



Provo City Planning Commission

Report of Action

March 10, 2021

*ITEM 1 The Development Services department, on behalf of the Sign Committee, requests an Ordinance Text Amendment to Chapter 6.06 and 14.38 of the Provo City Code to update use of electronic signs and standards for signs and outdoor advertising. Citywide Impact. Aaron Ardmore (801) 852-6404 aardmore@provo.org PLOTA20210046

The following action was taken by the Planning Commission on the above described item at its regular meeting of March 10, 2021:

RECOMMENDED APPROVAL

On a vote of 8:0, the Planning Commission recommended that the Municipal Council approve the above noted application.

Motion By: Deborah Jensen

Second By: Laurie Urquiaga

Votes in Favor of Motion: Deborah Jensen, Laurie Urquiaga, Russell Phillips, Robert Knudsen, Lisa Jensen, Daniel Gonzales, Dave Anderson, Brian Henrie

Dave Anderson was present as Chair.

- Includes facts of the case, analysis, conclusions and recommendations outlined in the Staff Report, with any changes noted; Planning Commission determination is generally consistent with the Staff analysis and determination.

TEXT AMENDMENT

The text of the proposed amendment is attached as Exhibit A.

STAFF PRESENTATION

The Staff Report to the Planning Commission provides details of the facts of the case and the Staff's analysis, conclusions, and recommendations. Staff gave an overview of the proposed language and answered Planning Commission questions regarding sign regulations and issues.

CITY DEPARTMENTAL ISSUES

- The Coordinator Review Committee (CRC) has reviewed the application and given their approval.

NEIGHBORHOOD MEETING DATE

- City-wide application; all Neighborhood Chairs received notification.

NEIGHBORHOOD AND PUBLIC COMMENT

- This item was City-wide or affected multiple neighborhoods.
- Neighbors or other interested parties were present or addressed the Planning Commission.

CONCERNS RAISED BY PUBLIC

Any comments received prior to completion of the Staff Report are addressed in the Staff Report to the Planning Commission. Key issues raised in written comments received subsequent to the Staff Report or public comment during the public hearing included the following:

- Jeff Young of YESCO signs shared his opinions on the proposals, stating he does not agree with the longer hold times proposed.
- Paul Evans stated his concerns regarding signs on North University Avenue and referenced correspondence he had sent to the Planning Commission prior to the hearing.
- James Carpentier shared his support for most of the proposed changes but does not agree with the longer hold times or the reasoning of safety for the changes.

PLANNING COMMISSION DISCUSSION

Key points discussed by the Planning Commission included the following:

- Laurie Urquiaga asked about the map associated with the proposal, showing changes in permitted areas and multi-tenant areas. She thought the difference between long hold and short hold may be too much, but that fifteen second holds were appropriate.
- The Commission asked about billboards as compared with on-premise signs and how the regulations differ.
- Lisa Jensen asked about nonconforming rights with the proposal and if height limits were affected. She has concerns over proposed hold times and current brightness standards, she suggested a nighttime off standard for future discussions with the Council Sign Committee.
- Brian Henrie stated hold times are not a concern for him, but that he would be interested on future changes to brightness standards.
- Deborah Jensen stated her support for the changes and referenced the emails received from the public regarding concerns with bright signs. She also supports having “off hours” regulations come in the future. She related to the Commission that sign regulations are an important part of the City and attention to the visual impact needs to be a focus on future discussions and proposals.
- The Planning Commission directed staff to look at brightness standards and other regulations that could address concerns of neighbors in future discussions with the Sign Committee.
- The Planning Commission stated their support for Daniel Gonzales to serve on the Sign Committee to represent the Planning Commission in future discussions.



Planning Commission Chair



Director of Development Services

See [Key Land Use Policies of the Provo City General Plan](#), applicable [Titles of the Provo City Code](#), and the [Staff Report to the Planning Commission](#) for further detailed information. The Staff Report is a part of the record of the decision of this item. Where findings of the Planning Commission differ from findings of Staff, those will be noted in this Report of Action.

Legislative items are noted with an asterisk (*) and require legislative action by the Municipal Council following a public hearing; the Planning Commission provides an advisory recommendation to the Municipal Council following a public hearing.

Administrative decisions of the Planning Commission (items not marked with an asterisk) **may be appealed** by submitting an application/notice of appeal, with the required application and noticing fees to the Community and Neighborhood Services Department, 330 West 100 South, Provo, Utah, **within fourteen (14) calendar days of the Planning Commission's decision** (Provo City office hours are Monday through Thursday, 7:00 a.m. to 6:00 p.m.).

BUILDING PERMITS MUST BE OBTAINED BEFORE CONSTRUCTION BEGINS

Exhibit A

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Chapter 6.06
USE OF ELECTRONIC SIGNS

Sections:

- 6.06.010** **Scope.**
- 6.06.020** **Hold Time and Transitions.**
- 6.06.030** **Brightness.**

6.06.010
Scope.

Any business operating an on-premises electronic display sign shall comply with the requirements of this Chapter in order to qualify for a business license.

(Enacted 2018-06)

6.06.020
Hold Time and Transitions.

(1) The minimum hold time for an electronic display sign is the minimum amount of time that a message must be displayed before transitioning to a new message. ~~Each message shall be illuminated for no less than eight (8) seconds before transitioning to a new message.~~ Except as otherwise provided in Subsection (2), the minimum hold time for all on-premise electronic display signs is one hour.

(2) ~~Notwithstanding Subsection (1) of this Section, the message may not be changed more than three (3) times per day unless the sign is permitted to be a high-churn electronic display sign under Chapter 14.38, Provo City Code.~~ Notwithstanding Subsection (1), the minimum hold time for an on-premise electronic display sign described in this Subsection (2) shall be:

(a) 8 seconds for a sign adjacent to and facing Interstate 15;

(b) 15 seconds for a sign located in an SC3 zone and associated with a commercial building housing 20 or more different tenants; and

(c) one minute for all signs that are not described in Subsections (2)(a) or (2)(b) and are located in areas specified in Provo City Code Section 14.38.025 as allowing short hold time electronic display signs.

(3) The images and messages displayed shall be static, and the transition from one static display to another shall be instantaneous with no special effects or the transition may provide a black screen for at least one (1) second.

137 (4) Electronic display signs shall not include animation, full motion video, flashing, scrolling,
138 strobing, racing, blinking, changes in color, fade in or fade out in any manner imitating
139 movement, or any other means not providing constant illumination.
140

141 (5) An electronic display sign that was in operation prior to May 28, 2013, is not subject to the
142 requirements of this Section so long as the sign is not replaced, reconstructed, upgraded, moved,
143 or otherwise substantially changed.
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145 (Enacted 2018-06)

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Exhibit B

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Chapter 14.38
SIGNS AND OUTDOOR ADVERTISING

Sections:

- 14.38.010** General Requirements.
- 14.38.020** Signs on Premises.
- 14.38.025** On-Premises ~~High-Churn-Short Hold Time~~ Electronic Display Sign Standards.
- 14.38.030** Exceptions.
- 14.38.040** Location Standards.
- 14.38.050** Special Purpose Signs.
- 14.38.060** Classification of Signs.
- 14.38.070** Signs Permitted – Agricultural (A) and Residential (R) Zones.
- 14.38.075** Signs Permitted in Public Facilities (PF) Zones.
- 14.38.080** Signs Permitted in Commercial (C) Zones.
- 14.38.085** North University Avenue Riverbottoms Design Corridor and Specialty Support Commercial (SSC) Sign Standards.
- 14.38.090** Signs Permitted in Neighborhood Shopping Center (SC1) Zones and Community Shopping Center Zones (SC2).
- 14.38.095** Signs Permitted in Regional Shopping Center Zones (SC3).
- 14.38.100** Signs Permitted in Industrial (M) Zones.
- 14.38.105** Signs Permitted in the Downtown (DT, ITOD, GW, or WG) Zones.
- 14.38.110** Signs Permitted in Other Zones.
- 14.38.115** Off-Premises Signs and Outdoor Advertising Structures.
- 14.38.120** Size of Freestanding Signs to Five (5) Foot Height.
- 14.38.130** Size of Freestanding Signs Over Five (5) Foot Height.
- 14.38.140** Size of Wall Signs and Painted Wall Signs.
- 14.38.145** Size of Other Signs.
- 14.38.150** Nonconforming Signs.
- 14.38.160** Definitions Pertaining to Signs.
- 14.38.170** Off-Premises Electronic Display Signs (Billboards).

14.38.010
General Requirements.

The following general requirements shall apply to all signs and outdoor advertising structures which may be erected or maintained within the City of Provo.

(1) *Sign Approval.* Except as otherwise provided, it shall be unlawful and a class C misdemeanor to erect or maintain any sign or outdoor advertising structure in the City of Provo without first obtaining the approval of the Planning Commission for said sign or advertising structure, the giving of which shall be based upon the provisions of this Title.

193 (2) *Permits.* The approval of the Planning Commission shall be evidenced by a permit issued by
194 the Building Inspection Division. All signs shall be constructed and all permits shall be issued in
195 accordance with the provisions of the International Building Code. Permits for off-premises
196 nonconforming signs shall be renewed on an annual basis. Applications for permits, or for the
197 renewal of permits, shall require the applicant to disclose the owner of the sign and the owner of
198 the property on which the sign is or will be located, all relevant dates in regard to expiration of
199 any lease or lease option, the date and cost of construction of the sign, the date and cost of any
200 modification of the sign, the fair market value as appraised for property tax purposes, the date the
201 sign will be depreciated for federal income tax purposes, the cost of operating the sign, and any
202 other information reasonably required by the Planning Commission. A permit may be revoked
203 and a sign removed pursuant to Subsection (7) of this Section if the applicant for a permit makes
204 a false or misleading statement in the permit application or renewal.

205
206 (3) *Electronic Display and Animated Signs.* Except as otherwise provided in this Chapter, all
207 animated signs are prohibited. On-premises ~~low-churn~~ electronic display signs are prohibited in
208 all Project Redevelopment Option (PRO) zones, the Special Development Plan (SDP) Overlay
209 Zone, the Downtown Historic District, and the A, RA, RC, R1, R2, ~~R2.5, R3, R4, and R5 zones~~,
210 VLDR, LDR, MDR, and HDR zones, but are permitted elsewhere. Businesses using electronic
211 display signs are subject to the business licensing regulations contained in Chapter 6.06, Provo
212 City Code. On-premises ~~high-churn~~ short hold time electronic display signs are prohibited in all
213 zones, except as otherwise provided in Section 14.38.025, Provo City Code.

214
215 (4) *Sound or Emissions.* No sign shall be designed for the purpose of emitting sound, smoke, or
216 steam.

217
218 (5) *Movable Signs, Banners, and A-Frame Signs.* Except as otherwise provided in this Chapter,
219 all movable signs, banners and A-frame signs are prohibited. This prohibition shall include signs
220 mounted or painted upon vehicles or trailers which are parked in any location for the purpose of
221 calling attention to or advertising a person, place, or thing.

222
223 (6) *Canopy Signs.* Signs painted on or affixed to canopies which are part of the building shall be
224 considered part of the total allowed area of wall signs for the walls from which the canopy
225 projects. Signs painted on or affixed to canopies which are freestanding shall be considered part
226 of the total allowable area of freestanding signs for that use. Signs suspended under canopies
227 (marquees) which project over public rights-of-way shall be limited to six (6) square feet. Signs
228 with changeable copy (reader boards) located on marquees of theaters or similar public assembly
229 uses may combine the total allowable area for all building faces as permitted by Section
230 14.38.140, Provo City Code, so long as there are no wall signs placed upon building faces other
231 than the face to which the marquee is attached.

232
233 (7) *Violations.*

234 (a) It is unlawful to erect or maintain a sign contrary to the provisions of this Chapter. If a
235 sign is erected or maintained in violation of this Chapter the Planning Commission may do
236 the following:

237

- 238 (i) Order the defect corrected within a fixed period of time, not exceeding thirty (30)
239 days, if correction of the defect will bring the subject sign into compliance with the
240 provisions of this Chapter; but
241
242 (ii) If correction of the defect will result in a violation of the provisions of this Chapter,
243 order that the subject sign be removed by, and at the expense of, the owner of the sign,
244 within a fixed period of time not exceeding thirty (30) days.
245
246 (b) If the owner of the sign contests the order of the Planning Commission, the remedy
247 shall be an appeal to the zoning Board of Adjustment, which appeal shall be taken in the
248 time and manner otherwise provided in this Title for appeals to the zoning Board of
249 Adjustment.
250
251 (c) If the owner of the sign fails or refuses to remove the subject sign at the order of the
252 Planning Commission, the City may remove the sign at any time after the owner thereof
253 exhausts his or her administrative remedies in relation thereto, unless otherwise ordered by a
254 court of law. Removal by the City shall be at the expense of the owner, and the City may
255 obtain judgment against the owner in an amount equal thereto, together with reasonable
256 attorneys' fees and costs.
257

258 **14.38.020**

259 **Signs on Premises.**

260 Except as provided within the provisions of respective zoning districts, and unless otherwise
261 expressly provided in this Chapter, no sign shall be permitted which is not used exclusively to
262 advertise the ownership, sale, or lease of property upon which said sign is placed, or to advertise
263 a business conducted, services rendered, goods produced or sold upon such premises, or to
264 advertise or identify any other lawful activity conducted upon such premises.
265

266 **14.38.025**

267 **On-Premises High-Churn Short Hold Time Electronic Display Sign Standards.**

268 (1) On-premises ~~high-churn short hold time~~ electronic display signs are prohibited in all areas
269 of the City of Provo, except for properties within the GW, WG, FC, FC2, CA, CG, PO, CM,
270 SC1, SC2, SC3, M1, M2 FI, MP, PIC and PF zones which have frontage on the following streets
271 and locations:
272

273 (a) University Parkway, from 100 West northwesterly to the boundary line of the City of
274 Provo;

275
276 (b) North State Street, from ~~Bulldog-Cougar~~ Boulevard (1230 North Street) northwesterly
277 to ~~the boundary line of the City of Provo~~ 1720 North;

278
279 (c) ~~Bulldog-Cougar~~ Boulevard, from Canyon Road (200 East) westward to North State
280 Street;

281
282 (d) Freedom Boulevard, from ~~550~~100 North northward to University Parkway;
283

- 284 (e) 820 North Street, from ~~1890 West~~ I-15 eastward to 1350 West Street;
 285
 286 ~~(f) Center Street, from 1300 West eastward to 600 West Street;~~
 287
 288 (f) Draper Lane from 820 N to 600 S;
 289
 290 (g) University Avenue, from ~~920~~600 South southward to Lakeview Parkway (1860 South);
 291
 292 ~~(h) 1860 South Street, from University Avenue eastward to South State Street; and~~
 293
 294 ~~(i) South State Street, from 640 South Street southward to the boundary line of the City of~~
 295 ~~Provo.~~
 296
 297 (h) 4800 North from Provo River to University Avenue;
 298
 299 (i) Towne Centre Blvd; and
 300
 301 (j) University Avenue from 4800 N to 5200 N
 302
 303 (2) Properties described in Subsection (1) of this Section that have frontage along Interstate 15
 304 (I-15) shall not have any on-premises ~~high-churn short hold time~~ electronic display signs located
 305 closer than one thousand two hundred (1,200) feet from another on-premises ~~high-churn short~~
 306 ~~hold time~~ electronic display sign.
 307
 308 (3) All ~~high-churn short hold time~~ electronic display signs shall be subject to the following
 309 requirements:
 310
 311 (a) Comply with all other provisions of the respective zoning districts as set forth in this
 312 Title, including all sign regulations described in this Chapter.
 313
 314 (b) Comply with all the provisions of Chapter 6.06, Provo City Code, regarding ~~minimum~~
 315 ~~hold times and~~ use of electronic display signs by a business.
 316
 317 ~~(c) Hold Time. Each message shall be illuminated for no less than eight (8) seconds before~~
 318 ~~transitioning to a new message.~~
 319
 320 ~~(d)~~ (c) Prior to the issuance of any permit for construction or conversion, the owner shall
 321 provide the City with a certification from the sign manufacturer stating that the sign is
 322 capable of complying with the illumination and brightness standards found in Chapter 6.06,
 323 Provo City Code.
 324
 325 (Enacted 2013-16, Am 2018-06)
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 327 ...
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329 **14.38.085**

330 **North University Avenue Riverbottoms Design Corridor and Specialty Support**
331 **Commercial (SSC) Sign Standards.**

332 (1) An integrated sign design scheme which meets the requirements of this Section shall be
333 required for each new performance development, shopping center, or office complex located
334 within the North University Avenue Riverbottoms Design Corridor, as per Section [14.34.290\(2\)](#),
335 Provo City Code.

336
337 (2) Except as provided in Subsection [\(2\)\(a\)](#) of this Section, the provisions of this Section shall
338 apply to any sign located within the North University Avenue Riverbottoms Design Corridor
339 notwithstanding any other provision of this Title and shall supersede sign provisions in any
340 chapter with which this Chapter may be associated for purposes of development except Section
341 [14.38.010\(1\)](#) and (2), Provo City Code.

342
343 (a) The provisions of this Section shall not apply to an existing legal nonconforming sign;
344 provided, however, that the size, height, or location of any such sign shall not be changed
345 except in accordance with the provisions of this Section.

346
347 (3) *Monument Signs.* Each commercial or professional office development in the North
348 University Avenue Riverbottoms Design Corridor may have therein monument signs, in
349 accordance with the following provisions:

350
351 (a) *Number.* There may, in each commercial center or professional office complex, be one
352 (1) such sign for each three hundred (300) feet of street frontage.

353
354 (b) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per
355 side for two-sided signs. Double-faced, back-to-back, and V-type signs are permitted as a
356 single sign or structure if both faces have common ownership. The monument structure upon
357 which the sign is placed shall be designed to complement the architecture of the building,
358 using the same materials and stylistic themes.

359
360 (c) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures
361 may be permitted on sites with multiple structures.

362
363 (d) *Height.* No such freestanding sign (including the monument structure and pedestal)
364 shall exceed ten (10) feet in height above the grade of street frontage sidewalk.

365
366 (e) *Location.*

367
368 (i) Except as otherwise provided in Subsection [\(3\)\(e\)\(ii\)](#) of this Section, each such
369 monument sign shall be located on private property, outside the “clear vision” area of
370 any street or driveway intersection, and shall not project over any property line.

371
372 (ii) Notwithstanding Subsection [\(3\)\(e\)\(i\)](#) of this Section, a sign located on a corner lot
373 or parcel abutting University Avenue within the North University Avenue Riverbottoms
374 Design Corridor may project up to twelve (12) feet into the University Avenue right-of-

375 way from an adjacent property line but not closer than six (6) feet to any sidewalk or
376 paved trail system located in the public right-of-way, subject to the qualifications set
377 forth in Subsection [\(3\)\(e\)\(iii\)](#) of this Section and the following conditions:

378
379 (A) The controlling government agency grants written permission to locate the
380 sign in the University Avenue right-of-way;

381
382 (B) Visibility of the sign, if placed on the lot or parcel as required by Subsection
383 [\(3\)\(e\)\(i\)](#) of this Section, would be blocked by one (1) or more utility boxes or
384 semaphore poles whose location and design is not controlled by the property owner,
385 as observed at eye level from the curb or edge of pavement for University Avenue
386 within one hundred (100) feet of the sign location; and

387
388 (C) The sign does not create a sight distance hazard as reasonably determined by
389 the City Traffic Engineer based on the sign location and construction specifications,
390 speed of nearby traffic, and other applicable City standards designed to achieve safe
391 traffic movement.

392
393 (iii) A sign which existed prior to April 18, 2006, may not be relocated pursuant to the
394 provisions of Subsection [\(3\)\(e\)\(ii\)](#) of this Section unless:

395
396 (A) Subsequent to the sign's original installation utility boxes or semaphore poles,
397 whose location and design is not controlled by the property owner, are installed
398 which block the sign in the manner described in Subsection [\(3\)\(e\)\(ii\)\(B\)](#) of this
399 Section, and

400
401 (B) The applicant provides documentation that the sign meets the requirements of
402 Subsection [\(3\)\(e\)\(iii\)\(A\)](#) of this Section.

403
404 (f) *Materials.* Structures supporting monument and shopping center identification signs
405 shall be compatible with exterior materials used in building exteriors within the
406 shopping/office center.

407
408 (g) *Illumination.* Internal illumination of a translucent sign face, or individual letters,
409 characters, or figures shall be permitted, such that the sign face, letter or character glows.

410
411 (4) *Wall Signs.* Each business establishment or tenant of a shopping center or professional
412 office facility may have wall signs in conformance with the standards listed below.

413
414 (a) *Area.* One (1) square foot of wall sign copy area for each linear foot of building
415 frontage of the particular side the sign is on, or tenant space where the building setback from
416 street frontage is less than two hundred (200) feet. For buildings with setbacks from street
417 frontage of at least two hundred (200) feet or more, one and one-quarter (1 1/4) square feet
418 of wall sign face for each linear foot of building frontage.

419

- 420 (b) *Number*. There shall be no more than one (1) such sign for the front face of each
421 business or tenant. There may, in addition, be one (1) such sign for each business
422 establishment or tenant having a rear or side building face with a public entrance.
423
- 424 (c) *Height*. No part of any such sign shall extend above the top level of a wall upon or in
425 front of which it is situated.
426
- 427 (d) *Projection*. No wall sign, including structural part, shall project more than eighteen (18)
428 inches from the face of the part of the building to which it is attached.
429
- 430 (e) *Illumination*. Internal illumination of a translucent sign face, or individual letters,
431 characters, or figures shall be permitted, such that the sign face, letter or character glows.
432
- 433 (5) *Shopping Center (SC3 Zone) Signs*.
434
- 435 (a) *Entry Archways*. An archway displaying the name and logo of the shopping center may
436 be located over a driveway, street or pedestrian entrance into the shopping center in
437 accordance with the following provisions:
438
- 439 (i) *Number*. There may be one (1) sign and one (1) archway structure per entrance, not
440 to exceed four (4) entrances.
441
- 442 (ii) *Area*. The area of the sign shall not exceed sixty (60) square feet.
443
- 444 (iii) *Height*. The height of the entry feature (archway) structure shall not exceed
445 twenty-five (25) feet. Adequate vehicle and pedestrian clearance will be required as
446 determined by Provo City.
447
- 448 (iv) *Location*. The sign shall be located on private property, outside the “clear vision”
449 area of any street or driveway intersection and shall not project over any property line.
450
- 451 (v) *Materials*. Materials shall be compatible with exterior materials used within the
452 shopping center.
453
- 454 (vi) *Illumination*. Internal illumination is permitted.
455
- 456 (b) *Entry Identification Monument Signs*. A sign that identifies only the name of the
457 shopping center and/or displays public greetings may be located at the entrances of the
458 development.
459
- 460 (i) *Number*. There shall be not more than two (2) per driveway entrance.
461
- 462 (ii) *Area*. The area of the sign shall not exceed six (6) square feet.
463
- 464 (iii) *Height*. The sign (including the monument structure and pedestal) shall not exceed
465 ten (10) feet in height above the grade of street frontage sidewalk.

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(iv) *Location.* The sign shall be located on private property, outside the “clear vision” area of any street or driveway intersection, and shall not project over any property line.

(v) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vi) *Illumination.* Internal illumination is permitted.

(c) *Commercial Monument Signs.* Commercial monument signs are only permitted to be located along the frontage of 4800 North.

(i) *Number.* There may be one (1) such sign for each three hundred (300) feet of street frontage, not to exceed two (2) signs if the frontage is greater than six hundred (600) feet.

(ii) *Area.* The sign copy area of a monument sign shall not exceed sixty (60) square feet per side for two-sided signs. The monument structure upon which the sign is placed shall be designed to complement the architecture of the building, using the same materials and stylistic themes.

(iii) *Spacing.* A minimum spacing of one hundred fifty (150) feet between sign structures is required.

(iv) *Height.* The sign (including the monument structure and pedestal) shall not exceed ten (10) feet in height above the grade of street frontage sidewalk.

(v) *Location.* Monument signs shall be located on private property, outside the “clear vision” area of any street or driveway intersection, and shall not project over any property line.

(vi) *Materials.* Materials shall be compatible with exterior materials used within the shopping center.

(vii) *Illumination.* Internal illumination is permitted.

(d) *Shopping Center Commercial Signs.*

(i) *Number.* There may be one (1) sign for each three hundred (300) feet of street frontage on University Avenue, not to exceed two (2) signs if the street frontage is greater than six hundred (600) feet.

(ii) *Area.* The area of the sign shall not exceed three hundred (300) square feet per face. The name and logo of the shopping center are not counted as part of the permitted square footage of the sign.

- 512 (iii) *Spacing*. A minimum spacing of one hundred fifty (150) feet between sign
513 structures is required.
514
515 (iv) *Height*. A sign shall not exceed twenty-five (25) feet in height.
516
517 (v) *Location*. The sign(s) may be located on University Avenue within the Provo City
518 right-of-way (trail system) subject to the obtaining of written permission from Provo
519 City.
520
521 (vi) *Materials*. Materials shall be compatible with exterior materials used within the
522 shopping center.
523
524 (vii) *Illumination*. Internal illumination is permitted.
525

526 (6) *Research and Business Park Zone (RB&P)*.
527

- 528 (a) *Monument Signs*. Monument signs are only permitted to be located along the frontage
529 of University Avenue.
530
531 (i) *Number*. There may be one (1) such sign for each three hundred (300) feet of street
532 frontage.
533
534 (ii) *Area*. The sign copy area of a monument sign shall not exceed sixty (60) square
535 feet per side for two-sided signs. The monument structure upon which the sign is placed
536 shall be designed to complement the architecture of the building, using the same
537 materials and stylistic themes.
538
539 (iii) *Spacing*. A minimum spacing of one hundred fifty (150) feet between sign
540 structures is required.
541
542 (iv) *Height*. The sign (including the monument structure and pedestal) shall not exceed
543 ten (10) feet in height above the grade of street frontage sidewalk.
544
545 (v) *Location*. There may be a monument sign located on each corner of River Park
546 Drive. The signs shall not be located any closer than fifteen (15) feet of the back of
547 University Avenue street curb within the public right-of-way subject to written
548 permission from the controlling government agency.
549
550 (vi) *Materials*. Materials shall be compatible with exterior materials used within the
551 Research and Business Park.
552
553 (vii) *Illumination*. Internal illumination and electronic display signs are not permitted.
554

- 555 (7) *Prohibited Signs*. With the exception of for sale, rent, or lease signs authorized by Section
556 [14.38.050\(1\)](#), Provo City Code, all other types of signs not explicitly authorized by this Section

557 are prohibited. [Electronic versions of the types of signs explicitly authorized by this Section are](#)
558 [allowed as specified in Provo City Code 14.38.010\(3\).](#)

559

560 (Enacted 1996-77, Am 2006-18, Am 2010-38, Am 2013-16, Am 2018-06, Am 2019-28)

561

562 **14.38.095**

563 **Signs Permitted in Regional Shopping Center Zones (SC3).**

564 In the regional shopping center zones, there may be for each place of business or occupancy,

565 wall signs or painted wall signs and freestanding signs over five (5) feet in height as follows:

566

567 (1) *Freestanding Signs Over Five (5) Feet in Height.* Each shopping center facility established
568 in an SC3 zone may have a freestanding sign over five (5) feet in height as follows:

569

570 (a) The area of the sign shall be as described in Section [14.38.130](#), Provo City Code.

571

572 (b) If the frontage of the shopping center facility is more than two hundred fifty (250) lineal
573 feet (see Section [14.38.130](#), Provo City Code) the planning commission may approve a
574 freestanding sign with a total area exceeding three hundred twenty (320) square feet. The
575 actual size of the larger sign shall be determined by the Planning Commission based on the
576 following:

577

578 (i) The degree to which the signs and the landscaping thereof architecturally and
579 aesthetically blend with the shopping center facility and the landscaping thereof.

580

581 (ii) The volume and speed of travel of vehicular traffic moving past the shopping
582 center facility.

583

584 (iii) The total number of tenants and the number of major tenants in the shopping
585 center facility.

586

587 (iv) The area of the larger sign shall not be increased more than thirty-two (32) square
588 feet (in excess of three hundred twenty (320) square feet) for each twenty-five (25)
589 lineal feet of frontage (in excess of two hundred fifty (250) lineal feet).

590

591 (v) No sign shall exceed seven hundred twenty (720) square feet of sign space. A
592 second sign, not exceeding seven hundred twenty (720) square feet of sign space may be
593 allowed if the shopping center facility has more than five hundred (500) lineal feet of
594 frontage; provided, that no more than two (2) signs may be erected.

595

596 (c) No freestanding sign shall exceed forty (40) feet in height.

597

598 (d) Notwithstanding the above provisions, a shopping center facility that has more than one
599 thousand eight hundred (1,800) lineal feet of frontage directly adjacent to Interstate 15 shall
600 be allowed one (1) freestanding sign that meets the following criteria:

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602 (i) Shall not exceed one thousand four hundred (1,400) square feet of sign space.

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(ii) Shall not exceed ninety (90) feet in height.

(iii) Shall be located adjacent to Interstate 15.

(iv) Transition time between each message shall comply with the requirements of Provo City Chapter 6.06.

(2) *Wall Signs and Painted Wall Signs.* Each business establishment or tenant of a shopping center facility may have a wall sign or painted wall sign as follows:

(a) A wall sign may not exceed fifteen percent (15%) of the total wall area in square feet.

(b) There may be only one (1) sign for each face of a business.

(c) No part of any sign shall extend above the top level of the wall upon or in front of which it is situated except for wall signs for independent pads in the zone where no part of any such sign shall extend more than five (5) feet above the top level of the wall or roof. The projection of such sign shall project no more than five (5) feet from the face of the building to which it is attached.

(3) *Freestanding Signs under Five (5) Feet.* Freestanding signs under five (5) feet in height may be permitted on an individual development pad as follows:

(a) The maximum area of sign space shall be as described in Section [14.38.120](#), Provo City Code.

(b) There may be one (1) freestanding sign under five (5) feet in height for each individual pad in the shopping center facility.

(c) The maximum height for each freestanding sign under five (5) feet shall be five (5) feet.

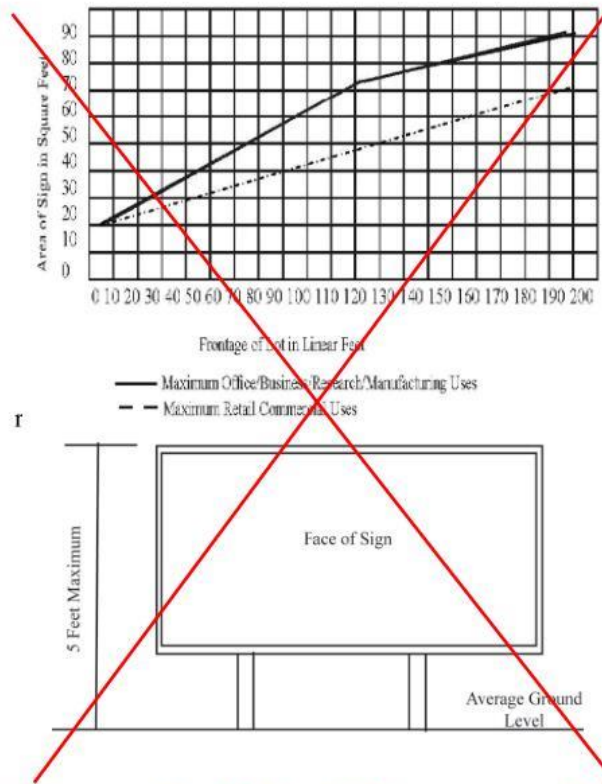
(d) All signs must be architecturally compatible using similar building materials and colors.

(e) Each sign must be in conformance with the setback requirements of the zone.

(Enacted 1987-51, Am 1995-02, Am 2013-16, Am 2017-29)

...

643 **14.38.120**
 644 **Size of Freestanding Signs to Five (5) Foot Height.**



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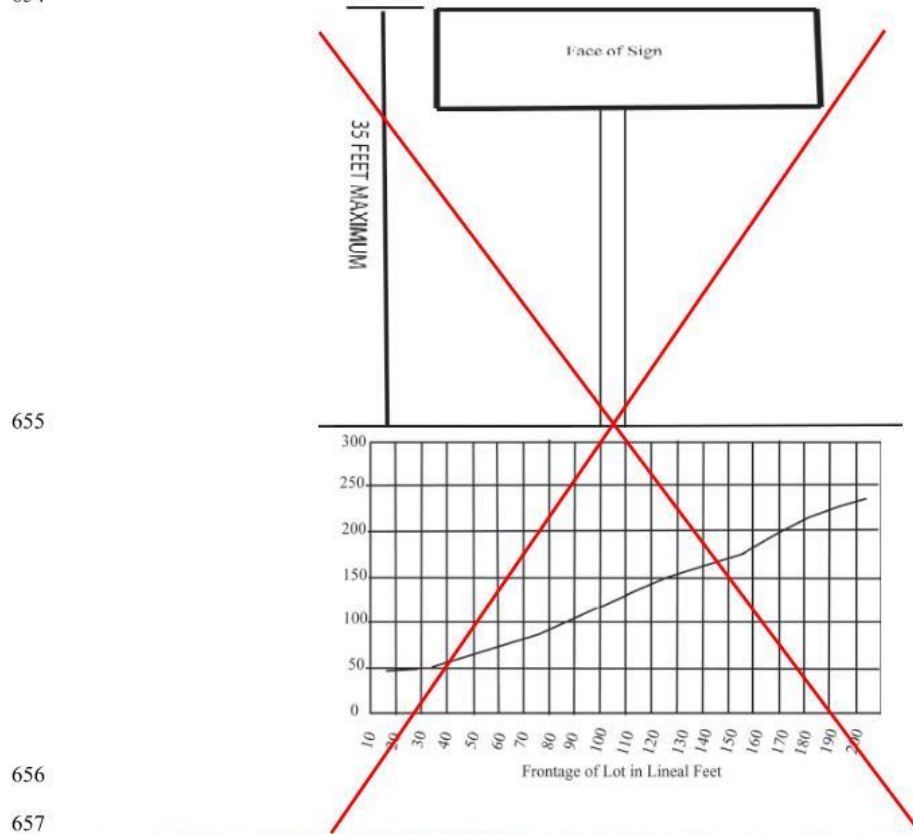
648 (1) Ground Mounted signs up to five (5) feet in height must not exceed the following maximum
 649 sign face area based on street frontage in linear feet:

650

Frontage of Lot	Maximum Area of Sign Face
Up to 10 linear feet	20 square feet
11 to 30 linear feet	30 square feet
31 to 50 linear feet	40 square feet
51 to 70 linear feet	50 square feet
71 to 90 linear feet	60 square feet
91 to 110 linear feet	70 square feet
111 to 150 linear feet	80 square feet
Over 150 liner feet	90 square feet

651

652 **14.38.130**
 653 **Size of Freestanding Signs Over Five (5) Foot Height.**
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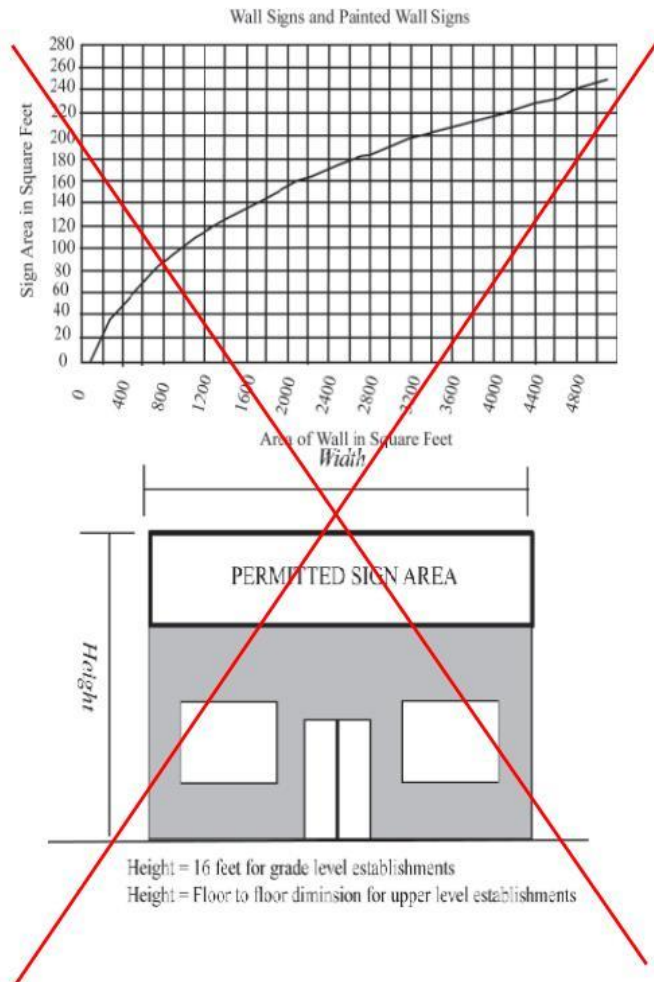
658 (1) Freestanding signs over five (5) feet in height must not exceed the following maximum sign
 659 face area based on street frontage in linear feet:
 660

Frontage of Lot	Maximum Area of Sign Face
Up to 30 linear feet	50 square feet
31 to 60 linear feet	70 square feet
61 to 80 linear feet	90 square feet
81 to 100 linear feet	120 square feet
101 to 120 linear feet	140 square feet
121 to 140 linear feet	160 square feet
141 to 160 linear feet	180 square feet
161 to 180 linear feet	210 square feet
Over 180 linear feet	230 square feet

661

662 **14.38.140**
 663 **Size of Wall Signs and Painted Wall Signs.**

664
 665 (1) Wall Signs and Painted Wall Signs must not exceed the following maximum sign face area
 666 based on the wall face square footage:
 667



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 672

Area of Wall	Maximum Area of Sign Face
Up to 200 square feet	20 square feet
201 to 400 square feet	45 square feet
401 to 600 square feet	70 square feet
601 to 800 square feet	90 square feet
801 to 1000 square feet	100 square feet
1001 to 1300 square feet	120 square feet

1301 to 1700 square feet	140 square feet
1701 to 2100 square feet	160 square feet
2101 to 2600 square feet	180 square feet
2601 to 3200 square feet	200 square feet
3201 to 4100 square feet	220 square feet
4101 to 4800 square feet	240 square feet
Over 4800 square feet	260 square feet

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14.38.145

Size of Other Signs.

(1) If not otherwise regulated as to maximum sign area in this code, signs are governed by the following:

Maximum Sign Area	Street Frontage
20 sq. ft.	85 ft. or less
25 sq. ft.	86-90 ft.
30 sq. ft.	91-99 ft.
35 sq. ft.	100 ft. or more

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14.38.160

Definitions Pertaining to Signs.

The following words and phrases, whenever used in this Title, shall be construed as defined in this Section.

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“A-frame sign” means any sign or structure composed of two (2) sign faces mounted or attached back-to-back in such a manner as to form a basically triangular vertical cross-section through the faces.

“Animated sign” means any sign with action, motion, or moving parts, including devices activated by wind or forced air, and signs that revolve, and which are designed and constructed to give their message through movement or semblance of movement created through a sequence of progressive changes of parts or lights. This does not include electronic display signs.

“Building face” means the visible outer surface of a main exterior wall of a building. The area of the face of the building shall be the total area of such surface including the area of doors and windows which open into surface.

701 **Canopy.** See “Marquee.”

702

703 **“Convert, converted, conversion”** means any sign face that is changed from its existing,
704 nondigital or nonelectronic displays to an electronic display sign. Any sign that is remodeled,
705 repaired, or maintained in such a way that it is now an electronic display sign shall be considered
706 a conversion.

707

708 **“Electronic display sign”** means any sign, or portion thereof, that displays electronic images,
709 graphics or pictures, with or without textual information. Such a sign has the capability of being
710 changed or altered by electronic means on a fixed display screen composed of a series of lights
711 including light emitting diodes (LEDs), fiber optics, plasma displays, light bulbs, or other
712 illumination devices within the display area where the message is displayed. Electronic display
713 signs include computer programmable, microprocessor controlled electronic or digital displays.

714

715 **“Erect”** means to build, construct, place, relocate, enlarge, substantially alter, attach, suspend,
716 paint, post, or display. Normal maintenance, including refinishing, is not included in this
717 definition provided the sign copy is not changed or altered.

718

719 **“Freestanding sign”** means any sign that is standing on or erected into the ground. Such signs
720 are usually, but not necessarily, supported from the ground by one (1) or more poles or posts or
721 similar uprights, with or without braces. Any sign which is mounted into the ground, but has the
722 supports passing through any portion of the roof of a building or structure, shall be considered to
723 be a roof sign.

724

725 **“Frontage”** means the length of the sides along the street or any other principal public
726 thoroughfare, but not including such length along an alley, water course, railroad, street, or
727 thoroughfare with no permitted access.

728

729 **“High-churn Short hold time electronic display sign”** means any electronic display sign
730 whose ~~minimum hold time is less than one (1) hour~~ ~~image or message is changed more than~~
731 ~~three (3) times per day.~~

732

733 **“Low-churn Long hold time electronic display sign”** means any electronic display sign whose
734 ~~image or message is changed three (3) times per day or less~~ ~~minimum hold time is at least one~~
735 ~~(1) hour.~~

736

737 **Marquee.** A “marquee” shall mean and include any roofed structure attached to and supported
738 by a building, and projecting over public property.

739

740 **“Movable sign”** means any sign not affixed to or erected into the ground.

741

742 **“Off-premises electronic display sign”** means any off-premises sign, as defined in this Section,
743 that is also an electronic display sign, as defined in this Section.

744

745 **“Off-premises sign”** means any sign which advertises products, services, or business
746 establishments which are not located, conducted, manufactured, or sold upon the same premises
747 upon which the sign is erected.

748
749 **“On-premises sign”** means any sign which advertises products, services, or business
750 establishments which are located, conducted, manufactured, or sold upon the same premises
751 upon which the sign is erected.

752
753 **“Outdoor advertising structure”** means a structure erected and maintained for outdoor
754 advertising purposes upon which a poster, bill, printing, or painting may be placed to advertise
755 products, goods, services, or business establishments other than those located, conducted,
756 manufactured, or sold upon the premises on which the structure is erected.

757
758 **“Projecting sign”** means any sign attached to a building or structural wall and extending
759 horizontally outward from such wall more than eighteen (18) inches.

760
761 **“Property”** means land or real estate, with or without structures; not goods or services.

762
763 **“Residential zone”** or **“district”** means any zone which is designated by the prefix “R” in this
764 Title.

765
766 **“Roof sign”** means any sign which is erected upon or over the roof or over a parapet of any
767 building or structure.

768
769 **“Sign”** means any words, lettering, parts of letters, figures, numerals, phrases, sentences,
770 devices, designs, pictures, trade names, or trademarks by which anything is made known, such as
771 are used to designate a firm, association, corporation, profession, business, or service, whether
772 placed on the ground, rocks, trees, stumps, or other natural objects, or on a building, wall, roof,
773 frame, support, fence, or other manmade structure, which are visible from any public street,
774 public highway, or public road right-of-way. For the purpose of this Title, the word “sign” does
775 not include the flag, pennant, or insignia of any nation, state, city, or other political unit, or of a
776 nonprofit organization. It shall not include, further, any official notice issued by any court, public
777 body or officer, or directional warning or information sign or structure required or authorized by
778 law.

779
780 **Sign Area.** Sign area shall mean the area of a sign that is used for display purposes, excluding
781 the minimum frame and supports. In computing sign area, only one (1) side of a back-to-back or
782 double-face sign covering the same subject shall be computed when the signs are parallel or
783 diverge from a common edge by an angle of not more than forty-five (45) degrees. In relation to
784 signs that do not have a frame or a separate background, sign area shall be computed on the basis
785 of the least rectangle, triangle, or circle large enough to frame the display.

786
787 **“Time and temperature device”** means any mechanism that displays the time and/or
788 temperature, but does not display any commercial advertising or identification.

789

790 **“Wall sign”** means any sign posted or painted upon, suspended from, or otherwise affixed to a
791 wall, fascia, canopy, or marquee in an essentially vertical position or with exposed face of the
792 sign in a place approximately parallel with the wall or fascia upon which it is attached.
793

794 **“Wind sign”** means any propeller, whirligig, or similar commercial device which is designed to
795 flutter, rotate, or display other movement under the influence of wind. This definition shall not
796 include pennants, flags, or banners.
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