

CITY OF BLUFFDALE, UTAH

ORDINANCE NO. 2025-02

AN ORDINANCE AMENDING SECTION 11.220.080 OF THE BLUFFDALE CITY TEMPORARY SIGN CODE

WHEREAS, the City proposes an amendment to Chapter 11.220 *Temporary Signage*, enacting Section 11.220.080 to amend the temporary sign code;

WHEREAS, a notice of public hearing for the proposed amendments was provided pursuant to the Bluffdale City Code and Utah State Code;

WHEREAS, on December 4, 2024, the Planning Commission conducted a public hearing and unanimously forwarded a positive recommendation of the proposed amendments to the City Council.

WHEREAS, the City Council finds it is in the best interests of the health, safety, and welfare of the residents and citizens to adopt the proposed amendments.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BLUFFDALE, UTAH AS FOLLOWS:

Section 1. Adoption. Ordinance 2025-02 is hereby adopted, enacting Section 11.220.080 of the Bluffdale City Code as shown in Exhibit A.

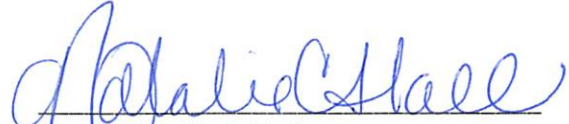
Section 2. Amendment of Conflicting Ordinances. If any ordinances, resolutions, policies, or zoning maps of the City heretofore adopted are inconsistent herewith they are hereby amended to comply with the provisions hereof. If they cannot be amended to comply with the provisions hereof, they are hereby repealed.

Section 3. Severability. If any section, part, or provision of this Ordinance is held invalid or unenforceable, such provision shall be deemed a separate, distinct, and independent provision, and such invalidity or unenforceability shall not affect any other portion of this Ordinance and all sections, parts, provisions and words of this Ordinance shall be severable.

Section 4. Effective Date. This Ordinance shall become effective immediately upon publication or posting as required by law.

PASSED AND APPROVED: January 8, 2025

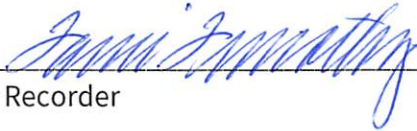
CITY OF BLUFFDALE



Mayor Natalie C. Hall

ATTEST:

[seal]



City Recorder



Voting by the City Council:

Yes No Absent

Councilmember Aston	<input checked="" type="checkbox"/>	_____	_____
Councilmember Austin	<input checked="" type="checkbox"/>	_____	_____
Councilmember Crockett	<input checked="" type="checkbox"/>	_____	_____
Councilmember Lord	<input checked="" type="checkbox"/>	_____	_____
Councilmember Wilding	<input checked="" type="checkbox"/>	_____	_____
Mayor Hall (tie only)	_____	_____	_____

EXHIBIT A

11.220.080 Temporary Signage

Temporary signage outlined in this section are allowed subject to the filing of an application for and issuance of a temporary signage permit, unless expressly exempted in this section.

- A. General Requirements: The following shall apply to all temporary signage as outlined herein:
 1. Such signs shall not be illuminated unless by way of permanently installed indirect lighting sources.
 2. Such signs shall not be placed in any public or private right of way, park strips, medians, or roundabouts.
 3. Such signs shall not be placed so as to create a traffic hazard in a clear view area.
 4. Such signs shall require application for an issuance of a temporary sign permit prior to installing or erecting a temporary sign, unless expressly exempted in this section.
 5. All temporary signage must be set back beyond the farthest most part of the permanent ground mounted signage on the same property that fronts the same property line.
- B. Properties Subject To Development Or Construction: Properties which have been approved for a subdivision or site plan are subject to the following guidelines:
 1. Properties subject to development or construction shall be allowed one on site sign.
 2. The maximum area of such sign shall be forty-eight (48) square feet.
 3. The maximum height of such sign shall be eight feet (8').
 4. Such sign may be illuminated by indirect lighting only.
 5. Such sign shall be removed immediately upon issuance of the final building permit for residential properties or the final certificate of occupancy for nonresidential properties.
- C. Banners Types of Temporary Signs:
 1. Banners: Banners may be used subject to the following provisions:
 - a. Such signs may be used in all nonresidential zones and the designated commercial land use areas within approved mixed-use developments.
 - b. Such signs shall be allowable for the any recognized federal, state, or religious holiday periods without a permit.
 - c. Such signs shall be allowable for an additional ~~four (4)~~ five (5) occurrences per calendar year up to fourteen (14) days per occurrence. Occurrences may run consecutively, upon issuance of a temporary sign permit for such, but shall be considered independent occurrences.
 - d. Businesses which have received a new business license shall be allowed a banner sign for forty-five (45) days during a grand opening upon issuance of a temporary sign permit. This permit shall not count as an occurrence.

- e. Vinyl banners affixed to buildings are permitted for a duration of 90 days from the date of receiving a business license, then must be removed within 10 days.
- f. ~~One~~ Two (2) banners per street frontage may be a maximum of thirty-two (32) square feet each.
- g. Such signs must be securely attached to a structure, fence, or to ground posts. When mounted to the ground, banners may be not higher than forty-eight inches (48") from the ground to the top of the sign and must have a stabilizing crossbar between the ground posts at the top of the sign.
- h. Such signs shall not be located within any public or private right-of-way, park strips, medians, or roundabouts.
- i. Such signs shall not be placed where they obstruct the view of any sign identified in subsection 11.220.010(A) of this chapter, or view of any pedestrians, cyclists, or oncoming traffic.
- j. Banners may be two (2) faced but may not be split faced as identified in subsection 11.220.060(H)(2) of this chapter.
- k. Permission for the placement of such signs from property owners shall be required as a part of an application for a temporary signage permit. (Ord. 2020-18, 8/26/2020)

2. Feather/Blade:

- a. Such signs may be used in all nonresidential zones and the designated commercial land use areas within approved mixed-use developments.
- b. Such signs shall be allowable for the any recognized federal, state, or religious holiday periods without a permit.
- c. Such signs shall be allowable for an additional five (5) occurrences per calendar year up to fourteen (14) days per occurrence. Occurrences may run consecutively, upon issuance of a temporary sign permit for such, but shall be considered independent occurrences.
- d. Businesses which have received a new business license shall be allowed a feather/blade/quill sign for forty-five (45) days during a grand opening upon issuance of a temporary sign permit. This permit shall not count as an occurrence.
- e. Up to three (3) feather/blade/quill signs are permitted per business street frontage and shall have a maximum height of 14'.
- f. Such signs shall not be located within any public or private right-of-way, park strips, medians, or roundabouts.
- g. Such signs shall not be placed where they obstruct the view of any sign identified in subsection 11.220.010(A) of this chapter, or the view of any pedestrians, cyclists, or oncoming traffic.

Quill Sign: See Feather Sign.

INFLATABLES: Any device supported by heated air, forced air, or other gases for the purpose of drawing attention to a business.

11.220.120 Prohibited Signs

N. Flags, banners, pennants or strings of pennants, wind or forced air powered signs, or other devices designed or allowed to wave, flap, or rotate with the wind except for flags, pennants, and insignias expressly permitted by this chapter;

O. Banners of any size for which a temporary sign permit has not been issued according to this chapter;

P. Inflatables, unless expressly permitted by this chapter;



2222 West 14400 South • Bluffdale, Utah 84065 • (801) 254-2200
Community and Economic Development Department
Planning Division

STAFF REPORT
November 28, 2024

To: City of Bluffdale Planning Commission
Prepared By: Ellen Oakman, Associate Planner

Re: City Initiated Text Amendment to Amend Regulations of Temporary Signs
Application No: 2024-35
Applicant(s): City of Bluffdale
Request: To consider forwarding a positive recommendation of proposed text amendments to Section 11.220.080 *Temporary Signage* of the Bluffdale City Land Use Regulations.

SUMMARY

The City of Bluffdale has been welcoming many new commercial businesses to the community which have associated temporary signage. Some local businesses have provided feedback to the city that additional temporary signage options are desired, and the City Council directed staff to propose potential amendments to the signage ordinance. The city has initiated a text amendment to amend the temporary sign code to allow for more temporary signage for businesses, while maintaining the character of the city through its streetscape design standards. City staff has sought to fulfill the purpose of signs, which is; “*to protect and promote the health, safety, and welfare of City residents and businesses by regulating the design, construction, and installation of signs in a content-neutral manner that does not favor any type of speech over another...*” as referenced in the sign code in BCC 11.220.01, [etc.]. A few key objectives in particular have been considered in the proposed amendment;

- *To foster a community character and appearance that has minimal visual clutter;*
- *To enhance the economic strength of the City;*
- *To provide business owners the flexibility to have signs that meet the needs of the individual businesses;*
- *To promote public safety; and*

Staff has researched requirements from other communities and found that we are similar to many cities, yet still lack certain signs that other cities are allowing. For example, most communities allow feather/blade signs to be used as temporary signs during promotional periods. Most communities also prohibit inflatables, but several allow them only during grand opening periods.



Staff has also gone through multiple work sessions to explore interest and tolerance in amending the temporary sign code from the City Council (10.19.24) and Planning Commission (11.06.24). They have collected feedback and drafted a proposed ordinance which reflects those discussions. The main temporary signs discussed were banners, inflatables, feather/blade signs, and pennants. Currently the only temporary signs permitted are banners. The City Council and the Planning Commission have demonstrated interest in allowing a greater variety of temporary signs, especially during business grand openings. The general opinion from the City Council and Planning Commission was to allow feather/blade signs as another temporary sign, and to allow inflatables, pennants as grand opening signs only.



Both the Planning Commission and City Council wanted to increase the promotional sign periods of temporary signs – banners, and feather/blade signs. The City Council sought the Planning Commission’s input on number of promotional periods, number of temporary signs allowed per street, dimensions of feather/blade signs, [etc.]

Below are tables that show the sign changes from existing to proposed -

	Grand opening period	Days/occurrences	Total Days per year
Existing	45 days	14 days/4 occurrences	101 days
Proposed	45 days	14 days/5 occurrences	115 days

	Temporary Sign Types	Temp. Sign Types – grand openings	Number of signs permitted
Existing	Banners	Banners	1
Proposed	Banners, Feather	Banners, Feather, Inflatables	2 for banner per frontage, 3 feather signs per frontage & 1 inflatable per site

[Note: A-Frame signs allowed without a permit at any time]

After reviewing both meetings and considering surrounding community sign standards, we have prepared a temporary sign ordinance amendment that seeks to meet the interests of both groups and businesses alike. Overall, the city seeks to increase temporary sign allowance for businesses throughout the community.

Staff has drafted the attached draft ordinance redlines which amends the temporary sign code.

MODEL MOTIONS – FOR TEXT AMENDMENT APPLICATION:

Motion for Recommendation – “I move to forward a positive recommendation of the proposed text amendment, as presented, (or as modified by findings or conditions below)”

1. List any additional findings and/or conditions...

EXHIBITS

Exhibit A – Draft Redlines