

12.64.600 SIGNAGE REGULATIONS

This section contains requirements and guidelines for signage to ensure that signs installed within the Plan Area are consistent with the overall quality and character of new development anticipated for the Downtown. Regulations include permitted sign types as well as sign size, location, materials, illumination, color, and design.

12.64.601 GENERAL SIGNAGE REGULATIONS

The following definitions, requirements, and guidelines shall apply to all signs, regardless of type.

A. DEFINITIONS

1. **Animated sign:** a sign which contains wind-, electronically, or mechanically operated moving parts or which flashes or simulates motion by the use of electric lights.
2. **Awning:** A fabric-covered structure mounted on the face of a building above a window, entrance, or storefront opening, providing weather and/or sun protection.
3. **Canopy:** An architectural structure made of permanent materials such as metal, wood, etc. mounted on the face of a building above a window, entrance, or storefront opening, providing weather and/or sun protection.
4. **Awning/Canopy Sign, Under:** A sign which is suspended from an awning or canopy but does not extend beyond the horizontal limits of the awning/canopy.
5. **Changeable copy sign:** A sign or portion of a sign designed to allow the changing of copy through manual, mechanical, or electronic means including time and temperature.
6. **Exposed Incandescent Bulb Illumination:** The illumination of a sign by multiple individual incandescent bulbs which are aligned to “spell out” letters and numerical characters and/or provide graphic accents, are mounted directly to the face of the sign, and whose light-emitting surfaces are directly visible.
7. **Exposed Neon Tube Illumination:** The illumination of a sign by neon tubes which are intended to “spell out” letters and numerical characters and/or provide graphic accents, are mounted directly to the face of the sign, and whose light-emitting tubes are directly visible.
8. **Exposed LED Illumination:** The illumination of a sign by use of multiple individual Light Emitting Diode (LED) sources which are aligned to “spell out” letters and numerical characters and/or provide graphic accents, are mounted directly to the face of the sign, and whose light emitting surfaces are directly visible.
9. **External Illumination:** The illumination of a sign by projecting light on to the face of the sign from a light source located outside of the sign, such as “gooseneck” lamps; light sources are shielded from direct view.

10. **Halo Illumination:** The illumination of a sign by projecting light behind an opaque letter or emblem onto the backing panel which results in the appearance of “halo” of light around the letter or emblem; light sources are shielded from direct view.
11. **Internal Illumination:** The illumination of a sign by projecting light through translucent panel(s) from a light source within an enclosed sign cabinet.
12. **Illuminated Open Channel Letters:** The use of letter-shaped forms to create lettering within a sign, which are individually enclosed on the sides and back and are open at the vertical front and containing light sources to illuminate the letter-shaped volume.
13. **Sign Area:** The following shall apply for the purpose of defining sign area for various types of signs:
 - a. Freestanding signs of six feet in height or less, wall signs, and projecting signs: the entire face of a sign, excluding any framing, projections, molding, or support structures.
 - b. Freestanding signs of greater than six feet in height, window signs, and awning signs: the area defined by the smallest rectangle enclosing all lettering and any associated graphics and/or symbols.
 - c. Individual channel-type letters mounted on a building or canopy shall be measured by the area enclosed by the smallest rectangle outlining each word.
14. **Sign Type:** A distinct physical form of sign in terms of configuration, placement, orientation, and size, independent of message content.
15. **Temporary sign:** an allowed portable sign intended for short-term use, not to exceed 60 days in a calendar year.
16. **Valance:** The vertical front face of a fabric awning, parallel to the face of the building to which it is mounted.
17. **Window Area:** Any window pane or group of window panes contained entirely within glazing separators (muntins, mullions, piers, columns, etc.), in which separators are of a width of one and one quarter inches or greater. Multiple window panes divided by glazing separators less than one and one quarter inches in width shall be considered to be a single window area.

B. REQUIREMENTS

1. Sign types shall be permitted according to Districts, as indicated in Fig.12.64.600 Signage Regulations Chart.
2. Sign types not listed in this Section are not permitted.

3. “Categories of Signs” noted in BMC 12.22.030, include those defined by physical form, message content, and parcel or building use. Signs classified under BMC Chapter 12.22 relate to the requirements and guidelines of this Section as follows:
 - a. The following sign categories ~~noted in from~~ Chapter ~~12.22 shall be as permitted in the Plan Area per the requirements of Chapter 12.22, except those~~ noted with an asterisk (*) which shall be directed by the requirements of 12.64.602.26) “Temporary Window Signs” and 12.64.602.27) “Temporary Wall Signs” in this Section. Exempt signs shall be as defined by 12.22.040, with the addition included below.
 - i. Exempt signs: In addition to the exempt signs listed in (12.22.040), temporary construction signs of up to 32 square feet each, including those announcing new development, are exempt. Construction signs shall be removed prior to issuance of a Certificate of Occupancy.
 - ii. *Temporary signs – On-premises – Commercial signs (12.22.080).
 - iii. *Temporary signs – On-premises – Noncommercial signs (12.22.085).
 - iv. Temporary signs – Off-premises – Commercial (12.22.090).
 - v. Temporary signs – Off-premises – Noncommercial signs (12.22.095).
 - vi. *Real estate signs (12.22.096).
 - vii. *Campaign signs (12.22.098).
 - b. The following sign categories noted in Chapter 12.22 shall not be permitted within the Plan Area per the requirements of Chapter 12.22, except as noted in this Section:
 - i. Prohibited signs (12.22.050).
 - ii. Permanent signs – Off-premises – Commercial (12.22.070).
 - iii. Permanent signs – Off-premises – Noncommercial (12.22.075).
 - c. The following sign categories noted in Chapter 12.22 shall be permitted per the requirements of this Section:
 - i. Permanent On-Premises Commercial Signs (12.22.060)
 - ii. Permanent On-Premises Noncommercial Signs (12.22.065)
4. Requirements for sign permits or registration shall be governed by Chapter 12.22 as follows:
 - a. Sign permit – Type of action (12.22.110)
 - b. Sign permit – Contents of complete application (12.22.120)
 - c. Master sign plan option (12.22.100)
 - d. Temporary signs – registration process (12.22.125)

- e. Nonconforming use and discontinuation of use (12.22.140)
- f. Sign variance criteria (12.22.150)
- 5. Requirements applicable to all signs (12.22.130) in Chapter 12.22 shall be applicable to all signs listed in this Section.
- 6. Allowable Sign Area: For each establishment, two square feet of total sign area shall be allowed for each linear foot of street frontage. This standard shall be known hereafter as the Linear Frontage Ratio. Unless otherwise noted, all signs (including temporary signs) shall count toward the total sign area permitted based on the Linear Frontage Ratio.
 - a. For multi-tenant buildings, each establishment shall be calculated individually.
 - b. For corner establishments, each facade shall be calculated individually.
 - c. Permitted sign area based on the linear frontage of one establishment or façade shall not be placed on another establishment or facade.
 - d. A double-faced sign with parallel planes, back-to-back, not more than 24 inches apart, shall count as a single sign, and only one side shall be counted for the total area.
- 7. Changeable copy signs shall not be permitted, except as a permitted time and temperature sign, as part of a permitted marquee sign, or as an indoor sign contained within a cinema, theatrical, or museum ticket office.
- 8. In the event that a sign falls under more than one sign definition found within this Section, the more restrictive sign regulations shall apply.
- 9. All issues not specifically addressed herein shall be addressed pursuant to Chapter 12.22, “Signs” of the Bothell Municipal Code.
- 10. In the event of a conflict between this Section and any other City code, the provisions of this Section shall apply.

C. GUIDELINES

- 1. In general, natural construction materials such as wood, metals, ceramic, glass, and stone should be used for visible components of signs. Synthetic materials should only be used if they are designed to be indistinguishable from the recommended natural materials, or if they have a secondary or minor visual presence. Large plastic panels are strongly discouraged. Materials subject to yellowing from light exposure or age such as polycarbonate should not be used.
- 2. Internally illuminated “can” signs consisting of rectangular enclosures with large translucent plastic sign faces should not be used. If used, one of the following treatments should be applied:
 - a. A sheet metal or opaque sign surface with letters “cut out” so that only letter shapes or outlines are illuminated from within by translucent surfaces;
 - b. A color scheme of translucent panels with dark colored background with light colored letters.

- 3. Recommended exposed and non-exposed illumination (light source) types include incandescent, halogen, neon, warm-white encapsulated compact fluorescent, warm-white encapsulated induction lamps, and LED light sources. Exposed spiral-tube compact fluorescent, induction, fluorescent tube, metal halide, and cold-cathode light sources should only be used for non-exposed illumination, i.e. where lamps are shielded from view. High pressure sodium and low pressure sodium light sources are not recommended due to their limited color. The use of energy-efficient illumination sources is recommended.
- 4. For legibility, contrasting colors should be used for the color of the background and the color of the letters or symbols. Light letters on a dark background or dark letters on a light background are most legible.
- 5. Colors or color combinations that interfere with the legibility of the sign copy should be avoided. Too many colors can confuse the message of a sign.
- 6. Fluorescent colors should not be used as predominant colors in permanent signs or on their structural supports (except as required for municipal traffic and public safety signs). When fluorescent colors are used as part of temporary signage, they should be limited to 10 square feet of sign area per façade per establishment.
- 7. Sign design, including color, should be appropriate to the establishment, conveying a sense of what type of business is being advertised.
- 8. The location of all permanent signs should be incorporated into the architectural design and composition of the building. Placement of signs should be considered an integral part of the overall facade design. Locations should be carefully composed and align with major architectural features.
- 9. Storefront signage should help create architectural variety from establishment to establishment. In multi-tenant buildings, signage should be used to create interest and variety.
- 10. All signs (including temporary signs) should present a neat and aligned appearance.
- 11. All signs (including temporary signs) should be constructed and installed utilizing the services of a professional sign fabricator.

12.64.602 SIGN TYPE REGULATIONS

A property’s permitted sign types are determined by District as shown in the Fig.12.64.602 Sign Type Regulations Chart on the opposite page. Specific restrictions are noted on the chart for a particular combination of District and Sign Type. For the purposes of this plan, the following Sign Types are established (see the summary of primary Sign Types on the opposite page):

A. SIGN TYPES

- 1. Grand Projecting Sign
- 2. Marquee Sign
- 3. Grand Wall Sign
- 4. Wall Sign
- 5. Roof Sign
- 6. Monument Sign
- 7. Freestanding Sign
- 8. Portable Sign
- 9. Blade Sign
- 10. Projecting Sign
- 11. Awning Face Sign
- 12. Awning Valance Sign
- 13. Awning Side Sign
- 14. Above Awning Sign
- 15. Under Awning/Canopy Sign
- 16. Canopy Fascia Sign
- 17. Above Canopy Sign
- 18. Café Umbrella Sign
- 19. Recessed Entry Sign
- 20. Window Sign
- 21. Building Identification Canopy Fascia Sign
- 22. Building Identification Wall Sign
- 23. Building Identification Window Sign
- 24. Storefront Operation Window Signs
- 25. Time and Temperature Sign
- 26. Temporary Window Sign
- 27. Temporary Wall Sign

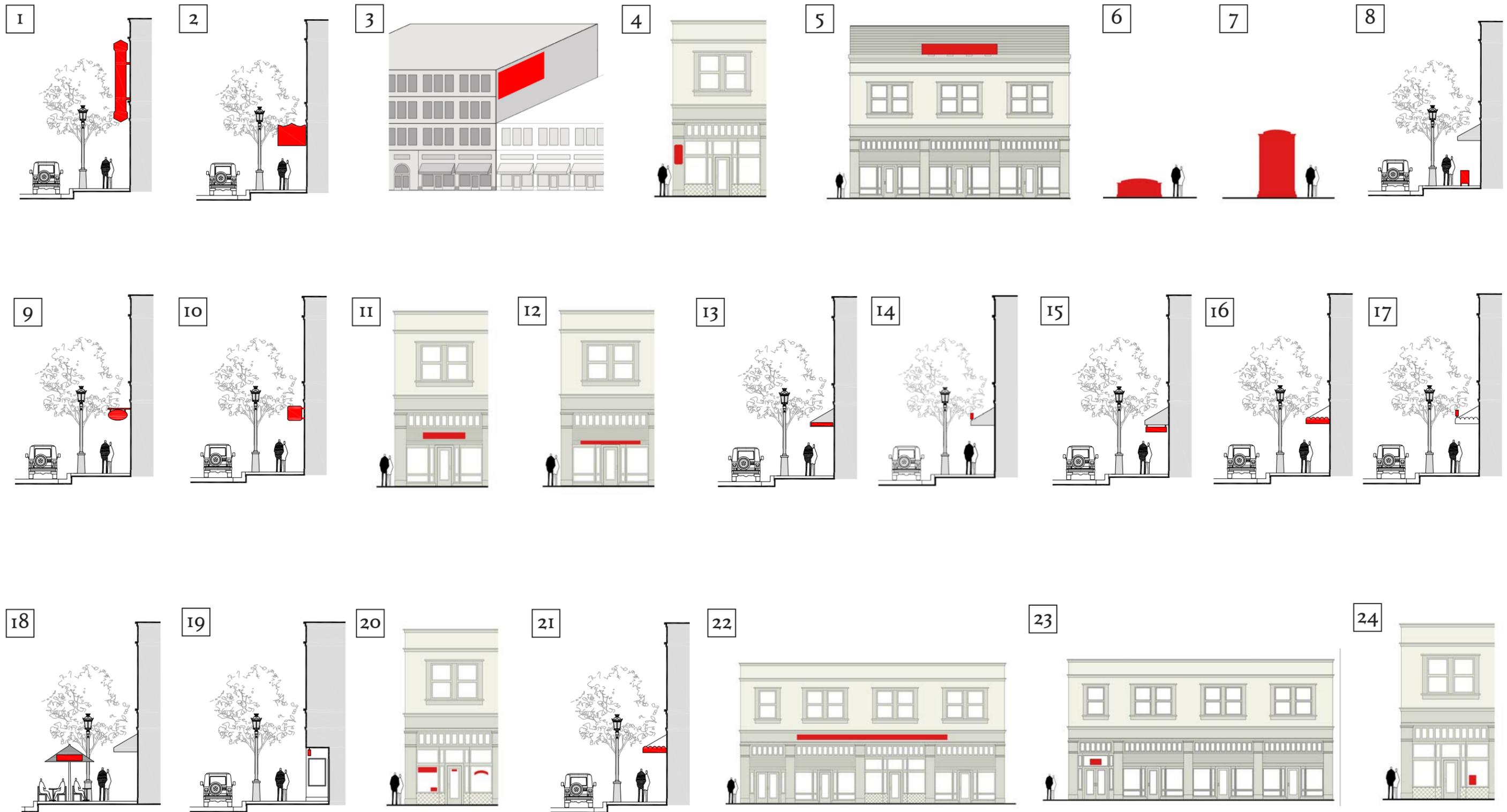
Requirements and Guidelines for each Sign Type are listed on the pages that follow.

12.64.602 SIGN TYPE REGULATIONS CHART

12.64.100.Districts	12.64.101 Downtown Core	12.64.102 Downtown Neighborhood	12.64.103 Downtown Transition District	12.64.104 SR 522 Corridor	12.64.105 General Downtown Corridor	12.64.106 Sunrise/Valley View Neighborhood	12.64.10 Park and Public Open Space
1 - Grand Projecting Sign	permitted	---	---	---	---	---	---
2 - Marquee Signs	permitted	---	---	---	---	---	---
3 - Grand Wall Sign	permitted	---	---	---	---	---	---
4 - Wall Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
5 - Roof Sign	permitted	permitted	---	permitted	permitted	---	permitted
6 - Monument Sign	---	permitted (S1)	permitted (S1)	permitted (S2)	permitted (S2)	permitted (S1)	permitted (S2)
7 - Freestanding Sign	(C1)	(C1)	---	(C2)	(C2)	---	permitted
8 - Portable Sign	permitted	permitted	---	---	---	---	---
9 - Blade Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
10 - Projecting Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
11 - Awning Face Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
12 - Awning Valance Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
13 - Awning Side Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
14 - Above Awning Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
15 - Under Awning / Canopy Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
16 - Canopy Fascia Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
17 - Above Canopy Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
18 - Café Umbrella Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
19 - Recessed Entry Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted
20 - Window Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
21 - Building Identification Canopy Fascia Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted
22 - Building Identification Wall Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted
23 - Building Identification Window Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted
24 - Storefront Operation Window Sign	permitted	permitted	permitted	permitted	permitted	---	permitted
25 - Time and Temperature Sign	permitted	permitted	---	permitted	permitted	---	permitted
26 - Temporary Window Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted
27 - Temporary Wall Sign	permitted	permitted	permitted	permitted	permitted	permitted	permitted

Legend:

---	: Not Permitted
Permitted:	These signs are allowed, by right, as indicated.
(C1):	Signs are provisionally permitted on the rear street frontage of anchor buildings with surface parking lots on Downtown Core and contiguous Downtown Neighborhood sites.
(C2):	Signs are permitted at corridor frontage parcels only
(S1):	36 square feet maximum sign area
(S2):	50 square feet maximum sign area



GRAPHIC SUMMARY OF PRIMARY SIGN TYPES (SEE FOLLOWING PAGES FOR DESCRIPTION OF ALL SIGNS, INCLUDING TYPES 25, 26, AND 27)

1. Grand Projecting Sign

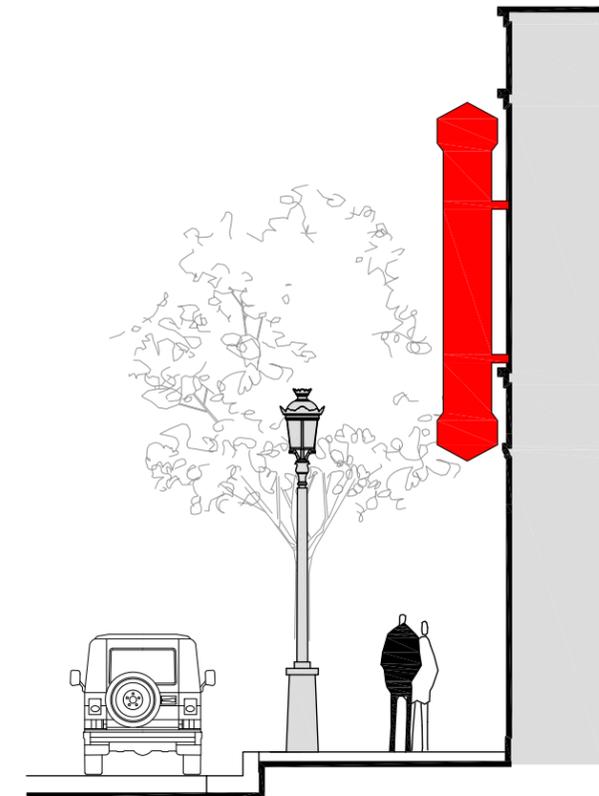
Grand Projecting Signs are tall, vertically oriented signs which project from the building perpendicular to the façade and which are structurally integrated into the building.

- a. Requirements
 - i. Only one Grand Projecting Sign shall be permitted per establishment.
 - ii. The area of Grand Projecting Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - iii. Grand Projecting Signs shall be no taller than 30 feet from the bottom-most part of the sign to the tallest part of the sign.
 - iv. Only the following types of establishments may use animation on Grand Projecting Signs: night clubs, movie theaters, and live performance theaters with a capacity of greater than 200 persons. Grand Projecting Signs may be animated signs, in which animation shall consist of flashing or chase lights only; light sources shall be of incandescent, neon, or LED type only. Flashing xenon “strobe” lights and rotating lights shall not be permitted.
 - v. Grand Projecting Signs shall project no more than 6 feet from the façade of the building.
 - vi. No portion of a Grand Projecting Sign shall be lower than 12 feet above the level of the sidewalk or other public right-of-way over which it projects.
 - vii. Letter width shall not exceed two-thirds of the sign width.
 - viii. No portion of a Grand Projecting Sign shall extend more than 10 feet above the roofline.
 - ix. Grand Projecting Signs shall be no more than 2 feet wide.
 - x. The total area of all faces of a grand projecting sign shall not exceed 400 square feet.
- b. Guidelines
 - i. As prominent “landmark” features, the position of Grand Projecting Signs should be architecturally composed relative to important features of the building’s façade design – for example, located symmetrically within the façade, or aligned with the primary entrance.
 - ii. Exposed materials used in Grand Projecting Signs should be metal and paint only.
 - iii. Grand Projecting Signs should be illuminated by exposed neon tube illumination, exposed incandescent bulb illumination, and/or LED illumination only.
 - iv. Letters should be oriented right-side-up and stacked in a single upright row with the first letter being at the top of the sign and the last letter being at the bottom.

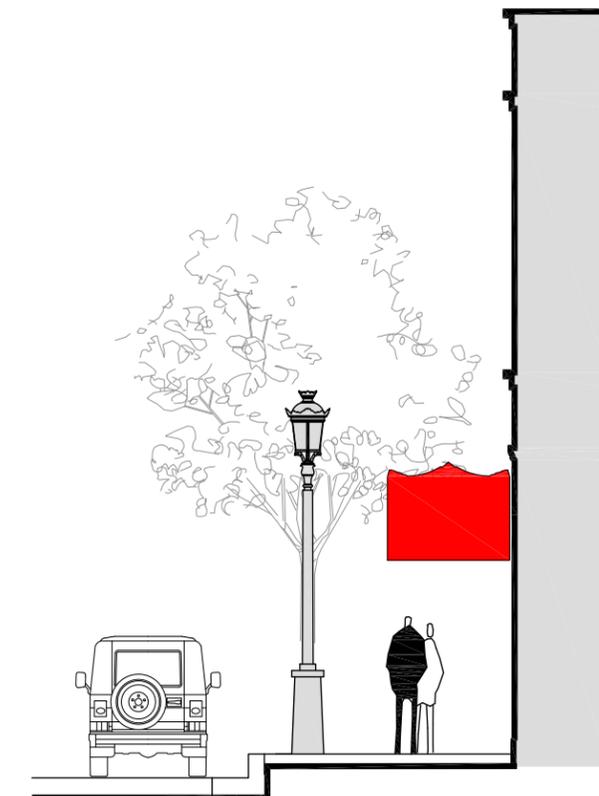
2. Marquee Sign

Marquee Signs are large, canopy-like structures mounted over the entrance to a theater that include one or more changeable copy sign panels.

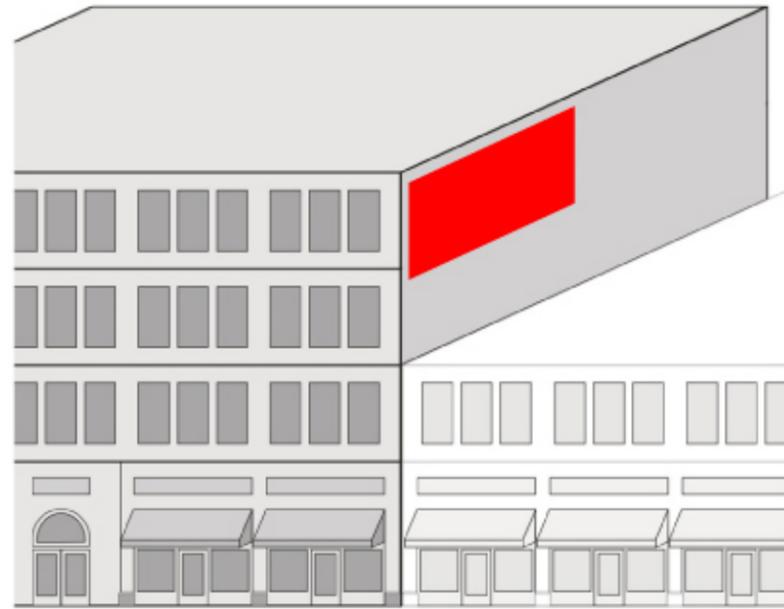
- a. Requirements
 - i. Marquee Signs shall be permitted only at movie theatres, live performance theatres, or night clubs - with a capacity of 200 persons or greater.
 - ii. Marquee Signs shall only be located directly above the primary public entrance of the theatre.
 - iii. Only one Marquee Sign shall be permitted per establishment.
 - iv. The area of Marquee Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - v. Marquee Signs shall have no more than three faces. The total area of all faces of a marquee sign shall not exceed 400 square feet.
 - vi. Marquee Signs may be animated signs, in which animation shall consist of flashing or chase lights only; light sources shall be of incandescent, neon, or LED type only. Flashing xenon “strobe” lights and rotating lights shall not be permitted.
 - vii. Marquee signs shall project no more than 12 feet from the façade of the building.
 - viii. No portion of a Marquee sign shall be lower than eight feet above the level of the sidewalk or 14 feet above any other public right-of-way over which it projects. The lowest height of a Marquee Sign shall not be less than ~~the~~ the maximum projection from the building facade.
- b. Guidelines
 - i. Exposed materials used in Marquee Signs should be metal and paint only, with the exception that plastic may be used for changeable copy sign panels.
 - ii. Marquee Signs should be illuminated by exposed neon tube illumination, exposed incandescent bulb illumination, and/or LED illumination only, with the exception that changeable copy sign panels may use internal illumination.



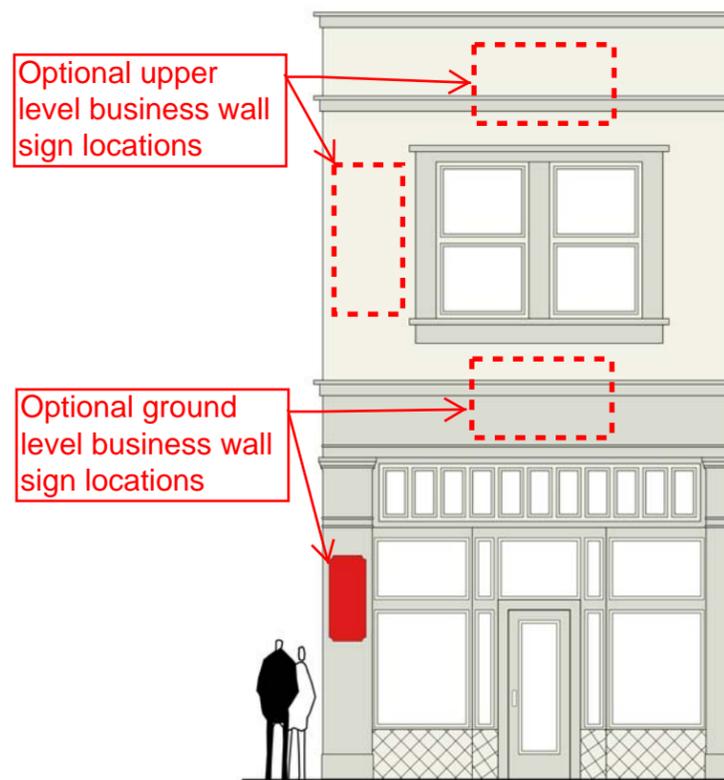
GRAND PROJECTING SIGN



MARQUEE SIGN



GRAND WALL SIGN



Optional upper level business wall sign locations

Optional ground level business wall sign locations

WALL SIGN

3. Grand Wall Sign

Grand Wall Signs are large signs located on, and parallel to, large-~~unfenestrated windowless~~ building wall areas.

- a. Requirements
 - i. Grand Wall Signs shall only be located on ~~unfenestrated windowless~~ wall areas of two-one thousand (21,000) square feet in size or greater. Contiguous wall areas along a building façade in a similar plane may be used to meet this requirement.
 - ii. Only one (1) Grand Wall Sign shall be permitted per establishment per façade.
 - iii. The area of Grand Wall Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - iv. The total area of a Grand Wall Sign shall not exceed one-thousand eight hundred (1,0800) square feet or twenty-five percent (25%) of the total wall area, whichever is less.
 - v. Grand Wall Signs shall project no more than one (1) foot from the façade of the building.
- b. Guidelines
 - i. Materials used in Grand Wall Signs should be wood, ceramic, metal, or paint only.
 - ii. Grand Wall Signs should be illuminated by external illumination only.

4. Wall Sign

Wall Signs are signs which are located on, and parallel to, a building wall.

- a. Requirements
 - i. Unless otherwise noted, Wall Signs will count toward total allowed sign area.
 - ii. Wall Signs shall only be permitted for non-residential uses ~~with a dedicated ground floor entrance.~~
 - iii. Wall Signs shall only be mounted on a wall area below the second floor window sill level for ground floor uses. Upper level signs may be mounted on wall area of the floor of the use, extending to the window sill level of the floor above. Wall Signs for one-story buildings and for uses on the top floor of multistory buildings may extend to the top of the wall or parapet.
 - iv. No Wall Sign shall exceed 150 square feet in size.
 - v. Animated Wall Signs may be used only at the following types of establishments: night clubs, movie theaters, and live performance *(cont. to next column)*

- vi. Wall Signs shall project no more than one foot from the façade of the building. Projecting signs shall be designed to avoid any hazard to pedestrians.
- vii. Menu or Menu Case Wall Signs: Discrete wall-mounted signs or sign cases containing restaurant menus:
 - (A) Shall be mounted at the ground floor façade of a restaurant or café with indoor or outdoor seating.
 - (B) Shall be limited to the size of two pages of the menu utilized by the restaurant plus the frame.
 - (C) Shall not protrude more than four inches from the façade. Lettering shall not exceed 2 inches in height.
 - (D) Shall not exceed one sign or sign case per façade.
 - (E) Shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - (F) Shall be illuminated by indirect illumination only.
- viii. Barber poles:
 - (A) Any barber shop shall be entitled to display one barber pole in addition to other permitted signs.
 - (B) Barber poles may be internally illuminated and may be mechanically rotated.
 - (C) Shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- b. Guidelines
 - i. Exposed materials used in wall signs should be wood, ceramic, metal, and paint only. Exception - movie theaters or live performance theaters with a capacity of greater than 200 persons may use plastic for changeable copy sign panels. Wall signs may also be painted directly onto the façade of the building or inscribed into the façade of the building.
 - ii. Wall signs should be illuminated by external, exposed neon tube, exposed incandescent bulb, exposed LED, or halo illumination only. Internally illuminated “can” signs with large translucent plastic panels should not be used.
 - iii. Where individual letters are used, letters should be three dimensional, created by raised letter forms mounted to the building façade or sign panel, or by incised openings cut out from the sign panel.

5. Roof Sign

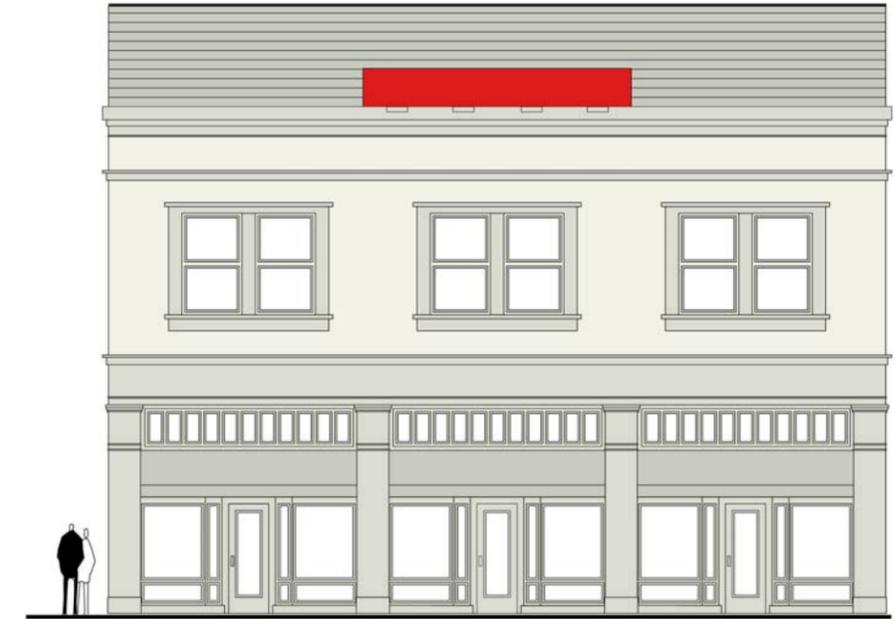
Roof Signs are signs which are erected on a roof and are completely supported by the building.

- a. Requirements
 - i. Roof Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. Roof Signs ~~shall only be permitted at sloping roofs. They~~ shall not exceed a maximum height of four feet above the ~~eave peak~~ eave peak of the roof or parapet, but in no case shall any part of the sign be higher than the peak of the roof building height limit.
 - iii. No Roof Sign shall exceed 40 square feet in size.
 - iv. Roof Signs shall not project beyond the façade of the building.
- b. Guidelines
 - i. Exposed materials used in Roof Signs should be wood, metal, and paint only.
 - ii. Roof Signs should be illuminated by external, halo, or exposed neon tube illumination only. Internally illuminated “can” signs with large translucent plastic panels should not be used.

6. Monument Sign

Monument Signs are signs which are mounted on the ground and are flush or have a clearance from the ground of not more than two feet, and supported by a solid base, one or more uprights, braces, columns poles, or similar structural components.

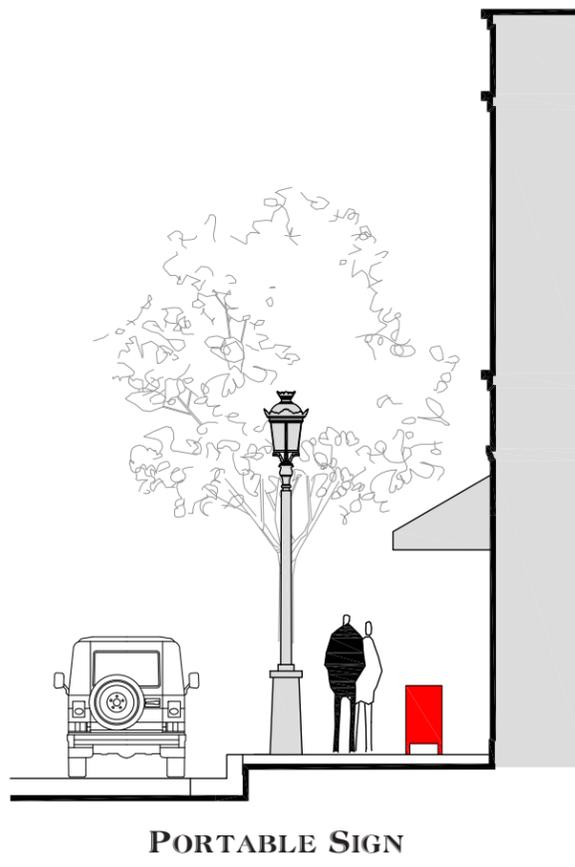
- a. Requirements
 - i. Monument Signs shall only be permitted for non-residential or multifamily residential uses with a dedicated ground floor entrance.
 - ii. Monument signs shall not have more than two faces.
 - iii. Monument Signs shall not exceed a maximum height of six feet above grade.
 - iv. Monument Signs shall not exceed 36 square feet maximum area or 50 square feet maximum area according to district zone location (see 12.64.602 Sign Type Regulations Chart).
 - v. The sign area of a Monument Sign shall apply towards the Linear Frontage Ratio.
 - vi. “Pole signs” (i.e. a single or double unornamented pole support design topped by a “can” sign typical of a “commercial strip”) are prohibited.
- b. Guidelines
 - i. The architectural design of a Monument Sign should be an extension of the building’s architecture, or strongly complementary to the building’s architecture in form, materials, and color. For example, it may have elements defining a base, shaft, and top; or sign supports may incorporate ornamental components into an integrated architectural composition.
 - ii. Exposed materials used in Monument Signs should be wood, metal, stone, brick, concrete (including precast and GFRC), and/or paint. Plastics should not be used.
 - iii. Monument Signs should be illuminated by external or halo illumination only. Internally illuminated “can” signs with large translucent plastic panels should not be used.
- c. Signs are provisionally permitted on the rear street frontage of anchor buildings with surface parking lots on Downtown Core and contiguous Downtown Neighborhood sites, and on the front side of anchor developments that reuse existing buildings that are set back from the street frontage.



ROOF SIGN



MONUMENT SIGN



7. Freestanding Sign

Freestanding Signs are permanently mounted signs not attached to a building, in which signs are constructed on or are affixed to the ground by exposed or concealed columns, poles, or similar structural components.

- a. Requirements
 - i. Freestanding Signs shall be permitted only in the SR 522 Corridor and General Downtown Corridor for parcels with at least 330 lineal feet of frontage and provisionally in the Downtown Neighborhood District (see [page 87 12.64.602.A Sign Type Regulations Chart](#)).
 - ii. Freestanding Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - iii. The maximum height of a freestanding sign shall be 15 feet.
 - iv. Freestanding Signs shall not exceed 50 square feet in area per face.
 - v. The sign area of a Freestanding Sign shall apply towards the Linear Frontage Ratio.
 - vi. “Pole signs” (i.e. a single or double unornamented pole support design topped by a “can” sign typical of a “commercial strip”) are prohibited.
 - vii. Sign location: no freestanding sign may be erected closer than ~~15~~ **10** feet to any **adjacent** property line or closer ~~than 14~~ to any driveway, alley, or vehicular access **than will provide adequate sight lines**.
- b. Guidelines
 - i. A Freestanding Sign within the Downtown Subarea should have an articulated architectural character and well-crafted details appropriate for the downtown. For example, it may have an architectural tower type of design, featuring enclosures defining a base, shaft, and top; or sign supports may incorporate ornamental components into an integrated architectural composition.
 - ii. The architecture and composition of a freestanding sign structure should provide visual interest and detail at both automotive and pedestrian-scale speed and perception.
 - iii. The architectural character, materials, and colors of a Freestanding Sign are recommended to be an extension of or complementary to those from the primary building(s).
 - iv. Exposed materials used in Freestanding Signs should be wood, metal, stone, brick, concrete (including precast and GFRC).
 - v. Freestanding Signs should be illuminated by external, halo, exposed neon tube, or exposed LED illumination. Internally illuminated “can” signs with large translucent plastic panels should not be used.

8. Portable Sign

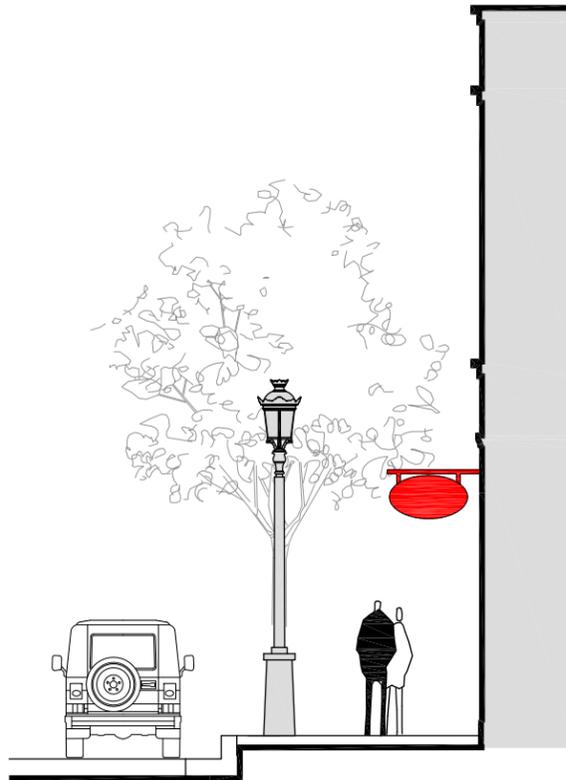
Portable signs are permitted signs used at the sidewalk frontages of ~~restaurants and cafes to display menus and special-of-the-day offerings to pedestrians;~~ **businesses** within permitted districts.

- a. Requirements
 - i. Portable Signs shall only be permitted for ~~street-fronting-ground floor food-service business~~ uses ~~with table seating and a dedicated-ground floor entrance~~ within designated District Zones.
 - ii. One Portable Sign shall be permitted per business.
 - iii. A Portable Sign shall be located within the sidewalk directly in front of the business. For ground floor shopfronts located along passageways connecting to the public sidewalk, portable signs may be placed either within the passageway in front of the shopfront, or where the passageway meets the sidewalk.
 - iv. Portable signs shall not reduce the minimal legal clear sidewalk or pathway width and shall not obstruct nor divert the primary path of pedestrian travel. Portable signs shall not obstruct curbside access from transit stops, marked drop-off locations, or parked cars to the sidewalk.
 - v. Portable signs shall be limited to the following types:
 - (A) A-Frame signs:
 - (1) Height – three feet maximum above grade.
 - (2) Area – maximum area six square feet per face.
 - (B) Portable menu stand:
 - (1) Height – four feet maximum above grade.
 - (2) Area – Shall be limited to the size of two pages of the menu utilized by the restaurant plus the frame
 - vi. Portable Signs shall be stored indoors by the business after hours of operation.
- b. Guidelines
 - i. Exposed materials used in Portable Signs should be wood, metal, slate, and paint only. Plastic should not be used.
 - ii. Slate chalkboards are recommended for A-Frame Signs with writable panels; white dry-erase boards should not be used.
 - iii. If illuminated, Portable Signs should be illuminated by low brightness external illumination only.

9. Blade Sign

Blade Signs are signs which are oriented perpendicularly to the building façade and which are suspended under a bracket, armature, or other mounting device.

- a. Requirements
 - i. Blade Signs shall only be permitted for non-residential uses ~~with a dedicated ground floor entrance.~~
 - ii. Blade Signs shall only be mounted on the wall area below the second floor.
 - iii. No Blade Sign shall exceed 20 square feet in size.
 - iv. Blade Signs shall project no more than four feet from the façade of the building.
 - v. No portion of a Blade Sign shall be lower than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
- b. Guidelines
 - i. Exposed materials used in Blade Signs should be wood, metal, and paint only.
 - ii. Blade Signs should be illuminated by external illumination only.

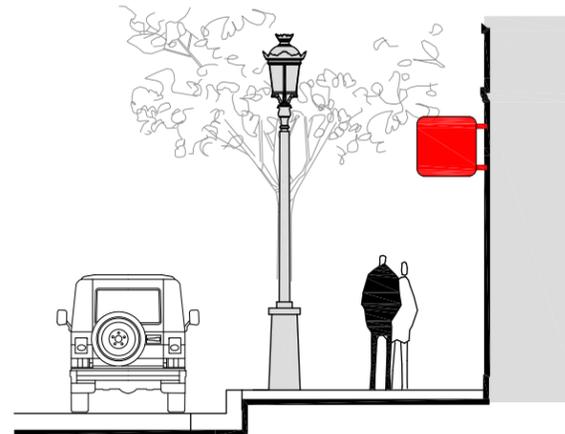


BLADE SIGN

10. Projecting Sign

Projecting Signs are cantilevered signs which are structurally affixed to the building and oriented perpendicularly to the building façade.

- a. Requirements
 - i. Projecting Signs shall only be permitted for non-residential uses ~~with a dedicated ground floor entrance.~~
 - ii. Projecting Signs shall only be mounted on wall area below the second floor window sill level for ground floor uses. Upper level signs may be mounted on wall area of the floor of the use, extending to the window sill level of the floor above. Projecting Signs for one-story buildings and for uses on the top floor of multistory buildings may extend to the top of the wall or parapet.
 - iii. No Projecting Sign shall exceed 20 square feet in size.
 - iv. Projecting Signs shall project no more than four feet from the façade of the building.
 - v. No portion of a Projecting Sign shall be lower than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
- b. Guidelines
 - i. Exposed materials used in Projecting Signs should be wood, metal, and paint only.
 - ii. Projecting Signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, exposed LED illumination, or halo illumination. Internally illuminated “can” signs with large translucent plastic panels should not be used.
 - iii. Projecting Signs incorporating a distinctive shape relating to the business are recommended, as well as signs utilizing three-dimensional and well-crafted designs.

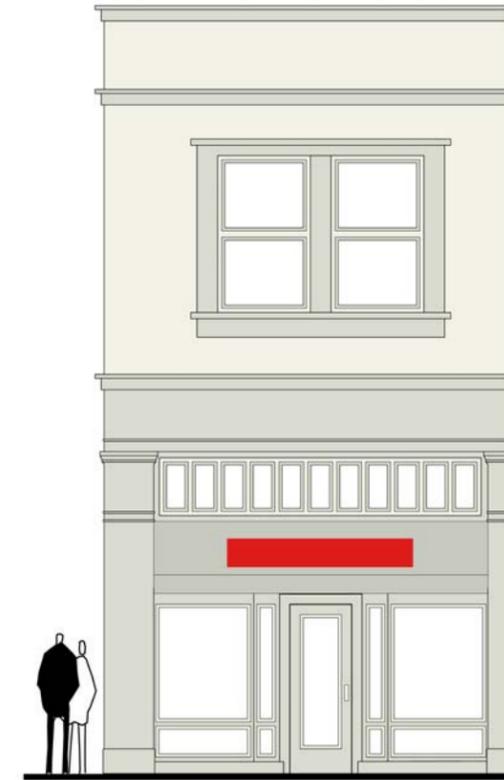


PROJECTING SIGN

11. Awning Face Sign

Awning Face Signs are signs applied to the primary face of an awning, including sloped awning faces and vertical “box” awning faces.

- a. Requirements
 - i. Awning Face Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. Awning Face Sign shall not exceed 20% of the area of the awning face.
 - iii. Awning Face Signs shall project no farther from the building than its associated awning.
 - iv. No portion of an Awning Face Sign shall be less than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
- b. Guidelines
 - i. Awning Face Signs should consist of vinyl or paint applied directly to the awning.
 - ii. Awning materials should be canvas or nylon; plastic should not be used.
 - iii. Awning Face Signs should be illuminated by external illumination only.

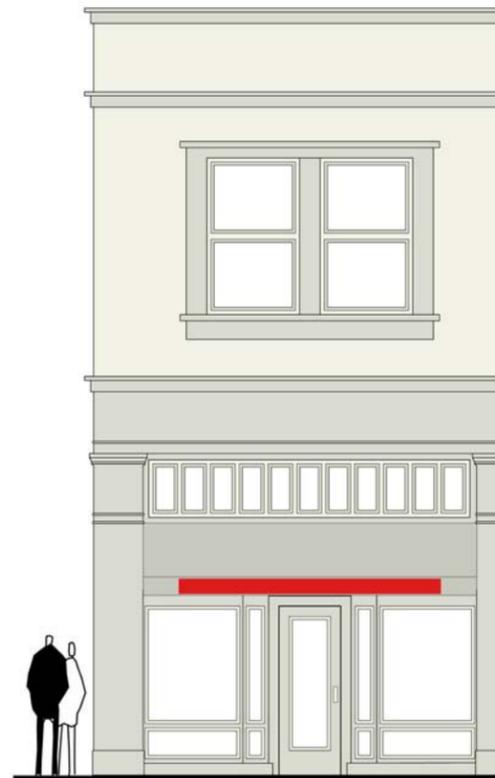


AWNING FACE SIGN

12. Awning Valance Sign

Awning Valance Signs are signs applied to the awning valance.

- a. Requirements
 - i. Awning Valance Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. Lettering for Awning Valance Signs shall ~~include one no more than two lines of lettering~~ not ~~to~~ exceed two-thirds the height of the valance or a total of 12 18 inches, whichever is less.
- b. Guidelines
 - i. Awning Valance Signs should consist of vinyl or paint applied directly to the awning.
 - ii. Awning materials should be canvas or nylon; plastic should not be used.
 - iii. Awning Valance Signs should be illuminated by external illumination only.
 - iv. Lettering for Awning Valance Signs should include no more than two lines of lettering

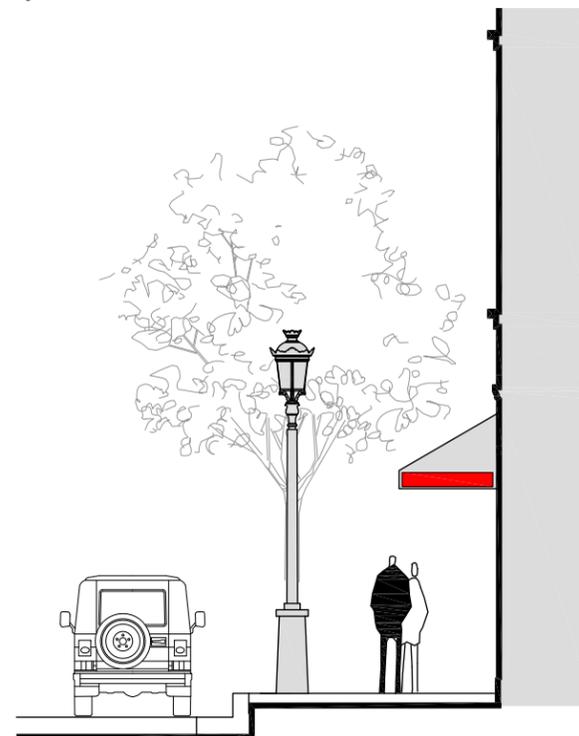


AWNING VALANCE SIGN

13. Awning Side Sign

Awning Side Signs are signs applied to the side panel of an awning.

- a. Requirements
 - i. Awning Side Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. The area of Awning Side Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - iii. Lettering for Awning Side Signs shall not exceed 12 inches in height with total sign area not to exceed 20% of the area of the awning side area.
 - iv. Awning Side Signs shall project no farther from the building than its associated awning.
 - v. No portion of an Awning Side Sign shall be less than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
- b. Guidelines
 - i. Awning Side Signs should consist of vinyl or paint applied directly to the awning.
 - ii. Awning materials should be canvas or nylon; plastic should not be used.
 - iii. Awning Side Signs should be illuminated by external illumination only.

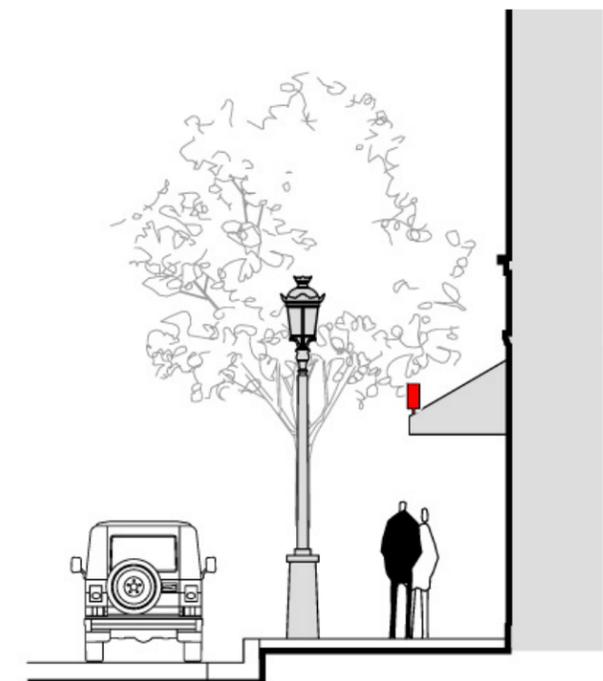


AWNING SIDE SIGN

14. Above Awning Sign

Above Awning Signs are signs which are mounted above the upper edge of a valance of an awning and oriented parallel to the building wall surface.

- a. Requirements
 - i. Above Awning Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. Above Awning Signs shall not exceed ~~one and one-half two~~ times the valance height, and width shall not exceed two-thirds of the awning width.
 - iii. Above Awning Signs shall project no farther from the building than its associated awning.
 - iv. No portion of an Above Awning Sign shall be less than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
 - v. ~~Lettering for Above Awning Signs shall include one line of lettering only.~~
- b. Guidelines
 - i. Materials used in Above Awning Signs should be wood, metal, and paint only.
 - ii. Above Awning Signs should be illuminated by external illumination only.
 - iii. Lettering for Above Awning Signs should include not more than two lines of lettering.

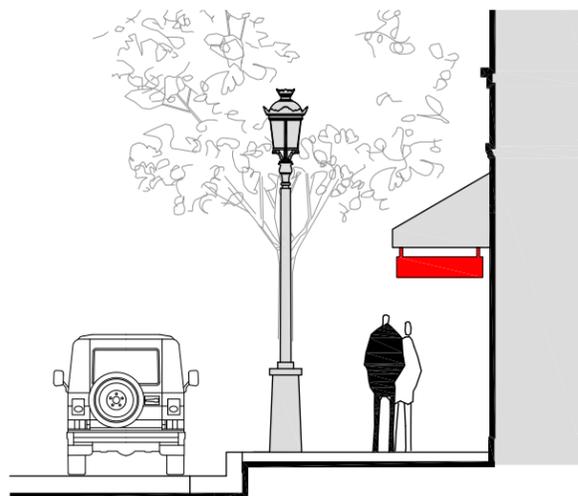


ABOVE AWNING SIGN

15. Under Awning/Canopy Sign

Under Awning/Canopy Signs are signs which are suspended under an awning or canopy, perpendicular to the building facade.

- a. Requirements
 - i. Under Awning/Canopy Signs shall only be permitted for non-residential uses ~~with a dedicated ground floor entrance.~~
 - ii. Under Awning/Canopy Signs must be located adjacent to a public entrance from a city sidewalk.
 - iii. No more than one Under Awning/Canopy Sign shall be permitted per establishment per façade.
 - iv. The area of Under Awning/Canopy Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - v. No Under Awning/Canopy Sign shall exceed three square feet in size.
 - vi. Under Awning/Canopy Signs shall project no farther from the building than the edge of its associated awning or canopy.
 - vii. No portion of an Under Awning/Canopy Sign shall be less than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
- b. Guidelines
 - i. Materials used in Under Awning/Canopy Signs should be wood, metal, and paint only.
 - ii. Under Awning/Canopy Signs should be illuminated by external illumination only.
 - iii. Under Awning/Canopy Signs incorporating a distinctive shape relating to the business are encouraged, as well as signs utilizing three-dimensional and well-crafted designs.

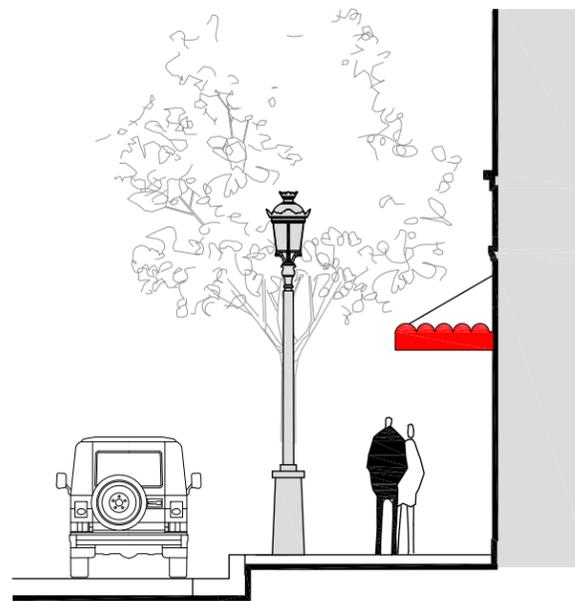


UNDER AWNING SIGN

16. Canopy Fascia Sign

Canopy Fascia Signs are signs that are mounted to the front or side fascia of a canopy, contained completely within that fascia, ~~and oriented parallel to the building wall surface.~~

- a. Requirements
 - i. Canopy Fascia Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. The height of Canopy Fascia Signs shall not exceed two-thirds the height of the fascia or ~~12~~ 18 inches, whichever is less.
 - iii. The width of Canopy Fascia Signs shall not exceed two-thirds of the canopy width.
 - iv. Canopy Fascia Signs shall project no farther from the building than its associated canopy.
 - v. No portion of a Canopy Fascia Sign shall be less than 8 feet above the level of the sidewalk or other public right-of-way over which it projects.
 - vi. ~~Canopy Fascia Signs shall consist of only one line of lettering articulated as individual letters mounted directly to the canopy.~~
- b. Guidelines
 - i. Materials used in Canopy Fascia Signs should be metal and paint only.
 - ii. Canopy Fascia Signs should be illuminated by external, halo, exposed LED, or exposed neon tube illumination only. Canopy Fascia Signs shall consist of not more than two lines of lettering articulated as individual letters mounted directly to the canopy.

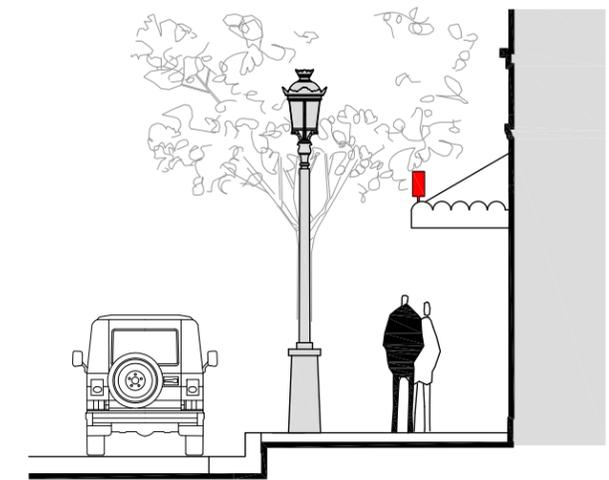


CANOPY FASCIA SIGN

17. Above Canopy Sign

Above Canopy Signs are signs which are mounted partially or entirely above the front fascia of a canopy and oriented parallel to the building wall surface.

- a. Requirements
 - i. Above Canopy Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. The height of Above Canopy Signs shall not exceed ~~one and one-half~~ two times the height of the fascia or 24 inches whichever is less.
 - iii. The width of Above Canopy Signs shall not exceed two-thirds of the canopy width.
 - iv. Above Canopy Signs are permitted only above the front fascia of a canopy.
 - v. Above Canopy Signs shall project no farther from the building than its associated canopy.
 - vi. No portion of an Above Canopy Sign shall be less than eight feet above the level of the sidewalk or other public right-of-way over which it projects.
 - vii. ~~Lettering for Above Canopy Signs shall include only one no more than two lines of lettering using individual letters only.~~
- b. Guidelines
 - i. Exposed materials used in Above Canopy Signs should be wood, metal, and paint only.
 - ii. Above Awning Signs should be illuminated by external, halo, exposed neon tube, exposed incandescent bulb, or exposed LED illumination only.
 - iii. Lettering for Above Canopy Signs should include no more than two lines of lettering using individual letters.



ABOVE CANOPY SIGN

18. Café Umbrella Sign

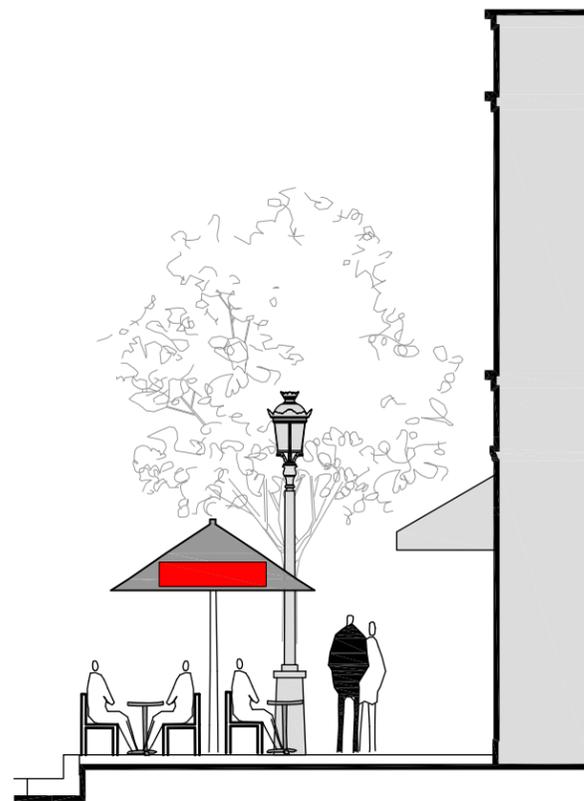
Café Umbrella Signs are signs which are applied directly to the fabric of freestanding outdoor café table umbrellas visible from public rights-of-way.

a. Requirements

- i. Café Umbrella Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
- ii. The maximum area of total signage shall not exceed 10% of the area of the umbrella surface.
- iii. The area of café umbrella signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- iv. Sign letter height shall be a maximum of six inches.
- v. A business logo shall not exceed one square foot in area.

b. Guidelines

The color combination of signs and umbrella fabric should be simple and contrasting for legibility and avoidance of visual clutter.



CAFE UMBRELLA SIGN

19. Recessed Entry Sign

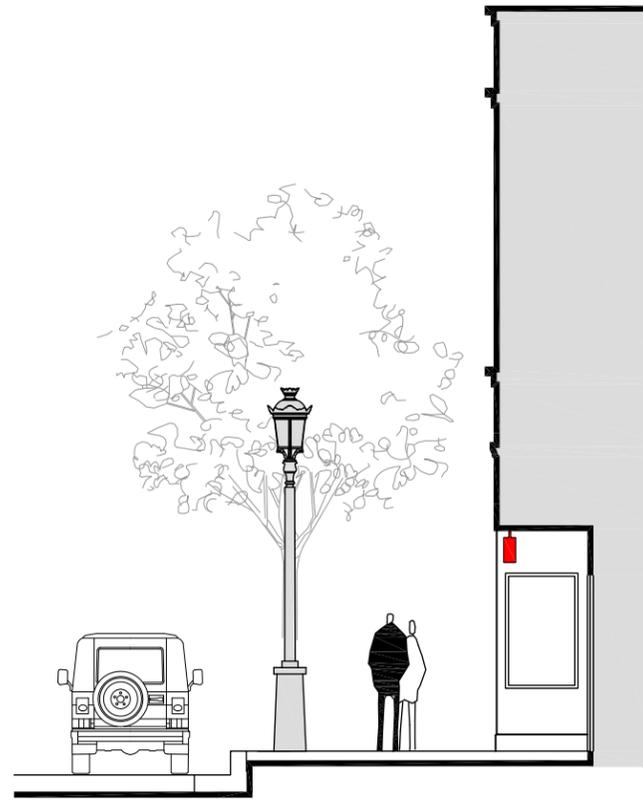
Recessed Entry Signs are signs which are oriented parallel to the building façade and which are suspended over a recessed entry.

a. Requirements

- i. Recessed Entry Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance or that share the recessed entrance.
- ii. No Recessed Entry Sign shall exceed 20 square feet in size.
- iii. Recessed Entry Signs shall not project beyond the façade of the building.
- iv. No portion of a Recessed Entry Sign shall be lower than eight feet above the level of the sidewalk.

b. Guidelines

- i. Exposed materials used in Recessed Entry Signs should be wood, metal, and paint only.
- ii. Recessed Entry Signs should be illuminated by external illumination only.



RECESSED ENTRY SIGN

20. Window Sign

Window Signs are signs which are applied directly to a window or mounted or suspended directly behind a window.

a. Requirements

- i. Window Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
- ii. Window Signs shall be permitted on windows below the second floor level only.
- iii. No more than 15% of any individual window area shall be covered or otherwise occupied by signage.
- iv. The letter height of each Window Sign shall not exceed 12 inches.

b. Guidelines

- i. Ground floor Window Signs should consist of gold or silver leaf, vinyl, or paint applied to the glass, neon mounted or suspended behind the glass, or framed and mounted paper signs. For metallic leaf or vinyl signs, a drop shadow behind letters is recommended to increase visibility.
- ii. If illuminated, Ground floor Window Signs should be illuminated by exposed neon tube illumination only.



WINDOW SIGN

21. Building Identification Canopy **Fascia** Signs

Building Identification Canopy **Fascia** Signs ~~are signs which are mounted to the front or side fascia of a canopy, contained completely within that fascia and oriented parallel to the building wall surface and~~ which announce the name of a building may be Canopy Fascia Signs or Above Canopy Signs, as described in subsections 12.64.602.A.16 and 17 of this chapter.

a. Requirements

- i. Building Identification Canopy **Fascia** Signs shall only be permitted for non-residential or multifamily residential uses with a dedicated ground floor entrance.
- ii. Building Identification Canopy **Fascia** Signs shall be located only on the fascias of a canopy above the primary building ~~entrance and shall be located entirely within the canopy fascia.~~
- iii. Only one canopy per façade may have Building Identification Canopy **Fascia** Signs.
- iv. The area of Building Identification Canopy **Fascia** Signs shall not count towards the total sign area permitted based on linear frontage.
- v. ~~Building Identification Canopy Fascia Signs shall not exceed one line of lettering not to exceed two-thirds the height of the fascia or 12 inches, whichever is less.~~
- vi. ~~Building Identification Canopy Fascia Signs shall project no farther from the building than its associated canopy.~~
- vii. ~~No portion of a Building Identification Canopy Fascia Sign shall be less than eight feet above the level of the sidewalk or other public right of way over which it projects.~~
- viii. ~~Lettering for Building Identification Canopy Fascia Signs shall include only one line of lettering using individual letters only.~~

b. Guidelines

- i. Building Identification Canopy **Fascia** Signs should consist of metal letters, vinyl or paint applied to a canopy, or may be inscribed into the canopy.
- ii. Building Identification Canopy **Fascia** Signs should be illuminated by external illumination or halo illumination only.

22. Building Identification Wall Sign

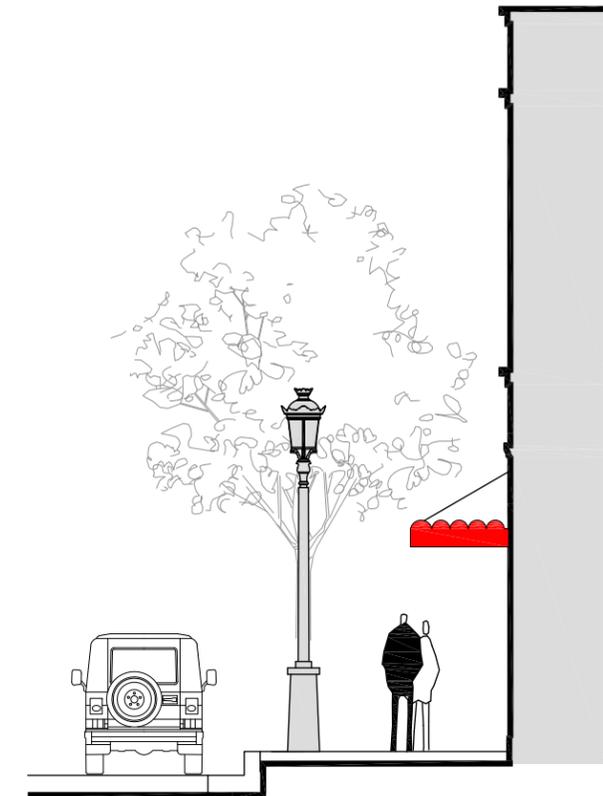
Building Identification Wall Signs are signs located on and parallel to a building wall that announce the name of a building.

a. Requirements

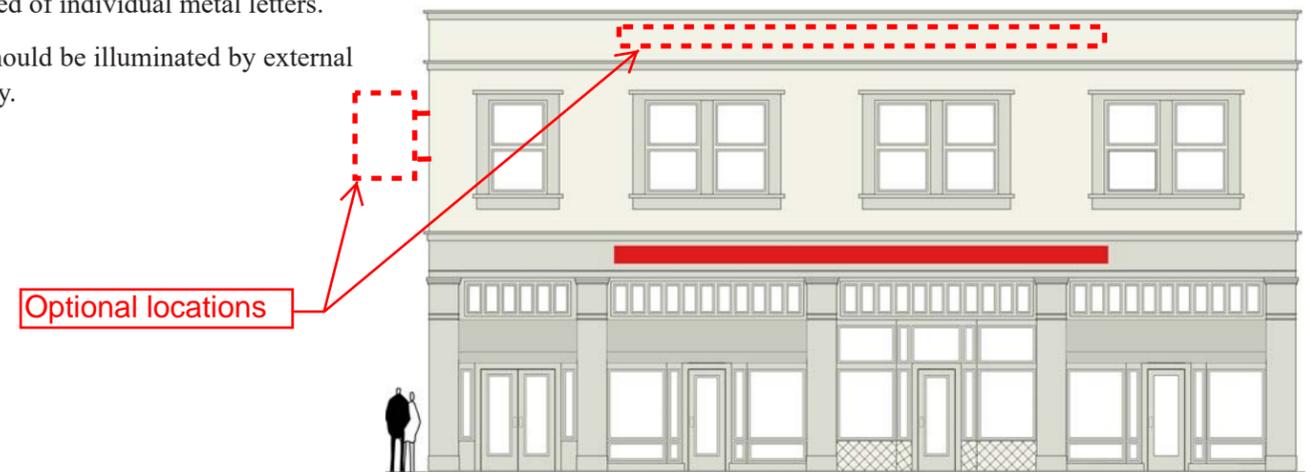
- i. Building Identification Wall Signs shall only be permitted for non-residential or multifamily residential uses with a dedicated ground floor entrance.
- ii. Building Identification Wall Signs shall be located only on the frieze, cornice, or fascia area of storefront level; frieze, cornice, fascia, parapet of the uppermost floor; or above the entrance to main building lobby.
- iii. Only one building identification wall sign shall be permitted per building per street-facing façade.
- iv. The area of Building Identification Wall Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- v. Building Identification Wall Signs shall be no taller than 24 inches in height.
- vi. Building Identification Wall Signs shall project no more than 1 foot from the façade of the building.
- vii. One Building Identification Wall Sign per establishment may be substituted by a Projecting Sign meeting the requirements of subsection 12.64.602.A.10 in this chapter.

b. Guidelines

- i. Building Identification Wall Signs should be inscribed into the façade, painted onto the façade, or constructed of individual metal letters.
- ii. Building Identification Wall Signs should be illuminated by external illumination or halo illumination only.



**BUILDING IDENTIFICATION CANOPY
FASCIA SIGN**



BUILDING IDENTIFICATION WALL SIGN



BUILDING IDENTIFICATION WINDOW SIGN



STOREFRONT OPERATION WINDOW SIGN

23. Building Identification Window Sign

Building Identification Window Signs are signs applied directly to a window or mounted or suspended directly behind a window.

- a. Requirements
 - i. Building Identification Window Signs shall only be permitted for non-residential or multifamily residential uses with a dedicated ground floor entrance.
 - ii. Building Identification Window Signs shall only be located on a transom window above a primary entrance, or the glazed area of primary door.
 - iii. Only one Building Identification Window Sign shall be used per building per street-facing façade.
 - iv. The area of Building Identification Window Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - v. No more than 25% of any individual window area shall be covered or otherwise occupied by signage.
 - vi. The letter height of each Building Identification Window Sign shall not exceed 12 inches and must be taller than 4 inches.
- b. Guidelines
 - i. A Building Identification Window Sign should consist of vinyl, paint, or gold leaf applied to the glass only.
 - ii. A Building Identification Window Sign should be illuminated by external illumination only.

24. Storefront Operation Window Sign

Storefront Operation Window Signs consist of 1) OPEN/CLOSED signs displaying the words “OPEN” and/or “CLOSED,” suspended directly behind a storefront window, and 2) Signs displaying hours of operation of the business.

- a. Requirements
 - i. Storefront Operation Window Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
 - ii. Only one OPEN/CLOSED Sign may be used per ground-floor entrance.
 - iii. The total area of Storefront Operation Window Signs per entrance shall not exceed four square feet in size.
 - iv. The area of Storefront Operation Window Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
 - v. Illuminated Storefront Operation Window Signs may be illuminated by exposed neon tube or LED illumination only.
- b. There are no Storefront Operation Window Sign Guidelines

25. Time and Temperature Sign

Time and Temperature Signs display time with a dial clock face or a light-emitting digital display, and temperature with a light-emitting digital display.

a. Requirements

- i. Time and Temperature Signs shall only be permitted for non-residential uses with a dedicated ground floor entrance.
- ii. One time and/or temperature sign shall be permitted per business.
- iii. Time and temperature signs shall occur as or be incorporated as part of one of the following permitted sign types listed within this section:
 - (A) Grand Projecting signs.
 - (B) Marquee signs.
 - (C) Wall mounted signs.
 - (D) Monument signs.
 - (E) Freestanding signs.
 - (F) Blade signs.
 - (G) Projecting signs.
- iv. Time and temperature signs shall not include other digital displays or animation.

b. Guidelines

Time and Temperature signs should be illuminated by external, internal, exposed incandescent, exposed LED, and/or exposed neon tube illumination only.

26. Temporary Window Sign

Temporary Window Signs are signs which are applied directly to a window or mounted or suspended directly behind a window and are designed, constructed and intended for display on private property for a period of not more than 60 days in any one-year period. Examples include “grand opening,” “special sale,” and seasonal signage.

a. Requirements

- i. Temporary Window Signs shall be located only on ground floor windows on building facades which face a public street or a parking lot.
- ii. Temporary Window Signs may not exceed six square feet in size.
- iii. Temporary Window Signs shall not cause the total amount of the window area covered with signage to exceed 25%.
- iv. Temporary Window Signs which satisfy the above standards and General Standards do not require a permit.

b. Guidelines

- i. Temporary Window Signs should be constructed of paint applied directly to the glass or paper/cardboard signs placed behind the glass.
- ii. Temporary Window Signs should not be illuminated.

27. Temporary Wall Sign

Temporary Wall Signs which are located on, and parallel to, a building wall and are designed, constructed, and intended for display on private property for a period of not more than ~~90~~ 60 consecutive days per year, except that real estate signs may be allowed for one additional day per unit for initial leasing of multifamily developments. Examples include “grand opening,” “special sale,” and seasonal temporary banner signage for commercial uses; and “coming soon,” “for sale” or “for lease” for real estate signage. Signs shall be maintained in good condition and replaced if damaged.

a. Standards

- i. Temporary Wall Signs shall only be mounted on a wall area below the second floor level which faces a public street or a parking lot.
- ii. A maximum of one Temporary Wall Signs is allowed per building per street-facing façade-establishment.
- iii. Temporary Wall Signs shall not exceed 32 square feet in area.
- iv. Temporary Wall Signs shall project no more than 1 foot from the façade of the building.

b. Guidelines

- i. Materials used in Temporary Wall Signs should consist of a flexible vinyl material with grommet holes installed around the edges to accommodate attachment to a building.
- ii. Temporary Wall Signs should not be illuminated.