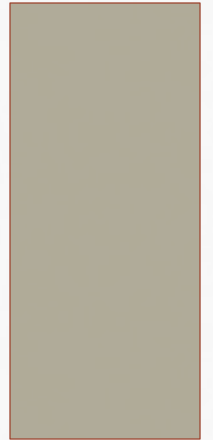


SIGNS: 16.21

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- With the growth in Midway and changes in technology, many of the Code provisions have become outdated or too vague to address current questions and issues.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.

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



**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 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.



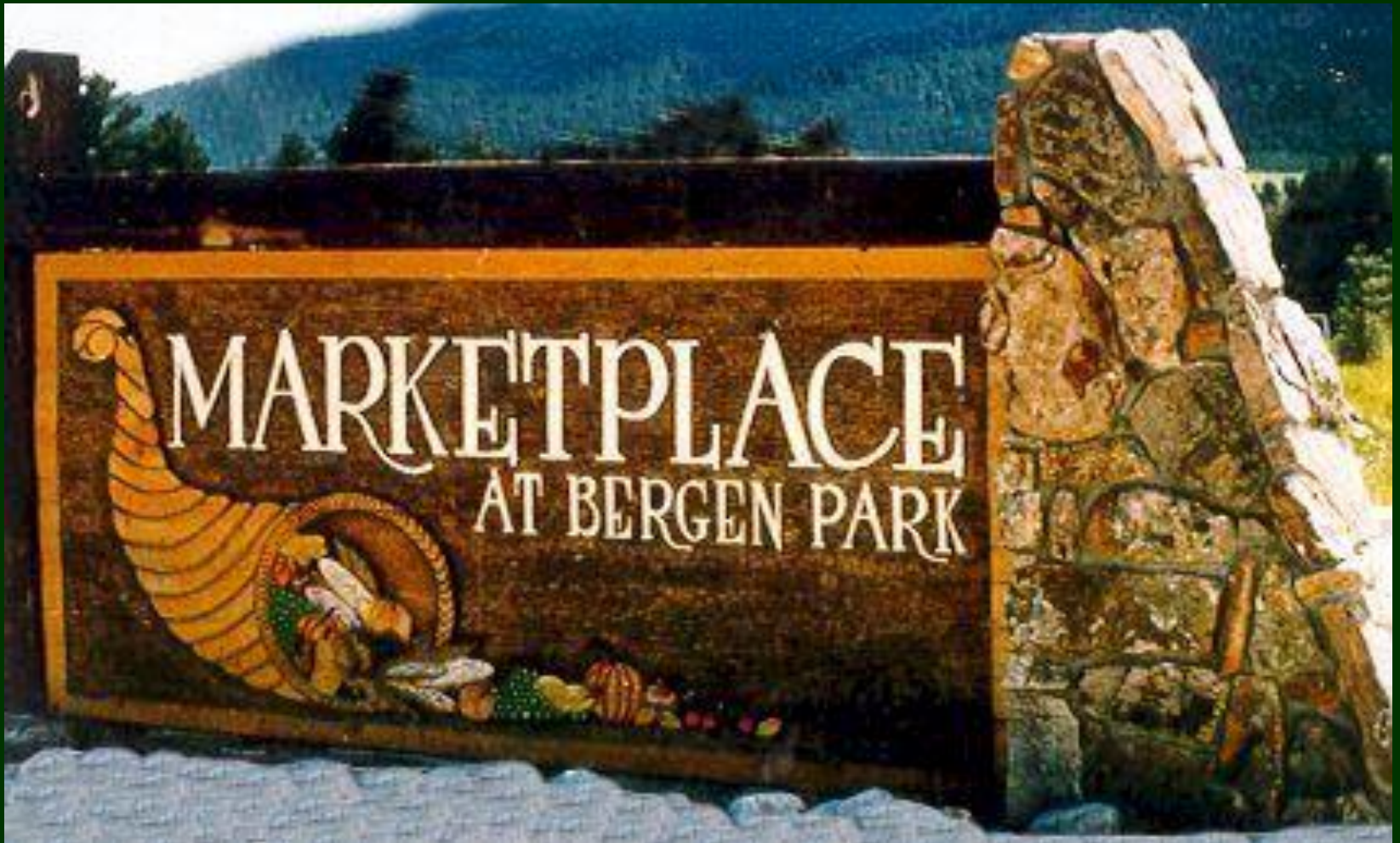


Landscaping around a beautiful sign adds to its effectiveness.





This sign combines stonework with nicely carved wood.



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





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



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.



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

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SIGNS: 16.21

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



LONG JIE



接力
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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



Layton
CONS...
...TING WITH INTEGRITY

Layton

COMING
FALL 2024
OEM
CITY
CENTER



OBJECTS IN MIRROR ARE CLOSER
THAN THEY APPEAR

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EV10AM02UA JDA
A1E050-REX (R3)
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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


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OLDE SWISS SQUARE

PRINCE DENTAL GROUP

David M. Prince D.D.S. 435.654.2822

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93
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HEBER VALLEY
KELLERWILLIAMS REAL ESTATE

435-7111



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.

Michael Henke

From: Jennie Hoover <jennie@gravitycoalition.com>
Sent: Wednesday, September 25, 2024 7:06 PM
To: Tonia Turner; Celeste Johnson; Michael Henke; jcraigsimons@gmail.com; Kody Hoover
Subject: Re: Proposed Amended Sign Ordinance

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All,

I have read through the proposed amendments and would like to give some feedback. I think most of the changes are appropriate and seem well thought through. I think anything to standardize the process of approval is great. When working with the design committee, there are a lot of opinions in the room about what something *should* look like. It is a difficult process to get everyone to agree and actually let us as business owners get to work. Yes, please standardize. Have a checklist for business owners to follow for approval and if all criteria are met, the project should be approved. I do believe that the committee members' opinions are valid and I know that our projects have turned out better than expected because of some feedback we received, but I don't think that it should be required to implement their aesthetic-based recommendations/opinions if the design otherwise meets the established requirements.

A-frames

Please let us keep using A-frame signs! This is just about our only way to grab a passer-by's attention. We rely on these for both sale and promotion communication and simply to let people know what we do. They are inexpensive and easy to change out with a new message when needed. We intentionally leave our A-frame out all the time so we can have a touch of communication with the person that drives by before opening or after we close. Our hope is that after seeing our sign on their way to or from work, they will finally stop in on their day off.

A lot of emphasis is put on Midway's growth into a great resort town and what a resort town *should* look like. You can't have a great resort town without great local businesses. We don't see enough tourists to keep us in business just on tourism dollars. We very much need a strong local support base in order to be here for tourists. Please give the local customer more consideration rather than the heavy emphasis of tourists on every decision. We need more local shoppers and we need to get their attention! A-frames are one of the best ways to do that. We have found that it takes 3-4 interactions with customers before they make a big purchase. As we speak with our customers, the A-frame is one of the first things they mention regarding how they knew we had a sale - "I saw your sign out front." We see a progression of interaction:

1. A-frame sign
2. Phone call (Do you have ____?)
3. 1st store visit - Q&A time, meet the staff, build relationship
4. 2nd store visit - more detailed Q&A, finally a purchase

A-frame signs are a critical piece of communication with our customers as we grow a healthy, well-established business.

A-frame standards

If there are issues with the "look" of A-frame signs, let's define a standard, but do not place more restrictions on us that make it more difficult to stay in business or take away from critical steps in customer interactions. The Signicade A-frame is an easy standard to follow. Print companies offer Signicade sizing specifically for Signicade A-frames. It is easy to drop in a design and order a new sign to install on your frame and know it will be the exact size and fit needed. We tried a custom-built wood frame A-frame when we first opened. It was ridiculously heavy and was a burden to move around. It eventually warped and fell apart after getting hit by city park strip sprinklers 3 times per day. Signicade is a realistic, durable, long lasting option.

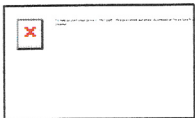
Flags

Flags are attention grabbers. Again, help us have healthy businesses by allowing us to have a temporary attention grabber when needed.

We appreciate your work to make Midway a beautiful place to live and play.

Thanks,

Jennie



Jennie Hoover
801.842.5091
269A East Main St.
Midway, UT 84049
gravitycoalition.com

On Fri, Aug 23, 2024 at 1:26 PM Tonia Turner <tturner@midwaycityut.org> wrote:

Hello,

In September we anticipate an amended sign code for Midway will come before the City Council for a public hearing. I am attaching a copy of the proposed amended sign ordinance as well as the staff report to Planning Commission which outlines the major changes.

By way of background, signs in Midway are governed under Chapter 16.21 of the Midway City Code. This Chapter defines various types of signs and outlines design requirements, dimensions, styles, permitted uses, non-permitted uses, event signs, pole banners, etc. The City last revised this section of code in 2013. 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. Given this, Staff have spent several months reviewing and overhauling the sign code. The intent is to provide a Sign Code which 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 proposed amendment has received extensive vetting through the Visual Architectural Committee and received recommendation from the VAC as well as the Midway City Planning Commission. We anticipate the amended sign code will come before the City Council for public hearing in September.

Please read through the attached files. The City ALWAYS welcomes public input, BUT WOULD ESPECIALLY APPRECIATE HEARING FROM BUSINESS OWNERS in this process and requests that questions be directed to the Planning Department.

Thank you,
Tonia



Midway

Tonia Turner

Midway Must Haves Souvenir Shoppe

Event Director, Tourism and Souvenir

Shop Manager

H: Monday-Friday: 10:00 a.m.- 6:00 p.m.

P: 435-654-3223 x125

E: tturner@midwaycityut.org

Store Address: 120 W Main St. Suite D –

Mailing Address: P.O. Box 277

City Offices: 75 N 100 W

Midway, UT 84049

www.midwaycityut.org

www.midwaymusthaves.com

"It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley".

Michael Henke

From: Tonia Turner
Sent: Wednesday, August 28, 2024 5:23 PM
To: Michael Henke; Katherine Villani
Subject: Fw: Proposed Amended Sign Ordinance

See forwarded message from Somer, the owner of Willow and Wild.



Midway

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"It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley".

From: Somer Gardiner <sweetlildesigner@gmail.com>

Sent: Friday, August 23, 2024 2:14 PM

To: Tonia Turner <tturner@midwaycityut.org>

Subject: Re: Proposed Amended Sign Ordinance

CAUTION: This email originated from outside of the organization. Do not reply, click links or open attachments unless you recognize the sender's email address and know the content is safe.

Hi Tonia,

I appreciate all of your hard work and the City's hard work to make things look nice while striking a balance for the business' success.

Having worked with the City on my sign application, I have experienced the subjective nature of the language. Thus, I can understand the need for an update. I am concerned with what this update will mean for the local businesses.

It is understandable that rules and regulations need to be in place. However, these rules aren't optimal for the business' success.

A Frames or other promotional signage are often the only way a potential customer can tell the business is there. Therefore, A-Frames and promotional signage should be allowed.

Additionally, the code is too restrictive for the business owners because it doesn't allow for enough sign square footage (spread across the storefront) to make the impact necessary to draw the potential customer's eye. Another great concern is the burden of cost that the business owner must incur to have signs that meet the new code. Opening a business is a debt creating or savings dwindling, endeavor. Requiring that the business pays for signs that are costly (raised letters) and expensive (substrates) when they have already spent so much of their money, is too much to ask. We need to have **accessible requirements** in place so that people of **all income brackets** can open their business without incurring further debt and potential financial peril.

Opening a business is a risk that can jeopardize a citizen's livelihood if the financial burdens set by the City are too high.

What if we approached the sign policy from a **'how can best we let customers know the business is here'** perspective instead of a **'how can we keep the signs to a minimum'** perspective? Perhaps we could work from the optimal, instead of the minimal, thereby creating a thriving business sector for our community.

Knowing that the City wouldn't want signs to get out of hand, I pose the question, **how can we help each business optimize their signage** to bring in the customers necessary for their business' survival.

Warm Regards,
Somer

On Fri, Aug 23, 2024 at 1:26 PM Tonia Turner <tturner@midwaycityut.org> wrote:
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Thank you,
Tonia



Tonia Turner

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"It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley".

--

Somer Gardiner

Owner/Designer Willow + Wild Design

Founder/Buyer - Olive & Tweed - Park City, UT

Founder/Buyer - Timbre Art Loft - Park City, UT

Founder/Buyer - Alpenglow Boutique - Park City, UT

Founder/Designer/Buyer - Soul Spun Yarn - Salt Lake City, UT

435-631-0125

sweetlildesigner@gmail.com