

REQUEST FOR COUNCIL ACTION

SUBJECT: Text Amendment – Planned Center Gateway Signs

SUMMARY: Text Amendment – Amendments to Title 12 and 13-17 of the West Jordan Municipal Code establishing definition, height, density, spacing, setback, material and zone restrictions for a new type of gateway sign; City-wide applicability; Dan Milich/Foursquare Properties (applicant) [Mark Forsythe #11160]

FISCAL IMPACT AND/OR ASSET IMPACT: None.

STAFF RECOMMENDATION: Based on the analysis and findings contained in the Staff Report, Staff recommends that the City Council amend the West Jordan Municipal Code to include new standards for “Planned Center Gateway Signs” as addressed in this report.

PLANNING COMMISSION RECOMMENDATION: On October 18, 2016, the Planning Commission, in a 7 to 0 vote, issued a positive recommendation to the City Council for the text amendment to amend Title 12 and 13 of the West Jordan Municipal Code regarding Planned Center Gateway Signs with the additional provision of a sign package approval process and to change it from Administrative Conditional to Conditional.

MOTION RECOMMENDED: “Based on the information and findings set forth in this staff report and upon the evidence and explanations received today, I move that the City Council approve Ordinance 16-~~50~~ amending the text of Title 12 and Title 13-17 of the West Jordan Municipal Code.

Public Hearing Required – Completed October 18, 2016

Roll Call vote required

Prepared by:



Mark Forsythe, Assistant Planner

Reviewed by/Concur with:



David Oka, Development Director

Recommended by:



Mark Palesh, City Manager

Reviewed as to legal form:



Duncan T. Murray, Deputy City Attorney

I. BACKGROUND

Foursquare Properties is currently in the process of gaining City approvals of the Jordan Landing Entertainment Village, which is a re-development of the area around the Cinemark Theaters in Jordan Landing. As part of this development, Foursquare Properties desires to incorporate gateway signage at key entry points in order to establish a sense of arrival and as part of a re-branding effort for the entirety of Jordan Landing. As part of Foursquare Properties rebranding efforts, an overhaul to the Jordan Landing Sign Plan was approved by the Planning Commission on August 2, 2016 in a 6-0 vote. This plan added a number of contemporary-style pylon, monument and directional signs to key intersections throughout the Jordan Landing commercial area, and resulted in a text amendment to the sign ordinance allowing for a larger freeway sign and taller directional signs. This text amendment was ratified by the City Council on August 24, 2016 in a 5-1 vote.

The Jordan Landing Entertainment Village received preliminary site plan approval from the Planning Commission on September 6, 2016 in a unanimous vote. During the meeting and as explained in the staff report, the signs were not approved at this time due to a required text amendment that would allow for these types of signs.

II. GENERAL INFORMATION & ANALYSIS

The main purpose of the planned center gateway sign is to allow for a major identification sign overhanging major driveway entrances and pedestrian gateways. The sign ordinance does not currently have a definition for a sign that accomplishes this objective, thus necessitating the creation of a new sign type. The secondary purpose of this new ordinance will be to tie these signs in to the overall architectural theme and design of the developments for which they serve.

The proposed planned center gateway sign definition and standards will apply to all major commercial and public facility areas of the City of West Jordan, more specifically those that comprise 15 acres or more. Most of these larger areas contain campus-style developments with a common architectural theme, which can be enhanced by the planned center gateway sign if properly designed and regulated through the Administrative Conditional Use Permit review process.

III. TEXT AMENDMENT REQUEST

The proposed sign code amendment will add a new sign type definition to Section 12-1-4 of the West Jordan Municipal Code, and new height, density, spacing and setback requirements to the sign standards table of Section 12-3-2. Sections 12-3-1G and 12-3-3T will also be modified to include planned center gateway signs and to specify masonry requirements. Title 13-17 will specify the zones in which planned center gateway signs will be allowed as an administrative conditional use. During the Planning Commission hearing, the commissioners voted unanimously to add a provision to the amendment that would require an overall sign plan to be approved in conjunction with the permit. They also voted unanimously to change the approval process from an Administrative Conditional Use to a Conditional Use. The modified sections of the ordinance are shown in red below; the changes requested by the Planning Commission are shown in red and highlighted as follows:

12-1-4: DEFINITIONS:

PLANNED CENTER GATEWAY SIGN: An on-premise freestanding sign that is placed directly above a private driveway or private pedestrian walkway, and is supported by decorative columns with a masonry base that matches the architecture of the development that it serves. Planned Center Gateway Signs are intended to serve as the primary identification of the main vehicular and pedestrian entry point(s) into a large campus-style development with a common architectural theme, such as a major shopping center, vertical mixed-use development, large office park, medical center or university.

12-3-2: SIGN STANDARDS:

Sign Type	Sign Standards				
	Maximum Area	Maximum Height/ Projection/ Width	Density	Spacing	Front Setback
Planned center gateway sign ¹	n/a, except as dictated by maximum height and minimum vehicle/pedestrian clearances	Height: 30'	1 per 15 acres of total planned development area and included in an approved sign plan.	150' from any other pole, pylon, planned center sign or planned center gateway sign, 100' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs	support columns shall be placed outside of clear vision area

Notes:

1. See section [12-3-3](#) of this chapter for exceptions and qualifications.
 2. See also subsection [8-8-7B](#) of this code, subsection [12-2-3F4](#) of this title and subsection [12-3-3C](#) of this chapter.
- (2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014; Ord. 16-33, 08-24-2016; Ord. __-__, __-__-__)

12-3-3: EXCEPTIONS AND QUALIFICATIONS FOR SPECIFIC SIGN TYPES:

T. **Planned Center Signage and Planned Center Gateway Signs:** Planned center signs and gateway signs shall be applied to projects serving a variety of facilities and uses where the buildings are distributed in a contiguous campus, regional business center, research park, or large planned development type of setting. The purpose of this type of signage is to advertise businesses along major rights of way in a campus type of setting, where due to the scale of uses on several properties, larger on campus signage is warranted and necessary.

1. Location: The placement and location of a planned center sign or gateway sign is subject to review by the zoning administrator through an administrative conditional use permit

process. The intent is to allow for such a sign or sign(s) to direct people and traffic to a large campus or regional business center. It is considered an on premises sign. The planned center sign **and gateway sign** is common to all properties in the campus and may be located on any lot or common area within the campus. The intent is to allow signage that displays only those businesses and facilities located within the campus or business center.

2. **Base: Planned center signs and gateway signs shall incorporate a brick or stone base that is no less than two feet (2') in height. Alternative materials of equal quality and durability may be substituted for brick or stone if approved by the Zoning Administrator. Aluminum, stucco and/or concrete shall not be considered for material substitution.**

(2001 Code §§ 89-6-502, 89-6-1108; amd. 2009 Code; Ord. 11-10, 4-6-2011; Ord. 12-07, 4-4-2012; Ord. 13-17, 4-24-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. __-, __- -__)

13-17-2: TYPES OF SIGNS PERMITTED IN ZONING DISTRICTS:

The following table lists the sign types that are allowed in each zoning district. Signs identified as "permitted" (P) are allowed by right. Signs identified as "conditional" (C) must be approved by the planning commission pursuant to the standards and procedures for conditional uses set forth in chapter 7, article E of this title. All permitted and conditional use signs shall comply with all applicable requirements of this title and title 12 of this code. Blank spaces in the table indicate that a particular sign is not allowed in the zone.

Sign Type	Zoning District ¹																				
	A	R-1	R-2	R-3	R-R	R-E	R-M	PRD	PC	P-O	BR-P	C-G	C-M	SC-1	SC-2	SC-3	M-P	M-1	M-2	P-F	
Planned center gateway sign									C ³	C ³	C ³				C ³	C ³	C ³				C ³

Notes:

1. See section 12-3-4 of this code for sign regulations in the city center (CC) and west side planning area (WSPA) zones. See section 12-3-5 of this code for sign regulations in the transit station overlay district (TSOD).
2. See section 12-3-3 of this code for exceptions/qualifications.
3. ~~Village center advertisement~~s Signs may be approved by the planning commission and city council through the development plan process, and through the site plan process. Following completion of the plan and plat approval processes, any new or replacement ~~village center advertisement~~ signs shall be subject to administrative conditional permit application and approval.

(2001 Code § 89-6-1106; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 13-04, 2-27-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014, Ord. __-, __- -__)

IV. FINDINGS OF FACT

Section 13-7-D-7B of the West Jordan Municipal Code requires that prior to making a positive recommendation to the City Council for a Zoning Code text amendment, the Planning Commission shall make the following findings:

Criteria 1: *The proposed amendment conforms to the general plan and is consistent with the adopted goals, objectives and policies described therein;*

Discussion: The proposed planned center gateway signs will apply primarily to zones within the Community Commercial, Regional Commercial, Public Facilities, Professional Office and Research Park land use designations. The General Plan addresses signs under the Urban Design goals/policies, listed specifically below:

- *Provide ample opportunities for businesses to advertise products and services without having a detrimental effect on the aesthetics of the community.*
- *Consider sign design and location as an integral part of all development, not as an afterthought.*
- *Regulate the size and location of all signs so they do not detract from the city's positive appearance.*

If regulated as proposed, planned center gateway signs can meet these objectives by establishing an identifiable gateway to the development they serve. The intent of the planned center gateway sign is to advertise the name of the development, as opposed to individual business. However, since regulation of content is unconstitutional, the business owners would have the option of identifying their business on these signs, thus meeting the first listed goal. The masonry requirements will ensure compatibility with the architectural quality of the development and the City as a whole, and the size, height and spacing requirements will ensure that visual clutter is kept to a minimum and that signs are appropriately spaced.

Finding: The proposed amendments will conform to the General Plan and will be consistent with the adopted goals, objectives and policies described therein.

Criteria 2: *The proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to this title;*

Discussion: The purpose of the planned center gateway sign amendments is to create a new type of sign not covered by any other sign type listed in the West Jordan Municipal Code. The most similar sign type listed in the current sign ordinance is a pole sign, but this type is intended primarily for single-pole signs. Staff deems the proposed text amendment necessary in order to differentiate the two sign types while allowing for slightly more flexibility with height and sign area restrictions. This flexibility is needed due to vehicle and pedestrian clearance requirements, which, when combined with height restrictions, will largely determine the sign area based on driveway or walkway width. The spacing requirements are 50 feet less than what is required for pole signs, but staff deems this appropriate considering that planned center gateway signs will usually be placed over pre-constructed driveways. Therefore, some flexibility with the spacing requirements is justified.

Finding: The proposed amendment is appropriate given the context of the request and there is sufficient justification for a modification to this title.

Criteria 3: *The proposed amendment will not create a conflict with any other section or part of this title or the general plan; and*

Discussion: Staff has analyzed Title 12 and Section 13-17 of the West Jordan Municipal Code and has found no conflicts with other zoning and sign regulations. The proposed amendments will add new regulations for a new type of sign that will complement all existing sign types and their corresponding requirements, and will refer to existing clearance ordinances in the height regulations. The proposed definition of a planned center gateway sign indicates that these signs must be on *private* property, thus complying with the prohibition of signs in, or over, a *public* right of way as stipulated by Section 12-3-6B of the West Jordan Municipal Code. As previously explained, the proposed changes will implement the sign goals of the General Plan and not conflict with any other section thereof.

Finding: The proposed amendment will not create a conflict with any other section or part of this title or the general plan.

Criteria 4: *The proposed amendment does not relieve a particular hardship, nor does it confer any special privileges to a single property owner or cause, and it is only necessary to make a modification to this title in light of corrections or changes in public policy.*

Discussion: Although Foursquare Properties is amending the sign ordinance to accommodate their gateway signs, the proposed amendments will apply to most large campus-style commercial and office developments throughout the City of West Jordan. However, in order to qualify for a planned center gateway sign, the development must have at least 15 acres of total land area. Currently, there are 38 vacant and developed areas throughout the City that could potentially qualify for this type of sign based on current zoning/land use designation and acreage. Some of these existing developments include the Jordan Valley Hospital campus, the Salt Lake Community College campus, The Highlands Shopping Center (5600 West 7800 South), the campus surrounding City Hall, and the South Valley Water Conservancy District property. The commercial area of Jordan Landing encompasses roughly 200 acres, and would qualify for a total of 13 planned center gateway signs under the proposed ordinance. Thus far, Foursquare Properties is proposing only 4 of these signs.

Finding: The proposed amendment does not relieve a particular hardship, nor does it confer any special privileges to a single property owner or cause, and it is only necessary to make a modification to this title in light of corrections or changes in public policy.

Conclusion:

The proposed sign ordinance amendment furthers the goals of the city, does not conflict with existing ordinances and has sound justification for establishing new regulations for a unique sign type.

V. ATTACHMENTS

Exhibit A – Planning Commission Minutes

Exhibit B – Legislative Draft

Exhibit C – Proposed Ordinance



City Clerk's Office
City of West Jordan
8000 South Redwood Road
West Jordan, Utah 84088
(801) 569-5115
Fax (801) 565-8978

October 24, 2016

Dan Milich
Foursquare Properties, Inc.
5850 Avenida Encinas, Suite A
Carlsbad, CA 92008

Dear Dan:

A Public Hearing will be held before the City of West Jordan City Council on Wednesday, November 16, 2016, at the hour of 6:00 p.m., in the City Council Chambers at 8000 South Redwood Road, Third Floor, West Jordan, Utah, to receive public comment prior to considering amending the 2009 West Jordan Municipal Code Titles 12 and 13, regarding Planned Center Gateway Signs; City-Wide applicability; Foursquare Properties, Inc./Dan Milich (applicant). You are invited to attend the Public Hearing and take part in the discussions and voice any support or concerns you may have. If you have any questions, please contact the Planning and Zoning Department at 801-569-5060.

Sincerely,

A handwritten signature in cursive script that reads "Carol Herman".

Carol Herman
Deputy City Clerk

cc: Planning Department



City Clerk's Office
City of West Jordan
8000 South Redwood Road
West Jordan, Utah 84088
(801) 569-5115
Fax (801) 565-8978

**THE CITY OF WEST JORDAN, UTAH
NOTICE OF PUBLIC HEARING**

A Public Hearing will be held before the City of West Jordan City Council on Wednesday, November 16, 2016, at the hour of 6:00 p.m., in the City Council Chambers at 8000 South Redwood Road, Third Floor, West Jordan, Utah, to receive public comment prior to considering amending the 2009 West Jordan Municipal Code Titles 12 and 13, regarding Planned Center Gateway Signs; City-Wide applicability; Foursquare Properties, Inc./Dan Milich (applicant). Copies of the agenda packet for this meeting will be available on the City's website www.wjordan.com approximately 4-days prior to the meeting.

Posted this 26th day of October 2016

Carol Herman

Carol Herman
Deputy City Clerk

Planning Commission Minutes

Exhibit A

MINUTES OF THE REGULAR MEETING OF THE WEST JORDAN PLANNING AND ZONING COMMISSION HELD OCTOBER 18, 2016 IN THE WEST JORDAN COUNCIL CHAMBERS

PRESENT: Dan Lawes, Kelvin Green, Matt Quinney, David Pack, Bill Heiner, Josh Suchoski, and Judy Hansen.

STAFF: Scott Langford, Ray McCandless, Nannette Larsen, Mark Forsythe, Nathan Nelson, Paul Brockbank, and Julie Davis

OTHERS: Brandon Peterson, Adam Nash, Kyle Hodgson, Dan Milich

The briefing meeting was called to order by Dan Lawes. The agenda was reviewed and clarifying questions were answered.

David Pack briefed the Commissioners on topics from the recent Utah APA Conference.

The regular meeting was called to order at 6:03 p.m.

**1. Consent Calendar
Approve Minutes from October 4, 2016**

MOTION: Josh Suchoski moved to approve the minutes from October 4, 2016. The motion was seconded by David Pack and passed 5-0 in favor. Kelvin Green was absent and Dan Lawes abstained.

Kelvin Green arrived at 6:04 p.m.

2. Clay Hollow "B" Subdivision; Continued from 10-4-16; 7800 South 5600 West; Preliminary Subdivision Plat (8 commercial lots and 1 remainder parcel on 16 acres); P-C Zone; Peterson Development/Brandon Peterson (applicant) [#10940 & #10945; parcels 20-36-101-003 and 20-36-126-034]

Brandon Peterson, Peterson Development, 225 South 200 East, applicant, said they are creating some commercial lots in accordance with the zoning and master plan for uses such as medical and retail. The individual sites will be sold and brought to the City separately for site plan review.

Ray McCandless said the request is a commercial subdivision with 8 lots and a remainder parcel.

Based on the findings set forth in the staff report, staff recommended that the Planning Commission approve the Preliminary Plats for Clay Hollow B Subdivision located at approximately 7800 South 5600 West subject to the following conditions:

1. All lots must comply with the applicable requirements of Title 13, Zoning Regulations and Title 14, Subdivision Regulations including, but not limited to lot area, width and frontage requirements.
2. All applicable city departmental requirements must be met prior to recordation of the final plat.
3. Address all existing and future planning, engineering, fire and all other City redline corrections pertaining to the plats.

4. An approved, unrecorded final subdivision plat shall remain valid for two (2) years. One 6-month extension may be granted by the zoning administrator if, upon written request by the owner/developer, the zoning administrator finds that the extension will not adversely affect the public health, safety or welfare of the city.

Dan Lawes opened the public hearing.

Further public comment was closed at this point for this item.

MOTION: Josh Suchoski moved based on the findings set forth in the staff report to approve the Preliminary Subdivision Plat for Clay Hollow B Subdivision; 7800 South 5600 West; Peterson Development/Brandon Peterson (applicant) subject to the conditions listed in the staff report. The motion was seconded by David Pack and passed 7-0 in favor.

- *****
3. **West Woods Rezone; 7904-7930 South 2700 West; Rezone 3.1 acres from R-1-10A (PD) to R-1-8C Zone; Growth Aid LLC/Adam Nash (applicant) [#10780; parcel 21-33-128-010, 011, 012]**

Judy Hansen disclosed that she has known the family very well for 50 years, but she has nothing to do with the subdivision and will not gain from it financially.

Bill Heiner disclosed that he had some business dealings about ten years ago with the applicant.

Adam Nash, 4376 South 700 East, authorized agent and applicant representing the property owners, stated that they worked a great deal with staff to develop a layout that will be in harmony with the master plan for the area. The property was placed in a performance zone with the balance of the Wood's property in the 1980's. Mr. Nash said they looked at keeping an R-1-10 zone, but the two existing homes wouldn't be able to meet the setbacks. However, the R-1-8 zone has a smaller lot width that will work. They are increasing the home size minimum from 'A' to 'C'. The concept shows eight homes on a cul-de-sac and four lots on 2700 West, including two existing homes that will remain. The overhead powerlines on 2700 West are too big to be buried. A small portion of the property will need to be dedicated as part of 2700 West. He further clarified the need for the reduced lot width that the R-1-8 zone will allow.

Dan Lawes asked if they could accommodate an 'E' sized home.

Mr. Nash said there are couple of lots that have narrow building pads, so he would like to have the flexibility, but they could explore it.

Nannette Larsen said the proposal is for a rezoning to R-1-8C and details of the subdivision will be reviewed by planning staff and commission if the rezone is approved by city council. The property has a medium density residential designation, which allows for 3.1 to 5.5 dwelling units per acre. The concept plan displays about 4 units per acre and the R-1-8 zone fits within the medium density classification. The average square footage on the concept plan is 9,510. She explained that the adjoining Wood Cove Park Subdivision is zoned R-1-10A (PD) and was approved with lots smaller

than 10,000 square feet due to the common open space within a Planned Development overlay. The applicant proposed a subzone home size of 'C', which is typical for the R-1-8 zoning district. She clarified that the setbacks are equal in the two zoning districts, but the minimum lot size and width are less in the R-1-8.

Staff recommended that the Planning Commission accept the findings contained in the staff report and forward a positive recommendation to the City Council for the proposed Zoning Map Amendment for West Woods Rezone located at 7904, 7906, and 7930 South 2700 West from R-1-10A (Single-Family Residential 10,000 square foot lots with acre lots with A size homes) Zone to the R-1-8C (Single-Family Residential 8,000 square foot lots with C size homes) Zoning District.

Dan Lawes asked if there are any concerns with the 'E' subzone.

Nannette Larsen said in briefly looking at the buildable area it could be possible, but they may get more two-story homes in order for it to fit within the setbacks.

Scott Langford said the concept was based on the minimum lot width for R-1-8 zones. Based on lot width requirements alone, they would potentially lose several lots going from R-1-8 to R-1-10. It was pointed out that the (PD) zone is not used any longer and is not in the current code.

Dan Lawes opened the public hearing.

Further public comment was closed at this point for this item.

Judy Hansen understood the reason for the R-1-8 request, but since 2700 West is heavily used and visible, she thought it would be desirable to have 'E' sized homes.

Dan Lawes agreed.

Kelvin Green said he wasn't a fan of R-1-8 lots, but he was also concerned about adding more homes facing the arterial road of 2700 West, especially nice ones.

Josh Suchoski understood both points. He could possibly see the property along 2700 West as prime commercial real estate, but this project would take a blighted area and make it nice now instead of waiting for something else. The proposal matches the residential uses in the area, and he was leaning toward the 'E' sized home.

Nathan Nelson pointed out that this section of 2700 West is already built to its ultimate design. And Scott Langford clarified that 2700 West is a collector road and not an arterial road.

Judy Hansen pointed out that there are two existing driveways on 2700 West, so they would only need to add two.

Kelvin Green said the houses around this have an R-1-10-like density, and even though it isn't changing the characteristic of the neighborhood too much, he asked if it was increasing density.

Nannette Larsen said it is an increase in density.

Scott Langford pointed out that it is not an apples-to-apples comparison. The existing lots are significantly smaller than what is proposed, although the average density including the open space is less.

Josh Suchoski said the general plan doesn't say that everything has to be the same, but it needs to have a consistent use. He thought that for this area the proposed use is more consistent than the existing use.

Kelvin Green again expressed his displeasure with the R-1-8 zone considering what has happened in other areas. However, if it is going to be R-1-8 then it needs to have an 'E' subzone, which will make it in a price point for longer single home ownership and not as fast to become a rental.

MOTION: Josh Suchoski moved based on the findings set forth in the staff report and upon the evidence and explanations received today to forward a positive recommendation to the City Council for West Woods Rezone; 7904-7930 South 2700 West; Growth Aid LLC/Adam Nash (applicant) to rezone 3.1 acres from R-1-10A (PD) Zone to R-1-8E Zone. The motion was seconded by Dan Lawes.

It was clarified that the 'E' subzone was recommended for all lots.

VOTE: The motion passed 6-1 in favor with Kelvin Green casting the negative vote.

4. Text Amendment – Amend the 2009 West Jordan Code Titles 12 and 13 regarding Planned Center Gateway Signs; City-Wide applicability; Foursquare Properties, Inc./Dan Milich (applicant) [Mark Forsythe #11160]

Dan Milich, Director of Development for Foursquare Properties, reminded the Commission of a recent review of the proposed remodel of Jordan Landing's entertainment village that included some gateway entry signage. At that time the Commissioners expressed that the signs looked nice and served a purpose. Since there is no definition for that type of signage in the code they are now requesting a text amendment that will support them at Jordan Landing and in other areas of the city. They looked at other Salt Lake area codes that had provisions for these signs. He showed a video of the proposed changes and how the gateway signs will be incorporated into their development. The purpose of the signs is to direct people and traffic to the entertainment center.

Judy Hansen briefly left the dais at 6:32 p.m. and then returned.

David Pack said based on the acreage of Jordan Landing they would qualify for 13 planned center gateway signs. Currently the plan shows four, but would they be asking for more in the future.

Dan Milich said the entertainment village is part one of a redevelopment effort at Jordan Landing. They plan to make other 'villages' over time that will have gateway signs.

Mark Forsythe explained that the amendment will establish a definition for this type of gateway signage. They will be limited to private driveways and pedestrian areas as opposed to public rights-of-way. Height and spacing requirements are identical to the requirement for pole signs except that the

height has been extended to 30 feet to allow for more flexibility in clearance. The density is set at one sign per 15 acres of developed area and will primarily apply to campus-style developments. Mr. Forsythe displayed a map of potential locations for the signs throughout the city. The code amendment will reiterate that the signs are for campus style developments and will specify the base materials. Title 13-17 shows that the signs would be allowed in the P-C, P-O, BR-P, SC-2, SC-3, M-1, and P-F zones. Staff proposes to amend the code section to include these signs with the village center signs, which can be approved by the planning commission during the site plan process to streamline the review process. Any existing development wanting this type of sign would have to obtain an administrative conditional use permit.

Staff recommended that the Planning Commission accept the findings contained in the staff report and forward a positive recommendation to the City Council for the proposed text amendment to Titles 12 and 13 of the West Jordan Municipal Code, as addressed in this report, relating to planned center gateway signs.

Dan Lawes opened the public hearing.

Kyle Hodgson, Taylorsville resident, as a pilot that uses the South Valley Regional Airport, he recommended that a study to assess the light pollution impact of these signs on pilots and perhaps establish maximum luminosity.

Further public comment was closed at this point for this item.

Josh Suchoski agreed that they should look at provisions for maximum luminosity considering the proximity to the airport.

Matt Quinney asked the applicant if they considered this.

Dan Milich said they would accept an additional provision under the code to screen lighting so it isn't cast up into the sky. He said they could be designed similar to street lights that go straight down.

Scott Langford said he would not recommend any lumen requirements because the city has no way to measure and enforce that. However, staff could work on some language that prohibits up-lighting and/or requires screening. Regarding these particular signs in Jordan Landing, he didn't think the impact would even register for the airport due to the amount of lights in the area already. The issue of light pollution is much bigger than this proposal tonight. He will be working with the city attorney's office to address the entire sign code, which will be not only for Jordan Landing but the entire city. Or staff could work on wording for this application before it is heard by the city council.

Mark Forsythe said the signs will be reviewed either at the administrative conditional use permit or site plan process, so conditions of approval could be placed at that time, if needed.

Kelvin Green wasn't opposed to the signs themselves, and their use at Jordan Landing. However, there could be a problem in other areas because there isn't a limit to the square footage. People tend to push the maximum area as much as possible. He also asked if they could be electronic.

Dan Lawes thought that the height limit and clearances needed could help to regulate the total area.

Scott Langford said the existing sign code allows up to 50% of the allowable sign copy to be electronic. The challenge with crafting a new ordinance is the desire to anticipate any collateral damage while allowing flexibility for creativity. Given the parameters of maximum height and minimum clearance staff thought that would be sufficient control. But the planning commission and city council could include a maximum square footage, if desired.

Dan Milich said he used 50% of the entire face in copy area, which he thought was stated in the code.

Judy Hansen liked the sign, but she was worried about the potential for sign clutter if they are installed at all possible locations.

Dan Lawes said they are only allowed on private roads in private lots.

Scott Langford said there are spacing requirements too, which staff felt would restrict the use from cascading throughout the city. Most of the eligible areas already have existing signage and in order to install a gateway sign they would most likely have to tear down another sign in order to meet spacing.

There was a discussion regarding how to limit copy area. Density based on the acreage and height and clearance regulations could help to regulate that. Also, they are only allowed in a planned development area. Suggestions were that the sign could only be in conjunction with a sign package and with a conditional use permit through the planning commission so criteria could be applied along with any additional conditions. The signs would also have to meet the intent of gateway signs.

MOTION: David Pack moved based on the findings set forth in the staff report and upon the evidence and explanations received today to forward a positive recommendation to the City Council for the Text Amendment to Amend Titles 12 and 13 of the West Jordan Municipal Code regarding Planned Center Gateway Signs with the additional provision of a sign package approval process and to change it from Administrative Conditional to Conditional. The motion was seconded by Josh Suchoski and passed 7-0 in favor.

MOTION: Josh Suchoski moved to adjourn.

The meeting adjourned at 7:10

DAN LAWES
Chair

ATTEST:

JULIE DAVIS
Executive Assistant
Development Department

Approved this _____ day of _____, 2016

Legislative Draft

Exhibit B

Legislative

12-1-4: DEFINITIONS:

PLANNED CENTER GATEWAY SIGN: An on-premise freestanding sign that is placed directly above a private driveway or private pedestrian walkway, and is supported by decorative columns with a masonry base that matches the architecture of the development that it serves. Planned Center Gateway Signs are intended to serve as the primary identification of the main vehicular and pedestrian entry point(s) into a large campus-style development with a common architectural theme, such as a major shopping center, vertical mixed-use development, large office park, medical center or university. (2001 Code §§ 89-1-203, 89-6-1104; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 12-07, 4-4-2012; Ord. 13-04, 2-27-2013; Ord. 13-17, 4-24-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. 16-33, 08-24-2016; Ord. 16-__, 11-16-2016)

12-3-1: GENERAL PROVISIONS:

The following provisions shall apply to all signs:

- A. **Minimum Side Yard Setback:** Signs shall not be constructed in or project into any required side yard in any zone. Where no side yard is required, signs shall not be located closer than five feet (5') from the property line.
- B. **Maintenance:** Signs shall be kept in good repair and maintained in a safe and attractive condition. This includes the replacement of defective parts, repainting, cleaning and other acts for proper maintenance. The ground space within a radius of five feet (5') from the base of any sign shall be kept free and clear of all weeds, trash and flammable material. Sign maintenance does not mean altering a sign in any way without a sign permit.
- C. **Repair Of Building Facade:** Any building facade from which a sign is removed or on which a sign is repaired, changed or replaced shall be repaired, if damaged, within thirty (30) calendar days of removing the sign from the building.
- D. **Highway Frontage:** Limited access highway frontage shall not be considered frontage for purposes of this title.
- E. **Signs In Residential Zones:** Signs, other than nameplates and exempt signs, may only be used in residential zones as permitted in section 13-17-2 of this code.
- F. **Clear Vision Zone:** Any sign located in a clear vision area shall maintain required clearances as specified in section 13-8-4 of this code.
- G. **Minimum Clearance Of Signs:** Where pedestrian traffic is anticipated near a sign, minimum clearance of not less than ten feet (10') shall be maintained from the bottom edge of a planned center gateway sign, projecting sign, suspended sign, pole sign, billboard or any similar sign to the final grade beneath the sign. The minimum clearance for signs near driveways or parking areas shall be fourteen feet (14').
- H. **Construction:** All signs shall be constructed of durable, low maintenance materials. The area around all freestanding signs shall be landscaped. All wiring and similar components shall be concealed.
- I. **Illumination:** External or internal lighting or backlighting shall be allowed for illuminated signs.
- J. **Urban Design Standards:** All signs shall be designed and constructed in accordance with the following guidelines:

1. Signs shall be designed to incorporate colors, materials and architectural design that is compatible with the development that they serve. The supports or base of signs shall complement the overall design scheme or shall be enclosed with architectural coverings;
2. Sign locations should be integrated with other elements on the site and the adjacent streetscape:
 - a. Signs shall not be located so as to obscure signs on adjacent sites;
 - b. Signs will not be placed in an area that can confuse motorists and pedestrians and cause potential safety hazards;
 - c. Traffic directional signs should be placed to promote safe and efficient traffic flow; and
 - d. Signs should be oriented to promote readability and serve their intended function; and
3. Although landscaping may not initially appear to obscure a sign, it may significantly reduce or eliminate the sign's effectiveness unless taken into account in the planning stage. Signs should be placed so they are not obscured by landscaping when it has reached full maturity. (2001 Code § 89-6-1105; amd. 2009 Code; Ord. 16-___, 11-16-2016)

12-3-2: SIGN STANDARDS:

Sign Type	Sign Standards				
	Maximum Area	Maximum Height/Projection/Width	Density	Spacing	Front Setback
A-frame signs ¹	10 sq. ft. per sign face with a maximum of 2 sign faces	Height: 4'	1 per business	75' from any other sign	Signs must be within 20' of the primary entrance to the business
Animated signs	Integrated in the design of another approved sign and not to exceed 25% of the area of such sign	n/a	n/a	n/a	n/a
Awning signs ¹	Sign: 25% of the building facade Copy or design: 50% of the awning area	Height: 5' Projection: 3' or 33% of window height whichever is less	n/a	n/a	Awnings shall not project into any public right of way

Billboards ¹	300 sq. ft.	Height: 35'	See subsection <u>12-3-3D</u> of this chapter for density	Not less than 500' from any other billboard	10'
Bus bench/shelter signs ^{1,2}	Bench sign: 16 sq. ft. Shelter sign: 22 sq. ft.	Bench sign height: 42" Shelter sign height: 6'	One at each UTA bus stop	500' from any other bench/shelter sign and 50' from any other freestanding sign, except pole signs. There is no required separation between pole signs and bus bench/shelter signs	A minimum distance between the front edge of the bench or shelter and the face of the adjacent curb of 48" on state roads and 24" on city streets
Changeable copy signs ¹	Integrated with another approved sign and not to exceed 30% of the area of such sign	n/a	n/a	n/a	n/a
Directional signs ¹	6 sq. ft. 6 sq. ft. per individual sign area on a single pole, if approved with a sign development plan.	Height: 6' 12' if approved with a sign development plan.	See Spacing	50' from any other freestanding sign, unless approved as part of a sign development plan.	Public use directional signs may be located within public rights of way Other directional signs: 18"
Directory signs	50 sq. ft.	Height: 10'	1 for each primary entrance into a commercial, industrial or office complex	n/a	10'
Electronic/LED	Integrated with another approved sign up to 50% of sign area	n/a	n/a	n/a	n/a
Freeway oriented	950 sq. ft.	Height: 50'	See Spacing	1 sign for each 800' of	n/a

signs ¹	For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 1 sign may be up to 1,500 sq. ft., including the area of any shopping center logo	For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 2 signs may be up to 72' in height		highway frontage	
Historical markers ¹	8 sq. ft.	Height: 6'	n/a	n/a	10'
Inflated sign display ¹	n/a	Height: 25'	1 per commercial complex or 1 for each business not located in a commercial complex	200' from any other freestanding sign	In compliance with setbacks of the zone in which the sign is located
Kiosk sign ¹	Overall kiosk sign: 12' x 4'6" Sign panels: 7 (1' x 4')	Height: 12'	n/a	300' from any other kiosk sign; 50' from any other freestanding sign	n/a
Monument signs over 4' in height ¹	50 sq. ft. on sites with less than 250' of street frontage 78 sq. ft. on sites with more than 250' of street frontage The architectural element shall not be considered part of the sign area	Height: All monument signs shall sit on a base no greater than 2' in height. The sign itself shall not exceed 6' in height A domed, gabled or similar shaped architectural element may extend 1' above the sign for a cumulative height of 9' and may incorporate a building address but no other copy or logo shall be permitted within this area Width: The total	1 for sites having only 1 business For all other sites, as approved on a sign development plan	Not less than 100' from any other freestanding sign	4' except for corner properties and all driveways, where the minimum setback is 15'

		width of the sign shall not exceed 13'			
Monument signs 4' or less in height ¹	20 sq. ft. The architectural element shall not be considered part of the sign area	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater A domed, gabled shaped architectural element may extend 1' above the sign for a maximum height of 7' and may incorporate a building address but no other copy or logo shall be permitted within this area	1 for each agricultural sales or service business	n/a	4' except for corner properties and all driveways, where the minimum setback is 15'
Neighborhood entryway monument sign ¹	20 sq. ft.	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater	2 per main entrance along collector and arterial streets for each planned development and subdivision	50' from other monument sign, 100' from any other entrance or pole sign	20'
Neighborhood entryway sign ¹	20 sq. ft.	Height: Incorporated into a wall to assume the approved wall height	2 per main entrance along collector and arterial streets	50' from other neighborhood entryway sign, 100' from any other monument or pole sign	10', outside of clear vision area
Off premises development signs ¹	32 sq. ft.	Height: 12'	1 sign per 100 residential units in a development	50' from any other freestanding sign or structure	18"
Planned center sign ¹	250 sq. ft.	Height: 25'	1 per frontage onto an arterial/collector or right of way	200' from any other pole sign, 150' from any monument sign and 50' from any other	n/a

				freestanding sign, except bus bench and bus shelter signs	
<u>Planned center gateway sign¹</u>	<u>n/a, except as dictated by maximum height and minimum vehicle/pedestrian clearances</u>	<u>Height: 30'</u>	<u>1 per 15 acres of total planned development area and included in an approved sign plan</u>	<u>150' from any other pole, pylon, planned center sign or planned center gateway sign, 100' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs</u>	<u>Support columns shall be placed outside of clear vision area</u>
Pole signs ¹	80% of the street frontage of the lot upon which the sign will be located, up to a maximum of 200 sq. ft.	Height: 25'	1 sign per 200' of street frontage and 1 additional sign for developments with 400' or more of street frontage For corner lots, each frontage shall be computed separately	200' from any other pole sign, 150' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs. There is no required separation between pole signs and bus bench/shelter signs	18"
Pylon sign, minor	64 sq. ft.	Height: 12'	Approved as an element of a sign development plan	Not less than 150' from any other freestanding sign	18"
Pylon sign, major	200 sq. ft.	Height: 25'	Approved as an element of a sign	200' from any other pylon sign or	18"

			development plan	pole sign, 150' from any monument sign, and 75' from any other freestanding sign	
Sculptured signs	As approved by planning commission	Height: 8' above grade or 10' above the elevation of the nearest sidewalk, whichever is greater	n/a	n/a	10'
Suspended signs	4 sq. ft.	n/a	n/a	n/a	n/a
Temporary promotional signs ¹	Wall banners: 40 sq. ft. Freestanding signs: 24 sq. ft.	Wall banners: n/a Freestanding sign height: 6'	Wall banners: 1 per business plus 1 additional banner for a business located in a building having a front face of 150 linear feet or more Freestanding signs: 1 per business. Sign shall be securely attached to the ground	Wall banners: n/a Freestanding signs: 25' from any other freestanding sign	Wall banners shall be securely attached to the building facade Freestanding signs: 18" Searchlights: 50' from the edge of any street pavement
Village center advertisement signs	15% of building facade; max. 100 sq. ft./sign	No higher than second level/story of parking structure or commercial building	As approved in the development plan	n/a	n/a
Wall signs ¹	15% of each facade of a building	Height: n/a Projection from building: Not more than 18"	1 for each business occupying a building	n/a	n/a

Notes:

1. See section 12-3-3 of this chapter for exceptions and qualifications.
2. See also subsection 8-8-7B of this code, subsection 12-2-3F4 of this title and subsection 12-3-3C of this chapter.
(2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014; Ord. 16-33, 08-24-2016; Ord. 16-____, 11-16-2016)

12-3-3: EXCEPTIONS AND QUALIFICATIONS FOR SPECIFIC SIGN TYPES:

- A. **A-Frame Signs:** The use of A-frame signs is limited to areas of high volume pedestrian traffic and is limited to normal business hours. A-frame signs shall be stored indoors at all other times. A-frame signs shall not be used outdoors when high wind or heavy snow conditions exist.
- B. **Awning Signs:** Awning signs may be displayed, if striping of not more than one color (including black and white) is used, and the background shall not be considered design space. Awnings placed on canopies or marquees are exempted from the twenty five percent (25%) limitation specified in section 12-3-2 of this chapter, but shall not exceed five feet (5') in height.
- C. **Bus Bench Signs And Bus Shelter Signs²:**
 - 1. **Placement:** Only one double sided sign is permitted in a bus shelter. This sign shall be placed inside the shelter and shall be securely attached to the opposite wall of the shelter that faces oncoming traffic.
 - 2. **On Benches Prohibited:** Signs shall not be placed on benches located inside bus shelters.
 - 3. **Insurance:** For any bus bench or bus shelter sign, the company or person responsible for the bus bench or shelter sign shall enter into an agreement with the city, which must be approved by the city attorney. This agreement will require, among other things, that the company or person responsible for the bus bench or bus shelter sign provide to the city proof of liability insurance in the minimum amount of one million dollars (\$1,000,000.00), name the city as an additional insured, and indemnify and hold harmless the city from any and all injuries and defense costs arising from the placement or use of the bus bench or bus shelter sign.
 - 4. **Sign Permit Required:** A sign permit shall be required for each bus bench sign and bus shelter sign, and all applications for a sign permit must include the following:
 - a. Written approval from the property owner of the proposed location for the bus bench/shelter sign is required and shall be submitted with the sign permit application. This approval shall be required whether the bench or shelter is to be located on private property or within an adjacent street right of way;
 - b. A letter of approval from the Utah transit authority;
 - c. A fee, in an amount established by resolution of the city council. The permit shall be valid for one calendar year. A change in the text of the sign on the bus bench/shelter sign or a substitution of benches shall not require the issuance of a new permit or the payment of an additional fee, if the bench/shelter is placed in the same location as originally permitted;
 - d. A signed contract with the city for each bus bench or bus shelter sign located on public property; and
 - e. Include a site plan, vicinity map and specifications for bus bench and shelters, as well as any improvements needed for the particular site.
 - 5. **Approval:** Once an applicant has obtained approval for the location of the bus bench/shelter sign, the approval shall continue as long as the permit is maintained or until the property owner withdraws the approval in writing.

D. Billboard Signs:

1. Compliance With Law: Unless expressly provided otherwise, the erection, construction, reconstruction, location, relocation, placement, replacement, restoration, extension, enlargement, alteration, modification, upgrade, repair and maintenance of a billboard must comply with this title, title 13 of this code, and applicable state law.

2. Location: Billboard signs shall only be located on lots or parcels adjacent to streets that are adjacent to arterial streets as identified on the future roadway network map in the West Jordan master transportation plan, including Airport Road, Old Bingham Highway, New Bingham Highway and Bangerter Highway. Billboards shall not be allowed along the Mountain View Corridor.

3. Density: A billboard shall be considered a sign for the purpose of density on lots or parcels of land that qualify for a sign, except that if the billboard was located on the lot pursuant to a bona fide lease agreement with a third party prior to the installation of the pole sign, the billboard may remain upon the lot as a nonconforming billboard.

4. Residential, Mixed Use (Residential, Commercial, Office), Or Mixed Use Overlay Zone Prohibition: A billboard shall not be located within a residential zone or within a two hundred fifty foot (250') radius from a residential zone, except billboard signs along Bangerter Highway which shall not be located within a one hundred fifty foot (150') radius of a residential zone. A billboard sign (digital display) shall not be located closer than three hundred feet (300') from any residential zoning district boundary and shall not be located closer than five hundred feet (500') from any residential zoning district boundary if the billboard faces a residential area as determined through the conditional use permit review process. A billboard sign shall not be located within any mixed use or mixed use overlay zone, regardless of the underlying zoning classification. The minimum separation between billboard signs (digital display) and any other billboard sign shall be one thousand two hundred fifty feet (1,250'). The separation distance may be reduced where the planning commission finds that there are extenuating circumstances that justify a reduction in the separation requirement such as reducing the negative effects of ambient lighting or visual impacts on adjoining uses or mitigating safety concerns. In no case shall the minimum separation between billboards be less than seven hundred fifty feet (750').

5. Numerical Limit: The sum total of all conforming and nonconforming billboards in the city shall not exceed fourteen (14). Up to seven (7) of the fourteen (14) total billboards shall be located to the east of Bangerter Highway and up to seven (7) shall be located to the west of Bangerter Highway. Signs on lots or parcels directly adjacent to either side of Bangerter Highway can be counted toward the limit of seven (7) for either side of Bangerter Highway.

6. Expiration And Revocation:

a. The standards and requirements for revoking a conditional use permit set forth in section 13-7E-10 of this code shall not apply to this section. Whether conforming or nonconforming, a billboard and associated rights shall be terminated only pursuant to the provisions of this section and applicable state law.

b. If a billboard is conforming, any time after five (5) years from the date the billboard was approved, the planning commission may reevaluate the conditional use for the billboard to determine if conditions under which the permit was issued have changed and necessitates the revocation of the permit. Conditions shall be deemed to have changed if any of the following has occurred:

(1) The owner of the billboard has failed to keep the lot where the billboard is located free of weeds and litter;

(2) The owner of the billboard has failed to maintain the billboard in a safe condition, including, but not limited to, maintaining the billboard's borders, trims, faces, and its weight bearing and bracing structures; or

(3) Conditions included with the approval of the conditional use permit are not being met.

7. Repair, Rebuild, Restore, Modification:

a. A billboard owner may rebuild, maintain, repair or restore a billboard structure if it is damaged by casualty, an act of God, or vandalized.

b. (1) A billboard owner may rebuild or take other measures to correct a mistake in the placement or erection of a billboard for which the city has previously issued a permit, if the proposed rebuilding or other measure is consistent with the intent of the permit.

(2) The city may deny a billboard owner's request to rebuild a billboard or take other measures to correct a mistake in the placement or erection of the billboard if the mistake resulted from an intentionally false or misleading statement by the billboard owner in the application regarding the placement or erection of the billboard.

c. A nonconforming billboard shall not be rebuilt or replaced by anyone other than the billboard owner.

d. A billboard owner may structurally modify or upgrade a billboard. If a billboard owner structurally modifies or upgrades a billboard, the billboard owner:

(1) May erect the billboard:

(A) To a height that is at least the same as, but no higher than, the previous use or structure, unless the city ordinances allow or the city consents to a higher structure; and

(B) To a height and angle to make it clearly visible to traffic on the main traveled way of the street or highway on which the billboard is located; and

(2) May install a sign face on the billboard that is at least the same size as, but no larger than, the sign face on the billboard before its relocation; and

(3) Shall comply with the Utah outdoor advertising act, Utah Code Annotated title 72, chapter 7, part 5, to the extent applicable.

8. Relocation:

a. Correcting Mistakes:

(1) A billboard owner may relocate a billboard to correct a mistake in the placement or erection of the billboard for which the city has previously issued a permit, if the relocation is consistent with the intent of the permit.

(2) The city may deny a billboard owner's request to relocate a billboard to correct a mistake in the placement or erection of the billboard if the mistake resulted from an intentionally false or misleading statement by the billboard owner in the application regarding the placement or erection of the billboard.

b. Relocation To Commercial, Industrial Or Manufacturing Zones:

(1) A billboard owner may relocate a billboard into any commercial, industrial or manufacturing zone within the city boundaries, if the relocated billboard is:

(A) Within two thousand six hundred forty feet (2,640') of its previous location;

(B) No closer than five hundred feet (500') from an off premises sign existing on the same side of the street or highway; and

(C) The city and the billboard owner agree on a location that is mutually acceptable.

(2) If a billboard owner relocates a billboard under this subsection, the billboard owner:

(A) May erect the billboard:

(i) To a height that is at least the same as, but no higher than, the previous use or structure, unless the city ordinances allow or the city consents to a higher structure; and

(ii) To a height and angle to make it clearly visible to traffic on the main traveled way of the street or highway on which the billboard is located; and

(B) May install a sign face on the billboard that is at least the same size as, but no larger than, the sign face on the billboard before its relocation; and

(C) Shall comply with the Utah outdoor advertising act, Utah Code Annotated title 72, chapter 7, part 5, to the extent applicable.

9. Eminent Domain: The city shall be considered to have initiated the acquisition of a billboard structure by eminent domain if the city prevents a billboard owner from:

a. Rebuilding, maintaining, repairing or restoring a billboard structure that is damaged by casualty, an act of God, or vandalism;

b. Relocating, rebuilding, or taking other measures to correct a mistake in the placement or erection of a billboard for which the city has previously issued a permit, if the proposed relocation, rebuilding or other measure is consistent with the intent of the permit;

c. Structurally modifying or upgrading a billboard; or

d. Relocating a billboard into any commercial, industrial or manufacturing zone within the city boundaries, if the relocated billboard is:

(1) Within two thousand six hundred forty feet (2,640') of its previous location;

(2) No closer than five hundred feet (500') from an off premises sign existing on the same side of the street or highway; and

(3) The city and the billboard owner cannot agree to a mutually acceptable location within sixty (60) days after the billboard owner submits a written request to relocate the billboard.

10. Termination/Removal:

a. The city may terminate a billboard and associated property rights pursuant to Utah Code Annotated section 10-9a-512, or its successor.

b. Notwithstanding subsection D10a of this section, the city may remove any billboard without compensating the billboard owner if:

(1) The development department or its designee determines:

(A) By clear and convincing evidence that the billboard owner intentionally made a false or misleading statement in the billboard owner's permit application regarding the placement or erection of the billboard; or

(B) By substantial evidence that the billboard:

(i) Is structurally unsafe;

(ii) Is in an unreasonable state of repair; or

(iii) Has been abandoned for at least twelve (12) months; and

(2) The city notifies the billboard owner in writing that:

(A) The billboard meets one or more of the conditions listed in subsection D10b(1) of this section;

(B) Upon written request, the billboard owner is entitled to a hearing as set forth in subsection D11 of this section to explain why the billboard shall not be removed;

(C) The billboard owner shall remedy the condition or conditions within the time period set forth in subsection D10b(3) of this section; and

(3) The billboard owner fails to remedy the condition or conditions within:

(A) Ninety (90) calendar days after receipt of the city's written notice, unless the city's intent to remove is because the billboard is structurally unsafe; or

(B) If the billboard is structurally unsafe, ten (10) business days after receipt of the city's written notice or a longer period if necessary because of a natural disaster; and

(4) Upon hearing or an opportunity for a hearing as provided in subsection D11 of this section it is found:

(A) By clear and convincing evidence that the billboard owner intentionally made a false or misleading statement in the billboard owner's permit application regarding the placement or erection of the billboard; or

(B) By substantial evidence that the billboard:

(i) Is structurally unsafe;

(ii) Is in an unreasonable state of repair; or

(iii) Has been abandoned for at least twelve (12) months.

11. Hearing:

a. Within five (5) calendar days after receipt of the notice required by subsection D10b(2) of this section, the billboard owner shall request in writing a hearing to explain why the billboard should not be removed.

b. If no hearing is requested within the time provided in subsection D11a of this section, the city's findings under subsection D10b(4) of this section shall be deemed established, and the city shall be entitled to remove the billboard.

c. If a hearing is requested, the city shall schedule a hearing within five (5) calendar days after receiving the written request.

d. The billboard owner shall have the burden of proving why the billboard should not be removed.

e. The city shall not remove the billboard if none of the conditions in subsection D10b(4) of this section have been met.

12. Hearing Board: The city manager shall hear and decide all issues regarding the removal of billboards in accordance with subsections D10b and D11 of this section or, alternatively, may appoint one or more persons to hear such matters, with the advice and consent of the city council. Whether as an individual or when constituted of more than one person, the person or persons designated shall be designated as the hearing board.

13. Billboard Signs (Digital Display): In addition to subsections D1 to D12 of this section, all billboard signs (digital display) shall meet the following standards unless contrary to the provisions of applicable state or federal law:

a. New billboard signs (digital display) are limited to a "double sided" configuration (i.e., 1 sign face or display area mounted on opposite sides of the same support structure so that both sign faces are at the same elevation and are effectively not visible at the same time from any vantage point as reasonably determined by the city).

b. A billboard sign that is converted to a billboard sign (digital display) shall not be larger or taller in height, width or display area than the sign from which it was converted. The planning commission may increase the height of the sign to the maximum allowed under section 12-3-2 of this chapter where the planning commission finds that safety is a concern. A single faced sign may not be converted to a double faced sign.

c. Each electronic display area capable of showing a separate electronic message shall be considered to be a separate billboard with an electronic digital display including those sharing the same support structure.

d. The text, images and graphics on a billboard sign (digital display) shall be static and complete within themselves, without continuation in content to the next image or message or to any other sign. Serial messages that require multiple passes or multiple signs to comprehend the message are prohibited.

e. All text and images must be of a size and shape to not cause drivers to reduce speed or become unreasonably distracted in order to comprehend the message. The city's focus under this subsection shall be the method (in terms of letter size and other quantifiable physical attributes) used to convey a message on a billboard sign (digital display) rather than the content of such message.

f. A billboard sign (digital display) shall not include animation, full motion video, flashing, scrolling, strobing, racing, blinking, changes in color, fade in or fade out or any other imitation of movement or motion, or any other means not providing constant illumination.

g. The transition from one static display to another must be effectively instantaneous, with a twirl time not exceeding 0.25 second.

h. Every billboard sign (digital display) shall be equipped with a mechanism that automatically controls the sign's display period at all times as provided in this section. The dwell time for each message on a billboard sign (digital display) shall be at least eight (8) seconds, such that each message shall be illuminated and static for at least eight (8) seconds before transitioning to a new static display.

i. A billboard sign (digital display) shall comply with the following illuminance requirements:

(1) No billboard sign (digital display) shall cause illuminance in excess of three-tenths (0.3) foot-candle above ambient light as measured perpendicular to the billboard at a distance in feet calculated as follows:

(A) The square root of the product of 100 multiplied by the sign face area (a) (in square feet).

$$\sqrt{a \cdot 100}$$

For example, if the billboard sign's (digital display's) electronic sign face measures ten feet by thirty feet (10' x 30') (300 square feet), then the illuminance caused by such use could not exceed three-tenths (0.3) foot-candle above ambient light at a perpendicular distance of 173 feet from the billboard sign (digital display) sign face.

$$\sqrt{300 \cdot 100} = 173$$

j. Every billboard sign (digital display) shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's illuminance as provided above in direct correlation with natural ambient light conditions at all times.

k. A billboard sign (digital display) may not be illuminated, lit or operated between ten o'clock (10:00) P.M. and seven o'clock (7:00) A.M. if it is oriented toward and located within three hundred feet (300') of any property zoned or occupied for a residential use unless the message is an emergency public safety warning or alert, such as an "Amber Alert".

l. The following certifications are additional conditions of approval or continuation of any billboard sign (digital display):

(1) Within ten (10) calendar days after a billboard sign (digital display) is first placed into service, a written certification shall be submitted to the city from the owner/applicant that the sign has been tested and complies with the motion, dwell time, twirl time, illuminance and other requirements of this section.

(2) Based on complaints received, or for other reasonable cause, the city may from time to time require the owner or operator of a billboard sign (digital display) to provide, within ten (10) calendar days after receipt of the city's written request, an updated written certification that the sign has been retested and has been repaired or modified, as necessary, to comply with the requirements of this section.

(3) The city also may, at its option, from time to time verify a billboard sign's (digital display's) compliance with the requirements of this section, including by selecting and engaging qualified experts to measure the sign's illuminance and indirect illuminance. If the city reasonably determines that a billboard sign (digital display) is not in compliance with such requirements, then the owner or operator of the sign shall correct the noncompliance within ten (10) calendar days after written notice from the city, and shall reimburse all of the city's costs reasonably incurred in connection with such determination.

m. Any billboard sign (digital display) not conforming to the requirements of this section is prohibited.

E. Directional Signs:

1. Off premises private directional signs are permissible only in cases where, due to its unusual location, a business is not easily seen from or is not located near a street.

2. Private directional signs shall contain only the name or logo of an establishment or directions such as "parking", "drive-through" or "exit".

F. Freeway Oriented Signs: Freeway oriented signs shall only be approved in conjunction with an overall sign plan for a regional shopping center.

G. Historic Monuments And Markers: Historic monuments and markers shall be constructed of masonry or noncorrodible metal materials, or other materials as approved by the planning commission.

H. Home Occupation Signs³: Advertising signs shall be limited to one unanimated, nonilluminated wall sign for each dwelling. The sign shall be placed either in a window or on the exterior wall on the front of the dwelling and shall not have an area greater than two (2) square feet. Minimal mailbox identification is permitted.

I. Inflated Sign Displays:

1. Display Period: Inflated signs may be displayed for no longer than fourteen (14) consecutive days per calendar quarter, and no longer than thirty (30) days during a grand opening.

2. Safety: Inflated signs shall be placed upon and securely tethered to the ground and shall be located in a manner that it shall not obstruct the use of public rights of way or otherwise constitute a safety hazard. Flammable gases shall not be utilized for inflated signs.

J. Monument Signs:

1. Height: The height of a monument sign may vary depending on the grading of landscaping upon which the sign is located. However, the combined height of the sign plus any landscape berming shall not exceed eight feet (8') above the elevation of the nearest sidewalk. The entire frontage of the site which the sign serves, not just the sign location, must have berming incorporated into the landscape design.

2. Construction: Monument signs in A, BR-P, P-O, M-P and P-F zones shall be constructed of brick or masonry materials which match the buildings identified by the monument sign, and shall be designed to be harmonious with the building architecture.

3. Copy Content: Copy of individual monument signs in A, BR-P, P-O, M-P and P-F zones shall consist only of the name and address of the occupant. Additional information may be displayed in an electronic message sign or changeable copy sign.

K. Off Premises Development Signs:

1. Sign Density Interpretation: The density standard of one sign per one hundred (100) residential units shall mean the following: One sign is allowed for a development with up to one hundred (100) residential units; an additional sign is allowed for a development with between one hundred one (101) and two hundred (200) residential units; a third sign is allowed for a development with between two hundred one (201) and three hundred (300) residential units, and so forth.
2. Illumination: Off premises construction or development signs shall not be illuminated.

L. Kiosk Signs:

1. Limited Purposes: Sign panels on kiosks may be permitted for the purpose of providing directional information to community facilities, homebuilders, residential developments under construction and multi-family homebuilders, developments and for those subdivisions, planned residential developments and multi-family developments having final recordation.
2. Location:
 - a. Kiosks shall be located only on private property;
 - b. Kiosks shall not be located in clear vision areas at intersections or driveways and shall not obstruct sidewalks, roadways or other locations where the signs may pose a hazard to motorists or pedestrians; and
 - c. Kiosks proposed on property adjacent to state roads shall comply with all applicable state provisions governing the location and site development standards for such advertising.
3. Construction And Materials:
 - a. Kiosks and sign panels shall be constructed of metal, fiberglass or rigid plastic/vinyl materials;
 - b. Each kiosk frame shall be constructed of steel;
 - c. The individual kiosk signs shall not exceed one foot (1') in height and four feet (4') in width;
 - d. Kiosks shall not exceed twelve feet (12') in height and four feet six inches (4'6") in width;
 - e. The minimum and maximum number of sign panels on each side of the kiosk shall be at least two (2), but no more than seven (7) signs;
 - f. Kiosks shall be securely fastened to the ground;
 - g. Upon removal of a kiosk, the site shall be restored to its prior condition or better;
 - h. The header of the kiosks shall be painted with the city logo and all surfaces of the sign and lettering shall be in colors approved by the city planner or his/her assignee;
 - i. Changeable copy, internal illumination, ground mounted lights, overhead lights, exposed neon, pan channel letters, cabinet and painted signs are prohibited; and

j. All street improvements for the property on which the kiosk is located shall be completed, including all curbs, gutters and sidewalks.

M. Pole Signs: Notwithstanding the density standards for pole signs listed in section 12-3-2 of this chapter, the owner or lessee of a pad site contained within a nonresidential development for which a sign development plan has been approved, shall not be permitted to have a pole sign upon the pad site solely by reason of the frontage, unless the pole sign was approved as part of the sign development plan. Pole signs shall be located as close to the midpoint of a lot or development as possible.

N. Temporary Signs:

1. All temporary signs shall be securely attached to a building or to the ground.

2. There shall be no specific spacing requirement between freestanding temporary signs and other temporary or permanent signs. However, signs shall be placed as far apart as possible in order to provide equal visibility for all signs. Signs shall not be placed so as to block the view of or obscure another sign.

3. Except for the signs permitted by subsection P of this section, no sign shall be located within a street right of way or within clear vision areas at intersections of streets or intersections of streets and driveways.

O. Promotional Signs:

1. Portable Signs Not Included: Promotional signs do not include portable signs.

2. Display Period: A temporary sign permit may be issued for promotional signage and is valid for a period not to exceed thirty (30) consecutive calendar days. However, no such permit may be issued for the same property or business more than four (4) times during any calendar year or for longer than sixty (60) consecutive days within the first year of a business's grand opening. A minimum of fourteen (14) days shall elapse between each display period.

3. Searchlights: Searchlights shall be directed upward at an angle of at least forty five degrees (45°) and operated only between dusk and eleven fifty nine o'clock (11:59) P.M.

4. Promotional Signs In P-O Zones: The use of a promotional sign in P-O zones shall be limited to one promotional sign at any given time regardless of the number of businesses occupying the building on the individual parcel.

P. Use Of Temporary Signs During Periods Of Major Street Construction:

1. During times of major street construction along arterial and collector roads, temporary, portable signs may be placed in the public right of way to mark points of ingress and egress. Such signs may include the messages "Business Access Only" or "Open For Business". The temporary sign may also include an arrow directing patrons to a specific driveway or alternate entrance and/or the name or logo of the business.

2. The maximum display period for temporary signs used during periods of major street construction shall be for a period not to exceed sixty (60) days beyond substantial completion of construction. The starting date for display of a temporary sign shall correlate with the commencement date of major street construction.

3. Businesses may qualify for these exceptions if the said business is:

a. Materially impacted by major street construction.

- b. Located on an arterial or collector right of way.
- c. Located within a half mile radius of the boundary (limits) of street construction.

4. A temporary sign displayed during periods of major street construction shall not obstruct the use of a public right of way, impede regular street construction work, obstruct a clear vision area of a street intersection, and/or create a direct or indirect safety hazard to pedestrians or vehicles.

5. The maximum number of temporary signs used during periods of major street construction shall be limited to one temporary double sided sign per business.

6. The size, height, density and spacing of a temporary sign used during periods of major street construction shall be the same as directional signs, section 12-3-2 of this chapter. The location of such a sign shall not extend beyond the frontage of the property that is affected by construction or beyond the nearest accessible driveway.

7. All signs shall be securely anchored to the ground.

The boundary and scope of impact will be approved by city council after a recommendation from city staff.

Q. Wall Signs In BR-P, P-O Zones: Wall signs in BR-P and P-O zones shall consist only of the name of the occupant of the building.

R. Neighborhood Entryway Signs:

1. Subdivisions or planned residential developments of less than five (5) acres with final approval may not utilize a "neighborhood entryway sign", as defined in section 12-1-4 of this title, but may utilize one monument sign per entrance.

2. Subdivisions or planned residential developments of five (5) or more acres with final approval may utilize "neighborhood entryway signs", as defined in section 12-1-4 of this title, or monument signs. However, the use of neighborhood entry signs shall prohibit the use of monument signs, and the use of monument signs shall prohibit the use of neighborhood entry signs.

3. If neighborhood entryway signs are utilized, the maximum number of signs on each side of an entry point shall be one sign.

4. If monument signs are utilized, the maximum number of signs on each side of an entry point shall be one single sided monument sign. A double sided monument sign is permitted on only one side of the entrance or in a center median.

5. All neighborhood entryway and monument signs shall be architecturally compatible with on site signs, structures and streetscape walls.

6. All planned residential developments shall incorporate landscaping into the signage and obtain planning commission approval of it in the planned residential development plan approved by the planning commission.

7. Changeable copy, internal illumination, exposed neon, pan channel letters, cabinet and painted signs are prohibited.

S. Changeable Copy Signs In P-O Zones: Changeable copy signs will only be allowed to be placed in monument or pole signs within the P-O zone district.

Notes:

1. See section 12-3-4 of this code for sign regulations in the city center (CC) and west side planning area (WSPA) zones. See section 12-3-5 of this code for sign regulations in the transit station overlay district (TSOD).

2. See section 12-3-3 of this code for exceptions/qualifications.

3. ~~Village center advertisement signs~~ Signs may be approved by the planning commission and city council through the development plan process, and through the site plan process. Following completion of the plan and plat approval processes, any new or replacement ~~village center advertisement~~ signs shall be subject to administrative conditional permit application and approval.

(2001 Code § 89-6-1106; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 13-04, 2-27-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. 16-__, 11-16-2016)

Proposed Ordinance

Exhibit C

Legal Review-Initial/Date: DM / 10/25/11
Text/Format -Initial/Date: BAC / 10/25/11
Dept. Review-Initial/Date: _____ / _____
Adopted: ____-____-2016 Effective: _____

THE CITY OF WEST JORDAN, UTAH
A Municipal Corporation

ORDINANCE NO. 16-50
[PLANNED GATEWAY SIGN]

AN ORDINANCE AMENDING
TITLE 12, "SIGN REGULATIONS" AND
TITLE 13, "ZONING REGULATIONS."

WHEREAS, the City of West Jordan adopted a City Code in 2009, for the purpose of carrying into effect and discharging all powers and duties conferred by law upon the city and its officers, employees and inhabitants, and to provide for the safety, preserve the health, promote the prosperity, improve the morals, peace, good order, comfort and convenience of the city and its inhabitants, and to protect property in the city; and

WHEREAS, the West Jordan City Council finds and determines that the purpose of the 2009 City Code, and the public health and welfare, will best be reached by the adoption of the following amendments to Title 12, Chapter 1 and 3; Title 13, Chapter 17 of the 2009 City Code.

NOW THEREFORE, IT IS ORDAINED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF WEST JORDAN, UTAH:

Section 1. Title 12, Chapter 1, Section 4 of the 2009 City Code shall add the definition "Planned Center Gateway Sign" which will read as follows:

PLANNED CENTER GATEWAY SIGN: An on-premise freestanding sign that is placed directly above a private driveway or private pedestrian walkway, and is supported by decorative columns with a masonry base that matches the architecture of the development that it serves. Planned Center Gateway Signs are intended to serve as the primary identification of the main vehicular and pedestrian entry point(s) into a large campus-style development with a common architectural theme, such as a major shopping center, vertical mixed-use development, large office park, medical center or university. (2001 Code §§ 89-1-203, 89-6-1104; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 12-07, 4-4-2012; Ord. 13-04, 2-27-2013; Ord. 13-17, 4-24-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. 16-33, 08-24-2016; Ord. 16-__, 11-16-2016)

Section 2. Title 12, Chapter 3, Sections 1, 2 and 3 of the 2009 City Code shall hereafter read as follows:

12-3-1: GENERAL PROVISIONS:

The following provisions shall apply to all signs:

- A. Minimum Side Yard Setback: Signs shall not be constructed in or project into any required side yard in any zone. Where no side yard is required, signs shall not be located closer than five feet (5') from the property line.

- B. Maintenance: Signs shall be kept in good repair and maintained in a safe and attractive condition. This includes the replacement of defective parts, repainting, cleaning and other acts for proper maintenance. The ground space within a radius of five feet (5') from the base of any sign shall be kept free and clear of all weeds, trash and flammable material. Sign maintenance does not mean altering a sign in any way without a sign permit.
- C. Repair Of Building Facade: Any building facade from which a sign is removed or on which a sign is repaired, changed or replaced shall be repaired, if damaged, within thirty (30) calendar days of removing the sign from the building.
- D. Highway Frontage: Limited access highway frontage shall not be considered frontage for purposes of this title.
- E. Signs In Residential Zones: Signs, other than nameplates and exempt signs, may only be used in residential zones as permitted in section 13-17-2 of this code.
- F. Clear Vision Zone: Any sign located in a clear vision area shall maintain required clearances as specified in section 13-8-4 of this code.
- G. Minimum Clearance Of Signs: Where pedestrian traffic is anticipated near a sign, minimum clearance of not less than ten feet (10') shall be maintained from the bottom edge of a planned center gateway sign, projecting sign, suspended sign, pole sign, billboard or any similar sign to the final grade beneath the sign. The minimum clearance for signs near driveways or parking areas shall be fourteen feet (14').
- H. Construction: All signs shall be constructed of durable, low maintenance materials. The area around all freestanding signs shall be landscaped. All wiring and similar components shall be concealed.
- I. Illumination: External or internal lighting or backlighting shall be allowed for illuminated signs.
- J. Urban Design Standards: All signs shall be designed and constructed in accordance with the following guidelines:
 - 1. Signs shall be designed to incorporate colors, materials and architectural design that is compatible with the development that they serve. The supports or base of signs shall complement the overall design scheme or shall be enclosed with architectural coverings;
 - 2. Sign locations should be integrated with other elements on the site and the adjacent streetscape:
 - a. Signs shall not be located so as to obscure signs on adjacent sites;
 - b. Signs will not be placed in an area that can confuse motorists and pedestrians and cause potential safety hazards;

c. Traffic directional signs should be placed to promote safe and efficient traffic flow; and

d. Signs should be oriented to promote readability and serve their intended function; and

3. Although landscaping may not initially appear to obscure a sign, it may significantly reduce or eliminate the sign's effectiveness unless taken into account in the planning stage. Signs should be placed so they are not obscured by landscaping when it has reached full maturity. (2001 Code § 89-6-1105; amd. 2009 Code; Ord. 16-__, 11-16-2016)

12-3-2: SIGN STANDARDS:

Sign Type	Sign Standards				
	Maximum Area	Maximum Height/Projection/Width	Density	Spacing	Front Setback
A-frame signs ¹	10 sq. ft. per sign face with a maximum of 2 sign faces	Height: 4'	1 per business	75' from any other sign	Signs must be within 20' of the primary entrance to the business
Animated signs	Integrated in the design of another approved sign and not to exceed 25% of the area of such sign	n/a	n/a	n/a	n/a
Awning signs ¹	Sign: 25% of the building facade Copy or design: 50% of the awning area	Height: 5' Projection: 3' or 33% of window height whichever is less	n/a	n/a	Awnings shall not project into any public right of way
Billboards ¹	300 sq. ft.	Height: 35'	See subsection 12-3-3D of this chapter for density	Not less than 500' from any other billboard	10'
Bus bench/shelter signs ^{1,2}	Bench sign: 16 sq. ft. Shelter sign: 22 sq. ft.	Bench sign height: 42" Shelter sign height: 6'	One at each UTA bus stop	500' from any other bench/shelter sign and 50' from any other freestanding sign, except pole signs.	A minimum distance between the front edge of the bench or shelter and the face of the adjacent curb of 48"

				There is no required separation between pole signs and bus bench/shelter signs	on state roads and 24" on city streets
Changeable copy signs ¹	Integrated with another approved sign and not to exceed 30% of the area of such sign	n/a	n/a	n/a	n/a
Directional signs ¹	6 sq. ft. 6 sq. ft. per individual sign area on a single pole, if approved with a sign development plan.	Height: 6' 12' if approved with a sign development plan.	See Spacing	50' from any other freestanding sign, unless approved as part of a sign development plan.	Public use directional signs may be located within public rights of way Other directional signs: 18"
Directory signs	50 sq. ft.	Height: 10'	1 for each primary entrance into a commercial, industrial or office complex	n/a	10'
Electronic/LED	Integrated with another approved sign up to 50% of sign area	n/a	n/a	n/a	n/a
Freeway oriented signs ¹	950 sq. ft. For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 1 sign may be up to 1,500 sq. ft., including the area of any shopping center logo	Height: 50' For master planned developments having 5,000 linear feet or more of frontage on a freeway, not more than 2 signs may be up to 72' in height	See Spacing	1 sign for each 800' of highway frontage	n/a
Historical markers ¹	8 sq. ft.	Height: 6'	n/a	n/a	10'
Inflated sign display ¹	n/a	Height: 25'	1 per commercial	200' from any other	In compliance

			complex or 1 for each business not located in a commercial complex	freestanding sign	with setbacks of the zone in which the sign is located
Kiosk sign ¹	Overall kiosk sign: 12' x 4'6" Sign panels: 7 (1' x 4')	Height: 12'	n/a	300' from any other kiosk sign; 50' from any other freestanding sign	n/a
Monument signs over 4' in height ¹	50 sq. ft. on sites with less than 250' of street frontage 78 sq. ft. on sites with more than 250' of street frontage The architectural element shall not be considered part of the sign area	Height: All monument signs shall sit on a base no greater than 2' in height. The sign itself shall not exceed 6' in height A domed, gabled or similar shaped architectural element may extend 1' above the sign for a cumulative height of 9' and may incorporate a building address but no other copy or logo shall be permitted within this area Width: The total width of the sign shall not exceed 13'	1 for sites having only 1 business For all other sites, as approved on a sign development plan	Not less than 100' from any other freestanding sign	4' except for corner properties and all driveways, where the minimum setback is 15'
Monument signs 4' or less in height ¹	20 sq. ft. The architectural element shall not be considered part of the sign area	Height: 4' above grade or 6' above the elevation of the nearest sidewalk, whichever is greater A domed, gabled shaped architectural element may extend 1' above the sign for a maximum height of 7' and may incorporate a building address but no other copy or logo shall be permitted within this area	1 for each agricultural sales or service business	n/a	4' except for corner properties and all driveways, where the minimum setback is 15'
Neighborhood entryway	20 sq. ft.	Height: 4' above grade or 6' above the	2 per main entrance along	50' from other	20'

monument sign ¹		elevation of the nearest sidewalk, whichever is greater	collector and arterial streets for each planned development and subdivision	monument sign, 100' from any other entrance or pole sign	
Neighborhood entryway sign ¹	20 sq. ft.	Height: Incorporated into a wall to assume the approved wall height	2 per main entrance along collector and arterial streets	50' from other neighborhood entryway sign, 100' from any other monument or pole sign	10', outside of clear vision area
Off premises development signs ¹	32 sq. ft.	Height: 12'	1 sign per 100 residential units in a development	50' from any other freestanding sign or structure	18"
Planned center sign ¹	250 sq. ft.	Height: 25'	1 per frontage onto an arterial/collector right of way	200' from any other pole sign, 150' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs	n/a
Planned center gateway sign ¹	n/a, except as dictated by maximum height and minimum vehicle/pedestrian clearances	Height: 30'	1 per 15 acres of total planned development area and included in an approved sign plan	150' from any other pole, pylon, planned center sign or planned center gateway sign, 100' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs	Support columns shall be placed outside of clear vision area
Pole signs ¹	80% of the street frontage of the lot	Height: 25'	1 sign per 200' of street	200' from any other	18"

	upon which the sign will be located, up to a maximum of 200 sq. ft.		frontage and 1 additional sign for developments with 400' or more of street frontage For corner lots, each frontage shall be computed separately	pole sign, 150' from any monument sign and 50' from any other freestanding sign, except bus bench and bus shelter signs. There is no required separation between pole signs and bus bench/shelter signs	
Pylon sign, minor	64 sq. ft.	Height: 12'	Approved as an element of a sign development plan	Not less than 150' from any other freestanding sign	18"
Pylon sign, major	200 sq. ft.	Height: 25'	Approved as an element of a sign development plan	200' from any other pylon sign or pole sign, 150' from any monument sign, and 75' from any other freestanding sign	18"
Sculptured signs	As approved by planning commission	Height: 8' above grade or 10' above the elevation of the nearest sidewalk, whichever is greater	n/a	n/a	10'
Suspended signs	4 sq. ft.	n/a	n/a	n/a	n/a
Temporary promotional signs ¹	Wall banners: 40 sq. ft. Freestanding signs: 24 sq. ft.	Wall banners: n/a Freestanding sign height: 6'	Wall banners: 1 per business plus 1 additional banner for a business located in a building having a front face of 150 linear feet or more	Wall banners: n/a Freestanding signs: 25' from any other freestanding sign	Wall banners shall be securely attached to the building facade Freestanding signs: 18" Searchlights

			Freestanding signs: 1 per business. Sign shall be securely attached to the ground		: 50' from the edge of any street pavement
Village center advertisement signs	15% of building facade; max. 100 sq. ft./sign	No higher than second level/story of parking structure or commercial building	As approved in the development plan	n/a	n/a
Wall signs ¹	15% of each facade of a building	Height: n/a Projection from building: Not more than 18"	1 for each business occupying a building	n/a	n/a

Notes:

1. See section 12-3-3 of this chapter for exceptions and qualifications.
2. See also subsection 8-8-7B of this code, subsection 12-2-3F4 of this title and subsection 12-3-3C of this chapter. (2001 Code § 89-6-1107; amd. 2009 Code; Ord. 10-20, 7-28-2010; Ord. 11-08, 3-23-2011; Ord. 14-29, 8-27-2014; Ord. 16-33, 08-24-2016; Ord. 16-___, 11-16-2016)

12-3-3: EXCEPTIONS AND QUALIFICATIONS FOR SPECIFIC SIGN TYPES:

- A. **A-Frame Signs:** The use of A-frame signs is limited to areas of high volume pedestrian traffic and is limited to normal business hours. A-frame signs shall be stored indoors at all other times. A-frame signs shall not be used outdoors when high wind or heavy snow conditions exist.
- B. **Awning Signs:** Awning signs may be displayed, if striping of not more than one color (including black and white) is used, and the background shall not be considered design space. Awnings placed on canopies or marquees are exempted from the twenty five percent (25%) limitation specified in section 12-3-2 of this chapter, but shall not exceed five feet (5') in height.
- C. **Bus Bench Signs And Bus Shelter Signs²:**
 1. **Placement:** Only one double sided sign is permitted in a bus shelter. This sign shall be placed inside the shelter and shall be securely attached to the opposite wall of the shelter that faces oncoming traffic.
 2. **On Benches Prohibited:** Signs shall not be placed on benches located inside bus shelters.
 3. **Insurance:** For any bus bench or bus shelter sign, the company or person responsible for the bus bench or shelter sign shall enter into an agreement with the city, which must be approved by the city attorney. This agreement will require, among other things, that the company or person responsible for the bus bench or bus shelter sign provide to the city proof of liability insurance in the minimum amount of one million dollars (\$1,000,000.00), name the city as an additional insured, and indemnify and hold

harmless the city from any and all injuries and defense costs arising from the placement or use of the bus bench or bus shelter sign.

4. Sign Permit Required: A sign permit shall be required for each bus bench sign and bus shelter sign, and all applications for a sign permit must include the following:

a. Written approval from the property owner of the proposed location for the bus bench/shelter sign is required and shall be submitted with the sign permit application. This approval shall be required whether the bench or shelter is to be located on private property or within an adjacent street right of way;

b. A letter of approval from the Utah transit authority;

c. A fee, in an amount established by resolution of the city council. The permit shall be valid for one calendar year. A change in the text of the sign on the bus bench/shelter sign or a substitution of benches shall not require the issuance of a new permit or the payment of an additional fee, if the bench/shelter is placed in the same location as originally permitted;

d. A signed contract with the city for each bus bench or bus shelter sign located on public property; and

e. Include a site plan, vicinity map and specifications for bus bench and shelters, as well as any improvements needed for the particular site.

5. Approval: Once an applicant has obtained approval for the location of the bus bench/shelter sign, the approval shall continue as long as the permit is maintained or until the property owner withdraws the approval in writing.

D. Billboard Signs:

1. Compliance With Law: Unless expressly provided otherwise, the erection, construction, reconstruction, location, relocation, placement, replacement, restoration, extension, enlargement, alteration, modification, upgrade, repair and maintenance of a billboard must comply with this title, title 13 of this code, and applicable state law.

2. Location: Billboard signs shall only be located on lots or parcels adjacent to streets that are adjacent to arterial streets as identified on the future roadway network map in the West Jordan master transportation plan, including Airport Road, Old Bingham Highway, New Bingham Highway and Bangerter Highway. Billboards shall not be allowed along the Mountain View Corridor.

3. Density: A billboard shall be considered a sign for the purpose of density on lots or parcels of land that qualify for a sign, except that if the billboard was located on the lot pursuant to a bona fide lease agreement with a third party prior to the installation of the pole sign, the billboard may remain upon the lot as a nonconforming billboard.

4. Residential, Mixed Use (Residential, Commercial, Office), Or Mixed Use Overlay Zone Prohibition: A billboard shall not be located within a residential zone or within a two hundred fifty foot (250') radius from a residential zone, except billboard signs along Bangerter Highway which shall not be located within a one hundred fifty foot

(150') radius of a residential zone. A billboard sign (digital display) shall not be located closer than three hundred feet (300') from any residential zoning district boundary and shall not be located closer than five hundred feet (500') from any residential zoning district boundary if the billboard faces a residential area as determined through the conditional use permit review process. A billboard sign shall not be located within any mixed use or mixed use overlay zone, regardless of the underlying zoning classification. The minimum separation between billboard signs (digital display) and any other billboard sign shall be one thousand two hundred fifty feet (1,250'). The separation distance may be reduced where the planning commission finds that there are extenuating circumstances that justify a reduction in the separation requirement such as reducing the negative effects of ambient lighting or visual impacts on adjoining uses or mitigating safety concerns. In no case shall the minimum separation between billboards be less than seven hundred fifty feet (750').

5. Numerical Limit: The sum total of all conforming and nonconforming billboards in the city shall not exceed fourteen (14). Up to seven (7) of the fourteen (14) total billboards shall be located to the east of Bangerter Highway and up to seven (7) shall be located to the west of Bangerter Highway. Signs on lots or parcels directly adjacent to either side of Bangerter Highway can be counted toward the limit of seven (7) for either side of Bangerter Highway.

6. Expiration And Revocation:

a. The standards and requirements for revoking a conditional use permit set forth in section 13-7E-10 of this code shall not apply to this section. Whether conforming or nonconforming, a billboard and associated rights shall be terminated only pursuant to the provisions of this section and applicable state law.

b. If a billboard is conforming, any time after five (5) years from the date the billboard was approved, the planning commission may reevaluate the conditional use for the billboard to determine if conditions under which the permit was issued have changed and necessitates the revocation of the permit. Conditions shall be deemed to have changed if any of the following has occurred:

(1) The owner of the billboard has failed to keep the lot where the billboard is located free of weeds and litter;

(2) The owner of the billboard has failed to maintain the billboard in a safe condition, including, but not limited to, maintaining the billboard's borders, trims, faces, and its weight bearing and bracing structures; or

(3) Conditions included with the approval of the conditional use permit are not being met.

7. Repair, Rebuild, Restore, Modification:

a. A billboard owner may rebuild, maintain, repair or restore a billboard structure if it is damaged by casualty, an act of God, or vandalized.

b. (1) A billboard owner may rebuild or take other measures to correct a mistake in the placement or erection of a billboard for which the city has previously issued a permit, if the proposed rebuilding or other measure is consistent with the intent of the permit.

(2) The city may deny a billboard owner's request to rebuild a billboard or take other measures to correct a mistake in the placement or erection of the billboard if the mistake resulted from an intentionally false or misleading statement by the billboard owner in the application regarding the placement or erection of the billboard.

c. A nonconforming billboard shall not be rebuilt or replaced by anyone other than the billboard owner.

d. A billboard owner may structurally modify or upgrade a billboard. If a billboard owner structurally modifies or upgrades a billboard, the billboard owner:

(1) May erect the billboard:

(A) To a height that is at least the same as, but no higher than, the previous use or structure, unless the city ordinances allow or the city consents to a higher structure; and

(B) To a height and angle to make it clearly visible to traffic on the main traveled way of the street or highway on which the billboard is located; and

(2) May install a sign face on the billboard that is at least the same size as, but no larger than, the sign face on the billboard before its relocation; and

(3) Shall comply with the Utah outdoor advertising act, Utah Code Annotated title 72, chapter 7, part 5, to the extent applicable.

8. Relocation:

a. Correcting Mistakes:

(1) A billboard owner may relocate a billboard to correct a mistake in the placement or erection of the billboard for which the city has previously issued a permit, if the relocation is consistent with the intent of the permit.

(2) The city may deny a billboard owner's request to relocate a billboard to correct a mistake in the placement or erection of the billboard if the mistake resulted from an intentionally false or misleading statement by the billboard owner in the application regarding the placement or erection of the billboard.

b. Relocation To Commercial, Industrial Or Manufacturing Zones:

(1) A billboard owner may relocate a billboard into any commercial, industrial or manufacturing zone within the city boundaries, if the relocated billboard is:

(A) Within two thousand six hundred forty feet (2,640') of its previous location;

(B) No closer than five hundred feet (500') from an off premises sign existing on the same side of the street or highway; and

(C) The city and the billboard owner agree on a location that is mutually acceptable.

(2) If a billboard owner relocates a billboard under this subsection, the billboard owner:

(A) May erect the billboard:

(i) To a height that is at least the same as, but no higher than, the previous use or structure, unless the city ordinances allow or the city consents to a higher structure; and

(ii) To a height and angle to make it clearly visible to traffic on the main traveled way of the street or highway on which the billboard is located; and

(B) May install a sign face on the billboard that is at least the same size as, but no larger than, the sign face on the billboard before its relocation; and

(C) Shall comply with the Utah outdoor advertising act, Utah Code Annotated title 72, chapter 7, part 5, to the extent applicable.

9. Eminent Domain: The city shall be considered to have initiated the acquisition of a billboard structure by eminent domain if the city prevents a billboard owner from:

a. Rebuilding, maintaining, repairing or restoring a billboard structure that is damaged by casualty, an act of God, or vandalism;

b. Relocating, rebuilding, or taking other measures to correct a mistake in the placement or erection of a billboard for which the city has previously issued a permit, if the proposed relocation, rebuilding or other measure is consistent with the intent of the permit;

c. Structurally modifying or upgrading a billboard; or

d. Relocating a billboard into any commercial, industrial or manufacturing zone within the city boundaries, if the relocated billboard is:

(1) Within two thousand six hundred forty feet (2,640') of its previous location;

(2) No closer than five hundred feet (500') from an off premises sign existing on the same side of the street or highway; and

(3) The city and the billboard owner cannot agree to a mutually acceptable location within sixty (60) days after the billboard owner submits a written request to relocate the billboard.

10. Termination/Removal:

a. The city may terminate a billboard and associated property rights pursuant to Utah Code Annotated section 10-9a-512, or its successor.

b. Notwithstanding subsection D10a of this section, the city may remove any billboard without compensating the billboard owner if:

(1) The development department or its designee determines:

(A) By clear and convincing evidence that the billboard owner intentionally made a false or misleading statement in the billboard owner's permit application regarding the placement or erection of the billboard; or

(B) By substantial evidence that the billboard:

(i) Is structurally unsafe;

(ii) Is in an unreasonable state of repair; or

(iii) Has been abandoned for at least twelve (12) months; and

(2) The city notifies the billboard owner in writing that:

(A) The billboard meets one or more of the conditions listed in subsection D10b(1) of this section;

(B) Upon written request, the billboard owner is entitled to a hearing as set forth in subsection D11 of this section to explain why the billboard shall not be removed;

(C) The billboard owner shall remedy the condition or conditions within the time period set forth in subsection D10b(3) of this section; and

(3) The billboard owner fails to remedy the condition or conditions within:

(A) Ninety (90) calendar days after receipt of the city's written notice, unless the city's intent to remove is because the billboard is structurally unsafe; or

(B) If the billboard is structurally unsafe, ten (10) business days after receipt of the city's written notice or a longer period if necessary because of a natural disaster; and

(4) Upon hearing or an opportunity for a hearing as provided in subsection D11 of this section it is found:

(A) By clear and convincing evidence that the billboard owner intentionally made a false or misleading statement in the billboard owner's permit application regarding the placement or erection of the billboard; or

(B) By substantial evidence that the billboard:

(i) Is structurally unsafe;

(ii) Is in an unreasonable state of repair; or

(iii) Has been abandoned for at least twelve (12) months.

11. Hearing:

a. Within five (5) calendar days after receipt of the notice required by subsection D10b(2) of this section, the billboard owner shall request in writing a hearing to explain why the billboard should not be removed.

b. If no hearing is requested within the time provided in subsection D11a of this section, the city's findings under subsection D10b(4) of this section shall be deemed established, and the city shall be entitled to remove the billboard.

c. If a hearing is requested, the city shall schedule a hearing within five (5) calendar days after receiving the written request.

d. The billboard owner shall have the burden of proving why the billboard should not be removed.

e. The city shall not remove the billboard if none of the conditions in subsection D10b(4) of this section have been met.

12. Hearing Board: The city manager shall hear and decide all issues regarding the removal of billboards in accordance with subsections D10b and D11 of this section or, alternatively, may appoint one or more persons to hear such matters, with the advice and consent of the city council. Whether as an individual or when constituted of more than one person, the person or persons designated shall be designated as the hearing board.

13. Billboard Signs (Digital Display): In addition to subsections D1 to D12 of this section, all billboard signs (digital display) shall meet the following standards unless contrary to the provisions of applicable state or federal law:

a. New billboard signs (digital display) are limited to a "double sided" configuration (i.e., 1 sign face or display area mounted on opposite sides of the same support structure so that both sign faces are at the same elevation and are effectively not visible at the same time from any vantage point as reasonably determined by the city).

b. A billboard sign that is converted to a billboard sign (digital display) shall not be larger or taller in height, width or display area than the sign from which it was converted. The planning commission may increase the height of the sign to the maximum allowed under section 12-3-2 of this chapter where the planning commission finds that safety is a concern. A single faced sign may not be converted to a double faced sign.

c. Each electronic display area capable of showing a separate electronic message shall be considered to be a separate billboard with an electronic digital display including those sharing the same support structure.

d. The text, images and graphics on a billboard sign (digital display) shall be static and complete within themselves, without continuation in content to the next image or message or to any other sign. Serial messages that require multiple passes or multiple signs to comprehend the message are prohibited.

e. All text and images must be of a size and shape to not cause drivers to reduce speed or become unreasonably distracted in order to comprehend the message. The city's focus under this subsection shall be the method (in terms of letter size and other quantifiable physical attributes) used to convey a message on a billboard sign (digital display) rather than the content of such message.

f. A billboard sign (digital display) shall not include animation, full motion video, flashing, scrolling, strobing, racing, blinking, changes in color, fade in or fade out or any other imitation of movement or motion, or any other means not providing constant illumination.

g. The transition from one static display to another must be effectively instantaneous, with a twirl time not exceeding 0.25 second.

h. Every billboard sign (digital display) shall be equipped with a mechanism that automatically controls the sign's display period at all times as provided in this section. The dwell time for each message on a billboard sign (digital display) shall be at least eight (8) seconds, such that each message shall be illuminated and static for at least eight (8) seconds before transitioning to a new static display.

i. A billboard sign (digital display) shall comply with the following illuminance requirements:

(1) No billboard sign (digital display) shall cause illuminance in excess of three-tenths (0.3) foot-candle above ambient light as measured perpendicular to the billboard at a distance in feet calculated as follows:

(A) The square root of the product of 100 multiplied by the sign face area (a) (in square feet).

$$\sqrt{a \cdot 100}$$

For example, if the billboard sign's (digital display's) electronic sign face measures ten feet by thirty feet (10' x 30') (300 square feet), then the illuminance caused by such use could not exceed three-tenths (0.3) foot-candle above ambient light at a perpendicular distance of 173 feet from the billboard sign (digital display) sign face.

$$\sqrt{300 \cdot 100} = 173$$

j. Every billboard sign (digital display) shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's illuminance as provided above in direct correlation with natural ambient light conditions at all times.

k. A billboard sign (digital display) may not be illuminated, lit or operated between ten o'clock (10:00) P.M. and seven o'clock (7:00) A.M. if it is oriented toward and located within three hundred feet (300') of any property zoned or occupied for a residential use unless the message is an emergency public safety warning or alert, such as an "Amber Alert".

l. The following certifications are additional conditions of approval or continuation of any billboard sign (digital display):

(1) Within ten (10) calendar days after a billboard sign (digital display) is first placed into service, a written certification shall be submitted to the city from the owner/applicant that the sign has been tested and complies with the motion, dwell time, twirl time, illuminance and other requirements of this section.

(2) Based on complaints received, or for other reasonable cause, the city may from time to time require the owner or operator of a billboard sign (digital display) to provide, within ten (10) calendar days after receipt of the city's written request, an updated written certification that the sign has been retested and has been repaired or modified, as necessary, to comply with the requirements of this section.

(3) The city also may, at its option, from time to time verify a billboard sign's (digital display's) compliance with the requirements of this section, including by selecting and engaging qualified experts to measure the sign's illuminance and indirect illuminance. If the city reasonably determines that a billboard sign (digital display) is not in compliance with such requirements, then the owner or operator of the sign shall correct the noncompliance within ten (10) calendar days after written notice from the city, and shall reimburse all of the city's costs reasonably incurred in connection with such determination.

m. Any billboard sign (digital display) not conforming to the requirements of this section is prohibited.

E. Directional Signs:

1. Off premises private directional signs are permissible only in cases where, due to its unusual location, a business is not easily seen from or is not located near a street.

2. Private directional signs shall contain only the name or logo of an establishment or directions such as "parking", "drive-through" or "exit".

F. Freeway Oriented Signs: Freeway oriented signs shall only be approved in conjunction with an overall sign plan for a regional shopping center.

G. Historic Monuments And Markers: Historic monuments and markers shall be constructed of masonry or noncorrodible metal materials, or other materials as approved by the planning commission.

- H. Home Occupation Signs³: Advertising signs shall be limited to one unanimated, nonilluminated wall sign for each dwelling. The sign shall be placed either in a window or on the exterior wall on the front of the dwelling and shall not have an area greater than two (2) square feet. Minimal mailbox identification is permitted.
- I. Inflated Sign Displays:
1. Display Period: Inflated signs may be displayed for no longer than fourteen (14) consecutive days per calendar quarter, and no longer than thirty (30) days during a grand opening.
 2. Safety: Inflated signs shall be placed upon and securely tethered to the ground and shall be located in a manner that it shall not obstruct the use of public rights of way or otherwise constitute a safety hazard. Flammable gases shall not be utilized for inflated signs.
- J. Monument Signs:
1. Height: The height of a monument sign may vary depending on the grading of landscaping upon which the sign is located. However, the combined height of the sign plus any landscape berming shall not exceed eight feet (8') above the elevation of the nearest sidewalk. The entire frontage of the site which the sign serves, not just the sign location, must have berming incorporated into the landscape design.
 2. Construction: Monument signs in A, BR-P, P-O, M-P and P-F zones shall be constructed of brick or masonry materials which match the buildings identified by the monument sign, and shall be designed to be harmonious with the building architecture.
 3. Copy Content: Copy of individual monument signs in A, BR-P, P-O, M-P and P-F zones shall consist only of the name and address of the occupant. Additional information may be displayed in an electronic message sign or changeable copy sign.
- K. Off Premises Development Signs:
1. Sign Density Interpretation: The density standard of one sign per one hundred (100) residential units shall mean the following: One sign is allowed for a development with up to one hundred (100) residential units; an additional sign is allowed for a development with between one hundred one (101) and two hundred (200) residential units; a third sign is allowed for a development with between two hundred one (201) and three hundred (300) residential units, and so forth.
 2. Illumination: Off premises construction or development signs shall not be illuminated.
- L. Kiosk Signs:
1. Limited Purposes: Sign panels on kiosks may be permitted for the purpose of providing directional information to community facilities, homebuilders, residential developments under construction and multi-family homebuilders, developments and for those subdivisions, planned residential developments and multi-family developments having final recordation.

2. Location:

- a. Kiosks shall be located only on private property;
- b. Kiosks shall not be located in clear vision areas at intersections or driveways and shall not obstruct sidewalks, roadways or other locations where the signs may pose a hazard to motorists or pedestrians; and
- c. Kiosks proposed on property adjacent to state roads shall comply with all applicable state provisions governing the location and site development standards for such advertising.

3. Construction And Materials:

- a. Kiosks and sign panels shall be constructed of metal, fiberglass or rigid plastic/vinyl materials;
- b. Each kiosk frame shall be constructed of steel;
- c. The individual kiosk signs shall not exceed one foot (1') in height and four feet (4') in width;
- d. Kiosks shall not exceed twelve feet (12') in height and four feet six inches (4'6") in width;
- e. The minimum and maximum number of sign panels on each side of the kiosk shall be at least two (2), but no more than seven (7) signs;
- f. Kiosks shall be securely fastened to the ground;
- g. Upon removal of a kiosk, the site shall be restored to its prior condition or better;
- h. The header of the kiosks shall be painted with the city logo and all surfaces of the sign and lettering shall be in colors approved by the city planner or his/her assignee;
- i. Changeable copy, internal illumination, ground mounted lights, overhead lights, exposed neon, pan channel letters, cabinet and painted signs are prohibited; and
- j. All street improvements for the property on which the kiosk is located shall be completed, including all curbs, gutters and sidewalks.

- M. Pole Signs: Notwithstanding the density standards for pole signs listed in section 12-3-2 of this chapter, the owner or lessee of a pad site contained within a nonresidential development for which a sign development plan has been approved, shall not be permitted to have a pole sign upon the pad site solely by reason of the frontage, unless the pole sign was approved as part of the sign development plan. Pole signs shall be located as close to the midpoint of a lot or development as possible.

N. Temporary Signs:

1. All temporary signs shall be securely attached to a building or to the ground.
2. There shall be no specific spacing requirement between freestanding temporary signs and other temporary or permanent signs. However, signs shall be placed as far apart as possible in order to provide equal visibility for all signs. Signs shall not be placed so as to block the view of or obscure another sign.
3. Except for the signs permitted by subsection P of this section, no sign shall be located within a street right of way or within clear vision areas at intersections of streets or intersections of streets and driveways.

O. Promotional Signs:

1. **Portable Signs Not Included:** Promotional signs do not include portable signs.
2. **Display Period:** A temporary sign permit may be issued for promotional signage and is valid for a period not to exceed thirty (30) consecutive calendar days. However, no such permit may be issued for the same property or business more than four (4) times during any calendar year or for longer than sixty (60) consecutive days within the first year of a business's grand opening. A minimum of fourteen (14) days shall elapse between each display period.
3. **Searchlights:** Searchlights shall be directed upward at an angle of at least forty five degrees (45°) and operated only between dusk and eleven fifty nine o'clock (11:59) P.M.
4. **Promotional Signs In P-O Zones:** The use of a promotional sign in P-O zones shall be limited to one promotional sign at any given time regardless of the number of businesses occupying the building on the individual parcel.

P. Use Of Temporary Signs During Periods Of Major Street Construction:

1. During times of major street construction along arterial and collector roads, temporary, portable signs may be placed in the public right of way to mark points of ingress and egress. Such signs may include the messages "Business Access Only" or "Open For Business". The temporary sign may also include an arrow directing patrons to a specific driveway or alternate entrance and/or the name or logo of the business.
2. The maximum display period for temporary signs used during periods of major street construction shall be for a period not to exceed sixty (60) days beyond substantial completion of construction. The starting date for display of a temporary sign shall correlate with the commencement date of major street construction.
3. Businesses may qualify for these exceptions if the said business is:
 - a. Materially impacted by major street construction.
 - b. Located on an arterial or collector right of way.

c. Located within a half mile radius of the boundary (limits) of street construction.

4. A temporary sign displayed during periods of major street construction shall not obstruct the use of a public right of way, impede regular street construction work, obstruct a clear vision area of a street intersection, and/or create a direct or indirect safety hazard to pedestrians or vehicles.

5. The maximum number of temporary signs used during periods of major street construction shall be limited to one temporary double sided sign per business.

6. The size, height, density and spacing of a temporary sign used during periods of major street construction shall be the same as directional signs, section 12-3-2 of this chapter. The location of such a sign shall not extend beyond the frontage of the property that is affected by construction or beyond the nearest accessible driveway.

7. All signs shall be securely anchored to the ground.

The boundary and scope of impact will be approved by city council after a recommendation from city staff.

Q. Wall Signs In BR-P, P-O Zones: Wall signs in BR-P and P-O zones shall consist only of the name of the occupant of the building.

R. Neighborhood Entryway Signs:

1. Subdivisions or planned residential developments of less than five (5) acres with final approval may not utilize a "neighborhood entryway sign", as defined in section 12-1-4 of this title, but may utilize one monument sign per entrance.

2. Subdivisions or planned residential developments of five (5) or more acres with final approval may utilize "neighborhood entryway signs", as defined in section 12-1-4 of this title, or monument signs. However, the use of neighborhood entry signs shall prohibit the use of monument signs, and the use of monument signs shall prohibit the use of neighborhood entry signs.

3. If neighborhood entryway signs are utilized, the maximum number of signs on each side of an entry point shall be one sign.

4. If monument signs are utilized, the maximum number of signs on each side of an entry point shall be one single sided monument sign. A double sided monument sign is permitted on only one side of the entrance or in a center median.

5. All neighborhood entryway and monument signs shall be architecturally compatible with on site signs, structures and streetscape walls.

6. All planned residential developments shall incorporate landscaping into the signage and obtain planning commission approval of it in the planned residential development plan approved by the planning commission.

7. Changeable copy, internal illumination, exposed neon, pan channel letters, cabinet and painted signs are prohibited.

S. Changeable Copy Signs In P-O Zones: Changeable copy signs will only be allowed to be placed in monument or pole signs within the P-O zone district.

T. Planned Center Signage and Planned Center Gateway Signs: Planned center signs and gateway signs shall be applied to projects serving a variety of facilities and uses where the buildings are distributed in a contiguous campus, regional business center, research park, or large planned development type of setting. The purpose of this type of signage is to advertise businesses along major rights of way in a campus type of setting, where due to the scale of uses on several properties, larger on campus signage is warranted and necessary.

1. Location: The placement and location of a planned center sign or gateway sign is subject to review by the zoning administrator through an administrative conditional use permit process. The intent is to allow for such a sign or sign(s) to direct people and traffic to a large campus or regional business center. It is considered an on premises sign. The planned center sign and gateway sign is common to all properties in the campus and may be located on any lot or common area within the campus. The intent is to allow signage that displays only those businesses and facilities located within the campus or business center.

2. Base: Planned center signs and gateway signs shall incorporate a brick or stone base that is no less than two feet (2') in height. Alternative materials of equal quality and durability may be substituted for brick or stone if approved by the Zoning Administrator. Aluminum, stucco and/or concrete shall not be considered for material substitution. (2001 Code §§ 89-6-502, 89-6-1108; amd. 2009 Code; Ord. 11-10, 4-6-2011; Ord. 12-07, 4-4-2012; Ord. 13-17, 4-24-2013; Ord. 14-22, 6-11-2014; Ord. 14-29, 8-27-2014; Ord. 16-___, 11-16-2016)

Section 3. Title 13, Chapter 17, Section 2 of the 2009 City Code shall hereafter read as follows:

3-17-2: TYPES OF SIGNS PERMITTED IN ZONING DISTRICTS:

The following table lists the sign types that are allowed in each zoning district. Signs identified as "permitted" (P) are allowed by right. Signs identified as "conditional" (C) must be approved by the planning commission pursuant to the standards and procedures for conditional uses set forth in chapter 7, article E of this title. All permitted and conditional use signs shall comply with all applicable requirements of this title and title 12 of this code. Blank spaces in the table indicate that a particular sign is not allowed in the zone.

Sign Type	Zoning District ¹																			
	A	R-1	R-2	R-3	R-R	R-E	R-M	PRD	PC	P-O	BR-P	C-G	C-M	SC-1	SC-2	SC-3	M-P	M-1	M-2	P-F
A-frame												P		P	P	P				
Animated										C	C	C	C	C	C	C				C

Awning									P			P	P	P	P	P		P	P	
Bench				P					P	P	P	P	P	P	P	P	P	P	P	
Billboard sign, digital display												C	C					C	C	
Billboard sign, nondigital display												C	C					C	C	
Changeable copy									P	P	P	P	P	P	P	P	P	P	P	P
Directional	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Directory				P					P	P	P	P	P	P	P	P	P	P	P	P
Electronic/LED									P	P	P	P	P	P	P	P	P	P	P	P
Freeway oriented																C				
Historic markers	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Inflated display													P	P	P	P	P			
Kiosk	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC								
Monument 4 feet or less in height	AC	P	P	P	P	P	P	P	P	P	P	P	P							
Monument over 4 feet in height				AC					P	P	P	P	P	P	P	P		P	P	P
Nameplate	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Neighborhood entryway		P	P	P	P	P	P	P	P											
Neighborhood entryway monument		P	P	P	P	P	P	P	P											
Off premises development	AC	P	P	P	P	P	P	P	P	P	P	P	P							
Planned center sign									AC	AC	AC					AC	AC	AC		
Planned center gateway sign									C ³	C ³	C ³					C ³	C ³	C ³		C ³
Pole													P	P	P	P	P			AC
Pylon, major																P				

ATTEST:

MELANIE S. BRIGGS, MMC
City Clerk

Voting by the City Council

“AYE”

“NAY”

- Council Member Dirk Burton**
- Council Member Jeff Haaga**
- Council Member Zach Jacob**
- Council Member Chris McConnehey**
- Council Member Chad Nichols**
- Council Member Sophie Rice**
- Mayor Kim V. Rolfe**

_____	_____
_____	_____
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_____	_____

CITY CLERK/RECORDER'S CERTIFICATE OF PUBLICATION

Ord 16-50

I, Melanie S. Briggs, certify that I am the City Clerk/Recorder of the City of West Jordan, Utah, and that the foregoing ordinance was published in the Legal Section, of the Salt Lake Tribune, on the _____ day of _____, 2016, pursuant to Utah Code Annotated, 10-3-711.

MELANIE S. BRIGGS, MMC
City Clerk/Recorder

[SEAL]