

Chapter 20.68

SIGNS

Sections:

Article I. Statement of Purpose

20.68.100040 Statement of Purpose

Article II. ~~Scope and~~ Applicability

20.68.200045 Applicability

Article ~~III~~IV. Permit Requirements

20.68.300200 Permits Required

20.68.310205 Application for Permit

20.68.320210 Inspections

20.68.330220 Exceptional Design Incentive Program

Article IV. Signs Exempt from Permits

20.68.400060 Signs Exempt from Permits

Article ~~III~~V. Regulations

20.68.500020 General Provisions

20.68.510025 Master Sign Permits for Multi-Tenant Sites

20.68.520030 General Definitions

20.68.530040 Permitted Signs - Definitions

20.68.540050 Prohibited Signs - Definitions

Article VI. Permitted Temporary and Special Category Signs

20.68.600070 Temporary Signs

20.68.610080 Community Special Event Signs

20.68.620090 City Sponsored Special Events Banners

20.68.630100 Temporary Banners - Commercial Use

20.68.640120 Temporary Banners - Non Profit Fundraising

Article VII. Sign Guidelines by Zoning District

20.68.700130 Sign Zones-Design Matrix

20.68.710140 Zone 1

20.68.720150 Zone 2

20.68.730160 Zone 3

20.68.740170 Zone 4

20.68.750180 Zone 5

20.68.760190 Zone 6

20.68.770195 Residential ~~Areas~~Zones

Article VIII. Administration and Enforcement

20.68.800230 Sign Maintenance

20.68.810240 Nonconforming Signs

20.68.820250 Severability

Article I. Statement of Purpose

20.68.100040 Statement of Purpose.

- (a) The purpose of this Chapter is to regulate Signs in order to increase the overall effectiveness of visual communications, providing for the harmonious relationship of urban graphics and their settings, and avoiding visual clutter. It is the intent of the regulations set forth in this Chapter to:
 1. Recognize that Signs are a necessary means of visual communication for the convenience of the public; and
 2. Recognize and ensure the right of those concerned to identify businesses, services and other activities by the use of Signs; and
 3. Ensure that Signs are compatible with adjacent land uses and contribute to the small town character of the City; and
 4. Protect the public from hazardous conditions that result from Signs which are structurally unsafe, obscure the vision of motorists and/or compete or conflict with necessary traffic signals and warning Signs; and
 5. Provide for the uniform regulation of both commercial Signs and noncommercial Signs in the same manner.

Article II. ~~Scope and~~ Applicability

20.68.200045 Applicability.

- (a) The provisions of this Chapter shall apply to the display, construction, erection, alteration, use, location and maintenance of all Signs within the City, and it is unlawful hereafter to display, construct, erect, alter, use, or maintain any Sign except in conformance with the provisions of this Chapter.

Article ~~VIII~~. Permit Requirements

20.68.300200 Permits Required.

- (a) Except as otherwise provided in Section 20.68.0260 (Signs Exempt From Permits) and Section 20.68.070(2) (Temporary Signs), no Sign may be constructed, erected, moved, enlarged, illuminated or substantially altered except in accordance with the provisions of this Section and with active permit. Merely repainting or changing the message of a Sign shall not, in and of itself, be considered a substantial alteration.
- (b) A Sign permit may be processed and issued concurrently with a requested zoning, special use, or conditional use permit; however, a separate application is required.
- (c) Signs not exempted under the provisions referenced in Section 20.68.060 or Section 20.68.070(2) may be constructed, erected, moved, enlarged, illuminated or substantially altered only in accordance with a Sign permit issued by the Community Development Director.

20.68.310205 Application for Permit.

- (a) The application for a Sign permit shall be made by the owner or tenant of the property on which the Sign is to be located, or his or her authorized agent. Such applications shall be made in writing on forms furnished by the Development Director and shall be Signed and by the applicant. The Development Director shall, within seven (7) working days of the date of

1 the application, either approve or deny the application or refer the application back to the
2 applicant in any instance where insufficient information has been furnished.

- 3 1. Sign permit applications shall be governed by the same provisions of this Title applicable
4 to zoning permits (Chapter 20.16, Permits and Final Plat Approval).
5

6 20.68.320210 Inspections.

- 7 (a) All Signs shall be subject to inspection by the Building Inspector. Footing inspections may
8 be required on the day of excavation for all freestanding Signs. The Building Inspector may,
9 within forty-eight (48) hours after being notified that the Sign is ready for inspection, also
10 require inspection of electrical Signs before erection. The permit holder or his or her agent
11 shall notify the Building Inspector when Signs are complete and ready for final inspection.
12

13 20.68.330220 Exceptional Design Incentive Program.

- 14 (a) The Exceptional Design Incentive Program provides for property owners and businesses to
15 propose and the City to consider limited deviations from the regulations for on-site and
16 permanent Signs provided in this Chapter under certain circumstances where the applicant
17 voluntarily chooses to submit to this review as an alternative to the “use by right” Sign
18 provisions normally applicable under this Chapter. The intent of this process is: 1) to
19 encourage Signs of high quality materials and workmanship; 2) to encourage Signs of
20 unique design that exhibit a high degree of imagination, inventiveness; and 3) to provide a
21 process for the application of Sign regulation in ways that will allow creatively designed
22 Signs that make a positive visual contribution to the overall image of the community, while
23 mitigating the impacts of large or unusually designed Signs.

- 24 1. Applicability. Any property owner or business owner in any Sign Overlay zZone is
25 eligible to apply for an Exceptional Design Sign Permit.
- 26 a. Method of application. An application for a Sign permit under the Exceptional Design
27 Program shall be made on the form(s) prescribed by the Community Development
28 Director. The application shall be accompanied by any required permit fees.
- 29 2. Review procedures. At each level of review or appeal, the decision shall be rendered, in
30 writing, within the time limits set forth herein. The time period begins running when the
31 application is deemed complete, or the notice of appeal has been filed, whichever
32 applies.
- 33 3. General. Notwithstanding the time limits contained in this Section, the Community
34 Development Director and the applicant may mutually agree to an extension of time
35 limits. Such extension shall be in writing and shall be for no more than ninety (90)
36 calendar days.
- 37 a. Completeness Review.
- 38 i. Upon receipt of an Exceptional Design Sign application by the City Community
39 Development Director, the department shall perform a completeness review and
40 issue a written status determination within ten (10) calendar days from date of
41 submittal.
- 42 ii. In the event the Community Development Director determines that the
43 application does not include the necessary information needed to review the
44 proposal for consistency with this Chapter, the Community Development Director

- 1 shall deem the application incomplete. If the application is incomplete, the
2 applicant shall be notified in writing. The notification shall specify what
3 information is missing.
- 4 iii. In the event the Community Development Director determines that the
5 application does include the necessary information needed to review the
6 proposal for consistency with this Chapter, the Community Development Director
7 shall set a date for the review no later than sixty (60) calendar days from the date
8 of receipt of a complete application for the Final Review of the application.
- 9 a) Final Review. An Exceptional Design permit application shall be subject to
10 review and approval by the Community Development Director where the
11 cumulative area of the proposed Sign(s) is fifty (50) square feet or less, or
12 shall be subject to review and approval by the Design Review Board where
13 the cumulative area of the proposed Sign(s) is larger than fifty square feet.
14 The burden is on the applicant to demonstrate substantial compliance with
15 the applicable Exceptional Design standards as set forth herein. The
16 Community Development Director or the Design Review Board shall issue a
17 written finding of approval or denial of the application within ten (10) calendar
18 days of the Final Review.
- 19 4. Appeals. Appeals by the applicant of the Final Decision of the Community Development
20 Director or the Design Review Board shall be heard by the City Council. Appeals must
21 be received in writing within ten (10) calendar days of the date of denial by the
22 Community Development Director or the Design Review Board. The hearing of the
23 appeal shall be held within sixty (60) calendar days of receipt of a written application and
24 related fee. Written appeals must specifically identify the design standards at issue as
25 the reason for denial of the application.
- 26 5. Exceptional Design Incentive Program Guidelines.
- 27 a. Architectural Criteria.
- 28 i. The sign(s) should utilize or enhance the architectural elements of the building;
29 and;
- 30 ii. The Sign(s) should be placed in a logical location in relation to the overall
31 composition of the building's façade,
- 32 iii. The Sign(s) should be integrated within and not cover any key architectural
33 features and details of the building façade.
- 34 iv. Wall Signs should be located on the upper portion of the first-floor storefront and
35 should be centered within an area uninterrupted by doors, windows, or
36 architectural details.
- 37 b. *Architectural Style*. Each Sign should be designed to be compatible with and relate to
38 the architectural style of the main building or buildings upon the site where such Sign
39 is located.
- 40 c. *Color*. The color(s) of a Sign should be harmonious and complementary to the colors
41 of the building on or near which it is to be located.
- 42 d. *Contextual Criteria*. The Sign(s) should contain at least one (1) of the following
43 elements:
- 44 i. Historic design style.;

- ii. Positive and creative image reflecting current character of the business.
- iii. Inventive representation of the use, name, or products of the business.
- e. Design Quality. The Sign(s) should:
 - i. Constitute a substantial aesthetic improvement to the site and should have a positive visual impact on the surrounding area; and
 - ii. Be of unique design, and exhibit a high degree of imagination, inventiveness; and
 - iii. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, proportion and form; and
 - iv. Contribute to the image of the community by conveying a distinctive character that conveys a strong sense of place.
- f. Illumination. To convey a subtle appearance, the use of back-lit or reverse channel letters with halo illumination rather than internally-lit Signs are encouraged.
- g. Multiple Signs. Where more than one Sign is proposed, all Signs should have designs that incorporate the following design elements in a compatible and coordinated fashion.
 - i. Letter style of copy;
 - ii. Shape of total Sign and related components;
 - iii. Type of construction materials;
 - iv. Lighting;
 - v. Method used for supporting Sign (e.g., wall or ground base).
- h. Neighborhood Impacts. The Sign(s) should:
 - i. Be located and designed not to create adverse impacts on neighboring uses.
 - ii. Constitute a substantial aesthetic improvement to the site and should have a positive visual impact on the surrounding area;
 - iii. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
- i. Relationship to Buildings. Signs located upon a Lot with one main building or several buildings should be designed to incorporate at least one of the predominant visual elements of such building or buildings, such as the type of construction materials, color, or other design detail.
- j. Sign Materials. The goal of Sign design is to maintain attractive and compatible styling so as not to conflict or distract from the architectural character of the area. The choice of materials and the workmanship in the use of the materials should convey both a sense of quality and creativity.

After considering the foregoing issues, the ~~d~~Design ~~r~~Review ~~b~~Board, at its discretion, may allow relaxation of the dimensional and locational standards of this Chapter by up to twenty percent (20%) if the board finds that relaxation of those standards would better serve the public interest than would strict adherence to those standards, and lead to a better and more aesthetically pleasing Sign.

Article IV. Signs Exempt from Permits

20.68.400060 Signs Exempt from Permits.

(a) These exempt Signs shall not be included in the determination of the total allowable number of Signs or total allowable Sign ~~A~~area for a business. All Signs shall meet all applicable

1 setback, construction, Illumination and safety standards. Any Signs larger in size or with any
 2 different standards than stated in this Section shall be required to obtain a Sign permit and
 3 comply with the applicable standards set forth in the respective zone. Except as specifically
 4 provided herein, the following may be erected without a Sign permit:

- 5 1. Signs which are not intended to be visible beyond the boundaries of the Lot or parcel
 6 upon which they are located and are not readable from any public thoroughfare or right-
 7 of-way; and
- 8 2. Official governmental notices and notices posted by governmental officers in the
 9 performance of their duties, and governmental Signs to control traffic or for other
 10 regulatory purposes, to identify streets or to warn of danger; and

11 ~~3. Flags that do not identify a commercial enterprise or other place of business,
 12 limited to three (3) flags per Lot. The maximum individual size of a displayed flag shall
 13 be three (3) feet by five (5) feet when hung from a building, or five (5) feet by seven (7)
 14 feet when hung from a flag pole. The foregoing limitation on number and size of
 15 noncommercial flags may be exceeded only as approved through the Exceptional
 16 Design Program; and~~

17 ~~4.3.~~ Temporary decorations or displays, when such are clearly incidental to and are
 18 commonly associated with holidays and/or seasons; and

19 ~~5.4.~~ Temporary or permanent Signs erected by the City, public utility companies or
 20 construction companies to warn of danger or hazardous conditions, including Signs
 21 indicating the presence of underground cables, gas lines and similar devices; and

22 ~~6.5.~~ Merchandise, pictures or models of projects or services which are incorporated
 23 as an integral part of a window display, where all such items displayed are located within
 24 the interior of the building where the business is located; and

25 ~~7.6.~~ Vehicle Signs which are being operated or stored in the normal course of a
 26 business, such as Signs indicating the name of the owner or business which are located
 27 on moving vans, delivery trucks, rental trucks and trailers and the like, provided that the
 28 primary purpose of such vehicles is not for the display of Signs, and provided that they
 29 are parked or stored in areas appropriate to their use as vehicles; and

30 ~~8.7.~~ All "open," "vacancy" and "no vacancy" Signs and Signs designed to indicate
 31 vacancy, such as "yes," "no" and "sorry," provided that the area of the Sign does not
 32 exceed four (4) square feet per Face; and

33 ~~9.8.~~ Displays of string lights, provided that they are:

- 34 a. Decorative displays which only outline or highlight landscaping or architectural
 35 features of a building, and are not placed on or used to outline Signs, Sign supports,
 36 awnings and/or canopies, or assembled or arranged to convey messages, words,
 37 commercial advertisements, slogans and logos; and
- 38 b. No greater in intensity than ~~five-one-hundred (1005)~~ lumenswatts, and are steady-
 39 burning, bulb lights. No blinking, flashing or intermittent changes in intensity or
 40 rotating shall be permitted; and

41 ~~10.9.~~ Signs displayed on Motor Vehicles Providing Public Transportation, provided that
 42 they conform to the following requirements:

- 43 a. The Signs are flat and do not project more than four (4) inches from the surface of
 44 the motor vehicle; and

- 1 b. The Signs shall not be prohibited Signs, as more specifically set forth in Section
- 2 20.68.0540; and
- 3 ~~11. Identification Signs which do not exceed two (2) square feet per Sign Face or four (4)~~
- 4 ~~square feet in total surface area, limited to six (6) feet in Height and limited to one (1)~~
- 5 ~~such Sign per use or per building, whichever is the greater number; and~~
- 6 ~~12.10.~~ Temporary Real-Estate Signs, provided such Signs:
- 7 a. Are located on the real property that is being advertised for sale, lease, or rent; and
- 8 b. Are in no instance placed within public rights-of-way; and
- 9 c. Are not directly or internally illuminated; and
- 10 d. Are no larger than nine (9) square feet and
- 11 e. Are removed within ten (10) days after the sale of the subject property; and
- 12 f. Real Estate Signs advertising an open house may be placed off premise so long as:
- 13 (1) No more than three (3) open house signs related to the subject property are
- 14 displayed; and
- 15 (2) Open house signs are no larger than three (3) square feet per sign face; and
- 16 e.(3) Open house signs are displayed for no longer than the day of the open house.
- 17 ~~13.11.~~ Signs in the nature of cornerstones, commemorative tablets and historical Signs
- 18 which do not exceed four (4) square feet per Sign Face in area and six (6) feet in Height,
- 19 and which are non-illuminated or indirectly illuminated.
- 20 ~~14.12.~~ Private, On-Premise, traffic directional Signs guiding or directing vehicular or
- 21 pedestrian traffic onto or off of a Lot or within a Lot when such do not exceed three (3)
- 22 square feet per Sign per Sign Face in area and ~~eight six (86)~~ feet in Height, and do not
- 23 contain any advertising or trade name identification; and
- 24 ~~15. Private, on-premises traffic directional Signs guiding or directing vehicular or pedestrian~~
- 25 ~~traffic onto or off of a Lot or within a Lot when such do not exceed three (3) square feet~~
- 26 ~~per Sign Face in area and eight (8) feet in Height, and do not contain any advertising or~~
- 27 ~~trade name identification; and~~
- 28 ~~16.13.~~ Signs required or specifically authorized for a public purpose by any law, statute,
- 29 ordinance or resolution; and
- 30 ~~17.14.~~ Non-illuminated Window Signs, when the total area of such Signs:
- 31 a. Does not exceed twenty-five percent (25%) of the total window area at the ground
- 32 floor level on the side of the building or business unit upon which said Signs are
- 33 displayed; and
- 34 b. Does not exceed twenty-five percent (25%) of the total allowable Sign aArea for the
- 35 premises; and
- 36 c. Such Signs shall not exceed four (4) square feet in total surface area per Sign when
- 37 placed in windows above the ground floor level, and no Signs shall be placed in
- 38 windows above the second floor level; and
- 39 ~~18.15.~~ Signs commonly associated with, and limited to information and directions
- 40 related to the permitted use on the Lot on which the Sign is located, ~~provided that each~~
- 41 ~~such Sign does not exceed one hundred fifty (150) square inches in total area.~~ (This
- 42 category shall be interpreted to include such Signs as "no smoking," "rest room," "no
- 43 solicitors," "self-service" and similar informational Signs); and

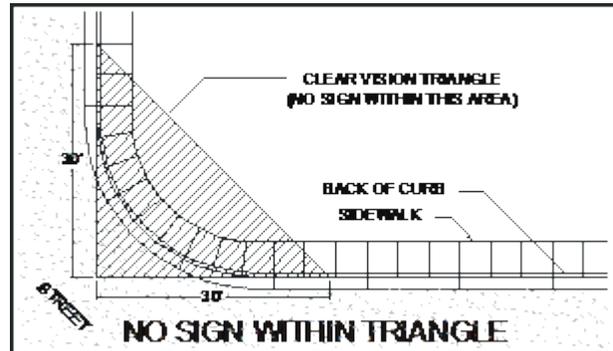
- 1 ~~19. Signs which identify items such as credit cards, menus or prices; limited to one (1) such~~
- 2 ~~Sign for each use, not to exceed thirty (30) square feet in total area. Such Signs may be~~
- 3 ~~attached to the building, as projecting or Wall Signs, or included as an integral part of a~~
- 4 ~~Freestanding Sign; and~~
- 5 20.16. Regulatory Signs erected on private property, such as "no trespassing" Signs,
- 6 which do not exceed two (2) square feet per Sign Face or four (4) square feet in total
- 7 surface area, limited to four (4) such Signs per ~~use-lot~~ or per building; and
- 8 ~~21.17.~~ Text or copy changes on Signs specifically designed to permit changes of the
- 9 text or copy thereof; and
- 10 22.18. Temporary special event posters that do not exceed two (2) square feet in size,
- 11 limited to one (1) such Sign per event per premises; and
- 12 23.19. Vending Machine Signs, provided that such Signs are limited to the product
- 13 being vended; and
- 14 24.20. School and church bulletin boards, identification Signs, and directional Signs that
- 15 do not exceed one (1) per abutting street and twelve (12) square feet in area total (six
- 16 (6) square feet per side) and that are not internally illuminated; and
- 17 25.21. Temporary Construction Signs. Signs advertising subdivision, development,
- 18 construction or other improvements of a property shall be permitted in any Sign zone
- 19 and shall comply with the following:
- 20 a. Such Signs shall be limited to freestanding, Wall or Window Signs, shall not exceed
- 21 thirty-two (32) square feet per Sign Face and shall not exceed twelve (12) feet in
- 22 Height. No riders or attachments to such Signs shall be permitted. Such Signs will in
- 23 no case exceed the allowable Sign ~~a~~Area for the Sign zone in which they are
- 24 located; and
- 25 b. Construction Signs shall be displayed only on the property to which the Sign
- 26 pertains. One (1) such Sign shall be permitted for each street upon which the
- 27 property either has frontage or has an entrance from a major thoroughfare; provided
- 28 that the minimum distance between Signs on any single development shall be one
- 29 thousand (1,000) feet; and
- 30 c. In case of a subdivision, Construction Signs shall not be displayed prior to the date of
- 31 ~~recordation of the final subdivision preliminary~~ plat approval; and
- 32 d. In other cases, such Signs may be displayed for the duration of construction until
- 33 issuance of a certificate of occupancy; ~~and~~
- 34 25. Political Signs provided they are displayed and removed in conformance with all
- 35 applicable Washington State Laws; and;
- 36 26. A-Frame Signs, provided they meet the requirements of AMC 20.68.040(1).

1 **Article VIII. Regulations**

2 **20.68.500020 General Provisions.**

3 (a) Any Sign allowed herein may contain, in lieu of any other message or copy, any lawful,
4 noncommercial message, so long as the Sign complies with the size, number, Illumination,
5 Height, area and other requirements. Signs containing noncommercial content are subject to
6 this Sign code in the same manner as Signs that have commercial content--including,
7 without limitation--permitting, size, and location ~~regulations~~ requirements.

8 (b) No Sign may be located so that it
9 substantially interferes with the view
10 necessary for motorists to proceed safely
11 through intersections or to enter onto or exit
12 from public streets or private roads.
13 Specifically, Freestanding and Portable
14 Signs may not be placed within a vehicular
15 sight distance triangle at the intersection of
16 any streets (or access drives). This triangle
17 connects the intersection of the paved or



18 traveled surface of the roadways with each of the two points measured thirty (30) feet from
19 the intersection along the edge of the respective paved or traveled surface of each
20 roadway. Illuminated Signs. Illuminated Signs ~~other than those in 20.68.020(d)~~ shall be
21 subject to the following conditions:

- 22 1. Signs ~~may be illuminated as specified within the regulations of each zone. in zones one~~
23 ~~(1) through five (5) may be indirectly, directly or internally illuminated, except where~~
24 ~~otherwise noted herein.~~
- 25 2. External light sources shall be directed and shielded to limit direct Illumination of any
26 object other than the Sign.
- 27 3. In no case, with all lighting components energized, shall the lighting intensity of any
28 Sign, whether resulting from internal or external Illumination, exceed ten (10) foot-
29 candles when measured with a standard light meter held at a distance of ten (10) feet
30 from the Sign Face.
- 31 4. Signs shall not have exposed incandescent lamps exceeding three-hundred (300)
32 ~~lumens~~ fifteen (15) watts. Signs shall not have exposed neon or fluorescent lamps
33 exceeding four-hundred (400) lumens per foot.
- 34 5. No Illumination shall be anything other than a steady, continuous burning bulb or lights.
35 Flashing, blinking, oscillating, rotating or intermittent turning on-and-off of any
36 illuminating device is prohibited. Time/weather/date informational Signs and official
37 warning and regulatory Signs erected by the City or State are exempt from this
38 requirement.

39 (d) Electronic Messaging Centers (EMCs)

- 40 1. Maximum brightness levels for Electronic Message ~~Centers Displays~~-(EM~~CD~~s) shall not
41 exceed zero-point-three (0.3) footcandles above ambient light when measured by a
42 footcandle meter at a height of five (5) feet and aimed toward the Sign face at a
43 measured linear foot distance equal to $\sqrt{EMD \text{ Square Footage} \times 100}$.

- 1 a. Each Electronic Message ~~CentersDisplay~~ shall be equipped with photocell
- 2 technology that automatically varies the brightness of the Electronic Message
- 3 ~~Display_Center~~ according to ambient light conditions.
- 4 b. Electronic Message ~~Displays_Centers~~ shall contain static messages only and shall
- 5 have immediate transitions from one message to the next. The Transition Duration
- 6 shall be instantaneous (one message will instantly transition to the next message,
- 7 instantaneous re-pixelization).
- 8 c. Each message on an Electronic Message ~~Display_Center~~ shall be displayed for a
- 9 minimum of ten (10) seconds. An Electronic Message ~~Display_Center~~ shall contain
- 10 no more than one (1) message at a time.
- 11 2. Electronic Message ~~Displays_Centers~~ shall be limited in size to ~~one-third~~one-fourth
- 12 (1/4th1/3rd) of the actual sign area, per sign face.
- 13 3. All Electronic Message ~~Center Display~~ and changeable copy Signs shall be constructed
- 14 as an integral part of a permanent Freestanding Sign constructed on site. "Integral" shall
- 15 be considered to mean that the Electronic Message ~~Center Display~~ or changeable copy
- 16 is incorporated into the framework and architectural design of the permanent
- 17 Freestanding Sign. Electronic Messaging ~~Centers Displays~~ shall not be permitted with
- 18 any sign type other than a Freestanding Sign.
- 19 d. ~~One (1) Electronic Message CenterDisplay or changeable copy Sign is permitted per~~
- 20 ~~street frontage for single-occupancy complexes. Multi-occupancy complexes with~~
- 21 ~~only one (1) access driveway shall be allowed one (1) additional Electronic Message~~
- 22 ~~Display_Center or changeable copy Sign, as long as the Signs are spaced at least~~
- 23 ~~three-hundred (300) feet apart.~~
- 24 e. Electronic Messaging ~~CentersDisplays~~ are only allowed in Sign Zones One through
- 25 Five. They are prohibited in all other zones and areas.
- 26 (e) Signs on fences and freestanding walls. Signs displayed upon fences or upon freestanding
- 27 walls shall be erected or mounted in a plane parallel to the fence or wall, and shall not
- 28 extend above the top of the fence or wall nor project more than twelve (12) inches from the
- 29 face of the fence or wall. Such Signs shall be subject to all regulations of this Chapter
- 30 applicable to Freestanding Signs, including but not limited to maximum area per Sign,
- 31 maximum Sign Height, minimum setback from property lines and number of Signs permitted
- 32 per Lot or per premises.
- 33 ~~(c) Window Signs. The area of all Window Signs in excess of twenty-five percent (25%) of the~~
- 34 ~~total window area at ground floor level on the side of the building or business unit upon~~
- 35 ~~which such Signs are displayed shall be included in the total allowable Sign area for the~~
- 36 ~~premises. All illuminated Window Signs shall be included in the total allowable Sign area for~~
- 37 ~~the premises.~~
- 38 1. ~~Materials. Window Signs constructed of neon, stained glass, gold leaf, cut vinyl, and~~
- 39 ~~etched glass are allowed. Painted Signs should display the highest level of quality and~~
- 40 ~~permanence.~~

1 ~~2. Internally lit neon or stained glass Window Signs are allowed provided they meet the~~
 2 ~~above Sign standards and there are no more than one (1) Sign for each fifteen (15) feet~~
 3 ~~of Building Frontage.~~



Window Sign examples

4
5

6 ~~(d) Signs which identify lands which have been subdivided in accordance with AMC Section~~
 7 ~~20.16.352 shall be subject to the following regulations:~~

- 8 ~~1. The Sign may be located within public street right-of-way where such Sign is approved~~
 9 ~~as an integral feature of the street construction plans at the time of final plat approval;~~
 10 ~~otherwise, the Sign shall be located a minimum of ten (10) feet from the street right-of-~~
 11 ~~way line.~~
 12 ~~2. Such Signs shall conform to the Sign requirements relating to site distances at~~
 13 ~~intersections under the provisions of this Chapter.~~
 14 ~~3.1. _____ The maximum size for a subdivision identification Sign shall be thirty-two (32)~~
 15 ~~square feet or sixteen (16) square feet per Sign Face.~~

16 (f) No more than one (1) business identification Sign affixed to the building may be located on
 17 any one side of a building, unless the building contains individual businesses with separate
 18 entrances, in which case one (1) business identification Sign per individual business may be
 19 located on as many sides as there are separate business entrances.

- 20 (g) A two-sided or multi-sided Sign shall be regarded as one Sign so long as:
 21 1. With respect to a V-type Sign, the two sides are at no point separated by a distance that
 22 exceeds five (5) feet.
 23 2. With respect to double-faced (back-to-back) Signs, the distance between the backs of
 24 each Sign Face of the Sign does not exceed two (2) feet.

25 20.68.510025 Master Sign Permits for Multi-Tenant Sites.

26 (a) In the case of a Lot, Lots, or single building occupied or intended to be occupied by multiple
 27 business enterprises under single property ownership or management (e.g., a shopping
 28 center or a multi-tenant building), a Master Sign Program shall be issued in the name of the
 29 Lot owner or his agent.

30 (b) This Master Sign Program shall address general design standards, design and location(s) of
 31 communal Signs, and all other issues addressed by this Chapter. In particular, the owner
 32 shall develop a unifying design theme for the entire site. The City may assist the owner by
 33 suggesting a formula whereby the maximum square footage of Sign area allowed on the Lot
 34 may be allocated equitably among all tenants, but the City shall be responsible for enforcing

1 only the provisions of this Chapter and not the provisions of any allocation formula, lease, or
2 other private restriction.

3 (c) Permits for individual businesses shall then be issued in the name of the individual business
4 enterprise requesting a particular Sign provided that:

- 5 1. They meet the requirements of this Chapter; and
- 6 2. They conform to the Master Sign Program for the particular property on which they are
7 located; and
- 8 3. The owner of the property or his agent has signed the application acknowledging that he
9 has reviewed the proposal and that it conforms to the Master Sign Program for that
10 particular property. However, once the maximum square footage allotment for the entire
11 property has been reached, no further Sign permits may be issued for that property
12 unless other Signs are removed or reduced in size.

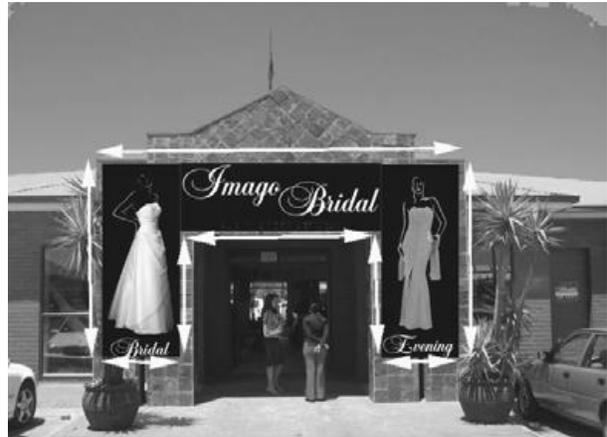
13 20.68.520030 General Definitions.

14 (a) As used in this Chapter, the following words and phrases are defined as follows:

- 15 1. *Area of a Sign* means the area of the smallest geometric symbol encompassing all the
16 informative features of the Sign, including copy, insignia, background and borders within



18 Figure 1



18 Figure 2

17 a polygon not exceeding twelve sides (see Figures 1 and 2).

- 19 2. *Awning* means a shelter supported entirely from the exterior wall of a building (see
20 Figure 3).

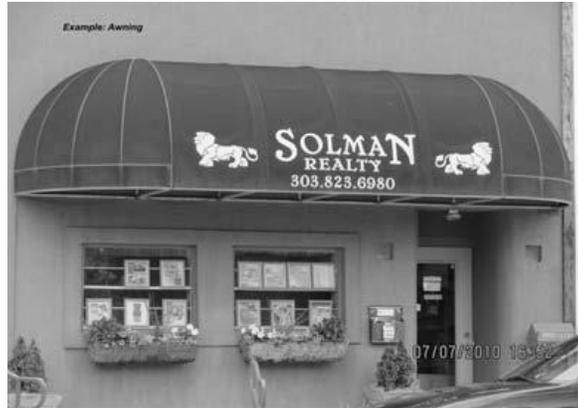


Figure 3

- 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10
 - 11
 - 12
 - 13
 - 14
 - 15
 - 16
 - 17
 - 18
 - 19
 - 20
 - 21
 - 22
 - 23
 - 24
 - 25
 - 26
 - 27
 - 28
 - 29
 - 30
 - 31
 - 32
 - 33
3. ~~Banner means a Temporary Sign consisting of canvas, nylon, vinyl fabric or other material of similar physical characteristics that bears text and/or graphics intended to identify or direct attention to any commercial message or product, service, place, activity, business, or any noncommercial message or graphic.~~
4. *Building Code* means the latest edition of the Building Code, as amended and adopted by the City.
5. *Building Inspector* means the officer or other person charged with the administration and enforcement of this Chapter, or his or her duly authorized deputy.
6. *Canopy* means a permanently roofed shelter covering a sidewalk, driveway or other similar area, which shelter may be wholly supported by a building or may be wholly or partially supported by columns, poles or braces extended from the ground.
- ~~7. *Electronic Message Display (EMD)* also known as *Electronic Messaging Centers (EMCs)* means a device that changes its message by electronic or digital process or by remote control, or which uses light emitting diodes (LEDs), glow cubes, or other means of changeable illumination.~~
- ~~8.7.~~ Message means a complete, static electronic display message on an Electronic Message Center (EMC).
- ~~9.8.~~ Message Hold Time means the time interval a static message or frame must remain on the Electronic Message Center (EMC) before transitioning to another message or frame.
- ~~10.9.~~ Transition Duration means the time interval it takes an Electronic Message Center (EMC) to change from one complete static message to another complete static message or frame.
- ~~11.10.~~ Face or Wall of Building means the general outer surface of any main exterior wall or foundation wall of the building, including windows and storefront.
- ~~12.11.~~ Frontage, Building means the horizontal, linear dimension of that exterior side of a building which abuts a street, a parking area, a mall or other circulation area open to the general public; and has either a main window display of the enterprise or a public entrance to the building. Where more than one (1) use occupies a building, each such use having an exterior public entrance or exterior main window display for its exclusive use shall be considered to have its own *Building Frontage*, which shall be the front width of the portion of the building occupied by that use.

- 1 **13.12.** *Frontage, Street* means the linear frontage (or frontages) of a Lot or parcel
 2 abutting on a private or public street which provides principal access to, or visibility of,
 3 the premises (see Figure 4).



4 Figure 4

- 5
- 6 **14.13.** *Height* means the vertical distance measured from the elevation of the nearest
 7 sidewalk (or, in the absence of a sidewalk within twenty-five (25) feet, then from the
 8 lowest point of finished grade on the Lot upon which the Sign is located and within
 9 twenty-five (25) feet of the Sign), to the uppermost point on the Sign or Sign Structure.
- 10 **15.14.** *Illumination, Direct* means lighting by means of an unshielded light source
 11 (including fluorescent, light emitting diode or LED and neon tubing) which is effectively
 12 visible as a part of the Sign, where light travels directly from the source to the viewer's
 13 eye.
- 14 **16.15.** *Illumination, Indirect* means lighting by means of a light source which is directed
 15 at a reflecting surface in such a way as to illuminate the Sign from the front, or a light
 16 source which is primarily designed to illuminate the entire building façade upon which a
 17 Sign is displayed.
- 18 **17.16.** *Illumination, Internal* means lighting by means of a light source which is within a
 19 Sign having a translucent background, silhouetting opaque letters or designs, or which is
 20 within letters or designs which are themselves made of a translucent material.
- 21 **18.17.** *Light Source* means and includes any device, or method of producing light,
 22 including neon, fluorescent or similar tube lighting, light emitting diode, or LED
 23 incandescent bulb and any reflecting surface which, by reason of its construction and/or
 24 placement, becomes in effect the Light Source.
- 25 **19.18.** *Lighting, Back Lighted* means a concealed light source located behind the
 26 surface of the Sign to highlight specific elements of the Sign.
- 27 **20.19.** *Lot* means a portion or parcel of land, whether part of a platted subdivision or
 28 otherwise, occupied or intended to be occupied by a building or use and its accessories,
 29 together with such yards as are required under the provisions of this Title. A *Lot* must be
 30 an integral unit of land held under unified ownership in fee or in co-tenancy.
- 31 **21.20.** *Maintenance* means the replacing, repairing or repainting of a portion of a Sign
 32 Structure; periodic changing of bulletin board panels; or renewing of copy which has

1 been made unusable by ordinary wear and tear, weather or accident, or a change in
2 copy to identify a new business where the change is made to an existing permitted joint
3 identification Sign panel that is to remain in place. The replacing or repairing of a Sign or
4 Sign Structure shall be considered as *Maintenance* only when the Sign conforms to all of
5 the applicable provisions of this Chapter.

6 ~~22-21.~~ 22-21. *Motor Vehicle Providing Public Transportation* is a motor vehicle operated
7 pursuant to a certificate of public convenience and necessity to operate as a common
8 carrier for hire for the transportation of passengers and/or their baggage, on schedule,
9 issued by the Public Utilities Commission of the State.

10 ~~23-22.~~ 23-22. *National Electrical Code* means the latest edition of the National Electrical Code,
11 published by the National Fire Protection Association, as amended and adopted by the
12 City.

13 ~~24-23.~~ 24-23. *Nits* are a measurement of luminance. One Nit is equal to one candela per
14 square meter (1cd/m2).

15 ~~25. Pole Sign means an exterior, Freestanding Sign which is self-supported by use of a
16 single supporting Structure or single pole, in a fixed location, and in or on the ground,
17 and is not attached to a building.~~

18 ~~26-24.~~ 26-24. *Roof* means the cover of any building, including the eaves and similar
19 projections.

20 ~~27-25.~~ 27-25. *Roof Line* means the highest point on any building where an exterior wall
21 encloses usable floor space, including floor area for housing mechanical equipment.
22 *Roof Line* also includes the highest point on any parapet wall.

23 ~~28-26.~~ 28-26. *Sign* means any writing, pictorial representation, decoration (including any
24 material used to differentiate Sign copy from its background), form, emblem or
25 trademark, flag or Banner, mural, or any other display of similar character containing
26 either commercial content or non-commercial content which:

- 27 a. Is a structure or any part thereof (including the roof or wall of a building); and
- 28 b. Is written, printed, projected, painted, constructed or otherwise placed or displayed
29 upon or designed into a building, board, plate, Canopy, awning, vehicle or upon any
30 material object or device whatsoever; and
- 31 c. By reason of its form, color, wording, symbol, design, Illumination, motion or other
32 feature attracts or is designed to attract attention to the subject thereof or is used as
33 a means of identification, advertisement or announcement, or noncommercial
34 communication.

35 ~~27.~~ 27. *Sign Face* means the surface of a Sign upon, against or through which the message is
36 displayed or illustrated.

37 ~~29.~~ _____

38 ~~30-28.~~ 30-28. *Sign Structure* means any supports, uprights, braces or frameworks of a Sign.

39 ~~29.~~ 29. *Signs, number of.* For the purpose of determining the *number of Signs*, a Sign shall be
40 considered to be a single display surface or display device containing elements clearly
41 organized, related and composed to form a unit. Where Sign elements are displayed in
42 an unrelated or random manner, each element shall be considered to be a single Sign.

43 ~~34-30.~~ 34-30. *Sign Zone* means a defined geographical area depicted on the Sign Zone
44 Overlay Map to which the regulations of the Chapter are specifically keyed to.

1 20.68.530040 Permitted Signs – Definitions.

2 1. *A-Frame Signs* are on-site, Portable Signs that shall be no larger than two (2) feet wide
3 by three (3) high in the shape of a two sided triangle with the apex at the top of the Sign.
4 A-frame Signs are only allowed when placed immediately adjacent to a building and
5 within twenty (20) feet of the business entrance. Placement of the Sign shall allow a
6 clear passageway on the sidewalk of no less than thirty-six (36) inches. One (1) A-frame
7 Sign is allowed per business.

8 ~~4.~~ *Banner* means a Temporary Sign consisting of canvas, nylon, vinyl fabric or other
9 material of similar physical characteristics that bears text and/or graphics intended to
10 identify or direct attention to any commercial message or product, service, place, activity,
11 business; or any noncommercial message or graphic.

12 2.

13 3. *Bulletin Board Sign* see *Message Board Sign*.

14 4. *Construction Sign* means a Temporary Sign announcing subdivision, development,
15 construction or other improvement of a property by a builder, contractor or other person
16 furnishing services, materials or labor to the premises.

17 5. *Directional Sign* means a Sign erected by the City or other governmental agencies, or a
18 Sign erected by permission of the City, directing vehicular or pedestrian traffic.

19 6. *Double-Face Sign* means a Sign where two (2) sides are separated by not more than
20 twenty-four (24) inches and are parallel to each other. Such Signs shall be considered
21 as one (1) Sign.

22 ~~6-7.~~ *Electronic Message Center (EMC)* means a device that changes its message by
23 electronic or digital process or by remote control, or which uses light emitting diodes
24 (LEDs), glow cubes, or other means of changeable illumination.

25 ~~7-8.~~ *Flag* means a piece of cloth or fabric, usually rectangular, of distinctive color and
26 design, used as a symbol, standard, signal, or emblem, that does not contain
27 commercial content. Typical flags include, but are not limited to national flags, flags of
28 state, religious flags, and fraternal flags.

29 ~~8-9.~~ *Freestanding Sign* means a Sign which is supported by one (1) or more columns,
30 uprights, poles or braces extended from the ground or from an object on the ground, or a
31 Sign which is erected on the ground, provided that no part of the Sign is attached to any
32 part of any building, structure or other Sign. *Freestanding Sign* includes Pole Signs,
33 Pedestal Signs and Monument Signs. **Note:** Pole Signs are only allowed in Zones ~~One~~4,
34 2, and 3Three, and Four on the freeway side of Lots that abut the Freeway right-of-way.

35 ~~9-10.~~ *Identification Sign* means and includes any of the following:

- 36 a. A nameplate which establishes the identity of an occupant by listing his or her name
37 and business or professional Title; or
38 b. A Sign which establishes the identity of a building or building complex by name or
39 symbol only; or
40 c. A Sign which indicates street address or combines nameplate and street address; or
41 d. A Sign which identifies an area in the City which, by reason of development, natural
42 features, historical occurrences or common references, has or will become a
43 landmark in the City; or

e. A commemorative Sign, such as a cornerstone, memorial or plaque, when such is cut into a masonry surface or constructed of bronze or other incombustible material and is made an integral part of the structure.

~~10. *Joint Identification Sign* means a Sign which serves as common or collective identification for two (2) or more uses on the same Lot.~~

11. *Message Board Sign* means a Sign used for the purpose of notification to the public of an event or occurrence of public interest.

12. *Monument Sign* means a Freestanding Sign supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than support poles. The base of the Sign Structure shall be on the ground or a maximum of twelve (12) inches above the adjacent grade. The width of the top of the Sign shall not be greater than the width of the bottom of the Sign.

~~12-13. *Pole Sign* means an exterior, Freestanding Sign which is self-supported by use of a single supporting Structure or single pole, in a fixed location, and in or on the ground, and is not attached to a building.~~

~~13-14. *Projecting Sign* means a Sign attached to a building or extending in whole or in part twelve (12) inches or more horizontally beyond the surface of the building to which the Sign is attached.~~

14-15. *Real Estate Sign* means a Sign indicating the availability for sale, rent or lease of the specific Lot, building or portion of a building or Lot upon which the Sign is erected or displayed.

~~15-16. *Suspended Sign* means a Sign suspended from the ceiling of an arcade, marquee or Canopy.~~

16-17. *Temporary Sign* means a Sign which is intended for a Temporary period of display for the purpose of announcing a special event as expressly provided for herein, or promoting a political campaign or special election, Temporary construction and Real Estate Signs.

17-18. *Vehicle-Mounted Sign* means a Sign displayed upon a trailer, van, truck, automobile, bus, railroad car, tractor, semi-trailer or other vehicle, whether or not such vehicle is in operating condition.

~~18-19. *Vending Machine Sign* means a Sign that is incorporated into and designed as a part of a vending machine.~~

19-20. *Wall Sign* means a Sign displayed upon or against the wall of an enclosed building or structure where the exposed face of the sign is in a plane parallel to the plane of the wall and extends not more than twelve (12) inches horizontally from the face of the wall. A Sign erected upon or against the side of a roof having an angle of forty-five (45) degrees or less from the vertical shall be considered to be a *Wall Sign*, and shall be regulated as such.

20-21. *Window Sign* means a Sign which is painted on, applied or attached to, or located within three (3) feet of, the interior of a window, which Sign can be seen through the window from the exterior of the structure. Merchandise which is included in a window display shall not be included as part of a Window Sign.

20.68.540050 Prohibited Signs – Definitions.

- 1 1. *Off-Premises Advertising Sign* means any off-premises Sign, including a billboard or general
- 2 outdoor advertising device (except motor-vehicle mounted signs), which advertises or
- 3 directs attention to a business, commodity, service or activity conducted, sold or offered
- 4 elsewhere than on the same Lot or within the same building upon which such Sign is
- 5 located.
- 6 2. *Portable Sign* means a Sign which is not attached to the ground, a building or other
- 7 structure except as provided in Section 20.68.040(1), but does not include a Vehicle-
- 8 Mounted Sign.
- 9 3. *Roof Sign* means a Sign painted on the roof of a building; supported by poles, uprights or
- 10 braces extending from the roof of a building or projecting above the roof line of a building.
- 11 4. *Wind Sign* means a Sign consisting of one (1) or more pennants, ribbons, spinners,
- 12 streamers or captive balloons, or other objects or materials fastened in such a manner as to
- 13 move upon being subjected to pressure by wind or breeze, but does not include flags or
- 14 Temporary Banners and City Sponsored Events Banners as provided for herein.
- 15 5. *Unpermitted Signs* are Signs for which a permit was never acquired and do not fall under
- 16 Section 20.68.060.
- 17 6. *Inflatable Signs* means a Sign made of flexible material or fabric that is made to take on a
- 18 three-dimensional shape (to blow up like a balloon) when filled with sufficient volume of air
- 19 or gas. Commonly used as a Temporary Sign for special events or promotions.
- 20 7. *Bandit Sign* means a Sign made of vinyl, paper, cloth or fabric, poly board, coroplast,
- 21 corrugated plastic, poster board, plastic core, cardboard, wood, or plywood, including signs
- 22 with wood or wire framing, posts, or stakes that are generally less than six (6) square feet
- 23 and placed within public rights-of-way or visible from public rights-of-way.
- 24 8. *Improperly Attached Signs* are Signs that are attached to trees or other vegetation, natural
- 25 features, utility poles, or other infrastructure.

26 **Article VI. Permitted Temporary and Special Category Signs**

27 20.68.600070 Temporary Signs.

28 ~~(a)~~ Temporary Signs in all Sign Code Overlay zones shall be subject to ~~the following~~
29 ~~specific requirements:~~

- 30 ~~1. The size of Temporary Signs shall be limited to the maximum size allowed herein for~~
- 31 ~~permanent Signs in the respective Sign zones, unless an alternate size is~~
- 32 ~~expressly allowed, provided for hereunder; and~~
- 33 ~~2. Temporary construction, real estate and political campaign or special election~~
- 34 ~~signs shall be allowed for a period of ninety (90) days without a permit, except that~~
- 35 ~~temporary real estate signs no larger than nine (9) square feet per face shall be exempt~~
- 36 ~~from a permit until the property is sold. Temporary signs shall be removed no later than~~
- 37 ~~five (5) days after the last certificate of occupancy is issued, sale of the property or~~
- 38 ~~political campaign or special election has occurred.~~

39
40 20.68.610080 Community Special Event Signs.

41 (a) The purpose of this Section is to provide for adequate signage for community special events
42 where the primary purpose of the event is to raise funds for local charitable purposes, or to

- 1 provide for adequate signage for City-sponsored special events. Both of these event
2 categories are characterized by their large scale production, large attendance and by their
3 prominence as re-occurring annual events of community-wide interest.
- 4 1. Nonprofit associations or organizations may submit an application for Temporary on-site
5 and Temporary off-premises signage for a community special event where the primary
6 purpose of the event is to raise funds for local charitable purposes.
 - 7 a. Application for permit. The applicant shall submit a master special event Sign plan
8 as part of the application for a special event permit. Upon approval of a master
9 special event Sign plan, and within the provisions of 20.68.0890(d), the permit shall
10 be valid for subsequent re-use for an unlimited period of time, provided that there
11 are no significant changes to the Sign copy, size, location and extent of the
12 approved Signs.
 - 13 b. Standards for review. The Community Development Director shall review the
14 application for compliance with the standards below prior to permit issuance:
 - 15 i. Zoning Restrictions. Special event Signs are allowed within all Sign Code
16 Overlay zones.
 - 17 ii. Design. Fluorescent colors and reflective surfaces are prohibited on Signs.
18 Reflective colored materials that give the appearance of changing color are also
19 prohibited. A matte or flat finish is required for all surfaces.
 - 20 iii. Illumination. Illumination of Temporary special event Signs is prohibited.
 - 21 iv. Banners. Banners must comply with the City-sponsored special events
22 Temporary Banners Section.
 - 23 v. Temporary off-premises Signs.
 - 24 a) Any individual business may publicly display special event posters in the
25 window of that business without a Sign permit, provided that individual
26 posters do not exceed six (6) square feet in size. Special event posters,
27 including off-site posters, that do not exceed six (6) square feet in size are
28 exempt from any regulation and may be freely displayed without prior City
29 approval. The Sign shall be displayed no more than six (6) weeks prior to the
30 special event and shall be removed no later than three (3) days after the
31 event.
 - 32 b) Staff may approve four (4) additional off-premises Signs or Banners not to
33 exceed thirty-six (36) square feet each upon finding that the Signs contribute
34 to the overall festival atmosphere or theme of the event and that any
35 commercial advertising message is subordinate to the event message. The
36 Signs shall be displayed no more than six (6) weeks prior to the special event
37 and shall be removed no later than three (3) days after the event.
 - 38 c) Limit on cumulative Sign ~~a~~Area. A maximum of one hundred fifty (150)
39 square feet of total cumulative Sign or Banner area is allowed.
 - 40 2. A recent trend in the City has been the appearance of plywood cut-out representations
41 of a variety of animals, birds, and seasonal cartoon characterizations. These characters
42 can add a festive element to holidays and seasonal Community events. Regulation of
43 these cut-out characters is required by Section 20.68.030(28) (General Definitions).

- 1 a. Cut-out figures which do not contain any commercial message, including, but not
2 limited to; a business name or logo; textual or graphic reference to a commercial
3 activity or other commercial message are defined within the intent of 20.68.060(4)-
4 Temporary decorations and displays.
- 5 b. Figures containing a commercial message, including, but not limited to; a business
6 name or logo, textual or graphic reference to a commercial activity or other
7 commercial message are defined under this Section. For the purposes of this
8 Section, the applicant can either be the organization producing the cut-out figures, or
9 the business or entity receiving the figures. Additionally, the application can be for all
10 of one type of cut-out figure regardless of the number of figures of that type produced
11 or distributed.
- 12 3. Code violation. Any Temporary Banner installed without a permit or displayed after
13 permit expiration is in violation of the Municipal Code and is subject to a municipal
14 citation plus court fees for each and every day the violation exists. If a person, property
15 owner or business owner erects any Banner without receiving a permit as herein
16 provided, or if a permit holder fails to remove a Banner within twenty-four (24) hours of
17 expiration of the permit, he or she shall be ineligible to receive a Temporary Banner
18 permit for a period of twelve (12) months from the date of violation. A valid copy of the
19 permit shall be kept on site at all times the Banner is displayed.

20
21 20.68.620090 City Sponsored Special Events Banners.

- 22 (a) Definition. City sponsored event Banners bear text and/or graphics intended to identify City
23 sponsored events.
- 24 (b) Specifications. Specifications relating to the size, length, construction, wording, lighting,
25 installation, removal, City indemnification and fastening shall be obtained from the
26 Community Development Director.
- 27 (c) Temporary Banner removal. Banners shall be removed by the applicant within twenty-four
28 (24) hours of the expiration of the permit.
- 29 (d) Code violation. Any Temporary Banner installed without a permit or displayed after permit
30 expiration is in violation of the Municipal Code and is subject to a municipal citation plus
31 court fees for each and every day the violation exists. If a person, property owner or
32 business owner erects any Banner without receiving a permit as herein provided, or if a
33 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the
34 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of
35 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site
36 at all times the Banner is displayed.

37
38 20.68.630400 Temporary Banners - Commercial Use.

- 39 (a) Temporary Banner Permit Required. Permits shall be issued through the Community
40 Development Director within ten (10) calendar days upon receipt of a complete application,
41 provided that staff finds the application to be in compliance with all applicable municipal
42 regulations.

- 1 (b) Number of permits granted. A single entity may apply for up to four (4) Temporary Banner
 2 permits in a calendar year. No single entity may hold more than one (1) active Temporary
 3 Banner permit at a time on the same site.
- 4 (c) Time displayed. A Temporary Banner permit allows the display of one (1) Temporary Banner
 5 for a maximum of ten (10) consecutive days. A maximum of two (2) consecutive permits are
 6 allowed per year.
- 7 (d) Location. Banners must be affixed flush to the Wall of a principal building or on the
 8 supporting structure of an already permitted permanent Freestanding Sign, at a maximum
 9 Height of twenty (20) feet above existing grade as measured to the highest point of the
 10 Temporary Banner. In the event that a Temporary Banner cannot practically be affixed to an
 11 existing permanent structure, an alternate Temporary structure may be proposed to and
 12 approved by the Building Official.
- 13 (e) Number, size and shape. A Temporary Banner permit allows the use of one (1) Temporary
 14 Banner per Lot or business. In all Sign Code Overlay Zones except Zone 6, Temporary
 15 banners shall not exceed thirty-two (32) square feet in area on any single side or sixty-four
 16 (64) square feet in cumulative area, and shall not exceed six (6) feet in vertical dimension. In
 17 Zone 6, this code allows one (1) Banner per Lot with a maximum allowable size of eighteen
 18 (18) square feet. All Banners shall be rectangular in shape and shall be securely fastened at
 19 all four (4) corners at all times. Issuance of permits for Temporary Banners shall be exempt
 20 from the cumulative Sign ~~A~~area calculations.
- 21 (f) Temporary Banner removal. Banners shall be removed by the applicant within twenty-four
 22 (24) hours of the expiration of the permit.
- 23 (g) Code violation. Any Temporary Banner installed without a permit or displayed after permit
 24 expiration is in violation of the Municipal Code and is subject to a municipal citation plus
 25 court fees for each and every day the violation exists. If a person, property owner or
 26 business owner erects any Banner without receiving a permit as herein provided, or if a
 27 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the
 28 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of
 29 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site
 30 at all times the Banner is displayed.
- 31 (h) Temporary Banner Maintenance. All Temporary Banners shall be maintained in good
 32 condition, including all parts and supports. The Building Official may inspect and have
 33 authority to order the painting, repair or removal of a Banner that constitutes a hazard to
 34 public Health, safety or welfare by reason of inadequate Maintenance, dilapidation or
 35 obsolescence.

36
 37 20.68.640420 Temporary Banners - Non Profit Fundraising

- 38 (a) Purpose. The following regulations are intended to provide for adequate Temporary signage
 39 of Temporary or periodic nonprofit fundraising events of a small scale. This Sign category
 40 (Temporary Banners nonprofit fundraising) and associated regulations found in this Chapter
 41 expressly excludes City sponsored event Banners as provided for in Section 20.68.90.
- 42 (b) Temporary Banner permit required. Permits shall be issued through the Community
 43 Development Director within seven (7) calendar days upon receipt of a complete application,

- 1 provided that staff finds the application to be in compliance with all applicable municipal
- 2 regulations.
- 3 (c) Number of permits granted. Local nonprofit organizations conducting weekly or monthly
- 4 fund-raising events on property that they either own or lease for their principal operations
- 5 are allowed to display two (2) Banners during the fund-raising event two (2) days prior to the
- 6 event. No single entity may hold more than one (1) active Temporary Banner permit at a
- 7 time on the same site.
- 8 (d) Location. The Banners must be located on private property, outside the public right-of-way,
- 9 and they must be secured on all corners against wind movement.
- 10 (e) Number, size and shape. A maximum of two (2) Banners may be displayed during the fund-
- 11 raising event. The Banners may not exceed sixteen (16) square feet in size individually or
- 12 thirty-two (32) square feet in size cumulatively.
- 13 (f) Code violation. Any Temporary Banner installed without a permit or displayed after permit
- 14 expiration is in violation of the Municipal Code and is subject to a municipal citation plus
- 15 court fees for each and every day the violation exists. If a person, property owner or
- 16 business owner erects any Banner without receiving a permit as herein provided, or if a
- 17 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the
- 18 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of
- 19 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site
- 20 at all times the Banner is displayed.
- 21 (g) Temporary Banner Maintenance. All Temporary Banners shall be maintained in good
- 22 condition, including all parts and supports. The Building Official may inspect and have
- 23 authority to order the painting, repair or removal of a Banner that constitutes a hazard to
- 24 public health, safety or welfare by reason of inadequate Maintenance, dilapidation or
- 25 obsolescence.

26

Article VI. Sign Guidelines by Zoning District

27

20.68.700430 Sign Zones-Design Matrix.

- 28
- 29 (a) Six Sign zones are created as defined ~~under in~~ AMC 20.68.030(32). The requirements of
- 30 this Chapter shall be applied to Signs in all zones except for the special requirements to be
- 31 imposed on Signs located in zone.
- 32 (b) The boundaries of the six Sign zones shall be determined by the reference to the “Sign
- 33 overlay map” included in this Chapter and amendments thereto.
- 34 (c) No Sign shall be erected except as provided in this Chapter and in the zone in which it is
- 35 permitted, nor shall any Sign be used for any purpose or in any manner except as allowed
- 36 by the regulations for zone in which such Sign is located or proposed.
- 37 (d) The following matrix summarizes the numerical requirements of this Article:

Table 6.1 Sign Zone Matrix (Excluding Residential)

Sign Type	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Freestanding						
Pole	Freeway Side Only	Prohibited	Freeway Side Only	Freeway Side Only	Prohibited	Prohibited
Maximum Height	2825ft.		4525ft.	4525ft.		
Maximum Area per Business	200sf.		160sf.	200sf.		
Maximum Number of Signs	1		1	1		
Monument						
Maximum Height	2825ft. - Freeway Side 3.5ft.-4210ft. - Non-Freeway Side (20.68.140)	2010ft.	45ft25ft. - Freeway Side 6ft. - Non-Freeway (20.68.160)	4525ft. - Freeway Side 6ft. - Non-Freeway (20.68.160)	6ft.	Prohibited
Maximum Area per Business	1sf/3lf of Frontage Max 100sf / side 20-200sf (20.68.140)	1sf / 3lf.00' of Frontage Max 200sf100sf / side	1sf/3lf. of Frontage Max 16080sf / side	1sf/3lf of Frontage Max14472sf / side	1sf/3lf of Frontage Max 12060sf / side	
Maximum Number of Signs	1 per Frontage (20.68.140)	1 per Frontage (20.68.150)	1 per Frontage	1 per Frontage	1 per Frontage	
A-Frame						
Maximum Height	3ft.	3ft.	3ft.	3ft.	3ft.	3ft.
Maximum Area per Business	12sf.	12sf.	12sf.	12sf.	12sf.	12sf.
Maximum Number of Signs	1	1	1	1	1	1
Wall						
Maximum Area per Business	1-1/2sf. / LF Frontage Internally Illuminated	1-1/2sf. / LF Frontage Internally Illuminated		1-1/2sf. / LF Frontage Internally Illuminated	1-1/2sf. / LF Frontage Internally Illuminated	
	2-1/2sf. / LF Frontage Non-Illuminated	2-1/2sf. / LF Frontage Non-Illuminated	2-1/2sf. / LF Frontage Non-Illuminated	2-1/2sf. / LF Frontage Non-Illuminated	2-1/2sf. / LF Frontage Non-Illuminated	1sf. / LF Building Frontage
	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 75sf.
Maximum Number of Signs	1 per Business	1 per Business	1 per Business	1 per Business	1 per Business	1 per Business
Projecting						
Maximum Area per Business	2sf. / 10LF Building Frontage Deducted from Wall sign	2sf. / 10LF Building Frontage Deducted from Wall sign	2sf. / 10LF Building Frontage Deducted from Wall sign	2sf. / 10LF Building Frontage Deducted from Wall sign	2sf. / 10LF Building Frontage Deducted from Wall sign	2sf. / 10LF Building Frontage Deducted from Wall sign
Maximum Number of Signs	2 per Frontage or Business	2 per Frontage or Business	2 per Frontage or Business	2 per Frontage or Business	2 per Frontage or Business	1 per Frontage or Business
Minimum Clearance	8ft.	8ft.	8ft.	8ft.	8ft.	7ft.-6in.
Suspended						
Max area per Business	42sf10sf./ side	4210sf./ side	4210sf./ side	4210sf./ side	4210sf./ side	4210sf./ side
Max height	2ft.	2ft.	2ft.	2ft.	2ft.	2ft.
Clearance	8ft.	8ft.	8ft.	8ft.	8ft.	7ft.-6in.

1 20.68.710440 Zone One.

2 (a) In addition to all other applicable requirements of this ~~C~~chapter, ~~S~~signs located in Zone One
3 shall conform to the following:

4 1. Freestanding Signs. Permanent, freestanding signs in Zone One shall be monument
5 type signs (see definition of “Monument Sign” in AMC 20.68.040) unless otherwise
6 permitted under this section.

7 a. ~~Permitted n~~Number of Signs. One (1) freestanding sign is permitted per street
8 frontage, per lot; however, lots with multiple vehicular entrances may have a
9 freestanding sign at each vehicular entrance; provided the freestanding signs are at
10 least one-hundred and fifty (≥150) feet apart and that the total sign area of all
11 freestanding signs along the same street frontage do not exceed the total sign area
12 allowed as calculated under subsection “d” (Maximum Area). Where a lot has more
13 than one street frontage, each street frontage is treated independently for the
14 purpose of determining the permissible number of freestanding signs and sign area
15 calculation.

16 ~~i.—If a lot has more than one business, than all businesses on that lot must utilize the~~
17 ~~same permitted freestanding sign(s).~~

18 ~~i. One Sign is permitted per frontage, per property for an on-site business.~~

19 ~~Additional monument Signs for an on-site business are permitted on a property~~
20 ~~with multiple driveways provided Signs are at least one-hundred and fifty (150)~~
21 ~~feet apart.~~

22 b. Maximum Height Standards. Pole ~~S~~signs, which are only allowed on the freeway
23 side of ~~properties-lots~~ which abut freeway right-of-way, shall not exceed twenty-five
24 (25) feet in height.; ~~a~~All other permitted Ffreestanding ~~S~~signs shall adhere to the
25 maximum height requirement of twelve (12) feet, s specified in “e”, “f”, “g”, and “h” of
26 this Section.

27 c. Height Measurement. Freestanding ~~S~~signs shall be measured from the highest point
28 of the freestanding Ssign to the finished grade at the base of the freestanding Ssign
29 support. Finished grade shall be the final grade approved through the site plan
30 review process and shall not be increased for purposes of increasing overall
31 freestanding Ssign ~~H~~height.

32 d. Maximum Area. The maximum allowed square footage per side of a freestanding
33 sign shall be calculated by multiplying the appropriate linear street frontage (in feet)
34 by six-tenths (0.6) provided no one side shall exceed two-hundred (200) square feet
35 nor have more than two sides.

36 i. Electronic message centers (EMC) may comprise up to one-fourth (0.25) of the
37 actual freestanding sign area per side provided that in no instance shall an EMC
38 exceed twenty-five (25) square feet per side of the freestanding sign.

39 e. Setbacks. Freestanding signs shall have a minimum setback of eight (8) feet from
40 any property line and four (4) feet from any building. The setback shall be measured
41 along a horizontal line from the nearest part of the sign to the property line or building
42 wall. The placement of freestanding signs shall be in such a fashion and location as
43 to not obstruct the view of signs on adjacent lots.

1 f. ~~Materials and d~~Design. Monument Signs shall utilize materials and architectural
2 design elements that are consistent with the architecture of the buildings located on
3 the same lot. The materials and design features must be a prominent visual element
4 of the overall monument Ssign ~~(see Figure 5 below for good and bad examples).~~

5 g. Illumination. Freestanding signs shall be internally or externally illuminated, if
6 illuminated.

7 ~~g.~~Landscaping. At a minimum, an area around the base of each freestanding sign
8 equal to half (1/2) the total freestanding sign area shall be landscaped.~~One (1)~~
9 ~~square foot of landscaping is required around the base of the Sign per one (1)~~
10 ~~square foot of Sign Face. Specifically:~~

11 ~~Landscaping includes a decorative combination of ground cover and shrubs to provide seasonal~~
12 ~~interest in the area surrounding the Sign; and~~

13 ~~ii.h. Landscaping should be well maintained at all times of the year.~~

14 ~~h. Maximum size — Individual business 25,000 gross square feet or smaller:~~

15 ~~i. Height: Forty-two (42) inches.~~

16 ~~ii. Area: Twenty (20) square feet per Sign Face, up to two (2) Sign Faces.~~

17 ~~i. Maximum size — Multi-tenant development less than fifty thousand (50,000) gross~~
18 ~~square feet and individual businesses larger than twenty-five thousand (25,000)~~
19 ~~gross square feet, but less than fifty thousand (50,000) square feet:~~

20 ~~i. Height: Six (6) feet.~~

21 ~~ii. Area: Thirty (30) square feet per Sign Face, up to two (2) Sign Faces.~~

22 ~~j. Maximum size — Developments larger than fifty thousand (50,000) gross square feet,~~
23 ~~but less than one hundred thousand (100,000) gross square feet.~~

24 ~~i. Height: Eight (8) feet.~~

25 ~~ii. Area: Fifty (50) square feet per Sign Face, up to two (2) Sign Faces.~~

26 ~~k. Maximum size — Developments larger than 100,000 gross square feet.~~

27 ~~i. Height: Twelve (12) feet.~~

28 ~~ii.i. Area: One Hundred (100) square feet per Sign Face, up to two (2) Sign Faces.~~

29 2. Wall Mounted Signs.

30 a. ~~Permitted n~~Number of Signs. Except as permitted hereunder, each Oon-site
31 business is tenants are allowed a maximum of one (1) ~~W~~wall Ssign per building
32 frontage facade that is visible from a street or customer parking Lot.

33 i. Businesses may ~~have~~include up to two (2) additional smaller wall Ssigns on the
34 same building frontage site that ~~describ~~esing the types of products and/or
35 services that the business offers (such as a menu), provided these smaller signs
36 do not exceed a combined surface area of eight (8) square feet and that the
37 aggregate wall Ssign areas ~~collectively~~ comply with the overall maximum area
38 allotment size requirements.

39 b. Maximum Height Restriction. Wall Ssigns shall not project above roof lines or fascia
40 boards. Additionally, for multi-story buildings with multiple businesses, the wall sign
41 must be located on the same story and the same exterior wall of the space occupied
42 by the business.

43 c. Maximum Projection. Wall Ssigns may extend a maximum of twelve (12) inches from
44 the face of the building so long as such wall signs remain parallel to the wall they are
45 attached to.

- 1 d. ~~Maximum Total Area. The maximum allowed square footage of wall signage per~~
2 ~~building frontage shall be calculated by multiplying the linear feet of the respective~~
3 ~~building frontage by one-point-five (1.5) subject to the following:~~
- 4 ~~i. Except as allowed under AMC section 20.68.220 (Exceptional Design Incentive~~
5 ~~Program), in no instance shall any one wall sign exceed four-hundred (400)~~
6 ~~square feet.~~
 - 7 ~~ii. In no instance shall the total wall signage on any one side of a building exceed~~
8 ~~twenty-percent (20%) of the total surface area (inclusive of windows and doors)~~
9 ~~of the respective wall.~~
 - 10 ~~iii. Building frontages less than fourteen (<14) linear feet are guaranteed twenty-one~~
11 ~~(21) square feet of wall signage for that building frontage.~~
12 ~~Painted or attached Signs on any wall shall not exceed one and one-half (1-1/2)~~
13 ~~square feet per linear foot of Building Frontage for internally illuminated Signs and~~
14 ~~two and one-half (2-1/2) square feet per linear foot of Building Frontage for non-~~
15 ~~internally illuminated Signs at ground level and one-half (1/2) square foot per linear foot~~
16 ~~of a second story Building Frontage to a maximum of two-hundred (200) square feet.~~
 - 17 ~~i. Commercial tenants on upper levels may include Window Signs or Wall Signs~~
18 ~~placed on façade above the business provided the permitted Wall Sign area~~
19 ~~shall be shared with tenant below.~~
- 20 e. ~~Design Architectural Details.~~
- 21 ~~i. Wall Signs may not cover or obscure important architectural details of a building~~
22 ~~such as stair railings, turnings, windows, doors, decorative louvers, or similar~~
23 ~~elements intended to be decorative features of a building design.~~
 - 24 ~~ii. Wall Signs must appear to be a secondary and complementary feature of the~~
25 ~~building facade. Wall Signs must be located within architectural Sign bands or~~
26 ~~other blank spaces which visually frame the Sign. Blank wall sections above or~~
27 ~~between windows and doors, for example, may provide an effective location for~~
28 ~~signage.~~
 - 29 ~~iii. Wall Signs hanging between pillars and archways may also be an effective~~
30 ~~design solution. However, to avoid a “maxed out” appearance, wall Signs shall~~
31 ~~be no larger than seventy-percent (70%) of the width or Height of the blank wall~~
32 ~~space or fascia the wall Sign is mounted to so as to leave reveal on all sides of~~
33 ~~the wall Sign and to maintain an appropriate balance between the wall Sign~~
34 ~~and wall. For example, a pillar between a door and window which is thirty (30)~~
35 ~~inches wide may have a wall Sign which is twenty-one (21) inches wide.~~
36 ~~Graphic example:~~
- 37 ~~f. Illumination. Wall signs shall be externally or internally illuminated, if illuminated.~~
38 ~~g. Any Sign erected upon the side of a roof having an angle of forty-five degrees (45*)~~
39 ~~or less from vertical shall be considered a Wall Sign and shall be subject to the~~
40 ~~provisions of this subsection.~~
- 41 Window Signs.
- 42 a. ~~Permitted Number. Internally lit or Neon-lit or stained glass Window Signs are~~
43 ~~allowed provided they meet the above Sign standards and there are no more than~~
44 ~~one (1) window Sign for each fifteen (15) feet of Building Frontage.~~

- 1 b. Maximum Area-size. Permanent and ~~T~~temporary ~~W~~window ~~S~~signs are limited to a
2 maximum of twenty-five percent (25%) of the window area. Every effort should be
3 made to integrate ~~W~~window ~~S~~signs with the window display.
- 4 c. DesignMaterials. Window ~~S~~signs constructed of neon, stained glass, gold leaf, cut
5 vinyl, and etched glass are allowed. Painted window ~~S~~signs shall display the highest
6 level of quality and permanence.
- 7 d. Illumination. Window signs shall be directly or indirectly illuminated, if illuminated.
- 8 3. Projecting Signs.
- 9 a. ~~Permitted Maximum n~~Number. A maximum of ~~two one (21)~~ per ~~B~~building ~~F~~frontage,
10 ~~or business storefront.~~
- 11 b. Maximum Height. Projecting ~~S~~signs shall not extend above the building parapet,
12 soffit, or the eave line of the roof of the building, except for projecting signs on
13 theaters, which may extend above the building parapet, soffit, or eave line of the roof
14 or building.
- 15 c. Maximum Projection. Projecting ~~S~~signs shall extend out from the surface of the
16 building:
- 17 i. Horizontal oriented projecting ~~S~~signs no more than eight (8) feet.
- 18 ii. Vertically oriented projecting ~~S~~signs no more than four (4) feet.
- 19 d. Minimum Clearance ~~Requirements~~. All projecting ~~S~~signs must be at least eight (8)
20 feet above sidewalks and walkways and are not permitted above vehicular travel
21 lanes. fifteen (15) feet above vehicular ways.
- 22 e. Maximum Surface Area. Projecting ~~S~~signs shall not exceed two (2) square feet per
23 each ten (10) lineal feet of applicable ~~B~~building ~~F~~frontage to a maximum of ten (10)
24 square feet per side. ~~Projecting Sign a~~Area shall be deducted from the allowable
25 ~~Wall Signage determined under subsection (2)(a) of this Section.~~
- 26 f. Location. Projecting ~~S~~signs shall not be located directly over windows or in conflict
27 with other ~~S~~signs or architectural features of the building.
- 28 i. Projecting ~~S~~signs may project into public rights-of-way provided they meet the
29 minimum clearance requirements of subsection "d" above. ~~for storefront~~
30 ~~buildings, subject to a street right-of-way permit.~~
- 31 g. Design Restriction. Projecting ~~S~~signs shall may not be cabinet-type ~~S~~signs, and may
32 not be internally illuminated. ~~Other forms of illumination (neon, for example), are~~
33 ~~allowed).~~
- 34 h. Illumination. Projecting signs shall be directly, indirectly, or externally illuminated, if
35 illuminated.
- 36 4. Suspended (under Canopy) Signs.
- 37 a. Permitted Number. A maximum of one (1) per ground story building frontage only.
- 38 b. Horizontal Separation. Suspended ~~S~~signs shall have a minimum horizontal
39 separation of fifteen (15) feet.
- 40 c. Minimum Clearance ~~requirements~~. All ~~S~~suspended ~~S~~signs must be at least eight (8)
41 feet above sidewalks and walkways and are not permitted above vehicular travel
42 lanes. fifteen (15) feet above vehicular ways.

- 1 d. ~~Maximum Surface Area~~. Suspended ~~S~~signs are limited to ten (10) square feet per
- 2 ~~S~~sign ~~F~~face ~~with a maximum of two (2) sign faces, twelve (12) square feet total~~
- 3 ~~surface area~~, and shall be limited to no more than two (2) feet in ~~H~~height.
- 4 e. Design ~~R~~estrictions. Suspended ~~S~~signs may not be cabinet-~~type~~ ~~S~~signs ~~and may~~
- 5 ~~not be internally illuminated~~. Suspended ~~S~~signs shall have one (1) foot minimum
- 6 between the ~~suspended~~ ~~S~~sign and the outer edge of the marquee, awning, or
- 7 ~~C~~anopy and between the ~~suspended~~ ~~S~~sign and the building façade.
- 8 f. ~~Illumination. Suspended signs shall be directly, indirectly or externally illuminated, if~~
- 9 ~~illuminated.~~
- 10 5. ~~Joint identification Signs.~~
- 11 a. ~~Density. Where a Freestanding joint identification Sign is used, there shall be no~~
- 12 ~~other Freestanding Signs permitted on the property.~~
- 13 b. ~~Surface area. If individual Sign panels that are part of a joint identification Sign are~~
- 14 ~~no larger than eight (8) square feet per Sign Face then that Sign are shall be exempt~~
- 15 ~~from the total allowable Sign area for that business.~~
- 16 c. ~~Joint identification Signs may be freestanding, wall mounted, or projecting.~~
- 17 [REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.720150 Zone Two.

2 (a) In addition to all other applicable requirements of this ~~C~~chapter, ~~S~~signs located in Zone Two
3 shall conform to the following:

4 1. Freestanding Signs. Permanent, freestanding signs in Zone Two shall be monument
5 type signs (see definition of “Monument Sign” in AMC 20.68.040).

6 a. Permitted Number of Signs. One (1) freestanding sign is permitted per street
7 frontage, per lot; however, lots with multiple vehicular entrances may have a
8 freestanding sign at each vehicular entrance, provided the freestanding signs are at
9 least one-hundred and fifty (≥150) feet apart and that the total sign area of all
10 freestanding signs along the same street frontage do not exceed the total sign area
11 allowed as calculated under subsection “d” (Maximum Area). Where a lot has more
12 than one street frontage, each street frontage is treated independently for the
13 purpose of determining the permissible number of freestanding signs and sign area
14 calculation.

15 i. If a lot has more than one business, than all businesses on that lot must
16 utilize the same permitted freestanding sign(s). One (1) Sign is permitted per
17 frontage, per property for an on-site business. Additional monument Signs for
18 an on-site business are permitted on a property with multiple driveways
19 provided Signs are at least one-hundred and fifty (150) feet apart.

20 b. Maximum Height Standards. Freestanding ~~S~~signs shall not exceed twenty fifteen
21 (215) feet in Hheight. In addition, ~~F~~freestanding ~~S~~signs along 172nd Street NE in
22 proximity to the Arlington Airport shall conform to the airport protection district (AMC
23 Chapter ~~20.38~~) and Federal Aviation Regulation Part 77 Height restrictions.

24 c. Height Measurement. Freestanding ~~S~~signs shall be measured from the highest point
25 of the freestanding Ssign to the finished grade at the base of the freestanding Ssign
26 support. Finished grade shall be the final grade approved through the site plan
27 review process and shall not be increased for purposes of increasing overall
28 freestanding Ssign Hheight.

29 d. Maximum Sign Area. The maximum allowed square footage per side of a
30 freestanding sign shall be calculated by multiplying the appropriate linear street
31 frontage (in feet) by seventy-five one-hundredths (0.75) provided no one side shall
32 exceed two-hundred and fifty (250) square feet nor have more than two sides. One-
33 hundred (100) square feet for a single side or two-hundred (200) square feet total on
34 all sides, not to exceed one-hundred (100) square feet on any one side, or one (1)
35 square foot of Sign aArea for every three (3) feet of sStreet fFrontage the
36 Freestanding Sign is located on, whichever is less.

37 i. Electronic Message Centers (EMCs) may comprise up to one-fourth (0.25) of the
38 actual freestanding sign are per side provided that in no instance shall an EMC
39 exceed twenty-five (25) square feet per side of the freestanding sign.

40 e. SetbacksLocation. Freestanding ~~S~~signs shall may not be located on public property.
41 Freestanding Signs must have a minimum setback of eight (8) feet from any property
42 line and four (4) feet from any building. The setback shall be measured along a
43 horizontal line from the nearest part of the sign to the property line or building wall.

- 1 The placement of ~~F~~freestanding ~~S~~signs shall be in such a fashion and location as to
2 not obstruct the view of ~~S~~signs ~~on of~~ adjacent ~~lots property owners~~.
- 3 f. ~~Materials and d~~esign. Monument ~~S~~signs shall utilize materials and architectural
4 design elements that are consistent with the architecture of the buildings located on
5 the same lot. The materials and design features must be a prominent visual element
6 of the overall monument Ssign.
- 7 g. Illumination. Freestanding signs may be internally or externally illuminated, if
8 illuminated.
- 9 h. Landscaping. At a minimum, an area around the base of each freestanding sign
10 equal to half (1/2) the total freestanding sign area shall be landscaped. One (1)
11 square foot of landscaping is required around the base of the Sign per one (1)
12 square foot of Sign Face. Specifically:
- 13 i. ~~Landscaping includes a decorative combination of ground cover and shrubs to~~
14 ~~provide seasonal interest in the a~~Area surrounding the Sign; and
- 15 ii. ~~i. Landscaping should be well maintained at all times of the year.~~
- 16 i. ~~Density. One (1) Freestanding Sign shall be permitted on each street frontage of~~
17 ~~property on which the business is located. Sites on a corner of two (2) public streets~~
18 ~~may have one (1) Sign on the corner instead of a Sign for each frontage, subject to~~
19 ~~approval by the Public Works Director. Commercial properties with more than one-~~
20 ~~thousand 1,000 feet of continuous street frontage and with more than one (1)~~
21 ~~entrance may install a Freestanding Sign at each entrance; provided, that no single~~
22 ~~Sign exceeds the maximum Sign a~~Area described under subsection (1)(e) of this
23 Section. Where there is frontage on more than (1) one street, each frontage is
24 treated independently.
- 25 j. ~~An a~~Area around the base of each ground-mounted Sign equal to the Sign ~~a~~Area
26 must be landscaped to improve the overall appearance of the Sign and to reduce the
27 risk of automobiles hitting the Sign or supports of the Sign. This landscaping must
28 include vegetation and may include other materials and components such as brick or
29 concrete bases, planter boxes, pole covers, or decorative framing.
- 30 i. ~~Specific landscaping requirements may be waived by the Community~~
31 ~~Development Director if the Sign is located in an a~~Area that is part of an
32 approved overall site landscape plan.
- 33 2. Wall Mounted Signs.
- 34 a. ~~Permitted Number of Signs. Except as permitted hereunder, each O~~on-site business
35 is tenants are allowed a maximum of one (1) ~~W~~wall ~~S~~sign per building frontage
36 facade that is visible from a street or customer parking Lot.
- 37 i. Businesses may haveinclude up to two (2) additional smaller wall Ssigns on the
38 same building frontagesite that descriesing the types of products and/or
39 services that the business offers (such as menu), provided these smaller Ssigns
40 do not exceed a combined surface area of eight (8) square feet and that the
41 aggregate wall sign areas collectively comply with the overall maximum area
42 allotment. size requirements.
- 43 b. Maximum Height Restriction. Wall ~~S~~signs shall not project above roof lines or fascia
44 boards. Additionally, for multi-story buildings with multiple businesses, the wall sign

- 1 must be located on the same story and the same exterior wall of the space occupied
2 by the business.
- 3 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
4 the face of the building so long as such wall signs remain parallel to the wall they are
5 attached to.
- 6 d. Maximum Total Area. The maximum allowed square footage of wall signage per
7 building frontage shall be calculated by multiplying the linear feet of the respective
8 building frontage by one-point-five (1.5) subject to the following:
- 9 i. Except as allowed under AMC Section 20.68.220 (Exceptional Design Incentive
10 Program), in no instance shall any one wall sign exceed four-hundred (400)
11 square feet.
- 12 ii. In no instance shall the total wall signage on any one side of a building exceed
13 twenty-percent (20%) of the total surface area (inclusive of windows and doors)
14 of the respective all.
- 15 ~~iii. Building frontages less than fourteen (<14) linear feet are guaranteed~~
16 ~~twenty-one (21) square feet of wall signage for that building frontage. Painted or~~
17 ~~attached Wall Signs on any wall shall not exceed one and one-half (1-1/2) square~~
18 ~~feet per linear foot of Building Frontage for internally illuminated Wall Signs and~~
19 ~~two and one-half (2-1/2) square feet per linear foot of Building Frontage for non-~~
20 ~~internally illuminated Wall Signs at ground level and one-half (1/2) square foot per~~
21 ~~linear foot of a second-story Building Frontage to a maximum of two-hundred~~
22 ~~(200) square feet.~~
- 23 ~~i-iii. Commercial tenants on upper levels may include Window Signs or Wall Signs~~
24 ~~placed on façade above the business provided the permitted Sign Area shall be~~
25 ~~shared with tenant below.~~
- 26 e. Design Architectural Details.
- 27 i. Wall Signs may not cover or obscure important architectural details of a building
28 such as stair railings, turnings, windows, doors, decorative louvers, or similar
29 elements intended to be decorative features of a building design.
- 30 ii. Wall Signs must appear to be a secondary and complementary feature of the
31 building facade. Wall Signs must be located within architectural Signs bands or
32 other blank spaces which visually frame the Wall Sign. Blank wall Signs
33 above or between windows and doors, for example, may provide an effective
34 location for signage.
- 35 iii. Wall Signs hanging between pillars and archways may also be an effective
36 design solution. However, to avoid a “maxed out” appearance, Wall Signs
37 shall be no larger than seventy percent (70%) of the width or height of the blank
38 wall space or fascia the Wall Sign is mounted to so as to leave reveal on all
39 sides of the Wall Sign and to maintain an appropriate balance between the
40 Wall Sign and wall. For example, a pillar between a door and window which is
41 thirty (30) inches wide may have a Wall Sign which is twenty-one (21) inches
42 wide.
- 43 f. Illumination. Wall Signs may be indirectly, externally, or internally illuminated, if
44 illuminated.

1 g. ~~Any Sign erected upon the side of a roof having an angle of forty-five degrees (45*)~~
2 ~~or less from vertical shall be considered a Wall Sign and shall be subject to the~~
3 ~~provisions of this subsection.~~

4 3. Window Signs.

5 a. ~~Permitted Number. Internally lit n~~Neon-lit or stained glass ~~W~~wind~~w~~ow ~~S~~signs are
6 allowed provided ~~they meet the above Sign standards and there are is~~ no more than
7 one (1) ~~W~~wind~~w~~ow ~~S~~sign for each fifteen (15) feet of ~~B~~buil~~d~~ing ~~F~~fron~~t~~age.

8 b. Maximum ~~Area-size~~. Permanent and ~~T~~temp~~o~~rary ~~W~~wind~~w~~ow ~~S~~signs are limited to a
9 maximum of twenty-five percent (25%) of the window area. Every effort should be
10 made to integrate ~~W~~wind~~w~~ow ~~S~~signs with ~~the~~ window display.

11 c. ~~Design~~Materials. Window ~~S~~signs constructed of neon, stained glass, gold leaf, cut
12 vinyl, and etched glass are allowed. Painted ~~W~~wind~~w~~ow ~~S~~signs shall display the
13 highest level of quality and permanence.

14 d. ~~Illumination. Window Ssigns may be directly illuminated, if illuminated.~~

15 4. Projecting Signs.

16 a. ~~Permitted Maximum~~Number. A maximum of ~~two-one~~ (21) per ~~B~~buil~~d~~ing ~~F~~fron~~t~~age or
17 business storefront.

18 b. ~~Maximum~~ Height. Projecting ~~S~~signs shall not extend above the building parapet,
19 soffit, or the eave line of the roof of the building, except for projecting signs on
20 theaters, which may extend above the building parapet, soffit, or eave line of the roof
21 or building.

22 c. Maximum Projection. Projecting ~~S~~signs shall extend out from the surface of the
23 building:

24 i. Horizontal oriented ~~P~~rojecting ~~S~~signs no more than eight (8) feet.

25 ii. Vertically oriented ~~P~~rojecting ~~S~~signs no more than four (4) feet.

26 d. ~~Minimum~~ Clearance-~~Requirements~~. All projecting ~~S~~signs must be at least eight (8)
27 feet above sidewalks and walkways and are not permitted above vehicular travel
28 lanes. fifteen (15) feet above vehicular ways.

29 e. ~~Maximum Surface~~Area. Projecting ~~S~~signs shall not exceed two (2) square feet per
30 each ten (10) lineal feet of applicable ~~B~~buil~~d~~ing ~~F~~fron~~t~~age to a maximum of ten (10)
31 square feet per side. Projecting Sign area shall be deducted from the allowable Wall
32 Signage determined under subsection (2)(a) of this Section.

33 f. Location. Projecting ~~S~~signs shall not be located directly over windows or in conflict
34 with other ~~S~~signs or architectural features of the building.

35 i. Projecting Ssigns may project into public rights-of-way provided they meet the
36 minimum clearance requirements of subsection "d" above for storefront buildings,
37 subject to a street right-of-way permit.

38 g. Design Restriction. Projecting ~~S~~signs ~~shall~~may not be cabinet-type ~~S~~signs, ~~and may~~
39 ~~not be internally illuminated. Other forms of Illumination (neon, for example), are~~
40 ~~allowed).~~

41 h. Illumination. Projecting signs shall be directly, indirectly, or externally illuminated, if
42 illuminated.

43 5. Suspended (under Canopy) Signs.

44 a. Permitted Number. A maximum of one (1) per ground story building frontage only.

- b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation of fifteen (15) feet.
- c. Minimum Clearance Requirements. All Suspended Signs must be at least eight (8) feet above sidewalks and walkways and are not permitted above vehicular travel lanes. fifteen (15) feet above vehicular ways.
- d. Maximum Surface Area. Suspended Signs are limited to ten (10) square feet per Sign Face, with a maximum of two (2) Sign Faces ~~twelve (12) square feet total surface area~~, and shall be limited to no more than two (2) feet in Hheight.
- e. Design Restrictions. Suspended Signs may not be cabinet-type Signs ~~and may not be internally illuminated~~. Suspended Signs shall have one (1) foot minimum between the suspended Sign and the outer edge of the marquee, awning, or Canopy and between the suspended Sign and the building façade.
- f. Illumination. Suspended signs shall be directly, indirectly, or externally illuminated, if illuminated.

~~6. Joint Identification Signs.~~

- ~~a. Density. Where a Freestanding joint identification Sign is used, there shall be no other Freestanding Signs permitted on the property.~~
- ~~b. Surface area. If individual Sign panels that are part of a joint identification Sign are no larger than eight (8) square feet per Sign Face then that Sign are shall be exempt from the total allowable Sign area for that business.~~
- ~~c. a. Joint identification Signs may be freestanding, wall mounted, or projecting.~~

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.730160 Zone Three.

2 (a) In addition to all other applicable requirements of this ~~C~~chapter, sSigns located in Zone
3 Three shall conform to the following:

4 ~~Internally illuminated Signs, except for Electronic Message Centers, are prohibited in~~
5 ~~Zone Three; however, externally illuminated Signs, including neon, are allowed.~~

6 1. Freestanding Signs. Permanent, freestanding signs in Zone One shall be monument
7 types signs (see definition of “Monument Sign” in AMC 20.68.040).

8 a. Density Permitted Number. One (1) freestanding sign is permitted per street frontage,
9 per lot. Additionally, lots with at least nine-hundred and ninety (≥990) linear feet of
10 continuous Street Frontage may install a freestanding sign at each vehicular
11 entrance; provided that the total Sign Area of all Freestanding Signs along the same
12 Street Frontage do not exceed the total Sign Area allowed as calculated under
13 subsection “d” (Maximum Area). Where a Lot has more than one (1) Street Frontage,
14 each Street Frontage is treated independently for the purpose of determining the
15 permissible number of Freestanding Signs and Sign Area calculation.

16 a.i. If a lot has more than one business, then all businesses on that lot must utilize
17 the same permitted freestanding sign(s). One (1) Monument Sign shall be
18 permitted on each street frontage of property on which the business is located.
19 Sites on a corner of two (2) public streets may have one (1) Sign on the corner
20 instead of a Sign for each frontage, subject to approval by the Public Works
21 Director. Commercial properties with more than 1,000 feet of continuous street
22 frontage and with more than one (1) entrance may install a Monument Sign at
23 each entrance; provided, that no single Sign exceeds the maximum Sign area
24 described under subsection (a)(1)(c) of this Section. Where there is frontage on
25 more than one (1) street, each frontage is treated independently.

26 b. Maximum Height Standards. Pole Signs, which are only allowed on the freeway side
27 of properties which abut freeway right-of-way, shall not exceed twenty-five (25) feet
28 in height; all other permitted Freestanding Signs shall adhere to the maximum height
29 requirement. Freestanding Signs shall not exceed of six (6) feet in Height.

30 c. Height Measurement. Freestanding Signs shall be measured from the highest point
31 of the Sign to the finished grade at the base of the Freestanding Sign support.
32 Finished grade shall be the final grade approved through the site plan review
33 process and shall not be increased for purposes of increasing overall Freestanding
34 Sign Height.

35 d. Maximum ~~Sign~~ Area. Eighty (80) square feet for a single side or one-hundred and
36 sixty (160) square feet total on all sides, not to exceed eighty (80) square feet on any
37 one side, or one (1) square foot of Sign ~~a~~Area for every three (3) feet of ~~s~~Street
38 ~~f~~Frontage the Sign is located on, whichever is less.

39 i. Electronic Message Centers (EMCs) may comprise up to one-fourth (0.25) of the
40 actual freestanding sign area per side provided that in no instance shall an EMC
41 exceed twenty-five (25) square feet per side of the freestanding sign.

42 e. Setbacks Location. Freestanding Signs may not must be located on public property
43 the same Lot occupied by the business advertised on the Freestanding Sign and-
44 Freestanding Signs must have a minimum setback of eight (8) feet from any property
45 line and four (4) feet from any building. The placement of Freestanding Signs shall

1 be in such a fashion and location as to not obstruct the view of Signs ~~of on~~ adjacent
2 ~~property owners lots.~~

- 3 f. ~~Design. Freestanding Signs shall utilize materials and architectural design elements~~
4 ~~that are consistent with the architecture of the buildings located on the same Lot. The~~
5 ~~materials and design features must be a prominent visual element of the overall~~
6 ~~Freestanding Sign.~~
- 7 g. ~~Illumination. Except for Electronic Message Centers, Freestanding Signs may be~~
8 ~~externally illuminated, if illuminated.~~
- 9 ~~h. Landscaping. At a minimum, an area around the base of each Freestanding Sign~~
10 ~~equal to the Sign Area of the Freestanding Sign must be landscaped. An area~~
11 ~~around the base of each ground-mounted Freestanding Sign equal to the Sign aArea~~
12 ~~must be landscaped to improve the overall appearance of the Freestanding Sign and~~
13 ~~to reduce the risk of automobiles hitting the Sign or supports of the Sign. This~~
14 ~~landscaping must include vegetation and may include other materials and~~
15 ~~components such as brick or concrete bases, planter boxes, pole covers, or~~
16 ~~decorative framing.~~
- 17 ~~i. h. Specific landscape requirements may be waived by the Community Development~~
18 ~~Director if the Freestanding Sign is located in an area that is part of an approved~~
19 ~~overall site landscape plan.~~

20 2. Wall Mounted Signs.

- 21 a. ~~Permitted nNumber of Signs.~~
 - 22 i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
23 that is visible from a street or customer parking Lot.
 - 24 ii. Businesses may include additional smaller Wall Signs on the site describing the
25 types of products and/or services that the business offers, provided the Wall Sign
26 aAreas collectively comply with maximum size requirements.
- 27 b. Maximum Height ~~Restriction~~. Wall Signs shall not project above roof lines or fascia
28 boards.
- 29 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
30 the face of the building so long as such wall signs remain parallel to the wall of the
31 space occupied by the business.
- 32 d. ~~Total Maximum~~ Area. Painted or attached Wall Signs on any wall shall not exceed
33 two and one-half (2-1/2) square feet per linear foot of Building Frontage for Wall
34 Signs at ground level and one-half (½) square foot per lineal foot of a second story
35 Building Frontage to a maximum of two-hundred (200) square feet.
 - 36 ~~i. Commercial tenants on upper levels may include Wall Signs placed on façade~~
37 ~~above the business provided the permitted Wall Sign Area shall be shared with~~
38 ~~tenant below.~~
- 39 e. Design Architectural Details.
 - 40 i. Wall Signs may not cover or obscure important architectural details of a building
41 such as stair railings, turnings, windows, doors, decorative louvers, or similar
42 elements intended to be decorative features of a building design.
 - 43 ii. Wall Signs must appear to be a secondary and complementary feature of the
44 building facade. Wall Signs must be located within architectural Signs bands or

1 other blank spaces which visually frame the Wall Sign. Blank wall Sections above
 2 or between windows and doors, for example, may provide an effective location
 3 for Signage.

4 iii. Wall Signs hanging between pillars and archways may also be an effective
 5 design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
 6 be no larger than seventy-percent (70%) of the width or height of the blank wall
 7 space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of
 8 the Wall Sign and to maintain an appropriate balance between the Wall Sign and
 9 wall. For example, a pillar between a door and window which is thirty (30) inches
 10 wide may have a Wall Sign which is twenty-one (21) inches wide.

11 f. Illumination. Wall Signs may be externally illuminated, if illuminated.

12 3. Window Signs.

13 a. ~~Permitted Number. Internally lit n~~Neon-lit or stained glass Window Signs are allowed
 14 provided they meet the above Sign standards and there are no more than one (1)
 15 Sign for each fifteen (15) feet of Building Frontage.

16 b. ~~Maximum Area s~~Size. Permanent and Temporary Window Signs are limited to a
 17 maximum of twenty-five percent (25%) of the window area. Every effort should be
 18 made to integrate Window Signs with window display.

19 c. ~~Design Materials~~. Window Signs constructed of neon, stained glass, gold leaf, cut
 20 vinyl, and etched glass are allowed. Painted Window Signs shall display the highest
 21 level of quality and permanence.

22 d. Illumination. Window Signs may be directly illuminated, if illuminated.

23 4. Projecting Signs.

24 a. ~~Permitted Maximum n~~Number. A maximum of two (2) per Building Frontage or
 25 business storefront.

26 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
 27 or the eave line of the roof of the building, except for theaters.

28 c. Maximum Projection. Projecting Signs shall extend out from the surface of the
 29 building:

30 i. Horizontal oriented Projecting Signs no more than eight (8) feet.

31 ii. Vertically oriented Projecting Signs no more than four (4) feet.

32 d. ~~Minimum Clearance Requirements~~. All ~~p~~Projecting Signs must be at least eight (8)
 33 feet above sidewalks and walkways and fifteen (15) feet above vehicular ways.

34 e. ~~Maximum Surface~~-Area. Projecting Signs shall not exceed two (2) square feet per
 35 each ten (10) lineal feet of applicable Building Frontage. Projecting Sign ~~a~~Area shall
 36 be deducted from the allowable wall signage determined under subsection ~~(23)~~(a) of
 37 this ~~S~~section.

38 f. Location. Projecting Signs shall not be located directly over windows or in conflict
 39 with other Signs or architectural features of the building.

40 i. Projecting Signs may project into public rights-of-way for storefront buildings,
 41 subject to a ~~street right-of-way~~ permit.

42 g. ~~Design Restriction~~. Projecting Signs may not be cabinet-type Signs, ~~and may not be~~
 43 ~~internally illuminated. Other forms of illumination (neon, for example), are allowed).~~

44 h. Illumination. Projecting Signs may be directly illuminated, if illuminated.

45 5. Suspended (under Canopy) Signs.

- 1 a. Permitted Number. A maximum of one (1) per Building Frontage or business
- 2 storefront.
- 3 b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation
- 4 of fifteen (15) feet.
- 5 c. Minimum Clearance-requirements. All Suspended Signs must be at least eight (8)
- 6 feet above sidewalks and fifteen (15) feet above vehicular ways.
- 7 d. Maximum Surface aArea. Suspended Signs are limited to ten (10) square feet per
- 8 Sign Face, with a maximum of two (2) Sign Facestwelve (12) square feet total
- 9 surface area, and shall be limited to no more than two (2) feet in Height.
- 10 e. Design-restrictions. Suspended Signs may not be cabinet Signs and may not be
- 11 internally illuminated. Suspended Signs shall have one (1) foot minimum between
- 12 the Suspended Sign and the outer edge of the marquee, awning, or Ccanopy and
- 13 between the Suspended Sign and the building façade.
- 14 f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.
- 15 ~~6. Joint Identification Signs.~~
- 16 a. ~~Permitted NumberDensity. Where a fFreestanding jJoint Iidentification Sign is used,~~
- 17 ~~there shall be no other Freestanding Signs permitted on the property.~~
- 18 b. ~~Maximum Surface aArea. If individual Sign panels that are part of a jJoint~~
- 19 ~~iidentification Sign are no larger than eight (8) square feet per Sign Face then that~~
- 20 ~~Sign aArea shall be exempt from the total allowable Sign aArea for that business.~~
- 21 c. ~~Allowed Sign Types. Joint iidentification Signs may be freestanding, wall mounted, or~~
- 22 ~~projecting.~~
- 23 d. ~~Illumination. Joint Identification Signs may be externally illuminated, if illuminated.~~

24
25
26 [REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.740170 Zone Four.

2 (a) In addition all to other applicable requirements of this Chapter, Signs located in Zone Four
3 shall conform to the following:

4 1. Freestanding Signs.

5 a. Density Permitted Number. One (1) Freestanding Sign is permitted per Street
6 Frontage, per Lot. Additionally, Lots with at least nine-hundred and ninety (≥990)
7 linear feet of continuous Street Frontage may install a Freestanding Sign at each
8 vehicular entrance; provided that the total Sign Area of all Freestanding Signs along
9 the same Street Frontage do not exceed the total Sign Area allowed as calculated
10 under subsection “d” (Maximum Area). Where a Lot has more than one (1) Street
11 Frontage, each Street Frontage is treated independently for the purpose of
12 determining the permissible number of Freestanding Signs and Sign Area
13 calculation.

14 a.i. If a lot has more than one business, than all businesses on that lot must utilize
15 the same permitted freestanding sign(s). One (1) monument Sign shall be
16 permitted on each street frontage of property on which the business is located.
17 Sites on a corner of two (2) public streets may have one (1) Sign on the corner
18 instead of a Sign for each frontage, subject to approval by the Public Works
19 Director. Commercial properties with more than one-thousand (1,000) feet of
20 continuous street frontage and with more than one (1) entrance may install a
21 Monument Sign at each entrance; provided, that no single Sign exceeds the
22 maximum Sign area described under subsection (1)(d) of this section. Where
23 there is frontage on more than one (1) street, each frontage is treated
24 independently.

25 b. Maximum Height Standards. Pole Signs, which are only allowed on the freeway side
26 of properties which abut freeway right-of-way, shall not exceed twenty-five (25) feet
27 in height; all other permitted Freestanding Signs shall adhere to the maximum height
28 requirement Monument Signs shall not exceed of ten (10) feet in Height.

29 c. Height Measurement. Freestanding Signs shall be measured from the highest point
30 of the Freestanding Sign to the finished grade at the base of the Freestanding Sign
31 support. Finished grade shall be the final grade approved through the site plan
32 review process and shall not be increased for purposes of increasing overall
33 Freestanding Sign Height.

34 d. Maximum Sign Area. Seventy-Two (72) square feet for a single side or one-hundred
35 and forty-four (144) square feet total on all sides, not to exceed seventy-two (72)
36 square feet on any one side, or one (1) square foot of Sign Area for every three (3)
37 feet of Street Frontage the Freestanding Sign is located on, whichever is less.

38 i. Electronic Message Centers (EMCs) may comprise up to one-fourth (0.25) of the
39 actual freestanding sign are per side provided that in no instance shall an EMC
40 exceed twenty-five (25) square feet per side of the freestanding sign.

41 e. Setbacks Location. Monument Freestanding Signs must be located on the same Lot
42 occupied by the businesses advertised on the Freestanding Sign may not be located
43 on public property. have a minimum setback of eight (8) feet from any property line
44 and four (4) feet from any building. The placement of monument Freestanding Signs

- 1 shall be in such a fashion and location as to not obstruct the view of Signs on
2 adjacent Lots of adjacent property owners.
- 3 f. Design. Freestanding Signs shall utilize materials and architectural design elements
4 that are consistent with the architecture of the buildings located on the same Lot. The
5 materials and design features must be a prominent visual element of the overall
6 Freestanding Sign.
- 7 g. Illumination. Freestanding Signs may be internally or externally illuminated, if
8 illuminated.
- 9 ~~h. Landscaping. At a minimum, an area around the base of each Freestanding Sign~~
10 ~~equal to the Sign Area of the Freestanding Sign must be landscaped. An aArea~~
11 ~~around the base of each ground-mounted Freestanding Sign equal to the Sign aArea~~
12 ~~must be landscaped to improve the overall appearance of the Freestanding Sign and~~
13 ~~to reduce the risk of automobiles hitting the Freestanding Sign or supports of the~~
14 ~~Freestanding Sign. This landscaping must include vegetation and may include other~~
15 ~~materials and components such as brick or concrete bases, planter boxes, pole~~
16 ~~covers, or decorative framing.~~
- 17 ~~i.h. Specific landscape requirements may be waived by the director if the Freestanding~~
18 ~~Sign is located in an aArea that is part of an approved overall site landscape plan.~~
- 19 2. Wall Mounted Signs.
- 20 a. Permitted ~~a~~Number of Signs.
- 21 i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
22 that is visible from a street or customer parking ~~L~~lot.
- 23 ii. Businesses may include additional smaller Wall Signs on the site describing the
24 types of products and/or services that the business offers, provided the Sign
25 ~~a~~Areas collectively comply with maximum size requirements.
- 26 b. Maximum Height ~~Restriction.~~ Wall Signs shall not project above roof lines or fascia
27 boards.
- 28 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
29 the face of the building.
- 30 d. Maximum Total Area. Painted or attached Wall Signs on any wall shall not exceed
31 one and one half (1-1/2) square feet per linear foot of Building Frontage for internally
32 illuminated Wall Signs and two and one half (2-1/2) square feet per linear foot of
33 Building Frontage for non-internally illuminated Wall Signs at ground level and one-
34 half (½) square foot per lineal foot of a second story Building Frontage to a maximum
35 of two-hundred (200) square feet.
- 36 i. Commercial tenants on upper levels may include ~~Window Signs or~~ Wall Signs
37 placed on façade above the business provided the permitted Wall Sign ~~a~~Area
38 shall be shared with tenant below.
- 39 e. Design Architectural Details.
- 40 i. Wall Signs may not cover or obscure important architectural details of a building
41 such as stair railings, turnings, windows, doors, decorative louvers, or similar
42 elements intended to be decorative features of a building design.
- 43 ii. Wall Signs must appear to be a secondary and complementary feature of the
44 building facade. Wall Signs must be located within architectural Signs bands or

1 other blank spaces which visually frame the Wall Sign. Blank wall ~~S~~sections
 2 above or between windows and doors, for example, may provide an effective
 3 location for signage.

4 iii. Wall Signs hanging between pillars and archways may also be an effective
 5 design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
 6 be no larger than seventy-percent (70%) of the width or height of the blank wall
 7 space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of
 8 the Wall Sign and to maintain an appropriate balance between the Wall Sign and
 9 wall. For example, a pillar between a door and window which is thirty (30) inches
 10 wide may have a Wall Sign which is twenty (21) inches wide.

11 f. illumination. Wall Signs may be indirectly, externally, or internally illuminated, if
 12 illuminated.

13 3. Window Signs.

14 a. ~~Permitted Number. Internally lit n~~Neon-lit or stained glass Window Signs are allowed
 15 provided they meet the above Wall Sign standards and there are no more than one
 16 (1) Wall Sign for each fifteen (15) feet of Building Frontage.

17 b. Maximum Area size. Permanent and Temporary Window Signs are limited to a
 18 maximum of twenty-five percent (25%) of the window area. Every effort should be
 19 made to integrate Window Signs with window display.

20 c. ~~DesignMaterials~~. Window Signs constructed of neon, stained glass, gold leaf, cut
 21 vinyl, and etched glass are allowed. Painted Window Signs shall display the highest
 22 level of quality and permanence.

23 d. illumination. Window Signs may be directly illuminated, if illuminated.

24 4. Projecting Signs.

25 a. ~~Permitted Maximum n~~Number. A maximum of two (2) per Building Frontage or
 26 business storefront.

27 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
 28 or the eave line of the roof of the building, except for theaters.

29 c. Maximum Projection. Projecting Signs shall extend out from the surface of the
 30 building:

31 i. Horizontal oriented Projecting Signs no more than eight (8) feet.

32 ii. Vertically oriented Projecting Signs no more than four (4) feet.

33 d. Minimum Clearance-Requirements. All ~~p~~Projecting Signs must be at least eight (8)
 34 feet above sidewalks and walkways and fifteen (15) feet above vehicular ways.

35 e. Maximum Surface-Area. Projecting Signs shall not exceed two (2) square feet per
 36 each ten (10) lineal feet of applicable Building Frontage. Projecting Sign ~~a~~Area shall
 37 be deducted from the allowable wall signage determined under subsection (2)(a) of
 38 this Section.

39 f. Location. Projecting Signs shall not be located directly over windows or in conflict
 40 with other Signs or architectural features of the building.

41 i. Projecting Signs may project into public rights-of-way for storefront buildings,
 42 subject to a right-of-way street permit.

43 ~~g. Design-Restriction. Projecting Signs may not be cabinet-type Signs, and may not be~~
 44 ~~internally illuminated. Other forms of illumination (neon, for example), are allowed).~~

45 ~~g-h. illumination. Projecting Signs may be directly illuminated, if illuminated.~~

46 5. Suspended (under Canopy) Signs.

- 1 a. Permitted Number. A maximum of one (1) per Building Frontage of business
- 2 storefront.
- 3 b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation
- 4 of fifteen (15) feet.
- 5 c. Minimum Clearance-requirements. All Suspended Signs must be at least eight (8)
- 6 feet above sidewalks and fifteen (15) feet above vehicular ways.
- 7 d. Maximum Surface aArea. Suspended Signs are limited to ten (10) square feet per
- 8 Sign Face, ~~with a maximum of two (2) Sign Faces~~ twelve (12) square feet total
- 9 surface area, and shall be limited to no more than two (2) feet in Height.
- 10 e. ~~Design restrictions.~~ Suspended Signs may not be cabinet Signs ~~and may not be~~
- 11 ~~internally illuminated.~~ Suspended Signs shall have one (1) foot minimum between
- 12 the Suspended Sign and the outer edge of the marquee, awning, or Canopy and
- 13 between the Suspended Sign and the building façade.
- 14 f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.
- 15 ~~6. Joint Identification Signs.~~
- 16 a. ~~Permitted Number Density. Where a fFreestanding jJoint Iidentification Sign is used,~~
- 17 ~~there shall be no other Freestanding Signs permitted on the property.~~
- 18 b. ~~Maximum Surface aArea. If individual Sign panels that are part of a jJoint~~
- 19 ~~iidentification Sign are no larger than eight (8) square feet per Sign Face then that~~
- 20 ~~Sign aArea shall be exempt from the total allowable Sign aArea for that business.~~
- 21 c. ~~Allowed Sign Types. Joint iidentification Signs may be fFreestanding Signs, wWall~~
- 22 ~~mMounted Signs, or pProjecting Signs.~~
- 23 d. ~~Illumination. Joint Identification Signs may be internally or externally illuminated, if~~
- 24 ~~illuminated.~~

1 20.68.750180 Zone Five

2 (a) In addition to all other applicable requirements of this Chapter, Signs located in Zone Five
3 shall conform to the following:

4 1. Freestanding Signs.

5 a. Density Permitted Number. One (1) Freestanding Sign is permitted per Street
6 Frontage, per Lot. Additionally, Lots with at least nine-hundred and ninety (≥990)
7 linear feet of continuous Street Frontage may install a Freestanding Sign at each
8 vehicular entrance; provided that the total Sign Area of all Freestanding Signs along
9 the same Street Frontage do not exceed the total Sign Area allowed as calculated
10 under subsection “d” (Maximum Area). Where a Lot has more than one (1) Street
11 Frontage, each Street Frontage is treated independently for the purpose of
12 determining the permissible number of Freestanding Signs and Sign Area
13 calculation.

14 a.i. If a lot has more than one business, then all businesses on that lot must utilize
15 the same permitted freestanding sign(s). One (1) Monument Sign shall be
16 permitted on each street frontage of property on which the business is located.
17 Sites on a corner of two (2) public streets may have one (1) Sign on the corner
18 instead of a Sign for each frontage, subject to approval by the Public Works
19 Director. Commercial properties with more than one-thousand (1,000) feet of
20 continuous street frontage and with more than one (1) entrance may install a
21 monument Sign at each entrance; provided, that no single Sign exceeds the
22 maximum Sign area described under subsection (A)(4) of this Section. Where
23 there is frontage on more than one street, each frontage is treated
24 independently.

25 b. Maximum Height Standards. Monument Freestanding Signs shall not exceed six (6)
26 feet in Height.

27 c. Height Measurement. Monument Freestanding Signs shall be measured from the
28 highest point of the Freestanding Sign to the finished grade at the base of the
29 Freestanding Sign support. Finished grade shall be the final grade approved through
30 the site plan review process and shall not be increased for purposes of increasing
31 overall Freestanding Sign Height.

32 d. Maximum ~~Sign~~ Area. Sixty (60) square feet for a single side or one-hundred and
33 twenty (120) square feet total on all sides, not to exceed sixty (60) square feet on
34 any one side, or one (1) square foot of Sign ~~a~~Area for every three (3) feet of ~~s~~Street
35 ~~f~~Frontage the Freestanding Sign is located on, whichever is less.

36 i. Electronic Message Centers (EMCs) may comprise up to one-fourth (0.25) of the
37 actual freestanding sign area per side provided that in no instance shall an EMC
38 exceed twenty-five (25) square feet per side of the freestanding sign.

39 e. Setbacks Location. Monument Freestanding Signs must be located on the same Lot
40 occupied by the businesses advertised on the Freestanding Sign and may not be
41 located on public property. Monument Freestanding Signs must have a minimum
42 setback of eight (8) feet from any property line and four (4) feet from any building.
43 The placement of Monument Freestanding Signs shall be in such a fashion and
44 location as to not obstruct the view of Signs ~~of adjacent property owners~~ on adjacent
45 Lots.

- 1 f. Design. Freestanding Signs shall utilize materials and architectural design elements
2 that are consistent with the architecture of the buildings located on the same Lot.
3 The materials and design features must be a prominent visual element of the overall
4 Freestanding Sign.
- 5 g. Illumination. Freestanding Signs may be internally or externally illuminated, if
6 illuminated.
- 7 ~~h. Landscaping. At a minimum, an area around the base of each Freestanding Sign~~
8 ~~equal to the Sign Area of the Freestanding Sign must be landscaped. An aArea~~
9 ~~around the base of each ground-mounted Freestanding Sign equal to the Sign aArea~~
10 ~~must be landscaped to improve the overall appearance of the Freestanding Sign and~~
11 ~~to reduce the risk of automobiles hitting the Freestanding Sign or supports of the~~
12 ~~Freestanding Sign. This landscaping must include vegetation and may include other~~
13 ~~materials and components such as brick or concrete bases, planter boxes, pole~~
14 ~~covers, or decorative framing.~~
- 15 ~~i.h. Specific landscape requirements may be waived by the Community Development~~
16 ~~Director if the Freestanding Sign is located in an area that is part of an approved~~
17 ~~overall site landscape plan.~~

18 2. Wall Mounted Signs.

- 19 a. ~~Permitted Number of Signs.~~
 - 20 i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
21 that is visible from a street or customer parking Lot.
 - 22 ii. Businesses may include additional smaller Wall Signs on the site describing the
23 types of products and/or services that the business offers, provided the Wall Sign
24 aAreas collectively comply with maximum size requirements.
- 25 b. Maximum Height Restriction. Wall Signs shall not project above roof lines or fascia
26 boards.
- 27 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
28 the face of the building.
- 29 d. ~~Maximum Total~~ Area. Painted or attached Wall Signs on any wall shall not exceed
30 one and one half (1-1/2) square feet per linear foot of Building Frontage for internally
31 illuminated Signs and two and one half (2-1/2) square feet per linear foot of Building
32 Frontage for non-internally illuminated Wall Signs at ground level and one-half (½)
33 square foot per lineal foot of a second story Building Frontage to a maximum of two-
34 hundred (200) square feet.
 - 35 i. Commercial tenants on upper levels may include ~~Window Signs or~~ Wall Signs
36 placed on façade above the business provided the permitted Wall Sign aArea
37 shall be shared with tenant below.
- 38 e. ~~Design Architectural Details.~~
 - 39 i. Wall Signs may not cover or obscure important architectural details of a building
40 such as stair railings, turnings, windows, doors, decorative louvers, or similar
41 elements intended to be decorative features of a building design.
 - 42 ii. Wall Signs must appear to be a secondary and complementary feature of the
43 building facade. Wall Signs must be located within architectural Signs bands or
44 other blank spaces which visually frame the Wall Sign. Blank wall sections above

1 or between windows and doors, for example, may provide an effective location
2 for signage.

3 iii. Wall Signs hanging between pillars and archways may also be an effective
4 design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
5 be no larger than seventy-percent (70%) of the width or height of the blank wall
6 space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of
7 the Wall Sign and to maintain an appropriate balance between the Wall Sign and
8 wall. For example, a pillar between a door and window which is thirty (30) inches
9 wide may have a Wall Sign which is twenty-one (21) inches wide.

10 f. Illumination. Wall Signs may be indirectly, externally, or internally illuminated, if
11 illuminated.

12 3. Window Signs.

13 a. Permitted Number. Internally lit nNeon-lit or stained glass Window Signs are allowed
14 provided they meet the above Window Sign standards and there are no more than
15 one (1) Sign for each fifteen (15) feet of Building Frontage.

16 b. Maximum AreaSize. Permanent and Temporary Window Signs are limited to a
17 maximum of twenty-five percent (25%) of the window aArea. Every effort should be
18 made to integrate Window Signs with the window display.

19 c. DesignMaterials. Window Signs constructed of neon, stained glass, gold leaf, cut
20 vinyl, and etched glass are allowed. Painted Window Signs shall display the highest
21 level of quality and permanence.

22 d. Illumination. Window Signs may be directly illuminated, if illuminated.

23 4. Projecting Signs.

24 a. PermittedMaximum Number. A maximum of two (2) per Building Frontage or
25 business storefront.

26 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
27 or the eave line of the roof of the building, except for theaters.

28 c. Maximum Projection. Projecting Signs shall extend out from the surface of the
29 building:

30 i. Horizontal oriented Projecting Signs no more than eight (8) feet.

31 ii. Vertically oriented Projecting Signs no more than four (4) feet.

32 d. Minimum Clearance-Requirements. All pPProjecting Signs must be at least eight (8)
33 feet above sidewalks and walkways and fifteen (15) feet above vehicular ways.

34 e. MaximumSurface Area. Projecting Signs shall not exceed two (2) square feet per
35 each ten (10) lineal feet of applicable Building Frontage. Projecting Sign aArea shall
36 be deducted from the allowable wall signage determined under subsection (2)(a) of
37 this Ssection.

38 f. Location. Projecting Signs shall not be located directly over windows or in conflict
39 with other Signs or architectural features of the building.

40 i. Projecting Signs may project into public rights-of-way for storefront buildings,
41 subject to a right-of-way street permit.

42 g. Design-Restriction. Projecting Signs may not be cabinet-type Signs, and may not be
43 internally illuminated. Other forms of Illumination (neon, for example), are allowed.

44 h. Illumination. Projecting Signs may be directly illuminated, if illuminated.

- 1 5. Suspended (under Canopy) Signs.
- 2 a. Permitted Number. A maximum of one (1) per Building Frontage or business
- 3 storefront.
- 4 b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation
- 5 of fifteen (15) feet.
- 6 c. Minimum Clearance requirements. All Suspended Signs must be at least eight (8)
- 7 feet above sidewalks and fifteen (15) feet above vehicular ways.
- 8 d. Maximum Surface Area. Suspended Signs are limited to ten (10) square feet per
- 9 Sign Face with a maximum of two (2) Sign Faces, twelve (12) square feet total
- 10 surface area, and shall be limited to no more than two (2) feet in Height.
- 11 e. Design restrictions. Suspended Signs may not be cabinet Signs and may not be
- 12 internally illuminated. Suspended Signs shall have one (1) foot minimum between
- 13 the Suspended Sign and the outer edge of the marquee, awning, or Canopy and
- 14 between the Suspended Sign and the building façade.
- 15 f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.

16 ~~6. Joint Identification Signs:~~

- 17 a. ~~Permitted Number Density. Where a freestanding joint identification Sign is used,~~
- 18 ~~there shall be no other Freestanding Signs permitted on the property.~~
- 19 b. ~~Maximum Surface Area. If individual Sign panels that are part of a joint~~
- 20 ~~identification Sign are no larger than eight (8) square feet per Sign Face then that~~
- 21 ~~Sign Area shall be exempt from the total allowable Sign Area for that business.~~
- 22 c. ~~Allowed Sign Types: Joint identification Signs may be freestanding, wall mounted, or~~
- 23 ~~projecting.~~
- 24 d. ~~Illumination. Joint Identification Signs may be internally or externally illuminated, if~~
- 25 ~~illuminated.~~

26

27

28 [REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.760190 Zone Six.

2 (a) In addition to all other applicable requirements of this Chapter, Signs located in Zone Six
3 shall conform to the following:

4 1. Freestanding Signs.

5 a. Freestanding Signs are ~~not allowed~~ prohibited in this zone with the exception of A-
6 Frame Signs (see 20.68.040(1)).

7 b. Illumination. A-Frame Signs shall not be illuminated.

8 2. Wall Mounted Signs.

9 a. ~~Permitted Number of Signs.~~

10 i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
11 that is visible from a street or customer parking Lot.

12 ii. Businesses may include additional smaller Wall Signs on the ~~site~~ building
13 describing the types of products and/or services that the business offers,
14 provided the Sign ~~a~~ Areas collectively comply with maximum size requirements.

15 b. Maximum Height ~~Restriction~~. Wall Signs shall not project above roof lines or fascia
16 boards.

17 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
18 the face of the building.

19 d. ~~Maximum Total~~ Area. Painted or attached Wall Signs on any wall shall not exceed
20 one (1) square foot per linear foot of ~~b~~ Building Frontage and one-half (½) square foot
21 per lineal foot of a second story Building Frontage to a maximum of seventy ~~five~~ (75)
22 square feet.

23 i. Commercial tenants on upper levels may include ~~Window Signs or~~ Wall Signs
24 placed on façade above the business provided the permitted Sign ~~a~~ Area shall be
25 shared with tenant below.

26 e. ~~Design Architectural Details.~~

27 i. Wall Signs may not cover or obscure important architectural details of a building
28 such as stair railings, turnings, windows, doors, decorative louvers, or similar
29 elements intended to be decorative features of a building design.

30 ii. Wall Signs must appear to be a secondary and complementary feature of the
31 building facade. Wall Signs must be located within architectural Signs bands or
32 other blank spaces which visually frame the Sign. Blank wall Sections above or
33 between windows and doors, for example, may provide an effective location for
34 signage.

35 iii. Wall Signs hanging between pillars and archways may also be an effective
36 design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
37 be no larger than seventy-percent (70%) percent of the width or height of the
38 blank wall space or fascia the Wall Sign is mounted to so as to leave reveal on all
39 sides of the Wall Sign and to maintain an appropriate balance between the Wall
40 Sign and wall. For example, a pillar between a door and window which is thirty
41 (30) inches wide may have a Sign which is twenty (21) inches wide.

42 f. Illumination. Wall Signs may be externally or internally illuminated, if
43 illuminated.

44 3. Window Signs.

- 1 a. ~~Permitted Number. Internally lit n~~ Neon-lit or stained glass Window Signs are allowed
2 provided they meet the above Sign standards and there are no more than one (1)
3 Sign for each fifteen (15) feet of Building Frontage.
- 4 b. Maximum ~~Area~~size. Permanent and Temporary Window Signs are limited to a
5 maximum of twenty-five percent (25%) of the window area. Every effort should be
6 made to integrate Window Signs with the window display.
- 7 c. ~~Design~~Materials. Window Signs constructed of neon, stained glass, gold leaf, cut
8 vinyl, and etched glass are allowed. Painted Window Signs shall display the highest
9 level of quality and permanence.
- 10 d. Illumination. Window Signs may be directly illuminated, if illuminated.
- 11 4. Projecting Signs.
- 12 a. ~~Permitted Maximum n~~Number. A maximum of one (1) per Building Frontage or
13 business storefront.
- 14 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
15 or the eave line of the roof of the building, except for theaters.
- 16 c. Maximum Projection. Projecting Signs shall have a maximum width of three (3) feet
17 with a maximum clearance of six (6) inches from the building wall and one (1) foot
18 from the edge of the Canopy, awning.
- 19 d. Minimum Clearance ~~Requirements~~. All ~~p~~Projecting Signs must be at least seven and
20 one-half (7½) feet above sidewalks and walkways and fifteen (15) feet above
21 vehicular ways.
- 22 e. ~~Maximum Surface~~Area. Projecting Signs shall not exceed two (2) square feet per
23 each ten (10) lineal feet of applicable Building Frontage or thirty (30) square feet,
24 whichever is less. Projecting Sign ~~a~~Area shall be deducted from the allowable wall
25 signage determined under subsection (2)(a) of this Section.
- 26 f. Location. Projecting Signs shall not be located directly over windows or in conflict
27 with other Signs or architectural features of the building. Projecting Signs may be
28 located in alleyways where the sole entrance to the business is from the alley.
29 Clearance requirements in 20.68.190(a)(3)(c) shall be maintained.
- 30 i. Projecting Signs may project into public rights-of-way for storefront buildings,
31 subject to a right-of-way ~~street~~ permit.
- 32 g. Design ~~Restriction~~. Projecting Signs may not be cabinet-type. ~~Signs and may not be~~
33 ~~internally illuminated. Other forms of illumination (neon, for example), are allowed).~~
- 34 h. Illumination. Projecting Signs may be directly illuminated, if illuminated.
- 35 ~~i. Design Restriction. Projecting Signs may not be cabinet-type Signs and may not be~~
36 ~~internally illuminated.~~
- 37 ~~j. Maximum number. A maximum of two (2) per Building Frontage or business~~
38 ~~storefront.~~
- 39 5. Suspended (under Canopy) Signs.
- 40 a. Permitted Number. A maximum of one (1) per Building Frontage or business
41 storefront.
- 42 b. Horizontal Separation. Signs shall have a minimum horizontal separation of fifteen
43 (15) feet.

- 1 c. ~~Minimum Clearance Requirements~~. All Suspended Signs must be at least ~~eight~~
2 ~~seven and one-half (7½) (8)~~ above sidewalks and fifteen (15) feet above vehicular
3 ways.
- 4 d. ~~Maximum Surface Area~~. Suspended Signs are limited to ten (10) square feet per
5 Sign Face, ~~with a maximum of two (2) Sign Faces~~ ~~twelve (12) square feet total~~
6 ~~surface area,~~ and shall be limited to no more than two (2) feet in Height.
- 7 e. ~~Design restrictions~~. Suspended Signs may not be cabinet Signs and may not be
8 internally illuminated. Suspended Signs shall have one (1) foot minimum between
9 the Sign and the outer edge of the marquee, awning, or Canopy and between the
10 Sign and the building façade.
- 11 f. ~~Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.~~
- 12 g. ~~Height Restriction. Wall Signs shall not project above roof lines or fascia boards.~~
- 13 6. ~~Joint Identification Signs.~~
- 14 a. ~~Joint Identification Signs are prohibited in Zone Six.~~
- 15 7. Signs on ~~e~~Canopies, ~~a~~Awnings and ~~a~~Architectural ~~p~~Projections.
- 16 a. The total area of these Signs shall not exceed thirty-percent (30%) of the distance
17 between the building and the edge of the awning, canopy, or projection multiplied by
18 the height of the awning, canopy, or projection.
- 19 b. The Sign Face of any such Sign shall not project above or below the face of the
20 awning, canopy, or projection to which it is applied or attached.
- 21 ~~c.~~ Signs may stand out from the face of an awning, canopy, or projection no more than
22 twelve (12) inches.
- 23 ~~e-d.~~ ~~Illumination. Signs on canopies, awnings, and architectural projections shall not be~~
24 ~~illuminated.~~

25
26
27 [REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.770495 Residential Areas-Zones.

2 (a) In addition to all other applicable requirements of this Chapter, Signs located in Residential
3 Zones-Areas shall conform to the following:

4 1. Residential Signs

5 a. Bed and Breakfast Signs. Signs for bed and breakfast establishments shall comply
6 with all provisions of this Section, except bed and breakfasts in residential zones are
7 allowed either one Wall Sign which shall not exceed nine (9) square feet or one (1)
8 Freestanding Sign which shall not exceed nine (9) square feet per side and six (6)
9 feet in Height. Freestanding Signs may be single or double-sided.

10 b. Home Occupation Signs. Either one (1) wall-mounted plaque or one (1) Freestanding
11 Sign may be used. Wall-mounted plaques for home occupations shall not exceed (4)
12 four square feet in size. Freestanding Signs shall not exceed (4) four square feet in
13 area per Sign Face and four (4) feet in Height.

14 c. Multifamily Complex Signs. One unlighted, landscaped Monument Sign or Wall-
15 Mounted Sign not over twenty (20) square feet in -area and four (4) feet in height for
16 the name of a multifamily complex.

17 d. Nameplates. Nameplates shall not to exceed one and one-half (1½) square feet in
18 area containing the name of the occupant of the premises.

19 e. Subdivision Signs. One unlighted, landscaped Monument or fence Sign not over
20 twenty (20) square feet in area and (4) four feet in height for the name of a
21 subdivision at each subdivision entrance, provided that no two (2) Signs are
22 separated by less than one-thousand (1000) feet. Fence Signs shall not exceed the
23 height of the fences to which they are attached.

24 2. Non-Residential Signs. ~~Signs associated with churches and schools-non-residential~~
25 ~~buildings shall conform to the following:~~

26 a. ~~Monument Freestanding~~ Signs.

27 i. ~~Permitted Number, Density.~~ One (1) Monument Sign shall be permitted on each
28 ~~s~~Street ~~f~~Frontage of the Lot. ~~Sites-Lots~~ on ~~a~~the corner of two (2) public streets
29 may have one (1) ~~Monument~~ Sign ~~on~~at the corner ~~of the Lot at the intersection~~
30 ~~of the two streets~~ instead of a ~~Monument~~ Sign ~~on~~for each ~~Street~~ ~~f~~Frontage,
31 ~~subject to approval by the Public Works Director.~~

32 ii. ~~Maximum~~ Height ~~Standards~~. Monument Signs shall not exceed eight (8) feet in
33 Height.

34 iii. Height Measurement. Monument Signs shall be measured from the highest point
35 of the ~~Monument~~ Sign to the finished grade at the base of the ~~Monument~~ Sign
36 support. Finished grade shall be the final grade approved through the site plan
37 review process and shall not be increased for purposes of increasing overall Sign
38 Height.

39 iv. Maximum ~~Sign~~-Area. Thirty (30) square feet for a single side or sixty (60) square
40 feet total on all sides, not to exceed thirty (30) square feet on any one side.
41 Message Board Signs may be included with Monument Signs but may not
42 exceed twenty-four (24) square feet for a single side or forty-eight (48) square
43 feet total on all sides, not toe exceed twenty-four (24) square feet on any one
44 side.

- 1 v. ~~Setbacks~~Location. Monument Signs may not be located on public property.
2 Monument Signs must have a minimum setback of eight (8) feet from any
3 property line and four (4) feet from any building. The placement of Monument
4 Signs shall be in such a fashion and location as to not to impose on neighboring
5 residential properties.
- 6 vi. Design. Monument Signs shall utilize materials and architectural design elements
7 that are consistent with the architecture of the buildings located on the same Lot.
8 The materials and design features must be a prominent visual element of the
9 overall Freestanding Sign.
- 10 vii. Illumination. Monument Signs (including those containing Message Board Signs),
11 ~~if illuminated,~~ shall be externally illuminated by full cutoff down shielded light
12 fixtures, ~~if illuminated.~~
- 13 ~~viii. Landscaping. At a minimum, an area around the base of each Monument Sign~~
14 ~~equal to the Sign Area of the Monument Sign must be landscaped. An area~~
15 ~~around the base of each ground-mounted Sign equal to the Sign area must be~~
16 ~~landscaped to improve the overall appearance of the Sign and to reduce the risk~~
17 ~~of automobiles hitting the Sign or supports of the Sign. This landscaping must~~
18 ~~include vegetation and may include other materials and components such as~~
19 ~~brick or concrete bases, planter boxes, pole covers, or decorative framing.~~
20 ~~ix. Specific landscape requirements may be waived by the Community Development~~
21 ~~Director if the Sign is located in an area that is part of an approved overall site~~
22 ~~landscape plan.~~
- 23 b. Wall Mounted Signs.
- 24 i. Permitted ~~n~~Number of Signs. One (1) Wall Sign and one (1) Message Board Sign
25 per facade that is visible from a public right-of-way.
- 26 ii. Maximum Height ~~Restriction.~~ Wall Signs and Message Board Signs shall not
27 project above roof lines or fascia boards.
- 28 iii. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches
29 from the face of the building.
- 30 iv. Maximum~~Total~~ Area. Painted or attached Wall Signs on any wall shall not exceed
31 one and one half (1-1/2) square feet per linear foot of Building Frontage.
32 Message Board Signs shall not exceed twenty-four (24) square feet. In no
33 instance shall the total ~~s~~Sign aArea on any one wall exceed fifteen-percent (15%)
34 of that respective Building Frontage area.
- 35 c. Design~~Architectural Details.~~ :
- 36 i. Wall Signs may not cover or obscure important architectural details of a building
37 such as stair railings, turnings, windows, doors, decorative louvers, or similar
38 elements intended to be decorative features of a building design.
- 39 ii. Wall Signs must appear to be a secondary and complementary feature of the
40 building facade. Wall Signs must be located within architectural Signs bands or
41 other blank spaces which visually frame the Sign. Blank wall sections above or
42 between windows and doors, for example, may provide an effective location for
43 signage.

- 1 d. Illumination. Wall Mounted Signs (including Message Board Signs), ~~if~~
2 ~~illuminated~~, shall be externally illuminated by full cutoff down shielded light
3 fixtures, if illuminated.
- 4 e. Projecting Signs.
 - 5 i. Maximum ~~n~~Number. A maximum of one (1) per Building Frontage.
 - 6 ii. Maximum Height. Projecting Signs shall not extend above the building parapet,
7 soffit, or the eave line of the roof of the building.
 - 8 iii. Maximum Projection. Projecting Signs shall extend out from the surface of the
9 building:
 - 10 (1) Horizontal oriented Signs no more than eight (8) feet.
 - 11 (2) Vertically oriented Signs no more than four (4) feet.
 - 12 iv. Minimum Clearance ~~Requirements~~. All ~~p~~Projecting Signs must be at least eight
13 (8) feet above sidewalks and walkways and fifteen (15) feet above vehicular
14 ways.
 - 15 v. Minimum Surface ~~Area~~. Projecting Signs shall not exceed two (2) square feet per
16 each ten (10) lineal feet of applicable Building Frontage. Projecting Sign ~~a~~Area
17 shall be deducted from the allowable wall signage ~~determined under subsection~~
18 ~~(b)(i) of this Section~~.
 - 19 vi. Location. Projecting Signs shall not be located directly over windows or in conflict
20 with other Signs or architectural features of the building.
 - 21 a) Projecting Signs may project into public rights-of-way for storefront buildings,
22 subject to a street right-of-way permit.
 - 23 vii. Design ~~Restriction~~. Projecting Signs may not be cabinet-type Signs ~~and may not~~
24 ~~be internally or directly illuminated~~.
 - 25 viii. Illumination. Projecting Signs may be directly illuminated, if illuminated.

26
27 **Article VIII. Administration and Enforcement**

28 20.68. ~~800230~~ Sign Maintenance.

- 29 (a) All Signs and all components thereof, including without limitation supports, braces, and
30 anchors, shall be kept clean and in a state of good repair. With respect to ~~f~~Freestanding
31 Signs, components (supporting structures, backs, etc.) not bearing a message shall be
32 constructed of materials that blend with the natural environment or shall be painted a neutral
33 color to blend with the surrounding environment.
- 34 (b) If a Sign advertises a business, service, commodity, accommodation, attraction, or other
35 enterprise or activity that is no longer operating or being offered or conducted, that Sign
36 shall be considered abandoned and shall, within thirty (30) days after such abandonment,
37 be removed by the Sign owner, owner of the property where the Sign is located, or other
38 party having control over such Sign.
- 39 (c) If the message portion of a Sign is removed, leaving only the supporting "shell" of a Sign or
40 the supporting braces, anchors, or similar components, the owner of the Sign or the owner
41 of the property where the Sign is located or other person having control over such Sign
42 shall, within thirty (30) days of the removal of the message portion of the Sign, either replace
43 the entire message portion of the Sign, install a "blank" Sign facing, or remove the remaining
44 components of the Sign. In cases where a blank Sign facing is temporarily installed, said

1 facing shall be in place for no longer than twelve months (12), after which all components
2 must be removed. This subsection shall not be construed to alter the effect of Subsection
3 20.68.240(c) (Nonconforming Signs), which prohibits the replacement of a nonconforming
4 Sign. Nor shall this subsection be construed to prevent the changing of the message of a
5 Sign.

6 ~~(d) The area within ten (10) feet in all directions of any part of a Freestanding Sign shall be kept~~
7 ~~clear of all debris and all undergrowth more than five inches in height.~~

8
9 20.68.810 240 Nonconforming Signs.

- 10 (a) Subject to the remaining restrictions of this Section, nonconforming Signs that were
11 otherwise lawful on the effective date of this Chapter may be continued.
- 12 (b) No person may engage in any activity that causes an increase in the extent of
13 nonconformity of a nonconforming Sign. Without limiting the generality of the foregoing, no
14 nonconforming Sign may be enlarged or altered in such a manner as to aggravate the
15 nonconforming condition. Nor may Illumination be added to any nonconforming Sign.
- 16 (c) A nonconforming Sign may not be moved or replaced except to bring the Sign into complete
17 conformity with this Title.
- 18 (d) If a nonconforming Sign is destroyed by natural causes, it may not thereafter be repaired,
19 reconstructed, or replaced except in conformity with all the provisions of this Title, and the
20 remnants of the former Sign Structure shall be cleared from the land. For purposes of this
21 Section, a nonconforming Sign is "destroyed" if damaged to an extent that the cost of
22 repairing the Sign to its former stature or replacing it with an equivalent Sign equals or
23 exceeds the value (tax value if listed for tax purposes) of the Sign so damaged.
- 24 (e) The message of a nonconforming Sign may be changed so long as this does not create any
25 new nonconformity (for example, by creating an off-premise Sign under circumstances
26 where such a Sign would not be allowed).
- 27 (f) Subject to the other provisions of this Section, nonconforming Signs may be repaired and
28 renovated so long as the cost of such work does not exceed within any twelve-month period
29 fifty percent of the value (tax value if listed for tax purposes) of such Sign.
- 30 (g) If a nonconforming Sign other than a billboard advertises a business, service, commodity,
31 accommodation, attraction, or other enterprise or activity that is no longer operating or being
32 offered or conducted, that Sign shall be considered abandoned and shall be removed in
33 compliance with Section 20.68.230 (Maintenance of Signs).
- 34 (h) If a nonconforming billboard remains blank for a continuous period of one hundred eighty
35 (180) days, that billboard shall be deemed abandoned and shall, within thirty (30) days after
36 such abandonment, be altered to comply with this Chapter or be removed by the Sign
37 owner, owner of the property where the Sign is located, or other person having control over
38 such Sign. For purposes of this Section, a Sign is "blank" if:
- 39 1. It advertises a business, service, commodity, accommodation, attraction, or other
40 enterprise or activity that is no longer operating or being offered or conducted; or
 - 41 2. The advertising message it displays becomes illegible in whole or substantial part; or
 - 42 3. The advertising copy paid for by a party other than the Sign owner or promoting an
43 interest other than the rental of the Sign has been removed.

1 4. The burden of establishing a Sign to be legally nonconforming or not destroyed under
2 this Section rests upon the person or persons, firm, or corporation claiming legal status
3 for a Sign.

4

5 20.68.820250 Severability.

6 (a) If any clause, sentence, paragraph, Section or part of this Chapter shall be adjudged by any
7 court of competent jurisdiction to be invalid, such judgment shall not affect, impair, or
8 invalidate the remaining portions hereof, but shall be confined the clause, sentence,
9 paragraph, Section or part thereof directly involved in the controversy in which such
10 judgment shall have been rendered.