

Chapter 12
SIGN REQUIREMENTS

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Section 22-12-1 PURPOSE. The purpose of these regulations is to eliminate excessive and confusing sign displays that create potential hazards to motorists, pedestrians, and property and also to maintain a responsible communication system by setting requirements for the location, size, height, and lighting of signs that will be compatible with the architecture and landscape of Alta.

Section 22-12-2 INTERPRETATION. The sign requirements contained herein are declared to be the maximum allowable, and sign types not specifically allowed as set forth within this Chapter shall be prohibited. Where other ordinances are in conflict with the provisions of this Chapter, the most restrictive ordinance shall apply.

Section 22-12-3 EXCEPTIONS. The following signs are not regulated by this Chapter:

- a. On-premise advertising signs that are attached to windows or walls and are clearly of a temporary nature, which promote specific sales.
- b. Signs which are associated with public, school, or church events and functions, which are clearly of a temporary nature.
- c. Interior signs.
- d. Devices that display only the time and temperature.

Section 22-12-4 DEFINITIONS. The following definitions specifically apply to the requirements of this Chapter.

(1) ALTERATION is a change or rearrangement in the structural parts or design whether by extending on a side, by increasing in area or height, or by relocating or change in position.

(2) NONCONFORMING SIGN OR SIGN STRUCTURE is a sign or sign structure or portion thereof lawfully existing at the effective date of this Title which does not conform to all height, area, yard spacing, animation, lighting, or other regulations prescribed for the zone in which it is located.

(3) SIGN shall mean and include every advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface, or space erected or maintained in view of the observer thereof for identification, advertisement, or promotion of the interests of any person, entity, product, or service. SIGN shall also include the sign structure supports, lighting system, and any attachments, ornaments, or other features used to draw the attention of observers.

(4) "A" FRAME SIGN is a temporary and/or moveable sign constructed with two sides attached at the top so as to allow the sign to stand in an upright position.

(5) ADVERTISING SIGN is an off-premise sign.

(6) ANIMATED SIGN is a sign which includes motion or rotation of any part by mechanical or artificial means, or subdued color changes.

(7) BALLOON SIGN is an advertisement supported by a balloon anchored to the premises where the advertised use is conducted, product or commodity sold, service performed, or business name is located.

(8) BILLBOARD SIGN is an off-premise advertising sign.

(9) BUSINESS SIGN is an on-premise sign.

(10) CONSTRUCTION SIGN is a sign identifying an existing or proposed development project which may contain the name of the project, name and address of construction firms, architects, engineers, developers, etc.

(11) FLAT SIGN is a sign erected parallel to and attached to the outside wall of a building and extending not more than twenty-four, (24), inches from such wall with messages or copy on the outside face only.

(12) FLOODLIGHTED SIGN is a sign made legible in the absence of daylight by devices which reflect or project light upon it.

(13) GROUND SIGN is a sign supported by a fixed permanent frame support in the ground.

(14) ILLUMINATED SIGN is a sign which has characters, letters, figures, designs, or outlines illuminated by electric lights or luminous tubes.

(15) INTERIOR SIGN is a sign located within a building so as to be visible only from within the building in which the sign is located.

(16) MOBILE CHANGEABLE COPY SIGN is a sign mounted on a trailer or frame, lighted or unlighted, with changeable lettering.

(17) MONUMENT SIGN is a sign which is incorporated into the landscape or architectural design scheme and displaying the name of uses or buildings.

(18) NAME PLATE SIGN is a sign indicating the name and/or occupation of a person legally occupying the premise or indicating a legal home occupation thereon.

(19) OFF-PREMISE SIGN is an advertising sign which directs attention to a use, product, commodity, or service not related to the premises on which the sign is located.

(20) ON-PREMISE SIGN is a sign directing attention to a use conducted, product or commodity sold, service performed, or business name upon the premises on which it is located.

(21) OVERHANGING SIGN is a sign which projects twelve, (12), inches or more over the roof of a building.

(22) PEDESTAL SIGN is a temporary and/or moveable sign supported by a column or columns and a base so as to allow the sign to stand in an upright position.

(23) PROJECTING SIGN is a sign attached to a building or canopy and extending, in whole or in part, more than twenty-four, (24), inches beyond any wall of the building or canopy.

(24) PROPERTY SIGN is a sign related to the property upon which it is located and offering such information as address, name of occupant for residential uses, sale or lease of the property, warning against trespassing, any hazard, or other danger on the property.

(25) PROMOTIONAL BOARD SIGN is a permanently attached changeable copy sign not exceeding twenty, (20), square feet per face with one, (1), or two, (2), faces back to back for the display of promotional items offered for sale on the premises.

(26) ROOF SIGN is a sign which is erected partly or wholly on the roof of a building. Notwithstanding the foregoing, a sign structure having main supports embedded in the ground shall not be considered to be a roof sign even if the sign's supports pass through a roof, canopy, or parapet of a building.

(27) SERVICE SIGN is a sign that is incidental to use lawfully occupying the property upon which the sign is located and which sign is necessary to provide information to the public, such as direction to parking lots, location of restrooms, entrance and exits, etc. A service sign shall also include signs providing information about sale of agricultural products produced upon the premises.

(28) SNIPE SIGN is a sign which is attached to a public utility pole or to the supports for another sign.

(29) TEMPORARY SIGN as regulated by this Title shall include any sign, banner, pennant, valance, or advertising display constructed of paper, cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames, intended to be displayed out of doors for a short period of time.

(30) TIME AND TEMPERATURE DEVICE is any mechanism that displays the time and/or temperature, but does not display any commercial advertising or identification.

(31) WALL SIGN is a sign that is either painted on a wall or its facing, by not having a sign frame or separation from the wall or facing.

(32) WINDOW SIGN is a sign permanently attached and located within a building so as to be visible through a window or door outside the building.

(33) ELECTRONIC MESSAGE CENTER is a mechanism or device which uses a combination of lights or lighted panels which are controlled electrically and/or electronically to produce words, symbols, or messages which may flash, travel, or scintillate within a given panel area.

(34) SIGN AREA is the area of a sign that is used for display purposes, excluding the minimum frame and supports. In computing sign area, only one side of a back-to-back or double-faced sign shall be computed when signs are parallel or diverge from a common edge by an angle of not more than forty-five, (45), degrees. For signs that do not have a frame or a separate background, sign area shall be computed on the basis of the least rectangle, triangle, or circle large enough to frame the display. Sign areas in the shape of a sphere, prism, cylinder, cone, pyramid, cube, or other such shapes shall be computed as one-half, (1/2), the total surface area.

(35) SIGN MAINTENANCE shall mean that signs shall be maintained in a safe, presentable, and good condition, including the replacement of defective parts, repainting, cleaning, and other acts required for the maintenance of said sign.

(36) SIGN SETBACK is the minimum distance that any portion of a sign or sign structure shall be from any street right-of-way line and yard line coterminous with a street.

(37) SIGN STRUCTURE is anything constructed or erected supporting a sign which requires locations on or below the ground or attached to something having location on or below the ground.

Section 22-12-5 SIGNS TO CONFORM. Except as provided in this Title:

1. A sign shall not be erected, raised, moved, placed, reconstructed, extended, enlarged, or altered unless in conformity with the regulations herein specified.

2. A nonconforming sign shall not be reconstructed, raised, moved, placed, extended, or enlarged unless said sign is changed so as to conform to all provisions of this Title. Alterations shall also mean the changing of the text or message that the sign is conveying from one use of the premise to another use of the premise and the changing of the ownership of the sign when that ownership necessitates a change in the text or message of the sign. Any alterations to a nonconforming sign will require the approval of the Planning Commission.

Section 22-12-6 PERMIT REQUIREMENTS. Except for property signs, political signs, and nameplates conforming to the definitions and provisions of this Chapter, no sign may be erected without a permit. Signs greater than thirty-two, (32), square feet of area will require approval of the Planning Commission before a permit may be issued. Permits will be issued by the Building Official and complete documentation describing the proposed work will be required. Fees for sign permits are given in Title 9 of the Code of Revised Ordinances of Alta.

Section 22-12-7 LEGAL ACTION

1. The Alta Town Council or Town Attorney shall be empowered to institute any appropriate action or proceeding in any case where any sign is erected, constructed, reconstructed, altered, repaired, converted, or maintained, or in any case where any sign is used in violation of any Town Ordinance, to accomplish the following purposes:

a. To prevent such unlawful erection, construction, reconstruction, alteration, repair, conversion, maintenance, or use.

b. To restrain, to correct or abate such violation.

c. To abate and remove unsafe or dangerous signs. If an unsafe or dangerous sign is not repaired or made safe within ten, (10), working days after giving notice as provided in Subsection 2 below, the Building Official may at once abate and remove said sign, and the person having charge, control, or benefit of any such sign shall pay to the Town of Alta the costs incurred in such removal within thirty, (30), calendar days after written notice of the costs is mailed to such person.

2. Notice by the Town shall mean written notice sent by certified mail to persons having charge or control or benefit of any sign found by the Building Official to be unsafe.

Section 22-12-8 SIGNS NOT TO CONSTITUTE A TRAFFIC HAZARD. Signs or other advertising structures shall not be erected at the intersection of any streets or driveways in such manner as to obstruct free and clear vision; or at any location where by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal device, or make use of the words "Stop," "Drive-in," "Danger," or any other words, phrases, symbol, or character in such a manner as to interfere with, mislead, or confuse vehicle operators.

Section 22-12-9 CLEAR VIEW OF PUBLIC STREETS. There shall be a minimum clearance of eight, (8), feet between the ground and any part of a projecting sign or ground sign, as measured from the grade of the intersecting streets which are located within the clear view of an intersection.

Section 22-12-10 SIGNS ON PUBLIC PROPERTY. No sign shall be located on publicly owned land or inside street rights-of-way except signs required and/or erected by permission of the appropriate public agency. Signs shall include, but not be limited to, handbills, posters, advertisements, or notices that are fastened, placed, posted, painted, or attached in any way upon any curbstone, lamp post, telephone pole, telegraph pole, electric light or power pole, hydrant, bridge, tree, rock, sidewalk, or street.

Section 22-12-11 PROHIBITED SIGNS. Signs not specifically allowed by this Chapter are prohibited. The following signs are specifically prohibited: "A" frame, snipe, pedestal, animated, balloon, flashing, mobile changeable copy, promotional board, and electronic message center.

Section 22-12-12 MAINTENANCE OF AND ABANDONMENT OF SIGNS.

1. All signs and advertising structures shall be maintained in good condition.

2. Signs relating to a product no longer available for purchase, or to a business which has moved, shall be removed or the advertising copy removed within thirty, (30), days of such unavailability, closure, or relocation.

Section 22-12-13 LIGHTED SIGNS.

1. A lighted sign shall not be installed which permits the light to penetrate beyond the property in such a manner as to annoy or interfere with the use of adjacent properties.

2. Such lights alleged to violate the above by the adjacent property owners or Building Official shall be subject to a public hearing before the Planning Commission as to the validity of the alleged violation. If such light is determined to be in violation, the owner of said light shall take appropriate corrective action as directed.

Section 22-12-14 SIGNS ALLOWED BY ZONE. The following signs shall be allowed in all zones provided they comply with the given restrictions:

1. CONSTRUCTION. Maximum size of thirty-two, (32), square feet; a maximum height of twelve, (12), feet; located on private property; must be removed within one, (1), month from the date of issuance of the final Certificate of Occupancy.
2. CONSTRUCTION SIGNS FOR SUBDIVISIONS. Maximum size of thirty-two, (32), square feet; a maximum height of twelve, (12), feet; located on private property; must be approved by the Planning Commission for a period not to exceed one, (1), year which may be renewed by the Planning Commission upon application which must be received at least thirty, (30), days prior to the previous approval's expiration date.
3. NAME PLATE. Maximum size of three, (3), square feet; must be attached to main structure.
4. POLITICAL. Maximum size of sixteen, (16), square feet; a maximum height of six, (6), feet; located on private property not closer than ten, (10), feet to any driveway; must be removed within fifteen, (15), days following the final voting date.
5. PROPERTY. Maximum size of six, (6), square feet; a maximum height of six, (6), feet; located on private property.