

Sign Regulations

Section 17.30.300

Rio Dell Municipal Code

17.30.300 Signs and Nameplates

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17.30.300(1) Purpose and Applicability:

This chapter establishes the regulation of signs as a way to:

- (a) Encourage creative and innovative approaches to signage within the community that are of high quality design and character and contribute to the overall appearance of the community; and
- (b) Encourage signage that is architecturally and cosmetically compatible with the surrounding area; and
- (c) Enhance the overall property values in the city by discouraging signage that contributes to the visual clutter of the streetscape, such as oversized signs and excessive temporary signs; and

(d) Enhance aesthetic and traffic safety in the community by minimizing signage information to ensure that signage does not distract motorists, obstruct, or otherwise impede traffic circulation; and

(e) Safeguard and protect the public health, safety, and welfare through appropriate prohibitions, regulations, and controls on the design, location, and maintenance of signage. The standards of this chapter apply to signs in all zoning districts. Only signage specifically authorized by this chapter shall be allowed.

17.30.300(2) Review of Signs:

(a) Permit Required: Except as otherwise provided in this chapter, no person shall erect, move, alter, replace, or maintain any sign without first obtaining zoning clearance (administrative plan check) to ensure compliance with applicable provisions of this chapter. (See Section **17.30.300(3)** of this chapter for exemptions.)

(b) Uniform Sign Program: A uniform sign program is intended to integrate design of signs with the design of the structures to achieve a unified architectural statement. Its purpose is ensuring design compatibility, not providing exemptions from the provisions of this chapter.

(c) Applicability: A uniform sign program shall be required whenever any of the following circumstances exists:

(i) New multi-tenant developments of three (3) or more separate tenants that share either the same parcel or structure and use common access and parking facilities;

(ii) Whenever three (3) or more signs are requested by a single tenant in an existing multi-tenant project that is currently not covered by a uniform sign program; or

(iii) Whenever the City determines that a uniform sign program is appropriate in order to achieve the objectives of this title.

(d) Approval of A Uniform Signage Program: The hearing and approving body for all Uniform Signage Programs (USP) shall be the Planning Commission. The process for appealing the decision shall be consistent with Section **17.35.050**.

(e) Standards: The uniform sign program shall include criteria for building attached signs for tenants, anchors, freestanding building signs and the integrated development itself to establish consistency of sign type, location, logo and/or letter height, lines of copy, illumination, construction details, and color and materials of signs for the project. All signs within the development shall be consistent with the USP.

(f) Revisions to a Uniform Signage Program: The Planning Director may approve revisions to a uniform signage program if the Director determines that the modifications are minor in nature and do not change or modify the intent or conditions of the original approval. Revisions that would substantially deviate from the original approval (as determined by the Planning Director) shall require Planning Commission approval.

17.30.300(3) Exempt Signs:

Zoning clearance shall not be required for the signage listed in this section. Any exception to the limitations for exempt signage listed herein shall require a Variance pursuant to Section **17.35.020**.

(a) Exempt Signage Without Limitations: The following signs are exempt from a sign permit and city review:

(i) Signs Within Buildings: Signs that are within buildings and are not visible from any point on the boundary of the property;

(ii) Official or Legal Notice: Official or legal notice required by a court or government agency (government/civic signs);

(iii) Signs Serving A Government Function: Signs erected and maintained in compliance with a government function or required by a law, ordinance, or government regulation, including signs erected by a public utility (government/civic signs);

(iv) Signs On Licensed Commercial Vehicles Prohibiting Outdoor Display Signs: Signs on licensed commercial vehicles, including trailers, that the vehicles/trailers shall not be used as parked/stationary outdoor display signs;

(v) Change of Copy: Change of copy that does not alter the size, location, or illumination of a sign;

(vi) Holiday Decorations: Holiday decorations that do not contain any commercial message shall be permitted. Such noncommercial signs shall be removed within seven (7) days following the holiday or event;

(vii) Signs Erected By Historical Agencies: Signs erected by recognized historical agencies that show names of buildings, dates of construction provided the sign is less than two (2) square feet in area.

(b) Exempt Signage with Limitations: The following signs are exempt from requirement for a sign permit and city review provided that they meet the size, height, duration, and/or maximum number limitations listed:

(i) Construction Signs: Construction signs not to exceed one sign per street frontage and a maximum of twenty (20) square feet in area or a maximum of thirty two (32) square feet if combined with a future tenant sign. Construction signs may not be illuminated. Such signs shall be removed upon completion of the city's final building inspection. (See Section **17.30.300(8)**, "Temporary And Special Event Signs", of this chapter.);

(ii) Directional Signs: Directional signs, on site, solely for guiding traffic, parking, and loading on private property, with no advertising. Copy shall be limited to the facility name and address, instructions, and directional arrows. Sign area shall not exceed twenty four (24) square feet in residential districts and thirty six (36) square feet in nonresidential districts. The maximum height for freestanding signs shall be six feet (6') unless the director allows additional height after determining that the visibility of a lower sign would be impaired. The area and number of

directional signs do not count towards the total allowed as described in Section **17.30.300(7)**, Table **17.30.300-7-1** of this chapter;

(iii) Flags: Flags of a nation, the state of California, other states of the nation, and municipalities;

(iv) Future Tenant Signs: Future tenant signs identifying or announcing the future use of a project while under construction. One sign shall be allowed per street frontage and the sign shall be removed upon occupancy of the site. In an integrated development, one sign per business is allowed. The maximum size of the sign shall be thirty two (32) square feet and the maximum height shall be six feet (6'). Future tenant signs may not be illuminated;

(v) Gas Pricing Signs: Gas pricing signs, as required by state law, which identify the brand, types, octane rating, etc., provided the signs do not exceed three (3) square feet;

(vi) Garage, Yard, Estate, and Other Home Based Sales Signs: Sign advertising the one day sale of items from a garage, yard, estate, or other home based sale;

(vii) Incidental Signs: Incidental signs, with a maximum area of two (2) square feet per sign. The area and number do not count towards the total allowed as described in Section **17.30.300(7)**, Table **17.30.300-7-1** of this chapter;

(viii) Menu/Order Board Signs: Menu/order board signs, as described herein and in subsection **17.30.300(5)(d)** of this chapter. A maximum of two (2) menu/order board signs shall be permitted for each drive-in or drive-through business, provided that each sign not exceed a maximum of forty (40) square feet in sign area and that each sign be limited in height to eight feet (8'). The area and number of menu/order board signs do not count towards the total allowed sign area;

(ix) Nameplates: Nameplates, as described below. Nameplates may only be lit by either an indirect light (i.e., porch light) source, low wattage spotlight without glare to the adjoining property, or internal light source with opaque (nontransparent) background.

(A) Residential, individual unit: Occupant name, street number, and street name signs not exceeding two (2) square feet in area per single-family or multi-family unit;

(B) Residential, multi-family site: Building number, building name, units located in the building, and other directional signs not exceeding fifteen (15) square feet in area;

(C) Nonresidential: Signs for commercial, office, and industrial uses not exceeding two (2) square feet, with copy limited to business identification, hours of operation, address, and emergency information;

(x) Noncommercial Signs: Noncommercial signs that are not located within or over a public right of way unless authorized pursuant to Section **17.30.300(6)** of this chapter, or over the roofline of any building and outside of any visibility triangle as follows:

(A) Non-illuminated Campaign Signs: Non-illuminated campaign signs are limited to the following:

- No more than four (4) square feet and 48 inches in height; and
- Signs may be erected not earlier than sixty (60) days prior to the election and shall be removed within ten (10) days following said election; and
- No more than 4 signs shall be allowed on any one parcel; and
- No sign may be placed on private property without the consent of the property owner; and
- Signs may be freestanding or attached to existing buildings or fences. However they are not permitted on street signs, trees, shrubs, bus stops, power poles, utility cabinets or other public appurtenances; and
- Signs may not be placed within 15 feet of any fire hydrant, street sign or traffic signal, or interfere with, confuse, obstruct or mislead traffic; and
- Signs may not be placed within a public right of way, nor within 30 feet of an intersection and no closer than 3 feet from the curb. Where no curb exists, signs shall be at least 5 feet from the edge of the pavement; and
- Homeowners are allowed to place political signs in the windows of their property; and
- Signs may not be illuminated, including motion and/or flashing lights, but may be placed where existing lighting may permit them to be seen at night.

(B) Political Event/Demonstration Signs: Political event and/or demonstrations signs shall be permitted during the course of and at the site of a political event or demonstration.

(C) Prohibiting Signs: Signs prohibiting trespassing and advertising, as well as neighborhood watch and alarm signs, shall be permitted on private property.

(xi) Public Notice: Any public notice or warning required by a federal, state, or local law or regulation shall be permitted.

(xii) Window Signs: Window signs with a maximum per window coverage of sixty percent (60%).

(xiii) Real Estate Signage: Real estate signs for sale or lease of property shall be permitted on private property and out of any required visibility triangle, with the following limitations:

(A) For residential property, one on site sign with a maximum sign area of six (6) square feet. Additionally, a maximum of three (3) attached rider signs are permitted on each real estate sign identifying the agent, special feature and/or sales status. On weekends and holidays, open house signs as needed to direct traffic from major collector and arterial streets to the subject property. One sign may be placed for each change in direction to a maximum of five (5) signs with a maximum sign area of six (6) square feet.

(B) For commercial property, one on site sign per street frontage with a maximum sign area of thirty two (32) square feet for parcels with less than one acre and forty eight (48) square feet for parcels larger than one acre with an eight foot (8') height limit.

17.30.300(4) Prohibited Signs:

The signage listed in this section are inconsistent with the purposes and standards of these regulations as described below and as such are prohibited in all zoning districts.

- (a) Abandoned signs;
- (b) Roof signs erected and constructed on and/or over the roofline of a building and supported by the roof structure;
- (c) Signs that are unauthorized, temporary or permanent, and are affixed to trees and utility poles;
- (d) Signs emitting audible sounds, odors, or visible matter. Only menu/order board signs may emit sounds, but only as part of their primary function;
- (e) Signs erected in such a manner that a portion of its surface or supports will interfere with the use of fire escapes, standpipes, or emergency exits from a structure or site;
- (f) Signs erected without the consent/permission of the owner (or his/her agent) of the property on which the sign is located;
- (g) Signs on public property or within the public right of way, except government/civic signs erected by a governmental agency or a public utility or signs granted an encroachment permit by the public works department;
- (h) Signs which imitate or resemble official traffic warning devices or signs, that by color, location, content, or lighting may confuse or disorient vehicular or pedestrian traffic;

17.30.300(5) Standards for Special Category Signs:

This section describes the standards applied to certain types of signage as defined in Section **17.30.300(3)** and are consistent with the standards established for signage as listed in Section **17.30.300(7)** and Table **17.30.300-7-1**.

- (a) Awning and Canopy Signs: Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied, as follows:
 - (i) Location: Signs may be placed only on awnings that are located on first- and second-story building frontages, including those fronting a parking lot or pedestrian-way.
 - (ii) Maximum Area and Height: Sign area shall comply with the requirements established by Section **17.30.300(7)** and Table **17.30.300-7-1** and Section **17.30.300(6)** of this chapter. No structural elements of an awning or canopy shall be located less than eight feet (8') above the finished grade.

(iii) Lighting: Awnings shall not be internally illuminated. Lighting directed downwards that does not illuminate the entire awning is allowed.

(iv) Required Maintenance: Awning and canopy signs shall be regularly cleaned and kept free of dust and visible defects.

(b) Blade/Bracket Signs:

(i) Location: Blade or bracket signs shall be placed only on ground floor facade, except for businesses located above the ground level with direct exterior pedestrian access.

(ii) Maximum Area, Height, and Projection: The maximum sign area shall be ten (10) square feet. The lowest point of a blade or bracket sign shall be a minimum eight feet (8') above grade. The sign may project a maximum of five feet (5') from the building.

(iii) Sign Structure: Sign supports and brackets shall be compatible with the design and scale of the sign.

(c) Governmental/Civic Sign As A Gateway Sign: A governmental/civic sign as a gateway sign(s) other than those described in section **17.30.300(7)** and Table **17.30.300-7-2** of this chapter for subdivisions and those exempt as in section **17.30.300** of this chapter may be established subject to the following standards:

(i) Location: The sign may be located along or within a public right of way at a minimum distance from the public right of way so as to not interfere with the movement of traffic.

(ii) Maximum Area and Height: The maximum sign area shall be thirty two (32) square feet. The maximum height shall be fifteen feet (15').

(iii) Design: The sign should be designed as a monument sign, consistent with the standards for monument signs described in subsection (e) of this section.

(d) Menu/Order Board Sign:

(i) Location: Menu/order board signs shall not face onto the public right of way.

(ii) Illumination: Menu/order board signs shall only be illuminated by internal light source with opaque (nontransparent) background.

(iii) Maximum Size, Height, And Number: The size, height, and number of menu/order board signs shall be limited as described Section **17.30.300(3)(b)(viii)** of this chapter.

(e) Monument Signs:

(i) Location: The sign may be located only along a site frontage adjoining a public street and not within the visibility triangle. It shall be set back a minimum of ten feet (10') from the right of way. See also Section **17.30.300(6)** of this chapter.

(ii) Maximum Area and Height: The sign shall comply with the height and area requirements established in Section **17.30.300(7)** and Table **17.0.300-7-3** of this chapter.

(iii) Design: The mass/scale of a monument sign shall be consistent with the overall design of the building. The design and placement of the sign shall not interfere with the visibility triangle.

(iv) Landscape Requirements: Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, twenty (20) square feet of sign area requires forty (40) square feet of landscaped area. The City may reduce or waive this requirement if the sign is placed within an existing landscape corridor or median.

(f) Reader Board Signs: Reader board signs may only be allowed:

(i) In the Community Commercial (CC) zone upon approval of zoning clearance. Reader board signs may be allowed in the Town Center (TC) and Neighborhood Center (NC) zones with a Conditional Use Permit. The total area for these signs shall be included in maximum allowed sign area as listed in **Section 17.30.300(7)** and **Table 17.30.300-7-1** of this chapter.

(ii) To advertise products, services, and prices in conjunction with an on-site retail business and limited to a maximum of forty (40) square feet.

(g) Time and/or Temperature Signs: A time and/or temperature sign may be permitted on a site in addition to the other signs allowed by this section provided it meets the following standards:

(i) Maximum Area and Height: The sign shall have a maximum area of ten (10) square feet and shall comply with the height requirements established by **Section 17.30.300(7)** and **Table 17.30.300-7-2** of this chapter.

(ii) Design: The sign shall be designed in a manner that is compatible with other signs and with the structure on which it is placed.

(h) Building Signs: Where allowed in **Section 17.30.300(7)** and **Table 17.30.300-7-1** of this chapter, a building sign shall comply with the following additional requirements:

(i) Location: The sign shall not be placed to obstruct any portion of a window, doorway, transom, or other architectural detail.

(ii) Maximum Area and Height: The sign shall not project above the edge of a structure and shall comply with the height requirements established by **section 17.30.300(7)**, **Table 17.30.300-7-1** of this chapter. It shall not take up more than seventy five percent (75%) of the building frontage on which it is placed.

(iii) Projection From Wall: The sign shall not project from the surface upon which it is attached more than required for construction purposes and in no case more than twelve inches (12"). See also **section 17.30.300(6)** of this chapter for three dimensional elements on all signs.

(i) Banner or Feather Signs: Banner and/or feather signs may be allowed in the Town Center, Neighborhood Center, Community Commercial and Industrial Commercial zones upon approval of zoning clearance, provided it meets the following standards:

(i) Location: The banner and/or feather sign shall not be placed to obstruct pedestrian traffic or doorways.

(ii) Maximum Area and Height: The banner and/or feather sign shall not exceed sixteen (16) square feet in area and fifteen (15) feet in height. The total area for these signs shall be included in maximum allowed sign area as listed in **Section 17.30.300(7)** and **Table 17.30.300-7-2** of this chapter

(iii) Number: No more than two (2) banner and/or feather signs shall be allowed per business.

(j) Freeway Oriented Billboards: Notwithstanding the prohibition against off site commercial signs, freeway oriented billboards may be permitted subject to first obtaining a Conditional Use Permit from the Planning Commission. For the purposes of this section, a "freeway oriented billboard" is hereby defined as an outdoor freestanding sign board which is located within one hundred feet (100') of State Highway 101 and which advertises a business, service or product which is not produced or sold at the site of the sign. A Conditional Use Permit for a freeway oriented billboard may be issued only if the proposed billboard complies with all of the following conditions:

(i) Location: A freeway oriented billboard shall be located only on property zoned Industrial Commercial and located at the Humboldt Rio Dell Business Park. No freeway oriented billboard shall be located closer than one-half (1/2) mile to another freeway oriented billboard. No freeway oriented billboard shall be located on or within any public right of way.

(ii) Maximum Number of Freeway Oriented Billboards: No more than a total of three (3) freeway oriented billboards may be constructed or approved by the city at any time, provided that each sign must meet all the conditions of this section. Once there are three (3) freeway oriented billboard use permits issued in the City, no other use permit application for a freeway oriented billboard can be processed by the City.

(iii) Height: No freeway oriented billboard shall exceed a height of thirty-five feet (35') as measured from the existing grade of the property on which the freeway oriented billboard will be located.

(iv) Size Of Signage: No freeway oriented billboard shall exceed four hundred eighty (480) square feet of advertising surface area. No freeway oriented billboard may contain more than two (2) advertising surface areas. No advertising surface area may contain more than two (2) advertisements.

(v) Lighting: A freeway oriented billboard may be illuminated in accordance with this title; however, no blinking, flashing, rotating, animated lighting or movement of any kind shall be permitted.

(vi) Approval By State Of California: Freeway oriented billboards receiving a Conditional Use Permit from the City shall not be constructed without proof of a permit issued by the state of California department of transportation, pursuant to the California outdoor advertising act. The City's restrictions regarding freeway oriented billboards shall apply if the City's limitations are more restrictive than the state requirements.

(vii) Structural Design: No freeway oriented billboard shall be approved without Planning Commission review and approval of the structural design. In particular, the Planning Commission shall ensure that the location, color, materials and details of the structural design of the freeway oriented billboard are attractive and compatible with surrounding land uses and the City's rural, hometown image.

(viii) Maintenance: Freeway oriented billboards and their supporting members must be maintained in good condition at all times. Upon order by the City, dilapidated freeway oriented billboards must be repaired or removed within thirty (30) days.

17.30.300(6) General Development, Maintenance, And Removal:

This section describes the standards applied to the development, maintenance, and removal of signs within the city.

(a) Measurement of Sign Area:

(i) Computation: Sign area shall be computed by means of a single continuous perimeter composed of any rectilinear geometric figure that encloses the extreme limits of writing, representation, emblem, or any fixture of similar character, together with any frame or material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; however, if the sign is composed of individual letters or symbols using the wall as the background with no added decoration, the total sign area shall be calculated as seventy five percent (75%) of the area of any rectilinear geometric figure that encloses the extreme limits of the characters or symbols.

(ii) Supporting Framework: Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.

(iii) More Than One Sign Face: Signs composed of more than one sign face shall be computed as including only the maximum single display surface that is visible from any ground position at one time.

(iv) Three-Dimensional Objects: Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.

(v) Time and Temperature Devices: For signs that incorporate time and temperature devices, the area of these devices shall not be included in the total area of the sign.

(b) Measurement Of Sign Height: Sign height shall be measured from the uppermost part of the sign used in determining the area of the sign to the lowest elevation at the base of the sign.

(c) Maintenance Of Signs: All signs shall comply with the following criteria:

(i) All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the building or shall be concealed within the sign;

(ii) All permanent signs shall be constructed of quality, low maintenance materials such as metal, concrete, natural stone, glass, and acrylics. Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements;

(iii) All signs shall be constructed in compliance with any applicable building, electrical, or other code in effect at the time of construction or maintenance, with particular respect to wind and seismic loads and overturning moment;

- (iv) All freestanding signs that incorporate lighting shall have underground utility service;
 - (v) Signs shall be cleaned, updated, and/or repaired as necessary to maintain an attractive appearance and to ensure safe operation of the sign. Unacceptable sign conditions include broken or missing sign faces, broken or missing letters, chipped or peeling paint, water damage, missing or inoperative lights, exposed mechanical or electrical components, and missing or broken fasteners. Failure to respond to a written request from the city to perform maintenance work shall result in revocation of the sign's zoning clearance;
 - (vi) All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed;
 - (vii) All illuminated signs shall be of such intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular traffic.
- (d) Illumination Standards: The artificial illumination of signs, either from an internal or external source, shall be designed to eliminate negative impacts on surrounding rights of way and properties. The following standards shall apply to all illuminated signs:
- (i) External light sources shall be directed and shielded to limit direct illumination of an object other than the sign;
 - (ii) The light from an illuminated sign shall not be of an intensity or brightness that will create a negative impact on residential properties in direct line of sight to the sign;
 - (iii) Signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color;
 - (iv) Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices;
 - (v) Reflective type bulbs and incandescent lamps that exceed fifteen (15) watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is exposed to a public right of way or adjacent property; and
 - (vi) Light sources shall utilize energy efficient fixtures to the greatest extent possible.
- (e) Sign Removal or Replacement: When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure.
- (f) Setback of Freestanding Signs (Permanent and Temporary): The minimum setback distance for signs shall be measured from back of the public right of way. No sign shall encroach into a public right of way. All freestanding signs shall be set back a minimum of ten feet (10') from the public right of way with the following exception:
- (i) Where the public right of way has not been improved to its ultimate width, signs shall be set back from the ultimate right of way as defined by the public works department. Until such time as the right of way is improved to its ultimate width, the applicant may be granted an encroachment permit to allow the sign to be placed within the ultimate right of way, provided that when the right of way is improved the owner of the sign shall be required to remove or

otherwise relocate the sign (at their own cost) and shall be subject to the current standards as provided in this title.

(g) Location Of Building Signs: Building signs may be located along any frontage of a building that faces directly onto a public right of way or an internal circulation path of the site. In no instance shall signs face directly onto residential property.

17.30.300(7) Permitted Signs By Zoning Districts:

Signs permitted within the City are regulated by the zoning district, and the standards for their development are described in Table **17.30.300-7-1** of this section. Zoning clearance (administrative plan check) is required to determine compliance with applicable provisions of this section. Only those signs that may be permitted are listed. The goal of these standards is to regulate permanent signs that have a commercial message so that they comply with the purpose of this chapter, as established in section **17.30.300(1)** of this chapter. Noncommercial signs and signs that are exempt from these standards are described in section **17.30.300(3)** of this chapter. Temporary signs are listed in section **17.30.300(8)** of this chapter. The following general rules/standards apply to permanent signs regulated in this section:

(a) Building signs are those signs that are permanently attached to a building (i.e., wall signs, blade/bracket signs, etc.).

(b) Freestanding signs are those that have their own unique foundation or are otherwise not attached to a building (i.e., monument sign).

(c) The total allowed sign area may be distributed among the maximum number of signs permitted for each sign type.

(d) Illumination standards refer to whether or not the sign may be illuminated and how. Signs that may be illuminated may be done so by "indirect or background" (indirect light source, low wattage spotlight without glare to the adjoining property, or internal light source with opaque, nontransparent background) or by any method that produces "no glare onto (neighboring) residential property".

(e) Allowable sign area is either a set square footage per business or is based on a ratio of sign area to primary building frontage. It is calculated as described in section **17.30.300(6)** of this chapter. Where a ratio is described, it applies up to the listed maximum sign area.

(f) Public frontage is that area of the building that faces onto a public right of way, an internal circulation aisle, or a parking lot. In no case shall signs face directly onto residential property. (See section **17.30.300(6)** of this chapter.)

TABLE 17.30.300-7-1					
SIGNS PERMITTED BY ZONING DISTRICTS					
Sign Type	Maximum No. Permitted	Maximum Area ⁴ (Sq. Ft.)	Maximum Height ⁴ (Ft.)	Minimum Setback From ROW (Ft.)	Illumination Standards
Residential Zones:					

TABLE 17.30.300-7-1

SIGNS PERMITTED BY ZONING DISTRICTS

Sign Type	Maximum No. Permitted	Maximum Area⁴ (Sq. Ft.)	Maximum Height⁴ (Ft.)	Minimum Setback From ROW (Ft.)	Illumination Standards
Building signs ¹	1 per Home Occupation or Address of Convenience	2	4	-	No illumination
Single-family subdivisions:					
Freestanding signs: entry monument	1 per project entrance	24 each	6	10	Indirect or background
Multi-family dwellings and complexes:					
Building signs ³	1 per complex	6	6	-	No illumination
Freestanding signs ³	1 per vehicle entrance	16 each	6	10	Indirect or background
Permitted nonresidential uses in a residential zoning category:					
Building signs ³	1 per business	50	Roofline	-	No glare onto residential property
Freestanding signs	1 per business	100	10	10	No glare onto residential property
Town Center and Neighborhood Center Zones:					
Building signs ¹ :	1 per business	100	Roofline	-	No glare onto residential property
Freestanding signs: Individual businesses	1	50	10	10	Indirect or background
Freestanding signs: Integrated development	1	150	15	10	Indirect or background
Community Commercial and Industrial Commercial Zones:					
Building signs	1 per business	125	Roofline	-	No glare onto residential property
Freestanding signs	1 per business	150	35	10	No glare onto residential

TABLE 17.30.300-7-1					
SIGNS PERMITTED BY ZONING DISTRICTS					
Sign Type	Maximum No. Permitted	Maximum Area ⁴ (Sq. Ft.)	Maximum Height ⁴ (Ft.)	Minimum Setback From ROW (Ft.)	Illumination Standards
					property
Freestanding signs, integrated development ⁴	1 per project entrance	300 ³	35	10	No glare onto residential property
Public/quasi-public uses:					
Building signs	1 per use	12	Roofline	-	Indirect or background
Freestanding signs	1 per use	32	8	10	Indirect or background

Notes:

1. Excludes nameplates as described in section **17.30.300(3)** of this chapter.
2. Refer to Design Review Guidelines.
3. Square feet by side.
4. On site signs for commercial and industrial zones may exceed the height and size limits after showing that the operation on site requires the added visibility and that site topography or other constraints would preclude adequate visibility of the sign and upon issuance of a Conditional Use Permit.

17.30.300(8) Temporary And Special Event Signs:

This section describes standards for temporary signs, special event signs, and signs for subdivisions.

(a) Temporary Signs: Temporary commercial signs such as banner signs and portable signs for grand openings, special product, sale, or event advertising are permitted within the City with the development standards described below. While the City does not issue temporary sign permits, provisions herein will be enforced pursuant to chapter **17.40** of this title.

(i) Time Duration: Each business shall be allowed a maximum of two (2) weeks' temporary promotional signs a quarter/season (4 times a calendar year), not to exceed a total of eight (8) weeks per calendar year. Temporary advertising periods may be combined, but may never be longer than four (4) consecutive weeks (30 consecutive days) at any one time.

(ii) Illumination: No temporary signs may be illuminated.

(iii) Development Standards: **Table 17.30.300-7-2** of this section describes the development standards with regards to maximum number, area, height, and setback from the public right of way. In no case may a temporary sign be placed within a required visibility triangle.

TABLE 17.30.300-7-2				
TEMPORARY SIGN STANDARDS				
Use Type	Maximum Temporary Number Permitted	Maximum Area (Square Feet)	Maximum Height (Feet)	Minimum Setback From ROW (Feet)
Auto dealerships	3 per business	10 each	10	10
Commercial uses, building signs	1 per business	10 each	Roofline	-
Commercial uses, freestanding signs (i.e. sandwich board signs)	1 per business	6	4	10
Multi-family dwellings and complexes	3 per complex	Less than 10 units: 10; more than 10 units: 30	Roofline if on building; otherwise 10	5
Office and industrial uses	3 per business	6 each	10	10
Permitted nonresidential uses in a residential zoning category	3 per business	6 each	10	10
Public/quasi-public uses	2 per use	5 total	5	10
Residential dwellings/uses, building sign	2 per home occupation or Address of Convenience	10 total	8	5

(b) Special Event Signs: Signs not otherwise permitted in this chapter (e.g., beacons, pennants, freestanding banners, inflatable signs), may be permitted for communitywide events or other similar events on a temporary basis with the approval of a zoning clearance.

(i) Location: Special event sign(s) shall be located on the site of the event and shall not be located above the roofline of any structure. All signs shall be located so as not to obstruct required parking, driveways, or pedestrian walkways, and shall not be located within any visibility triangle.

(ii) Time: No entity or integrated development may be issued more than two (2) special event sign permits per calendar year for a maximum of fourteen (14) consecutive calendar days each.

(c) Subdivision Signs: Temporary and limited term subdivision signs for both on site identification and off site directional signs shall be permitted in accordance with the following standards. Single-family subdivision sign provisions shall apply to integrated developments only and not to any single residential lot.

(i) On Site Signs: On site directional signs shall be permitted in accordance with the provisions listed in **Table 17.30.300-7-3** of this section.

(ii) Off Site Signs: Offsite directional signs shall be collocated together with other similar subdivision signs on offsite kiosks. Such signs shall be subject to the development standards as described in **Table 17.30.300-7-3** of this section and as follows:

A. No off site sign shall have any additions, tag signs, streamers, devices, display boards, or appurtenances added to the sign as originally approved.

B. Copy for individual projects listed on the kiosks is limited to the project name and a directional arrow.

(iii) Standards Applicable To All Subdivision Signs:

A. Sign Removal: Signs are to be permanently removed when the last home in the subdivision is sold or the sign permit expires, whichever occurs first.

TABLE 17.30.300-7-3						
SINGLE-FAMILY SUBDIVISION SIGNS						
Sign Type	Maximum Temporary Number Permitted	Maximum Area	Maximum Height	Minimum Setback From ROW	Illumination Standards	Other Standards
Freestanding signs: on site	1 per project entrance, max. 6	32 sq. ft. each	10 ft.	10 ft.	No illumination	

17.30.300(9) Nonconforming Signs:

Signs that were established prior to the adoption, or subsequent amendments, of this chapter, but are inconsistent with the adopted content are considered legal nonconforming uses. As such, they may continue to exist provided that they are not altered, modified, or changed in any way that would require, under this code, zoning clearance by the City or would constitute an otherwise prohibited sign as identified under section **17.30.300(4)** of this chapter, outside of their being legal nonconforming uses (see Section **17.30.200** of this title). When such modification alteration-change occurs (as defined in chapter **17.30.200** of this title), the sign shall be brought into compliance with this chapter, requiring zoning clearance, and the clearance shall be reviewed under the specifications of section **17.30.300(2)** of this chapter.