

PROPOSED SIGN ORDINANCE UPDATE - Public Hearing Summary

Why is the City updating the sign ordinance?

Parowan City's existing sign regulations are outdated, difficult to interpret, and do not adequately address many types of signs commonly used today. The Planning Commission has been working to develop a clearer and more predictable ordinance that allows businesses reasonable opportunities to advertise while protecting public safety and maintaining Parowan's rural character.

The goal is not to unnecessarily regulate signs, but to establish understandable standards for the signs that have the greatest impact on surrounding properties, traffic safety, and the appearance of the community.

What is being proposed?

The proposed ordinance would replace the City's existing sign regulations with a new Chapter 15.50. Major elements include:

- **Clear standards by zoning district.** Tables identify which types of signs are permitted, conditionally permitted, or not permitted, along with maximum height, size, number, and setback requirements. Commercial and Highway Services areas generally allow greater flexibility than residential and Downtown areas.
- **Less regulation of signs attached to commercial buildings.** Non-primary signs painted, applied, attached to, or displayed within commercial and industrial buildings would generally be exempt from sign permit and dimensional requirements. The ordinance focuses more heavily on primary freestanding signs located near streets.
- **Electronic Message Centers.** Electronic signs would be allowed in appropriate commercial and industrial areas, subject to standards intended to prevent excessive nighttime brightness. Displays would be required to automatically adjust to ambient lighting conditions and meet an objective nighttime brightness standard.
- **Temporary signs.** The ordinance establishes standards for temporary signs, including limited placement within certain City-controlled rights-of-way while maintaining protections for traffic visibility, sidewalks, utilities, snow removal, and public safety.
- **Off-premises signs and billboards.** The proposed ordinance distinguishes between off-premises signs and billboards. Under the Planning Commission's current recommendation, an off-premises advertising sign larger than **300 square feet** would be classified as a billboard. New billboards would remain prohibited. Smaller than 300 sq. ft. off-premises signs would be regulated separately under the ordinance.
- **Existing signs.** Lawfully existing signs that do not meet the new standards would generally be allowed to remain as legal nonconforming signs unless abandoned, substantially altered, enlarged, or allowed to fall into significant disrepair.
- **Simpler administration.** Signs that comply with the ordinance would generally be approved administratively by the Zoning Administrator, while Conditional Use Permits and certain larger or more complex proposals would receive Planning Commission review.

Where are we in the process?

The Planning Commission has reviewed and discussed the proposed ordinance over several meetings and is now seeking public input. Following the public hearing, the Planning Commission may make additional changes before forwarding a recommendation to the City Council.