

## **Chapter 19.18. Sign Regulations.**

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### **19.18.01. Intent**

1. An excess of large, unregulated signage causes visual blight on the appearance of the City, may obstruct views which can distract the attention of motorists and pedestrians, may negatively impact local property values, may displace alternative land uses, and may pose other problems that legitimately call for regulation.
2. This Chapter intends to preserve and enhance the aesthetic, traffic safety, and environmental values of the city while at the same time providing ample and adequate means of communication to the public.
3. This Chapter intends to protect and promote the health, safety and general welfare of City residents and businesses by regulating the design, materials, size, construction, installation, location, and maintenance of signs and sign structures in a content neutral manner that does not favor any type of speech over another in order to achieve the following goals and objectives:
  - a. Reduce potential hazards to motorists and pedestrians;
  - b. Encourage signs which are integrated and harmonious to the building and sites which they occupy;
  - c. To reduce or eliminate excessive and confusing sign displays;

- d. To preserve and improve the appearance of the City as a place in which to live and to work and as an attraction for nonresidents who come to visit or trade;
  - e. To safeguard and enhance property values;
4. To foster a community character that has a minimum of visual clutter.  
This Chapter is intended to protect and enhance property values and promote the public health, safety, and general welfare of the residents of the City of Saratoga Springs.
  5. It is the intention of the City of Saratoga Springs to provide a fair and consistent approval process for signage while accommodating growth and maintaining the high design standards associated with the City.
  6. The purpose of this Chapter is to detail the sign permit process, provide general design standards, and define signage related terms.
  7. This Chapter shall set forth standards that will assist in the elimination of confusing and excessive signs in order to preserve and improve the natural landscape, architecture of buildings, and character of the City.

(Ord. 16-04)

#### **19.18.02. Sign Substitution.**

1. A message of any type, whether commercial or noncommercial, may be substituted for any duly permitted or allowed commercial or noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this Chapter. The purpose of this provision is to prevent inadvertently favoring one type of speech over another.
2. Content substitution does not create a right to increase the total amount of signage on a parcel, lot, building or structure, nor does it affect the requirement that a sign structure or mounting device be properly permitted or otherwise excuse compliance with other applicable regulations contained within this Chapter with respect to the physical characteristics and location of signs.

(Ord. 16-04)

#### **19.18.03. Definitions.**

As used in this Chapter, the following words and phrases have the following meanings, unless the context clearly indicates that a contrary meaning is intended:

1. **“A-frame Sign”** means a portable sign, structure, or configuration composed of two sign faces mounted or attached back-to-back in such manner as to form a basically triangular vertical cross-section.
2. **“Abandoned Sign”** means a sign that remains after the termination of a business or use, or a sign that exhibits fading or peeling paint, missing letters, chips or cracks or damage, or other evidence of neglect for a period in excess of ninety days. Termination of a business shall include

ceasing operations, failure to obtain or renew a business license with the City, declaring bankruptcy, or failing to renew, update, or reinstate the business with the State of Utah.

3. **“Active Development”** means a property for which a subdivision, rezone, site plan, or other development application has been submitted, and which application has not expired or been closed for inactivity.
4. **“Alteration”** means the process of changing or rearranging any structural part, face, enclosure, lighting element, coloring, copy (except on electronic message signs), graphics, component, or location of a sign.
5. **“Animated Sign”** means a sign which incorporates moving, rotating, or traveling parts, including special lighting effects such as flashing or intermittent lights (excluding electronic message signs).
6. **“Athletic Facility Sign”** A sign attached to a fence surrounding and immediately adjacent to an athletic facility and facing only the interior of an athletic facility or a sign included as part of a scoreboard that is an integral part of an athletic facility. For purposes of this Chapter, an athletic facility is defined as a regulation size soccer, football, baseball, or softball field contained within a public park facility.
7. **“Awning Sign”** means a building sign that is part of a fabric, plastic, or similar shelter supported by a rigid framework attached to a building, and sheltering the building’s entrance or windows.
8. **“Balloon Sign”** means a balloon or other inflated device, with or without sign copy, placed on or attached to a property, business, or use.
9. **“Banner Sign”** means a sign made of fabric, plastic, or a similar lightweight flexible cloth-like material and hung from a building or framework attached to a building or placed in the ground.
10. **“Bench Sign”** means any sign painted or located on or attached to any part of a bench, seat, or chair placed on or adjacent to a public or private roadway.
11. **“Billboard”** shall have the same meaning as found in Utah Code § 10-9a-103, as amended
12. **“Cabinet Sign, Simple”** means a rectangular box with no rounded sides that houses the main component of a sign, where the sign copy area is composed of a single consistent material with lettering or copy items painted on, or affixed directly to the cabinet (see Figure 18.1).



Figure 18.1

13. **“Cabinet Sign, Complex”** means a polygonal box that houses the main component of a sign, where the sign copy area is composed of a single material with all lettering or copy items raised at least three-quarters of an inch above the primary cabinet (see Figure 18.2).

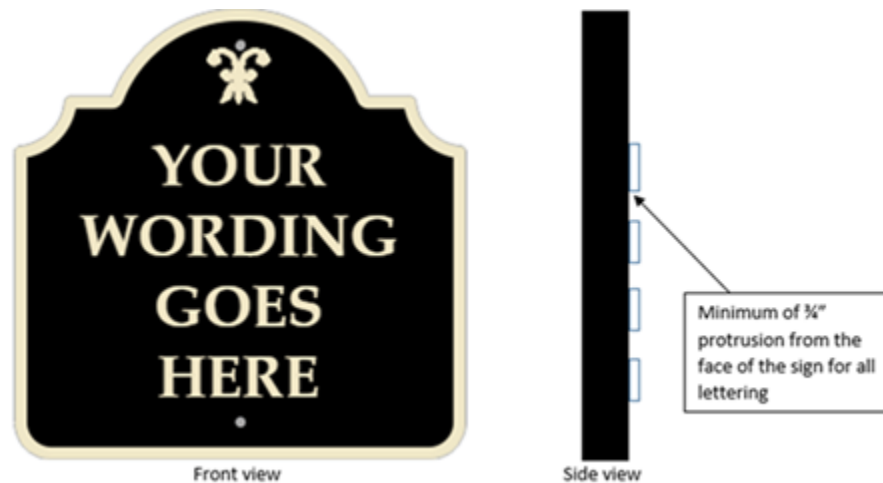


Figure 18.2

14. **“Canopy Sign”** means a building sign that is part of a metal structure supported by a rigid framework that is freestanding or attached to a building and sheltering the building’s entrance, windows, drive-thru, or similar feature.
15. **“Changeable Copy Sign, Digital”** means a sign or portion of a sign with characters, letters, or other copy that can be changed or modified by use of LED or other digital source, where the copy is limited to no more than one change per hour period, and not including Electronic Message Signs.
16. **“Changeable Copy Sign, Physical”** means a sign or portion of a sign with characters, letters, graphics, or other copy that can be changed or modified by mechanical, electrical, or manual means, not including digital, electronic messaging, or Electronic Message Signs.
17. **“Channel Letter Sign”** means a sign formed of individually manufactured characters, letters, graphics, or other copy that can be changed or modified by mechanical, electronic, or manual letters grouped together to form a word, logo, or icon (see Figure 18.3).



Figure 18.3

18. **“City Approved Special Event”** means an event approved by the City but not operated by a City department.
19. **“City Sponsored Special Event”** means an event approved by and operated by a City department.
20. **“Clearance”** means the height of the lowest edge of the face of a sign as measured from the finished grade.
21. **“Commercial Zone”** means the Regional Commercial, Neighborhood Commercial, Business Park, or Office Warehouse zone.
22. **“Commercial Zone Sign”** means any sign located on a property in a commercial zone.
23. **“Cornerstone Sign”** means a message carved or cast into a building, or a metal plaque permanently attached to a building.

24. **“Double-faced Sign”** means a sign with two parallel, identical faces or two identical sign faces that are not parallel but diverge from a common edge at an angle no greater than fifteen degrees, as shown in Figure 18.4.
25. **“Drive-thru Board Sign”** means a sign oriented to occupants of a vehicle utilizing a drive-thru lane at an establishment that offers transactions or exchanges through a window, with or without ordering capability. Drive-thru board signs shall not be considered a monument sign or wall sign.

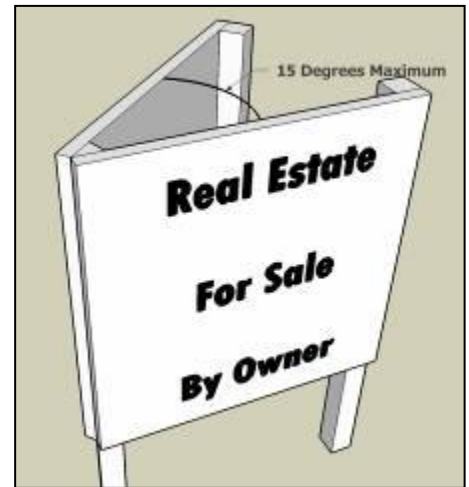


Figure 18.4

26. **“Electronic Message Sign”** means a changeable copy sign, excluding score boards for sports fields, consisting of electronically controlled light sources which change the sign copy or graphics, where the copy changes more frequently than once per 24 hour period.
27. **“External Illumination”** means lighting which is mounted to illuminate a sign face from a remote position outside of the sign structure.
28. **“Flag”** means a sign that is constructed of fabric, plastic, or similar lightweight cloth-like material hung from a permanent or temporary pole, or attached to a structure, in such a manner as to allow movement of the material.
29. **“Feather Banner Sign”** means a type of temporary sign generally made of fabric or other light-weight material attached to a pole anchored into the ground. (see figure 18.5)
30. **“Freestanding Sign”** means a type of ground sign that is supported by any number of fixed permanent forms or supports between the sign face and the ground.



Figure 18.5

31. **“Ground Sign”** means a sign that has its own supporting structure and is not attached to or supported by a building. Types of ground signs include pedestal, pylon, and monument.
32. **“Group Identification Signs”** means a sign regarding two or more properties or uses that may share common frontage, access points, off-street parking, or loading areas.
33. **“Halo Illumination”** means a sign whose face is illuminated from behind and glows around the edges of letters or symbols giving the effect of a halo.

34. **“Illuminated Sign”** means any sign designed to emit artificial light or designed to reflect light from one or more sources of artificial light.
35. **“Inflated Signs”** means a sign that is supported by heated or forced air or lighter-than-air-gases.
36. **“Interior Directional Signage”** means signage that is placed entirely within the boundaries of a development lot or site and situated adjacent to an internal intersection, drive-thru, or other similar feature that warrants vehicular or pedestrian directional clarification.
37. **“Monument Sign”** means a ground sign with a face that extends the entire width of the base. The base only then extends to the ground.
38. **“Neon Sign”** means any sign visible to the exterior of a building that uses neon, argon, or any similar gas to illuminate transparent or translucent tubing or other materials, or any use of neon, argon, or any similar gas lighting on or near the exterior of a building or window.
39. **“Nonconforming Sign”** means a sign that legally existed at the time that it was installed under the regulations in effect at that time, but does not conform to the current applicable regulations of the area in which it is located and has been maintained unmodified and continuously since the time the applicable regulations changed to render it nonconforming.
40. **“Off-premise sign”** means a sign, object, or structure with a message or form of communication that is not designed or intended to direct attention to a property or part of the property where the sign is located.
41. **“Painted Window Sign”** means a sign painted on windows or doors with markers, paints, or any other type of substance used to display messages.
42. **“Panel”** means a plate or other delineating feature containing sign copy within a larger sign.
43. **“Park and Trail Information Sign”** means a regulatory or informational sign for a park, trail, or other open space, including hours of operation, directional markers, mile markers, park rules, etc.
44. **“Pedestal Sign”** means a freestanding ground sign with two or more vertical supports extending from the sign face to the ground.
45. **“Pennant”** means an item made of flexible materials suspended from one or more corners, used in combination with other such signs to create the impression of a line.
46. **“Permanent Sign”** means any sign that is intended to be and is so constructed to be of a lasting and enduring condition, remain unchanged in character and condition beyond normal wear and tear, and be positioned in a permanent manner fixed to the ground, wall, or building.
47. **“Pole Sign”** means a freestanding sign which is supported by a single pole mounted permanently in the ground.
48. **“Primary Entrance”** means the entrance used by the majority of visitors to a property, use, or building.
49. **“Projecting Sign”** means a sign attached to a building and extending in whole or in part beyond any wall of the building.
50. **“Pylon Sign”** means a ground sign that includes only one vertical structural support connecting the face of the sign to the ground.
51. **“Replacement”** means removal of a sign and installation of a new sign. For the purposes of this Chapter the term “replacement” does not include the temporary removal of an existing sign for repair.
52. **“Residential Property”** means property zoned for residential use, and either vacant or used for a residence.



53. **“Residential Sign”** means a sign posted on residential property by the property owner.
54. **“Roof Sign”** means a building sign that projects above the building facade.
55. **“Scoreboard”** means a board on which the score in a game or match is displayed which may include product or team logos.
56. **“Seasonal Sign”** means any sign used for a temporary purpose including but not limited to fireworks and produce stands.
57. **“Sign”** means any writing, pictorial representation, illustration, emblem, symbol, design, or other figure or similar character, in view of the general public.
58. **“Sign Area”** means the area of a sign that is used for display purposes, excluding the sign structure, and as further detailed in Section 19.18 of the Land Development Code (see Item A, Figure 18.6).

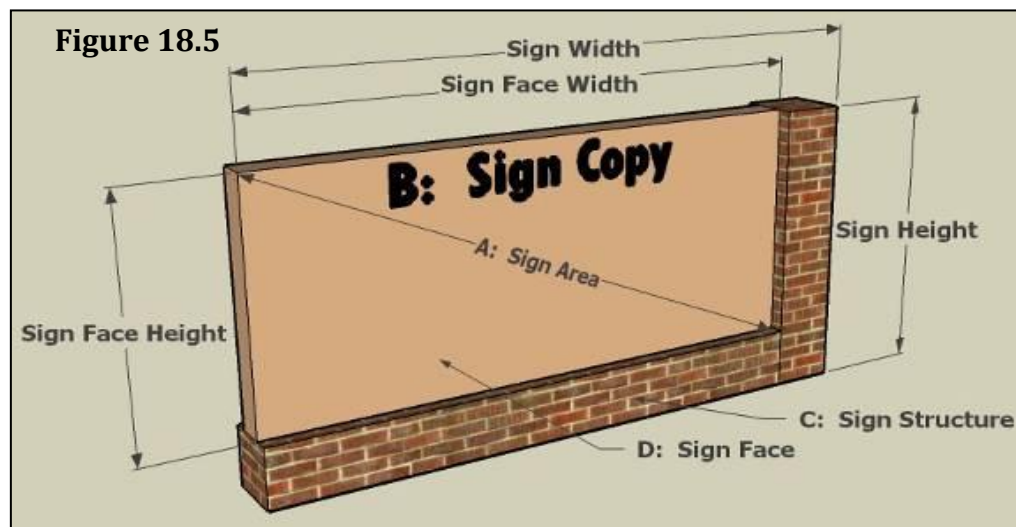


Figure 18.6

59. **“Sign Copy”** means any letter, numeral, figure, symbol, logo, or graphic element displaying the content or message of a sign. Numbers and letters displaying only the street address of a site or building are not considered sign copy (see Item B, Figure 18.6).
60. **“Sign Face”** means the portion of any sign that is or may be used for purposes of displaying a message (see Item D, Figure 18.6).
61. **“Sign Structure”** means the portion of a sign that does not contain any message but exists only for structural support or aesthetic purposes. This definition may include, but is not limited to, the supports, uprights, bracing, cables, and framework of a sign (see Item C, Figure 18.6).
62. **“Signage Plan”** means a signage plan consists of one or more scaled drawings showing the location, type, size, and design of all existing and proposed signs on a site.
63. **“Snipe Sign”** means a small sign of any material including paper, cardboard, wood, or metal which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, fences, or other objects.
64. **“Suspended Sign”** means a sign attached to the ceiling of an arcade or the framework of a canopy and designed to hang over a sidewalk.
65. **“Temporary Sign”** means any sign not permanently attached to the ground or a structure that is installed or placed for a limited duration.

66. **“Tenant”** means owner, lessee, or occupant of a parcel or use.
67. **“Tenant Listing Sign”** means a wall sign on a building containing multiple tenants or uses, located near the entrance and designed in such a manner as to accommodate multiple sign plates.
68. **“Traffic Control Sign”** means standard regulatory signs installed by public agencies, including stop and yield signs, speed limit signs, etc.
69. **“Trailer Sign”** means a sign affixed to, applied, set upon, or printed on a trailer.
70. **“Vehicular Sign”** means a sign affixed to, applied, or printed on a vehicle.
71. **“Wall Sign”** means a building sign attached to the wall of a building and parallel with the wall to which it is attached.
72. **“Wind Sign”** means any propeller, fabric, or similar commercial device which is designed to flutter, rotate, or display other movement under the influence of the wind, not including flags as defined herein.
73. **“Window”** means any single window pane, or a series of adjacent window panes separated by twelve inches or less. Adjacent window panes set at different angles shall constitute separate windows regardless of separation.
74. **“Window Sign”** means signs, including posters, messages, or displays painted or displayed on the interior or exterior of a window or door so as to be visible from outside the building. Window sign does not include illuminated or flashing signs. Window sign does not include brown, black, white, tan, gray, or reflective tint, if it is plain and free of any writing, pictorial representation, illustration, emblem, symbol, design, or other figure of similar character.

(Ord. 24-48, Ord. 24-05, Ord. 19-38, Ord. 18-30, Ord. 17-26, Ord. 17-14, Ord 17-02, Ord. 16-20, Ord. 16-04, Ord. 13-16, Ord. 11-9)

#### **19.18.04. Prohibited Signs.**

1. The following signs and any sign not otherwise authorized under the terms of this code are prohibited in the City, except as expressly permitted elsewhere in this chapter:
  - a. Abandoned Signs.
  - b. Animated Signs.
  - c. Bench Signs other than artwork included in the bench structure.
  - d. Balloon Signs.
  - e. Billboards.
  - f. Cabinet Signs, Simple.
  - g. Electronic Message Signs.
  - h. Flashing Signs.
  - i. Neon Signs in residential zones.
  - j. Off-premise permanent signs.
  - k. Pennants.
  - l. Pole Signs.
  - m. Pylon Signs.
  - n. Roof Signs.
  - o. Snipe Signs.



- p. Wind Signs.
- q. Vehicle Signs parked outside of designated parking stalls, or occupying required parking for more than 50 percent of the operating hours.
- r. Trailer Signs not affixed to a vehicle, parked outside of designated parking stalls, or occupying required parking for more than 50 percent of the operating hours.
- s. Painted signs on a building wall.
- t. Feather banner signs.
- u. Signs not otherwise expressly permitted in this chapter.

(Ord. 19-15, Ord. 18-30, Ord. 17-14, Ord. 16-04, Ord. 13-16, Ord. 11-9)

#### **19.18.05. Signs Not Requiring a Permit.**

The following signs may be placed without a permit:

1. Signs that are placed entirely within a structure or building, and cannot be viewed from outside the building.
2. Works of art that do not include or convey commercial or non-commercial speech.
3. Flags. Properties or uses in residential zones are permitted a maximum of one flag pole for any single property. A maximum of three flag poles are permitted for any single use or property in all other zones. Flags shall be attached to a house, building, foundation, or pole, shall not cross property lines, and shall not exceed the maximum size and height, as measured from established grade to the top of the flag, outlined in the table below:

<b>Mounting Height (feet)</b>	<b>Maximum Flag Size (feet)</b>
35 (or maximum structure height otherwise permitted in	5 by 9.5
30	5 by 8
25	4 by 6
20	3 by 5

4. Residential temporary signage in compliance with the residential sign standards.
5. No more than two window signs per façade of a licensed use, each not exceeding 20 percent of the area of the individual window in which the signs are placed.
6. A Maximum of one neon sign no larger than two square feet per licensed use in a non-residential zone during regular operating hours.
7. Cornerstone signage permanently attached to the building.
8. A maximum of one A-frame sign per licensed use in a non-residential zone during regular operating hours, subject to the following limitations:

- a. The sign shall not exceed four feet in height and eight square feet in size as shown in Figure 18.7.
- b. The sign shall be placed behind the sidewalk immediately adjacent to the use. If the adjacent sidewalk is more than fifteen feet back from the edge of pavement, the sign may be placed between the curb and sidewalk, provided that the entire sign shall be no closer than fifteen feet from the curb.
- c. The sign shall not obstruct or project into the sidewalk.
  - i. Exception: in instances where the sidewalk both abuts the structure and provides width beyond the minimum requirement, the A-frame sign may be placed on the sidewalk in such a manner to be outside the minimum required width and not obstruct passage of the sidewalk.
- d. The sign shall be weighted to prevent movement by wind.

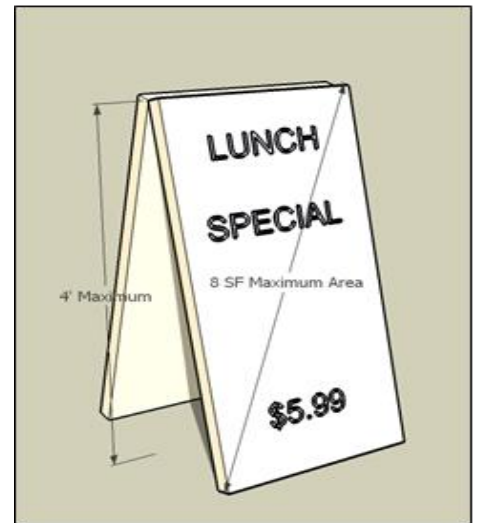


Figure 18.7

9. Traffic control signs that are approved by the City Engineer or highway authority and comply with the Manual on Uniform Traffic Control Devices and applicable laws, are permitted. Such traffic control signs shall not be required to comply with the general sign standards listed in 19.18.06.
10. Vehicle signs in non-residential zones on vehicles parked within a designated parking space, and outside of any site visibility triangle for public safety reasons.
11. Park and Trail Information signs that are approved by a public agency. Such signs shall not be required to comply with the general sign standards listed in 19.18.06.
12. Scoreboards within Regional Parks. No electronic advertising is permitted; only the score may be displayed electronically.
13. HOA Signs.
  - a. Snipe Signs.
    - i. Exception: a Homeowners Association (HOA) may allow and approve the location of these signs on HOA maintained and/or owned property as long as they are not located in an arterial or freeway right-of-way or in the clear sight triangle and shall not be placed on, or cover traffic signs or light poles. These signs shall not exceed 3 square feet in size.
  - b. Banner Signs.
    - i. Banner signs shall only be permitted on a temporary basis.
    - ii. Banner signs shall not exceed four feet in height and thirty-two square feet in size.
    - iii. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
    - iv. Banner signs shall be limited to no more than 30 days per sign.

(Ord. 24-48, Ord. 17-26, Ord 17-02, Ord. 16-04, Ord. 13-16, Ord. 12-9, Ord. 11-9)

## **19.18.06. General Standards.**

### **1. Sign Design and Materials.**

- a. **Landscaping.** The base of all Permanent Ground Signs, including without limitation Monument and Pedestal Signs, shall be landscaped and maintained at all times. The minimum landscaped area shall extend at least three feet beyond the base of the sign in all directions.

### **2. Sign Placement.**

- a. **General Location.** No part of any sign shall interfere with the use of any fire escape, exit, doorway, sidewalk, roadway, stairway, door ventilator, or window. No Ground Sign shall be located within any public utility easement without review and approval by the City Engineer.
- b. **Clear Sight Triangle.** No sign shall be placed within the clear sight triangle as defined in Section 19.06 of this Code.
- c. **Traffic Safety.** No sign shall be designed or placed in any manner that may be confused with any official traffic sign or signal. No sign or other advertising structure shall be designed, constructed, or installed that by reason of its size, location, shape, coloring, or manner of illumination may be confused as a traffic control device. All Traffic Signs shall comply with the Manual on Uniform Traffic Control Devices.
- d. **Right-of-way.** No sign shall be located on public property or within any right-of-way unless otherwise permitted in this Chapter. In cases where a sign hangs over a public right-of-way, it shall extend no more than five feet over a public sidewalk as measured from the face of the supporting building, and shall have a minimum clearance of eight feet from the elevation of the sidewalk.
- e. **Setbacks.**
  - i. Side and Rear Setbacks not adjacent to a sidewalk or right-of-way. All permanent and temporary ground signs shall be located a distance equal to or greater than their height from any interior side or rear property line.
  - ii. Front and Street Side Setbacks and other setbacks adjacent to a sidewalk or right-of-way. All permanent and temporary ground signs, except for A-frame signs, shall be located at least three feet from the back of the sidewalk or right-of-way, whichever is greater, and from all driveways as measured from the back of the curb.

### **3. Sign Illumination.**

- a. All sign lighting shall comply with the limitations in Section 19.11 of this Code.
- b. Additionally, individual signs shall be illuminated only by one of the following means:
  - i. **External Illumination.** Signs may be illuminated by a steady, stationary light, directed solely at the sign. Light fixtures for ground signs shall be screened from view by site grading or evergreen shrubs and must not beam directly onto adjacent properties or rights-of-way.
  - ii. **Internal Illumination.** Signs may be illuminated by an interior light with sign copy or face silhouetted on an opaque background.
  - iii. **Halo Illumination.** Building signs may be illuminated by neon lighting, only if the neon is used as a light source to form illuminated letters, symbols, sign rim, or

some other portion of a sign that consists of 25 percent or less of the entire sign; or as halo illumination of the sign.

- iv. **Digital Changeable Copy.** These signs may be illuminated using LED or digital displays and must have illumination control sensors that dim the lights at sunset to 0.3 foot-candles or less measured at one foot from the surface of the sign.

1. **Color.** Signs shall use red, white, or green characters and symbols.

- c. **Color.** No illuminated sign may have a white, off-white, or near-white background, as shown in figure 18.1. Non-illuminated signs may have a white, off-white, or near-white background.
- d. An illuminated sign may have a white, off-white, or near-white foreground.
- e. Illumination for external and internally illuminated signs shall not exceed two foot-candles as measured one foot from the surface of the sign.
- f. Illumination for “Changeable Copy, Digital” signs and “Monument” signs shall not exceed 0.3 footcandles over ambient light levels for the location and time, as measured from a horizontal distance approximately equal to the square root of the sign square footage x 100, and shall employ light cutoff devices, such as louvers, to minimize light escaping above the horizontal plane.
  - i. Example: 50 sq. ft. sign, x 100 = 5000. Square root of 5000 = 70.7. The measurement distance is approximately 71 feet from the sign.
  - ii. Example: 200 sq. ft. sign, x 100 = 20,000. Square root of 20,000 = 141.4. The maximum measurement distance is approximately 141 feet from the sign.
- g. No illuminated signage shall directly face adjacent residentially developed or zoned property, including property across a street. Directly facing means perpendicular, and within 15 degrees of perpendicular in either direction.

**Exception:**

- i. Illuminated signage may face adjacent residentially developed or zoned property if the signage is automatically dimmed by 50 percent so as to not exceed one foot-candle as measured one foot from the surface of the sign; and
- ii. The Illuminated sign shall be a minimum of 150 feet from the nearest residential property line.

**4. Sign and Building Maintenance.**

- a. All signs shall be maintained in good condition.
- b. When a building sign is removed, the face of the building beneath the sign shall be restored to its original pre-sign condition.
- c. Those signs meeting the definition of Abandoned Sign in Section 19.18.03 shall be removed.

**5. Sign Construction.**

- a. **Building Codes.** All signs shall comply with the most recently adopted provisions of the National Electrical Code and the International Building Code, or applicable codes as adopted by the City.
- b. **Engineering Required.** All building permit applications for signs shall be engineered to demonstrate compliance with the applicable electrical or building code and, where required by the City Building Official, shall be accompanied by an original drawing

stamped by a licensed engineer attesting to the adequacy of the proposed construction of the sign and its supports.

- c. **Power Source.** Permanent power sources for signs must be concealed underground away from public view or within the structure of the sign or building to which the sign is attached. All electrical connections must comply with all provisions of the National Electrical Code.
- d. **Foundations.** All ground signs must be mounted on foundations and footings which conform to the applicable building code.

#### 6. Monument and Pedestal Signs.

- a. **Area.** The area of a monument or pedestal sign shall include all parts of the sign face or sign structure that contains text or graphics, as shown in Figures 18.8 and 18.9.
- b. **Height.** The height of a monument or pedestal sign shall be measured from the highest point of the sign structure to the height of the street curb or sidewalk nearest the sign. If the sign is located more than fifteen feet from the back of curb or sidewalk, whichever is nearest, the height shall be measured from the grade at the location of the sign, as shown in Figures 18.8 and 18.9.
- c. **Multiple Faces.** Signs containing more than one display face shall be calculated as the total area of all faces, except where the interior angle between two faces is fifteen degrees or less, in which case only one display face shall be included in the calculation.
- d. **Monument sign base.** The base of the sign shall be a minimum of two feet in height, and shall be constructed of materials and colors that match the building or use. The base shall run the entire horizontal length of the sign and shall contain no sign copy.
- e. **Pedestal sign base.** At least two vertical structural supports shall be used on pedestal signs, and the open area of the sign between the supports shall occupy no more than forty percent of the vertical height of the sign.
- f. **Changeable Copy.** Non-digital changeable copy may be incorporated into the sign face up to a maximum of 50 percent of the sign area. A protective cover is required over the changeable copy.
- g. **Address.** Monument signs shall contain the address of the parcel or use; for multiple addresses, the sign shall contain the range of addresses for the uses. The address may be



Figure 18.8

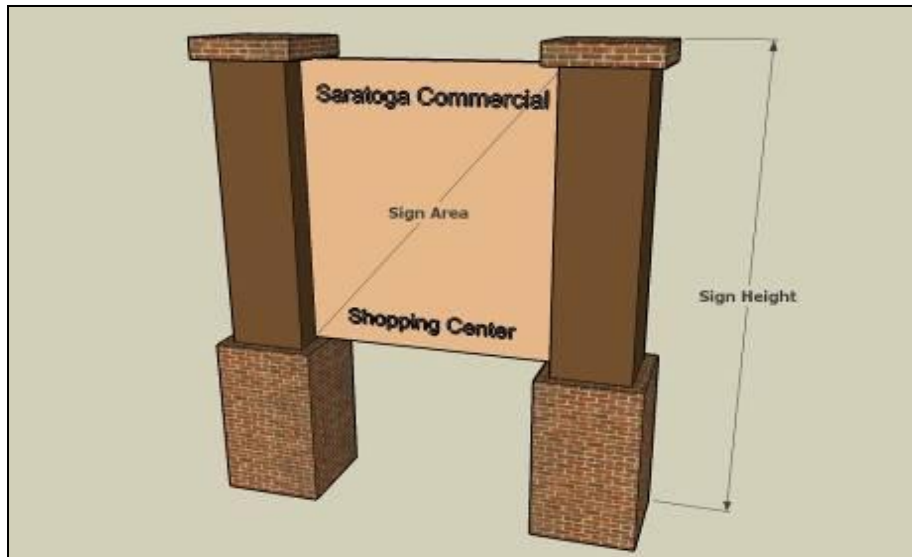


Figure 18.9

included in the sign copy, or displayed on the sign structure, and shall not be occluded by landscaping.

7. **Building Signs.** The main portion of any building sign shall be either a complex cabinet sign or channel lettering. A portion of the sign may be used for the logo and may be a simple cabinet sign only when a complex cabinet sign or channel lettering accompanies it.
  - a. **Area, direct-mounted.** The area of a sign consisting of text or graphics mounted directly against a wall, window, or fascia of a building and without a background shall be measured by drawing the smallest possible rectangle around the entire group of text or graphics; where there are multiple rows of text or graphics separated by a minimum of twelve inches, the area shall be measured by drawing the smallest possible rectangle around each row of text and/or graphics, as shown in Figure 18.10.
  - b. **Area, background mounted.** The area of a sign consisting of text or graphics mounted on a background panel or surface shall be measured as the area within the outside dimensions of the background panel or surface, as shown in Figures 18.1 and 18.2.
  - c. **Mounting.** No portion of the sign shall project above or below the highest or lowest part of the wall on which the sign is located. The sign shall not project outwards more than eighteen inches from the face of the building to which it is attached.



Figure 18.10

(Ordinances: 26-04; 24-48; 18-22; 17-14; 17-08; 16-04; 13-16; 12-9; 11-9)



## **19.18.07. Residential Sign Standards.**

### **1. Residential Entry Feature.**

- a. In order to facilitate public safety and community identity by providing locators, residential developments are permitted to place signage at primary entrances.
- b. **Number.** Each residential development is permitted one Residential Entry Feature per primary entrance into the development, and shall be located on a street frontage exceeding fifty feet in width.
- c. **Spacing.** Residential Entry Signs shall be no closer than 100 feet to any other Ground Sign on the same frontage.
- d. **Height, sign.** The sign portion of an Entry Feature for a residential development containing fewer than 100 dwelling units shall not exceed 7.5 feet in height; the sign portion of an Entry Feature for a residential development containing 100 or more units shall not exceed 10 feet in height.
- e. **Height, structure.** Residential Entry Feature structures shall not exceed twenty feet in height.

### **2. Signage on a Single Family Lot.**

- a. **Permanent Signs.** A single-family residence is permitted one sign limited to six square feet in size. Residential signs may be freestanding or mounted to a structure, and shall be located entirely upon the lot or parcel. Building mounted signs shall be placed no higher than fifteen feet or at the top of the first floor, whichever is lower; all other signs shall be a maximum of four feet in height.
- b. **Temporary Signs.**
  - i. An occupied single-family residence is permitted one of the following:
    1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
    2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year.
  - ii. A single-family residence that is currently for sale or actively for rent is allowed the following additional temporary signage:
    1. one temporary sign, limited to five feet in height and three square feet in size, during the period for which the property is for sale or rent.

### **3. Multi-family Signage.**

#### **a. Building Signs.**

- i. **Number.** Each building containing four or more units, and each community building such as a clubhouse, is permitted one building sign.
- ii. **Size.** The maximum permitted area shall be ten percent of the area of the elevation upon which the sign is mounted.

#### **b. Temporary Signs.**

- i. Each building in a multi-family development is permitted either of the following for a cumulative total of six months in a calendar year:
  1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
  2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year.
- ii. Each unit in a multi-family development that is currently for sale or actively for rent is allowed the following additional temporary signage:
  1. one temporary sign, limited to five feet in height and three square feet in size, during the period for which the property is for sale or rent.

**c. Tenant Listing Sign.**

- i. **Number.** Each building that contains multiple tenants or uses shall be limited to one sign per primary entrance to the building, and each tenant or use shall be limited to one panel.
- ii. **Design.** All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.
- iii. **Size.** Each panel shall be limited to a maximum of one square foot.
- iv. **Location.** Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
- v. **Height.** Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.

(Ord. 16-04)

**19.18.08. Agricultural, Vacant, and Active Development.**

1. Regardless of zoning, parcels that are in agricultural use, are vacant, or are currently under active development, may choose to utilize the following temporary signage in lieu of the temporary signage permitted by zone.
  - a. Such parcels less than one acre in size are permitted a cumulative maximum of 32 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of eight feet per sign.
  - b. Such parcels ranging in size from one acre to twenty acres are permitted a cumulative maximum of 64 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of eight feet per sign.
  - c. Parcels exceeding twenty acres in size are permitted up to a cumulative maximum of 96 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of twelve feet per sign.
2. Duration.

- a. Temporary signage on Vacant and Agricultural parcels shall be removed after a period not to exceed 12 months.
- b. Temporary signage on parcels under active development shall be removed within 30 days of any of the following, whichever is more restrictive:
  - i. Issuance of the final certificate of occupancy for residential development, or
  - ii. Issuance of the certificate of occupancy for non-residential construction, or
  - iii. Issuance of the final approval for non-construction development, or
  - iv. The expiration or closure of the development application(s).

(Ord. 16-04)

#### **19.18.09. Institutional/Civic Zone Sign Standards.**

1. Schools, churches, public facilities, and other uses in the Institutional/Civic Zone are permitted the following signage.
  - a. **Primary Building Signs.**
    - i. **Number.** Each primary building is permitted two building signs.
    - ii. **Size.** A primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger.
    - iii. **Height.** Any building sign that protrudes more than two inches from the façade for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each such sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.
  - b. **Monument Signs.**
    - i. **Number.**
      1. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
      2. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
    - ii. **Size.** A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
    - iii. **Height.** A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
  - c. **Pole Signs.**
    - i. Not permitted, except as an Internal Directional Sign.
  - d. **Window and Door Signs.**
    - i. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.
  - e. **Temporary Signs.**

**i. Banner Signs.**

1. Banner Signs shall only be permitted on a temporary basis.
2. Banner signs shall not exceed four feet in height and thirty-two square feet in size.
3. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
4. Banner signs shall be limited to no more than one sign per business at any time, for a cumulative total of sixty days in a calendar year.

**ii. Other Temporary Signs.** An Institutional/Civic lot is permitted the following:

1. Either
  - a. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
  - b. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year.And
- iii. A lot or property that is currently for sale or actively for rent is also permitted, one temporary sign, limited to six feet in height and 24 square feet in size, during the period for which the property is for sale or rent.

**f. Internal Directional Signs.**

- i. **Type.** Small pedestal, pole, and monument signs are the only freestanding directional signs permitted.

**ii. Location.**

1. all signs shall be located interior to the development and shall not be oriented to draw traffic from the exterior of the development.
2. all signs shall be located adjacent to and within ten feet of an internal intersection, or drive-thru, or similar feature needing directional clarification as identified on an approved site plan.
- iii. **Height.** A small pedestal, pole, or monument sign shall not exceed a height of three feet.
- iv. **Size.** A small pedestal, pole, or monument sign shall not exceed three square feet in size.
  1. The pole size for an internal directional sign must be at least six inches in width.
- v. **Number.** No more than two pedestal or monument signs per internal intersection, drive-thru, or similar feature.

(Ord. 24-48, Ord. 17-08, Ord. 16-20, Ord. 16-04)

**19.18.10. Commercial Zone Sign Standards.**

## **1. Temporary Signs in all Commercial, Mixed Use, and Mixed Waterfront Zones.**

### **a. Banner Signs.**

- i. Banner signs shall only be permitted on a temporary basis.
- ii. Banner signs shall not exceed four feet in height and thirty-two square feet in size.
- iii. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
- iv. Banner signs shall be limited to no more than one sign per business at any time, for a cumulative total of sixty days in a calendar year.

### **b. Other Temporary Signs.** A Commercial lot is permitted the following:

- i. Either
  1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
  2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year. And
- ii. A lot or property that is currently for sale or actively for rent is also permitted, one temporary sign, limited to six feet in height and 24 square feet in size, during the period for which the property is for sale or rent.

## **2. Grand Opening Signs in all commercial zones.**

- a. Within the first year of obtaining a first business license at a particular location for the business, a business may erect, in addition to permitted permanent signs, otherwise prohibited temporary signage at that location for a single period of time not to exceed forty-five calendar days. All temporary signage must be removed at the end of the forty-five day period. Such temporary signage includes:
  - i. banners exceeding the maximum size otherwise defined in this chapter,
  - ii. streamers,
  - iii. pennants,
  - iv. balloon signs, and
  - v. wind signs.

## **3. Tenant Listing Signs in all commercial zones.**

- a. **Number.** Each building that contains multiple tenants or uses shall be limited to one sign in addition to other allowed wall signage per zone per primary entrance to the building, and each tenant shall be limited to one panel.
- b. **Size.** Each panel shall be limited to a maximum of one square foot.
- c. **Design.** All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.
- d. **Location.** Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
- e. **Height.** Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.

## **4. Internal Directional Signs in all commercial zones**

- a. **Type.** Small pedestal, pole, and monument signs are the only freestanding directional signs permitted.
- b. **Location.** All signs shall be located adjacent to and within ten feet of an internal intersection, drive-thru, or similar feature needing directional clarification as identified on an approved site plan.
- c. **Height.** A small pedestal, pole, or monument sign shall not exceed a height of three feet.
- d. **Size:** a small pedestal, pole, or monument sign shall not exceed three square feet in size.
  - i. The pole size for an internal directional sign must be at least six inches in width.
- e. **Number.** No more than two pedestal or monument signs per internal intersection, drive-thru, or similar feature.

## 5. Signage in the Neighborhood Commercial, Community Commercial, and Regional Commercial Zones.

### a. Building Signs.

- i. **Number.** Each tenant in a building is permitted one primary building sign, and two ancillary signs; buildings or uses that are larger than 50,000 square feet and have more than one primary entrance may have a second primary sign.
  - a. When a monument sign is allowed by code, a third ancillary building sign may be allowed in lieu of a monument sign. Not to exceed one sign per elevation.
- ii. **Size, primary signage.** The primary building signage shall not exceed a cumulative total size equal to eight percent of the façade on which the sign or signs are mounted, or 30 square feet, whichever is larger.
- iii. **Ancillary signage.** Ancillary signage shall not be mounted on the same façade as primary signage, and each ancillary sign shall not exceed a cumulative total size equal to four percent of the façade on which the sign or signs are mounted.
  - 1. Ancillary signs may be located on the same elevation as a primary sign, in lieu of an alternative location, if 1) the signs are located on a building with a single primary tenant, and 2) the building façade measures at least 400 lineal feet.

### b. Monument Signs.

- i. **Number, in addition to interior directional signage.**
  - 1. Single building or use: One monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street. If a third ancillary wall sign has been approved in lieu of a monument sign, then a monument sign shall not be allowed.
  - 2. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
- ii. **Size.** A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
- iii. **Height.** A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.

### c. Pedestal Signs.



- i. **Number.** In addition to interior directional signage, developments consisting of more than seven acres shall be permitted one pedestal sign for each major entrance into the development.
    - a. In the Neighborhood Commercial zone, pedestal signs are not permitted, except as internal directional signs.
  - ii. **Spacing.** Pedestal signs must be separated by a minimum distance of 300 feet as measured diagonally across the property, and shall be a minimum of 200 feet from any other ground sign on the same frontage.
  - iii. **Size.** The area of the sign face shall not exceed 120 square feet.
  - iv. **Height.** The sign shall not exceed twenty feet in height.
- d. Awning and Canopy Signs.**
  - i. **Number.**
    - 1. One awning or canopy attached to a building may be used as signage for a tenant, in lieu of a ancillary building sign.
    - 2. Up to two freestanding awnings or canopies may be used for signage.
  - ii. **Location and Design.**
    - 1. Building Awning and Canopy signs shall be located on the first floor only, and only awnings or canopies approved as part of the site plan and located above doors or windows may be used for signage.
    - 2. Signage shall only be permitted on freestanding awnings and canopies when such structures and signage are approved as part of a site plan.
    - 3. Sign copy is only permitted on the vertical portion of the canopy; no sign copy shall be placed on the roof portion.
  - iii. **Size.**
    - 1. Building Awning and Canopy Signs: sign content shall not exceed twenty percent of the awning or canopy on which the sign is located, or fifteen square feet, whichever is less.
    - 2. Freestanding awnings or canopies: sign content shall not exceed ten percent of the freestanding awning or canopy on which the sign is located, or fifteen square feet, whichever is less.
  - iv. **Height.** A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the awning or canopy.
- e. Projecting and Suspended Signs.**
  - i. **Number.** Each street-level tenant is permitted one projecting or suspended sign.
  - ii. **Location and Design.** Signs shall be located above the entrance to the business, shall not extend more than five feet from the wall to which they are attached, shall maintain clearance of six inches between the sign and the wall, and shall be a minimum of thirty feet from the nearest projecting or suspended sign.
  - iii. **Size.** Signs shall not exceed twelve square feet in size.
  - iv. **Height.** A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the sign.
- f. Window and Door Signs.**

- i. Sign content shall not exceed twenty percent of the window or door on which the sign is located.
  - ii. A window sign may be increased to 1/3 of the window or door on which the sign is located if there is not a building sign on that elevation.
- g. Drive-thru Board for Non-Residential Uses.** Drive-thru board signs are allowed for non-residential uses provided the requirements in this section are met.
  - i. **Location:** All drive-thru board signs shall be located adjacent to the drive-thru lane and shall not be located in any required setback. Signs may be located on the building or as a monument-style sign.
  - ii. **Height:** A drive-thru board sign shall not exceed eight feet in height.
  - iii. **Size:** A drive-thru board sign with a menu (or options) board sign shall not exceed 45 square feet.
  - iv. **Number:** One drive-thru board sign with a maximum area of 45 square feet and one sign with a maximum area of ten square feet shall be permitted for each drive-thru board lane.
  - v. **A drive-thru board sign may be LED and shall comply with the following:**
    - 1. The light output of the LED shall not exceed 2 foot-candles;
    - 2. The image, colors, and text may not be changed more than 3 times per day;
    - 3. All images, colors, and text shall be static with no flashing, scrolling, or animation;
    - 4. The LED sign shall not use white as a predominate color; and
    - 5. At any time the business or drive-thru is closed to the public, the drive-thru board sign shall be turned off and shall remain off until the business or drive-thru is open to the public.
- h. Changeable Copy, Digital.**
  - i. Digital Changeable Copy may be utilized for only one of the following per lot or licensed use:
    - 1. Up to 25 percent of the allowable signage area for an approved monument sign in lieu of manually operated changeable copy, with a maximum of two signs.
    - 2. Up to 25 percent of the allowable signage area for an approved canopy sign, with a maximum of three signs.
- i. Curbside Pick-up Signs.**
  - i. **Location.** Curbside pick-up signs shall be placed at the front of a designated parking stall closest to the curb or sidewalk that is used specifically for curbside pick-up.
  - ii. **Size.** The area of the sign shall not exceed 1.6 square feet.
  - iii. **Height.** A curbside pick-up sign shall not exceed six feet in height.
  - iv. **Number.** The maximum number of curbside pick-up signs allowed shall not exceed 5 percent of the parking stalls on the lot on which the business is located.
    - 1. Additional curbside pick-up stalls above the 5 percent may be provided so long as the required number of non-curbside parking stalls are provided. For example, if 100 parking stalls are required and the developer has

provided 95 non-curbside pick-up stalls, the developer may exceed the limit of 5 curbside pick-up stalls.

v. **Illumination.** Curbside pick-up signs shall not be illuminated.

## **6. Signage in the Heavy Commercial and Office Warehouse Zones.**

### **a. Building signs.**

- i. **Number.** Each tenant in a building is permitted one primary building sign, and two ancillary signs.
- ii. **Size.** The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger. This shall be the cumulative total of all building signs per elevation, including ancillary signage.
  1. Ancillary signs shall not exceed twenty-four square feet.
- iii. **Location.** Ancillary signage may be located on the same façade as a primary building signage and must comply with the overall maximum permitted square footage of all signs.
- iv. **Height.** Each building sign shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign.

## **7. Signage in the Business Park Zones.**

### **a. Primary Building signs.**

- i. **Number.** Each building is permitted one primary building sign per elevation.
- ii. **Size.** The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger. This shall be the cumulative total of all building signs per elevation, including ancillary signage.
- iii. **Height.** Each primary building sign for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each primary building sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.

### **b. Ancillary Building signs.**

- i. **Number.** Ancillary uses within a building are permitted two building sign(s) each, with a cumulative maximum of two such signs per any one elevation.
- ii. **Size.** The area of the sign shall not exceed twenty-four square feet.
- iii. **Location.** The sign shall be mounted by the nearest entrance leading to the ancillary use. Ancillary signage may be located on the same façade as a primary building signage and must comply with the overall maximum permitted square footage of all signs.
- iv. **Height.** The sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured to the top of the sign on single-store buildings. On multi-story buildings a height no more than twenty-five as measured to top of the sign.

### **c. Monument signs.**

- i. **Number, in addition to interior directional signage.**

1. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
  2. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
  - ii. **Size.** A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
  - iii. **Height.** A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
- d. Pedestal signs.**
- i. **Number.** In addition to interior directional signage, developments consisting of more than seven acres shall be permitted one pedestal sign for each major entrance into the development.
  - ii. **Spacing.** Pedestal signs must be separated by a minimum distance of 300 feet, as measured diagonally across the property.
  - iii. **Size.** The area of the sign face shall not exceed 120 square feet.
  - iv. **Height.** A pedestal sign shall not exceed twenty feet in height.
- e. Window and Door signs.**
- i. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.
- f. Curbside Pick-up Signs.**
- i. **Location.** Curbside pick-up signs shall be placed at the front of a designated parking stall closest to the curb or sidewalk that is used specifically for curbside pick-up.
  - ii. **Size.** The area of the sign shall not exceed 1.6 square feet.
  - iii. **Height.** A curbside pick-up sign shall not exceed six feet in height.
  - iv. **Number.** The maximum number of curbside pick-up signs allowed shall not exceed 5 percent of the parking stalls on the lot on which the business is located.
    - i. Additional curbside pick-up stalls above the 5 percent may be provided so long as the required number of non-curbside parking stalls are provided. For example, if 100 parking stalls are required and the developer has provided 95 non-curbside pick-up stalls, the developer may exceed the limit of 5 curbside pick-up stalls.
  - v. **Illumination.** Curbside pick-up signs shall not be illuminated.

(Ordinances: 26-04; 25-48; 24-48; 23-19; 22-18; 22-13; 19-19; 18-30; 17-14; 17-08; 16-20; 16-04)

## **19.18.11. Industrial Zone Sign Standards.**

### **1. Primary Building Signs.**

- a. **Number.** Each building is permitted one primary building sign.

- i. An ancillary building sign, of up to 4 percent of the primary building sign's façade area, may be allowed in lieu of a monument sign when a monument sign is permitted by code.
- b. **Size.** The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger.
- c. **Height.** Each primary building sign for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each primary building sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.

## 2. Tenant Listing Sign.

- a. **Number.** Each building that contains multiple tenants or uses shall be limited to one sign per primary entrance to the building, and each tenant or use shall be limited to one panel.
- b. **Design.** All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.
- c. **Size.** Each panel shall be limited to a maximum of one square foot.
- d. **Location.** Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
- e. **Height.** Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.

## 3. Monument Signs.

- a. **Number, in addition to internal directional signs.**
  - i. Single building or use: One monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
  - ii. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
- b. **Size.** A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
- c. **Height.** A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.

## 4. Pedestal Signs.

- a. Only internal directional signs permitted.

## 5. Window and Door Signs.

- a. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.
  - i. A window sign may be increased to 1/3 of the window or door on which the sign is located if there is not a building sign on that elevation.

## 6. Temporary Signs.

- a. **Banner Signs.**
  - i. Banner Signs shall only be permitted on a temporary basis.
  - ii. Banner signs shall not exceed four feet in height and thirty-two square feet in size.

- iii. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
- iv. Banner signs shall be limited to no more than one sign per business at any time, for a cumulative total of sixty days in a calendar year.
- b. **Other Temporary Signs.** A developed lot is permitted the following:
  - i. Either
    - 1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
    - 2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year. And
  - ii. A lot or property that is currently for sale or actively for rent is also permitted, one temporary sign, limited to six feet in height and 24 square feet in size, during the period for which the property is for sale or rent.

## **7. Internal Directional Signs.**

- a. **Type.** Small pedestal and monument signs are the only freestanding directional signs permitted.
- b. **Location.** All signs shall be located adjacent to and within ten feet of an internal intersection, drive-thru, or similar feature needing directional clarification as identified on an approved site plan.
- c. **Height.** A small pedestal or monument sign shall not exceed a height of three feet.
- d. **Size.** A small pedestal or monument sign shall not exceed three square feet in size.
- e. **Number.** No more than two pedestal or monument signs per internal intersection, drive-thru, or similar feature.

(Ord. 25-48, Ord. 24-48, Ord. 17-08, Ord. 16-20, Ord. 16-04)

## **19.18.12. Mixed Use and Mixed Waterfront Zone Sign Standards.**

- 1. Signage for commercial uses shall comply with the standards for signage in the Neighborhood Commercial zone.
- 2. Signage for residential uses shall comply with the standards for signage in the residential zones.

(Ord. 16-04)

## **19.18.13. Parks and Trails Sign Standards.**

- 1. Public parks and HOA maintained parks are permitted the following signs:
  - a. Monument and Pedestal Signs.
    - i. Number. One monument or pedestal sign shall be allowed for each frontage in excess of thirty-five feet, or where frontage is less than thirty-five feet but parking access is provided.



- ii. One additional sign is permitted for a frontage that exceeds 200 feet, or where an additional vehicular access is provided.
  - iii. Size. A monument or pedestal sign shall not exceed forty-five square feet in size.
  - iv. Height. A monument or pedestal sign shall not exceed 7.5 feet in height.
  - v. Separation. Monument and pedestal signs shall be separated by a minimum distance of 200 feet as measured diagonally across the property, and shall be a minimum of 100 feet from any other permanent ground sign on the same frontage.
- 2. Regional parks are permitted the following signs:
  - a. Park Entry Feature Signs.
    - i. Location. Entry feature signage may be located at or near the main entrance(s) or pathways to the park.
    - ii. Size, Height, Design. The size, height, and design shall be approved by the Land Use Authority through the site plan review process.
  - b. Plaques.
    - i. Sponsors may post plaques and/or signs in dugouts or other locations after receiving express approval from the City Manager or designee.
    - ii. Size. The exact size shall be approved by the City Manager or designee and shall not exceed eight square feet.
  - c. Banner Signs.
    - i. Number. Any number of banner signs may be placed on field fencing after receiving express approval from the City.
    - ii. Direction. Banners shall face the field and shall not face abutting streets or developments.
    - iii. Size. Banners may not exceed a size of 48 square feet.
    - iv. Term. The time frame shall be part of the approval granted by the City.

(Ord. 17-26, Ord. 17-02)

#### **19.18.14. Special Event Sign Standards.**

- 1. City approved special events shall be permitted temporary signage subject to the following standards:
  - a. A signage plan shall be submitted identifying the location of all on-premise and off-premise signs.
  - b. For non-City sponsored events, special event sponsors are limited to one special event signage permit in a ninety-day period.
  - c. Off-premise signs:
    - i. Signs shall be placed entirely on private property with the written permission of the property owner.
    - ii. Signs shall be temporary in nature, with the sign made of corrugated cardboard, plastic, or similar material and fastened to wires or wooden stakes. A-frame or similar removable signs may be used, which shall be weighted to prevent relocation via wind. Signs shall be free-standing, and shall not be attached to light poles, fences, vehicles, or other structures.

- iii. Signs shall be limited to three square feet in size and four feet in height.
- iv. Signs shall be placed no earlier than 24 hours prior to the event, and shall be removed no later than 24 hours after the conclusion of the event.
- d. On premise signs, non-City sponsored events:
  - i. Regardless of other zone limitations, two banner signs are permitted for the duration of the event, up to a maximum of ten days per event.
  - ii. Additional temporary signage is limited to the signage allowed in the zone.
- e. On premise signs, City sponsored events:
  - i. Regardless of other zone limitations, one additional banner sign is permitted per acre for the duration of the event, up to a maximum of seven days per event, and may be clustered in one location.
  - ii. Additional temporary signage is limited to the signage allowed in the zone.

(Ord. 17-02)

#### **19.18.15. Athletic Facility Signs**

1. City approved athletic facility signs shall be permitted in public athletic facilities as defined in Chapter 19.18. subject to the following standards:
  - a. Require a sign permit effective for 365 days.
  - b. Are permitted in all zones in which a public park facility is located as defined in the definition of an athletic facility sign.
  - c. Shall not face outward from the athletic facility but may only face inward toward the interior of the athletic facility toward the participants and spectators at the athletic facility. No athletic facility sign may be located in such a way or be of such a size or design that it is clearly and readily readable to motorists traveling on a public right of way.
  - d. May contain off-premise advertising that is not obscene.
  - e. Contain no electronic messaging capabilities or separate lighting.
  - f. Shall not extend beyond the dimensions of the fence or scoreboard.
  - g. Shall be maintained and repaired or replaced as necessary.

(Ord. 19-38)

#### **19.18.16. Permit Process.**

1. **Temporary Signs.** Temporary signs allowed in this chapter shall follow the permit process below:
  - a. **Application.** An application shall be submitted to the Planning Director.
    - i. The application shall contain:
      1. Application form.
      2. Application fee.

3. Signature of property owner or manager, or a letter of consent from the property owner or manager.
  4. Scaled drawings of all proposed signage. Drawings must indicate dimensions, sizes, materials, and colors.
  5. Scaled site plan showing the location of proposed signage on the site.
  6. Scaled elevations showing the location of proposed signage on any building or structure.
- b. **Review.** The Planning Director shall review the application for compliance with the standards in this Chapter and other applicable ordinances.
- i. The Planning Director may approve, approve with conditions, table the decision for additional information from the applicant, or deny the application.
- c. **Approval.** All approved temporary signs shall be demarcated with a temporary sticker, provided by the City, in the bottom right-hand corner of the sign.
2. **Permanent Signs.** Permanent signs allowed in this chapter shall follow the permit process below:
- d. **Application.** An application shall be submitted to the Planning Director.
- i. The application shall contain:
    1. Application form.
    2. Application fee.
    3. Signature of the property owner or manager, or a letter of consent from the property owner or.
    4. Scaled drawings of all proposed signage. Drawings must indicate proposed dimensions and sizes, materials, method of illumination, colors, and any other pertinent information.
    5. Scaled site plan showing the location of all proposed signage on the site.
    6. Scaled elevations showing the location of proposed signage on any building or structure.
- e. **Review.** The Planning Director shall review the application for compliance with the standards in this chapter and other applicable ordinances.
- i. The Planning Director may approve, approve with conditions, table the decision for additional information from the applicant, or deny the application.

(Ord. 19-38, Ord. 17-02, Ord. 16-04)

### 19.18.17. Nonconforming Signs

1. **Removal of nonconforming signs.** In order to minimize confusion and unfair competitive disadvantage to those businesses that are required to satisfy the requirements of this Chapter, the City intends to regulate existing nonconforming signs with a view to their eventual elimination.
2. **Maintenance.** Excluding normal maintenance, repair, or removal, a nonconforming sign shall not be moved, altered (including face and structural changes), or enlarged unless it is brought into complete compliance with this Chapter. The following alterations are exempt from this provision:

- a. Content changes to a previously approved sign.

(Ord. 19-38, Ord. 17-02, Ord. 16-04)

#### **19.18.18. Signage in the Gateway Overlay**

The intent for all signage in the Gateway Overlay is that signs will enhance the aesthetic quality of the community gateway.

1. The standards for signage in the Gateway Overlay shall be the same as for the underlying zoning as found in Chapter 19.18. including the following:
  - a. All signs in a development shall follow a design plan that dictates uniformity in sign appearance and style, to be approved with the site plan; and
  - b. Signs shall not obscure display windows or significant building features.

(Ord. 22-44)