

ARTICLE VI - SIGNAGE**10.1000 Purpose of Article VI.**

It is the purpose of this article to regulate signs in a manner which recognizes and balances the commercial need for signs with other visual, aesthetic and safety concerns of the community. Such regulation shall include but not be limited to the placement, number, height and size of signs.

[Amd. Sec. 2, Ord. No. 6021, Nov. 19, 1987.]

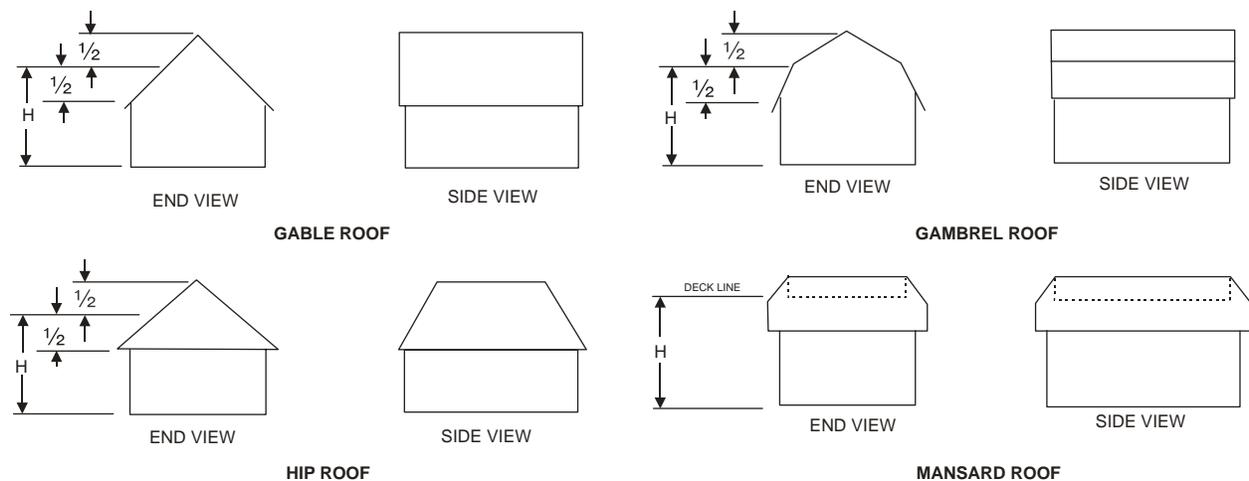
10.1010 Definitions.

Awning. A temporary or removable shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the support framework.

Building face or wall. All window and wall area of a building on one plane or elevation.

Building height. Shall mean the vertical distance from the average contact ground level at the front wall of the building to the highest point of the roof surface for flat roofs; and to the average height between eaves and ridge for gable, hip, and gambrel roofs and mansard roofs.

H = Height of Building



Business frontage. The lineal footage of a building or portion thereof, devoted to a specific business or enterprise.

Change of face/copy. Where an existing sign is modified by change of message or design on the sign face, without any change to size or shape of the sign framework or structure, excluding marquee, electronic message boards, menu boards, and approved changeable copy signs.

Facade, principal. The side(s) of the building facing a street.

Facade, secondary. Any side of a building not facing a street.

Indirect illumination. A source of illumination directed toward a sign so that the beam of light falls upon the exterior surface of the sign.

Shopping Center or Business Complex. A group of five or more commercial establishments having common parking facilities.

Sign. Any message, identification, description, illustration, symbol, device, or sculptured matter, including forms shaped to resemble any human, animal or product, which is affixed directly or indirectly upon a building, vehicle, structure, or land. This definition is not to include architectural facades, or lighting features.

Sign, abandoned. A sign which pertains to a time, event, or purpose which no longer applies.

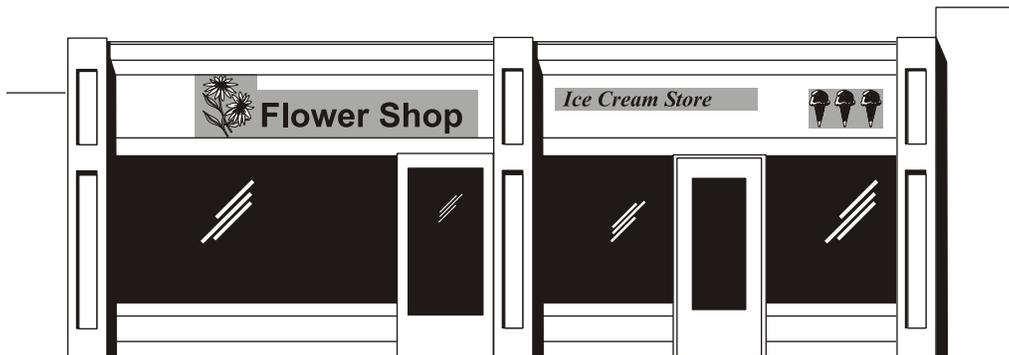
Sign, alteration. Any change in the size, shape, method of illumination, position, location, material, construction, or supporting structure of a sign.

Sign, area of.

~~(2)(1)(4)~~ The area of a ground or projecting sign shall be calculated by adding the outer dimensions of all the faces presenting a sign message. Pole covers, and columns shall not be included in the area of the measurement if they do not bear advertising copy. Double-faced signs will be calculated as one sign only when placed back to back and separated by no more than twenty-four inches.

~~(2)(2)~~ The area of a wall sign without a border shall be computed by enclosing the entire sign within sets of parallel lines touching the outer limits of the sign message.

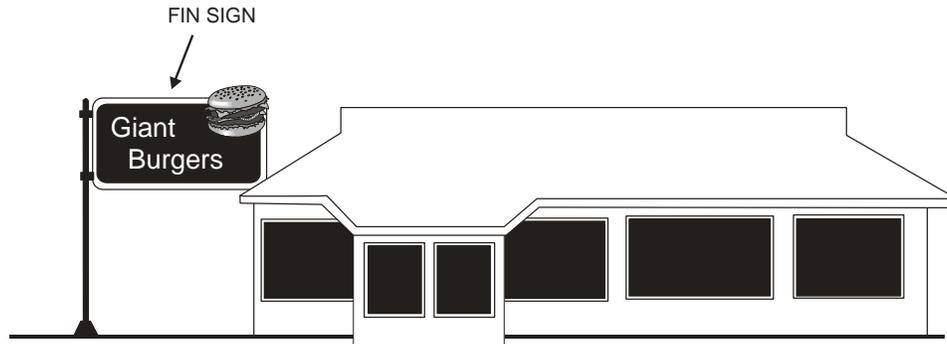
Determining the Area of a Sign



Shaded Area Indicates Area of Signs

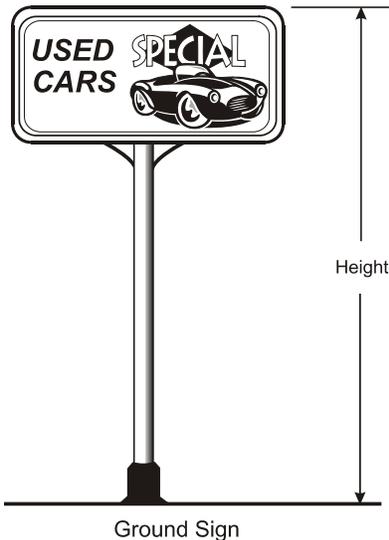
Sign, electronic message sign. Sign, electronic message sign. Any sign, or portion of a sign, that displays an electronic image or video, which may or may not include text, where the rate of change is electronically programmed and can be modified by electronic processes This definition includes television screens, plasma screens, digital screens, LED screens, video boards, holographic displays, and other similar media.

Sign, fin. A sign which is supported partly by a pole and partly by a building or structure.



Sign, flashing. A sign incorporating intermittent electrical impulses to a source of illumination or revolving in a manner which creates the illusion of flashing, or which changes colors or intensity of illumination. This definition is not to include electronic message signs.

Sign, ground. A sign erected on a free-standing frame, mast, or pole and not attached to any building. Also known as a free-standing sign.



Sign, height of. The distance measured from the average elevation of the ground adjacent to the structure that the sign is mounted on or nearest public sidewalk or street curb, when such are adjoining the site, to the maximum height of the face of the sign.

Sign, nonconforming. An existing sign, lawful at the time of the enactment of this ordinance, which does not conform to the requirements of this code.

Sign, portable. Any sign not permanently attached to the ground, a building, or other structure.

Sign, projecting. Signs other than wall signs, which are attached to and project from a structure or building face, at a 90 degree angle.

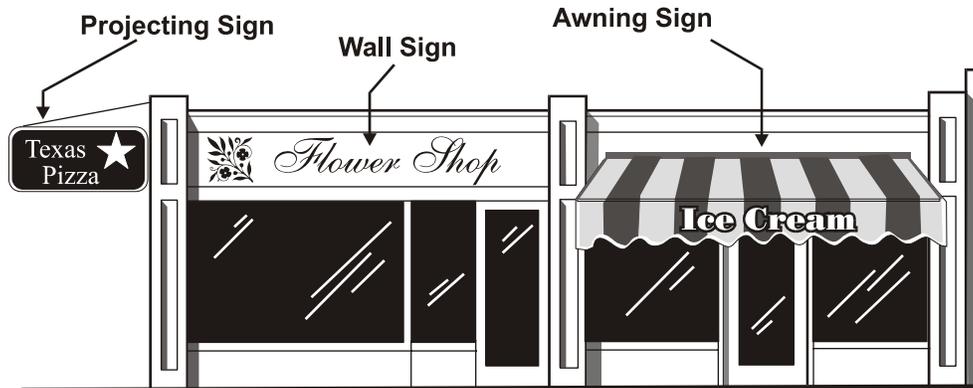
Sign, structure. The supports, uprights, braces, framework and other structural components of the sign.

Sign, temporary. Any sign, including supporting structure, to be maintained for a continuous

period of less than thirty (30) days.

Sign, wall. Any sign placed or painted directly against a building with the exposed face of the sign in a plane approximately parallel to the plane of said wall and projects outward from the wall not more than eighteen inches.

Wall, graphic. Any mosaic, mural, painting, or graphic art technique applied, implanted or placed directly onto a wall and containing no copy, advertising/hallmark symbols, lettering or references to any product, service, or goods sold on or off the premises.



[Amd. Sec. 3, Ord. No. 6021, Nov. 19, 1987; Amd. Sec. 1, Ord. No. 7134, May 21, 1992.]

10.1012 **Terminology.** Terms used to describe types of signs, such as "freeway sign", "shopping center sign", "construction sign", etc., do not limit the content of the sign message, but are intended to refer to the location of the sign or the type of use on the lot where the sign is permitted.

[Added Sec. 24, Ord. No. 6021, Nov. 19, 1987.]

10.1020 **Permits Required; ~~v~~Violation.**

(1) Except as otherwise provided in this chapter, it shall be unlawful for any person to construct, erect, alter or relocate a sign, or direct an employee or agent to do same within the city without first obtaining a permit for each separate sign from the Planning Department as required by this chapter.

(2) No person shall construct, erect, alter or relocate a sign except as authorized in Article VI of this chapter.

[Amd. Sec. 4, Ord. No. 6021, Nov. 19, 1987.]

10.1022 **Exceptions to Permit Requirements.**

The provisions of Article VI shall not apply to:

(1) Traffic signs and all other signs erected or maintained by a municipal or governmental body or agency, including danger signs, railroad crossing signs, and signs of a non-commercial nature required by public laws, ordinances or statutes.

(2) Temporary decorations or displays celebrating the occasion of traditionally accepted patriotic or religious holidays.

(3) Signs on a truck, bus, car, boat, trailer or other motorized vehicle and equipment provided all the

following conditions are adhered to:

- (a) Primary purpose of such vehicle or equipment is not the display of signs.
 - (b) Signs are painted upon or applied directly to an integral part of the vehicle or equipment.
 - (c) Vehicle/equipment is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used in the daily function of a business/or use.
 - (d) Vehicles and equipment are not used as static displays, advertising a product or service, for more than two (2) days in any location, nor utilized as storage, shelter or distribution points for commercial products or services for the general public.
 - (e) During periods of inactivity exceeding five work days, such vehicle/equipment is not so parked or placed that the signs thereon are displayed to the public. Vehicles and equipment engaged in active construction projects and the on-premise storage of equipment and vehicles offered to the general public for rent or lease shall not be subjected to this condition.
- (4) Signs not exceeding three (3) square feet in area located in a commercial or industrial zone not to exceed four (4) signs for each business frontage.
- (5) Signs not exceeding six (6) square feet in area and an overall height of six (6) feet in the Single-Family Residential Zoning Districts - (SFR 2, 4, 6, 10) and the Multiple-Family Residential Districts - (MFR 15, MFR 20, MFR 30), not to exceed two (2) signs per parcel.
- (6) National and State flags. National and state flags shall be flown and displayed in a manner whereby they are not construed as attraction-gaining devices to advertise a product or use, or in a manner to otherwise draw attention of the traveling public to an establishment or sales office. Such displays shall conform to the criteria established in House Document 209 of the 91st Session of Congress.
- (7) Signs Located in the Interior of any Building. Signs located in the interior of any building or within an enclosed lobby or court of any group of buildings, which are designed and located to be viewed by patrons only. Such signs may be illuminated and are not subject to the provisions of this chapter.
- (8) Change of face. Where an existing sign is modified by change of message or design on the sign face, without any change to size or shape of the sign framework or structure. In Historic Preservation Overlay Zoning Districts, only the message may be changed without Historic Review.
- (9) Window Signs. Signs located in windows, if they are mounted or painted upon the inside of windows within all commercial or industrial zoning districts.
- (10) Real Estate Signs. Signs not exceeding thirty-two (32) square feet in area in commercial and industrial zoning districts advertising the sale, rental, or lease of the premises on which they are located.
- (11) Signs in Historic Preservation Overlay Zoning Districts. Signs in Historic Preservation Overlay Zoning Districts shall be approved through the Historic Review process. Such signs may differ from specific standards of Article VI if authorized by the Landmarks and Historic Preservation Commission pursuant to design criteria and/or guidelines for signs adopted by such Commission. [Amd. Sec. 5, Ord. No. 6021, Nov. 19, 1987; Amd. Sec. 21, Ord. No. 2006-199, Sept. 7, 2006.]

10.1028 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.1030 Application.

Application for a permit shall be made to the Planning Department upon a form provided by the City and shall include the following:

(1) Two sets of drawings to scale, including the following information with regard to the signs:

~~(a)~~ ~~(a)~~—The written or graphic content.

~~(b)~~ ~~(b)~~—Location of the sign on the building or building site.

~~(c)~~ ~~(c)~~—Dimensions of the sign.

~~(d)~~ ~~(d)~~—Construction materials.

~~(e)~~ ~~(e)~~—Method of attachment and character of structural members to which attachment is to be made.

~~(f)~~ ~~(f)~~—Electrical wiring and components or U.L. approved number.

~~(f)~~ — If an electronic message sign, the frequency at which the image changes.

(2) -The Building Safety Official may also require that a licensed engineer furnish information concerning structural design and proposed attachments.

[Amd. Sec. 6, Ord. No. 6021, Nov. 19, 1987.]

10.1035 Issuance of Permits.

City personnel shall examine applications for permits within two (2) working days after filing. If it appears from the application, drawings, and specifications therewith that the requested sign(s) and all existing signs on the premises conform with all the provisions of this chapter, a permit shall be issued. -But, if City personnel find that any requested or existing sign(s) directly related to the application violates this chapter or any other chapter of the City code or ordinance related thereto, a permit shall not be issued until necessary corrections are made.

No additional permits shall be issued for signs on businesses or uses with signs not already in compliance with this section, including overdue sign regulation fees or unpaid inspection charges.

All signs, except for signs painted directly upon a building, are also subject to Building Department requirements.

[Amd. Sec. 7, Ord. No. 6021, Nov. 19, 1987.]

10.1040 [Repealed, Ord. No. 2006-278, Jan. 4, 2007.]

10.1045 Indemnification of City.

As a condition to the issuance of a sign permit as required by this chapter, all persons engaged in the hanging or painting of signs, which involves, in whole or in part, the erection, alteration, relocation, maintenance, or other sign work in, over, or immediately adjacent to a public right-of-way or public property if used or encroached upon by the sign hanger or painter in the said sign work, shall agree to hold harmless and indemnify the City, its officers, agents, and employees from liability for damages resulting from said erection, alteration, relocation, maintenance or other sign work.

[Amd. Sec. 9, Ord. No. 6021, Nov. 19, 1987.]

10.1046 Definition of Nonconforming Signs.

All signs that do not conform to the specific standards of this Code may be considered legal nonconforming as per Section 10.032, if the sign was erected in conformance with a valid permit and complied with all applicable laws at the time of the sign's installation. All nonconformities shall be encouraged to convert to conformity wherever possible and shall be further subject to the requirements of Section 10.033, Continuation of Nonconforming Development, through 10.037, Completion of Nonconforming Development.

10.1100 Prohibited Signs For All Districts.

The following signs are prohibited for all zoning districts:

(1) Signs on a truck, bus, car, boat, trailer, or other motorized vehicle and equipment are prohibited, except as provided in Section 10.1022(3).



(2) Traffic hazards: No sign shall be permitted at the intersection of a street or driveway in such a manner as to obstruct free and clear vision of motor vehicle operators or at any location where by reason of its position, shape, or color it may interfere with or be confused with any authorized traffic sign, signal, or device, or which makes use of a word, symbol or phase, shape or color in such a manner as to interfere with, mislead, or confuse traffic.



(3) Animated, scintillating, flashing, blinking, strobing, and traveling lights or any design created to give the illusion of motion are prohibited. This prohibition does not include electronic message signs.

(4) Anchored balloon signs are prohibited.



(5) ~~Moving or rotating signs are prohibited.~~

(6) Fin signs are prohibited.

(7) Paper signs are prohibited.

(8) Any ground sign that is to be installed as to extend through a portion of a building or roof, with the sign being mounted above the roof, and appearing similar to a roof sign is prohibited.

(9) Any sign not listed as a permitted sign within a district is prohibited in that district, unless it is exempt under Section 10.1022.

[Amd. Sec. 10, Ord. No. 6021, Nov. 19, 1987.]

10.1120 **Abandoned Signs.**

(1) Any abandoned sign and supporting structure shall be removed by the owner of the sign or owner of the premises within six (6) months following the date of abandonment.

(2) Any owner of an abandoned sign which is otherwise in conformance with this chapter may apply to the Planning Commission for an extension of the removal date. If the Planning Commission determines that the continued maintenance of the sign is consistent with the purpose of Article VI of the Land Development Code, an extension of up to one (1) year may be granted.

[Amd. Sec. 11, Ord. No. 6021, Nov. 19, 1987.]

10.1130 **Certain Signs Declared A Nuisance.**

Any abandoned, dangerous, defective, illegal, or prohibited sign, or any sign which is not in accordance with the drawings, specifications and details of the permit application is hereby declared a nuisance and may be abated as prescribed in sections 5.520 - 5.535 of the Medford Code. This is in addition to any other remedy provided by law or ordinance.

[Amd. Sec. 12, Ord. No. 6021, Nov. 19, 1987.]

10.1131 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.1140 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.1150 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.1200 **Signs in Single-Family Residential Zoning Districts (SFR-00,2,4,6,10).**

Signs shall be permitted only as follows in the single-family residential zoning districts:

(1) Undeveloped Subdivision/Planned Unit Development Signs: Two non-illuminated ground signs, not exceeding 50 square feet in area, and 14 feet in height and setback a minimum of 20 feet from any property line are permitted within an undeveloped subdivision/ planned unit development. Such signs may be installed on the undeveloped subdivision/planned unit development property after approval of the tentative plat by the Planning Commission. However, the sign must be removed no later than 2 years after installation, unless the Planning Commission, upon due application prior to expiration of the 2 year period, determines that the continued maintenance of the sign is consistent with the purpose of this code, in which case an extension for an additional year may be granted.

(2) Public Use Signs: Each lot occupied by public uses, schools and churches is allowed a maximum of 20 square feet of sign area per street frontage. The maximum area shall be a combination of wall and ground signs. If a ground sign, the sign shall not be located within 15 feet of any property line and shall not be internally illuminated. Signs within public parks, schools, or stadiums, which are generally placed and located so as not to be viewed from a street, are exempt from this provision.

(3) Planned Unit Development Signs: Two (2) non-illuminated ground signs, each sign not exceeding twenty feet in area, and 4 feet in height and setback a minimum of 5 feet from any street right-of-way are permitted in a residential Planned Unit Development. Such signs may be installed after approval of the signs and the Planned Unit Development by the Planning Commission.

[Amd. Sec. 13, Ord. No. 6021, Nov. 19, 1987; Amd. Sec. 6, Ord. No. 2003-258, Sept. 18, 2003.]

10.1300 Signs in Multiple-Family Residential Districts (MFR-15), (MFR-20) and (MFR-30). Signs shall be permitted only as follows in the MFR-15, MFR-20 and MFR-30 zones:

(1) New Development/Project Sign: One non-illuminated ground sign, not exceeding 50 square feet in area, and 14 feet in height is permitted on the premises of each proposed building or development project. Such sign may be installed after a building permit has been obtained for the construction project and must be removed not later than two years after issuance of the building permit for the project or upon completion of the project, whichever is first. No more than one such sign shall be erected for each construction project and such sign shall be subject to the same setback requirements as are imposed for structures in this zone.

(2) Multiple-family Dwelling Sign: For multiple-family dwellings containing four or more dwelling units, one sign not more than 10 square feet in area, either affixed to the building or free-standing is permitted. If free-standing, the sign shall not be located in any required yard area and shall not exceed 4 feet in height and shall be mounted within a landscaped area or decorative planter. If affixed to the building, the sign may not project into a required yard area more than 18 inches. No part of any such sign shall be higher than the building height as defined in Section 10.1010.

(3) Public Use Signs: Public uses, schools, and churches are allowed a maximum of 20 square feet of sign area, per street frontage. The maximum area shall be a combination of wall and ground signs. If a ground sign, the sign shall not be located within 15 feet of any property line and shall not be internally illuminated. Signs within public parks, schools, or stadiums, which are generally placed and located so as not to be viewed from a street, shall be exempted from this provision.

[Amd. Sec. 14, Ord. No. 6021, Nov. 19, 1987.]

10.1400 Signs in Service Commercial and Professional Offices (C-S/P); Basic Regulations.

Signs shall be permitted only as follows in the C-S/P district:

(1) Ground Signs: Each parcel of land is permitted one (1) ground sign per street frontage, subject to the following limitations:

(a) Maximum Height: 9 feet

(b) Maximum Square Footage: 32 -square feet per sign.

(c) Minimum Setback: 5 feet from a lot in a residential zone or from a street right-of-way.

(d) Electronic Message Signs are permitted as a portion of a ground sign subject to the following limitations:

(i) Each parcel of land is permitted one (1) electronic message sign, attached to a permitted ground sign, if the sign is farther than 150 feet from any residential zoning district or GLUP Map designation;

(ii) All text displayed on an electronic message sign must be static for a minimum of two (2) seconds. The continuous scrolling of text is prohibited. This restriction shall not apply to animated images and images which move, or give the appearance of movement.

(iii) All electronic message signs shall have automatic dimming capabilities that adjust the brightness to the ambient light at all times of day and night.

(iv) The conversion or addition of an electronic message sign to any conforming existing permitted ground sign is permitted.

(v) The addition of any electronic message sign to any nonconforming ground sign is prohibited.

(2) Wall Signs: Wall signs are permitted subject to the following limitations:

(a) Principal Facade: The aggregate area of all signs shall not exceed one square foot for each linear foot of business frontage. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(b) Secondary Facade: The aggregate area of all signs shall not exceed one-half square foot

for each linear foot of business frontage. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(3) Projecting Signs: Prohibited.

(4) Awning/Canopy/Marquee Signs: No sign shall project into public right-of-way. All such signs shall be assessed against the aggregate wall signage for the facade.

[Amd. Sec. 15, Ord. No. 6021, Nov. 19, 1987.]

10.1410 **Service Commercial and Professional Office (C-S/P): Additional Special Signs.**

Additional special signs shall be permitted as follows in the C-S/P district:

(1) New Development/Project Sign: One non-illuminated ground sign, not exceeding 50 square feet in area, and 14 feet in height is permitted on the premises of each proposed building or development project. Such sign may be installed after a building permit has been obtained for the construction project and must be removed not later than two years after issuance of the building permit for the project or upon completion of the project, whichever is first. No more than one sign shall be erected on the premises of each construction project and such sign shall be subject to the same setback requirements as are imposed for structures in this zone.

(2) Hospital Signs: Signs exceeding the dimensional standards of Article VI may be approved subject to Section 10.248 Conditional Use Permit Criteria, through 10.250 Expiration of a Conditional Use Permit. In addition, such approval shall be based on review and approval of an integrated sign program for the entire facility and on a determination that the signs proposed to exceed the standards of Article VI are the minimum necessary to facilitate proper identification of hospital activities. In no case shall ground signs exceed 15 feet in height or 100 square feet in area, nor shall this provision allow an increase in the numbers of signs otherwise allowed by this section. For the purpose of this section, "hospitals" are those that are licensed for at least 150 inpatient beds, and emergency services.

[Added Sec. 25, Ord. No. 6021, Nov. 19, 1987; Amd. Ord. No. 6333, Apr. 20, 1989; Amd. Ord. No. 2007-92, May 3, 2007.]

10.1500 **Signs In Neighborhood Commercial District (C-N): Basic Regulations.**

Signs shall be permitted as follows in the C-N district:

(1) Ground Signs: Not more than one ground sign may be placed on each lot or parcel subject to the following limitations:

(a) Maximum Height: 9 feet

(b) Maximum Square Footage: 36 square feet per sign

(c) Minimum Setback: 10 feet from a lot in a residential zone or from a street right-of-way

(d) Electronic Message Signs are prohibited.

(2) Wall Signs: Wall signs are permitted subject to the following limitations:

(a) Principal Facade: The aggregate area of all signs shall not exceed one and one-half square feet for each linear foot of business frontage, except if the building is set back more than 20 feet from the right-of-way, in which the aggregate area of all signs shall not exceed two square feet

for each linear foot of business frontage. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(b) Secondary Facade: The aggregate area of all signs shall be limited in area to two square feet for each linear foot of business frontage and shall be placed flat against the building supporting the sign. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(3) Projecting Signs: Prohibited

(4) Awning/Canopy/Marquee Signs: No such sign shall extend into the public right-of-way. All such signs shall be assessed against the facade aggregate for wall signs.

(5) Portable Signs: One additional portable sign not to exceed 12 square feet in area for each business entrance is permitted. Such signs shall not be located within public right-of-way. The portable signs shall only be displayed when the business is open.

(6) Shopping Center Sign: In the case of shopping areas which are developed as a unit with common parking areas, one ground sign per vehicular access on a public street is permitted on the premises of a shopping center. One (1) ground sign may be up to 100 square feet in area and 20 feet in height. Each additional ground sign shall not exceed 30 square feet in area and 4 feet in height. The shopping center ground signs allowed by this subsection (6) are in lieu of all other ground signs permitted in the zoning district, as listed under the Basic Regulations in Subsection (1) of this section. Such signs shall not project into public right-of-way.

[Amd. Sec. 16, Ord. No. 6021, Nov. 19, 1987; Amd. Sect. 1, Ord. No. 7265, Dec. 3, 1992; Amd. Sec. 20, Ord. No. 8285, Feb. 6, 1997; Amd. Sec. 1, Ord. No. 8449, Aug. 7, 1997.]

10.1510 Neighborhood Commercial District (C-N): Additional Special Signs.

Additional Special Signs shall be permitted as follows in the C-N district:

(1) Freeway Signs: Prohibited

(2) Service Station Signs: One additional ground sign per street frontage, not exceeding 30 square feet in area and 9 feet in height is permitted on each parcel of land occupied by a service station. Such signs may not project into public right-of-way.

(3) Drive-up Window Signs: One additional ground sign not to exceed 32 square feet in area and six feet in height is permitted on each parcel of land occupied by a drive-up window business. Such signs may not project into public right-of-way.

(4) Construction Sign: One non-illuminated sign may be installed on each construction site after a building permit has been obtained for a construction project, and must be removed not later than two years after issuance of the building permit or upon completion of the project, whichever occurs sooner. The sign shall not exceed 50 square feet in area and no single dimension shall exceed 10 feet. The sign shall not exceed 14 feet in height and shall comply with the setback requirements for structures within this district.

(5) Temporary Sign: One temporary sign on each street frontage is allowed for each separate business. Display period is limited to 30 days and is renewable upon application, but shall not exceed four (4) permits in one (1) calendar year. The area of each temporary sign shall not exceed 32 square feet. No part of any sign shall be higher than the building height as defined in Section 10.1010.

[Amd. Sec. 17, Ord. No. 6021, Nov. 19, 1987; Amd. Section 2, Ord No. 7265, Dec. 3, 1992; Amd. Sec. 21, Ord. No. 8285, Feb. 6, 1997.]

10.1600 Central Business Overlay (CB): Basic Regulations.

Signs shall be permitted as follows in the CB district:

(1) Ground Signs: Each parcel of land is permitted one ground sign per street frontage, subject to the following limitations:

- (a) Maximum Height: 20 feet
- (b) Maximum Square Footage: 150 square feet per sign
- (c) Minimum Setback: May not project into public right-of-way
- (d) Electronic Message Signs are prohibited

(2) Wall Signs: Wall signs are permitted, subject to the following limitations:

(a) Principal Facade: The aggregate area of all signs shall not exceed one and one-half square feet for each linear foot of business frontage, except if the building is set back more than 20 feet from the right-of-way, in which case the aggregate area of all signs shall not exceed two square feet for each linear foot of business frontage. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(b) Secondary Facade: The aggregate area of all signs shall be limited in area to two square feet for each linear foot of business frontage and shall be placed flat against the building supporting the sign. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(c) Second Story and Basement Enterprises or Uses: Second story and basement enterprises or uses, which are maintained exclusively on a floor other than that on the street floor, shall be entitled to additional sign area equal to 60% of the sign area authorized above for each facade. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(3) Projecting Signs: Signs not exceeding 20 square feet are permitted.

(4) Awning/Canopy/Marquee Signs: Signs not exceeding 20 square feet placed flat on a marquee, awning, or canopy are permitted.

[Amd. Sec. 18, Ord. No. 6021, Nov. 19, 1987.]

10.1610 Central Business Overlay (CB): Additional Special Signs.

Additional special signs shall be permitted as follows in the CB district:

(1) Service Station Signs: One additional ground sign per street frontage, not exceeding 30 square feet in area and 9 feet in height is permitted on each parcel of land occupied by a service station. Such signs may not project into public right-of-way.

(2) Drive-up Window Signs: One additional ground sign not to exceed 32 square feet in area and 6 feet in height is permitted on each parcel of land occupied by a drive-up window. Such signs may not project into public right-of-way.

(3) Temporary Sign: One temporary sign on each street frontage is permitted for each separate business. Display period is limited to 30 days and is renewable upon application, but shall not exceed four (4) permits in one (1) calendar year. The area of each sign shall not exceed 32 square

feet. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(4) Portable Signs: One additional portable sign not to exceed 12 square feet in area for each business entrance is permitted. Such signs shall not be located within public right-of-way. The portable signs shall only be displayed when the business is open.

[Amd. Sec. 19, Ord. No. 6021, Nov. 19, 1987.]

10.1700 Signs in Community Commercial District (C-C) and Heavy Commercial District (C-H, and Regional Commercial District (C-R): Basic Regulations.

Signs shall be permitted as follows in the C-C, C-R, and C-H districts:

(1) Ground Signs: Each parcel of land is permitted one ground sign per street frontage, subject to the following limitations:

(a) Maximum Height: 20 feet

(b) Maximum Square Footage: 150 square feet per sign

(c) Minimum Setback: Shall not project into public right-of-way.

(d) Electronic Message Signs are permitted as a portion of a ground sign subject to the following limitations:

(i) Each parcel of land is permitted one (1) electronic message sign, attached to a permitted ground sign, if the sign is farther than 150 feet from any residential zoning district or GLUP Map designation;

(ii) All text displayed on an electronic message sign must be static for a minimum of two (2) seconds. The continuous scrolling of text is prohibited. This restriction shall not apply to animated images and images which move, or give the appearance of movement.

(iii) All electronic message signs shall have automatic dimming capabilities that adjust the brightness to the ambient light at all times of day and night.

(iv) The conversion or addition of an electronic message sign to any conforming existing permitted ground sign is permitted.

(v) The addition of any electronic message sign to any nonconforming ground sign is prohibited.

(2) Wall Signs: Wall signs are permitted, subject to the following limitations:

(a) Principal Facade: The aggregate area of all signs shall not exceed one and one-half square feet for each linear foot of business frontage, except if the building is set back more than 20 feet from the right-of-way, in which case the aggregate area of all signs shall not exceed two square feet for each linear foot of business frontage. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(b) Secondary Facade: The aggregate area of all signs shall be limited in area to two square feet for each linear foot of business frontage and shall be placed flat against the building supporting the sign. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(3) Projecting Signs: No sign shall project more than 18 inches into the public right-of-way except under the following conditions:

- (a) The building is set back less than two feet from public right-of-way, and
 - (b) The sign is less than 25 square feet in area.
 - (c) No part of any sign shall be higher than the building height as defined in section 10.1010.
- (4) Awning/Canopy/Marquee Signs: All such signs shall be assessed against the aggregate wall signage for the facade.

(5) Shopping Center Sign: In the case of shopping areas which are developed as a unit with common parking areas, one ground sign per vehicular access on a public street is permitted on the premises of a shopping center. The size of the ground signs shall be determined as follows: For shopping centers with less than 300,000 square feet of gross floor area, one sign may be up to 150 square feet in area and 20 feet in height. For shopping centers that contain or have master site plan approval for a gross floor area between 300,000 square feet and 500,000 square feet, one sign may be up to 200 square feet in area each and 35 feet in height. For shopping centers that contain or have master site plan approval for a gross floor area that exceeds 500,000 square feet, two signs may be up to 200 square feet in area each and 35 feet in height, but no less than 1,000 feet apart. Each additional ground sign shall not exceed 30 square feet in area and 12 feet in height. The shopping center ground signs allowed by this subsection (5) are in lieu of all other ground signs permitted in the zoning district, as listed under the Basic Regulations in Subsection (1) of this section. Such signs shall not project into public right-of-way. All shopping center signs are permitted as electronic message signs subject to the criteria contained in Section 10.1700(1)(d).

[Amd. Sec. 20, Ord. No. 6021, Nov. 19, 1987; Amd. Section 3, Ord. No. 7265, Dec. 3, 1992; Amd. Sec. 22, Ord. No. 8285, Feb. 6, 1997; Amd. Sec. 2, Ord. No. 8449, Aug. 7, 1997.]

10.1710 Community Commercial District (C-C) Heavy Commercial District (C-H) and Regional Commercial (C-R): Additional Special Signs:

Additional special signs shall be permitted as follows in the C-C, C-R, and C-H districts:

- (1) Freeway Signs: One (1) sign not exceeding 250 square feet in area and 50 feet in height, and one (1) sign not exceeding 150 square feet in area and 20 feet in height are permitted on each parcel of land located within the Freeway Overlay Zone. Such signs are permitted in lieu of all ground signs permitted in the underlying zoning district, as listed under the Basic Regulations.
- (2) Service Station Signs: One additional ground sign per street frontage, not exceeding 30 square feet in area and 9 feet in height for any single parcel of land occupied by a service station. Such signs may not project into public right-of-way.
- (3) Drive-up Window Business Sign: One ground sign not to exceed 32 square feet in area and six (6) feet in height for any single parcel of land occupied by a drive-up window business. Such signs may not project into public right-of-way.
- (4) Construction Sign: Up to two additional non-illuminated signs may be installed after a building permit has been obtained for a construction project and must be removed not later than two years after issuance of the building permit for the project or upon completion of the project, whichever is sooner. Each sign shall have an area not exceeding 100 square feet, and the top of the sign shall not be more than 20 feet above the general surface of the ground. Not more than two such signs shall be

erected for each construction project and such signs shall be subject to the same setback requirements as are imposed for structures in this zone.

(5) Temporary Sign: One temporary sign on each street frontage is allowed for each separate business. Display period is limited to 30 days and is renewable upon application, but shall not exceed four (4) permits in one (1) calendar year. The area of each temporary sign shall not exceed 32 square feet. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(6) Portable Sign: One additional portable sign not to exceed 12 square feet in area for each business entrance is permitted. Such signs shall not be located within public right-of-way. The portable signs shall only be displayed when the business is open.

(7) Miles Field/Professional Baseball Park Signs: One (1) additional freestanding scoreboard sign, not to exceed 630 square feet in area and 30 feet in height; one (1) time of day/display sign located above the right field fence, not to be visible from outside the stadium after June 1, 1997, and not to exceed 30 square feet in area and 25 feet in height; one (1) ground sign not exceeding 150 square feet in area and 20 feet in height; one (1) wall sign identifying the facility, not to exceed 50 feet in area; and other additional ground signs located above the outfield fence, not to exceed a total of 3000 square feet and 20 feet in height. These outfield billboard signs shall be permitted until June 1, 1997, at which time they must either be removed or enclosed so that they cannot be viewed from outside the ball park. Signs permitted in subsection (8) are in lieu of signs permitted in the underlying zoning district, as listed under the basic regulations.

[Added Sec. 2, Ord. No. 7134, May 21, 1992; Amd Ord. No. 7170, July 16, 1992; Amd. Section 4, Ord No. 7265, Dec. 3, 1992; Amd. Sec. 1, Ord. No. 7957, Sept. 7, 1995; Amd. Sec. 23, Ord. No. 8285, Feb. 6, 1997.]

10.1800 Signs in Light Industrial (I-L), General Industrial (I-G), and Heavy Industrial (I-H): Basic Regulations.

Signs shall be permitted as follows in the I-L, I-G, and I-H districts:

(1) Ground Signs are subject to the following limitations:

(a) Maximum Height: 24 feet

(b) Maximum Square Footage: 200 square feet per sign

(c) Minimum Setback: Sign shall not project into public right-of-way.

(d) Maximum Number: No more than one free-standing sign shall be permitted on any single lot, except under the following conditions:

(i) The lot has more than one street frontage, then a lot may be allowed one ground sign for each frontage over 120 linear feet, and

(ii) No sign shall project into the public right-of-way.

(e) Electronic Message Signs are permitted as a portion of a ground sign subject to the following limitations:

(i) Each parcel of land is permitted one (1) electronic message sign, attached to a permitted ground sign, if the sign is farther than 150 feet from any residential zoning district or GLUP Map designation;

- (ii) All text displayed on an electronic message sign must be static for a minimum of two (2) seconds. The continuous scrolling of text is prohibited. This restriction shall not apply to animated images and images which move, or give the appearance of movement.
- (iii) All electronic message signs shall have automatic dimming capabilities that adjust the brightness to the ambient light at all times of day and night.
- (iv) The conversion or addition of an electronic message sign to any conforming existing permitted ground sign is permitted.
- (v) The addition of any electronic message sign to any nonconforming ground sign is prohibited.

(2) Wall Signs:

(a) Principal Facade: The aggregate area of all signs shall not exceed one and one-half square feet for each linear foot of business frontage, except if the building is set back more than 20 feet from the right-of-way, in which case the aggregate area of all signs shall not exceed two square feet for each linear foot of business frontage. -No part of any sign shall be higher than the building height as defined in Section 10.1010.

(b) Secondary Facade: The aggregate area of all signs shall be limited in area to two square feet for each linear foot of business frontage and shall be placed flat against the building supporting the sign. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(3) Projecting Signs: No sign shall project more than 18 inches into the public right-of-way except under the following conditions:

(a) The building to which the sign is attached is set back less than two feet from public right-of-way, and

(b) The sign is less than 25 square feet in area.

(c) No part of any sign shall be higher than the building height as defined in Section 10.010.

(4) Awning/Canopy/Marquee Signs: No such sign shall extend into the public right-of-way. All such signs shall be assessed against the facade aggregate for wall signs.

[Amd. Sec. 22, Ord. No. 6021, Nov. 19, 1987.]

10.1810 Light Industrial (I-L), General Industrial (I-G) and Heavy Industrial (I-H): Additional Special Signs.

Additional special signs shall be permitted as follows in the I-L, I-G, and I-H districts:

(1) Service Station Signs: One ground sign per street frontage, not exceeding 32 square feet in area and 6 feet in height for any single parcel of land occupied by a service station. Such signs shall not project into public right-of-way.

(2) Drive-up Window Signs: One ground sign not to exceed 32 square feet in area and 6 feet in height for any single parcel of land occupied by a drive-up window business. Such signs shall not project into public right-of-way.

(3) Temporary Sign: One sign on each street frontage for each separate business. Display period is limited to 30 days and is renewable upon application, but shall not exceed four (4) permits in one (1) calendar year. The area of each sign shall not exceed 32 square feet. No part of any sign shall be higher than the building height as defined in Section 10.1010.

(4) Construction Signs: Such a sign may be installed after a building permit has been obtained for a construction project and must be removed not later than two years after issuance of the building permit for the project or completion of the project, whichever is sooner. The non-illuminated sign shall have an area not exceeding 100 square feet, and the top of the sign shall not be more than 20 feet above the general surface of the ground. Not more than two such signs shall be erected for each construction project and such sign shall be subjected to the same setback requirements as are imposed for structures in this zone.

[Amd. Sec. 23, Ord. No. 6021, Nov. 19, 1987.]

10.1900 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.1910 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.2000 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]

10.2010 [Repealed Sec. 1, Ord. No. 6021, Nov. 19, 1987.]