

ORDINANCE NO. 4648

AN ORDINANCE ADOPTING ATTACHED EXHIBIT "A" KNOWN AS "FINDINGS" AND EXHIBIT "B" KNOWN AS "THE ALBANY SIGN CODE" AND AMENDING SECTION 20.04.010, ARTICLE 18 OF THE ALBANY MUNICIPAL CODE.

WHEREAS, such hearings as required by law and ordinances of this City have been held and findings have been made concerning the adoption of the proposed Albany Sign Code, said findings being based upon evidence produced at hearings, and

WHEREAS, the Council of the City of Albany has duly advertised and caused notice to be given as required by law, now, therefore,

THE PEOPLE OF THE CITY OF ALBANY DO ORDAIN AS FOLLOWS:

SECTION 1: Exhibit "A", known as "Findings" is hereby adopted as the Albany City Council's findings in support of the revisions made to the City of Albany Sign Code as adopted herein and attached to this ordinance.

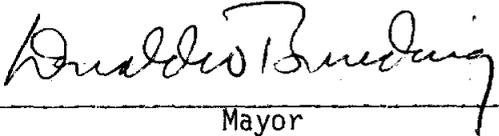
SECTION 2: Section 20.04.010 of the Albany Municipal Code, Article 18, is hereby amended and is known as Exhibit "B", Albany Sign Code.

Passed by the Council: October 10, 1984

Approved by the Mayor: October 11, 1984

Effective Date: November 9, 1984

ATTEST:



Mayor



City Recorder

FINDINGS FOR THE ADOPTION OF
ALBANY SIGN CODE REVISIONS

The following findings are presented to indicate the sign code revisions are consistent with applicable State Goals and the acknowledged Albany Comprehensive Plan. Although it can be argued that any regulation consistent with City policies must be considered to be in compliance with State Goals, the findings are directly related to State Goals to allow simpler review by State authorities.

To reduce the length of this report, major documents are attached and referred to by section and page number. Major documents are:

- State Goals, Exhibit 1
- Albany Comprehensive Plan, Exhibit 2
- Albany Proposed Sign Revision, Exhibit 3
- Pictures of existing signage, Exhibit 4
- Existing Sign Code Problems, Exhibit 5

FINDINGS

CRITERIA

- State - Goal 1, Public Involvement (Exhibit 1)
- City - Public Involvement Section (Exhibit 2)
 - Goal, page 115
 - Policy 5, 6, 7, 9; page 116

FACTS

1. A sign committee drafted the Sign Code revisions. Committee membership included businessmen, members of the sign industry, and the general public.
2. The Sign Committee held 15 meetings, reviewing the existing code and current signage problems, and developing language to deal with those problems.
3. All Sign Committee meetings were open to the public, and at various times input was received from the general public.
4. The Planning Commission held public hearings at two different times, complying with all City notice requirements.
5. The Planning Commission held two study sessions which were open to the general public.
6. Besides legally required notice, the local paper (Albany Democrat-Herald) mentioned or discussed the Sign Code 5 separate times.

CONCLUSIONS

By having a citizen committee develop code revisions, meeting required public hearing requirements, going beyond the requirements in terms of public meetings, and newspaper articles, public involvement criteria have been met.

CRITERIA

State - Goal 2, Land Use Planning (Exhibit 1)

FACTS

1. The Albany Sign Code was part of the acknowledgement package approved on November 10, 1982.
2. The Albany Sign Code was identified as a departmental objective as a regulation which required review.
3. The Albany Sign Committee reviewed the existing code, listed deficiencies, and determined that it should be revised to take into account changing public policies and circumstances.
4. The Albany Sign Committee proposed revisions only after reviewing a number of alternatives ranging from no action to stringent regulations enforced in other Oregon communities.

CONCLUSION

As the Sign Code is an integral part of development regulations requiring periodic review, and after review alternatives were discussed and code revisions chosen, the sign code revision does meet proper planning procedures as established in State Goal #2.

CRITERIA

State - Goal 5 Historic Area (Exhibit 1)
City - Special Areas, Historic and Archaeological Resources
Goal (Exhibit 2)

FACTS

1. The sign code allows special variances for historic buildings, as indicated in 18.231. (Exhibit 3)
2. The sign code allows historical marker signs as indicated in 18.320(3) (Exhibit 3).

CONCLUSION

In recognizing historic resources and providing special provisions for historic resource exemptions the revision does help protect Albany's Historic Resources.

CRITERIA

State - Goal 9 Economy of the State (Exhibit 1)
City - Economic Development (Exhibit 2)
Goal, page 44
Policy 2, 3, 4, page 44
Policy 6, 17, page 45

FACTS

1. Too many sizes and/or too large of signs can lead to a situation where signs are obstructed, and the amount of information presented is greater than that which can be read by most drivers driving the allowed speed (Exhibit 4).
2. Too large of signs can obscure and/or detract from architectural building features (Exhibit 4).
3. Parts of the existing sign ordinance are vague giving to unclear or multiple interpretations (Exhibit 5).
4. The existing sign ordinance had the same restrictions throughout the community, no differentiating between the needs of pedestrian traffic and freeway travel.

CONCLUSION

The sign revision results in regulations that more closely relate to different areas of the community, reduce the opportunity for conflicting and obscuring signage, and are easier to interpret. These factors improve the overall signage of the community, resulting in an improved business environment.

CRITERIA

- State - Goal 12, Transportation (Exhibit 1)
- City - Transportation Section (Exhibit 2)
 - Goal, page 58
 - Policy 14, page 59

FACTS

1. The sign code revision has specific restrictions on signs that would create traffic hazards or unduly distract the motorist. The provisions cover certain moving signs [18.330(5)], signs in the vision clearance area [18.330(6)], signs using bare-bulb illumination [18.330(9)], and signs imitating traffic signs [18.330(11)]. All section numbers reference the Albany Sign Code Revision, Exhibit 3.

CONCLUSION

The code revision has stronger and more specific regulations on preventing signs from being traffic hazards and thus better complys with the criteria than the acknowledged regulations.

CRITERIA

- City - Social Amenities - Aesthetics (Exhibit 2)
 - Goal - Page 91
 - Policy 2, Page 91, as follows

2. Encourage sign regulations which consider traffic safety and appearance but still allow for good business identification.

FACTS

1. The sign code revision addresses traffic safety, appearance, and business identification (Exhibit 3).
2. The sign code revision has separate sections for different community signage needs (Exhibit 3).
3. The Sign Code Revision will result in smaller signs than presently allowed.

CONCLUSION

By separating out different signage needs and targeting sign sizes to those needs, and requiring smaller signs in the downtown historic district, the sign code improves Albany's appearance and aesthetic enhancement.

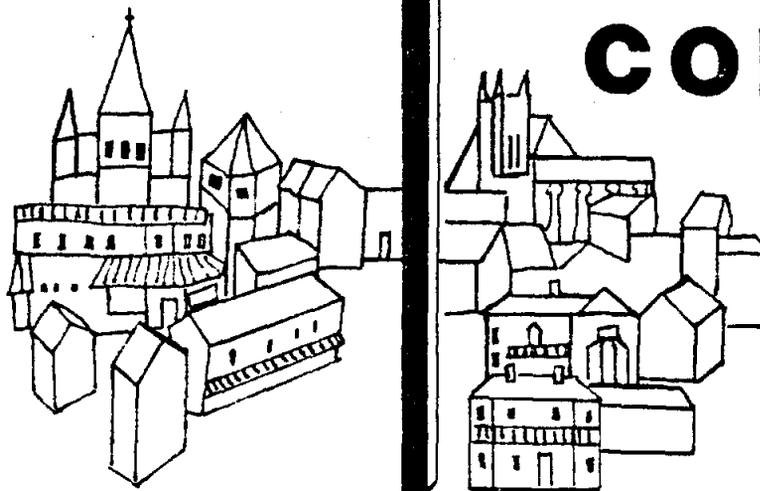
Development Code
Article 18

THE

ALBANY

SIGN

CODE



Adopted October 10, 1984

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ARTICLE 18

ALBANY SIGN CODE

18.100 INTRODUCTION

18.110 Purpose. To help implement the Comprehensive Plan, provide equitable methods of business identification, reduce signage conflicts, promote traffic and pedestrian safety, increase the aesthetic value and economic viability of the City, all by classifying and regulating the location, size, design, type and number of signs and related matters.

18.120 Definitions. The following definitions are in addition to those of Article 22 which shall be used in combination for purposes of this article. Where there is duplication the definitions of this article shall be used.

A-frame sign: See portable sign.

Alteration: Any change in the size, shape, method of illumination, sign face, position, location, construction, or supporting structure of a sign.

Area: The area of a sign shall be the entire area within any type of perimeter or border which encloses the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having no such perimeter or border shall be computed by enclosing the entire area within a parallelogram or a triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of the parallelogram or a triangle. For the purpose of computing the number of signs, all writing included within such a border shall be considered one sign.

Awning: A shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

Billboard: An off-premise sign structure containing one or more poster panels for advertising display purposes.

Building Face: The single wall surface of a building facing a given direction.

Building Frontage: The portion of the building face most closely in alignment with an adjacent right-of-way or fronting a parking lot when so defined as allowed in this article.

Building Official: The officer or other designated authority charged with the administration and enforcement of this Code or his/her duly authorized representative.

Bulletin Display: Two poster panels side by side on the same structure.

Business: Any commercial or industrial enterprise.

Changeable Copy Sign: A sign which contains numbers, letters or symbols which are designed to be moved, interchanged, or replaced (i.e., reader board). Sign area denoting price is also considered changeable copy.

Construct: Build, erect, attach, hang, place, suspend, paint in new or different word, affix, or otherwise bring into being.

Construction Project Sign: A sign erected in conjunction with construction projects and used to inform the public of the architects, engineers and construction organizations participating in the project and indicating "future home of" information.

Direct Illumination: A source of illumination on the surface of a sign or from within a sign.

Double Face Sign: A sign with advertising on two surfaces back to back, with the angle between the two sides less than 25 degrees.

Fence Sign: A sign attached to or painted on a fence.

Finish Ground Level: The average elevation of the ground (excluding mounds or berms, etc. located only in the immediate area of the sign) adjoining the structure or building upon which the sign is erected, or the curb height of the closest street, whichever is the lowest.

Flashing Sign: A sign any part of which pulsates or blinks on and off, except time and temperature signs and message centers allowed by conditional use.

Free-Standing Sign: A sign 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.

Freeway Interchange Area: A C-2 or C-H area within 1500 foot radius measured from the center intersection point of Interstate 5 and the Knox Butte Road and Santiam Highway, as shown on exhibit "A".

Frontage: See Building Frontage or Street Frontage.

Garage Sale Sign: A sign advertising garage sales or similar non-regular sales operated out of a residence.

Gas Station Price Sign: A changeable copy sign for the single purpose of advertising gasoline prices.

Historical Markers: Signs erected or maintained by public authority or by a recognized historical society or organization identifying sites, buildings, districts, or structures of recognized historical value.

Home Occupation Sign: A sign used in conjunction with a home occupation as established in Article 16.

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

Industrial Park Area: Those industrial properties with three or more business tenants as occupants of the property or which share a common off-street parking area, whether or not the businesses, buildings, or land are under common ownership.

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

Joint Use Sign: When two or more businesses combine their principal signs into one free-standing sign for each common frontage of such business or for each frontage for a integrated shopping center in which such businesses are located.

Marquee: A permanent roofed structure attached to and supported by the building and projecting over public property which is constructed for purposes other than signage.

Message Sign: A sign which is electronically controlled designed to display various messages or advertisements.

Mural: A graphic illustration or artful presentation which is painted or otherwise applied without projections to an outside wall of a structure.

Name Plate: A sign identifying the name, street address, occupation and/or profession of the occupant of the premises.

Nonconforming Sign: Any sign which lawfully exists prior to the effective date of this article but, which due to the requirements adopted herein, no longer complies with the height, area, and placement regulations or other provisions of this title.

Off-Premise Directional Sign: A directional sign which displays only the name, logo, and/or address of a business or other use and a directional indicator and is located on another's property.

Opening Banner: A banner announcing the opening of a new business ("Grand Opening" or words to that effect).

Portable Sign: A sign that is not permanently affixed to a building, structure, or the ground that is designed to be moved from place to place. (Real estate signs conforming to Section 18.320(10) and garage sale signs conforming to Section 18.320(2) are excluded from this definition.) Portable signs (not limited to A-frame signs) primarily include signs attached to wood or metal frames designed to be self-supporting and movable.

Poster Panel: The advertising display area of an off-premise sign (billboard) which has an area of not larger than 336 square feet. (Double-wide poster panels are referred to as "Bulletin Displays.")

Projecting Signs: A sign projecting more than 12 inches from a structure and meeting the standards of Section 18.530.

Public Safety and Convenience Sign: Sign designed primarily to be read by a person on the premises and used only to identify and locate an office, entrance, exit, telephone, and similar place, service, or route.

Real Estate Sign: A sign for the purpose of rent, lease, sale, etc. of real property, building opportunities, or building space.

Roof Line: Either the eave of the roof or the top of the parapet, at the exterior wall. (A "mansard roof" is below the top of a parapet and is considered a wall for sign purposes.)

Roof Sign: A sign or any portion of which is displayed above the roof line.

Rotating/Revolving Sign: A sign all of or a portion of which moves in some manner.

Sign: Any writing (including letter, word, or numeral); pictorial presentation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); or any other device figure or similar thing which is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or structure or device; and is used to announce, direct attention to, or advertise; and is visible from any public right-of-way.

Sign Height: The distance from the finished ground level, to the top of the sign or the highest portion of the sign structure or frame, whichever is greater.

Single Face Sign: A sign with a display on only 1 surface of a sign structure.

Special Event Sign: A sign advertising or pertaining to any special event taking place within Linn or Benton Counties.

Street Frontage: That portion of a property which abuts a paved street right-of-way and measured by the lineal distance of the property adjacent to such right-of-way.

Wall Sign: A sign attached to, erected against or painted on a wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the face of said wall and not projecting more than 12 inches. A sign painted on an awning in which the face of the sign is approximately parallel to and within 3.5 feet of the wall shall also be considered a wall sign.

Window Sign: A sign outside or inside a window which is designed and placed so as to be read by people from a public right-of-way, excluding open and closed and/or business hours signs.

18.200 REVIEW PROCEDURES

- 18.210 Permit Needed. Except as specifically excluded herein, no property owner, lessee, contractor, or other person shall display or cause to be displayed any sign requiring a permit as set forth in this code, except for maintenance of signs that conform with this Ordinance, without first obtaining from the Building Official a written permit to do so, paying the fees prescribed therefor, and otherwise complying with all of the applicable provisions of this Ordinance. If a governmental agency requires removal or relocation of a sign, the fee described above shall be waived.
- 18.211 Approval of Permits. Unless otherwise authorized by this Ordinance, no permit shall be issued for any new sign within the City until such sign is reviewed and approved by the Building Official. If a sign is for a development that requires Site Plan Review, then the sign shall be reviewed as part of the Site Plan Review process unless exempted as part of that process. When a sign is to be located on a lot occupied by a structure listed as primary or secondary in a City recognized historic survey then the sign shall be considered an exterior alteration subject to the provisions of AMC 18.04.200.
- 18.212 Permit Fees. The permit fees shall be established by council resolution. If a sign is installed without a permit and the sign conforms to all other provisions of this Ordinance, a double fee shall be collected. Other signs installed without permits shall subject the persons responsible to any and all penalties provided by this Code.
- 18.213 Application Requirements. An application for a sign permit shall be made on a form prescribed by the Building Official and shall be filed with the Code Enforcement Division. Building Official The application shall include, at a minimum, a sketch drawn to scale indicating the proposed sign and identifying existing signs on the premises, the sign's location, graphic design, structural and mechanical design and engineering data which ensures its structural stability. The application shall also contain the names and addresses of the sign company, person authorizing erection of the sign and the owner of the subject property.
- 18.214 Permit Issued if Application in Order. It shall be the duty of the Building Official, upon the filing of an application for a sign permit, to examine such plans and specifications and other data and the premises upon which it is proposed to erect the sign, and if it shall appear that the proposed sign

is in compliance with all the requirements of this Ordinance and all other laws and Ordinances of the City of Albany, he/she shall then issue the sign permit.

18.220 Enforcement. In addition to the enforcement criteria set forth in Article 21 of the Development Code and Chapter 1.04 of the Municipal Code, the following provision applies:

Enforcement shall be as set forth in Article 21 of the Development Code and Chapter 1.04 of the Municipal Code. Unsafe signs shall be subject to a Type A abatement procedure. Abandoned signs, signs erected without a permit, and nonconforming signs past the conformance deadline shall be subject to a Type B abatement procedure in addition to the other remedies set forth in this Code.

18.230 Variances. Variances to this Article 18 will be processed according to Article 15 (Variances) except that the criteria of Section 15.030 shall be replaced by the following criteria:

- (1) The granting of the Variance would not decrease traffic safety nor detrimentally effect any other identified items of public welfare.
- (2) There are unique circumstances or conditions of the lot, building, or traffic pattern such that:
 - (a) The requested Variance better implements the purpose of the Article as stated in Section 18.110; and
 - (b) The granting of the Variance compensates for those circumstances in a manner equitable with other property owners and is thus not a special privilege to any one business. The Variance requested shall be the minimum necessary to compensate for those conditions and achieve the purpose of this Article.
- (3) The Variance would not result in a special advertising advantage in relation to neighboring businesses or businesses of a similar nature. The desire to match standard sign sizes (for example, chain store signs) shall not be listed or considered as a reason for a Variance.
- (4) Granting of the Variance would not obstruct views of other buildings or signs or cover unique architectural features of a building or detract from landscape areas.
- (5) The size, placement, color, and graphics of the proposed sign results in more attractive signage than that allowed under strict interpretation of the Code.

18.231 Variances for Historic Buildings. For buildings listed as primary or secondary in a City recognized Historic Survey, a Variance can be granted for a sign resembling an original historic sign when a recommendation is made by the Historic Advisory and Museum Commission or its successor on the entire signage of the structure, and the following criteria are met:

- (1) The Variance criteria of Section 18.230(1), (4) and (5) have been met.
- (2) The sign takes the place of one of the permitted signs. (A Variance for more than the permitted number will require full compliance with Section 18.230.)
- (3) All signs on the structure are reviewed as part of the Variance, and conditions can be attached regarding all signs on the structure to achieve greater consistency with the overall purpose of this Article.

18.240 Nonconforming Signs.

18.241 General Provisions.

Nonconforming signs are subject to the following provisions:

- (1) When sign copy is not part of a site review process:
 - (a) Only the signs being changed are affected and do not affect the status of other signs which may be nonconforming due to sign area, aggregate area, or number of signs.
 - (b) The aggregate area restrictions shall not be used to decrease the new sign beyond its previous existing size.
- (2) When site review is required, total business signage compliance beyond sign copy changes shall be commensurate with the amount of change occurring on the site.
- (3) When sign copy change occurs on a joint use, nonconforming sign structure, then the total signage on the sign structure does not have to comply with sign regulations if:
 - (a) the sign is removed from the sign structure; or

- (b) the sign copy is changed but the individual business meets code requirements for aggregate sign area and for total number of signs; or
- (c) the sign copy is changed but the business receives site review approval. Under site review, the business may be required to meet code compliance for aggregate sign area and number of signs as well as other site improvements commensurate with the amount of change occurring on site.

(4) When a nonconforming sign face is damaged or destroyed by fire, flood, wind, or other calamity or act of God, such sign face may be restored to its original condition provided such work is completed within sixty (60) days of such calamity. However, a sign structure or support mechanisms so damaged shall not be replaced except in conformance with the provisions of this Code.

(5) The Building Official shall authorize an exemption from the conformance requirements where it can be shown that the sign is within 20% of the required size and height limitations of this ordinance.

18.242 Signs for Nonconforming Business in a Residential Zone. Nonconforming business shall be permitted one permanent attached wall sign not exceeding 24 square feet in sign area. No other signs shall be permitted except for pre-existing nonconforming signs for which required permits have been obtained.

18.243 Nonconforming Sign Area: Conforming and/or nonconforming signs in existence at the time of the enactment of this Ordinance shall be counted in establishing the permitted area or size of all new signs to be allowed on the property.

18.244 Abatement of Nonconforming Signs. Except as provided within Section 18.246, permanent signs in existence on the effective date of this Ordinance which are not in conformance with the provisions of this Ordinance shall be regarded as nonconforming signs and must be removed, altered, or replaced so as to conform within seven years of the effective date of this Ordinance. Temporary signs which are not in conformance with the provisions of this Ordinance shall be regarded as nonconforming and shall be removed within thirty (30) days of the

effective date of this Ordinance; provided, however, a change of use or occupation of a site shall require full compliance with the provisions of this Ordinance.

The Building Official shall notify each owner by certified mail of a nonconforming sign of the conformance deadline at least 2 years prior to such deadline as a public service. Failure to be notified of the deadline shall not relieve the owner of responsibility to conform with this Ordinance within the time period herein.

Properties annexed to the city after the effective date of this Ordinance shall follow the same conformance schedule as defined above. The time for conformance shall be measured from the effective date of annexation rather than the effective date of the Ordinance.

18.245 Extension for Conformance.

- (1) The Building Official may authorize an extension of no more than one year where it can be shown that special and unusual circumstances related to a specific piece of property make application of the conformance schedule an undue hardship. This hardship shall not result from the actions of the applicant and shall not merely constitute financial hardship or inconvenience.
- (2) The Building Official may authorize an exemption from the conformance schedule where it can be shown that the sign is within 20% of the required size and height limitations of this Ordinance.

18.246 Exemption from Nonconforming Status. An owner of a nonconforming sign in existence on the date of enactment of this Ordinance may apply for a determination that the sign qualifies as an historic or significant sign. An owner must make such application within six months of being notified of a nonconforming status. Such exemption of nonconforming status may be made by the Hearings Board through a Type II procedure upon finding that any of the following applicable criteria have been met:

- (1) The sign does not constitute a significant safety hazard due to structural inadequacies or the impact on traffic.

- (2) Due to age, relation to a historic event, or general recognition, the sign has become a recognized Albany landmark.
- (3) For an historic sign exemption, the sign is:
 - (a) attached to a primary or secondary structure as recognized on a City Historic Survey; and
 - (b) the sign adds to the architectural and historic significance of the premise, taking into account the size, location, construction, and lighting of the sign; and
 - (c) a recommendation is received from the Historic Advisory & Museum Commission or its successor giving its recommendation on Criteria (a) and (b) above.
- (4) For significant signs, the sign is:
 - (a) maintained essentially as originally constructed, with sufficient remaining original workmanship and material to serve as instruction in period fabrication; and
 - (b) the sign is associated with significant past trends in structure, materials, and design and is in conformance with generally accepted principles of good design, architecture, and maintenance.

18.300 GENERAL SIGN REGULATIONS

18.310 Standard Sign Exemptions. No permit is necessary before placing, constructing, or erecting the following signs:

- (1) Governmental street signs, such as traffic signs or informational and directional signs as may be authorized by the City.
- (2) Signs of public utility companies indicating danger, or which serve as an aid to public safety, or which show the location of underground facilities or of public telephones.
- (3) Signs which are not meant to be visible off-site, such as signs in a stadium which are visible only to patrons, and signs on the interior of a mall or building not visible from a public right-of-way.

- (4) Official or legal signs which are erected by public officers performing official duties including those erected pursuant to law, administrative order, or court order.

18.320 Conditional Sign Exemptions. No permit is necessary before placing, altering, constructing or erecting the following signs as long as the applicable standards have been met:

- (1) Construction Project Sign. One sign not to exceed 64 square feet per frontage, and two signs per project shall be the maximum allowed.
- (2) Garage, Yard and Other Temporary Residential Sales. Shall not exceed a size of 4 square feet per face and shall not exceed 4 feet in height. Such signs shall not be erected prior to 1 week before this event and shall be removed no later than the day after the event, or no more than a total of 15 consecutive days for extended sales. Not more than 2 on-premise and 2 off-premise directional signs shall be allowed. They shall not be placed in the public right-of-way or vision clearance areas and must be posted with the property owner's permission.
- (3) Historical Markers. As defined.
- (4) Home Occupation Signs. One sign not larger than 1-1/2 square feet which shall be placed in a window or attached to the building.
- (5) House and Building Numbers. Individual characters shall not exceed 12" in width or height.
- (6) Name Plate. 1 name plate, not exceeding 2 square feet total shall be allowed for each occupant; the name plate shall be affixed to the building wall.
- (7) Search Lights. Search lights may be permitted if they are part of an opening or promotional event as allowed in Section 18.480 or Section 18.490, but no business shall utilize search lights more than 5 days in duration or 15 days total in any calendar year.
- (8) Permanent Building Plaques. One sign per building frontage with a combined size of 4 square feet or less, which may only indicate the building name and date of construction and be affixed to the building wall.
- (9) Political Signs. Signs shall be erected and maintained entirely on private property with the consent of the legal possessor of the premise, and be limited to an area of 4 square feet per face in a Residential Zone and 8 square feet per face in a Commercial or

Industrial Zone and a maximum dimension or height of 3 feet in a Residential Zone and 5 feet in a Commercial or Industrial Zone. Billboards are excluded from this provision. No signs shall be erected or maintained on utility poles or upon trees, rocks or other natural features. Signs shall not be erected prior to 45 days from the applicable election, and shall be removed within 7 days after the election. Violation of this Ordinance shall result in enforcement procedures against the candidate or property owner.

(10) Real Estate Signs. Signs shall conform to the following restrictions:

(a) Commercial and Industrial Zones. In Commercial and Industrial Zones, real estate signs shall conform to all restrictions (such as number and size) applicable to that zone, except that no sign shall exceed 100 square feet in area per face and 10 feet in height. If a developed property meets or exceeds the maximum signage allowed, then one additional wall sign per frontage shall be allowed not exceeding 10% of the wall face area.

(b) Residential Zones. Where single family, duplexes, or multi-family units are for rent, lease, or sale, the following regulations apply:

1. The owner or the owner's authorized representative may erect 1 sign per frontage with a maximum of 2 signs per lot.
2. Up to 2 directional signs may be erected off premise with the property owner's permission, but no more than 1 off premise sign may be located on any tax lot.
3. Signs shall not exceed 6 square feet per face.
4. A-frame signs are allowed if they do not exceed 4 square feet per face and shall be removed at dusk and not replaced before sunrise.
5. For placement in a city right-of-way, a right-of-way use permit is required (as per AMC 13.33).

(c) Subdivisions. Subdivisions involving more than 3 contiguous lots shall be allowed advertising signs subject to the following restrictions:

1. Signs shall be limited to 1 double-faced sign of 32 square foot per face, placed at a right

angle to the street, or 2 twenty-four square foot signs facing the street. Such signs shall be at least 700 feet apart and shall not exceed a height of 8 feet.

2. Signs shall be placed within the subject subdivision.
 3. Signs shall be removed at the end of 2 years, or when 90% of the subdivision lots contain a completed structure, whichever occurs first. (For permanent marker signs, see Section 18.410.)
- (11) Public Safety and Convenience. Signs which are for public safety and convenience such as parking directional signs, store hours, open/closed, credit card acceptance, restroom facilities, etc. shall be located and sized commensurate with their function but shall not exceed 8 square feet per face per sign. No more than 50% of the sign area can be a business identification or logo.
- (12) Window Sign. One product advertising sign per building frontage which is inside a window and less than four square feet in area is allowed without regard to other aggregate or number sign restrictions. All other window signs shall be considered either temporary and limited to a display of 30 days for each sign or permanent and subject to all applicable wall sign provisions. Window signs shall not obscure more than 50% of any individual window.
- (13) Seasonal Sign. Seasonal sales signs for temporary businesses such as Christmas tree sales and fireworks booths shall be allowed as follows:
- (a) One sign per frontage.
 - (b) Sign area can be no greater than 32 square feet.
 - (c) Signs can be displayed only for the following periods:
 1. For Christmas related signs, day after Thanksgiving to January 4th.
 2. For Fourth of July related signs, from June 15 to July 6.
 3. For Easter related signs, from 15 days before Easter to 5 days after.
 4. Other seasonal sign time limits may be determined by the Building Official, but shall not exceed 30 days.

- (d) Seasonal murals shall be allowed subject to the time limits above.
- (14) A sign located on the valence or bottom vertical 12 inches of the awning or on the face or vertical edge of a marquee and advertising only the name of the business.
- (15) Alteration of Sign Faces or Change in Copy Information. Provided that the sign structure is in conformance with all other provisions of this Article and the subject use has received all required Development Permits, only structural modifications or enlargements shall be subject to sign permit requirements. See 18.240 for copy changes to non-conforming signs.
- (16) Signs placed within the public right-of-way are subject only to the limitations and provisions of AMC Chapter 13.33 and the issuance of a temporary Right-of-Way Use Permit.

18.330 Prohibited Signs. The following signs are prohibited by this ordinance and may not be placed within the City of Albany:

- (1) Obstructing Signs. A sign or sign structure which is attached to or placed against a building or other structure in such a manner as to prevent or inhibit ingress or egress through any door or window required or designated for access to any building or which is attached to or obstructs a fire escape, exit, or standpipe.
- (2) Portable Sign. Except as allowed in Section 18.320(10) (Real Estate Signs), Section 18.320(2) (Garage Sale Signs) and those allowed as per AMC 13.33.
- (3) Obscene Sign. It shall be unlawful for any person to display upon any sign any obscene, indecent or immoral matter.
- (4) Roof Signs. As defined.
- (5) Flashing Sign, Animated, Rotating or Revolving Sign, or signs that glare, change color more than three times per minute, reflect, blink, or appear to do any of the above except for clocks, approved time and temperature signs, and barber poles not exceeding four feet in length and one foot in diameter.
- (6) Signs in vision clearance area as defined in Section 6.160, except for Public Safety and Convenience Signs approved under a site review procedure and sign poles which meet the standards of Section 6.160.

- (7) Pennants, streamers, festoon lights and other similar devices with parts intended to be moved by the wind except as allowed under 18.470 through 18.490.
- (8) Signs attached to any tree or public utility pole, other than warning signs issued by public utilities.
- (9) Signs using bare-bulb illumination or lighted so that the immediate source of light is exposed to direct view from a public street or highway. This is not intended to prohibit the use of neon as a source of illumination.
- (10) Signs using flame as a source of light.
- (11) Any sign which purports to be or in an imitation of or resembles an official traffic sign or signal, or which bears the words "STOP", "GO", "SLOW", "CAUTION", "DANGER", "WARNING", or similar words, when used in a manner resembling an official traffic sign.
- (12) Any sign which by reason of its size, location, movement, content, coloring or manner of illumination may be confused with or construed as a traffic control device, or which hides from view from any traffic sign or signal.
- (13) Inflatable signs containing advertising or logos except for promotional purposes (see Section 18.480).
- (14) Changeable copy signs which take up more than 50% of the sign face except for theatres, churches, and service station price signs.
- (15) Any sign placed on the roof of a marquee.
- (16) Any sign or portion thereof erected within future street right-of-way as depicted in the Comprehensive Plan as amended, unless and until an agreement is recorded stipulating that the sign will be removed or relocated upon street widening at no expense to the City.
- (17) Signs so located and placed to be viewed primarily from the freeway except for those signs allowed under Sections 18.640, and 18.430 through 18.434.
- (18) Sign in Public Right-of-Way except as listed in Section 18.310 and AMC Chapter 13.03 (Temporary Right-of-Way Use Permits).

18.340 Abandoned Signs. Signs existing beyond 60 days or sign structures existing beyond 12 months from when a bona fide business is no longer conducted or a product sold 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.

- 18.350 Construction Standards. All signs shall be designed and constructed to resist wind pressures of 20 pounds per square foot of sign surface area when located less than 30 ft. above ground level as specified in Chapter 23 of the State of Oregon Structural Specialty and Life Safety Code. Any electrical apparatus used in connection with a sign must be listed and approved by a testing agency approved by the Department of Commerce and be covered by an electrical permit. The amperage and voltage of such apparatus must be permanently affixed to the sign.
- 18.360 Maintenance of Signs. All signs, together with all of their supports, braces, guys and anchors, shall be kept in good repair and be maintained in a safe, neat, clean and attractive condition, free from rust, corrosion, peeling paint or other surface deterioration.

18.400 STANDARDS BY SPECIAL SIGN FUNCTION

- 18.410 Neighborhood Signs. For subdivisions, multiple-family units (including planned developments), or identified neighborhood areas, 1 single or double faced indirectly lighted sign not to exceed 24 square feet for one face or 48 square feet in surface area for 2 or more faces. If the sign is not attached to a building, the maximum height of the sign shall not exceed 4 feet. The information allowed on the sign shall be limited to the name and address of the development. If the sign pertains to any development request, then the location and design shall be subject to the appropriate review.
- 18.420 Residential Conditional Use. When a Conditional Use is allowed in a residential zone, the size and placement may be further restricted as part of Conditional Use review but shall not exceed 2 indirectly lighted signs per frontage containing not more than 32 square feet per face. (This paragraph does not apply to home occupations, which must comply with Section 18.320(4).
- 18.430 Billboards. A maximum of fifty (50) poster panels on all billboard structures combined shall be allowed within the city limits of Albany. Permits for additional billboard structures shall be allowed according to the date of permit application with the City. Any permit issued for a billboard shall be exercised within six (6) months of the date of issuance. If not, the permit shall be null and void and shall not count as a permit allowed within the maximum number.

18.432 District Area. Billboards shall be allowed only in the C-2, CH, ML, and MH Zones on properties adjacent to Interstate 5, Pacific Boulevard (99E) and Santiam Highway (US 20).

18.434 Billboard Placement Criteria.

- (1) A Conditional Use Permit approved under a Type II Procedure shall be required prior to the approval of any new billboard structure. This requirement shall not apply to the maintenance, replacement of poster panel display, or re-construction of any billboard structure of the same dimensions lawfully in existence prior to the effective date of this Ordinance. In order to approve a Conditional Use Permit, the reviewing body must find the display complies with this Section and is in accordance with all other provisions of this Ordinance, specified herein, State and Federal laws and regulations, and that granting approval would be consistent with the purposes of this Ordinance.
- (2) All signs shall be placed a minimum of five hundred (500) feet apart.
- (3) The maximum height of any portion of any sign shall be thirty (30) feet from ground level to the top of the sign.
- (4) There shall be no more than one thousand five hundred (1,500) square feet of area of signs, excluding cutouts, within one-half mile lineal distance measured parallel to the center line of the highway or street.
- (5) The poster panels shall not be larger than three hundred and thirty-six (336) square feet with 20% allowed for cutouts.
- (6) The face size of a billboard shall not exceed 48 feet in horizontal length or 14 feet in vertical height.
- (7) Bulletin displays shall not exceed six hundred and seventy-two (672) square feet.
- (8) All billboards shall be installed outside public rights-of-way, zoning district setback distances, and vision clearance areas.
- (9) All structural supports for billboards shall be constructed of steel.

- (10) Billboards may be single-faced, double-faced, or u-shaped structures, except that each poster panel in one direction shall be counted separately.
- (11) Evidence must be provided showing the obtaining of applicable state permits.

18.440 Off-Premise Directional Business Signs.

- (1) Off-premise directional signs shall be allowed only in the C-2, C-3, CH, and Industrial Zones.
- (2) A Type II procedure shall be utilized for the review of off-Premise Directional Signs. Such Off-Premise Directional Sign shall be approved only when the property owner or business owner can demonstrate that the existing signs allowed under the Ordinance fail to relieve an unreasonable hardship and that the hardship can only be relieved by the erection of an off-premise directional sign, and and compliance with criteria setforth in Section 18.230.
- (3) Any permit issued under this Section is non-transferable and the sign may only be used for the purpose for which the permit is granted.
- (4) Only one off-premise directional business sign shall be allowed per business.
- (5) The face size of an off-premise directional sign shall not exceed three (3) feet in vertical height or six (6) feet in horizontal length.
- (6) The maximum height of any portion of any sign structure shall not exceed eleven (11) feet in height from ground level to the top of the structure nor eight (8) feet in horizontal length.
- (7) Except as provided in Section 18.310(1), all off-premise directional signs must be placed outside of any public rights-of-way and any vision clearance area.
- (8) Where applicable, off-premise signs are subject to the provisions of 18.434(10) (state permits).

18.450 Murals. Murals are subject to Conditional Use Permit Approval (Article 14) except that the criteria for approval in 14.030 shall be replaced by the criteria below in 18.456. Seasonal murals (such as Christmas window displays) shall be exempted from this Section.

18.452 Information Requirement. The applicant requesting the permit shall submit a finished drawing prepared to scale of the outside wall, facade, or surface that the applicant proposes to use for said mural, and of the mural that the applicant proposes to place on said outside wall, facade, or surface. The mural shall be colored on the drawing the colors that the applicant proposes to use for the mural, and shall be of sufficient detail to allow for a visualization of the actual appearance of the mural. The drawing shall be available for viewing by the public during the regular business hours at the Planning Department. The permit application shall include a statement as to the type of lighting, if any, that will be used to illuminate the mural during hours of darkness.

18.454 Specific Standards. The following standards must be met before the application can be reviewed:

- (1) All signs relating to the building or structure upon which the mural is to be placed shall be in compliance with the requirements of the Development Code in effect on the date of application. No mural may be placed on any building or structure that includes a non-conforming sign.
- (2) Only one wall, facade, or surface of a building or structure may be used for a mural.
- (3) A wall, facade, or surface that is used for a mural pertaining to the business on which it is located shall be counted as one sign. A mural, regardless of size, will count as one-half of the total aggregate sign area allowed for the business.
- (4) The owner of record of the building or structure on which the proposed mural is to be placed shall, in writing, and in a form satisfactory to the City Attorney, consent to the placing of said mural on the property, and shall agree to restore the wall, facade, or surface upon which the mural is placed to its prior existing condition if and at such time the mural is not maintained by the applicant. The permit application shall include a statement detailing the applicant's plans for the maintenance of the mural.

18.456 Review Criteria. The mural shall be approved if the following criteria are met:

- (1) The placing of the proposed mural at the location selected by the applicant would not constitute a significant traffic safety hazard.
- (2) Neither the mural, nor the placement of the mural, would endanger the public health, safety, or general welfare.
- (3) Neither the mural, nor the placement of the mural, would be injurious to the use and enjoyment of other property in the immediate vicinity of the proposed location.
- (4) Any lettering area which advertises the business or products pertaining to the use or uses within the building shall be limited to one-half that permitted under other signage requirements for the building.

18.460 Alley Signs. An alley sign shall be limited to a wall sign with total area limited to six square feet and should identify the business and shall not be used to advertise products or services.

18.470 Street Banners. No street banner sign shall be erected over public property unless first approved by the Public Works Director. The action giving approval for such signs may contain any condition(s) which the Public Works Director deems necessary to insure safety, proper maintenance, and appearance and removal of such sign when required. No person who places a sign under the provision of this section shall permit the sign to remain in place after the period specified for display has expired.

18.480 Promotional Displays. Temporary banner signs, A-frame signs, and inflatable signs may be used, but are limited to one sign on each street frontage for each separate business. The maximum total number of days for promotional display shall not exceed 60 days in any one calendar year. Each display period requires a separate permit, but the display duration can be from 7 days to 60 days. The area of such banner shall not exceed 50 square feet in the downtown, C-1, and RP zones and 75 square feet in all other nonresidential zones, or in the case of inflatable signs, 500 cubic feet. Inflatable signs can be no higher than free-standing signs allowed in the particular zone.

Pennants, flags, and streamers may be used as part of an opening or promotional event subject to the above time constraints. Pennants and flags which are designed with no writing and have permanent mounting devices may be displayed for a longer period of time only upon approval of a Conditional Use Permit. (The American and Oregon flags are exempted from Sign Code regulations.)

18.485 Interior Lot Line Signs. A principal wall sign may be located on the side of a building facing an interior lot line if written consent of the abutting property owner is obtained for the erection of the sign or the sign is 50 feet or more from the abutting property. Sign and area for both the interior lot line sign and street frontage signs shall not exceed that allowed for the street frontage and shall not be in addition thereto.

18.500 STANDARDS BY SIGN TYPE

18.510 Free-Standing Signs. The following standards apply to all free-standing signs:

- (1) A free-standing sign shall be directly supported by poles or foundation supports in or upon the ground. No external cross-braces, guywires, "T-frames", "A-frames", "trusses" or similar bracing systems shall be used in constructing free-standing signs.
- (2) No free-standing sign shall project over public property more than eight (8) feet or closer than two and one-half (2-1/2) feet of the curb line nor over any state highway right-of-way as specified in state law. In the event the street shall be widened or changed in any manner so that the change would result in the projection of a sign to a distance over public property, then the owner of said sign shall cause the sign to be removed and replaced at the expense of the owner.
- (3) Free-standing signs shall have a minimum clearance of 15 feet over a driveway or parking area.
- (4) Free-standing signs shall have a minimum clearance of eight (8) feet over a pedestrian walkway or sidewalk.
- (5) When a free-standing sign is located at the corner of two intersecting rights-of-way and placed a distance from the right-of-way corner of less than 50 feet in pedestrian areas and less than 75 feet in other commercial/industrial areas, the sign shall be counted as one sign for each frontage. Where a face can be seen from a street, then that face shall count as part of the aggregate area for that street frontage (not to exceed counting one face per frontage). The maximum size allowed for such sign shall be based on the street frontage with the highest average daily traffic count or the average of the two frontages.
- (6) Fence signs shall be subject to the same size and placement requirements as a free-standing sign and shall not exceed the height of the fence.

- 18.520 Wall Signs The following standards apply to all wall signs:
- (1) No wall signs shall project more than 12 inches beyond the wall to which it is attached.
 - (2) No wall sign shall extend above the roof or eave line of the building.
 - (3) Wall signs shall not exceed an area of 12 percent of the wall area of the business to which the sign pertains or the total aggregate area for the sign district in which the business is located, whichever is less.
- 18.530 Projecting Signs. The following standards apply to all projecting signs:
- (1) The inner edge of a projecting sign shall not be more than 6 inches from the face of the building.
 - (2) Projecting signs shall have a minimum clearance of 8 feet over sidewalks or grade and 15 feet over driveways.
 - (3) No projecting sign (or other signs) shall project more than 8 feet over public property nor closer than within 2-1/2 feet of the curb line.
 - (4) When a projecting sign is located at the corner of two intersecting rights-of-way and positioned in such a manner that each sign face is designed to be read from each adjacent right-of-way, the sign will be counted as one sign for each frontage and the area of each face shall count as part of the aggregate area for each frontage, except that the maximum size of such sign may be based on the street frontage with the highest average daily traffic count.
- 18.540 Marquee and Awning Signs. The following standards apply to all marquee or awning signs:
- (1) Signs suspended from a marquee shall not extend beyond the perimeter of the marquee. Signs attached to the vertical face of the marquee shall not extend above or below the face of which it is attached.
 - (2) Signs hanging from marquees must be a minimum of 7 feet 6 inches above grade. Signs sized 4 square feet or smaller are exempt from sign number and area restrictions: larger signs are treated as projecting signs and subject to all applicable provisions.
 - (3) Awning or marquee signs as specified in Section 18.320(15) are exempt from permit and shall not be included in the aggregate area computation nor shall be counted in the total number of signs allowed per frontage.

- (4) Signs not meeting the above criteria shall be considered to be wall signs and shall be regulated by the provisions of Sections 18.613 and Sections 18.623.

18.550 Changing Electronic Message Signs. Signs with a changing electronic message are allowed only as a Conditional Use, however time and temperature are allowed outright subject to the provisions of this Article.

18.560 Signs for Theatres. The following standards apply to all theater signs:

- (1) Where a building is built within two feet of a right-of-way line, the theater may elect to use in lieu of all other signs along the same street frontage either signs listed in Paragraphs (2)(a) or (2)(b) below but not both.
- (2) Sizes shall be limited to those regulations of the district in which they are located. For the purpose of limiting the size and number of signs for theaters, advertisements contained within a glass case or frame on the face of the building advertising present or coming attractions shall be considered as signs located within a building and shall not be limited. The theater may elect to use:
 - (a) One projecting sign and one reader board type sign limited to a projection of eight feet over public property but not closer than within 2-1/2 feet of the curb line; or
 - (b) One projecting sign and one sign on each face of a theatre marquee.

18.600 STANDARDS BY SIGN DISTRICT

18.610 Pedestrian Areas.

18.611 District Areas. The Pedestrian Area shall consist of the C-3, central business zone.

18.612 Aggregate Sign Restrictions. The total number and area of signs in Pedestrian Areas shall conform to the following:

- (1) The aggregate number of signs allowed for each business shall be no more than two signs for each building frontage.
- (2) The aggregate area of all signs per building frontage (except for exclusive use of wall sign Section 18.613(2)) shall not exceed an area equal

to one square foot for each lineal foot of building frontage with a minimum aggregate area restriction of 30 square feet and a maximum aggregate area of 120 square feet.

- (3) As an option to the above, when a customer entrance/exit is used by a group of businesses for access, then each business with frontage can have one wall sign or marquee sign no greater than 1 square foot for each 2 feet of the business fronting on the street. In addition, one sign is allowed using the entire building frontage for all businesses located within, which shall not exceed 1 square foot for each 1 foot of lineal frontage.
- (4) Aggregate area and number provisions do not include nameplates, directional signs, awning and marquee signs as prescribed in Sections 18.320(3, 5, 6, 8, 11, 12, & 14).

18.613 Wall Signs. Wall signs in Pedestrian Areas shall comply with the following provisions:

- (1) No wall sign shall exceed sixty (60) square feet unless increased by the following provision.
- (2) If wall signs are used exclusively, a bonus to Sections 18.612 and 18.613 is granted such that the area allowed shall be calculated at 1.5 square feet for each lineal foot of wall frontage up to a maximum individual sign size of 75 square feet and a maximum aggregate area of 150 square feet.

18.614 Free-Standing Signs. Free standing signs in Pedestrian Areas shall comply with the following provisions:

- (1) Signs shall be no higher than 25 feet.
- (2) One sign shall be permitted for each lot with a street frontage in excess of 50 lineal feet. Two or more parcels of less than 50 feet may be combined for purposes of meeting the foregoing standard, provided that all businesses are identified on such signs.
- (3) Signs shall not exceed a total face area of 3/4 square feet for each lineal foot of street frontage with a maximum face area of 50 square feet for one face or a total of 100 square feet for 2 or more faces.

- (4) Signs shall be placed on the central 50% of the street frontage of the business(es) or 40 feet from any adjacent pole sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met.

18.615 Projecting Signs. Projecting signs in Pedestrian Areas shall comply with the following provisions:

- (1) One sign shall be permitted for each business or group of businesses occupying a single common space or suite in lieu of a free standing sign.
- (2) Signs shall not exceed an area of 3/4 square feet for each lineal foot of business frontage to which the sign pertains, except that any business may have one projecting sign of 12 square feet per face. The maximum area of any projecting sign shall be 50 square feet per face.

18.620 Commercial and Industrial Areas.

18.621 District Areas. The Commercial and Industrial Areas shall consist of the C-2, C-1, R-P, M-L, M-H, and M-P zoning districts.

18.622 Aggregate Sign Restrictions. The total number and area of signs in Commercial and Industrial Areas shall conform to the following:

- (1) The aggregate number of signs allowed for each lot shall be two signs for each frontage.
- (2) The aggregate area of all signs for each street frontage shall not exceed an area equal to 1-1/2 square feet for each lineal foot of street frontage. However, in addition, aggregate sign area shall be subject to the following minimum and maximum ranges:
 - (a) For C-2, M-L, M-H, and M-P Zones, minimum is 45 square feet, maximum is 200 square feet.
 - (b) For C-1, minimum is 35 square feet, maximum is 150 square feet.
 - (c) For R-P, minimum is 24 square feet, maximum is 50 square feet.

- 18.623 Wall Signs. Wall signs in Commercial and Industrial areas shall comply with the following provisions:
- (1) No wall sign shall exceed one hundred (100) square feet except as noted below.
 - (2) If wall signs are used exclusively, a bonus to Sections 18.622 and 18.623 is granted such that the area allowed shall be calculated at two square feet for each lineal foot of street frontage up to a maximum individual size of 125 square feet and a maximum aggregate area of 250 square feet.
- 18.624 Free-Standing Signs. Free standing signs in Commercial and Industrial areas shall comply with the following provisions:
- (1) Signs shall be no higher than 30 feet except in the C-1, R-P, and M-P zones where signs shall be no higher than 15 feet. (Freeway area signs may be higher as allowed by Section 18.640.)
 - (2) One sign shall be permitted for each frontage, with a street frontage in excess of 75 lineal feet. Two or more parcels of less than 75 feet may be combined for purposes of meeting the foregoing standard with the approval of all affected property owners.
 - (3) Signs shall not exceed a total face area of $\frac{3}{4}$ square feet for each lineal foot of street frontage with a maximum area of 160 square feet per face and a minimum allowance of 20 square feet.
 - (4) Signs for interior businesses shall be placed on the central fifty percent of the street frontage of the business(es) or 60 feet from any adjacent pole sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met.
- 18.625 Projecting Signs. Projecting signs in Commercial and Industrial Areas shall comply with the following provisions:
- (1) One sign shall be permitted for each business or group of businesses occupying a single common space or suite in lieu of a free standing sign.
 - (2) Signs shall not exceed an area of $\frac{3}{4}$ square feet for each lineal foot of business frontage to which the sign pertains. The maximum area of any projecting sign shall be 80 square feet per face with a minimum allowance of 20 square feet.

18.630 Integrated Business Centers or Industrial Park Area.

Whenever multiple businesses or industries utilize a common free-standing or projecting sign structure, this section, 18.630, shall be used.

18.631 Overall Identity Sign.

- (1) The overall identity or joint use sign shall comply with Section 18.624, except that a bonus to the maximum size provisions be allowed such that the maximum area be 200 square feet per face and the minimum allowance be 60 square feet.
- (2) In lieu of (1) above, integrated businesses which utilize overall Business Center Identity Signs which are less than 6 feet in height may locate one such sign per entrance. Such signs are limited in aggregate area to the same requirements listed in (1) above.
- (3) Properties having two or more frontages, one of which is in excess of 400', shall be permitted two pole signs on the long frontage provided that the total combined area does not exceed 200 square feet (on one face); however, no pole sign shall be allowed on the other frontage.
- (4) In determining size restrictions based on frontage, an individual sign size can be any percentage of that allowed so long as the total allowance for all signs is not exceeded.

18.632 Individual Businesses.

- (1) One wall sign per building frontage or parking lot frontage provided that the wall adjacent to the parking lot is at least 75 feet from a facing residential area. The sign area shall be limited to the provisions of Section 18.520, 18.612(2) and (4), and 18.613(1).
- (2) In cases where the name of the business is not placed on the overall identity or joint use sign, a bonus is allowed such that two signs are allowed per frontage and wall sign area is determined by 18.613(2).

18.633 Special Signs for Interior Businesses. Where an individual business does not have frontage on a street or parking lot, such business or businesses may utilize any remaining signage area, subject to the following restrictions:

- (1) There shall be only one interior business sign per entrance, but multiple business advertising or identification can appear on such sign.
- (2) Such sign shall be located within 30 feet of an entrance open to the public providing access to the business.
- (3) Any interior business shall not use this provision more than twice.

18.640 Freeway Area Signs - General Provisions.

- (1) Where an individual business catering to the motoring public traveling on the Interstate 5 Freeway is within the Freeway Interchange Area, as defined and as shown on Exhibit 'A' such business may have one free standing sign limited to a maximum height of 50 feet.
- (2) Maximum sign area is limited to 250 square feet for one face, 500 square feet for two or more faces.
- (3) If such sign is erected it shall be in lieu of and not in addition to the signs permitted by Section 18.622 for such business along the street frontage on which it is located.
- (4) Such freeway oriented signs shall comply with requirements of Section 18.624(2).
- (5) For purposes of this Section, "business catering to motoring public" shall be limited to service stations, restaurants, motels, hotels, and recreational vehicle parks.

