

TITLE 15 - Land Use Regulations

Huntsville Town Ordinance – Title 15.21 Signs

15.21 SIGNS

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15.21.1 Purpose

The purpose of this Sign Title is to provide for reasonable display of all signage in Huntsville Town to identify and advertise products, services, and business establishments. This will provide information and be convenient to the general public. These regulations and criteria are designed to protect and promote the public health, safety, and general welfare of persons within the community. They are also designed to aid in the orderly development and promotion of business by providing regulations which encourage aesthetic creativity, effectiveness, and flexibility in the display and use of signs while protecting and enhancing community character in Huntsville Town.

15.21.2 Applicability

- A. Permit Required. No person shall erect, alter, or relocate any sign without first obtaining a Land Use Permit unless herein otherwise stated, and meeting the standards set forth in this Title. Signs complying with the requirements of this Title which identify seasonal businesses may be removed for the seasons during which the business is not in operation and may be reinstalled without a new permit. All applications for Land Use Permits shall be accompanied by plans, designs, specifications, and drawings stating specifically all dimensions, lighting, colors, and plan of installation including clearances and setbacks. Land Use Permits expire six (6) months after issuance if the sign is not erected or altered pursuant to the permit.

Applications for permits shall require the applicant to disclose the owner of the sign and the owner of the property on which the sign is or will be located and all relevant dates in regard to expiration of any lease or lease options. A permit may be revoked, and a sign removed if the applicant for a permit makes a false or misleading statement in the permit application or renewal.

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- B. Maintenance and Repainting Exempt. The repainting, changing of parts, and general maintenance of signs located on the site shall not be deemed alterations requiring a Permit, except for non-complying signs as set forth in 15.21.4.

15.21.3 Master Signage Plan

The number, sizes and types of signs allowed in commercial zones (C1- and CR-1) are based upon the number and sizes of freestanding buildings, storefronts, and complexes of buildings. A Master Signage Plan shall be required to ensure compliance with standards and requirements of this Title when multiple signs are allowed and/or multiple tenants, businesses or other entities occupy a single building or storefront.

- A. Approval of the Master Signage Plan. The Master Signage Plan is subject to approval, and once approved, all individual Land Use Permits shall comply therewith.
- B. Requirements. Each Master Signage Plan shall clearly indicate the location, size, illumination details, type, and all dimensions, including height, of each sign on the property, as well as the distribution or allowed signage among multiple tenants, businesses, or entities within a building or complex.
- B. Adjustments to Number of Signs Permitted. Subject to an approved Master Signage Plan, the number of wall signs may be increased in order to allow signage for each tenant, business or entity occupying a single building, storefront or complex. In no event shall the wall sign total area be increased beyond the standards set forth in 15.21 .6.

15.21.4 Non-complying Signs

- A. A non-complying sign is any sign which was legally placed or erected or previously existed as a non-complying sign prior to the effective date of this Title, which does not conform to the provisions of this Title, as it may be amended from time to time.
- B. Non-Complying Sign Re-installation. A sign may be re-installed which duplicates the original non-complying sign in dimensions and location. Any changes in size or location shall require compliance to this Title and the Huntsville Town Lighting Title.

15.21.5 Definitions

Certain words, phrases, terms, and concepts used in this Section are operationally defined. These definitions may be found in the Huntsville Town Definitions Title.

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15.21.6 Allowable Signs by Zoning District

A. Commercial Resort Zone CR-1.

1. Commercial Uses – same as 15.21.6.B

2. Residential Uses – same as 15.21.6.C, plus

a. Rental units of less than eight (8) units. One (1) wall sign identifying the name of the owner and/or property, not to exceed six (6) square feet is permitted.

b. Rental units of eight (8) units or more. One (1) wall sign not to exceed ten (10) square feet in area is permitted.

c. Subdivision Sign. One (1) ground/monument not to exceed six (6) feet in height and ten (10) feet in width. The sign may be placed on a landscaped, mounted berm up to two (2) feet from grade.

B. Commercial Zone C-1.

1. Commercial Uses (C1 and CR-1)

a. Freestanding Signs

Areas: No freestanding sign shall be larger than (50) square feet in total area.

Location of signs. Business signs shall not be located in any required yard, except that signs attached to a building may project not more than six (6) feet into a required yard, and not less than ten (10) feet above ground or sidewalk. Signs shall not project across any property line nor be located on Huntsville Town property. Property, identification, and service signs shall not be located closer than ten (10) feet to any side or rear property line. Name plates may be located anywhere on the property.

Numbers: There may be one (1) sign for each business. In the case of a parcel of property having multiple occupancy with a common frontage, there shall be only one (1) such sign for the multiple occupancies, but it may contain multiple listings on the same sign.

Lighting: No internally lighted sign shall be permitted. Lighting shall be permitted only if it is of an indirect type and shielded or filtered. No floodlights shall be installed in any way which will permit direct rays of such light to penetrate into any property used for residential purposes.

Height: No freestanding sign shall be taller than six (6) feet above the grade of the property including any base.

Projection: No such sign, including any structural part, shall project over any public land.

b. Wall or Building Signs. Each freestanding building or complex of buildings is allowed one (1) wall sign per street frontage which shall not exceed five percent (5%) of the square footage of the front of the building (linear footage of the front of the building,

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multiplied by the height of the building; multiplied by five percent (5%)) not including false fronts. If multiple units, each unit to be allowed five percent (5%) of the width of the unit multiplied by the height.

Area: No sign shall be larger than one hundred (100) square feet in total area.

Number: There may be one (1) such sign for each business per street exposure.

Height: No part of any such sign shall extend above the top level of the wall or building upon or in front of which it is situated.

Projection: No such sign including any structural part, shall project over any public land.

c. Roof Signs: No roof signs shall be permitted.

d. Ground/Monument Sign: Each freestanding building or complex having primary or secondary entry from a street, shall be allowed one (1) ground sign per frontage, not to exceed six (6) feet in height and ten (10) feet in width. The sign may be placed on a landscaped, mounded berm up to two (2) feet from the grade.

C. Residential and Agricultural Zones R-1, A-3, A-5 and A-20.

1. Name planes and sign as follows:

a. Name Plates: One (1) name plate for each dwelling unit, not to exceed four (4) square feet in area, indicating the name of the occupant and/or a permitted home occupation.

b. Property Signs: One (1) or more signs not exceeding eight (8) square feet in combined total are for each frontage of the lot, appertaining to lease or sale of the property.

c. Location of signs: Identification signs shall not be located in any required front or side yard except that signs attached to a building may project not more than six (6) feet into a required yard or for historic identification only as approved by the Huntsville Town Council. Signs shall not project across any property line nor be located on Huntsville Town property.

d. Height: Freestanding signs shall not have a height exceeding six (6) feet.

e. Lighting: No lighted signs shall be permitted.

2. For lots with a residence that have a home business in the residence and a property that adjoins a state or county highway; one sign meeting the requirements in Title 15.21.B shall be allowed only for that home business and only along the property line adjoining the state or county highway.¹²

¹ Amended 11-10-2016: Title 15.21.6.C.2: was added.

² Amended 5-1-2024: Ordinance # 2023-12-14 to accommodate R-1, A-3, A-5 and A-20 zones.

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15.21.7 Optional and Alternative Signs

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

15.21.8 Window Signs

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

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

15.21.9 Prohibited Signs

The following signs and types of signs are prohibited in all zoning districts in Huntsville Town.

- A. Moving signs. Flashing, blinking, fluttering, undulating, swinging, changing, rotating, or otherwise moving signs, pennants, tethered "party or weather-type" balloons, holograms, light beams, lasers, or other like decorations.
- B. Moving appurtenances. Moving mechanical or electrical appurtenances attached to a sign or otherwise intended to attract attention to a sign.
- C. Rotating beacon lights.
- D. Inflatable advertising devices or signs (does not refer to passenger-type hot air balloons being used for passenger flight).

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- E. Portable signs. This includes signs on trailers which may be towed by vehicles and which may be changeable copy, a-frame, sandwich, or otherwise portable, except as permitted in 15.21.11. Utility trailers painted as a sign shall not be parked on Huntsville Town roads longer than seventy-two (72) continuous hours.
- F. Banners, except as permitted in 15.21.12.
- G. Changeable Copy Signs. Electronic changeable copy signs except for public service purposes. Manual changeable copy signs except as permitted in 15.21.11.
- H. Off-site Signs. All off-site, off-premise and directional signs which advertise businesses, establishments, activities, facilities, goods, products, or services not made, produced, sold, or present on the premises or site where the sign is installed and maintained are prohibited, except as exempted in 15.21.10.
- I. Luminous Tube Signs. External gas filled luminous tubes, such as neon, argon or fluorescent, signs or valances, unless inside a building or in a window and not to exceed four (4) square feet in area, except as listed in 15.21.13 and may not flash or blink.
- J. Other temporary signs. Any other device in the form of a sign which is of a temporary nature, or mobile, and not permanently affixed to a building or an upright support affixed firmly to the ground, except as permitted in 15.21.12.
- K. Roof signs. Signs mounted on a roof or atop a parapet wall.
- L. Billboards.
- M. Pole signs.
- N. Signs which emit smoke or noise.

15.21.10 Other Signs

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

- A. Traffic signs.³ All signs erected in a public right-of-way by a public agency for the purpose of controlling or directing traffic are not regulated in this Title.
- B. Political signs. Political signs pertaining to a specific election, which are displayed not earlier than sixty (60) days prior to the election and which are removed by the candidate or property owner who placed the sign, within fifteen (15) days after the election.

³ Amended 1-4-18: Title 15.21.10.A: Deleted "in a private road right of way."

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- C. Governmental flags. Official governmental flags of the United States, the State of Utah, Weber County, or Huntsville Town, and which are properly displayed, and provided they are not mounted on a roof or atop other signs. One (1) corporate flag may be displayed beneath a proper display of any or all of the official flags listed in this paragraph. Flagpole height may not exceed the maximum height allowed in the zone for which it is being placed. If over the height allowed in the zone, the flagpole shall have a Conditional Use Permit approved by the Huntsville Town Planning Commission. Governmental uses, such as libraries and schools, shall be exempt from the height requirements of this sub-section.
- D. Private warning signs. Private warning signs, provided they do not exceed four (4) square feet.
- E. Temporary construction signs. Temporary construction signs announcing the construction of a building or project naming owners, contractors, subcontractors, the suppliers to contractors and subcontractors, architects, and engineers, not to exceed one (1) sign of twenty (20) square feet in area for each street frontage of the building or project.
- F. Historical signs. Historical name signs for sites and/or structures designated by the Huntsville Town Council as having historical significance to Huntsville Town.
- G. Guidance signs. Guidance and other informational signs authorized by the Utah Department of Transportation or other governmental agency.
- H. Business signs. No more than one (1) "Open/Closed" and one (1) "Vacancy/No Vacancy" sign, one (1) "Hours of Operation" sign, and one (1) "Credit Card Acceptance" sign, not to exceed a total of four (4) square feet in area, displayed for each business.
- I. Non-commercial signs. Signs that contain non-commercial messages that do not advertise a product or service provided they do not exceed six (6) square feet in area.
- J. Statuary and sculptures. Freestanding statuary and sculptures which are considered to be works of art and which are placed on private property clearly for the benefit and interest of the general public.
- K. Murals. Murals, when depicted on the sides or rear of a building or storefront, provided that the mural has no connection or advertising context to any business conducted or any product or service offered therein.
- L. Real estate signs. Signs of real estate companies or private individuals announcing a property for sale, rent or lease, provided that no such sign exceeds sixteen (16) square feet and that only one (1) sign per property per street frontage is displayed. The sign shall be placed on the property advertised, not on Huntsville Town property.
- M. Gate or arch sign. A gate or arch sign situated over the primary entry of a lot or parcel of land, provided that the sign face does not exceed eight (8) square feet and that the sign provides a vertical clearance of at least fourteen and one-half (14.5) feet from the driving

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- surface , not to exceed eighteen (18) feet in height and a minimum passable width of twenty (20) feet, not to exceed thirty (30) feet pole to pole. Depth of the Arch shall not exceed two (2) feet. A Land Use Permit, to assure standards are in compliance, and a Building Permit for proper installation of footings and to ensure wind tolerance, are required.
- N. Minor residential signs. Wall signs not to exceed one (1) foot by two (2) feet in size that identify the occupants/owners and/or home occupation of a residential property. Larger residential signs shall comply with 15.21.6.C.
 - O. Addressing Numbers. Addressing numbers shall be no more than twelve (12) inches in height.
 - P. Athletic Field Scoreboard signs. Not to exceed one hundred twenty (120) square feet in any zone. The Huntsville Town Planning Commission shall recommend for approval the location of all scoreboard signs. The Huntsville Town Council shall approve or disapprove.
 - Q. Subdivision Entry Signs. An approved, recorded subdivision may locate one (1) entry sign at each entrance. The sign shall be of the Monument type and meet all specifications/requirements for Monument signs (15.21.6.2.c). The name of the subdivision shall be the only text included on said sign. The Huntsville Town Planning Commission shall approve location and design style. A double entry sign may be recommended by the Huntsville Town Planning Commission where there is a divided center island entry street. The Huntsville Town Council shall approve or disapprove.
 - R. Signs on Developed Public Property. The Huntsville Town Planning Commission may approve, by Conditional Use Permit, an off-premise sign on developed public property, as a secondary use, when evidence is presented that the purpose of the secondary use will serve the health, welfare and/or safety of the general public.
 - S. Directory Signs. In all districts where group occupancies in office buildings or commercial buildings are permitted, directory signs may be erected displaying the names of occupants of a building who are engaged in a particular profession or business. Said sign shall be situated at least two (2) feet inside the property line and shall not exceed six (6) feet in height. Said sign shall not exceed an area of ten (10) square feet and shall not be placed within a clear-vision area of a corner lot as set forth in this section.
 - T. Church and Quasi-Public Organizations Identification Signs: In all districts, a church or quasi-public organization may erect no more than two (2) wall signs on the premises to identify the name of the organization and announce activities thereof.

15.21.11 Special Purpose Signs

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

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4. Gasoline Stations. Businesses that sell motor fuels at retail cost, dispensed from pumps on premises.
 5. Grocery stores.
- B. Movie poster signs. Motion picture theaters, facilities for performing arts, and retail stores whose primary business is the sale and/or rental of pre-recorded video tape and digital video discs to the general public shall be permitted to display a maximum of two (2) poster signs. Movie posters shall be displayed in a display case which shall be permanently affixed to the wall of the building or storefront. Movie posters shall not be affixed directly to a wall as a temporary sign. Movie poster display cases may be lighted and shall not exceed twelve (12) square feet in area. The area of any movie poster sign conforming to this section shall not count toward the total signage allowed in 15.21.6.

15.21.12 Temporary Sign Usage

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

- A. Christmas tree sales. One (1) ground sign, not to exceed six (6) feet in height or one (1) wall sign, or one (1) banner per sales lot is permitted, not to exceed twenty (20) square feet.
- B. Contractors and real estate/subdivision sales offices. In addition to the construction sign allowed in Title 15.21.10, one (1) wall sign affixed to the office and not to exceed twenty (20) square feet in area is permitted.
- C. Public interest event or special event. One (1) ground sign not to exceed six (6) feet in height, or one (1) banner is permitted, neither of which shall exceed twelve (12) square feet in area. The sign or banner shall be displayed on the site of the event. Up to two (2) off-premise directional signs, each not to exceed six (6) square feet in area, are also permitted. Signs may be displayed up to sixty (60) days prior to the event and shall be removed within seven (7) days after the event. Location, numbers of signs, and a time limitation may be adjusted and shall be approved by the Huntsville Town Council.
- D. Farm Stands. Farm stands are permitted one (1) temporary ground or wall sign or banner, not to exceed twelve (12) square feet in area.
- E. Grand openings. On a one-time basis, a business establishment shall be permitted one (1) banner not to exceed twelve (12) square feet, to be displayed for a period of not more than fourteen (14) calendar days.
- F. Real Estate sales signs, per Title 15.21.10; however, no Temporary Permit is required, but signs must be placed on private property, not on Huntsville Town property.

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15.21.13 Sign Materials and Display Standards

- A. Sign materials. Any and all materials used to construct signs, supports or fasteners shall conform to the following standards:
1. Permitted materials, generally. Signs may be constructed of painted, stained, sandblasted, or carved wood, brick, stone, textured concrete, or similar material. Glass, metal, or metallic leaf, which is rust resistant, painted, anodized, or otherwise treated to prevent reflective glare.
 2. Permitted support structure materials. Exposed metal support structures for signs, as used for connecting one structure or assemblage to another structure or sign, shall be faced, painted, or covered with materials which match or blend with the face of the sign.
 3. Rustic Ground/Monument signs. Rustic ground/monument signs shall be constructed of carved, rough-hewn, sandblasted wood, or similar material. Letters may be raised or carved and may be painted, stained, or left to weather naturally. Supports shall be of rough-hewn posts or logs or finished logs. Fasteners may be of wrought iron, chain, or angle iron and shall be of a weatherized bronze, rust or black finish and shall be non-reflective.
- B. Display standards. The display of all signs regulated by this Title shall comply with the standards of this section.
1. No obstruction permitted. No sign shall obstruct a clear view to and from traffic along any street right-of-way, entrance, or exit.
 2. No projection within right-of-way. No signs, except traffic signs and similar regulatory notices, shall be allowed to project or be located within a public right-of-way. No freestanding sign shall be erected at any intersection improved for vehicular traffic within a triangular area formed by the property lines and their projections and a line connecting them at points twenty-five (25) feet from the intersections of the projecting property lines, unless same in its entirety is less than three (3) feet above the street grade.
 3. External Illumination. Illumination sources shall be included with the Master Sign Plan.
 4. Internal Illumination. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e., letters routed out of the face of an opaque cabinet sign) are permitted. The plastic face or backing of the letters shall be ivory colored. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for “halo” or “silhouette” lighting. The light source for internally illuminated signs shall be white.
 5. Wall signs mounted on parapets. A wall sign mounted on a parapet wall shall be mounted six (6) inches or more below the top of the parapet wall.
 6. No imitation of traffic signs. Signs shall not resemble, imitate, or approximate the shape, size, form or color of traffic signs, signals, or devices. Signs shall not obstruct or interfere with the effectiveness of traffic signs, signals, or devices, not be lighted in a way that can cause glare or impair driver visibility upon roads.
 7. No prevention of ingress/egress. Signs shall not be erected, relocated, or maintained in such a way that prevents free ingress or egress from any door, window or fire escape, and no sign shall be attached to a standpipe or fire escape.

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8. No mounting on natural features. No signs shall be painted or mounted on trees. No landform or naturally occurring land feature (rocks, cliff faces, etc.) shall be defaced for purposes of displaying a sign.
9. Clearance. The clearance of a projecting canopy or wall sign shall be measured from the lowest edge of the overhang eight (8) feet to the driving or walking surface below.
10. Sign Setbacks.
 - a. Monument and or Ground signs. Any rustic monument sign or ground sign shall be set back a minimum of ten (10) feet from any property line. Signs fronting State highways shall be set back twenty (20) feet from the right-of-way.
 - b. Projections into public right-of-way. Projections into the public right-of-way are not allowed, except for signs set by public agencies for safety purposes, such as the Utah Department of Transportation.
 - c. Clear sight triangle. Signs shall not be placed within the clear sight triangle and shall not obstruct the view of traffic.
11. Landscaping. The ground area around the base of all ground/monument signs shall be landscaped in accordance with the requirements of the Huntsville Landscaping Title. The Huntsville Town Planning Commission may exempt some monument/ground signs from this standard where it is demonstrated, by the owner/developer, that the landscaping would unduly interfere with pedestrian or vehicular traffic, interfere with traffic visibility or for other reasons be impractical.
12. No street frontage.⁴ When a freestanding building, complex or storefront does not face a public street, and is accessed via a pedestrian area or common parking and driveway area, the linear footage of building or storefront facing the pedestrian area or common parking area shall substitute for purposes of determining allowable signage.
13. Sign area. The area of a sign shall be the measurement of the face of the sign that is designed to present a message or attract attention, exclusive of structural support members. Two sided signs shall be permitted provided that the combined area of the two sides do not exceed the maximum allowed area, the two faces.

15.21.14 Dangerous or Defective Signs

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

15.21.15 Construction Standards

⁴ Amended Jan 4, 2018: Title 15.21.13.B.12: Deleted "or approved private road"

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Signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in the Building Codes, as adopted by Huntsville Town. A Building Permit for the sign structure shall be required, as well as a Land Use Permit. If there is an indication, in the opinion of the Huntsville Town engineer, that the proposed structure may not resist wind, seismic forces or other loads or stresses, a Utah Licensed Professional Engineer's Certificate on the sign's structural details shall be required.

15.21.16 Violations

It is unlawful to erect or maintain a sign contrary to the provisions of this section. If a sign is erected or maintained in violation of this section, an officer of Huntsville Town may do the following:

- A. Order the violation to be corrected within a fixed period of time, not to exceed thirty (30) days, if correction of the violation will bring the subject sign into compliance with the provisions of this Title; but,
- B. If the correction of the violation results in further violation of the provision of this Title, order that the subject sign be removed by, and at the expense of the owner of the sign, within a fixed period of time not to exceed thirty (30) days.

If the owner of the sign contests the order of the Huntsville Town Ordinance Enforcement Officer, the remedy shall be an appeal to the Appeal Authority, which appeal shall be in writing and taken within fifteen (15) days of a final order from the Huntsville Town Council. If the owner of the sign fails or refuses to remove the subject sign at the order of the Huntsville Town Council, Huntsville Town may remove the subject sign at any time after the owner, thereof exhausts his or her administrative remedies in relation thereto, unless otherwise ordered by a court of law.

The cost associated with the removal of a sign by the ordinance enforcement officer shall be paid by the owner of the property on which the sign is located. If the cost is not paid within thirty (30) days, the unpaid balance shall be considered a lien against the property and said lien shall be filed by the Huntsville Town attorney.