AS SUBMITTED 10/15/26
AND UPDATED 11/3/26

Exhibit C-2 Signage Standards

to Master Development Agreement for the Downtown Revitalization Project and Sports Complex

Authorized under Salt Lake City Municipal Code §21A.46

Delta Center & Surrounding Blocks

Generally bounded by South Temple, 400 W, 100 S & 200 W

Prepared in accordance with:

SLC Zoning Code §21A.46 • Utah Code Ann. §72-7 • 23 U.S.C. §131

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RECITALS

WHEREAS, Salt Lake City (the "City") and SEG Real Estate, LLC ("SEG") have entered into that certain Master Development Agreement for the Downtown Revitalization Project and Sport Complex (the "MDA"), under which the Delta Center Arena and the surrounding blocks are being redeveloped as a unified sports, entertainment, culture, and convention district serving as a regional center for commercial, cultural, entertainment, and civic activity;

WHEREAS, the City's zoning ordinance has long recognized the sports arena and convention center as a distinct signage context within the downtown districts: Section 21A.46.110 establishes standards specifically for the sports arena and convention center, the October 2024 text amendment extended the arena sign overlay on the same rationale, and the D-4 district itself recognizes the unique nature of the use and the area;

WHEREAS, the Utah Legislature, through S.B. 306 (2025), transferred 300 West to the City to reduce obstacles in revitalization planning for the District, reflecting a coordinated state and local commitment to the Project;

WHEREAS, the District must host and serve regional and global events, and must remain competitive for events, partnerships, and sponsorships, through the 2034 Olympic Winter Games and beyond, and a commercialized signage program (including Sponsor content, premium digital inventory, and event-length partnership flexibility) is one of the primary economic engines of the District and is necessary to its functionality, competitiveness, and continued community investment;

WHEREAS, vibrant, well-designed signage, implemented under enumerated standards for form, placement, brightness, and safety, will enhance the visual landscape of the Project area and downtown Salt Lake City; and

WHEREAS, a single, self-contained sign code for the District gives the City one document to administer, with objective standards and clear procedures.

NOW, THEREFORE, this Exhibit C-2 Signage Standards document (this "Program") is established as follows:

SECTION 1. PURPOSE, APPLICATION AND OBJECTIVES

A. Purpose and Application

This Sign Program is attached to and made a part of that certain Master Development Agreement ("MDA") for the Downtown Revitalization Project and Sport Complex between Salt Lake City (the "City") and SEG Real Estate, LLC ("SEG") and is applicable to the Project (as defined therein). The Project is governed by the D-4 Downtown Secondary Central Business District Zone (the "Zoning Ordinance") as modified by the MDA, a district that itself recognizes the unique nature of the use and the area. The Project is not a uniform land use, and this Program is intentionally tailored to it as a necessity to, a) the functionality and competitiveness of the Project's sports, entertainment, and mixed-use operations, b) the Project's ability to host and serve regional and global events, and c) the economic support required for continued community investment. The Project encompasses the Delta Center Arena (Arena) and surrounding blocks generally bounded by 200 West, 400 West, South Temple, and 100 South in Salt Lake City, Utah, as illustrated in the Sign Program Area Map.

This Program is modeled after the intentions enumerated in 21A.46.110: Sign Regulations for Downtown Districts, including the specific regulations defined in Standards for the Sports Arena and Convention Center, which recognize the sports arena and convention center as a distinct signage context within the downtown districts. Signs are approved through a sign permit issued by the Salt Lake City Planning Division under the direction of the Planning Director, together with any required building or electrical permit. Sign permit procedures, including appeals, follow the procedures set forth in Section 4 of this Program. Upon adoption, this Program constitutes the exclusive sign regulations for the Project.

Signs within the Project remain subject to the Safety and Construction Code Laws (as defined in the MDA), to encroachment permitting for any sign located within a public right-of-way, and to state and federal outdoor advertising law to the extent provided in this Section. In the event of a conflict between this Program and any other City sign regulation, this Program governs within the Project.

Signs within the Project that constitute "outdoor advertising" under the Utah Outdoor Advertising Act (Utah Code §72-7-501 et seq.), meaning signs located within 660 feet of the right-of-way of a Controlled Route and visible from its main-traveled way, shall comply with the Act, the Utah-Federal Agreement, and, to the extent applicable, the Highway Beautification Act (23 U.S.C. §131). Signs are exempt from such requirements to the extent provided by law. Nothing in this Program incorporates state or federal outdoor advertising standards for signs not subject to those laws. No sign may be relocated into or out of the Project area pursuant to Utah Code §§72-7-509, 72-7-510, 72-7-510.5, 72-7-513, or 72-7-516 except through an amendment to this Program approved by the City. In furtherance of the foregoing, SEG agrees, for itself and its successors and assigns, that no sign located within the Project shall be relocated, rebuilt, or replaced at any location outside the Project

under Utah Code §10-20-608 or any other provision of state law governing the relocation of billboards, and that no sign within the Project shall serve as the basis for any relocation right, credit, or claim at a location outside the Project.

Exhibit A summarizes the designation status of the corridors adjoining and nearest the Project. Exhibit A is provided for reference only; controlled-route status is fixed by state and federal designation, and the compliance obligation stated above applies according to that status without amendment of this Program.

Exhibit A: Corridor Designation Summary

Corridor	Jurisdiction	Designation	Controlled-Route Status (Utah Code §72-7-502(6))
Interstate 15	State of Utah (UDOT)	Interstate System	Controlled Route. The nearest District boundary is 2,464 feet from the I-15 right-of-way; no portion of the District lies within the 660-foot corridor.
300 West	Salt Lake City (transferred from UDOT by S.B. 306, 2025)	Carried the US-89 designation from 2007 to 2025; previously State Routes 186 and 176	Controlled route status is governed by current state and federal designation following the S.B. 306 transfer. If controlled, sign faces within 660 feet of the right-of-way and visible from the main-traveled way comply as provided in this Section.
South Temple	Salt Lake City	Historic US-89 alignment	Confirmed as no longer a controlled route.
North Temple	Salt Lake City	Controlled corridor west of the District	The controlled corridor terminates 788 feet short of the District's South Temple frontage and does not reach the Project.
200 West, 100 South, 400 West	Salt Lake City	No state or federal route designation	Not Controlled Routes.

Sponsor signage is expressly contemplated by the MDA and is permitted within the Project only as provided in this Program. Sponsor Signage is limited to the Sign Zones identified in Table 1, and any Sign displaying Sponsor content must be architecturally reflective of the overall development area and integrated with the Project's overall design, so that commercial signage functions as an integrated element of the Project's urban design rather than as a standalone advertising structure.

Sponsor content within the Project serves a specific and limited purpose. The Project's sports, entertainment, and convention operations consist of, and depend on, partnership, sponsorship, media rights, and naming-rights functions. Sponsor content is the mechanism through which those functions can be executed within the Project. The allowance is tied directly to the Project purpose and tailored to the needs of this locally operated, highly unique development on specifically zoned and regulated tracts; it does not modify, and is not intended to serve as precedent for, the City's regulation of billboards at any other location in the City. The allowance further supports the Project's eligibility for, and utilization during, national and international events, for which signage flexibility is a necessity. Sponsor content within the Project is authorized solely by this Program and the MDA, is confined to the Sign Zones identified in Table 1, and may not be relocated, transferred, or asserted outside the Project, as provided in this Section.

B. Objectives

1. Enable the regulation and administration of signs within the Project consistent with the MDA and the D-4 district as modified by this Program.
2. Support and enhance the land uses, urban design objectives, and activation goals of the Project, including the activation and wayfinding goals of Salt Lake City's Downtown Master Plan.
3. Encourage vibrant, legible, and attractive signage that enhances the mixed-use, sports, entertainment, culture, and convention character of the Project and is compatible with its downtown setting. Such signage shall be implemented

in a manner that enhances, rather than detracts from, the visual landscape of the Project area and downtown Salt Lake City.

4. Ensure that new signs are responsive to and integrated with the architectural character of the Arena, the pedestrian realm of the Paseo, and the streetscape of 300 West as a key connectivity corridor.
5. Encourage creative, well-designed signs that contribute positively to the visual environment of the Project and reinforce it as a year-round entertainment, cultural, and visitor destination with an exciting pedestrian experience.
6. Provide objective, enumerated standards for the placement, quantity, and illumination of signs so that signage within the Project remains coordinated and well-managed.
7. Establish tailored standards for each Sign Zone that reflect the adjacent conditions and activation objectives of that zone. This Program states envelopes and maxima; final sign dimensions are fixed at permit.

C. Sign Zones

This Program is subdivided into four (4) Sign Zones established to set regulatory standards for the sign type, sign function, sign orientation, height, size, hours of operation, and illumination levels allowed within specific areas of the Project. Sign Zone boundaries end at the property lines of tracts controlled by SEG and subject to the MDA; no Sign Zone includes any public right-of-way. Sign Zones are designed to achieve the Objectives of this Program and integrate the Arena, the Performance Venue (as defined in the MDA), other venues, and public spaces into the surrounding urban fabric. References in this Program to "zones," "Sign Zones," "zone standards," or similar terms refer solely to the Sign Zones established by this Program and do not refer to zoning districts or any other requirement of the Salt Lake City zoning ordinance.

The Sign Zones established by this Program are:

1. Sign Zone 1: Arena Perimeter Zone
2. Sign Zone 2: Arena Activation Zone (Internal & Facade)
3. Sign Zone 3: District Perimeter Zone
4. Sign Zone 4: District Entertainment Zone (Paseo, North Lane, Internal District, Performance Venue)

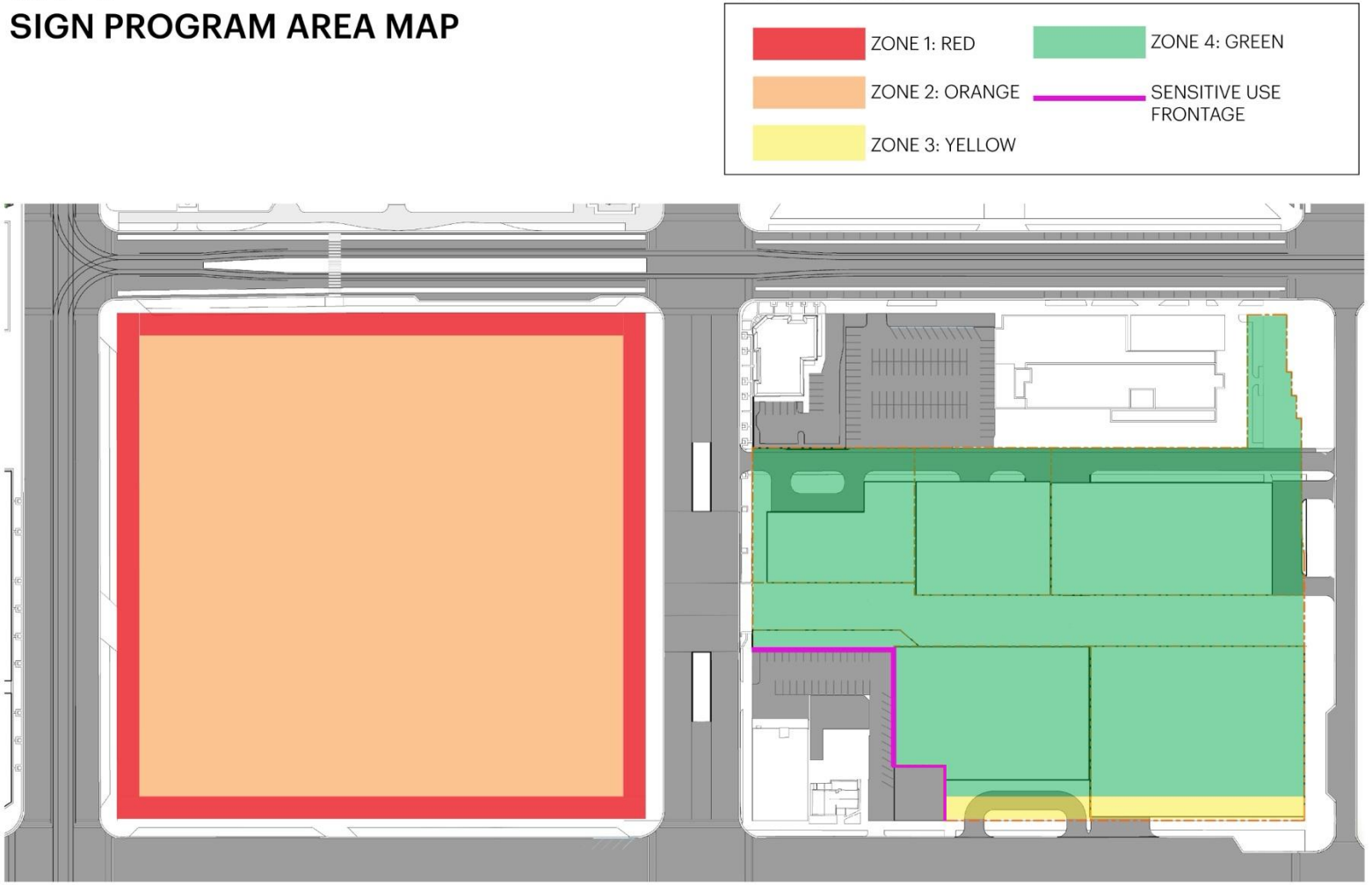
Where a building or structure lies within more than one Sign Zone, the Sign Zone containing at least fifty-one percent (51%) of the building's footprint shall be the governing Sign Zone for the entire building or structure. In addition, Sign Zones 1 and 3 apply to all street-facing building facades and to any portion of a building or site within twenty-five (25) feet of a public right-of-way boundary. Map 1 is a living exhibit to this Program and shall be updated as final plans for the development are approved, so that Sign Zone boundaries remain consistent with the approved development program and end at property lines. Notwithstanding the foregoing, the boundary of Sign Zone 3 along the 100 South frontage and the Sensitive Use Frontage designations shown on Map 1 shall remain as adopted regardless of changes in the buildings or uses within the Project, so that the protections afforded to the 100 South frontage and to adjacent sensitive uses are preserved.

Table 1: Zone Summary

Zone	Allowable Sign Functions	Sponsor Content Allowed	Full-Motion Graphics Allowed
Zone 1: Arena Perimeter	Building Identification, Entertainment, Informational, Logo, Mark, Message, Naming Rights, Sponsor, Team	Yes	Yes
Zone 2: Arena Activation	Building Identification, Entertainment, Informational, Logo, Mark, Message, Naming Rights, Sponsor, Team	Yes	Yes

Zone	Allowable Sign Functions	Sponsor Content Allowed	Full-Motion Graphics Allowed
Zone 3: District Perimeter	Building Identification, Business Identification, Entertainment, Informational, Logo, Mark, Message, Team	No	No
Zone 4: District Entertainment	All	Yes	Yes

MAP 1:
SIGN PROGRAM AREA MAP



SECTION 2. DEFINITIONS

A. Generally

Whenever the following terms are used in this Program, they shall be construed as defined in this Section. The definitions set forth in this Section are intended to encompass future technologies and materials which may be utilized in the construction and implementation of permitted Signs within the Project. This Program is the exclusive source of sign definitions and classifications within the Project. Classification is determined as follows: each sign is classified as exactly one Sign Type according to its primary structural form; a digital display and illumination are attributes of a sign, regulated in Sections 3.A through 3.C and 3.E, and are not Sign Types; and where two or more Sign Type definitions could reasonably apply to a sign, the more specific definition governs. Sign Type governs the dimensional standards of Table 2; Content Category (Sign Function) governs the content permissions of Table 1; Sign Orientation governs the orientation-specific standards of Section 3.

B. Sign Type

Banner Sign

A non-illuminated, non-digital sign applied to plastic, fabric, vinyl, or similar flexible material, secured at the top and bottom to a building facade, or to a streetlight standard or similar existing pole or architectural element within the Project, designed to cantilever from or lie flat against its attachment point. May be single- or double-sided. A Banner Sign is not a freestanding structure; a banner supported by a pole, frame, or structure erected for the purpose of supporting it is classified as a Freestanding Sign and is subject to the Freestanding Sign envelope and quantity limit.

Channel Letter Sign

A non-digital display comprised of multidimensional individual letters, numbers, figures, and/or images that are attached to or suspended from a building or structure. May be internally or externally illuminated.

Digital Display

A display that exhibits still images or moving images, including video and animation, through the use of light emitting diode (LED) displays, grid lights, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that may be changed remotely through electronic means, and including Electronic Changeable Copy. A Digital Display is an attribute of a sign, not a separate Sign Type: a sign incorporating a Digital Display remains classified by its primary structural form and is additionally subject to the digital display area allowances of Section 3.A and the technical, illuminance, and refresh standards of Sections 3.B, 3.C, and 3.E.

Facade Sign

Any sign attached to, painted on, erected against, or suspended from any facade, projection from a facade, or canopy of a building or structure, which may project from or be parallel to the facade. For clarity, a sign structure that projects from a facade is a projecting sign regulated as a Facade Sign, and a static light image projected onto a facade is likewise regulated as a Facade Sign. Facade Signs include signs defined as “Flat Signs” and “Wall Signs” in Section 21A.46.020 of the Salt Lake City Code.

Freestanding Sign

A sign supported by one or more upright poles or braces placed in or upon the ground surface, or otherwise not attached to, supported by, or projected onto a building or structure. A freestanding structure incorporating a Digital Display is classified as a Freestanding Sign and is governed by the Freestanding Sign envelope.

Monument Sign

A freestanding sign whose sign face extends to the ground or to a base, typically a low-profile structure integrated with the building base or site landscaping, intended to be viewed by pedestrian and vehicular traffic. A Monument Sign is a static, non-digital sign.

Perimeter Sign

A Monument Sign located within seventy-five (75) feet of a Site Access Point (as defined in Section 2.E).

Permitted Sign

A Sign of a Sign Type defined in this Program that conforms to the regulations set forth herein, or a sign deemed in conformance through a minor modification approved by the Salt Lake City Planning Director upon written application demonstrating conformance with the Application and Objectives of this Program. A sign that is neither defined nor so approved is a Prohibited Sign.

Prohibited Sign

A Sign not defined in this Sign Program that also does not conform to the regulations set forth herein, or any Sign expressly prohibited in Section 3.F. of this Program.

Roof Sign

A sign erected on the roof of a building and constructed so as to appear as an extension of the building facade, extending above the roofline by no more than one-third of the height of the building facade below it.

Roof-Surface Graphic

A graphic, Logo, or Mark painted on or applied flat against the roof surface of a building, oriented skyward and not primarily visible from any public right-of-way, including the existing painted mark on the Arena roof. A Roof-Surface Graphic is distinct from a Roof Sign.

Scoreboard Sign

Signs intended for viewing by patrons seated within the Arena, located in the interior of the Arena, used to display content related to Arena activity including content from businesses, Sponsors, and Teams. Scoreboard Signs may be incidentally visible from adjoining streets, public rights-of-way, or publicly accessible plazas adjacent to a public right-of-way. Scoreboard Signs are interior signs and are not regulated by this Program; no sign permit is required for a Scoreboard Sign. This definition is retained for clarity of classification only.

Wayfinding Sign

A sign primarily intended to provide directional and navigational information to pedestrians and motorists within or approaching the Project, including district maps, directional arrows, parking guidance, and transit information. Wayfinding Signs are permitted in all zones and may be digital or static. Any Wayfinding Sign proposed within, or encroaching upon, a public right-of-way requires coordination with, and approval by, Salt Lake City through the applicable encroachment or right-of-way permitting process.

C. Content Categories (Sign Function)

Building Identification

A sign that displays the name or function of a building within the Project, including the Mark of any Team, Naming Rights Holder, and/or Sponsor/Partner or affiliate.

Business Identification

A sign that identifies or directs attention to a business, product, service, profession, commodity, activity, Sponsor/Partner, event, person, institution, or any other commercial message generally conducted, sold, offered, or occurring within the Project.

Entertainment

A sign that displays live, recorded, full-motion, broadcast, or static content for purposes of directing attention to or related to an activity, event, business, product, service, profession, commodity, Sponsor/Partner, Team, person, institution, or any other message. Full-motion content is permitted only in Sign Zones where Table 1 permits Full-Motion Graphics.

Entertainment Activation

Content associated with live event programming, pop-up activations, concerts, or community events occurring within the Project, which may include temporary banners, digital projection, inflatable elements, and other event-specific signage. Entertainment Activation content is authorized only under, and for the duration of, a Special Event Sign Permit.

Informational

Non-commercial content designed to guide vehicular and/or pedestrian traffic and/or displaying directional, wayfinding, safety and security, scheduling, district programming, and similar types of information to visitors, employees, patrons, or the public.

Logo

A business trademark or symbol, including a graphic mark, emblem, representation or symbol of a name, trademark or abbreviation used by a commercial enterprise, organization and/or individual to aid and promote instant public recognition.

Mark

The trade name, trademark, service mark, logo, symbol of, and/or slogan or brand tag line synonymous or closely identified with, a Sponsor or Team.

Message

A sign that displays a static image or message for purposes of directing attention to a commercial activity, event, business, product, service, profession, commodity, Sponsor, Team, person, or institution. Message content is distinguished from Informational content in that Message content is commercial; Informational content is not.

Naming Rights

A sign that displays a static image, Logo or Mark of a Sponsor.

Sponsor

Content displaying the Mark, products, services, or messaging of a Sponsor. As used in this Program, "Sponsor" means those entities (commercial or non-commercial) or persons for which the Arena or any venue, building, facility, use, activity, product, or service within the Project is named, identified, or sponsored, or that have a contractual sponsorship, licensing, media, promotional, naming rights, tenancy, hospitality, or other commercial relationship with SEG, a Team, a Naming Rights Holder, the Project, or an event or programming held within the Project under which their products, services, brands, events, or Marks may be displayed within the Project, including any Naming Rights Holder. Sponsor content is permitted as provided in Table 1.

Team

Content displaying the Mark, players, events, products, services, or messaging of a Team. As used in this Program, "Team" means any professional sports team or franchise that plays the majority of its home games at the Arena or otherwise regularly conducts events within the Project.

D. Sign Orientation

External Primary

A sign oriented toward and intended to be viewed from a vehicular traveled public right-of-way. A sign is classified as External Primary where its sign face is located within one hundred (100) feet of a vehicular traveled public right-of-way and oriented at an angle of forty-five (45) degrees or less to that right-of-way, such that its message is readable from the main-traveled way. A sign may be incidentally viewed from other adjacent streets or properties without affecting its classification.

External Secondary

A sign oriented toward and intended to be viewed from a public right-of-way other than a vehicular traveled street, such as a sidewalk, trail, or other non-vehicular public right-of-way. A sign is classified as External Secondary where its sign face is located within fifty (50) feet of such a right-of-way and oriented at an angle of forty-five (45) degrees or less to it, and it is not classified as External Primary. A sign may be incidentally viewed from adjacent properties without affecting its classification.

Internal

A sign oriented toward and intended to be viewed primarily from (a) outdoor pedestrian circulation areas within the Project, the Paseo, plazas, or interior courtyards, concourses, or plazas of a building or structure, or (b) the seating or use areas of the Arena, intended to be viewed primarily from the seats within the Arena. Internal signs may be incidentally visible from adjoining streets, public rights-of-way, or publicly accessible plazas without affecting their classification.

E. Other Defined Terms

Controlled Route

A highway on which outdoor advertising control is mandated by state or federal law (Utah Code §72-7-502), including interstates, 1991 federal-aid primary routes, and National Highway System routes.

Electronic Changeable Copy

Sign copy, including text, images, or graphics, that is displayed by electronic means and can be changed, sequenced, or programmed remotely or by automated control without physical alteration of the sign face. Electronic Changeable Copy is a form of Digital Display and is regulated as an attribute of the sign on which it appears, not as a separate Sign Type.

Naming Rights Holder

A Sponsor holding contractual naming rights to the Arena, the Performance Venue, or any other venue, building, or area within the Project.

Public Right-of-Way

Any street, roadway, sidewalk, alley, trail, or similar corridor dedicated to or owned by Salt Lake City or another public entity and open to public travel. A "vehicular traveled" public right-of-way is a public right-of-way open to motor vehicle traffic; all other public rights-of-way, including sidewalks, trails, and corridors limited to pedestrian, bicycle, or transit use, are non-vehicular public rights-of-way.

Sensitive Use Frontage

A Project edge, designated on Map 1, that directly abuts a religious institution or residential use located outside the Project, including the Japanese Church of Christ. A Sensitive Use Frontage is limited to the shared edge so designated on Map 1 and is distinct from, and in addition to, the Sign Zone 3 adjacency protections that apply along the 100 South frontage. The standards applicable along a Sensitive Use Frontage are set forth in Section 3.A.

Significant Event

A Special Event of national or international significance such as an Olympic or Paralympic event, playoffs, an all-star event, or a comparable event drawing a national or international audience. A Significant Event is eligible for a modification of hours of operation as provided in Sections 3.B and 3.I.

Site Access Point

A driveway, parking or garage entrance, or primary building or plaza entrance providing pedestrian or vehicular access to the Project from a public right-of-way.

Special Event

A scheduled sporting event, concert, live performance, convention, festival, or similar programmed gathering held at the Arena or otherwise within the Project, including any event authorized under a Special Event Permit. A Special Event does not, by itself, alter the hours of operation or illumination standards of Sections 3.B and 3.C.

SECTION 3. GENERAL REQUIREMENTS

A. Sign Specifications

All signage within the Project shall respond to and reinforce the architectural conditions and intent of the Project. The following enumerated regulations apply to every sign:

1. Signs shall respond to and reinforce the Project's material palettes and facade compositions.
2. Mounting locations, letter heights, and sign cabinet proportions shall align with architectural joints, reveals, and bays rather than cutting across them.
3. Illuminated elements shall be coordinated with the Project's lighting design so that signs contribute to a unified nighttime expression of the Project area rather than competing with architectural lighting for visual dominance.

4. No sign shall compromise a primary architectural feature, significant material transition, or design element identified in the Project's approved building elevations.
5. Sign support structures shall be screened or architecturally integrated; exposed frames, supports, and cabinets shall use materials and finishes consistent with the Project's material palette.
6. All proposed signage shall be identified on the building elevations submitted with the permit application, in sufficient detail for staff to verify compliance with this Program.
7. Measurement. Sign area is measured as the area of the smallest polygon that encloses all words, logos, and graphic elements of the sign face, exclusive of unadorned structural supports. Sign height is measured from the adjacent finished grade to the highest point of the sign or its support structure.

The below Table 2 prescribes specific requirements by sign type, including in which Sign Zones such signs may be installed.

Table 2: Sign Type Requirements

Sign Type	Allowable Zones	Maximum Height	Quantity	Maximum Square Footage	Sign Orientation	Refresh Rate
Banner Sign	1, 2, 4	May extend above any roofline by 1/3 of the total sign height.	N/A	3,000 sf per zone	External Primary, External Secondary, Internal	N/A
Channel Letter Sign	1, 2, 3, 4	May extend above any roofline by 1/3 of the total sign height.	N/A	N/A	External Primary, External Secondary, Internal	N/A
Facade Sign	1, 2, 3, 4	May extend above any roofline by 1/3 of the total sign height.	N/A	May not exceed 60% of building face.	External Primary, External Secondary, Internal	Per Table 1 and Sections 3.C and 3.E
Freestanding Sign	1, 3, 4	45' maximum overall height (all listed Sign Zones)	No more than 10 across all Sign Zones.	May not exceed 5,000 sf of sign face area per structure.	External Primary, External Secondary, Internal	Per Table 1 and Sections 3.C and 3.E
Monument Sign	1, 3, 4	25' maximum overall height (all listed Sign Zones)	No more than 8 across all Sign Zones.	May not exceed 2,500 sf of sign face area per structure.	External Primary, External Secondary, Internal	Per Table 1 and Sections 3.C and 3.E
Perimeter Sign	1, 3	25' maximum overall height (all listed Sign Zones)	No more than 6 across all Sign Zones.	May not exceed 5,000 sf of sign face area per structure.	External Primary, External Secondary	Per Table 1 and Sections 3.C and 3.E
Roof Sign	2, 4	N/A	1 per block of the Project	30,000 sf	External Primary	N/A
Roof-Surface Graphic	2	N/A	1 per building	May not exceed 50% of the roof surface area.	N/A	N/A
Wayfinding Sign	1, 2, 3, 4	15' overall height (all listed Sign Zones)	Unlimited	May not exceed 350 sf of sign face area per structure.	External Primary, External Secondary, Internal	Full-Motion where permitted by Table 1; otherwise per Section 3.E.

**Maximum Square Footage values in Table 2 apply as follows. For Banner Signs, the value is a cumulative total per Sign Zone, and the combined area of all Banner Signs within a Sign Zone shall not exceed the applicable maximum. For Facade*

Signs and Roof-Surface Graphics, the value is a percentage of the building face or roof surface of the building on which the sign is placed. For Roof Signs, the value applies to each permitted Roof Sign. For Freestanding, Monument, Perimeter, and Wayfinding Signs, the value is a maximum per structure, measured under Section 3.A.7 and applied to the total sign face area of the structure regardless of message content, and the number of such structures is limited by the Quantity column.

Cumulative verification. Each sign permit application subject to a cumulative maximum shall include an inventory of all existing and previously approved signs of the same Sign Type within the applicable Sign Zone, with the square footage of each, sufficient for the City to calculate and verify the cumulative total.

Digital display area. The maximum cumulative digital display area within each Sign Zone, across all Sign Types, is: Sign Zone 1: 5,000 sf; Sign Zone 2: 7,500 sf; Sign Zone 3: 2,500 sf; Sign Zone 4: 11,050 sf. Digital display area counts toward both the host sign's Sign Type maximum and the Sign Zone digital display allowance. The digital display allowance for an individual sign is fixed at permit within the applicable envelopes.

Proportionality. No Freestanding, Monument, or Perimeter Sign face shall have a horizontal dimension exceeding two and one-half (2.5) times its vertical dimension. The proportionality standard limits the shape of a sign face and does not increase the permitted area; the horizontal and vertical dimensions of any such sign face are further limited by the Maximum Square Footage of Table 2, which applies to the total face area of the structure.

Sign Zone 3 adjacency protections. Along the 100 South frontage: (i) Digital Displays shall be spaced no less than one hundred fifty (150) feet apart; (ii) no sign located within one hundred (100) feet of the property line of the Japanese Church of Christ or the Salt Lake Buddhist Temple shall exceed twenty-five (25) feet in height; (iii) Full-Motion Graphics are prohibited, as set forth in Table 1; and (iv) illuminance is limited to the nighttime luminance standard of Section 3.C.

Sensitive Use Frontage. Map 1 designates a Sensitive Use Frontage along the Project edges that abut adjacent sensitive uses, including the Japanese Church of Christ. Along a designated Sensitive Use Frontage: (i) Digital Displays and Banner Signs are not permitted; (ii) all other Sign Types permitted in the applicable Sign Zone, including Channel Letter Signs and Facade Signs displaying Building Identification, Business Identification, or other permitted content, are allowed and may be illuminated in accordance with Section 3.C; and (iii) a sign may be mounted on or project from the building facade or structure, provided that no portion of the sign overhangs the property line. Signs along a Sensitive Use Frontage remain subject to the other standards of this Program, including the Sign Zone 3 adjacency protections of this Section.

Outdoor advertising on Controlled Routes. Any sign face located within 660 feet of the right-of-way of a Controlled Route, visible from its main-traveled way, and constituting outdoor advertising under the Act shall comply with the size, spacing, height, and lighting requirements of Utah Code §72-7-505, consistent with Section 1.A.

B. Hours of Operation

1. Digital Displays in every Sign Zone and of every Sign Orientation may operate from sunrise or 6 a.m., whichever is earlier, until 1:00 a.m. Between 1:00 a.m. and sunrise, Digital Displays shall be turned off or shall display a black screen.
2. Hours of operation may be extended for a Significant Event (Section 2.E) through the permit process of Section 3.I. Any extension shall be stated in the permit, shall be limited to the Significant Event and its associated pre-event and post-event periods, and shall not alter the nighttime luminance standard of Section 3.C.

C. Illumination

1. Any Sign within the Sign Program may be illuminated by internal or external means unless expressly prohibited by definition or the Sign Zone standards of this Program.
2. All Digital Display Signs shall be controllable by the combination of a photocell that measures available daylight and remote adjustment capabilities that control luminance levels of the Sign. All Digital Displays shall utilize automatic dimming technology and shall include a default mechanism that causes the Sign to revert immediately to a black screen if the Sign malfunctions in a way that causes the display to wholly or partly flash or strobe. Where displayed content originates from a broadcast or other third-party feed, the sign operator shall maintain control of the feed at all times, including the ability to override it immediately both on-site and remotely; if feed control is lost, the display shall default to a static image or a black screen.
3. Nighttime luminance. From thirty (30) minutes after sunset until 1:00 a.m., the luminance of every Digital Display, in every Sign Zone and of every Sign Orientation, shall not exceed 0.3 footcandles above ambient illuminance. No maximum daytime luminance applies; between sunrise and thirty (30) minutes after sunset, Digital Displays shall operate under the automatic dimming controls of this Section so that luminance responds to ambient conditions.

4. The luminance of any Digital Display Sign shall transition smoothly at a consistent rate of speed from daytime luminance to the nighttime luminance standard of this Section, beginning at sunset and concluding no later than thirty (30) minutes after sunset.
5. All External Primary Digital Displays shall comply with the following requirements:
    a. Displays shall have non-reflective, black, consistent louvers above and below each individual row of light-emitting diodes or similar light-producing element.
    b. Digital Displays shall have a black ribbed background to prevent light refraction, reflection, and diffusion.
    c. Digital Displays shall have a consistently maintained photocell with brightness keyed to an astronomical calendar with capabilities to slowly brighten throughout morning twilight to dawn (20–30 minutes) and to slowly dim throughout evening twilight after dusk to sunset (20–30 minutes).
    d. Brightening and dimming shall be at a rate of 1% dimming increments performed approximately every 12 seconds at the fastest speed.
    e. Digital Display dimming capabilities shall be able to be enacted automatically, in a pre-scheduled fashion, or manually (minimum of 64 levels).
    f. Dimming capabilities shall be controllable physically on-site as well as with software accessible remotely from the operator's location and updated instantly.
    g. Digital Displays shall be able to reach 1% of dimming while maintaining the full range of the color spectrum.

Motion mitigation. Full-Motion Graphics visible from a vehicular traveled public right-of-way shall comply with the following: (a) the display shall be oriented parallel to the street it faces or shall be fitted with louvers or equivalent viewing-cone controls that limit legibility of the display to its intended viewing area, consistent with the requirements of Section 3.C.5; (b) light emission from the sides of the display shall be shielded; (c) full-motion content shall observe the nighttime luminance standard of this Section and shall not include flashing, strobing, or pulsating effects; and (d) Full-Motion Graphics are permitted only in the Sign Zones designated in Table 1.

Motion: Full-Motion Graphics are permitted only in Sign Zones 1, 2, and 4 and are prohibited in Sign Zone 3, as set forth in Table 1 and subject to the Motion mitigation requirements of this Section.

D. Visual Maintenance

All Signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware, and structure perforation from any abandoned Sign shall be removed and building surfaces shall be restored to their original condition.
2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. The Sign copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign support structure.

E. Refresh Rate

The minimum dwell time (refresh rate) of a Digital Display Sign, inclusive of any change in whole or in part of the Sign image, shall be no more frequent than one refresh event every eight (8) seconds, with a fade, dissolve, or cut transition only between images. The Sign image must remain completely static between refresh events. Full-motion video is permitted only where expressly authorized for the applicable Sign Zone under this Program.

F. Prohibited Signs (All Zones)

The following signs are prohibited in all Sign Zones within the Project:

1. Flashing, strobing, or pulsating lights.
2. Rotating or moving structural elements.
3. Signs that imitate traffic control devices or emergency signals.
4. Signs located within sight triangles at intersections, including streets, alleys, and driveways, whether public or private. For purposes of this Program, a sign is located within a sight triangle only where any portion of the sign or its support structure between thirty (30) inches and eight (8) feet above adjacent grade lies within the sight distance triangle defined in the Salt Lake City Code.
5. Portable or temporary signs, except as permitted under a Special Event Sign Permit.
6. Signs using highly reflective materials such as mirrored glass.
7. Any sign not defined or permitted by this Program and not otherwise approved through an Administrative Modification, as provided in Section 4.D of this Program, or an amendment to this Program.

G. Materials

The materials, construction, and installation of all signs shall conform to Safety and Construction Code Laws. Sign faces and Sign Support Structures shall be made of noncombustible materials or of plastics approved under the adopted building code; for new or untested materials, the applicant shall submit material specifications, and samples upon request, with the sign permit application. Materials and finishes shall be consistent with the architectural integration requirements of Section 3.A.

H. Standards for Specific Sign Types

1. Roof Signs. A Roof Sign shall maintain visual continuity with the architecture of the building on which it is placed, and its structural supports shall be screened or architecturally integrated as provided in Section 3.A.
2. Roof-Surface Graphics. A Roof-Surface Graphic shall be non-digital and does not count toward the digital display allowances of Section 3.A.
3. Freestanding, Monument, and Perimeter Signs. Freestanding, Monument, and Perimeter Signs shall maintain visual continuity with the Project's material palette and shall not interfere with or present a hazard to pedestrian, bicycle, or vehicular circulation; the base of a Monument Sign shall be integrated with the building base or site landscaping.
4. Banner Signs. Banner Signs shall be securely attached and tensioned, with mounting hardware concealed or finished consistent with Section 3.A, and shall be maintained, repaired, or removed as provided in Section 3.D.
5. Facade Signs. A Facade Sign that projects over a public right-of-way may project up to six (6) feet into the public right-of-way, or such greater distance as the City may approve through the applicable encroachment permitting process, and shall maintain a vertical clearance of not less than eight (8) feet above the sidewalk or grade below, consistent with the D-4 district, together with any greater clearance required by the Safety and Construction Code Laws. A sign that encroaches into a public right-of-way shall not obstruct the required sidewalk clear width and shall not interfere with the maintenance of, or access to, public utilities. The Maximum Square Footage for Facade Signs in Table 2 is measured under Section 3.A.7 and is otherwise unrestricted as to number, form, or method of attachment within the applicable Sign Zone. A Facade Sign may incorporate a Digital Display in any Sign Zone in which Facade Signs are permitted; where it does, the Digital Display standards of Sections 3.A, 3.B, 3.C, and 3.E apply in addition to this Section, and the sign remains classified as a Facade Sign.
6. Wayfinding Signs. Wayfinding Signs shall be designed as a coordinated family of district wayfinding elements consistent across Sign Zones.

I. Special Event Signage

Entertainment Activation content (Section 2.C) is authorized only under a Special Event Sign Permit, issued administratively by the Planning Division upon a zoning verification application under Section 21A.58.050 of the Salt Lake City Code, accompanied by the submittal requirements of Section 21A.58.060 and any additional information specific to the Special Event that the Planning Director may reasonably require. A Special Event Sign Permit may authorize signage for a single Special Event or for a defined series or season of Special Events, and shall state the periods for installation and removal; in any case, temporary signage shall be removed within five (5) days after the final authorized event. For a Significant Event

(Section 2.E), the permit issued under this Section may also authorize extended hours of operation as provided in Section 3.B; the nighttime luminance standard of Section 3.C continues to apply during any extended hours.

All signage authorized under a Special Event Sign Permit shall comply with the illumination, motion, and safety standards of Section 3 applicable to its Sign Zone and Sign Orientation. A Special Event Sign Permit does not authorize the permanent alteration of a building facade or the installation of a permanent sign structure.

SECTION 4. ADMINISTRATION

A. Sign Permit Procedure

All signs within the Project require a sign permit issued by the Salt Lake City Planning Division under the direction of the Planning Director, together with any required building or electrical permit. Sign permit procedures, including appeals, follow the procedures set forth in Section 4 of this Program. The Planning Director shall approve a sign permit application upon a written determination that the proposed sign conforms to the enumerated standards of this Program; review is limited to conformance with those standards. An application that requires an Administrative Modification under Section 4.D may be processed concurrently with the sign permit application. A Scoreboard Sign requires no sign permit (Section 2.B), and any Wayfinding Sign within a public right-of-way additionally requires City approval through the applicable encroachment or right-of-way permitting process (Section 2.B). The replacement, refurbishment, or copy change of a conforming sign that does not increase its dimensions or change its Sign Type, Content Category, or Sign Orientation does not require an amendment to this Program.

B. Submittal Requirements

Each sign permit application shall include:

1. A statement explaining how the application complies with these requirements.
2. Building elevations or site plans identifying each proposed sign in sufficient detail for staff to verify compliance with this Program (Section 3.A.6);
3. Sign dimensions, height, and sign area calculated under the measurement methodology of Section 3.A.7;
4. The classification of each sign by Sign Type, Content Category, and Sign Orientation as provided in Section 2.A;
5. Where a cumulative maximum applies, the inventory of existing and previously approved signs required by Section 3.A;
6. Illumination specifications demonstrating compliance with Section 3.C, including photocell, dimming, and luminance controls;
7. For any sign displaying Full-Motion Graphics, the information necessary to verify compliance with the motion mitigation requirements of Section 3.C; and
8. The structural and electrical information required for any associated building or electrical permit.

C. Interpretation

Whenever any ambiguity or uncertainty exists related to this Program or the application of this Program so that it is difficult to determine the precise application of these provisions, an owner, operator, or lessee may request a written interpretation by submitting an administrative interpretation application to the Planning Director, with the submittal requirements set forth in the Salt Lake City zoning code. The Planning Director shall issue a written interpretation based on this Program and consistent with its purpose and intent. Written interpretations shall be maintained on file with the Planning Division and shall run with the property to which they apply.

D. Administrative Modifications

Modifications to the regulations and specifications contained herein may be approved by the Planning Director if the modification is deemed in conformance with the Application and Objectives of this Sign Program and does not provide for a variation exceeding 15% from each of the applicable original standards as described herein, subject to the limitations of this Section. A modification qualifies for administrative approval only where the Planning Director determines, in writing, that the modification:

1. Is consistent with the Application and Objectives of this Sign Program;

2. Does not provide for a variation exceeding 15% from any applicable original standard, including standards governing height, square footage, quantity, and hours of operation; provided that no Administrative Modification may vary the illumination standards of Section 3.C or the refresh rate of Section 3.E;
3. Does not authorize a sign type, sign function, or Sponsor content in a Sign Zone where it is not otherwise permitted by this Program;
4. Does not create a hazard to public safety; and
5. Does not create a public nuisance due to the illumination or function of the sign.

Each Administrative Modification shall be documented in a written determination identifying the standard being modified, the percentage of variation granted, and the findings supporting conformance with this Program. A modification may be requested as part of a sign permit application. An application for an Administrative Modification shall include a written justification from the applicant demonstrating each of the findings above.

A requested modification exceeding these thresholds is not eligible for administrative approval and may proceed only as an amendment to this Program, subject to the amendment process set forth in the MDA. Planning Director approval of an Administrative Modification constitutes a determination of conformance with this Program.

E. Appeals

Any decision of the Planning Director under this Program, including a decision on a sign permit, an Administrative Modification, or a written interpretation, shall be subject to, and may be appealed only through, the Dispute Resolution Process set forth in the MDA. The pendency of a dispute concerning one sign does not stay the processing or issuance of permits for any other sign within the Project.