

Title 19
SIGN REGULATIONS

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Chapter 19.04
GENERAL

Sections:

- 19.04.010 Purpose.
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19.04.010 Purpose.

A. The purpose of this title is to provide standards to promote and protect life, health, property and the public welfare by controlling the design, colors, quality of materials, construction, size, location, placement and maintenance of signs and sign structures.

B. It is the city's intention to:

1. Encourage those signs that are well designed and pleasing in appearance;
2. Encourage those signs that are compatible with the architectural style and characteristics of the building to which it may be attached and with those signs on adjacent businesses;
3. Enhance overall property values and the visual environment in the city by reducing the blight and clutter of unsightly signs; and
4. Encourage the use of commercial signs to identify the business to which the sign relates rather than for general advertising purposes. [Ord. 928 § 1, 1987.]

19.04.020 Definitions.

In this title, unless the context otherwise requires:

1. "A-board" means a portable A-frame sign capable of standing without other support.
2. "Advertising structure" means a structure, object or device, erected, maintained or used for advertising purposes and not within a building. It includes all outdoor advertising matter attached to any building, structure or object other than vehicles travelling on the public streets.
3. "Awning sign" means a sign that is painted or applied onto an awning or canopy made of fabric or similar flexible material.

4. "Banner sign" means a sign made of flexible materials (such as cloth, canvas, plastic or cardboard) which is suspended along one edge or attached at the corners to a building, structure or object. It does not include a pennant or flag.

5. "Billboard" means an advertising structure with a solid or nearly solid advertising surface supported wholly or in part on the ground or against or atop a building.

6. "Building sign" means any type of permanent sign attached or placed on a building. Types of building signs include awning signs, projecting signs, roof signs, shingle signs, suspended signs, wall signs and window signs.

7. "Commercial sign" means a sign which is used or intended to be used to identify or attract attention to a business use or organization, or one whose message concerns goods or services offered for consideration by a person engaged in a profit-oriented business. The purpose of a commercial sign is to advance an economic transaction or identify a use of land.

8. "Directional sign" means an on- or off-site sign that primarily provides information for directing and guiding traffic or pedestrians.

9. "Directory sign" means a pedestrian-oriented accessory sign which identifies or lists the names and locations of all tenants at a site.

10. "Exempt sign" means a sign which does not require a sign review or historic resources permit, but must conform to the general restrictions and prohibitions of this title.

11. "Freestanding sign" means a permanent sign which is self-supporting in a fixed location and not attached to a building. It includes a sign connected or attached to a sign structure, fence or wall which is not part of a building.

12. "Frontage."

a. "Building frontage" means the ground floor horizontal distance of a building or portion thereof occupied by one tenant. It is measured along a wall which:

i. Has a customer entrance that faces and has access onto a public open space; or

ii. Includes a glass-enclosed showroom facing a public open space; or

iii. Is adjacent to a street or parking lot which has direct access to that business.

b. "Lot frontage" means the horizontal distance of a parcel lot line adjacent to a public street or right-of-way which has access to that parcel.

c. "Street frontage" means a building frontage that faces a public street or right-of-way.

d. "Principal street frontage" is the longest street frontage of a building or tenant that has more than one frontage allowed to have signs.

13. "Illuminated sign" means a sign that is illuminated by artificial means either by flood lamp, neon, incandescent or fluorescent electrical lighting. An "interior illuminated sign" is a sign whose lighting is within the sign enclosure or behind a translucent plastic or glass sign face or window. An "exterior illuminated sign" is a sign whose lighting is outside the sign on a structure or the ground and directed primarily to illuminate the sign.

14. "Master identification sign" means a sign which identifies a center, complex or group of businesses under a single site name and whose copy is limited to one or more of the following:

- a. The name of the site or building complex;
- b. The principal classification of goods sold or services offered;
- c. Major tenants or a directory of all tenants;
- d. The business or property address(es).

15. "Master sign program" means a coordinated sign plan which includes details of all signs which are or will be placed on a site including master identification, individual business and directory signs.

16. "Mobile sign" means a sign attached to, leaning against, mounted on or suspended from a vehicle (but which is not an integrated part of the vehicle) or a sign mounted on any type of moveable device.

17. "Moving sign" means a sign which has an actual or apparent moving, revolving or rotating part actuated by electrical, mechanical or other device, or by wind current. The term "moving sign" does not include a time or temperature recording device, nor a motor vehicle.

18. "Neighborhood identification sign" means a sign which identifies a distinct subdivision, neighborhood or a mobile home park.

19. "Neon sign" means a sign or element of a sign consisting of unenclosed glass tubing filled with a neon gas for illumination.

20. "Noncommercial sign" means a sign intended to convey a purely ideological or political message and which contains no identification of land use or commercial advertising of a business or product. It includes:

- a. A sign containing only a political, civic, public service or religious message; and
- b. An advertising display placed by a nonprofit organization for fund-raising and related purposes.

21. "Nonconforming sign" means a sign which does not conform with this title, but which was lawful or had a valid use permit when placed.

22. "Obsolete sign" means a sign which advertises a service, product, activity or land use more than 30 days after the service, product, activity or use has been suspended, terminated or abandoned.

23. "On-site sign" or "accessory sign" means a sign which identifies the business, use or organization located on the premises or advertises or informs about business, products or services sold or rendered on the premises.

24. "Off-site sign" or "nonaccessory sign" means a sign which advertises or informs about a business, event, goods, services or uses not directly concerning the use on the property upon which the sign is located.

25. "Permanent sign" means a sign designed and intended to be used for a period of 90 days or more.

26. "Premises" means the parcel, parcels or portion of land occupied by a business or use.

27. "To place." The verb "to place" and any of its variants means and includes the maintaining and the erecting, construction, posting, painting, printing, tacking, nailing, gluing, sticking, carving or otherwise fastening, affixing or making visible any

sign. It does not include any of the foregoing activities when performed incident to the customary maintenance of a sign or to the change of message on a reader board.

28. "Portable sign" means a sign which is not attached to the ground or a structure.

29. "Projecting sign" means a sign attached to a building or structure in such a manner that either:

a. The sign is not parallel to that part of the building or structure to which it is attached. A sign is not considered to be projecting if it is placed vertically to a fascia or mansard which has an angle of not more than 30 degrees from the vertical, and is attached in a horizontal plane at either the top or bottom of the sign; or

b. The sign extends horizontally, vertically or diagonally beyond that part of the building or structure to which it is attached. A sign placed parallel to a vertical fascia, wall or parapet and extending less than half of its height above the fascia, wall or parapet is not considered a projecting sign.

30. "Public open space" means any unenclosed public or private area which is open to the public for pedestrian or vehicular traffic. It includes, but is not limited to, a street, driveway, mall, courtyard or parking lot.

31. "Reader board" means a permanent structure upon which is displayed advertising material or copy of a temporary or changeable nature, such as a bulletin board or theater marquee.

32. "Real estate sign" means a sign advertising real property for sale or lease, including an "open house" sign.

33. "Roof sign" means a sign placed on or above a roof, canopy, overhang, eaves, deck cover or atop a parapet of a building.

34. "Shingle sign" means a pedestrian-oriented sign hung from a bracket that is attached to a wall so as to allow free movement of the sign board.

35. "Sign" means any medium for visual communication including its structure or component parts, which is used or intended to be used to attract attention to an idea, activity, business, an event, goods, services or land use for identification or advertising purposes. Functional architectural features of buildings are not normally signs. A sign under this title is one which is intended to be seen from a public open space or from other premises under separate occupancy.

36. "Sign structure" means a structure or structural part of a building which supports or is intended to support a sign.

37. "Storefront sign" means a pedestrian-oriented sign of small size that identifies a business, use or organization, or that advertises or informs about the business, products or services sold or rendered on the premises.

38. "Suspended sign" means a sign attached to or hung from a soffit or the eaves of a building but not extended laterally beyond the soffit or eaves.

39. "Temporary sign" means a sign constructed of light materials such as cardboard, plywood, wallboard, fabric or similar flexible material (either framed or unframed) and designed and intended to be used for a limited period of less than 90 days.

40. "Trailer sign" means a sign mounted on a trailer or similar moveable device.

41. "Wall sign" means a sign attached to or erected against the wall of a building with the face of the sign in a plane parallel to the wall. A wall sign includes a sign placed

on a fascia, parapet or a mansard which has a slope of 60 degrees or greater from the horizontal plane and a sign on the vertical face of a structural canopy or overhang.

42. "Window sign" means a pedestrian-oriented sign placed in or on a window which is intended to be viewed from outside the window. Merchandise offered for sale is not considered a window sign. [Ord. 928 § 1, 1987.]

Chapter 19.08 PROCEDURES AND ADMINISTRATION

Sections:

- 19.08.010 Permit required.
- 19.08.020 Procedures – Exceptions.
- 19.08.030 Method of determining number of signs and calculating sign area.
- 19.08.040 Master sign program.
- 19.08.050 Other sign regulations.

19.08.010 Permit required.

A. Sign Review Permit. No person may place or maintain a sign or modify an existing sign (including changes to copy or colors) without a sign review permit unless the sign is exempt under PMC 19.12.040 or 19.12.050. This title and the permit requirements apply only to a sign or sign structure which is either:

1. Located on or outside of a building; or
2. Intended to be seen from other property or from a public open space.

B. Building Permit. Signs and sign structures are governed by Chapter 15.36 PMC in addition to this title. No building permit may be issued for a sign under Chapter 15.36 PMC until a sign review or permit is approved by the city unless the sign is exempt under PMC 19.12.040 or 19.12.050, or conforms to a master sign program under PMC 19.08.040(C). [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.08.020 Procedures – Exceptions.

A. Sign Review Permit. These are the procedures for a sign review permit.

1. Application. The property owner or his agent shall file an application for sign review or a master sign program in a form and manner prescribed by the community development department. The applicant shall pay a fee in an amount established by city council resolution.

2. Reviewing Body. The planning commission shall review an application for:

- a. A freestanding sign (unless the sign replaces a previously approved freestanding sign and does not exceed the approved size or height);
- b. A building sign which exceeds 25 feet in height;
- c. A master sign program; and
- d. Any application referred by the city planner.

The city planner shall review all other sign review applications. The city planner may refer review of an application to the planning commission.

3. Decision. The reviewing body may approve, approve with conditions or deny the application. The reviewing body shall notify the applicant of its decision in writing. The decision is final unless appealed under subsection (A)(5) of this section.

4. Expiration. Approval of a sign review permit or master sign program expires one year after the effective date of the approval unless the sign is placed or construction is underway and diligently pursued before the expiration of one year.

The planning commission may extend the date for not more than one additional year if a written request is filed with the city planner before the expiration date.

5. Appeal. The decision of the city planner may be appealed to the planning commission and a decision of the planning commission may be appealed to the city council. A written request for appeal must be filed with the city planner within 10 days after the decision. The appellant shall pay an appeal fee in an amount established by city council resolution, except that a city councilmember or the city manager filing an appeal in the interest of the city need not pay the fee.

B. Temporary Sign Permit. A temporary sign permit is required for a community event sign on public property (PMC 19.12.050(E)) or a promotional sign (PMC 19.12.050(F)).

C. Exceptions. Upon application, either the planning commission may grant an exception to a regulation if the commission finds that:

1. The proposed exception conforms as closely as practicable to the sign size, number and placement regulations;

2. The proposed exception is not inconsistent with the intent and purpose of the sign regulations of this title; and

3. Either:

a. Strict adherence to the sign regulations does not allow adequate identification of the site because of the site's location or configuration, or because the proposed business or use is obscured from view by adjacent buildings or vegetation,

b. The architectural style, materials or construction elements of the building are such that a sign placed in conformance with this title would conflict with other aesthetic considerations set forth in Chapter 18.36 PMC, or

c. The master sign program for the site is nonconforming and a sign placed in conformance with this title would be inconsistent with the master sign program. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.08.030 Method of determining number of signs and calculating sign area.

A. Number of Signs. For the purpose of determining the number of signs, a sign is considered to be single display surface or display device containing elements organized, related or composed to form a unit. Where matter is displayed in a random manner, without organized relationship of elements, or where there is reasonable doubt about the relationship of elements, each element is considered to be a single sign.

B. Sign Area. The size of a sign is measured by the square area of the sign face (to the perimeter of the sign) or for random-element signs, the square area of a circle or the smallest polygon containing six sides or fewer of the sign face. The sign area does not include the supporting sign structure or architectural embellishment unless designed to form part of the display or an integral background for the display. When calculating the size of a multi-sided sign, only one side of the display area is measured. [Ord. 928 § 1, 1987.]

19.08.040 Master sign program.

A. Purpose. A master sign program is a coordinated sign plan which includes details of the size, type, placement, colors and design of all signs which are or will be placed on a site. The purpose of a master sign program is to ensure compatibility of signs on a multi-tenant building or building complex.

B. Requirements. A master sign program is required when signs are requested for a building which contains four or more business or office uses. The owner of such a building or his agent shall file an application with the city. A master sign program requires approval by the planning commission. If a building or building complex contains four or more business or office uses, the owner of the building shall have a master sign program approved by the city before any sign is placed.

C. In Lieu of Individual Permit. Notwithstanding the provisions of PMC 19.08.010(A), any sign which conforms to an approved master sign program does not require a separate sign review. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.08.050 Other sign regulations.

A. In addition to this title, signs in the city are governed by the general plan and by the following provisions of this code:

1. PMC Title 15, Buildings and Construction;
2. Building code (Chapter 15.08 PMC);
3. Electrical code (Chapter 15.16 PMC);
4. Sign code (Chapter 15.36 PMC);
5. Preservation of historic structures and establishment of historic district (Chapter 15.84 PMC) and any resolution or ordinance establishing design criteria under that chapter;
6. PMC Title 18, Zoning;
7. Design review (Chapter 18.36 PMC);
8. Any resolution or ordinance establishing regulations or standards under PMC Title 18.

B. In case of a conflict between sign regulations, the stricter regulation applies. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

Chapter 19.12

GENERAL REGULATIONS – EXEMPT SIGNS – PROHIBITED SIGNS

Sections:

- 19.12.010 General regulations.
- 19.12.020 Freestanding signs.
- 19.12.030 Building signs.
- 19.12.040 Exempt signs.
- 19.12.050 Exempt temporary signs.
- 19.12.060 Prohibited signs.

19.12.010 General regulations.

A. Safety. A sign may not be placed in such a manner that its construction, design or location may be a hazard to the health and safety of the public. A sign or its illumination may not be placed in a manner that confuses or obstructs the view of an official traffic sign, signal or device or creates a hazard to vehicular or pedestrian traffic.

B. Illumination. Illumination shall be concentrated on the area of the sign so as to prevent glare upon the street or adjacent properties. The intensity of illumination or its direction may not be a menace to traffic or a nuisance to adjacent properties.

C. Aesthetics. The size, type, location, placement, materials, illumination, design and colors of a sign shall be compatible and harmonious with the architecture of the building, landscaping and other structures in the nearby area. Fewer, simpler, unobtrusive signs are preferred.

D. Construction and Installation. Each sign shall be constructed, installed and maintained in accordance with the Uniform Building Code, Uniform Electrical Code and Uniform Sign Code as adopted by the city. Each sign for which a permit is granted shall have affixed to it in a visible manner a label indicating the sign permit number and date of approval. An interior illuminated sign shall also bear the label of Underwriters' Laboratories, Inc.

E. Maintenance. Each sign (including exempt and temporary exempt signs) shall be maintained as approved by the city and kept in a safe, secure, clean, sanitary and orderly condition. The area around a freestanding sign base shall be kept clean of weeds, rubbish and obnoxious substances, and any landscaping shall be maintained in a healthy manner. [Ord. 928 § 1, 1987.]

19.12.020 Freestanding signs.

A. A permanent freestanding sign may be permitted by the planning commission for a business or use only if the commission makes one or more of the following findings:

1. The business, use or building is set back from the street or obscured from view by adjacent structures or vegetation in such a manner that adequate identification cannot be obtained from a sign placed on the building;

2. A freestanding sign is necessary to provide the business or use with a comparable degree of identity from the street as that available to businesses or uses on neighboring premises but that does not provide an unfair advantage over similar businesses or uses;

3. The size or width of the property upon which the business or use is located is such that a sign or signs placed on the building do not adequately identify the premises occupied by that use;

4. The architectural style, materials, or elements of construction are such that signs attached to the building would be in conflict with the provisions of Chapter 18.36 PMC;

5. The sign is a master identification sign for a shopping center of four or more individual businesses.

B. No portion of a freestanding sign may be placed in or project over or into a public right-of-way.

C. A freestanding sign must be placed on the premises and adjacent to a public right-of-way to which the business or use has direct access.

D. The area around the base of a freestanding sign must be attractively landscaped unless its location restricts or prohibits such landscaping.

E. The sign structure supporting a freestanding sign must be attractively designed and adequately engineered to support the sign without the use of unsightly braces, poles or wires.

F. A freestanding sign may not exceed the height specified for the particular land use. The height is measured from the finished grade to the highest elevation of the sign structure. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.12.030 Building signs.

A. Wall Signs. A permanent wall sign shall:

1. Be placed only on a building frontage;
2. Identify only the ground floor occupant of the building or portion of the building upon which the sign is placed;
3. Not be placed on a building wall abutting or adjacent to an interior lot or lease line; and
4. Be placed flat against the wall except as may be deemed necessary for design or construction considerations.

B. Suspended Signs. A permanent suspended sign shall:

1. Be attached or hung adjacent to or aligned with a building frontage occupied by the business or use identified by the sign;
2. Be attached to or hung from only the eaves or soffit over a ground floor occupant. It may not be attached or hung from an eave or soffit along an interior lot line;
3. Not project above or laterally beyond the eave or soffit;
4. Be not less than seven and one-half feet above any pedestrian walkway and not be placed above a vehicular passageway;
5. Be not more than five inches nor less than one-half inch thick, except as reasonably required in connection with some graphic element of the sign; and
6. Be consistent with the size, design and placement of any suspended signs for the same or adjacent occupants on the premises.

C. Window Signs. A permanent window sign shall:

1. Not be constructed of temporary, lightweight material but may be painted on, or applied to, the glass;
2. Be included within the allowable sign area on any building frontage unless the sign is exempt under PMC 19.12.040 or 19.12.050;
3. Be located only on a ground floor window; and
4. Occupy no more than 15 percent of the ground floor window area on any building frontage or the total amount of allowable sign area, whichever is less.

D. Height Limitations. A permanent building sign may not exceed 25 feet in height from the finished grade below the sign to the highest elevation of the sign structure. The planning commission may permit a higher sign only if it makes all of the following findings:

1. No portion of the sign is higher than the maximum height permitted for that use;
2. The design of the building or elements of its design require a higher sign;
3. A higher sign improves the architectural appearance of the building;

4. The primary use of the sign is for identifying the building in which the business or use is located rather than for general advertising purposes;

5. The sign conforms to the requirements of this section. [Ord. 928 § 1, 1987.]

19.12.040 Exempt signs.

The following signs or devices do not require a sign review under this title and are not included in the total on-site allowable sign area for a business or use. However, if an otherwise exempt sign exceeds the size limitations set forth herein, it is subject to issuance of a sign review permit. The owner of an exempt sign must comply with PMC 19.08.050, 19.12.010 and 19.12.060. Exempt signs under this section include:

A. A sign, other than an on-site sign, placed by a government agency or public utility, including a traffic, parking, directional, warning or regulatory sign or device or legal notice;

B. A sign required by law;

C. A commemorative, memorial, or historic sign or plaque;

D. An integral or carved sign or metal plaque, not exceeding four square feet, indicating a building name and/or date of erection;

E. A sign, not included as part of a commercial sign, which bears only the property address or post box numbers, the name of noncommercial occupants, or other identification of the premises not having commercial connotations;

F. A sign not exceeding one square foot identifying a business office;

G. A sign not exceeding one square foot without advertising which provides information for the convenience and safety of the public such as days and hours of operation, open/closed signs, credit cards honored, restrooms, public telephone, parking and no parking areas, entrance and exit;

H. An on-site directional sign, not exceeding four square feet; provided, that not more than 25 percent of the sign face is used for the business, product name, trademark, or other identification of the use of the premises;

I. An off-site directional sign which identifies a place of public worship or assembly, hospital, school, special district or charitable institution if the use identified is within the city limits and the sign does not exceed three square feet;

J. A flag, emblem or insignia of any government, civic, philanthropic, educational or religious organization, except when displayed in connection with commercial promotion;

K. A time and/or temperature device containing no advertising;

L. The changeable copy or message portion of a reader board, theater marquee or bulletin board;

M. Integral decorative or architectural features of a building unless specifically designed to advertise or identify a business or occupant;

N. A noncommercial sign;

O. A sign painted on, or integrated into, an operable, registered motor vehicle, unless the vehicle is parked for the purpose of advertising a site;

P. A sign not intended to be seen from a public open space or from other premises;

Q. Any identification, advertising, or informational copy included on an automated teller machine;

R. Drive-through restaurant menu boards; and

S. An on-site directory sign for a noncommercial use. [Ord. 05-1257 § 4, 2005; Ord. 958 § 1, 1988; Ord. 928 § 1, 1987.]

19.12.050 Exempt temporary signs.

The following signs do not require a sign review or historical resources permit under this title as long as the sign conforms to this section and is removed within the period of time specified. These signs are not included in the on-site allowable sign area. The owner of an exempt temporary sign must comply with PMC 19.08.050, 19.12.010 and 19.12.060. Some exempt temporary signs require a temporary sign permit.

A. Real Estate Signs.

1. On-Site Signs. A temporary on-site sign offering property for sale, rent or lease is permitted if:

- a. There is only one such sign per street frontage;
- b. The sign does not exceed four square feet for a single-family or duplex residential use, 64 square feet for a commercial or multifamily site of less than one acre, or 128 feet for a commercial or multifamily site of one acre or more;
- c. The sign is limited to the name of the developer, name of the real estate broker, the seller, renter, or lessor, an address and telephone number and whether the property is for sale, rent, or lease; and
- d. The sign is removed within seven days after the property is no longer for sale or lease.

2. Off-Site Signs. A temporary off-site real estate sign advertising an “open house” is permitted if the sign:

- a. Does not exceed four square feet;
- b. Is placed at a location no further from the property than the closest intersection of a major thoroughfare;
- c. Is securely installed;
- d. Is not placed in or on the street, center divider strip or traffic island, sidewalk, public sign post, traffic signal, utility pole, tree, shrub or rock;
- e. Is not placed on private property without the property owner’s consent;

and

f. Is placed only during the weekend period from noon Friday through noon Monday, during holidays, and during special showings approved by the planning director.

B. Subdivision and Mobile Home Park Signs.

1. On-Site Signs. A residential subdivision or mobile home park in the city may have two temporary on-site advertising signs, if the signs:

- a. Do not exceed 160 square feet each;
- b. Are removed within seven days after the close of an on-site sales office or the sale of the last parcel or unit space, whichever occurs first.

2. Off-Site Signs. (Temporary sign permit required). A residential subdivision or mobile home park located within the city may have no more than three temporary off-site advertising signs, if the signs:

- a. Do not exceed 160 square feet each; and
- b. Contain information pertaining only to a mobile home park, subdivision or subdivisions located within the city; and

c. Are removed, including all support structures, within seven days after the close of an on-site sales office pertaining to the subdivision or the sale of the last parcel or unit space, whichever occurs first.

There may be no off-site subdivision signs advertising subdivisions not located within the city.

C. Construction Project Signs. One temporary sign denoting the future use, the future tenants, and/or the identity of the architect, engineer, contractor, financier or persons in similar capacities may be placed on a construction site for which a building permit has been issued or planning approval granted. The sign shall be:

1. No larger than 128 square feet for a commercial, multifamily or institutional use and no larger than three square feet for a single-family residence or duplex; and

2. Removed no later than seven days after the final inspection of the project.

D. Noncommercial Signs. A noncommercial sign intended to elicit support of, or opposition to, a party, candidate or proposition measure at an upcoming election is permitted if the sign is:

1. Not placed in such a manner that it may obstruct, confuse or interfere with traffic or endanger the health, safety or welfare of people or endanger property;

2. Not attached to a utility pole, fence abutting a public right-of-way, building (excluding the interior of windows), structure, object, tree or other vegetation, or located on or within any public right-of-way or other public property;

3. Not placed on private property without the permission of the property owner; and

4. Removed not later than seven days after the election to which the sign relates.

An on-site identification sign of the campaign headquarters for a candidate for political office or the proponent or opponent of a proposition measure shall conform to the size and placement provisions for office uses in PMC 19.16.050.

E. Community Event Signs. (Temporary sign permit required.) Signs and banners for noncommercial promotional events of civic, charitable, educational, religious or service organizations are permitted if the signs are removed within seven days after the completion of the event. A community event sign may be placed on or over public property only with the issuance of a temporary sign permit from the city manager.

F. Promotional Signs, Balloons and Banners. (Temporary sign permit required.) Temporary on-site signs and banners may be placed on the exterior of a building and temporary cold or hot air balloons or other advertising devices may be placed at a site for a special event such as a business opening, sale or other business promotion if the owner first obtains a temporary sign permit from the city planner. The permit may impose conditions on the size, placement, color and copy in order to ensure the safety and welfare of the general public. Any one commercial establishment may obtain a temporary sign permit under this subsection no more than three times in a calendar year.

The maximum period of time for which a promotional sign is permitted is:

1. For a sale or business promotion, five days;

2. For a business opening, 15 days after the first day of the opening or 21 days after installation, whichever occurs first.

G. Temporary Window Signs. Temporary on-site window signs may be placed or painted on a ground floor window to advertise a special sale or event if:

1. The total window area taken up by permanent and temporary signs does not exceed 35 percent of the window area on the building frontage;
2. The face of the sign indicates the date it was placed; and
3. No sign remains for more than 30 days. [Ord. 05-1257 § 4, 2005; Ord. 958 § 2, 1988; Ord. 928 § 1, 1987.]

19.12.060 Prohibited signs.

No person may place or maintain:

- A. A sign contrary to this title;
- B. A sign which violates a condition of its permit;
- C. A paper, cloth or other temporary commercial or advertising sign placed on a wall, fence or structure unless the sign is permitted under PMC 19.12.040 or 19.12.050;
- D. A pennant, flag, banner, balloon or similar advertising device, when used for commercial advertising purposes, whether or not any written message or symbol is affixed, except as permitted under PMC 19.12.040 or 19.12.050;
- E. A sign painted on a building wall, fascia, parapet, metal or other rigid awning or canopy, fence or structure. This provision does not include awning signs. Murals, drawings or other graphic embellishments not containing any commercial message or identification information are not considered signs under this provision;
- F. A portable sign, including an A-board or mobile sign unless the sign is permitted under PMC 19.12.040 or 19.12.050;
- G. A sign placed on a utility pole or structure, shrub, tree or rock;
- H. A statue or three dimensional object when used for advertising purposes;
- I. A moving sign or a sign that rotates, flashes or oscillates except a traditional symbolic sign such as a barber shop pole;
- J. An exposed neon sign, except one placed on the inside of a window or which is permitted within the historic district or design review area under Chapter 19.20 PMC;
- K. A projecting or shingle sign, except one which is permitted within the historic district or design review area under Chapter 19.20 PMC;
- L. A roof sign except for a promotional sign permitted under PMC 19.12.050(F);
- M. A sign supported by exposed wires, braces or cables;
- N. A commercial sign at a residential property, except for a real estate sign or construction project sign permitted under PMC 19.12.050(A) or (C);
- O. A sign placed on public property or in the public right-of-way except with the permission of the agency which owns the property;
- P. A sign which contains obscene matter or wording;
- Q. A sign which interferes with the vision or safe and convenient movement of vehicles or pedestrians;
- R. An off-site sign excepting one specifically permitted under PMC 19.12.040 or 19.12.050;
- S. A sign or sign structure which is unsafe, dilapidated or in disrepair, abandoned or obsolete. [Ord. 928 § 1, 1987.]

Chapter 19.16 SPECIFIC LAND USE SIGNS

Sections:

- 19.16.010 General.
- 19.16.020 Retail and service businesses.
- 19.16.030 Hotels and motels.
- 19.16.040 Churches and institutions.
- 19.16.050 Office uses.
- 19.16.060 Gasoline service stations, car washes.
- 19.16.070 Theaters.
- 19.16.080 Manufacturing, research, warehouse and industrial uses.
- 19.16.090 Auto/motor vehicle dealers.
- 19.16.100 Residential uses.
- 19.16.110 All land uses located in the downtown commercial core.

19.16.010 General.

A. The regulations in this chapter apply depending upon the nature of the use of a particular property. If a particular use is not designated, or if uses are combined, the reviewing body shall apply the regulations for the type of use found by it to be most similar.

B. The allowable sign area for each use is the maximum allowed. The reviewing body may limit the sign area to less than the maximum. [Ord. 928 § 1, 1987.]

19.16.020 Retail and service businesses.

This section applies to retail, personal service or service commercial businesses, restaurants, food/drink services, financial institutions and similar uses.

A. Identification. A permanent retail or service business sign is limited to the name and graphic logo of the business, the type of service rendered, the principal brand names or classification of merchandise for sale and the street address. Brand names may not occupy more than 25 percent of the allowable sign area, except for storefront signs.

B. Building Signs.

1. Area. A retail or service business may place permanent building signs on the premises including wall signs, awning signs, suspended signs and window signs. The building signs may not exceed a maximum total area of one square foot for each lineal foot of building frontage or 20 square feet whichever is greater; provided, that:

a. If a business occupies less than 50,000 square feet of floor area, the total sign area may not exceed 200 square feet on any one building frontage; or

b. If a business occupies 50,000 square feet or more of floor area, the area for any one sign face may not exceed 200 square feet.

2. Height. A building sign may not exceed 25 feet in height except as permitted under PMC 19.12.030(D).

C. Storefront Signs. A retail or service business may place storefront signs on the premises. The signs may not exceed 10 square feet per building frontage or 10 percent

of the sign area permitted for building signs for each building frontage, whichever is greater. A storefront sign may not exceed eight feet in height.

D. Freestanding Signs. A freestanding sign may be approved subject to PMC 19.12.020 if the following requirements are met:

1. Sign Area. The sign area of freestanding signs is limited as follows:

a. Parcel Containing Fewer Than Four Businesses or Uses. The sign area may not exceed 50 square feet or 50 percent of the sign area permitted for building signs on the principal street frontage of each business identified on the sign, whichever is less, except that the sign area may be at least 20 square feet.

b. Shopping Center. A shopping center of four or more businesses may have a master identification sign not to exceed one square foot per 1,000 square feet of total building floor area or 50 square feet, whichever is less, except that the master identification sign may be at least 25 square feet.

c. Major Store. An individual business containing at least 100,000 square feet of floor area may have identification not to exceed 150 square feet as part of the total sign area of a freestanding master identification sign, only under the following criteria:

- i. The business must be one of at least four businesses within a shopping center;
- ii. The shopping center site must be at least 25 acres in size; and
- iii. The master identification sign must include the name of the shopping center which may not exceed 60 square feet, notwithstanding the provisions of subsection (D)(1)(b) of this section.

2. Height. The height of freestanding signs is limited as follows:

a. Parcel Containing Fewer Than Four Businesses or Uses. The height of a freestanding sign may not exceed one foot for each 10 feet of lot frontage or 15 feet, whichever is less. No portion of the sign may be higher than the closest distance between the sign and a building. Notwithstanding the preceding restrictions, a freestanding sign may be at least five feet in height.

b. Shopping Center. A master identification sign for a shopping center with four or more businesses may not exceed 15 feet in height, except that such a sign meeting the criteria as set forth in subsection (D)(1)(b) of this section may not exceed 40 feet in height.

3. Number and Placement.

a. Single Business on a Parcel. A single business on a parcel may have one freestanding sign per street frontage.

b. Parcel Containing Two or Three Businesses or Uses. A parcel containing two or three businesses or uses may have one freestanding sign per street frontage. The sign may include identification for each business.

c. Shopping Center. A shopping center with four or more businesses may have the following:

- i. If the shopping center contains less than 50,000 square feet of building floor area, it may have one freestanding master identification sign per street frontage;

ii. If the shopping center has 50,000 square feet or more of building floor area, it may have one freestanding master identification sign for each driveway entry;

iii. If the shopping center has a major store and meets the criteria as set forth in PMC subsection (D)(1)(b) of this section, it may have one master identification sign per major store in addition to the preceding provision.

4. No freestanding sign for an individual business in a shopping center is permitted unless the business is located in a building separated from the main center.

E. Nonground Floor Business. In addition to the other signs permitted in this section, a business which does not have ground floor building frontage may have up to 10 square feet of sign placed at the main ground floor entry to the business. [Ord. 958 § 3, 1988; Ord. 928 § 1, 1987.]

19.16.030 Hotels and motels.

This section applies to a motel, motor inn, hotel or similar commercial transient residential use.

A. Identification. A permanent hotel or motel sign shall contain only the name and graphic logo of the business, types of service rendered, rate information, travel-related service information and street address.

B. Area. The maximum sign area which may be placed on a site is two square feet per unit or 200 square feet, whichever is less.

C. Types of Signs.

1. Building Signs. A hotel or motel may have wall signs, window signs and awning signs.

2. Freestanding Sign. One freestanding sign per street frontage may be permitted, subject to PMC 19.12.020. If permitted, a freestanding sign is included in the maximum allowed sign area. The sign may not exceed one square foot per unit or 75 square feet, whichever is less. The maximum height is 12 feet or one foot in height for each three square feet of sign area, whichever is less. A freestanding sign need not be less than five feet in height. [Ord. 928 § 1, 1987.]

19.16.040 Churches and institutions.

This section applies to churches and other religious buildings, public and quasipublic uses, schools, fraternal and other service clubs, hospitals, rest homes, community halls and similar uses.

A. Identification. A permanent institutional sign is limited to the name of the institution, types of service offered, reader boards and street address.

B. Area. The maximum sign area allowed to be placed on a site is one square foot for each 2,000 square feet contained in the site, or 50 square feet, whichever is less. The sign need not be smaller than 15 square feet. If a site exceeds 10 acres, the planning commission may approve a sign larger than 50 square feet if it finds that the site size and type of use warrant the additional signage and that the signs are aesthetically balanced and designed for the site.

C. Types of Signs.

1. Building Signs. An institution may have wall signs, window signs and awning signs.

2. Freestanding Sign. A freestanding sign may be permitted, subject to PMC 19.12.020. A freestanding sign is included in the maximum allowed sign area. It may not exceed five feet in height. The planning commission may allow a higher sign if it finds that the proposed sign is aesthetically balanced and designed for the site. [Ord. 928 § 1, 1987.]

19.16.050 Office uses.

This section applies to individual administrative, medical and professional offices and to office buildings.

A. Identification. A permanent office sign is limited to the name of the business or occupants, type of service rendered and the street address.

B. Area. The maximum sign area allowed to be placed on a building frontage is one square foot of sign area for each lineal foot of building frontage or 100 square feet, whichever is less. An office building or nonground floor business may have additional sign area as described in subsections (D) and (E) of this section.

C. Types of Signs.

1. Building Signs. An office use may have wall signs, window signs, awning signs and suspended signs.

2. Freestanding Signs. A freestanding sign may be permitted subject to PMC 19.12.020. If approved, the freestanding sign for a parcel containing one to three individual offices may not exceed:

a. Five feet in height; and

b. Twenty-five square feet in area or 50 percent of the sign area allowed on the principal street frontage, whichever is less.

D. Office Buildings. In addition to the sign area permitted under subsection (B) of this section, an office building with four or more individual offices may have:

1. One master identification sign not exceeding 25 square feet in size. The sign may be a wall sign or a freestanding sign (under PMC 19.12.020); and

2. Directory signs whose total area does not exceed 25 square feet. A directory sign may be a wall sign, suspended sign or freestanding sign (under PMC 19.12.020).

E. Nonground Floor Business. In addition to the sign area permitted under subsection (B) of this section, an office which does not have ground floor building frontage may have up to 10 square feet of sign placed at the main ground floor entry to the business. [Ord. 928 § 1, 1987.]

19.16.060 Gasoline service stations, car washes.

This section applies to auto service stations and car washes, with or without retail gasoline sales, and similar commercial business that service vehicles primarily outside of a building.

A. Identification. A permanent sign is limited to the name and graphic logo of the business, services rendered and pricing information. Product advertising shall be limited to window signs and gasoline pump islands.

B. Area. The maximum sign area allowed to be placed on a site is 100 square feet including any permitted freestanding signs. No individual sign face may exceed 30 square feet. Small product and brand name signs on the gasoline pumps and attached

to the pump island and other identification signs intended to direct and inform customers already on the premises are not included in the maximum sign area.

C. Types of Signs.

1. Building Signs. A service station or car wash may have wall signs and window signs.

2. Freestanding Sign. A freestanding sign may be permitted subject to PMC 19.12.020. If approved, a freestanding sign may not exceed 12 feet in height. There may be no more than one freestanding sign per street frontage. No individual sign on the freestanding structure may exceed 30 square feet and no structure may have more than two such signs. [Ord. 928 § 1, 1987.]

19.16.070 Theaters.

This section applies to movie theaters, concert and exhibit halls, playhouses, nightclubs with scheduled performances or similar uses.

A. Identification. A permanent theater sign is limited to the name and graphic logo of the use, the type of services rendered, marquees or reader boards and the street address.

B. Area. The maximum sign area allowed to be placed for a use is:

1. Building Signs. One square foot of sign area for each lineal foot of building frontage. No sign face may exceed 200 square feet on any building frontage. Pedestrian-oriented showcases for movie, concert and exhibit posters or information are not included in the allowable sign area.

2. Freestanding Signs. Subject to PMC 19.12.020, 50 square feet in area and 15 feet in height.

C. Types of Signs.

1. Building Signs. A theater use may have wall signs, window signs, awning signs and suspended signs.

2. Freestanding Sign. A freestanding sign may be permitted subject to PMC 19.12.020. Reader boards may be added to the freestanding sign structure instead of placing them on a building frontage (and they are then included in the maximum building sign area). [Ord. 928 § 1, 1987.]

19.16.080 Manufacturing, research, warehouse and industrial uses.

This section applies to heavy and light manufacturing, industrial business parks, mini-storage, warehousing and distribution operations, processing plants, research facilities and similar uses.

A. Identification. A permanent sign is limited to the name and graphic logo of the business, types of service rendered, the principal brand names or classification of the product and the street address.

B. Area. The maximum sign area allowed to be placed on a parcel is as follows:

1. For a parcel less than five acres. One square foot for each 1,000 square feet contained on the site or one square foot of sign area for each two lineal feet of building frontage, whichever is greater. No sign may exceed 100 square feet for an individual business;

2. For a parcel of five acres or more. One square foot for each 2,000 square feet contained on the site or 400 square feet, whichever is less. No sign may exceed 200 square feet;

3. A parcel having four or more individual businesses may have, in addition to the area allowed under subsections (B)(1) and (2) of this section:

a. One master identification sign, maximum 25 square feet,

b. Directory signs, maximum total 25 square feet,

c. Industrial business park sign which conforms to subsection (C)(4) of this section.

C. Types of Signs.

1. Building Signs. A use under this section may have wall signs, window signs and awning signs.

2. Freestanding Sign. A freestanding sign may be permitted subject to PMC 19.12.020. If approved, the freestanding sign for a parcel having one to three businesses may not exceed eight feet in height. It may be 25 square feet in area or 50 percent of the sign area allowed on the principal street frontage, whichever is less. The area is included in the maximum sign area.

3. Multi-Business Parcel Having Four or More Businesses. In addition to other signs permitted by this section, a multi-business parcel with four or more businesses may have one master identification sign (a freestanding sign under PMC 19.12.020 or a wall sign) and directory signs (freestanding under PMC 19.12.020 or wall signs). A freestanding sign may not exceed eight feet in height.

4. Industrial Business Parks. In addition to other signs permitted by this section, a business or industrial park subdivision may have at each main entrance to the subdivision a master identification sign not to exceed 25 square feet each. The sign may not be illuminated nor exceed five feet in height. [Ord. 928 § 1, 1987.]

19.16.090 Auto/motor vehicle dealers.

This section applies to retail dealers of automobiles, motorcycles, boats and similar motor vehicles. A business selling only used vehicles is regulated by PMC 19.16.020.

A. Identification. A permanent sign is limited to the name and graphic logo of the business, the type of service rendered, the principal brand names or classification of merchandise for sale and the street address.

B. Area. The maximum sign area allowed to be placed is:

1. One square foot of sign area for each lineal foot of building frontage except that no sign may exceed 200 square feet; and

2. One freestanding sign for each main entry or street frontage, subject to PMC 19.12.020. The sign may not exceed 75 square feet or 50 percent of the sign area allowed on the principal street frontage, whichever is less.

C. Types of Signs.

1. Building Signs. A vehicle dealer may have wall signs, window signs and awning signs.

2. Freestanding Sign. A freestanding sign may be permitted subject to PMC 19.12.020. If approved, a freestanding sign may not exceed one foot in height for each 10 feet of lot frontage or 15 feet, whichever is less. No part of a freestanding sign may

be higher than the closest distance between the sign and a building. A freestanding sign need not be less than five feet in height. [Ord. 928 § 1, 1987.]

19.16.100 Residential uses.

This section applies to permanent identification for apartments, condominiums, townhouses, residential subdivisions, mobile home parks and similar residential uses.

A. Identification. A permanent sign for a residential use is limited to the name of the subdivision, mobile home park, apartment complex, condominium or townhouse development and the street address.

B. Apartment and Condominiums.

1. A parcel containing five or more dwelling units may have one sign per street frontage. The sign may be a wall sign or freestanding sign, subject to PMC 19.12.020.

2. The maximum area per sign is 10 square feet or one square foot for each five dwelling units, whichever is greater. The sign may not exceed 50 square feet. The maximum height of a freestanding sign is eight feet.

C. Neighborhood Identification Signs. A major subdivision or mobile home park may have, at each main entrance to the subdivision or facility, an identification sign not to exceed 15 square feet each. The sign may not be illuminated nor exceed five feet in height. [Ord. 928 § 1, 1987.]

19.16.110 All land uses located in the downtown commercial core.

This section applies to all uses within the area identified in the general plan as the downtown commercial core (General Plan Figure 5-1) that require signage. All signs located within this area shall be subject to the design approval process and signage guidelines set forth in the old town design guidelines (Resolution No. 05-10382, 2005). [Ord. 07-1290 § 6, 2007.]

Chapter 19.24 ENFORCEMENT

Sections:

- 19.24.010 Violation is an infraction.
- 19.24.020 Violation – Nuisance.
- 19.24.030 Abatement.
- 19.24.040 Nonconforming signs.
- 19.24.050 Amortization of nonconforming signs.
- 19.24.070 Remedies not exclusive.

19.24.010 Violation is an infraction.

A person who violates this title is guilty of an infraction under PMC 1.20.010. [Ord. 928 § 1, 1987.]

19.24.020 Violation – Nuisance.

A sign or sign structure placed or maintained contrary to this title is a public nuisance. [Ord. 928 § 1, 1987.]

19.24.030 Abatement.

A sign or sign structure placed or maintained contrary to this title may be abated as follows:

A. A sign placed which is prohibited by PMC 19.12.070 or which imperils the safety of people or property, or an obsolete or abandoned sign is subject to removal by the owner and, upon the owner's failure to do so, by the city;

B. A sign may be abated and the expense of abatement shall be a lien against the property owner. The abatement procedure is that set forth in Chapter 1.24 or 15.36 PMC (PMC 15.36.090 or 15.36.100);

C. Each person who erects a sign which is subject to removal under subsection (A) or (B) of this section is jointly and severally liable for the cost of removal. The city has a lien upon the sign for the cost of removal and may keep possession of the sign until the owner redeems it by paying to the city the cost of removal. The city may dispose of the sign 60 days after removal by giving the owner notice that the owner may redeem the sign by paying the cost of removal or if he fails to do so, the city will dispose of the sign as it sees fit without further liability to the owner for this action. [Ord. 928 § 1, 1987.]

19.24.040 Nonconforming signs.

A. Regulations. The following regulations apply to a nonconforming sign:

1. No increase or enlargement is permitted;

2. No change of copy is permitted except for copy on outdoor advertising structures, reader boards and similar signs designed for changeable copy. However, the copy on a nonconforming sign may be changed if the sign structure also identifies other businesses;

3. The sign may not be moved or altered except for necessary repair and maintenance, unless the moving or alteration reduces the degree of nonconformity;

4. If the nonconforming sign is abandoned or becomes obsolete for a continuous period of 30 days or more, the nonconforming status terminates.

A conforming sign may be approved notwithstanding the existence of a nonconforming sign on the site as long as the nonconforming sign is on a different building frontage.

B. Nonconforming Master Sign Program. If a master sign program previously approved by the city does not conform to this title, it is considered nonconforming. The property owner whose master sign program is nonconforming shall submit a new master sign program application within three months after written notification of the nonconformity. A sign installed under a nonconforming master sign program is subject to the notice and removal procedures under subsection (C) of this section.

C. Notice and Removal. Within six months of notification of nonconformity, the owner of a nonconforming sign shall either:

1. Remove the sign;

2. Obtain a new permit in conformance with this title by (a) modifying the sign to conform; or (b) obtaining approval for an exception under PMC 19.08.020;

3. Obtain an extension of time within which the sign must be removed under PMC 19.24.050; or

4. Establish to the satisfaction of the city planner that the special restrictions of Business and Professional Code Sections 5490 through 5499 apply. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.24.050 Amortization of nonconforming signs.

A. The purpose of this section is to allow the owner of a nonconforming sign to delay removal or modification of the sign for a reasonable period to permit the owner to recover the original costs where, at the time specified for removal, the costs were not yet fully amortized. The amortization period shall be commensurate with the investment involved.

B. The owner of a nonconforming sign may apply to the city planner for an extension of time within which the sign must be removed. The application suspends the running of the period of time for removal.

C. The application shall contain the following information:

1. Name and address of the sign owner and the property owner, if different;
2. A description of the sign;
3. The date the sign was placed;
4. Whether and when a sign permit was issued;
5. The cost of construction;
6. Revenue derived;
7. Present value of the sign;
8. If the sign is being depreciated under Federal Internal Revenue Service provisions (Section 167 or other section), a copy of the last IRS form showing such depreciation;
9. A detailed statement of the reasons for the extension requested;
10. The length of time for which the extension is requested;
11. Other relevant information which the city may request.

D. The city planner shall consider the following factors in determining whether or not to grant an extension:

1. The information presented on the application;
2. The economic hardship on the owner; and
3. The interest of the sign owner in the premises and expected changes in the use of the property.

E. If the city planner finds that circumstances warrant granting an extension of time for amortization of the sign, the city planner may grant the extension. The table below indicates the minimum number of years a sign may remain after it becomes a nonconforming sign:

Value of Sign at the Time It Becomes Nonconforming	Minimum Number of Years Allowed to Remain
Under \$2,000	2
\$2,000 to \$3,999	3

\$4,000 to \$5,999	4
\$6,000 to \$7,999	5
\$8,000 to \$9,999	6
\$10,000 and over	7

F. A decision by the city planner regarding extension under this section may be appealed to the planning commission. [Ord. 05-1257 § 4, 2005; Ord. 928 § 1, 1987.]

19.24.070 Remedies not exclusive.

The remedies in this chapter are not exclusive. The city may rely upon any remedy authorized by law. [Ord. 928 § 1, 1987.]