

§ 16.76.060. General provisions for all signs.

The following requirements apply to both on-premises and off-premises signs, unless otherwise identified:

A. **Sign Copy.** The sign copy (text) of permanent on-premises signs shall relate only to the name and/or nature of the business and/or of the integrated center, as applicable, and may contain any related trademark or logo, and/or other graphics used to identify the business or center.

B. **Sign Location.**

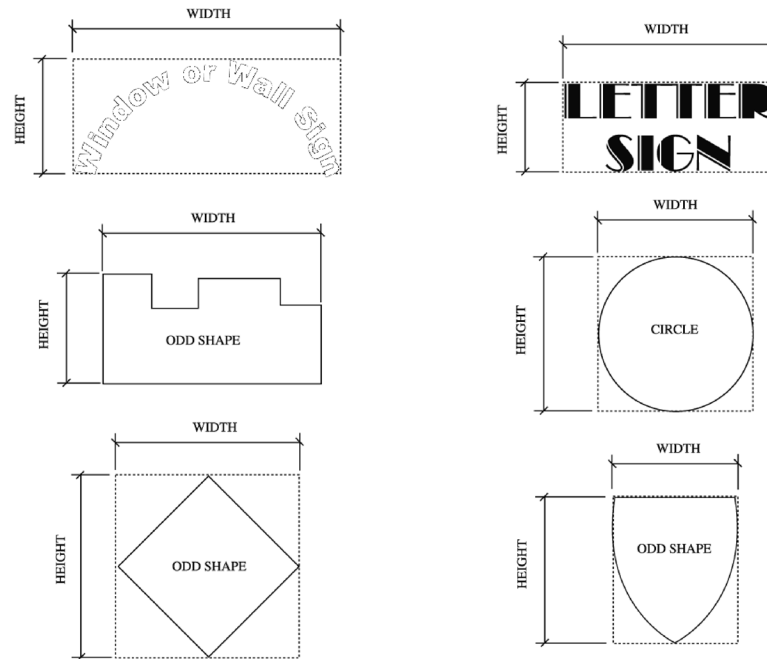
1. Signs shall be located so as not to block visibility within "traffic sight areas" (Section 16.36.140) or interfere with circulation.
2. Signs shall not be located within a non-buildable public utilities easement (PUE) or in a public right-of-way, except when authorized by the applicable utility company.
3. Signs shall be located in compliance with the requirements of Section 16.76.100 (Standards for specific types of on-premises signs) and Section 16.76.110 (Standards for off-premises signs).
4. Existing street trees shall be taken into consideration when locating signs. Unless a benefit to the public, as determined by the Director, is demonstrated, no living, healthy tree that has been planted by the City shall be removed or trimmed for purposes of sign visibility.

C. **Measurement of Signs.**

1. **Sign Area.**

a. **Surface Area of Sign.**

- i. If the lettered or illustrative material of a sign is located on a sign board or sign structure or has a defined sign background, the surface area of the sign shall be the area of the surface or face of the board or sign structure that is used for advertising. (See Figure 3-14a.)
- ii. If the lettered or illustrative material of a sign is not located on a sign board or does not have a defined background (e.g., letters placed on a wall), the surface area of a sign shall be the area that would be encompassed within a frame or frames that are parallel to the top and sides of the structure on which the sign is located and which extend two inches beyond the outermost boundaries of the lettered or illustrative material. (See Figure 3-14b.)



SIGN AREA = WIDTH X HEIGHT

**FIGURE 3-14a MEASUREMENT OF SIGN AREA SIGNS
LOCATED ON SIGN BOARDS/STRUCTURES**

- b. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
- c. The area of a double-faced sign (two sign faces approximately parallel) shall be calculated as having only a single face provided that the distance between each sign face does not exceed 24 inches at any point. If the sign faces are not the same size, the larger sign face shall be used to establish the sign area.
- d. Where a sign consists of one or more three dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured at their maximum projection upon a vertical plane.

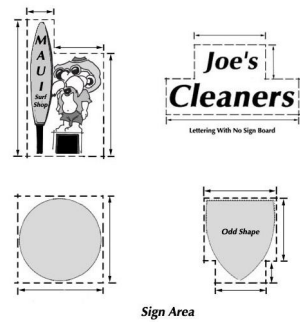
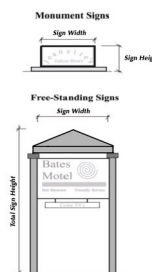


FIGURE 3-14b MEASUREMENT OF SIGNS WITH IRREGULAR SHAPE

- e. For signs that incorporate time and temperature devices only, the area of these devices shall not be included in the total area of the sign.
 - f. If the allowed area of a sign is based on the linear footage of a structure's wall (e.g., two square feet of sign area per linear foot of structure wall), the measurement of the structure's wall shall be based on the width of each individual tenant space as measured in a straight line at the base of the wall, not including any recesses, alcoves, or projections.
2. **Sign Height.** Unless otherwise identified, sign height shall be measured from the upper most part of the structure of the sign to the elevation of the lowest elevation point of the finished grade immediately adjacent to the sign support structure. (See Figure 3-15.)

FIGURE 3-15 MEASUREMENT OF SIGN HEIGHT



- D. **Illumination of Signs.** The artificial illumination of signs, either from an internal or external source, shall be designed to eliminate impacts on surrounding properties and streets.
1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
 2. The light from an illuminated sign shall not be of an intensity or brightness, which would interfere with the reasonable enjoyment of residential properties in direct visual proximity to the sign.

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3. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
4. Neither the direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.

E. Maintenance of Signs.

1. Signs and supporting hardware, including nonconforming and temporary signs, shall be maintained in good repair and functioning properly at all times. Repairs to signs shall be of equal or better quality materials and design as the original sign. Signs which are not properly maintained and are dilapidated shall be deemed to be a public nuisance.
2. When existing signs are removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the structure or sign support structure.

F. Other Regulations. In addition to the requirements of this Development Code, construction of signs shall comply with all pertinent provisions of the applicable Uniform Building and Fire Codes, Underwriters Laboratories standards, and the Municipal Code.

(Prior code § 16-360.060; Ord. 023-07 C.S. §§ 68—72; Ord. 015-09 C.S., eff. 12-3-09)