

ORDINANCE NO 2014-1

AN ORDINANCE OF THE COUNCIL OF THE TOWN OF VINEYARD, UTAH, AMENDING THE TOWN OF VINEYARD ZONING ORDINANCE, BY ADDING CHAPTER 24 SIGNS AS SHOWN IN THE FILE.

WHEREAS, all due and proper notices of public hearings on this Ordinance held before the Town of Vineyard Planning Commission (the "Commission") and the Council of the Town of Vineyard (the "Town Council") were given in the time, form, substance and manner provided by Utah Code; and

WHEREAS, the Commission held public hearings on this Ordinance on February 19, 2014; and

WHEREAS, the Commission recommended to the Town Council that this Ordinance be approved; and

WHEREAS, the Town Council held a public hearing on this Ordinance on February 26, 2014.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE TOWN OF VINEYARD as follows:

SECTION 1. That the Vineyard Town Zoning Ordinance is amended by adding Chapter 24 Signs as shown on Exhibit A.

SECTION 2. That the Mayor, the Town Clerk and the Town Attorney are hereby authorized and directed to execute all documents and take all steps necessary to carry out the purpose of this Ordinance.

SECTION 3. If any provision of this Ordinance is for any reason held by any court of competent jurisdiction to be unenforceable, such provision or portion hereof shall be deemed separate, distinct, and independent of all other provision and such holding shall not affect the validity of the remaining portions of this Ordinance.

PASSED AND ADOPTED by unanimous vote of the Council of the Town of Vineyard, February 26, 2014.

Randy Farnworth, Mayor

ATTEST:

Pam Spencer, Town Clerk



PASSAGE BY MUNICIPAL COUNCIL  
ROLL CALL VOTE

**ORDINANCE NO. 2014-01**

An ordinance of the council of the town of vineyard, Utah, amending the Town of Vineyard Zoning Ordinance, by adding chapter 24 signs as shown in the file.

*ROLL CALL VOTE:*

MAYOR RANDY FARNWORTH

COUNCILMEMBER SEAN FERNANDEZ

COUNCILMEMBER NATHAN RILEY

COUNCILMEMBER DALE GOODMAN

COUNCILMEMBER JULIE FULLMER

motion	second	AYES	NAYS	ABSENT
		X		
	X	X		
		X		
		X		
X		X		
		5		

**TOTALS**

This Ordinance was passed by the Municipal Council of Vineyard Utah on the 26th day of February, 2014, on a roll call vote as described above.

**II**

MAYOR'S ACTION

Mayor's Action:  X  Approved       Disapproved

**III**

TOWN RECORDER'S CERTIFICATE AND ATTEST

This Ordinance was recorded in the office of the Vineyard Town Recorder on the 27th day of February, 2014

I hereby certify and attest that the foregoing constitute a true and accurate record of proceedings with respect to Ordinance No. 2014-.01

ATTEST:

  
\_\_\_\_\_  
Vineyard Town Recorder

## **Chapter 24 SIGNS**

### **Section 2401 PURPOSE**

The purpose of this Chapter is to regulate signs, as defined herein, in order to:

- A. Preserve and protect the public health, safety, and welfare within the Town of Vineyard.
- B. Maintain a balance between the needs of the business community to promote visibility of their enterprises and the desire of Vineyard citizens for high quality development within the Town.
- C. Promote the effectiveness of signs by preventing visual clutter, improper placement, and excessive size.
- D. Protect pedestrians and motorists within the Town of Vineyard from damage or injury caused, or partially attributable, to the distraction and obstructions which are caused by improperly located signs, and poorly constructed signs.
- E. Promote proper maintenance of signage to ensure continued safety and visual appearance.

### **Section 2402 REQUIREMENT OF CONFORMITY**

It shall be a violation of the Zoning Ordinance for a sign to be placed or maintained within the Town of Vineyard except as provided by this Chapter.

### **Section 2403 INTERPRETATION OF SIGN REGULATIONS**

- A. The provisions of this Chapter shall apply to the erection, construction, alteration, use, location and maintenance of all signs within the Town of Vineyard.
- B. Where there is a conflict between provisions of this Chapter and provisions of other regulations of the Town of Vineyard, the provisions of this Chapter shall take precedence.
- C. For the purposes of this Chapter, the use of steel ladles from the former Geneva Steel Plant as entry features shall not be considered a sign. The location of the ladles and surrounding entry feature shall be approved by the Town Planner and Town Engineer.

**Section 2404      COMPREHENSIVE SIGN PLANS**

- A. Purpose: To ensure design compatibility between all signage on a master planned site.
  
- B. A comprehensive sign plan must be submitted by any applicant proposing to develop or redevelop a project within the Town and shall be considered a required component of any preliminary site plan or preliminary plat application. The densities, height, and sign area for all signage shown within the comprehensive sign plan shall be in conformance with the requirements of this Chapter.
  
- C. A comprehensive sign plan shall, at a minimum, include the following items:
  - 1. Authorization from property owner.
  - 2. A statement of design indicating how the proposal meets Town requirements for continuity and design. The applicant shall identify common themes along with a limited set of colors, materials, illumination methods, and fonts which complement the proposed building architecture.
  - 3. A site plan identifying the location of all freestanding signs associated with the project.
  - 4. Final elevations/details, in color, showing the dimensions, materials, colors, design, method of illumination, and ground plane treatment for all proposed freestanding signs.
  - 5. Building elevations denoting the areas designated for wall mounted signage.
  - 6. Typical elevations/details, in color, showing the materials, colors, fonts, method of mounting, and method of illumination for a typical wall mounted sign. If multiple letter types are proposed, the sign plan shall include a detail for each possible type.
  - 7. Written sign standards and requirements, addressing items including but not limited to, temporary signage, window signage and prohibited signage.
  - 8. Any additional materials required by the Town Planner or authorized designee.
  
- D. Comprehensive sign plans proposing freeway pylon signs shall include the following additional support materials:
  - 1. Computer photo simulations or other professionally rendered perspectives, to scale, in which the proposed freeway pylon sign is depicted on the site as if

the freeway pylon sign was already in place. Simulations shall be provided from the following vantage points:

- a. View of the freeway pylon sign from the same side of the road as the proposed freeway pylon sign at a location one quarter of a mile (1/4 mile or 1320') away from the proposed sign location.
  - c. View of the freeway pylon sign from the opposite side of the road as the proposed freeway pylon sign at a location one quarter of a mile (1/4 mile or 1320') away from the proposed sign location.
  - e. View of the freeway pylon sign from the residential development closest to the proposed freeway pylon sign location.
  - f. Any additional simulations or renderings from other perspectives or heights, as required by Town staff on a case-by-case basis.
- E. A comprehensive sign plan must be approved prior to or in conjunction with a preliminary site plan or preliminary plat for any given project. Amendments to an approved comprehensive sign plan which meet all requirements of this Chapter shall be approved administratively.

## **Section 2405      GENERAL REQUIREMENTS**

- A. The following location requirements shall apply to all signs, excluding signs required for public/governmental purposes:
- 1. No sign or sign structure shall be erected or maintained in the public right-of-way, within an easement (other than an easement specifically for a sign), or be attached to any street light, street sign, traffic signal, utility pole, utility box, fire hydrant, bus shelter or other structure in the public right-of-way except where explicitly allowed by this Chapter.
  - 2. When explicitly allowed by this Chapter, temporary signs within the right-of-way shall be placed at least one (1) foot behind the sidewalk. The sign shall be placed at least five (5) feet behind the back of curb if no sidewalk exists. If no sidewalk or curb exists, the sign shall be placed at least five (5) feet behind the edge of pavement.
  - 3. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any street, sidewalk, fire escape, fire lane, exit, or accessible route, as defined in the most current Americans with Disabilities Act Accessibility Guidelines (ADAAG).

4. No sign or sign structure shall obstruct any street, sidewalk, private driveway, drive aisle, parking space, pedestrian path, or trail.
  5. No sign or sign structure shall project into or over any public sidewalk, street, alley, or other public place. Signs which project over public sidewalks a maximum of eight (8) feet may be approved if they meet aesthetic and safety requirements for their respective districts.
  6. No sign or sign structure shall obstruct traffic by obscuring the vision of motorists. A minimum sight distance triangle of thirty-three (33) feet shall be maintained at all street and driveway intersections; larger sight distance triangles may be deemed necessary by the Town Engineer.
  7. No sign or sign structure shall extend above a building's parapet.
  8. No permanent free-standing sign or permanent freestanding sign structure shall be located within five (5) feet of an interior property line.
  9. No illuminated wall mounted sign shall be permitted on a building elevation abutting any residential District or use unless separated by a public street.
  10. No temporary sign shall be placed on, attached to, or hung from any permanent sign.
  11. No temporary sign or display shall be placed on the roof of any building.
  12. No sign or sign structure may be placed on private property without expressed, written consent of the landowner.
- B. No sign shall be animated by mechanical or atmospheric means, except where explicitly allowed by this Chapter. This shall not prevent the use of searchlights allowed in conjunction with special events and promotions, as regulated by Section 7 of this Ordinance.
- C. Sign Walkers shall be permitted subject to the following restrictions:
1. A temporary sign permit shall be required for sign walkers:
    - a. Each permit shall be valid for up to one (1) year and may cover up to five (5) individual sign walkers. Additional temporary sign permits will be required for every additional five (5) sign walkers.
    - b. The completed temporary sign permit application shall identify the approximate location of all sign walkers.

- c. Violation of the terms of this subsection by any sign walker shall result in a revocation of all sign walker permits for the business being advertised by the person(s) in violation as well as the business employing the person(s) in violation, if different from the business being advertised. No new sign walker permits for said businesses shall be issued for one (1) year from the date of violation.
2. Sign walkers shall be permitted only during daylight hours.
3. It shall be prohibited for any sign walker to twirl, spin, throw, or otherwise animate a sign for the purpose of attracting the attention of the public. The normal movements of a sign which occur as a result of a person walking with, carrying or balancing a sign will not constitute a violation of this provision.
4. It shall be prohibited for any sign walker to locate within a public street or median. When located within the public right-of-way adjacent to a street, sign walkers must remain a minimum of five (5) feet in back of the street curb line. A width of contiguous sidewalk shall be maintained unobstructed in accordance with ADA requirements. If no curb is present, sign walkers shall locate no closer than five (5) feet to the edge of pavement.
5. No tent, ramada, patio umbrella, or other temporary structure or device may be set up within the public right-of-way, in a location which causes any portion of the tent, ramada, patio umbrella, or other temporary structure to project into the public right-of-way, or within a site visibility triangle.
6. Sign walkers may locate on private property with permission of the private property owner. Sign walkers shall not locate in any drive aisle, entrance, exit, or other area designed and designated for vehicular circulation. If located on a private sidewalk, a width of contiguous pavement shall be maintained unobstructed in accordance with ADA requirements.

## **Section 2406      CALCULATION OF SIGN AREA**

- A. The area of a sign shall be calculated by using a combination of no more than two (2) parallelograms, ellipses, and/or triangles which enclose the extreme limits of the advertising message. Any frame, material, color, or condition which forms an integral part of the display and is used to differentiate such sign from the wall or background against which it is displayed shall also be calculated towards the area of the sign.
- B. Where a sign message consists of separate and individual letters, modules, or symbols, each portion of said sign message shall not be considered as a separate sign.

- C. The necessary supports or uprights on which any freestanding sign is placed shall be excluded from a sign area calculation.
- D. Only one (1) face of a double-faced sign shall be considered in determining its sign area, except that both sides shall be counted in instances where the distance between faces exceeds six (6) feet.
- E. Where permitted by this Chapter, multi-tenant monument signs may consist of more than one (1) sign panel provided all such sign panels are attached to one common integrated sign structure. The calculation of area of a multi-tenant sign shall include all tenant panels and project identification information, excluding the portion(s) of a sign dedicated to providing the street number and/or address of the development site; provided, however, that this exclusion for the street number or address shall not apply to street numbers used as part of the business name.
- F. Where signs are of a three-dimensional, round, or other solid shape, the largest cross-section viewed as a flat projection shall be used for the purpose of determining the sign area. Signs visible from more than one direction or without clearly defined sign faces shall be considered as having two faces and each face calculated in the total allowable area.

**Section 2407 PERMANENT SIGN DESIGN, ILLUMINATION, AND CONSTRUCTION**

**A. General**

- 1. All permanent signs shall be designed to conform to the standards set forth approved development plan or site plan.
- 2. The lighting source of a directly illuminated sign shall not be visible to any residential district adjacent to the lot or parcel on which said sign is located.
- 3. The use of reflective material is prohibited.

**B. Freestanding Signs**

- 1. All permanent freestanding signs shall be situated perpendicular to the street, excluding low profile wall identification signs which may be situated parallel to a street.
- 2. All permanent freestanding signs shall be monument style only and shall complement the site architecture.
- 3. Landscaping shall be provided at the base of all permanent freestanding signage at a rate of four (4) square feet of landscaping for each one (1)

square foot of sign area. A minimum of seventy-five (75) percent of the required landscape area shall be covered with vegetative plant material.

C. Wall and Building Mounted Signs

1. Wall mounted box-cabinet signs greater than six (6) square feet in area shall be prohibited.
2. Signs mounted to wall mounted exposed raceways are prohibited unless structural limitations make other mounting alternatives infeasible, as determined by the Town Planner.
3. No sign shall be painted directly onto building facades or walls. No text shall be painted on a building wall for the purposes of advertising a business or product except as an integral part of an approved graphic logo.
4. No sign shall be painted on, mounted to, or affixed in any way to an awning and/or canopy. Interior illuminated awning signs are prohibited in all districts.

D. Variable Message Signs

1. Variable message signs using replaceable lettering shall have a secured, clear plastic cover, or equivalent.
2. Variable message signs shall have static displays. video, animation, and special effects such as traveling, scrolling, fading, dissolving, and bursting shall not be permitted except for signs for movie theaters. Static message displays shall not change more than once every eight (8) seconds.
3. Variable message signs which incorporate electronic message displays shall not increase the brightness level by more than 0.3 foot candles over ambient brightness levels, to be measured as follows
  - a. With the sign off or displaying black copy, a foot candle meter shall be used to record the ambient light reading for an area. Said measurement shall occur at least 30 minutes after sunset, from a distance which varies based upon the size of the sign, as follows:

Size of Sign	0-100 SF	101-350 SF	351-650 SF	651-1000 SF	1001+ SF
Distance for Measurement	100 feet	150 feet	200 feet	250 feet	350 feet

- b. With the sign on and displaying full white copy, a second measurement shall be taken from the exact location of the ambient level reading.

- c. A difference between the first and second reading of less than 0.30 foot candles is acceptable. Any sign in which the difference between the first and second reading is 0.30 or greater shall be in violation of this Ordinance. Signs in violation of this Ordinance shall be shut off until they are adjusted to meet the conditions herein.
- 4. Variable message signs which incorporate electronic message displays are required to have an automatic dimmer control to allow for automatic dimming of the intensity of the sign illumination and accommodate varying light conditions.
- 5. Any permitted variable message sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner shall be repaired or disconnected within forty-eight (48) hours by the owner or operator of such sign.

**Section 2408      TEMPORARY SIGN DESIGN, ILLUMINATION, AND CONSTRUCTION**

- A. Where permitted, temporary signs shall be constructed of durable and weather-resistant materials and be anchored, weighted, or tied down to avoid being displaced in windy conditions. All balloons and inflatable structures shall be tethered.
- B. Where permitted, temporary signs shall not be illuminated except when the illumination is approved in conjunction with a temporary use pursuant to Section 1 of this Ordinance. This provision shall not prevent the use of searchlights allowed in conjunction with special events and promotions as regulated by Section 7 of this Ordinance.
- C. Attachments to any permitted temporary sign, including but not limited to balloons and ribbons, are prohibited.

**Section 2409      NONCONFORMING SIGNS**

- A. Reasonable repair and maintenance of nonconforming signs shall be allowed. In the event a nonconforming sign is damaged or vandalized, the nonconforming sign must be restored to its previous condition within six (6) months or the nonconforming status of the sign shall be forfeited.
- B. If any entity that utilizes a non-conforming sign ceases operation for a period of one (1) year, the nonconforming status of the sign shall be forfeited.
- C. Not later than six (6) months after forfeiture of nonconforming status, such nonconforming signs shall be removed at the property owner's expense. Any

forfeited nonconforming sign not removed within this six (6) month period shall be considered an abandoned sign for the purpose of enforcement.

**Section 2410      PROHIBITED SIGNS**

A.      The following signs are prohibited:

1.      Abandoned Signs.
2.      Outlining of a building by means of exposed incandescent lighting.
3.      Vehicle signs.
4.      Off-premise signs, except where explicitly allowed by this Ordinance.
5.      Variable Message Signs, except where explicitly allowed by this Ordinance.
6.      Pole Signs.
6.      Illegal Signs, as defined by this Ordinance, excluding signs required for governmental purposes.
7.      Billboards.

**Section 2411      SIGNS AUTHORIZED WITHOUT PERMITS**

A.      Permits shall not be required for the following signs or situations; provided, however, that such signs shall be subject to any and all applicable provisions of this Ordinance.

1.      Standard sign maintenance.
2.      Sign relocation as required by the Town.
3.      Flags, pennants, or insignias of any nation, state, county, Town or other government entity or religious organization.
4.      Temporary decorations, displays or banners celebrating the occasion of recognized patriotic, religious or local holidays or events.
5.      Official traffic, fire, and police signs, both temporary and permanent, including but not limited to, changeable message signs, traffic control signs, street signs, traffic signals and devices and markings of the State of Utah and the Town of Vineyard or other authorized public agency, or the posting of notices as required by law.

6. Window Signs
  - a. Temporary window signs are permitted in commercial and employment districts only. The window sign(s) may be displayed for a period not to exceed thirty (30) days.
  - b. The total sign area shall not exceed twenty-five (25) percent of the window area of each window.
  - c. Window signs shall not be placed on required exit doors.
7. Non-illuminated directional or informational signs that (a) do not include directions to commercial establishments and (b) do not exceed three (3) feet in height and six (6) square feet in area. The width of the sign at its base shall be equal to or greater than the width of the sign at its top.
8. Political Signs
  - a. For parcels or lots less than one (1) acre located in a residential zoning district, the maximum sign area of a political sign shall be sixteen (16) square feet and the maximum height shall be five (5) feet. For parcels or lots greater than one (1) acre located in a residential zoning district and for all parcels or lots located in commercial and employment zoning districts, the maximum sign area shall be thirty-two (32) square feet and the maximum height shall be eight (8) feet.
  - b. Each candidate or ballot measure shall be limited to one (1) sign per street frontage on each lot or parcel.
  - c. Political signs may be erected within sixty (60) days of a local or national election. Political signs shall be removed no later than ten (10) days after the date of the election to which they refer. This shall not prevent a sign displayed for a primary election to remain if the candidate is part of a subsequent general election.
  - d. Political signs shall be kept in a safe and well-maintained condition. Signs that are damaged, worn or neglected shall be removed or repaired within forty-eight (48) hours after the damaged, worn or neglected condition is brought to the sign owner's attention.
9. Ideological Signs
  - a. In residential districts, the maximum sign area shall be sixteen (16) square feet and the maximum height shall be five (5) feet. In

commercial and employment districts, the maximum sign area shall be thirty-two (32) square feet and the maximum height shall be eight (8) feet.

- b. One ideological sign shall be allowed per lot or parcel.
- c. Ideological signs may be displayed for up to sixty (60) consecutive days on any lot or parcel. The minimum period between displays shall be ninety (90) days.

10. Garage, Yard, and Estate Sale Signs

- a. Temporary signs for individual garage, yard, and estate sales are permitted in all zoning districts. The maximum number of signs shall be two (2) per lot. The maximum sign area shall be four (4) square feet and the maximum height shall be three (3) feet.
- b. Sale signs may be located offsite up to two thousand six hundred forty (2,640) feet from the edge of the lot or parcel upon which the sale is being conducted; provided, however that no such sign shall be permitted within the public right-of-way and shall only be permitted on private property with permission from the property owner(s).
- c. Sale signs shall not be displayed more than twenty-four (24) hours before the start of the sale and shall be removed at the end of each sale day.

11. Real Estate Signs

- a. Real estate signs are permitted in all zoning districts. For parcels less than one (1) acre, the maximum sign area of a real estate sign shall be six (6) square feet and the maximum height shall be five (5) feet. For parcels one (1) acre or larger, the maximum sign area shall be thirty-two (32) square feet and the maximum height shall be eight (8) feet.
- b. One (1) sign shall be allowed for each three hundred thirty (330) feet of street frontage. The minimum distance between signs on the same parcel shall be two hundred (200) feet.
- c. Real estate signs are allowed only on the property being offered for sale, lease, or rent.

12. Open House Directional Signs

- a. Open house directional signs are allowed in all zoning districts. The maximum sign area shall be four (4) square feet and the maximum height shall be three (3) feet.
- b. No more than four (4) signs related to the open house may be displayed at one time.
- c. Open House Directional Signs may be located offsite up to two thousand six hundred forty (2,640) feet from the edge of the lot or parcel upon which the open house is being conducted; provided, however that no such sign shall be permitted within the public right-of-way and shall only be permitted on private property with permission from the property owner(s).
- d. Signs shall be displayed only when a salesperson is on duty at the open house and must be removed at the end of each sale day.

13. Contractor Signs

- a. Contractor signs are allowed on construction sites in all zoning districts once construction permits have been issued. In residential districts, the sign shall have a maximum area of six (6) square feet and a maximum height of five (5) feet. In commercial and employment districts, the sign shall have a maximum area of sixteen (16) square feet and a maximum height of eight (8) feet.
- b. One (1) sign shall be allowed for each general contractor and subcontractor actively working on the construction site.
- c. All signs shall be removed prior to the issuance of a Certificate of Occupancy or final clearance on the construction site.

14. Address Signs as follows:

- a. General
  1. Every building or group of buildings in any residential, commercial, or industrial zoning district shall be identified by a street number sign.
  2. Structures located within complexes containing multiple buildings shall also be identified by a building identification number or letter.

3. Required address signs shall not count towards the total wall sign area permitted.

b. Single Family Residential

All single-family residences must be identified by a street number with minimum four (4) inch high contrasting numbers with a five-eighths (5/8) inch stroke width. The address must be located to be visible from the public right-of-way.

c. Multi-Family Residential

1. Within multi-family residential complexes, the building(s) nearest the street must identify the street number of the complex with minimum eighteen (18) inch high contrasting numbers/letters with a three (3) inch stroke width.
2. All buildings within the complex shall identify the building number/letter with minimum eighteen (18) inch high contrasting numbers/letters with a three (3) inch stroke width. Buildings are required to provide two (2) or more building identification signs per each one hundred (100) feet of the length of the building elevation.
3. All buildings within the complex shall include apartment spread numbers (e.g. Units 201-210) identified with minimum seven (7) inch high contrasting numbers/letters with a one (1) inch stroke width.
4. Each individual unit shall be identified near the unit entryway using minimum four (4) inch high contrasting numbers/letters with a five-eighths (5/8) inch minimum stroke width.

d. Commercial/Employment

1. All commercial and employment buildings shall identify the street number of the building with minimum eighteen (18) inch high contrasting numbers/letters with a three (3) inch stroke width.
2. All commercial and employment buildings within multi-building complexes must identify the building number/letter with minimum eighteen (18) inch high contrasting numbers/letters with a three (3) inch stroke width.

3. Each individual unit shall be identified near the primary unit entryway using minimum six (6) inch high contrasting numbers/letters with a one (1) inch stroke width.

## **Section 2412 SIGNS AUTHORIZED WITH PERMITS**

### **A. Single Family Developments**

Permanent subdivision identification signs for master planned developments and/or recorded subdivisions are subject to the following:

1. A maximum of two (2) signs are permitted for each entry. The maximum area of such sign shall be fifty (50) square feet and the maximum height shall be six (6) feet. Each subdivision or master planned development shall provide a minimum of one (1) such sign at primary ingress points.
2. Signs shall be of the monument type, or consist of individually mounted letters affixed to perimeter walls near subdivision entries.
3. Signs may include only the name of the subdivision.
4. Places of Worship and Private Schools located within Single-Family Residential Districts shall be permitted one freestanding monument sign that is 6 feet in height and 40 square feet in area. It is recommended that Municipal, State, and Federal uses, and Public and Charter Schools located in Single-Family Residential Districts follow these same standards.

### **B. Multi-Family Developments**

Permanent identification signs for multi-family developments are allowed and shall adhere to the requirements in this Chapter. In addition, the following are also allowed in multi-family developments:

1. One (1) directory map sign shall be permitted for each entrance to the residential development, not to exceed thirty-six (36) square feet in area with a maximum height of six (6) feet. Said directory map sign must be illuminated.
2. Signs may include only the name and address of the multi-family development.
3. Places of Worship and Private Schools located within Single-Family Residential Districts shall be permitted one freestanding monument sign that is 6 feet in height and 40 square feet in area. It is recommended that Municipal, State, and Federal uses, and Public and Charter Schools located in Single-Family Residential Districts follow these same standards.

D. Non-Residential Uses

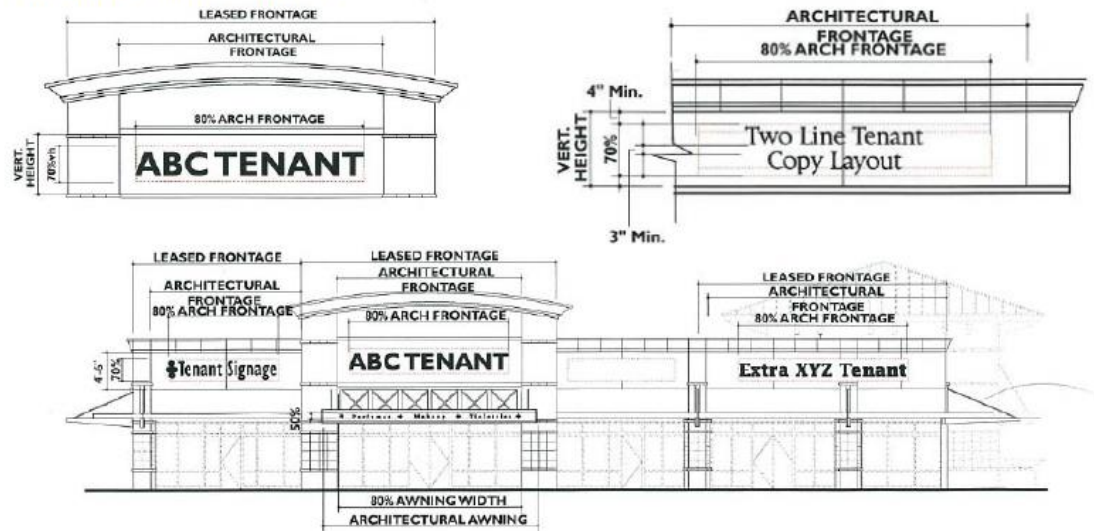
1. Wall Mounted Signage

a. Location

- i. Wall signs shall be centered horizontally and vertically within the architectural frontage and located over the tenant space. Wall signs for single tenant building may be located anywhere on the building elevations as long as they are located in an architecturally defined sign field as approved with the site plan application.
- ii. The overall length of any sign shall not exceed 80% of the architectural frontage on which it is placed. The overall height shall not exceed 70% of the narrowest portion of the vertical fascia height on which it is placed.
- iii. Wall signs are allowed only on the exterior elevation of the space occupied by the business.
- iv. A wall sign shall be affixed parallel to a permanent part of the exterior of a building and shall project less than 18 inches from that wall. A wall sign may never extend above the eave, horizontal roof line or roof parapet or located within twelve (12) inches from the eave or parapet. Wall signs shall be prohibited for structures with integral roofs
- v. All lettering or cabinets shall be individually mounted. Raceways are prohibited. A minimum of 3" line spacing shall be used between all multiple lines.
- vi. Tenants with multiple building frontages that are eligible for wall mounted signage on two (2) or more building elevations may transfer the allowed sign area between eligible building elevations, in whole or in part.
- vii. In addition to the above, a total of three (3) square feet of non-illuminated sign area shall be permitted on each building or tenant frontage, adjacent to the primary entry.
- viii. Wall mounted signage shall not be permitted for any tenant suite that does not abut an exterior building wall.

- ix. Wall mounted signage for shall conform to a single color, font, and method of illumination, as approved during the comprehensive sign review process.
- x. Excluding vertically integrated mixed use buildings which contain retail uses on the ground floor, buildings in excess of two stories shall be allowed only one (1) wall mounted sign per elevation, to be located in a sign band between the top of the upper story windows and the top of parapet. Said sign shall not be required to be located over the tenant’s particular suite.

Wall Sign Location Examples:



b. Wall sign area shall be as follows:

	Employment Uses**	Office Uses**	Commercial Uses
Maximum Sign Area (Primary Elevation)	1 SF per Linear Foot	1 SF per Linear Foot	1 SF per Linear Foot
Maximum Sign Area (Secondary Elevations Facing Public Streets)	None	0.50 SF per Linear Foot	0.50 SF per Linear Foot
Maximum Sign Area (Freeway Facing Elevations)	None	None	1.50 SF per Linear Foot
Maximum Sign Size	75 SF	75 SF	250 SF
Minimum Sign Size	18 SF	18 SF	18 SF
Maximum Number of Elevations with Signs	Primary Elevation Only	Maximum of 3 Elevations; Illuminated signs cannot face residential	Maximum of 3 Elevations; Illuminated signs cannot face residential
Supplemental Design Requirements	None	Additional Requirements for Buildings greater than 2 stories *	See applicable Comprehensive Sign Plan

2. Directory Signs

- a. Directory signs shall be permitted for multi-tenant developments within all commercial and employment districts. The quantity and location of directory signs shall be approved during the site plan review process.
- b. In all districts directory signs shall not exceed twelve (12) square feet in area and six (6) feet in height.
- c. Directory signs may be building mounted or freestanding. Freestanding directory signs shall be located behind the required building setbacks.
- d. Directory signs shall be illuminated, either by an internal source or through the use of down lighting.

3. Single-Tenant Monument Signs

- a. One (1) single-tenant monument sign shall be permitted for single-users. Two (2) single-tenant monument signs shall be permitted for

properties with frontage on two (2) arterial streets; provided, however, that both signs shall not be placed along the same street frontage.

- b. The maximum height and area varies is six feet in height and 40 square feet.
- e. No single-tenant monument sign shall be permitted for an individual user or pad site within a master planned multi-tenant development. Panels on multi-tenant monument signs shall be used in place of individual single-tenant monument signs in those instances.
- f. The single-tenant monument sign structure may extend above the maximum allowable height for the purpose of architectural embellishment. Such embellishment shall not extend the height of the sign more than twenty (20) percent over the allowed sign height. No commercial symbol, representation, logo, insignia, illustration, or other form of advertising message may extend into the architectural embellishment portion of the sign.
- h. The leading edge of a single-tenant monument sign shall be set back at least five (5) feet from any property line and out of any site visibility lines.
- i. The single-tenant monument sign shall include the street number of the site. The street number shall not count against the maximum sign area allowed.
- j. The final location of permitted signs shall be approved during the site plan review process.

4. Multi-Tenant Monument Signs

- a. Each multi-user development shall be permitted one (1) multi-tenant monument sign on each street frontage. For properties with a street frontage of eight-hundred (800) feet or more, multi-tenant monument signs shall be permitted at the rate of one (1) sign per every four hundred (400) feet of frontage. Multi-tenant monument signs shall be separated by a minimum distance of three hundred thirty (330) feet and may not be transferred from one street frontage to another.
- b. The maximum height and area is eighteen (18) feet and eight (80) square feet. The maximum number of panels is six (6).
- d. The multi-tenant monument sign structure may extend above the maximum allowable height for the purpose of architectural

embellishment. Such embellishment shall not extend the height of the sign more than twenty (20) percent over the allowed sign height. No commercial symbol, representation, logo, insignia, illustration, or other form of advertising message may extend into the architectural embellishment portion of the sign.

- e. The leading edge of a multi-tenant monument sign shall be set back at least five (5) feet from any property line and out of any site visibility lines.
- f. The name of the office complex, shopping center, or commerce/industrial park shall be prominently included on the sign.
- g. The multi-tenant monument sign shall include the street number of the site. The street number shall not count against the maximum sign area allowed.
- i. The letters and logos used to identify individual tenants shall have a minimum height of four (4) inches.
- j. The final locations of multi-tenant monument signs shall be approved during the site plan review process.

5. Freeway Pylon Signs

a. General

- 1) Freeway pylon signs shall only be permitted as part of a comprehensive sign plan approved pursuant to Section 2404 above.
- 2) Freeway pylon signs are permitted in the Regional Mixed Use and Town Center Zoning Districts for master planned developments encompassing a minimum of thirty (30) acres and having at least four hundred (400) linear feet of direct frontage adjacent to the Geneva Road or the Vineyard Connector. Properties that meet these requirements may be permitted one freestanding, double sided, freeway pylon sign. A second freeway pylon sign shall be permitted for properties that meet the requirements of this section and have direct freeway frontage in excess of two thousand six hundred forty (2,640) feet.

b. Location

- 1) Freeway pylon signs shall be located no more than fifteen (15) feet from the right-of-way line of the adjacent road.
  - 2) Proposed freeway pylon signs may not be located closer than one thousand three hundred twenty feet (1,320) from an existing or approved freeway pylon sign on the same side of the road.
  - 3) Proposed freeway pylon signs shall be located a distance of no less than twenty (20) times the proposed actual height (including sign embellishment) of the freeway pylon sign from existing single-family residential uses. This distance shall be measured from the physical location of the freeway pylon sign to the closest point of the nearest single-family residential lot line. (Example: a seventy-one (71) foot high freeway pylon sign will require a minimum 1,420 foot setback).
- c. Height and Area
- 1) Freeway pylon signs shall not exceed sixty-five (65) feet in height.
  - 2) The total sign area per sign face shall not exceed eight hundred (800) square feet.
- d. Design
- 1) The freeway pylon sign may identify up to six (6) individual tenants.
  - 2) The base of a freeway pylon sign shall be no less than fifteen (15) feet wide and no greater than thirty (30) feet wide. No portion of the sign structure can exceed one-hundred thirty (130) percent the width of the base.
  - 3) The sign area and the base must be designed and constructed using compatible themes, materials, and colors with the overall design of the development and will be evaluated during the Design Review process.
  - 5) The project or destination name of the development shall be emphasized on the freeway pylon sign. A minimum of fifteen (15) percent of the total sign area shall be devoted to the project or destination name.

- 6) The identification of the development name and tenant names on the sign shall be in the form of individual pan channel lettering, aluminum routed lettering with acrylic background, or other high quality sign design characteristics. Removable tenant panels made completely of acrylic or plexi-glass materials are prohibited.
  - 7) Freeway Pylon signs shall not be externally illuminated.
- e. With the exception of movie theaters, Freeway Pylon Signs shall not incorporate electronic message displays.
  - f. The Town Council may in its sole discretion, grant a Freeway Pylon Sign Exception (FPSE) for development projects that can demonstrate exceptional design and promotion of the purpose and intent of this Chapter. An FPSE will allow for Freeway Pylon signs to vary from certain established standards. Approvals of Freeway Pylon Sign Exceptions shall be granted at the sole and absolute discretion of the Town Council. The standards that may be altered through a FPSE are exclusive to the following:
    - 1) Sign Height, shall be no higher than is reasonably necessary for the sign copy to be visible from a vehicle approaching on the same side of a freeway from a distance sufficient to permit vehicles to safely exit the freeway, as determined after evaluation of the materials required by this Chapter. In no instance shall any freeway pylon sign exceed one hundred ten (110) feet.
    - 2) Sign area, shall be no larger than is reasonably necessary for the sign copy to be visible from a vehicle approaching on the same side of a freeway from a distance sufficient to permit vehicles to safely exit the freeway, as determined after evaluation of the materials required by this Chapter. In no instance shall the total sign area per sign face exceed one thousand four hundred (1,400) square feet.
    - 3) Sign width shall not be less than fifteen (15) feet or greater than fifty (50) feet.
6. Drive-Thru Menu Boards
    - a. Where drive-thru uses are allowed, drive-thru menu board signs are permitted:

- b. One (1) preview menu board and one (1) ordering menu board is allowed per drive-thru business. Such signs may be free standing or wall-mounted. For dual drive-thrus, one additional preview and menu board may be allowed by the Town Planner if the drive-thru lanes are completely screened from adjacent uses.
- c. The maximum area for each sign shall not exceed thirty-two (32) square feet. The maximum sign height shall not exceed six (6) feet for freestanding signs.
- d. Menu board signs shall be screened from street views by a combination of screen walls and dense landscaping
- e. Menu boards containing speaker boxes must be located a minimum of seventy (70) feet from any residential zoning district or use and, to the extent possible, oriented away from the residential use.

7. Blade Signs

- a. Blade signs are permitted in all commercial and employment districts.
- b. Each user shall be permitted one (1) blade sign hung directly outside of the business's primary entrance.
- c. Maximum size of blade signs shall be three (3) feet in length and one (1) foot in height and be oriented to display the message perpendicular to the face of the building. Blade signs with dimensions larger than referenced above shall be considered projecting signs and may only be permitted in Zoning Districts in which projecting signs are allowed.
- d. The sign shall be suspended from a roof overhang, covered walkway or covered porch. No part of a suspended sign shall extend beyond the edge of the overhang.
- e. A minimum clearance of seven (7) feet shall be maintained between the bottom of the sign and the nearest grade or sidewalk.

8. Center Identification Wall Signs

- a. Center identification wall signs are permitted in the Regional Mixed Use, Lake Oriented Mixed Use, Town Center Zoning Districts for centers containing two (2) or more buildings.

- b. Center identification wall signs shall only be located on building frontages that are not designed for tenant occupancy, such as over breezeways.
  - c. Center identification wall signs shall contain the name of the building or shopping center only.
  - d. Each center identification wall sign shall be allowed twenty-four (24) square feet of area or one (1) square foot of sign area for each linear foot of un-occupiable building frontage, whichever is greater.
  - e. The number and location of center identification wall signs shall be approved as part of the center's comprehensive sign plan.
9. Freestanding Variable Message Signs for Elementary Schools, Secondary Schools, and Colleges
- a. One (1) freestanding variable message sign shall be permitted in addition to any allowed freestanding identification signs on the property, subject to the requirements of this Ordinance.
  - b. The maximum sign area shall be thirty-two (32) square feet and the maximum height shall be fourteen (14) feet.
10. Variable Message Signs for Motion Picture and Performing Arts Theaters
- a. In addition to the otherwise allowable wall signage for the district in which the theater is located, theaters shall be allowed one (1) variable message sign located on the wall or marquee of a theater building.
  - b. The sign shall not exceed seventy-five (75) square feet or the maximum allowed wall sign area, whichever is less.
11. Freestanding Variable Message Signs for Municipal Uses
- Freestanding identification signs for municipal uses in all commercial and employment districts shall be allowed to use up to fifty (50) percent of the allowable single tenant monument sign area for a variable message sign, subject to the requirements of this Ordinance.
12. Freestanding Variable Message Signs for Vehicle Fueling Stations
- a. Vehicle fueling stations on independent parcels may use up to twenty-four (24) square feet of an allowed single tenant monument sign for a variable message fuel price sign.

- b. Vehicle fueling stations that are part of a shopping center or other planned development where businesses are not permitted to have individual freestanding identification signs shall be allowed one (1) freestanding fuel price sign on each adjacent street frontage. The maximum sign area shall be sixteen (16) square feet and the maximum height shall be six (6) feet.

E. Permanent Off-Premise Signs

- 1. No permanent off-premise signs shall be permitted except those explicitly authorized by this section.
- 2. Community Kiosk Signs
  - a. Sign panels on Town-approved kiosk structures may be permitted for the purpose of providing directional information to community facilities and attractions and residential developments including apartment developments within the first two (2) years after approval of the first building permit for the site.
  - b. Community kiosk signs shall not exceed twelve (12) feet in height and five (5) feet six (6) inches in width.
  - c. Community kiosk signs shall be located within the public right-of-way of a major collector or higher street classification. A right-of-way permit shall be required.
  - d. A community kiosk location plan shall be prepared showing the site of each kiosk and shall be submitted and approved by the Town Planner prior to issuance of a sign permit.
  - e. A minimum of thirty (30) inches at the top of each kiosk sign shall be reserved for the placement of an approved Town logo and a twenty-four (24) inch clearance shall be provided on the bottom of each community kiosk.
  - f. Sign panels advertising residential developments shall not exceed eighteen (18) inches in height.

F. Temporary Signs

- 1. Portable Religious Assembly Signs
  - a. Temporary identification and directional signs for religious assemblies are allowed in all zoning districts subject to obtaining a

temporary sign permit. The permit will be valid for up to one (1) year.

- b. The maximum sign area shall be eight (8) square feet and the maximum height shall be three (3) feet.
- c. Portable religious assembly signs may be located offsite up to two thousand six hundred forty (2,640) feet from the edge of the lot or parcel upon which the assembly is being conducted; provided, however that no such sign shall be permitted within the public right-of-way and shall only be permitted on private property with permission from the property owner(s).
- d. Signs shall not be displayed more than twenty-four (24) hours in advance of the first assembly and must be removed promptly after the last assembly each day.

2. Interim Business Identification Banners

- a. Banners may be used for temporary business identification in the commercial and employment districts subject to obtaining a temporary sign permit. A sign permit for an interim business identification banner may only be approved upon the applicant demonstrating to Town staff that substantial progress has been made toward manufacture and installation of the permanent sign.
- b. The area of the banner shall not exceed the area permitted for the permanent wall sign.
- c. The banner shall only be placed on the wall of the tenant space occupied by the business.
- d. Interim business identification banners may be displayed only from the date a Certificate of Occupancy is issued until the date the permanent sign is installed subject to the following limitations.
  - 1) The initial display period shall not exceed thirty (30) days, but may be extended by the Development Services Director or designee if the applicant demonstrates substantial progress toward installation of the permanent sign. All extension requests and approvals shall be in writing.
  - 2) The total display period shall not exceed ninety (90) days under any circumstances.

3. Grand Openings and Special Promotions

- a. Temporary signs may be used to advertise grand openings and special promotions in all zoning districts subject to obtaining a sign permit. Grand openings and special promotion signs may include pennants, banners, flags, inflatable structures, search lights, character or product likenesses, attention attracting media and devices and other non-merchandise displays.
  - b. Commercial/Employment Developments
    - 1) Grand opening signs are allowed for a maximum of thirty (30) consecutive days when a new business opens, the business name changes or there is a change in business ownership. There shall be a minimum of one hundred eighty (180) days between displays.
    - 2) Temporary signs may be used to advertise special promotions for a maximum of ten (10) consecutive days no more than three (3) times each calendar year. There shall be a minimum of thirty (30) days between each display.
    - 3) Lighter than air balloons shall not exceed twice the allowed building height or one hundred (100) feet, whichever is less.
  - c. Residential Developments
    - 1) Temporary signs may be used to advertise the grand opening of a model home complex, apartment complex, or residential condominium development or the conversion of an apartment complex to condominiums, for a maximum period of thirty (30) consecutive days.
    - 2) Temporary signs may be used to advertise special promotions, such as rent specials, for a maximum period of thirty (30) consecutive days no more than three (3) times per calendar year, with a minimum period of thirty (30) days between each display.
    - 3) Lighter than air balloons shall not exceed twice the allowed building height or one hundred (100) feet whichever is less.
4. Business Identification A-Frame Signs
- a. A-Frame signs may be used for onsite business identification and advertising for commercial, office, and employment uses subject to obtaining a sign permit. The sign permit shall be valid for a period of

- one (1) year, but may be renewed annually subject to Town review and approval.
- b. A-Frame signs shall not exceed two (2) feet in width and three (3) feet in height.
  - c. One A-Frame sign shall be allowed for each business with a gross floor area of less than ten thousand (10,000) square feet. In no instance shall a business be allowed more than one (1) A-Frame sign.
  - d. A-Frame signs shall not be located:
    - 1) On a public street or public sidewalk.
    - 2) Closer than thirty (30) feet to the edge of an access drive or street intersection right-of-way.
    - 3) In raised, painted or landscaped medians.
    - 4) Across a public street from the business in which it advertises.
    - 5) In parking spaces, driveways or drive aisles.
    - 6) Where there is less than four (4) feet of clearance for pedestrian passage or at any other location that would pose a potential hazard to pedestrian traffic.
    - 7) On top of any vehicle, structure, screen wall, boulder, or landscaping other than turf or decomposed granite.
  - e. A-Frame signs may be located within the public right-of-way, however said signs must be placed at least one (1) foot behind the sidewalk when adjacent to a public street. If no sidewalk exists, the sign shall be placed at least five (5) feet behind the back of curb line. If no sidewalk or curb exists, then the sign shall be placed at least five (5) feet behind the edge of pavement.
  - f. Businesses in a shopping center or other multi-tenant complex may place an A-Frame sign adjacent to the business, at the perimeter of the site, or in a landscaped common area unless otherwise prohibited by this Ordinance.
  - g. The minimum separation between A-Frame signs shall be twenty (20) feet.
  - h. A-Frame signs must adhere to the following construction standards:

- 1) Signs shall be constructed of not less than one-half (1/2) inch thick, high density, exterior grade material with sufficient weight to withstand wind gusts and weather.
  - 2) Signs shall have a protective water resistant coating that is impervious to weather.
  - 3) Signs shall be maintained in a professional manner so as to be free of chipping paint, cracks, gouges, loss of letters and fading.
- i. The sign shall be displayed only from sunrise to sunset during hours when the business is open to the public.

#### G. Future Development Signs

- a. Future development signs are allowed on undeveloped parcels in all zoning districts subject to obtaining a sign permit. One (1) sign shall be allowed per development on each street frontage. The sign must pertain to the property on which it is located.
- b. A sign permit for a future development sign shall not be issued prior to site plan approval or preliminary plat approval.
- c. On parcels less than one (1) acre, the sign shall have a maximum area of six (6) square feet and a maximum height of five (5) feet. On parcels one (1) acre to twenty (20) acres, the sign shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet. On parcels of twenty (20) acres or larger, the sign area shall have a maximum area of sixty-four (64) square feet and a maximum height of twelve (12) feet.
- d. The sign shall be removed if building permits have not been issued within one (1) year from the date the sign permit is issued.
- e. The sign shall be removed prior to or concurrent with the placement of a construction sign on the site.

#### H. Residential Subdivision Signs

- a. Temporary subdivision identification signs are allowed in all single family residential zoning districts subject to obtaining a sign permit. One (1) sign shall be allowed at each arterial entry to the subdivision. The sign must pertain only to the subdivision in which it is located.

- b. A sign permit shall not be issued prior to the issuance of construction permits for homes within the subdivision.
- c. The maximum sign area shall be forty-eight (48) square feet and the maximum height shall be twelve (12) feet.
- d. The edges of the sign shall be boxed.
- e. All signs shall be removed when the models for the subdivision close or when ninety-five (95) percent of the lots have been sold if there are no models.

I. Model Home Signs

- a. Model home signs are permitted in all residential districts subject to obtaining a sign permit. One (1) sign shall be allowed at each model home complex within the subdivision.
- b. A sign permit shall not be issued prior to the issuance of building permits for the model homes.
- c. The maximum sign area shall be forty-eight (48) square feet and the maximum height shall be twelve (12) feet.
- d. The edges of the sign shall be boxed.
- e. The sign shall be removed when the model home complex closes.

J. Model Home Pennants

- a. Model home pennants are permitted in all residential districts subject to obtaining a sign permit. A maximum of ten (10) pennants shall be allowed per model home complex.
- b. The maximum pennant size shall be six (6) square feet and the maximum height at which they are flown shall be twenty (20) feet.
- c. The minimum spacing between poles shall be ten (10) feet.
- d. Pennants shall be removed when the model home sales office closes.

K. Neighborhood and Community Event Signs

- a. Neighborhood and community event signs are permitted in all zoning districts.

- b. No such sign shall be permitted within the public right-of-way and shall only be permitted on private property with permission from the property owner(s).
- c. The maximum sign area shall be eight (8) square feet and the maximum height shall be (3) feet. The number of onsite and offsite signs for each event shall be determined at the time of sign permit approval.
- d. Signs shall not be displayed more than seventy-two (72) hours prior to the event.
- e. All signs must be removed within twenty-four (24) hours after the event.

L. Signage for Approved Temporary Uses

a. Onsite Identification Signs

- 1) Identification signs for temporary uses approved in accordance with this Ordinance are allowed in all zoning districts subject to obtaining a sign permit. One (1) onsite sign shall be allowed per street frontage.
- 2) For parcels less than one acre located in residential districts, the maximum sign area shall be sixteen (16) square feet and the maximum height shall be five (5) feet. For residential parcels one (1) acre or larger and for all parcels within commercial or employment districts, the maximum sign area shall be thirty-two (32) square feet and the maximum height shall be eight (8) feet.
- 3) Signs shall not be displayed more than seventy-two (72) hours prior to the start of the temporary use.
- 4) All signs must be removed promptly at the end of the temporary use.

b. Traffic Directional Signs

- 1) On-site traffic directional signs for temporary uses approved in accordance with this Ordinance are allowed in all zoning districts subject to obtaining a sign permit. The maximum area of each onsite sign shall be eight (8) square feet and the maximum height shall be three (3) feet.
- 2) Off-site traffic directional signs for temporary uses approved in accordance with Section 1 of this Ordinance are allowed when specifically required by the Town. The type, location, and size of offsite directional signs shall be determined during the temporary use

permit approval process. Permission from applicable property owners is required for all off-site signs. Off-site traffic directional signs shall only be displayed when the temporary use is open to the public unless otherwise authorized during the temporary use approval process.

M. Street Banners

- a. Street banners are permitted in all zoning districts subject to obtaining a right-of-way permit.
- b. Street banners shall require the approval of the Town Planner and the Town Engineer.
- c. All banners must further the interests of the community.
- d. Street banners shall only be hung from approved street light poles or other structures on brackets that meet Town engineering standards.

N. Geneva Master Development Sign

- a. One master development sign shall be permitted for the Geneva Site.
- b. Maximum Area Per Sign in Square Feet: 200 square feet
- c. Maximum Height: 30 feet
- d. Location: 800 North and Geneva Road

**Section 2413 SIGN PERMITTING**

A. General

1. No sign shall hereafter be erected, re-erected, constructed or altered except as provided by this Section. Where sign permits are required, a separate permit shall be requested for a sign or signs for each business entity, and/or separate permit shall be required for each group of signs on a single supporting structure. Where signs are illuminated electrically, a separate electrical permit shall be obtained as required by the Town's adopted electrical code.
2. Nothing contained herein shall prevent the erection, construction, and maintenance of official traffic, fire and police signs, signals, devices, and markings of the State of Utah and the Town of Vineyard, or other public authorities, or the posting of notices required by law.

B. Permit Application and Expiration

1. Except as otherwise noted in this Section, it shall be unlawful for any persons to erect, alter, construct, or relocate any sign within the Town without first obtaining a permit. In addition, electrical permits are required for electrical signs.
2. A sign permit application shall be submitted to the Town Planner. The application shall contain the location by street and number of the proposed sign, as well as the name, address and signature of the property owner, business owner and sign contractor. Three (3) copies of plans and specifications shall be submitted with the application for each sign; one (1) copy being returned to the applicant at the time the permit is issued. All plans shall show complete details, to include size, materials, colors, method of support or attachment, name and address of the persons or firm designing said sign, and a plot plan showing location of sign on the premises.
3. Prior to acceptance of any Sign Permit application, the Town shall collect a plan review fee in accordance with a Town Planner fee schedule established by the Town Council.
4. Prior to issuance of any Sign Permit required by this Chapter, the Town shall collect permit fees in accordance with a fee schedule established by the Town Council.
5. If work for which a permit is required by this Chapter is started before a permit has been issued, the fees shall be doubled. The payment of such double fee shall not relieve any persons from in the execution of the work or from any penalties prescribed herein.
6. If installation of a sign has not commenced under any permit issued under the provision of this section within one hundred eighty (180) days from the date of such permit, or upon completion of building, such permit shall become null and void.
7. All signs for which a permit is required shall be subject to the following inspections:
  - a. Footing inspection on all freestanding signs exceeding six (6) feet in height.
  - b. Inspection of all braces, anchors, supports, and connections, including wall signs.

- c. All signs containing electrical wiring shall be subject to the Town’s adopted electrical code; all electrical components shall bear the label of an approved testing agency.
  - d. Site inspection to ensure that the sign has been constructed according to approved application and a valid sign permit.
8. All temporary signs requiring permits shall be marked with a Town-issued sticker denoting the permit number and expiration date.
9. Each sign shall be maintained in good order and repair at all times so that it constitutes no danger or hazard to public safety.

## **Section 2414      SIGN DEFINITIONS**

**A-Frame Sign:** A temporary/portable sign constructed in such a manner as to form an “A” or tent-like shape.

**Abandoned Sign:** Any sign that no longer correctly directs a person to or advertises a bona fide business, lessor, owner, product, activity conducted, or product available on the premises where such sign is displayed.

**Address Sign:** A sign designed to display the number or other designation assigned to a housing unit, business establishment, or other structure for purposes of mail delivery, emergency services, and so forth.

**Animated Sign:** Any sign which includes action, motion, or color changes of all or any part of the sign facing, requiring electrical energy or set in motion by movement of the atmosphere, excluding flags.

**Banner:** A temporary sign made of fabric, plastic, or other light, pliable, weather-resistant material, not enclosed in a rigid frame.

**Blade Sign:** A small, pedestrian oriented sign that is hung beneath a canopy for the purpose of business identification.

**Box Cabinet Sign:** A sign which contains two dimensional text and/or logos painted on or otherwise affixed to a panel, usually lexan, and attached to a cabinet. This definition shall not include custom cabinet signs, which by definition include a minimum of three (3) graphic levels to create depth and add visual interest.

**Building Façade:** The exterior elevation of a building structure excluding any porches, overhangs, covered walkways, drive thru covers, or similar appendages.

**Center Identification Wall Sign:** A sign located on the exterior wall of a building used to identify only the name of a shopping center or office complex. Such a sign may only be

placed on building frontage that is not occupied by any tenant and that is common building space, such as a common lobby or open breezeway.

**Classic Sign:** A sign (freestanding, building-mounted or otherwise) that is determined by the Town Council to be of extraordinary significance to the Town's history and identity and that possesses unique physical design characteristics.

**Commercial Center:** Any property with a minimum land area of ten (10) acres developed with a multi-tenant office or retail development.

**Community kiosk sign:** A Town managed off-premise sign designed to provide directional information to residential developments, community facilities, and attractions.

**Contractor Sign:** A temporary sign identifying an architect, engineer, contractor, subcontractor, or material supplier who participates in construction on the property on which the sign is located.

**Curb Line:** The line at the face of the curb nearest the street or roadway. In the absence of a curb, the curb line shall be established by the Town Engineer.

**Custom Cabinet Sign:** A sign composed of a minimum of three (3) graphic levels, each level a minimum of eight (8) inches deep, mounted to a custom, non-rectangular cabinet. Each graphic level must be opaque and contrasting in color, texture, and/or material from one another in order to create depth and dimension. Custom cabinet signs shall utilize pan channel or reverse pan channel letters for the name of the business; secondary copy and/or background graphics may be routed from the face with backup or push through acrylic. Custom cabinet signs must utilize halo illumination to provide definition to the outer edge of the cabinet.

**Development Services Director:** The person designated by the Vineyard Town Manager to oversee the planning and development related services for the Town.

**Directly Illuminated Sign:** Any sign designed to provide artificial light through exposed lighting on the sign face, such as neon. This definition shall not include internally illuminated pan channel or other similar internally illuminated signs.

**Directional Sign:** A sign of non-commercial nature which indicates access to parking and loading areas or indicates traffic circulation patterns; or which indicates the location of public or educational institutions, historical areas or structures, or public parks. Directional signs shall not include the name or logo of any commercial business.

**Directory Sign:** A sign designed to show the relative location of several commercial activities within a shopping center, office park, commerce park, apartment complex, or other multi-tenant master planned development.

**Drive-Thru Menu Board:** A wall or freestanding sign that lists the products and prices of products for items available at drive-thru facilities, often containing a two way communication device used by customers to place an order.

**Electrical Sign:** Any sign or advertising device which has electrical wiring in or attached to it.

**Electronic Message Display:** A sign or portion of a sign consisting of a video screen or similar technology displaying a fixed and/or varying message and which changes through electronic means.

**Embellishment:** Anything that enhances the appearance of a freestanding sign without having a functional purpose. For the purpose of this Ordinance, embellishment may not include any symbol, representation, logo, insignia, illustration, or other form of advertising message for any business on site. It may contain a the name and/or symbol, representation, logo, or insignia of a master planned shopping center, office park, commerce park, or other master planned multi-tenant development.

**Flag:** Any fabric or other flexible material designed to be flown from a flagpole or similar device.

**Freestanding Sign:** A sign anchored directly to the ground or supported by one or more posts, columns, or other vertical structures or supports, and not attached to or dependent for support from any building.

**Freeway:** For the purposes of this Ordinance, freeway shall mean Interstate-10, to include all traffic lanes, ramps, appurtenances, and undeveloped or unpaved land within the ADOT right-of-way.

**Freeway Pylon Sign:** A freestanding sign designed and oriented to attract the attention of freeway drivers to a commercial or mixed-use development site directly abutting a freeway right-of-way.

**Fuel Price Sign:** A variable message sign used by vehicle fueling stations to identify the type, grade, and price of fuel being sold.

**Future Development Sign:** A temporary sign which provides information about the future development of a property and may include a depiction of an approved site plan, approved building elevations, as well as contact information for parties involved in the project.

**Grand Opening Sign:** A temporary sign used to indicate the opening of a new business or residential community. Grand opening signs can take the form of pennants, banners, flags, inflatables, character or product likenesses, attention attracting media and devices, and other inanimate non-merchandise displays.

**Ideological Sign:** A temporary sign which announces or supports the personal views of the property owner or tenant of the parcel on which the sign is located.

**Illegal sign:** Any sign which does not meet at least one of the following conditions:

1. Allowed by this Chapter and not requiring a permit.
2. Allowed by this Chapter with permit and carrying a valid permit.
3. Not allowed by this Chapter but legalized by variance and proper permit.
4. Not allowed by this Chapter but approved as part of an approved comprehensive sign plan associated with a Planned Area Development (PAD) or through a development agreement.
5. A nonconforming sign as defined in this Ordinance.

**Interim Business Identification Banner:** A temporary banner used to identify a business only during the time period a permanent wall sign is being designed, constructed, and installed.

**Interior Property Line:** A recorded property line of a parcel or lot that is located within the area circumscribed by a recorded plat but not abutting public right-of-way.

**Internally Illuminated Sign:** A sign that contains a source of illumination located wholly inside the sign, designed to make the sign content visible at night by means of light being transmitted through a translucent material, but for which the source of illumination is not visible.

**Indirectly Illuminated Sign:** A sign that contains a source of illumination wholly within the sign which makes the design visible at night by means of lighting the background upon which free-standing characters or letters are mounted, but for which the source of illumination is not visible. The characters or letters themselves shall be opaque, and are silhouetted against the background.

**Leading Edge:** The portion of a free standing sign or the base of the sign that is nearest to a property line.

**Low Profile Wall Identification Sign:** A type of wall sign identifying the name and/or address of a master planned commercial, employment, or mixed use development which is used to create a sense of place. Low profile wall identification signs shall not be used for advertising purposes.

**Maintenance:** The replacing or repairing of a part or portion of a sign made unusable by ordinary wear and tear or by damage beyond the control of the sign's owner.

**Marquee:** A permanent roof-like structure extending from part or all of the building facade over a public right-of-way and constructed of some durable material such as metal, glass, or plastic.

**Master Planned Development:** A self-contained development under unified ownership, often with a mixture of land uses, planned and developed as a whole in a single phase or programmed in a determined series of phases, and in which the subdivisions and zoning controls are applied to the project as a whole rather than to individual lots.

**Model Home Sign:** A temporary sign which serves to draw attention to a developer's sales office and/or model home site.

**Monument Sign:** A freestanding sign where the base of the sign structure is on the ground or a maximum of twelve (12) inches above the adjacent grade. The width of the top of the sign structure can be no more than one hundred twenty (120) percent the width of the base. The design of monument signs shall complement the architecture of buildings on the site. In addition to tenant information, all monument signs shall contain the address of the building(s) it supports.

**Multi-Tenant Monument Sign:** A monument sign that serves as a common or collective identification for two (2) or more uses on the same site. In addition to tenant information and address, multi-tenant monument signs shall contain the name of the shopping center, office park, or other multiple user development type which it serves.

**Multi-Tenant Non-Residential Development:** A development site whereupon a number separate commercial and/or employment activities are located and in which there are appurtenant shared facilities, such as parking and pedestrian walkways. Distinguishing characteristics of a multi-tenant non-residential development may, but need not, include common ownership of the real property upon which the development is located, common wall construction, and multiple-occupant commercial use of a single structure. To include shopping centers, office parks, and commerce parks.

**Nonconforming Sign:** Any sign which is not allowed under Chapter, but which, when first constructed, was legally allowed by the Town of Vineyard or the political subdivision then having the control and regulation over construction of signs. To retain conforming status, such signs shall be determined to be in current and continuous use.

**Off-premise Sign:** A sign or similar structure that portrays information and directs attention to a business, commodity, service, entertainment, or product not located on the premises upon which the sign is located.

**Open House Sign:** A temporary sign used to advertise the sale of a house and direct traffic to the house for sale, which can be placed off-site in proximity to the house for sale.

**Parapet:** The portion of a wall which extends above the roof line.

**Parcel:** A lot or a contiguous group of lots under common ownership and/or control, considered a single development site.

**Permanent Sign:** A sign that is intended to be and is so constructed as to be of lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position.

**Political Sign:** A temporary sign announcing or supporting candidates or issues in connection with any national, state, or local election.

**Portable sign:** Any sign not permanently affixed to the ground or structure on the premises it occupies.

**Portable Religious Assembly Sign:** A portable sign, often located off-site, used to display the time and date of religious services at a nearby place of worship and to direct people to said place of worship.

**Plate Line:** The point at which any part of the roof structure first touches or bears upon an external wall.

**Pole Sign:** A freestanding sign where the width of the top of the sign structure is over one hundred twenty (120) percent wider than the width of the base.

**Primary Elevation:** The side of a commercial, office, or industrial building or tenant suite that contains the main entrance. In instances where there is no singular main entrance, the primary elevation shall be the building's most significant side as determined by the Zoning Administrator.

**Projecting sign:** Any sign attached to a building or other structure that extends in whole or in part more than fifteen (15) inches beyond the building line. Where permitted by Chapter, projecting signs, excluding blade signs, shall be considered wall mounted signs for the purpose of calculating area.

**Raceway:** An electrical enclosure that may also serve as a mounting structure for a sign. Signs mounted to exposed raceways are prohibited.

**Real Estate Sign:** A temporary sign indicating the availability for sale, rent, or lease of a specific parcel, building, or portion of a building, along with contact information for the associated property owner or real estate broker.

**Roof line:** The highest point of the main roof structure, not including cupolas, projections or other similarly minor raised portions of the roof.

**Single-tenant Monument Sign:** A monument sign that identifies the name, address and tenant information of a single user development. Single tenant monument signs may not be used by freestanding pad buildings or any other businesses located within a planned shopping center.

**Single User Development:** Any lot and single-tenant building that is not part of a master planned development or multi-tenant non-residential development.

**Sign:** Any device for visual communication that is used for the purpose of bringing the subject thereof to the attention of the public, but not including any flag, badge or insignia of any government or governmental agency, or of any civic, charitable, religious, patriotic, fraternal or similar organization, and further not including any item of merchandise normally displayed within a show window of a merchant.

The term “sign” shall mean and include any display of any letter, numeral, figure, emblem, picture, outline, character, visible to the eye and used for the purpose of attracting attention outdoors, when display is visible beyond the boundaries of the lot or parcel of property on or over which the same is made.

**Sign Area:** See Section 2406

**Sign Height:** The vertical distance measured from the adjacent street grade or upper surface of the curb, whichever permits the greatest height, to the highest point of said sign, excluding embellishment.

**Sign Structure:** The supports, uprights, braces, and framework of a sign.

**Sign Walker:** A person who wears, holds, or balances a commercial sign for the explicit purpose of promoting a business.

**Special Promotion Sign:** A temporary sign used to advertise a sale event or other similar special promotion. Grand opening signs can take the form of pennants, banners, flags, inflatables, character or product likenesses, attention attracting media and devices, and other inanimate non-merchandise displays. Search lights may also be used.

**Stroke Width:** The width of the major lines comprising a letterform. A wider stroke width is used to make a bolder letter; a narrower stroke width is used to make a lighter letter.

**Subdivision Identification Sign:** A sign, by means of symbol or name, identifies a residential community. Subdivision identification signs shall not include information used for a commercial purpose, including leasing rates, phone numbers, or similar.

**Temporary Sign:** A sign not intended or designed for permanent display.

**Theater Sign:** A variable message sign used by motion picture and performing arts theaters to announce current attractions, show times, and on-site events.

**Variable Message Sign:** A sign or portion of a sign designed to allow the immediate and frequent change of copy by manual, mechanical, or electronic means.

**Vehicle Sign:** A sign mounted, pasted, painted, or drawn on any vehicle, whether motorized or drawn, that is placed, parked, or maintained at one particular location for the express purpose and intent of promotion or conveying an advertising message.

**Wall Mounted Sign:** A sign mounted to the wall of a building or structure.

**Way-finding Sign:** A temporary, removable sign intended to allow businesses located within pedestrian-oriented environments to identify a business name and/or the service being provided.

**Window Sign:** A sign affixed to the interior or exterior of a window, or any sign located inside a building within six (6) feet of the interior side of the window and displayed so as to attract the attention of persons outside the building.