

ERIN MENDENHALL  
Mayor



DEPARTMENT of COMMUNITY  
and NEIGHBORHOODS  
Blake Thomas  
Director

## CITY COUNCIL TRANSMITTAL

jill love

Jill Love, Chief Administrative Officer

**Date Received: 05/02/2024**

**Date sent to Council: 05/02/2024**

**TO:** Salt Lake City Council  
Victoria Petro, Chair

**DATE: 05/02/2024**

**FROM:** Blake Thomas, Director, Department of Community & Neighborhoods



**SUBJECT:** Petition PLNPCM2023-00996 - Projecting Business Signs Zoning Text Amendment

**STAFF CONTACT:** Grant Amann, Principal Planner, [grant.amann@slcgov.com](mailto:grant.amann@slcgov.com), 801-535-6171

**DOCUMENT TYPE:** Ordinance

**RECOMMENDATION:** Adopt the ordinance as recommended by the Planning Commission

**BUDGET IMPACT:** None

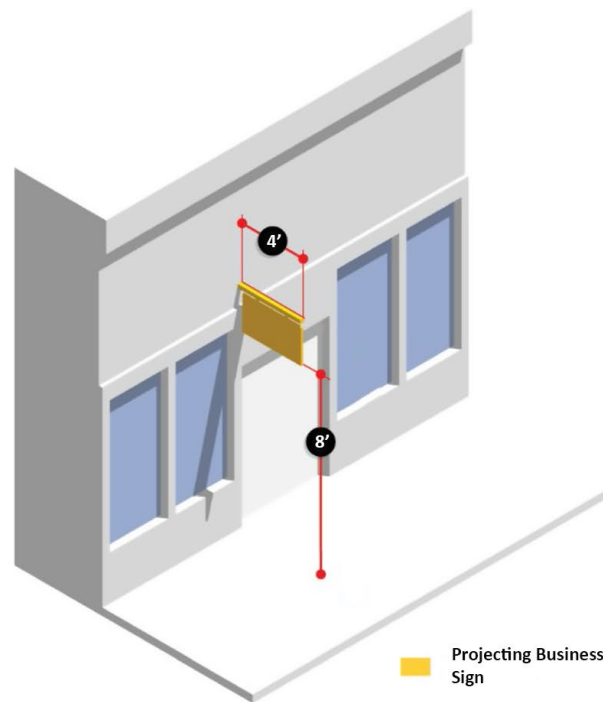
**BACKGROUND/DISCUSSION:** The Salt Lake City Planning Division is proposing a zoning text amendment to primarily update the standards for projecting business signs in commercial and mixed-use districts.

The proposed amendment adds language to permit projecting business signs (sometimes referred to as “blade signs”) in all commercial and mixed-use districts. This text amendment will create consistent sign allowance for projecting business storefront signs in all commercial and mixed-use districts. Minor grammatical corrections to Chapter 21A.46 Signs are also included in the amendment.

These modifications are in line with the update in the State requirements and seek to support businesses by removing barriers in the sign code for adding signs that are more visible to all passers-by whether they are on the sidewalk, bike lanes, or in a vehicle.

The City Council may want to consider if it is also appropriate for more intense commercial zones to allow larger projecting signs. For example, the projecting sign size is 6 square feet per face in both CN

and CG zone, but the CG zone allows buildings that can be up to 100' taller than the CN zone. This often results in taller ground floors, which can accommodate larger projecting signs.



*Example of a projecting business sign and required dimensions.*

### **SUMMARY OF PROPOSED CHANGES:**

The proposed ordinance language is provided in Exhibit 1. The following changes are being proposed.

#### **1. Amendments to 21A.46 - Signs**

- Reduce ground clearance from 10' to 8', which is in line with similar requirements for projecting business signs nationwide.
- Additional instance of language requiring public property lease and insurance for signs projecting into the public right of way.
- Addition of “Projecting Business Storefront Sign” in the Table of Permitted Signs for the following districts: RB, RO, CN, CB, CS, CG, FB, M-1 and M-2, D-2, and D-3.
- Re-ordering list items to ensure alphabetical order for each permitted sign type in each Table of Permitted Signs.
- Re-written language clarifying that signs will be measured to the back of curb.

**PUBLIC PROCESS:**

- Notice of the project and request for comments was sent to all Recognized Community Councils on December 21, 2023.
  - No letters or emails were received in opposition to the proposal.
- The Planning Commission public hearing was held on February 14<sup>th</sup>, 2024.  
The Planning Commission voted unanimously to forward a positive recommendation to the City Council for the proposal as requested by the applicant.

**Planning Commission (PC) Records**

- a) [PC Agenda of February 14, 2024 \(Click to Access\)](#)
- b) [PC Minutes of February 14, 2024 \(Click to Access\)](#)
- c) [Planning Commission Staff Report of February 14, 2024 \(Click to Access Report\)](#)

**EXHIBITS:**

1. Ordinance: Final and Legislative Versions
2. Project Chronology
3. Notice of City Council Hearing
4. Petition Initiation Request

ERIN MENDENHALL  
*Mayor*



**DEPARTMENT of COMMUNITY  
and NEIGHBORHOODS**  
Blake Thomas  
*Director*

## **TABLE OF CONTENTS**

1. ORDINANCE: FINAL AND LEGISLATIVE VERSIONS
2. PROJECT CHRONOLOGY
3. NOTICE OF CITY COUNCIL PUBLIC HEARING
4. PETITION INITIATION REQUEST

## **1. ORDINANCE: FINAL AND LEGISLATIVE VERSIONS**

SALT LAKE CITY ORDINANCE

No. \_\_\_\_\_ of 2024

(An ordinance amending various sections of Title 21A of the  
*Salt Lake City Code* pertaining to projecting business signs.)

An ordinance amending various sections of Title 21A of the *Salt Lake City Code* pursuant to Petition No. PLNPCM2023-00996 pertaining to the particular sign type “projecting business storefront” sign in commercial and mixed-use zoning districts.

WHEREAS, on February 14, 2024, the Salt Lake City Planning Commission (“Planning Commission”) held a public hearing to consider a petition submitted by Mayor Erin Mendenhall to amend various sections of Title 21A of the *Salt Lake City Code* pertaining to standards regulating projecting business storefront signs in commercial and mixed-use zoning districts pursuant to Petition No. PLNPCM2023-00996; and

WHEREAS, at its February 14, 2024 meeting, the Planning Commission voted in favor of transmitting a positive recommendation to the Salt Lake City Council (“City Council”) on said petition; and

WHEREAS, after a public hearing on this matter the City Council has determined that adopting this ordinance is in the city’s best interests.

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. Amending the text of Subsection 21A.46.070.C. That Subsection 21A.46.070.C of the *Salt Lake City Code* (Zoning: Signs: General Standards) shall be, and hereby is amended to read as follows:

C. Clearance Between Sign and Ground: A minimum clearance of eight feet (8’) shall be provided between the ground and the bottom of any pole, projecting sign or flag.

SECTION 2. Amending the text of Subsection 21A.46.070.J. That Subsection

21A.46.070.J of the *Salt Lake City Code* (Zoning: Signs: General Standards) shall be, and hereby is amended to read as follows:

J. Signs on Public Property: Except for portable signs authorized pursuant to Section 21A.46.055 of this chapter, no sign shall be located on publicly owned land or inside street rights of way, except signs erected by permission of an authorized public agency, or the city pursuant to the city's right of way encroachment policy.

SECTION 3. Amending the text of Subsection 21A.46.070.K.2. That Subsection

21A.46.070.K.2 of the *Salt Lake City Code* (Zoning: Signs: General Standards) shall be, and hereby is amended to read as follows:

2. Projecting Building Signs: Projecting building signs may extend a maximum of four feet (4') from the face of the building but shall not extend over a public right of way, unless such projection complies with the city's right of way encroachment policy.

SECTION 4. Amending the text of Subsection 21A.46.080.C. That Subsection

21A.46.080.C of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Residential Districts: Sign Regulations for the RB and RO Districts) shall be, and hereby is amended to read as follows:

C. Sign Regulations for the RB and RO Districts:

1. Purpose: The purpose of sign regulations for the RB and RO districts is to establish standards that allow for modest commercial signage while protecting the predominant residential character of these districts.

2. Applicability: Regulations in subsections C3 and C5 of this section, respectively, shall apply to all uses within the RB and RO districts. These regulations apply to each lot, regardless of the number of buildings on a lot.

3. Sign Type, Size and Height Regulations:

***STANDARDS FOR THE RB DISTRICT***

<b>Type Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback</b>	<b>Number Of Signs Permitted Per Sign Type</b>
Awning sign/ canopy sign	10 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	32 square feet	4 feet	5 feet	1 per street frontage
Development entry sign <sup>2</sup>	50 square feet	8 feet	10 feet	1 per entry; 2 maximum
Flat sign <sup>3</sup>	20 square feet	See note 1	n/a	1 per lot
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage
Monument sign <sup>2</sup>	24 square feet	4 feet	5 feet	1 per lot
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	80 square feet	10 feet	10 feet	1 per street frontage
Political sign	16 square feet	4 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit



Projecting Business Storefront Sign	6 square feet per sign side, total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>4</sup>	1 per leasable space or entry
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	8 square feet	4 feet	5 feet	1 per street frontage
Window sign	6 square feet	See note 1	n/a	No limit

Notes:

- For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
- Monument signs shall have a 5 foot setback unless integrated into the fence structure. Height requirements for fence apply.
- Backlit awnings excluded.
- Projection over a public right of way must comply with the city's encroachment policy.
- Illumination: Illuminated signs in the RB district shall be limited to development entry signs, flat signs, window signs and monument signs.
- Sign Type, Size and Height Regulations for the RO District:

***STANDARDS FOR THE RO DISTRICT***

<b>Type Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback</b>	<b>Number Of Signs Permitted Per Sign Type</b>
Awning sign/ canopy sign	10 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window
Construction sign	32 square feet	4 feet	5 feet	1 per street frontage
Development entry sign <sup>2</sup>	50 square feet	8 feet	10 feet	1 per entry; 2 maximum
Flat sign <sup>3,4</sup>	6 square feet for each 50	See note 1	n/a	1 per street frontage

	feet of building frontage or major portion thereof			
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage
Monument sign <sup>2</sup>	32 square feet	4 feet	5 feet	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	80 square feet	10 feet	10 feet	1 per street frontage
Political sign	16 square feet	4 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit
Projecting Business Storefront Sign	6 square feet per sign side, total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>5</sup>	1 per leasable space or entry
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage
Window sign	6 square feet	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Monument signs shall have a 5 foot setback unless integrated into the fence structure. Height requirements for fence apply.
3. Storefront flat signs limited to locations on the lower 2 floors.
4. Backlit awnings excluded.
5. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 5. Amending the text of Subsection 21A.46.090.A.3. That Subsection

21A.46.090.A.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the R-MU-35, R-MU-45, R-MU, MU, SNB, CN and CB Districts: Sign Type, Size and Height Standards for the R-MU-35, R-MU-45, R-MU and MU Districts) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards for the R-MU-35, R-MU-45, R-MU And MU Districts:

***STANDARDS FOR THE R-MU-35, R-MU-45, R-MU AND MU DISTRICTS***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>4</sup></b>
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb <sup>6</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	32 square feet	8 feet	5 feet	1 per street frontage	None
Flat sign (general building orientation) <sup>8</sup>	1 square foot per linear foot of building frontage <sup>5</sup>	See note 1	n/a	1 sign per building frontage	None
Flat sign (storefront orientation) <sup>7,8</sup>	1 square foot per linear foot of store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Garage/yard sale sign	6 square feet	4 feet	5 feet	1 per street frontage	None

Monument sign <sup>3</sup>	100 square feet	12 feet	5 feet	1 per street frontage	1 sign per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	10 feet	5 feet	1 per street frontage	None
Pole sign (1 acre minimum)	75 square feet	25 feet	15 feet and a 6 foot maximum projection	1 per street frontage	1 sign per street frontage
Political sign	16 square feet	6 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting business storefront sign	6 square feet per sign side, total of 12 square feet	See note 1	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. A minimum height of 8 feet above the sidewalk shall be maintained. See note 6	1 per leasable space. All signs shall be located within the tenant's leasable space	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. Monument signs shall have a 5 foot setback, unless integrated into the fence structure. Height requirements for fence apply.
4. The total number of signs permitted from the sign types combined.

5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Projection over a public right of way must comply with the city's encroachment policy.
7. Storefront flat signs limited to locations on the lower 2 floors.
8. Backlit awnings excluded.

SECTION 6. Amending the text of Subsection 21A.46.090.A.4. That Subsection

21A.46.090.A.4 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the R-MU-35, R-MU-45, R-MU, MU, SNB, CN and CB Districts: Sign Type, Size and Height Standards for the CN District) shall be, and hereby is amended to read as follows:

4. Sign Type, Size and Height Standards for the CN District:

***STANDARDS FOR THE CN DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window	None
Canopy, drive- through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	32 square feet	8 feet	5 feet	2 per building	None

Flat sign (storefront orientation) <sup>5</sup>	1 square foot per linear foot of store frontage <sup>4</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign	75 square feet	5 feet	5 feet	1 per street frontage	None
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	10 feet	5 feet	1 per development	None
Political sign	16 square feet	6 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>6</sup>	1 per leasable space or entry	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage <sup>4</sup>	See note 1	n/a	1 per building frontage	None
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.

3. The total number of signs permitted from the sign types combined.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
5. Storefront flat signs limited to locations on the lower 2 floors.
6. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 7. Amending the text of Subsection 21A.46.090.A.5. That Subsection

21A.46.090.A.5 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the R-MU-35, R-MU-45, R-MU, MU, SNB, CN and CB Districts: Sign Type, Size and Height Standards for the CB District) shall be, and hereby is amended to read as follows:

5. Sign Type, Size and Height Standards for the CB District:

***STANDARDS FOR THE CB DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>4</sup></b>
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building <sup>6</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	1 per street frontage
Construction sign	32 square feet	8 feet	5 feet	2 per building	None

Flat sign (storefront orientation) <sup>7</sup>	1 square foot per linear foot of store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign <sup>3</sup>	100 square feet	6 feet 12 feet 20 feet (1 acre minimum)	5 feet 10 feet 10 feet	1 per street frontage	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	10 feet	5 feet	1 per development	None
Pole sign <sup>3</sup> (1 acre minimum)	75 square feet for a single business. 100 square feet for multiple businesses	25 feet	15 feet and a maximum 6 foot projection	1 per street frontage	1 per street frontage
Political sign	16 square feet	6 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>6</sup>	1 per leasable space or entry	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	16 square feet	6 feet	5 feet	1 per street frontage	None
Wall or flat sign (general)	1 square foot per linear foot of	See note 1	n/a	1 sign per building frontage	None



building orientation)	building frontage <sup>5</sup>				
Window sign	25% of window area of each use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. Pole and monument signs shall be permitted only when located in or adjacent to a required landscaped setback.
4. The total number of signs permitted from the sign types combined.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Projection over a public right of way must comply with the city's encroachment policy.
7. Storefront flat signs limited to locations on the lower 2 floors.

SECTION 8. Amending the text of Subsection 21A.46.090.B.4. That Subsection 21A.46.090.B.4 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the CS District: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

4. Sign Type, Size and Height Standards:

***STANDARDS FOR THE CS DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>4</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning sign/ canopy sign	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/ window	None

Canopy, drive- through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	10 feet	2 per building	None
Flat sign (storefront orientation) <sup>6</sup>	1 square foot per linear foot of store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign <sup>2</sup>	100 square feet	12 feet 6 feet	10 feet 5 feet	1 per pad site	1 per pad site
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	200 square feet per sign	12 feet	10 feet	1 per street frontage	None
Pole sign <sup>2</sup>	75 square feet	25 feet	At the approved landscape setback with a 6 foot projection, but shall not extend across a property line	1 per pad site	1 per pad site
Political sign	32 square feet	8 feet	10 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb.	1 per leasable space or entry	None

			Minimum height of 8 feet above sidewalk. <sup>7</sup>		
Public safety sign	8 square feet	6 feet	10 feet	No limit	None
Real estate sign	64 square feet	12 feet	10 feet	1 per building	None
Shopping center identification sign	200 square feet	25 feet	10 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage <sup>5</sup>	See note 1	n/a	1 per building frontage	None
Window sign	25% of total frontage window area per floor	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Permitted only for freestanding buildings within shopping centers.
3. The total number of signs permitted from the sign types combined.
4. Not applicable to temporary signs mounted as flat signs.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Storefront flat signs limited to locations on the lower 2 floors.
7. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 9. Amending the text of Subsection 21A.46.090.C.3. That Subsection 21A.46.090.C.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the CC District: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

***STANDARDS FOR THE CC DISTRICT***

<b>Types Of Signs Permitted Per Use</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awnings/canopy signs	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	See note 1	10 feet	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Flat sign (storefront orientation) <sup>6</sup>	1.5 square feet per linear foot of store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign <sup>4</sup>	100 square feet	6 feet 12 feet 20 feet (1 acre minimum)	None 5 feet	1 per street frontage	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry	None
New development sign	80 square feet	12 feet	5 feet	1 per development	None
Pole sign <sup>4</sup>	75 square feet for a single business, 100	25 feet	15 feet and a maximum	1 per street frontage	1 per street frontage

	square feet for multiple businesses		6 foot projection		
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>7</sup>	1 per leasable space or entry	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage <sup>5</sup>	See note 1	n/a	1 per building frontage	None
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. See Subsection 21A.46.090.C.4.a of this section.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Storefront flat signs limited to locations on the lower 2 floors.
7. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 10. Amending the text of Subsection 21A.46.090.D.3. That Subsection 21A.46.090.D.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the CSHBD and CG Districts: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

***STANDARDS FOR THE CSHBD DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>
Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs <sup>1</sup>	Minimum Setback <sup>2</sup>	Number Of Signs Permitted Per Sign Type
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb <sup>5</sup>	1 per first floor door/window
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	64 square feet	12 feet	None	1 per street frontage
Flat sign (storefront orientation) <sup>6</sup>	2 square feet per linear foot of store frontage <sup>4</sup>	See note 1	n/a	1 per business or storefront
Marquee sign	1 square foot per linear foot of store frontage	See note 1	See Subsection 21A.46.070.O	1 per storefront
Monument sign <sup>3</sup>	100 square feet	20 feet	None	1 per street frontage
Nameplate	2 square feet	See note 1	n/a	1 per building entry

New development sign	80 square feet	12 feet	None	1 per development
Pole sign <sup>3</sup>	75 square feet for a single business, 100 square feet for multiple businesses	25 feet	No extension across a property line is permitted	1 per street frontage
Political sign	32 square feet	8 feet	None	No limit
Private directional sign	21 square feet	7 feet	None	No limit
Projecting building sign	0.5 square foot per linear foot of street frontage; not to exceed 40 square feet	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per street frontage
Projecting business storefront sign	6 square feet per sign side, total of 12 square feet	See note 1	May extend 4 feet from face of a building and 2 feet from back of curb <sup>5</sup> . A minimum height of 8 feet above the sidewalk shall be maintained	1 per leasable space. Leasable spaces on corners may have 2. All signs shall be located within the tenant's leasable area and not on any other tenant's leasable space
Public safety sign	8 square feet	6 feet	None	No limit
Real estate sign	64 square feet	12 feet	None	1 per street frontage
Wall sign or flat sign (general building orientation)	1 square foot per linear foot of building face <sup>4</sup>	See note 1	n/a	1 per building face
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. See Subsection 21A.46.090.D.6.a.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.

5. Projection over a public right of way must comply with the city's encroachment policy.
6. Storefront flat signs limited to locations on the lower 2 floors.

SECTION 11. Amending the text of Subsection 21A.46.090.D.4. That Subsection 21A.46.090.D.4 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Mixed Use and Commercial Districts: Sign Regulations for the CSHBD and CG Districts: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

4. Sign Type, Size and Height Standards:

***STANDARDS FOR THE CG DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per first floor door/window
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage
Flat sign (storefront orientation) <sup>5</sup>	2 square feet per linear foot of store frontage <sup>4</sup>	See note 1	n/a	1 per business or storefront
Marquee sign	1 square foot per linear foot of store frontage	See note 1	See Subsection 21A.46.070.O	1 per storefront
Monument sign <sup>3</sup>	1 square foot per linear foot	20 feet 8 feet	4 feet None	1 per street frontage



	of street frontage			
Nameplate	2 square feet	See note 1	n/a	1 per building entry
New development sign	200 square feet	12 feet	5 feet	1 per street frontage
Pole sign <sup>3</sup>	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	35 feet	10 feet with a maximum 6 foot projection. No extension across a property line is permitted	1 per street frontage
Political sign	32 square feet	8 feet	5 feet	No limit
Private directional sign	8 square feet	4 feet	5 feet	No limit
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	NA	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>6</sup>	1 per leasable space or entry
Public safety sign	8 square feet	6 feet	5 feet	No limit
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage
Sexually oriented business signs	See Section 21A.36.140			
Wall sign or flat sign (general building orientation)	1 square foot per linear foot of building face <sup>4</sup>	See note 1	n/a	1 per building face
Window sign	25% of total frontage	See note 1	n/a	No limit

	window area per use			
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Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. See Subsection 21A.46.090.D.6.a.
4. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
5. Storefront flat signs limited to locations on the lower 2 floors.
6. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 12. Amending the text of Subsections 21A.46.096.B.11 and 12. That

Subsections 21A.46.096.B.11 and 12 of the *Salt Lake City Code* (Zoning: Signs: Sign

Regulations for Form Based Districts: Sign Type, Size and Height Standards) shall be, and

hereby is amended to read as follows:

11. Projecting Sign:



<b>Sign Type</b>	<b>FB-UN1</b>	<b>FB-UN2</b>	<b>FB-MU</b>	<b>FB-SC</b>	<b>FB-SE</b>	<b>MU-8</b>	<b>Specifications</b>	
Projecting sign		P	P	P	P	P	Quantity	1 per leasable space. Leasable spaces on corners may have 2.
							Clearance	Minimum of 8 feet above sidewalk/walkway.
							Area	6 square feet per side, 12 square feet total.
							Projection	Maximum of 4 feet from building façade.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

12. Projecting Parking Entry Sign:

<b>Sign Type</b>	<b>FB-UN1</b>	<b>FB-UN2</b>	<b>FB-MU</b>	<b>FB-SC</b>	<b>FB-SE</b>	<b>MU-8</b>	<b>Specifications</b>	
Projecting parking entry sign (see projecting sign graphic)			P	P	P	P	Quantity	1 per parking entry.
							Clearance	Minimum of 8 feet above sidewalk/walkway.
							Height	Maximum of 2 feet.
							Area	4 square feet per side, 8 square feet total.
							Projection	Maximum of 4 feet from building facade for public and private streets. Maximum of 2 feet within the special purpose corridor.
							Location permitted	Private property or public street. Signs can face the special purpose corridor but must be located on private property. All signs are subject to the requirements of the revocable permitting process.

SECTION 13. Amending the text of Subsection 21A.46.100.A.3. That Subsection 21A.46.100.A.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Manufacturing Districts: Sign Regulations for the M-1 and M-2 Manufacturing Districts: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

***STANDARDS FOR THE M-1 AND M-2 DISTRICTS***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning/ canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	10 feet	1 per street frontage	None
Development entry sign	160 square feet maximum per sign; 200 square feet total for 2 signs	10 feet	10 feet		1 per street frontage

Flat sign (storefront orientation) <sup>4</sup>	2 square feet per linear foot of store frontage <sup>6</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign <sup>5</sup>	150 square feet	5 feet at the minimum setback and increases 1 foot for each additional 1 foot of setback for a maximum of 20 feet	5 feet	1 per street frontage	1 sign per street frontage
New development sign	160 square feet per sign; 200 square feet total	12 feet	10 feet	1 per street frontage	None
Pole sign <sup>5</sup>	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	25 feet	15 feet	1 per street frontage	1 sign per street frontage
Political sign	32 square feet	8 feet	10 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None

Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>7</sup>	1 per leasable space or entry.	None
Public safety sign	8 square feet	6 feet	10 feet	No limit	None
Real estate sign	64 square feet	12 feet	10 feet	1 per street frontage	None
Sexually oriented business signs	See Section 21A.36.140				
Wall sign or flat sign <sup>4</sup>	1.5 square feet per linear foot of each building face	See note 1	n/a	1 per building face	None
Window sign	25% of total frontage window area per floor	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. See Subsection 21A.46.100.A.4.a.
6. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
7. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 14. Amending the text of Subsection 21A.46.110.A.3.a. That Subsection 21A.46.110.A.3.a of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Downtown

Districts: Sign Regulations for the D-1 and D-4 Downtown Districts: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

a. D-1 and D-4 Districts:



**STANDARDS FOR THE D-1 AND D-4 DISTRICTS**

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Canopy signs	1 square foot per linear foot of storefront (sign area only); 20 square feet maximum per canopy	See note 1	May extend from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per first floor building entry	None
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Corporate flag	32 square feet	See subsection A4c of this section	8 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per 50 feet of street frontage, 50 foot minimum street frontage required	2 per street frontage
Flat sign (general building orientation)	4 square feet per linear foot of building face <sup>5</sup>	See note 1	n/a	1 per building face	None
Flat sign (storefront orientation) <sup>4</sup>	2 square feet per linear foot of each store frontage <sup>5</sup>	See note 1	n/a	1 per business storefront	None

Marquee sign	Subject only to Subsection 21A.46.070.O	See Subsection 21A.46.070.O	See Subsection 21A.46.070.O	1 per storefront	None
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Outdoor television monitor <sup>4,7</sup>	62 square feet	See note 1. Sign face limited to 8 feet in height	None	1 per building	None
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	None
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting building sign	125 square feet per side; 250 square feet total	See note 1. (See 21A.46.110.A.4.b)	May extend 6 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per street frontage (See 21A.46.110.A.4.b)	None
Projecting business	9 square feet per side; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 4 feet from face of building but not	1 per public business entry to the street	None

storefront sign			within 2 feet of the back of curb <sup>6</sup>		
Projecting parking entry sign	9 square feet; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 4 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per driveway or parking lot entry	None
Public safety sign	8 square feet	6 square feet	None	No limit	None
Real estate sign	32 square feet	8 feet	None	1 per street frontage	None
Roof signs	4 square feet per linear foot of building face or 6 square feet per linear foot of building face on buildings taller than 100 feet	See note 1	n/a	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs and outdoor television monitors limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Projection over a public right of way must comply with the city's encroachment policy.
7. Allowed in conjunction with television stations only and are allowed only if the building contains a permanent broadcast studio for the television station of at least 15,000 square feet.

SECTION 15. Amending the text of Subsection 21A.46.110.A.3.c. That Subsection 21A.46.110.A.3.c of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Downtown Districts: Sign Regulations for the D-1 and D-4 Downtown Districts: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

c. Live Performance Theater and Ancillary Uses Located in the Interior of the Block between State and Main Streets, between 100 and 200 South Streets:

***STANDARDS FOR THE LIVE PERFORMANCE THEATRE AND ANCILLARY USES LOCATED IN THE INTERIOR OF  
THE BLOCK BETWEEN STATE AND MAIN STREETS, BETWEEN 100 AND 200 SOUTH STREETS***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Canopy signs	1 square foot per linear foot of storefront (sign area only); 20 square feet maximum per canopy	See note 1	May extend from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per first floor building entry	None
Construction sign	64 square feet	12 feet	5 feet	1 per storefront	None
Corporate flag	32 square feet	See Subsection 21A.46.110.A.4.c	8 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per 50 feet of street frontage, 50 foot minimum street frontage required	2 per street frontage
Flat sign (general building orientation)	4 square feet per linear foot of building face <sup>5</sup>	See note 1	n/a	2 per building face	None

Flat sign (storefront orientation) <sup>4</sup>	2 square feet per linear foot of each store frontage <sup>5</sup>	See note 1	n/a	1 per business storefront	None
Marquee sign	Subject only to Subsection 21A.46.070.O	See Subsection 21A.46.070.O	See Subsection 21A.46.070.O	1 per storefront	None
Monument sign	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Pole sign	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	None
Pole sign, parking garage access	1 square foot per linear foot of street frontage; 165 square feet maximum for a single business Sign may be located off premises to indicate garage access point, as deemed appropriate by zoning administrator	45 feet	None, but shall not extend across a property line	1 per street frontage	1
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting building sign <sup>7,8</sup>	165 square feet per side; 330 square feet total	See note 1	May extend 6 feet from face of building but not	2 per street frontage	None

			within 2 feet of the back of curb <sup>6</sup>		
Projecting business storefront sign <sup>7,8</sup>	9 square feet per side; 18 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 7 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per public business entry	None
Projecting parking entry sign <sup>7,8</sup>	40 square feet; 80 square feet total	See note 1. Sign face limited to 4 feet in height	May extend 10 feet from face of building but not within 2 feet of the back of curb <sup>6</sup>	1 per driveway or parking lot entry	None
Public safety sign	8 square feet	6 square feet	None	No limit	None
Real estate sign	32 square feet	8 feet	None	1 per street frontage	None
Roof signs	4 square feet per linear foot of building face or 6 square feet per linear foot of building face on buildings taller than 100 feet	See note 1	n/a	1 per street frontage	None
Window sign	25% of total frontage window area per use	No limit	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Projection over a public right of way must comply with the city's encroachment policy.

7. This applies only to signs not placed on the street frontages of State Street, Main Streets, 100 South Street and 200 South Street. All signs of this type intended for these street frontages are to be governed by Subsection 21A.46.110.A.3.a.
8. These sign types may have animated elements as defined in Subsection 21A.46.020.B of this chapter, restricted to the non-mechanical animation of lights and lighting.



SECTION 16. Amending the text of Subsection 21A.46.110.B.3. That Subsection 21A.46.110.B.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Downtown Districts: Sign Regulations for the D-2 District: Sign Type, Size and Height Standards) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

**STANDARDS FOR THE D-2 DISTRICT**

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning/canopy sign	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb <sup>7</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Flat sign (storefront orientation) <sup>4</sup>	2 square feet per linear foot of each store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign <sup>6</sup>	1 square foot per linear foot of street frontage	20 feet	None	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	None	1 per building	None
New development sign	200 square feet	12 feet	5 feet	1 per street frontage	None
Pole sign <sup>6</sup>	1 square foot per linear foot of street frontage; 200 square feet maximum for a single business, 300 square feet maximum for multiple businesses	45 feet	None, but shall not extend across a property line	1 per street frontage	1 sign per street frontage

Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None
Projecting building sign	0.5 square foot per linear foot of street frontage; not to exceed 40 square feet	See note 1	May extend 6 feet from face of building, but shall not cross a property line	1 per street frontage	None
Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>7</sup>	1 per leasable space or entry	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per street frontage	None
Wall sign or flat sign (general building orientation)	4 square feet per linear foot of building face <sup>5</sup>	See note 1	n/a	1 per building face	None
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	n/a

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.

5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. See Subsection 21A.46.110.B.4.a.
7. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 17. Amending the text of Subsection 21A.46.110.C.3. That Subsection 21A.46.110.C.3 of the *Salt Lake City Code* (Zoning: Signs: Sign Regulations for Downtown Districts: Sign Regulations for the D-3 Downtown Residential/Warehouse District) shall be, and hereby is amended to read as follows:

3. Sign Type, Size and Height Standards:

***STANDARDS FOR THE D-3 DISTRICT***

<b>Types Of Signs Permitted</b>	<b>Maximum Area Per Sign Face</b>	<b>Maximum Height Of Freestanding Signs<sup>1</sup></b>	<b>Minimum Setback<sup>2</sup></b>	<b>Number Of Signs Permitted Per Sign Type</b>	<b>Limit On Combined Number Of Signs<sup>3</sup></b>
Awning/canopy signs	1 square foot per linear foot of storefront (sign area only)	See note 1	May extend 6 feet from face of building 2 feet from back of curb <sup>6</sup>	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces; 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	5 feet	2 per building	None
Flat sign (storefront orientation) <sup>4</sup>	1.5 square feet per linear foot of store frontage <sup>5</sup>	See note 1	n/a	1 per business or storefront	None
Monument sign	100 square feet	12 feet	None	1 per street frontage	1 sign per street frontage
Nameplate, building	3 square feet	8 square feet	n/a	1 per building	None
New development sign	80 square feet	12 feet	5 feet	1 per development	None
Pole sign	75 square feet for a single business; 100 square feet for multiple businesses	25 feet	None, but shall not extend across a property line	1 per street frontage	1 sign per street frontage
Political sign	32 square feet	8 feet	5 feet	No limit	None
Private directional sign	8 square feet	4 feet	5 feet	No limit	None

Projecting Business Storefront Sign	6 square feet per sign side; total of 12 square feet	n/a	May extend 4 feet from face of the building but no closer than 2 feet to the back of curb. Minimum height of 8 feet above sidewalk. <sup>6</sup>	1 per leasable space or entry	None
Public safety sign	8 square feet	6 feet	5 feet	No limit	None
Real estate sign	64 square feet	12 feet	5 feet	1 per building	None
Wall sign or flat sign (general building orientation)	1.5 square feet per linear foot of building face <sup>5</sup>	See note 1	n/a	1 per building face	
Window sign	25% of total frontage window area per use	See note 1	n/a	No limit	None

Notes:

1. For height limits on building signs, see Subsection 21A.46.070.I of this chapter.
2. Not applicable to temporary signs mounted as flat signs.
3. The total number of signs permitted from the sign types combined.
4. Storefront flat signs limited to locations on the lower 2 floors.
5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
6. Projection over a public right of way must comply with the city's encroachment policy.

SECTION 18. Effective Date. This Ordinance shall become effective on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah, this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
CHAIRPERSON

ATTEST AND COUNTERSIGN:

\_\_\_\_\_  
CITY RECORDER

Transmitted to Mayor on \_\_\_\_\_.

Mayor's Action: \_\_\_\_\_ Approved. \_\_\_\_\_ Vetoed.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY RECORDER  
(SEAL)

Bill No. \_\_\_\_\_ of 2024.  
Published: \_\_\_\_\_.

Ordinance for Projecting Signs(final)v1

**APPROVED AS TO FORM**  
Salt Lake City Attorney's Office  
Date: April 22, 2024  
By: Katherine D. Pasker  
Katherine D. Pasker, *Senior City Attorney*



## **2. PROJECT CHRONOLOGY**

## **PROJECT CHRONOLOGY**

**Petition:        PLNPCM2023-00996 –  
Projecting Business Signs Zoning Text Amendment**

<b>December 14, 2023</b>	The petition for the amendment was initiated by the Salt Lake City Planning Division
<b>December 15, 2023</b>	Petition PLNPCM2023-00996 was assigned to Grant Amann, Principal Planner, for staff analysis and processing.
<b>December 21, 2023</b>	Early notification announcement of the project to all recognized community councils, providing information about the proposal and how to give public input on the project. Beginning of 45-day input and comment period.
<b>February 2, 2024</b>	Public hearing notice sign with project information and notice of the Planning Commission public hearing physically posted at various library public noticing points city wide.
<b>February 4, 2024</b>	End of 45-day Recognized Community Organization notice period.
<b>February 14, 2024</b>	Planning Commission holds a public hearing and makes a positive recommendation to approve the proposed text amendment.
<b>February 21, 2024</b>	Planning Department requested the official Ordinance language from the City Attorney's office.
<b>April 22, 2024</b>	Ordinance received from City Attorney's office

### **3. NOTICE OF CITY COUNCIL HEARING**

## **NOTICE OF PUBLIC HEARING**

The Salt Lake City Council is considering Petitions **PLNPCM2023-00996**- Salt Lake City is requesting to adopt new zoning regulations to allow projecting business signs as an approved sign type in all commercial and mixed-use districts. The proposed regulation changes will affect section 21A.46-Signs of the zoning ordinance. Related provisions of Title 21A-Zoning may also be amended as part of this petition to increase clarity in the Sign ordinance.

As part of their study, the City Council is holding two advertised public hearings to receive comments regarding the petition. During these hearings, anyone desiring to address the City Council concerning this issue will be given an opportunity to speak. The Council may consider adopting the ordinance on the same night of the second public hearing. The hearing will be held electronically:

**DATE:**

**TIME:**

**PLACE:** **451 South State Street Salt Lake City, Utah**

**\*\* This meeting will be held in-person, to attend or participate in the hearing at the City and County Building, located at 451 South State Street, Room 326, Salt Lake City, Utah. For more information, please visit [www.slc.gov/council](http://www.slc.gov/council). Comments may also be provided by calling the 24-Hour comment line at (801) 535-7654 or sending an email to [council.comments@slcgov.com](mailto:council.comments@slcgov.com). All comments received through any source are shared with the Council and added to the public record.**

If you have any questions relating to this proposal or would like to review the file, please call Grant Amann at 801-535-6171 or via e-mail at [grant.amann@slcgov.com](mailto:grant.amann@slcgov.com). The application details can be accessed at <https://citizenportal.slcgov.com/>, by selecting the “planning” tab and entering the petition number **PLNPCM2023-00996**

The City and County Building is an accessible facility. People with disabilities may make requests for reasonable accommodation no later than 48 hours in advance in order to participate in this hearing. Please make requests at least two business days in advance. To make a request, please contact the City Council Office at [council.comments@slcgov.com](mailto:council.comments@slcgov.com) , 801-535-7600, or relay service 711.

#### **4. PETITION INITIATION REQUEST**



# MEMORANDUM

PLANNING DIVISION  
DEPARTMENT of COMMUNITY and NEIGHBORHOODS

To: Mayor Erin Mendenhall

Cc: Rachel Otto, Chief of Staff; Blake Thomas, Department of Community and Neighborhoods Director;  
Michaela Oktay, Deputy Planning Director

From: Nick Norris, Planning Director

Date: October 31, 2023

Re: Amendments to the sign code to allow projecting signs (also called blade signs) in all commercial and mixed-use districts.

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The Planning Division requests that you initiate a zoning text amendment to Chapter 21A.236 Signs to allow projecting signs in all commercial and mixed-use zoning districts. Projecting signs are currently allowed in random commercial and mixed-use zoning districts, but not in all. For example, this sign type is allowed in the SNB Small Neighborhood Business District, but not in the CN Neighborhood Commercial or CB Community Business districts.

The Planning Division has received several recent inquiries for projecting signs in the CB and CG zoning districts. However, the sign type is not allowed in either district. Rather than have individual property owners or business owners submit a zoning text amendment application, the division recommends that this be addressed through a city-initiated text amendment to address the issue in all commercial and mixed-used zoning districts.

A public process will be conducted to gauge public input on the proposed changes and the proposal will follow the same required steps of any other text amendment, including notification to recognized community organizations, a public hearing with the Planning Commission, and a decision from City Council.

This memo includes a signature block to initiate the petition if that is the decided course of action. If the decided course of action is not to initiate the application, the signature block can remain blank. Please notify the Planning Division when the memo is signed or if the decision is made not to initiate the petition.

Please contact me at ext. 6173 or [nick.norris@slcgov.com](mailto:nick.norris@slcgov.com) if you have any questions. Thank you.

*Concurrence to initiate the zoning text amendment petition as noted above.*

Erin Mendenhall (Nov 1, 2023 12:48 MDT)

Erin Mendenhall, Mayor

11/01/2023

Date

Signature: jill love  
jill love (May 2, 2024 14:56 MDT)  
Email: jill.love@slcgov.com


# Projecting signs in commercial and mixed use districts


Final Audit Report


2023-11-01


Created:	2023-10-31
By:	Nick Norris (nick.norris@slcgov.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAjnU1mGoO84aM31MvsWdews1kqVQ6HWqr


## "Projecting signs in commercial and mixed use districts" History

 Document created by Nick Norris (nick.norris@slcgov.com)  
2023-10-31 - 6:15:26 PM GMT

 Document emailed to Erin Mendenhall (erin.mendenhall@slcgov.com) for signature  
2023-10-31 - 6:16:04 PM GMT

 Email viewed by Erin Mendenhall (erin.mendenhall@slcgov.com)  
2023-11-01 - 3:17:35 AM GMT

 Document e-signed by Erin Mendenhall (erin.mendenhall@slcgov.com)  
Signature Date: 2023-11-01 - 6:48:48 PM GMT - Time Source: server

 Agreement completed.  
2023-11-01 - 6:48:48 PM GMT



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