

APPENDIX 6.000

SIGN REGULATIONS

General

A6.001 General Provisions

Sign Development Permit

A6.010 Permit Requirement

A6.011 Permit Application

A6.012 Installation Inspections

A6.013 Construction

Specific Sign Development Provisions

A6.020 Measurements

A6.021 Placement

A6.022 Fascia Sign

A6.023 Projecting Sign

A6.024 Marquees and Awnings

A6.025 Illuminated Awning Sign

Signing of Nonconforming Uses

A6.030 Provisions

Variance

A6.040 Sign Requirement Variance

Exemptions

A6.050 Sign Requirement Exemptions

Temporary Signs

A6.060 General Limitations

A6.061 Sign Types

Prohibited Signs

A6.070 Prohibited Signs

A6.071 Hazardous Signs

A6.072 Other Prohibited Signs

Nonconforming Signs

A6.080 Nonconforming Signs

Signs in Residential Land Use Districts

- A6.090 Residential Districts
- A6.091 Subdivision Signs
- A6.092 Multi-Family Dwelling Signs
- A6.093 Manufactured Dwelling Park Signs
- A6.094 Signs for Permitted Commercial Uses in the OFR District
- A6.095 Temporary Signs

Signs in Commercial, Mixed Use & Industrial Land Use Districts

- A6.100 Commercial, Mixed Use and Industrial Districts
- A6.101 Signs for Outdoor Commercial Uses in the MC and CC Districts and in Multi-Business Complexes

Signs for Institutions and Uses Subject to Special Use Review

- A6.110 Signs for Institutional Uses and Uses Subject to Special Use Review

Signs for Temporary Uses

- A6.120 Signs for Temporary, Intermittent and Interim Uses and Food and Beverage Carts

A-Board Signs

- A6.130 Sidewalk A-Board Signs
- A6.131 Residential District A-Board Signs
- A6.132 Commercial/Industrial District A-Board Signs
- A6.133 Limited Duration Event A-Board Signs

Abatement of Substandard and Dangerous Signs

- A6.140 Abatement of Substandard and Dangerous Signs

Maintenance

- A6.150 Maintenance

General

A6.001 General Provisions

The installation of all signs within the City of Gresham shall be subject to the issuance of a development permit, establishing compliance with the Community Development Code. See **Section 4.1101(A)(6)** in the Downtown Plan District and **Section 4.1246** Signage in the Civic Neighborhood Plan District for additional signage standards.

Sign Development Permit

A6.010 Permit Requirement

An applicant for a sign shall obtain a development permit pursuant to **Article 11** of the Community Development Code. The application shall be reviewed by the Manager under a Type I procedure. A campus sign master plan is also reviewed under a Type I procedure. All sign proposals shall conform to the approved master plan or as amended under the Type I procedure. Campus sign master plans do not expire and are not subject to the expiration provisions of **Section 11.0105**. A sign proposal need not comply with **Appendix A5.000**, Public Facilities Standards, of the Community Development Code.

A6.011 Permit Application

Applications for the installation of a sign within the City shall include at a minimum the following:

- A.** Permit Form. Application for a sign development permit shall be made on forms provided by the City. The application shall include the location of the sign by street number and legal description; the name, address and telephone number of the sign owner and of the applicant.
- B.** Sign Plans. The applicant shall submit two copies of plans. These plans must be detailed enough to show compliance with the sign code. The plan is to include:
 - 1.** A drawing to scale showing the design of the sign, including dimension, sign size, method of attachment, source of illumination and showing the relationship to any building or structure to which it is, or is proposed to be, installed or affixed, or to which it relates, to include elevations.
 - 2.** A fully dimensioned plot plan, drawn to scale, indicating the location of the sign relative to property line, rights-of-way, streets, sidewalks, vehicle area and other buildings or structures on the premises.
 - 3.** The maximum and minimum heights and clearances of the sign.
 - 4.** Number, size and location of all existing signs on the same building, lot or premises.
 - 5.** Structural and mechanical design and engineering data sufficient to ensure the sign's structural stability.

A6.012 Installation Inspections

- A.** All work for signs requiring a development permit shall be inspected in the following stages:
 - 1.** When excavations for supporting footings, pilings, poles or columns have been made and before such excavations have been filled with earth or building materials of any kind.
 - 2.** When connecting elements have been installed on supporting buildings or structures, and before the sign is attached to these elements.
 - 3.** When electrical work is completed. Electrical signs shall not be energized until the final electrical inspection has been approved.
 - 4.** After installation is completed.
- B.** Every permanent sign shall display the name of the sign installer.

A6.013 Construction

- A.** The construction of all signs or sign structures shall conform to applicable provisions of the Building Code.
- B.** All illuminated signs must be installed by a licensed sign contractor, subject to provisions of the Oregon State Electrical Code. All electrically illuminated signs shall bear the Underwriters Laboratory label or equivalent, manufacturer's label, and the installing contractor's label.

Specific Sign Development Provisions

A6.020 Measurements

- A.** Sign Area.
 - 1.** The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face. Sign area does not include foundations, supports or other essential structures which are not serving as a backdrop or border to the sign. Only one face of a double-faced sign is counted. If a sign has more than two faces, the total area may not exceed twice the area permitted.
 - 2.** When a sign is on a base material and attached without a frame, such as a wood board or plexiglas panel, the dimensions of the base material are to be used unless it is clear that part of the base contains no sign, related display or decoration .
 - 3.** When signs are constructed of individual pieces attached to a building wall, sign area is determined by a perimeter drawn (the greater height multiplied by the greater width) around all the pieces.
 - 4.** For sign structures containing multiple modules oriented in the same direction, the modules together are counted as one sign face.
 - 5.** Free standing signs in the RTC, SC, CC, MC, NC, GI and HI Districts: If a site has frontage on more than one street (e.g., a corner lot or a double frontage lot), the street frontage on which the sign is to be located shall be used to determine the maximum area of the sign face. No more than one frontage may be used for this measurement. For a sign located on the corner of a corner lot, the applicant shall choose one frontage to use for this measurement.

Figure A6.020 - Sign Area Measurements

DIAGRAM "A"

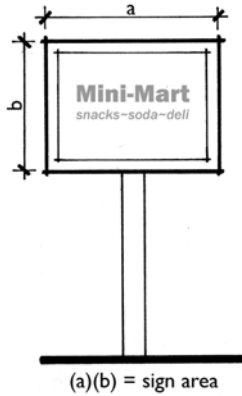


DIAGRAM "B"

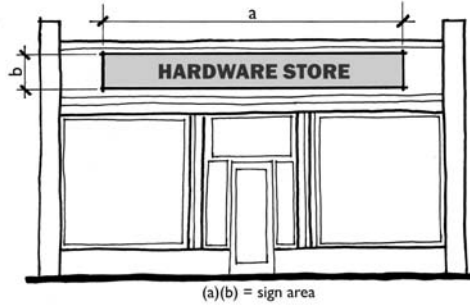
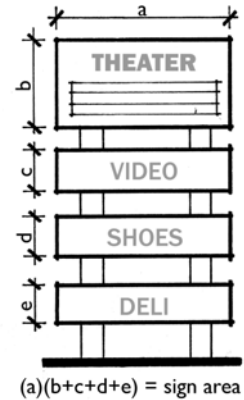


DIAGRAM "C"



A6.021 Placement

- A. Placement. All signs and sign structures shall be erected and attached totally within the site except when allowed to extend into or over the right-of-way.
- B. Frontages. Signs allowed based on the length of one site frontage may not be placed on another site frontage. Signs allowed based on a building frontage may not be placed on another building frontage.
- C. Clear Vision Area. No sign shall be located in the clear vision area as defined in **Section 9.0200**. No support structure(s) shall be located in the clear vision area unless the combined total width is 12 inches or less and the combined total depth is 12 inches or less.
- D. Vehicle Area Clearances. When a sign extends over a private area where vehicles travel or are parked, there shall be a minimum 14 foot clearance. Exception: the bottom of an electric sign or an outline lighting enclosure shall have not less than a 16 foot clearance unless such enclosures are protected from physical damage. In no cases shall the vehicle area clearance be less than 14 feet. Vehicle areas include driveways, alleys, parking lots and loading and maneuvering areas.
- E. Pedestrian Area Clearances. When a sign extends over private sidewalks, walkways or other spaces accessible to pedestrians, there shall be a minimum 8 foot 6 inch clearance.
- F. Required Yards. Signs may be erected in required yards.

A6.022 Fascia Sign

No point on the face of a fascia sign may extend more than 18 inches from the wall to which it is attached, except for permitted electronic message signs which may be up to 24 inches in thickness. Fascia signs may not extend beyond the corner of buildings.

A6.023 Projecting Sign

The support structure for a projecting sign shall be designed so that there is the minimum visible support structure above the sign face. There shall be no more than 1 foot of support structure between the building wall and the sign.

A6.024 Marquees and Awnings

- A. Signs may be placed on or incorporated into marquees and awnings provided they do not extend above the upper surfaces of the structure.
- B. Marquees and awnings containing signs may extend into the right-of-way the same distance as allowed for those that do not contain signs, in accordance with the Building Code.

A6.025 Illuminated Awning Sign

- A. Illuminated awning signs may extend into the right-of-way the same distance as is allowed for awnings. In accordance with the Building Code.
- B. The projection of an illuminated awning sign shall not be less than 3 feet.
- C. An illuminated awning sign shall be limited to a wall facing a street or adjacent to a pedestrian walkway.

Signing of Nonconforming Uses

A6.030 Provisions

The following provisions for signs shall apply when a use has been found to be lawfully existing within the provisions of **Section 8.0200**; the provisions of this section are not intended to allow a sign to exceed the requirements set forth in the sign district within which the subject nonconforming use would be a permitted use.

- A. Free Standing Sign. Any existing free standing sign on the premises of a nonconforming use can be maintained, improved or relocated on the premises as long as the change does not increase the total sign area or exceed the height of the existing sign.
- B. Wall Sign. Any existing wall sign on the premises of a nonconforming use can be maintained, improved or relocated on the premises as long as the maximum area of a wall sign does not exceed 5 percent of the wall area upon which the sign is located. Only one wall sign shall be permitted.
- C. Projecting Sign. Any existing projecting sign on the premises of a nonconforming use can be maintained, improved, or relocated on the premises as long as the change does not increase the total sign area or exceed the height of the existing sign.
- D. Readerboard. A permanent readerboard may be incorporated into any one, but not more than one, of the above permitted signs provided that the readerboard assembly is an integral part of the sign and the readerboard portion of the sign does not exceed 40 inches in height. The readerboard may be no more than 60% of the face of the sign.
- E. Replacement. Existing signs for non-conforming uses found in the Commercial, Mixed-Use and Industrial Districts identified in **Section A6.100** may be replaced by signs as allowed in that section. Existing signs for non-conforming uses found in the Residential Districts as identified in **Section A6.090 - A6.097** may be replaced with signs as allowed in that section or as allowed in **Section A6.110**.

- F. A-board Signs. Two A-board signs are allowed on a site fronting on a State Highway and having at least 300 feet of linear State Highway frontage. Such A-board signs are not to exceed 32 square feet in area, must be anchored and are to be displayed only during the hours of operation.

Variance

A6.040 Sign Requirement Variance

Under the provisions of **Section 10.1500**, Community Development Code, a variance may be requested for all sign regulations except for prohibited signs.

Exemptions

A6.050 Sign Requirement Exemptions

The following signs shall not require a Development Permit but shall conform to all other applicable provisions of the Gresham Development Code.

- A. Signs not exceeding one square foot in area and bearing only property numbers, post box numbers, name of occupants or premises, or other identification of premises.
- B. Professional non-illuminated nameplates not exceeding two square feet in area identifying the name and occupation or profession of the occupant of the premises on which the sign is located.
- C. Signs directing traffic into off-street parking areas. An on-site directional sign(s) shall not exceed 3 square feet in area. A free-standing sign may not exceed 42 inches in height. A wall sign may not exceed 8 feet in height above grade.
- D. Traffic or other municipal signs, public trail signage consistent with the Gresham Trails Master Plan, directional signs for hospital or emergency services, legal notices, railroad signs, and danger signs.
- E. Memorial signs or tablets, names of buildings, and date of erection when cut into any masonry surface, or constructed of bronze or other non-combustible surface or when constructed of bronze or other non-combustible material not to exceed eight square feet in area.
- F. Flags displayed from permanently located free-standing or wall-mounted flagpoles which are designed to allow raising and lowering of flags. The number of such flags shall be limited in number to one per 100 feet of linear frontage, with a maximum of 6 per premises. Such displays shall be kept neat, clean and in good repair.
- G. Painted wall decorations and painted wall highlights.
- H. Holiday decorations in season; provided that such decorations shall be removed within 15 days of the passing holiday to which they pertain.
- I. One time clock and/or scoreboard sign shall be permitted at each athletic field. Such signs shall have a maximum height of 15 feet above grade.
- J. Athletic Field Signs. Banners or temporary rigid signs located on the outfield fence of athletic fields may be installed. Each individual sign shall be no more than 32 square feet in area. There

shall be no more than 32 square feet of area for any 8 linear feet of fence. The maximum height shall not exceed 8 feet above grade. The sign shall not project above the fence.

- K.** A menu board sign in conjunction with a drive through window shall not be considered a free standing sign or an on site direction sign. It shall be located adjacent to an on site driveway and shall not exceed 6 feet in height and/or 8 feet in width.
- L.** A sign placed on an amateur radio or citizen band antenna support structure provided that the sign is no higher than 10 feet above grade and no larger than 4 square feet in area and which warns: persons not to climb, trespass upon or interfere with the structure; advises of potential radio frequency burn or hazards; bears the FCC-assigned call sign(s) of any amateur station(s) utilizing the structure; and/or advises that damaging the structure is a federal offense and violation of state and local criminal laws.
- M.** An illuminated representation of a multi-family complex which shows the location of the visitor and the unit designations within the complex. The sign(s) shall be positioned at a driveway, shall be free-standing, have a 3 feet to 5 feet 6 inches height, a 7 to 32 square foot area, and be located a minimum of 20 feet back from the property line at the street access point.
- N.** A-board signs subject to **Sections A6.030, A6.120 and A6.130.**
- O.** Window signs in conjunction with a permitted commercial, industrial, institutional use, or, a sales or manager's office associated with a permitted multi-family or PD facility, provided no more than 50% of the window area is obscured by signage.
- P.** Internal institutional campus signs (located within the boundaries of the campus) provided:
 - 1.** The sign area shall be no more than 20 square feet.
 - 2.** The sign is placed at least 100 feet from the public right-of-way or the campus site boundary.
 - 3.** Height of an internal institutional campus sign shall be limited to a maximum of 6 feet above grade.
 - 4.** Number: No limit.

Temporary Signs

A6.060 General Limitations

Temporary signs are generally prohibited, except as provided by this section. Those temporary signs that are permitted are subject to the following limitations:

- A.** Illumination. No temporary sign shall be internally or externally illuminated.
- B.** Location. No temporary sign shall extend into or over the public right-of-way or the clear vision area.
- C.** Maintenance. Temporary signs shall be kept neat, clean and in good repair. Materials used should not fade, tear, rip or otherwise become unsightly during the period of installation.
- D.** Placement. Except as provided by this section, temporary signs may not be attached to fences, trees, shrubbery, utility poles, or like items. They shall not obstruct or obscure primary signs on

adjacent premises. They shall not create a traffic hazard because of the distractive character to motorists of any such device or the cumulative effect of all such devices.

- E. Temporary.** Temporary signs are limited to 90 days, except as otherwise specified.

A6.061 Sign Types

- A. Lawn Signs.** Lawn signs shall be pole or wall mounted. Temporary lawn signs and sign structures, if any, must be removed within six months of the date of installation. Pole-mounted lawn signs shall not exceed 42 inches in height. Wall mounted lawn signs shall not exceed 8 feet in height.

The maximum area of a lawn sign shall be 6 square feet in area. Lawn signs shall not require a development permit, but shall conform to all other provisions of the Community Development Code.

- B. Rigid Signs.** Temporary rigid signs shall be pole or wall mounted. Temporary rigid signs and sign structures, if any must be removed within one year of the date of installation. Pole mounted rigid signs shall not exceed 8 feet in height. Wall mounted rigid signs shall not extend above the roof line at the wall or above the top of a parapet wall. The maximum area of a rigid sign shall be 16 square feet in area. Rigid signs shall not require a development permit, but shall conform to all other provisions of the Standards Document.
- C. Balloon Signs.** One balloon sign per site may be permitted. Balloon signs shall be ground or roof mounted and air-filled. The overall height of a ground mounted balloon sign shall not exceed 25 feet above grade. The overall height of a roof mounted balloon sign shall not exceed 25 feet above the roof top. The display period is limited to 14 days in any 180 day period and 28 days in any 360 day period.
- D. Banner Signs.** Banner signs attached to a building wall may be permitted. Such banner signs are limited to a total of 32 square feet in area per building wall per street frontage. Banner signs shall not require a development permit, but shall conform to all other provisions of the Community Development Code. For Temporary, Intermittent and Interim Uses and Food and Beverage Carts, see **Appendix A6.120** for additional standards.
- E. Special Event Banner Signs.** Permitted in all land use districts when in conformance with the following criteria:
 - 1.** Notarized, written consent from the property owner where the banner will be located. The consent shall identify any restrictions that the property owner requires of the permit holder.
 - 2.** Plans showing the location of the banner; banner height above the right-of-way; support devices for the banner; and proposed dates.
 - 3.** The display period shall not exceed 25 consecutive days in duration and no more than once in any 12 month period.
 - 4.** A copy of any liability and/or property damage insurance required by the property owner where the banner will be located.

Prohibited Signs

A6.070 Prohibited Signs

It shall be unlawful for any person to erect, display or maintain, any sign or advertising structure falling within any of the following descriptions:

A6.071 Hazardous Signs

- A.** Moving signs, or any sign which has any visible moving part or visible mechanical movement of any description, including movement created by normal wind currents. Clocks and barber poles are exceptions.
- B.** Flashing and animated signs, or any signs which achieve apparent movement through electrical pulsations, including strobe lights, and bead lighting, or through animation and/or real images.
- C.** Signs that substantially obstruct free and clear vision of the traveling public at the intersection of any street or driveway.
- D.** Signs that have the potential to distract drivers or interfere with the traveling public's perception of traffic controls, including signs that use the words "STOP", "LOOK", "DANGER", or any other word, phrase, character, symbol, graphic, or use of lighting that is reasonably likely to distract or confuse vehicle operators and impose safety hazards.
- E.** Signs that incorporate reflective type bulbs, or par spot bulbs, or directly visible bulbs of greater than 25 watts capacity. Electronic message center signs are exceptions.
- F.** Signs that incorporate white or blue neon tubing that exceeds 300 milliamperes rating, or other neon tubing that exceeds 120 milliamperes rating.
- G.** Signs that incorporate fluorescent tubing that exceeds an illumination equivalent of 800 milliamperes rating, or a spacing of less than 9 inches, center to center.
- H.** Temporary readerboards, portable readerboards, A-board or sandwich signs or any other portable signs capable of blocking public right-of-way that are not expressly permitted in the Community Development Code.
- I.** Signs that obstruct in any way a fire escape, stairway or standpipe, or interfere with human exit through a window or any room located above the first floor of any building; or any door or required exit from a building, or required light or ventilation source.

A6.072 Other Prohibited Signs

The following signs or advertising structures are identified as having unnecessary and adverse visual impact on the community:

- A.** Roof signs, fin signs, or any sign structure that is attached to a building that does not conform to the sign standards contained in the Community Development Code.
- B.** Temporary signs, bench signs, banners, pennants, wind signs, balloon signs, flags or any other temporary sign structure that does not conform to the sign standards contained in the Community Development Code.
- C.** Nonconforming signs that have been modified in a manner which is not consistent with the Community Development Code.

Nonconforming Signs

A6.080 Nonconforming Signs

- A.** Nonconforming signs are those signs lawfully installed prior to July 1, 1989, or for which a development permit was issued on or after July 1, 1989, which do not conform to the requirements of the Community Development Code.
- B.** Any nonconforming sign shall be made to comply with the Community Development Code when structural alteration, changes of sign face, or relocation or replacement of a sign occur. However, changes in copy on readerboard or outdoor advertising signs shall be permitted without loss of non-conforming status. On-site or off-site repairing or restoring any part of a sign or sign structure to a safe condition, including normal maintenance, shall be permitted without loss of non-conforming status.
- C.** Any non-conforming permanent sign installed prior to July 1, 1989, which does not comply with the Community Development Code shall be made to comply, or be removed by July 1, 1999. Any nonconforming permanent sign installed on or after July 1, 1989, shall be made to comply, or be removed by ten years from the date a permit was issued or, in the case that a sign becomes nonconforming after installation, shall be made to comply, or be removed by ten years from the date the sign became nonconforming. Any non-conforming temporary sign installed prior to July 1, 1989, which does not comply with the Community Development Code shall be made to comply, or be removed by January 1, 1990. Non-conforming outdoor advertising signs subject to federal law are not required to comply with this section.
- D.** Signs identified by the Manager as hazardous shall be made to comply with the Community Development Code, or be removed within 90 days of the adoption of this ordinance. Other prohibited signs shall be made to comply with the Community Development Code, or be removed within one year of the adoption of this ordinance.
- E.** Signs located on property annexed to the City after July 1, 1989, and not included in the Intergovernmental Agreement on Planning Services (effective in June, 1986), shall be made to comply with the Community Development Code, or be removed ten years after the effective date of annexation.
- F.** Signs identified as hazardous by the Manager, and located on property annexed to the City after July 1, 1989, and not included in the Intergovernmental Agreement on Planning Services (effective June, 1986), shall be made to comply with the Community Development Code, or be removed within 90 days of the effective date of annexation. Other prohibited signs located on property annexed to the City shall be made to comply with the Community Development Code, or be removed within one year of the effective date of annexation.
- G.** Under the Type III procedure, the hearing body may recognize exceptional non-conforming signs as provided by this section of the Community Development Code. Exceptional signs shall meet all of the following criteria:
 - 1.** The entire sign structure was constructed at least twenty years prior to the date of application, and has been maintained in its original location, design, and appearance.
 - 2.** The entire sign structure is unique in appearance and design, and is clearly outstanding in its visual impact.
 - 3.** The sign structure is recognized as a special feature in the city, and considered a unique

visual asset.

4. The sign structure has been inspected and certified by a licensed sign contractor and a licensed electrician to be in a safe condition.

- H.** Exceptional signs recognized by the hearing body and signs associated with designated Historic Landmarks are exempt to amortization measures for non-conforming and prohibited signs included in **subsections (C) through (F)** of this section provided they comply with other applicable standards in the Community Development Code.

Signs in Residential Land Use Districts

A6.090 Residential Districts

Signs in the LDR-5, LDR-7, TLDR, TR, MDR-12, MDR-24, Corridor Multi-Family and OFR Districts and LDR-PV, MDR-PV, HDR-PV, VLDR-SW, LDR-SW and THR-SW sub-districts shall be subject to the provision of this section and all other applicable provisions of this ordinance.

A6.091 Subdivision Signs

Signs located within a subdivision shall be subject to the following limitations:

- A.** Type. Free-standing sign(s) are permitted for residential subdivisions.
- B.** Area. A subdivision sign shall be a maximum of 32 square feet.
- C.** Height. A subdivision sign shall not exceed a height of four feet.
- D.** Number. One subdivision sign is permitted for a subdivision containing up to 39 units. A second sign is permitted for subdivisions containing 40 or more units.
- E.** Illumination. The sign may have external illumination if the lighting is oriented away from streets and adjacent properties. No sign shall be illuminated between the hours of 12:00 a.m. and 7:00 p.m. Internally illuminated signs are not permitted.
- F.** Maintenance. The applicant shall submit a maintenance agreement for the sign. The Manager may approve the sign permit if the agreement will ensure long term maintenance of the sign.

A6.092 Multi-Family Dwelling Signs

Signs associated with multi-family developments shall be subject to the following limitations:

- A.** Free-Standing Signs:
 1. Area. Shall be limited to a maximum of 32 square feet.
 2. Height. Shall be limited to a maximum height of 8 feet above grade.
 3. Number. Shall be limited to one per site.
 4. Illumination:
 - a.** The sign may have external illumination if the lighting is oriented away from streets and adjacent properties.
 - b.** The sign may be internally illuminated when the illumination is confined to the lettering and logo. The illuminated areas of the sign shall not exceed 50% of the sign face.

- c. No sign shall be illuminated between the hours of 12:00 a.m. and 7:00 a.m.

B. Wall Signs:

- 1. Area. Shall be limited to 32 square feet.
- 2. Types of Signs. Fascia, awning and painted wall signs are permitted.
- 3. Height. No wall sign shall extend above the roofline at the wall or the top of a parapet wall, whichever is higher, but in no case shall the sign exceed a height of 25 feet above grade.
- 4. Number. Shall be limited to one per site.

A6.093 Manufactured Dwelling Park Signs

Signs located within a manufactured dwelling park shall be subject to the following limitations:

Free-standing Signs:

- A. Area. Shall be limited to 2 square feet per dwelling unit up to a maximum of 32 square feet.
- B. Height. Shall be limited to a maximum height of 8 feet above grade.
- C. Number. Shall be limited to one per site.
- D. Illumination:
 - 1. The sign may have external illumination if the lighting is oriented away from street and adjacent properties.
 - 2. The sign may be internally illuminated when the illumination is confined to the lettering and logo. The illuminated areas of the sign shall not exceed 50% of the sign face.
 - 3. No sign shall be illuminated between the hours of 12:00 a.m. and 7:00 a.m.

A6.094 Signs for Permitted Commercial Uses in the OFR District

Signs associated with permitted commercial uses in the OFR District shall be subject to the following limitations:

A. Free-Standing Signs

- 1. Area. Shall be limited to a maximum of 32 square feet.
- 2. Height. Shall be limited to a maximum height of 8 feet above grade.
- 3. Number. Shall be limited to one per site.

B. Wall Signs

- 1. Area. Shall be limited to a maximum of 32 square feet.
- 2. Types of Signs. Shall be limited to fascia, awning and painted wall signs.
- 3. Height. No wall sign shall extend above the roofline at the wall or the top of a parapet, whichever is higher, but in no case shall the sign exceed a height of 25 feet above grade.
- 4. Number. Shall be limited to one per premise.

C. Sign Features

1. Illumination. Signs may be indirectly or internally illuminated.
2. Readerboard. A permanent readerboard may be incorporated either in a free-standing sign or a wall sign but not both. The readerboard shall be an integral part of the sign design and shall not exceed 40 inches in height.

A6.095 Temporary Signs

Pursuant to **Section A6.060** the following temporary signs shall be permitted:

- A. Lawn Signs.
- B. Rigid Signs. One rigid sign may be permitted on a frontage of at least 300 linear feet.
- C. Banner Signs. Placement is limited to multiple-dwelling and commercial buildings.

Signs in Commercial, Mixed Use & Industrial Land Use Districts

A6.100 Commercial, Mixed Use and Industrial Districts

Signs in the NC, RTC, SC, CMU, CC, MC, GI and HI Districts and in the NC-PV, MUE-PV, TC-PV, EC-PV, VC-SW, RTI-SW, IND-SW and NC-SW sub-districts shall be subject to the following limitations, except for multi-business complexes (see **Section A6.101** for multi-business complexes):

- A. Free-standing Signs:
 1. Area. The maximum permitted area per sign face shall be 0.4 square feet of sign face area per linear foot of site frontage, up to a maximum of 100 square feet. Regardless of site frontage a minimum of 40 square feet of sign area may be permitted.
 2. Height. The maximum height of any portion of a sign or sign structure shall be 25 feet above grade.
 3. Number. One sign per site shall be permitted, except in GI and HI districts and the EC-PV, RTI-SW and IND-SW sub-districts where industrial users on parcels of 10 acres or larger may have one sign per street frontage. However, no free-standing sign shall be permitted on the same site where there is a projecting sign.
- B. Wall Signs:
 1. Area. The maximum permitted area of a wall sign shall be 10% of the wall area upon which the sign is located.
 2. Types of Signs. Fascia, mansard wall, awning, illuminated awning, marquee and painted wall signs are permitted.
 3. Height. No wall sign shall extend above the roof line at the wall or the top of a parapet wall, whichever is higher.
 4. Number. There is no limit on the number of signs if within the total permitted area limit.
- C. Projecting Signs:
 1. Area. The maximum permitted area of a projecting sign shall be 18 square feet per sign face.
 2. Height. A projecting sign shall not extend above the roof line at the wall or above the top of a parapet wall, whichever is higher. In no case shall any portion of a projecting sign exceed

a height of 25 feet above grade.

3. Clearance. Projecting signs shall have a minimum clearance of 8 feet between the bottom of the sign and the ground.
4. Location. Projecting signs may extend into the right-of-way 2 feet except that no portion of the sign shall be closer than 30 feet from the centerline of an existing right-of-way.
5. Number. One sign per site shall be permitted. However, no projecting sign shall be permitted on the same site where there is a free-standing sign.

D. Under Marquee Signs:

1. Area. The maximum permitted area of an under marquee sign shall be 8 square feet per sign face. The maximum vertical height of a sign face shall be 2 feet.
2. Clearance. A minimum 8 foot, 6 inch clearance shall be maintained between the sign and the ground. No sign can project past the outer edge of the marquee.
3. Number. One sign per premise shall be permitted.

E. On-Site Directory Signs:

1. Area. A 3 square foot sign panel is permitted for each business or activity on the site.
2. Location. On-site directory signs shall be located a minimum of 20 feet back from the property line at the street access point.
3. Number. One on-site directory sign is permitted for each street access point to the development.

F. Sign Features

1. Illumination. Signs may be indirectly or internally illuminated.
2. Readerboard. A permanent readerboard may be incorporated either in a freestanding sign or a wall sign but not both. The readerboard shall be an integral part of the sign design and shall not exceed 40 inches in height.
3. Electronic Message Center. An electronic message center may be incorporated into either a free-standing sign or wall sign, but not both. The electronic message center shall be an integral part of the sign design and shall not exceed 8 square feet in area.

G. Temporary Signs. Pursuant to **Section A6.060** the following temporary signs shall be permitted.

1. Lawn Signs.
2. Rigid Signs. One rigid sign per site frontage shall be permitted. A site frontage of at least 300 linear feet shall be permitted an additional rigid sign. Rigid signs on the same frontage shall be spaced at least 50 feet apart.
3. Banner Signs.
4. Balloon Signs.

A6.101 Signs for Outdoor Commercial Uses in the MC and CC Districts and in Multi-Business Complexes

Signs for outdoor commercial uses in the MC and CC Districts and in multi-business complexes shall be subject to the following limitations:

A. Free-standing Signs:

1. Area. The maximum permitted area per sign face shall be 0.4 square feet of sign face area

per linear foot of site frontage, up to a maximum of 250 square feet. Regardless of site frontage a minimum of 40 square feet may be permitted.

2. Height. The maximum height of any portion of a sign or sign structure shall be 25 feet above grade.
3. Number. One sign per site street frontage shall be permitted.

B. Wall Signs:

1. Area. The maximum permitted area of a wall sign shall be 10% of the wall area upon which the wall is located.
2. Types of Signs. Fascia, mansard wall, awning, illuminated awning, marquee and painted wall signs are permitted.
3. Height. No wall sign shall extend above the roof line at the wall or the top of a parapet wall, whichever is higher.
4. Number. There is no limit on the number of signs if within the total permitted area limit.

C. Under Marquee Signs:

1. Area. The maximum permitted area of an under marquee sign shall be 8 square feet per sign face. The maximum vertical height of a sign face shall be 2 feet.
2. Clearance. A minimum 8 foot, 6 inch clearance shall be maintained between the sign and the ground. No sign can project past the outer edge of the marquee.
3. Number. One sign per premise shall be permitted.

D. On-Site Directory Signs:

1. Area. A 3 square foot sign panel is permitted for each business or activity on the site.
2. Location. On-site directory signs shall be located a minimum of 20 feet back from the property line at the street access point.
3. Number. One on-site directory sign is permitted for each street access point to the development.

E. Sign Features:

1. Illumination. Signs may be indirectly or internally illuminated.
2. Readerboard. A permanent readerboard may be incorporated either in a freestanding sign or a wall sign, but not both. The readerboard shall be an integral part of the sign design and shall not exceed 40 inches in height.
3. Electronic Message Center. An electronic message center may be incorporated into either a free-standing sign or wall sign, but not both. The electronic message center shall be an integral part of the sign design and shall not exceed 8 square feet in area.

F. Temporary Signs: Pursuant to **Section A6.060** the following temporary signs shall be permitted.

1. Lawn Signs.
2. Rigid Signs. One rigid sign per site frontage shall be permitted. A site frontage of at least 300 linear feet shall be permitted an additional rigid sign. Rigid signs on the same frontage shall be spaced at least 50 feet apart.
3. Banner Signs.
4. Balloon Signs.

Signs for Institutions and Uses Subject to Special Use Review

A6.110 Signs for Institutional Uses and Uses Subject to Special Use Review

All signs for Institutional Uses and uses subject to a Special Use Review shall conform to the sign standards identified in the specific land use district of the property except for development in LDR-5, LDR-7, TLDR, TR, MDR-12, MDR-24, CMF and OFR Districts and LDR-PV, MDR-PV, HDR-PV, VLDR-SW, LDR-SW and THR-SW sub-districts. Signs located in these districts shall comply with the following standards, except that institutional campus signs are limited to the standards of **A6.110(H)**:

A. Free-standing Signs:

1. Area. Shall be limited to a maximum of 32 square feet per sign face unless the development is on a site which exceeds two acres in size, in which case the sign may be a maximum of 48 square feet.
2. Height. Shall be limited to a maximum of 8 feet above grade.
3. Number. One is permitted unless the development is on a site which exceeds 2 acres in size area and has frontage on 2 arterial streets, in which case another sign is permitted.

B. Wall Signs:

1. Area. Shall be limited to a maximum of 32 square feet.
2. Types of Signs. Fascia, awning and painted wall signs shall be permitted.
3. Height. Shall not extend above the roofline at the wall or the top of a parapet wall, whichever is higher, but in no case shall it exceed a height of 25 feet above grade.
4. Number. Shall be limited to one per premises.

C. Illumination:

1. May be internally illuminated when the illumination is confined to the lettering and logo. The background of the sign face shall be opaque. The illuminated areas of the sign shall not exceed 50% of the sign face.
2. May have external illumination if the lighting is oriented away from streets and adjacent properties.
3. Unless the use operates on a 24-hour basis or abuts nonresidential designed property, the sign shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.

D. Readerboard Sign. Except as provided in **Section A6.110(E)**, a permanent readerboard may be incorporated into either, but not both, a wall or free-standing sign provided the readerboard assembly is an integral part of the sign and the readerboard portion of the sign does not exceed 40 inches in height. The readerboard may not be more than 60% of the face of the sign. Readerboard signs can also be electronic signs that do not have a change in message more than one time per 24 hours, except in the case of emergency notification.

E. Readerboard Sign - Schools. In addition to a free-standing sign allowed in **Section A6.110(A)**, a free-standing readerboard sign is also allowed for elementary schools, high schools or colleges that do not meet the definition of institutional campus. A permanent readerboard sign for these schools in any land use district may be free standing or incorporated into either a wall sign or free-standing sign.

1. Area. Shall be limited to a maximum of 32 square feet per sign face. If the readerboard assembly is incorporated into another freestanding sign, the maximum area per sign face shall be 52 square feet. If the development is on a site that exceeds two acres in size, the sign may be a maximum of 68 square feet. If incorporated into a wall sign, the maximum sign area shall be 52 square feet.
 2. Height. Of a free-standing readerboard sign shall be limited to a maximum of 6 feet above grade.
 3. Number. One is permitted per site.
- F.** Residential Sign. Notwithstanding the above, an institutional use subject to a Special Use Review permitted in a residential structure and fronting on a neighborhood collector or local street shall only be permitted one 6 square foot, non-illuminated wall sign.
- G.** Temporary Signs. Pursuant to **Section A6.060**, lawn signs shall be permitted. One rigid sign may be permitted on a frontage of at least 300 linear feet.
- H.** Institutional Campus Signs. Signs located in institutional campuses shall comply with the following standards:
1. Campus Sign Master Plan. A campus sign master plan shall be submitted in conjunction with a sign permit. The plan shall include:
 - a. Type of signs.
 - b. Location of signs.
 - c. Number of signs.
 2. Monument Signs.
 - a. Area. A monument sign shall be a maximum of 48 square feet in area.
 - b. Height. A monument sign shall be a maximum of 8 feet above grade.
 - c. Number. Up to a maximum of four monument signs are permitted on an institutional campus.
 - d. Location. Monument signs are permitted where the campus site abuts an arterial or collector street. They are to be located at least 500 feet apart.
 3. Institutional Campus Directional Signs.
 - a. Area. A directional sign shall be to a maximum of 32 square feet in area.
 - b. Height. A directional sign shall not exceed a height of 6 feet above grade.
 - c. Number. One sign is permitted for each campus entrance.
 4. Wall Signs. See **Section A6.110(B)**.

5. Readerboard Signs.
 - a. Design. A permanent readerboard may be incorporated into either a monument or institutional campus directional sign provided the readerboard assembly is an integral part of the sign and the readerboard portion of the sign does not exceed 40 inches in height. The readerboard may not be more than 60% of the face of the sign.
 - b. Number. No more than two readerboards shall be permitted per institutional campus.
6. Illumination. See **Section A6.110(C)**.

Signs for Temporary, Intermittent and Interim Uses and Food and Beverage Carts

A6.120 Signs for Temporary, Intermittent and Interim Uses and Food and Beverage Carts

Temporary, Intermittent and Interim Uses and Food and Beverage Carts as allowed by **Section 10.1400** and **Section 10.1600** of the Community Development Code shall be allowed the following signs:

- A. Temporary Uses except Temporary Dwellings and Special Events shall be allowed:
 1. One wall or banner sign per use per street frontage not to exceed 32 square feet each; and
 2. One temporary A-board or readerboard sign per use per street frontage. If more than one use occupies the same site:
 - a. The number of A-board or readerboard signs per street frontage shall not exceed three per 100 linear feet of frontage; and
 - b. The site is allowed one additional A-board or readerboard sign to act as the site sign.
- B. Temporary Dwellings shall only be permitted signage allowed other residential uses, such as with applicable standards in **Sections A6.090** through **A6.095** and **Section 10.0500**.
- C. Intermittent uses except Farmers' Markets and Special Events shall be allowed:
 1. One wall or banner sign per use per street frontage not to exceed 32 square feet each; and
 2. One temporary A-board or readerboard sign per use per street frontage.
- D. Farmers' Markets and Special Events:
 1. The uses shall be allowed one wall or banner sign for each vendor booth or unit not to exceed 32 square feet for each sign.
 2. The uses shall be allowed other banner signs on the site not to exceed 32 square feet that comply with **A6.060(A), (B) and (C)**. The banner signs shall not be attached to trees, shrubbery, utility poles or like items. Signs shall not obscure or obstruct permanent signs on adjacent premises.
 3. Signs shall not create a traffic hazard because of the distractive character to motorists of a sign or signs.
 4. For Intermittent Uses, signs placed under this subsection shall be removed on days when the Farmers' Market or Special Event is not occurring.

- E.** Interim Uses except for Commercial Stands shall be allowed:
 1. One wall or banner sign per use per street frontage not to exceed 32 square feet each; and
 2. One A-board or readerboard sign per use per street frontage.
 3. If more than one use occupies the same site:
 - a. The total number of A-board or readerboard signs per street frontage shall not exceed three per 100 linear feet of frontage; and
 - b. The site is allowed one additional banner or readerboard sign to act as the site sign.
- F.** Interim uses that are Commercial Stands and Food and Beverage Carts shall be allowed:
 1. One wall or banner sign for each side of each stand, cart or mobile unit. Each sign shall not exceed 50 percent of the square footage of the side of the stand or unit or a maximum of 48 square feet, whichever is smaller. If the 50 percent calculation results in less than 8 square feet of signage, an 8-square-foot sign is allowed. Signs that are part of the Commercial Stand or cart (such as vinyl wraps or signs painted on the stand or cart) are exempt from the size limitations; and
 2. One readerboard or A-board sign per use per street frontage.
 3. If more than one use occupies the same site:
 - a. The number of readerboard and A-board signs per street frontage shall not exceed three per 100 linear feet of frontage; and
 - b. The site is allowed one additional A-board or readerboard sign to act as the site sign.
- G.** All signs shall be removed from the site within 5 days after expiration of the permit.
- H.** Additional directional signage may be approved by the Manager as needed for traffic and pedestrian safety.
- I.** A-board and readerboard signs shall comply with applicable size and location standards in **Appendix 6**. If standards conflict, subsection **A6.120** supersedes the other sections. A-board signs, for example, shall follow size and location requirements in Sections **A6.130** through **A6.132**.
- J.** A-board and readerboard signs shall be displayed outdoors during business hours only and shall be removed from view at the end of the business day.
- K.** A-board and readerboard signs shall not extend into or over the public right-of-way, clear vision area or active vehicular circulation areas.
- L.** A-board and readerboard signs shall not be attached to fences, trees, shrubbery, utility poles or like items and shall not obstruct or obscure primary signs on adjacent premises.
- M.** A-board and readerboard signs shall not be illuminated.

A-Board Signs

A6.130 Sidewalk A-Board Signs

Within the Downtown Plan District, the Rockwood Town Center District, the Station Center District, the Corridor Mixed-Use District, and Civic Neighborhood Plan District and the Pleasant Valley Town Center sub-district, the Pleasant Valley Mixed Use Employment sub-district and the Springwater Village Center sub-district on public sidewalks and within a multi-business complex on an internal private sidewalk, A-Board signs shall be permitted subject to the following criteria:

- A.** May be displayed outdoors during business hours only and shall be removed at the end of the

business day.

- B.** Sign is placed within 4 feet of the main entrance to the building or individual business entry.
- C.** Sign placement shall not interfere with pedestrian or vehicular traffic nor with on-street parking and shall have a minimum of 5 feet of unimpeded pedestrian sidewalk maneuvering space for accessibility. It shall not extend into clear vision areas or vehicular circulation areas. The sign shall not be attached to fences, trees, shrubbery, utility poles or like items and shall not obstruct or obscure primary signs on adjacent premises.
- D.** Sign area is limited to 12 square feet per face.
- E.** The applicant provides a notarized statement acceptable to the City assuming liability for a sign on a public sidewalk.
- F.** No more than one per street level business is permitted.
- G.** Shall be constructed of wood, chalkboard and/or finished metal. Lettering may be painted or handwritten. Readerboards are not permitted.
- H.** Shall be non-illuminated.

A6.131 Residential District A-Board Signs

Within the Moderate Density Residential-12, Moderate Density Residential-24, Corridor Multi-Family, and Office/Residential Districts, and the LDR-PV, MDR-PV, HDR-PV, VLDR-SW, LDR-SW and THR-SW sub-districts, on-premise A-board signs shall be permitted subject to the following criteria.

- A.** One per site street frontage.
- B.** Sign area is limited to 12 square feet per face.
- C.** May be displayed outdoors during the hours of 8 a.m. to 8 p.m. only and shall be removed at the end of the business day and no later than 8 p.m.
- D.** Sign shall not extend into or over the public right-of-way, clear vision area or vehicular circulation areas. If placed on an internal private sidewalk it shall have a minimum of 5 feet of unimpeded pedestrian sidewalk maneuvering space for accessibility.
- E.** The sign shall not be attached to fences, trees, shrubbery, utility poles or like items and shall not obstruct or obscure primary signs on adjacent premises.
- F.** Shall be constructed of wood, chalkboard and/or finished metal. Lettering may be painted or handwritten. Readerboards are not permitted.
- G.** Shall be non-illuminated.

A6.132 Commercial/Industrial District A-Board Signs

Within the Neighborhood, General, Moderate, and Community Commercial Districts, and the TC-PV, MUE-PV, NC-PV, NC-SW and VC-SW sub-districts, and for permitted retail sales in the General Industrial and Heavy Industrial Districts, and EC-PV, RTI-SW and IND-SW sub-districts, on-premise A-board signs shall be permitted subject to the following criteria.

- A.** One per site street frontage.
- B.** Sign area is limited to 12 square feet per face.
- C.** May be displayed outdoors during business hours only and shall be removed at the end of the business day.
- D.** Sign shall not extend into or over the public right-of-way, clear vision area or vehicular circulation

areas. If placed on an internal private sidewalk it shall have a minimum of 5 feet of unimpeded pedestrian sidewalk maneuvering space for accessibility.

- E. The sign shall not be attached to fences, trees, shrubbery, utility poles or like items and shall not obstruct or obscure primary signs on adjacent premises.
- F. Shall be constructed of wood, chalkboard and/or finished metal. Lettering may be painted or handwritten. Readerboards are not permitted.
- G. Shall be non-illuminated.
- H. Shall not be permitted in a multi-business complex except pursuant to **Section A6.130**.

A6.133 Limited Duration Event A-Board Signs

In Residential, Mixed Use and Plan Districts, A-board signs for limited duration events are permitted subject to the following criteria.

- A. One sign per site street frontage.
- B. Sign area is limited to 12 square feet per face.
- C. May be displayed outdoors during the hours of 6 a.m. to 7 p.m. only and shall be displayed no more than 2 consecutive days. Examples of limited duration events are open houses and garage sales.
- D. Sign shall not extend into or over the public right-of-way, clear vision area, pedestrian circulation area or vehicular circulation area.
- E. Shall be constructed of wood and/or finished metal. Lettering may be painted or handwritten. Readerboards are not permitted.

Abatement of Substandard and Dangerous Signs

A6.140 Abatement of Substandard and Dangerous Signs

Every sign identified by the Manager as being an abandoned and/or noncomplying sign, is substandard and subject to abatement proceedings before the common council. Signs found by the Manager to be unsafe shall be subject to immediate civil action by the City.

Maintenance

A6.150 Maintenance

All signs, together with all of their supports, braces, guys and anchors, shall be kept in good repair and be maintained in a safe, neat, clean and attractive condition, free from rust, corrosion, peeling paint or other surface deterioration. Any sign structure or support that is not maintained is substandard and subject to the abatement procedures of **Section A6.140**.