

ORDINANCE 25-05

AN ORDINANCE AMENDING TITLE 10 ZONING REGULATIONS, PROVIDING FOR CONSISTENCY IN THE LAND USE APPLICATIONS FOR SIGNS IN THE HISTORIC OVERLAY ZONE, PROVIDING FOR REPEALER; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, Morgan City is proposing to allow Low-Profile Signs in the Historic Overlay Zone and make other modifications regarding signs; and

WHEREAS, Morgan City is proposing to further implement the City's General Plan recommendations for the Downtown area and Downtown Plan in progress; and

WHEREAS, the City Council has reviewed the Planning Commission's recommendations and has received pertinent information in the public hearing regarding the proposal; and

WHEREAS, the Planning Commission has determined that the recommendations are rationally based and has recommended that the City Council approve the amendments;

WHEREAS, Upon making the necessary review, the City Council has determined that these amendments are rationally based, reasonable, and consistent with the intent of the City's General Plan, which is in furtherance of the general health, safety, and welfare of the citizens of Morgan City.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF MORGAN, UTAH:

SECTION 1. REPEALER. If any provisions of the Morgan City Code heretofore adopted, that are inconsistent with these amendments are hereby repealed.

SECTION 2. ENACTMENT. THAT TITLE 10, CHAPTER 10.14.090, SECTION 7 REGARDING SIGNAGE, HEREBY BE ENACTED AS FOLLOWS:

10.14.090 HC HISTORIC COMMERCIAL OVERLAY ZONE

7. Design Guidelines For Signs: Signs should be subordinate to the overall building composition. Historically, signs used on Commercial Street were relatively simple. They varied in size and location quite broadly, but most were basic painted panels with simple type styles. The earliest signs had no lighting. In later years, an indirect light source was typical. These historic sign characteristics should be continued. A balance throughout the street is sought. To do so, the Commission City seeks to limit the size and number of signs such that no single sign dominates the setting, but rather the district reads as a distinct neighborhood. **The Planning Department shall review and approve signs within the Historic Commercial Overlay Zone according to this ordinance and the Sign Regulations 10.32.**

- a. Sign Context: A sign typically serves two (2) functions: first, to attract attention, second, to convey information. If the building front is well designed, it alone can serve the attention getting function, allowing the sign to be focused on conveying information in a well conceived manner. All new signs should be developed with the overall context of the building and of the district in mind.

1. Consider the building front as part of an overall sign program.

- (A) The overall facade composition, including ornamental details and signs, should be coordinated.
- (B) Signs also should be in proportion to the building, such that they do not dominate the appearance.
- (C) A master sign plan should be developed for the entire building front, and should be used to guide individual sign design decisions.

2. A sign should be subordinate to the overall building composition.

- (A) A sign should appear to be in scale with the facade.
- (B) Locate a sign on a building such that it will emphasize design elements of the facade itself. In no case should a sign obscure architectural details or features.
- (C) Mount signs to fit within existing architectural features. Signs should help reinforce the horizontal lines of moldings and transoms seen along the street.
- (D) A window sign should not dominate or obscure the view through the window.

3. A sign should be in character with the material, color, and detail of the historic context of the district. Simple letter styles and graphic designs are more appropriate in the context of the simple wordage or language on structures historically found on Commercial Street.

b. Permitted Types Of Signs:

(1) Flush mounted signs are appropriate.

- (A) A flush mounted wall sign is one that is flat to the wall. In most cases, a flush mounted wall sign should be positioned just above the display window or just above the transom window.
- (B) Place a wall sign so that it aligns with others in the block, if practical.
- (C) Only one flush mounted sign should be provided for each district facade module.

(2) Projecting signs are allowed. They may not project more than four feet (4') from the building's facade, and must be a minimum of eleven feet (11') above any walkways.

(3) A window sign may be considered.

- (A) A window sign may be painted on or hung just inside a window.
 - (B) A window sign should not obstruct the view into or out of the building. It cannot occupy more than thirty percent (30%) of the window area that is below six feet (6') as measured from the grade of the sidewalk. Seasonal decorations may be in addition to the thirty percent (30%) limitation.
- (4) An awning sign may be considered.
- (A) An awning sign may be woven, sewn or painted onto the fabric of the valance portion of the awning. (See also subsection K5j(1) of this section.)
- (5) A directory sign may be considered.
- (A) Where several businesses share a building, coordinate the signs. Align several smaller signs, or group them into a single panel as a directory to make them easier to locate.
 - (B) Use similar forms or backgrounds for signs to tie them together visually and make them easier to read.
 - (C) The sign must be simple in design and placed on buildings in a location which does not detract from the overall character of the building.
- (6) Sandwich or menu boards that stand on the sidewalk are allowed. These are to be next to the curb or within the recessed entranceway. They may be no larger than four feet (4') in height and two feet (2') in width, and must ensure a four foot (4') unobstructed path along pedestrian walkways.

(7) A Low-Profile Sign may be considered.

- (A) A maximum of one low-profile sign per property is permitted.**
- (B) Low-profile sign size and dimensions is per sign ordinance Sign Regulations 10.32.**
- (C) Use similar forms or backgrounds for signs to be visually with buildings, the area and make them easier to read.**
- (D) The sign must be simple in design and placed in a location which does not impede future development.**
- (E) The low-profile sign base must be a minimum of 18" inches in height, made of historic and lasting materials that match the Commercial Street buildings of distinct historic value. Approved materials include brick and stone, or other historic materials as approved by the City.**

c. Inappropriate Sign Types:

(1) Signs that are out of character with those seen historically, and that would alter the historic character of the street, are inappropriate **and not permitted.**

- (A) ~~Freestanding signs, either Pole mounted or monument types are inappropriate except on open lots.~~
- (B) Animated signs and inflatables are inappropriate. Signs animated mechanically or by fan created movements are not allowed.
- (C) Any sign that visually overpowers the building or obscures significant architectural features is inappropriate.
- (D) Flashing signs are not allowed in windows or on buildings.

d. Sign Materials:

- (1) Sign materials shall be compatible with that of the building facade.
 - (A) Painted wood and metal are appropriate material for signs. Their use is encouraged. Unfinished materials, including unpainted wood, are discouraged because they are out of character with the historic context and do not withstand the weather.
 - (B) Highly reflective materials are inappropriate.
 - (C) Plastic is inappropriate as the primary sign material. ~~Internally lighted box signs are not allowed.~~
 - (D) Any applicant desiring to use an alternative material, or desires to use a restricted material with the objective of satisfying the intent of this code, may submit an application for review to the ~~Commission~~ **City.**

e. Sign Content:

The use of symbol design is encouraged.

- (A) Symbols add interest to the street, are quickly read, and are remembered better than written words.
- (B) Symbols must be in scale to the sign and structure.
- (2) Use colors for the sign that are compatible with those of the building front.
- (3) Simple sign designs are preferred.
 - (A) Typefaces (font styles) that are in keeping with those seen in the area historically are encouraged. Avoid sign types that appear too contemporary.
 - (B) Limit the number of colors used on a sign. Generally, no more than three (3) colors should be used.
- (4) Select letter styles and sizes that will be compatible with the building front.
Avoid hard to read or overly intricate typeface styles.

f. Sign Lighting: Lighting designs should enhance one's ability to perceive and interpret the historic character of individual buildings and of the district as a whole, both during the day and at night. Sign lighting should not overwhelm the

