

## Title 9

### OUTDOOR SIGNS

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#### **09-1-010: PURPOSE**

The purpose of this chapter is to promote and protect the public health, safety and welfare of the general public by implementing outdoor advertising regulations that promote scenic quality, protect property values and reduce visual clutter:

- A. Create an attractive economic and business advertising climate that enhances the aesthetic appearance of the community.
- B. Ensure that the constitutionally guaranteed right of free expression is protected.
- C. Reduce signs or advertising distractions and obstructions that may contribute to visual clutter or traffic accidents.

#### **09-1-020: PERMIT REQUIREMENTS**

It is unlawful for any person to erect, construct, alter or relocate any sign, other than exempt signs specifically described in Section 09-1-070 of this chapter, without first obtaining a sign permit. Routine maintenance or repairing existing like parts shall not be considered an alteration; provided, that such change does not alter the surface dimensions, height, message, or copy of the sign. An application for a sign permit shall be submitted to the City and include the following:

- A. The name, address and telephone number of the applicant, owner and occupant of the property.
- B. Location of the structure or parcel of property on which the sign will be attached or erected.

- C. Position of the sign in relation to nearby buildings, property lines, rights-of-way, sidewalks and streets.
- D. A copy of plans and specifications showing materials and method of construction for the sign including applicable supports, illumination and electrical wiring.
- E. A colored rendering showing the sign face, colors, exposed surfaces and proposed Copy, accurately represented in scale as to size, height from finish grade, and proportions.
- F. The name and contact information of the person erecting the sign.
- G. Written consent from the owner of the building, structure or land on which the sign is to be erected.
- H. For an application for a temporary sign the applicant shall list the earliest date on which the sign may be established and the date on which the sign shall be removed.

### **09-1-030: APPROVAL**

The community development director or designated planning staff member shall approve, approve with conditions, or deny the sign permit within thirty (30) days from the date of the submittal of a complete application.

- A. **Sign Design:** It is recognized that it is desirable to have some diversity of sign design within the City. However, it is also desirable to ensure that materials and color schemes used on signs be compatible with the image of the Coalville City community and rural small-town character.
- B. **Permit Fees:** Prior to issuance of a sign permit by the City, the applicant shall pay the required permit fee for each sign permitted.

### **09-1-040: DEFINITIONS**

For the purposes of this chapter, the following definitions will be used:

- A. **ALTERATIONS:** Alterations as applied to a sign means change or rearrangement in the structural parts or its design, whether by extending on a side, by increasing in area or height, or in moving from one location or position to another.
- B. **AREA OF SIGN:** The area of a sign is measured by drawing the smallest square, circle, rectangle, triangle, or combination thereof that encompasses the extreme limits of the copy, representation, emblem, graphic or other display on the sign backing. Sign area does not include structural supporting framework, bracing or sign backing or wall to which the sign is attached. If individual letters are mounted directly on a wall or canopy, the sign area shall be the square feet of the smallest rectangle, which encloses the sign, message, logo or other graphic.



- C. BALCONY: A platform that projects from the wall of a building and is surrounded by a railing or balustrade.
- D. BANNER: A strip of cloth, plastic, paper or other material on which letters or logos are painted or written, hung up or carried on a crossbar, staff, string or between two (2) poles.
- E. BILLBOARD: A permanent outdoor advertising sign that advertises goods, products, or services not necessarily sold on the premises on which the sign is located.
- F. BUILDING FACE OR WALL: All window and wall area of a building on one (1) plane or elevation.
- G. CANOPY: A roofed structure constructed of fabric or other material that extends outward from a building, generally providing a protective shield for doors, windows, and other openings, supported by the building and supports extended to the ground directly under the canopy or cantilevered from the building.
- H. COMMUNITY OR CIVIC EVENT: A public event not intended for the promotion of any product, political candidate, religious leader or commercial goods or services.
- I. DISPLAY BOX: A freestanding or wall sign faced with glass or other similar material designed for the express purpose of displaying menus, current entertainment or other like items.
- J. ELECTRONIC DISPLAY TERMINAL: An electronic terminal, screen, or monitor used to receive or provide information, advertise a good or service or promote an event.
- K. FLAG: A piece of cloth, plastic or similar material, usually rectangular or triangular, attached by one (1) edge to a staff/pole as a distinctive symbol of a country, government, organization or other entity or cause.
- L. GRADE: The ground surface elevation of a site or parcel of land.
  - 1. Grade, Existing: The grade of a property prior to any proposed development or construction activity.
  - 2. Grade, Natural: The grade of land prior to any development activity or any other man-made disturbance or grading. Planning Staff shall estimate the natural grade, if not readily apparent, by reference elevations at points where the disturbed area meets the undisturbed portions of the property.

3. Grade, Finish: The final or resulting grade where earth meets the building or sign after completion of the proposed development activity.
- M. HANDBILL: A paper, sticker, flyer, poster, pamphlet, or other type of medium distributed by hand for identification, advertisement, or promotion of the interest of any person, entity, product, event, or service.
- N. HEIGHT OF SIGN: The height of a sign is the vertical distance measured from natural or finish grade to the top of the sign.
- O. OPAQUE: Opaque means that a material does not transmit light from an internal illumination source. Applied to sign backgrounds, opaque means that the area surrounding any letters or symbols on the sign either is not lighted from within or allows no light from an internal source to shine through it.
- P. MULTIPLE USES: Any lot, building, or other structure or tract of land that has been designated for multiple nonresidential uses, through the approval of a development permit.
- Q. NAME PLATE: A sign that identifies the name, occupation, and/or professions of the occupants of a premise.
- R. PREMISE: Land and the buildings owned or rented, upon it.
- S. PRIVATE PLAZA: Private property in excess of 1,000 square feet that generally serves as common area to adjoining commercial development and is free of structures, is hard surfaced and/or landscaped. Private plazas generally provide an area for pedestrian circulation, common amenities, and act as a gathering space for private or public purposes.
- T. PUBLIC PROPERTY: Any property owned by a governmental entity.
- U. REPRODUCTION: An object that has been designed and built to resemble a product or service.
- V. SIGN: Sign shall mean and include a display of an advertising message, usually written, such as an announcement, declaration, demonstration, product reproduction, illustration, insignia, surface or space erected or maintained in view of the observer primarily for identification, advertisement, or promotion of the interest of any person, entity, product, or service. The definition of a sign shall also include the sign structure, supports, lighting system, and any attachments, flags, ornaments or other features used to draw attention of observers.
1. Sign, Abandoned. Any sign applicable to a use which has been discontinued for a period of six (6) months.



2. Sign, A-Frame. Any sign or structure composed of two (2) sign faces mounted or attached back-to-back in such a manner as to form a basic triangular shape.
3. Sign, Awning. Any sign painted on or attached to an awning or canopy.
4. Sign, Cabinet. A frame covered by translucent material. The entire structure is one (1) unit and the copy is not intended to include the individual letters.
5. Sign, Campaign. A temporary sign on or off-premises, announcing, promoting, or drawing attention to a candidate seeking public office; or announcing political events or issues.
6. Sign, Canopy. Any sign painted or attached to a canopy.
7. Sign, Changeable Copy. A manually operated sign that displays graphics or a message that can be easily changed or altered without altering the face or surface of the sign(also see Sign, Electronic).
8. Sign, Construction. A temporary sign placed on a site identifying a new development or building construction.
  - a. Project Marketing Sign. A sign identifying the financial institution of a development, and may include a plat map, and real estate information.
  - b. Construction Identification Sign. A sign identifying the contractor and or builder responsible for a project or development.
  - c. Construction/Project Marketing Sign. A combination of a construction sign and project marketing sign.
9. Sign, Copy. Copy is all the written matter, illustrations, logo's or slogans on a sign expressed in words, sentences, or figures designed to convey the desired message of the sign.
10. Sign, Directional. Signs which serve as directional guides to recognized areas of local or regional importance and patronage, including:
  - a. Recreational and entertainment centers of recognized regional significance.
  - b. Major sports stadiums, entertainment centers or convention centers.
  - c. Historic landmarks, churches, schools, community centers, hospitals and parks.
  - d. Public safety, municipal directional, parking and essential services.

11. Sign, Directory. A sign located on the premise to direct traffic, that contains the name of a building, complex or center and name and address of two (2) or more businesses being part of the same sign structure or interior to the building which can be seen from the outdoors.
12. Sign, Electronic. A window, wall, or other sign that changes messages through a marquee, reader board, electronic message center, or other replaceable copy area (also see Sign, Changeable Copy).
13. Sign, Externally Illuminated. A sign illuminated by light sources from the outside.
14. Sign, Free-Standing. A sign that is supported by one (1) or more uprights or braces which are fastened to or embedded in the ground.
15. Sign, Ghost. A sign on an exterior building wall, which has been weathered and faded to the extent that it has lost its original brightness of color and visibility.
16. Sign, Hanging. A sign attached underneath a canopy, awning or colonnade.
17. Sign, Historic. A sign that by its construction materials, age, prominent location, unique design, or craftsmanship, provides historic character, individuality, and a sense of place or orientation regarding clues to a buildings history.
18. Sign, Historic Replication. A sign, which is an exact replication, including materials and size, of a historic sign which once existed in the same location.
19. Sign, Hours of Operation. A sign that displays the hours during which the buildings tenant serves the public, this includes "open" and "closed" signs.
20. Sign, Hybrid. A sign which is a combination of two or more common types of signs. (ex. Electronic- monument, electronic- projection.)
21. Sign, Identification. A sign which identifies only the name and/or logo and/or address of a commercial, industrial, or multi-family complex and the owner and tenants thereof.
22. Sign, Illegal. Any sign which does not conform to the regulations of this chapter as currently adopted or as amended at the time of construction.
23. Sign, Internally Illuminated. A sign illuminated by light sources enclosed entirely within the sign cabinet and not directly visible from outside the sign.
24. Sign, Luminous Tube (Neon). A sign, that is outlined, or has characters, letters, figures, or designs that are illuminated by gas filled luminous tubes, such as neon, argon or fluorescent.



25. Sign, Monument. A sign that is supported by a foundation embedded in the ground and not attached to any building or wall.
26. Sign, Municipal Identification. A sign designed specifically for the purpose of notifying motorists of a City's municipal boundary and welcoming them.
27. Sign, Neighborhood Information. A sign located entirely on private property, designed to provide information or notifications to local residents regarding neighborhood events or issues.
28. Sign, Non-commercial Opinion. A sign, which does not advertise products, goods, businesses, or services and which expresses an opinion or point of view, such as, a political, religious, or other ideological sentiment or support or opposition to a candidate or proposition for a public election.
29. Sign, Non-Conforming (Legal). Any advertising structure or sign which was lawfully erected and maintained prior to such time as it came within the purview of the development code and any amendments thereto, and which fails to conform to all applicable regulations and restrictions of this chapter.
30. Sign, Off-Premise. A sign identifying a business, commodity, service, or industry, which is not conducted upon the premises on which the sign is placed.
31. Sign, On-Premise. A sign that identifies the name, occupation, and/or professions of the occupants of the premises.
32. Sign, Permanent. Any sign which is not temporary by definition, and is intended to be displayed for more than sixty (60) consecutive days
33. Sign, Pole. A freestanding sign that is supported by one (1) upright not greater than twenty-four inches (24") in diameter, or as determined by a structural engineer, and is not attached or braced by any other structure.
34. Sign, Political. A sign advertising a candidate for public office, proposition or other issue to be voted on by the electorate.
35. Sign, Portable. A sign that can be moved from place to place and is not permanently affixed to the ground or a building.
36. Sign, Projecting. A sign attached to a building or other structure, perpendicular to the street and extending in whole or in part more than six inches (6") beyond any wall of the building or structure.

37. Sign, Projection. A sign that utilizes a beam of light to project a visual image or message onto a surface.
38. Sign, Public Necessity. A sign that informs the public of danger or a hazard.
39. Sign, Real Estate. A temporary sign advertising the sale, rental or lease of the premises or part of the premises on which the sign is displayed. Real Estate signs are typically T-Post style signs.
40. Sign, Roof. A sign erected or painted upon or above the roof or parapet of a building.
41. Sign, Solicitation. Sign used to communicate no solicitations.
42. Sign, Special Purpose. A sign advertising a special event pertaining to drives or events of a civic, philanthropic, educational, or religious organization.
43. Sign, Special Sale. Temporary signs used to advertise a special sale.
44. Sign, Spot-Lit. A sign illuminated by spotlights intended to broadcast light on the sign.
43. Sign, Temporary. A banner, pennant, valance or other advertising display with or without frames, intended to be displayed in or out of doors for a short period of time; A temporary sign shall include, but is not limited to, the following:
- a. Open house signs
  - b. Political signs
  - c. Special events signs
  - d. Yard or garage sale signs
  - e. Grand Opening signs
  - f. Special business promotional display signs
  - g. Mobile signs
  - h. Banners
  - i. Wind signs
  - j. Portable signs
  - k. Inflatables
43. Sign, Unsafe or Dangerous. A sign constituting a hazard to public safety, or which does not meet lateral and/or vertical load requirements, or applicable wiring and installation standards of the city building codes.
44. Sign, Vehicle. Any sign, logo or advertisement placed, painted, attached, or displayed on a vehicle.



45. Sign, Wall. A sign with messages or copy erected parallel to and attached to or painted on the outside wall of a building.
46. Sign, Window. A sign installed upon or within three feet (3') from the window, visible from the street and exceeds two (2) square feet in area, for the purpose of viewing from outside of the premises. Window signs do not include merchandise displays.
47. Sign, Yard. A temporary sign that announces a garage sale, open house or similar event.
- W. **SINGLE USE**: Any lot, building, or other structure or tract of land that has been designated for one nonresidential use, through the approval of a development permit.
- X. **THEATER MARQUEE**: A permanent sign with changeable copy, which is used to advertise theater events.
- Y. **WALL MURAL**: A work of art, such as a painting applied directly to a wall, fence, pavement, or similar surface that is purely decorative in nature and content and does not include advertising by picture or verbal message.
- Z. **ZONE DISTRICT**: Refers to land use regulatory zones under the zoning ordinances of Coalville City.

### **09-1-050: PERMITTED SIGNS**

The following types of signs are allowed:

- 09-1-050: A. Freestanding Signs
- 09-1-050: B. Monuments Signs
- 09-1-050: C. Building Signs
- 09-1-050: D. Subdivision, Multi-Family Dwellings, and Residential Complex Signs
- 09-1-050: E. Highway Commercial (HC) Zone Sign Exceptions
- 09-1-050: F. Off-Premise Signs
- 09-1-050: G. Temporary Signs

**A. FREESTANDING SIGNS.** Each nonresidential use may erect an on-premise freestanding sign. All freestanding signs shall comply with the following standards:

1. **Number of Signs:** One (1) freestanding sign shall be permitted for the primary vehicular access to the parcel. The primary vehicular access is that access located adjacent to the primary parking area.
2. **Location/Setbacks:** Freestanding signs shall be located adjacent to the primary vehicular access to the parcel. In no case shall a freestanding sign encroach into a road right-of-way, nor shall any sign be situated near an intersection in such a

manner to interfere with vehicular sight distance. The sign, including supports, base and sign face, shall be setback at least three feet (3) from the edge of the right-of-way.

3. **Display Area Size:** The display area of all freestanding signs for a single use shall not exceed seventy-five (75) square feet in size. The display area of all freestanding, on premises signs for a parcel containing Multiple Uses shall not exceed one hundred (100) square feet. The display area of a sign, which may be double sided, shall include all copy and architectural embellishments that are an integral part of the sign message and appearance.
4. **Freestanding Sign Height:** In no case shall the highest point of a freestanding sign be more than twenty feet (20') above the grade elevation at the base of the sign.
5. **Materials:** Freestanding signs shall be constructed of wood or other natural or natural appearing materials, excluding supports. Plastic, Lexan or similar materials are allowed for individual letters and internally illuminated sign cabinets only.
6. **Illumination:** Signs may be illuminated provided that only indirect or internal lighting is utilized and that the light source is not visible. Backlit full sign face illuminated signs are prohibited. Backlighting through individual letters/copy on a dark translucent or opaque material that comprises the letters/copy of the sign face is permitted, if the light source is not visible.
7. **Landscaped Area:** Where feasible, all freestanding signs shall be located within a landscaped area. Landscaping, including shrubs, perennials, trees, lawn other appropriate vegetative materials, and landscape boulders where appropriate, shall be designed in a manner that softens the visual impact of the sign and maintains pedestrian and vehicular sight distances. Designs shall integrate the sign into the landform where possible.

**B. MONUMENT SIGNS.** Each nonresidential use may erect an on-premise monument sign. All monument signs shall comply with the following standards:

1. **Number of Signs:** One monument sign shall be permitted for each separate primary vehicular access to the parcel, up to a maximum of two (2) signs. The primary vehicular access is that access located adjacent to the primary parking area.
2. **Location/Setbacks:** Monument signs shall be located adjacent to the primary vehicular access to the parcel. In no case shall a monument sign encroach into a road right-of-way, nor shall any sign be situated near an intersection in such a manner to interfere with vehicular sight distance. The sign, including base and sign face, shall be set back at least three feet (3') from the edge of the right-of-way.



3. **Monument Sign Base:** All monument signs shall be constructed with a base of stone, stone veneer, textured concrete or weather resistant wood.
  4. **Display Area Size:** The display area of all monument signs shall not exceed thirty-two (32) square feet in size. The display area of a sign, which may be double sided, shall include all copy and architectural embellishments that are an integral part of the sign message and appearance.
  5. **Monument Sign Height:** In no case shall the highest point of a monument sign be more than eight feet (8') above the grade elevation at the base of the sign.
  6. **Materials:** Monument signs shall be constructed of wood, stone or other natural or natural appearing materials. Plastic, Lexan or similar materials are allowed for individual letters and internally illuminated sign cabinets only.
  7. **Illumination:** Signs may be illuminated provided that only indirect or internal lighting is utilized and that the light source is not visible. Backlit full sign face illuminated signs are prohibited. Backlighting through individual letters/copy on a dark translucent or opaque material that comprises the letters/copy of the sign face is permitted, if the light source is not visible.
  8. **Landscaped Area:** All monument signs shall be located within a landscaped area. Landscaping, including shrubs, perennials, trees, other appropriate vegetative materials, and landscape boulders where appropriate, shall be designed in a manner that softens the visual impact of the sign and maintains pedestrian and vehicular sight distances. Designs shall integrate the sign into the landform where possible.
- C. **BUILDING SIGNS:** Primary and Secondary Wall Signs, Projecting Sign, Suspended Sign, Awning Sign: Each nonresidential use may choose to utilize three (3) out of the five (5) types of signs, as described below. In no case shall two (2) or more same types of signs be used per use.
1. **Wall Signs:** Wall signs are those signs that are attached to or painted on the wall of a building, the display surface of the sign being parallel to the wall of the building on which the sign is placed. Wall signs shall not project out more than six inches (6") from the wall on which they are mounted.
    - a. Display Area: The area of all wall signs shall be the extreme limits of the display surface. The display surface includes any architectural embellishments or background materials that are an integral part of the display used to differentiate the sign from the wall of which it is mounted.
    - b. Materials: Wall signs shall be wood, metal, other natural or natural appearing materials, or painted on the side of the building. Plastic, Lexan, or similar materials are allowed for individual letters or internally illuminated sign cabinets only.

- 1.1. **Primary Wall Sign:** A wall sign that is located on the facade of the building that contains the primary access to the particular use. A primary wall sign shall not exceed one square foot of sign area for each one (1) linear feet of building facade frontage, up to a maximum of fifty (50) square feet.

In the case of multiple users in one building, the frontage shall include the length of the individual suite that is exposed to the exterior of the building where the primary access to the use is located.

In cases where a use does not contain exterior exposure to a building for the purposes of measuring sign area, that use may have a twenty-four (24) square foot sign.

- 1.2. **Secondary Wall Sign:** A sign that is located on a building facade that is separate from the facade on which the primary wall sign is located. A secondary wall sign shall not exceed a maximum of one-half ( $\frac{1}{2}$ ) the size of the permitted primary wall sign.

2. **Projecting Signs:** Projecting signs are supported by a building or other structure and project out from the building or structure over sidewalks or similar area in a manner that the display area is generally perpendicular to the face of the building or structure.

- a. Size: Projecting signs shall not exceed thirty (30) square feet.
- b. Display Area: The area of a projecting sign shall be the extreme limits of the display surface. The display surface also includes any architectural embellishments or background materials that are an integral part of the display and used to differentiate the sign from its surroundings.
- c. Height: Signs which project over a pedestrian walkway shall allow at least seven and one-half feet (7.5') of clearance between the bottom of the sign and the sidewalk or ground.
- d. Lighting: Projecting signs may be illuminated; provided, that only indirect or internal lighting is utilized and that the light source is not visible.
- e. Materials: Projecting signs shall be constructed of wood, metal or similar natural or natural appearing materials. Plastic, Lexan or similar materials are allowed for individual letters or internally illuminated sign cabinets only.

3. **Suspended Signs:** A sign that is suspended parallel or perpendicular from a building roof, facade, porch, overhang or other structural element by brackets, hooks, cables or chains.

- a. Size: Suspended signs shall not exceed fifteen (15) square feet.



- b. Display Area: The area of a suspended sign shall be the extreme limits of the display surface. The display surface also includes any architectural embellishments or background materials that are an integral part of the display and used to differentiate the sign from its surroundings.
  - c. Height: Suspended signs shall allow at least seven and one-half feet (7.5') of clearance between the bottom of the sign and the sidewalk or ground.
  - d. Lighting: Suspended signs may be illuminated; provided, that only indirect or internal lighting is utilized, and that the light source is not visible.
  - e. Materials: Suspended signs shall be constructed of wood, metal, or similar natural or natural appearing materials. Plastic, Lexan or similar materials are allowed for individual letters or internally illuminated sign cabinets only.
4. **Awning Signs**: Awning signs are comprised of letters and logos that are attached to the valance of an awning.
- a. Size: The words and logos on any awning sign shall not exceed eight inches (8") in height. Sign copy shall not exceed a maximum of fifteen percent (15%) of each side or face of the awning.
  - b. Lighting: Backlighting awnings are permitted provided that the light source is not visible.
  - c. Number of Signs: Up to three (3) sides of the awning may be used for a total of three (3) signs. Only one (1) sign is allowed on each side of the awning.
5. **Gas Station Canopy Signs**: Canopy signs are comprised of letters, numbers and logos that are attached to the sides of a canopy.
- d. Size: The words, numbers and logos on any canopy sign shall not exceed twenty-four inches (24") in height. Sign copy shall not exceed a maximum of twenty-five percent (25%) of each side or face of the canopy.
  - e. Lighting: Backlighting canopies are permitted provided that the light source is not visible.
  - f. Number of Signs: Up to three (3) sides of the canopy may be used for a total of three (3) signs. Only one (1) sign is allowed on each side of the canopy.
6. **Luminous Tube (Neon) Signs**: Luminous tubes (Neon) signs used to draw attention or advertise a business in any manner shall comply with the following standards:
- a. Size: All luminous-tube signs are limited to fifteen (15) square feet or

less in size.

- b. Height Limit: Luminous-tube signs shall be limited to the ground-floor elevation.
- c. Number of Signs: Two (2) luminous-tube sign is allowed for every twenty-five feet (25') of building façade width. One (1) luminous-tube sign of less than two (2) square feet in size is allowed per building or commercial tenant space without a permit.
- d. Setback and Orientation: Luminous-tube signs may be attached to the exterior of the building as a wall sign, installed as projecting sign or suspended sign.
- e. Zoning Restrictions: Luminous-tube signs are permitted in the Historic District of the Commercial (CC) Zone. Luminous-tube signs are prohibited in all other zoning districts.
- f. Design: Luminous-tube signs may not flash, move, alternate, or show animation. The outlining of a building's architectural features is prohibited.
- g. Illumination: No additional illumination other than the sign itself is permitted.

**D. SUBDIVISION, MULTI-FAMILY DWELLINGS, and RESIDENTIAL COMPLEX**

**SIGNS:** These signs are intended to identify and state the name of a subdivision, multi-family development, or residential townhome or condominium complex.

- 1. **Monument Signs:** One monument sign shall be permitted for each separate primary vehicular access to a subdivision, multi-family dwelling development, or residential townhome or condominium complex. All monument signs shall comply with the following standards:
  - a. Monument Base: All monument signs shall be constructed with a base of stone, stone veneer, textured concrete or weather resistant wood. The monument sign base structure is not subject to the sign display area size requirement.
  - b. Size: The sign display area shall not exceed thirty (30) square feet in size. The display area of a sign, which may be double sided, shall include all copy and architectural embellishments that are an integral part of the sign message and appearance.
  - c. Height: In no case shall the highest point of the sign be more than six feet (6') above the grade elevation at the base of the sign.
  - d. Materials: All monument signs shall be constructed of wood, stone or other natural or natural appearing materials. Plastic, Lexan or similar materials are allowed for individual letters and internally illuminated sign cabinets only.



- e. **Landscaped Area:** All monument signs shall be located within a landscaped area. Landscaping, including shrubs, perennials, trees, other appropriate vegetative materials, and landscape boulders where appropriate, shall be designed in a manner that softens the visual impact of the sign and maintains pedestrian and vehicular sight distances. Designs shall integrate the sign into the landform where possible.
- f. **Location/Setbacks:** In no case shall a monument sign encroach into a road right-of-way, nor shall the sign be situated near an intersection in such a manner to interfere with vehicular sight distance. Monument signs shall be set back at least three feet (3') from the edge of the right-of-way or property line.

**E. HIGHWAY COMMERCIAL (HC) ZONE SIGN EXCEPTIONS:** In addition to the sign standard provisions described in this chapter, the following sign exceptions are allowed in the Highway Commercial (HC) Zone District:

1. **Freestanding Sign Height:** The highest point of a freestanding sign located in the HC Zone shall not exceed eighty feet (80') above the grade elevation at the base of the sign.
2. **Freestanding Sign Display Area Size:** The display area of freestanding signs for a single use in the Highway Commercial (HC) Zone shall not exceed three hundred (300) square feet. The display area of all freestanding signs for a parcel containing multiple uses shall not exceed one thousand (1,000) square feet and shall be combined in one sign.
3. **Primary Wall Sign:** A wall sign that is located on the facade of the building that contains the primary access to the particular use shall not exceed one square foot of sign area for each one (1) linear feet of building facade frontage, up to a maximum of one hundred (100) square feet.

In the case of multiple uses in one building, the frontage shall include the length of the individual suite that is exposed to the exterior of the building where the primary access to the use is located.

In cases where a use does not contain exterior exposure to a building for the purposes of measuring sign area, that use may have a fifty (50) square foot sign.

**Secondary Wall Sign:** A sign that is located on a building facade that is separate from the facade on which the primary wall sign is located shall not exceed a maximum of one-half ( $\frac{1}{2}$ ) the size of the permitted primary wall sign.

4. **Gas Pump Signs:** Signs located on or above gas pumps are exempt up to a maximum of two (2) signs for each side of the pump for a total sixteen (16') square feet of sign area.

**5. Changeable Copy Signs:** Changeable copy signs are permitted in the Highway Commercial (HC) Zone and shall comply with the following standards:

- a. Electronic Message Signs: Electronic message signs shall not cause glare or rapid blinking, nor be intensely lighted that may create a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties. These signs shall have a minimum of two (2) second intervals between screen changes. Any time an electronic message sign is operating between sunset and sunrise, said signs shall be set at not more than forty percent (40%) of the maximum capable light output.
- b. Number of Signs: The maximum number of changeable copy signs for a commercial or non-profit business is two (2) signs.
- c. Design: The sign materials and design shall be compatible with the color, materials and architecture design of the building. The sign shall be colorfast and resistant to ultraviolet radiation. The individual letters shall be uniform in size and color.
- d. Illumination: Illumination of changeable copy signs shall be limited to a case with a dark translucent or opaque background face which enclose the sign letters.

**F. OFF-PREMISE SIGNS:** Off-premise signs are intended to identify a business, commodity, service, or industry, which is not located within and readily visible from the entry corridors of the City. Off-premise signs shall be limited to provide direction to a business or use located in the City and shall be constructed in accordance with the following:

1. **Size:** Off-premise signs shall not exceed fifty (50) square feet.
2. **Sign Copy:** Off-premise signs shall contain the business name and directional information only.
3. **Number of Signs:** There shall be no more than one sign face per direction of facing for each business or use.
4. **Location:** An off-premise sign shall not be located within a 300-foot radius of any other off-premise sign intended to be read from the same right-of-way. The sign shall not be within a 100-foot radius of any other off-premise sign intended to be read from a different right-of-way. All spacing measurements in this subsection shall refer to a measurement made along the edge of the right-of-way and shall apply only to structures located on the same side of the roadway. These spacing provisions do not apply to signs separated by buildings or other obstructions in such a manner that only one sign facing located within the above spacing distance is visible from the road right-of-way at any one time.



5. **Lighting.** Off-premise signs shall not be illuminated nor shall blinking or flashing lights be used.
6. **Height:** In no case shall the highest point of the sign be more than twenty (20) feet above the grade elevation at the base of the sign.
7. **Setback:** In no case shall an off-premise sign encroach into a road right-of-way, nor shall the sign be situated near an intersection in such a manner to interfere with vehicular sight distance. Off-premise signs shall be set back at least 10 feet (10') from the edge of the right-of-way.
8. **Written Permission:** Off-premise signs shall only be located on property for which the permit applicant has written permission from the landowner or person lawfully in control of the property to erect and maintain an off-premise sign.

**G. TEMPORARY SIGNS:** "Temporary sign" means any sign or advertising display constructed of cloth, wood, canvas, light fabric, paper, vinyl or other materials with or without frames intended to be displayed for a limited time period and not permanently affixed to a building or the ground.

1. **General Provisions for All Temporary Signs:** The following standards shall apply to all temporary signs:
  - a. Permit Required: A sign permit is required for a temporary sign prior to Installation, unless otherwise exempted in Section G.
  - b. Location: Signs shall be located on the parcel on which the entity requesting the sign is located and may not encroach into the public right-of-way, nor impede pedestrian traffic. Signs shall not be attached to utility poles, fences, trees, or other similar objects.
  - c. Illumination: Illumination of temporary signs is prohibited.
  - d. Size: Signs may not exceed a maximum size of twenty (20) square feet.
  - e. Display: All temporary signs must be subordinate to and be positioned in such a way so that any permanent signage display on the same property remains completely visible.
  - f. Maintenance: Temporary signs must always be properly maintained. Any faded, torn, ripped, detached, defaced, sagging or otherwise damaged sign must be promptly repaired, replaced, repositioned or removed.
  - g. Timeframe: Temporary signs may be displayed up to sixty (60) days per calendar year.
  - h. Height: Freestanding temporary signs may not exceed eight feet (8') in height, measured from the top of the sign to the grade directly below. Signs attached to

a building may not exceed fifteen feet (15') in height, measured from the top of the sign to the grade directly below.

- i. Number of Signs: Only one (1) temporary sign is allowed for each use.

### **09-1-060: PROHIBITED SIGNS**

The following signs are prohibited in Coalville City:

- A. **Electronic Message Signs**: A sign where message content is changed in a fixed cabinet composed of electrically illuminated or mechanically driven changeable components. Changeable Copy Signs may be allowed in the Highway Commercial (HC) Zone as exempted in Section 09-1-050: E.5.
- B. **Flashing Signs**: Any illuminated sign on which the light is not stationary or constant in intensity and color.
- C. **Roof Mounted Signs**: A sign that is mounted on the roof of a structure, or signs that project above a roof edge or eave.
- D. **Moving Signs**: Any sign or part of a sign that changes physical position by any movement or rotation or that gives the visual impression of movement. Such signs also include strings of pennants, banners, ribbons, streamers, balloons, spinners, or other similar moving or fluttering or inflated devices.
- E. **Signs Imitating Official Traffic Signs**: Signs imitating official traffic signs in any manner which are visible from public areas.
- F. **Portable Signs**: Portable signs not permanently affixed to the ground, except as otherwise allowed as an off-premise temporary sign in Section G.
- G. **Mobile Signs**: Signs attached to stationary vehicles, equipment, trailers and related devices, when used in a manner to augment approved signage for a business as opposed to normal operation or parking of the vehicle or device.
- H. **Obstructing Signs**: Signs which, by reason of size, location, content, coloring or manner of illumination, obstruct the vision of motorists or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on any road or street, as determined by the City.
- I. **Hazardous Signs**: Any sign or sign structure which constitutes a hazard to public health or safety, as determined by the City.
- J. **Signs on Public Property**: Signs on trees, utility poles, and on other public property, other than public information signs.
- K. **Off Premises Signs**: Off premises signs are prohibited except as provided for in Section 09-01-050: E herein.



- L. **Signs in Disrepair:** Any sign in disrepair or which the sign message face has been removed or destroyed, leaving only the supporting frame or other components, and said condition exists for more than ninety (90) days is prohibited and shall be removed.

### **09-1-070: EXEMPTED SIGNS**

The following signs are exempt from obtaining a sign permit with the following requirements:

- A. **Informational Signs:** Signs which are not more than six (6) square feet in size and not more than four feet (4') in height and which are used to direct vehicular and pedestrian traffic or to direct parking and traffic circulation on private property. Informational signs shall not contain advertising material or message. These signs shall not be permitted in a public right-of-way.
- B. **Public Signs:** Legal notices, identification, informational, cultural, promotional, historic or directional signs erected by Coalville City or other governmental entities authorized by the City for public purposes. These signs may be in the public right-of-way.
- C. **Public Regulatory Signs:** All public regulatory signs located in the City which meet all the state requirements.
- D. **Interior Signs:** Signs located on the interior of any building, or within an enclosed lobby of any building or group of buildings and which cannot readily be seen from the exterior of the building, and the signs are located to be viewed exclusively by the patrons of such use or uses.
- E. **Utility Signs:** Signs of public utility or cable television companies which show the locations of underground facilities.
- F. **Street Address and Identifications Signs:** A sign with content including only the name or professional title of the occupant and address of the premises. Such signs shall not exceed two (2) square feet in size. The sign shall be limited to flush mounted or window type signs with only one sign per premises. These signs shall not be permitted in the public right-of-way.
- G. **Customer Information Signs:** Customer information signs located on or near the building and outside of required setback areas may display such items as "credit cards accepted", prices and menus. Signs shall not exceed two (2) square feet in size.
- H. **Flags:** Single or multiple-use developments may have no more than three (3) freestanding flagpoles at any time. Flagpoles are restricted to only flying one flag per pole. The maximum size of any one flag shall be sixty (60) square feet. Flagpoles may not exceed twenty-eight feet (28') in height, measured from the top of the pole to

the grade directly below. Up lighting of all flags, except the flag of the United States of America, is prohibited. The painting of flags on an exterior building surface is also allowed in compliance with these requirements.

- I. **Window Signs:** Window signs shall not exceed fifty (50%) of the area of a single window in which it is placed. A single window is any window, or section of windows, that is separated from another window by twelve inches (12") or more. Any door with windows is considered a separate window. Window signs may not be combined in order to gain a larger sign for one particular window.
- J. **Neon Signs:** Two (2) neon signs are allowed for each nonresidential use. The sign may be located on the inside of any window. These signs may not exceed two (2) square feet in size and may not flash or be animated in any manner. Neon signs are considered window signs and may not exceed fifty percent (50%) of the area of the window in which they are placed.
- K. **Light Pole Banners:** Banner signs on light poles are allowed in all developments. Banner signs may not exceed twelve (12) square feet in size.
- L. **No Trespassing or No Dumping Signs:** No trespassing or no dumping signs may not exceed sixteen (16) square feet in area for a single sign or are limited to four (4) signs at four (4) square feet for each lot or parcel unless the land use administrator, or other authorized officer, finds more signs are required to prevent violation.
- M. **Plaques:** Plaques or nameplate signs not more than two (2) square feet which are fastened directly to the building.
- N. **Symbols or Insignia:** Religious symbols, commemorative plaques of recognized historical agencies, or identification emblems of religious orders or historical agencies, provided that no such sign shall exceed eight (8) square feet in area and provided further that all such signs be placed flat against the building.
- O. **On Premises Real Estate Signs:**
  - 1. Signs advertising the sale, rent, or lease of property shall be limited to one real estate sign on each lot. Each sign shall not exceed six (6) square feet in size and six feet (6') in height.
  - 2. One real estate sign per street frontage is allowed for any multiuse residential or professional office building or lot intended for such and may not exceed twenty-four (24) square feet in area or eight feet (8') in height. If the parcel is over two (2) acres in size, the sign may not exceed thirty-two (32) square feet.



3. Model home signs shall not exceed sixteen (16) square feet in area, nor exceed six feet (6') in height and shall be placed entirely upon the premises of the model home.

**P. Temporary Open House Real Estate Signs:** Open house signs not to exceed six (6) square feet in area and four feet (4') in height, advertising real estate open houses may be placed on private property in the vicinity of the property open for inspection. They shall not be attached to trees, poles, street signs, etc. Signs may be displayed in the City right-of-way if they are not disruptive to the regular flow of traffic or pedestrians. Open house signs shall be displayed only during those hour(s)/day(s) which the property is open for actual inspection.

**Q. On Premises Signs for Home Occupation in Residential Zones:** Home occupations may have one non-illuminated flat wall sign two (2) feet by three (3) feet for a total of six (6) square feet in size which identifies the name of the business. This exemption applies to uses operated out of a single-family home.

**R. Political or Campaign Signs:** In addition to signage otherwise authorized by this chapter, political or campaign signs on behalf of candidates for public office or measures on election ballots are allowed as follows:

1. Signs for all candidates, regardless of participation in a primary election, may not be erected earlier than sixty (60) days prior to a primary election and shall be removed by the Monday following a general election. Candidates who lose a primary election shall remove signs by the Monday following the primary election. Signs relating to elections on special issues may be installed and must be removed on the same basis.
2. Any one sign shall not exceed twenty-four (24) square feet in size and shall not exceed six feet (6') in height. Such sign shall not be erected in a manner as to constitute a roof sign. No more than 2 signs of the same candidate or issue shall be posted on the same property. Signs may not be placed on public property or in a public street right of way in which the sign location would impede traffic visibility or safety. Signs along roadways which do not contain improvements of curb, gutter, and/or sidewalks may not be placed closer than ten feet (10') to the edge of the paved surface.
3. Campaign signs shall not be placed closer than one hundred fifty feet (150') to a building where any official voting station is located.

**S. Properties Under Development or Construction:** Properties which have an approved subdivision plat, site plan, or other type of development permit upon which construction or development is occurring are exempt subject to the following sign standards:

1. Size: Signs may not exceed a maximum of twenty (20) square feet in size.
2. Materials: Signs may only be freestanding and must be made of a rigid material. Banners or other similar signs applied to cloth, paper, flexible plastic, vinyl, or fabric of any kind are not permitted.
3. Height: Signs may not exceed six feet (6') in height, measured from the top of the sign to the grade directly below.
4. Number of Signs: Only one (1) sign is allowed per street frontage.
5. Location: The sign must be located on the parcel that is subject to the approved development permit and may not encroach into the right of way, nor impede pedestrian traffic.
6. Timeframe: The sign(s) are allowed for the duration of the construction of the development. and shall be removed upon completion of the project.

T. **Non-commercial Opinion Signs:** Noncommercial opinion signs are subject to all requirements and provisions of the Utah State Code annotated and other laws as may be applicable. There are no time frames for noncommercial opinion signs. Such signs are regulated as follows:

1. Residential Properties: Residential properties are permitted nine (9) square feet of a sign area, not to exceed three feet (3') in height. The sign square footage may be split between two (2) or more signs, but the total square footage may not exceed nine (9) square feet.
2. Non-residential Properties: Nonresidential properties are permitted six (6) square feet of sign area, not to exceed three feet (3') in height. The sign square footage may be split between two (2) or more signs, but the total square footage may not exceed six (6) square feet.

### **09-1-080: NONCONFORMING SIGNS**

Existing signs which were lawfully established before the adoption of this chapter, but which are now prohibited, regulated, or restricted, may remain until such time as they are removed or otherwise required to be brought into conformance:

- A. **Property Owner Responsibility:** The property owner bears the burden of establishing that any nonconforming sign lawfully exists.
- B. **Enlargement of Nonconforming Signs:** A nonconforming sign may not be enlarged in any way unless it conforms to the provisions of this chapter.



- C. **Location:** Signs conforming to the provisions of this chapter may be erected on a parcel that contains a nonconforming sign(s); however, the new sign(s) must be a different type than the existing nonconforming sign(s) (i.e., if the nonconforming sign is a freestanding sign, a conforming freestanding sign may not be erected).
- D. **Alterations:** A nonconforming sign may be altered to decrease its nonconformity.
- E. **Maintenance, Repair and Upgrading of Nonconforming Signs:** All nonconforming signs shall be maintained in a state of good repair; provided, however, that any repainting, cleaning and other normal maintenance or repair and upgrading of the sign or sign structure shall not modify the sign structure or copy in any way which makes it more nonconforming.

### **09-1-090: ENFORCEMENT:**

- A. The CDD or designated planning staff member shall be responsible for enforcing the provisions of the sign regulations established herein.
- B. Violation of the sign provisions established herein may result in fines or other remedial actions in accordance with the provisions of this code and state law.
- C. If signs not conforming to the requirements of this chapter are installed within a public right-of-way, City personnel may remove and impound the signs if notice to remove the signs has been sent to the property owner and they have failed to comply with that notice.

### **09-1-100: PENALTY:**

Any person found guilty of violating any of the provisions, rules and regulations of this Chapter, is guilty of a Class "C" misdemeanor, pursuant to Utah Code Annotated, as amended. Each violation shall be subject up to a \$100 fine for each day the violation continues beyond the correction notice date issued by the City for such violation.

### **09-1-110: APPEALS**

- A. **Right To Appeal:** Any person who has been ordered to alter or remove any sign, or any person whose application for a sign permit has been denied because of conflict with regulations stated herein, may appeal to the City Council by serving a written notice to the CDD, or designated staff member, within fifteen (15) days of the order or denial. An applicant may also appeal to the City Council an alleged error by the CDD or designated staff member.
- B. **Appeal for Special Exceptions:** Upon appeal by the sign owner or business, the City Council is empowered to grant a special exception to allow the retention, alteration, movement, or expansion of an existing nonconforming sign, provided the City Council determines that:

1. The nonconforming sign poses an alternative equivalent means of meeting the intent of this chapter and the City's general plan;
2. The action will not impose a burden on other properties in the City beyond that posed by a conforming sign; and
3. Approval will provide a forum for free expression or other measurable benefits to the public.