

Chapter 20.68

SIGNS

Sections:

**Article I. Statement of Purpose**

20.68.100 Statement of Purpose

**Article II. Applicability**

20.68.200 Applicability

**Article III. Permit Requirements**

20.68.300 Permits Required

20.68.310 Application for Permit

20.68.320 Inspections

20.68.330 Exceptional Design Incentive Program

**Article IV. Signs Exempt from Permits**

20.68.400 Signs Exempt from Permits

**Article V. Regulations**

20.68.500 General Provisions

20.68.510 Master Sign Permits for Multi-Tenant Sites

20.68.520 General Definitions

20.68.530 Permitted Signs - Definitions

20.68.540 Prohibited Signs - Definitions

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

20.68.600 Temporary Signs

20.68.610 Community Special Event Signs

20.68.620 City Sponsored Special Events Banners

20.68.630 Temporary Banners - Commercial Use

20.68.640 Temporary Banners - Non Profit Fundraising

**Article VII. Sign Guidelines by Zoning District**

20.68.700 Sign Zones-Design Matrix

20.68.710 Zone 1

20.68.720 Zone 2

20.68.730 Zone 3

20.68.740 Zone 4

20.68.750 Zone 5

20.68.760 Zone 6

20.68.770 Residential Areas

**Article VIII. Administration and Enforcement**

20.68.800 Sign Maintenance

20.68.810 Nonconforming Signs

20.68.820 Severability

**1 Article I. Statement of Purpose****2 20.68.100 Statement of Purpose.**

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

**18 Article II. Applicability****19 20.68.200 Applicability.**

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

**25 Article III. Permit Requirements****26 20.68.300 Permits Required.**

- 27 (a) Except as otherwise provided in Section 20.68.060 (Signs Exempt From Permits) and  
 28 Section 20.68.070(2) (Temporary Signs), no Sign may be constructed, erected, moved,  
 29 enlarged, illuminated or substantially altered except in accordance with the provisions of this  
 30 Section and with active permit. Merely repainting or changing the message of a Sign shall  
 31 not, in and of itself, be considered a substantial alteration.
- 32 (b) A Sign permit may be processed and issued concurrently with a requested zoning, special  
 33 use, or conditional use permit; however, a separate application is required.
- 34 (c) Signs not exempted under the provisions referenced in Section 20.68.060 or Section  
 35 20.68.070(2) may be constructed, erected, moved, enlarged, illuminated or substantially  
 36 altered only in accordance with a Sign permit issued by the Community Development  
 37 Director.  
 38

**39 20.68.310 Application for Permit.**

- 40 (a) The application for a Sign permit shall be made by the owner or tenant of the property on  
 41 which the Sign is to be located, or his or her authorized agent. Such applications shall be  
 42 made in writing on forms furnished by the Development Director and shall be Signed and by  
 43 the applicant. The Development Director shall, within seven (7) working days of the date of  
 44

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 20.68.320 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 20.68.330 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 Zone is eligible  
25 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.

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

35 After considering the foregoing issues, the Design Review Board, at its discretion, may allow  
 36 relaxation of the dimensional and locational standards of this Chapter by up to twenty percent  
 37 (20%) if the board finds that relaxation of those standards would better serve the public interest  
 38 than would strict adherence to those standards, and lead to a better and more aesthetically  
 39 pleasing Sign.  
 40

#### 41 **Article IV. Signs Exempt from Permits**

##### 42 20.68.400 Signs Exempt from Permits.

- 43 (a) These exempt Signs shall not be included in the determination of the total allowable number  
 44 of Signs or total allowable Sign 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
  - 12 3. Temporary decorations or displays, when such are clearly incidental to and are  
13 commonly associated with holidays and/or seasons; and
  - 14 4. Temporary or permanent Signs erected by the City, public utility companies or  
15 construction companies to warn of danger or hazardous conditions, including Signs  
16 indicating the presence of underground cables, gas lines and similar devices; and
  - 17 5. Merchandise, pictures or models of projects or services which are incorporated as an  
18 integral part of a window display, where all such items displayed are located within the  
19 interior of the building where the business is located; and
  - 20 6. Vehicle Signs which are being operated or stored in the normal course of a business,  
21 such as Signs indicating the name of the owner or business which are located on  
22 moving vans, delivery trucks, rental trucks and trailers and the like, provided that the  
23 primary purpose of such vehicles is not for the display of Signs, and provided that they  
24 are parked or stored in areas appropriate to their use as vehicles; and
  - 25 7. All "open," "vacancy" and "no vacancy" Signs and Signs designed to indicate vacancy,  
26 such as "yes," "no" and "sorry," provided that the area of the Sign does not exceed four  
27 (4) square feet per Face; and
  - 28 8. Displays of string lights, provided that they are:
    - 29 a. Decorative displays which only outline or highlight landscaping or architectural  
30 features of a building, and are not placed on or used to outline Signs, Sign supports,  
31 awnings and/or canopies, or assembled or arranged to convey messages, words,  
32 commercial advertisements, slogans and logos; and
    - 33 b. No greater in intensity than one-hundred (100) lumens, and are steady-burning, bulb  
34 lights. No blinking, flashing or intermittent changes in intensity or rotating shall be  
35 permitted; and
  - 36 9. Signs displayed on Motor Vehicles Providing Public Transportation, provided that they  
37 conform to the following requirements:
    - 38 a. The Signs are flat and do not project more than four (4) inches from the surface of  
39 the motor vehicle; and
    - 40 b. The Signs shall not be prohibited Signs, as more specifically set forth in Section  
41 20.68.050; and
  - 42 10. Temporary Real-Estate Signs, provided such Signs:
    - 43 a. Are located on the real property that is being advertised for sale, lease, or rent; and
    - 44 b. Are in no instance placed within public rights-of-way; and

- 1 c. Are not directly or internally illuminated; and
- 2 d. Are no larger than nine (9) square feet and
- 3 e. Are removed within ten (10) days after the sale of the subject property; and
- 4 f. Real Estate Signs advertising an open house may be placed off premise so long as:
  - 5 (1) No more than three (3) open house signs related to the subject property are
  - 6 displayed; and
  - 7 (2) Open house signs are no larger than three (3) square feet per sign face; and
  - 8 (3) Open house signs are displayed for no longer than the day of the open house.
- 9 11. Signs in the nature of cornerstones, commemorative tablets and historical Signs which
- 10 do not exceed four (4) square feet per Sign Face in area and six (6) feet in Height, and
- 11 which are non-illuminated or indirectly illuminated.
- 12 12. Private, On-Premise, traffic directional Signs guiding or directing vehicular or pedestrian
- 13 traffic onto or off of a Lot or within a Lot when such do not exceed three (3) square feet
- 14 per Sign per Sign Face in area and six (6) feet in Height, and do not contain any
- 15 advertising or trade name identification; and
- 16 13. Signs required or specifically authorized for a public purpose by any law, statute,
- 17 ordinance or resolution; and
- 18 14. Window Signs, when the total area of such Signs:
  - 19 a. Does not exceed twenty-five percent (25%) of the total window area at the ground
  - 20 floor level on the side of the building or business unit upon which said Signs are
  - 21 displayed; and
  - 22 b. Does not exceed twenty-five percent (25%) of the total allowable Sign Area for the
  - 23 premises; and
  - 24 c. Such Signs shall not exceed four (4) square feet in total surface area per Sign when
  - 25 placed in windows above the ground floor level, and no Signs shall be placed in
  - 26 windows above the second floor level; and
- 27 15. Signs commonly associated with, and limited to information and directions related to the
- 28 permitted use on the Lot on which the Sign is located (This category shall be interpreted
- 29 to include such Signs as "no smoking," "rest room," "no solicitors," "self-service" and
- 30 similar informational Signs); and
- 31 16. Regulatory Signs erected on private property, such as "no trespassing" Signs, which do
- 32 not exceed two (2) square feet per Sign Face or four (4) square feet in total surface
- 33 area, limited to four (4) such Signs per lot or per building; and
- 34 17. Text or copy changes on Signs specifically designed to permit changes of the text or
- 35 copy thereof; and
- 36 18. Temporary special event posters that do not exceed two (2) square feet in size, limited
- 37 to one (1) such Sign per event per premises; and
- 38 19. Vending Machine Signs, provided that such Signs are limited to the product being
- 39 vended; and
- 40 20. School and church bulletin boards, identification Signs, and directional Signs that do not
- 41 exceed one (1) per abutting street and twelve (12) square feet in area total (six (6)
- 42 square feet per side) and that are not internally illuminated; and

- 1        21. Temporary Construction Signs. Signs advertising subdivision, development, construction  
2        or other improvements of a property shall be permitted in any Sign zone and shall  
3        comply with the following:
- 4        a. Such Signs shall be limited to freestanding, Wall or Window Signs, shall not exceed  
5        thirty-two (32) square feet per Sign Face and shall not exceed twelve (12) feet in  
6        Height. No riders or attachments to such Signs shall be permitted. Such Signs will in  
7        no case exceed the allowable Sign Area for the Sign zone in which they are located;  
8        and
  - 9        b. Construction Signs shall be displayed only on the property to which the Sign  
10        pertains. One (1) such Sign shall be permitted for each street upon which the  
11        property either has frontage or has an entrance from a major thoroughfare; provided  
12        that the minimum distance between Signs on any single development shall be one  
13        thousand (1,000) feet; and
  - 14        c. In case of a subdivision, Construction Signs shall not be displayed prior to the date of  
15        -preliminary plat approval; and
  - 16        d. In other cases, such Signs may be displayed for the duration of construction until  
17        issuance of a certificate of occupancy; and
- 18        25. Political Signs provided they are displayed and removed in conformance with all  
19        applicable Washington State Laws; and
- 20        26. A-Frame Signs, provided they meet the requirements of AMC 20.68.040(1).

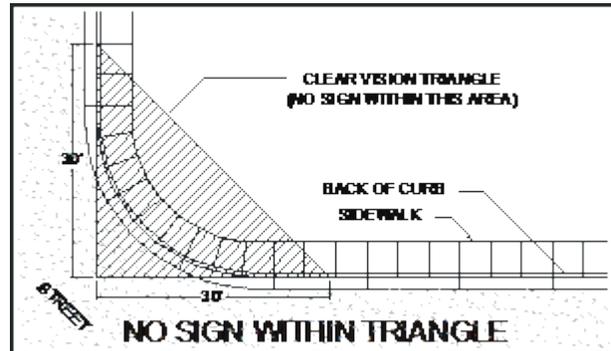
1 **Article V. Regulations**

2 **20.68.500 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 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 shall be subject to the following conditions:

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

36 (d) Electronic Messaging Centers (EMCs)

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

- 41 a. Each Electronic Message Centers shall be equipped with photocell technology that  
42 automatically varies the brightness of the Electronic Message Center according to  
43 ambient light conditions.

- 1           b. Electronic Message Centers shall contain static messages only and shall have  
2           immediate transitions from one message to the next. The Transition Duration shall  
3           be instantaneous (one message will instantly transition to the next message,  
4           instantaneous re-pixelization).
- 5           c. Each message on an Electronic Message Center shall be displayed for a minimum of  
6           ten (10) seconds. An Electronic Message Center shall contain no more than one (1)  
7           message at a time.
- 8           2. Electronic Message Centers shall be limited in size to one-fourth (1/4<sup>th</sup>) of the actual sign  
9           area, per sign face.
- 10          3. All Electronic Message Center and changeable copy Signs shall be constructed as an  
11          integral part of a permanent Freestanding Sign constructed on site. “Integral” shall be  
12          considered to mean that the Electronic Message Center or changeable copy is  
13          incorporated into the framework and architectural design of the permanent Freestanding  
14          Sign. Electronic Messaging Centers shall not be permitted with any sign type other than  
15          a Freestanding Sign.
- 16          d. .
- 17          e. Electronic Messaging Centers are only allowed in Sign Zones One through Five.  
18          They are prohibited in all other zones and areas.
- 19          (e) Signs on fences and freestanding walls. Signs displayed upon fences or upon freestanding  
20          walls shall be erected or mounted in a plane parallel to the fence or wall, and shall not  
21          extend above the top of the fence or wall nor project more than twelve (12) inches from the  
22          face of the fence or wall. Such Signs shall be subject to all regulations of this Chapter  
23          applicable to Freestanding Signs, including but not limited to maximum area per Sign,  
24          maximum Sign Height, minimum setback from property lines and number of Signs permitted  
25          per Lot or per premises.
- 26          (f) No more than one (1) business identification Sign affixed to the building may be located on  
27          any one side of a building, unless the building contains individual businesses with separate  
28          entrances, in which case one (1) business identification Sign per individual business may be  
29          located on as many sides as there are separate business entrances.
- 30          (g) A two-sided or multi-sided Sign shall be regarded as one Sign so long as:
- 31              1. With respect to a V-type Sign, the two sides are at no point separated by a distance that  
32              exceeds five (5) feet.
- 33              2. With respect to double-faced (back-to-back) Signs, the distance between the backs of  
34              each Sign Face of the Sign does not exceed two (2) feet.

#### 35          20.68.510 Master Sign Permits for Multi-Tenant Sites.

- 36          (a) In the case of a Lot, Lots, or single building occupied or intended to be occupied by multiple  
37          business enterprises under single property ownership or management (e.g., a shopping  
38          center or a multi-tenant building), a Master Sign Program shall be issued in the name of the  
39          Lot owner or his agent.
- 40          (b) This Master Sign Program shall address general design standards, design and location(s) of  
41          communal Signs, and all other issues addressed by this Chapter. In particular, the owner  
42          shall develop a unifying design theme for the entire site. The City may assist the owner by  
43          suggesting a formula whereby the maximum square footage of Sign area allowed on the Lot

1 may be allocated equitably among all tenants, but the City shall be responsible for enforcing  
2 only the provisions of this Chapter and not the provisions of any allocation formula, lease, or  
3 other private restriction.

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

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

14 20.68.520 General Definitions.

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

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



19 Figure 1

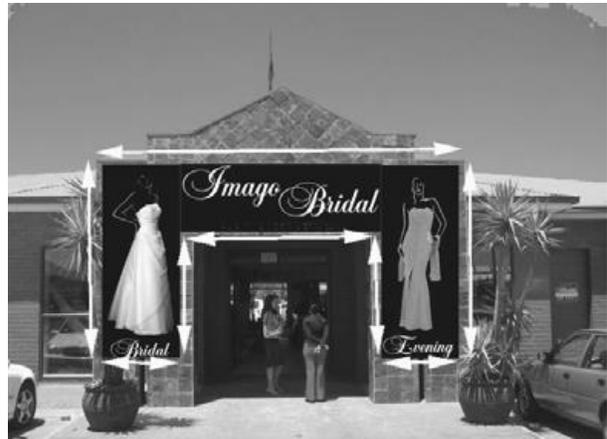


Figure 2

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

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

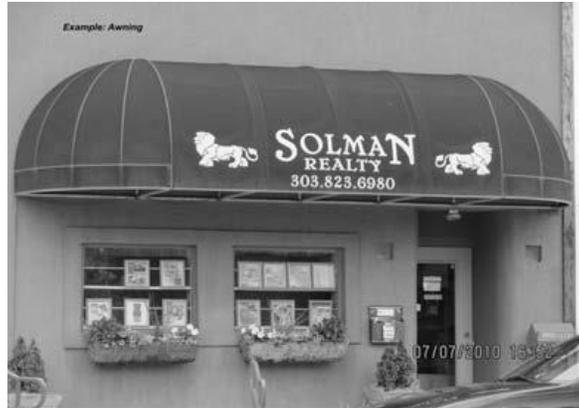


Figure 3

- 1
- 2 3. *Building Code* means the latest edition of the Building Code, as amended and adopted
- 3 by the City.
- 4 4. *Building Inspector* means the officer or other person charged with the administration and
- 5 enforcement of this Chapter, or his or her duly authorized deputy.
- 6 5. *Canopy* means a permanently roofed shelter covering a sidewalk, driveway or other
- 7 similar area, which shelter may be wholly supported by a building or may be wholly or
- 8 partially supported by columns, poles or braces extended from the ground.
- 9 6. *Message* means a complete, static electronic display message on an Electronic
- 10 Message Center (EMC).
- 11 7. *Message Hold Time* means the time interval a static message or frame must remain on
- 12 the Electronic Message Center (EMC) before transitioning to another message or frame.
- 13 8. *Transition Duration* means the time interval it takes an Electronic Message Center to
- 14 change from one complete static message to another complete static message or frame.
- 15 9. *Face or Wall of Building* means the general outer surface of any main exterior wall or
- 16 foundation wall of the building, including windows and storefront.
- 17 10. *Frontage, Building* means the horizontal, linear dimension of that exterior side of a
- 18 building which abuts a street, a parking area, a mall or other circulation area open to the
- 19 general public; and has either a main window display of the enterprise or a public
- 20 entrance to the building. Where more than one (1) use occupies a building, each such
- 21 use having an exterior public entrance or exterior main window display for its exclusive
- 22 use shall be considered to have its own *Building Frontage*, which shall be the front width
- 23 of the portion of the building occupied by that use.
- 24 11. *Frontage, Street* means the linear frontage (or frontages) of a Lot or parcel abutting on a
- 25 private or public street which provides principal access to, or visibility of, the premises
- 26 (see Figure 4).

Figure 4

27



- 1
- 2 12. *Height* means the vertical distance measured from the elevation of the nearest sidewalk
- 3 (or, in the absence of a sidewalk within twenty-five (25) feet, then from the lowest point
- 4 of finished grade on the Lot upon which the Sign is located and within twenty-five (25)
- 5 feet of the Sign), to the uppermost point on the Sign or Sign Structure.
- 6 13. *Illumination, Direct* means lighting by means of an unshielded light source (including
- 7 fluorescent, light emitting diode or LED and neon tubing) which is effectively visible as a
- 8 part of the Sign, where light travels directly from the source to the viewer's eye.
- 9 14. *Illumination, Indirect* means lighting by means of a light source which is directed at a
- 10 reflecting surface in such a way as to illuminate the Sign from the front, or a light source
- 11 which is primarily designed to illuminate the entire building façade upon which a Sign is
- 12 displayed.
- 13 15. *Illumination, Internal* means lighting by means of a light source which is within a Sign
- 14 having a translucent background, silhouetting opaque letters or designs, or which is
- 15 within letters or designs which are themselves made of a translucent material.
- 16 16. *Light Source* means and includes any device, or method of producing light, including
- 17 neon, fluorescent or similar tube lighting, light emitting diode, or LED incandescent bulb
- 18 and any reflecting surface which, by reason of its construction and/or placement,
- 19 becomes in effect the Light Source.
- 20 17. *Lighting, Back Lighted* means a concealed light source located behind the surface of the
- 21 Sign to highlight specific elements of the Sign.
- 22 18. *Lot* means a portion or parcel of land, whether part of a platted subdivision or otherwise,
- 23 occupied or intended to be occupied by a building or use and its accessories, together
- 24 with such yards as are required under the provisions of this Title. A *Lot* must be an
- 25 integral unit of land held under unified ownership in fee or in co-tenancy.
- 26 19. *Maintenance* means the replacing, repairing or repainting of a portion of a Sign
- 27 Structure; periodic changing of bulletin board panels; or renewing of copy which has
- 28 been made unusable by ordinary wear and tear, weather or accident, or a change in
- 29 copy to identify a new business where the change is made to an existing permitted joint
- 30 identification Sign panel that is to remain in place. The replacing or repairing of a Sign or
- 31 Sign Structure shall be considered as *Maintenance* only when the Sign conforms to all of
- 32 the applicable provisions of this Chapter.

- 1       20. *Motor Vehicle Providing Public Transportation* is a motor vehicle operated pursuant to a  
 2       certificate of public convenience and necessity to operate as a common carrier for hire  
 3       for the transportation of passengers and/or their baggage, on schedule, issued by the  
 4       Public Utilities Commission of the State.
- 5       21. *National Electrical Code* means the latest edition of the National Electrical Code,  
 6       published by the National Fire Protection Association, as amended and adopted by the  
 7       City.
- 8       22. *Nits* are a measurement of luminance. One Nit is equal to one candela per square meter  
 9       (1cd/m<sup>2</sup>).
- 10      23. *Roof* means the cover of any building, including the eaves and similar projections.
- 11      24. *Roof Line* means the highest point on any building where an exterior wall encloses  
 12      usable floor space, including floor area for housing mechanical equipment. *Roof Line*  
 13      also includes the highest point on any parapet wall.
- 14      25. *Sign* means any writing, pictorial representation, decoration (including any material used  
 15      to differentiate Sign copy from its background), form, emblem or trademark, flag or  
 16      Banner, mural, or any other display of similar character containing either commercial  
 17      content or non-commercial content which:
- 18      a. Is a structure or any part thereof (including the roof or wall of a building); and  
 19      b. Is written, printed, projected, painted, constructed or otherwise placed or displayed  
 20      upon or designed into a building, board, plate, Canopy, awning, vehicle or upon any  
 21      material object or device whatsoever; and  
 22      c. By reason of its form, color, wording, symbol, design, illumination, motion or other  
 23      feature attracts or is designed to attract attention to the subject thereof or is used as  
 24      a means of identification, advertisement or announcement, or noncommercial  
 25      communication.
- 26      26. *Sign Face* means the surface of a Sign upon, against or through which the message is  
 27      displayed or illustrated.
- 28      27. *Sign Structure* means any supports, uprights, braces or frameworks of a Sign.
- 29      28. *Signs, number of.* For the purpose of determining the *number of Signs*, a Sign shall be  
 30      considered to be a single display surface or display device containing elements clearly  
 31      organized, related and composed to form a unit. Where Sign elements are displayed in  
 32      an unrelated or random manner, each element shall be considered to be a single Sign.
- 33      29. *Sign Zone* means a defined geographical area depicted on the *Sign Zone Overlay Map*  
 34      to which the regulations of the Chapter are specifically keyed to.

35      20.68.530 Permitted Signs – Definitions.

- 36      1. *A-Frame Signs* are on-site, Portable Signs that shall be no larger than two (2) feet wide  
 37      by three (3) high in the shape of a two sided triangle with the apex at the top of the Sign.  
 38      A-frame Signs are only allowed when placed immediately adjacent to a building and  
 39      within twenty (20) feet of the business entrance. Placement of the Sign shall allow a  
 40      clear passageway on the sidewalk of no less than thirty-six (36) inches. One (1) A-frame  
 41      Sign is allowed per business.
- 42      2. *Banner* means a Temporary Sign consisting of canvas, nylon, vinyl fabric or other  
 43      material of similar physical characteristics that bears text and/or graphics intended to

- 1 identify or direct attention to any commercial message or product, service, place, activity,  
 2 business; or any noncommercial message or graphic.
- 3 3. *Bulletin Board Sign* see *Message Board Sign*.
- 4 4. *Construction Sign* means a Temporary Sign announcing subdivision, development,  
 5 construction or other improvement of a property by a builder, contractor or other person  
 6 furnishing services, materials or labor to the premises.
- 7 5. *Directional Sign* means a Sign erected by the City or other governmental agencies, or a  
 8 Sign erected by permission of the City, directing vehicular or pedestrian traffic.
- 9 6. *Double-Face Sign* means a Sign where two (2) sides are separated by not more than  
 10 twenty-four (24) inches and are parallel to each other. Such Signs shall be considered  
 11 as one (1) Sign.
- 12 7. *Electronic Message Center (EMC)* means a device that changes its message by  
 13 electronic or digital process or by remote control, or which uses light emitting diodes  
 14 (LEDs), glow cubes, or other means of changeable illumination.
- 15 8. *Flag* means a piece of cloth or fabric, usually rectangular, of distinctive color and design,  
 16 used as a symbol, standard, signal, or emblem, that does not contain commercial  
 17 content. Typical flags include, but are not limited to national flags, flags of state, religious  
 18 flags, and fraternal flags.
- 19 9. *Freestanding Sign* means a Sign which is supported by one (1) or more columns,  
 20 uprights, poles or braces extended from the ground or from an object on the ground, or a  
 21 Sign which is erected on the ground, provided that no part of the Sign is attached to any  
 22 part of any building, structure or other Sign. *Freestanding Sign* includes Pole Signs,  
 23 Pedestal Signs and Monument Signs. **Note:** Pole Signs are only allowed in ZonesOne,  
 24 Three, and Four on the freeway side of Lots that abut the Freeway right-of-way.
- 25 10. *Identification Sign* means and includes any of the following:  
 26 a. A nameplate which establishes the identity of an occupant by listing his or her name  
 27 and business or professional Title; or  
 28 b. A Sign which establishes the identity of a building or building complex by name or  
 29 symbol only; or  
 30 c. A Sign which indicates street address or combines nameplate and street address; or  
 31 d. A Sign which identifies an area in the City which, by reason of development, natural  
 32 features, historical occurrences or common references, has or will become a  
 33 landmark in the City; or  
 34 e. A commemorative Sign, such as a cornerstone, memorial or plaque, when such is  
 35 cut into a masonry surface or constructed of bronze or other incombustible material  
 36 and is made an integral part of the structure.
- 37 11. *Message Board Sign* means a Sign used for the purpose of notification to the public of  
 38 an event or occurrence of public interest.
- 39 12. *Monument Sign* means a Freestanding Sign supported primarily by an internal structural  
 40 framework or integrated into landscaping or other solid structural features other than  
 41 support poles. The base of the Sign Structure shall be on the ground or a maximum of  
 42 twelve (12) inches above the adjacent grade. The width of the top of the Sign shall not  
 43 be greater than the width of the bottom of the Sign.

- 1 13. *Pole Sign* means an exterior, Freestanding Sign which is self-supported by use of a  
 2 single supporting Structure or single pole, in a fixed location, and in or on the ground,  
 3 and is not attached to a building.
- 4 14. *Projecting Sign* means a Sign attached to a building or extending in whole or in part  
 5 twelve (12) inches or more horizontally beyond the surface of the building to which the  
 6 Sign is attached.
- 7 15. *Real Estate Sign* means a Sign indicating the availability for sale, rent or lease of the  
 8 specific Lot, building or portion of a building or Lot upon which the Sign is erected or  
 9 displayed.
- 10 16. *Suspended Sign* means a Sign suspended from the ceiling of an arcade, marquee or  
 11 Canopy.
- 12 17. *Temporary Sign* means a Sign which is intended for a Temporary period of display for  
 13 the purpose of announcing a special event as expressly provided for herein, or  
 14 promoting a political campaign or special election, Temporary construction and Real  
 15 Estate Signs.
- 16 18. *Vehicle-Mounted Sign* means a Sign displayed upon a trailer, van, truck, automobile,  
 17 bus, railroad car, tractor, semi-trailer or other vehicle, whether or not such vehicle is in  
 18 operating condition.
- 19 19. *Vending Machine Sign* means a Sign that is incorporated into and designed as a part of  
 20 a vending machine.
- 21 20. *Wall Sign* means a Sign displayed upon or against the wall of an enclosed building or  
 22 structure where the exposed face of the sign is in a plane parallel to the plane of the wall  
 23 and extends not more than twelve (12) inches horizontally from the face of the wall. A  
 24 Sign erected upon or against the side of a roof having an angle of forty-five (45) degrees  
 25 or less from the vertical shall be considered to be a *Wall Sign*, and shall be regulated as  
 26 such.
- 27 21. *Window Sign* means a Sign which is painted on, applied or attached to, or located within  
 28 three (3) feet of, the interior of a window, which Sign can be seen through the window  
 29 from the exterior of the structure. Merchandise which is included in a window display  
 30 shall not be included as part of a Window Sign.

31 20.68.540 Prohibited Signs – Definitions.

- 32 1. *Off-Premises Advertising Sign* means any off-premises Sign, including a billboard or general  
 33 outdoor advertising device (except motor-vehicle mounted signs), which advertises or  
 34 directs attention to a business, commodity, service or activity conducted, sold or offered  
 35 elsewhere than on the same Lot or within the same building upon which such Sign is  
 36 located.
- 37 2. *Portable Sign* means a Sign which is not attached to the ground, a building or other  
 38 structure except as provided in Section 20.68.040(1), but does not include a Vehicle-  
 39 Mounted Sign.
- 40 3. *Roof Sign* means a Sign painted on the roof of a building; supported by poles, uprights or  
 41 braces extending from the roof of a building or projecting above the roof line of a building.
- 42 4. *Wind Sign* means a Sign consisting of one (1) or more pennants, ribbons, spinners,  
 43 streamers or captive balloons, or other objects or materials fastened in such a manner as to

- 1 move upon being subjected to pressure by wind or breeze, but does not include flags or  
 2 Temporary Banners and City Sponsored Events Banners as provided for herein.
- 3 5. *Unpermitted Signs* are Signs for which a permit was never acquired and do not fall under  
 4 Section 20.68.060.
- 5 6. *Inflatable Signs* means a Sign made of flexible material or fabric that is made to take on a  
 6 three-dimensional shape (to blow up like a balloon) when filled with sufficient volume of air  
 7 or gas. Commonly used as a Temporary Sign for special events or promotions.
- 8 7. *Bandit Sign* means a Sign made of vinyl, paper, cloth or fabric, poly board, coroplast,  
 9 corrugated plastic, poster board, plastic core, cardboard, wood, or plywood, including signs  
 10 with wood or wire framing, posts, or stakes that are generally less than six (6) square feet  
 11 and placed within public rights-of-way or visible from public rights-of-way.
- 12 8. *Improperly Attached Signs* are Signs that are attached to trees or other vegetation, natural  
 13 features, utility poles, or other infrastructure.

## 14 **Article VI. Permitted Temporary and Special Category Signs**

### 15 20.68.600 Temporary Signs.

16 Temporary Signs in all Sign Code Overlay zones shall be subject to the  
 17 maximum size allowed for permanent Signs in the respective Sign zones.

18

### 19 20.68.610 Community Special Event Signs.

20 (a) The purpose of this Section is to provide for adequate signage for community special events  
 21 where the primary purpose of the event is to raise funds for local charitable purposes, or to  
 22 provide for adequate signage for City-sponsored special events. Both of these event  
 23 categories are characterized by their large scale production, large attendance and by their  
 24 prominence as re-occurring annual events of community-wide interest.

- 25 1. Nonprofit associations or organizations may submit an application for Temporary on-site  
 26 and Temporary off-premises signage for a community special event where the primary  
 27 purpose of the event is to raise funds for local charitable purposes.
- 28 a. Application for permit. The applicant shall submit a master special event Sign plan  
 29 as part of the application for a special event permit. Upon approval of a master  
 30 special event Sign plan, and within the provisions of 20.68.080(d), the permit shall  
 31 be valid for subsequent re-use for an unlimited period of time, provided that there  
 32 are no significant changes to the Sign copy, size, location and extent of the  
 33 approved Signs.
- 34 b. Standards for review. The Community Development Director shall review the  
 35 application for compliance with the standards below prior to permit issuance:
- 36 i. Zoning Restrictions. Special event Signs are allowed within all Sign Code  
 37 Overlay zones.
- 38 ii. Design. Fluorescent colors and reflective surfaces are prohibited on Signs.  
 39 Reflective colored materials that give the appearance of changing color are also  
 40 prohibited. A matte or flat finish is required for all surfaces.
- 41 iii. Illumination. Illumination of Temporary special event Signs is prohibited.

- 1           iv. Banners. Banners must comply with the City-sponsored special events  
2           Temporary Banners Section.
- 3           v. Temporary off-premises Signs.
- 4           a) Any individual business may publicly display special event posters in the  
5           window of that business without a Sign permit, provided that individual  
6           posters do not exceed six (6) square feet in size. Special event posters,  
7           including off-site posters, that do not exceed six (6) square feet in size are  
8           exempt from any regulation and may be freely displayed without prior City  
9           approval. The Sign shall be displayed no more than six (6) weeks prior to the  
10          special event and shall be removed no later than three (3) days after the  
11          event.
- 12          b) Staff may approve four (4) additional off-premises Signs or Banners not to  
13          exceed thirty-six (36) square feet each upon finding that the Signs contribute  
14          to the overall festival atmosphere or theme of the event and that any  
15          commercial advertising message is subordinate to the event message. The  
16          Signs shall be displayed no more than six (6) weeks prior to the special event  
17          and shall be removed no later than three (3) days after the event.
- 18          c) Limit on cumulative Sign Area. A maximum of one hundred fifty (150) square  
19          feet of total cumulative Sign or Banner area is allowed.
- 20      2. A recent trend in the City has been the appearance of plywood cut-out representations  
21      of a variety of animals, birds, and seasonal cartoon characterizations. These characters  
22      can add a festive element to holidays and seasonal Community events. Regulation of  
23      these cut-out characters is required by Section 20.68.030(28) (General Definitions).
- 24      a. Cut-out figures which do not contain any commercial message, including, but not  
25      limited to; a business name or logo; textual or graphic reference to a commercial  
26      activity or other commercial message are defined within the intent of 20.68.060(4)-  
27      Temporary decorations and displays.
- 28      b. Figures containing a commercial message, including, but not limited to; a business  
29      name or logo, textual or graphic reference to a commercial activity or other  
30      commercial message are defined under this Section. For the purposes of this  
31      Section, the applicant can either be the organization producing the cut-out figures, or  
32      the business or entity receiving the figures. Additionally, the application can be for all  
33      of one type of cut-out figure regardless of the number of figures of that type produced  
34      or distributed.
- 35      3. Code violation. Any Temporary Banner installed without a permit or displayed after  
36      permit expiration is in violation of the Municipal Code and is subject to a municipal  
37      citation plus court fees for each and every day the violation exists. If a person, property  
38      owner or business owner erects any Banner without receiving a permit as herein  
39      provided, or if a permit holder fails to remove a Banner within twenty-four (24) hours of  
40      expiration of the permit, he or she shall be ineligible to receive a Temporary Banner  
41      permit for a period of twelve (12) months from the date of violation. A valid copy of the  
42      permit shall be kept on site at all times the Banner is displayed.

43  
44      20.68.620 City Sponsored Special Events Banners.

- 1 (a) Definition. City sponsored event Banners bear text and/or graphics intended to identify City  
2 sponsored events.
- 3 (b) Specifications. Specifications relating to the size, length, construction, wording, lighting,  
4 installation, removal, City indemnification and fastening shall be obtained from the  
5 Community Development Director.
- 6 (c) Temporary Banner removal. Banners shall be removed by the applicant within twenty-four  
7 (24) hours of the expiration of the permit.
- 8 (d) Code violation. Any Temporary Banner installed without a permit or displayed after permit  
9 expiration is in violation of the Municipal Code and is subject to a municipal citation plus  
10 court fees for each and every day the violation exists. If a person, property owner or  
11 business owner erects any Banner without receiving a permit as herein provided, or if a  
12 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the  
13 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of  
14 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site  
15 at all times the Banner is displayed.

16  
17 20.68.630 Temporary Banners - Commercial Use.

- 18 (a) Temporary Banner Permit Required. Permits shall be issued through the Community  
19 Development Director within ten (10) calendar days upon receipt of a complete application,  
20 provided that staff finds the application to be in compliance with all applicable municipal  
21 regulations.
- 22 (b) Number of permits granted. A single entity may apply for up to four (4) Temporary Banner  
23 permits in a calendar year. No single entity may hold more than one (1) active Temporary  
24 Banner permit at a time on the same site.
- 25 (c) Time displayed. A Temporary Banner permit allows the display of one (1) Temporary Banner  
26 for a maximum of ten (10) consecutive days. A maximum of two (2) consecutive permits are  
27 allowed per year.
- 28 (d) Location. Banners must be affixed flush to the Wall of a principal building or on the  
29 supporting structure of an already permitted permanent Freestanding Sign, at a maximum  
30 Height of twenty (20) feet above existing grade as measured to the highest point of the  
31 Temporary Banner. In the event that a Temporary Banner cannot practically be affixed to an  
32 existing permanent structure, an alternate Temporary structure may be proposed to and  
33 approved by the Building Official.
- 34 (e) Number, size and shape. A Temporary Banner permit allows the use of one (1) Temporary  
35 Banner per Lot or business. In all Sign Code Overlay Zones except Zone 6, Temporary  
36 banners shall not exceed thirty-two (32) square feet in area on any single side or sixty-four  
37 (64) square feet in cumulative area, and shall not exceed six (6) feet in vertical dimension. In  
38 Zone 6, this code allows one (1) Banner per Lot with a maximum allowable size of eighteen  
39 (18) square feet. All Banners shall be rectangular in shape and shall be securely fastened at  
40 all four (4) corners at all times. Issuance of permits for Temporary Banners shall be exempt  
41 from the cumulative Sign Area calculations.
- 42 (f) Temporary Banner removal. Banners shall be removed by the applicant within twenty-four  
43 (24) hours of the expiration of the permit.

- 1 (g) Code violation. Any Temporary Banner installed without a permit or displayed after permit  
2 expiration is in violation of the Municipal Code and is subject to a municipal citation plus  
3 court fees for each and every day the violation exists. If a person, property owner or  
4 business owner erects any Banner without receiving a permit as herein provided, or if a  
5 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the  
6 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of  
7 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site  
8 at all times the Banner is displayed.
- 9 (h) Temporary Banner Maintenance. All Temporary Banners shall be maintained in good  
10 condition, including all parts and supports. The Building Official may inspect and have  
11 authority to order the painting, repair or removal of a Banner that constitutes a hazard to  
12 public Health, safety or welfare by reason of inadequate Maintenance, dilapidation or  
13 obsolescence.

14

15 20.68.640 Temporary Banners - Non Profit Fundraising

- 16 (a) Purpose. The following regulations are intended to provide for adequate Temporary signage  
17 of Temporary or periodic nonprofit fundraising events of a small scale. This Sign category  
18 (Temporary Banners nonprofit fundraising) and associated regulations found in this Chapter  
19 expressly excludes City sponsored event Banners as provided for in Section 20.68.90.
- 20 (b) Temporary Banner permit required. Permits shall be issued through the Community  
21 Development Director within seven (7) calendar days upon receipt of a complete application,  
22 provided that staff finds the application to be in compliance with all applicable municipal  
23 regulations.
- 24 (c) Number of permits granted. Local nonprofit organizations conducting weekly or monthly  
25 fund-raising events on property that they either own or lease for their principal operations  
26 are allowed to display two (2) Banners during the fund-raising event two (2) days prior to the  
27 event. No single entity may hold more than one (1) active Temporary Banner permit at a  
28 time on the same site.
- 29 (d) Location. The Banners must be located on private property, outside the public right-of-way,  
30 and they must be secured on all corners against wind movement.
- 31 (e) Number, size and shape. A maximum of two (2) Banners may be displayed during the fund-  
32 raising event. The Banners may not exceed sixteen (16) square feet in size individually or  
33 thirty-two (32) square feet in size cumulatively.
- 34 (f) Code violation. Any Temporary Banner installed without a permit or displayed after permit  
35 expiration is in violation of the Municipal Code and is subject to a municipal citation plus  
36 court fees for each and every day the violation exists. If a person, property owner or  
37 business owner erects any Banner without receiving a permit as herein provided, or if a  
38 permit holder fails to remove a Banner within twenty-four (24) hours of expiration of the  
39 permit, he or she shall be ineligible to receive a Temporary Banner permit for a period of  
40 twelve (12) months from the date of violation. A valid copy of the permit shall be kept on site  
41 at all times the Banner is displayed.
- 42 (g) Temporary Banner Maintenance. All Temporary Banners shall be maintained in good  
43 condition, including all parts and supports. The Building Official may inspect and have  
44 authority to order the painting, repair or removal of a Banner that constitutes a hazard to

1 public health, safety or welfare by reason of inadequate Maintenance, dilapidation or  
2 obsolescence.

3

4 **Article VII. Sign Guidelines by Zoning District**

5 20.68.700 Sign Zones-Design Matrix.

6 (a) Six Sign zones are created as defined in AMC 20.68.030(32). The requirements of this  
7 Chapter shall be applied to Signs in all zones except for the special requirements to be  
8 imposed on Signs located in zone.

9 (b) The boundaries of the six Sign zones shall be determined by the reference to the “Sign  
10 overlay map” included in this Chapter and amendments thereto.

11 (c) No Sign shall be erected except as provided in this Chapter and in the zone in which it is  
12 permitted, nor shall any Sign be used for any purpose or in any manner except as allowed  
13 by the regulations for zone in which such Sign is located or proposed.

14 (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
<b>Freestanding</b>						
<b>Pole</b>	Freeway Side Only	Prohibited	Freeway Side Only	Freeway Side Only	Prohibited	Prohibited
Maximum Height	25ft.		25ft.	25ft.		
Maximum Area per Business	200sf.		160sf.	200sf.		
Maximum Number of Signs	1		1	1		
<b>Monument</b>						Prohibited
Maximum Height	25ft. - Freeway Side 10ft. - Non-Freeway Side	10ft.	25ft. - Freeway Side 6ft. - Non-Freeway	25ft. - Freeway Side 6ft. - Non-Freeway	6ft.	
Maximum Area per Business	1sf/3lf of Frontage Max 100sf / side	1sf / 3f.' of Frontage Max 100sf / side	1sf/3lf. of Frontage Max 80sf / side	1sf/3lf of Frontage Max72sf / side	1sf/3lf of Frontage Max 60sf / side	
Maximum Number of Signs	1 per Frontage					
<b>A-Frame</b>						
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
<b>Wall</b>						
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	1sf. / LF Building Frontage				
	1/2sf. / LF second Story Max 200sf.	1/2sf. / LF second Story Max 75sf.				
Maximum Number of Signs	1 per Business					
<b>Projecting</b>						
Maximum Area per Business	2sf. / 10LF Building Frontage Deducted from Wall sign					
Maximum Number of Signs	2 per Frontage or Business	1 per Frontage or Business				
Minimum Clearance	8ft.	8ft.	8ft.	8ft.	8ft.	7ft.-6in.
<b>Suspended</b>						
Max area per Business	10sf./ side					
Max height	2ft.	2ft.	2ft.	2ft.	2ft.	2ft.
Clearance	8ft.	8ft.	8ft.	8ft.	8ft.	7ft.-6in.

1 20.68.710 Zone One.

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

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

17 b. Maximum Height. Pole signs, which are only allowed on the freeway side of lots  
18 which abut freeway right-of-way, shall not exceed twenty-five (25) feet in height. All  
19 other permitted freestanding signs shall adhere to the maximum height requirement  
20 of twelve (12) feet.

21 c. Height Measurement. Freestanding signs shall be measured from the highest point  
22 of the freestanding sign to the finished grade at the base of the freestanding sign  
23 support. Finished grade shall be the final grade approved through the site plan  
24 review process and shall not be increased for purposes of increasing overall  
25 freestanding sign height.

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

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

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

38 f. Design. Monument Signs shall utilize materials and architectural design elements  
39 that are consistent with the architecture of the buildings located on the same lot. The  
40 materials and design features must be a prominent visual element of the overall  
41 monument sign.

42 g. Illumination. Freestanding signs shall be internally or externally illuminated, if  
43 illuminated.

- 1 h. Landscaping. At a minimum, an area around the base of each freestanding sign  
2 equal to half (1/2) the total freestanding sign area shall be landscaped.
- 3 2. Wall Mounted Signs.
- 4 a. Permitted Number. Except as permitted hereunder, each on-site business is allowed  
5 a maximum of one (1) wall sign per building frontage.
- 6 i. Businesses may have up to two (2) additional smaller wall signs on the same  
7 building frontage that describes the types of products and/or services that the  
8 business offers (such as a menu), provided these smaller signs do not exceed a  
9 combined surface area of eight (8) square feet and that the aggregate wall sign  
10 areas comply with the overall maximum area allotment.
- 11 b. Maximum Height. Wall signs shall not project above roof lines or fascia boards.  
12 Additionally, for multi-story buildings with multiple businesses, the wall sign must be  
13 located on the same story and the same exterior wall of the space occupied by the  
14 business.
- 15 c. Maximum Projection. Wall signs may extend a maximum of twelve (12) inches from  
16 the face of the building so long as such wall signs remain parallel to the wall they are  
17 attached to.
- 18 d. Maximum Area. The maximum allowed square footage of wall signage per building  
19 frontage shall be calculated by multiplying the linear feet of the respective building  
20 frontage by one-point-five (1.5) subject to the following:
- 21 i. Except as allowed under AMC section 20.68.220 (Exceptional Design Incentive  
22 Program), in no instance shall any one wall sign exceed four-hundred (400)  
23 square feet.
- 24 ii. In no instance shall the total wall signage on any one side of a building exceed  
25 twenty-percent (20%) of the total surface area (inclusive of windows and doors)  
26 of the respective wall.
- 27 iii. Building frontages less than fourteen (<14) linear feet are guaranteed twenty-one  
28 (21) square feet of wall signage for that building frontage.
- 29 e. Design.
- 30 i. Wall signs may not cover or obscure important architectural details of a building  
31 such as stair railings, turnings, windows, doors, decorative louvers, or similar  
32 elements intended to be decorative features of a building design.
- 33 ii. Wall signs must appear to be a secondary and complementary feature of the  
34 building facade. Wall signs must be located within architectural signs bands or  
35 other blank spaces which visually frame the sign. Blank wall sections above or  
36 between windows and doors, for example, may provide an effective location for  
37 signage.
- 38 iii. Wall signs hanging between pillars and archways may also be an effective  
39 design solution. However, to avoid a “maxed out” appearance, wall signs shall be  
40 no larger than seventy-percent (70%) of the width or height of the blank wall  
41 space or fascia the wall sign is mounted to so as to leave reveal on all sides of  
42 the wall sign and to maintain an appropriate balance between the wall sign and  
43 wall. For example, a pillar between a door and window which is thirty (30) inches  
44 wide may have a wall sign which is twenty-one (21) inches wide.

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

1  
2  
3  
4  
5  
6  
7  
8  
9  
10

- e. Design Restriction. Suspended signs may not be cabinet-type signs.. 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.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.720 Zone Two.

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

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

16 b. Maximum Height. Freestanding signs shall not exceed fifteen (15) feet in height. In  
17 addition, freestanding signs along 172<sup>nd</sup> Street NE in proximity to the Arlington  
18 Airport shall conform to the airport protection district (AMC Chapter 20.38) and  
19 Federal Aviation Regulation Part 77 Height restrictions.

20 c. Height Measurement. Freestanding signs shall be measured from the highest point  
21 of the freestanding sign to the finished grade at the base of the freestanding sign  
22 support. Finished grade shall be the final grade approved through the site plan  
23 review process and shall not be increased for purposes of increasing overall  
24 freestanding sign height.

25 d. Maximum Area. The maximum allowed square footage per side of a freestanding  
26 sign shall be calculated by multiplying the appropriate linear street frontage (in feet)  
27 by seventy-five one-hundredths (0.75) provided no one side shall exceed two-  
28 hundred and fifty (250) square feet nor have more than two sides.

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

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

37 f. Design. Monument signs shall utilize materials and architectural design elements  
38 that are consistent with the architecture of the buildings located on the same lot. The  
39 materials and design features must be a prominent visual element of the overall  
40 monument sign.

41 g. Illumination. Freestanding signs may be internally or externally illuminated, if  
42 illuminated.

43 i. Landscaping. At a minimum, an area around the base of each freestanding sign  
44 equal to half ( $1/2$ ) the total freestanding sign area shall be landscaped.

- 1 i.
- 2 2. Wall Mounted Signs.
- 3 a. Permitted Number. Except as permitted hereunder, each on-site business is allowed
- 4 a maximum of one (1) wall sign per building frontage.
- 5 i. Businesses may have up to two (2) additional smaller wall signs on the same
- 6 building frontage that describes the types of products and/or services that the
- 7 business offers (such as menu), provided these smaller signs do not exceed a
- 8 combined surface area of eight (8) square feet and that the aggregate wall sign
- 9 areas comply with the overall maximum area allotment.
- 10 b. Maximum Height. Wall signs shall not project above roof lines or fascia boards.
- 11 Additionally, for multi-story buildings with multiple businesses, the wall sign must be
- 12 located on the same story and the same exterior wall of the space occupied by the
- 13 business.
- 14 c. Maximum Projection. Wall signs may extend a maximum of twelve (12) inches from
- 15 the face of the building so long as such wall signs remain parallel to the wall they are
- 16 attached to.
- 17 d. Maximum Area. The maximum allowed square footage of wall signage per building
- 18 frontage shall be calculated by multiplying the linear feet of the respective building
- 19 frontage by one-point-five (1.5) subject to the following:
- 20 i. Except as allowed under AMC Section 20.68.220 (Exceptional Design Incentive
- 21 Program), in no instance shall any one wall sign exceed four-hundred (400)
- 22 square feet.
- 23 ii. In no instance shall the total wall signage on any one side of a building exceed
- 24 twenty-percent (20%) of the total surface area (inclusive of windows and doors)
- 25 of the respective all.
- 26 iii. Building frontages less than fourteen (<14) linear feet are guaranteed twenty-one
- 27 (21) square feet of wall signage for that building frontage.
- 28 e. Design.
- 29 i. Wall signs may not cover or obscure important architectural details of a building
- 30 such as stair railings, turnings, windows, doors, decorative louvers, or similar
- 31 elements intended to be decorative features of a building design.
- 32 ii. Wall signs must appear to be a secondary and complementary feature of the
- 33 building facade. Wall signs must be located within architectural sign bands or
- 34 other blank spaces which visually frame the wall sign. Blank wall sections above
- 35 or between windows and doors, for example, may provide an effective location
- 36 for signage.
- 37 iii. Wall signs hanging between pillars and archways may also be an effective
- 38 design solution. However, to avoid a “maxed out” appearance, wall signs shall be
- 39 no larger than seventy percent (70%) of the width or height of the blank wall
- 40 space or fascia the wall sign is mounted to so as to leave reveal on all sides of
- 41 the wall sign and to maintain an appropriate balance between the wall sign and
- 42 wall. For example, a pillar between a door and window which is thirty (30) inches
- 43 wide may have a wall sign which is twenty-one (21) inches wide.

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

- 1           d. Maximum Area. Suspended signs are limited to ten (10) square feet per sign face
- 2           with a maximum of two (2) Sign Faces, and shall be limited to no more than two (2)
- 3           feet in height.
- 4           e. Design Restrictions. Suspended signs may not be cabinet-type signs. Suspended
- 5           signs shall have one (1) foot minimum between the suspended sign and the outer
- 6           edge of the marquee, awning, or canopy and between the suspended sign and the
- 7           building façade.
- 8           f. Illumination. Suspended signs shall be directly, indirectly, or externally illuminated, if
- 9           illuminated.

10  
11  
12  
13  
14  
15

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.730 Zone Three.

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

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

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

14 i. If a lot has more than one business, then all businesses on that lot must utilize  
15 the same permitted freestanding sign(s).

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

20 c. Height Measurement. Freestanding Signs shall be measured from the highest point  
21 of the Sign to the finished grade at the base of the Freestanding Sign support.  
22 Finished grade shall be the final grade approved through the site plan review  
23 process and shall not be increased for purposes of increasing overall Freestanding  
24 Sign Height.

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

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

32 e. Setbacks. Freestanding Signs must be located on the same Lot occupied by the  
33 business advertised on the Freestanding Sign and have a minimum setback of eight  
34 (8) feet from any property line and four (4) feet from any building. The placement of  
35 Freestanding Signs shall be in such a fashion and location as to not obstruct the  
36 view of Signs on adjacent lots.

37 f. Design. Freestanding Signs shall utilize materials and architectural design elements  
38 that are consistent with the architecture of the buildings located on the same Lot. The  
39 materials and design features must be a prominent visual element of the overall  
40 Freestanding Sign.

41 g. Illumination. Except for Electronic Message Centers, Freestanding Signs may be  
42 externally illuminated, if illuminated.

43 h. Landscaping. At a minimum, an area around the base of each Freestanding Sign  
44 equal to the Sign Area of the Freestanding Sign must be landscaped.

45 2. Wall Mounted Signs.

- 1 a. Permitted Number.
  - 2 i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
  - 3 that is visible from a street or customer parking Lot.
  - 4 ii. Businesses may include additional smaller Wall Signs on the site describing the
  - 5 types of products and/or services that the business offers, provided the Wall Sign
  - 6 Areas collectively comply with maximum size requirements.
- 7 b. Maximum Height. Wall Signs shall not project above roof lines or fascia boards.
- 8 c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
- 9 the face of the building so long as such wall signs remain parallel to the wall of the
- 10 space occupied by the business.
- 11 d. Maximum Area. Painted or attached Wall Signs on any wall shall not exceed two and
- 12 one-half (2-1/2) square feet per linear foot of Building Frontage for Wall Signs at
- 13 ground level and one-half (½) square foot per lineal foot of a second story Building
- 14 Frontage to a maximum of two-hundred (200) square feet.
- 15 e. Design.
  - 16 i. Wall Signs may not cover or obscure important architectural details of a building
  - 17 such as stair railings, turnings, windows, doors, decorative louvers, or similar
  - 18 elements intended to be decorative features of a building design.
  - 19 ii. Wall Signs must appear to be a secondary and complementary feature of the
  - 20 building facade. Wall Signs must be located within architectural Signs bands or
  - 21 other blank spaces which visually frame the Wall Sign. Blank wall Sections above
  - 22 or between windows and doors, for example, may provide an effective location
  - 23 for Signage.
  - 24 iii. Wall Signs hanging between pillars and archways may also be an effective
  - 25 design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
  - 26 be no larger than seventy-percent (70%) of the width or height of the blank wall
  - 27 space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of
  - 28 the Wall Sign and to maintain an appropriate balance between the Wall Sign and
  - 29 wall. For example, a pillar between a door and window which is thirty (30) inches
  - 30 wide may have a Wall Sign which is twenty-one (21) inches wide.
- 31 f. Illumination. Wall Signs may be externally illuminated, if illuminated.
- 32 3. Window Signs.
  - 33 a. Permitted Number. Neon-lit or stained glass Window Signs are allowed provided
  - 34 they meet the above Sign standards and there are no more than one (1) Sign for
  - 35 each fifteen (15) feet of Building Frontage.
  - 36 b. Maximum Area. Permanent and Temporary Window Signs are limited to a maximum
  - 37 of twenty-five percent (25%) of the window area. Every effort should be made to
  - 38 integrate Window Signs with window display.
  - 39 c. Design. Window Signs constructed of neon, stained glass, gold leaf, cut vinyl, and
  - 40 etched glass are allowed. Painted Window Signs shall display the highest level of
  - 41 quality and permanence.
  - 42 d. Illumination. Window Signs may be directly illuminated, if illuminated.
- 43 4. Projecting Signs.
  - 44 a. Permitted Number. A maximum of two (2) per Building Frontage or business
  - 45 storefront.



1 20.68.740 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. Permitted Number. One (1) Freestanding Sign is permitted per Street Frontage, per  
6 Lot. Additionally, Lots with at least nine-hundred and ninety ( $\geq 990$ ) linear feet of  
7 continuous Street Frontage may install a Freestanding Sign at each vehicular  
8 entrance; provided that the total Sign Area of all Freestanding Signs along the same  
9 Street Frontage do not exceed the total Sign Area allowed as calculated under  
10 subsection “d” (Maximum Area). Where a Lot has more than one (1) Street Frontage,  
11 each Street Frontage is treated independently for the purpose of determining the  
12 permissible number of Freestanding Signs and Sign Area calculation.

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

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

19 c. Height Measurement. Freestanding Signs shall be measured from the highest point  
20 of the Freestanding Sign to the finished grade at the base of the Freestanding Sign  
21 support. Finished grade shall be the final grade approved through the site plan  
22 review process and shall not be increased for purposes of increasing overall  
23 Freestanding Sign Height.

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

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

31 e. Setbacks. Freestanding Signs must be located on the same Lot occupied by the  
32 businesses advertised on the Freestanding Sign have a minimum setback of eight  
33 (8) feet from any property line and four (4) feet from any building. The placement of  
34 Freestanding Signs shall be in such a fashion and location as to not obstruct the  
35 view of Signs on adjacent Lots.

36 f. Design. Freestanding Signs shall utilize materials and architectural design elements  
37 that are consistent with the architecture of the buildings located on the same Lot. The  
38 materials and design features must be a prominent visual element of the overall  
39 Freestanding Sign.

40 g. Illumination. Freestanding Signs may be internally or externally illuminated, if  
41 illuminated.

42 h. Landscaping. At a minimum, an area around the base of each Freestanding Sign  
43 equal to the Sign Area of the Freestanding Sign must be landscaped.

44 2. Wall Mounted Signs.

45 a. Permitted Number.

- 1           i. On-site building tenants are allowed a maximum of one (1) Wall Sign per facade
- 2           that is visible from a street or customer parking lot.
- 3           ii. Businesses may include additional smaller Wall Signs on the site describing the
- 4           types of products and/or services that the business offers, provided the Sign
- 5           Areas collectively comply with maximum size requirements.
- 6       b. Maximum Height. Wall Signs shall not project above roof lines or fascia boards.
- 7       c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from
- 8           the face of the building.
- 9       d. Maximum Area. Painted or attached Wall Signs on any wall shall not exceed one and
- 10       one half (1-1/2) square feet per linear foot of Building Frontage for internally
- 11       illuminated Wall Signs and two and one half (2-1/2) square feet per linear foot of
- 12       Building Frontage for non-internally illuminated Wall Signs at ground level and one-
- 13       half (½) square foot per lineal foot of a second story Building Frontage to a maximum
- 14       of two-hundred (200) square feet.
- 15       i. Commercial tenants on upper levels may include Wall Signs placed on façade
- 16       above the business provided the permitted Wall Sign Area shall be shared with
- 17       tenant below.
- 18       e. Design.
- 19       i. Wall Signs may not cover or obscure important architectural details of a building
- 20       such as stair railings, turnings, windows, doors, decorative louvers, or similar
- 21       elements intended to be decorative features of a building design.
- 22       ii. Wall Signs must appear to be a secondary and complementary feature of the
- 23       building facade. Wall Signs must be located within architectural Sign bands or
- 24       other blank spaces which visually frame the Wall Sign. Blank wall sections above
- 25       or between windows and doors, for example, may provide an effective location
- 26       for signage.
- 27       iii. Wall Signs hanging between pillars and archways may also be an effective
- 28       design solution. However, to avoid a “maxed out” appearance, Wall Signs shall
- 29       be no larger than seventy-percent (70%) of the width or height of the blank wall
- 30       space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of
- 31       the Wall Sign and to maintain an appropriate balance between the Wall Sign and
- 32       wall. For example, a pillar between a door and window which is thirty (30) inches
- 33       wide may have a Wall Sign which is twenty (21) inches wide.
- 34       f. Illumination. Wall Signs may be indirectly, externally, or internally illuminated, if
- 35       illuminated.
- 36    3. Window Signs.
- 37       a. Permitted Number. Neon-lit or stained glass Window Signs are allowed provided
- 38       they meet the above Wall Sign standards and there are no more than one (1) Wall
- 39       Sign for each fifteen (15) feet of Building Frontage.
- 40       b. Maximum Area. Permanent and Temporary Window Signs are limited to a maximum
- 41       of twenty-five percent (25%) of the window area. Every effort should be made to
- 42       integrate Window Signs with window display.
- 43       c. Design. Window Signs constructed of neon, stained glass, gold leaf, cut vinyl, and
- 44       etched glass are allowed. Painted Window Signs shall display the highest level of
- 45       quality and permanence.
- 46       d. Illumination. Window Signs may be directly illuminated, if illuminated.

- 1 4. Projecting Signs.
  - 2 a. Permitted Number. A maximum of two (2) per Building Frontage or business
  - 3 storefront.
  - 4 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
  - 5 or the eave line of the roof of the building, except for theaters.
  - 6 c. Maximum Projection. Projecting Signs shall extend out from the surface of the
  - 7 building:
    - 8 i. Horizontal oriented Projecting Signs no more than eight (8) feet.
    - 9 ii. Vertically oriented Projecting Signs no more than four (4) feet.
  - 10 d. Minimum Clearance. All Projecting Signs must be at least eight (8) feet above
  - 11 sidewalks and walkways and fifteen (15) feet above vehicular ways.
  - 12 e. Maximum Area. Projecting Signs shall not exceed two (2) square feet per each ten
  - 13 (10) lineal feet of applicable Building Frontage. Projecting Sign Area shall be
  - 14 deducted from the allowable wall signage determined under subsection (2)(a) of this
  - 15 Section.
  - 16 f. Location. Projecting Signs shall not be located directly over windows or in conflict
  - 17 with other Signs or architectural features of the building.
    - 18 i. Projecting Signs may project into public rights-of-way for storefront buildings,
    - 19 subject to a right-of-way permit.
  - 20 g. Design. Projecting Signs may not be cabinet-type Signs.
  - 21 h. Illumination. Projecting Signs may be directly illuminated, if illuminated.
- 22 5. Suspended (under Canopy) Signs.
  - 23 a. Permitted Number. A maximum of one (1) per Building Frontage of business
  - 24 storefront.
  - 25 b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation
  - 26 of fifteen (15) feet.
  - 27 c. Minimum Clearance. All Suspended Signs must be at least eight (8) feet above
  - 28 sidewalks and fifteen (15) feet above vehicular ways.
  - 29 d. Maximum Area. Suspended Signs are limited to ten (10) square feet per Sign Face
  - 30 with a maximum of two (2) Sign Faces, and shall be limited to no more than two (2)
  - 31 feet in Height.
  - 32 e. Design. Suspended Signs may not be cabinet Signs. Suspended Signs shall have
  - 33 one (1) foot minimum between the Suspended Sign and the outer edge of the
  - 34 marquee, awning, or Canopy and between the Suspended Sign and the building
  - 35 façade.
  - 36 f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.

1 20.68.750 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. Permitted Number. One (1) Freestanding Sign is permitted per Street Frontage, per  
6 Lot. Additionally, Lots with at least nine-hundred and ninety ( $\geq 990$ ) linear feet of  
7 continuous Street Frontage may install a Freestanding Sign at each vehicular  
8 entrance; provided that the total Sign Area of all Freestanding Signs along the same  
9 Street Frontage do not exceed the total Sign Area allowed as calculated under  
10 subsection “d” (Maximum Area). Where a Lot has more than one (1) Street Frontage,  
11 each Street Frontage is treated independently for the purpose of determining the  
12 permissible number of Freestanding Signs and Sign Area calculation.

13 i. If a lot has more than one business, then all businesses on that lot must utilize  
14 the same permitted freestanding sign(s).

15 b. Maximum Height. Freestanding Signs shall not exceed six (6) feet in Height.

16 c. Height Measurement. Freestanding Signs shall be measured from the highest point  
17 of the Freestanding Sign to the finished grade at the base of the Freestanding Sign  
18 support. Finished grade shall be the final grade approved through the site plan  
19 review process and shall not be increased for purposes of increasing overall  
20 Freestanding Sign Height.

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

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

28 e. Setbacks. Freestanding Signs must be located on the same Lot occupied by the  
29 businesses advertised on the Freestanding Sign and have a minimum setback of  
30 eight (8) feet from any property line and four (4) feet from any building. The  
31 placement of Freestanding Signs shall be in such a fashion and location as to not  
32 obstruct the view of Signs on adjacent Lots.

33 f. Design. Freestanding Signs shall utilize materials and architectural design elements  
34 that are consist with the architecture of the buildings located on the same Lot. The  
35 materials and design features must be a prominent visual element of the overall  
36 Freestanding Sign.

37 g. Illumination. Freestanding Signs may be internally or externally illuminated, if  
38 illuminated.

39 h. Landscaping. At a minimum, an area around the base of each Freestanding Sign  
40 equal to the Sign Area of the Freestanding Sign must be landscaped.

41 2. Wall Mounted Signs.

42 a. Permitted Number.

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

- 1           ii. Businesses may include additional smaller Wall Signs on the site describing the  
2           types of products and/or services that the business offers, provided the Wall Sign  
3           Areas collectively comply with maximum size requirements.
- 4           b. Maximum Height. Wall Signs shall not project above roof lines or fascia boards.
- 5           c. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches from  
6           the face of the building.
- 7           d. Maximum Area. Painted or attached Wall Signs on any wall shall not exceed one and  
8           one half (1-1/2) square feet per linear foot of Building Frontage for internally  
9           illuminated Signs and two and one half (2-1/2) square feet per linear foot of Building  
10          Frontage for non-internally illuminated Wall Signs at ground level and one-half (½)  
11          square foot per lineal foot of a second story Building Frontage to a maximum of two-  
12          hundred (200) square feet.
  - 13           i. Commercial tenants on upper levels may include Wall Signs placed on façade  
14           above the business provided the permitted Wall Sign Area shall be shared with  
15           tenant below.
- 16          e. Design.
  - 17           i. Wall Signs may not cover or obscure important architectural details of a building  
18           such as stair railings, turnings, windows, doors, decorative louvers, or similar  
19           elements intended to be decorative features of a building design.
  - 20           ii. Wall Signs must appear to be a secondary and complementary feature of the  
21           building facade. Wall Signs must be located within architectural Sign bands or  
22           other blank spaces which visually frame the Wall Sign. Blank wall sections above  
23           or between windows and doors, for example, may provide an effective location  
24           for signage.
  - 25           iii. Wall Signs hanging between pillars and archways may also be an effective  
26           design solution. However, to avoid a “maxed out” appearance, Wall Signs shall  
27           be no larger than seventy-percent (70%) of the width or height of the blank wall  
28           space or fascia the Wall Sign is mounted to so as to leave reveal on all sides of  
29           the Wall Sign and to maintain an appropriate balance between the Wall Sign and  
30           wall. For example, a pillar between a door and window which is thirty (30) inches  
31           wide may have a Wall Sign which is twenty-one (21) inches wide.
- 32          f. Illumination. Wall Signs may be indirectly, externally, or internally illuminated, if  
33          illuminated.
- 34      3. Window Signs.
  - 35          a. Permitted Number. Neon-lit or stained glass Window Signs are allowed provided  
36          they meet the above Window Sign standards and there are no more than one (1)  
37          Sign for each fifteen (15) feet of Building Frontage.
  - 38          b. Maximum Area. Permanent and Temporary Window Signs are limited to a maximum  
39          of twenty-five percent (25%) of the window Area. Every effort should be made to  
40          integrate Window Signs with the window display.
  - 41          c. Design. Window Signs constructed of neon, stained glass, gold leaf, cut vinyl, and  
42          etched glass are allowed. Painted Window Signs shall display the highest level of  
43          quality and permanence.
  - 44          d. Illumination. Window Signs may be directly illuminated, if illuminated.
- 45      4. Projecting Signs.

- 1 a. Permitted Number. A maximum of two (2) per Building Frontage or business
- 2 storefront.
- 3 b. Maximum Height. Projecting Signs shall not extend above the building parapet, soffit,
- 4 or the eave line of the roof of the building, except for theaters.
- 5 c. Maximum Projection. Projecting Signs shall extend out from the surface of the
- 6 building:
- 7 i. Horizontal oriented Projecting Signs no more than eight (8) feet.
- 8 ii. Vertically oriented Projecting Signs no more than four (4) feet.
- 9 d. Minimum Clearance. All Projecting Signs must be at least eight (8) feet above
- 10 sidewalks and walkways and fifteen (15) feet above vehicular ways.
- 11 e. Maximum Area. Projecting Signs shall not exceed two (2) square feet per each ten
- 12 (10) lineal feet of applicable Building Frontage. Projecting Sign Area shall be
- 13 deducted from the allowable wall signage determined under subsection (2)(a) of this
- 14 section.
- 15 f. Location. Projecting Signs shall not be located directly over windows or in conflict
- 16 with other Signs or architectural features of the building.
- 17 i. Projecting Signs may project into public rights-of-way for storefront buildings,
- 18 subject to a right-of-way permit.
- 19 g. Design. Projecting Signs may not be cabinet-type Signs.
- 20 h. Illumination. Projecting Signs may be directly illuminated, if illuminated.
- 21 5. Suspended (under Canopy) Signs.
- 22 a. Permitted Number. A maximum of one (1) per Building Frontage or business
- 23 storefront.
- 24 b. Horizontal Separation. Suspended Signs shall have a minimum horizontal separation
- 25 of fifteen (15) feet.
- 26 c. Minimum Clearance. All Suspended Signs must be at least eight (8) feet above
- 27 sidewalks and fifteen (15) feet above vehicular ways.
- 28 d. Maximum Area. Suspended Signs are limited to ten (10) square feet per Sign Face
- 29 with a maximum of two (2) Sign Faces, and shall be limited to no more than two (2)
- 30 feet in Height.
- 31 e. Design. Suspended Signs may not be cabinet Signs. Suspended Signs shall have
- 32 one (1) foot minimum between the Suspended Sign and the outer edge of the
- 33 marquee, awning, or Canopy and between the Suspended Sign and the building
- 34 façade.
- 35 f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.
- 36
- 37
- 38

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.760 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 prohibited in this zone with the exception of A-Frame Signs  
6 (see 20.68.040(1)).

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

8 2. Wall Mounted Signs.

9 a. Permitted Number.

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 building describing  
13 the types of products and/or services that the business offers, provided the Sign  
14 Areas collectively comply with maximum size requirements.

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

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

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

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

25 e. Design.

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

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

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

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

43 3. Window Signs.

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

- 1           the outer edge of the marquee, awning, or Canopy and between the Sign and the
- 2           building façade.
- 3       f. Illumination. Suspended Signs may be directly or externally illuminated, if illuminated.
- 4       g.
- 5   6. Joint Identification Signs.
- 6       a. Joint Identification Signs are prohibited in Zone Six.
- 7   7. Signs on Canopies, Awnings and Architectural Projections.
- 8       a. The total area of these Signs shall not exceed thirty-percent (30%) of the distance
- 9       between the building and the edge of the awning, canopy, or projection multiplied by
- 10       the height of the awning, canopy, or projection.
- 11       b. The Sign Face of any such Sign shall not project above or below the face of the
- 12       awning, canopy, or projection to which it is applied or attached.
- 13       c. Signs may stand out from the face of an awning, canopy, or projection no more than
- 14       twelve (12) inches.
- 15       d. Illumination. Signs on canopies, awnings, and architectural projections shall not be
- 16       illuminated.

17  
18  
19

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

1 20.68.770 Residential Areas.

2 (a) In addition to all other applicable requirements of this Chapter, Signs located in Residential  
3 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.

25 a. Freestanding Signs.

- 26 i. Permitted Number. One (1) Monument Sign shall be permitted on each Street  
27 Frontage of the Lot. Lots on the corner of two (2) public streets may have one (1)  
28 Monument Sign at the corner of the Lot at the intersection of the two streets  
29 instead of a Monument Sign on each Street Frontage.
- 30 ii. Maximum Height. Monument Signs shall not exceed eight (8) feet in Height.
- 31 iii. Height Measurement. Monument Signs shall be measured from the highest point  
32 of the Monument Sign to the finished grade at the base of the Monument Sign  
33 support. Finished grade shall be the final grade approved through the site plan  
34 review process and shall not be increased for purposes of increasing overall Sign  
35 Height.
- 36 iv. Maximum Area. Thirty (30) square feet for a single side or sixty (60) square feet  
37 total on all sides, not to exceed thirty (30) square feet on any one side.  
38 Message Board Signs may be included with Monument Signs but may not  
39 exceed twenty-four (24) square feet for a single side or forty-eight (48) square  
40 feet total on all sides, not to exceed twenty-four (24) square feet on any one side.
- 41 v. Setbacks. Monument Signs must have a minimum setback of eight (8) feet from  
42 any property line and four (4) feet from any building. The placement of Monument  
43 Signs shall be in such a fashion and location as to not to impose on neighboring  
44 residential properties.

- 1 vi. Design. Monument 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  
4 overall Freestanding Sign.
- 5 vii. Illumination. Monument Signs (including those containing Message Board Signs)  
6 shall be externally illuminated by full cutoff down shielded light fixtures, if  
7 illuminated.
- 8 b. Landscaping. At a minimum, an area around the base of each Monument Sign equal  
9 to the Sign Area of the Monument Sign must be landscaped. Wall Mounted Signs.
- 10 i. Permitted Number. One (1) Wall Sign and one (1) Message Board Sign per  
11 facade that is visible from a public right-of-way.
- 12 ii. Maximum Height. Wall Signs and Message Board Signs shall not project above  
13 roof lines or fascia boards.
- 14 iii. Maximum Projection. Wall Signs may extend a maximum of twelve (12) inches  
15 from the face of the building.
- 16 iv. Maximum Area. Painted or attached Wall Signs on any wall shall not exceed one  
17 and one half (1-1/2) square feet per linear foot of Building Frontage. Message  
18 Board Signs shall not exceed twenty-four (24) square feet. In no instance shall  
19 the total Sign Area on any one wall exceed fifteen-percent (15%) of that  
20 respective Building Frontage area.
- 21 c. Design.
- 22 i. Wall Signs may not cover or obscure important architectural details of a building  
23 such as stair railings, turnings, windows, doors, decorative louvers, or similar  
24 elements intended to be decorative features of a building design.
- 25 ii. Wall Signs must appear to be a secondary and complementary feature of the  
26 building facade. Wall Signs must be located within architectural Signs bands or  
27 other blank spaces which visually frame the Sign. Blank wall sections above or  
28 between windows and doors, for example, may provide an effective location for  
29 signage.
- 30 d. Illumination. Wall Mounted Signs (including Message Board Signs) shall be  
31 externally illuminated by full cutoff down shielded light fixtures, if illuminated.
- 32 e. Projecting Signs.
- 33 i. Maximum Number. A maximum of one (1) per Building Frontage.
- 34 ii. Maximum Height. Projecting Signs shall not extend above the building parapet,  
35 soffit, or the eave line of the roof of the building.
- 36 iii. Maximum Projection. Projecting Signs shall extend out from the surface of the  
37 building:
- 38 (1) Horizontal oriented Signs no more than eight (8) feet.  
39 (2) Vertically oriented Signs no more than four (4) feet.
- 40 iv. Minimum Clearance. All Projecting Signs must be at least eight (8) feet above  
41 sidewalks and walkways and fifteen (15) feet above vehicular ways.
- 42 v. Minimum Area. Projecting Signs shall not exceed two (2) square feet per each  
43 ten (10) lineal feet of applicable Building Frontage. Projecting Sign Area shall be  
44 deducted from the allowable wall signage.

- 1 vi. Location. Projecting Signs shall not be located directly over windows or in conflict
- 2 with other Signs or architectural features of the building.
- 3 a) Projecting Signs may project into public rights-of-way for storefront buildings,
- 4 subject to a right-of-way permit.
- 5 vii. Design. Projecting Signs may not be cabinet-type Signs.
- 6 viii. Illumination. Projecting Signs may be directly illuminated, if illuminated.
- 7

8 **Article VIII. Administration and Enforcement**

9 20.68.800 Sign Maintenance.

- 10 (a) All Signs and all components thereof, including without limitation supports, braces, and
- 11 anchors, shall be kept clean and in a state of good repair. With respect to Freestanding
- 12 Signs, components (supporting structures, backs, etc.) not bearing a message shall be
- 13 constructed of materials that blend with the natural environment or shall be painted a neutral
- 14 color to blend with the surrounding environment.
- 15 (b) If a Sign advertises a business, service, commodity, accommodation, attraction, or other
- 16 enterprise or activity that is no longer operating or being offered or conducted, that Sign
- 17 shall be considered abandoned and shall, within thirty (30) days after such abandonment,
- 18 be removed by the Sign owner, owner of the property where the Sign is located, or other
- 19 party having control over such Sign.
- 20 (c) If the message portion of a Sign is removed, leaving only the supporting "shell" of a Sign or
- 21 the supporting braces, anchors, or similar components, the owner of the Sign or the owner
- 22 of the property where the Sign is located or other person having control over such Sign
- 23 shall, within thirty (30) days of the removal of the message portion of the Sign, either replace
- 24 the entire message portion of the Sign, install a "blank" Sign facing, or remove the remaining
- 25 components of the Sign. In cases where a blank Sign facing is temporarily installed, said
- 26 facing shall be in place for no longer than twelve months (12), after which all components
- 27 must be removed. This subsection shall not be construed to alter the effect of Subsection
- 28 20.68.240(c) (Nonconforming Signs), which prohibits the replacement of a nonconforming
- 29 Sign. Nor shall this subsection be construed to prevent the changing of the message of a
- 30 Sign.
- 31

32 20.68.810 Nonconforming Signs.

- 33 (a) Subject to the remaining restrictions of this Section, nonconforming Signs that were
- 34 otherwise lawful on the effective date of this Chapter may be continued.
- 35 (b) No person may engage in any activity that causes an increase in the extent of
- 36 nonconformity of a nonconforming Sign. Without limiting the generality of the foregoing, no
- 37 nonconforming Sign may be enlarged or altered in such a manner as to aggravate the
- 38 nonconforming condition. Nor may Illumination be added to any nonconforming Sign.
- 39 (c) A nonconforming Sign may not be moved or replaced except to bring the Sign into complete
- 40 conformity with this Title.
- 41 (d) If a nonconforming Sign is destroyed by natural causes, it may not thereafter be repaired,
- 42 reconstructed, or replaced except in conformity with all the provisions of this Title, and the
- 43 remnants of the former Sign Structure shall be cleared from the land. For purposes of this
- 44 Section, a nonconforming Sign is "destroyed" if damaged to an extent that the cost of

- 1 repairing the Sign to its former stature or replacing it with an equivalent Sign equals or  
2 exceeds the value (tax value if listed for tax purposes) of the Sign so damaged.
- 3 (e) The message of a nonconforming Sign may be changed so long as this does not create any  
4 new nonconformity (for example, by creating an off-premise Sign under circumstances  
5 where such a Sign would not be allowed).
- 6 (f) Subject to the other provisions of this Section, nonconforming Signs may be repaired and  
7 renovated so long as the cost of such work does not exceed within any twelve-month period  
8 fifty percent of the value (tax value if listed for tax purposes) of such Sign.
- 9 (g) If a nonconforming Sign other than a billboard advertises a business, service, commodity,  
10 accommodation, attraction, or other enterprise or activity that is no longer operating or being  
11 offered or conducted, that Sign shall be considered abandoned and shall be removed in  
12 compliance with Section 20.68.230 (Maintenance of Signs).
- 13 (h) If a nonconforming billboard remains blank for a continuous period of one hundred eighty  
14 (180) days, that billboard shall be deemed abandoned and shall, within thirty (30) days after  
15 such abandonment, be altered to comply with this Chapter or be removed by the Sign  
16 owner, owner of the property where the Sign is located, or other person having control over  
17 such Sign. For purposes of this Section, a Sign is "blank" if:
- 18 1. It advertises a business, service, commodity, accommodation, attraction, or other  
19 enterprise or activity that is no longer operating or being offered or conducted; or
  - 20 2. The advertising message it displays becomes illegible in whole or substantial part; or
  - 21 3. The advertising copy paid for by a party other than the Sign owner or promoting an  
22 interest other than the rental of the Sign has been removed.
  - 23 4. The burden of establishing a Sign to be legally nonconforming or not destroyed under  
24 this Section rests upon the person or persons, firm, or corporation claiming legal status  
25 for a Sign.
- 26

27 20.68.820 Severability.

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