

## **TITLE 11 SIGN ORDINANCE**

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## **CHAPTER 11-1 GENERAL PROVISIONS**

**Sections:**

- 11-1-101. Short Title.
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  - 11-1-103. Interpretation.
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### **11-1-101. SHORT TITLE.**

The Title shall be known as the "West Valley City Sign Regulation Ordinance." This Title shall also be known as "Title 11, West Valley Code." It may be cited and pleaded under either designation.

### **11-1-102. PURPOSE AND INTENT.**

The City has developed the regulations set forth in this Title for the purpose of:

- (1) Limiting and/or reducing the visual clutter along City streets;
- (2) Encouraging good design and improved appearance by encouraging rapid replacement and eventual elimination of nonconforming or abandoned signs with the preferred sign types specified in this Ordinance;
- (3) Implementing portions of the West Valley City General Plan, to enhance the City's image and character;
- (4) Reducing confusion and inattentive driving habits by requiring appropriate signage;
- (5) Regulating all types of signs that are visible from the adjacent vehicular public right-of-way;
- (6) Safeguarding and protecting property values;
- (7) Promoting the public health, safety and the general welfare of the citizens of the City.

**(Ord. 01-50, Amended, 07/03/2001; Ord. No. 15-40 Amended 12/11/2015)**

### **11-1-103. INTERPRETATION.**

In interpreting and applying the provisions of this Title, the sign area requirements contained herein are declared to be the maximum allowable for the purpose set forth. The type of signs allowable by this Title are fully described and sign types not specifically allowable as set forth within this Title shall be prohibited. This Title shall not nullify the more restrictive provisions of covenants, agreements, easements, deed restrictions, ordinances, or laws, but shall prevail over such provisions which are less restrictive. Any noncommercial message may be substituted for a commercial message on a sign permitted by this Title, provided the sign complies in all other respects with this Title.

**(Ord. No. 15-40, Amended, 12/11/2015)**

## 11-1-104. DEFINITIONS.

In this Title, the terms, phrases, words and their derivatives shall have the meaning as stated and defined in this Chapter. When not inconsistent with the context, words used in the present tense include the future, words in the plural number include the singular number, and words in the singular number include the plural number. Words not herein defined, but defined in the Building Code or in Title 7 of the Zoning Ordinance which has been adopted by the City shall be construed as defined.

- (1) Brightness means the number of lumens that pass through a sign's pixels or light bulbs.
- (2) Brightness for electronic message signs is measured in NITs or candela per square meter.
- (3) Building Face or Wall means all window and wall area of a building in one plane or elevation.
- (4) Building Inspector means the appropriate inspectors employed by the City vested with the responsibility of enforcing the International Building Code, and all other applicable ordinances as necessary for adequate performance of his vested powers.
- (5) Building Line means the line formed by the intersection of the vertical plane of the building with the ground plane.
- (6) Building, Front Line of means the line of the face of the building or structure nearest the front line of the lot. This face includes sun parlors, bay windows, covered and/or uncovered porches, whether enclosed or open, but does not include uncovered steps less than four feet above grade and eaves overhanging less than two feet.
- (7) Commercial Complex means a group of two or more commercial businesses in one or more freestanding buildings sharing parking, circulation, etc. and which is approved as a part of an overall site plan. For the purposes of this Title, planned commercial developments and commercial condominium projects are considered commercial complexes.
- (8) Copy means the wording on the display surface of a sign.
- (9) Community Development Director means the Director of the Community and Economic Development Department of the City.
- (10) Designee means those persons employed by the City and assigned by the Community Development Director or Zoning Administrator to perform appropriate duties as described in this Title.
- (11) Display Surface means the surface made available by the sign structure for the mounting of material to advertise or promote a product, event, person or subject.
- (12) Illegal Sign means any sign found to violate any of the City Ordinances and determined to not be a conforming sign.
- (13) Landscaping means any combination of living plants such as trees, shrubs, annuals, perennials, turf or ground cover.
- (14) Lot, Corner means a lot abutting on two intersecting streets, where the interior angle of intersection is less than 135 degrees.
- (15) Nonconforming Sign or Sign Structure means a sign or sign structure or portion thereof lawfully existing at the time this Title became effective, which does not conform to all height, area, yard regulations or other requirements of this Title as prescribed in the zone in which it is located.
- (16) Non-maintained or Abandoned Sign means a sign in poor condition displaying peeling paint, rust, and/or other evidence of neglect, or signs not advertising a current, active business. "Active business" means a business holding a current West Valley City Business License.
- (17) Sign means and includes every advertising message, announcement, declaration, demonstration, merchandise display, illustration, insignia, surface or space erected or maintained in view of the observer thereof for identification, advertisement or promotion of the interests of any person, entity, product or service. The definition of sign shall also include the sign structure, supports, lighting system and any attachments, ornaments or other features used

to draw the attention of observers. The use of overly bright or garish colors such as bright orange, bright yellow, bright blue, bright red, or bright green, on the building, shall be considered as having sign value and shall be considered under the sign area requirement.

- (18) Sign, Animated means a sign that involves motion or rotation of any part by mechanical or artificial means or displays rapidly flashing or intermittent lights. Sign motion means any passing from one place to another with a continuous movement. Sign rotation means faces or portions of a sign face that revolve around a central axis. Rapidly flashing sign means lights that turn on and off more than once every second. Intermittent flashing sign means lights that turn on and off no more than once every two seconds. Lights that turn on and off at an interval greater than two seconds shall not have light bulbs, or, for neon signs, light that exceeds 25 watts.
- a. Electronic message signs may use static or animated animation. Electronic message signs shall not use full video animation except as provided in Subsection (18)b below.
    - i. Static Animation means text or images that have no motion. Text and/or images shall not fade, scroll, rotate or use any sort of motion.
    - ii. Animated Animation means a message is displayed for a minimum of six (6) seconds and fades, for duration of at least three (3) seconds into the subsequent message. Text and/or images shall not scroll. Freeway oriented signs may be displayed for a minimum of three (3) seconds, and fades or scrolls into the subsequent message.
    - iii. Video Animation means simulated movement created by the display of a series of pictures or frames, creating the illusion of continuous movement, where video clips or simulated video clips are displayed.
  - b. Electronic message signs may use full video animation if the following conditions are met:
    - i. Signs with video animation must be located at least 400' from any public right-of-way.
    - ii. Signs with video animation are only allowed for regional shopping malls.
    - iii. Signs with video animation must be used to designate the entrance of a building.
    - iv. Only one sign with video animation is allowed per regional shopping mall.
- (19) Sign Area means the area of a sign that is used for display purposes, excluding the minimum frame and supports. In computing sign area, only one side of a back-to-back or double face sign covering the same subject shall be computed when the signs are parallel or diverge from a common edge by an angle of not more than 45 degrees. Where a sign has more than two faces, the area of the third face and all additional faces shall be included in determining the area of the sign. In relation to signs that do not have a frame or a separate background, sign area shall be computed on the basis of the least rectangle, triangle or circle large enough to frame the specific area.
- (20) Sign, Changeable Copy means a sign which is characterized by changeable copy whether the sign is free-standing or a wall sign, or whether the said projects from and is supported by a building.
- (21) Sign, Director means a sign identifying two or more persons, agencies or establishments located in a place or location common to all.
- (22) Sign, Electronic Message means a permanent freestanding, roof, wall, ground or low profile sign which changes copy electronically using a switch and electric lamps.
- (23) Sign, Wall means a sign erected parallel to and attached to the outside wall of a building and extending not more than 24 inches from such wall with messages or copy on the face side only.

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- (24) Sign, Flood-Lighted means a sign made legible in the absence of daylight by devices which reflect or project light upon it.
- (25) Sign, Gasoline Pump Island Canopy means a permanent sign attached or made part of the vertical edge of the canopy not exceeding the height of four feet or twice the height of the canopy edge, whichever is lesser.
- (26) Sign, Pole means a sign supported by a fixed permanent frame or support in the ground. This definition does not include monument signs.
- (27) Sign, Illuminated means a sign which has characters, letters, figures, design or outlines illuminated by electric lights or luminous tubes as a part of the sign proper.
- (28) Sign, Awning means a fireproof sign architecturally integrated with the building which has the appearance of an awning consisting of light fabric materials. Such signs may contain copy on any portion of the awning surface and may or may not include illumination.
- (29) Sign, Interior means a sign located within a building so as to be visible only from within the building in which the sign is located.
- (30) Sign, Monument, as defined in this Title, means an “on-premise” or freestanding identification sign erected with its base on the ground with no visible support structure.
- (31) Sign, Mobile means an on-premise sign having a medium to heavy frame that is not permanently affixed to the ground. Such signs include those commonly called "A" frame, pedestal, trailer, etc.
- (32) Sign, Plate means a sign on a dwelling not to exceed two square feet in area.
- (33) Sign, Billboard or Off-premise means an advertising sign which directs attention to a use, product, commodity or service not related to the premises.
- (34) Sign, On-premise means the category of signs which direct attention to a use conducted, product or commodity sold or service performed upon the premises on which it is located.
- (35) Sign, Park Identification means a sign displayed to identify a specific group of businesses located within a business park setting.
- (36) Sign, Temporary Non-Commercial means a temporary sign displaying a non-commercial message.
- (37) Sign, Projecting means a sign attached to a building or other structure and extending in whole or in part more than 24 inches beyond any wall of the building or structure.
- (38) Sign, Property means a sign on a property which is currently being offered for sale or lease.
- (39) Sign, Public Necessity means a sign informing the public of any danger or hazard existing on or adjacent to the premises.
- (40) Sign, Roof means a sign erected partly or wholly on or over the roof of a building, including ground signs that rest on or overlap a roof 12 inches or more.
- (41) Sign, Permanent Entry means a sign which is located on a site with at least five (5) parking stalls. Permanent entry signs may be no larger than sixteen square feet and no taller than four feet.
- (42) Sign, Temporary on or off-premise, as regulated by this Title, shall include any sign, banner, pennant, valance, feather, flag, streamer, balloon, window sign, inflatable or advertising display constructed of paper, vinyl or plastic, cloth, canvas, light fabric, cardboard, wall board or other light materials, with or without light frames, intended to be displayed out of doors or in windows for a short period of time.
- (43) Sign, Painted Wall means a sign either painted on a wall or is painted in such a way that it gives the visual appearance of being painted on a wall or facing by not having a frame or separation from the wall or facing.
- (44) Structure means anything constructed or erected which requires location on or below the ground.

- (45)Unsafe or Dangerous Sign means those signs existing in violation of any provision of the Uniform Building Code or Fire Code or other ordinances of this City.
- (46)Yard means a space on a lot, unoccupied and unobstructed from the ground upward by buildings, except as otherwise provided herein.
- (47)Yard, Front means a space on the same lot with a building between the front line of the building and the front lot line, and extending across the full width of the lot. The depth of the front yard is the minimum distance between the front lot line and the front line of the building.
- (48)Yard, Rear means a space on the same lot with a building between the rear line of the building and the rear lot line and extending the full width of the lot. The depth of the rear yard is the minimum distance between the rear lot line and the rear line of the building.
- (49)Yard, Side means a space on the same lot with a building between the side line of the building and the side lot line and extending from the front yard to the rear yard. The width of the side yard shall be the minimum distance between the side lot line and the side line of the building.
- (50)Zoning Administrator means the appropriate staff person(s) of the City or his/her designee employed by the City having the Title of Zoning Administrator.

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 97-49 Amended 09/09/97; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 04-39 Amended 08/17/04; Ord. No. 06-05 Amended 01/24/2006; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 12-39 Amended 09/25/2012; Ord. No. 15-40 Amended 12/11/2015)**

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## **CHAPTER 11-2 APPLICATION OF REGULATIONS**

**Sections:**

11-2-101.	Conformity of Signs.
11-2-102.	Construction Standards.
11-2-103.	Maintenance.
11-2-104.	Issuance of Permits.
11-2-105.	Improper Issuance.
11-2-106.	Site Plan.
11-2-107.	Sign Permit Fees.
11-2-108.	Signs Exempt from the Permit Requirements of this Title.
11-2-109.	Signs Exempt From These Regulations.

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### **11-2-101. CONFORMITY OF SIGNS.**

Except as provided in this Title, no sign shall be erected, raised, moved, placed, reconstructed, extended enlarged or altered, except in conformity with the regulations herein specified for the zoning district in which it is located.

### **11-2-102. CONSTRUCTION STANDARDS.**

All signs, hereinafter erected in the City, shall comply with the current standards of the National Electrical Code, the Uniform Building Code, all provisions of this Title and the Zoning Ordinance of the City.

### **11-2-103. MAINTENANCE.**

Every sign shall be kept in good repair and properly maintained by the owner. This includes the replacement of defective parts, repainting, cleaning and other acts required for proper maintenance. The ground space within a radius of 10 feet from the base of any ground sign shall be kept free and clear of all weeds, rubbish and flammable material. The City shall inspect and enforce this Section as specified in this Title.

**(Ord. No. 01-50 Amended 07/03/2001)**

### **11-2-104. ISSUANCE OF PERMITS.**

It shall be unlawful for any person, whether acting as owner, occupant or contractor, or otherwise to erect, construct, reconstruct, enlarge, locate or alter any sign within the City contrary to any provisions to this Title, and/or where required without first obtaining site plan approval for such sign and a sign permit from the City. The Community Development Director or his/her designee shall be empowered to:

- (1) Issue permits to construct, alter or repair signs which conform to the provisions of this Title; and

- (2) Ascertain in conjunction with the Zoning Administrator and Building Inspector that all sign, constructions and reconstructions or modifications of existing signs are built or constructed in conformance with the applicable rules, regulations, and codes.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 15-40 Amended 12/11/2015)**

### **11-2-105. IMPROPER ISSUANCE.**

All designees shall comply with the provisions of this Title in issuing permit for signs. Any permit issued for a sign which is in conflict with any provisions of this Title shall be null and void, whether or not the permit was issued by an employee of the City authorized to issue the permits.

**(Ord. No. 01-50 Amended 07/03/2001)**

### **11-2-106. SITE PLAN.**

- (1) All applications for sign permits shall be accompanied by plans consisting of a site plan and elevation drawing. Two copies of the site plan on a minimum 8-1/2 x 11 inch paper shall be submitted. The site plan information shall be drawn approximately to scale, shall have accurate dimensions, and shall convey sufficient information so that the City can determine whether the proposed sign will conform with the provisions of this Title. Where a new development is contemplated, this information shall be submitted with the development application.
- (2) Specifically, the site plan shall show the size of the sign and its location in relation to the following features of the site:
  - a. Property lines, length of street frontage;
  - b. Existing and proposed buildings or other structures;
  - c. Curb cuts;
  - d. Parking area; and
  - e. The location and size of existing signs.
- (3) Elevation drawings shall demonstrate, to the satisfaction of the City, reasonable design compatibility between the building and the sign and reasonable color schemes. Specifically, the elevation drawings shall show:
  - a. Type of sign, as defined in definition section of this Title;
  - b. Sign materials, colors, lighting, etc.;
  - c. Sign height; and
  - d. Sign dimensions.

**(Ord. No. 01-50 Amended 07/03/2001)**

### **11-2-107. SIGN PERMIT FEES.**

- (1) The owner and/or persons having charge or control of any sign, as described and authorized by the ordinances of the City, shall pay the City a fee for such sign.
- (2) The amount of the sign permit fee shall be based upon the consolidated fee schedule.
- (3) Where work for which a permit is required by this Title is initiated prior to obtaining said permit, all fees that should have been charged shall be doubled, due to the additional on-site inspections and difficult plan reviews required, but the payment of such double fee shall not



relieve any persons from fully complying with the requirements of this Title in the execution of the work, nor from any other penalties prescribed herein.

**(Ord. 01-50 Amended 07/03/2001)**

**11-2-108. SIGNS EXEMPT FROM THE PERMIT REQUIREMENTS OF THIS TITLE.**

The following types of signs shall be exempt from the permit requirements of this Title:

- (1) Property sign;
- (2) Permanent entry sign;
- (3) Plate sign;
- (4) Temporary signs; and
- (5) Public necessity sign.

**(Ord. No. 08-39 Amended 09/10/2008; Ord. No. 15-40 Amended 12/11/2015)**

**11-2-109. SIGNS EXEMPT FROM THESE REGULATIONS.**

The following types of signs shall be exempt from the provisions of these regulations, but not from requirements normally associated with the building permit process:

- (1) Any sign erected and maintained pursuant to and in discharge of any governmental function or required by any law, ordinance or governmental regulation;
- (2) Signs being manufactured, transported and/or stored within the City limits shall be exempt; provided however, that such signs are not used, in any manner or form, for purposes of advertising at the place or places of manufacture or storage;
- (3) Signs located within malls, courts, arcades, porches, patios and similar areas where such signs are not visible from any point on the boundary of the premises;
- (4) Signs on licensed commercial vehicles, including trailers; provided however, that such vehicles shall not be utilized as parked or stationary outdoor display signs within 40 feet of the ROW of a street;
- (5) Signs on vehicles regulated by the City that provide public transportation, including, but not limited to, buses and taxicabs;
- (6) Art or art forms which do not contain commercial speech; and
- (7) Searchlights.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 06-21 Amended 03/28/2006; Ord. No. 15-40 Amended 12/11/2015)**

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## **CHAPTER 11-3 ENFORCEMENT**

### Sections:

- 11-3-101. Legal Action.
  - 11-3-102. Violations and Penalty.
  - 11-3-103. Appeal of Staff Decisions.
  - 11-3-104. Appeal of Board of Adjustment Decisions.
  - 11-3-105. Appeal Fees.
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### **11-3-101. LEGAL ACTION.**

The Community Development Director or his/her designee shall be empowered to institute any appropriate action or proceeding in any case where any sign is erected, constructed, reconstructed, altered, repaired, converted or maintained, or used in violation of any City Ordinance, including, but not limited to, the Zoning Ordinances and Uniform Building Code. The purpose of such action shall be to: Prevent such unlawful erection, construction, reconstruction, alteration, repair, conversion, maintenance or use; and Restrain, correct or abate such violation. Legal actions may include the following:

- (1) Issue citations and/or swear out complaints against violators of this Title or cause such citations or complaints to be issued;
- (2) Impound illegal signs and assess an impound fee for their return; or
- (3) The City will issue a notice of violation to the person having charge, control or benefit of any sign found to be unsafe or dangerous, or in violation of any City Ordinance.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 15-40 Amended 12/11/2015)**

### **11-3-102. VIOLATIONS AND PENALTY.**

Any person, whether acting as owner or occupant of the premises involved, or contractor, or otherwise who violates or refuses to comply with any of the provisions of this Title, shall be guilty of a Class "B" misdemeanor. A separate offense shall be deemed to be committed on each day that the offense occurs or continues. Violations may result in the following actions:

- (1) If an unsafe or dangerous sign is not repaired or made safe within five working days after giving said notice, the City may abate and remove said sign, and the person having charge, control or benefit of any such sign shall pay to the City within 30 calendar days, after written notice is mailed to such person, the costs incurred in such removal.
- (2) If an illegal sign is not made conforming within 30 calendar days after giving said notice, the City may remove said sign, and the owner or person having charge, control or benefit of any such sign shall pay to the City, within 30 calendar days after written notice is mailed to such person, the costs incurred in such removal. Failure to pay shall be deemed a Class "B" misdemeanor.
- (3) Each non-maintained sign shall be removed from the building or premises when such sign has not been repaired or brought into compliance by the owner, person having control, or person receiving benefit from such structure within 30 calendar days after notice of non-maintenance is given to the owner, person having control, or person receiving benefit from such structure.

- (4) Signs located in or within 10 feet of the public right-of-way, and determined to be in violation of the provisions of this Title, may be impounded at any time.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 06-06 Amended 01/24/2006)**

### **11-3-103. APPEAL OF STAFF DECISIONS.**

Appeal may be made to the Board of Adjustment from any decision, determination or requirement made by City staff by filing with the Community and Economic Development Department a notice thereof in writing within 10 days after such decision, determination, or requirement is made. Such notice shall set forth in detail the action and grounds upon which the property owner or other interested persons deems himself aggrieved. In such determinations, competitive disadvantage or economic hardship shall not be considered as sufficient reasoning to grant an appeal.

**(Ord. No. 01-50 Amended 07/03/2001)**

### **11-3-104. APPEAL OF BOARD OF ADJUSTMENT DECISIONS.**

The appellant may appeal any decision of the Board of Adjustment to the District Court. Such appeal shall be made within 30 days of the rendering of a decision by the Board of Adjustment.

### **11-3-105. APPEAL FEES.**

Fees for processing applications before the Board of Adjustment shall be charged. Such fees shall be set by the City on an annual basis.

## CHAPTER 11-4 GENERAL SIGN REQUIREMENTS

### Sections:

11-4-101.	Signs not to Constitute a Traffic Hazard.
11-4-102.	Projection of Signs.
11-4-103.	Height of Signs.
11-4-104.	Height Exception for Freeway-oriented Pole Signs.
11-4-105.	Minimum Clearance of Signs.
11-4-106.	Signs on Public Property.
11-4-107.	Repair of Building Facade.
11-4-108.	Repealed.
11-4-109.	Signs in Conjunction with Conditional Uses.
11-4-110.	Lights and Lighted Signs.
11-4-111.	Criteria for Bonus Sign Area.
11-4-112.	Repealed.
11-4-113.	Prohibited Signs.
11-4-114.	Maintenance of a Clear View at an Intersection.
11-4-115.	Signs on Utility Poles, Street Trees and Street Name Poles.
11-4-116.	Sign Landscaping.
11-4-117.	Measurement of Setback.

### **11-4-101. SIGNS NOT TO CONSTITUTE A TRAFFIC HAZARD.**

No sign or other advertising structure shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location whereby reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, or which makes use of the words "STOP," "YIELD," "DANGER" or any other words, phrases, symbol or character in such manner as to interfere with, mislead or confuse traffic.

### **11-4-102. PROJECTION OF SIGNS.**

Signs shall be allowed to project from buildings or structures in conformance with the following provision:

Wall Signs attached to the face of a nonconforming building, located on or near the property line, with no copy visible from the sides may be allowed to extend two feet into the public right-of-way where no vehicular interference is anticipated.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Amended 09/17/2008)**

### **11-4-103. HEIGHT OF SIGNS.**

The height of signs shall be in conformity with the following provisions:

- (1) Pole signs shall maintain the height limitations as specified in the various zones described subsequently in this Title, except for freeway-oriented pole signs in Commercial or

Manufacturing districts within 660 feet of a freeway, or within 1500 feet of an exit providing access to the premises on which the sign is located, as specified in this Title.

- (2) Projecting signs will be allowed to extend even with the peak or highest roof line or parapet wall of a building. When a building has more than one level, the wall on which the sign is installed will govern.
- (3) Wall signs against buildings or other structures will be allowed to extend 2 feet above the roof lines or parapet wall of a building. When a building has more than one level, the wall on which the sign is installed will govern.

**(Ord. 01-50 Amended 07/03/2001)**

#### **11-4-104. HEIGHT EXCEPTION FOR FREEWAY-ORIENTED POLE SIGNS.**

Any freeway-oriented pole sign within 660 feet of a freeway ROW, including billboards, may extend to 25 feet above the grade of the adjacent freeway or 65 feet above the ground, whichever is higher. Freeway-oriented pole signs shall meet the front yard minimum setback of 30 feet from the property line.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 07-53 Amended 11/20/07)**

#### **11-4-105. MINIMUM CLEARANCE OF SIGNS.**

Where vehicular or pedestrian traffic is anticipated, there shall be a minimum clearance of 10 feet between the ground or sidewalk, and any part of a projecting sign or pole sign that projects into any required yard space, with the exception of monument signs, property signs, public necessity signs, permanent entry signs and plate signs. The minimum clearance for a projecting sign over privately-owned traveled ways is 14 feet, where service delivery trucks are anticipated.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 15-40 Amended 12/11/2015)**

#### **11-4-106. SIGNS ON PUBLIC PROPERTY.**

- (1) Except as explicitly authorized by City ordinance, no sign, placard, advertisement, or handbill shall be erected or posted on City-owned property or in City rights-of-way. Any such sign, placard, advertisement, or handbill may be removed immediately by the City.
- (2) Any person who violates the provisions of this Chapter is guilty of a class "B" misdemeanor.
- (3) The provisions of this Section may be enforced as set forth in Chapter 11-3 of the City Code.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Amended 09/17/2008; Ord. No. 14-33 Amended 08/03/2014)**

#### **11-4-107. REPAIR OF BUILDING FACADE.**

A damaged building facade, resulting from the removal, repair, replacement or installation of any signs, shall be repaired by the property owner within 30 calendar days from the date of said damage.

**(Ord. No. 01-50 Amended 07/03/2001)**

**11-4-108. REPEALED.**

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Repealed 09/17/2008)**

**11-4-109. SIGNS IN CONJUNCTION WITH CONDITIONAL USES.**

Whenever application is made for a conditional use permit, the applicant shall include details of any sign(s) to be erected on the premises described in the conditional use permit application. In reviewing the application, the Planning Commission shall consider the character of the surrounding parcels and the sign's compatibility with the architecture, materials, and colors of the associated building. The Commission shall either approve, apply conditions to, or deny the application in accordance with their findings.

**(Ord. No. 01-50 Amended 07/03/2001)**

**11-4-110. LIGHTS AND LIGHTED SIGNS.**

All spotlights, floodlights or lighted signs shall be in-stalled so that the light is directed away from adjoining uses, especially residential uses.

**(Ord. No. 01-50 Amended 07/03/2001)**

**11-4-111. CRITERIA FOR BONUS SIGN AREA.**

To encourage design excellence, the Planning Commission may increase the maximum sign area and/or height for certain signs, as set forth in this Title, by the square footages or percentages as provided for herein. A separate bonus may be granted for compliance with each of the criteria listed below. Although each area is cumulative, the total percentage of increase cannot be greater than 20 square feet in area and 2' in height for monument or pole signs and 5 percent for wall signs.

- (1) The size of pole signs and monument signs may be increased as follows:
  - a. 10 square feet in area and one foot in height when the sign is installed in a landscaped area four times the area of the sign;
  - b. 10 square feet in area and one foot in height when a pole sign is removed and is replaced with a monument sign;
  - c. 5 square feet and 6 inches in height when all signs in a commercial complex are designed with similar lettering, backgrounds and materials;
  - d. 5 square feet and 6 inches in height when brick or rock columns are used as a vertical support;
  - e. 5 square feet and 6 inches in height when the sign has a unique overall design;
  - f. 10 square feet in area and one foot in height when an existing sign must be relocated due to a governmental action such as a roadway widening which results in a minimal setback area for the sign;
  - g. An applicant may submit an alternative sign plan or design for unique and special circumstances, provided such sign(s) achieves the intent of the above standards and this Ordinance.
- (2) Wall signs may be increased in size as follows:

- a. 5 percent when all lettering and background is uniform in style and color for signs in a shopping center or for any three distinct establishments which are located under the same roof.

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 10-19 Amended 07/12/2010)**

#### **11-4-112. REPEALED.**

**(Ord. No. 05-50 Amended 12/6/2005; Ord. No. 08-39 Repealed 09/17/2008)**

#### **11-4-113. PROHIBITED SIGNS.**

The following signs are expressly prohibited by this Title:

- (1) Any mobile sign located on the property or within a building or vehicle, such as an "A" frame, trailer sign or pedestal-type sign is prohibited;
- (2) Any display of merchandise within 20 feet of a public right-of-way unless reviewed and approved by the West Valley City Planning Commission, where the display of merchandise shall be a minimum of 10 feet from the public right of way, or if located within and adheres to the standards in the City Center Zone; and
- (3) Signs containing or utilizing animation, excluding electronic message sign animation, as defined in Section 11-1-104(16) of this Title.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 05-50 Amended 12/6/2005; Ord. No. 08-39 Amended 09/17/2008)**

#### **11-4-114. MAINTENANCE OF A CLEAR VIEW AT AN INTERSECTION.**

- (1) A clear view area at the intersection of two streets shall be maintained within a triangular area formed by a diagonal line connecting lines at the top back of the curbs 40 feet from the projected intersection of such curb lines. To maintain this clear view no visual obstructions between two and seven feet in height from the street elevation, as measured from the elevation of the adjoining sidewalk, shall be allowed.
- (2) A clear-view area shall also be maintained at the intersection of a street and a private drive within a triangular area formed by a diagonal line connecting the line of the curb of the street and the line of the edge of the private drive at points 20 feet from the projected intersection of such lines. In order to maintain this clear view, the standards outlined in subsection 1 above shall apply.

**(Ord. No. 02-19 Amended 03/19/2002; Ord. No. 05-50 Amended 12/6/2005)**

#### **11-4-115. SIGNS ON UTILITY POLES, STREET TREES AND STREET NAME POLES.**

To insure safe access for maintenance or emergency services by the various companies using utility poles and to promote consistency along the streetscape, signs shall only be located on utility poles with utility's written permission. Signs shall be prohibited from street trees, traffic regulatory sign poles and street name poles.

**(Ord. No. 05-50 Amended 12/6/2005)**

### **11-4-116 SIGN LANDSCAPING.**

When required, such landscaping shall conform to the following provisions:

- (1) Sign landscaping shall not include any of the minimum required site landscaping.
- (2) The sign landscaping shall contain at least 50% live plant material.
- (3) The landscaping shall have a slope no greater than one to four.
- (4) If a berm or planter box are used as part of the landscaped area the height of the berm or planter box shall not exceed two feet.
- (5) Alternative landscape materials and designs may be considered by the Planning Commission as a Conditional Use.

**(Ord. No. 10-19 Enacted 07/12/2010)**

### **11-4-117 MEASUREMENT OF SETBACK.**

The sign setback shall be measured from the property line.

**(Ord. No. 10-19 Enacted 07/12/2010; Ord. No. 12-24 Amended 6/18/2012)**



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## CHAPTER 11-5 SPECIFIC SIGN REGULATIONS

### Sections:

11-5-101.	Miscellaneous Signs.
11-5-102.	Temporary on-premise Signs.
11-5-103.	Monument Signs.
11-5-104.	Roof Signs.
11-5-105.	Billboards.
11-5-106.	Pole Signs.
11-5-107.	Electronic Message Signs.
11-5-108.	Wall Signs.

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### **11-5-101. MISCELLANEOUS SIGNS.**

- (1) Flags may be erected subject to the following standards:
  - a. Flags must have permanent anchors and/or foundations.
  - b. Flags shall be setback a minimum of 10 feet from the front property line.
  - c. Commercial flags are also subject to the following standards:
    - i. Flags may be no higher than twenty feet above ground level.
    - ii. The area of a flag may be no more than sixteen square feet.
    - iii. One flag may be erected per 200 feet of street frontage.
    - iv. The Planning Commission may approve a single higher and/or larger flag in lieu of several smaller flags that comply with the standards above. For example, a site with 400 feet of street frontage could erect two sixteen square foot flags at 20 feet in height or a single 32 square foot flag at 40 feet in height.
    - v. Commercial flags are only allowed in the RM, RB, MXD, CC, C-1, C-2, C-3, B/RP, LI, and M Zones.
- (2) Newspaper and printed material stands and advertisement on bus benches and/or at bus or transit stops shall be prohibited unless a franchise agreement is entered into with West Valley City. Newspaper and printed material stands shall be limited to a maximum of one (1) stand per transit stop. Stands may have more than one paper receptacle but shall have no more than eight (8) receptacles. Stands shall be located a minimum of ten (10) feet from the curb and shall not block pedestrian movement where a minimum of five feet of walkway width shall be required for pedestrians. Stands shall only be permitted at transit stops on City property, unless located within a building.
- (3) Permanent entry signs may be erected on the properties to which they pertain and shall not exceed 16 square feet in area of four feet in height and are limited to sites with at least five (5) parking stalls. A property may only have two permanent entry signs per approved curb cut. No sign permit shall be required.
- (4) In addition to a monument sign, apartment units of five (5) or more dwelling units may erect one residential wall sign on the premises. Said sign shall not exceed an area of 32 square feet.
- (5) One plate sign shall be allowed for each dwelling. Said nameplate shall not exceed two square feet in area.

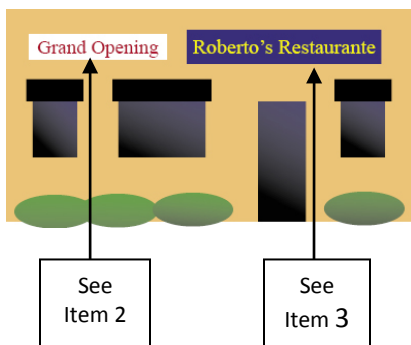
- (6) On-Site Light Pole Signs shall be allowed in the C-2, C-3, LI, and M zones. Such signs shall not be located within 20 feet of the front property line. Each light pole shall have a maximum of two banner signs. No light pole shall be erected unless the primary purpose of the light pole is to provide light in parking areas. A maximum of twelve (12) square feet of banner signage shall be allowed per light pole. Signs shall be placed on the light pole via a permanent support structure meant for the placement of a sign where such signs shall hang taut. Signs shall be constructed and maintained with durable materials in a professional manner.



**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 15-40 Amended 12/11/2015; Ord. No. 16-31 Amended 07/15/2016)**

**11-5-102. TEMPORARY ON-PREMISE SIGNS.**

Temporary signs shall conform to the following provisions. Illumination is prohibited for temporary signs unless specified otherwise. Establishments shall be permitted one temporary sign unless specified otherwise below. A building façade shall have a maximum of 30% temporary sign coverage at any time. Establishment owners shall be responsible for meeting all sign standards of this chapter.



- (1) Additional Sign for Road Widening Construction
- a. Zoning Restrictions. Such signs are subject to zoning restrictions in all zones.
  - b. Size. Any such sign shall not exceed an area of 50 square feet.
  - c. Setback. Such signs may be permitted on private property but shall not obstruct any pedestrian sidewalks, vehicular drives or clear-view at intersections.
  - d. Time Limitations. Any such sign shall be temporary in nature and shall be permitted only during a City, Utah Department of Transportation, or Utah Transit Authority managed road widening or transit project. Signs shall be removed once the construction has ceased or there is sufficient work done to install a permanent sign, whichever is earlier.

- e. Number. One temporary sign may be used in addition to any other permitted temporary sign.
  - f. Other Regulations. Temporary signs listed as prohibited in this chapter shall not be permitted for Road Widening Construction Signs. Banners shall be the only type of temporary sign allowed for this use.
- (2) Banner Sign – Used to advertise an establishment and does not act as the primary establishment sign.
- a. Zoning Restrictions. Such signs are allowed in B/RP, C-1, C-2, C-3, M, MXD, RB, LI and RM Zones.
  - b. Setback. Banners shall not be placed within 20 feet of the front property line, and should be located on the outside building face. Banners shall not be located on fences.
  - c. Size. The maximum size shall be 50 square feet of temporary sign area. Tenant spaces larger than one hundred fifty (150) linear feet may use a maximum of 10% of the front building facade.
- (3) Banner Sign - Used to promote an establishment name as the primary establishment wall sign.
- a. Zoning Restrictions. Such signs are allowed in B/RP, C-1, C-2, C-3, M, MXD, RB, LI, and RM Zones.
  - b. Setback. Where a new establishment is in need of temporary signage, a banner sign may be placed on the building and shall act as the primary establishment sign. Shall be located on the front elevation of the place of establishment.
  - c. Size. This temporary sign shall be limited to the wall sign sizes as permitted in the applicable zone.
  - d. Time Limitation. This sign may be used for a maximum of 90 days after the establishment has obtained a business license, or until a permanent sign is mounted on the building, whichever is less. Where a business license is not required, this sign may be used for a maximum of 90 days from the date of issuance of a certificate of occupancy, or until a permanent sign is mounted on the building, whichever is less.
- (4) Construction Project Signs.
- a. Zoning Restrictions. Such signs are allowed in RB, MXD, CC, C-1, C-2, C-3, B/RP, LI, and M Zones.
  - b. Size. Not exceeding 96 square feet
  - c. Lighting. Signs may utilize external lighting, but may not be internally lighted.
  - d. Time Limitation. All signs shall be removed within 30 days after final inspection of the last building in the project.
  - e. Setback. All such signs shall be setback at least 10 feet from any public or private right-of-way.
  - f. Height. Freestanding signs shall not exceed 12 feet in height.
  - g. Number. One on-site sign per street frontage may be erected in conjunction with a construction project. Through the conditional use process, the Planning Commission may approve more than one on-site sign in the City Center Zone, on properties adjacent to a freeway, or on properties that are five acres or larger.

- h. Materials. Shall not be built with paper materials, and shall be constructed in a professional manner.



(5) New Development Signs.

- a. Zoning Restrictions. Such signs are allowed in all zones.
- b. Size. A maximum area of 32 square feet
- c. Time Limitations. Signs shall be removed no later than 30 days following the completion of the project.
- d. Setback. Signs shall be set back 10 feet from the right-of-way of any public street. In addition, a minimum spacing of 50 feet shall be maintained between such signs.
- e. Number. A maximum of two development signs may be placed off-site and shall require a letter of consent from the property owner.
- f. Materials. Shall not be built with paper materials, and shall be instructed in a professional manner.



(6) Grand-Opening Signs

- a. Zoning Restrictions. Such signs are allowed in RB, MXD, CC, C-1, C-2, C-3, B/RP, LI, and M Zones.
- b. Setback. Shall be located on the subject property. Shall not be located in the traffic clear-view area. Shall not block or be located on any public or private sidewalk unless located in the City Center Zone and adheres to the regulations of the City Center Zone.
- c. Type of Signs. Establishments may use any type of temporary sign during this period.
- d. Time Limit. May be displayed for a maximum of thirty (30) days from the issuance date of a business license. Where no business license is required, such signs may be

displayed for a maximum of thirty (30) days from the issuance date of a certificate of occupancy.

- e. Other. The renewal of a business license, change of ownership, or change of name alone shall not authorize the use of grand-opening signs. Grand-opening signs shall be allowed for any new business who obtains a new business license or for the opening of a new establishment. A facility renovation requiring a building permit will qualify for grand-opening signs.

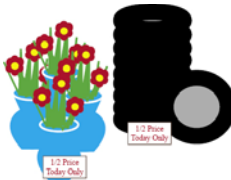
(7) Inflatable Signs

- a. Zoning Restrictions. Such signs are allowed in C-2, C-3, LI, and M Zones.
- b. Setback. Shall not be located within 20 feet of the front property line.
- c. Time Limit. Inflatable signs may be displayed for a maximum of thirty (30) days per calendar year. Each display shall continue for a minimum of five (5) days.
- d. Height. The height of an inflatable sign shall not exceed the height of any adjacent raised utility lines
- e. Permit. A permit shall be required for inflatable signs.
- f. Other. Inflatable signs shall be secured and in direct contact with the ground.



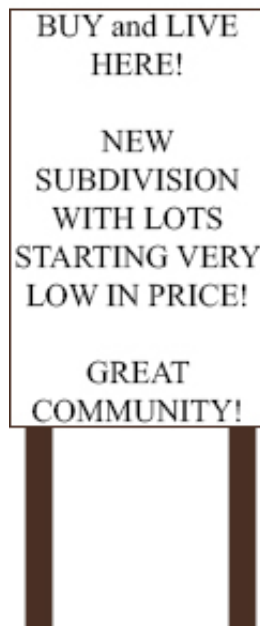
(8) Merchandise Display

- a. Zoning Restrictions. Such signs are allowed in C-2, C-3, LI, and M Zones.
- b. Setback. Shall not be located within 20 feet of the front property line. Shall leave a minimum of four (4) feet wide unobstructed private and public right-of-way sidewalk area for pedestrian movement. Shall not be located in any parking space.
- c. Inclusions. Merchandise shall include any product or good that is proposed for sale or lease; and shall include any product or good that is exhibited for the purposes of advertisement.
- d. Exception. Display of merchandise within the required setbacks or in the public right-of-way is prohibited unless reviewed and approved by the West Valley City Planning Commission through Conditional Use Approval. Merchandise display in the City Center Zone may be permitted within 20 feet of the front property line and shall meet the regulations of the City Center Zone ordinance.



(9) Residential Construction Signs

- a. Zoning Restrictions. Such signs are allowed in A-1, A, R-1-4, R-1-6, R-1-7, R-1-8, R-1-10, R-1-12, R-1-15, R-1-20, R-2-6.5, R-2-8, R-4-8.5, RMH, RE, and RM Zones.
- b. Size. For subdivisions which include five (5) or more lots, residential construction signs, not exceeding two 64 square foot signs for each platted subdivision, may be used. The total area of all such signs shall not exceed 128 square feet. Individual phases of a subdivision shall not be considered separate subdivisions. No single sign shall exceed 64 square feet.
- c. Setback. All residential construction signs shall be set back a minimum of five (5) feet from any public or private right -of-way.
- d. Height. No freestanding sign shall exceed 12 feet in height.
- e. Time Limitations. All signs shall be removed within 30 days after final inspection of the last home in the subdivision.
- f. Other Regulations. Mobile signs are prohibited. Signs may utilize external lighting but shall not be internally lighted.



(10) Other Temporary Signs

- a. Setback. Temporary signs shall not be allowed within 20 feet of the front property line.
- b. Other Regulations. Non-commercial banners are excluded from the provisions of this ordinance.

(11) Temporary Non-Commercial Signs. Temporary Non-Commercial signs shall be allowed under the following conditions:

- a. Zoning Restrictions. Such signs are allowed in all zones.
- b. Size. Any such sign shall not exceed an area of 16 square feet in a residential zone.
- c. Other Regulations. Such signs shall neither be constructed nor fastened in such a way as to cause a hazard to the public.



#### (12) Prohibited Temporary Signs

- a. A-frame signs are prohibited except if located in and as regulated in the City Center Zone.
- b. Any mobile sign located on the property or within a building or vehicle, trailer sign, metal stand, or pedestal-type sign is prohibited;
- c. Off-premise temporary signs are prohibited except as defined in 11-5-102(5).
- d. Feathers and flags used for advertising are prohibited.
- e. Streamers or pennant-type streamers are prohibited.
- f. Any temporary sign attached to any other sign, fence, light/power pole, or structure not built and intended for support of such sign. Signs, fences, light/power poles, and structures that are intended to support temporary or permanent signs shall be reviewed through a building permit and shall adhere to sign regulations in this title.
- g. Exceptions. Any type of sign may be used during a Grand-Opening, as defined in this Chapter.

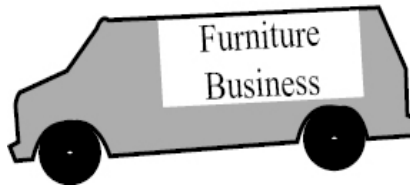


**(13) Property Signs.**

- a. Zoning Restrictions. Such signs are allowed in all zones.
- b. Setback. Signs shall be located on premise on the subject property.
- c. Size. Signs shall not exceed an area of eight square feet in residential zones or 32 square feet in nonresidential zones.
- d. Number. Said signs shall be limited to one sign per street frontage.
- e. Time Limitations. Such signs shall be removed within 14 days after the sale, rental or lease of the property.

**(14) Vehicle Signs**

- a. Zoning Restrictions. Such signs are allowed in C-1, C-2, C-3, LI, and M Zones.
- b. Setback. Signs on vehicles or in the back/bed of trucks shall be located a minimum of 40 feet from the street.
- c. Size. Applies to commercial vehicles with signs larger than four square feet.
- d. Other Regulations. Such vehicles shall not be used as parked or stationary outdoor display signs.

**(15) Window Signs**

- a. Zoning Restrictions. Allowed in B/RP, C-1, C-2, C-3, M, MXD, LI, and RB Zones.
- b. Size. A maximum of 50% coverage of all windows shall be permitted for window signs. Where paint or marker is used on the window, the area shall be measured by creating a square around the message and calculating that square footage in relation to the square footage of the window area. Where one window is completely covered in window signs, another window of equal or greater size shall be left free of any window signs.
- c. Location. Inside or outside of the establishment windows.



- d. Exceptions. Windows used to meet the Commercial Design Standard Ordinance, as a design treatment, and are backed by a wall where pedestrians cannot by floor plan and building design see through the window into the business, may use murals, fogged glass, spandrel glass, and/or window treatments, but shall not utilize any additional window signs in the window(s).



**(Ord. No. 98-74 Amended 01/04/1999; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 09-05 Amended 2/26/2009; Ord. No. 14-33 Amended 08/03/2014; Ord. No. 15-40 Amended 12/11/2015; Ord. No. 16-31 Amended 07/15/2016)**

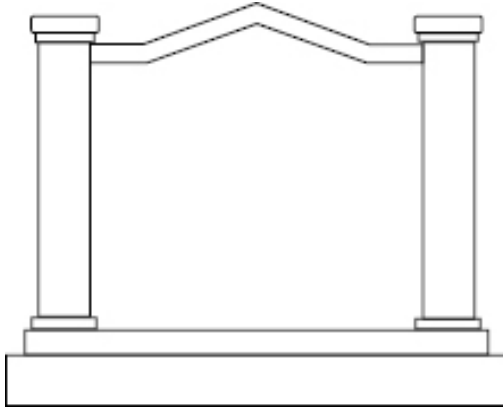
### **11-5-103 MONUMENT SIGNS.**

Monument signs, as defined in this Title, shall be allowed in all zones, provided that:

- (1) For signs less than or equal to five feet in height measured from final grade, a minimum setback from the public right-of-way of five feet is required. For signs greater than five feet in height, a setback equal to the sign's height is required, unless this requirement is specifically limited by the appropriate zone;
- (2) Such signs shall be incorporated into a landscaped area that is at least twice the area of the sign, unless little flexibility exists on the site and a waiver is granted by the Zoning Administrator or designee;
- (3) Such signs shall generally maintain a 100 foot separation from all other signs and 50 feet from the side and rear property lines that are not adjacent to a public right-of-way. In situations with minimal frontages where very little flexibility in sign placement exists, less stringent standards may apply as determined by the Zoning Administrator or designee;
- (4) Such signs shall be limited to 50 square feet in area for signs up to six feet in height and an additional 10 square feet of area may be added for every additional foot in height over six feet;
- (5) Such signs shall be limited to one monument sign per 200 feet of frontage. Properties that have more than one frontage may have at least one (1) sign per frontage if there is a cumulative total of 200 feet of frontage or at least 100 feet of frontage per street frontage, whichever is greater.
- (6) Electronic message signs shall be limited to one sign per frontage. This requirement may be waived by the Planning Commission through the issuance of a conditional use permit; however no more than one sign per 200 feet of frontage shall be permitted.
- (7) Such signs shall contain no animation.
- (8) Such signs shall be 6 feet in height for single tenant signs, and 7 feet in height for multi-tenant signs, unless specifically limited by the appropriate zone.
- (9) Exposed poles up to one third of the height of the sign may be considered by the Planning Commission through the Conditional Use process. The exposed poles must be architecturally compatible with the building in color, material and design.

(10)The base of such signs shall be limited to 50% of the area of the sign.

(11)The base of such signs shall be masonry, which may include brick, stone or stucco. If stucco is used it shall match the color of the associated building and include additional decorative architectural elements such as caps, columns or other decorative features.



(12)The base of such signs shall be equal to or greater in size than the total horizontal dimension of the sign face.

(13)Such signs shall include a non-advertising masonry base with a minimum height of one (1) foot.

(14)Monument signs in residential zones are only permitted subject to Section 11-6-101 and Section 11-6-102.

**(Ord. No. 01-50 Amended 07/03/2001; ; Ord. No. 01-77 Amended 12/18/2001 Effective date 12/20/2001.; Ord. No. 01-77 Amended 03/06/2002; Ord. No. 04-17 Amended 03/16/2004; Ord. No. 04-27 Amended 06/01/2004; Ord. No. 06-05 Amended 01/24/2006; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015)**

#### **11-5-104. ROOF SIGNS.**

Roof signs, as defined in this Title, shall be allowed in all Commercial, Light Industrial, and Manufacturing zones, provided that:

- (1) Roof signs shall not project above the roofline of the building on which it is located.
- (2) Roof signs shall be installed or erected in such a manner that there is no visual support structure.
- (3) Animated roof signs are prohibited, excluding electronic message sign animation.
- (4) Roof signs shall be limited in area on the face or façade of a building or structure. Signs shall be a maximum of 10 percent of the front first (defined as the actual first story height or 15 feet whichever is less) story face and five percent of any other first story face. Fifteen percent of the front story face may be allowed, if no pole signs are requested. Where a wall sign is present on the building or structure façade, a roof sign shall be prohibited; where a roof sign is present on the building or structure façade, a wall sign shall be prohibited.

**Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 16-31 Amended 07/15/2016)**

**11-5-105. BILLBOARDS.**

- (1) Purpose. It is the purpose and intent of this Section to limit the number of billboards to the total number of existing billboards. This Chapter further provides for the reasonable regulation of billboards with the intent of limiting negative impacts, enhancing the aesthetics of existing billboards and implementing goals and policies promoting safety, the protection of property values, aesthetics, the maintenance of gateways, views and vistas that enhance the City, and further the applicable elements of the City's General Plan.
- (2) Cap. The number of billboards allowed in the City shall be limited to the number of billboards that are existing in the city as of January 31, 2003 (53). This cap shall automatically decrease as billboards are removed but not relocated.
- (3) Location. Billboards shall only be allowed in "C-2," "C-3," "LI", and "M" zones. Billboards shall not be allowed in gateway-oriented overlay zones, regardless of the underlying zone.
- (4) Size. Billboards shall not exceed 672 square feet in "LI" and "M" zones along freeways. Billboards shall not exceed 300 square feet in "C-2," "C-3" and non-freeway oriented "LI" and "M" zones.
- (5) Separation. The minimum distance between billboards shall be 750 radial feet along freeways and 500 radial feet at any other location.
- (6) Height. The maximum height of a billboard shall be 35 feet, except for freeway-oriented signs as specified in this Title. The maximum height when located within 150 feet of a residential zone or use shall be 25 feet, and such signs shall contain no illumination.
- (7) Setbacks. The minimum front yard setback shall be 10 feet for billboards less than or equal to 25 feet in height. Signs exceeding 25 feet in height shall be set back one additional foot for each foot of height over 25 feet, up to the maximum height allowed of 35 feet. The sign setback shall be measured from the property line. The closest edge of a billboard shall not project into any required setback area. The minimum separation between a billboard and any residential use or zone boundary shall be 75 feet.
- (8) Lighting. Lighting shall be confined to the sign face and not illuminate the night sky.
- (9) Design. Billboards shall utilize the "monopole" or "bi-pole" design and shall be continuously maintained structurally and on the copy face.
- (10) Removal. Prior to the removal of any billboard the owner shall obtain a permit for the demolition of the billboard. Permits may be provided following application to the Community and Economic Development Department.
- (11) Relocation. The owner of an existing billboard may remove the existing billboard from a non-conforming site to an approved location only after a permit is obtained as set forth in this Title and other provisions of this Chapter are complied with. Billboards moved to approved locations shall conform to all sign requirements of the new location. Billboards moved from non-conforming locations must be installed to a new approved location within eighteen (18) months from the date the permit is issued with not more than one extension of six months granted by the Community and Economic Development Department. If the billboard is not moved in this time frame the ability to relocate said billboard is forfeited.
- (12) Relocation of conforming billboards. Billboards that conform to the provisions of this Ordinance may be relocated as follows:
  - a. When road widening or development proposals force the need to relocate;
  - b. When a conforming billboard is removed, for whatever reason, that sign may be relocated to a conforming location only when the company that owns the sign at the time of removal, has either removed all of that company's nonconforming signs or

relocated all of that company's non-conforming signs to conforming locations, shall contain no illumination.

- (13) Electronic Message Signs. Electronic message signs shall be a maximum of 300 square feet if located on a billboard that is not freeway oriented and shall not increase in size if the existing billboard is less than 300 square feet prior to electronic message sign installation. Electronic message signs located on billboards shall be regulated as defined in Section 11-5-107, and shall be separated by 500 radial feet from any other electronic message sign located on a billboard.

**(Ord. No. 93-27 Amended, 12/13/1993; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 03-22 Amended 03/25/2003; Ord. No. 05-50 Amended 12/6/2005; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 12-24 Amended 06/18/2012; Ord. No. 16-31 Amended 07/15/2016)**

### **11-5-106. POLE SIGNS.**

Pole signs, as defined in this Title, shall be allowed in C-2, C-3, LI, and M zones, provided that:

- (1) All single pole signs shall include a solid cover that encompasses the pole. Such covers shall be architecturally integrated with the sign and adjacent building. A minimum width of two feet is recommended but the intent is to evaluate the pole width in relationship with the sign. Pole signs constructed with two poles may substitute an architecturally integrated base. Freeway oriented pole signs in excess of 30 feet in height are exempt. Billboards are exempt.
- (2) Clearance shall be a minimum of 10 feet between the bottom of the sign face and the ground where vehicular or pedestrian traffic is anticipated. Pole signs adjacent to freeways may extend 25 feet above the freeway pavement grade or 65 feet above ground, whichever is higher.
- (3) The minimum front yard setback shall be 10 feet for signs less than or equal to 15 feet in height. Signs exceeding 15 feet in height shall be set back one additional foot for each foot of height over 15 feet up to the maximum height allowed in the zone.
- (4) Separation between pole signs and any other signs shall follow the standards for monument signs as described in this Title.
- (5) Pole signs shall be limited to one sign per frontage. However, this requirement may be waived for freeway oriented signs as a conditional use through the Planning Commission.
- (6) All pole signs, except freeway oriented pole signs over 35 feet, shall incorporate pole covers.
- (7) All pole signs shall be incorporated in a landscaped area that is at least equal to twice the area of the sign.
- (8) All pole signs shall be architecturally compatible with the building style, colors, and/or materials.
- (9) The area limitation for a pole sign (excluding billboards) shall not exceed one square foot of sign area for every lineal foot of the frontage occupied by the use for which the sign is intended. The maximum pole sign area shall be 200 square feet unless this requirement is waived through review and approval of a sign plan to the Planning Commission as part of a conditional use or a new conditional use.
- (10) All pole signs, except billboards, shall be processed as Conditional Uses and shall only be allowed on properties encompassing at least 10 acres. Interior lots may have one pole sign and one billboard subject to the provisions of this Ordinance.
- (11) Projection of pole signs is permitted into the setback area to a maximum of three feet.

**(Ord. No. 01-50 Added 07/03/2001; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015; Ord. No. 16-31 Amended 07/15/2016)**

**11-5-107. ELECTRONIC MESSAGE SIGNS.**

- (1) Electronic message signs are permitted in the C-2, C-3, LI, and M zones when inlaid in a monument, pole, freeway oriented billboard, or wall sign with the following regulations:
  - a. Electronic message signs shall be incorporated into a monument, wall, freeway oriented billboard, or pole sign.
    - i. An electronic message sign incorporated on a wall or billboard sign may occupy up to 100% of the entire sign face. Wall signs shall be limited to one electronic message sign per building elevation. Wall signs shall be limited to 10% coverage of the front elevation of the building, regardless of whether a pole sign exists on the property or not.
    - ii. An electronic message sign incorporated into a pole sign shall not occupy more than 50% of the entire sign face. Freeway oriented pole signs may have 100% electronic message sign coverage of the sign and are not required to be turned off at night.
    - iii. An electronic message sign incorporated into a monument sign shall not occupy more than 50% of the entire sign face for a monument sign.
  - b. Electronic message signs shall adhere to all the height and setback regulations for the sign on which the electronic message sign is located.
  - c. Electronic message signs shall be located a minimum of 100 feet from any residential boundary. Electronic Message Signs located on Billboards that are not freeway oriented shall be located a minimum of 200 feet from any residential boundary. In situations where a billboard, that is an electronic message sign, is obstructed from residential view, the Zoning Administrator may reduce the minimum setback from a residential boundary via an Administrative Determination.
  - d. Lumination during the day for full color electronic message signs shall not exceed 6000 cd/m<sup>2</sup> or NITs. Lumination during the night for full color electronic message signs shall not exceed 1500 cd/m<sup>2</sup> or NITs. Full color electronic message signs shall be dimmed to a maximum of 1500 cd/m<sup>2</sup> or NITs from 10 o'clock pm to 6 o'clock am. Lumination during the day for monochrome color electronic message signs shall not exceed 3000 cd/m<sup>2</sup> or NITs. Lumination during the night for monochrome color electronic message signs shall not exceed 500 cd/m<sup>2</sup> or NITs. Monochrome color electronic message signs shall be dimmed to a maximum of 500 cd/m<sup>2</sup> or NITs from 10 o'clock pm to 6 o'clock am. Electronic message signs shall also be set with a photo-cell dimmer to automatically dim with ambient light changes.
  - e. Lumination shall be set and locked with an access code prior to or at the time of installation of the electronic message sign. The lumination settings shall not be changed or altered at any time for the duration of the electronic message sign's life, unless approval from West Valley City has been granted in writing.
  - f. Building permits for electronic message signs shall require the sign plans to be stamped certifying the percent of brightness the sign is set to prior to approval.
  - g. Off premise advertising is prohibited, except in the case of billboards.
- (2) Electronic message signs are permitted in the RB, B/RP, and C-1 zones when inlaid in a monument, freeway oriented billboard, or wall sign with the following regulations:
  - a. Electronic message signs shall be incorporated into a monument, wall, or freeway oriented billboard sign.
    - i. An electronic message sign incorporated on a wall or freeway oriented billboard sign may occupy up to 100% of the entire sign face. Wall signs shall be limited to

- one electronic message sign per building elevation. Wall signs shall also be limited to 10% coverage of the front elevation of the building, regardless of whether a pole sign exists on the property or not.
- ii. An electronic message sign incorporated into a pole sign shall not occupy more than 50% of the entire sign face. Freeway oriented pole signs may have 100% electronic message sign coverage of the sign and are not required to be turned off at night.
  - iii. An electronic message sign incorporated into a monument sign shall not occupy more than 50% of the entire sign face for a monument sign.
- b. Electronic message signs shall adhere to all the height and setback regulations for the sign on which the electronic message sign is located.
  - c. Electronic message signs are not permitted in the RB zone unless the parcel has at least five (5) acres of property.
  - d. Electronic message signs shall be located a minimum of 100 feet from any residential boundary. Electronic Message Signs located on Billboards that are not freeway oriented shall be located a minimum of 200 feet from any residential boundary. In situations where a billboard, that is an electronic message sign, is obstructed from residential view, the Zoning Administrator may reduce the minimum setback from a residential boundary via an Administrative Determination.
  - e. Electronic message signs shall automatically terminate any and all energy that may allow the electronic message center sign to light up (creating 0 cd/m<sup>2</sup> or NITs) from 10 o'clock pm to 6 o'clock am.
  - f. Lumination during the day for full color electronic message signs shall not exceed 6000 cd/m<sup>2</sup> or NITs. Lumination during the night for full color electronic message signs shall not exceed 0 cd/m<sup>2</sup> or NITs. Full color electronic message signs shall be dimmed to a maximum of 0 cd/m<sup>2</sup> or NITs from 10 o'clock pm to 6 o'clock am. Lumination during the day for monochrome color electronic message signs shall not exceed 3000 cd/m<sup>2</sup> or NITs. Lumination during the night for monochrome color electronic message signs shall not exceed 0 cd/m<sup>2</sup> or NITs. Monochrome color electronic message signs shall be dimmed to a maximum of 0 cd/m<sup>2</sup> or NITs from 10 o'clock pm to 6 o'clock am. Electronic message signs shall also be set with a photo-cell dimmer to automatically dim with ambient light changes.
  - g. Building permits for electronic message signs shall require the sign plans to be stamped certifying the percent of brightness the sign is set to prior to approval.
  - h. Off premise advertising is prohibited, except in the case of billboards.
- (3) Electronic message signs are prohibited in windows in all zones.
- (4) If the electronic message portion of a pole or monument sign is desired to be larger than that permitted, an application may be filed for a conditional use for review by the planning commission.

**(Ord. No. 07-53 Added 11/20/2007; Ord. No. 15-40 Amended 12/11/2015; Ord. No. 16-31 Amended 07/15/2016)**

## **11-5-108. WALL SIGNS.**

Wall signs, as defined in this Title, shall be allowed in all zones, provided that:

- (1) The area limitation for signs on the face of a building or structure, unless specifically limited by the appropriate zone, shall be 10 percent of the front first story face (defined as the actual first

story height or 15 feet whichever is less) and five percent of any other first story face. Fifteen percent of the front story face may be allowed, if no pole signs are requested. Canopies shall be considered structures.

- (2) Painted signs on walls of buildings are permitted with approved professionally prepared designs. Maximum size regulations may be exceeded with Planning Commission approval.
- (3) Signs on multi-story buildings shall maintain consistent style and architectural compatibility with the building.
- (4) Residential wall signs are only allowed in R-4, RM, and MXD Zones for multi-family developments with 5 or more units. The maximum size for such signs is 32 square feet.
- (5) The area limitation for non-residential wall signs for uses such as schools and churches which are located in residential zones shall be five (5) percent of any face of the building, which is defined as the actual first story height or 15 feet, whichever is less.

**(Ord. No. 10-19 Enacted 07/12/2010; Ord. 15-40 Amended 12/11/2015)**

## CHAPTER 11-6 SIGN REQUIREMENTS BY ZONING DISTRICT

Sections:

- 11-6-101. Residential and Agricultural Districts.
- 11-6-102. Residential Business.
- 11-6-103. Commercial "C-1" District.
- 11-6-104. Commercial "C-2" and "C-3" Districts.
- 11-6-105. Business/research Park District.
- 11-6-106. Light Industrial "LI" and Manufacturing "M" District.

### **11-6-101. RESIDENTIAL AND AGRICULTURAL DISTRICTS.**

Signs in this district are subject to all general regulations set forth in this Title and to the following additional requirements:

- (1) Only the following signs are allowed in residential and agricultural districts:
  - a. Plate signs;
  - b. Public necessity signs;
  - c. Monument signs;
  - d. Non-residential wall signs;
  - e. Permanent entry signs;
  - f. Residential wall signs; and
  - g. Temporary signs as outlined in Section 11-5-102.
- (2) These signs shall conform to the following provisions:
  - a. One non-illuminated plate sign for each dwelling unit, not exceeding two square feet in area;
  - b. One or more public necessity signs not exceeding 24 square feet in combined total area for each commercial or residential use lawfully occupying the premises, provided that no one sign shall exceed 8 square feet in area;
  - c. Monument signs shall not exceed 5 feet in height. Such signs are only allowed for non-residential uses in residential zones and for multi-family developments in the R-4, RM, MXD, and CC Zones;
  - d. One or more permanent entry signs not exceeding 16 square feet per sign for each commercial, residential or agricultural establishment with at least five (5) parking stalls lawfully occupying the premises.
  - e. Residential wall signs are only allowed in R-4, RM and MXD Zones for multi-family developments with 5 or more units. The maximum size for such signs is 32 square feet.
  - f. The area limitation for non-residential wall signs shall be five (5) percent of any face of the building, which is defined as the actual first story height or 15 feet, whichever is less.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015)**

### **11-6-102. RESIDENTIAL BUSINESS.**

Signs in this district are subject to all general regulations set forth in this Title and to the following additional requirements:



- (1) Only the following signs are allowed in the Residential Business District:
  - a. Awning signs;
  - b. Monument signs;
  - c. Non-residential wall signs;
  - d. Illuminated signs;
  - e. Plates signs;
  - f. Permanent entry signs;
  - g. Public necessity signs.
  - h. Electronic message signs; and
  - i. Temporary signs as outlined in Section 11-5-102.
- (2) These signs shall conform to the following provisions:
  - a. The area limitation for non-residential wall signs on building or structure faces shall be five (5) percent of any face of the building, which is defined as the actual first story height or 15 feet, whichever is less.
  - b. Monument signs shall not exceed 5 feet in height. Such signs are only allowed for non-residential uses.
- (3) Signs shall be compatible with existing or proposed architecture in terms of scale, color and design.

**(Ord. No. 01-50 Amended 07/03/2001; Ord. No. 04-04 Amended 1/20/2004; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015)**

### **11-6-103. COMMERCIAL "C-1" DISTRICT.**

Signs in this district are subject to all general regulations set forth in this Title and to the following additional requirements:

- (1) Only the following signs are allowed in a "C-1" district:
  - a. All signs allowed in residential districts as specified in this Title.
  - b. Monument signs.
  - c. Wall Signs.
  - d. Electronic Message Signs.
  - e. Projecting Signs.
  - f. Roof Signs.
  - g. Temporary on premise signs.
  - h. Illuminated awning signs.
  - i. Gas pump island canopy signs.
  - j. Awning signs.
  - k. Temporary signs as outlined in Section 11-5-102

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 06-05 Amended 01/24/2006; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015)**

### **11-6-104. COMMERCIAL "C-2" AND "C-3" DISTRICTS.**

Signs in these districts are subject to all general regulations set forth in this Title and to the following additional requirements:

- (1) Only the following signs are allowed in "C-2" and "C-3" districts:

- a. All signs allowed in “C-1” districts as specified in this Title;
  - b. Billboards;
  - c. Pole Signs;
- (2) These signs shall conform to the following provisions:
- a. The maximum height of a pole sign shall be 25 feet above the grade of the front sidewalk or property line.

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 91-05 Amended 04/18/1991; Ord. No. 93-27 Amended 12/13/1993; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 06-05 Amended 01/24/2006; Ord. No. 07-53 Amended 11/20/07; Ord. No. 08-39 Amended 09/10/2008; Ord. No. 10-19 Amended 07/12/2010)**

### **11-6-105. BUSINESS / RESEARCH PARK DISTRICT.**

Signs shall be compatible with the approved architectural theme of the business park. Signs shall be subject to all general regulations set forth in this Title and to the following additional requirements:

- (1) Only the following signs are allowed in a "Business/Research Park" district:
  - a. Monument;
  - b. Park identification;
  - c. Temporary signs as outlined in Section 11-5-102;
  - d. Wall signs; and
  - e. Electronic Message Signs.
- (2) These signs shall conform to the following provisions:
  - a. Monument signs shall not exceed five feet in height and shall be located no closer than 10 feet from the street;
  - b. Park identification sign(s) shall be allowed with permission from the Planning Commission; and
  - c. Wall signs shall not exceed 10 percent of the front first story face (defined as the actual first story height or 15 feet, whichever is less) and five percent of any other face. Canopies shall be considered structures.
  - d. Park identification signs shall be located as determined by the Planning Commission.

**(Ord. No. 90-10 Amended 02/14/1990; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 15-40 Amended 12/11/2015)**

### **11-6-106. LIGHT INDUSTRIAL “LI” AND MANUFACTURING “M” DISTRICT.**

Signs in these district are subject to all general regulations set forth in this Title and to the following additional requirements:

- (1) Only the following signs are allowed in the “LI” and “M” district:
- (2) All signs as allowed in “C-2” and “C-3” districts as specified in this Title.
- (3) These signs shall conform to the following provisions:
  - a. The maximum height of a pole sign shall be 35 feet above the grade of the front sidewalk or property line.

- b. Corner or double-frontage lots/commercial complexes may choose two on-premise signs (one per frontage) and one off-premise sign, if so desired.

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 91-05 Amended 04/18/1991; Ord. No. 93-27 Amended 12/13/1993; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 06-05 Amended 01/24/2006; Ord. No. 07-53 Amended 11/20/2007; Ord. No. 10-19 Amended 07/12/2010; Ord. No. 16-31 Amended 07/15/2016)**

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## **CHAPTER 11-7 NONCONFORMING SIGNS**

**Sections:**

- 11-7-101. Alterations.
  - 11-7-102. Restoration.
  - 11-7-103. Maintenance.
  - 11-7-104. Abandonment.
  - 11-7-105. Repealed.
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### **11-7-101. ALTERATIONS.**

A nonconforming sign shall not be altered, reconstructed, raised, moved, placed, extended, or enlarged, unless said sign is changed so as to conform to all provisions of this Title. All alterations shall require conformance to the provisions of this Ordinance including any physical changes to the sign panel or the sign cabinet itself. Face changes in multi-tenant signs, freeway-oriented pole signs, normal maintenance/repair, and copy changes in signs previously approved by the City with a changeable copy feature are excluded. Further exclusions include any architectural enhancements to existing multi-tenant pole signs in conjunction with a building façade remodel. The building façade remodel must be at least 25% of the front façade of the building. Overall height, size, and shape of the sign shall not be increased. Any sign that is located within or projects into the existing public right-of-way shall be made conforming when an alteration occurs.

**(Ord. No. 90-47 Amended 01/07/1991; Ord. No. 01-50 Amended 07/03/2001; Ord. No. 04-39 Amended 08/17/04; Ord. No. 06-06 Amended 01/24/2006; Ord. No. 08-62 Amended 12/29/2008)**

### **11-7-102. RESTORATION.**

Nonconforming signs which have been allowed to deteriorate or which have been damaged by fire, explosion, act of nature, or act of a public enemy, or damaged by any other cause, to the extent of more than 50 percent of its assessed value shall, if repaired or rebuilt, be repaired or rebuilt in conformity with the regulations of this Title.

**(Ord. No. 90-47 Amended 01/07/1991)**

### **11-7-103. MAINTENANCE.**

Minor repairs and maintenance shall not necessitate conformance to the requirements of this Title.

### **11-7-104. ABANDONMENT.**

Within 60 days after vacation of a tenant or for signs lacking advertisement for a period of 60 days or more, any on-premise non-conforming sign shall be removed or brought into compliance by the property owner. If removal does not occur voluntarily, after appropriate notice, as specified in

Subsection 11-3-102(3), the entire sign and support structure shall be taken down by the owner or may be removed by the City and all costs incurred shall be the responsibility of the property owner.

**(Ord. No. 01-50 Added 07/03/2001; Ord. No. 06-06 Amended 01/24/2006)**

**11-7-105. REPEALED.**

**(Ord. No. 01-50 Added 07/03/2001; Ord. No. 01-77 Amended 12/18/2001, Effective date 12/20/2001; Ord. No. 04-39 Amended 08/17/04; Ord. No. 06-06 Repealed 01/24/2006)**