

Posted:

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NEXT MEETING DATES

Planning Commission Meeting **June 13, 2024**

Virtually via Zoom and in Person; City Hall Annex, 408 Ferry Street, Dayton, Oregon



STAFF REPORT
LA 2024-01 WORK SESSION

DATE: May 9, 2024
SUBJECT: Work session to consider text amendments to Chapter 7.4.1 of the Dayton Land Use Development Code implementing updated standards for temporary signs.
EXHIBIT: A. Draft Code Amendments in Strikethrough Format

I. REQUESTED ACTION

Conduct a work session on proposed legislative amendments to Chapter 7.4.1 of the Dayton Land Use Development Code (DLUDC), case file LA 2024-01 and authorize staff to schedule a public hearing on the proposal.

II. BACKGROUND

In 2021, Dayton passed a complete update to the sign code but signs related to elections were not included in that update. In February of 2023, the City Council included an update to the temporary sign code to address election signs as a priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy (Goal B).

Regulations that apply to election signs need to be carefully crafted to preserve freedom of speech. Therefore, the draft amendments generally follow the guidance provided in the *Guide to Drafting a Sign Code* published by the *League of Oregon Cities*.

III. SUMMARY OF PROPOSED AMENDMENTS

The scope of the proposed text amendments associated with LA 2024-01 are included in Exhibit A and are shown in *italic bold and strikethrough* format for review purposes.

The following summarizes the proposed amendments to the applicable sections of the DLUDC in the order they appear in the Code.

7.4.101.01 – 7.4.102.05

Adds temporary signs to the list of signs that do not require a sign permit. Minor technical corrections to grammar and punctuation.

7.4.103 – 7.4.106 Design standards specific to each zoning district.

Incorporates model code language permitting temporary signs during the period 60 days before a public election and 5 following the election in all zones. Creates a consistent standard for all other temporary signs that they shall be installed for not longer than 30 days in a calendar year in all zoning districts.

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7.4.101.03 Definitions

Abandoned Sign:

A sign that is no longer used by the person who constructed/installed the sign on the property where the sign is located or cessation of use of the property where the sign is located.

A-Board Sign:

Includes signs that are ordinarily in the shape of an “A”, or some variation thereof, on the ground, easily movable, and which is usually two-sided.

Area Sign:

The area contained within lines drawn between or around the outermost points of a sign, including cutouts, but does not include essential sign structure, foundations, or supports. The area of a sign having two display surfaces facing in opposite traffic directions shall be computed by measuring the largest face. For signs having two or more display surfaces, the area is the maximum area of the surfaces that can be seen from any one point.

Banner Sign:

A sign made of fabric or other non-rigid material with no enclosing framework or not affixed to the primary structure and shall include every type of decoration or banner displayed over or upon the city streets of the City of Dayton on a temporary or seasonal basis, whether attached to utility poles or any other structure.

Billboard:

A sign height over ten feet from the ground surface, on which same is located, to the top of such billboard, and sign area greater than sixty-four (64) square feet, on which the copy is designed to be periodically changed and which is not located on the premises to which such advertising copy pertains.

Direct Illumination:

A source of illumination directed towards such signs so that the beam of light falls upon the exterior surface of the sign.

Facade:

The architectural front of a building; usually the front but sometimes the rear or side, is used to meet architectural treatment details and **setting set** the tone for the rest of the building.

Free-standing Sign:

A sign, including monument signs, supported by one or more uprights, poles, or braces placed in or upon the ground, or a sign supported by any structure primarily for the display and support of the sign.

Government Sign:

A sign erected, constructed, or placed within the public right-of-way or on public property by or with the approval of the government agency having authority over, control of, or ownership of the right-of-way or public property.

Highway Oriented Signs:

Signs fronting Highway 18.

Illuminated Sign:

A sign illuminated by an interior or exterior light source, which exterior light source is primarily designed to illuminate such sign.

Integrated Business Center:

A group of two or more businesses that are planned or designed as a center, or Center: share a common off-street parking area or access, whether or not the businesses, buildings, or land are under common ownership.

Light-Emitting Diode or LED:

A form of illumination using a semiconductor light source that converts applied voltage to light and is used in digital displays.

Mural:

A hand-painted, hand-tiled, or digitally printed image on the exterior wall of a building.

Neon Light:

A form of illumination using inert gases in glass tubes and includes black light and other neon lights.

Nonconforming Sign:

A sign that was lawful when it was constructed but does not meet the requirements of this Section.

Portable Sign:

A sign that is not attached to any building or facade that is easily portable. It may stand alone or be illuminated, have wheels attached, or be located on a trailer.

Projecting Sign or Blade Sign:

A two-sided sign other than a wall sign ~~which~~that projects beyond the building surface to which it is attached.

Reader Board:

Any sign not permanently attached to the ground or building and capable of being moved from place to place, including signs attached to vehicles and trailers.

Sign:

A display, illustration, structure, or device that has a visual display visible from a right-of-way, private roadway, or lot under other ownership.

Temporary Sign:

A sign not permanently attached to a building, structure, or ground that is intended to be displayed for a limited period. Such signs may include *lawn signs, balloon signs,* banners, pennants, streamers, spinners, *A-board or sandwich board signs,* or other similar devices.

Vehicle Sign:

A sign placed in or attached to the motor vehicle, trailer, railroad car, or light rail car that is used for either personal purposes or is regularly used for purposes other than the display of signs.

Wall Sign:

A sign that is painted or attached on a wall of a building, and extending no more than twelve inches from the wall. Window signs that are permanently attached to the outside of a window are wall signs.

Window Sign:

Includes text or graphics that are painted on or attached to a window. Window signs do not include business hours of operation or non-illuminated open/closed signs.

7.4.101.01 Applicability

All properties within Dayton City Limits shall be subject to the provisions of this section. Unless specifically listed as a permitted use or type in this section, other sign types and uses are prohibited.

7.4.101.02 Purpose

- A. While signs communicate all types of helpful information, unregulated signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this section is to regulate the size, illumination, movement, materials, location, height, and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values; the character of the various neighborhoods; the creation of a convenient, attractive, and harmonious community; protection against destruction of or encroachment on historic properties, convenience to citizens and encouraging economic development. This section allows adequate communication through signage while encouraging aesthetic quality in the design, location, size, and purpose of all signs. If any provision of this section is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this section which can be given effect without the invalid provision.
- B. A sign placed on land or a building for identification, protection, or directing persons to use conducted therein must be deemed to be an integral, but accessory and subordinate, part of the principal use of land or building. Therefore, ~~the intent of this section is this section intends~~ to establish limitations on signs to ensure they are appropriate to the land, building, or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in subsection (A) of this section.
- C. These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, ~~the~~ landscape and architecture of surrounding buildings, are legible, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.
- D. These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the jurisdictional limits of the City. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
- E. These regulations do not ~~entirely~~ eliminate all of the ~~harms-harm~~ that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication ~~by means of using~~ visual display while still reducing and mitigating the extent of the ~~harms-harm~~ caused by signs.

7.4.101.04 Prohibited Signs

Signs not conforming to Section 7.4 of the Dayton Municipal Code are unlawful and shall constitute a Class C violation according to the City of Dayton Fee Schedule.

- A. Installation or posting of any notice or signage on utility poles, street lights, stop signs, other street signs, trees in the public right-of-way, public places, or premises shall be prohibited without approval from the Utility or the City of Dayton.
- B. Access. Signs that block ingress or egress ~~so as~~ to interfere with the flow of pedestrian or vehicle traffic, doors, windows, fire escapes, or parking areas shall be prohibited.
- C. Billboards.
- D. Any sign on vacant property unless allowed as a temporary sign.
- E. Condition. Signs which are faded, torn, damaged, or otherwise unsightly or in a state of disrepair shall be immediately repaired or removed.
- F. Reader board or portable signs.
- G. Obscene Signs- A sign that creates a public nuisance displaying an obscenity as defined under Chapter 167.
- H. Flashing signs, signs that produce glare, or animated signs that change image more than six times per minute.

7.4.101.05 Exempt Signs

The following signs and devices ~~do not require a sign permit shall not be but are otherwise~~ subject to the provisions of this Chapter ~~and that~~ shall ~~be require approval from enforced by~~ the City.

- A. Identification Signs. Memorial and Historic Identification Signs and Donation Plates. Memorial tablets, cornerstones, donation plates, or similar plaques, such as National Register listing, not exceeding six square feet.
- B. Occupant or Owner Sign. A sign identifying the name of the occupant or owner, provided the sign is not larger than one (1) square foot, is not illuminated, and is either attached to the structure or located within the front yard setback.
- C. Window signs shall not be calculated in total sign area calculations but are limited to a maximum of twenty-four (24) square feet or twenty-five percent (25%) of the total window area, whichever is less.
- D. State Highway Requirements. Applicants are advised to contact the State Highway Division of the Oregon Department of Transportation regarding other possible sign regulations adjacent to Ferry Street and Third Street.
- E. Vehicle Signs. Signs painted on or otherwise attached to vehicles.

~~F. Temporary Signs as defined in section 7.4.101.03.~~

7.4.101.06 Non-Conforming Signs

Non-conforming signs are subject to the following provisions:

- A. Legally established nonconforming permanent signs may continue to exist ~~in~~ accord~~ing~~ ~~ance~~ ~~with~~ ~~to~~ this section. Nonconforming Signs that were not legally

established have no legal right to continue and must be removed or reconstructed in conformance with this code.

- B. Maintenance. A **non-conforming nonconforming** sign may undergo normal maintenance, which includes normal care or servicing needed to keep a sign functional, such as cleaning, replacing, or repairing a part made unusable by ordinary wear, and changing light bulbs. “Normal maintenance” excludes major structural repairs designed to extend the useful life of the non-conforming sign.
- C. Sign face. The sign face or sign copy may be changed without affecting the nonconforming status of the sign.
- D. Ownership. Should a property change ownership or a building have a new tenant, all non-conforming signs must be removed within six months of the change.
- E. Changes to nonconforming signs.
 - 1. A non-conforming sign shall not be enlarged or altered in a way that would increase its nonconformity.
 - 2. Signs and sign structures that are moved or replaced shall be brought into conformance with the sign regulations.
 - 3. Signs that are structurally altered by more than fifty (50) percent of the replacement value, shall be brought into conformance with the sign regulations.
 - 4. Signs that are structurally altered by fifty (50) percent or less than the replacement value may continue to be used as a nonconforming sign provided the alterations do not increase the nonconformity of the sign.
- F. Damaged nonconforming signs:
 - 1. When a nonconforming sign is damaged by wind, fire, neglect, or by any other cause, and such damage exceeds fifty (50) percent of its replacement value, **the** non-conforming sign shall be removed or brought into conformance with the sign regulations within six months of the date the damage occurred.
 - 2. When a nonconforming sign is damaged by wind, fire, or by any other cause and the estimated cost to repair the sign is fifty (50) percent or less of its replacement value, it may be repaired and restored to the condition it was in before it was damaged and may continue to be used as a nonconforming sign, provided that such repairs and restoration are started within six months of the date the sign was damaged and are diligently pursued thereafter.
 - a. Whenever repairs and restoration of a damaged nonconforming sign are not started within one year of the date the sign was damaged or are diligently pursued once started, the sign shall be deemed abandoned.
 - b. Abandoned signs shall not be permitted as nonconforming signs. Abandoned signs shall be taken down and removed by the owner,

agent, or person having the beneficial use of the building or structure upon which such sign may be found.

7.4.101.07 Adjustments And Variances

Sign adjustments/variances shall be reviewed ~~in accordance with~~ *by* a Type II action, as specified in Section 7.3.2 using the following criteria. ~~Criteria for Sign Variance/Adjustments:~~

- A. Compliance with the applicable standard would create an unnecessary hardship due to physical conditions of the property (topography, lot size or shape, or other circumstances over which the applicant has no control), which are not present on other properties in the same zone, and the adjustment is necessary to permit signage comparable with other properties in the same zone.
- B. The hardship does not result from actions of the applicant, owner(s), or previous owner(s), or ~~from~~ personal circumstances of the applicant, owner(s), or previous owner(s), such as physical condition, age or financial situation; and
- C. Approval of the adjustment will not adversely affect the function or appearance of the development and use of the subject property and surrounding properties; and will not impose limitations on other properties and signage in the area including signage that would be allowed on adjacent properties.

7.4.102.01 Review Procedures

All signs not specifically exempt from permitting requirements by Section 7.4.101.5 shall be subject to the permitting procedures of this section. No signs in conflict with any provisions of this ordinance shall be permitted.

7.4.102.02 Permit Fees

Permit fees shall be established by City Council resolution and updated as needed.

7.4.102.03 Application Requirements

Application Requirements: An application for a sign permit shall be submitted on a form provided by the City Planner or designee. The application shall include the following items, at minimum:

- A. A sketch drawn to scale indicating the proposed sign and identifying existing signs on the premises.
- B. The sign's location, graphic design, structural and mechanical design, and engineering data which ensures its structural stability.
- C. The names and ~~address~~ *addresses* of the sign company, ~~the~~ person authorizing ~~the~~ erection of the sign, and the owner of the subject property.

7.4.102.04 Revocation Of Permits

Sign permits mistakenly issued in violation of these regulations or other provisions of the Dayton Land Use and Development Code are void. The City Planner or designee may revoke a sign permit if they find that there was a material and misleading false statement of fact in the application for the permit.

7.4.102.05 Design, Construction, And Maintenance

All signs shall be designed, constructed, and maintained according to the following standards:

- A. Compliance with Building Codes. All signs shall comply with the applicable provisions of the ~~building~~**Building** Code in effect at the time of the sign permit application and all other applicable structural, electrical, and other regulations. The issuance of a sign permit under these regulations does not relieve the applicant of complying with all other permit requirements.
- B. Materials. Except for banners, flags, portable signs, temporary signs, and window signs ~~temporary~~ conforming in all respects with the requirements of these regulations, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or other structure by direct attachment to a rigid wall, frame, or structure.
- C. Maintenance. All signs shall be maintained in a good structural condition and readable at all times.
- D. Owner Responsibility. The owner shall be responsible for its erection and maintenance and its compliance with the provisions of these regulations or other laws or Ordinances regulating signs.
- E. Aesthetics. All signs shall be professional in appearance, ~~and~~ constructed in a workmanship-like manner to professional standards.

7.4.103 ~~Maximum Sign Area~~ *Design Standards – Residential Zones*

7.4.103.01 Purpose And Applicability:

7.4.103.02 Permitted Signs

7.4.103.03 Maximum Sign Area

7.4.103.04 Maximum Sign Height:

7.4.103.05 Location:

7.4.103.06 Illumination

7.4.103.01 Purpose And Applicability:

To provide a set of regulations for the placement of signs within Residential (R-1, R-2, R-3) zones. The provisions within this section shall also apply to residential uses within the Commercial Residential zone.

7.4.103.02 Permitted Signs

All permitted signs are subject to the standards of 7.4.103:

- A. ____ Wall, canopy, and window signs
- B. ____ Free-standing signs.
- C. ____ Temporary signs *shall be allowed on a lot and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content. Signage shall be allowed for each lot as follows: Temporary signs within Residential zones shall be limited to 21 days per calendar year:*
 - 1. ____ *Individual signs not exceeding 6 square feet in area during the period from 60 days before a public election or the time the election is called, whichever is earlier, to five days after the public election.*
 - 2. ____ *All other temporary signs shall be installed for not longer than 30 days in a calendar year.*

7.4.103.03 Maximum Sign Area

- A. ____ Single Family and Duplex uses: 6 square feet.
- B. ____ Multi-family (greater than two units): For subdivisions, multiple-family developments (including planned developments), uses, or identified neighborhood areas, one single or double-faced, indirectly lit sign not to exceed 24 square feet for one face or 48 square feet in surface area for two or more faces is permitted. The applicant for the sign permit must own or represent a majority of the lots or dwelling units within the subdivision, multiple-family development, identified neighborhood area, or the applicable homeowner's association. If the sign pertains to any development request, then the location and design shall be subject to the appropriate review.
- C. ____ Temporary Signs: 12 square feet.

7.4.103.04 Maximum Sign Height:

- A. ____ 6 feet.

7.4.103.05 Location:

- A. _____ Wall, canopy, or window sign shall be set back from the property lines of the lot on which it is located, the same distance as the building containing the permitted use; provided that wall signs may project into the required setback space up to 1.5 feet.
- B. _____ Free-standing signs are permitted where fences are allowed for residential uses.

7.4.103.06 Illumination

- A. _____ Single family and duplex uses: Not permitted.
- B. _____ Multi-family: Signs may only be indirectly illuminated by a concealed light source and shall not be illuminated between 10:00 PM and 6:00 AM. No lighting shall blink, flash, fluctuate, or produce glare.

7.4.104 Design Standards – Commercial Zone

7.4.104.01 Purpose And Applicability

To provide a set of regulations for the placement of signs within the Commercial (C) zoning district. Signs located on properties within the CBO (Central Business Overlay) shall be subject to the provisions of Section 7.4.105.

7.4.104.02 Permitted Signs

- A. Wall signs.
- B. Free-standing signs.
- C. Temporary signs: *shall be allowed on a lot and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content. Temporary signs shall be permitted within the Commercial zoning district in accordance with the following provisions:*
 - 1. *Individual signs not exceeding 6 square feet in area during the period from 60 days before a public election or the time the election is called, whichever is earlier, to five days after the public election. Permitted Temporary signs are allowed provided they are erected not longer than twenty-one (21) days prior to before an event and fifteen (15) days after an event.*
 - 2. Temporary fabric or paper signs may be placed upon the window opening of a non-residential building when such signs do not obscure more than twenty (20) percent of the window area, and no more than ten (10) percent of the total primary facade area.
 - 32. All other temporary signs shall be installed for not longer than 30 days in a calendar year.

7.4.104.03 Maximum Sign Area

- A. Non-Integrated business center.
 - 1. Wall signs: 1 square foot per lineal foot of building frontage with a maximum of 120square feet.
 - 2. Free-standing signs: 50 square feet per sign face. Total area of ¾ square feet per lineal foot of street frontage.
 - 3. Temporary signs: 12 square feet.
- B. Integrated business center.
 - 1. Wall signs: 1 square foot per lineal foot of building frontage with a maximum of 120 square feet.
 - a. Wall signs may be placed over all shared main public entries to the business center. Shared public entries must be shared by at least two tenants. Such signs are limited to 130 square feet in size.

- b. When an individual business does not have frontage on a street or parking lot, the business is allowed a maximum aggregate wall sign area of 16 square feet.
 - 2. Free-standing signs: 50 square feet per sign face. Total area of $\frac{3}{4}$ square feet per lineal foot of street frontage.
 - a. Shared free-standing signs: Where two or more businesses choose to combine their permitted free-standing signs into one sign, the following standards shall apply:
 - (1) One freestanding, shared sign per street frontage that has a customer entrance is allowed. The sign must comply with the provisions of this section. A maximum of 150 square feet of sign area is permitted.
 - 3. Temporary signs: 12 square feet.
- C. Highway-Oriented Signs.
 - 1. Wall signs: 1 square foot per lineal foot of building frontage with a maximum of 250 square feet.
 - 2. Free-standing signs: 160 square feet per sign face. Total area of $\frac{3}{4}$ square feet per lineal foot of street frontage.
 - 3. Temporary signs: 12 square feet.

7.4.104.04 Maximum Sign Height

- A. Wall signs: None, but no sign shall project over a parapet or roof eave.
- B. Free-standing signs: 20 feet, except 30 feet for highway-oriented signs.
- ~~1. 20 feet, except 30 feet for highway-oriented signs.~~

7.4.104.05 Location

- A. Wall or projecting signs may project up to two feet from a building.
- B. Free-standing signs within an integrated business center must be located a minimum of 100 feet from one another.
- C. No limitations, except that signs shall not be located within a right of way and shall comply with requirements for vision clearance areas and special street setbacks.

7.4.104.06 Illumination

- A. No lighting shall blink, flash, fluctuate, or produce glare. The applicant must submit a photometric plan showing that there will be **not no** light trespass on neighboring properties.

7.4.105 Design Standards – Central Business Overlay Zone

7.4.105.01 Purpose And Applicability

Sign regulations are intended to protect the character while enhancing and contributing to the economic vitality of the commercial core. The City acknowledges the need to effectively communicate and attract the eye to the business for which they are intended to advertise. Signs should be compatible or integrated with the architecture and should not obscure or dominate the building or business. In the review of sign applications within the City, the following criteria and standards shall apply. All properties within the Central Business Overlay (CBO) and all commercial uses within the Commercial Residential (CR) Zone shall be subject to the provisions of this section. Unless specifically listed as a permitted use or type in this section, other sign types and uses are prohibited. The Dayton Sign Code shall not be construed to permit the erection or maintenance of any sign at any place or in any manner unlawful under any other city code provision or other applicable law. In any case, where a part of the Dayton Sign Code conflicts with a provision of any zoning, development, building, fire, safety, or health ordinance or code, the provision which establishes a stricter standard for the protection of ~~the~~ public health and safety shall prevail.

7.4.105.02 Permitted Signs

- A. Wall signs.
- B. Freestanding signs.
- C. Projecting signs.
- D. A-Board signs (one per tenant space).
- E. Temporary ~~s~~Signs ***shall be allowed on a lot and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content.***
 - 1. ***Individual signs not exceeding 6 square feet in area during the period from 60 days before a public election or the time the election is called, whichever is earlier, to five days after the public election. Temporary signs are allowed provided they are erected not longer than sixty (60) days prior to an event and fifteen (15) days after an event.***
 - 2. Temporary fabric or paper signs may be placed upon the window opening of a non-residential building when such signs do not obscure more than twenty (20) percent of the window area, and no more than ten (10) percent of the total primary facade area.
 - ~~2-3.~~ All other temporary signs shall be installed for not longer than 30 days in a calendar year.
- F. Awning signs.
 - 1. Sign lettering and imagery may only be located on the awning skirt.
- G. Flags (maximum of two per property).

7.4.105.03 Maximum Sign Area

- A. Wall signs: one (1) square foot of sign area for each ~~one~~-linear foot of building façade not exceeding 100 square feet. This maximum area shall apply to all signs attached to the building such that the total area of all signs combined on the property does not exceed 100 square feet.
- B. Freestanding Signs: 24 square feet.
- C. Projecting signs: Blade, projecting, or hanging signs shall be limited to one (1) per tenant space. Projecting signs shall have a maximum area of eight (8) square feet.
- D. One (1) A-Board sign is permitted per business or property and shall measure no more than three (3) feet wide and not more than four (4) feet high. A-Board signs shall not be calculated in total sign area calculations.
- E. Temporary signs: 12 square feet.
- F. Awning: 6 square feet. Must comply with the provisions of 7.4.105.02.F.1.
- G. Flags: 15 square feet per flag.

7.4.105.04 Maximum Sign Height

- A. Wall signs: 6 feet. May not project higher than the height of the roof. B.
Free-standing signs: 6 feet.

7.4.105.05 Location

- A. Wall signs shall be placed in traditional locations ~~in order~~ to fit within architectural features, such as: above transoms, on cornice fascia boards, or below cornices.
- B. The edge of a projecting sign furthest from the wall shall not extend more than 42 inches from a wall, the bottom of the sign shall be no lower than eight (8) feet above a right-of-way or private sidewalk area and the top of the sign shall not extend over the roof line of the building.
- C. A-board signs.
 - 1. A-Board signs may be placed upon private property or within an adjacent public right-of-way along the frontage of the business displaying the sign when a minimum of forty-two(42) inches of clear pedestrian walkway is available immediately adjacent to the sign.
 - 2. Removal. A-Board signs shall be movable at all times and displayed only during the hours the business is open.
- D. Freestanding.
 - 1. Freestanding signs shall only be permitted when the property has a building setback greater than 15 feet.

- E. Temporary signs must be located on the subject property and may not infringe upon the frontage of another business.
- F. Awnings: Text on awnings shall be limited to that placed upon the awning skirt only and shall be included in the calculation of the maximum allowable sign area.

7.4.105.06 Illumination

- A. Hanging signs may be externally illuminated although ambient light is usually sufficient to light these small signs. Planning staff must review and approve alternative lighting designs.
- B. Direct or in-direct illumination shall be permitted, provided all illumination is directed away from adjacent property. The applicant must submit a photometric plan showing that there will be no light trespass on neighboring properties.
 - 1. Internally lit signs, including Neon or LED signage shall be permitted subject to the following restrictions:
 - a. Signs shall be limited to one (1) sign per business, not exceeding three (3) square feet in area, and shall be limited to three (3) colors. Strobe, blinking, or flashing lights are prohibited.
- C. Awning signs may not be illuminated.

7.4.105.07 Design Standards

All signs within the CBO shall be subject to the following additional design standards

- A. The placement of signage shall not visually obscure architecturally significant features of the building.
- B. Where signage is proposed on (or behind) window surfaces, such signage should not substantially obscure visibility through the window and should be incidental to the scale of the window. Larger window signs will be considered in the overall sign allowances for individual tenants.
- C. Generally, the placement of signage shall occur below the sill of the **second-story** windows. Alternative placement may be considered under the following circumstances:
 - 1. Free-standing signs must have a base of either a flower bed or shrubbery to integrate the sign into the streetscape.
 - 2. The placement of signs must not disrupt or obstruct the vision of drivers or pedestrians **so as** to create a hazardous situation. No signs shall be so located as to significantly obstruct pedestrian circulation.

7.4.106 Design Standards - Industrial

7.4.106.01 Purpose And Applicability:

To provide a set of regulations for the placement of signs within the Industrial (I) zone.

7.4.106.02 Permitted Signs

- A. Wall signs.
- B. Free-standing signs.
- C. Awning signs.
- D. Temporary ~~S~~signs: *shall be allowed on a lot and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content.*
 - ~~1.~~ *Temporary signs are allowed provided they are erected not longer than sixty (60) days prior to an event and fifteen (15) days after an event.*
 - ~~1.~~ *Individual signs not exceeding 6 square feet in area during the period from 60 days before a public election or the time the election is called, whichever is earlier, to five days after the public election.*
 - ~~2.~~ Temporary fabric or paper signs may be placed upon the window opening of a non-residential building when such signs do not obscure more than twenty (20) percent of the window area, and no more than ten(10) percent of the total primary facade area.
 - ~~2-3.~~ All other temporary signs shall be installed for not longer than 30 days in a calendar year.

7.4.106.03 Maximum Sign Area

- A. Wall signs. 1 square foot per lineal foot of building frontage with a maximum of 120 square feet.
 - 1. A tenant occupying a minimum of 40,000 square feet will be allowed a Maximum of 200 square feet.
- B. Free-standing signs: 50 square feet per sign face. Total area of ¾ square feet per lineal foot of street frontage.
- C. Temporary signs: 12 square feet.
- D. Highway-Oriented Signs.
 - 1. Wall signs: 1 square foot per lineal foot of building frontage with a maximum of 250square feet.
 - 2. Free-standing signs: 160 square feet per sign face. Total area of ¾ square feet per lineal foot of street frontage.

3. Temporary signs: 12 square feet.

7.4.106.04 Maximum Sign Height

- A. Wall signs: No maximum, but no sign shall not project onto or over a parapet or roof eave.
- B. Free-standing signs: 30 feet.

7.4.106.05 Location:

- A. Wall or projecting signs may project up to two feet from a building.
- B. Signs shall be placed on the central 50 percent of the street frontage or 50 feet from any adjacent freestanding sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met.

7.4.106.06 Illumination:

- A. No lighting shall blink, flash, fluctuate, or produce glare. The applicant must submit a photometric plan showing that there will be no light trespass on neighboring properties or an adjacent public right of way.

7.4.107 Design Standards - Public

7.4.107.01 Purpose And Applicability:

To provide a set of regulations for the placement of signs within the Public zoning district.

7.4.107.02 Permitted Signs

All permitted signs are subject to the standards of 7.4.107.

- A. Wall, canopy, and window signs.
- B. Free-standing signs.
- C. Temporary signs.

1. Individual signs not exceeding 6 square feet in area during the period from 60 days before a public election or the time the election is called, whichever is earlier, to five days after the public election.

2. Other Temporary signs within the Public Zone shall be limited to ~~21~~30 days per calendar year, with a maximum of 5 signs per calendar year.

7.4.107.03 Maximum Sign Area

- A. 32 square feet.

7.4.107.04 Maximum Sign Height:

- A. Free-standing Signs: 20 feet.
- B. Wall Signs: 6 feet, but no sign shall project over a parapet or roof eave.

7.4.107.05 Location

- A. Wall or projecting signs may project up to two feet from a building.
- B. Signs shall be placed on the central 50 percent of the street frontage or 50 feet from any adjacent freestanding sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met.

7.4.107.06 Illumination

- A. May only be indirectly illuminated by a concealed light source and shall not be illuminated between 10:00 PM and 6:00 AM. No lighting shall blink, flash, fluctuate, or produce glare. Animated signs are permitted so long as they do not change image more than 6 times per minute.