

CHAPTER 32B

OGDEN VALLEY SIGNS

- 32B.1. Purpose and Intent
- 32B-2. Applicability
- 32B-3. Master Signage Plan
- 32B-4. Non-Conforming Signs
- 32B-5. Definitions
- 32B-6. Allowable Signs By Zoning District
- 32B-7. Optional and Alternative Signs
- 32B-8. Window Signs
- 32B-9. Prohibited Signs
- 32B-10. Other Signs
- 32B-11. Special Purpose Signs
- 32B-12. Temporary Sign Usage
- 32B-13. Sign Materials and Display Standards
- 32B-14. Dangerous or Defective Signs
- 32B-15. Construction Standards

32B-1. Purpose and Intent.

The purpose and intent of the Sign Standards is to provide for reasonable display of all signage in the Ogden Valley to identify and advertise products, services, and business establishments for the information and convenience of the general public. These Standards and criteria are designed to protect and promote the public health, safety, and general welfare of persons within the community. The Standards are also designed to aid in the orderly development and promotion of business by providing regulations which encourage aesthetic creativity, effectiveness, and flexibility in the display and use of signs while protecting and enhancing community character in the unincorporated portion of the Ogden Valley in Weber County, as described in the Ogden Valley General Plan.

32B-2. Applicability.

- A. Permit Required. No person shall erect, alter or relocate any sign without first obtaining a Land Use Permit, and meeting the standards set forth in this section. Signs conforming to the requirements of this section which identify seasonal business may be removed for the seasons during which the business is not in operation, and may be reinstalled without a new permit. All applications for Land Use Permits shall be accompanied by plans, designs, specifications and drawings stating specifically all dimensions, lighting, colors and plan of installation stating clearances and setbacks. Land Use Permits expire six (6) months after issuance if the sign is not erected or altered pursuant to the permit.
- B. Maintenance and Repainting Exempt. The repainting, changing of parts, and general maintenance of signs located on the site shall not be deemed alterations requiring a Permit, except for non-conforming signs as set forth in Section 32B-4, Non-conforming Signs.

32B-3. Master Signage Plan.

The number, sizes and types of signs allowed by this section are based upon the number and sizes of freestanding buildings, storefronts and complexes of buildings. A Master Signage Plan shall be required to ensure compliance with standards and requirements of this Zoning Ordinance when multiple signs are allowed and/or multiple tenants, businesses or other entities occupy a single building or storefront.

- A. Approval of the Master Signage Plan. The Master Signage Plan is subject to approval, and once approved, all individual Land Use Permits shall comply therewith.
- B. Requirements. Each Master Signage Plan shall clearly indicate the location, size, illumination details, type and all dimensions, including height, of each sign on the property, as well as the distribution or allowed signage among multiple tenants, businesses or entities within a building or complex.
- C. Adjustments to Number of Signs Permitted. Subject to an approved Master Signage Plan, the number of wall signs may be increased in order to allow signage for each tenant, business or entity occupying a single building, storefront or complex. In no event shall the wall sign total area be increased beyond the standards set forth in Section 32B-6, Allowable Signage.

32B-4. Non-conforming Signs.

- A. Non-conforming Sign. A non-conforming sign is any sign which was legally placed or erected or previously existed as a non-conforming sign prior to the effective date of this Zoning Ordinance, which does not conform to the provisions of this Zoning Ordinance, as it may be amended from time to time.
- B. A sign may be re-installed which duplicates the original non-conforming sign in dimensions and location. Any changes in size or location shall require conformance to this Ordinance and the current Lighting Ordinance. 2001-32

32B-5. Definitions.

Certain words, phrases, terms and concepts used in this Section are operationally defined. These definitions may be found in Chapter 1-6, Definitions.

32B-6. Allowable Signs by Zoning District.

- A. Valley Commercial: CV-1, CV-2 and the Manufacturing MV-1 Zoning Districts 2006-6
 - 1. Wall Signs. Each freestanding building or complex of buildings is allowed one (1) wall sign per street frontage which shall not exceed five percent (5%) of the square footage of the front of the building (linear footage of the front of the building, multiplied by the height of the building; multiplied by 5 %) not including false fronts. If multiple units, each unit to be allowed 5% of width of the unit multiplied by the height.
 - 2. Ground/Monument Sign. Each freestanding building or complex having primary or secondary entry from a street, shall be allowed one (1) ground sign per frontage, not to exceed six (6) feet in height and 10 feet in width. The sign may be placed on a landscaped, mounded berm up to 2 feet from grade.

3. As a Conditional Use, Commercial or Manufacturing developments of multiple lots, that are developed on an interior section of ground with lots having no frontage along major roads, will be allowed Monument Signs meeting the requirements of this ordinance, at the location where the local roads intersect the major road, which lead directly to the development. The monument sign will announce the businesses within the development. Hotels/Motels will be allowed "Vacancy/No Vacancy" on this sign. 2004-10

B. Valley Commercial Resort CVR-1, Agricultural Valley AV-3, Forest Valley, FV-3, FR-1 and FR-3

1. Non-residential Uses

- a. Wall Signs. Each freestanding building or complex of buildings is allowed one (1) wall sign per street frontage which shall not exceed five percent (5%) of the square footage of the front of the building (linear footage of the front of the building, multiplied by the height of the building; multiplied by 5 %) not including false fronts. If multiple units, each unit to be allowed 5% of width of the unit multiplied by the height.
- b. Ground/Monument Sign. Each freestanding building or complex having primary or secondary entry from a street, shall be allowed one (1) ground sign per frontage, not to exceed six (6) feet in height and 10 feet in width. The sign may be placed on a landscaped, mounded berm up to 2 feet from grade.

2 Residential Uses.

- a. Single-family and residential units of less than eight (8) units. One (1) wall sign identifying the name of the owner and/or property, not to exceed six (6) square feet is permitted.
- b. Multi-family residential uses of eight (8) units or more. One (1) wall sign not to exceed twenty (20) square feet in area is permitted.
- c. Subdivision Entry Signs(Monument Sign) Each subdivision may be allowed one (1) monument sign, not to exceed six (6) feet in height and ten (10) feet in width. The sign may be placed on a landscaped, mounded berm up to two (2) feet from grade.

32B-7. Optional and Alternative Signs.

- A. Canopy signs. Canopy signs may be substituted for wall signs, subject to approval of the Master Signage Plan. Any approved canopy sign shall have a minimum vertical clearance of eight (8) feet from any walking surface.
- B. Projecting signs. Projecting signs that are perpendicular to a building may be substituted for wall signs, subject to approval of the Master Signage Plan. No sign face of a projecting sign may project more than four (4) feet from the wall to which it is mounted. Any projecting sign shall have a minimum vertical clearance of eight (8) feet from any walking surface.
- C. Entrance/Exit Signs. Entrance/Exit signs are limited to two (2) signs for each approved driveway opening for commercial uses and multi-tenant dwellings, and shall be limited to a maximum of three (3) square feet per side, and shall be no higher than five (5) feet above the ground at the top of the sign. Setbacks shall be 10 feet from right-of-way. Content is limited to "Entrance" and "Exit."

32B-8. Window Signs.

Signs displayed in windows of buildings or storefronts are permitted. A Sign Permit is not required for their display, provided the following standards are met:

- A. Size limit. Window signage shall occupy no more than twenty-five percent (25%) of the area of the window in which the signs are displayed. In no event shall window signage exceed sixteen (16) square feet in any one (1) window that would reduce air and/or light.
 - B. Prohibited features of window signs. No window sign, not any other sign within a building or structure shall flash, rotate or be mechanically or electronically animated in any way so as to be visible from outside of the building or structure for purposes of public safety.
-

32B-9. Prohibited Signs.

The following signs and types of signs are prohibited in all zoning districts in the Ogden Valley of Weber County:

- A. Moving signs. Flashing, blinking, fluttering, undulating, swinging, changing, rotating or otherwise moving signs, pennants, tethered_“party or weather-type” balloons, holograms, light beams, lasers or other like decorations .
- B. Moving appurtenances. Moving mechanical or electrical appurtenances attached to a sign or otherwise intended to attract attention to a sign.
- C. Rotating beacon lights.
- D. Inflatable advertising devices or signs (does not refer to passenger-type hot air balloons being used for passenger flight).
- E. Portable signs. Changeable copy trailer, a-frame, sandwich, or portable signs, except as permitted in Section 32B-11, Special Purpose Signs.
- F. Banners. Banners, except as permitted in Section 32B-12, Temporary Sign Usage.
- G. Changeable Copy Signs. Electronic changeable copy signs. Manual changeable copy signs except as permitted in Section 32B-11, Special Purpose Signs.
- H. Off-site Signs. All off-site, off-premise and directional signs which advertise businesses, establishments, activities, facilities, goods, products, or services not made, produced, sold or present on the premises or site where the sign is installed and maintained are prohibited, except as exempted in Section 32B-10, Other Signs.
- I. Signs on motor vehicles, except for student driver signs. Vehicle signs may be allowed on vehicles, but they may not be illuminated or parked on a long term basis to be used as a sign for the purpose of advertising a product or directing people to a business activity as listed in Section 32B-10, Other Signs.
- J. Luminous Tube Signs. External gas filled luminous tubes, such as neon, argon or fluorescent, signs or valances, unless inside a building or in a window and not to exceed four (4) square feet in area, except as listed in Section 32B-13, Sign Materials and display Standards, and may not flash or blink.
- K. Deleted as per Ordinance 2002-15

- L. Other temporary signs. Any other device in the form of a sign which is of a temporary nature, or mobile, and not permanently affixed to a building or an upright support affixed firmly to the ground, except as permitted in Section 32B -12, Temporary Use.
- M. Roof signs. Signs mounted on a roof or atop a parapet wall.
- N. Billboards.
- O. Pole signs.

32B-10. Other Signs.

In addition to being regulated by other ordinances and State or Federal law, the following signs are only regulated in the following manner:

- A. Traffic signs. All signs erected in a public right-of-way by a public agency or in a private road right-of-way for the purpose of controlling or directing traffic.
- B. Political signs. Political signs pertaining to a specific election, which are displayed not earlier than sixty (60) days prior to the election and which are removed by the candidate or property owner who placed the sign, within fifteen (15) days after the election.
- C. Governmental flags. Official governmental flags of the United States, the State of Utah or Weber County, and which are properly displayed, and provided they are not mounted on a roof or atop other signs. One (1) corporate flag may be displayed along with a proper display of any or all of the official flags listed in this paragraph. Flagpole height may not exceed the maximum height allowed in the zone for which it is being placed. If over the height allowed in the zone, the flagpole shall have a Conditional Use Permit approved by the Planning Commission. Governmental uses, such as libraries and schools, shall be exempt from height requirements of this sub-section. 2001-25
- D. Private warning signs. Private warning signs provided they do not exceed four (4) square feet.
- E. Signs on vehicles. Signs for business identification which may include name, address, telephone number, not to exceed 2 feet by 3 feet upon the side door of a vehicle.
- F. Construction signs. Construction signs announcing the construction of a building or project naming owners, contractors, subcontractors and architects, not to exceed on (1) sign of twenty (20) square feet in area for each street frontage of the building or project.
- G. Historical signs. Historical name signs for sites and/or structures designated by the Board of County Commissioners as having historical significance to the County. (And as s identified in the Ogden Valley Master Plan)
- H. Guidance signs. Guidance and other informational signs authorized by the Utah Department of Transportation or other governmental agency.
- I. Business signs. No more than one (1) "Open/Closed" and one (1) "Vacancy/No Vacancy" sign, one (1) "Hours of Operation" sign, and one (1) "Credit Card Acceptance" sign, not to exceed a total of four (4) square feet in area, displayed for each business.
- J. Non-commercial signs. Signs that contain non-commercial messages that do not advertise a product or service, provided they do not exceed six (6) square feet in area.

- K. Statuary and sculptures. Freestanding statuary and sculptures which are considered to be works of art and which are placed on private property clearly for the benefit and interest of the general public.
- L. Murals. Murals, when depicted on the sides or rear of a building or storefront, provided that the mural has no connection or advertising context to any business conducted or any product or service offered therein.
- M. Real estate signs. Signs of real estate companies or private individuals announcing a property for sale, rent or lease, provided that no such sign exceeds sixteen (16) square feet and that only one (1) sign per property per street frontage is displayed.
- N. Gate or arch sign. A gate or arch sign situated over the primary entry of a lot or parcel of land, provided that the sign face does not exceed eight (8) square feet and that the sign provides a vertical clearance of at least fourteen and one-half (14.5) feet from the driving surface, not to exceed 18 (18) feet in height and a minimum passable width of twenty (20) feet, not to exceed thirty (30) feet pole to pole. Depth of the Arch shall not exceed two (2) feet. A Land Use Permit, to assure standards are in compliance, and a Building Permit for proper installation of footings and to ensure wind tolerance, are required.
- O. Minor residential signs. Wall signs not to exceed one (1) foot by two (2) feet in size that identify the occupants/owners and/or home occupation of a residential property. Larger residential signs shall comply with the provisions of this Zoning Ordinance.
- P. Addressing Numbers. Addressing numbers shall be no more than twelve (12) inches in height.
- Q. Athletic Field Scoreboard signs. Not to exceed 120 square feet in any zone. The Planning Commission shall approve the location of all scoreboard signs in all zones except commercial and manufacturing zones.
- R. Subdivision Entry Signs. An approved, recorded subdivision may locate one (1) entry sign at each entrance. The sign shall be of the Monument type and meet all specifications/requirements for Monument signs (Section 32B-6.2.c). The name of the subdivision shall be the only text included on said sign. The Planning Commission shall approve location and design style. A double entry sign may be approved by the Planning Commission where there is a divided center island entry street.
- S. Signs on Developed Public Property. The Planning Commission may approve, by Conditional Use Permit, an off-premise sign on developed public property, as a secondary use, when evidence is presented that the purpose of the secondary use will serve the health, welfare and/or safety of the general public.

32B-11. Special Purpose Signs.

- A. Manual changeable copy signs. One (1) reader board or changeable copy sign per business is permitted to be displayed, at one (1) square foot of sign area per linear foot of building frontage, and may be either ground or wall sign by the following types of businesses:
 1. Theaters. Motion picture theaters and play-houses.
 2. Auditoriums and Performing arts facilities.
 3. Convention facilities. Businesses with convention facilities.

4. Gasoline Stations. Businesses which sell motor fuels at retail cost, dispensed from pumps on premises.
 5. Grocery stores.
- B. Movie poster signs. Motion picture theaters, facilities for performing arts, and retail stores whose primary business is the sale and/or rental of pre-recorded video tape and/or discs to the general public shall be permitted to display a maximum of two (2) poster signs. Movie posters shall be displayed in a display case which shall be permanently affixed to the wall of the building or storefront. Movie posters shall not be affixed directly to a wall as a temporary sign. Movie poster display cases may be lighted, and shall not exceed twelve (12) square feet in area. The area of any movie poster sign conforming to this section shall not count toward the total signage allowed by Section 32B-7, Allowable Signs by Zoning District.

32B-12. Temporary Sign Usage.

Signage for the temporary uses listed below, and for one-time grand openings, is permitted, with a Land Use Permit, subject to the conditions and limitation stated herein. Unless otherwise specified, signs shall be removed within 3 days of discontinuance of the use or event.

- A. Christmas tree sales. One (1) ground sign, not to exceed six (6) feet in height or one (1) wall sign, or one (1) banner per sales lot is permitted, not to exceed twenty (20) square feet.
- B. Contractors and real estate/subdivision sales offices. In addition to the construction sign allowed in Section 32B-10, Other Signs, one (1) wall sign affixed to the office and not to exceed twenty (20) square feet in area is permitted.
- C. Public interest event or Special event. One (1) ground sign not to exceed six (6) feet in height, or one(1) banner is permitted, neither of which shall exceed twelve (12) square feet in area. The sign or banner shall be displayed on the site of the event. Up to two (2) off-premise directional signs, each not to exceed six (6) square feet in area, are also permitted. Signs may be displayed up to sixty (60) days prior to the event and shall be removed within seven (7) days after the event. Location , numbers of signs and time limitation may be adjusted and shall be approved by the Planning Commission.
- D. Farm stands. Farm stands are permitted one (1) temporary ground or wall sign or banner, not to exceed twelve (12) square feet in area.
- E. Grand openings. On a one-time basis, a business establishment shall be permitted one (1) banner not to exceed twelve (12) square feet, to be displayed for a period of not more than fourteen (14) calendar days.
- F. Real Estate sales signs, per 32B-10.M; however, no Temporary Permit is required.

32B-13. Sign Materials and Display Standards.

- A. Sign materials. Any and all materials used to construct signs, supports or fasteners shall conform to the following standards:
 1. Permitted materials, generally. Signs may be constructed of painted, stained, sandblasted or carved wood, brick, stone, textured concrete or similar material. Glass metal or metallic leaf, which is rust resistant, painted or anodized or otherwise treated to prevent reflective glare.

2. Permitted support structure materials. Exposed metal support structures for signs, as used for connecting one structure or assemblage to another structure or sign, shall be faced or covered with materials which match or blend with the face of the sign.
 3. Rustic Ground/Monument signs. Rustic ground/monument signs shall be constructed of carved, rough-hewn, sandblasted wood, or similar material. Letters may be raised or carved and may be painted, stained or left to weather naturally. Supports shall be of rough-hewn posts or logs, or finished logs. Fasteners may be of wrought iron, chain, or angle iron and shall be of a weatherized bronze, rust or black finish and shall be non-reflective.
- B. Display standards. The display of all signs regulated by this Zoning Ordinance shall conform to the standards of this section.
1. No obstruction Permitted. No sign shall obstruct a clear view to and from traffic along any street right-of-way, entrance or exit.
 2. No projection within right-of-way. No signs, except traffic signs and similar regulatory notices shall be allowed to project or be located within a public right-of-way.
 3. External illumination. Signs may be unlighted or lighted externally, provided that the light is shielded such that the light source causes no glare, and does not encroach upon neighboring properties or on-coming traffic. No exposed light sources are permitted. Colored and flashing lights are prohibited. All lighting shall be shielded and directed only at the sign surface. Illumination source shall be included with the Master Sign Plan.
 4. Internal Illumination. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. The plastic face or backing of the letters shall be ivory colored. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for “halo” or “silhouette” lighting. The light source for internally illuminated signs shall be white.
 5. Wall signs mounted on parapets. A wall sign mounted on a parapet wall shall be mounted six (6) inches or more below the top of the parapet wall.
 6. No imitation of traffic signs. Signs shall not resemble, imitate or approximate the shape, size, form or color of traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of traffic signs, signals or devices, not be lighted in a way that can cause glare or impair driver visibility upon roads.
 7. No prevention of ingress/egress. Signs shall not be erected, relocated or maintained in such a way that prevents free ingress or egress from any door, window or fire escape, and no sign shall be attached to a standpipe or fire escape.
 8. No mounting on natural features. No signs shall be painted or mounted on trees. No landform or naturally occurring land feature (rocks, cliff faces, etc.) shall be defaced for purposes of displaying a sign.
 9. Clearance. The clearance of a projecting, , canopy or wall sign shall be measured from the lowest edge of the overhang 8 feet to the driving or walking surface below.
 10. Sign Setbacks
 - a. Monument and/or Ground signs. Any rustic monument sign or ground sign shall be set back a minimum of ten (10) feet from any property line. Signs fronting on State highways shall be set back 20 feet from the right-of-way.

- b. Projections into public right-of-way. Projections into the public right-of-way are not allowed, except for signs set by public agencies for safety purposes, such as Utah Department of Transportation.
 - c. Clear sight triangle. Signs shall not be placed within the clear sight triangle and shall not obstruct view of traffic.
- 11. Landscaping. The ground area around the base of all ground/monument signs shall be landscaped in accordance with the requirements of this Zoning Ordinance. The Planning Commission may exempt some monument/ground signs from this standard where it is demonstrated, by the owner/developer, that the landscaping would unduly interfere with pedestrian or vehicular traffic, interfere with traffic visibility or for other reasons be impractical.
 - 12. No street frontage. When a freestanding building, complex or storefront does not face a public street or approved private road, and is accessed via a pedestrian area or common parking and driveway area, the linear footage of building or storefront facing the pedestrian area or common parking area shall substitute for purposes of determining allowable signage.
 - 13. Sign area. The area of a sign shall be the measurement of the face of the sign that is designed to present a message or attract attention, exclusive of structural support members. Two sided signs shall be permitted provided that the combined area of the two sides do not exceed the maximum allowed area, the two faces are back to back and are at no point farther than one (1) foot from one another. Otherwise, the area of all faces shall be included in determining the area of the sign.
-

32B-14. Dangerous or Defective Signs.

- A. Removal or repair by owner. Any sign which is found to be in a dangerous or defective condition, shall be removed or repaired by the owner of the premises or the owner of the sign. Upon failure of the owner to remove or repair a dangerous or defective sign, the Planning Director shall proceed with enforcement measures.
 - B. Removal by Planning Director. The Planning Director may cause the removal of any sign that endangers the public safety or a sign for which no Sign Permit has been issued, if , after giving notice the owner has not remedied the violation.
 - C. Cost of removal. The cost associated with the removal of a sign by the Planning Director shall be paid by the owner of the property on which the sign is located. If the cost is not paid within thirty (30) days, the unpaid balance shall be considered a lien against the property and said lien shall be filed by the Weber County Attorney.
-

32B-15. Construction Standards.

Signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in the Uniform Building Code, as adopted by Weber County. A Building Permit for the sign structure shall be required, as well as a Land Use Permit. If there is any indication, in the opinion of the County Engineer, that the proposed structure may not resist wind, seismic forces or other loads or stresses, a Utah registered Engineer's Certificate on the sign's structural plans shall be required.
