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SRC Chapter 300, an application for a sign permit shall contain:

- (1) The location of the sign by street and number.
- (2) The name and address of the sign owner and of the sign erector.
- (3) ~~Two complete sets of plans~~ Plans for the sign, in a graphic form, detailed and clear enough to show compliance with this Chapter. At a minimum, the plans shall include:
 - (A) A detailed drawing of the sign, drawn to scale.
 - (B) Site plan drawn to scale, including location of all existing signs on the property and their sizes.
 - (C) Elevations of the building or structure with signs.
 - (D) Identification of materials and type of sign.
 - (E) A statement whether the sign is located on property owned or leased by the person constructing, erecting, or using the sign.
- (d) **Criteria.** An application for a sign permit shall be granted if the following criteria are met:
 - (1) The sign meets the requirements of SRC Chapter 56.
 - (2) The sign is allowed in the zone.
 - (3) The sign will not interfere with the use of any public right-of-way, other public easements, or other publicly owned property.
 - (4) The sign conforms to all the applicable standards in this Chapter.
- (e) **Expiration.** Sign permits shall be valid for one hundred eighty days after the date of issuance. The Director may grant a one-time extension for a sign permit, not to exceed ninety days, upon showing that there was reasonable cause for the delay and that the construction, erection, alteration, or other work still complies with this Chapter.
- (f) **Permit Fees.** The application for a sign permit shall be accompanied by a fee as prescribed by resolution of the council.

900.030. Exceptions from Permit Requirement.

- (a) The following activities do not require a sign permit:
 - (1) Changing of copy on a sign specifically designed for the use of replaceable copy.
 - (2) Painting, repainting, cleaning, and normal maintenance and repair of a sign, where no

- 1 substantial structural alteration is made.
- 2 **(b)** The following signs do not require a sign permit, but are otherwise regulated by this
- 3 Chapter:
- 4 **(1)** Temporary signs ~~not located in the public right-of-way.~~
- 5 **(2)** Signs for dwelling units authorized under SRC 900.185(a).
- 6 **(3)** Vehicle directional signs.
- 7 **(c)** The following signs do not require a sign permit, and are allowed in addition to any other
- 8 signs otherwise allowed by this Chapter:
- 9 **(1)** A warning sign that does not exceed four square feet in display surface and six feet in
- 10 height, that is not located in a vision clearance area, and that is erected on private
- 11 property to warn the public of a danger on, or prohibiting or limiting access to, the
- 12 premises on which the sign is located.
- 13 **(2)** Permanent building plaques, cornerstones, name plates, and similar building
- 14 identifications.
- 15 **(3)** House and building numbers where the numerals do not exceed six inches in height.
- 16 **(4)** Historical markers erected or maintained by public authority or by a historical society
- 17 or historical organization identifying sites, buildings, or structures of recognized
- 18 historical value.
- 19 **(5)** Non-illuminated signs not visible from a public sidewalk, street, highway, or alley.
- 20 **(6)** Interior signs.
- 21 **(A)** Non-illuminated interior signs in commercial and industrial zones including, but
- 22 not limited to, signs attached to or painted on the inside of a window.
- (B)** Illuminated interior signs intended to be viewed from the public sidewalk, street,
- highway, alley, plaza, park, or other similar public place; provided, however, that the
- sign does not flash or employ an effect, and does not exceed eight square feet in
- display surface.
- (C)** Illuminated interior signs not intended to be viewed from the public right-of-
- way.
- (7)** Directional signs that do not exceed eight square feet of display surface.

1 (8) Directional signs in commercial and industrial zones that do not exceed twenty-two
2 square feet of display surface that designate an automobile service entrance onto the
premises, and limited to one per business per premise.

3 (9) Temporary signs authorized by a park use permit.

4 (10) Art markers erected, maintained or authorized by the City identifying Public Art or
5 Public Mural.

6 **900.035. Sign Adjustments.**

7 (a) **Applicability.** ~~The Director may grant adjustments of up to ten percent of the applicable~~
height and display surface size standards in this Chapter.

8 (1) Classes.

9 (A) A Class 1 adjustment is an adjustment of up to ten percent of the applicable
height and display surface size standards in this Chapter.

10 (B) A Class 2 adjustment is an adjustment to any standard in this chapter other than a
Class 1 adjustment.

11 (2) Limitations. Notwithstanding paragraph (1) of this subsection, an adjustment shall
12 not be granted to:

13 (A) allow a sign prohibited by SRC 900.020, "Prohibited Signs."

14 (B) decrease a setback or a special setback.

15 (C) allow placement of a sign in a vision clearance area.

16 (D) allow structural alterations to a non-conforming or non-complying sign.

17 (E) allow any sign other than those specifically allowed by this Chapter.

18 (F) modify the display or brightness regulations for electronic display signs
established by SRC 900.090.

19 (b) **Procedure Type.** ~~A sign adjustment is~~ Class 1 is and Class 2 adjustments are processed
as a Type II Procedure under SRC Chapter 300.

20 (c) **Additional Submittal Requirements.** In addition to the submittal requirements for a
sign permit required by SRC 900.025, an application for a sign permit that includes an
adjustment shall contain a statement of the specific standard for which the adjustment is
requested, and the amount of the adjustment.

1 **(d) Criteria.** ~~An application for a sign adjustment shall be granted if the adjustment sought~~
2 ~~is not more than ten percent of the applicable height and display surface size standards~~
3 ~~applicable to the sign in this Chapter.~~

4 (1) An application for a Class 1 adjustment shall be granted if the adjustment is not more
5 than ten percent of the applicable height and display surface size standards applicable to
6 the sign in this chapter.

7 (2) An application for a Class 2 adjustment shall be granted if all of the following criteria
8 are met:

9 (A) The purpose underlying the specific standard proposed for adjustment is:

10 (i) Clearly inapplicable to the property; or

11 (ii) Equally or better met by the proposed sign.

12 (B) If located within a residential zone, the proposed sign will not detract from the
13 livability or appearance of the residential area.

14 (C) If more than one adjustment has been requested, the cumulative effect of all the
15 adjustments result in a project which is still consistent with the overall purpose of the
16 zone.

17 **(e) Concurrent Processing Required.** Applications for sign adjustments shall be processed
18 concurrently with the sign permit application.

19 **900.040. Sign Variances.**

20 **(a) Applicability.** Sign variances may be granted to the height and display surface
21 standards, to increase the number of allowed signs, to allow relocation of a sign, and to allow
22 structural alterations to a sign.

(1) Limitation. A sign variance shall not provide for any of the following:

(A) To allow a sign prohibited by SRC 900.020, "Prohibited Signs."

(B) To decrease a setback or a special setback.

(C) To allow placement of a sign in a vision clearance area.

(D) To allow structural alterations to a non-conforming or non-complying sign.

~~**(E)** To authorize a sign not otherwise permitted on the property for which the~~
variance is sought.

1 ~~(F)~~ **(E)** To allow any sign other than those specifically allowed by this Chapter.

2 ~~(G)~~ **(F)** To modify the display ~~and~~or brightness regulations for electronic display
3 signs established by SRC 900.090.

4 **(b) Procedure Type.** A sign variance is a Type III procedure under SRC Chapter 300.

5 **(c) Submittal Requirements.** In addition to the submittal requirements for a sign permit
6 required by SRC 900.025, an application for a sign permit that includes a variance shall
7 contain a statement of the specific standard for which the variance is requested, and the
8 amount or scope of the variance.

9 **(d) Criteria.** An application for a sign variance shall be granted if the following criteria are
10 met:

11 **(1)** Compliance with the applicable standard would create an unnecessary hardship due
12 to unique or unusual physical conditions of the property over which the applicant has no
13 control, such as topography and lot shape, which are not present on other properties in the
14 vicinity that have the same zone designation; the hardship does not result from actions of
15 the applicant, owner, or previous owners of the property; and the sign variance is limited
16 to the minimum reasonably necessary to alleviate the problem created by the unique or
17 unusual physical conditions;

18 **(2)** The sign variance is necessary to permit signage comparable with other properties in
19 the vicinity that have the same zone designation;

20 **(3)** The sign variance will not adversely affect the function or appearance of the
21 development and use of the property and surrounding properties; and

22 **(4)** The sign variance will not impose limitations on other properties and signage in the
area, including signage that would be allowed on adjacent properties.

(e) Conditions of Approval. The review authority may impose conditions on the approval
of a sign variance necessary to establish compliance with the approval criteria.

(f) Concurrent Processing Required. Applications for a sign variance shall be processed
concurrently with the sign permit application.

900.090. Electronic Display Signs.

(a) No electronic display sign may be erected in a residential zone without first obtaining an

1 electronic display sign conditional use permit pursuant to SRC 900.045.

2 **(b)** No electronic display sign shall be allowed within a historic district.

3 **(c)** All electronic display signs shall meet the following standards:

4 **(1) Zones.**

5 **(A)** In all industrial zones, public zones, South Waterfront Mixed-
6 Use (SWMU) zones, and commercial zones, other than the Commercial Office (CO),
7 and Neighborhood Commercial (CN) zones, the change from one electronic display
8 to another electronic display shall be no more frequent than once every eight seconds,
9 except changes to correct hour-and-minute or temperature information, which may
10 change no more often than once every three seconds.

11 **(B)** In all residential zones, Commercial Office (CO) zone, Neighborhood
12 Commercial (CN) zone, Neighborhood Center Mixed-Use (NCMU) zone, and
13 Fairview Mixed-Use (FMU) zone, the change from one electronic display to another
14 electronic display shall be no more frequent than once every hour, except changes to
15 correct hour-and-minute or temperature information, which may change no more
16 often than once every three seconds.

17 **(2) Change of Display.** The actual change of display for an electronic display sign shall
18 be completed in two seconds or less. Displays may change by fade or by instantaneous
19 change from one static display to another, but shall remain as a static display after
20 completing the change, and, once changed, shall remain static until the next change.
21 Unless specifically authorized by this Chapter, dissolve, scrolling, travel, and video
22 display are prohibited.

(3) Brightness. All electronic display signs must be constructed, be operated, or
otherwise function in such a way as to ~~not exceed~~ meet the provisions of this paragraph.

~~**(A)** At the time of installation, electronic display signs may be illuminated to a
degree of brightness that is no greater than 7,500 nits between sunrise and sunset and
that is no greater than 1,000 nits between sunset and sunrise; provided, however, that
an electronic display sign comprised solely of one color shall not exceed the
following levels: shall not exceed 0.3 foot-candles above ambient light as measured~~

using a *foot-candle* (Lux) meter at a pre-set distance in accordance with the following method:

- ~~(i) For a display comprised of red only, 3,150 nits between sunrise and sunset, and 450 between sunset and sunrise;~~
- ~~(ii) For a display comprised of green only, 6,300 nits between sunrise and sunset, and 900 nits between sunset and sunrise;~~
- ~~(iii) For a display comprised of amber only, 4,690 nits between sunrise and sunset, and 670 nits between sunset and sunrise.~~
- (i) At least 30 minutes past sunset, record the ambient light while the sign is off or displaying all black copy, or with the sign's illumination blocked.
- (ii) The meter shall be held at a height of five feet above grade at the distance as set in table 900-1..
- (iii) The meter shall be aimed toward the center of the automatic changeable copy sign face.
- (iii) From the same location, a second reading shall be recorded while the sign display is on and not blocked.
- (iv) The measurement distance shall be determined as shown in Table 900-1:

Table 900-1

Electronic Display Sign Brightness

<u>Area of automatic changeable copy in square feet.</u>	<u>Measurement distance in linear feet</u>
<u>Up to 100 square feet</u>	<u>100 feet</u>
<u>101 to 300</u>	<u>150 feet</u>
<u>301 to 500</u>	<u>200 feet</u>
<u>501 to 680</u>	<u>250 feet</u>

- ~~(B) All electronic display signs must be maintained and operated to meet the~~

1 following brightness standards:

2 ~~(i) No sign shall be brighter than is necessary for clear and adequate~~
3 ~~visibility.~~

4 ~~(ii) No sign shall be of such intensity or brilliance as to impair the vision of a~~
5 ~~motor vehicle driver with average eyesight or to otherwise interfere with the~~
6 ~~driver's operation of a motor vehicle.~~

7 ~~(iii) No sign shall be of such intensity or brilliance that it interferes with the~~
8 ~~effectiveness of an official traffic sign, device, or signal.~~

9 **(EB)** The person owning or controlling an electronic display sign must adjust the
10 sign to meet the brightness standards in accordance with the Director's instructions.
11 The adjustment must be made immediately upon notice of non-compliance from the
12 Director. The person owning or controlling the sign may appeal the Director's
13 determination to the Hearings Officer, using the contested case procedures set forth in
14 SRC Chapter 20J.

15 **(EC)** All electronic display signs must be equipped with a mechanism that
16 automatically adjusts the brightness in response to ambient conditions and must be
17 equipped with a means to immediately turn off the display when it malfunctions; and
18 the sign owner or operator must immediately turn off the sign or lighting when
19 notified by the Director that it is not complying with the standards in this section.

20 **(d)** Notwithstanding any other provision in this Chapter, a municipal corporation providing
21 transit services within the corporate limits of the city may erect one electronic display sign in
22 each of the corporation's transit stops, which shall be limited to two square feet in display
surface, screened from adjacent residential properties, and used only for the transmission of
public information by the corporation.

900.160. Temporary Signs, General Standards.

19 **(a)** Temporary signs shall not be attached to fences, trees, shrubbery, utility poles, or like
20 items and shall not obstruct or obscure permanent signs on adjacent premises.

21 **(b)** No temporary sign shall be placed within a sidewalk intersection.

22 **(c)** Except as provided in SRC 900.100, no temporary sign shall be installed in or project

1 over public right-of-way.

2 **(d)** No temporary sign shall be erected or maintained which, by reason of its size, location,
3 or construction constitutes a hazard to the public.

4 **(e)** Lawn signs and sidewalk signs shall not exceed a height of thirty inches above grade.
5 Portable signs shall not exceed a height of six feet above grade.

6 **(f)** Lawn signs and sidewalk signs may be displayed a maximum of two, sixty-day
7 continuous periods per year. Portable signs may be displayed a maximum of one year.

8 **(g)** Businesses with canopies, including but not limited to, gasoline stations, may have one
9 or more temporary signs, with a total collective display surface not to exceed twenty-four
10 square feet per canopy. The signs may be freestanding or attached to the supporting structure
11 of the canopy, provided they are not installed in a manner that would present a hazard to
12 vehicles driving under the canopy.

13 **(h) Portable Signs.**

14 **(1)** Portable signs shall be placed and maintained such that a pedestrian pathway not less
15 than five feet wide, and a vehicle buffer zone of not less than three feet wide, at all times
16 provides free and unobstructed passage on the sidewalk. The pathway shall begin either
17 where the sidewalk and the property line meet or between the portable sign and the street
18 when the sidewalk sign is placed next to the building or property line and then extends
19 into, or is placed entirely on, the adjacent sidewalk.

20 **(2)** Portable signs shall be placed and maintained such that a vehicle buffer zone not less
21 than three feet wide at all times provides for free and unobstructed passage on the
22 sidewalk.

(3) The portable sign shall not limit or interfere with the free and unobstructed use of the
sidewalk.

(4) The placement of portable signs shall be limited to the normal business hours that the
premises is open for business, and shall be removed from the sidewalk when the premises
is not open for business.

(5) Placement shall be within the sidewalk area directly in front of the business premises;
provided, however, that a portable sign may be placed on the sidewalk in front of an

1 adjacent business if the business owner first secures written approval from the adjacent
2 business. Notwithstanding this subsection, no more than one portable sign shall be
3 permitted in the sidewalk area in front of a single business premises.

4 **(6)** No portable sign shall be located in an alley, or shall be located on or attached to
5 streetscape landscaping or furniture.

6 **(7)** Portable sign shall be no more than thirty inches in height and twenty-four inches in
7 width.

8 **(i) Temporary Sign Displays.** Where allowed in the zone, temporary sign displays
9 shall comply with the following:

10 **(1)** Temporary sign displays shall not use propellers or similar rotating or wind-
11 activated devices or fluorescent paints or dyes.

12 **(2)** ~~One temporary banner sign is allowed on each building frontage or building~~
13 ~~face for each separate business located on a premise, provided the temporary banner~~
14 ~~sign is located on a building. Display period is limited to thirty days, and is~~
15 ~~renewable upon application for renewal and upon replacement of all banners not~~
16 ~~neat, clean, and in good repair; provided, however, renewals shall not exceed four~~
17 ~~renewals in any one year period. The display surface of each temporary banner sign~~
18 ~~shall be limited to fifty square feet.~~ One temporary banner sign is allowed subject to
19 the following:

20 **(A)** On each building frontage or building face for each separate business
21 located on a premise, provided the temporary banner sign is located on a
22 building.

(B) Display period shall not exceed four months in any one-year period,
except for multiple family development and retirement care facility where there is
no limit on display period.

(C) The display surface of each temporary banner sign shall be limited to fifty
square feet.

(D) All banners shall be kept neat, clean, and in good repair.

(3) ~~Pennants are limited to a display period of six months.~~ Pennants shall be kept

neat, clean, and in good repair.

~~(4) The height to which a balloon may be displayed shall not exceed thirty-five feet from point of attachment. Balloons shall be securely attached and adequately tethered by a nonmetallic cable so as to withstand a wind pressure of thirty pounds per square foot of exposed surface. The Director may require any additional information and impose any conditions where such information or conditions are required to ensure the safety of the public or adjacent property. Balloons shall be limited to one per business per premise. Display period shall be limited to fourteen days in any six-month period, measured from the date of issuance of the sign permit and shall not exceed two permits in any one year.~~

Balloons are allowed subject to the following:

(A) The height to which a balloon may be displayed shall not exceed thirty-five feet from point of attachment.

(B) Shall be securely attached and adequately tethered by a nonmetallic cable so as to withstand a wind pressure of thirty pounds per square foot of exposed surface.

(C) The Director may require any additional information and impose any conditions where such information or conditions are required to ensure the safety of the public or adjacent property.

(D) Display period shall be limited to fourteen days in any six-month period, and shall not exceed two periods in any one year per business per premise.

900.165. Temporary Signs in Residential Zones. The following temporary signs are allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RM1 and RM2), Multiple Family High-Rise Residential (RH), and Exclusive Farm Use (EFU) zones:

(a) Lawn signs, sidewalks signs, and portable signs conforming to the number and display surface limitations as provided in Table 900-12.

Table 900-12

Lawn, Sidewalk, and Portable Signs in Residential Zones

	Lawn & Sidewalk Signs Display surface limitation for an individual sign	Portable Signs Display surface limitation for an individual sign	Total Collective Display Surface for all signs (All lawn, sidewalk, & portable signs located on a single property)
All Properties	6 sq. ft.	6 sq. ft.	6 sq. ft. on any one premise

(b) Multiple family developments and retirement care facilities in the RM1, RM2, and RH zones ~~In the RM1, RM2, and RH zones, apartment houses and retirement homes may have one temporary banner sign, pursuant to SRC 900.160(i)(2), not to exceed fifty square feet in display surface, on each frontage for each separate complex, provided such temporary banner sign is located on a building. Display period is limited to sixty days and is renewable upon application for renewal and replacement of all banners not neat, clean, and in good repair.~~

(c) Properties which have received subdivision approval may, from the date of recording of the final plat until such time as a building permit is issued for the last lot or parcel to be sold, have the same square footage of temporary signage as is allowed for that size of subdivision, as set forth in Table 900-23.

Table 900-23

Lawn, Sidewalk, and Portable Signs for Subdivisions in Residential Zones

	Lawn & Sidewalk Signs Display surface limitation for an individual	Portable Signs Display surface limitation for an individual sign	Total Collective Display Surface for all signs (All lawn, sidewalk, & portable signs located on
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sign		a single property)	
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one premise
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one premise
Properties 1 acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one premise

(d) Temporary Sign Displays. Temporary sign displays are not allowed in residential zones.

900.170. Temporary Signs in Commercial Zones.

(a) The following temporary signs are allowed in the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), and Fairview Mixed-Use (FMU) zones:

(1) Lawn signs, sidewalk signs and portable signs conforming to the number and display surface limitations as provided in Table 900-34.

Table 900-34

Lawn, Sidewalk, and Portable Signs in CN, NCMU, CO, and FMU Zones

Lawn & Sidewalk Signs Display surface limitation	Portable Signs Display surface limitation for an	Total Collective Display Surface for all signs (All lawn,
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	for an individual sign	individual sign	sidewalk, & portable signs located on a single property)
All Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one premise
All Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one premise
All Properties 1 acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one premise

~~(2) Apartment houses and retirement homes~~Multiple family developments and retirement care facilities may have one temporary banner sign, pursuant to SRC 900.160(i)(2), ~~not to exceed fifty square feet in display surface, on each frontage for each separate complex, provided such temporary banner sign is located on a building. Display period is limited to sixty days and is renewable upon application for renewal and replacement of all banners not neat, clean, and in good repair.~~

(3) Properties which have received subdivision approval may, from the date of recording of the final plat until such time as a building permit is issued for the last lot or parcel to be sold, have lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations as provided in Table 900-45.

Table 900-45

Lawn, Sidewalk, and Portable Signs for Subdivisions in CN, NCMU, CO, and FMU Zones

	Lawn & Sidewalk Signs Display surface limitation for an individual sign	Portable Signs Display surface limitation for an individual sign	Total Collective Display Surface for all signs (All lawn, sidewalk, & portable signs located on a single property)
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one premise
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one premise
Properties 1 acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one premise

(4) Temporary Sign Displays. Temporary sign displays are not allowed in the CN, NCMU, CO, and FMU zones.

(b) The following temporary signs are allowed in the Central Business District (CB) and SWMU zones:

(1) Private property: ~~(A)~~ Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in Table 900-56 are allowed on private property.

Table 900-56

Lawn, Sidewalk, and Portable Signs in CB and SWMU Zones

	Lawn & Sidewalk Signs Display surface limitation for an individual sign	Portable Signs Display surface limitation for an individual sign	Total Collective Display Surface for all signs (All lawn, sidewalk, & portable signs located on a single property)
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one premise
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one premise
Properties 1 acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one premise

(B) Temporary Sign Displays. Pennants, balloons, and temporary banner signs are allowed on private property in the CB and SWMU zones.

(2) Portable Signs in Right of Way. ~~Portable signs in public rights-of-way in the CB and SWMU zones require a permit, which shall, in addition to the regulations set forth in SRC 900.160(h), be subject to the following conditions:~~

(A) ~~The portable sign shall be no more than thirty inches in height and twenty four inches in width.~~

~~(B) A portable sign permit holder shall obtain and maintain current liability insurance and submit a certificate of insurance in conformance with SRC Chapter 42.025.~~

~~(C) The sidewalk sign permit shall terminate December 31st of the year in which the permit is issued.~~

~~(D) The portable sign permit may not be assigned or transferred to any third party.~~

(c) The following temporary signs are allowed in the Retail Commercial (CR) and General Commercial (CG) zones:

(1) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in Table 900-67.

Table 900-67

Lawn, Sidewalk, and Portable Signs in CR and CG Zones

	Lawn & Sidewalk Signs Display surface limitation for an individual sign	Portable Signs Display surface limitation for an individual sign	Total Collective Display Surface for all signs (All lawn, sidewalk, & portable signs located on a single property)
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one premise
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one premise
Properties 1	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one

acre or more in area			premise
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(2) Temporary Sign Displays. Pennants, balloons, and temporary banner signs are allowed on private property in the CR and CG zones.

900.200. Permanent Signs in Central Business District (CB), Retail Commercial (CR), and General Commercial (CG) Zones. The following permanent signs are allowed in the Central Business District (CB), Retail Commercial (CR), and General Commercial (CG) zones.

(a) Dwellings. Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding thirty inches.

(b) Permanent Signs for Businesses. Unless the business is located in a shopping center or office complex, a business may have the following signs:

(1) One freestanding sign, one projecting sign, one roof sign, or one wall sign on each ~~building~~ street frontage. When the business is located on a corner lot, only one freestanding sign shall be allowed.

(A) Freestanding Signs.

(i) Height. The height of a freestanding sign shall not exceed twenty feet for up to the first one hundred feet of street front property line, plus an additional one foot in height for each twenty feet of street front property line over one hundred feet, with a maximum height not exceeding thirty feet.

(ii) Area. The display surface of a freestanding sign shall not exceed one square foot per lineal foot of street front property line up to the first one hundred square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over one hundred feet, with a maximum display surface not exceeding one hundred fifty square feet.

(B) Wall Signs.

(i) For CR and CG zones, the display surface for a wall sign shall not exceed one

hundred twenty-five square feet. Notwithstanding the size of the display surface authorized by this subparagraph, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding thirty inches.

(ii) For CB zones, the display surface for a wall sign shall not exceed that allowed by Table 900-910.

Table 900-910
Wall Signs in CB Zones

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following:
0 to 450	150 square feet or 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

(C) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(D) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

(2) Any number of additional wall signs on each building, provided the total display surface of all wall signs allowed under this paragraph does not exceed the maximum display surface set forth in Table 900-1011.

Table 900-1011
Wall Signs in CB, CR, and CG Zones

Gross face area of building frontage in square feet	Display surface is limited to the greater of the following:
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 and over	360 square feet or 5 percent of the gross face area

(3) One hanging sign on each building frontage and each building face.

(4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.

(5) **Vehicle Directional Signs.** One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(6) **Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed thirty two square feet.

(7) **Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in SRC 900.200(b)(5), one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding twenty-two square feet and to a height not exceeding fifteen feet.

1 (c) **Permanent Signs for Shopping Centers.** A shopping center and individual businesses
2 in the shopping center are allowed the following signs:

3 (1) **Shopping Center.**

4 (A) One sign shall be allowed on each ~~building~~ street frontage on a designated
arterial or designated collector as follows:

5 (i) For CR or CG zones, one freestanding sign or one wall sign. However, when
6 the shopping center is located on a corner lot where the two intersecting streets
7 are either designated arterials or designated collectors, only one freestanding sign
shall be allowed.

8 (a) **Freestanding Sign.**

9 (1) **Height.** The freestanding sign shall be limited to a height not
10 exceeding twenty feet for the first one hundred feet of street frontage, plus
11 an additional one foot for each twenty feet of street front property line
over one hundred feet, up to a maximum height not exceeding thirty-five
feet.

12 (2) **Area.** The freestanding sign shall be limited to a display surface not
13 exceeding one square foot per lineal foot of street front property line for
14 the first one hundred feet of street front property line, plus one quarter
15 additional square foot for each foot of street front property line over one
hundred feet, up to a maximum display surface of two hundred and fifty
square feet.

16 (b) The wall sign shall be limited to a display surface not exceeding one
17 hundred twenty-five square feet; provided, however, when the wall sign is
18 located on a marquee, the wall sign not extend below the lower edge of the
marquee, and shall be limited to a height not exceeding thirty inches.

19 (ii) For CB zones, one freestanding sign, projecting sign, or one wall sign.
20 However, when the shopping center is located on a corner lot where the two
21 intersecting streets are either designated arterials or designated collectors, only
one freestanding sign shall be allowed.

1 **(a) Freestanding Sign.**

2 **(1) Height.** The freestanding sign shall be limited to a height not
3 exceeding twenty feet for the first one hundred feet of street frontage, plus
4 an additional one foot for each twenty feet of street front property line
5 over one hundred feet, up to a maximum height not exceeding thirty feet.

6 **(2) Area.** The freestanding sign shall be limited to a display surface not
7 exceeding one square foot per lineal foot of street front property line for
8 the first one hundred feet of street front property line, plus one quarter
9 additional square foot for each foot of street front property line over one
10 hundred feet, up to a maximum display surface of one hundred fifty square
11 feet.

12 **(b)** The display surface for a wall sign shall not exceed that allowed by Table
13 900-~~11~~12.

14 **Table 900-~~11~~12**
15 **Wall Signs in CB Zones**

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following:
0 to 450	150 square feet or 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

16 **(c)** Notwithstanding the size of the display surface authorized by this
17 subparagraph, wall signs that are located on a marquee shall not extend below
18
19
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the lower edge of the marquee and shall be limited to a height not exceeding thirty inches.

(d) Projecting signs shall conform with SRC 900.140.

(B) Vehicle Directional Signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the shopping center. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(C) Vehicle Service or Loading Directional Sign. In lieu of the sign allowed in SRC 900.200(c)(1)(B), one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding twenty-two square feet and to a height not exceeding fifteen feet.

(D) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

(E) When a street front property line of the shopping center is greater than three hundred feet, the shopping center may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding fifty square feet and to a height not exceeding twenty feet. When the shopping center has two freestanding signs located along the same street front property line, there shall be a minimum distance of one hundred feet between the signs.

(2) Individual Businesses.

(A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(i) In the CR or CG zones, one wall sign or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed

on a building face where the sign would be directed towards an abutting residential area.

(a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-1213; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

Table 900-1213
Wall Signs in CR and CG Zones

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(b) **Roof Sign Standards.** Roof signs shall conform with SRC 900.145.

(ii) **In the CB zones,** one wall sign, one projecting sign, or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-1314; provided, however, that, where there is

more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

Table 900-1314
Wall Signs in CB Zones

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(b) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

(c) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by SRC 900.200(c)(2)(A), and adding such display surface to the wall sign.

(C) One hanging sign on each building frontage and each building face.

(D) Vehicle Viewing Sign. One vehicle viewing signs, located on a vehicle

accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed thirty-two square feet.

(E) When the individual business does not have a building frontage or building face, the principal occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed under subsection (b)(1) of this section, for use by such interior business for a wall sign.

(d) Permanent Signs for Office Complexes. An office complex and individual businesses in the office complex are allowed the following signs:

(1) Office Complex.

(A) One sign shall be allowed on each ~~building~~ street frontage on a designated arterial or designated collector as follows:

(i) For CR or CG zones, one freestanding sign or one wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.

(a) Freestanding Sign

(1) Height. The freestanding sign shall be limited to a height not exceeding twenty feet for the first one hundred feet of street frontage, plus an additional one foot for each twenty feet of street front property line over one hundred feet, up to a maximum height not exceeding thirty feet.

(2) Area. The freestanding sign shall be limited to a display surface not exceeding one square foot per lineal foot of street front property line for the first one hundred feet of street front property line, plus one quarter additional square foot for each foot of street front property line over one hundred feet, up to a maximum display surface of one hundred fifty square feet.

(b) The wall sign shall be limited to a display surface not exceeding one hundred twenty-five square feet; provided, however, that, when the wall sign

is located on a marquee, the wall sign not extend below the lower edge of the marquee, and shall be limited to a height not exceeding thirty inches.

(ii) For CB zones, one freestanding sign, projecting sign, or wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.

(a) Freestanding Sign.

(1) Height. The freestanding sign shall be limited to a height not exceeding twenty feet for the first one hundred feet of street frontage, plus an additional one foot for each twenty feet of street front property line over one hundred feet, up to a maximum height not exceeding thirty feet.

(2) Area. The freestanding sign shall be limited to a display surface not exceeding one square foot per lineal foot of street front property line for the first one hundred feet of street front property line, plus one quarter additional square foot for each foot of street front property line over one hundred feet, up to a maximum display surface of one hundred fifty square feet.

(b) The display surface for a wall sign shall not exceed that allowed by Table 900-1415.

Table 900-1415
Wall Signs in CB Zones

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following
0 to 450	150 square feet or 33-1/3 percent of the gross face

	area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

(c) Notwithstanding the size of the display surface authorized by this subparagraph, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding thirty inches.

(d) Projecting signs shall conform with SRC 900.140.

(B) When a street front property line for the office complex exceeds three hundred feet, the office complex may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding fifty square feet and to a height not exceeding twenty feet. When the office complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of one hundred feet between such signs.

(C) **Vehicle Directional Signs.** One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(2) Individual Businesses.

(A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area

(i) **For CR or CG zones,** the sign may be a wall sign or roof sign.

(a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-1516; provided, however, that, where

there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

Table 900-~~15~~16

Wall Signs in CR and CG Zones

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(b) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

(ii) In the CB zones, the sign may be one wall sign, projecting sign, or roof sign.

(a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-~~16~~17; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

Table 900-~~16~~17

Wall Signs in CB Zones

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(b) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

(c) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet.

(C) One hanging sign on each building frontage and each building face.

(D) Vehicle Viewing Sign. One vehicle viewing signs, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed thirty-two square feet.

(E) When the individual business does not have a building frontage or building face, the principal occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by SRC 900.200(d)(2)(A), for use by such interior business for a wall sign.

(e) Outdoor Advertising Signs. Outdoor advertising signs that comply with this Chapter are allowed.

900.205. Permanent Signs in the South Waterfront Mixed-Use Zone.

(a) An individual business in the South Waterfront Mixed-Use Zone is allowed the following signs:

(1) One wall sign or one projecting sign on each building frontage on a designated arterial or designated collector.

(A) A wall sign shall have a display surface not exceeding the square footage set forth in Table 900-1718; provided, however, that wall signs shall have a display surface not exceeding one hundred fifty square feet on the side of a building facing Riverfront Park, and shall not exceed a display surface of thirty-two square feet on the side of a building facing the Willamette River.

Table 900-1718

Wall Signs in South Waterfront Mixed-Use Zones

Gross face area of the building frontage or building face in square feet	Display surface is the greater of
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(B) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(2) One wall sign on each building face. The wall sign shall be limited to a display surface not exceeding eight square feet.

(3) One hanging sign for each building frontage and each building face.

(4) Vehicle Directional Signs. One freestanding sign or one wall sign located at each

1 motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a
2 display surface not exceeding eight square feet. A freestanding sign shall be limited to a
3 display surface not exceeding eight square feet and to a height not exceeding four feet.

4 **(b)** Each building in the South Waterfront Mixed-Use Zone that contains two or more
businesses is allowed the following signs:

5 **(1)** One wall sign, one projecting sign, or one freestanding sign, for each ~~building~~ street
6 frontage on a designated arterial or designated collector; provided, however, that, when
7 the building is located on a corner lot with two such intersecting street frontages, only
one freestanding sign shall be allowed.

8 **(A) Freestanding Sign Standards.**

9 **(i) Height.** The height of a freestanding sign shall not exceed twenty feet for up
10 to the first one hundred feet of street front property line, plus an additional one
11 foot in height for each twenty feet of street front property line frontage over one
12 hundred feet, with a maximum height not exceeding thirty feet; provided,
however, that freestanding signs located in the area between Riverfront Park and
any building shall not exceed five feet in height.

13 **(ii) Area.** The display surface of a freestanding sign shall not exceed one square
14 foot per lineal foot of street front property line up to one hundred square feet of
15 display surface, plus an additional one-quarter square foot of display surface for
16 each additional one foot of street front property line over one hundred feet, with a
17 maximum display surface not exceeding one hundred fifty square feet; provided,
however, that freestanding signs located in the area between Riverfront Park and
any building shall have a display surface not exceeding thirty-two square feet.

18 **(B) Wall Sign Standards.** A wall sign shall have a display surface not exceeding
19 the square footage set forth in Table 900-1819; provided, however, that:

20 **(i)** When the wall sign is located on a marquee, the display surface shall be
21 limited to a height not exceeding thirty inches and shall not extend below the
22 lower edge of the marquee.

(ii) On the side of buildings facing Riverfront Park, wall signs shall have a

display surface not exceeding one hundred and fifty square feet.

(iii) On the side of buildings facing the Willamette River, wall signs shall have a display surface not exceeding thirty-two square feet.

Table 900-1819

Wall Signs in South Waterfront Mixed-Use Zones

Gross face area of the building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 450	150 square feet or 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

(C) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(2) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

(3) One freestanding sign located between Riverfront Park and the building. The freestanding sign shall be limited to a display surface not exceeding thirty-two square feet and to a height not exceeding five feet.

(4) When one or more of the street front property lines exceeds three hundred feet, the building may have one additional freestanding sign. The sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding fifty square feet and to a height not exceeding twenty feet. When two freestanding signs are located on the same street front property line, there shall be a minimum distance of one hundred feet between such signs.

1 **900.210. Permanent Signs in Industrial Business Campus (IBC), Industrial Commercial**
2 **(IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and**
3 **Employment Center (EC) Zones.** The following permanent signs are permitted in the
4 Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General
Industrial (IG), Intensive Industrial (II), and Employment Center (EC) zones:

5 **(a) Dwellings.** Single family dwellings and dwelling units in duplexes are allowed either
6 one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not
7 exceeding one square foot. A freestanding shall be limited to a display surface not exceeding
one square foot and to a height not exceeding thirty inches.

8 **(b) Permanent Signs for Business.** Unless the business is located in an industrial complex
or is classified as flexible space use, a business may have the following signs:

9 **(1)** One freestanding sign, one projecting sign, one roof sign, or one wall sign, for each
10 building street frontage; provided, however, that, when the business is located on a corner
lot, only one freestanding sign shall be allowed.

11 **(A) Wall Signs.** The display surface for a wall sign shall not exceed one hundred
12 twenty-five square feet.

13 **(B) Freestanding Signs.**

14 **(i) Height.** Freestanding sign height is limited to twenty feet for up to the first
15 one hundred feet of street front property line, plus an additional one foot in height
for each twenty feet of street front property line over one hundred feet, with a
maximum height of thirty feet.

16 **(ii) Area.** Where the sign is a freestanding sign, the sign shall be limited in area
17 to one square foot per lineal foot of street front property line up to the first one
18 hundred square feet of display surface, plus an additional one-quarter square foot
of display surface for each additional one foot of street front property line over
19 one hundred feet, with a maximum limit of one hundred fifty square feet of
20 display surface.

21 **(C) Projecting Sign Standards.** Projecting signs shall conform with SRC 900.140.

22 **(D) Roof Sign Standards.** Roof signs shall conform with SRC 900.145.

(2) Any number of additional wall signs on each building; provided, however, that the total display surface of all signs allowed under this paragraph does not exceed the maximum display surface set forth in Table 900-1920. No single wall sign allowed under this paragraph shall have a display surface exceeding one hundred square feet.

Table 900-1920

Wall Signs in Industrial Zones and EC Zone

Gross face area of building frontage in square feet	Display surface is limited to the greater of the following
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 and over	360 square feet or 5 percent of the gross face area

(3) One hanging sign on each building frontage and each building face.

(4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.

(5) **Vehicle Directional Signs.** One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(6) **Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor

1 vehicle. The display surface shall not exceed thirty-two square feet.

2 **(7) Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in SRC
3 900.210(b)(5), one freestanding sign or one wall sign located at each service or loading
4 entrance onto the premises. A wall sign shall be limited to a display surface not
5 exceeding eight square feet. A freestanding sign shall be limited to a display surface not
6 exceeding twenty-two square feet and to a height not exceeding fifteen feet.

7 **(c) Permanent Signs for Industrial Complexes.** An industrial complex and individual
8 businesses in the industrial complex are allowed the following signs:

9 **(1) Industrial Complex.**

10 **(A)** One freestanding sign for each ~~building~~ street frontage on a designated arterial or
11 designated collector; provided, however, that, when the industrial complex is located
12 on a corner lot with two such arterials or collectors, only one freestanding sign shall
13 be allowed.

14 **(i) Height.** The freestanding sign shall be limited to a height not exceeding
15 twenty feet for the first one hundred feet of street front property line, plus an
16 additional one foot for each twenty feet of street front property line over one
17 hundred feet, up to a maximum height not exceeding thirty-five feet.

18 **(ii) Area.** The freestanding sign shall be limited to a display surface not
19 exceeding one square foot per lineal foot of street front property line for the first
20 one hundred square feet of street front property line, plus one-quarter additional
21 square foot for each additional foot of street front property line over one hundred
22 feet, up to a maximum display surface not exceeding two hundred fifty square
feet.

(B) Vehicle Directional Signs. One freestanding sign or one wall sign located at
each motor vehicle entrance to or exit from the complex. A wall sign shall be limited
to a display surface not exceeding eight square feet. A freestanding sign shall be
limited to a display surface not exceeding eight square feet and to a height not
exceeding four feet.

(C) One wall sign to be used as a building directory. The wall sign shall be limited

1 to a display surface not exceeding one square foot per occupancy in the complex.

2 **(D)** If a street front property line of the industrial complex is greater than three
3 hundred feet, the industrial complex may have one additional freestanding sign. The
4 freestanding sign shall be located along each street front property line exceeding such
5 length. The freestanding sign shall be limited to a display surface not exceeding fifty
6 square feet and to a height not exceeding twenty feet. If the shopping center has two
freestanding signs on the same street front property line, there shall be a minimum
distance of one hundred feet between the signs.

7 **(E) Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in
8 SRC 900.210(c)(1)(B), one freestanding sign or one wall sign located at each service
9 or loading entrance onto the premises. A wall sign shall be limited to a display
10 surface not exceeding eight square feet. A freestanding sign shall be limited to a
display surface not exceeding twenty-two square feet and to a height not exceeding
fifteen feet.

11 **(2) Individual businesses.** Unless the business is classified as flexible space use, a
12 business may have the following signs:

13 **(A)** One wall sign or one roof sign for each building frontage or building face;
14 provided, however, that no sign shall be allowed on a building face when the sign
would be directed towards a residential area.

15 **(i)** The wall sign shall have display surface not exceeding the square footage set
16 forth in Table 900-2021; provided, however, that, where there is more than one
17 business housed in the same building, only the gross face area of the building
frontage or building face occupied by the business shall be used in determining
18 the display surface for the wall sign.

19 **Table 900-2021**

20 **Wall Signs in Industrial Zones and EC Zone**

Gross face area of building frontage or building face, in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

(ii) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

(B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by SRC 900.210(c)(2)(A), and adding such display surface to the wall sign.

(C) One hanging sign on each building frontage and each building face.

(D) Vehicle Viewing Sign. One vehicle viewing signs, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed thirty two square feet.

(E) If the individual business does not have building frontage or a building face, an occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by SRC 900.210(c)(2)(A), as a wall sign for use by such interior business.

(d) Outdoor Advertising Signs. Outdoor advertising signs that comply with this Chapter are allowed in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial

1 Park (IP), General Industrial (IG), and Intensive Industrial (II) zones.

2 **900.215. Permanent Signs in Public Zones.**

3 **(a)** Signs permitted in Public and Private Cemeteries (PC), Capitol Mall (PM), and Public
4 Service (PS) zones. ~~(1)~~ The following signs are permitted in PC, PM, and PS zones:

5 **(A1) Wall Signs.** One wall sign for each building frontage, which shall be limited to the
6 greater of thirty-two square feet or two percent of the gross face area of the building
7 frontage on which it is located.

8 **(B2) Freestanding Signs.** One freestanding sign for each ~~building~~ street frontage which
9 shall be limited to five feet in height and twenty-four square feet in total display surface.
10 Such signs shall be set back at least three feet from a street front property line or the
11 special set back area established by the Salem Zoning Ordinance, whichever is greater,
12 provided further that, where adjacent property is zoned residential or commercial office,
13 signs shall be set back at least twenty feet from the side lot line abutting a CO or
14 residential zone.

15 **(C3) Vehicle Directional Signs.** One vehicle directional sign located at each motor
16 vehicle entrance to or exit from the property. A wall sign shall be limited to a display
17 surface not exceeding four square feet. A freestanding sign shall be limited to a display
18 surface not exceeding eight square feet and to a height not exceeding thirty inches.

19 **(D4) Electronic Display Signs.** Electronic display signs no larger than eight hundred
20 square feet shall be permitted in the PS Zone within stadiums, athletic fields, and other
21 outdoor assembly facilities, where they are intended primarily for viewing by persons
22 within the facility, are oriented toward the interior of the facility and viewing stands, and
are used only during events where the public attends as spectators. Notwithstanding any
other provision of this Chapter, signs allowed by this paragraph may employ dissolve,
fade, scrolling, static display, travel, and video display. Signs allowed by this paragraph
shall not be subject to the electronic sign display standards set forth in SRC 900.090(c).

(E5) Where a commercial use is permitted in a PS Zone, the signs allowed for such a use
shall be the same as those permitted in subsection (d)(1) of this section.

(F6) Externally Illuminated and Internally Illuminated Signs. Externally illuminated

signs and internally illuminated signs are permitted only in PC, PM, and PS zones where the adjacent property is zoned commercial or industrial. No flashing illumination shall be permitted.

(b) Signs permitted in Public and Private Educational Services (PE) Zones. ~~(1)~~—The following signs are permitted in PE Zones:

~~(A)~~1) Wall Signs. One wall sign for each building frontage, which shall be limited to the greater of thirty-two square feet or two percent of the gross face area of the building frontage on which it is located.

~~(B)~~2) Freestanding Signs. One freestanding sign for each ~~street building~~ frontage, which shall be limited to five feet in height and twenty-four square feet in total display surface; provided, however, that one such sign may be sixteen feet in height and thirty-two square feet in total display surface. Such signs shall be set back at least three feet from a street front property line or the special setback area established by the Salem Zoning Ordinance, whichever is greater, provided further that, where adjacent property is zoned residential or commercial office, signs shall be set back at least twenty feet from the side lot line abutting a CO or residential zone.

~~(C)~~3) Vehicle Directional Signs. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding thirty inches.

~~(D)~~4) Electronic Display Signs. Electronic display signs no larger than eight hundred square feet shall be permitted in the PE Zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this Chapter, signs allowed by this paragraph may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this paragraph shall not be subject to the electronic sign display standards set forth in SRC 900.090(c).

~~(E)~~5) Externally Illuminated and Internally Illuminated Signs. No flashing

illumination shall be permitted.

(c) Signs permitted in Public and Private Health Services (PH) Zones. ~~(1)~~—The following signs are permitted in PH Zones:

(A1) Wall Signs. One wall sign for each building frontage, which shall be limited to the greater of thirty-two square feet or two percent of the gross face area of the building frontage on which it is located.

(B2) Freestanding Signs. One freestanding sign for each ~~building~~ street frontage, which shall be limited to five feet in height and twenty-four square feet in total display surface; provided, however, that one such sign may be fifteen feet in height and twenty-four square feet in total display surface. Such signs shall be set back at least three feet from a street front property line or the special setback area established by the Salem Zoning Ordinance, whichever is greater, provided further that, where adjacent property is zoned residential or commercial office, signs shall be set back at least twenty feet from the side lot line abutting a CO or residential zone.

(C3) Vehicle Directional Signs. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding thirty inches.

(D4) Electronic Display Signs. Electronic display signs no larger than eight hundred square feet shall be permitted in the PH Zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this Chapter, signs allowed by this paragraph may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this paragraph shall not be subject to the electronic sign display surface standards set forth in SRC 900.090(c).

(E5) Externally Illuminated and Internally Illuminated Signs. ~~Only emergency vehicle directional signs and emergency entrances to a building in PH Zones shall be~~

1 ~~externally illuminated signs or internally illuminated signs. No flashing illumination shall~~
2 ~~be permitted.~~

3 (A) Internally illuminated and externally illuminated signs on sites without
4 emergency facilities.

5 (B) Only emergency vehicle directional signs and externally or internally illuminated
6 signs on emergency entrances on sites with emergency facilities.

7 (C) No flashing illumination shall be permitted.

8 **(d) Signs permitted in Public Amusement (PA) Zones. (1)** The following signs are
9 permitted in the PA Zone:

10 **(A1)** All signs permitted in SRC 900.200 shall be permitted in a PA Zone; provided,
11 however, that any sign permitted by this paragraph shall not be an externally illuminated
12 sign, an internally illuminated sign, or an electronic display sign when it is erected or
13 maintained within three hundred feet of the boundary of the residential zone.

14 **(B2) Freestanding Signs.** For an office complex in a PA Zone, each separate
15 occupancy may have one freestanding sign not exceeding thirty feet in height and one
16 hundred square feet in total display surface. Each sign shall be separate and not part of
17 any other sign allowed on this property. No such freestanding sign shall be installed
18 within one hundred feet of another freestanding sign on the same property. Where a PA
19 Zone is adjacent to a residential zone, no electronic display sign, externally illuminated
20 sign, or internally illuminated sign shall be installed or maintained within three hundred
21 feet of the boundary of the residential zone.

22 **(C3) Electronic Display Signs.** Electronic display signs no larger than eight hundred
square feet shall be permitted in the PA Zone within stadiums, athletic fields, and other
outdoor assembly facilities, where they are intended primarily for viewing by persons
within the facility, are oriented toward the interior of the facility and viewing stands, and
are used only during events where the public attends as spectators. Notwithstanding any
other provision of this Chapter, signs allowed by this paragraph may employ dissolve,
fade, scrolling, static display, travel, and video display. Signs allowed by this paragraph

shall not be subject to the electronic sign display surface standards set forth in SRC 900.090(c).

900.220. Commercial/~~Rural Urban Development Overlay Zone.~~ Superior/Rural Overlay Zone.

~~(a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Commercial/Rural Urban Development Overlay Zone.~~

~~(b) Area I.~~

~~(1) Freestanding signs shall be limited to a display surface of three feet by five feet and to a height not to exceed five feet.~~

~~(2) Wall signs shall not be visible from the residential areas to the west.~~

~~(c) Area II.~~

~~(1) Freestanding signs shall be limited to a display surface of three feet by five feet and to a height not to exceed five feet.~~

~~(2) Wall signs shall not be visible from the residential areas to the east.~~

~~(d) Areas III and IV.~~

~~(1) Wall signs shall not be visible from the residential areas to the east.~~

~~(2) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent residential uses.~~

(a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Superior/Rural Overlay Zone.

(b) Freestanding signs shall be limited to a display surface of three feet by five feet and to a height not to exceed five feet.

(c) Wall signs shall not be visible from the residential zones to the west of the overlay zone.

900.235. ~~Riverfront Overlay Zone~~ Riverfront Overlay Zone and Riverfront High Density Residential Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the ~~Riverfront Overlay Zone~~ Riverfront Overlay Zone and Riverfront High Density Residential Overlay Zone, except the following signs are prohibited:

(1) Outdoor advertising signs.

1 (b) Freestanding signs shall be restricted to a display surface of twenty-four square feet and
2 to a height not exceeding five feet. Freestanding signs shall be set back at least five feet from
a street property line.

3 (c) A maximum of one wall sign per building frontage or building face is permitted. Wall
4 signs on a building frontage shall be limited to a display surface that is the greater of thirty-
5 two square feet or two percent of gross face area of the building frontage. Wall signs on a
building face shall be limited to a display surface of twenty-four square feet.

6 (d) Illumination of signs is prohibited on the riverfront side of buildings.

7 (e) Signs owned or leased by an industrial use existed on December 1, 1998, within the
8 overlay zone area may be altered, enlarged or rebuilt and may be extended onto vacant land
9 or intensified provided such alteration, enlargement, rebuilding, extension or intensification
10 otherwise complies with the regulations specified in the Sign Codes for the zone in which the
use is permitted. Abandonment or change to a non-industrial use shall remove the sign from
the scope of this section.

11 **900.240. ~~Broadway High Street Overlay Zone~~ Broadway/High Street Retail Overlay Zone,**
12 **Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition**
13 **Overlay Zone.**

14 (a) Subject to the limitations in this section, signs permitted within the underlying zones are
15 allowed in the ~~Broadway High Street Overlay Zone~~ Broadway/High Street Retail Overlay
16 Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition
17 Overlay Zone, except the following signs are prohibited:

18 (1) Outdoor advertising signs.

19 (2) Trailer reader boards.

20 (3) Roof signs.

21 (4) Wall signs on sign towers.

22 (b) Freestanding signs shall be limited to a display surface not exceeding twenty-four square
feet and to a height not exceeding five feet. Freestanding signs shall be setback at least five
feet from the public right-of-way.

(c) A maximum of one wall sign per building frontage or building face is permitted. Wall

signs on a building frontage shall be limited to a display surface not exceeding the greater of thirty-two square feet or two percent of gross face area of the building frontage. Wall signs on building face shall be limited to a display surface not exceeding twenty-four square feet.

900.245. Portland/Fairgrounds Road Overlay Zone. Portland/Fairgrounds Road Overlay Zone, Pine Street Mixed-Use Overlay Zone, and Northgate Mixed-Use Overlay Zone.

(a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the ~~Portland/Fairgrounds Road Overlay Zone~~ Portland/Fairgrounds Road Overlay Zone, Pine Street Mixed-Use Overlay Zone, and Northgate Mixed-Use Overlay Zone, except the following signs are prohibited:

- (1) Outdoor advertising signs;
- (2) Trailer reader boards; and
- (3) Rotating, moving, flashing, changing, or blinking signs.

(b) Freestanding Signs.

(1) Freestanding signs shall be restricted to a maximum of ten feet in height above grade, which includes structural, framing, and design elements attached to, or supporting the sign.

(2) Total display surface for freestanding signs is limited to forty square feet, unless within shopping centers or office complexes. Where the street frontage for a shopping center or office complex exceeds one hundred feet in length, the display surface may be increased one square foot for every five feet of street frontage over one hundred feet. Such signs shall not exceed eighty square feet in display surface.

(c) Wall signs shall be limited to thirty-two square feet or two percent of gross face area of the wall to which it is attached, whichever is less. When a business has no freestanding sign, then one sign can be up to forty square feet in display surface.

(d) Sign towers are allowed, provided the sign and supporting structure does not exceed ten feet above the roof line.

(e) Signs for Businesses Outside Shopping Centers and Office Complexes.

(1) Each business is allowed two signs. When the business is located on two or more street frontages, one additional sign limited to thirty-two square feet in display surface is

1 allowed for the second street frontage. Where allowed by this Chapter, roof signs may
2 not exceed forty square feet in display surface.

3 (2) When the total display surface of all signs is less than the total display surface
4 allowed for the business, then the display surface of the signs may be increased up to a
5 maximum display surface of forty-six square feet for a sign which was limited to forty
6 square feet in display surface and 36.8 square feet for a sign which was limited to thirty-
two square feet in display surface. In no case shall the total display surface of all signs
exceed the total display surface allowed.

7 **(f) Signs for Shopping Centers and Office Complexes.**

8 (1) Each shopping center or office complex shall have a maximum of one sign unless the
9 shopping center or office complex is located on two or more street frontages. One
additional forty square foot sign for the second street frontage is permitted.

10 (2) Each individual business in a shopping center or office complex is allowed one sign
11 per business with a maximum display surface of thirty-two square feet. Where allowed
by this Chapter, roof signs may not exceed thirty-two square feet in display surface.

12 (3) Within integrated shopping centers and office complexes, a freestanding sign may
13 not exceed forty square feet in area unless street frontage of a shopping center or office
14 complex exceeds one hundred feet in length. Where the street frontage for a shopping
15 center or office complex exceeds one hundred feet in length, the freestanding sign display
16 surface may be increased one square foot for every five feet of street frontage over one
hundred feet. Such freestanding signs shall not exceed eighty square feet in display
surface.

17 **900.250. Edgewater Street Corridor Overlay Zone and Wallace Road Corridor Overlay**
18 **Zone. Edgewater Street/Wallace Road Area Overlay Zone.**

19 (a) Subject to the limitations in this section, signs permitted within the underlying zone are
20 allowed in the Edgewater Street Corridor Overlay zone and Wallace Road Corridor Overlay
Zone-Edgewater Street/Wallace Road Area Overlay Zone, except the following signs are
prohibited:

21 (1) Outdoor advertising signs in Area 1, Area 2, Area 3, and Area 5.
22

1 **(b)** ~~In Area 1 (Wallace Road Corridor) and Area 5 (Edgewater Street Corridor),~~
2 ~~freestanding signs shall be limited to a display surface of forty square feet and to a height of~~
3 ~~ten feet above grade, including structural, framing, and design elements attached to or~~
4 ~~supporting the sign.~~

4 **Section 3.** SRC 900.260 is repealed.

5 **900.260. West Salem Industrial Overlay Zone.**

6 ~~(a) Subject to the limitations in this section, signs permitted in the underlying zones are~~
7 ~~allowed in the West Salem Industrial Overlay Zone.~~

8 ~~(b) The face of wall signs shall be located so as to not be visible from the residential area~~
9 ~~across McNary Avenue.~~

10 ~~(c) Signs shall not cause glare to adjacent residential uses.~~

11 **Section 4.** The following sections are added to and made a part of the Salem Revised Code,
12 Title 10, Chapter 900, as:

13 **900.221. Oxford/West Nob Hill Overlay Zone.**

14 ~~(a) Subject to the limitations in this section, signs permitted in the underlying zones are~~
15 ~~allowed in the Oxford/West Nob Hill Overlay Zone.~~

16 ~~(b) Freestanding signs shall be limited to a display surface of three feet by five feet and to a~~
17 ~~height not to exceed five feet.~~

18 ~~(c) Wall signs shall not be visible from the residential zone to the east of the overlay zone~~

19 **900.222. Oxford/Hoyt Overlay Zone**

20 ~~(a) Subject to the limitations in this section, signs permitted in the underlying zones are~~
21 ~~allowed in the Oxford/Hoyt Overlay Zone.~~

22 ~~(b) Wall signs shall not be visible from the residential zone in the overlay zone or to the east~~
23 ~~side of West Nob Hill Street SE.~~

24 ~~(c) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent~~
25 ~~residential uses.~~

26 **900.223. Hoyt/McGilchrist Overlay Zone.**

27 ~~(a) Subject to the limitations in this section, signs permitted in the underlying zones are~~
28 ~~allowed in the Hoyt/McGilchrist Overlay Zone.~~

1 (b) Wall signs shall not be visible from the residential zone to the east side of West Nob Hill
2 Street SE

3 (c) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent
4 residential uses.

5 **900.251. West Salem Gateway Overlay Zone and West Salem General Industrial Overlay**
6 **Zone.**

7 (a) Subject to the limitations in this section, signs permitted within the underlying zone are
8 allowed in the West Salem Gateway Overlay Zone and West Salem General Industrial
9 Overlay Zone, except outdoor advertising signs.

10 **Section 5.** Existing electronic display signs lawfully in existence on the effective date of this
11 ordinance, shall, within one year of the effective date, conform to the requirements SRC
12 900.090(c)(3).

13 **Section 6. Codification.** In preparing this ordinance for publication and distribution, the City
14 Recorder shall not alter the sense, meaning, effect or substance of this ordinance, but within such
15 limitations, may:

16 (a) Renumber sections and parts of sections of the ordinance;

17 (b) Rearrange sections;

18 (c) Change reference numbers to agree with renumbered chapters, sections or other parts;

19 (d) Delete references to repealed sections;

20 (e) Substitute the proper subsection, section or chapter, or other division numbers;

21 (f) Change capitalization and spelling for the purpose of uniformity;

22 (g) Add headings for purposes of grouping like sections together for ease of reference; and

(h) Correct manifest clerical, grammatical or typographical errors.

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1 **Section 7. Severability.** Each section of this ordinance, and any part thereof, is severable, and
2 if any part of this ordinance is held invalid by a court of competent jurisdiction, the remainder of
3 this ordinance shall remain in full force and effect.

4 PASSED by the City Council this _____ day of _____, 2017.

5 ATTEST:

6
7 City Recorder

8 Approved by City Attorney: _____

9
10 Checked by: A. Dixon