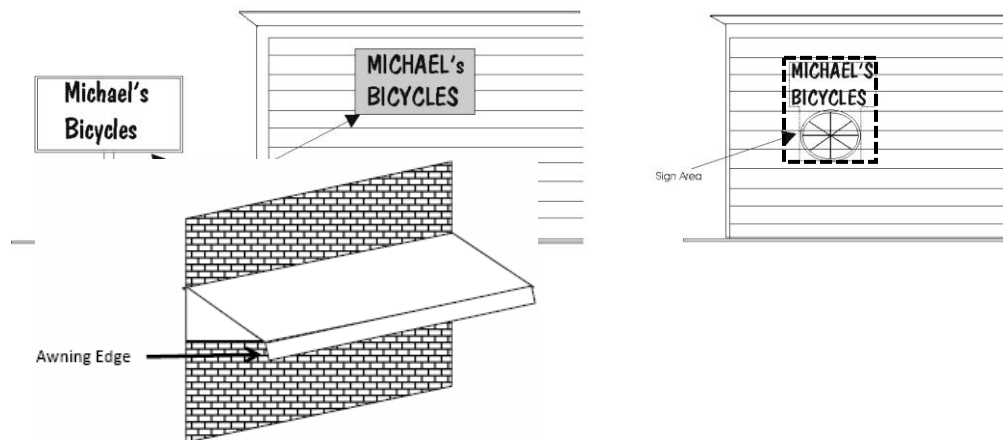


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### SIGN STANDARDS

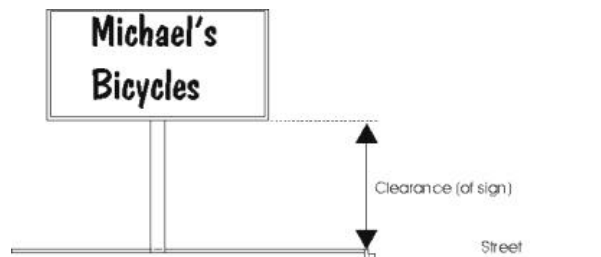
1. **Purpose.** The purpose of this Appendix is to establish standards for the design, placement, size, and proper maintenance of all signs and sign structures within the Project. No other sign standards shall apply to the Project.
2. **Definitions.** The definitions in other Appendices in this Development Agreement are incorporated by reference in this Appendix.
  - 2.1. **Additional Sign.** Any permanent sign that is smaller in size or less prominent than a Primary Sign or Secondary Sign. *See* Section 4.4.
  - 2.2. **Address Sign.** A sign or individually applied letters and numbers displaying the street name and number of the business location.
  - 2.3. **Advertising Sign.** A sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered.
  - 2.4. **Area of Sign.** The sum of all display areas as determined by circumscribing with a circle, triangle, or quadrangle the exterior limits of the letters, logos, or elements erected on one (1) Sign Structure. The Sign Structure and the painted or architectural background of a sign outside the circumscribed area are not included in determining the area of the sign unless the structure or background is designed in a manner to visually amplify the sign itself.



- 2.5. **Awning / Awning Side Panel / Awning Edge Panel.** A removable projection roofed with flexible, sturdy material supported from an exterior wall of a building and/or other Sign Structure. May include solid panels on the sides and/or front.
- 2.6. **Banner.** Flexible, sturdy material on which a sign is painted, printed or sewn. Banners are attached to buildings or other structures, and shall not sag or flutter.
- 2.7. **Blade Sign.** A sign perpendicular to a building or structure face. It is a type of Pedestrian-Oriented Sign.

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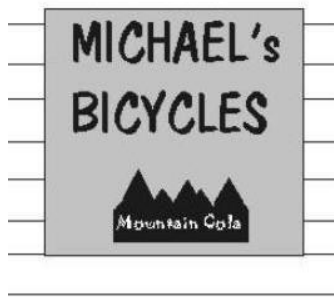
- 2.8. Business Identification Sign.** A sign that identifies the name of a business on the premises.
- 2.9. Box Sign.** A wall sign contained completely within a box, frame, or similar enclosure. Typically backlit with a transparent face, they are also called “Cabinet Signs.”
- 2.10. Canopy.** A permanent, architectural projection supported from an exterior wall of a building and/or other structure, that is intended to provide protection from weather. Edges are defined as parallel to the ground, and either parallel or perpendicular to the façade from which the canopy is supported.
- 2.11. Canopy Sign.** A sign affixed to or constructed as part of a Canopy displaying the name, logo and/or address of the business. Copy and images are allowed on and above the face and sides of the canopy, and may be internally or externally illuminated. The area of the copy, not the canopy itself, shall be used in determining the sign area.
- 2.12. Changeable Copy.** That portion of a sign which may be easily changed by manual, mechanical or digital means, or by lighting effects without reworking, repainting, or otherwise altering the physical composition of the sign.
- 2.13. Changeable Image Sign.** A sign which changes messages or background by digital or mechanical means.
- 2.14. Channel or Wall-Mounted Letters.** Signage composed of letters individually mounted or painted on a structure, without a border or decorative enclosure.
- 2.15. Clearance (of a sign).** The smallest vertical distance between the grade of the adjacent surface and the lowest point of any sign, including framework and embellishments, extending over that grade. For example:



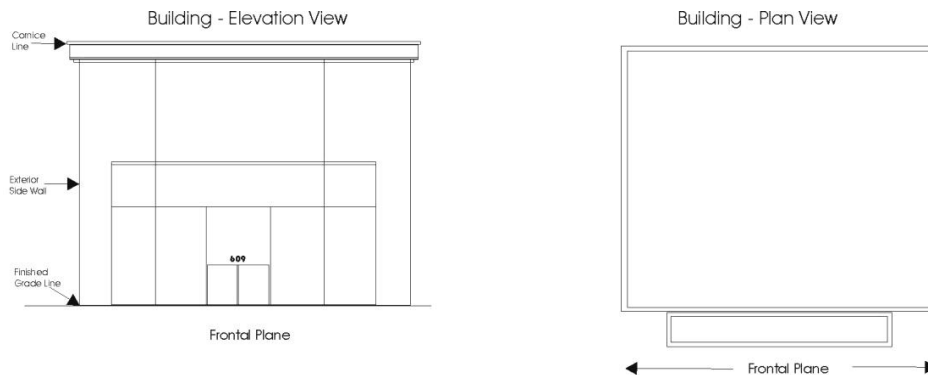
- 2.16. Construction Purpose Sign.** A temporary sign identifying the Owner, Architect, Engineers, Contractors and other entities involved with construction activities on a site or structure.
- 2.17. Directional Sign.** A sign limited to directional messages for information and wayfinding purposes, principally for pedestrian or vehicular traffic. These signs shall contain no product or business advertising matter. This is a type of Information Sign.

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- 2.18. Double Faced Sign.** A sign with two (2) faces on opposite sides of each other.
- 2.19. Façade Area.** That portion of a frontal plane of a building owned or leased by a business. The Façade Area is calculated by multiplying the relevant façade length by the relevant façade height.
- 2.20. Flag.** A flexible cloth or cloth-like material printed or sewn with a decorative image, sign message, or symbol of a governmental body or other organization. Flags shall not be attached to flexible poles or structures. *See also* Banner.
- 2.21. Franchise Sign.** A sign whose display surface is divided between the product or service advertised and premises identification when the product or service advertised is not the primary product or service available on the premises. For example:



- 2.22. Freestanding Sign.** A ground mounted self-supporting sign in a fixed location that is not attached to any structure, wall, or fence.
- 2.23. Frontal Plane.** The surface area found within the perimeter bounded by the finished grade, the cornice line, and exterior side walls not including intermediate walls perpendicular to such surface area. For example:

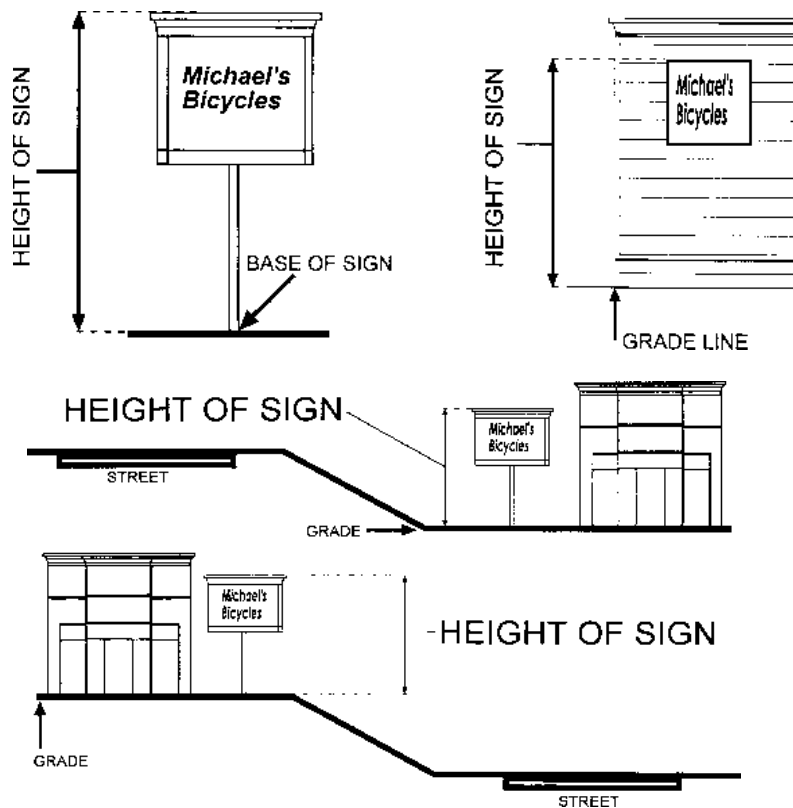


- 2.24. Fuel/Charging Price Sign.** A non-movable sign advertising the unit price of various fuel and energy types for vehicles.
- 2.25. Halo Lighting.** A type of Illumination that consists of a light source mounted behind and sometimes recessed into the sign or sign elements. The sign elements shall be opaque, such that the light does not appear to emit from within or through the sign elements. For example:

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- 2.26. Height (of Sign).** For a freestanding sign, the vertical distance measured from grade to the highest point of the sign; and for a sign attached to a building, the vertical distance measured from the building grade to the highest point of the sign. For example:



- 2.27. Holiday Sign.** A temporary sign clearly incidental to and commonly associated with any national or local holiday.
- 2.28. Illumination.** Incorporation of an artificial light source, either internally or externally, for the purpose of increasing a sign's visibility or adding decoration.
- 2.29. Information Sign.** A sign for public safety, convenience and/or general information that has a purpose incidental to the use of the property on which it is located. Examples of information signs include "entrance", "one-way", "loading only", "drive through window menu boards", "restroom", "open" and other similar directives.

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- 2.30. Large Inflatable Object.** A large balloon or balloon-like object, greater than eighteen (18) inches in any dimension, that uses blown air or gas to keep it inflated and aloft.
- 2.31. Marquee Sign.** A hood or structure, generally placed over the entrance to a business, with signage stating the permanent name of the establishment. A portion of it may include changeable copy, such as in the case of theaters, art galleries or playhouses.
- 2.32. Memorial Sign.** A sign, tablet or plaque memorializing a person, event, structure, or site.
- 2.33. Monument Sign.** A type of free-standing sign, typically larger in scale and dedicated to the display of a business name and/or logo. Not for the display of general information or directional symbols but may include an address.
- 2.34. Movable Sign.** A portable sign including an A-frame or sandwich board sign which is readily movable and has no permanent attachment to a building, structure, or the ground.
- 2.35. Multi-business Development.** A development which includes two (2) or more businesses which share a single structure or separate structures which are physically attached.
- 2.36. Multi-business Wall Sign.** An on-premises sign which identifies tenants and may identify a building name for a multi- business development.
- 2.37. Outdoor Commercial Sign.** A type of temporary signage used in circumstances such as while a permanent wall sign is fabricated and/or undergoing the permit review process, or advertises a special event such as a sale for a permanent business.
- 2.38. Outdoor Vendor.** A vendor, permanent or temporary, conducting business outside of a weatherproof and conditioned structure.
- 2.39. Painted Wall Mural.** An image, with or without words, applied directly to a wall for artistic purposes and not intended for advertisement of any specific business, use or product.
- 2.40. Painted Wall Sign.** An image, with or without words, applied directly to a wall for the purpose of advertising a business, use or product.
- 2.41. Pedestrian-Oriented Sign.** A permanent sign that may be used provide information or convey a business name and/or logo, sized and oriented for pedestrians and bicyclists. Blade Signs are an example of this sign type.
- 2.42. Poster.** A decorative placard or advertisement associated with music performances, cultural events, movies or live or playhouse theaters.
- 2.43. Primary Sign.** The primary advertising Sign for a business, enterprise or community

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facility. *See* Section 4.2.

- 2.44. Private Property Sign.** A sign on private property which limits access, parking admittance, or pertains to security provisions, or which defines entrances or exits.
- 2.45. Reader Board.** A sign, or part of a sign, on which the letters are readily replaceable, and whose primary function is to display frequently changing text and/or imagery related to the sign owner's business.
- 2.46. Projection Sign.** A double-sided sign that projects from a structure where the two faces of the sign join at an interior angle no less than 60 degrees. Signs joining at an angle less than this shall be considered Blade Signs. For example:

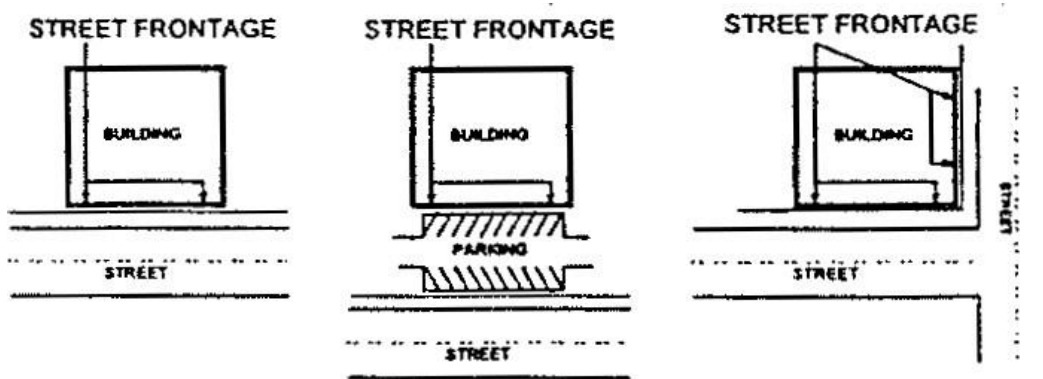


- 2.47. Real Estate Sign, For Sale, Rent, Lease.** An on-premises or off-premises sign advertising that the property is for sale, rent or lease. This may be a portable temporary sign or permanent, as appropriate for the lot, units or space being advertised.
- 2.48. Roof Sign.** A sign located wholly on or above the roof of a building.
- 2.49. Rotating Sign.** Any sign or portion of a sign that revolves on a fixed axis.
- 2.50. Secondary Sign.** A smaller sign that is not the primary sign of the business. *See* Section 4.3.
- 2.51. Sign.** Any material, structure, or device, or part thereof, composed of letters or pictorial matter. May be used on public or private property, the exterior or interior of a building, and other locations where permitted. It shall be used for the display of an advertisement, announcement, notice, directional matter, location or name. The term "sign" is used throughout this Appendix in reference to this definition but is not necessarily capitalized.
- 2.52. Sign Structure.** Any structure that supports or is designed to support any sign as defined in this Appendix. A "sign structure" may be a single pole and may or may not be an integral part of a building. For example:

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- 2.53. Special or One-time Events.** Activities concerning a civic, seasonal, cultural, philanthropic or educational event which will occur intermittently.
- 2.54. Street Frontage.** The side of the building facing a street which abuts the property on which the building is located. For example:



- 2.55. Structure.** A man-made, permanent site element that may host a sign but was not built expressly for display of the sign. Examples include buildings, arbors, trellises, site walls and light poles.
- 2.56. Temporary Sign.** Any sign, intended to be displayed for a limited period of time. See Section 5.
- 2.57. Wall Sign.** Any sign attached to a wall of a building or structure where the exposed face of the sign is parallel to the plane of the wall.
- 2.58. Window Sign.** Any sign which is painted or mounted, either to the interior or exterior face of a window frame or glazing, or hung directly inside the window. The term does not include merchandise visible through the window.

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### 3. General Provisions

#### 3.1. Permits

**3.1.1. Public Property:** Any Signs located on public property shall require a permit.

**3.1.2. Permanent Signs on Private Property:** Any Permanent Signs on private property shall require a permit, except a permit is not required for the following:

**3.1.2.1.** All Temporary Signs erected on private property, provided that they comply with this Appendix.

**3.1.2.2.** The following types of Additional Signs: Address Signs, Banners, Directional Signs, Flags, Information Signs, Movable Signs, Real Estate Signs and Window Signs.

**3.2. Fees.** A permit fee shall be required in accordance with the Fee Schedule provided at Attachment 4 to Appendix A. Applicant may opt to apply for multiple proposed Permanent Signs for a single building or structure in one package, in which case the applicant shall only pay one sign permit application fee for the entire package.

**3.3. Exempt Signs.** The exemptions in IMC 18.612.030 are incorporated by reference in this Appendix.

**3.4. Prohibited Signs & Devices.** The following signs or devices are specifically prohibited:

**3.4.1.** Blinking or flashing lights. Any sign illuminated by or containing blinking, flashing, intermittent, or moving light or lights, except the time and temperature portion of a sign or digital changing image signs with more than 15 seconds between changes.

**3.4.2.** Any sign illuminating a street, highway, sidewalk, or that constitutes a traffic hazard or public nuisance.

**3.4.3.** Large Inflatable Objects (except with a special events permit or as a holiday sign for a recognized public holiday).

**3.4.4.** Laser lights and search lights.

**3.4.5.** Revolving signs or signs with movable parts except barber poles and numerical signs indicating parts of clocks or thermometers, and except as allowed on projecting sign types.

**3.4.6.** Signs that imitate official traffic signs or signals that confuse motorists, obscure their vision or detract from any legal traffic control device.

**3.4.7.** Movable fuel price signs.



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### 4. Permanent Signs

#### 4.1. Number of Permitted Primary and Secondary Signs:

- 4.1.1. **Individual Businesses:** Each individual business establishment may have a maximum of one (1) primary sign and one (1) secondary sign, except as allowed by Section 4.1.2 below. Both the primary and secondary signs may be placed on the same wall.
- 4.1.2. **Multi-sided and Multi-entry Businesses:** Where a ground-level business faces two (2) or more streets, pedestrian paths, trails or Community Amenity Spaces the business may have two (2) primary and two (2) secondary signs. Each primary sign shall be located on the façade where a pedestrian entry is located and will be calculated as specified in this Appendix.
- 4.1.3. For each façade that does not have a primary sign, one (1) secondary sign will be allowed, not to exceed two (2) total secondary signs; secondary sign size will be calculated as specified in this Appendix. If the business has only two (2) façades, the secondary sign may be placed on a façade with one (1) of the primary signs.
- 4.1.4. A business whose façade is a minimum of one hundred (100) ft in length and facing a street, pedestrian path, trail or public space may have two (2) primary signs.
- 4.1.5. The following Table 4.1.5 illustrates types of Permanent Signs. These lists are not intended to be all inclusive, and other permanent signs shall be allowed.

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**Table 4.1.5 Sign Types**

<b>Primary Signs:</b>	<b>Secondary Signs:</b>	<b>Additional Signs:</b>
Automobile Fueling and Charging Sign	Awning Sign	Address Sign
Awning Sign	Blade Sign	Advertising Sign
Blade Sign	Canopy Sign	Awning Signs
Canopy Sign	Franchise Sign	Banners
Franchise Sign	Free Standing Sign	Blade Sign
Free Standing Sign	Monument Sign	Business Identification Wall Sign
Fuel Price Sign	Painted Wall Sign	Canopy Sign
Marquee Sign	Projection Sign	Directional Signs
Monument Sign	Wall Sign	Information Signs
Painted Wall Sign	Window Sign	Flags
Projection Sign		Memorial Sign
Wall Sign		Movable Sign
Window Sign		Multi-business Wall Sign
		Pedestrian-Oriented Signs
		Real Estate Signs
		Window Sign

### 4.2. Primary Signs

**4.2.1. Primary Sign Areas:** The primary sign shall not exceed the following maximum sign area as indicated following the Façade Area on which the sign is attached:

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**Table 4.2.1 Maximum Sign Area**

FAÇADE AREA	MAXIMUM SIGN AREA
0 - 100 sq. ft.	15%
100 - 199 sq. ft.	13%
200 - 499 sq. ft.	10%
500 - 999 sq. ft.	10%, up to 75 sq. ft. maximum
1,000 - 1,499 sq. ft.	9%, up to 100 sq. ft. maximum
1,500 - 2,999 sq. ft.	8%, up to 150 sq. ft. maximum
3,000 sq. ft. or greater	6%, up to 200 sq. ft. maximum

**4.2.2.** Each sign shall have maximum letter sizes as follows, based on the linear footage of the façade on which the sign will be located. In multi-tenant buildings, the maximum letter size for a business’s primary sign is based on the portion of the façade’s linear footage owned or leased by that business:

**4.2.2.1.** Two (2) foot average and three (3) foot maximum letter size for signs on façades from 0 to 100 ft in length.

**4.2.2.2.** Three (3) foot average and four (4) foot maximum letter size for signs from 101 to 300 ft in length.

**4.2.2.3.** Four (4) foot average and five (5) foot maximum letter size for signs on façades over 300 feet in length.

**4.2.3.** To calculate the average letter size, the height of each letter in the name shall be measured, summed, and divided by the total number of letters. Subtitles shall be excluded from the calculation of average letter size; subtitles shall use average letter size as the maximum letter size. Examples of subtitles are: “salon & spa”, “espresso bar & bakery”, and “wine bar & restaurant”.

**4.2.4.** A Primary Sign shall be located on the portion of a building’s façade associated with the business it is advertising, except Projection signs.

### **4.3. Secondary Signs**

**4.3.1. Sign Area:** The Secondary Sign shall be no larger than five (5) percent of the Façade Area on which is located, up to thirty (30) square feet.

**4.3.2. Letter Size:** The Secondary Sign maximum letter height shall be three (3) feet

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and the average letter height two (2) feet as calculated in this Appendix.

**4.3.3.** See Table 4.1.5 for examples of types of Secondary Signs.

**4.4. Additional Signs.** Additional Signs are signs provided in addition to the Primary and Secondary Signs. Their purpose is to assist pedestrians, bicyclists, and drivers to find businesses as well as add visual interest and variety to the roads, paths, trails and public spaces. See Table in 4.1.5 for types of Additional Signs.

**4.5. Address Signs.** Address Signs shall not be used as Primary Signs or Secondary Signs. Address Signs are allowed only as Additional Signs.

**4.6. Automobile Fueling or Charging Facility Signs**

**4.6.1.** Fueling Signs shall not be used as Secondary Signs or Additional Signs.

**4.6.2. Primary Signs:** Facilities providing motor fuel or electric charging to the public, including those that are standalone or accompanied by other commercial uses, may have Primary Signs as follows:

**Table 4.6.2 Automobile Fueling or Charging Facility Signs**

Class	Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Lighting <sup>1</sup>
Facility Identification and Pricing <sup>2</sup>	Integrated with Monument Sign	One (1) per street frontage <sup>3</sup>	50 sq. ft. per face, two (2) faces maximum.	10 feet.	At least 2 ft. from any property line.	Allowed.
	Freestanding		15 sq ft. per face, two (2) faces maximum.			
Canopy Logo	Wall	One (1) per street frontage, not to exceed a total of two (2).	12 sq. ft.	2 feet.	Shall be on the face of the canopy covering the pump island(s).	Allowed.
Car Wash	Wall or painted	One (1)	15 sq. ft.	2 feet.	Shall be on the car wash	Not

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					structure.	allowed.
	Integrated with Facility Identification and Pricing Sign	See Facility Identification and Pricing Signs, above.				
Other Accessory Commercial Use	Wall	One (1)	20 sq. ft. or 10% of the Façade Area, whichever is more.	3 feet.	Shall be above the primary entrance, or on the façade of the tenant space.	Allowed.
	Integrated with Facility Identification and Pricing Sign	See Facility Identification and Pricing signs, above.				
Convenience Store	Wall	One (1)	20 sq. ft. or 10% of the Façade Area, whichever is more.	Per this appendix		

**Footnotes to Table 4.6.2:**

1. See facility Sign illumination provisions in Section 4.7.
2. The Sign(s) may include the identification of the facility and fuel/charging prices. No other price signs are allowed.
3. Only one (1) pricing sign integrated with the monument sign shall be allowed.

**4.7. Sign Illumination.** Sign illumination shall comply with this Appendix.

**4.8. Motor Fuel or EV Charging as Secondary Use**

**4.8.1.** Any business providing Motor Fuel or EV Charging as a secondary use may have:

- 4.8.1.1.** One (1) permanently mounted fuel price sign. Such sign shall not exceed ten (10) feet in height and fifteen (15) square feet in sign area for each face with a maximum of two (2) faces. Such sign may be incorporated with the monument sign if allowed for the primary use.
- 4.8.1.2.** One (1) canopy logo sign per street frontage providing direct vehicular entrance to the fuel station.

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**4.8.2.** Signage required by state and/or federal laws and/or regulations concerning inspections, safety warnings, or other mandated materials are exempt from the provisions of this section.

### **4.9. Awning Signs**

**4.9.1. As a Primary Sign and Secondary Sign:** The area of the copy and/or logo shall be used in determining the sign area as allowed by other sections of this Appendix. The awning may not use internal illumination which would be visible through the awning material.

**4.9.2. As an Additional Sign:** A business is allowed the following additional awning signs:

**4.9.2.1.** If the business did not use the awning for primary signage: For each awning, the business name, phone number, website, or logo only, in letters or sign area no more than six (6) inches tall on the awning edge parallel to the façade.

**4.9.2.2.** If the awning has a solid side panel, the side panel closest to each façade edge of the business, may have the business name, phone number, website, or logo only, in letters no more than six (6) inches tall. A business which selects this may have no more than two (2) side panel signs per façade.

### **4.10. Banners**

**4.10.1.** Banners shall not be used as Primary Signs or Secondary Signs.

**4.10.2.** Banners may be used as an Additional Sign.

**4.10.3.** Each banner must be attached to a pole or to the building. Each banner is limited to ten (10) square feet in size. Each individual business may have one (1) banner for each 40 ft of linear frontage, or at least two (2) banners.

### **4.11. Canopy Signs**

**4.11.1.** Shall be allowed as a Primary Sign and Secondary Sign.

**4.11.2. As an Additional Sign:** If the business provides a canopy for the purposes of weather reasonable protection for pedestrians, the following additional canopy signs are allowed:

**4.11.2.1.** For each canopy, the business name or logo only, in letters or sign area no more than six (6) inches tall on the canopy edge parallel to the façade.

**4.11.2.2.** If the canopy has a solid side edge, the side edge closest to each façade edge of the business, may have the business name or logo only, in letters no more than six (6) inches tall. A business which selects this may have no

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more than two (2) side edge signs per façade.

### 4.12. Directional Signs & Information Signs

4.12.1. Directional and information signs shall not be used as Primary Sign and Secondary Sign.

4.12.2. As an Additional Sign:

4.12.2.1. Directional and information signs shall not contain advertising matter beyond that necessary to accomplish their directional or informational purpose. Signs may be single or double faced and shall not exceed twelve (12) square feet per face.

4.12.2.2. Structured parking is allowed one informational sign at each entry indicating the status of parking (i.e. open, full, etc.) and parking rates. Signs may provide the status of each level of the multi-stories garage. Additional signs may be provided internally which are not visible from outside the garage. Changeable copy of letters and/or numbers providing this information are limited to six inches (6") in height. The Changeable Copy portion of the informational sign, indicating the status of parking availability, may be electronically lit (e.g. LEDs) and remotely changed. Signs may be single- or double faced and shall not exceed twelve (12) square feet per face, and shall not contain advertising matter beyond that necessary to accomplish their directional or informational purpose.



### 4.13. Flags

4.13.1. Flags shall not be used as Primary Sign and Secondary Sign.

4.13.2. As an Additional Sign: Country, state, city, and other governmental body flags are allowed. Additionally, up to one (1) flag with the businesses name or logo may be flown.

### 4.14. Franchise Signs

4.14.1. As a Primary Sign and Secondary Sign: One (1) franchise sign is permitted per business provided the Department determines that the sign meets one of the following conditions:

4.14.1.1. The applicant must show that the sign is characterized and documented as original or extraordinary by the standards of the advertising industry or any

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industry or organization that designs, creates or reviews signs; or

**4.14.1.2.** The sign is similar and consistent in style with the building's architectural character, and documented as such with photographs and/or drawing examples of buildings and signs in the same style or character.

**4.14.2.** As an Additional Sign: Franchise Signs shall not be used as additional signs.

### **4.15. Marquee Signs**

**4.15.1.** As a Primary Sign: Marquee signs may contain changeable images as well as changeable type. Such signs may be painted on or attached flat against the surface of, but not extending more than 24 inches beyond, or below, or attached to the underside of the overhang of the marquee. Letter sizing may not exceed twelve (12) inches in height. The maximum height of the area of the sign itself shall be ten (10) feet. One (1) sign allowed per street frontage, not to exceed two (2) per business.

**4.15.2.** Marquee Signs shall not be used as Secondary Signs or Additional Signs.

### **4.16. Memorial Sign**

**4.16.1.** Memorial Signs shall not be used as Primary Signs or Secondary Signs.

**4.16.2.** As an Additional Sign: As a permitted sign, it shall not be electrified and shall:

**4.16.2.1.** Be limited to the name of the structure to which it pertains, and date of its erection.

**4.16.2.2.** Be no larger than 28 sf, with a maximum letter size of 2 ft.

**4.16.2.3.** Be limited to one (1) Memorial sign per building façade.

**4.16.3.** An excepted memorial sign with the building date may be used in combination with a permitted memorial sign with the building name.

### **4.17. Monument Signs & Free-Standing Signs**

**4.17.1. Commercial:** An individual business may use one monument or free-standing sign type as either a primary sign or a secondary sign. It will not be allowed as an Additional Sign. No more than one (1) sign may be erected for any one (1) business.

**4.17.2. Multifamily Identification Signs:** For multi-family residential buildings, other than duplexes, one (1) permanent externally illuminated sign shall be permitted for each building façade. These signs may be up to two (2) square feet in size for each residential unit, but in no case may a sign area be greater than one hundred (100) square feet. The sign shall not be located in the right-of-way, shall only



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have the name of the project, a logo or graphic, and/or an address.

### 4.18. Movable Signs

4.18.1. Movable signs shall not be used as Primary Signs or Secondary Signs.

4.18.2. As an Additional Sign: Display of Commercial A-frame movable signs shall be restricted to the business' hours of operation. Commercial A-frame movable signs shall not exceed six (6) square feet in size per face and shall not be more than four (4) feet in height. These signs shall be placed only on private property.

### 4.19. Multi-Business Wall Sign

4.19.1. Multi-business wall signs shall not be used as a Primary Sign and Secondary Sign.

4.19.2. As an Additional Sign: A multi-business wall sign may identify the building name and/or address of a multi-business development, followed by tenant listings. The sign shall not exceed sixteen (16) square feet in sign area and shall not extend higher than six (6) feet above the ground. A multi-business development with more than one (1) street frontage may have a maximum of two (2) multi-business wall signs. Combined dimensions of the two (2) signs must be within the maximum allowable sign area (sixteen (16) square feet).

### 4.20. Painted Wall Signs

4.20.1. As a Primary Sign and Secondary Sign: A painted wall sign shall be allowed as a Primary or Secondary Sign. Maintenance shall be performed for any portion of the painted wall sign that is unreadable or unsightly due to weather, sunlight or graffiti.

4.20.2. As an Additional Sign: Painted Wall Signs may not be used as Additional Signs

### 4.21. Pedestrian-Oriented Signs (including Blade Signs)

4.21.1. Pedestrian Oriented Signs may be used as a Primary Sign, Secondary Sign or an Additional Sign. All pedestrian-oriented signs shall be limited to one (1) sign per business for each façade.

4.21.2. Pedestrian-oriented signs shall be limited to four (4) square feet maximum per sign face.

4.21.3. Pedestrian-oriented signs may be externally illuminated or halo illuminated; no internal illumination is allowed.

4.21.4. Pedestrian oriented signs that hang or otherwise project over a sidewalk or other pedestrian way:

4.21.4.1. Minimum clearance shall be eight (8) feet;

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- 4.21.4.2. Minimum setback shall be two (2) feet from curb or edge of vehicular surface;
- 4.21.4.3. No projection beyond the awning, canopy, or marquee, if any.
- 4.21.5. A business in a multi-business development may display a pedestrian-oriented/blade sign on a wall other than their tenant space when these conditions apply:
  - 4.21.5.1. The tenant's pedestrian entrance is not visible from a right-of-way; and
  - 4.21.5.2. The pedestrian-oriented/blade sign is displayed on the multi-business development wall most adjacent to the tenant's pedestrian entrance.
- 4.22. **Projection Signs**
  - 4.22.1. As a Primary Sign: Projection signs may illuminated or halo lit. Projection signs shall not extend above the top of parapet or roof, whichever is higher. Projection signs may extend no more than six (6) feet from the wall it is mounted on, or 50% of the width of the pedestrian path if overhanging. Minimum clearance of a projection sign from a pedestrian facility shall be eight (10) feet.
  - 4.22.2. As a Secondary Sign: Secondary Projection signs may be no more than fifteen (15) square feet in sign area.
  - 4.22.3. Projection Signs may not be used as Additional Signs.
- 4.23. **Wall Signs**
  - 4.23.1. As a Primary Sign and Secondary Sign: No part of the sign shall extend above the roof or top of parapet, whichever is higher.
  - 4.23.2. As an Additional Sign: Only Business Identification signs may be used in this application.
- 4.24. **Window Signs; Permanent Indoor**
  - 4.24.1. As a Primary Sign, Secondary Sign or Additional Sign: Permanent indoor window signs are those which identify the business, products, or services and are intended to be in place more than thirty (30) days.
  - 4.24.2. The portion of a window sign containing a logo shall not exceed fifty (50) percent of window area. Additional area may be covered in applied graphics or designs for artistic or privacy purposes. Window signs such as open/closed, store hours, address, and other necessary direction and information signs shall be exempt from total area limitations.
  - 4.24.3. Privacy films applied to glazing do not count as signage.

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### 5. Temporary Signs

- 5.1. Area, Height Limit & Setback.** Individual Temporary Signs or a series of signs intended to be read or viewed as one (1) sign shall not exceed thirty-two (32) feet in sign area and six (6) ft in height. A temporary sign shall be set back a minimum of two (2) feet from the property lines of the property on which it is located (unless it is affixed to a building). The location of temporary signs shall not block pedestrian and bicycle ways. Temporary signs are non-electrical and non-illuminated unless specified otherwise below.
- 5.2. Location.** Temporary signs must be placed on private property. Temporary signs are not allowed on or above City right-of-way, except with permission of the City.

### 5.3. Grand Opening Events

- 5.3.1.** Grand openings are allowed for both new business openings and for new ownerships. The following regulations shall apply to all grand opening events:
- 5.3.1.1.** All signs shall be located on private property.
- 5.3.1.2.** All signs specifically approved as part of the grand opening event shall be deemed temporary signs per this Appendix and may be displayed for up to sixty 60 days.
- 5.3.1.3.** During the period of a grand opening, the total surface sign area of all signs may equal up to three hundred (300) percent of that which would be allowed as Primary and Secondary signage. There is no limit as to the number of individual signs.
- 5.3.2.** Flags, clusters of lights, and banners are allowed for grand openings.

### 5.4. Movable Sign, Special Events A-frame

- 5.4.1.** Movable Signs shall not exceed six (6) square feet per side and shall not exceed four (4) feet in height, and shall not be illuminated. The signs may not be located in sidewalks, pedestrian facilities, or bikeways in a way that would unnecessarily impede circulation or be a physical or visual sight hazard. All Movable Signs shall be maintained in an aesthetically good condition.
- 5.4.2.** In addition to Movable Signs for a business, enterprise or community facility, which are allowed as Additional Signs, Special Events A-frames and other Movable Signs may be allowed to advertise any event for which a “special events permit” has been issued by the Department, such as Salmon Days or any farmers’ market or other temporary event within the Project, and to give directions to the event or to event parking.

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### 5.5. Outdoor Commercial Signs

- 5.5.1. No more than one (1) temporary outdoor commercial sign may be displayed at any one time by a single business.
- 5.5.2. Temporary outdoor commercial signs shall not exceed five (5) percent of the individual business' building face on the street frontage or thirty-two (32) square feet, whichever is less.
- 5.5.3. Any single business shall be permitted a total display period for temporary signs not to exceed ninety (90) days in any one (1) Calendar Year.

### 5.6. Outdoor Vendor Signs

- 5.6.1. Outdoor Vendors: A vendor cart or truck is permitted a maximum of two primary signs having a combined sign area not exceeding twenty (20) square feet. The signage may be attached to the cart or truck and to any awning, umbrella, or tent providing weather protection for the cart or truck. The design of the signage shall be integrated with the design of the cart or truck, and have a maximum letter size of 18 inches.
- 5.6.2. Outdoor Vendors, yard activities (e.g. Christmas tree lots, fruit stands, farmer's market): An Outdoor Vendor may have either:
  - 5.6.2.1. One (1) sixteen (16) sq.ft. sign and one (1) movable A-frame movable sign; or
  - 5.6.2.2. A maximum of two (2) movable A-frame signs.
- 5.6.3. Movable A-frame signs allowed by this Appendix may be displayed only during the hours of 6:00 AM to 9:00 PM or closing, whichever is earlier, on days the vendor displaying such sign(s) is open for business. Temporary outdoor vendors signs must be located on private property. The signs are limited to a maximum of six (6) square feet per face and a height limit of four (4) feet. Such signs are permitted for a duration of not more than sixty (60) consecutive days and not more than one hundred twenty (120) days total within a one (1) Calendar Year. If a group of vendor carts and/or trucks are located together, each cart or truck may have the signs allowed by this Appendix but may not have the A-frame movable signs.

### 5.7. Real estate signs, on-premises (For Sale/Lease/Rent)

- 5.7.1. **Residential Property:** Signs advertising the commercial sale or leasing of lots and/or units (condominiums or apartments) may be located on the property for sale or lease near the entrance of the lot or building.
- 5.7.2. **Commercial Property:** Signs advertising sale or leasing of commercial or industrial property shall be limited to one (1) single or double faced sign per street

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frontage. Signs may be displayed only while the building or a portion thereof is actually for sale or lease (including pre-leasing activities). The sign(s) may not exceed thirty-two (32) square feet in surface sign area; if freestanding the sign may not exceed six (6) feet of surface area in height. Maximum height of the surface area of a wall sign shall be ten (10) feet. Signs shall be located more than ten (10) feet from any intersection, and wholly on the property for sale or rent. Apartment building “for rent” signs are governed by Subsection 5.7.1.

### **5.8. Special or One-time Events Sign**

- 5.8.1.** Temporary signs promoting a one-time or intermittent drive or event are permitted for a period not to exceed thirty (30) days in a six (6) month period. Maximum height for a freestanding sign is six (6) feet. See also “Movable sign, Special events A-frame.”
- 5.8.2.** Special or One-time Events Signs shall comply with all restrictions applicable to movable signs as set forth herein.
- 5.8.3.** All signs not exempted by this Appendix shall be described on a single permit for the One-time Event period.
- 5.8.4.** All signs specifically approved as part of a Special or One-time Event shall be deemed Temporary Signs per this section and are limited to ten (10) days preceding the event and ten (10) days following the event.
- 5.8.5.** During the period of a One-time Event, the total surface sign area of all signs, banners, and flags may equal up to 300 percent of that which would be allowed as permanent signage. Each banner or flag is limited to thirty-two (32) square feet. There is no limit as to the number of individual signs, banners or flags; provided, however, the other restrictions contained in this Appendix shall remain in effect.
- 5.8.6.** Banners must be attached to light standards and may only contain the name and dates of the event and artwork or a logo associated with the event.

### **5.9. Sales, Rental or Leasing Offices.** Sales, rental or leasing office signs, flags and banners shall be permitted on the premises which serves said purpose.