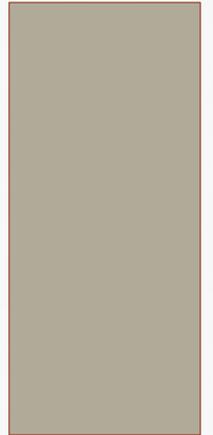


SIGNS: 16.21

CODE AMENDMENT



SIGN CODE AMENDMENT

- Outlines design requirements
- Dimensions
- Styles
- Permitted uses
- Non-permitted uses
- Event signs
- Pole banners

REASONS FOR AMENDMENT

- With the growth in Midway and changes in technology, many of the Code provisions have become outdated or too vague to address current questions and issues.
- Ambiguities in the current code negatively affect enforcement.
- The proposed sign code better reflects the vision of Midway City, provides more information and examples to residents and business-owners, and facilitates consistency in signs and enforcement.

The impact of signs in our society cannot be over-estimated.



**Signs reveal much
about a community, a neighborhood,
a street, or a business.**



A thoughtless conglomeraton of visual garbage can destroy an area of natural beauty.



**Signs communicate
what level of goods or services
might be expected from a business.**



**A cheap, mediocre sign
is often an indication
of indifferent services or products.**



**A quality sign
is one of the best investments
a business can make.
There is no better advertisement
than an appealing sign.
It invites customers to investigate.**





This wooden sign incorporates many Swiss/European architectural elements into its design.



GÄSTEHAUS
Mariannndl

**Ferien-
Wohnungen**

2-3 u. 4-5 Personen

frei



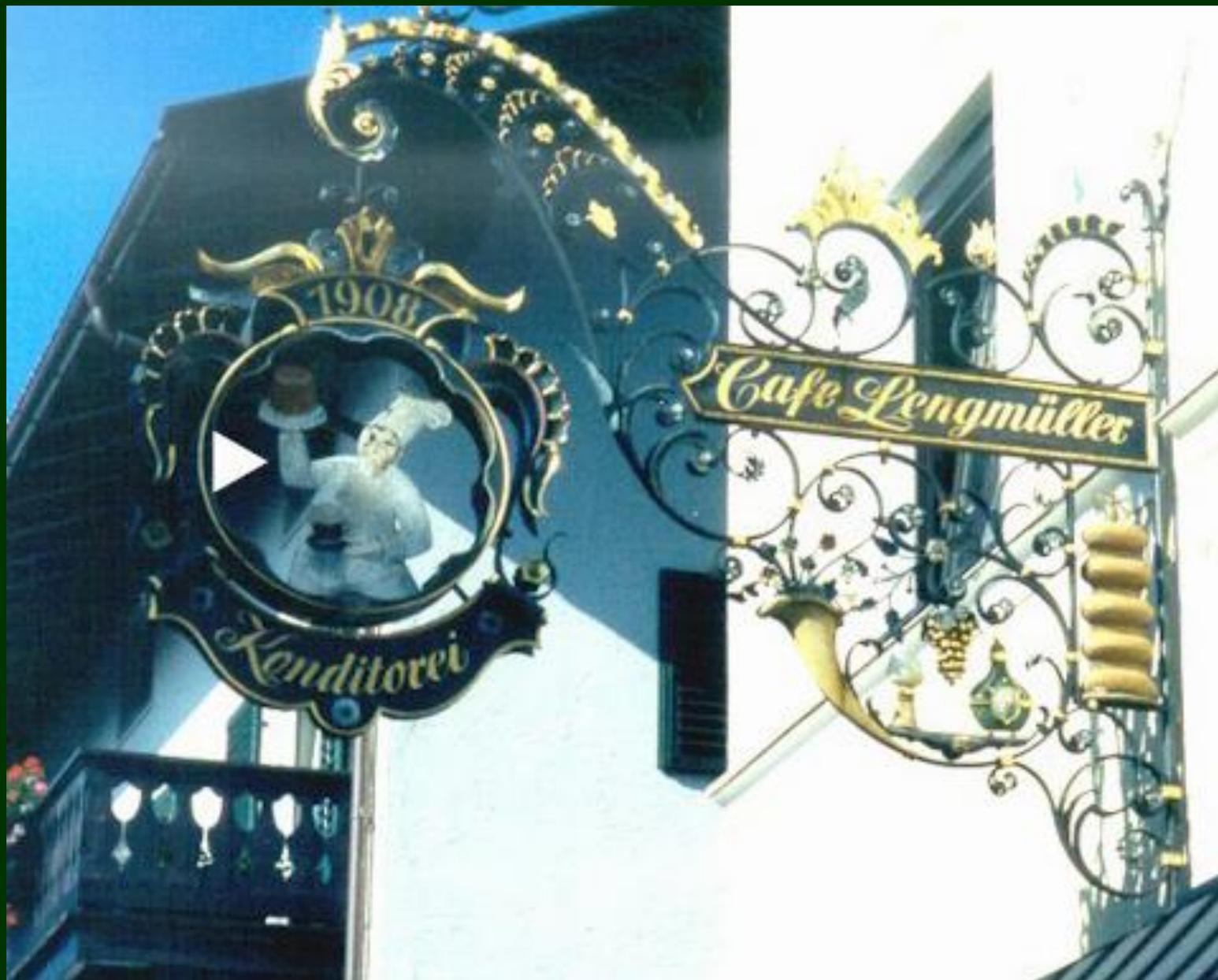
Zimmer

mit Dusche u. WC

frei

This beautiful and creative sign informs you what sort of business this is--- without detracting from the spectacular scenery.







This very effective sign combines a wrought iron framework with a carved wood logo.

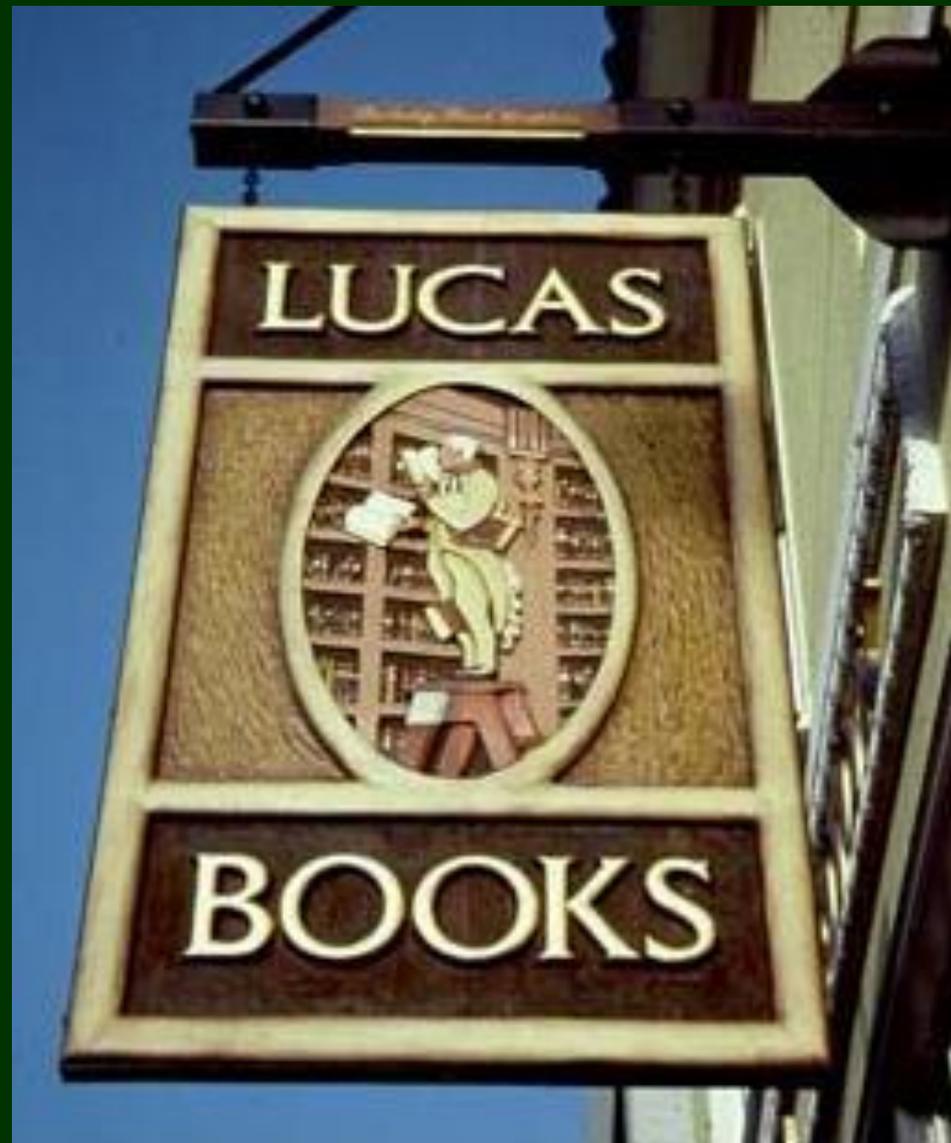


Midway's Blue Boar Inn has a beautiful wrought-iron sign.



Zermatt has several nice wrought iron signs.







A beautiful wooden sign- an attractive logo with colors that work well in a mountain setting.







CHRISTINA
FLEURY

ATTORNEY AT LAW

Even a trucking company can have a beautiful sign.





LARSON
FAMILY & COSMETIC
DENTISTRY

513-528-1223



South Bridge



Gourmet Coffee

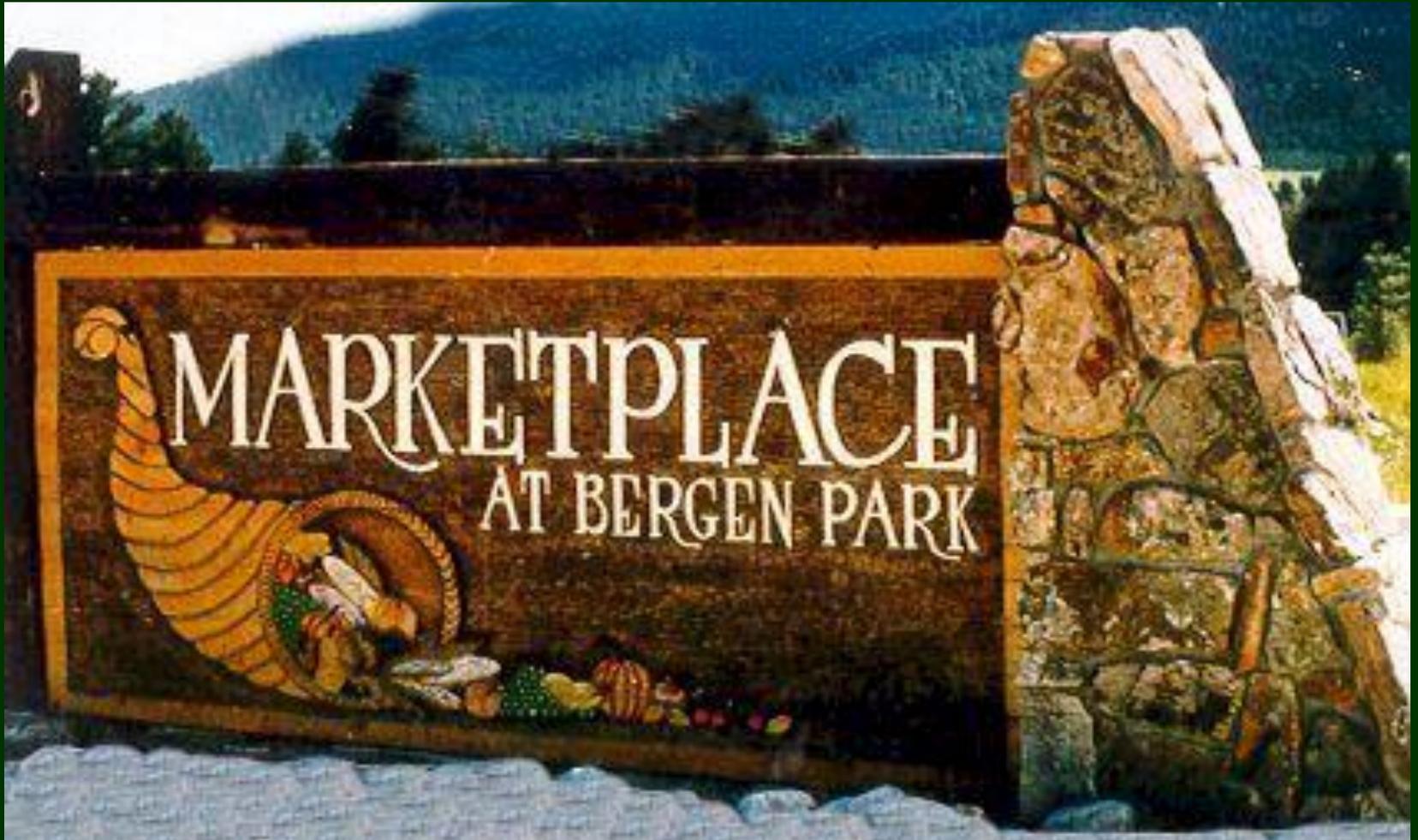


INTEGRITY
FINANCIAL SERVICES

Landscaping around a beautiful sign adds to its effectiveness.



This sign combines stonework with nicely carved wood.



The sign for Main Street Station has a nice carved effect and some great Swiss accents.







Bank of
America

Customer
Parking
←



In Switzerland and elsewhere in Europe, a sign is often painted directly on the building.





**Glaserer
Schmidhammer**

Midway's Blue Boar Inn shows an excellent example of a sign painted directly on the exterior walls.





A historical pioneer building in Midway was transformed into a very Swiss looking structure by the addition of this wonderful sign. This beautiful art gallery on Main Street is the result. Note the beautiful painted borders and embellishments.

Even a convenience store is enhanced by a sign painted on its exterior.





Turnberry



LIME
CANYON
ESTATES

DECORATIVE SIGNS

- I. Decorative Sign. A permanent sign that has depth (i.e., incorporates elements such as raised lettering or engraved/carved/routed lettering). Permanent signs and sign frames that are made of the following materials and subject to the following specifications (*) (**):

Wood or simulated wood (carved or routed and then painted or left unpainted). Since these signs inherently have depth, they are subject to all specifications set forth below except specific letter depths. Please note: burning and/or charring does not meet this depth requirement.

Wood or simulated wood products with mounted wood or metal letters. This does not include using pictures, printed vinyl, or other methods of making metal or other nonpermitted materials look like wood.

Wood or metal letters attached directly to the outside wall of a commercial building.

DECORATIVE SIGNS

- I. Decorative Sign. A permanent sign that has depth (i.e., incorporates elements such as raised lettering or engraved/carved/routed lettering). Permanent signs and sign frames that are made of the following materials and subject to the following specifications (*) (**):

Rock or stone. Boulders with engraved or metal lettering or stones set in mortar, combined with wood or metal.

Metal – decorative (containing an element of wrought iron, brass, steel, copper or other metal ornamentation). Flat metal signs and/or backing for signs and letters is not permitted.

Architectural signs that make use of statuary, fountains, and old world/Swiss-European architectural elements.

Painted Stucco and/or signs painted on the exterior of the building in a European fashion (are subject to all requirements except letter depth).

SIGNS 16:21

- Sign Depth

- (*) Signs and letters shall conform to the following specifications:
 - 1. Sign area greater than or equal to 20 square feet requires a minimum letter depth of two (2) inches.
 - 2. Sign area greater than or equal to 10 square feet and less than 20 square feet requires a minimum letter depth of one (1) inch.
 - 3. Sign area less than 10 square feet requires a minimum letter depth of one-half inch.
 - 4. No single letter can exceed two feet in height and/or two feet in width.
 - 5. No web addresses, phone numbers, hashtags, QR codes, or similar information shall be displayed on signs. Exceptions: QR codes are permitted on Menu Signs, Temporary Constructions Banners, Historical Makers, Trail Signs, and City Signs.

MATERIALS NOT PERMITTED

- Sheet metal, painted or unpainted
- Metal Signs with cutout letters
- Plastic

PROHIBITED SIGNS

1. Animated Signs.
2. Audible Signs.
3. Awning Signs.
4. Banners, except as approved in conjunction with a Special Event Permit issued by the City pursuant to Section 16.21.40 or approved for display on a City light standard pursuant to Section 16.21.150 of this Code.
5. Bench Signs.
6. Billboards.
7. Cabinet Signs.
8. Canopy Signs.
9. Electronic Message Signs, except signs owned or operated by the City for public safety purposes.
10. Feather Flags.
11. Flashing Signs and any lights that flash or move.
12. Fluorescent Signs.
13. Home Occupation Signs.

PROHIBITED SIGNS

14. Illuminated: Backlit, interior lit, side lit, edge lit, and shadow lighting signs are not allowed in any zone.
15. Inflatable Signs.
16. Neon and/or Luminous Tube Signs (with the exception of non-animated, interior “open” and “closed” signs which otherwise comply with the Code.)
17. Off-premises Signs.
18. Pennants.
19. Plastic Signs and Plexiglass Signs.
20. Portable Signs.
21. Pole Signs.
22. Projected Signs.
23. Reflective signs, surfaces, and reflective colored materials that give the appearance of changing colors.
24. Right-of-way. No signs shall be placed in the public right-of-way.
25. Roof Signs.
26. Signs which violate the Clear View Triangle.
27. Searchlights and/or spotlights.
28. Vacancy Signs.
29. Vehicle signs advertising off-premises events.
30. Wind Signs.

MONUMENT SIGNS

- Monument signs with a sign area over six square feet must have two supporting posts, one on each side of the sign, or a rock support base under the entire width of the sign.
- On corner lots, one monument sign is allowed per frontage and shall be located a minimum of 50' apart.

SIGNS: 16.21

- **A-frames**
- Tear drop flags
- Blade sign standards
 - Materials
 - Size

Midway Advanced
CHIROPRACTIC
CHIROPRACTOR
654-5008
**UNLOCK YOUR
POTENTIAL**

HEBER VALLEY
MEDICINE REALTY
ENGINEERING
LANDSCAPE ARCHITECTURE
DESIGN

Unique
finds, well
designed.
© 2011

TAXES
1.65%

LIBRARY

SIGNS: 16.21

- A-frames
- **Tear drop flags**
- Blade sign standards
 - Materials
 - Size



LONG JIE



接力
RELAY

运动员入口
ATHLETE
ENTRANCE

MEET-UP

MILE 2

SIGNS: 16.21

- Composition of signs
- Overall square footage of monument and buildings signs
- **Temporary signs on construction fences**
- Scale of signage with multiple businesses

Table 16.21.B**PERMIT REQUIRED**

Type of sign	Number allowed	Maximum sign sq. ft. size	Max sign area height	V AC	Fee
RESIDENTIAL					
Temporary Development and Model Home signs	2	32 sq. ft. each. See Section 16.21.080	6	Y	Y
Permanent development entrance signs	1 per entrance	32 sq. ft. each	6	Y	Y
Cottage industry	1	2 sq. ft.	4	Y	Y
COMMERCIAL					
Temporary Development and Model Home signs	2	32 sq. ft. each. See Section 16.21.080	8	Y	Y
Monument or ground sign	1	32 sq. ft.	8	Y	Y
Building-mounted sign (wall, projecting, banner or canopy)	1 per face	32 sq. ft. combined. See Sign Table "C"	See Sign Table Note #3	Y	Y
Street pole banners	See Section 16.21.120	See Section 16.21.120	See Section 16.21.120	N	See Section 16.21.120
Menu board	1	16 sq. ft.	6	Y	Y
Gas price board	1	12 sq. ft.	6	Y	Y
Center (business, commercial or industrial)	1	64 total sq. ft./max 32 sq. ft. per business. See Sign Table "E"	15	Y	Y




spruce
PERSONALIZED DECOR


spruce

OLDE SWISS SQUARE

PRINCE DENTAL GROUP

David M. Prince D.D.S. 435.654.2822

NEW PATIENTS WELCOME

DIAMOND SPRINGS WELLNESS CENTER



IMAGE ARTISTRY
PERMANENT MAKEUP
435-709-5123



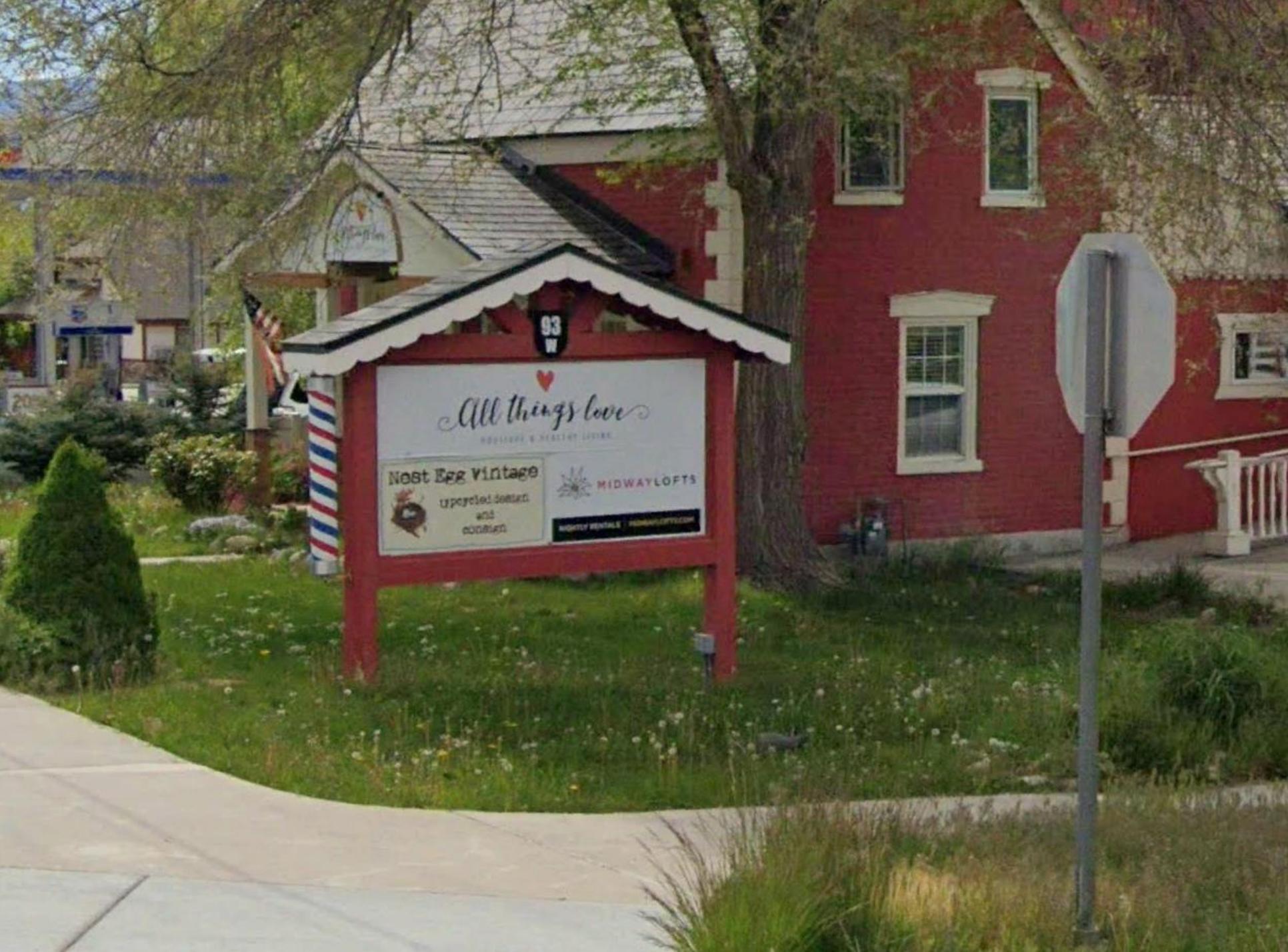
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W

♥
All things love
HOUSING & HEALING LIVING

Nest Egg Vintage
upcycled furniture
and
decor

MIDWAYLOFTS

MOBILE RENTALS | MIDWAYLOFTS.COM



HEBER VALLEY
KELLERWILLIAMS REAL ESTATE

125-1111



ENGINEERING
Landscape Architecture

Rear Bldg - 2nd Floor



BLDG. C

SIGNS: 16.21

- Composition of signs
- Overall square footage of monument and buildings signs
- Temporary signs on construction fences
- **Scale of signage with multiple businesses**

SIGN AREA

- Sign Area: The allowed sign area for all decorative signs (monument, wall, hanging, and projecting) is calculated based on the following formula: The total area of the front building elevation (including the roof shown on the front elevation) and an adjoining side building elevation (including the roof shown on the side elevation), divided by two, then multiplied by 0.04 (4%). If there is a zero-lot line between parcels and buildings are connected on both sides of the subject property, the cross-section of the building at either side lot line will be the area calculated for the side elevation.

SIGN AREA - SINGLE BUSINESS

- Properties with a single business are allowed a maximum of two decorative signs on interior lots and a maximum of three decorative signs are allowed on corner lots. The maximum size sign is listed below:
 - The maximum sign area for a monument sign is 24 square feet.
 - The maximum sign area for a wall sign is 24 square feet.
 - The maximum sign area for a hanging sign is six square feet.
 - The maximum sign area for a projecting sign is six square feet.

SIGN AREA - MULTIPLE BUSINESSES

- Parcels, lots, or commercial planned unit development plats with multiple businesses are allowed one shared monument sign (two if on a corner). The size of the shared monument sign is based on the number of businesses on the parcel, lot, or commercial planned unit development. A parcel, lot, or commercial planned unit development with 1-4 businesses may have a maximum 24 square foot shared monument sign, 5-8 businesses may have a maximum 32 square foot shared monument sign, and 8+ businesses may have a maximum 40 square foot shared monument sign. Also, each business may have its own wall sign or hanging sign or projecting sign as described below.
 - The maximum sign area for a wall sign is 16 square feet.
 - The maximum sign area for a hanging sign is six square feet.
 - The maximum sign area for a projecting sign is six square feet.

SIGN AREA

- If a parcel, lot, or platted subdivision has over 600' of frontage along one road then two 24 square foot monument signs are allowed, and the monument signs must be at least 400' apart. Wall signs or hanging signs or projecting signs cannot be within ten feet of another wall sign or hanging sign or projecting sign unless the sign is located at the direct door access to the business and not a door that accesses multiple businesses.

SIGN AREA FORMULA

- For example: A building has a front elevation that is 60 feet wide and 20 feet tall, and a side elevation that is 50 feet wide and 20 feet tall. $(60 \times 20 = 1200) + (50 \times 20 = 1000) = 2200$. $2200/2 = 1100$. $1100 \times 0.04 = 44$
- Based on the above example, the business would have a total of 44 square feet of permitted sign area that could be divided among the allowed monument, wall, and projecting signs for the business.
- For the above example in which the allowable sign area is 44 square feet, a business on a lot with one frontage could decide to have a 24 square foot monument sign and a 20 square foot wall sign.

SIGN AREA - SINGLE BUSINESS

- Another option for the above example in which the allowable sign area is 44 square feet, a business on a lot with one frontage could decide to have a 24 square foot monument sign and a six square foot projecting sign (in this example some of the allowable sign area square footage cannot be used because only two signs are allowed and both are at the maximum allowed sign area).

SIGN AREA - SINGLE BUSINESS

- Another example is for a business on a corner lot or a lot with two frontages with the allowable sign area of 44 square feet, a business could decide to have a 24 square foot monument sign on one frontage, an eight square foot monument sign on the other frontage, and a 12 square foot wall sign on one elevation of the building.

SIGN AREA – MULTIPLE BUSINESSES

- For example: An interior lot contain one building with two businesses. A 24 square foot monument sign is allowed to be shared between the two businesses. Also, each business may have a sign on the structure where the business is located. The sign could be only one of the following:
 - A wall sign that is a maximum of 16 square feet.
 - A hanging sign that is a maximum of six square feet.
 - A projecting sign that is a maximum of six square feet.

SIGN AREA – MULTIPLE BUSINESSES

- Another example is two businesses, in structure, are located on a corner lot or a lot with two frontages. Two 24 square foot monument signs are allowed to be shared between the two businesses, one monument sign is allowed to be located on each frontage and the signs shall be located a minimum of 50' apart. Also, each business may have a sign on the structure where the business is located. The sign could be only one of the following:
 - A wall sign that is a maximum of 16 square feet.
 - A hanging sign that is a maximum of six square feet.
 - A projecting sign that is a maximum of six square feet.

SIGN AREA – MULTIPLE BUSINESSES

- For example: An interior lot contains two buildings with a multiple businesses in each building. A 24 square foot monument sign is allowed to be shared between the all businesses. Also, each business may have a sign on the structure where the business is located. The sign could be only one of the following:
 - A wall sign that is a maximum of 16 square feet.
 - A hanging sign that is a maximum of six square feet.
 - A projecting sign that is a maximum of six square feet.

SIGN AREA - MULTIPLE BUSINESSES

- Another example is multiple businesses, in two multiple structures, are located on a corner lot or a lot with two frontages. Two 24 square foot monument signs are allowed to be shared between the two businesses, one monument sign is allowed to be located on each frontage and the signs shall be located a minimum of 50' apart. Also, each business may have a sign on the structure where the business is located. The sign could be only one of the following:
 - A wall sign that is a maximum of 16 square feet.
 - A hanging sign that is a maximum of six square feet.
 - A projecting sign that is a maximum of six square feet.

ENFORCEMENT

- Illegally placed signs on public property or public rights-of-way are subject to immediate removal and subject to fines and retrieval fees as approved by the City Council (fee schedule). With reasonable notice to the owner, illegally placed signs on private property are subject to removal and subject to fines and retrieval fees as approved by the City Council (fee schedule). Any sign retrieved by the City will be held in the City Planning Offices for a period of fifteen (15) days from the date of retrieval. If not retrieved within fifteen (15) days, the City may and will discard the sign.
- Any person who erects, installs, alters or relocates a sign that requires a permit under this Code and who fails to obtain an approved permit before installing the sign shall be guilty of a Class C misdemeanor and subject to fines and retrieval fees as approved by City Council (fee schedule).

POSSIBLE FINDINGS

- The proposed changes help better promote the vision of Midway as described in the General Plan as a small town with an old European and Swiss character.
- The proposed amendments to the Midway City Sign Code significantly expand the scope of definitions and provide practical examples to better assist applicants in understanding what is permissible under the Sign Code.
- The proposed amendments to the Midway City Sign Code utilize formulas for calculating allowable sign area to promote fairness and consistency in application. Additionally, sign area under the proposed amendments is proportional to building size so that larger buildings are not disadvantaged relative to smaller buildings with respect to sign area.

PC RECOMMENDATION

- **Motion:** Commissioner Garland: I am comfortable with making a recommendation that we recommend the changes to the sign ordinance as presented tonight with the possible findings that staff has recommended understanding that this is not a be all end all of every little thing and that we will have an opportunity at some point in the future to reconsider things as they come up. I would like to add the caveat that the enforcement date be no sooner than January 1, 2025, allowing staff to make the proper notification.
- **Seconded:** Commissioner Osborne
- **Commissioner Nicholas:** Any discussion?
- **Commissioner Nicholas:** Let's take a roll call.
- **Ayes:** Commissioners: Garland, Nokes, Osborne, Wardle, Lineback, Miles
- **Nays:** None
- **Motion:** Passed

POSSIBLE FINDINGS

- The proposed amendments to the Midway City Sign Code reduce the use of vague and subjective terms to improve consistency in application.
- The proposed amendments to the Midway City Sign Code promote communication between applicants and staff and provide more specific guidance to applicants and staff to aid the application process.
- The proposed amendments to the Midway City Sign Code improve specificity and explanation of process to improve accessibility, streamline process, and improve fairness and consistency in enforcement. Revision essentially provides the City with a “reset” in its sign code.