

Chapter 20.68

SIGNS

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Part I. General Provisions

20.68.010 Permit Required for Signs.

- (a) Except as otherwise provided in [§20.68.020 \(Signs Excluded From Regulation\)](#) and [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), no sign may be constructed, erected, moved, enlarged, illuminated or substantially altered except in accordance with the provisions of this section. Mere repainting or changing the message of a sign shall not, in and of itself, be considered a substantial alteration.
- (b) A sign permit may be processed and issued concurrently with a requested zoning, special use, or conditional use permit; however, a separate application is required.

- (c) Signs not exempted under the provisions referenced in Subsection (a) may be constructed, erected, moved, enlarged, illuminated or substantially altered only in accordance with a sign permit issued by the Community and Economic Development Director.
- (d) Sign permit applications shall be governed by the same provisions of this title applicable to zoning permits (Chapter 20.16, Permits and Final Plat Approval).

20.68.015 Master Sign Programs for Multi-Tenant Sites.

- (a) In the case of a lot, lots, or single building occupied or intended to be occupied by multiple business enterprises under single property ownership or management (e.g., a shopping center or a multi-tenant building), a Master Sign Program shall be issued in the name of the lot owner or his agent.
- (b) This Master Sign Program shall address general design standards, design and location(s) of communal signs, and all other issues addressed by this chapter. In particular, the owner shall develop a unifying design theme for the entire site. The city may assist the owner by suggesting a formula whereby the maximum square footage of sign area allowed on the lot may be allocated equitably among all tenants, but the city shall be responsible for enforcing only the provisions of this title and not the provisions of any allocation formula, lease, or other private restriction.
- (c) Permits for individual businesses shall then be issued in the name of the individual business enterprise requesting a particular sign provided that: (i) they meet the requirements of this chapter, (ii) they conform to the Master Sign Program for the particular property on which they are located, and (iii) the owner of the property or his agent has signed the application acknowledging that he has reviewed the proposal and that it conforms to the Master Sign Program for that particular property. However, once the maximum square footage allotment for the entire property has been reached, no further sign permits may be issued for that property unless other signs are removed or reduced in size.

20.68.020 Signs Excluded From Regulation.

The following signs are exempt from regulation under this Title except for those stated in §[20.68.045 \(Miscellaneous Restrictions and Prohibitions\)](#) and do not require a permit.

- (1) Signs not exceeding four square feet per side in area that are customarily associated with residential use and that are not of a commercial nature, such as (i) signs giving property identification names or numbers or names of occupants, (ii) signs on mailboxes or newspaper tubes, and (iii) signs posted on private property relating to private parking or warning the public against trespassing or danger from animals.
- (2) Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and informational signs, and traffic, directional, or regulatory signs.
- (3) Official signs of a noncommercial nature erected by public utilities.
- (4) Flags, pennants, or insignia of any governmental or nonprofit organization when not displayed in connection with a commercial promotion or as an advertising device.
- (5) Integral decorative or architectural features of buildings or works of art, so long as such features or works do not contain business identification, trademarks, moving parts, or lights, or are not displayed in connection with a commercial promotion or as an advertising device.
- (6) Signs directing and guiding automobile traffic on private property that do not exceed four square feet per side each and that bear no advertising matter.
- (7) Signs directing and guiding pedestrian traffic on private property that do not exceed four square feet per side each and that bear no advertising matter other than names of businesses or services found on the property on which the sign is located.

- (8) School and church bulletin boards, identification signs, and directional signs that do not exceed one per abutting street and twelve square feet in area total (six square feet per side) and that are not internally illuminated.
- (9) Signs painted on or otherwise permanently attached to currently licensed motor vehicles that are not primarily used as signs.
- (10) Signs proclaiming religious, political, or other noncommercial messages (other than those regulated by Subsection [20.68.025\(5\) Certain Temporary Signs: Permit Exemptions and Additional Regulations](#)) that do not exceed one per abutting street and sixty four square feet total (thirty two square feet per side) and that are not internally illuminated.
- (11) Names of buildings, commemorative plaques or tablets, and similar noncommercial signs when carved into stone, concrete, or similar material, or made of bronze, aluminum, or other permanent-type construction, made an integral part of the structure, and projecting no more than two inches from the wall (when installed on a building), or at grade (when installed on the ground).
- (12) City government owned and/or operated public information stations such as kiosks, bulletin boards, readerboards, freestanding signs, or similar devices used to convey community information, that do not exceed thirty-two square feet per side. These signs may have changeable text, internal illumination, or external lighting. All external lighting shall comply with §20.60.400(d). Readerboards and freestanding signs shall require a building permit and meet all applicable building codes, along with setbacks from public rights of way.

20.68.025 Certain Temporary Signs: Permit Exemptions and Additional Regulations.

- (a) The following temporary signs are permitted without a zoning, special use, conditional use, or sign permit. However, such signs shall conform to the requirements set forth below as well as all other applicable requirements of this title except those contained in §[20.68.130](#), [230](#), [330](#), [430](#), [530](#), [630](#), [730](#), [830](#), and [930](#) (Total Sign Surface Area) and §[20.68.150](#)(c), [250](#)(b), [450](#)(b), [550](#)(b), [650](#)(b), [750](#)(b), [850](#)(b), and [950](#)(b) (Number of Freestanding Signs).
 - (1) Signs containing the message that the real estate on which the sign is located (including buildings) is for sale, lease, or rent, together with information identifying the owner or agent. In residential zones, such signs may not exceed four square feet in area per side with a maximum of two sides. In all other zones, such signs may not exceed thirty-two square feet in area per side with a maximum of two sides. All such signs shall be removed immediately after sale, lease, or rental. For lots of less than five acres, a single sign on each street frontage may be erected. For lots of five acres or more in area and having a street frontage in excess of four hundred feet, a second sign not exceeding four square feet in area per side with a maximum of two sides may be erected.
 - (2) Construction site identification signs. Such signs may identify the project, the owner or developer, architect, engineer, contractor and subcontractors, funding sources, and may contain related information including but not limited to sale or leasing information. Not more than one such sign may be erected per site, and it may not exceed thirty-two square feet in area per side. Such signs shall not be erected prior to the issuance of a building permit and shall be removed within ten days after the issuance of the final occupancy permit.
 - (3) Signs attached temporarily to the interior of a building window or glass door. Such signs, individually or collectively, may not cover more than twenty five percent of the surface area of the transparent portion of the window or door to which they are attached. Such signs shall be removed within thirty days after placement.
 - (4) Displays, including lighting, flags, or pennants, erected in connection with the observance of holidays or seasons when not displayed in connection with a commercial promotion or as an

advertising device. Such signs shall be removed within ten days following the holidays or seasons unless such time is extended by the Community and Economic Development Director due to inclement weather.

- (5) Signs erected in connection with elections or political campaigns. Such signs shall be removed within seven days following the election or conclusion of the campaign. No such sign may exceed thirty-two square feet in surface area per side.
 - (6) Signs indicating that a special event such as a grand opening, fair, carnival, circus, festival, or similar event is to take place on the lot where the sign is located. Such signs may be erected not sooner than two weeks before the event and must be removed not later than three days after the event.
 - (7) Public event banners installed by the City on behalf of event sponsors erected pursuant to the regulations governing such banners (found elsewhere in the AMC).
- (b) Other temporary signs not listed in Subsection (a) shall be regarded and treated in all respects as permanent signs, except that (as provided in §[20.68.130](#), [230](#), [330](#), [430](#), [530](#), [630](#), [730](#), [830](#), and [930](#) (Total Sign Surface Area) temporary signs shall not be included in calculating the total amount of permitted sign area.

20.68.030 Determining the Number of Signs.

- (a) No more than one business identification sign affixed to the building may be located on any one side of a building, unless one of the following is true:
- (1) The building contains individual businesses with separate entrances, in which case each individual business may have one individual sign on as many sides of the building as the individual business maintains a separate business entrance open to the public.
 - (2) The building is larger than fifty thousand square feet and is located in a GC or HC zone.
 - (3) It's a blade or canopy sign located in the OTBD, GC or HC and meets the following criteria:
 - (A) Maximum size for blade and canopy sign shall be six square feet per side. Sign area shall be calculated based on the sign face containing the graphics with the graphics' background and the structural elements comprising the sign's perimeter shall not include the support brackets.
 - (B) If the blade signs serve as a primary sign and a wall sign is not present, the sign shall project no more than six feet from the building and shall be twelve square feet per side, but shall not include the support brackets.
 - (C) Blade or canopy signs shall maintain a minimum clearance of eight feet above sidewalk level to the bottom of the sign.
 - (D) Blade and canopy signs shall maintain a minimum setback of eighteen inches behind the curb separating the sidewalk from the street parking area.
 - (4) It's a marquee sign located in the OTBD, GC or HC and meets the following criteria:
 - (A) That one marquee sign is permitted for each establishment's façade so long as it is not combined with a wall sign on the same façade.
 - (B) The sign area shall not exceed two hundred square feet or ten percent of the overall façade area, whichever is less. The sign area consists of attached lettering and background if present, but does include the marquee itself (architectural projection that provides a roof-like structure over a pedestrian walkway).
- (b) A two-sided or multi-sided sign shall be regarded as one sign so long as:
- (1) With respect to a V-type sign, the two sides are at no point separated by a distance that exceeds five feet; and
 - (2) With respect to double-faced (back-to-back) signs, the distance between the backs of each face of the sign does not exceed three feet.

- (c) No more than one business identification sign affixed to the building may be located on any one side of a building, unless the building contains individual businesses with separate entrances, in which case one business identification sign per individual business may be located on as many sides as there are separate business entrances.

20.68.035 Computation of Sign Area.

- (a) The surface area of a sign shall be computed by including the entire area within a single, continuous, rectilinear perimeter of not more than eight straight lines, or a circle or an ellipse, enclosing the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework or bracing that is clearly incidental to the display itself, or not including those non-sign portions of a structure that serves a non-signage function (such as an awning or canopy), even though the color may be the same as the background of the sign.
- (b) If the sign consists of more than one section or module, all of the area, including that between sections or modules, shall be included in the computation of the sign area.
- (c) With respect to two-sided, multi-sided, or three-dimensional signs, the sign surface area shall be computed by including the total of all sides designed to attract attention or communicate information that can be seen at any one time by a person from any vantage point. Without otherwise limiting the generality of the foregoing:
- (1) The sign surface area of a double faced, back to back sign shall be calculated by using the area of only one side of such sign, so long as the distance between the backs of such signs does not exceed three feet.
 - (2) The sign surface area of a double faced sign constructed in the form of a “V” shall be calculated by using the area of only one side of such sign (the larger side if there is a size difference), so long as the angle of the “V” does not exceed thirty degrees and at no point does the distance between the backs of such sides exceed five feet.

20.68.040 Signs Projecting into or Over Public Rights-of-Way.

- (a) No sign or supporting structure may be located in or over any portion of a public right-of-way traveled by motor vehicles unless the sign is attached to a structural element of a building, all portions of the sign are higher than fifteen feet above the right-of-way surface, and an encroachment permit has been obtained from the city.
- (b) Hanging, marquee, canopy, or projecting signs may be located on or above sidewalks upon meeting the following requirements:
- (1) The sign must be attached to a structural element of a building;
 - (2) An encroachment permit must be obtained from the city if placed over a public right-of-way;
 - (3) No portion of the sign or supporting structure may hang or protrude below eight feet above the sidewalk;
 - (4) No sign may project closer than two feet from the curb line of a street.
 - (5) Only one hanging, marquee, canopy, or projecting sign is allowed for each main entry.

20.68.045 Miscellaneous Restrictions and Prohibitions.

- (a) As provided in §20.40.010, the Table of Permissible Uses (use classification 27.000), no off-premises signs may be located in any district except:
- (1) Those exempted from regulation or from permit requirements under [§20.68.020 \(Signs Excluded From Regulation\)](#) or [§20.68.025, 120, 220, 320, 420, 520, 620, 720, 820, and 920](#) (Certain Temporary Signs: Permit Exemptions and Additional Regulations);

- (2) City-sponsored “City Center/ Welcome” signs indicating the location of downtown and general types of businesses and services found there may be placed at the main entries to the City; and,
- (3) Public service signs.
- (b) No sign may be located so that it substantially interferes with the view necessary for motorists to proceed safely through intersections or to enter onto or exit from public streets or private roads. Specifically, freestanding and portable signs may not be placed within a vehicular sight distance triangle at the intersection of any streets. This triangle connects the intersection of the paved or traveled surface of the roadways with each of the two points measured thirty feet from the intersection along the edge of the respective paved or traveled surface of each roadway.
- (c) Signs that revolve or are animated or that use movement or apparent movement to attract the attention of the public are prohibited. Without limiting the foregoing, banners, streamers, animated display boards, pennants, and propellers are prohibited, but signs that only move occasionally because of wind are not prohibited if their movement (i) is not a primary design feature of the sign, and (ii) is not intended to attract attention to the sign. The restriction of this subsection shall not apply to barber poles or signs specified in Subsection [20.68.025\(a\)\(4\) \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#).
- (d) No sign may be erected so that by its location, color, size, shape, nature, or message it would tend to obstruct the view of or be confused with official traffic signs or other signs erected by governmental agencies.

20.68.050 Incentive Provisions for Exceptional Efforts.

- (a) To encourage the integration of signage into the visual framework of its location, special consideration may be given to signs of exceptional design. Such special consideration may, in some cases, result in a relaxation of the dimensional and locational standards specified in this chapter. Such a relaxation of standards is not to be confused with a variance. Rather, the relaxation is to be based on an exceptional effort toward creating visual harmony between the sign, the building(s), and the site where it is to be located through the use of exceptional design.
- (b) The Design Review Board shall consider petitions for signs of exceptional design. Said petitions shall be submitted with the standard sign permit application. The petition and application shall be presented to the Design Review Board with a narrative outlining the proposed plan addressing, but not limited to, the following:
 - (1) How the physical components of the sign address legibility, visibility, readability, and aesthetics in relation to traffic speed, color combinations, sign placement, etc.;
 - (2) The relationship of the proposed sign to the community vision for the zone, as expressed in the Comprehensive Plan, intent of the zone, and Development Design Guidelines. In the Old Town Business District in particular, signs designed to enhance the historic character of downtown may be given special consideration;
 - (3) Relationship of the sign to the immediate surroundings, including existing and proposed buildings, other signs, and landscape;
 - (4) Relationship of the sign to the business that the sign is to promote; and,
 - (5) A colored rendering, showing the proposed sign, dimensions of the sign, and location of the sign.
- (c) After considering the foregoing issues, the Design Review Board, at its discretion, may allow relaxation of the dimensional and locational standards of this chapter by up to twenty percent if the Board finds that relaxation of those standards would better serve the public interest than would strict adherence to those standards, and lead to a better and more aesthetically pleasing sign.

20.68.055 Maintenance of Signs.

- (a) All signs and all components thereof, including without limitation supports, braces, and anchors, shall be kept clean and in a state of good repair. With respect to freestanding signs, components (supporting structures, backs, etc.) not bearing a message shall be constructed of materials that blend with the natural environment or shall be painted a neutral color to blend with the surrounding environment.
- (b) If a sign advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating or being offered or conducted, that sign shall be considered abandoned and shall, within thirty days after such abandonment, be removed by the sign owner, owner of the property where the sign is located, or other party having control over such sign.
- (c) If the message portion of a sign is removed, leaving only the supporting “shell” of a sign or the supporting braces, anchors, or similar components, the owner of the sign or the owner of the property where the sign is located or other person having control over such sign shall, within thirty days of the removal of the message portion of the sign, either replace the entire message portion of the sign, install a “blank” sign facing, or remove the remaining components of the sign. In cases where a blank sign facing is temporarily installed, said facing shall be in place for no longer than twelve months, after which all components must be removed. This subsection shall not be construed to alter the effect of Subsection [20.68.065\(c\) Nonconforming Signs](#)), which prohibits the replacement of a nonconforming sign. Nor shall this subsection be construed to prevent the changing of the message of a sign.
- (d) The area within ten feet in all directions of any part of a freestanding sign shall be kept clear of all debris and all undergrowth more than five inches in height.

20.68.060 Unlawful Cutting of Trees or Shrubs.

No person may, for the purpose of increasing or enhancing the visibility of any sign, damage, trim, destroy, or remove any trees, shrubs, or other vegetation located:

- (a) Within the right-of-way of any public street or road, unless the work is done pursuant to the express written authorization of the Community and Economic Development Director;
- (b) On property that is not under the ownership or control of the person doing or responsible for such work, unless the work is done pursuant to the express authorization of the person owning the property where such trees or shrubs are located;
- (c) In any area where such trees or shrubs are required to remain under a permit issued under this Title;
- (d) In any area encumbered by a Native Growth Protection Easement or similar easement prohibiting the removal of trees or vegetation.

20.68.065 Nonconforming Signs.

- (a) Subject to the remaining restrictions of this section, nonconforming signs that were otherwise lawful on the effective date of this chapter may be continued.
- (b) No person may engage in any activity that causes an increase in the extent of nonconformity of a nonconforming sign. Without limiting the generality of the foregoing, no nonconforming sign may be enlarged or altered in such a manner as to aggravate the nonconforming condition. Nor may illumination be added to any nonconforming sign.
- (c) A nonconforming sign may not be moved or replaced except to bring the sign into complete conformity with this title.
- (d) If a nonconforming sign is destroyed by natural causes, it may not thereafter be repaired, reconstructed, or replaced except in conformity with all the provisions of this title, and the remnants of the former sign structure shall be cleared from the land. For purposes of this section, a nonconforming sign is “destroyed” if damaged to an extent that the cost of repairing the sign to its

former stature or replacing it with an equivalent sign equals or exceeds the value (tax value if listed for tax purposes) of the sign so damaged.

- (e) The message of a nonconforming sign may be changed so long as this does not create any new nonconformities (for example, by creating an off-premise sign under circumstances where such a sign would not be allowed).
- (f) Subject to the other provisions of this section, nonconforming signs may be repaired and renovated so long as the cost of such work does not exceed within any twelve-month period fifty percent of the value (tax value if listed for tax purposes) of such sign.
- (g) If a nonconforming sign other than a billboard advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating or being offered or conducted, that sign shall be considered abandoned and shall be removed in compliance with [§20.68.055 \(Maintenance of Signs\)](#).
- (h) If a nonconforming billboard remains blank for a continuous period of one hundred eighty days, that billboard shall be deemed abandoned and shall, within thirty days after such abandonment, be altered to comply with this chapter or be removed by the sign owner, owner of the property where the sign is located, or other person having control over such sign. For purposes of this section, a sign is “blank” if:
 - (1) It advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating or being offered or conducted; or
 - (2) The advertising message it displays becomes illegible in whole or substantial part; or
 - (3) The advertising copy paid for by a party other than the sign owner or promoting an interest other than the rental of the sign has been removed.
- (i) The burden of establishing a sign to be legally nonconforming or not destroyed under this section rests upon the person or persons, firm, or corporation claiming legal status for a sign.

20.68.070 Illegal Signs.

- (a) Any sign that was erected between January 1, 1990, until present and has not received a lawful sign permit is hereby considered an illegal sign and shall obtain a permit within one year of this Chapter’s effective date. If a sign is illegal and nonconforming it shall be brought into conformance with the regulations contained herein.
- (b) The burden of establishing a sign to be legal under this section rests upon the person or persons, firm, or corporation claiming legal status for a sign.
- (c) If a permit is not obtained within the one-year period granted in Subsection (a) then the City may initiate enforcement procedures pursuant to Chapter 20.28 (Enforcement & Review) or AMC Title 11.

Part II. Residential Districts

20.68.110 Applicability

- (a) This Part applies to all signs in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones.
- (b) All regulations of Part 1 (General Provisions) of this Chapter shall apply.

20.68.120 Certain Temporary Signs in Residential Districts: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the RULC, RLC, R-MOD, RMC, , OTR, and RHC zones:
- (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
- (A) Not more than one such sign may be located on any lot.
- (B) No such sign may exceed four square feet in surface area.
- (C) Such sign may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five period.

20.68.130 Total Sign Surface Area.

- (a) Unless otherwise provided in this chapter, such as pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#) or §[20.68.180 \(Subdivision and Multi-Family Development Entrance Signs\)](#), the total surface area devoted to all signs on any lot in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones shall not exceed the limitations set forth in this section, and all signs except temporary signs shall be included in this calculation.
- (b) Unless otherwise provided in this chapter or in Chapter 20.44 (Supplementary Use Regulations), the maximum sign surface area permitted on any lot in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones for a residential or residential accessory use (Table of Permissible Uses, §20.40) is four square feet per side with a maximum of two sides.
- (c) For permissible non-residential uses, the maximum sign surface area permitted on any lot in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones shall be determined by multiplying the number of square feet of the first floor of the building by 0.025 square feet. However, in no case may the total sign surface area for any one commercial establishment exceed three hundred square feet.
- (d) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.140 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (c) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (d) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (e) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.150 Freestanding Signs.

- (a) Except as provided in §[20.68.180 \(Subdivision and Multi-Family Development Entrance Signs\)](#) freestanding signs are prohibited in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones for any residential or residential accessory uses (Table of Permissible Uses, §20.40).

- (b) Freestanding signs are allowed in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones for permissible non-residential uses subject to the following standards. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (c) *Number of Freestanding Signs*—No development in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (d) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in §20.68.035 (Computation of Sign Area). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (e) *Maximum Sign Surface Area*—Keeping in mind that there is a limit to the total sign surface area for any particular lot (§20.68.130 (Total Sign Surface Area): In the RULC, RLC, R-MOD, RMC, OTR, and RHC zones a single side of a freestanding sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (f) *Height*—No part of a freestanding sign in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones may exceed a height, measured from ground level, of six feet.
- (g) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.160 A-Frame Signs.

A-frame, or “sandwich board,” signs are prohibited in all residential zoning districts.

20.68.170 Changeable Text Signs (Readerboards).

- (a) Changeable text signs are prohibited for all residential and residential accessory uses (Table of Permissible Uses, §20.40) in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones.
- (b) For permissible non-residential uses, each use may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the use’s total allowable permitted signage ([§20.68.130 \(Total Sign Surface Area\)](#)).

20.68.180 Subdivision and Multi-Family Development Entrance Signs.

At any entrance to a residential subdivision or multi-family development, there may be not more than two signs identifying such subdivision or development. A single side of any such sign may not exceed sixteen square feet, nor may the total surface area of all such signs located at a single entrance exceed thirty-two square feet.

20.68.190 Sign Illumination and Signs Containing Lights.

- (a) The illumination of signs for any residential or residential accessory uses (Table of Permissible Uses, §20.40) is prohibited.
- (b) Unless otherwise prohibited by this title, signs for permissible non-residential uses in the RULC, RLC, R-MOD, RMC, OTR, and RHC zones may be illuminated if such illumination is in accordance with this section.
- (c) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and 6 a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (d) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (e) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except signs indicating the time, date or weather conditions.

Part III. General Commercial, Neighborhood Commercial Districts and Commercial Corridor District.

20.68.210 Applicability

- (a) This Part applies to all signs in the GC and NC zones, and all signs on existing buildings and uses in the CC zone along 204th Street NE.
- (b) This Part does not apply to new structures, changes of use, major remodels, or additions within the CC zone per §20.68.590 (Commercial Corridor Regulations).
- (c) All regulations of Part 1 (General Provisions) shall apply.

20.68.220 Certain Temporary Signs in the GC & NC Districts: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the GC and NC zones:
 - (1) Temporary signs not covered in the categories listed in [§20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
 - (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.230 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per [§20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the GC and NC zones shall not exceed the limitations set forth in this section, except that each establishment shall be allowed a minimum of twenty square feet regardless of the number of square feet of the first floor building frontage and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the GC and NC zones shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025, except that:
 - (1) No building with less than fifty thousand square feet on the first floor shall have more than five hundred square feet of total sign surface area.
 - (2) Buildings with a first floor measuring more than fifty thousand and one square feet and less than one hundred thousand square feet shall have no more than six hundred square feet of total sign surface area.
 - (3) Buildings with a first floor measuring more than one hundred thousand one square feet and less than two hundred thousand square feet shall have no more than seven hundred fifty square feet of total sign surface area.
 - (4) Buildings with a first floor measuring more than two hundred thousand and one square feet shall be limited to one thousand square feet of total sign surface area.
 - (5) In no case may a single wall sign exceed five hundred square feet.
- (c) At the option of the applicant, the maximum sign surface area permitted on any building or individual leased space within a building in the GC and NC zones may be determined by multiplying the lineal feet of building frontage by 1.5.
- (d) If a building or individual leased space within a building in the GC and NC zones has at least 100 feet of building frontage on more than one street or on an alley, the amount of signage allowed on the additional street(s) or alley shall be determined in the same manner as (b) or (c) above.
- (e) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.240 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For buildings with more than one story with a parapet*—No sign may be placed higher than the highest point of the roof.
- (c) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (d) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (e) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (f) *For gas pump canopies*—No sign may be placed on or above the cornice line.

- (g) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.250 Freestanding Signs.

- (a) Freestanding signs are allowed in the GC and NC zones subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the GC and NC zones may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In the GC and NC zones a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) *Menu Signs for Drive-Through Restaurants*—Restaurants offering drive-through services may have one single-sided menu sign identifying menu selections and having a two-way speaker system for purposes of ordering. The maximum size of such signs is thirty square feet. The maximum height is ten feet. (Note: Drive-through restaurants are not a permissible use in the NC District.)
- (f) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (g) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (h) *Height*—Except as specified in Subsection (e) no part of a freestanding sign may exceed a height, measured from ground level, of six feet in the Neighborhood Commercial district or fifteen feet in the General Commercial district.
- (i) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive

structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.254 Non-Residential Subdivision Entrance Signs.

At any entrance to a non-residential subdivision there may be not more than one sign identifying the businesses located in such subdivision. A single side of any such sign may not exceed sixty square feet. Such sign area shall not be counted in the individual businesses Freestanding Sign Surface Area.

20.68.260 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.270 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the Neighborhood Commercial and General Commercial zones. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage (§[20.68.230 \(Total Sign Surface Area of Signs Attached to Buildings\)](#)).

20.68.280 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the GC and NC zones may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and 6 a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

Part IV. Old Town Business District 1

20.68.310 Applicability.

- (a) This Part applies to all signs in the OTBD-1 zone.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.320 Certain Temporary Signs in the OTBD-1 Districts: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the OTBD-1 zone:
- (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
 - (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.330 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per §[20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the OTBD-1 zone shall not exceed the limitations set forth in this section, except that each establishment shall be allowed a minimum of twenty square feet regardless of the number of square feet of the first floor or building frontage, and all signs except temporary signs shall be included in this calculation.
- (b) The maximum sign surface area permitted on any building or individual leased space within a building in the OTBD-1 zone shall be determined by multiplying the number of square feet of the first floor of the building(s) or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed three hundred square feet.
- (c) As an alternate method, the maximum sign surface area permitted on any building or individual leased space within a building in the OTBD-1 zone may be determined by multiplying the lineal feet of building frontage by 1.5.
- (d) If a building or individual leased space within a building in the OTBD-1 zone has at least one hundred feet of building frontage on more than one street or on an alley, the amount of signage allowed on the additional street(s) or alley shall be determined in the same manner as (b) or (c) above.
- (e) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located. In the OTBD-1 where signs are not allowed above a certain height pursuant to §[20.68.340 \(Location and Height Requirements of Signs Attached to Buildings\)](#), the twenty percent shall be calculated based solely on the area below this height limitation.

20.68.340 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For buildings with three or more stories*—No sign may be placed higher than the highest point of the roof or lower than the uppermost floor of the uppermost story.
- (c) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (d) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.

- (e) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (f) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (g) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.350 Freestanding Signs.

- (a) Freestanding signs are allowed in the OTBD-1 zone subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the OTBD-1 zone may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least 100 feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In the OTBD-1 zone a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (f) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (g) *Height*—No part of a freestanding sign may exceed a height, measured from ground level, of fifteen feet.
- (h) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.360 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.370 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the OTBD-1 zone. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage (§[20.68.330, Total Sign Surface Area of Signs Attached to Buildings](#)).

20.68.380 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the OTBD-1 zone may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and 6 a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

Part V. Old Town Business District 2 and 3

20.68.410 Applicability

- (a) This Part applies to all signs in the OTBD-2 and OTBD-3 zones.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.420 Certain Temporary Signs in the OTBD-2 and 3 Districts: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the OTBD-2 and OTBD-3 zones:
 - (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
 - (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.430 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per [§20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the OTBD-2 and OTBD-3 zones shall not exceed the limitations set forth in this section, except that each establishment shall be allowed a minimum of twenty square feet regardless of the number of square feet of the first floor or building frontage, and all signs except temporary signs shall be included in this calculation.
- (b) The maximum sign surface area permitted on any building or individual leased space within a building in the OTBD-2 and OTBD-3 zones shall be determined by multiplying the number of square feet of the first floor of the building(s) or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed three hundred square feet.
- (c) As an alternate method, the maximum sign surface area permitted on any building or individual leased space within a building in the OTBD-2 and OTBD-3 zones may be determined by multiplying the lineal feet of building frontage by 1.5.
- (d) If a building or individual leased space within a building in the OTBD-2 and OTBD-3 zones has at least one hundred feet of building frontage on more than one street or on an alley, the amount of signage allowed on the additional street(s) or alley shall be determined in the same manner as (b) or (c) above.
- (e) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located. In the OTBD-2 and OTBD-3 zones where signs are not allowed above a certain height pursuant to [§20.68.440 \(Location and Height Requirements of Signs Attached to Buildings\)](#), the twenty percent shall be calculated based solely on the area below this height limitation.

20.68.440 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For buildings with three or more stories*—No sign may be placed higher than the highest point of the roof or lower than the uppermost floor of the uppermost story.
- (c) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (d) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (e) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (f) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (g) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.450 Freestanding Signs.

- (a) Freestanding signs are allowed in the OTBD-2 and OTBD-3 zones subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).

- (b) *Number of Freestanding Signs*—No development in the OTBD-2 and OTBD-3 zones may have more than one freestanding sign, except:
- (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In the OTBD-2 or OTBD-3 zones a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) *Menu Signs for Drive-Through Restaurants*—Restaurants offering drive-through services may have one single-sided menu sign identifying menu selections and having a two-way speaker system for purposes of ordering. The maximum size of such signs is thirty square feet. The maximum height is ten feet.
- (f) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (g) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (h) *Height*—Except as specified in Subsection € no part of a freestanding sign in the OTBD-2 or OTBD-3 zones may exceed a height, measured from ground level, of fifteen feet.
- (i) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.460 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).

- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.470 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the OTBD-2 and OTBD-3 zones. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage (§[20.68.430, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.480 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the OTBD-2 and OTBD-3 zones may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and six a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

- (a) This Part applies to all signs in the HC zone and all signs on all existing buildings and uses in the CC zone.
- (b) This Part does not apply to new structure, change of use, major remodels, or additions within the CC zone.

Part VI. Highway Commercial District and Commercial Corridor District

20.68.510 Applicability

- (a) This Part applies to all signs in the HC zone and all signs on existing buildings and uses in the CC zone along Smokey Point Boulevard.
- (b) This Part does not apply to new structures, changes of use, major remodels, or additions within the CC zone per §20.68.590 (Commercial Corridor Regulations).
- (c) All regulations of Part 1 (General Provisions) shall apply.

All regulations of Part 1 (General Provisions) shall apply.
20.68.520 Certain Temporary Signs in the Highway Commercial District: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the HC zone:
 - (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
 - (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.530 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per §[20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the HC zone shall not exceed the limitations set forth in this section, except that each establishment shall be allowed a minimum of twenty square feet regardless of the number of square feet of the first floor or building frontage, and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the HC zone shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025 except that:
- (1) No building with less than fifty thousand square feet on the first floor shall have more than five hundred square feet of total sign surface area.
 - (2) Buildings with a first floor measuring more than fifty thousand and one square feet and less than one hundred thousand square feet shall have no more than six hundred square feet of total sign surface area.
 - (3) Buildings with a first floor measuring more than one hundred thousand and one square feet and less than two hundred thousand square feet shall have no more than seven hundred fifty square feet of total sign surface area.
 - (4) Buildings with a first floor measuring more than two hundred thousand and one square feet shall be limited to one thousand square feet of total sign surface area.
 - (5) In no case may a single wall sign exceed five hundred square feet.
- (c) As an alternate method, the maximum sign surface area permitted on any building or individual leased space within a building in the HC zone may be determined by multiplying the lineal feet of building frontage by 1.5.
- (d) If a building or individual leased space within a building in the HC zone has at least one hundred feet of building frontage on more than one street or on an alley, the amount of signage allowed on the additional street(s) or alley shall be determined in the same manner as (b) or (c) above.
- (e) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.540 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor or for signs proclaiming the building's name which may be placed at the top of the building but not above the cornice or roof line.
- (b) *For buildings with three or more stories*—No sign may be placed higher than the highest point of the roof or lower than the uppermost floor of the uppermost story.
- (c) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (d) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (e) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (f) *For gas pump canopies*—No sign may be placed on or above the cornice line.

- (g) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.550 Freestanding Signs.

- (a) Freestanding signs are allowed in the HC zone subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the HC zone may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—In the HC zone a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In the HC zone, a single side of a freestanding frontage or entry sign may not exceed 0.75 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of such signs exceed 250 square feet in surface area. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign. Each sign shall be counted independently. If an existing nonconforming sign exceeds the size limitations set herein, this shall not prevent another frontage or entry from achieving its maximum allowable size.
- (e) *Menu Signs for Drive-Through Restaurants*—Restaurants offering drive-through services may have one single-sided menu sign identifying menu selections and having a two-way speaker system for purposes of ordering. The maximum size of such signs is thirty square feet. The maximum height is ten feet.
- (f) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (g) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in [§20.48.040 \(Building Setback Requirements\)](#).
- (h) *Height*—Except as specified in Subsection (e) or for signs fronting on Interstate 5, no part of a freestanding sign may exceed a height, measured from ground level, of fifteen feet. Freestanding signs fronting on Interstate 5 may have a height of forty-five feet.
- (i) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.554 Non-Residential Subdivision Entrance Signs.

At any entrance to a non-residential subdivision there may be not more than one sign identifying the businesses located in such subdivision. A single side of any such sign may not exceed sixty square feet. Such sign area shall not be counted in the individual businesses Freestanding Sign Surface Area.

20.68.560 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.570 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the HC zone. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage ([§20.68.530, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.580 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the HC zone may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and six a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

20.68.590 Commercial Corridor Regulation

- (a) All new development, change of uses, or redevelopment of property within the Commercial Corridor zone shall comply with the sign requirements in the Mixed-Use Development Regulations under Chapter 20.110.

Part VII. Business Park, General Industrial, and Light Industrial Districts

20.68.610 Applicability

- (a) This Part applies to all signs in the BP, GI, and LI zones.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.620 Certain Temporary Signs in BP, GI, and LI Districts: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the BP, GI, and LI zones:
- (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
- (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
- (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.630 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per §[20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the BP, GI, and LI zones shall not exceed the limitations set forth in this section, and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the BP, GI, and LI zones shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed five hundred square feet.
- (c) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.640 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (c) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (d) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (e) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (f) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.650 Freestanding Signs.

- (a) Freestanding signs are allowed in the BP, GI, and LI zones subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the BP, GI, and LI zones may have more than one freestanding sign, except:

- (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot's boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In the BP, GI, and LI zones a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) *Menu Signs for Drive-Through Restaurants*—Restaurants offering drive-through services may have one single-sided menu sign identifying menu selections and having a two-way speaker system for purposes of ordering. The maximum size of such signs is thirty square feet. The maximum height is ten feet. (Note: Drive-through restaurants are not a permissible use in the BP District.)
- (f) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (g) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (h) *Height*— Except as specified in Subsection € no part of a freestanding sign may exceed a height, measured from ground level, of six feet.
- (i) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.654 Non-Residential Subdivision Entrance Signs.

At any entrance to a non-residential subdivision there may be not more than one sign identifying the businesses located in such subdivision. A single side of any such sign may not exceed sixty square feet. Such sign area shall not be counted in the individual businesses Freestanding Sign Surface Area.

20.68.660 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.670 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the BP, GI, and LI zones. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage (§[20.68.630, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.680 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the BP, GI, and LI zones may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and 6 a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

Part VIII. Medical Services District

20.68.710 Applicability

- (a) This Part applies to all signs in the MS zone.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.720 Certain Temporary Signs in the Medical Services District: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the MS zone:
 - (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Not more than one such sign may be located on any lot.
 - (B) No such sign may exceed four square feet in surface area.
 - (C) Such sign may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.730 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per [§20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in MS zone shall not exceed the limitations set forth in this section, and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the MS zone shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed five hundred square feet.
- (c) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.740 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (c) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (d) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (e) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (f) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.750 Freestanding Signs.

- (a) Freestanding signs are allowed in the MS zone subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the MS zone may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot's boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In MS zone a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every

linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.

- (e) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (f) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (g) *Height*—No part of a freestanding sign may exceed a height, measured from ground level, of six feet.
- (h) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.754 Non-Residential Subdivision Entrance Signs.

At any entrance to a non-residential subdivision there may be not more than one sign identifying the businesses located in such subdivision. A single side of any such sign may not exceed sixty square feet. Such sign area shall not be counted in the individual businesses Freestanding Sign Surface Area.

20.68.760 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.770 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the MS zone. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business’ total allowable permitted signage ([§20.68.730, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.780 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the MS zone may be illuminated if such illumination is in accordance with this section.

- (b) Except for signs providing direction to emergency services that are less than twelve square feet in size and having no more than two sides, no sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and 6 a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

Part IX. Aviation Flightline District

20.68.810 Applicability

- (a) This Part applies to all signs in the AF zone.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.814 Additional Signs Excluded From Regulation in the AF District.

The following signs are exempt from regulation under this Title in the AF zone.

- (1) Signs painted on the roofs of structures indicating aviation services available and intended to be visible only from flying aircraft.

20.68.820 Certain Temporary Signs in the AF District: Permit Exemptions and Additional Regulations.

- (b) In addition to the exemptions and regulations of §[20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the AF zone:
 - (1) Temporary signs not covered in the categories listed in §[20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Any number of such signs is permissible provided that they do not exceed fifty square feet in total area (including all sides).
 - (B) Such sign(s) may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.830 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to §[20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per §[20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the AF zone shall not exceed the limitations set forth in this section, and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the AF zone shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed five hundred square feet.
- (c) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.840 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (c) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (d) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (e) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (f) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.850 Freestanding Signs.

- (a) Freestanding signs are allowed in the AF zone subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the AF zone may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In AF zone a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.

- (f) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (g) *Height*—No part of a freestanding sign may exceed a height, measured from ground level, of six feet.
- (h) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.854 Non-Residential Subdivision Entrance Signs.

At any entrance to a non-residential subdivision there may be not more than one sign identifying the businesses located in such subdivision. A single side of any such sign may not exceed sixty square feet. Such sign area shall not be counted in the individual businesses Freestanding Sign Surface Area.

20.68.860 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).
- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.870 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the AF zone. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage ([§20.68.830, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.880 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the AF zone may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and six a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.

Part X. Public/Semi-Public District20.68.910 Applicability

- (a) This Part applies to all signs in the P/SP zone.
- (b) All regulations of Part 1 (General Provisions) shall apply.

20.68.920 Certain Temporary Signs in the Public/Semi-Public District: Permit Exemptions and Additional Regulations.

- (a) In addition to the exemptions and regulations of [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#), the following shall also pertain in the P/SP zone:
 - (1) Temporary signs not covered in the categories listed in [§20.68.025](#), so long as such signs meet the following restrictions:
 - (A) Not more than one such sign may be located on any lot.
 - (B) No such sign may exceed four square feet in surface area.
 - (C) Such sign may not be displayed for longer than three consecutive days nor more than twelve days out of any three hundred sixty-five-day period.

20.68.930 Total Sign Surface Area of Signs Attached to Buildings.

- (a) Unless otherwise provided in this chapter, such as pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#), the total surface area devoted to all signs on any building or leased space of a multi-tenant establishment (as per [§20.68.015 \(Master Sign Programs for Multi-Tenant Sites\)](#)) in the P/SP zone shall not exceed the limitations set forth in this section, and all signs except temporary signs shall be included in this calculation.
- (b) Subject to the other provisions of this section and chapter, the maximum sign surface area permitted on any building or individual leased space within a building in the P/SP zone shall be determined by multiplying the number of square feet of the first floor of the building or leased space by 0.025. However, in no case may the total sign surface area for any one commercial establishment exceed five hundred square feet.
- (c) The sign surface area of any sign(s) located on a wall of a structure may not exceed twenty percent of the total surface area of the wall, including windows and doors but excluding major projections such as awnings, on which the sign is located.

20.68.940 Location and Height Requirements of Signs Attached to Buildings.

- (a) *For buildings with more than one story*—No sign may be placed higher than the second story windowsill level, except for upper floor window signs only for businesses located exclusively above the first floor.
- (b) *For one-story buildings with a cornice*—No sign may be placed on or above the cornice line.
- (c) *For one-story buildings with a parapet*—No sign may be placed higher than the highest point of the roof.
- (d) *For all buildings*—No sign may be placed upon any roof surface, except that for purposes of this section, roof surfaces constructed at an angle of seventy-five degrees or more from horizontal shall be regarded as wall space.
- (e) *For gas pump canopies*—No sign may be placed on or above the cornice line.
- (f) No flush-mounted wall sign attached to a building may project more than twelve inches from the building wall.

20.68.950 Freestanding Signs.

- (a) Freestanding signs are allowed in the P/SP zone subject to the following requirements. Note, however, that dimensional and locational standards may be relaxed pursuant to [§20.68.050 \(Incentive Provisions for Exceptional Efforts\)](#).
- (b) *Number of Freestanding Signs*—No development in the P/SP zone may have more than one freestanding sign, except:
 - (1) If a development is located on a corner lot that has at least one hundred feet of frontage on each of the public streets, then the development may have not more than one freestanding sign along each side of the development bordered by such streets.
 - (2) If a development is located on a lot that is bordered by two public streets that do not intersect at the lot’s boundaries (double front lot), then the development may have not more than one freestanding sign on each side of the development bordered by such streets.
- (c) *Measurement of Sign Area*—For purposes of this section, a side of a freestanding sign is any plane or flat surface included in the calculation of the total sign surface area as provided in [§20.68.035 \(Computation of Sign Area\)](#). For example, wall signs typically have one side. Freestanding signs typically have two sides (back to back), although four-sided and other multi-sided signs are also common.
- (d) *Maximum Sign Surface Area of Frontage or Entry Signs*—In P/SP zone a single side of a freestanding frontage or entry sign may not exceed 0.3 square feet in surface area for every linear foot of street frontage along the street toward which such sign is primarily oriented. Where a lot has frontage defined only by a private drive or easement (i.e., a “panhandle” lot), the “frontage” for purposes of this section shall be calculated from the width of the lot where said access drive touches the main portion of the lot. However, in no case may a single side of a freestanding sign exceed fifty square feet in surface area if the lot on which the sign is located has less than two hundred feet of frontage on the street toward which that sign is primarily oriented, seventy-five square feet on lots with two hundred or more but less than four hundred feet of frontage, and one hundred square feet on lots with four hundred or more feet of frontage. With respect to freestanding signs that have no discernible sides, such as spheres or other shapes not composed of flat planes, no such freestanding sign may exceed the maximum total surface area allowed for a single side of a freestanding sign.
- (e) No other on-site signage (except those allowed by [§20.68.020\(f\) \(Signs Excluded From Regulation\)](#) or [§20.68.025 \(Certain Temporary Signs: Permit Exemptions and Additional Regulations\)](#)) is permitted.
- (f) *Setbacks*—Freestanding signs shall observe the setback requirements set forth in §20.48.040 (Building Setback Requirements).
- (g) *Height*—No part of a freestanding sign may exceed a height, measured from ground level, of fifteen feet.
- (h) Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property.

20.68.960 A-Frame Signs.

- (a) Only one A-frame sign is permissible per business, with a maximum size of two feet wide by three feet tall.
- (b) A-frame signs are permitted only directly adjacent to the business to which the sign pertains (no off-site signs).

- (c) A-frame signs are prohibited on public property, except in the case where the building abuts the sidewalk within a public right-of-way. In such a case, the sign may only be placed on the sidewalk if, and in a manner that, pedestrian traffic can safely use the sidewalk.

20.68.970 Changeable Text Signs (Readerboards).

Changeable text signs are permissible in the P/SP zone. Each business may have changeable text signs, though the total aggregate surface area of such sign(s) may not exceed ten percent of the business' total allowable permitted signage (§[20.68.930, Total Sign Surface Area for Signs Attached to Buildings](#)).

20.68.980 Sign Illumination and Signs Containing Lights.

- (a) Unless otherwise prohibited by this title, signs in the P/SP zone may be illuminated if such illumination is in accordance with this section.
- (b) No sign within one hundred fifty feet of a residential zone may be illuminated between the hours of midnight and six a.m., unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.
- (c) Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way, residential premises, or into the sky.
- (d) Except for temporary signs erected in connection with the observance of holidays, no sign or illuminated tubing or strings of lights may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except electronic readerboards or signs indicating the time, date or weather conditions.