

Senator J. Stuart Adams proposes the following substitute bill:

HIGHWAY SIGNAGE AMENDMENTS

2016 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: J. Stuart Adams

House Sponsor: Mike Schultz

LONG TITLE

General Description:

This bill modifies the Transportation Code by amending provisions related to outdoor advertising.

Highlighted Provisions:

This bill:

- ▶ provides and amends definitions;
- ▶ amends requirements for advertising within a certain distance of a public highway;
- ▶ clarifies restrictions and requirements for on-premise advertising;
- ▶ specifies circumstances when certain on-premise signs are being used for unlawful outdoor advertising;
- ▶ specifies enforcement procedures and requirements for certain unlawful outdoor advertising; and
- ▶ makes conforming and technical changes.

Money Appropriated in this Bill:

None

Other Special Clauses:

None

Utah Code Sections Affected:



26 AMENDS:

27 **72-7-502**, as last amended by Laws of Utah 2011, Chapter 346

28 **72-7-503**, as renumbered and amended by Laws of Utah 1998, Chapter 270

29 **72-7-504**, as last amended by Laws of Utah 2015, Chapter 402

30 **72-7-508**, as last amended by Laws of Utah 2011, Chapter 346

31 ENACTS:

32 **72-7-504.6**, Utah Code Annotated 1953

34 *Be it enacted by the Legislature of the state of Utah:*

35 Section 1. Section **72-7-502** is amended to read:

36 **72-7-502. Definitions.**

37 As used in this part:

38 (1) "Clearly visible" means capable of being read without obstruction by an occupant
39 of a vehicle traveling on the main traveled way of a street or highway within the visibility area.

40 (2) "Commercial or industrial activities" means those activities generally recognized as
41 commercial or industrial by zoning authorities in this state, except that none of the following
42 are commercial or industrial activities:

43 (a) agricultural, forestry, grazing, farming, and related activities, including wayside
44 fresh produce stands;

45 (b) transient or temporary activities;

46 (c) activities not visible from the main-traveled way;

47 (d) activities conducted in a building principally used as a residence; and

48 (e) railroad tracks and minor sidings.

49 (3) (a) "Commercial or industrial zone" means only:

50 (i) those areas within the boundaries of cities or towns that are used or reserved for
51 business, commerce, or trade, or zoned as a highway service zone, under enabling state
52 legislation or comprehensive local zoning ordinances or regulations;

53 (ii) those areas within the boundaries of urbanized counties that are used or reserved
54 for business, commerce, or trade, or zoned as a highway service zone, under enabling state
55 legislation or comprehensive local zoning ordinances or regulations;

56 (iii) those areas outside the boundaries of urbanized counties and outside the

57 boundaries of cities and towns that:

58 (A) are used or reserved for business, commerce, or trade, or zoned as a highway
59 service zone, under comprehensive local zoning ordinances or regulations or enabling state
60 legislation; and

61 (B) are within 8420 feet of an interstate highway exit, off-ramp, or turnoff as measured
62 from the nearest point of the beginning or ending of the pavement widening at the exit from or
63 entrance to the main-traveled way; or

64 (iv) those areas outside the boundaries of urbanized counties and outside the
65 boundaries of cities and towns and not within 8420 feet of an interstate highway exit, off-ramp,
66 or turnoff as measured from the nearest point of the beginning or ending of the pavement
67 widening at the exit from or entrance to the main-traveled way that are reserved for business,
68 commerce, or trade under enabling state legislation or comprehensive local zoning ordinances
69 or regulations, and are actually used for commercial or industrial purposes.

70 (b) "Commercial or industrial zone" does not mean areas zoned for the sole purpose of
71 allowing outdoor advertising.

72 (4) "Comprehensive local zoning ordinances or regulations" means a municipality's
73 comprehensive plan required by Section 10-9a-401, the municipal zoning plan authorized by
74 Section 10-9a-501, and the county master plan authorized by Sections 17-27a-401 and
75 17-27a-501. Property that is rezoned by comprehensive local zoning ordinances or regulations
76 is rebuttably presumed to have not been zoned for the sole purpose of allowing outdoor
77 advertising.

78 (5) "Contiguous" means that a portion of one parcel of land is situated immediately
79 adjacent to, and shares a common boundary with, a portion of another parcel of land.

80 (6) "Controlled route" means any route where outdoor advertising control is mandated
81 by state or federal law, including under this part and under the Utah-Federal Agreements
82 described in Section 72-7-501.

83 [~~5~~] (7) "Directional signs" means signs containing information about public places
84 owned or operated by federal, state, or local governments or their agencies, publicly or
85 privately owned natural phenomena, historic, cultural, scientific, educational, or religious sites,
86 and areas of natural scenic beauty or naturally suited for outdoor recreation, that the department
87 considers to be in the interest of the traveling public.

88 ~~[(6)]~~ (8) (a) "Erect" means to construct, build, raise, assemble, place, affix, attach,
89 create, paint, draw, or in any other way bring into being.

90 (b) "Erect" does not include any activities defined in Subsection ~~[(6)]~~ (8)(a) if they are
91 performed incident to the change of an advertising message or customary maintenance of a
92 sign.

93 ~~[(7)]~~ (9) "Highway service zone" means a highway service area where the primary use
94 of the land is used or reserved for commercial and roadside services other than outdoor
95 advertising to serve the traveling public.

96 ~~[(8)]~~ (10) "Information center" means an area or site established and maintained at rest
97 areas for the purpose of informing the public of:

98 (a) places of interest within the state; or

99 (b) any other information that the department considers desirable.

100 ~~[(9)]~~ (11) "Interchange or intersection" means those areas and their approaches where
101 traffic is channeled off or onto an interstate route, excluding the deceleration lanes, acceleration
102 lanes, or feeder systems, from or to another federal, state, county, city, or other route.

103 ~~[(10)]~~ (12) "Maintain" means to allow to exist, subject to the provisions of this chapter.

104 ~~[(11)]~~ (13) "Maintenance" means to repair, refurbish, repaint, or otherwise keep an
105 existing sign structure safe and in a state suitable for use, including signs destroyed by
106 vandalism or an act of God.

107 ~~[(12)]~~ (14) "Main-traveled way" means the through traffic lanes, including auxiliary
108 lanes, acceleration lanes, deceleration lanes, and feeder systems, exclusive of frontage roads
109 and ramps. For a divided highway, there is a separate main-traveled way for the traffic in each
110 direction.

111 ~~[(13)]~~ (15) "Major sponsor" means a sponsor of a public assembly facility or of a team
112 or event held at the facility where the amount paid by the sponsor to the owner of the facility,
113 to the team, or for the event is at least \$100,000 per year.

114 ~~[(14)]~~ (16) "Official signs and notices" means signs and notices erected and maintained
115 by public agencies within their territorial or zoning jurisdictions for the purpose of carrying out
116 official duties or responsibilities in accordance with direction or authorization contained in
117 federal, state, or local law.

118 ~~[(15)] "Off-premise signs" means signs]~~

119 (17) "Off-premise sign" means a sign located in [~~areas~~] an area zoned industrial,
120 commercial, or H-1 and in [~~areas~~] an area determined by the department to be unzoned
121 industrial or commercial that [~~advertise~~] advertises an activity, service, event, person, or
122 product located on premises other than the premises [~~at~~] on which the [~~advertising occurs~~] sign
123 is located.

124 ~~[(16) "On-premise signs" means signs]~~

125 (18) "On-premise sign" means a sign used to advertise the [~~major~~] sale or lease of, or
126 activities conducted on, the property [~~where the~~] on which the sign is located.

127 ~~[(17)]~~ (19) "Outdoor advertising" means any outdoor advertising structure or outdoor
128 structure used in combination with an outdoor advertising sign or outdoor sign within the
129 outdoor advertising corridor which is visible from a place on the main-traveled way of a
130 controlled route.

131 ~~[(18)]~~ (20) "Outdoor advertising corridor" means a strip of land [~~350~~] 660 feet wide,
132 measured perpendicular from the edge of a controlled highway right-of-way.

133 ~~[(19)]~~ (21) "Outdoor advertising structure" or "outdoor structure" means any sign
134 structure, including any necessary devices, supports, appurtenances, and lighting that is part of
135 or supports an outdoor sign.

136 ~~[(20)]~~ (22) "Point of widening" means the point of the gore or the point where the
137 intersecting lane begins to parallel the other lanes of traffic, but the point of widening may
138 never be greater than 2,640 feet from the center line of the intersecting highway of the
139 interchange or intersection at grade.

140 ~~[(21)]~~ (23) "Public assembly facility" means a convention facility as defined under
141 Section 59-12-602 [~~and~~] that:

142 (a) includes all contiguous interests in land, improvements, and utilities acquired,
143 constructed, and used in connection with the operation of the public assembly facility, whether
144 the interests are owned or held in fee title or a lease or easement for a term of at least 40 years,
145 and regardless of whether the interests are owned or operated by separate governmental
146 authorities or districts;

147 (b) is wholly or partially funded by public money;

148 (c) requires a person attending an event at the public assembly facility to purchase a
149 ticket or that otherwise charges for the use of the public assembly facility as part of its regular

150 operation; and

151 (d) has a minimum and permanent seating capacity of at least 10,000 people.

152 ~~[(22)]~~ (24) "Public assembly facility sign" means a sign located on a public assembly
153 facility that only advertises the public assembly facility, major sponsors, events, the sponsors of
154 events held or teams playing at the facility, and products sold or services conducted at the
155 facility.

156 ~~[(23)]~~ (25) "Relocation" includes the removal of a sign from one situs together with the
157 erection of a new sign upon another situs in a commercial or industrial zoned area as a
158 substitute.

159 ~~[(24)]~~ (26) "Relocation and replacement" means allowing all outdoor advertising signs
160 or permits the right to maintain outdoor advertising along the interstate, federal aid primary
161 highway existing as of June 1, 1991, and national highway system highways to be maintained
162 in a commercial or industrial zoned area to accommodate the displacement, remodeling, or
163 widening of the highway systems.

164 ~~[(25)]~~ (27) "Remodel" means the upgrading, changing, alteration, refurbishment,
165 modification, or complete substitution of a new outdoor advertising structure for one permitted
166 pursuant to this part and that is located in a commercial or industrial area.

167 ~~[(26)]~~ (28) "Rest area" means an area or site established and maintained within or
168 adjacent to the right-of-way by or under public supervision or control for the convenience of
169 the traveling public.

170 ~~[(27)]~~ (29) "Scenic or natural area" means an area determined by the department to
171 have aesthetic value.

172 ~~[(28)]~~ (30) "Traveled way" means that portion of the roadway used for the movement
173 of vehicles, exclusive of shoulders and auxiliary lanes.

174 ~~[(29)]~~ (31) (a) "Unzoned commercial or industrial area" means:

175 (i) those areas not zoned by state law or local law, regulation, or ordinance that are
176 occupied by one or more industrial or commercial activities other than outdoor advertising
177 signs;

178 (ii) the lands along the highway for a distance of 600 feet immediately adjacent to
179 those activities; and

180 (iii) lands covering the same dimensions that are directly opposite those activities on

181 the other side of the highway, if the department determines that those lands on the opposite side
182 of the highway do not have scenic or aesthetic value.

183 (b) In measuring the scope of the unzoned commercial or industrial area, all
184 measurements shall be made from the outer edge of the regularly used buildings, parking lots,
185 storage, or processing areas of the activities and shall be along or parallel to the edge of
186 pavement of the highway.

187 (c) All signs located within an unzoned commercial or industrial area become
188 nonconforming if the commercial or industrial activity used in defining the area ceases for a
189 continuous period of 12 months.

190 [~~30~~] (32) "Urbanized county" means a county with a population of at least 125,000
191 persons.

192 [~~31~~] (33) "Visibility area" means the area on a street or highway that is:

193 (a) defined at one end by a line extending from the base of the billboard across all lanes
194 of traffic of the street or highway in a plane that is perpendicular to the street or highway; and

195 (b) defined on the other end by a line extending across all lanes of traffic of the street
196 or highway in a plane that is:

197 (i) perpendicular to the street or highway; and

198 (ii) 500 feet from the base of the billboard.

199 Section 2. Section 72-7-503 is amended to read:

200 **72-7-503. Advertising -- Permit required -- Penalty for violation.**

201 (1) It is unlawful for any person to place any form of advertising upon any part of the
202 public domain, or within [~~300~~] 660 feet of a public highway, except within the corporate limits
203 of a city or town, and except upon land in private ownership situated along the highway,
204 without first receiving a permit from the department, if a state highway, or from the county
205 executive, if a county road.

206 (2) Any person who violates this section is guilty of a class B misdemeanor.

207 Section 3. Section 72-7-504 is amended to read:

208 **72-7-504. Advertising prohibited near interstate or primary system -- Exceptions**
209 **-- Logo advertising -- Department rules.**

210 (1) As used in this section, "specific service trailblazer sign" means a guide sign that
211 provides users with business identification or directional information for services and eligible

212 activities that are advertised on a logo advertising sign authorized under Subsection (3)(a)(i).

213 (2) Outdoor advertising that is capable of being read or comprehended from any place
214 on the main-traveled way of an interstate or primary system may not be erected or maintained,
215 except:

216 (a) directional and other official signs and notices authorized or required by law,
217 including signs and notices pertaining to natural wonders and scenic and historic attractions,
218 informational or directional signs regarding utility service, emergency telephone signs, buried
219 or underground utility markers, and above ground utility closure signs;

220 (b) on-premise signs advertising the sale or lease of property upon which ~~[they]~~ the
221 on-premise signs are located;

222 (c) on-premise signs advertising major activities conducted on the property where
223 ~~[they]~~ the on-premise signs are located~~[-including signs on the premises of a public assembly~~
224 ~~facility as provided in Section 72-7-504.5];~~;

225 (d) public assembly facility signs;

226 (e) on-premise signs within a unified commercial development as described in Section
227 72-7-504.6;

228 ~~[(d)]~~ (f) signs located in a commercial or industrial zone;

229 ~~[(e)]~~ (g) signs located in unzoned industrial or commercial areas as determined from
230 actual land uses; and

231 ~~[(f)]~~ (h) logo advertising under Subsection (3).

232 (3) (a) The department may itself or by contract erect, administer, and maintain
233 informational signs:

234 (i) on the main-traveled way of an interstate or primary system, as it existed on June 1,
235 1991, specific service signs for the display of logo advertising and information of interest,
236 excluding specific service trailblazer signs as defined in rules adopted in accordance with
237 Section 41-6a-301, to the traveling public if:

238 (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in
239 the lease or other contract agreement with a private party for the sign or sign space; and

240 (B) the private party for the lease of the sign or sign space pays an amount set by the
241 department to be paid to the department or the party under contract with the department under
242 this Subsection (3); and

243 (ii) only on rural conventional roads as defined in rules adopted in accordance with
244 Section [41-6a-301](#) in a county of the fourth, fifth, or sixth class for tourist-oriented directional
245 signs that display logo advertising and information of interest to the traveling public if:

246 (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in
247 the lease or other contract agreement with a private party for the tourist-oriented directional
248 sign or sign space; and

249 (B) the private party for the lease of the sign or sign space pays an amount set by the
250 department to be paid to the department or the party under contract with the department under
251 this Subsection (3).

252 (b) The amount shall be sufficient to cover the costs of erecting, administering, and
253 maintaining the signs or sign spaces.

254 (c) (i) Any sign erected pursuant to this Subsection (3) which was existing as of March
255 1, 2015, shall be permitted as if it were in compliance with this Subsection (3).

256 (ii) A noncompliant sign shall only be permitted for the contract period of the
257 advertising contract.

258 (iii) A new advertising contract may not be issued for a noncompliant sign.

259 (d) The department may consult the Governor's Office of Economic Development in
260 carrying out this Subsection (3).

261 (4) (a) Revenue generated under Subsection (3) shall be:

262 (i) applied first to cover department costs under Subsection (3); and

263 (ii) deposited in the Transportation Fund.

264 (b) Revenue in excess of costs under Subsection (3)(a) shall be deposited in the
265 General Fund as a dedicated credit for use by the Governor's Office of Economic Development
266 no later than the following fiscal year.

267 (5) Outdoor advertising under Subsections (2)(a), [~~(d), (e), and~~] (f), (g), and (h) shall
268 conform to the rules made by the department under Sections [72-7-506](#) and [72-7-507](#).

269 Section 4. Section [72-7-504.6](#) is enacted to read:

270 **[72-7-504.6. Unified commercial development.](#)**

271 (1) As used in this section:

272 (a) (i) "Contiguous" includes parcels that are otherwise contiguous, as defined in
273 Section [72-7-502](#), that are considered to be contiguous notwithstanding a survey error or

274 discrepancy in a legal boundary description or the presence of any of the following intervening
275 features, including land reasonably related to those features:

276 (A) a road, other than a controlled route;

277 (B) a railway right-of-way of a public transit district that provides, or may provide,
278 access to the development;

279 (C) a utility line; or

280 (D) land that is undevelopable.

281 (ii) "Contiguous" does not include a parcel of land that is only physically connected to
282 another parcel of land by a long, narrow strip.

283 (b) "Property," for purposes of the definition of "on-premise sign," includes all
284 property within a unified commercial development.

285 (c) "Unified commercial development" means a development that:

286 (i) is used primarily for commercial or industrial activities;

287 (ii) is developed by a single developer, including successors, under a common
288 development plan;

289 (iii) may include phased development;

290 (iv) consists solely of land that is contiguous;

291 (v) holds itself out to the public as a common development through signs or other
292 marketing efforts;

293 (vi) includes one or more retail outlet stores;

294 (vii) includes a railway right-of-way of a public transit district that provides, or may
295 provide, access to the development;

296 (viii) is located wholly or partially within a planned community or similar zone;

297 (ix) includes a hotel;

298 (x) is located in a county other than a county of the first class;

299 (xi) received planning approval from the local land use authority for some or all of the
300 development prior to December 31, 2012; and

301 (xii) is located in a city that, at the time of approval under Subsection (1)(c)(xi),
302 included a resort community zone.

303 (2) An on-premise sign within a unified commercial development may advertise:

304 (a) the sale or lease of land within the unified commercial development where the sign

305 is located;

306 (b) activities conducted at venues or stores within the unified commercial development
307 where the sign is located;

308 (c) the name of identifiable venues or stores within the unified commercial
309 development; and

310 (d) products for sale or services provided at venues or stores within the unified
311 commercial development.

312 Section 5. Section **72-7-508** is amended to read:

313 **72-7-508. Unlawful outdoor advertising -- Adjudicative proceedings -- Judicial**
314 **review -- Costs of removal -- Civil and criminal liability for damaging regulated signs --**
315 **Immunity for Department of Transportation.**

316 (1) Outdoor advertising is unlawful when:

317 (a) erected after May 9, 1967, contrary to the provisions of this chapter;

318 (b) a permit is not obtained as required by this part;

319 (c) a false or misleading statement has been made in the application for a permit that
320 was material to obtaining the permit; [or]

321 (d) the sign for which a permit was issued is not in a reasonable state of repair, is
322 unsafe, or is otherwise in violation of this part[-]; or

323 (e) a sign in the outdoor advertising corridor is permitted by the local zoning authority
324 as an on-premise sign and the sign, from time to time or continuously, advertises an activity,
325 service, event, person, or product located on property other than the property on which the sign
326 is located.

327 (2) The establishment, operation, repair, maintenance, or alteration of any sign contrary
328 to this chapter is also a public nuisance.

329 (3) Except as provided in [~~Subsection~~] Subsections (4) and (10), in its enforcement of
330 this section, the department shall comply with the procedures and requirements of Title 63G,
331 Chapter 4, Administrative Procedures Act.

332 (4) (a) The district courts shall have jurisdiction to review by trial de novo all final
333 orders of the department under this part resulting from formal and informal adjudicative
334 proceedings.

335 (b) Venue for judicial review of final orders of the department shall be in the county in

336 which the sign is located.

337 (5) If the department is granted a judgment in an action brought under Subsection (4),
338 the department is entitled to have any nuisance abated and recover from the responsible person,
339 firm, or corporation, jointly and severally:

340 (a) the costs and expenses incurred in removing the sign; and

341 (b) (i) \$500 for each day the sign was maintained following the expiration of 10 days
342 after notice of agency action was filed and served under Section 63G-4-201;

343 (ii) \$750 for each day the sign was maintained following the expiration of 40 days after
344 notice of agency action was filed and served under Section 63G-4-201;

345 (iii) \$1,000 for each day the sign was maintained following the expiration of 70 days
346 after notice of agency action was filed and served under Section 63G-4-201; and

347 (iv) \$1,500 for each day the sign was maintained following the expiration of 100 days
348 after notice of agency action was filed and served under Section 63G-4-201.

349 (6) (a) Any person, partnership, firm, or corporation who vandalizes, damages, defaces,
350 destroys, or uses any sign controlled under this chapter without the owner's permission is liable
351 to the owner of the sign for treble the amount of damage sustained and all costs of court,
352 including a reasonable attorney's fee, and is guilty of a class C misdemeanor.

353 (b) This Subsection (6) does not apply to the department, its agents, or employees if
354 acting to enforce this part.

355 (7) The following criteria shall be used for determining whether an existing sign within
356 an interstate outdoor advertising corridor has as its purpose unlawful off-premise outdoor
357 advertising:

358 (a) whether the sign complies with this part;

359 (b) whether the premise includes an area:

360 (i) from which the general public is serviced according to normal industry practices for
361 organizations of that type; or

362 (ii) that is directly connected to or is involved in carrying out the activities and normal
363 industry practices of the advertised activities, services, events, persons, or products;

364 (c) whether the sign generates revenue:

365 (i) arising from the advertisement of activities, services, events, or products not
366 available on the premise according to normal industry practices for organizations of that type;

367 (ii) arising from the advertisement of activities, services, events, persons, or products
368 that are incidental to the principal activities, services, events, or products available on the
369 premise; and

370 (iii) including the following:

371 (A) money;

372 (B) securities;

373 (C) real property interest;

374 (D) personal property interest;

375 (E) barter of goods or services;

376 (F) promise of future payment or compensation; or

377 (G) forbearance of debt;

378 (d) whether the purveyor of the activities, services, events, persons, or products being
379 advertised:

380 (i) carries on hours of operation on the premise comparable to the normal industry
381 practice for a business, service, or operation of that type, or posts the hours of operation on the
382 premise in public view;

383 (ii) has available utilities comparable to the normal industry practice for an entity of
384 that type; and

385 (iii) has a current valid business license or permit under applicable local ordinances,
386 state law, and federal law to conduct business on the premise upon which the sign is located;

387 (e) whether the advertisement is located on the site of any auxiliary facility that is not
388 essential to, or customarily used in, the ordinary course of business for the activities, services,
389 events, persons, or products being advertised; or

390 (f) whether the sign or advertisement is located on property that is not contiguous to a
391 property that is essential and customarily used for conducting the business of the activities,
392 services, events, persons, or products being advertised.

393 (8) The following do not qualify as a business under Subsection (7):

394 (a) public or private utility corridors or easements;

395 (b) railroad tracks;

396 (c) outdoor advertising signs or structures;

397 (d) vacant lots;

398 (e) transient or temporary activities; or

399 (f) storage of accessory products.

400 (9) The sign owner has the burden of proving, by a preponderance of the evidence, that
401 the advertised activity is conducted on the premise.

402 (10) (a) If the department has issued two or more notices of violation of Subsection
403 (1)(e) for an existing sign within the last three years, the department may bring an action to
404 enforce in any state court of competent jurisdiction against a person, firm, or corporation that
405 satisfies one or more of the following prerequisites:

406 (i) has a present ownership interest in the sign;

407 (ii) had an ownership interest in the sign on one or more of the days the sign was in
408 violation of Subsection (1)(e);

409 (iii) has a present ownership interest in the property upon which the sign is located, or
410 in contiguous property as defined in Subsection 72-7-504.6(1);

411 (iv) had an ownership interest in the property upon which the sign is located, or in
412 contiguous property as defined in Subsection 72-7-504.6(1), on one or more of the days the
413 sign was in violation of Subsection (1)(e);

414 (v) received or became entitled to receive compensation in any form for the unlawful
415 outdoor advertising; or

416 (vi) solicited the advertising.

417 (b) In an action under Subsection (10)(a):

418 (i) except as provided in Subsection (10)(c), the provisions of Subsections (7) and (8)
419 apply; and

420 (ii) the defendants have the burden of proving, by a preponderance of the evidence, that
421 the advertising in question is lawful under this part.

422 (c) In an action under Subsection (10)(a), for an on-premise sign within a unified
423 commercial development Section 72-7-504.6 applies.

424 (d) If the department is granted judgment in an action under this Subsection (10), the
425 department is entitled to recover from the defendants, jointly and severally, \$1,500 for each day
426 on which the sign was used for unlawful off-premises outdoor advertising.