

Article 9. Signs

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9.01 Intent & Applicability

A. **Intent.** The intent of the sign standards is to:

1. Create an attractive aesthetic environment in the City.
2. Enhance the quality and civic design of the community through the visual priority of buildings, streetscapes, open spaces, landscapes, and other investments in the public realm.
3. Ensure that signs preserve and contribute to the unique character of distinct places and districts.
4. Promote safety of pedestrians, motorists, or other users of the public rights-of-way with proper location, construction, operation, and maintenance of signs.
5. Improve economic viability by assuring that the City is a visually pleasant place to visit, conduct business, and live.
6. Provide effective identification and communication for businesses, institutions, and other community destinations without excessive competition for visual attention.
7. Protect property values and investments by minimizing adverse effects of signs on adjacent property.
8. Ensure that the constitutionally guaranteed right of free speech is protected through appropriate standards for signs as a way of public communication.

B. **Applicability.**

1. *General Applicability.* The standards in this Article shall apply to all signs except:
 - a. Legal non-conforming signs, subject to the provisions in Section 1.05.F.
 - b. Signs exempt from standards, as specified in Section 9.02.
2. *Permit Required.* All signs shall require a permit to demonstrate compliance with this Article, signed by the property owner or the owner's authorized agent, except the following signs:
 - a. Signs exempt from a sign permit, as specified in Section 9.02.
 - b. Ordinary maintenance, care or repair of existing signs meeting these standards without altering the size, materials, location or other essential design characteristics or construction elements of the sign.
 - c. The change of copy or content, change of sign panels, or similar changes to an existing sign that conforms to these standards, provided there is no change in the size, materials, sign structure, or other essential design characteristics of the sign.
 - d. Permits may be required for work associated with any sign that impacts other public safety codes, such as electrical, fire, or building codes.

- C. **Sign Measurements.** The following shall be used in interpreting dimensional standards for signs:
1. **General Area Calculation.** All applicants for a sign permit shall provide the surface area of the sign in square feet, providing methods and measurements for the calculation. Signs mounted on or displayed as a standard geometrical shape shall be measured by the standard mathematical formula for that shape. Signs mounted on or displayed as an irregular shape shall be measured by the smallest area of up to two standard geometrical shapes that can encompass the entire sign mounting.
 2. **Freestanding Signs.** The area of the sign shall be computed by the entire area of the face of the structure, cabinet or module encompassing the sign.
 3. **Wall, Window or Other Building-mounted signs.** Any building mounted sign mounted on a background shall be measured by the area of the background. If mounted directly on the wall, the area shall be computed by means of the smallest single and continuous perimeter of up to two standard geometric shapes that enclose the outer limits of the writing, emblem or other display. Gaps in writing, emblems or other display which are greater than two times the height of the sign area, when using the same single continuous perimeter above, may be subtracted from the calculation of the sign area but shall be interpreted as two signs. The area of the wall or window area for the purposes of determining an allowed percentage shall be the total surface of the wall or window visible in an elevation view.
 4. **Decorative Elements.** Embellishments such as pole covers, framing, decorative roofing and support structures shall not be included in the area of the measurement if they contain no writing, emblem, or other display.
 5. **Double-faced Signs.** Where the sign faces of a double-faced sign are no more than three feet apart at any location, only one face will be measured in computing sign area. If the two faces of a double-faced sign are of unequal area, the area of the sign will be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign or the surface area of objects will be added together to compute the area of the sign.
 6. **Height.** Sign height is measured from the existing lowest grade directly below the sign to the highest point on the sign or sign structure.
 7. **Clearance.** Sign clearance is measured from the highest point of the ground directly below the sign to the lowest point on the sign structure enclosing the sign face.

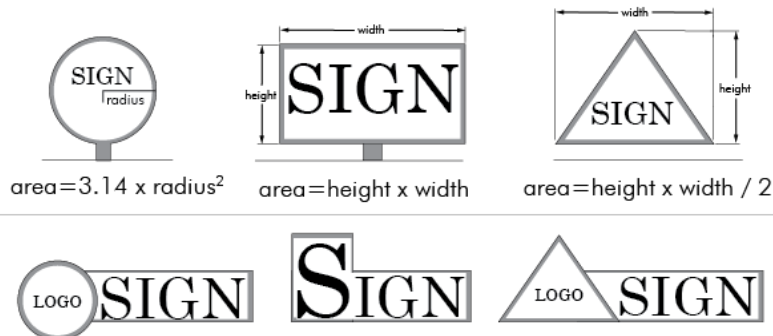


Figure 9-1 Sign Measurements

The size of a sign is generally measured by the area it is mounted upon, or when mounted directly on walls or irregular shapes, the area of up to two standard geometric shapes that encompass the sign or the outer limits of the sign. [9.01.C.1 and 3.]

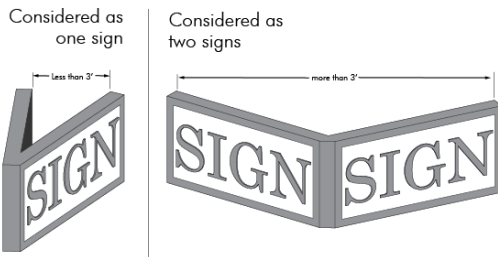


Figure 9-2 Double Faced signs

Double faced signs generally count the area of only one side as the sign area; except where they are more than 3 feet apart at any one point, then each sign face counts to the area. 9.01.C.5.

9.02 Exempt Signs

The following signs are exempt from the sign permit process provided the sign meets all other applicable requirements of this Article. Unless specifically noted, exempt signs do not count towards the sign allowance specified for the applicable zoning district.

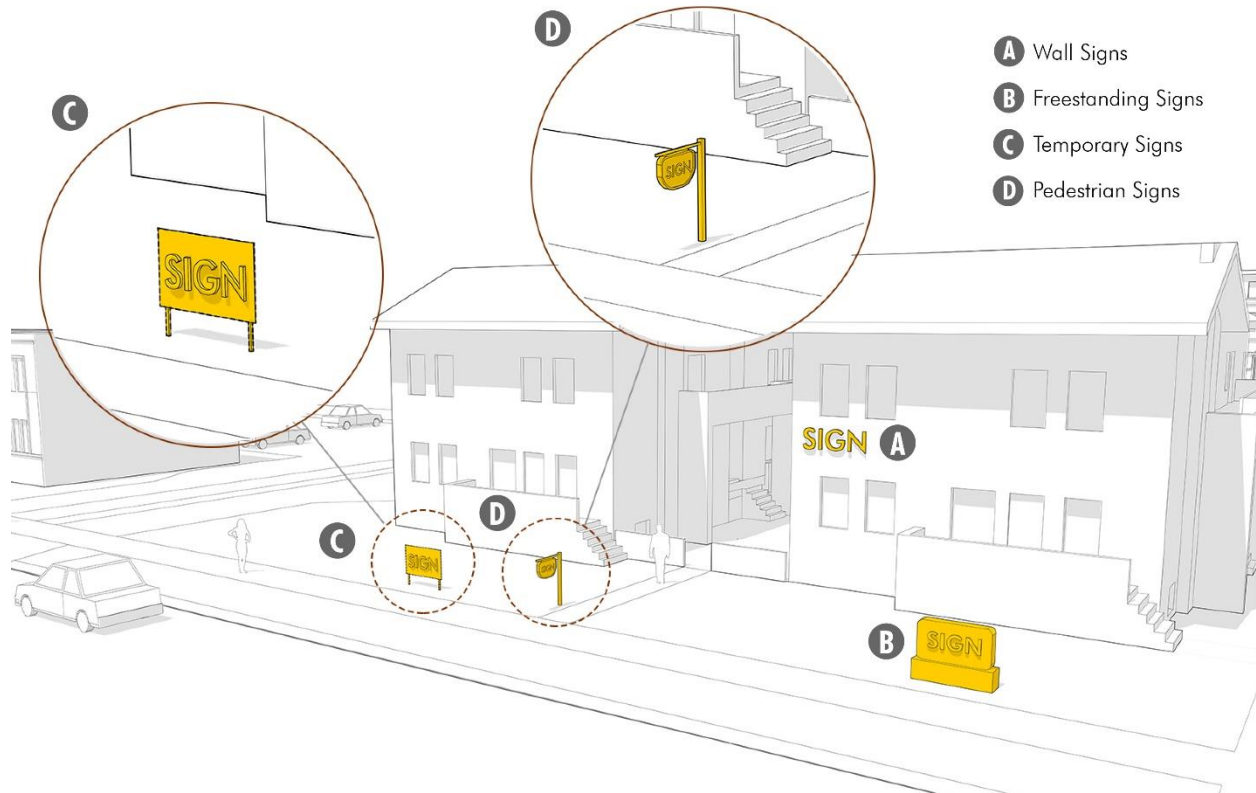
- A. **Property Identification Signs.** Signs clearly indicating the property address or building identification are encouraged to enhance the ability of public safety, emergency services personnel, and the general public to locate the property. Property identification signs shall be visible from the right-of-way and are subject to the following limitations:
1. **Address Signs.** Two per address up to 2 square feet each, only one of which may be ground mounted. Address signs on buildings shall be placed between 4 feet and 12 feet high on the building. Ground-mounted address signs shall be no more than 36 inches high.
 2. **Building Name Plate.** Each building or site may have one name plate sign per street front, up to 20 square feet. Building name plate signs shall be associated with the permanence or significance of the building or site, rather than a particular tenant, and include designs such as engraved stone, bronze plates or similar ornamental detail integrated with the architecture of the building or the landscape of the site.
- B. **Public Safety, Traffic Control or Public Information.** Signs designed and located to control traffic movement and safety of vehicles and pedestrians according to uniform traffic control device standards, signs required by the City's Building or Fire Code, or signs otherwise required to support any official action or legal obligation of a federal, state or local government, may be designed and located to meet the public purposes or requirements of other codes.
- C. **Flags.** Up to three non-commercial flags may be permitted per lot. Flags shall be mounted to the building and below the building height or mounted on a permanent pole subject to the height limit of the zoning district and setback from the property line a distance equal to the actual height of the flag pole. Total flag area per property shall not exceed 80 square feet and no more than 40 square feet per flag for property zoned residential and shall not exceed 200 square feet or 100 square feet per flag for property zoned nonresidential.
- D. **Window Signs.** Signs may be mounted to the interior of any first-floor windows in nonresidential districts, provided signs shall not exceed more than 25 percent of the area of all first floor windows, measured between 2 feet and 10 feet above the first floor elevation, and provided at

least 50 percent of the window the sign is mounted on remains clear of any visual obstructions including the sign area.

- E. **Temporary Signs.** Temporary signs are exempt from the sign permit process, provided they are within the allowances specified for the zoning district in standards in Section 9.03 and Section 9.04.
- F. **Incidental Signs.** Incidental signs for nonresidential uses or multi-family complexes, which are intended to convey messages to guests, patrons, or other users of the lot, such as parking instructions, internal directions, building names or unit numbers, security warnings, or other similar minor signs that are accessory, are limited to:
1. No more than 10 square feet total sign allowance per lot, or 30 square feet per acre, whichever is greater.
 2. No single sign may be more than 3 square feet, or 9 square feet for lots more than 1 acre.
 3. Signs shall be no more than 6 feet high if ground mounted or 12 feet high if mounted on a building;
 4. Signs shall be setback at least 10 feet from all property lines; and
 5. Grouping or arranging incidental signs to have the effect of a larger permitted sign or to convey messages and increase visibility to the general public (as opposed to guests, patrons or other users of the site) makes all signs in the grouping ineligible for this exemption.
- G. **Construction Signs.** Signs associated with a temporary nonresidential, multi-family, or large single family (over 10 acres) construction projects under a valid permit such as approval for either a land use permit or a grading permit for example, are limited to:
1. Up to 80 square feet total sign allowance per public street frontage;
 2. No more than 3 signs per street frontage;
 3. Signs shall be mounted on a trailer, building or fence, or if mounted on the ground it shall be limited to no more than 10 feet high; and
 4. The signs shall only be posted for the duration of a valid permit associated with the project.
- Construction signs for single-family and two-family structures in the residential zoning districts are required to meet the applicable temporary sign standards for those districts.
- H. **Interior Signs.** Any sign that is not visible from the right-of-way, from any point along the perimeter of the property or from adjacent property, or from publicly accessible common spaces intended to serve as an extension of public-streets and open spaces. Interior signs are exempt from permits and the standards of this Article, other than those applicable by electrical, fire, or building codes or by construction specifications.
- I. **Special Event Signs.** Signs associated with a temporary special event may be approved through the permitting and approvals for the event. Signs shall generally follow the standards in this Section, however the event approval process may authorize deviations that generally meet the intent of this Article, or based on the short term and special circumstances of the event.

9.03 Residential Signs

A. Sign Types.



B. Sign Allowances

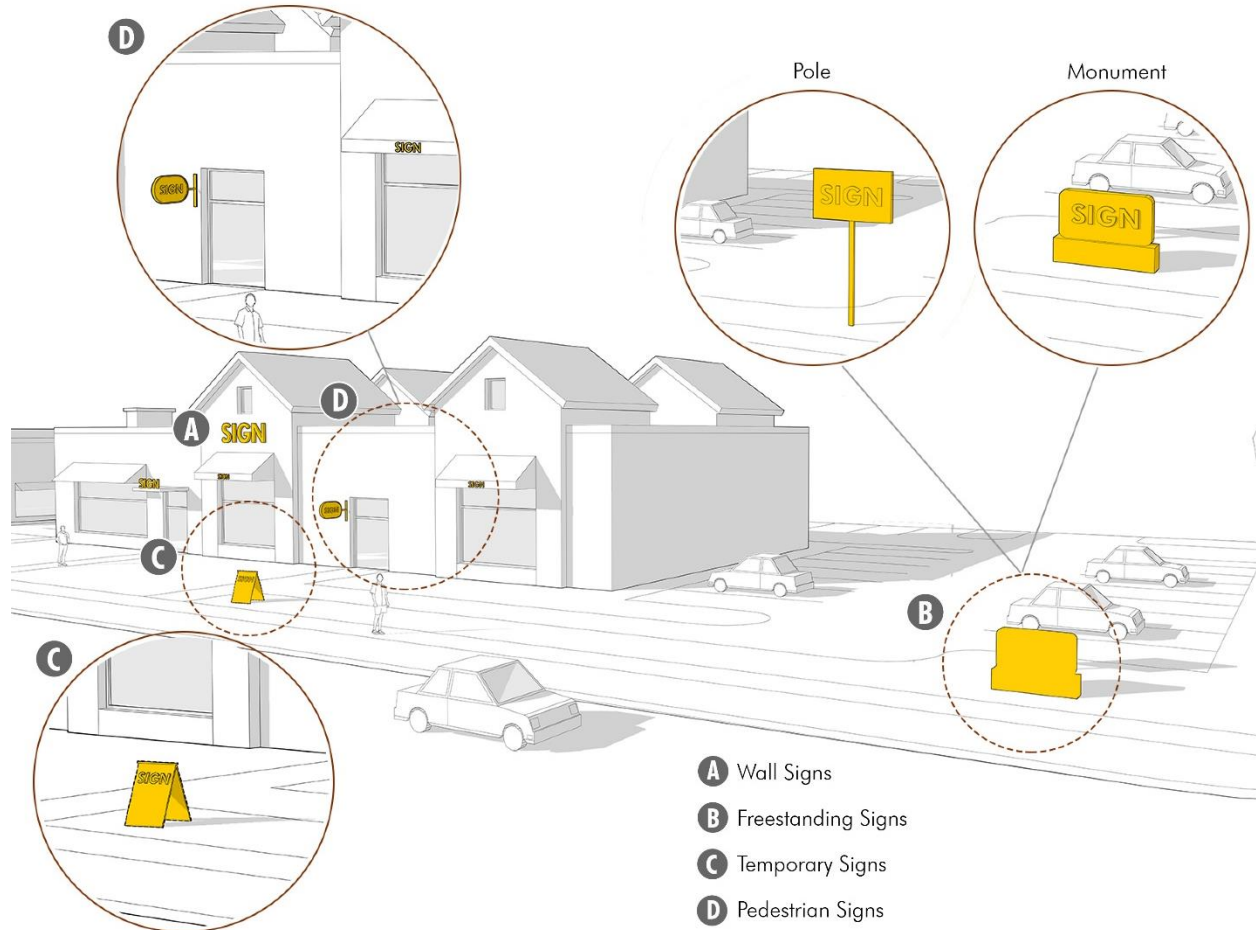
The following signs are permitted in the residential zoning districts (A, R-1, R-1A, R-2, R-3, and M-H), and for any residential building or use permitted in a nonresidential district. All Planned Unit Developments containing a residential component shall follow these standards, unless specifically amended by the PUD.

Table 9-1: Residential District Sign Allowances

Wall Signs	<p>Permitted principal nonresidential or multi-family uses (i.e. school, church, community center, apartments):</p> <ul style="list-style-type: none"> ▪ <i>Total Allowance:</i> 5% of facade ▪ <i>Size:</i> maximum of 50 square feet per sign ▪ <i>Quantity:</i> 3 per building, but no more than 1 per wall
Freestanding Signs	<p>Permitted principal nonresidential or multi-family uses (i.e. school, church, community center, apartments):</p> <ul style="list-style-type: none"> ▪ <i>Size:</i> maximum 32 square feet ▪ <i>Quantity:</i> 1 per street frontage over 100' of frontage ▪ <i>Setback:</i> 15' from curb or edge of street, and 3' from a sidewalk, whichever is greater. Shall be located on private property in all cases. ▪ <i>Height:</i> 6' high maximum <p>Residential property may be permitted a Gateway Sign as provided in 9.06.E.</p>
Temporary Signs	<ul style="list-style-type: none"> ▪ <i>Total Allowance:</i> <ul style="list-style-type: none"> ○ Lots with less than 100' of street frontage - 15 square feet. ○ Lots with 100' of street frontage or more - 0.15 square feet for every 1' of street frontage, up to a maximum of 48 square feet per lot. ▪ <i>Size per sign:</i> <ul style="list-style-type: none"> ○ Lots with less than 100' of street frontage – 9 square feet maximum. ○ Lots with 100' to 200' of street frontage – 16 square feet maximum. ○ Lots with over 200' of street frontage – 24 square feet maximum. ▪ <i>Height:</i> <ul style="list-style-type: none"> ○ Ground-mounted signs - 5' high maximum. ○ Building-mounted signs – no higher than 20' or top of the roof, whichever is less. ▪ <i>Duration:</i> 120 day limit per sign; 90 day limit to any period when three or more signs are displayed.
Pedestrian Sign	<p>Permitted principal nonresidential or multi-family uses (i.e. school, church, community center, apartments):</p> <ul style="list-style-type: none"> ▪ <i>Quantity:</i> 1 per each public building entrance ▪ <i>Size:</i> 12 square feet maximum ▪ <i>Location:</i> Mounted on a wall within 10' of the entrance, or mounted on the ground within 20' of the entrance feature; ground-mounted pedestrian signs shall be no taller than 6 feet.

9.04 Nonresidential Signs

A. Sign Types.



B. Sign Allowances

The following signs are permitted in the nonresidential zoning districts (R-O, C-1, C-2, DT, I-1 and I-2). All Planned Unit Developments containing a nonresidential component shall follow these standards, unless specifically amended through the PUD.

Table 9-2: Commercial District Sign Allowances

Wall Signs	<ul style="list-style-type: none"> ▪ <i>Total Allowance:</i> Total square foot allowance based on the primary building frontage along the following street classifications: <ul style="list-style-type: none"> ○ 2 square feet for each 1' of building frontage (first 100' of building frontage) ○ 1.25 square feet for each 1' of building frontage (101' + of building frontage) ▪ <i>Size:</i> No more than 200 square feet or 15% of the wall area of the elevation they are on, whichever is less. (subject to the Total Sign Allowance limits for the building). ▪ <i>Quantity:</i> 1 per wall, plus up to 3 accessory signs. Accessory signs count toward the total sign allowance and are limited to no more than 20% of the total wall sign allowance for each accessory sign. ▪ <i>Height:</i> No taller than the wall for flat roofs, or no taller than the roof deck or eave line for pitched roofs.
Freestanding Signs	<ul style="list-style-type: none"> ▪ <i>Total Allowance:</i> Total square foot allowance based on the lot frontage along street classifications: <ul style="list-style-type: none"> ○ 1.5 square feet for each 1' of lot frontage (first 100' of lot frontage) ○ 1.0 square foot for each 1' of frontage; (101'+ of lot frontage) ▪ <i>Size:</i> 175 square feet maximum for any one sign. ▪ <i>Setback:</i> 15' from curb or edge of street, and 3' from a sidewalk, whichever is greater. Shall be located on private property in all cases. ▪ <i>Height:</i> based on distance from the property line: <ul style="list-style-type: none"> ○ 0.1' to 5' – 30" height / 20 s.f. max ○ 5' to 10' – 10' height / 50 s.f. max ○ 10' to 15' – 15' height / 75 s.f. max ○ 15' to 20' – 20' height / 125 s.f. max ○ 20' or more – 25' height / 175 s.f. max ○ <i>Height Exception:</i> In nonresidential districts, all signs located within 350' radius of the center the interchange on U.S. Highway 85 and State Highway 52 may extend 25' above the paved grade of the interchange, up to a maximum of 50' above grade of the property. ▪ <i>Quantity:</i> 1 per lot frontage; but no more than 2 per lot. ▪ <i>Minimum Separation:</i> <ul style="list-style-type: none"> ○ <i>Pole signs:</i> 200' from any pole sign on same lot; 100' from any pole sign on another lot, unless that separation would limit you from having at least 1 sign. ○ <i>Monument signs:</i> 100' from any sign on the same lot. 50' from any sign on adjacent lot, unless that separation would limit you from having at least 1 sign. ▪ Freestanding Sign allowances may be allocated to a Gateway Sign as provided in Section 9.06.E.
Temporary Signs	<ul style="list-style-type: none"> ▪ <i>Total Allowance:</i> 25 square feet total sign allowance, or 0.25 square feet for every 1' of street frontage for lots over 100' of frontage, up to a maximum of 100 square feet. ▪ <i>Size:</i> 16 square feet maximum for any one sign; 32 square feet for lots 100' to 200' of frontage; 48 square feet per sign for lots with over 200' of frontage. ▪ <i>Height:</i> 5' high maximum; or no higher than 20' or top of the roof, whichever is less if mounted on a building. ▪ <i>Duration:</i> 120 day limit per sign; 90 day limit for period where more than 2 signs displayed.
Pedestrian Signs	<p>Frontage Signs</p> <ul style="list-style-type: none"> ▪ <i>Quantity:</i> 1 per 50 feet of building frontage, or 1 per storefront tenant, whichever is greater. ▪ <i>Size:</i> 6 square feet maximum. ▪ <i>Location:</i> Mounted directly on the surface of the wall, awning or canopy, or if hanging below, at least 7' 6" clear from the sidewalk below the sign. <p>Building Entrance Signs</p> <ul style="list-style-type: none"> ▪ <i>Quantity:</i> 1 per primary business entrance. ▪ <i>Size:</i> 8 square feet maximum. ▪ <i>Location:</i> Mounted flush to the wall, or if projecting may project up to 4' off the wall but must be at least 7'6" clear from the sidewalk below the sign, and shall be within 10' of the entrance.

9.05 General Standards - All Signs

A. Public Health, Safety and Maintenance.

1. All signs shall be designed, constructed, located and maintained in a manner that is compliant with all other electrical, fire, and building codes, any other industry standards for public safety of signs, and in no way presents any potential risk to public safety in the judgment of the Building Official or the Director.
2. No sign shall imitate or resemble government signs for traffic direction or any other public safety symbol.
3. No sign shall be placed in any sight distance triangle applicable to public streets, internal access streets, or driveway access points using the sight distance provisions of Section 3.01.D.2.
4. Any sign projecting over a walkway or other active area in front of a building or other area where people may walk shall maintain at least 7.5 feet vertical clearance.
5. All signs and any surrounding grounds or landscape shall be maintained in good condition, free of any debris, weeds, disrepair or other unsightly conditions.
6. No sign, sign structure, or associated grounds shall present any dilapidated state or condition, or present any other property maintenance issues that may impact the appearance of the property from the public right-of-way or from adjacent property.

B. Specific Designs Prohibited.

1. No sign shall be placed on any vehicle or trailer, when such vehicle or trailer is placed or parked visible from the right-of-way, and the sign deviates from the standards or criteria of this Article.
2. No sign shall be attached to any public utility pole or shall be installed within the right-of-way of a public road or street, except as permitted by the City or where specifically exempt from the right-of-way prohibition by this Article.
3. No sign shall include balloons, streamers, pennants or other air activated elements and animated elements, whether animated by mechanical, electrical, or environmental means. This provision shall not apply to prohibit flags, temporary signs, or signs associated with a special event permit.
4. Any sign with a business message shall be located on the lot of the business activity, except gateway signs, which must be associated with the site and located in common areas controlled by the businesses or property owners' associations.
5. Changeable copy portions of signs shall not exceed 32 square feet and are limited to 1 sign per business or institution. Any changeable copy that is digitally displayed shall be further limited as follows:
 - a. The digital display area shall be limited to no more than 20 square feet or 50% of the allowable sign area, whichever is less.
 - b. Only 2- or 3-color schemes are allowed on the digital display.
 - c. Only static display is permitted with at least 8 seconds between changes in display and no more than two seconds for transitions. No scrolling, flashing or animated transitions shall occur.

C. Illumination.

1. Any illumination shall be designed to eliminate negative impacts on surrounding rights-of-way and properties. In general, any direct source of light shall not be visible from the public street or adjacent residential property.
2. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
3. Light from an illuminated sign shall not spill onto adjacent properties. The light reading at any point within 10 feet from and adjacent private property shall be less than one foot-candle.

4. No light source shall cause any glare, movement or other distraction to traffic.
5. Exposed incandescent, neon or other tube lighting shall be limited to window signs mounted to the inside of the building, or as an accent of less than 10% of the sign area of other signs.
5. Signs within 200 feet and visible from any property used for single-family or two-family residential shall not be internally or directly illuminated between the hours of 11:00 PM and 6:00 AM.

9.06 Standards for Specific Signs

The standards in this section are supplemental standards, in addition to the general standards in Tables 9-1 and 9-2 and applicable to specific sign types.

- A. **Monument Signs.** Monument signs are subject to the following additional limitations:
 1. Monument signs shall be located within a landscape area at least 3 feet in all directions from the base of the sign.
 2. Monument signs shall have a base at least 75% of the width of the widest part of the sign. The base shall not count as part of the sign area provided it contains no messages or other component of the sign and is otherwise integrated into the site as a landscape feature.
 3. All monument signs and bases shall be constructed with durable, quality materials that complement the building and other site elements in terms of material, colors, and ornamentation.
 4. All monument signs shall be accompanied by a landscape plan that integrates the sign area into the overall site, softens the view and appearance of the structural elements, and otherwise improves the view of the sign and property from the streetscape.

- B. **Wall Signs.** Wall signs are subject to the following additional limitations:
 1. Signs attached to a building shall not extend vertically above the highest portion of the wall plane of the facade it is mounted on or the roofline, whichever is less. No portion of a building wall may be built above the roofline, that serves no other structural or architectural purpose, other than to mount a sign or expand the sign area allowance.
 2. Signs attached to a building shall not project more than 12 inches off the surface it is mounted on unless specifically exempt from this limit by this Article.
 3. Wall signs may project from and be perpendicular to the wall provided:
 - a. Only one projecting sign is permitted per building
 - b. The sign is no larger than 24 square feet.
 - c. Each sign face counts to the wall sign allowance.
 - d. The sign projects no more than 5 feet from the wall and is at least 8 feet above grade.

- C. **Temporary Signs.** Temporary signs are subject to the following additional limitations:
 1. Any temporary sign shall be placed with the permission of the property owner, and it is the responsibility of the person placing the sign and the property owner to ensure the sign meets all standards and is removed when the applicable display time limit has expired.
 2. Temporary signs shall not be illuminated or painted with a light-reflecting paint.
 3. Temporary signs shall be constructed of rigid material, designed to resist quick deterioration from the elements, and securely anchored so as not to pose a distraction or hazard to drivers. Non-rigid materials (such as banners) shall be secured by a support or frame to avoid distraction of flapping.
 4. No temporary sign shall be displayed for more than 120 consecutive days, without 30 days intervening.

5. The period of time when a property has more than two temporary signs displayed shall not be more than 90 days in a calendar year.
6. Relocation of a temporary sign, removal of the sign for a short period, or removal and replacement with a substantially similar sign does not expand the time period for the temporary sign.
7. The Director may require the removal of any temporary sign that pertains to an expired event or refrain from enforcement any temporary sign related to an event that has been unexpectedly extended beyond the control of the owner.

D. Multi-tenant Buildings and Sites.

1. All signs for multi-tenant buildings or sites shall require a Sign Plan and Permit approved by the Director according to these standards and criteria.
2. The sign plan shall demonstrate coordination of all signs on the building, allow sufficient flexibility for the replacement of signs or new tenants without the need for a new sign plan, unless a completely new sign design concept is proposed for the entire building or site.
3. The wall sign allowance may be apportioned to any tenant with a separate exterior entrance. In the case where all tenants share a common entrance the wall sign allowance may be apportioned to no more than two signs per facade.
4. The monument sign allowance for the building(s) and site shall meet the standards of 9.06.A, however the copy within the allowed sign may be apportioned to multiple tenants.
5. The Director shall consider the intent of this Article and the objectives of the Design Guidelines in Section 9.07 in approving a Sign Plan and Permit. Deviations from the specific design guidelines or standards may be only approved through the procedures and criteria in Section 9.08, Alternative Compliance.

E. Gateway Signs. Larger commercial properties and residential neighborhoods may be permitted gateway signs as provided in this section.

1. *Nonresidential Gateway Signs.* Nonresidential projects, through an Alternative Compliance sign plan, may allocate the allowed freestanding sign allowance to a gateway sign subject to the following:
 - a. Gateway signs shall meet the monument sign standards.
 - b. Maximum height shall be no more than 16 feet.
 - c. Gateway signs shall be set back from the lot or parcel line at least 10 feet, or at least the same as its height, whichever is greater.
 - d. Maximum area shall be no more than 200 square feet per sign.
 - e. No more than two gateway signs per entrance and one per corner at the intersectin of two perimeter streets.
 - f. Gateways signs shall be located at least 200 feet from any other freestanding sign, except for matching gateway signs on either side of an entrance.
 - g. Gateway signs shall be located on the site of the nonresidential use, or in a common area owned and controlled by a property or business association of the nonresidential uses, provided there is a business or property owners association to ensure on-going maintenance of the sign and landscape.
2. *Residential Gateway Signs.* Residential projects with more than 20 lots or more than 5 acres may be allowed a gateway sign subject to the following standards:
 - a. All residential gateway signs shall be monument signs, no higher than 8 feet, unless incorporated into an accessory structure that is part of the landscape design.
 - b. Gateway signs shall be limited to no more than 2 per entrance from a collector or arterial street, provided the entrances are separated by at least 300 feet.
 - c. Gateway signs shall be limited to:
 - (1) 24 square feet for entrances on a collector street;

- (2) 48 square feet for entrances on an arterial street.
 - d. Gateway signs shall be set back from the lot or parcel line at least 10 feet.
 - e. Gateway signs shall be located on the site of the residential use, or in a common area owned and controlled by a property or business association of the residential uses, provided there is a property manager or homeowners association to ensure on-going maintenance of the sign and landscape.

- F. **Portable Pedestrian Signs.** Portable pedestrian signs (“A frame”, “sandwich board” or “T-frame”) may be placed in the public right-of-way, or areas a site associated with service areas, for any permitted retail use provided:
 - 1. The sign is placed within 20 feet of the main entrance of the building or service area of a business.
 - 2. The sign is no larger than eight square feet and no taller than four feet high, and otherwise subject to the Pedestrian Sign limitations for the use, building and site.
 - 3. No more than one sign per building entrance.
 - 4. The sign is placed on or near a sidewalk, and otherwise associated with pedestrian routes to and from the business. The sign shall maintain at least six feet clear passage for pedestrians on the sidewalk, and is otherwise not put in any location that creates visual obstructions or safety hazards for users of the right-of-way.
 - 5. The sign is removed and brought inside during non-business hours.
 - 6. The sign is designed with durable materials and quality aesthetics for use on a recurring basis. Although changeable copy can be included as part of the design, such as chalkboards, signs designed as “temporary signs” are not eligible as a portable pedestrian signs, and the allowance for signs in the right-of-way specifically does not apply to any temporary sign.

9.07 Design Guidelines

All permanent signs shall be designed to convey durability and a quality appearance. Signs should meet the following design guidelines, and where the Director determines that a sign presents a substantial deviation from these standards and could conflict with the intent of this Article, the Director may require that the sign permit application be reviewed by the City Council or Planning Commission, according to the procedures of the associated land development application. In addition, these guidelines should be used in evaluating Alternative Compliance per Section 9.08, or any other requested deviations from the standards in this Article.

- A. **Materials.** Materials, particularly for the frames, casings or bases of signs, should be chosen to complement the architecture of the building, and coordinate with other accent materials or architectural details of the building. In general, natural construction materials such as wood, metals, ceramic, and stone should be used for frames of all wall signs and for bases of monument signs. Synthetic materials should only be used if they are designed to resemble the recommended natural materials. Plastic or acrylic is discouraged as the primary component of signs, except when used for sign panels that are accompanied by frames or individual letter casings that add architectural details to complement the building.

- B. **Color.** Simple 2- and 3-color contrasting colors schemes should be used between the color of the background, letters, and accents to ensure legibility and quality appearances. Symbols and logos may incorporate other colors. Colors or color combinations that interfere with the legibility of the sign copy should be avoided. Fluorescent colors should be limited to accents and typically less than 10% of the sign area.

- C. **Placement.** The location of all permanent signs should be incorporated into the architectural design of the building. Placement of signs should be considered part of the overall facade design. Sign locations should be carefully considered, and align with major architectural features such as marquees, building name plates, storefront sign bands, cornices and parapets, entrance features, windows, canopies and other similar architectural features.

- D. **Coordination of Multiple Signs.** Buildings that have multiple wall or ground signs should coordinate all signs for the building or site. Coordination may be established by combinations of two or more of the following:
 - 1. The same fonts, in terms of color, scale, and style. However, a primary and secondary font may be incorporated into signs.
 - 2. The same sign background in terms of material and color or coordinated colors.
 - 3. The same casing or framing in terms of materials and style, provided it is prominent enough to be a visible coordinating element across multiple signs.
 - 4. A consistent scale, orientation, shape or placement of signs. For example, all oval signs, or all signs located within a sign band across storefronts.
 - 5. Other elements specific to a proposed sign package.
 - 6. Limited deviations in the consistency are allowed for:
 - a. Any one sign may reserve up to 33% of the sign area for logos or icons that are unique to the tenant and deviate from the consistency elements.
 - b. Any building with three or more significant tenant spaces, or other similar large building or sites, may have one gateway sign per facade that deviates from the consistency elements provided it is associated with a prominent point of entry or similar point of architectural emphasis.
 - c. Pedestrian signs may deviate according to section 18.09.100.E. below.

- E. **Pedestrian Signs.** Pedestrian signs should help create architectural variety and unique business identities from establishment to establishment. In multi-tenant buildings, pedestrian signs should be used to create interest and variety of the tenants, while overall building and site signs should create consistency and identity of the place and building.

9.08 Alternative Compliance

- A. **Applicability.** Alternative compliance to the sign standards in Article 9 may be authorized according to the process and criteria in Section 2.07, Alternative Compliance, and any of the following additional applicable criteria:
 - 1. The sign plan promotes a unique character for the area and improves the image and identity of the project as it relates to the surrounding community. In particular, the plan considers:
 - a. Impacts and relationships to adjacent property not subject to the plan.
 - b. Coordination with streetscapes, incorporating any materials or designs reflected in streetscape elements.
 - c. Coordination with other signs in the vicinity.
 - 2. The sign plan has clear and explicit standards for the size, location, design and quality of the signs, and it anticipates future tenants or changes in tenants without requiring amendments to the plan.
 - 3. The sign plan meets the intent of this Article and conforms with the Design Guidelines in Section 9.07

- B. **Sign Bonus.** A sign plan for alternative compliance may allow a bonus to the permitted sign size subject to the following:

1. *Wall Signs.* A bonus to the total wall sign allowance may be approved for any sign plan for a building that includes:
 - a. Only individual cut out letters may receive a bonus of 10% above the permitted wall sign area.
 - b. All wall and ground signs coordinated to meet the criteria in Section 9.07.D may receive a bonus of 10% above the permitted wall sign area.
 - c. The total combined wall sign bonus shall be limited to 15% above the permitted wall sign area. (For example, if 100 square feet of wall sign is permitted by this code, you can have 110 square feet for all cut out letter signs, or 110 square feet for meeting 9.07.D, or 115 square feet for meeting both.)

2. *Ground Signs.* A bonus to the total free-standing sign allowance may be approved for any sign plan for a site that includes only monument signs and the following additional elements:
 - a. Integration with the building architecture, including use of the same material for any sign structures may receive a bonus of 10% above the permitted ground sign area.
 - b. Designing signs with an enhanced landscape base, including low-level ornamental planting and landscape areas framed with materials compatible with the building and site design may receive a bonus of 10% above the permitted ground sign area. The landscape area shall be at least 3 square feet for every 1 square feet of sign area.
 - c. All ground signs coordinated to meet the criteria in Section 9.07.D. may receive a bonus of 10% above the permitted ground sign area.
 - d. The total combined freestanding sign bonus shall be limited to 20%. (For example, if 100 square feet of ground signs are permitted by this code, you can have 110 square feet for meeting any one of the above, or 120 square feet for meeting any 2 or all 3 of the above.)