

**§A.72.040**

- D. Official notices authorized by a court, public body, or public officer.
- E. Directional, warning or information signs authorized by federal, state, or municipal authority.
- F. Memorial plaques and building cornerstones when made an integral part of a building or structure.
- G. One non-illuminated permanent window, wall, door, or directory sign per business, not exceeding three (3) square feet, with letter heights not exceeding four inches (4"), limited to business identification, goods and service descriptions, hours of operation, address and telephone number.
- H. Interior signs within a structure, not visible from neighboring properties or the public right-of-way.
- I. Official City or utility company safety and notification signs on construction sites or in conjunction with public utilities.
- J. Official flags of recognized federal, state, county or municipal organizations.
- K. Automobile dealership price signs located on windshields of vehicles for sale on the dealership site.

**Section A.72.050 – Permitted signs.**

The following schedule prescribes sign regulations for all types of land uses, as defined in Chapter A.08 of this title. The columns establish basic requirements for sign quantities, sizes, and locations; letters in parentheses in the right-hand column refer to "additional regulations" following the schedule.

sf = square feet                      lf = lineal feet

Maximum sign area is sum of area of all sign faces unless otherwise specified

Land Use	Sign Type	Maximum Number	Maximum Area	Height	Permitted Projection	Additional Reg's
Residential	Project Monument	1 double faced sign per project frontage	20 s.f. per face	6 ft. max.	None	(C)
	Project Wall	1 per project frontage in lieu of monu. sign permitted above	20 s.f. per sign	Top of wall max.	12 inches	(B)
Commercial in Area Districts I & II	Wall, Awning, Monument & combinations thereof (W/A/M)	No limit	2 s.f. per 1 l.f. of property frontage	Top of wall max.	12 inches	(B)

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	Pole	1 per site in lieu of all monu. signs on the site	0.5 s.f. in lieu of 1 s.f. of W/A/M sign area permitted above	30 ft. max.	12 inches	(B)(C)(D)
	Pedestrian	1 double faced per pedest. entrance	4 s.f. per face	8 ft. min. 14 ft. max.	3 feet	(B)
	Temporary	As per Temporary Sign Permit	As per Temporary Sign Permit	As per Temporary Sign Permit	None	(A)
Commercial in Area Districts III & IV	Wall, Awning, Monument, & combinations thereof (W/A/M)	No limit	1 s.f. per 1 l.f. of property frontage	Top of wall max.	12 inches	(B)
	Pole	1 per site in lieu of all monu. signs on the site	0.5 s.f. in lieu of 1 s.f. of W/A/M sign area permitted above	15 ft. max.	12 inches	(B)(C)(D)
	Pedestrian	1 double-faced per pedest. entrance	4 s.f. per face	8 ft. min. clear, 14 ft. max.	3 feet	(B)
	Temporary	As per Temporary Sign Permit	As per Temporary Sign Permit	As per Temporary Sign Permit	None	(A)
Industrial	Same Regulations as Commercial Uses					
Public & Semipublic (Churches, schools,...)	Monument	1 double faced sign per site frontage	20 s.f. per face	6 ft.	None	(E)
	Wall	1 per primary building	20 s.f. each	Top of wall	12 inches	

**Permitted signs--Additional Regulations.**

A. Temporary Signs. The purpose of this section is to provide opportunity for businesses to advertise temporary special events including grand openings, sales, and seasonal promotions, while minimizing the potential for adverse visual and aesthetic impacts by regulating the duration, amount, and type of signs allowed. Temporary signs are allowed in addition to permanent signs, upon the issuance of a temporary sign permit, and subject to the following requirements:

1. Application. An application for a temporary sign shall be made to the Community Development a minimum of ten (10) days prior to installation. An application includes a temporary sign fee, performance bond to guarantee removal at the termination of the permit, and a time schedule for the duration of all proposed temporary signs.
2. Permitted Signs. Temporary signs shall include banners, posters, pennants, small party

balloons, ribbons, or lettering and graphics painted on windows.

3. Allowable Area. During a single calendar year, each tenant space may apply for one (1) or more temporary signs for a total cumulative sign area not to exceed one (1) square foot per lineal feet of leased "tenant frontage" of a building as defined in Section 10.72.030/A.72.030 of the Sign Ordinance. For buildings with less than a twenty foot (20') tenant frontage, a maximum of twenty (20) square feet of sign area shall be permitted. In any case, the maximum cumulative area shall be eighty (80) square feet. The maximum area of a single temporary sign shall not exceed forty-eight (48) square feet.

For tenants occupying corner-leased spaces, a maximum of two (2) tenant frontages may be used to determine the maximum allowed sign area. The total amount of sign area displayed on each tenant frontage shall be proportionate to the lineal feet of each frontage.

4. Duration of Display. The duration of display in a calendar year shall not exceed an accumulation of nine (90) days.
5. Placement. Temporary signs shall be prohibited on building roofs and shall not cause unnecessary repetition, redundancy or proliferation of signage.
6. Maintenance. All temporary signs must be maintained in good condition and repair. Any which are torn, faded, sagging or in disrepair shall be replaced at the request of the Community Development Director.
7. Prohibited Signs. Prohibited signs shall include those listed in Section 10.72.070/A.72.070 of this chapter.
8. Temporary Sign Program. The intent of a temporary sign program is to provide flexibility for large retail oriented commercial sites which, due to their unusual size, building configuration or orientation, lack of street exposure, or by nature of business, cannot successfully advertise special events or promotions by adhering to the strict application of the signs standards stated above.

A site consisting of a minimum of two (2) acres, and improved with a building(s) predominantly occupied by retail sales uses, is eligible for a temporary sign program to establish site specific temporary sign standards specifically for allowable area and duration of display. An application for a temporary sign program shall be reviewed and approved by the Community Development Director and may be incorporated into a master sign program pursuant to MBMC 10.72.060/A.72.060. The following performance standards shall apply:

- a. Placement of signs shall be oriented toward a commercial street and away from residential homes.
- b. The temporary sign program shall specify sign design guidelines and sign area allocations to be applied to the entire site.
- c. The duration of sign display authorized in a temporary sign program shall not exceed a total of one hundred twenty (120) days per calendar year.
- d. Prohibited signs or devices shall be consistent with those provided in subsection E of Section 10.72.070/A.72.070, including but not limited to signs placed on public property and large inflatable tethered objects.

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9. Appeals. Decisions of the Community Development Director may be appealed to the Planning Commission in accordance with Chapter 10.100.
- B. Encroachment permits are required for structures projecting into the public right-of-way.
- C. Signs and structures adjacent to street property lines must observe the visibility requirements of Sections 10.64.150 and 3.40.010.
- D. A pole sign, where permitted, shall be located a minimum distance from each interior site property line of twenty feet (20').
- E. Changeable copy is permitted to be incorporated within one (1) primary monument sign of a public or semipublic site.

### **Section A.72.060 – Sign program.**

An approved sign program is required for any multiple tenant site, consistent with the regulations of this chapter, prior to issuance of any sign permit upon said site. The purposes of a sign program are to establish uniform sign design guidelines and sign area allocations for all uses and/or buildings on a site which conform to the requirements of this chapter, and incorporate sign exceptions approved pursuant to Section 10.72.080. An application for a sign program shall be reviewed by the Director of Community Development, unless filed in conjunction with a use permit or amendment, in which case said application shall be reviewed by the Planning Commission. The Director of Community Development may approve modifications to all approved sign program which are in compliance with the sign regulations of this chapter, unless stated otherwise in the approved sign program.

### **Section A.72.070 – Prohibited signs.**

- A. Off-site or off-premises signs;
- B. Outdoor advertising display signs (billboards);
- C. Signs on public property, unless otherwise permitted by this chapter;
- D. Portable, A-frame, or sidewalk signs, excluding business identification signs affixed flat on the body of a vehicle which provides services to said business other than identification or advertising;
- E. Three-dimensional objects or statutes including air or gas-filled objects greater than eighteen inches (18") in diameter each, and located, attached or tethered to the ground, site, merchandise, structure or roof and used to attract attention or as a sign as defined herein;
- F. Abandoned signs;
- G. Roof signs;
- H. Projecting signs other than those permitted in Section 10.72.050;
- I. Revolving, flashing, fluttering, spinning or reflective signs;
- J. Signs other than those permitted by this chapter;
- K. Signs determined to be unsafe, a danger to the public, or a traffic hazard, by the Community Development or Public Works Departments.

## 10.72.050 Permitted signs.

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	Pole	1 per site in lieu of all Menu. signs on the site	0.5 s.f. in lieu of 1 s.f. of W/A/M sign area permitted above	30 ft. max.	12 inches	(B)(C)(D)
	Pedestrian	1 double faced per Pedest. entrance	4 s.f. per face	8 ft. min. 14 ft. max.	3 feet	(B)
	Temporary	As per Temporary Sign Permit	As per Temporary Sign Permit	As per Temporary Sign Permit	None	(A)
Commercial in Area Districts III & IV	Wall, Awning, Monument, & combinations thereof (W/A/M)	No limit	1 s.f. per 1 l.f. of property frontage	Top of wall max.	12 inches	(B)
	Pole	1 per site in lieu of all	0.5 s.f. in lieu of 1 s.f. of W/A/M sign	15 ft. max.	12 inches	(B)(C)(D)

		Monu. signs on the site	area permitted above			
	Pedestrian	1 double-faced per Pedest. entrance	4 s.f. per face	8 ft. min. clear, 14 ft. max.	3 feet	(B)
	Temporary	As per Temporary Sign Permit	As per Temporary Sign Permit	As per Temporary Sign Permit	None	(A)
Industrial	Same Regulations as Commercial Uses					
Public & Semipublic (Churches, schools,...)	Monument	1 double faced sign per site frontage	20 s.f. per face	6 ft.	None	(E)
	Wall	1 per primary building	20 s.f. each	Top of wall	12 inches	

#### Permitted signs—Additional Regulations

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1. **Application.** An application for a temporary sign shall be made to the Community Development a minimum of ten (10) days prior to installation. An application includes a temporary sign fee, performance bond to guarantee removal at the termination of the permit, and a time schedule for the duration of all proposed temporary signs.
  2. **Permitted Signs.** Temporary signs shall include banners, posters, pennants, small party balloons, ribbons, or lettering and graphics painted on windows.
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  4. **Duration of Density.** The duration of display in a calendar year shall not exceed an accumulation of nine (90) days.
  5. **Placement.** Temporary signs shall be prohibited on building roofs and shall not cause unnecessary repetition, redundancy or proliferation of signage.

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6. **Maintenance.** All temporary signs must be maintained in good condition and repair. Any which are torn, faded, sagging or in disrepair shall be replaced at the request of the Community Development Director.
  7. **Prohibited Signs.** Prohibited signs shall include those listed in Section 10.72.070 of this chapter.
  8. **Temporary Sign Program.** The intent of a temporary sign program is to provide flexibility for large retail oriented commercial sites which, due to their unusual size, building configuration or orientation, lack of street exposure, or by nature of business, cannot successfully advertise special events or promotions by adhering to the strict application of the signs standards stated above.

A site consisting of a minimum of two (2) acres, and improved with a building(s) predominantly occupied by retail sales uses, is eligible for a temporary sign program to establish site specific temporary sign standards specifically for allowable area and duration of display. An application for a temporary sign program shall be reviewed and approved by the Community Development Director and may be incorporated into a master sign program pursuant to Section 10.72.060 of this chapter. The following performance standards shall apply:

- a. Placement of signs shall be oriented toward a commercial street and away from residential homes.
  - b. The temporary sign program shall specify sign design guidelines and sign area allocations to be applied to the entire site.
  - c. The duration of sign display authorized in a temporary sign program shall not exceed a total of one hundred twenty (120) days per calendar year.
  - d. Prohibited signs or devices shall be consistent with those provided in subsection E of Section 10.72.070, including but not limited to signs placed on public property and large inflatable tethered objects.
9. **Appeals.** Decisions of the Community Development Director may be appealed to the Planning Commission in accordance with Chapter 10.100.
- B. Encroachment permits are required for structures projecting into the public right-of-way.
  - C. Signs and structures adjacent to street property lines must observe the visibility requirements of Sections 10.64.150 and 3.40.010.
  - D. A pole sign, where permitted, shall be located a minimum distance from each interior site property line of twenty feet (20').
  - E. Changeable copy is permitted to be incorporated within one (1) primary monument sign of a public or semipublic site.

(§ 2, Ord. 1951, eff. July 4, 1996, as amended by § 5, Ord. 2007, eff. November 18, 1999)