

1  
2  
3  
4  
5 CHAPTER 13.82: SIGNS

6 SECTION:

7 13.82.010: Purpose

8 **13.82.020: Definitions**

9 13.82.030: Interpretation

10 13.82.040: Conformity Required

11 13.82.050: Nonconforming Signs

12 13.82.060: Comprehensive Sign Plan

13 13.82.070: Building Permit Exceptions

14 13.82.080: Size And Area Computation

15 13.82.090: Height Of Ground Signs

16 13.82.100: Imprint Of Ownership Required

17 13.82.110: Visibility At Intersections (Rep. by Ord. 2016-23, 9-22-2016)

18 13.82.120: Signs On Public Property

19 13.82.125: Street Banners On Utility Poles In The Public Way

20 13.82.130: Lighted Signs

21 13.82.140: Electronic Message Boards

22 13.82.150: Temporary Sign

23 13.82.160: Traffic Hazard Prohibited

24 13.82.170: Maintenance And Removal Of Signs

25 13.82.180: Prohibited Signs

26 13.82.190: Action To Remove Or Abate Violation

27 **13.82.200: Holladay Village Sign Regulations**

28 13.82.210: Signs Allowed

29  
30 13.82.010: PURPOSE:

31 The purpose of this chapter is to allow only signage that provides a responsible communication system  
32 by setting requirements for the location, size, height and lighting of signs that will be compatible with  
33 adjacent land uses, architecture and landscape, and that will preserve and improve the aesthetic values  
34 and visual qualities of the City. (Ord. 2015-02, 2-5-2015)

35  
36 **13.82.020: DEFINITIONS:**

37 See section 13.04.040 of this title. (Ord. 2012-15, 9-20-2012)

38  
39 **[13.04.040]**

40 **GAS PRICE SIGN: An on-premises, freestanding sign advertising the price of fuel by featuring digits of**  
41 **zero (0) through ten (10) and displayed as physically changeable, marquee type tiles or an electronically**  
42 **changeable static LED display set within a black cabinet.**

43  
44 13.82.030: INTERPRETATION:

45 A. The sign requirements contained in this chapter are declared to be the maximum allowable.

46 B. Sign types not specifically allowed as set forth within this chapter are expressly prohibited.

47 C. Where other ordinances are in conflict with the provisions of this chapter, the most restrictive  
48 ordinance shall apply. (Ord. 2015-02, 2-5-2015)

49  
50 13.82.040: CONFORMITY REQUIRED:

51 Except as provided in this title, a sign shall not be erected, raised, moved, placed, reconstructed,  
52 extended, enlarged or altered, unless in conformity with the regulations specified in this chapter. (Ord.  
53 2012-15, 9-20-2012)

1  
2  
3 13.82.050: NONCONFORMING SIGNS:

- 4 A. Legal nonconforming signs may continue to be used.  
5 B. A legal nonconforming sign shall not be materially altered, modified, reconstructed, raised, moved,  
6 placed, extended, or enlarged unless the sign is modified to conform with all of the provisions of this  
7 chapter. Alterations shall not be interpreted to include changing the text or copy of off premises  
8 advertising signs, signs for theaters, or other similar signs which are designed to accommodate  
9 changeable copy or the replacement of a permanent sign face with a sign face designed to  
10 accommodate changeable copy when the sign otherwise conforms to the provisions of this chapter.  
11 C. Minor repairs and maintenance may be made to a nonconforming sign; however, in the event such  
12 sign has deteriorated or is hereafter damaged by whatever means, including an act of God, and such  
13 damage exceeds fifty percent (50%) of the reproduction value of the sign, according to appraisal  
14 thereof by competent appraisers, the sign shall be restored, reconstructed, altered or repaired only  
15 to conform with this chapter. (Ord. 2012-15, 9-20-2012)  
16

17 13.82.060: COMPREHENSIVE SIGN PLAN:

18 [NO CHANGE PROPOSED]  
19

20 13.82.070: BUILDING PERMIT EXCEPTIONS:

21 [NO CHANGE PROPOSED]  
22

23 13.82.080: SIZE AND AREA COMPUTATION:

24 [NO CHANGE PROPOSED]  
25

26 13.82.090: HEIGHT OF GROUND SIGNS:

27 [NO CHANGE PROPOSED]  
28

29 13.82.100: IMPRINT OF OWNERSHIP REQUIRED:

30 [NO CHANGE PROPOSED]  
31

32 13.82.110: VISIBILITY AT INTERSECTIONS:

33 (Rep. by Ord. 2016-23, 9-22-2016)  
34

35 13.82.120: SIGNS ON PUBLIC PROPERTY:

36 [NO CHANGE PROPOSED]  
37

38 13.82.125: STREET BANNERS ON UTILITY POLES IN THE PUBLIC WAY:

39 [NO CHANGE PROPOSED]  
40

41 13.82.130: LIGHTED SIGNS:

- 42 A. Illumination may be built into or attached to a sign as allowed in the district.  
43 B. A lighted sign shall not be installed in such a manner as to annoy or interfere with the use of nearby  
44 properties.  
45 C. Such lights alleged to violate subsection B of this section by the nearby property owners or  
46 Community Development Director shall be subject to a hearing before the City of Holladay  
47 administrative enforcement hearing examiner as to the validity of the alleged violation. If such light  
48 is determined to be in violation, the owner of the light shall take appropriate, corrective action as  
49 directed. (Ord. 2012-15, 9-20-2012)

1  
2  
3 13.82.140: ELECTRONIC MESSAGE BOARDS:

4 Electronic message boards are not permitted in the city of Holladay. (Ord. 2012-15, 9-20-2012)

5  
6 13.82.150: TEMPORARY SIGN:

7 [NO CHANGE PROPOSED}

8  
9 13.82.160: TRAFFIC HAZARD PROHIBITED:

10 [NO CHANGE PROPOSED}

11  
12 13.82.170: MAINTENANCE AND REMOVAL OF SIGNS:

13 [NO CHANGE PROPOSED}

14  
15 13.82.180: PROHIBITED SIGNS:

16 [NO CHANGE PROPOSED}

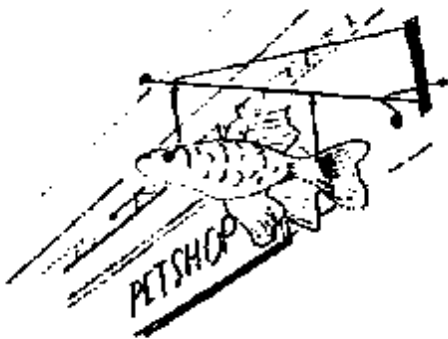
17  
18 13.82.190: ACTION TO REMOVE OR ABATE VIOLATION:

19 [NO CHANGE PROPOSED}

20  
21 **13.82.200: HOLLADAY VILLAGE SIGN REGULATIONS:**

22 A. Purpose: The city council of Holladay finds and declares that by controlling and standardizing signs  
23 in the Holladay Village, the regulations set forth in this chapter will: create a unique environment to  
24 attract business to the Holladay Village; allow each individual business to clearly identify itself and  
25 the goods and services which it offers in a clear and distinctive manner; safeguard and enhance  
26 property values; protect public and private investment in buildings and open space; prevent  
27 confusing sign displays; and promote the public health, safety and welfare of all of the citizens of  
28 Holladay.

29  
30 B. New Signs: It is intended that new signs in the village follow the historic patterns compatible with  
31 small scale buildings and pedestrian activity. Signs should be generally discreet. Flat mounted  
32 plaques, painted signboards and hanging fin signs are encouraged. Signs should be designed to fit  
33 the scale of the building. Sign text should be clear and minimal. Except where allowed hereafter,  
34 illumination should be accomplished by the use of external fixtures and subtle lighting colors.  
35 Internally illuminated or backlit plastic signs **are prohibited** do not belong in a unique pedestrian  
36 oriented context (see illustrations in section 13.71.100 of this title).



1 C. Intent: The following regulations are intended to encourage signs, which by their good design, are  
2 integrated with and are harmonious to the character of the buildings and sites that they occupy and are a  
3 valuable contribution to the overall ambience of the village (HV) business district. (Ord. 2012-15, 9-20-  
4 2012)

5  
6 D. Signs Allowed In The Holladay Village (HV) District: For all signs in the HV zone the following  
7 regulations apply:

8 1. Total Sign Area Requirements: For signs either attached parallel to a building facade or  
9 freestanding monument signs, the following regulations apply:

10 a. Sign Area: The total sign area, per building facade, may not exceed the following:

11  
12 CHART 13.82.200.01

13

Floor Area Of Business	Sign Area Total; Wall	Sign Area Total; Freestanding
1,000 sq. ft. or less	12 sq. ft.	24 sq. ft.
1,001 to 3,000 sq. ft.	15 sq. ft.	32 sq. ft.
3,001 or more sq. ft.	5% of the exterior wall area not to exceed 32 sq. ft.	32 sq. ft. plus 6 sq. ft. per each additional enterprise in a multi-tenant structure up to 64 sq. ft. maximum

14  
15 b. Blade Or Fin Signs:

16 (1) The total sign area of any blade or fin sign, per building facade, shall not exceed twelve (12)  
17 square feet; and

18 (2) May be externally illuminated only as allowed by subsection D8a of this section. (Ord. 2016-  
19 23, 9-22-2016)

20 2. Area Of Individual Signs:

21 a. The area of a sign shall include the entire area within any type of perimeter or border that may  
22 enclose the outer limits of any writing, representation, emblem, figure, or character, exclusive of  
23 the supporting framework.

24 b. When the sign faces of a backed sign, i.e., projecting, hanging, or freestanding signs are parallel  
25 or within thirty degrees (30°) of parallel, only one sign face is counted into the total sign area. If  
26 the sign faces are not parallel or within thirty degrees (30°) of parallel, each sign face is counted  
27 into the total sign area.

28 3. Location On Building: The location of a sign on a structure or building has a major impact on the  
29 overall architecture of the building. To ensure that signs enhance this architecture, the following criteria  
30 must be met:

31 a. Wall signs may not extend above the building parapet, soffit, the eave line or the roof of the  
32 building, or the windowsill of the second story.

33 b. A sign, including its supporting structure and components, shall be designed as an integral  
34 design element of a building's architecture and shall be architecturally compatible, including  
35 color, with the building to which it is attached.

36 c. Signs must not significantly obscure architectural details of the building, nor cover doors,  
37 windows, or other integral elements of the facade.

38 d. Signs should complement the visual continuity of adjacent building facades and relate directly  
39 to the entrance.

40 e. Signs shall not obstruct views of nearby intersections and driveways.

41 f. Signs shall not obstruct views of other signs. (Ord. 2012-15, 9-20-2012)

1 4. Projections And Clearance:

- 2 a. No portion of a sign may project more than forty two inches (42") from the face of a building or  
3 pole unless the sign is part of a permanent marquee or awning over the sidewalk.
- 4 b. Projecting signs, awnings or canopies must maintain at least eight feet (8') of clearance from  
5 ground level.
- 6 c. Signs may extend over city property only after review by the city engineer and with the written  
7 approval of the community development director and lease agreement acceptable to the city  
8 attorney.
- 9 d. Awning, or canopy signs must comply with the following regulations:
- 10 (1) No canopy or awning sign may be erected, reerected, located or relocated or enlarged or  
11 modified structurally without approval of the city.
- 12 (2) Awning or canopy signs must be located in a traditional manner above doors, windows or  
13 walkways, provided said walkway leads to a bona fide entrance, if they are compatible with  
14 the architecture of the building and follow relevant design guideline criteria. All other  
15 locations are prohibited.
- 16 (3) Only fire resistant fabrics will be permitted. Material should be high quality, colorfast and sun  
17 fade resistant. The planning commission must approve vinyl or plastic materials.
- 18 (4) Freestanding awnings and canopy signs are prohibited.
- 19 (5) An awning or canopy attached to a building may extend over the public right of way and  
20 project a maximum of thirty six inches (36") from the face of a building unless the awning or  
21 canopy is designed to extend over the sidewalk.
- 22 (6) A maximum of fifty percent (50%) of the drop face of the awning or canopy sign may be used  
23 for sign area regardless of the size of the building facade to which the sign applies, but not to  
24 exceed the area of a sign which would be allowed otherwise. Awning and canopy signs are  
25 calculated as part of the total sign area for a building.
- 26 (7) Awning or canopy signs must have a minimum clearance of eight feet (8') above the sidewalk.
- 27 (8) If the awning or canopy becomes a hazard, with reasonable notice, the city may require that an  
28 awning or canopy be removed from over city right of way without compensating the building  
29 owner. (Ord. 2016-23, 9-22-2016)
- 30

31 5. Freestanding Monument Signs:

- 32 a. Permanent, freestanding monument signs must be located a minimum of three feet (3') behind  
33 the right of way line.
- 34 b. A building or complex may not display more than one monument sign on each street frontage.
- 35 c. The sign shall be architecturally compatible with the style, materials, colors and details of the  
36 building. The sign content should be integrated into a single design.
- 37 d. The maximum height for any freestanding monument sign within ten feet (10') of the right of way  
38 is four feet (4'). Signs set back beyond ten feet (10') the maximum height is six feet (6').
- 39 e. Shall comply will illumination standards set forth in this chapter.
- 40

41 6. Sign Materials: Exposed surfaces of signs may be constructed of metal, glass, stone, concrete, high  
42 density foam board, brick, solid wood, or reinforced fabrics. All sign materials should be compatible with  
43 the face of the building and should be colorfast and resistant to corrosion. Other materials may be  
44 approved by the planning commission if the material meets the intent of this subsection D6, but are  
45 otherwise prohibited.

46

47 7. Color: Bright and glossy fluorescent colors and reflective surfaces are prohibited. Reflective colored  
48 materials that give the appearance of changing color are also prohibited. Colors should complement the  
49 color scheme of the building. (Ord. 2012-15, 9-20-2012)

1  
2 8. Illumination: The purpose of regulating sign illumination is to prevent light trespass and provide clear  
3 illumination of signs without causing potential hazards to pedestrians and vehicles. It is the intent of this  
4 section to encourage externally lit, appropriate signage.  
5

6 a. Externally Illuminated Signs:

- 7 (1) Externally lit signs shall be illuminated only with steady, stationary, shielded light sources  
8 directed solely onto the sign without causing glare. Light sources and fixtures used for  
9 illuminating a sign shall be simple in form and should not clutter the building or structure.  
10 Light bulbs or lighting tubes should be shielded so as to not be physically visible from abutting  
11 public rights of way or residential properties.  
12 (2) The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a  
13 sign from the abutting travelway or closest right of way.  
14 (3) All light fixtures, conduit, and shielding shall be painted to match either the building or the  
15 supporting structure that serves as the background of the sign. (Ord. 2016-23, 9-22-2016)  
16

17 b. Internally Illuminated Signs:

- 18 (1) Internally illuminated signs, which include any sign face lit or outlined by a light source  
19 located within the sign, shall be prohibited, except the following:  
20 (A) Individual cutout letters (i.e., letters routed out of the face of an opaque sign) can be  
21 backlit.  
22 (B) Reversed pan channel letters with an internal light source reflecting off of the building  
23 face may also be used for "halo" or "silhouette" lighting.

24 (C) Gas Price Signs, as defined, shall be designed according to the following:

25 (1) Area of the digital LED display shall be limited to a maximum of 50 percent of the  
26 overall allowable size of a freestanding sign.

27 (2) Digital LED displays shall be dimmable at dusk and limited to muted colors of red, amber and green  
28 tones.

- 29 (2) Strings of lights that outline buildings, building architectural features, and surrounding trees,  
30 shall not flash, blink or simulate motion. Colored lights shall be allowed from October 1  
31 through January 15.  
32

33 c. Prohibited Lighting: Lights which flash, rotate, blink or chase in any manner, are prohibited.  
34

35 d. Luminous Tube Signs: (Neon) luminous tubes (LT) used to draw attention to a business or building in  
36 any manner, including, but not limited to, neon text or logos are considered signs and shall be regulated  
37 according to the provisions of this code as follows:

- 38 (1) All LT signs are limited to two (2) square feet.  
39 (2) All LT signs shall be limited to application on the ground floor of a building.  
40 (3) LT signs must be located within a building and displayed through a window rather than being  
41 attached to the exterior of the building. (Ord. 2012-15, 9-20-2012)  
42

43 9. Window Signs:

- 44 a. Window signs are limited to a maximum of twenty percent (20%) of the transparent window  
45 area. Every effort should be made to integrate window signs with the window display. Colors  
46 should be compatible with the building facade.

- 1 b. Artistic, seasonal or historic displays or displays of goods available inside the use are encouraged  
2 and are not considered signage.  
3
- 4 10. Simulated Or Faux Window Signs: Where they are allowed by subsection 13.71.090E of this title,  
5 simulated or faux windows may have up to one hundred percent (100%) of the area covered in  
6 semipermanent or static graphics if:  
7 a. The graphic is not a temporary sign as defined in section 13.04.040 of this title;  
8 b. The graphic reflects the use within the building; and  
9 c. The graphic is approved by the Planning Commission. (Ord. 2017-01, 1-26-2017)  
10
- 11 11. Umbrella Signs:  
12 a. Signs on umbrellas are limited to a height of no more than five inch (5") letters and graphics. Only  
13 the area of the umbrella containing the signs, as opposed to the entire area of the umbrella, shall  
14 be considered for purposes of calculating total sign area.  
15 b. Materials should be of high quality vinyl, nylon, canvas or other similar materials in order to  
16 withstand the weather and climate changes.  
17 c. Umbrella colors are generally limited to single field color with a single contrasting color for  
18 lettering and logos. However, if the umbrella is striped, two (2) colors may be used. Corporate  
19 colors may be used, only if the overall umbrella color scheme meets the general color standards  
20 of the HV Zone.  
21
- 22 12. Master Sign Plan: When multiple signs for individual businesses are contemplated for a major  
23 construction project, a master sign plan stipulating the location and size of future signs will be required.  
24 (Ord. 2012-15, 9-20-2012; amd. Ord. 2017-01, 1-26-2017)  
25
- 26 13. Temporary Signs:  
27 a. Temporary signs have a place in the community for specialized purposes such as, but not limited  
28 to, announcing properties for sale or lease, construction activities, temporary sales or for making  
29 political or ideological statements. It is the intent of this section, however, to restrict the use of  
30 temporary signs. Temporary signs are often poorly constructed, poorly maintained and located in  
31 a manner that obscures traffic signs, views of intersections of public and private streets and  
32 driveways and tends to depreciate the beauty and quality of life in the community by creating  
33 visual clutter.  
34 b. Temporary signs are permitted in the HV but must be counted toward the total sign area allowed  
35 in chart 13.82.200.01 of this section and are permitted for thirty (30) days in each calendar year.  
36 c. Temporary signs attached to or between telephone poles, fences, fence poles, utility poles, public  
37 or private light poles, trees, vehicles, or any other apparatus other than a building wall are  
38 prohibited, except those public event signs erected by permission of Holladay City.  
39 d. Only one (1) temporary wall sign is permitted on any one (1) parcel of property. Additional  
40 window signs may also be used but may not exceed the total sign area allowed per building face.  
41 e. Notwithstanding the foregoing provisions of this section, any development of greater than two  
42 (2) acres which has received Final Site Plan approval from the City may display a sign advertising  
43 and indicating the development coming to the site. The sign shall be set back at least three feet (3')  
44 from the property line and shall be no greater than sixty four (64) square feet in size and shall be  
45 no more than twelve feet (12') off the ground at its highest point. No sign shall be displayed until a  
46 building permit for the site has been granted and the sign may only be displayed on one (1) street  
47 frontage. Signs to be displayed under this section shall be approved by the City Community  
48 Development Director and shall be permitted to be displayed for no longer than nine (9) months.  
49 (Ord. 2017-08, 4-6-2017)

1  
2  
3  
4  
5

14. Prohibited Signs: All signs prohibited by this chapter are prohibited in the HV Zone. (Ord. 2012-15, 9-20-2012; amd. Ord. 2017-01, 1-26-2017)