

Chapter 19.18. Sign Regulations.

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19.18.01. Intent

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

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

19.18.02. Sign Substitution.

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

19.18.03. Definitions.

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

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

3. **“Active Development”** means a property for which a subdivision, rezone, site plan, or other development application has been submitted, and which application has not expired or been closed for inactivity.
4. **“Alteration”** means the process of changing or rearranging any structural part, face, enclosure, lighting element, coloring, copy (except on electronic message signs), graphics, component, or location of a sign.
5. **“Animated Sign”** means a sign which incorporates moving, rotating, or traveling parts, including special lighting effects such as flashing or intermittent lights (excluding electronic message signs).
6. **“Awning Sign”** means a building sign that is part of a fabric, plastic, or similar shelter supported by a rigid framework attached to a building, and sheltering the building’s entrance or windows.
7. **“Balloon Sign”** means a balloon or other inflated device, with or without sign copy, placed on or attached to a property, business, or use.
8. **“Banner Sign”** means a sign made of fabric, plastic, or a similar lightweight flexible cloth-like material and hung from a building or framework attached to a building or placed in the ground.
9. **“Bench Sign”** means any sign painted or located on or attached to any part of a bench, seat, or chair placed on or adjacent to a public or private roadway.
10. **“Billboard”** means a freestanding ground sign, object, or structure that is not designed or intended to direct attention to a property or part of the property where the sign is located.
11. **“Building Façade”** means any exterior wall of a building including windows, doors, and mansard, but not including a pitched roof.
12. **“Cabinet Sign, Simple”** means a rectangular box with no rounded sides that houses the main component of a sign, where the sign copy area is composed of a single consistent material with lettering or copy items painted on, or affixed directly to the cabinet (see Figure 18.1).

Figure 18.1





13. **“Cabinet Sign, Complex”** means a polygonal box with at least one rounded edge that houses the main component of a sign, where the sign copy area is composed of a single material with all lettering or copy items raised at least three-quarters of an inch above the primary cabinet (see Figure 18.2).
14. **“Changeable Copy Sign”** means a sign or portion of a sign with characters, letters, graphics, or other copy that can be changed or modified by mechanical, electrical, or manual means, not including electronic messaging or Electronic Message Signs.
15. **“Channel Letter Sign”** means a sign formed of individually manufactured characters, letters, graphics, or other copy that can be changed or modified by mechanical, electronic, or manual letters grouped together to form a word, logo, or icon (see Figure 18.3).



Figure 18.3

16. **“Clearance”** means the height of the lowest edge of the face of a sign as measured from the finished grade.
17. **“Commercial Zone”** means the Regional Commercial, Neighborhood Commercial, Business Park, or Office Warehouse zone.
18. **“Commercial Zone Sign”** means any sign located on a property in a commercial zone.
19. **“Cornerstone Sign”** means a message carved or cast into a building, or a metal plaque permanently attached to a building.
20. **“Double-faced Sign”** means a sign with two parallel, identical faces or two identical sign faces that are not parallel but diverge from a common edge at an angle no greater than fifteen degrees, as shown in Figure 18.4.
21. **“Electronic Message Sign”** means a changeable copy sign consisting of electronically controlled light sources which change the sign copy or graphics.
22. **“External Illumination”** means lighting which is mounted to illuminate a sign face from a remote position outside of the sign structure.
23. **“Flag”** means a sign that is constructed of fabric, plastic, or similar lightweight cloth-like material hung from a permanent or temporary pole, or attached to a structure, in such a manner as to allow movement of the material.

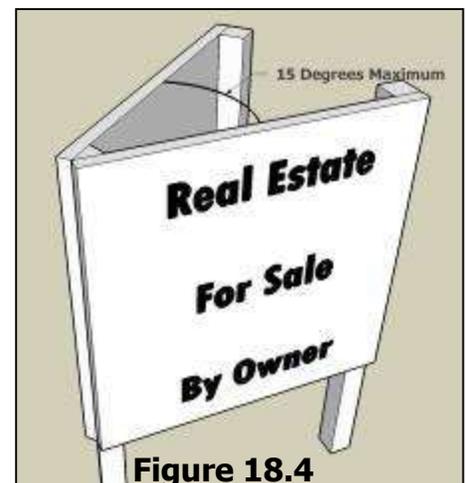
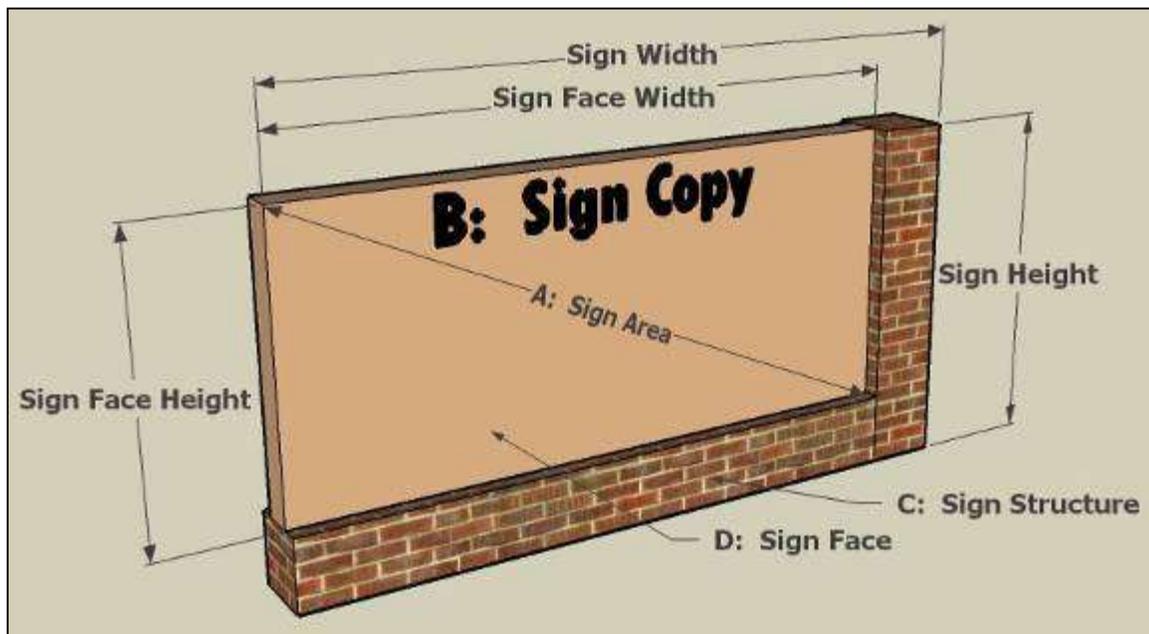


Figure 18.4

24. **“Freestanding Sign”** means a type of ground sign that is supported by any number of fixed permanent forms or supports between the sign face and the ground.
25. **“Ground Sign”** means a sign that has its own supporting structure and is not attached to or supported by a building. Types of ground signs include pedestal, pylon, and monument.
26. **“Group Identification Signs”** means a sign regarding two or more properties or uses that may share common frontage, access points, off-street parking, or loading areas.
27. **“Illuminated Sign”** means any sign designed to emit artificial light or designed to reflect light from one or more sources of artificial light.
28. **“Inflated Signs”** means a sign that is supported by heated or forced air or lighter-than-air-gases.
29. **“Monument Sign”** means a ground sign with a face that extends to the ground or to a base or pedestal.
30. **“Neon Sign”** means any sign visible to the exterior of a building that uses neon, argon, or any similar gas to illuminate transparent or translucent tubing or other materials, or any use of neon, argon, or any similar gas lighting on or near the exterior of a building or window.
31. **“Nonconforming Sign”** means a sign that legally existed at the time that it was installed under the regulations in effect at that time, but does not conform to the current applicable regulations of the area in which it is located and has been maintained unmodified and continuously since the time the applicable regulations changed to render it nonconforming.
32. **“Painted Window Sign”** means a sign painted on windows or doors with markers, paints, or any other type of substance used to display messages.
33. **“Panel”** means a plate or other delineating feature containing sign copy within a larger sign.
34. **“Pedestal Sign”** means a freestanding ground sign with two or more vertical supports extending from the sign face to the ground.
35. **“Pennant”** means an item made of flexible materials suspended from one or more corners, used in combination with other such signs to create the impression of a line.
36. **“Permanent Sign”** means any sign that is intended to be and is so constructed to be of a lasting and enduring condition, remain unchanged in character and condition beyond normal wear and tear, and be positioned in a permanent manner fixed to the ground, wall, or building.
37. **“Pole Sign”** means a freestanding sign which is supported by a single pole mounted permanently in the ground.
38. **“Primary Entrance”** means the entrance used by the majority of visitors to a property, use, or building.

39. **“Projecting Sign”** means a sign attached to a building and extending in whole or in part beyond any wall of the building.
40. **“Pylon Sign”** means a ground sign that includes only one vertical structural support connecting the face of the sign to the ground.
41. **“Replacement”** means removal of a sign and installation of a new sign. For the purposes of this Chapter the term “replacement” does not include the temporary removal of an existing sign for repair.



42. **“Residential Property”** means property zoned for residential use, and either vacant or used for a residence.
43. **“Residential Sign”** means a sign posted on residential property by the property owner.
44. **“Roof Sign”** means a building sign that projects above the building facade.
45. **“Seasonal Sign”** means any sign used for a temporary purpose including but not limited to fireworks and produce stands.
46. **“Sign”** means any object or structure used to identify, advertise, or in any way attract or direct attention to any use, building, person, message, or product by any means, including the use of lettering, words, pictures, or other graphic depictions or symbols.
47. **“Sign Area”** means the area of a sign that is used for display purposes, excluding the sign structure, and as further detailed in Section 19.18 of the Land Development Code (see Item A, Figure 18.5).

Figure 18.5

48. **“Sign Copy”** means any letter, numeral, figure, symbol, logo, or graphic element displaying the content or message of a sign. Numbers and letters displaying only the street address of a site or building are not considered sign copy (see Item B, Figure 18.5).
49. **“Sign Face”** means the portion of any sign that is or may be used for purposes of displaying a message (see Item D, Figure 18.5).
50. **“Sign Structure”** means the portion of a sign that does not contain any message but exists only for structural support or aesthetic purposes. This definition may include, but is not limited to, the supports, uprights, bracing, cables, and framework of a sign (see Item C, Figure 18.5).
51. **“Signage Plan”** means a signage plan consists of one or more scaled drawings showing the location, type, size, and design of all existing and proposed signs on a site.
52. **“Snipe Sign”** means a small sign of any material including paper, cardboard, wood, or metal which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, fences, or other objects.
53. **“Suspended Sign”** means a sign attached to the ceiling of an arcade or the framework of a canopy and designed to hang over a sidewalk.
54. **“Temporary Sign”** means any sign not permanently attached to the ground or a structure that is installed or placed for a limited duration.
55. **“Tenant”** means owner, lessee, or occupant of a parcel or use.
56. **“Tenant Listing Sign”** means a wall sign on a building containing multiple tenants or uses, located near the entrance and designed in such a manner as to accommodate multiple sign plates.

57. **“Traffic Control Sign”** means standard regulatory signs installed by public agencies, including stop and yield signs, speed limit signs, etc.
58. **“Trailer Sign”** means a sign affixed to, applied, set upon, or printed on a trailer.
59. **“Vehicular Sign”** means a sign affixed to, applied, or printed on a vehicle.
60. **“Wall Sign”** means a building sign attached to the wall of a building and parallel with the wall to which it is attached.
61. **“Wind Sign”** means any propeller, fabric, or similar commercial device which is designed to flutter, rotate, or display other movement under the influence of the wind, not including flags as defined herein.
62. **“Window”** means any single window pane, or a series of adjacent window panes separated by twelve inches or less. Adjacent window panes set at different angles shall constitute separate windows regardless of separation.
63. **“Window Sign”** means signs, including posters, messages, or displays painted or displayed on the interior or exterior of a window or door so as to be visible from outside the building. Window sign does not include illuminated or flashing signs.

19.18.04. Prohibited Signs.

1. The following signs and any sign not otherwise authorized under the terms of this code are prohibited in the City, except as expressly permitted elsewhere in this chapter:
 - a. Abandoned Signs.
 - b. Animated Signs.
 - c. Bench Signs other than artwork included in the bench structure.
 - d. Balloon Signs.
 - e. Billboards.
 - f. Cabinet Signs, Simple.
 - g. Electronic Message Signs.
 - h. Flashing signs.
 - i. Neon signs in residential zones.
 - j. Pennants.
 - k. Pole Signs.
 - l. Pylon Signs.
 - m. Roof Signs.
 - n. Snipe Signs.
 - o. Wind Signs.
 - p. Vehicle Signs parked outside of designated parking stalls, or occupying required parking for more than 50% of the operating hours.
 - q. Trailer Signs not affixed to a vehicle, parked outside of designated parking stalls, or occupying required parking for more than 50% of the operating hours.

- r. Illuminated signs directly facing and visible to an immediately adjacent residential zone or residential development.
- s. Signs not otherwise expressly permitted in this chapter.

19.18.05. Signs Not Requiring A Permit.

The following signs may be placed without a permit:

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

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

4. Residential temporary signage in compliance with the residential sign standards.
5. No more than two window signs per façade of a licensed use, each not exceeding 20% of the area of the individual window in which the signs are placed.

6. A maximum of one neon sign no larger than two square feet per licensed use in a non-residential zone during regular operating hours.

7. Cornerstone signage permanently attached to the building.

8. A maximum of one A-frame sign per licensed use in a non-residential zone during regular operating hours, subject to the following limitations:

a. The sign shall not exceed four feet in height and eight square feet in size as shown in Figure 18.6.

b. The sign shall be placed behind the sidewalk immediately adjacent to the use. If the adjacent sidewalk is more than fifteen feet back from the edge of pavement, the sign may be placed between the curb and sidewalk, provided that the entire sign shall be no closer than fifteen feet from the curb.

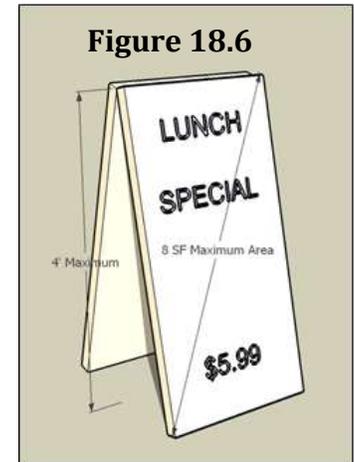
c. The sign shall not obstruct or project into the sidewalk.

i. Exception: in instances where the sidewalk both abuts the structure and provides width beyond the minimum requirement, the A-frame sign may be placed on the sidewalk in such a manner to be outside the minimum required width and not obstruct passage of the sidewalk.

d. The sign shall be weighted to prevent movement by wind.

9. Traffic signs that are approved by the City Engineer or highway authority and comply with the Manual on Uniform Traffic Control Devices and applicable laws, are permitted. Such traffic signs shall not be required to comply with the general sign standards listed in 19.18.06.

10. Vehicle signs in non-residential zones on vehicles parked within a designated parking space, and outside of any site visibility triangle for public safety reasons.



19.18.06. General Standards.

1. Sign Design and Materials.

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

2. Sign Placement.

a. General Location. No part of any sign shall interfere with the use of any fire escape, exit, doorway, sidewalk, roadway, stairway, door ventilator, or window. No Ground Sign shall be located within any public utility easement without review and approval by the City Engineer.

b. Clear Sight Triangle. No sign shall be placed within the clear sight triangle as defined in Section 19.06 of this Code.

- c. Traffic Safety. No sign shall be designed or placed in any manner that may be confused with any official traffic sign or signal. No sign or other advertising structure shall be designed, constructed, or installed that by reason of its size, location, shape, coloring, or manner of illumination may be confused as a traffic control device. All Traffic Signs shall comply with the Manual on Uniform Traffic Control Devices.
- d. Right-of-way. No sign shall be located on public property or within any right-of-way unless otherwise permitted in this Chapter. In cases where a sign hangs over a public right-of-way, it shall extend no more than five feet over a public sidewalk as measured from the face of the supporting building, and shall have a minimum clearance of eight feet from the elevation of the sidewalk.
- e. Setbacks.
 - i. Side and Rear Setbacks not adjacent to a sidewalk or right-of-way. All permanent and temporary ground signs shall be located a distance equal to or greater to their height from any interior side or rear property line.
 - ii. Front and Street Side Setbacks and other setbacks adjacent to a sidewalk or right-of-way. All permanent and temporary ground signs, except for A-frame signs, shall be located at least three feet from the back of the sidewalk or right-of-way, whichever is greater, and from all driveways as measured from the back of the curb.

3. Sign Illumination.

- a. All sign lighting shall comply with the limitations in Section 19.11 of this Code.
- b. Individual signs shall be illuminated only by one of the following means:
 - i. **External Illumination.** Signs may be illuminated by a steady, stationary light, directed solely at the sign. Light fixtures for Ground Signs shall be screened from view by site grading or evergreen shrubs and must not beam directly onto adjacent properties or rights-of-way.
 - ii. **Internal Illumination.** Signs may be illuminated by an interior light of reasonable intensity with sign copy or face silhouetted on an opaque background.
- c. No illuminated signage shall face abutting residentially developed or zoned property.

4. Sign and Building Maintenance.

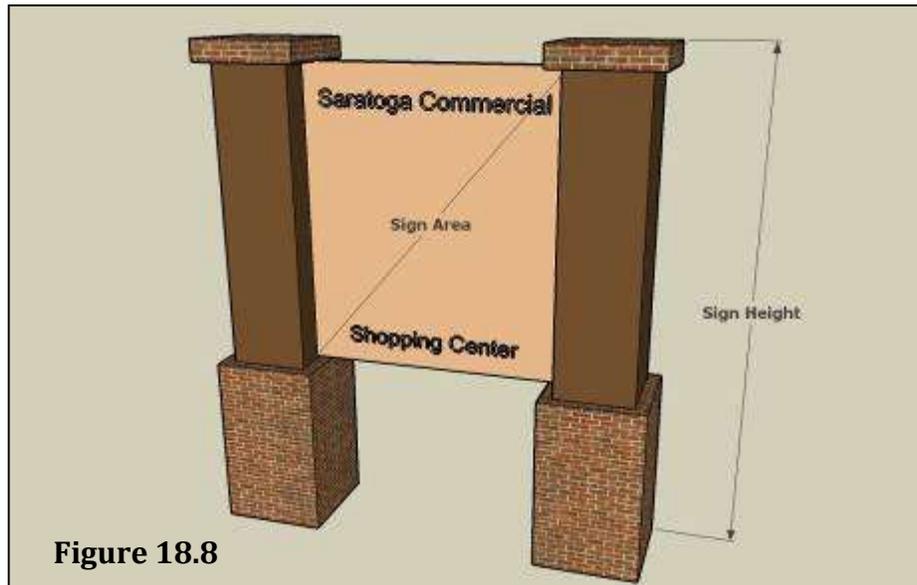
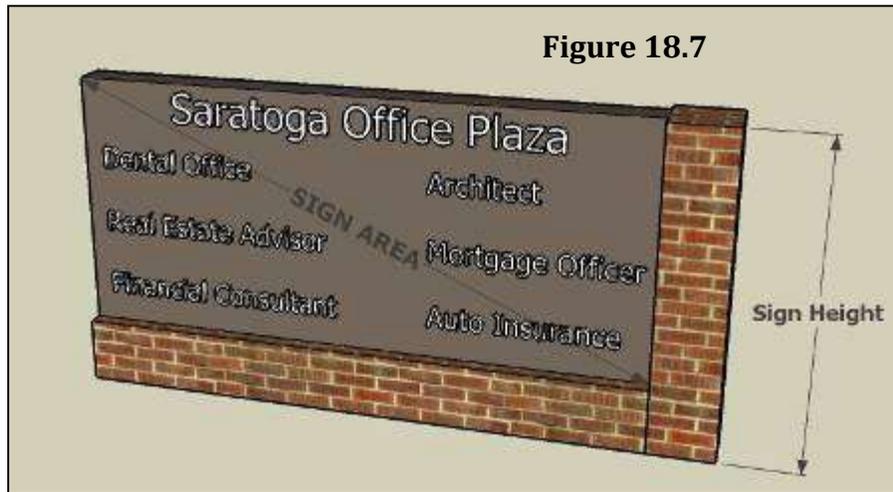
- a. All signs shall be maintained in good condition.
- b. When a building sign is removed, the face of the building beneath the sign shall be restored to its original pre-sign condition.
- c. Those signs meeting the definition of Abandoned Sign in Section 19.18.03 shall be removed.

5. Sign Construction.

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

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

- c. Power Source. Permanent power sources for signs must be concealed underground away from public view or within the structure of the sign or building to which the sign is attached. All electrical connections must comply with all provisions of the National Electrical Code.
 - d. Foundations. All ground signs must be mounted on foundations and footings which conform to the applicable building code.
6. Monument and Pedestal Signs. See Figures 18.7, 18.8, and 18.9 for graphic illustration.
- a. Area. The area of a monument or pedestal sign shall include all parts of the sign face or sign structure that contains text or graphics.
 - b. Height. The height of a monument or pedestal sign shall be measured from the highest point of the sign structure to the height of the street curb or sidewalk nearest the sign. If the sign is located more than fifteen feet from the back of curb or sidewalk, whichever is nearest, the height shall be measured from the grade at the location of the sign.
 - c. Multiple Faces. Signs containing more than one display face shall be calculated as the total area of all faces, except where the interior angle between two faces is fifteen degrees or less, in which case only one display face shall be included in the calculation.
 - d. Monument sign base. The base of the sign shall be a minimum of two feet in height, and shall be constructed of materials and colors that match the building or use. The base shall run the entire horizontal length of the sign and shall contain no sign copy.
 - e. Pedestal sign base. At least two vertical structural supports shall be used on pedestal signs, and the open area of the sign between the supports shall occupy no more than forty percent of the vertical height of the sign.
 - f. Changeable Copy. Non-digital changeable copy may be incorporated into the sign face up to a maximum of 50% of the sign area. A protective cover is required over the changeable copy.
 - g. Address. Monument signs shall contain the address of the parcel or use; for multiple addresses, the sign shall contain the range of addresses for the uses. The address may be included in the sign copy, or displayed on the sign structure, and shall not be occluded by landscaping.



7. Building Signs.

- a. Area, direct-mounted. The area of a sign consisting of text or graphics mounted directly against a wall, window, or fascia of a building and without a background shall be measured by drawing the smallest possible rectangle around the entire group of text or graphics; where there are multiple rows of text or graphics separated by a minimum of twelve inches, the area shall be measured by drawing the smallest possible rectangle around each row of text and/or graphics, as shown in Figure 18.9.
- b. Area, background mounted. The area of a sign consisting of text or graphics mounted on a background panel or surface shall be measured as the area within the outside dimensions of the background panel or surface.
- c. Mounting. No portion of the sign shall project above or below the highest or lowest part of the wall on which the sign is located. The sign shall not project outwards more than

eighteen inches from the face of the building to which it is attached.



Figure 18.9

19.18.07. Residential Sign Standards.

1. Residential Entry Feature.
 - a. In order to facilitate public safety and community identity by providing locators, residential developments are permitted to place signage at primary entrances.
 - b. Number. Each residential development is permitted one Residential Entry Feature per primary entrance into the development, and shall be located on a street frontage exceeding fifty feet in width.
 - c. Spacing. Residential Entry Signs shall be no closer than 100 feet to any other Ground Sign on the same frontage.
 - d. Height, sign. The sign portion of an Entry Feature for a residential development containing fewer than 100 dwelling units shall not exceed 7.5 feet in height; the sign portion of an Entry Feature for a residential development containing 100 or more units shall not exceed 10 feet in height.
 - e. Height, structure. Residential Entry Feature structures shall not exceed twenty feet in height.
2. Signage on a Single Family Lot.
 - a. Permanent signs: A single-family residence is permitted one sign limited to six square feet in size. Residential signs may be freestanding or mounted to a structure, and shall be located entirely upon the lot or parcel. Building mounted signs shall be placed no higher than fifteen feet or at the top of the first floor, whichever is lower; all other signs shall be a maximum of four feet in height.
 - b. Temporary signs:
 - i. An occupied single-family residence is permitted one of the following:
 1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
 2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year.

- ii. A single-family residence that is currently for sale or actively for rent is allowed the following additional temporary signage:
 - 1. one temporary sign, limited to five feet in height and three square feet in size, during the period for which the property is for sale or rent.
3. Multi-family Signage.
- a. Building Signs.
 - i. Number. Each building containing four or more units, and each community building such as a clubhouse, is permitted one building sign.
 - ii. Size. The maximum permitted area shall be ten percent of the area of the elevation upon which the sign is mounted.
 - b. Temporary signs:
 - i. Each building in a multi-family development is permitted either of the following for a cumulative total of six months in a calendar year:
 - 1. up to two temporary signs, each limited to four feet in height and six square feet in size, for a cumulative total of six months in a calendar year, or
 - 2. multiple temporary signs, each limited to three feet in height, with the face area of all signs limited to a cumulative total of twelve square feet, for a cumulative total of six months in a calendar year.
 - ii. Each unit in a multi-family development that is currently for sale or actively for rent is allowed the following additional temporary signage:
 - 1. one temporary sign, limited to five feet in height and three square feet in size, during the period for which the property is for sale or rent.
 - c. Tenant Listing Sign.
 - i. Number. Each building that contains multiple tenants or uses shall be limited to one sign per primary entrance to the building, and each tenant or use shall be limited to one panel.
 - ii. Design. All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.
 - iii. Size. Each panel shall be limited to a maximum of one square foot.
 - iv. Location. Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
 - v. Height. Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.

19.18.08. Agricultural, Vacant, and Active Development.

- 1. Regardless of zoning, parcels that are in agricultural use, are vacant, or are currently under active development, may choose to utilize the following temporary signage in lieu of the temporary signage permitted by zone.

- a. Such parcels less than one acre in size are permitted a cumulative maximum of 32 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of eight feet per sign.
- b. Such parcels ranging in size from one acre to twenty acres are permitted a cumulative maximum of 64 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of eight feet per sign.
- c. Parcels exceeding twenty acres in size are permitted up to a cumulative maximum of 96 square feet of total temporary signage per parcel, either in one or multiple signs, and maximum height of twelve feet per sign.

2. Duration.

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

19.18.09. Institutional/ Civic Zone Standards.

1. Schools, churches, public facilities, and other uses in the Institutional/ Civic Zone are permitted the following signage.
 - a. Primary Building signs.
 - i. Number. Each primary building is permitted one building sign.
 - ii. Size. The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger.
 - iii. Height. Each primary building sign for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each primary building sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.
 - b. Monument signs.
 - i. Number.
 - i. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
 - ii. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
 - ii. Size. A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.

- iii. Height. A monument sign for a single building or use shall not exceed eight feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
 - c. Pedestal and Pole signs.
 - i. Not permitted.
 - d. Window and Door signs.
 - i. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.
 - e. Banner Signs.
 - i. Banner signs shall only be permitted on a temporary basis.
 - ii. Banner signs shall not exceed four feet in height and thirty-two square feet in size.
 - iii. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
 - iv. Banner signs shall be limited to a cumulative total of thirty days in a calendar year.

19.18.10. Commercial Zone Sign Standards.

1. Banner Signs in all commercial zones.
 - a. Banner signs shall only be permitted on a temporary basis.
 - b. Banner signs shall not exceed four feet in height and thirty-two square feet in size.
 - c. Banner signs shall be placed in a landscaped area or on a structure, and shall not be located within the clear sight triangle identified in Chapter 19.06.
 - d. Banner signs shall be limited to a cumulative total of thirty days in a calendar year.

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

3. Tenant Listing Signs in all commercial zones.
 - a. Number. Each building that contains multiple tenants or uses shall be limited to one sign in addition to other allowed wall signage per zone per primary entrance to the building, and each tenant shall be limited to one panel.
 - b. Size. Each panel shall be limited to a maximum of one square foot.
 - c. Design. All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.

- d. Location. Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
- e. Height. Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.

4. Signage in the Neighborhood Commercial Zone.

- a. Building signs.
 - i. See Regional Commercial requirements.
- b. Monument signs.
 - i. Number.
 - 1. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
 - 2. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
 - ii. Size. A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
 - iii. Height. A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
- c. Pedestal signs.
 - i. Not permitted.
- d. Awning and Canopy Signs.
 - i. Number. One awning or canopy may be used as signage for a tenant, in lieu of a secondary building sign.
 - ii. Location and Design. Awning and Canopy signs shall be located on the first floor only, and only awnings or canopies approved as part of the site plan and located above doors or windows may be used for signage. Sign copy is only permitted on the vertical portion of the canopy; no sign copy shall be placed on the roof portion.
 - iii. Size. Sign content shall not exceed twenty percent of the awning or canopy on which the sign is located, or fifteen square feet, whichever is less.
 - iv. Height. A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the awning or canopy.
- e. Projecting and Suspended Signs.
 - i. Number. Each street-level tenant is permitted one projecting or suspended sign.
 - ii. Location and Design. Signs shall be located above the entrance to the use, shall not extend more than five feet from the wall to which they are attached, shall maintain clearance of six inches between the sign and the wall, and shall be a minimum of thirty feet from the nearest projecting or suspended sign.
 - iii. Size. Signs shall not exceed twelve square feet in size.
 - iv. Height. A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the sign.
- f. Window and Door signs.

- i. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.

5. Signage in the Regional Commercial zone.

a. Building signs.

- i. Number. Each tenant in a building is permitted one primary building sign, and two secondary signs; buildings or uses that are larger than 50,000 square feet and have more than one primary entrance may have a second primary sign.
- ii. Size, primary signage. The primary building signage shall not exceed a cumulative total size equal to eight percent of the façade on which the sign or signs are mounted, or 30 square feet, whichever is larger.
- iii. Secondary signage. Secondary signage shall not be mounted on the same façade as primary signage, and each secondary sign shall not exceed fifty percent of the size of the tenant's primary sign.

b. Monument signs.

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

c. Pedestal signs.

- i. Number. Developments consisting of more than seven acres shall be permitted one pedestal sign for each major entrance into the development.
- ii. Spacing. Pedestal signs must be separated by a minimum distance of 300 feet as measured diagonally across the property, and shall be a minimum of 200 feet from any other ground sign on the same frontage.
- iii. Size. The area of the sign face shall not exceed 120 square feet.
- iv. Height. The sign shall not exceed twenty feet in height.

d. Awning and Canopy Signs.

- i. Number.
 - a. One awning or canopy attached to a building may be used as signage for a tenant, in lieu of a secondary building sign.
 - b. Up to two freestanding awnings or canopies may be used for signage.
- ii. Location and Design.
 - a. Building Awning and Canopy signs shall be located on the first floor only, and only awnings or canopies approved as part of the site plan and located above doors or windows may be used for signage.
 - b. Signage shall only be permitted on freestanding awnings and canopies when such structures and signage are approved as part of a site plan.

- c. Sign copy is only permitted on the vertical portion of the canopy; no sign copy shall be placed on the roof portion.
 - iii. Size.
 - a. Building Awning and Canopy Signs: sign content shall not exceed twenty percent of the awning or canopy on which the sign is located, or fifteen square feet, whichever is less.
 - b. Freestanding awnings or canopies: sign content shall not exceed ten percent of the freestanding awning or canopy on which the sign is located, or fifteen square feet, whichever is less.
 - iv. Height. A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the awning or canopy.
- e. Projecting and Suspended Signs.
 - i. Number. Each street-level tenant is permitted one projecting or suspended sign.
 - ii. Location and Design. Signs shall be located above the entrance to the business, shall not extend more than five feet from the wall to which they are attached, shall maintain clearance of six inches between the sign and the wall, and shall be a minimum of thirty feet from the nearest projecting or suspended sign.
 - iii. Size. Signs shall not exceed twelve square feet in size.
 - iv. Height. A minimum of eight feet of clearance must be maintained between the top of the nearest sidewalk or curb and the bottom of the sign.
- f. Window and Door signs.
 - i. Sign content shall not exceed twenty percent of the window or door on which the sign is located.

6. Signage in the Office Warehouse and Business Park Zones.

- a. Primary Building signs.
 - i. Number. Each building is permitted one primary building sign.
 - ii. Size. The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger.
 - iii. Height. Each primary building sign for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each primary building sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.
- b. Ancillary Building signs.
 - i. Number. Ancillary uses within a building are permitted one building sign each, with a cumulative maximum of two such signs per any one elevation.
 - ii. Size. The area of the sign shall not exceed twenty-four square feet.
 - iii. Location. The sign shall be mounted by the nearest entrance leading to the ancillary use.
 - iv. Height. The sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured to the top of the sign.
- c. Monument signs.
 - i. Number.

- i. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
 - ii. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
 - i. Size. A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
 - ii. Height. A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
 - d. Pedestal signs.
 - i. Number. Developments consisting of more than seven acres shall be permitted one pedestal sign for each major entrance into the development.
 - ii. Spacing. Pedestal signs must be separated by a minimum distance of 300 feet, as measured diagonally across the property.
 - iii. Size. The area of the sign face shall not exceed 120 square feet.
 - iv. Height. A pedestal sign shall not exceed twenty feet in height.
 - e. Window and Door signs.
 - i. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.

19.18.11. Industrial Zone Signage.

- 1. Primary Building signs.
 - a. Number. Each building is permitted one primary building sign.
 - b. Size. The primary building sign shall not exceed eight percent of the façade on which the sign or signs are mounted, or thirty square feet, whichever is larger.
 - c. Height. Each primary building sign for single story buildings shall maintain a minimum of eight feet of clearance between the top of the nearest sidewalk or curb and the bottom of the sign; each primary building sign for multiple story buildings shall be mounted no lower than the bottom of the top floor of the building.
- 2. Tenant Listing Sign.
 - a. Number. Each building that contains multiple tenants or uses shall be limited to one sign per primary entrance to the building, and each tenant or use shall be limited to one panel.
 - b. Design. All panels on a tenant listing sign shall be constructed of the same material and be of a consistent shape and size.
 - c. Size. Each panel shall be limited to a maximum of one square foot.
 - d. Location. Each tenant listing sign shall be located on the same façade as the primary entrance, in a location easily visible to persons using the primary entrance.
 - e. Height. Each tenant listing sign shall be mounted at or below the top of the first floor of the building, at a height no less than eight feet and no more than fifteen feet, as measured from the elevation at the entrance of the building to the top of the sign.
- 3. Monument signs.
 - a. Number.

- i. Single building or use: one monument sign shall be allowed for each frontage in excess of one hundred feet a building or use has on a public street.
 - ii. Multiple buildings or uses: One shared monument sign shall be allowed for each frontage in excess of 200 feet a site has on a public street.
 - b. Size. A monument sign for a single building or use shall not exceed forty-five square feet in size. A monument sign for multiple buildings or uses shall not exceed sixty-four square feet in size.
 - c. Height. A monument sign for a single building or use shall not exceed 7.5 feet in height. A monument sign for multiple buildings or uses shall not exceed ten feet in height.
- 4. Pedestal signs.
 - a. Not permitted.
- 5. Window and Door signs.
 - a. Window and door signs shall not exceed twenty percent of the window or door on which the sign is located.

19.18.12. Mixed Use and Mixed Waterfront Zone Signage.

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

19.18.13. Permit Process.

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

- i. The application shall contain:
 1. Application form.
 2. Application fee.
 3. Signature of the property owner or manager, or a letter of consent from the property owner or.
 4. Scaled drawings of all proposed signage. Drawings must indicate proposed dimensions and sizes, materials, method of illumination, colors, and any other pertinent information.
 5. Scaled site plan showing the location of all proposed signage on the site.
 6. Scaled elevations showing the location of proposed signage on any building or structure.
- e. **Review.** The Planning Director shall review the application for compliance with the standards in this chapter and other applicable ordinances.
 - i. The Planning Director may approve, approve with conditions, table the decision for additional information from the applicant, or deny the application.

19.18.12. Nonconforming Signs

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