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## ARTICLE 9: SIGN STANDARDS

### 17.9.1: General

#### 17.9.1.1: Purpose and Intent

This Article establishes the standards for the design, location, installation, and maintenance of private signs. Signs are an important means of visual communication for organizations and businesses, for identification and way-finding. The intent of this Article is to provide standards that result in a reasonable balance between the right of an individual to exercise freedom of speech through signage, and the right of the public to be protected from the potential health impacts, safety hazards and visual blight that result from the unrestricted display of signs. The regulations contained in this Article take into consideration the compatibility of signs with adjacent properties and land uses as well as the visual aesthetics of Lakewood's community.

The purpose of these sign standards is to:

- A. Enhance and protect the physical appearance of the City;
- B. Further the values, goals and policies set forth in the City's Comprehensive Plan;
- C. Preserve a reasonable opportunity for businesses, individuals and institutions to use signs as an effective means of communication;
- D. Reduce the impact of sign clutter that diminishes the effectiveness and ability to clearly communicate through signage;
- E. Protect the public from hazardous conditions that result from structurally unsafe signage;
- F. Ensure that signage does not obscure the vision of or distract motorists, does not conflict with required traffic signs and does not distract from traffic warning signals consistent with best practices of the Federal Highway Administration;
- G. Provide appropriate identification for pedestrians as well as operators and passengers of motor vehicles;
- H. Provide a process for large commercial developments to propose signage that is compatible with the site design and architecture; and
- I. Ensure that signage is appropriate to a particular use and location so that the cumulative effect is an attractive City environment, thereby reinforcing community values.

**17.9.1.2: Authority**

Under the United States Constitution, the State of Colorado Constitution, and the City of Lakewood Home Rule Charter, the City of Lakewood has the authority to regulate signs as they relate to the health, safety, and welfare of the community.

**17.9.1.3: Substitution**

To avoid preference of commercial over non-commercial speech, a sign displaying commercial speech may substitute the content with non-commercial speech. The change from commercial to non-commercial speech shall not require approval.

**17.9.1.4: Translation Statement**

Modifications to this Article were written to improve compliance with the Supreme Court case of *Reed v. Town of Gilbert*, 135 S. Ct. 2218 (2015), and to remove previous standards that were not content neutral. As a result, signs that were named and regulated by type of message, e.g. political, real estate, construction, have been removed and this Article, as amended, should be interpreted in a manner consistent with the requirements of applicable State and Federal law.

## 17.9.2: Permitted, Exempt & Prohibited Signs

Table 17.9.1 identifies the permitted and exempt signs within the City. For information on prohibited signs, see Section [17.9.2.3](#) of this Article.

<b>Table: 17.9.1: Permitted and Exempt Signs</b>	
<b>Note: Refer to the Section identified below for pertinent sign standards</b>	
<b>Residential Zone Districts</b>	
<b>Permanent</b>	
Home Business	Permit required: see Section <a href="#">17.9.4.1.A</a>
Residential Business or Organization	Permit required: see Section <a href="#">17.9.4.1.B</a>
Neighborhood	Permit required: see Section <a href="#">17.9.4.1.C</a>
<b>Temporary</b>	
Residential Transition	Exempt: see Section <a href="#">17.9.4.2.A</a>
Yard	Exempt: see Section below <a href="#">17.9.4.2.B</a>
<b>Non-Residential Zone Districts</b>	
<b>Permanent</b>	
A-Frame	Permit required: see Section <a href="#">17.9.4.3.A</a>
Banner Pole	Permit required: see Section <a href="#">17.9.4.3.B</a>
Freestanding	Permit required: see Section <a href="#">17.9.4.3.C</a>
Electronic Message	Permit required: see Section <a href="#">17.9.4.3.D</a>
Major Tenant	Permit required: see Section <a href="#">17.9.4.3.E</a>
Painted Wall Sign	Permit required: see Section <a href="#">17.9.4.3.F</a>
Projecting	Permit required: see Section <a href="#">17.9.4.3.G</a>
Wall	Permit required: see Section <a href="#">17.9.4.3.H</a>
<b>Temporary</b>	
Banner & Banner Flag	Permit required: see Section <a href="#">17.9.4.4.A</a>
Yard	Exempt: see Section <a href="#">17.9.4.2.B</a>
Commercial Post	Exempt: see Section <a href="#">17.9.4.4.B</a>
<b>City Wide Exempt Signs</b>	
City	Exempt: see Section <a href="#">17.9.2.2.A</a>
Decorative Lighting Display	Exempt: see Section <a href="#">17.9.2.2.B</a>
De Minimis Area	Exempt: see Section <a href="#">17.9.2.2.C</a>
Directional	Exempt: see Section <a href="#">17.9.2.2.D</a>
Flags	Exempt: see Section <a href="#">17.9.2.2.E</a>
Interior-site	Exempt: see Section <a href="#">17.9.2.2.F</a>
Public	Exempt: see Section <a href="#">17.9.2.2.G</a>
MUTCD	Exempt: see Section <a href="#">17.9.2.2.H</a>
Scoreboards	Exempt: see Section <a href="#">17.9.2.2.I</a>
Transit	Exempt: see Section <a href="#">17.9.2.2.J</a>
Window Signs	Exempt: see Section <a href="#">17.9.2.2.K</a>

### **17.9.2.1: Permitted Signs**

Standards for signs that require a permit are defined in this Article. For review procedures for a sign permit, See Section [17.2.3.13](#).

### **17.9.2.2: Exempt Signs**

The following types of signage have minimal impact on the public, do not create traffic, safety or other hazards, are temporary in nature, or constitute a unique medium and, therefore, are exempt from the permit process. The following signage may be erected in any zone district without a sign permit, subject to the standards below, and shall not interfere with the safe operation of any vehicle, impede the safe flow of traffic, interfere with public safety, nor obscure any public sign or facility. This signage shall be allowed in addition to any other allowed signs.

- A. City Signs
- B. Decorative Lighting Displays:
  - 1. Decorative Lighting Displays shall not displayed for more than 60 consecutive days or 90 days total per calendar year.
- C. De Minimis Area Signs:
  - 1. De Minimis Area signs shall be limited to two signs on each building elevation that is visible from the public way or adjacent property.
  - 2. De Minimis Area signs shall not be illuminated.
- D. Directional Signs:
  - 1. Directional signs shall not exceed 4 feet in height and 12 square feet in area.
  - 2. Directional Signs shall not be located closer than 20 feet to one another.
  - 3. Directional Signs on residential (R) zoned properties with multifamily or institutional uses shall be limited to four per property.
  - 4. Directional Signs on non-residential (R) zoned properties shall be limited to six per property with the exception of properties with drive-through facilities where Directional Signs shall be limited to eight per property.
  - 5. Directional signs on residential (R) zoned properties with single family and duplex uses shall be prohibited.
- E. Flags:
  - 1. Flags shall not be larger than 60 square feet in area.
  - 2. Flagpoles may be freestanding or mounted on a building and the flag pole installation may be temporary or permanent.
  - 3. Flagpoles shall be limited to three per property.
  - 4. Flagpoles shall not exceed 35 feet in height.

F. Interior-Site Signs

G. Public Signs

H. MUTCD Signs

I. Scoreboards

J. Transit Signs:

1. Bus bench & transit shelter signs shall be attached to a bus bench that is legally installed and maintained along a transportation corridor in accordance with all requirements of an approved agreement between the City and the provider of the facility.

2. Other signs attached to trash and recycling receptacles or other similar uses shall be in accordance with all requirements of an approved agreement between the City and the provider of the item to which the sign is attached.

K. Window Signs:

1. Window signs shall not exceed 25 percent of the area of first floor windows on which it is located, unless otherwise approved by the Director.

2. Window signs shall not be allowed in windows above the first floor of the building.

3. Window signs shall not be illuminated or have illumination directed at windows with window signs.

### 17.9.2.3: Prohibited Signs


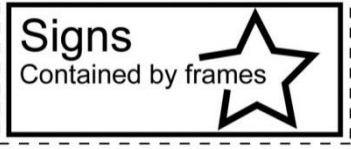

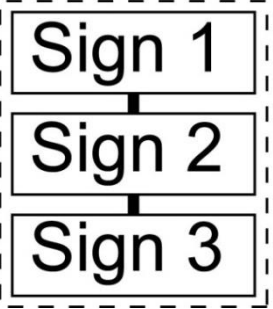
This Section identifies signage and devices that are determined to be a nuisance by the City and are prohibited in all zone districts. The City will require the removal of any sign that is prohibited, except that any lawful nonconforming sign may remain in place pursuant to Section [17.12.5](#) of this Ordinance.

- A. Pennants, streamers, lighter-than-air objects, and wind signs, except as provided for in Section [17.9.4.4.A](#) of this Article.
- B. Signs with light bulbs that have intermittent, flashing, rotating, blinking, or strobe illumination.
- C. Roof signs except when in compliance with the applicable regulations in Section [17.9.4.3.H](#) of this Article.
- D. Off-Premise signs are prohibited unless approved by an Official Development Plan, Comprehensive Sign Plan or Zone Lot.
- E. Search lights.
- F. Signs painted on fences.
- G. Portable signs, except as provided for in Section [17.9.4.3.A](#) this Article.
- H. Signs which are located on, or projecting over the public right-of-way, that are not considered a public sign, bus bench sign or transit shelter sign as described in this Article, unless specifically approved by the City.
- I. Any sign placed by a nongovernmental person or entity and located within the right-of-way.
- J. Signs painted on, or attached to, a licensed or unlicensed motor vehicle and parked adjacent to a public right-of-way and not driven off-site during any two-day period.
- K. Electronic Message signs on vehicles.

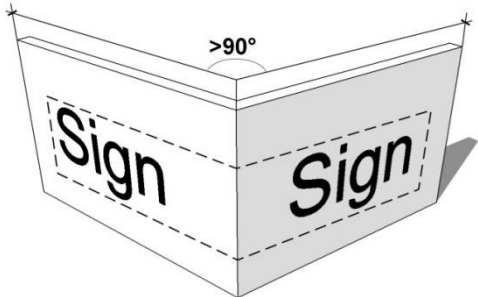
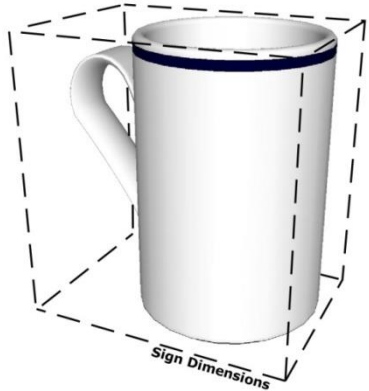
### 17.9.3: Measurements & Calculations

#### 17.9.3.1: Sign Area & Dimensions

The area of a sign shall be measured in conformance with the regulations identified in this Section. The structure or bracing of a sign shall be excluded from measurement, unless such structure or bracing is made part of the message or face of the sign.

<b>Table 17.9.2: Area Measurements of Signs</b>	
<p>A. Each area of a sign face that can be enclosed by a line or an imaginary line shall be considered one sign.</p>	<div style="text-align: center;">  <p>Figure 17.9.1</p> </div>
<p>B. The area measurement of a sign contained within a cabinet or frame shall include the total area of the cabinet or frame.</p>	<div style="text-align: center;">  <p>Figure 17.9.2</p> </div>
<p>C. The area measurement of a sign that displays individual letters on a wall, awning, or canopy or as pan channel letters shall be determined by encompassing all the letters in a geometric form of no more than 12 rectilinear lines at right angles to each other.</p>	<div style="text-align: center;">  <p>Figure 17.9.3</p> </div>
<p>D. The total surface area of multiple unit signs includes vertical and horizontal spacing between signs.</p> <p>E. The area measurement of freestanding and projecting signs that have two parallel faces shall be measured by the area of one sign face.</p>	<div style="text-align: center;">  <p>Figure 17.9.5</p> </div>



<b>Table 17.9.2: Area Measurements of Signs</b>	
<p>F. The area measurement of freestanding and projecting signs that have two faces that are not parallel, such as a V-shaped, triangles, or cubes, and the angles where the sides meet is greater than 90 degrees shall be determined by the smallest square, or rectangle that could enclose the shape as viewed by the public.</p>	 <p style="text-align: center;">Figure 17.9.6</p>
<p>G. Spherical, Free-form, Sculptural, and other Non-Planar Signs: The sign area shall be the sum of the areas of the vertical faces of the smallest six-sided polyhedron that will encompass the sign structure and which may be seen at the same time from a viewer's perspective.</p>	 <p style="text-align: center;">Figure 17.9.7</p>

### 17.9.3.2: Height Determination of Signs

The height of a freestanding sign shall be measured from the higher of either:

- A. The top of the sign to the lowest adjacent grade; or
- B. The top of the sign to the adjacent street, access drive, or sidewalk grade.

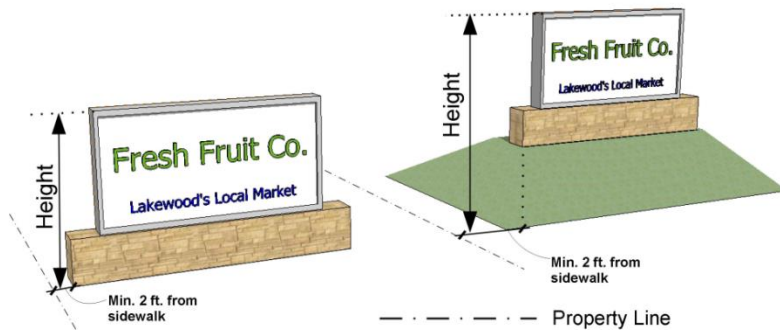


Figure 17.9.8: Example Height Measurement

## 17.9.4: Sign Design & Dimensional Standards

### 17.9.4.1: Residential Zone District Permanent Signs

A. Home Business Signs:

<b>Table 17.9.3: Home Business Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
<b>Wall Signs for Home Business Minor</b>				
All zone districts	1 per property	6 s.f.	8 ft.	Signable area
<b>Wall Signs for Home Business Major</b>				
All zone districts	1 per property	25 s.f.	10 ft.	Signable area
<b>Freestanding for Home Business Major &amp; Minor</b>				
Prohibited				
<b>Supplemental Standards:</b>				
a. Bed & Breakfast facilities are categorized as a Major Home Business and the sign standards above apply.				
b. A Daycare facility is categorized as an Accessory Use and the standards for a Minor Home Business above apply.				

B. Residential Business or Organization Signs:

<b>Table 17.9.4: Residential Business or Organization Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
<b>Wall Signs for Non-Residential Permitted &amp; Special Uses</b>				
R-1-43 R-1-18 R-MF	1 per property	Max. 15% coverage of each wall area up to 100 s.f.	12 ft.	Signable area
<b>Wall Signs for Civic &amp; Institutional Uses</b>				
All (R) districts	1 per property	Max. 15% coverage of each wall area up to 100 s.f.	12 ft.	Signable area
<b>Wall Signs for Limited Uses</b>				
All (R) districts where allowed	1 per property	25 s.f.	10 ft.	Signable area
<b>Freestanding Signs for Non-Residential Permitted Uses &amp; Special Uses</b>				
R-1-43 R-1-18 R-MF	1 per property	50 s.f.	8 ft.	See Supplemental Standards below
<b>Freestanding Signs for Civic &amp; Institutional Uses</b>				
All (R) districts (local streets)	1 per street frontage	50 s.f.	10 ft.	See Supplemental Standards below
All (R) Districts (collector and arterial streets)	1 per street frontage	100 s.f.	15 ft.	See Supplemental Standards below

<b>Table 17.9.4: Residential Business or Organization Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
<b>Freestanding Signs for Limited Uses</b>				
All (R) districts where allowed	1 per property	25 s.f.	10 ft.	See Supplemental Standards below
<b>Supplemental Standards:</b>				
a. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements, unless an alternative location is authorized with a City approved license agreement.				
b. See <a href="#">Section 17.9.5</a> for sign lighting in residential zone districts.				

C. Neighborhood Signs:

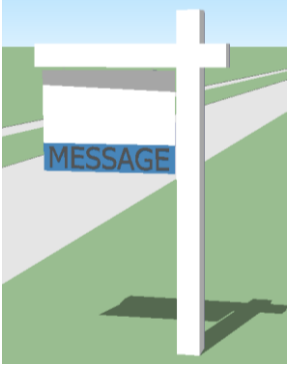
<b>Table 17.9.5: Neighborhood Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
<b>Wall Signs for Multifamily Residential Uses</b>				
M-N M-R R-MF	Not applicable	Max. 15% coverage of each wall area. Overall building/site total: Max. = 100 s.f.	2 <sup>nd</sup> floor	Signable area
M-C M-E M-G	Not applicable	Max. 15% coverage of each wall area. Overall building/site total: Max. = 200 s.f.	2 <sup>nd</sup> floor	Signable area
<b>Freestanding Signs for Residential Uses</b>				
All zone districts	1 per street frontage	50 s.f.	8 ft.	See Supplemental Standards below
	or			
	2 per street frontage	25 s.f.	6 ft.	See Supplemental Standards below
<b>Supplemental Standards:</b>				
a. Freestanding Neighborhood signs are for developments or neighborhoods with 20 units or more.				
b. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements, unless an alternative location is authorized with a City approved license agreement.				
c. See <a href="#">Section 17.9.5</a> for sign lighting standards in residential zone districts.				



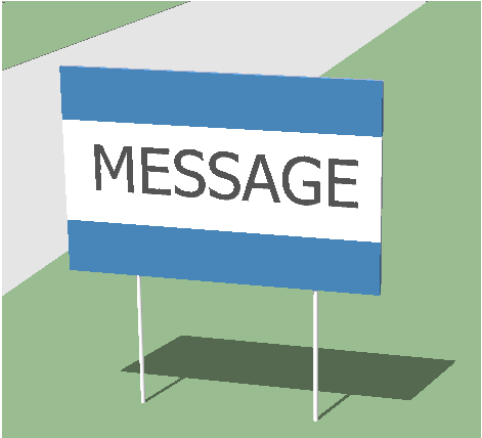
Figure 17.9.9: Example Freestanding Neighborhood Sign

**17.9.4.2: Residential Zone District Temporary Signs**

A. Residential Property Transition Signs:

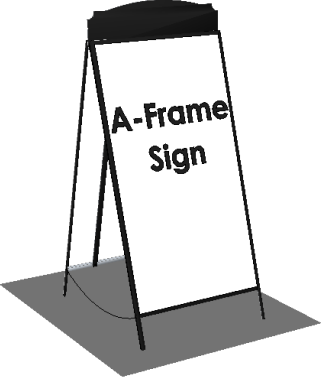
<b>Table 17.9.6: Residential Property Transition Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
All residential zone districts	1 per street frontage	6 s.f.	6 ft.	See Supplemental Standards below
<p><b>Supplemental Standards:</b></p> <p>a. Residential Property Transition Signs must have a structure made from wood, PVC, or metal that is durable. The swing portion must be made from metal or rigid plastic.</p> <p>b. Residential Property Transition Signs must be removed from a property within three days of the sale or lease of the property.</p> <p>c. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements.</p>		 <p>Figure 17.9.10: Example Residential Property Transition Sign</p>		

B. Yard Signs:

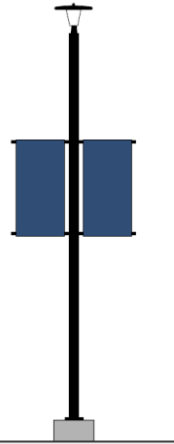
<b>Table 17.9.7: Yard Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
All zone districts	No maximum provided the total area is not exceeded.	6 s.f. per sign face max. & 24 s.f. total sign area per property	4 ft.	See Supplemental Standards Below
<p><b>Supplemental Standards:</b></p> <p>a. Signs shall be constructed of paper, vinyl, plastic, wood, metal or other comparable material and shall be affixed to the ground.</p> <p>b. The total yard sign area per property is the sum of the sign faces, counting only one sign face per sign.</p> <p>c. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, and easements.</p> <p>d. Yard signs shall not be displayed for more than a period of 180 days.</p> <p>e. See <a href="#">Section 17.9.6</a> for maintenance standards.</p>		 <p>Figure 17.9.11: Example Yard Sign</p>		

**17.9.4.3: Non-Residential Zone District Permanent Signs**

A. A-Frame Signs:

<b>Table 17.9.8: A-Frame Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
All non-residential zone districts	1 per business	6 s.f.	4 ft.	See Supplemental Standards below
<p><b>Supplemental Standards:</b></p> <p>a. Only one portable A-frame sign shall be allowed per business.</p> <p>b. A-frame signs shall be displayed during business hours only.</p> <p>c. A-frame signs shall be located within 25 linear feet of the front entrance to the business that the sign advertises.</p> <p>d. A-frame signs shall not create a traffic safety hazard by obstructing the vision of motorists on private property or public right-of-way.</p> <p>e. A-frame signs shall allow a 5-foot clear passageway for pedestrians.</p> <p>f. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements.</p>			 <p>Figure 17.9.12: Example A-Frame Sign</p>	

B. Banner Pole Signs:

<b>Table 17.9.9: Banner Pole Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>	<b>Location</b>
PD, R-MF, M, C or LI	No maximum provided signs are horizontally spaced at least 25 feet apart (2 per pole)	8 s.f	15 ft.	See Supplemental Standards below
<p><b>Supplemental Standards:</b></p> <p>a. Banner Pole signs may only be permitted in developments containing over 40,000 s.f. of building area.</p> <p>b. Banner Pole signs shall only be mounted on functional pedestrian or area light poles.</p> <p>c. Banner Pole signs shall be placed at least 8 feet 6 inches above the adjacent grade.</p> <p>d. A permit is required for all Banner Pole sign locations but once a permit has been issued, a new permit for the seasonal replacement of Banner Pole signs is not required.</p> <p>e. Banner Pole signs shall be removed or replaced if faded, torn, ripped or frayed.</p>			 <p>Figure 17.9.13: Example Banner Pole Sign</p>	

C. Freestanding Signs:

<b>Table 17.9.10: Freestanding Sign Standards</b>			
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>
<b>Single Non-Residential Use on an Individual Lot</b>			
M-N M-R	1 per frontage	1 s.f. per 70 s.f. of gross floor area Max. = 75 s.f. per face	12 ft.
M-G M-C M-E	1 per frontage	1 s.f. per 70 s.f. of gross floor area Max. = 150 s.f. per face in suburban context Max. = 120 s.f. per face in urban context Max. = 100 s.f. per face in transit context	25 ft. in suburban context 12 ft. in urban context 6 ft. in transit context
C-R, C-L LI & LI-RD	1 per frontage	1 s.f. per 80 s.f. of gross floor area. Max. = 125 s.f. per face	25 ft.
<b>Multi-tenant Centers</b>			
M-N M-R	1 per frontage	1 s.f. per 60 s.f. of gross floor area. Max. = 100 s.f. per face	15 ft. in suburban context 12 ft. in urban context 8 ft. in transit context
M-E	1 per frontage	1 s.f. per 60 s.f. of gross floor area Max. = 175 s.f. per face in suburban context Max. = 150 s.f. per face in urban context Max. = 100 s.f. per face in transit context	15 ft. in suburban context 12 ft. in urban context 8 ft. in transit context
M-G	1 per frontage	1 s.f. per 60 s.f. of gross floor area Max. = 175 s.f. per face in suburban context Max. = 150 s.f. per face in urban context Max. = 100 s.f. per face in transit context	25 ft. in suburban context 12 ft. in urban context 8 ft. in transit context
M-C	1 per frontage	1 s.f. per 70 s.f. of gross floor area Max. = 150 s.f. per face in urban context Max. = 100 s.f. per face in transit context	12 ft. in urban context 8 ft. in transit context
<b>Multi-tenant Centers 200,000 s.f. or less</b>			
C-R, C-L LI & LI-RD	1 per street frontage	1 s.f. per 80 s.f. of gross floor area Max. = 175 s.f. per face	25 ft.
<b>Multi-tenant Centers Greater than 200,000 s.f.</b>			
C-R, C-L LI & LI-RD	2 per street frontage	1 s.f. per 80 s.f. of gross floor area Max. = 200 s.f. per face	35 ft.
<b>Pad Sites in Multi-tenant Centers</b>			
M-C, M-E, M-G M-R & M-N	1 per property	1 s.f. per 70 s.f. of gross floor area Max. = 50 s.f. per face	12 ft.
C-R, C-L LI & LI-RD	1 per frontage	1 s.f. per 70 s.f. of gross floor area Max. = 75 s.f. per face	10 ft.

<b>Table 17.9.10: Freestanding Sign Standards</b>			
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size (per sign face)</b>	<b>Maximum Height</b>
<b>Signs for Sites with Drive-thru Facilities</b>			
All zone districts where drive thru facilities are permitted	1 per order station	45 s.f.	10 ft.
	and		
	2 per order station	10 s.f.	4 ft.

**Supplemental Standards:**

- a. The pole structure and base of a freestanding sign shall be architecturally compatible with the building to which it is associated.
- b. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements, unless an alternative location is authorized with a City approved license agreement.
- c. Properties located on frontage roads shall be permitted to increase the sign height and the sign area up to 25% greater than the standards listed in this table for each zone district and use.

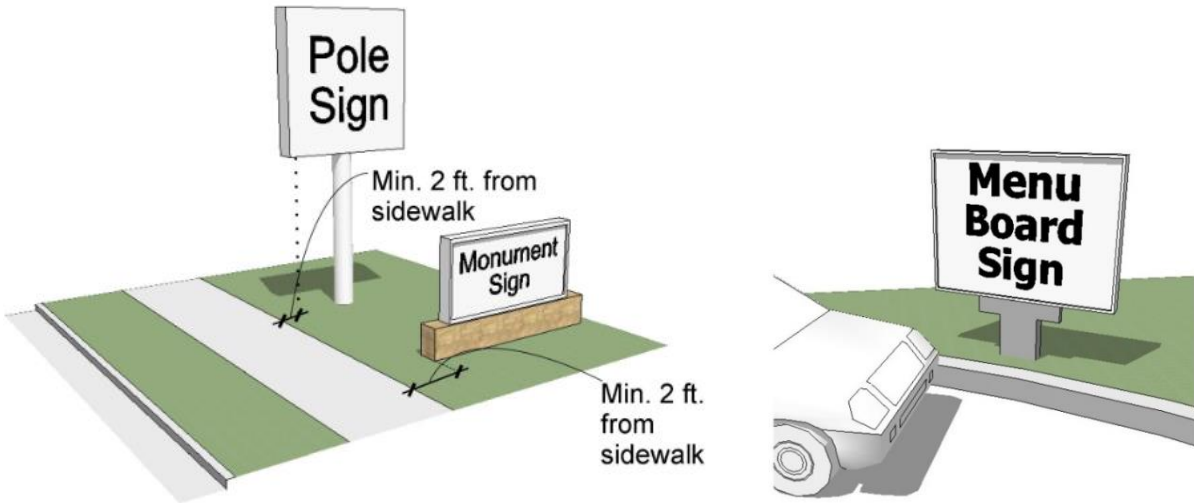


Figure 17.9.14: Example Freestanding Signs

D. Electronic Message Signs:

<b>Table 17.9.11: Electronic Message Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size per Sign Face</b>	<b>Maximum Height</b>	<b>Pitch and Color</b>
<b>Civic &amp; Institutional Uses</b>				
All zone districts	1 per property	Max. 50% of the allowable size per sign face for that zone district and use.	Maximum sign height for that district and use.	All Electronic Message sign display components shall be monochrome with a minimum pitch resolution of 20mm spacing or greater (i.e. 22mm, 24mm, etc.).
<b>Commercial Uses</b>				
All non-residential zone districts & developments with less than 200,000 s.f. of gross floor area	1 per property	Max. 50% of the allowable size per sign face for that zone district and use.	Maximum sign height for that district and use.	All Electronic Message sign display components shall be monochrome with a minimum pitch resolution of 20mm spacing or greater (i.e. 22mm, 24mm, etc.).
All non-residential zone districts & developments with greater than 200,000 s.f. of gross floor area	1 per frontage	Max. 75% of the allowable size per sign face for that zone district and use.	Maximum sign height for that district and use.	All Electronic Message sign display components shall be full color with a maximum pitch resolution of 16mm spacing or less (i.e. 12mm, 10mm, etc.).
<b>Supplemental Standards:</b>				
<p>A. Electronic Message signs shall not increase the amount of allowable signage area and shall be a part of a sign otherwise permitted in the zone district.</p> <p>B. Electronic Message signs are permitted for properties with 180 linear feet of street frontage or more.</p> <p>C. Multiple properties may form a Zone Lot and apply for an Electronic Message sign provided the dimensional standards are satisfied. For information about Zone Lots, see Section <a href="#">17.9.2.9</a> of this Zoning Ordinance.</p> <p>D. Electronic Message signs may be incorporated into freestanding signs but may not be incorporated into Major Tenant signs.</p> <p>E. The maximum height of an Electronic Message sign shall not exceed the maximum height of the corresponding sign type allowed for the zone district.</p> <p>F. Changeable copy signs with manual letters and numerals may be used in-place of Electronic Message signs.</p> <p>G. The text display of the message shall not change more frequently than once per eight seconds. Each message shall transition to the next message instantaneously.</p> <p>H. Electronic Message signs shall not flash, rotate, scintillate, blink, or strobe illumination when transitioning between messages.</p> <p>I. The pitch resolution of the Electronic Message sign shall comply with the dimensional standards listed in the table above. See Figure 17.9.15 below for pitch resolution measurement.</p>				



**Table 17.9.11: Electronic Message Sign Standards**

Applicable Zone District	Maximum Number	Maximum Size per Sign Face	Maximum Height	Pitch and Color
<p>J. The illuminance of an Electronic Message sign shall not exceed 0.3 foot-candles over ambient lighting when measured at the designated measurement distance, based on the sign size. The measurement shall be taken in accordance with the process outlined by the International Sign Association in the <i>Night-time Brightness Level Recommendations for On-Premise Electronic Message signs</i> publication updated 2016 and as follows:</p> <ul style="list-style-type: none"> <li>• The measurement shall be taken with an illuminance meter with the ability to provide a reading up to two decimal places in foot-candles.</li> <li>• The square footage of the electronic message will determine the horizontal distance the measurement will be taken by the following calculation. See Figure 17.9.16 below.</li> <li>• The measurement will be taken with only the ambient light and then with the sign at solid white or the solid color if it is a monochrome display. The difference between the ambient light and the solid display shall be 0.3 foot-candles or less.</li> </ul> <p>K. All Electronic Message signs shall be equipped with a sensor or other device that is programmed to determine the ambient illumination and automatically dim the display according to ambient light conditions, or that can be adjusted to comply with the 0.3 foot-candle measurements.</p> <p>L. Electronic Message sign measurement information must be included with the permit application.</p>				

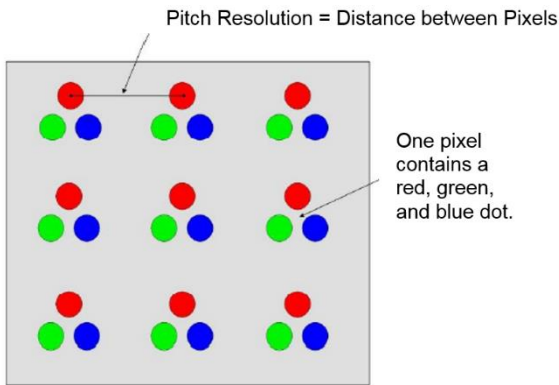


Figure 17.9.15: Example Pitch Resolution


Electronic Sign Measurement Distance	
$distance = \sqrt{(area\ of\ the\ sign\ x\ 100)}$	
<i>or for example</i>	
Sign Area	Measurement Distance
24 ft <sup>2</sup>	49 ft.
32 ft <sup>2</sup>	57 ft.
50 ft <sup>2</sup>	71 ft.
100 ft <sup>2</sup>	100 ft.

Figure 17.9.16: Sign Measurement Chart



Figure 17.9.17: Example Electronic Message Sign

E. Major Tenant Signs:

Table 17.9.12: Major Tenant Sign Standards				
Applicable Zone District	Maximum Number	Maximum Size per Sign Face	Location	Maximum Height
M-C-U M-E-S M-E-U M-G-S M-G-U	1 per property	Max. 15% coverage of each wall area. Overall building total Max.= 100 s.f.	Signable area	Below parapet wall and above floor level of highest story.
M-C-T M-E-T M-G-T M-N-T M-R-T C-R, C-L, LI & LI-RD	1 per street frontage	Max. 15% coverage of each wall area. Overall building total Max.= 100 s.f.	Signable area	Below parapet wall and above floor level of highest story.
<p><b>Supplemental Standards:</b></p> <p>a. Major tenant signs shall not occupy more than 75 percent of the width of the building façade on which it is located</p> <p>b. Major tenant signs shall be individually mounted letters or letters mounted on a raceway and shall not be a cabinet sign.</p>			 <p>Figure 17.9.18: Example Major Tenant Sign</p>	

F. Painted Wall Signs:

Table 17.9.13: Painted Wall Signs				
Applicable Zone District	Maximum Number	Maximum Size per Sign Face	Maximum Height	Location
All zone districts except properties with single family and duplex uses	N/A	N/A	N/A	N/A
<p><b>Supplemental Standards:</b></p> <p>a. Unless permitted as a Wall Sign, Painted Wall Signs shall not contain a business name, business logo or commercial message.</p> <p>b. Permits may only be issued to:</p> <ol style="list-style-type: none"> <li>1. Certified Public Arts District; or</li> <li>2. Governmental organization working on a public art project; or</li> <li>3. A Special District; or</li> <li>4. Registered Neighborhood Organization or similar community based organization as determined by the Planning Director.</li> </ol>				

G. Projecting Signs:

Table 17.9.14: Projecting Wall Sign Standards				
Applicable Zone District	Maximum Number	Maximum Size per Sign Face	Maximum Height	Location
All non-residential zone districts	Two per building or one per tenant space entry not to exceed a total of 1 per 25 feet of building frontage	24 s.f.	18 ft.	Signable area of building for a wall sign

**Supplemental Standards:** Projecting signs shall be placed as defined below:

- c. Projecting signs are for tenants with primary access to the exterior of a building.
- d. Projecting signs shall not extend above the roof line.
- e. Projecting signs shall maintain 8 ft. vertical clearance directly from adjacent sidewalk.
- f. Projecting signs with letters extending above or below the surface to which it is attached shall have individually mounted letters that extend no more than 24 inches above or below the surface.
- g. A license agreement is required for any sign that extends into the right-of-way.
- h. For buildings less than 5,000 square feet in area, the projecting signs count towards the allowable wall sign area.

Examples of projecting signs:



Figure 17.9.19: Example Projecting Signs

H. Wall Signs:

<b>Table 17.9.15: Wall Sign Standards</b>			
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Location</b>
<b>Single Use On an Individual Lot</b>			
M-N M-R	Not applicable	Max. 15% coverage of each wall area. Overall building total: Max. = 100 s.f.	See Supplemental Standards below
C-R, C-L, LI & LI-RD M-C, M-E & M-G	Not applicable	Max. 15% coverage of each wall area. Overall building total: Max. = 200 s.f.	See Supplemental Standards below
<b>Tenant in Multi-Tenant Center or Mixed-Use Building</b>			
M-N M-R	Not applicable	Max. 15% coverage of each wall area. Overall tenant total: Max. =100 s.f.	See Supplemental Standards below
C-R, C-L, LI & LI-RD M-C, M-E & M-G	Not applicable	Max. 15% coverage of each wall area. Overall tenant total: Max. = 200 s.f.	See Supplemental Standards below
<b>Commercial or Institutional Use with 70,000 to 100,000 s.f. of Building Area</b>			
CR, C-L, LI & LI-RD M-C, M-E & M-G	Not applicable	Max. 15% coverage of each wall area. Overall building total: Max. = 300 s.f., but no individual sign may exceed 200 s.f. in area.	See Supplemental Standards below
<b>Commercial or Institutional Use with 100,000 to 150,000 s.f. of Building Area</b>			
CR, C-L, LI & LI-RD M-C, M-E & M-G	Not applicable	Max. 15% coverage of each wall area. Overall building total: Max. = 400 s.f., but no individual sign may exceed 200 s.f. in area.	See Supplemental Standards below
<b>Commercial or Institutional Use with greater than 150,000 s.f. of Building Area</b>			
CR, C-L, LI & LI-RD M-C, M-E & M-G	Not applicable	Max. 15% coverage of each wall area. Overall building total: Max. = 600 s.f., but no individual sign may exceed 300 s.f. in area.	See Supplemental Standards below
<p><b>Supplemental Standards:</b> Wall signs shall be placed only in signable areas of a building façade and as defined in a through I, below:</p> <ol style="list-style-type: none"> <li>a. Wall signs shall be constructed of durable materials such as wood, metal or rigid plastic.</li> <li>b. No wall sign shall be located above the second story of a building.</li> <li>c. Wall signs shall not occupy more than 75 percent of the width of the building façade of the storefront or tenant space on which it is located.</li> <li>d. Non-planer façades may be evaluated together to determine Wall Area if the horizontal variation in façades is no greater than 15 feet.</li> <li>e. Wall signs shall not project more than 18 inches from the supporting wall.</li> <li>f. Each tenant is allowed to have a minimum of 30 square feet of wall signage so long as it complies with all other sign standards.</li> <li>g. For tenants in multi-tenant buildings, the permitted signage may be allocated to any wall on the building provided the tenants meet all other sign criteria and with written consent from the property owner or authorized manager of the multi-tenant building.</li> </ol>			

<b>Table 17.9.15: Wall Sign Standards</b>			
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Location</b>
<p>h. Cabinet signs shall only be allowed in Mixed-Use zone districts if they have the following characteristics: the cabinet is not greater than 4 inches in depth, the background field is an opaque black-out material that doesn't allow light to shine through and the sign frame matches the background color.</p> <p>i. Painted Wall signs with a commercial message, business name and business logo are allowed as a Wall Sign and shall be limited in area and extent as defined in this Table.</p> <p>j. Branded colors, those colors used in the company logo, painted on the side of a building in any pattern other than a solid field shall constitute a wall sign and shall be counted towards the maximum allowable sign area.</p> <p>k. Buildings with mansard roofs are permitted to have a wall sign attached to the sloped portion of the mansard roof provided the sign does not extend above the roof line and does not extend beyond the eave.</p> <p>l. Signs inside a building that are clearly visible and oriented towards a public street shall be treated as a Wall Sign and shall be counted towards the allowable sign area.</p>			

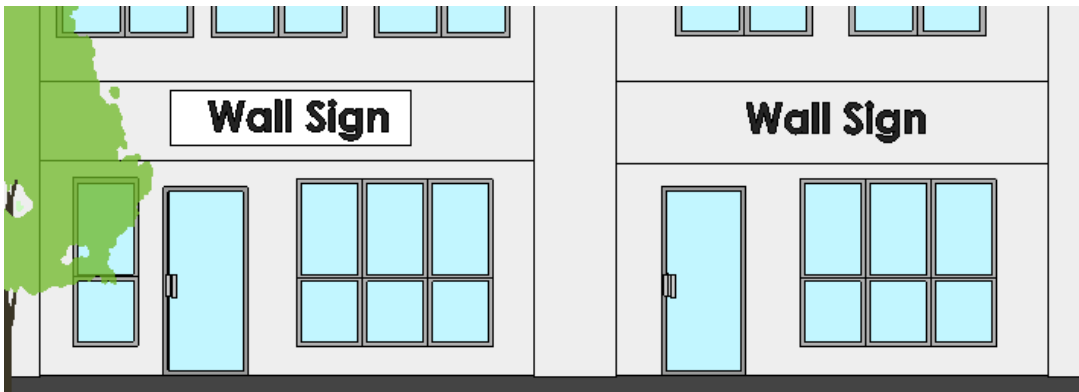





Figure 17.9.20: Example Wall Signs

**17.9.4.4: Non-Residential Zone District Temporary Signs**

A. Banner Signs & Banner Flags:

<b>Table 17.9.16: Banner &amp; Banner Flag Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size per Sign Face</b>	<b>Maximum Height</b>	<b>Location</b>
<b>Banner</b>				
All non-residential zone districts	1 per property	40 s.f.	N/A	Affixed to a fence or building on-site
<b>Banner Flag</b>				
All non-residential zone districts	1 per tenant, and no more than 1 per 100 linear feet of public street frontage	30 s.f.	12 ft	On-site and not in right-of-way
<b>Supplemental Standards:</b>		 <p>Figure 17.9.21: Example Banner Flag</p>		
a. Permits for banners & banner flags shall be issued for any time frame not to exceed a cumulative 90 days in a one calendar year period per tenant. Only one banner <b>or</b> banner flag shall be allowed at any time.				
b. Banner signs shall be attached flat against the side of the building or fence. However, no more than one banner can be located on a fence at any time.				
c. Banner flags shall only be allowed with the written consent of the property owner or the property owner's management company.				
d. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, and easements.				
 <p>Figure 17.9.22: Example Banner Sign</p>				

B. Commercial Post Signs:

<b>Table 17.9.17: Commercial Post Sign Standards</b>				
<b>Applicable Zone District</b>	<b>Maximum Number</b>	<b>Maximum Size per Sign Face</b>	<b>Maximum Height</b>	<b>Location</b>
All non-residential zone districts	1 per street frontage	16 s.f.	8 ft.	Min. 2-ft from back of walk and outside right-of-way. See Supplemental Standards below
<p><b>Supplemental Standards:</b></p> <p>a. Commercial Post Signs must have a structure made from wood, PVC, or metal that is durable. If there is a swing component to the sign, the swing portion must be made from metal or rigid plastic.</p> <p>b. Commercial Post Signs must be removed from a property within three days of the sale or lease of the property.</p> <p>c. Signs shall be placed at least 2-ft from sidewalks and outside of the public right-of-way, sight triangles, the clear zone and easements, unless an alternative location is authorized with a City approved license agreement.</p>			 <p>Figure 17.9.24: Example Commercial Post Sign</p>	

## 17.9.5: Sign Lighting

### 17.9.5.1: Applicability

This Section establishes the general standards for sign lighting. Sign illumination shall complement, not overpower the site.

### 17.9.5.2: Lighting Standards

- A. The light source of signs shall not be visible from adjacent properties.
- B. The light reading at 10 feet from the property line on an adjacent property shall be one foot-candle of light or less.
- C. Permanent signs within residential zone districts may be illuminated subject to the following criteria:
  1. The sign is at least 100 feet away from the closest building occupied as a residence. The Director may authorize a smaller distance if it is determined that the orientation and character of the sign is such that the sign will not adversely impact a nearby residence.
  2. The source of illumination is within the sign cabinet or mounted on the ground. Illumination by means of neon tubing is not allowed except where permitted in this Article.
  3. Adjacent to residential streets, illumination shall stop between the hours of 9:00 p.m. and 6:00 a.m., except signs permitted for medical services and public services such as police and fire, which are provided on a 24-hour basis, and signs for other traffic safety purposes.

**Table 17.9.18: Lighting by Sign Type**

<b>Sign Type</b>	<b>Permitted Illumination</b>
<b>Residential Building Signs</b>	
Home Business	Internal or external adjacent to collector or arterial streets (illumination is not permitted along local streets).
Residential Business or Organization	Internal or external adjacent to collector or arterial streets (illumination is not permitted along local streets).
<b>Residential Freestanding Signs</b>	
Neighborhood	Internal or external adjacent to collector or arterial streets. External on local streets and limited to directional ground lights
Residential Business or Organization	Internal or external adjacent to collector or arterial streets. External on local streets and limited to directional ground lights



<b>Table 17.9.18: Lighting by Sign Type</b>	
<b>Sign Type</b>	<b>Permitted Illumination</b>
<b>Residential Temporary Signs</b>	
Residential Transition	None
Residential Yard	None
<b>Non-Residential Building Signs</b>	
Awning & Canopy	Internal or external
Major Tenant Id.	Internal or external
Painted Wall	External
Projecting	Internal or external
Wall	Internal or external
Window	None
<b>Non-Residential Freestanding Signs</b>	
Electronic Message	Internal or external
Monument & Pole	Internal or external
<b>Non-Residential Temporary Signs</b>	
Banner & Banner Flag	None
Yard	None
Commercial Post	None

## **17.9.6: Maintenance of Signs**

### **17.9.6.1: Applicability**

This Section provides regulations and procedures to address signs that are in disrepair or hazardous.

### **17.9.6.2: Maintenance Standards**

- A. Every sign shall be maintained in good condition at all times as defined below or as determined by the Director. A sign in good condition shall meet the following criteria:
  - 1. Signs shall be kept neatly painted, including all surfaces such as metal parts and supports that are not galvanized or made of rust-resistant metals.
  - 2. Plastic, acrylic and other similar materials shall not be broken, cracked, torn or faded.
  - 3. All lighting, where permitted, must be functional and no exposed light sources are permitted unless approved with the permit.
  - 4. Banners and banner flags shall not be torn, faded or in disrepair.
- B. The Director shall have the authority to inspect signs to ensure they are adequately maintained and in compliance with this Zoning Ordinance.
- C. If upon inspection, the Director determines a sign to be in violation of this Zoning Ordinance or a safety hazard, the Director may order the sign to be painted, maintained, or removed by the property owner.

### **17.9.6.3: Abandoned Signs**

- A. A sign is determined to be abandoned at the time the business identified by the sign discontinues the business or vacates the premises.
- B. Signs abandoned for a period of 30 days are hereby declared a nuisance. The Director shall require the abandoned sign be replaced or removed by the property owner based on the following circumstances:
  - 1. Signs that will likely be used by a new business re-occupying the structure may remain, but the sign face must be replaced by a blank panel until the new business occupies the premises.
  - 2. Signs that do not meet the requirements of this Article for that type of sign, or for the zone district where they are located, or on sites which will be, or have been, cleared for redevelopment, must be removed from the property.

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