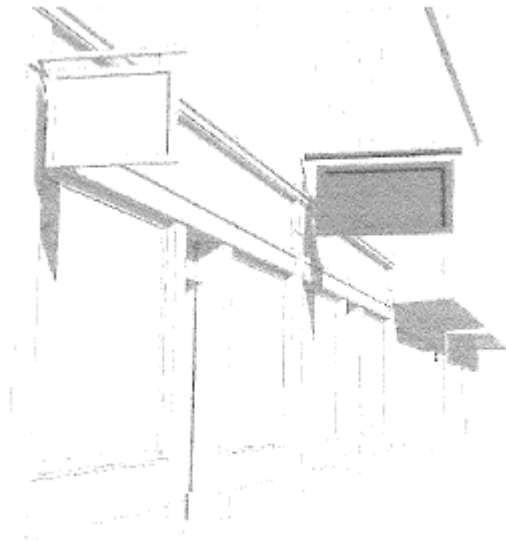
			<u>Minimum height of 8 feet above sidewalk.</u> ⁶	
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage
Sexually oriented business signs	See section 21A.36.140 of this title			
Wall sign or flat sign (general building orientation)	1 square foot per linear foot of building face ⁴	See note 1	n/a	1 per building face
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#)~~J.I~~ of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. See subsection D6a of this section.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
5. Storefront flat signs limited to locations on the lower 2 floors.
6. Public property lease and insurance required for projection over right of way.

Section 12: Amending 21A.46.096.B.7-8 by changing “10 feet” to “8 feet” in the table of permitted signs.

11. Projecting Sign:



Sign Type	FB-UN1	FB-UN2	FB-SC	FB-SE	MU-8	Specifications	
Projecting sign						Quantity	1 per leasable space. Leasable spaces on corners may have 2
						Clearance	Minimum of 10 —8 feet above sidewalk/walkway
		P	P	P		Area	6 square feet per side, 12 square feet total
					P	Projection	Maximum of 4 feet from building facade
						Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process

12. Projecting Parking Entry Sign:

Sign Type	FB-UN1	FB-UN2	FB-SC	FB-SE	MU-8	Specifications	
			P	P		Quantity	1 per parking entry

Projecting parking entry sign (see projecting sign graphic)				P	Clearance	Minimum of 10 <u>8</u> feet above sidewalk/walkway
					Height	Maximum of 2 feet
					Area	4 square feet per side, 8 square feet total
					Projection	Maximum of 4 feet from building facade for public and private streets. Maximum of 2 feet within the special purpose corridor
					Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process

Section 13: Amending 21A.46.100.A.3 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

3. Sign Type, Size And Height Standards:

STANDARDS FOR THE M-1 AND M-2 DISTRICTS

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awning/ canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None

Construction sign	64 square feet	12 feet	10 feet	1 per street frontage	None
Development entry sign	160 square feet maximum per sign; 200 square feet total for 2 signs	10 feet	10 feet		1 per street frontage
Flat sign (storefront orientation) ⁴	2 square feet per linear foot of store frontage ⁶	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					
Monument sign ⁵	150 square feet	5 feet at the minimum setback and increases 1 foot for each additional 1 foot of setback for a maximum of 20 feet	5 feet	1 per street frontage	1 sign per street frontage
Pole sign ⁵	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business; 300 square feet maximum for multiple businesses	25 feet	15 feet	1 per street frontage	1 sign per street frontage
New development sign	160 square feet per sign; 200 square feet total	12 feet	10 feet	1 per street frontage	None
Pole sign ⁵	1 square foot per linear foot of street frontage; 200 square feet	25 feet	15 feet	1 per street frontage	1 sign per street frontage

	maximum for a single business, 300 square feet maximum for multiple businesses				
Political sign	32 square feet	8 feet	10 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁷</u>	<u>1 per leasable space or entry.</u>	<u>None</u>
Public safety sign	8 square feet	6 feet	10 feet	No limit	None
Real estate sign	64 square feet	12 feet	10 feet	1 per street frontage	None
Sexually oriented business signs	See section 21A.36.140 of this title				
Wall sign or flat sign ⁴	1.5 square feet per linear foot of each building face	See note 1	n/a	1 per building face	None
Window sign	25% of total frontage window area per floor	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#) ~~J.I~~ of this chapter.
 2. Not applicable to temporary signs mounted as flat signs.
 3. The total number of signs permitted from the sign types combined.
 4. Storefront flat signs limited to locations on the lower 2 floors.
 5. See subsection A4a of this section.
 6. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
 7. Public property lease and insurance required for projection over right of way.
4. Supplementary Regulations:
- a. Lot Frontage Requirements: A minimum lot frontage of one hundred feet (100') shall be required for pole signs or monument signs. (Ord. 17-14, 2014)

Section 14: Amending 21A.46.110.A.3.a by removing “Monument, pole, and projecting building signs” to the table of permitted signs.

3. Sign Type, Size And Height Standards:
 - a. D-1 And D-4 Districts:

STANDARDS FOR THE D-1 AND D-4 DISTRICTS

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs¹	Minimum Setback²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs³
Awning signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb ⁶	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Canopy signs	1 square foot per linear foot of storefront (sign area only); 20 square feet	See note 1	May extend from face of building but not within 2 feet of the back of curb ⁶	1 per first floor building entry	None

	maximum per canopy				
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Corporate flag	32 square feet	See subsection A4c of this section	8 feet from face of building but not within 2 feet of the back of curb ⁶	1 per 50 feet of street frontage, 50 foot minimum street frontage required	2 per street frontage
Flat sign (general building orientation)	4 square feet per linear foot of building face ⁵	See note 1	n/a	1 per building face	None
Flat sign (storefront orientation) ⁴	2 square feet per linear foot of each store frontage ⁵	See note 1	n/a	1 per business storefront	None
Marquee sign	Subject only to subsection 21A.46.070 of this chapter	See subsection 21A.46.070 of this chapter	See subsection 21A.46.070 of this chapter ⁶	1 per storefront	None
Monument, pole, and projecting building signs:		-	-		
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business; 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	

Projecting building sign	125 square feet per side; 250 square feet total	See note 1. (See subsection A4b of this section)	May extend 6 feet from face of building but not within 2 feet of the back of curb	1 per street frontage (See subsection A4b of this section)	
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Outdoor television monitor ^{4,7}	62 square feet	See note 1. Sign face limited to 8 feet in height	None	1 per building	None
<u>Pole sign</u>	<u>1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses</u>	<u>45 feet</u>	<u>None, but shall not extend across a property line</u>	<u>1 per street frontage</u>	<u>None</u>
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting building sign</u>	<u>125 square feet per side; 250 square feet total</u>	<u>See note 1. (See subsection A4b of this section)</u>	<u>May extend 6 feet from face of building but not within 2 feet of the back of curb</u>	<u>1 per street frontage (See subsection A4b of this section)</u>	<u>None</u>
Projecting business storefront sign	9 square feet per side; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 4 feet from face of building but not within 2 feet of the back of curb	1 per public business entry to the street	None

Projecting parking entry sign	9 square feet; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 4 feet from face of building but not within 2 feet of the back of curb ⁶	1 per driveway or parking lot entry	None
Public safety sign	8 square feet	6 square feet	None	No limit	None
Real estate sign	32 square feet	8 feet	None	1 per street frontage	None
Roof signs	4 square feet per linear foot of building face or 6 square feet per linear foot of building face on buildings taller than 100 feet	See note 1	n/a	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#) ~~J.I~~ of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs and outdoor television monitors limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Public property lease and insurance required for projection ~~over property line.~~ over right of way.
7. Allowed in conjunction with television stations only and are allowed only if the building contains a permanent broadcast studio for the television station of at least 15,000 square feet.

Section 15: Amending 21A.46.110.A.3.c by removing “Monument, pole, and projecting building signs” to the table of permitted signs.

- c. Live Performance Theater And Ancillary Uses Located In The Interior Of The Block Between State And Main Streets, Between 100 And 200 South Streets:

STANDARDS FOR THE LIVE PERFORMANCE THEATRE AND ANCILLARY USES LOCATED IN
 THE INTERIOR OF THE
 BLOCK BETWEEN STATE AND MAIN STREETS, BETWEEN 100 AND 200 SOUTH STREETS

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awning signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb ⁶	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Canopy signs	1 square foot per linear foot of storefront (sign area only); 20 square feet maximum per canopy	See note 1	May extend from face of building but not within 2 feet of the back of curb ⁶	1 per first floor building entry	None
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Corporate flag	32 square feet	See subsection A4c of this section	8 feet from face of building but not within 2 feet of the back of curb ⁶	1 per 50 feet of street frontage, 50 foot minimum street frontage required	2 per street frontage
Flat sign (general building orientation)	4 square feet per linear foot of building face ⁵	See note 1	n/a	2 per building face	None

Flat sign (storefront orientation) ⁴	2 square feet per linear foot of each store frontage ⁵	See note 1	n/a	1 per business storefront	None
Marquee sign	Subject only to subsection 21A.46.070O of this chapter	See subsection 21A.46.070O of this chapter	See subsection 21A.46.070O of this chapter ⁶	1 per storefront	None
Monument, pole, and projecting building signs:					
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	-
Pole sign, parking garage access	1 square foot per linear foot of street frontage; 165 square feet maximum for a single business Sign may be located off premises to indicate garage access point, as deemed appropriate by Zoning Administrator	45 feet	None, but shall not extend across a property line	1 per street frontage	1

Projecting building sign ^{7,8}	165 square feet per side; 330 square feet total	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb	2 per street frontage	-
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	None
Pole sign, parking garage access	1 square foot per linear foot of street frontage; 165 square feet maximum for a single business Sign may be located off premises to indicate garage access point, as deemed appropriate by Zoning Administrator	45 feet	None, but shall not extend across a property line	1 per street frontage	1
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None

Projecting building sign ^{7,8}	<u>165 square feet per side; 330 square feet total</u>	See note 1	<u>May extend 6 feet from face of building but not within 2 feet of the back of curb⁶</u>	<u>2 per street frontage</u>	<u>None</u>
Projecting business storefront sign ^{7,8}	9 square feet per side; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 7 feet from face of building but not within 2 feet of the back of curb ⁶	1 per public business entry	None
Projecting parking entry sign ^{7,8}	40 square feet; 80 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 10 feet from face of building but not within 2 feet of the back of curb ⁶	1 per driveway or parking lot entry	None
Public safety sign	8 square feet	6 square feet	None	No limit	None
Real estate sign	32 square feet	8 feet	None	1 per street frontage	None
Roof signs	4 square feet per linear foot of building face or 6 square feet per linear foot of building face on buildings taller than 100 feet	See note 1	n/a	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070J.I](#) of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.

5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Public property lease and insurance required for projection ~~over property line.~~ over right of way.
7. This applies only to signs not placed on the street frontages of State Street, Main Streets, 100 South Street and 200 South Street. All signs of this type intended for these street frontages are to be governed by subsection A3a of this section.
8. These sign types may have animated elements as defined in subsection [21A.46.020B](#) of this chapter, restricted to the non-mechanical animation of lights and lighting.

Section 16: Amending 21A.46.110.B.3 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

3. Sign Type, Size And Height Standards:

STANDARDS FOR THE D-2 DISTRICT

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awning/canopy sign	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb ⁷	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Flat sign (storefront orientation) ⁴	2 square feet per linear foot of each store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					

Monument sign ⁶	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Pole sign ⁶	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
<u>Pole sign⁶</u>	<u>1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses</u>	<u>45 feet</u>	<u>None, but shall not extend across a property line</u>	<u>1 per street frontage</u>	<u>1 sign per street frontage</u>
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting building sign	0.5 square foot per linear foot of street frontage; not to exceed 40 square feet	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per street frontage	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer</u>	<u>1 per leasable space or entry.</u>	<u>None</u>

			<u>than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.</u> ⁷		
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Wall sign or flat sign (general building orientation)	4 square feet per linear foot of building face ⁵	See note 1	n/a	1 per building face	None
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	n/a

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#) ~~7~~.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. See subsection B4a of this section.
7. Public property lease and insurance required for projection ~~over property line.~~ over right of way.
4. Supplementary Regulations:
 - a. Lot Frontage Requirements: A minimum lot frontage of one hundred feet (100') shall be required for pole signs or monument signs.

Section 17: Amending 21A.46.110.C.3 by adding “Projecting Business Storefront Sign” to the table of permitted signs.

3. Sign Type, Size And Height Standards:

STANDARDS FOR THE D-3 DISTRICT

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ²	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb ⁶	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	2 per building	None
Flat sign (storefront orientation) ⁴	1.5 square feet per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					
Monument sign	100 square feet	12 feet	None	1 per street frontage	1 sign per street frontage
Pole sign	75 square feet for a single business; 100 square feet for multiple businesses	25 feet	None, but shall not extend across a property line	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	n/a	1 per building	None
New development sign	80 square feet	12 feet	5 feet	1 per development	None

<u>Pole sign</u>	<u>75 square feet for a single business; 100 square feet for multiple businesses</u>	<u>25 feet</u>	<u>None, but shall not extend across a property line</u>	<u>1 per street frontage</u>	<u>1 sign per street frontage</u>
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
<u>Projecting Business Storefront Sign</u>	<u>6 square feet per sign side; total of 12 square feet</u>	<u>NA</u>	<u>May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk.⁶</u>	<u>1 per leasable space or entry.</u>	<u>None</u>
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per building	None
Wall sign or flat sign (general building orientation)	1.5 square feet per linear foot of building face ⁵	See note 1	n/a	1 per building face	
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see subsection [21A.46.070](#) J.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.

6. Public property lease and insurance required for projection ~~over property line.~~ over right of way.

ATTACHMENT B: Zoning Text Amendment Standards

Chapter 21A.50 - ZONING TEXT AMENDMENTS

21A.50.050: Standards for General Amendments: A decision to amend the text of this title or the zoning map by general amendment is a matter committed to the legislative discretion of the City Council and is not controlled by any one standard. In making a decision to amend the zoning map, the City Council should consider the following:

1. Whether a proposed text amendment is consistent with the purposes, goals, objectives, and policies of the city as stated through its various adopted planning documents;

Plan Salt Lake:

As discussed in Consideration 1, Plan Salt Lake calls for a local government that is collaborative, responsive, and transparent. This amendment helps foster a collaborative government by working with businesses to permit projecting signs in more areas of the city. This amendment seeks to create a consistent sign ordinance for consistent sign types throughout the city. Please see Key Consideration 1 for more details.

2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance.

21A.02.030 Introductory Provisions - Purpose and Intent:

One of the listed purposes and intents in this section is “to foster the city’s industrial, business, and residential development.” By allowing projecting signs in an increased number of districts, local businesses are given increased flexibility in advertising options. This helps foster the city’s business development.

21A.24.010: Commercial Districts: Statement of Intent:

The proposed text amendment furthers the purpose statement of the commercial districts chapter of the zoning ordinance. One of the listed purposes in the statement of intent is to “allow development flexibility within parameters that support the purpose statement of the individual zoning districts and promote the desire character for the commercial area.” By allowing projecting signs, the proposed amendments allow greater flexibility in offering a balance of sign types for businesses.

21A.50.010 Amendments and Special Approvals - Purpose Statement:

The purpose of this chapter is to provide standards and procedures for making amendments to the text of this title and to the zoning map. This amendment process is not intended to relieve particular hardships nor to confer special privileges or rights upon any person, but only to make adjustments necessary in light of changed conditions or changes in public policy. This amendment is proposed to further progress city goals outlined in other planning documents, such as Plan Salt Lake. This proposal is consistent with the general purpose of making changes in light of changed conditions related to the literal enforcement of the existing ordinance.

21A.46.10 Signs – Purpose and Intent:

One of the listed purposes listed in this section is to “allow each individual business to clearly identify itself and the nature of its business in such a manner as to become the hallmark of the business which will create a distinctive appearance and also enhance the City’s character.” By allowing projecting signs in all commercial districts, all businesses are given the chance to identify themselves clearly to pedestrians who are walking close to the business, which can promote walkability and businesses economic development.

3. Whether a proposed text amendment is consistent with the purposes and provisions of any applicable overlay zoning districts which may impose additional standards;

No overlay zoning districts are being amended, therefore this standard is not applicable.

4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.

The proposed text amendment clarifies the types of structures that are permitted thus promoting the best practice of clear and simple regulations. The proposed regulations increase the flexibility of advertising for business owners. This text amendment also seeks to increase clarity by combining similar regulations.

ATTACHMENT C: Public Process & Comment

Public Notice, Meetings, Comments

The following is a list of public meetings that have been held, and other public input opportunities, related to the proposed project since the applications were submitted:

- December 22, 2023– All Salt Lake City registered recognized organizations were sent the 45-day required notice for recognized community organizations.
- January 10, 2024 – The project was posted to the Online Open House webpage. A link to the virtual open house was provided to all recognized organizations.

Notice of the public hearing for the proposal included:

- February 2, 2024
 - Public hearing notice mailed.
 - Public notice posted on City and State websites

Public Input:

No comment has been desired to be public since the publication of this staff report. Any additional public comment received before the public hearing will be included in Planning Commission's analysis.