1	ORDINANCE BILL NO. 17-17				
2	AN ORDINANCE RELATING TO AN UPDATE OF SALEM'S SIGN CODE, SALEM				
2	REVISED CODE CHAPTER 900; AMENDING SRC 900.015, 900.025, 900.030, 900.035,				
3	900.040, 900.090, 900.160, 900.165, 900.170, 900.200, 900.205, 900.210, 900.215, 900.220,				
4	900.235, 900.240, 900.245, 900.250, REPEALING SRC 900.260; AND CREATING NEW				
PROVISIONS 900.221, 900.222, 900.251.					
3	The City of Salem ordains as follows:				
6	Section 1. Findings demonstrating compliance with the applicable criteria are set forth in				
7	Exhibit A, incorporated herein, attached hereto.				
8	<u>Section 2.</u> SRC 900.015, 900.025, 900.030, 900.035, 900.040, 900.090, 900.160, 900.165,				
	900.170, 900.200, 900.205, 900.210, 900.215, 900.220, 900.235, 900.240, 900.245, and 900.250				
9	are amend as follows:				
10	900.015. Exempt Signs. The following signs are exempt from this Chapter:				
11	(a) Official traffic control devices.				
11	(b) Signs required to be erected by public officers pursuant to law or by order of the court.				
12	(c) Temporary signs located in Wallace Marine Park's Sports Field Complex allowed and				
13	regulated pursuant to a park use permit issued by the City.				
1.4	(d) Public murals and Public Art, as defined by SRC 15.010, and regulated under the				
14	provisions of SRC Chapter 15, and any rules adopted thereunder.				
15	(e) Graffiti resistant coverings, containing only graphics or images, installed on equipment				
16	enclosures owned by the public or a public utility, or other temporary structures serving the				
1.5	public.				
17	900.025. Sign Permits.				
18	(a) Applicability. Except as otherwise provided in this Chapter, a permit is required for the				
19	construction, erection, enlargement, alteration, or relocation of any sign.				
	(b) Procedure Type. An application for a sign permit is a Type I procedure under SRC				
20	Chapter 300.				
21	(c) Additional Submittal Requirements. In addition to the submittal requirements under				
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1	SRC Chapter 300, an application for a sign permit shall contain:
2	(1) The location of the sign by street and number.
2	(2) The name and address of the sign owner and of the sign erector.
3	(3) Two complete sets of pPlans for the sign, in a graphic form, detailed and clear
4	enough to show compliance with this Chapter. At a minimum, the plans shall include:
_	(A) A detailed drawing of the sign, drawn to scale.
5	(B) Site plan drawn to scale, including location of all existing signs on the property
6	and their sizes.
7	(C) Elevations of the building or structure with signs.
	(D) Identification of materials and type of sign.
8	(E) A statement whether the sign is located on property owned or leased by the
9	person constructing, erecting, or using the sign.
10	(d) Criteria. An application for a sign permit shall be granted if the following criteria are
10	met:
11	(1) The sign meets the requirements of SRC Chapter 56.
12	(2) The sign is allowed in the zone.
12	(3) The sign will not interfere with the use of any public right-of-way, other public
13	easements, or other publicly owned property.
14	(4) The sign conforms to all the applicable standards in this Chapter.
15	(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
16	ninety days, upon showing that there was reasonable cause for the delay and that the
17	construction, erection, alteration, or other work still complies with this Chapter.
18	(f) Permit Fees. The application for a sign permit shall be accompanied by a fee as
10	prescribed by resolution of the council.
19	900.030. Exceptions from Permit Requirement.
20	(a) The following activities do not require a sign permit:
21	(1) Changing of copy on a sign specifically designed for the use of replaceable copy.
21	(2) Painting, repainting, cleaning, and normal maintenance and repair of a sign, where no
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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.					
3	900.035. Sign Adjustments.					
6	(a) Applicability. The Director may grant adjustments of up to ten percent of the applicable					
7	height and display surface size standards in this Chapter.					
0	(1) Classes.					
8	(A) A Class 1 adjustment is an adjustment of up to ten percent of the applicable					
9	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					
10	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."					
13	(B) decrease a setback or a special setback.					
14	(C) allow placement of a sign in a vision clearance area.					
15	(D) allow structural alterations to a non-conforming or non-complying sign.					
1.0	(E) allow any sign other than those specifically allowed by this Chapter.					
16	(F) modify the display or brightness regulations for electronic display signs					
17	established by SRC 900.090.					
18	(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.					
19	(c) Additional Submittal Requirements. In addition to the submittal requirements for a					
20	sign permit required by SRC 900.025, an application for a sign permit that includes an					
21	adjustment shall contain a statement of the specific standard for which the adjustment is					
	requested, and the amount of the adjustment.					
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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
	applicable to the sign in this Chapter.
3	(1) An application for a Class 1 adjustment shall be granted if the adjustment is not more
4	than ten percent of the applicable height and display surface size standards applicable to
5	the sign in this chapter.
3	(2) An application for a Class 2 adjustment shall be granted if all of the following criteria
6	are met:
7	(A) The purpose underlying the specific standard proposed for adjustment is:
0	(i) Clearly inapplicable to the property; or
8	(ii) Equally or better met by the proposed sign.
9	(B) If located within a residential zone, the proposed sign will not detract from the
10	livability or appearance of the residential area.
	(C) If more than one adjustment has been requested, the cumulative effect of all the
11	adjustments result in a project which is still consistent with the overall purpose of the
12	<u>zone.</u>
13	(e) Concurrent Processing Required. Applications for sign adjustments shall be processed
13	concurrently with the sign permit application.
14	900.040. Sign Variances.
15	(a) Applicability. Sign variances may be granted to the height and display surface
1.0	standards, to increase the number of allowed signs, to allow relocation of a sign, and to allow
16	structural alterations to a sign.
17	(1) Limitation. A sign variance shall not provide for any of the following:
18	(A) To allow a sign prohibited by SRC 900.020, "Prohibited Signs."
10	(B) To decrease a setback or a special setback.
19	(C) To allow placement of a sign in a vision clearance area.
20	(D) To allow structural alterations to a non-conforming or non-complying sign.
21	(E) To authorize a sign not otherwise permitted on the property for which the
21	variance is sought.
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electronic display sign conditional use permit pursuant to SRC 900.045.

- (b) No electronic display sign shall be allowed within a historic district.
- (c) All electronic display signs shall meet the following standards:
 - (1) Zones.
 - (A) In all industrial zones, public zones, South Waterfront Mixed-Use (SWMU) zones, and commercial zones, other than the Commercial Office (CO), and Neighborhood Commercial (CN) zones, the change from one electronic display to another electronic display shall be no more frequent than once every eight seconds, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
 - (B) In all residential zones, Commercial Office (CO) zone, Neighborhood Commercial (CN) zone, Neighborhood Center Mixed-Use (NCMU) zone, and Fairview Mixed-Use (FMU) zone, the change from one electronic display to another electronic display shall be no more frequent than once every hour, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
 - (2) Change of Display. The actual change of display for an electronic display sign shall be completed in two seconds or less. Displays may change by fade or by instantaneous change from one static display to another, but shall remain as a static display after completing the change, and, once changed, shall remain static until the next change. Unless specifically authorized by this Chapter, dissolve, scrolling, travel, and video 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, eElectronic 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

1	using a foot-candle (Lux) meter at a pre-set distance in accordance with the			
2	following method:			
_	(i) For a display comprised of red only, 3,150 nits between sunrise and sunset,			
3	and 450 between sunset and sunrise;			
4	(ii) For a display comprised of green only, 6,300 nits between sunrise and sunset,			
5	and 900 nits between sunset and sunrise;			
3	(iii) For a display comprised of amber only, 4,690 nits between sunrise and			
6	sunset, and 670 nits between sunset and sunrise.			
7	(i) At least 30 minutes past sunset, record the ambient light while the sign is off			
8	or displaying all black copy, or with the sign's illumination blocked.			
O	(ii) The meter shall be held at a height of five feet above grade at the distance as			
9	set in table 900-1			
10	(iii) The meter shall be aimed toward the center of the automatic changeable			
11	copy sign face.			
	(iii) From the same location, a second reading shall be recorded while the sign			
12	display is on and not blocked. (iv) The measurement distance shall be determined as shown in Table 200. 1:			
13	(iv) The measurement distance shall be determined as shown in Table 900-1: Table 900-1			
14	Electronic Display Sign Brightness			
	Electronic Display Sign Brightness			
15	Area of automatic changeable copy in Measurement distance in linear feet			
16	square feet.			
17	Up to 100 square feet 100 feet			
	101 to 300 150 feet			
18	301 to 500 200 feet			
19	501 to 680 250 feet			
20				
	(B) All electronic display signs must be maintained and operated to meet the			
21				

over public right-of-way.

- (d) No temporary sign shall be erected or maintained which, by reason of its size, location, or construction constitutes a hazard to the public.
- (e) Lawn signs and sidewalk signs shall not exceed a height of thirty inches above grade. Portable signs shall not exceed a height of six feet above grade.
- **(f)** Lawn signs and sidewalk signs may be displayed a maximum of two, sixty-day continuous periods per year. Portable signs may be displayed a maximum of one year.
- (g) Businesses with canopies, including but not limited to, gasoline stations, may have one or more temporary signs, with a total collective display surface not to exceed twenty-four square feet per canopy. The signs may be freestanding or attached to the supporting structure of the canopy, provided they are not installed in a manner that would present a hazard to vehicles driving under the canopy.

(h) Portable Signs.

- (1) Portable signs shall be placed and maintained such that a pedestrian pathway not less than five feet wide, and a vehicle buffer zone of not less than three feet wide, at all times provides free and unobstructed passage on the sidewalk. The pathway shall begin either where the sidewalk and the property line meet or between the portable sign and the street when the sidewalk sign is placed next to the building or property line and then extends into, or is placed entirely on, the adjacent sidewalk.
- (2) Portable signs shall be placed and maintained such that a vehicle buffer zone not less than three feet wide at all times provides for free and unobstructed passage on the 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
2	permitted in the sidewalk area in front of a single business premises.
3	(6) No portable sign shall be located in an alley, or shall be located on or attached to
4	streetscape landscaping or furniture.
5	(7) Portable sign shall be no more than thirty inches in height and twenty-four inches in
3	width.
6	(i) Temporary Sign Displays. Where allowed in the zone, temporary sign displays
7	shall comply with the following:
0	(1) Temporary sign displays shall not use propellers or similar rotating or wind-
8	activated devices or fluorescent paints or dyes.
9	(2) One temporary banner sign is allowed on each building frontage or building
10	face for each separate business located on a premise, provided the temporary banner
	sign is located on a building. Display period is limited to thirty days, and is
11	renewable upon application for renewal and upon replacement of all banners not
12	neat, clean, and in good repair; provided, however, renewals shall not exceed four
13	renewals in any one-year period. The display surface of each temporary banner sign
13	shall be limited to fifty square feet. One temporary banner sign is allowed subject to
14	the following:
15	(A) On each building frontage or building face for each separate business
1.0	located on a premise, provided the temporary banner sign is located on a
16	building.
17	(B) Display period shall not exceed four months in any one-year period,
18	except for multiple family development and retirement care facility where there is
1.0	no limit on display period.
19	(C) The display surface of each temporary banner sign shall be limited to fifty
20	square feet.
21	(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
22	ODDINANCE 17.17. Dece 11. COUNCIL OF THE CITY OF GALENA OPECON.
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1	neat, clean, and in good repair.				
2	(4) The height to which a balloon may be displayed shall not exceed thirty-five				
2	feet from point of attachment. Balloons shall be securely attached and				
3	adequately tethered by a nonmetallic cable so as to withstand a wind pressure of				
4	thirty pounds per square foot of exposed surface. The Director may require any				
5	additional information and impose any conditions where such information or				
5	conditions are required to ensure the safety of the public or adjacent property.				
6	Balloons shall be limited to one per business per premise. Display period shall				
7	be limited to fourteen days in any six-month period, measured from the date of				
0	issuance of the sign permit and shall not exceed two permits in any one year.				
8	Balloons are allowed subject to the following:				
9	(A) The height to which a balloon may be displayed shall not exceed thirty-				
10	five feet from point of attachment.				
	(B) Shall be securely attached and adequately tethered by a nonmetallic				
11	cable so as to withstand a wind pressure of thirty pounds per square foot of				
12	exposed surface.				
13	(C) The Director may require any additional information and impose any				
13	conditions where such information or conditions are required to ensure the				
14	safety of the public or adjacent property.				
15	(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				
16	premise.				
17	900.165. Temporary Signs in Residential Zones. The following temporary signs are allowed				
18	in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD),				
10	Multiple Family Residential (RM1 and RM2), Multiple Family High-Rise Residential (RH), and				
19	Exclusive Farm Use (EFU) zones:				
20	(a) Lawn signs, sidewalks signs, and portable signs conforming to the number and display				
21	surface limitations as provided in Table 900- $\frac{1}{2}$.				
21	Table 900- 1 2				
22	ORDINANCE 17-17– Page 12 COUNCIL OF THE CITY OF SALEM, OREGON				

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

1			sign		a single property)
2					
3		Properties	6 sq. ft.	8 sq. ft.	8 sq. ft. on any one
4		under 10,000 sq. ft. in area			premise
5		Properties	6 sq. ft.	16 sq. ft.	16 sq. ft. on any one
6		over 10,000 sq. ft. but			premise
7		less than one			
8		acre in area			
9		Properties 1 acre or more	6 sq. ft.	32 sq. ft.	32 sq. ft. on any one premise
10		in area			
11	(d) '	Femporary Sig	n Displays. Temporary	y sign displays are not	allowed in residential
12	zone	s.			
13	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	Portable Signs	Total Collective
Signs Display	Display surface	Display Surface for all
surface limitation	limitation for an	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.

	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.

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Table 900-56

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

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

- **(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

surface Surface for all signs (All on for an lawn, sidewalk, & portable signs located on a single property) 8 sq. ft. on any one
portable signs located on a single property) 8 sq. ft. on any one
a single property) 8 sq. ft. on any one
8 sq. ft. on any one
premise
16 sq. ft. on any one
premise
32 sq. ft. on any one

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1	acre or more premise		
2	in area		
3	(2) Tomporous Sign Dignloss Domports hallows and tomporous hand with the control of the control		
4	(2) Temporary Sign Displays. Pennants, balloons, and temporary banner signs are allowed on private property in the CR and CG zones.		
4			
5	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		
6	Business District (CB), Retail Commercial (CR), and General Commercial (CG) zones.		
	(a) Dwellings. Single family dwellings and dwelling units in duplexes are allowed either		
7			
8	one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not		
0	exceeding one square foot. A freestanding sign shall be limited to a display surface not		
9	exceeding one square foot and to a height not exceeding thirty inches. (b) Parmonent Signs for Pusingges. Unless the business is leasted in a sharping center of		
10	(b) Permanent Signs for Businesses. Unless the business is located in a shopping center of		
11	office complex, a business may have the following signs:		
1.1	(1) One freestanding sign, one projecting sign, one roof sign, or one wall sign on each		
12	building street frontage. When the business is located on a corner lot, only one		
13	freestanding sign shall be allowed.		
	(A) Freestanding Signs.		
14	(i) Height. The height of a freestanding sign shall not exceed twenty feet for up		
15	to the first one hundred feet of street front property line, plus an additional one		
1.6	foot in height for each twenty feet of street front property line over one hundred		
16	feet, with a maximum height not exceeding thirty feet.		
17	(ii) Area. The display surface of a freestanding sign shall not exceed one square		
18	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		
19	surface for each additional one foot of street front property line over one hundred		
20	feet, with a maximum display surface not exceeding one hundred fifty square feet		
	(B) Wall Signs.		
21	(i) For CR and CG zones, the display surface for a wall sign shall not exceed one		
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1	1
1	2
1	3
1	4
1	5
1	6
1	7
1	8
1	9
2	0
2	1
つ	2

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 900-9<u>10</u> Wall Signs in CB Zones

Gross face area of	Permitted sign area is the greater of the following:
the face of the	
building to which	
the sign is attached	
in square feet	
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	Display surface is limited to the greater of the
building frontage	following:
in square feet	
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.

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

(1) Shopping Center.

- (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 shopping center 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-five 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 two hundred and fifty square feet.
- **(b)** The wall sign shall be limited to a display surface not exceeding one hundred twenty-five square feet; provided, however, 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 one wall sign. However, when the shopping center 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.

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(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 900-1112.

Table 900-1112 Wall Signs in CB Zones

Gross face area of	Permitted sign area is the greater of the following:
the face of the	
building to which	
the sign is attached	
in square feet	
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

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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	Display surface is limited to the greater of the
of building	following
frontage or	
building face in	
square feet	
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

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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 <u>be</u> used in determining the display surface of the wall sign.

Table 900-1314 Wall Signs in CB Zones

Gross face area	Display surface is limited to the greater of the
of building	following
frontage or	
building face in	
square feet	
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

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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

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

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	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

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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 900-1516 Wall Signs in CR and CG Zones

Gross face area	Display surface is limited to the greater of the
of building	following
frontage or	
building face in	
square feet	
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 900-1617; 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<u>17</u> Wall Signs in CB Zones

Gross face area	Display surface is limited to the greater of the
of building	following
frontage or	
building face in	
square feet	
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	Display surface is the greater of
of the building	
frontage or	
building face in	
square feet	
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

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.

- (b) Each building in the South Waterfront Mixed-Use Zone that contains two or more businesses is allowed the following signs:
 - (1) One wall sign, one projecting sign, or one freestanding sign, for each building street frontage on a designated arterial or designated collector; provided, however, that, when the building is located on a corner lot with two such intersecting street frontages, only one freestanding sign shall be allowed.

(A) Freestanding Sign Standards.

- (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 frontage over one 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.
- (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 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; 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.
- **(B) Wall Sign Standards.** A wall sign shall have a display surface not exceeding the square footage set forth in Table 900-1819; provided, however, that:
 - (i) When the wall sign is located on a marquee, the display surface shall be limited to a height not exceeding thirty inches and shall not extend below the 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	Display surface is limited to the greater of the
the building	following
frontage or	
building face in	
square feet	
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.

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900.210. Permanent Signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) Zones. The following permanent signs are permitted in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) 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 shall be limited to a display surface not exceeding one square foot and to a height not exceeding thirty inches.
- **(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:
 - (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign, for each building street frontage; provided, however, that, when the business is located on a corner lot, only one freestanding sign shall be allowed.
 - **(A) Wall Signs.** The display surface for a wall sign shall not exceed one hundred twenty-five square feet.

(B) Freestanding Signs.

- (i) **Height.** Freestanding sign height is limited to 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 of thirty feet.
- (ii) Area. Where the sign is a freestanding sign, the sign shall be limited in area to 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 limit of one hundred fifty square feet of display surface.
- (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, 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-<u>1920</u> 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

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 900.210(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.
- **(c) Permanent Signs for Industrial Complexes.** An industrial complex and individual businesses in the industrial complex are allowed the following signs:

(1) Industrial Complex.

- (A) One freestanding sign for each <u>building street</u> frontage on a designated arterial or designated collector; provided, however, that, when the industrial complex is located on a corner lot with two such arterials or collectors, only one freestanding sign shall be allowed.
 - (i) **Height.** The freestanding sign shall be limited to a height not exceeding twenty feet for the first one hundred feet of street front property line, 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-five feet.
 - (ii) 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 square feet of street front property line, plus one-quarter additional square foot for each additional foot of street front property line over one hundred 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			
2	hundred feet, the industrial complex may have one additional freestanding sign. The			
3	freestanding sign shall be located along each street front property line exceeding such			
4	length. The freestanding sign shall be limited to a display surface not exceeding fifty			
~	square feet and to a height not exceeding twenty feet. If the shopping center has two			
5	freestanding signs on the same street front property line, there shall be a minimum			
6	distance of one hundred feet between the signs.			
7	(E) Vehicle Service or Loading Directional Sign. In lieu of the sign allowed in			
	SRC 900.210(c)(1)(B), one freestanding sign or one wall sign located at each service			
8	or loading entrance onto the premises. A wall sign shall be limited to a display			
9	surface not exceeding eight square feet. A freestanding sign shall be limited to a			
10	display surface not exceeding twenty-two square feet and to a height not exceeding			
10	fifteen feet.			
11	(2) Individual businesses. Unless the business is classified as flexible space use, a			
12	business may have the following signs:			
12	(A) One wall sign or one roof sign for each building frontage or building face;			
13	provided, however, that no sign shall be allowed on a building face when the sign			
14	would be directed towards a residential area.			
15	(i) The wall sign shall have display surface not exceeding the square footage set			
1.0	forth in Table 900- 20 21; provided, however, that, where there is more than one			
16	business housed in the same building, only the gross face area of the building			
17	frontage or building face occupied by the business shall be used in determining			
18	the display surface for the wall sign.			
	Table 900- 20 <u>21</u>			
19	Wall Signs in Industrial Zones and EC Zone			
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	ORDINANCE 17-17– Page 38 COUNCIL OF THE CITY OF SALEM, OREGON			

Gross face area	Display surface is limited to the greater of the	
of building	following	
frontage or		
building face, in		
square feet		
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

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

900.215. Permanent Signs in Public Zones.

- (a) Signs permitted in Public and Private Cemeteries (PC), Capitol Mall (PM), and Public Service (PS) zones. (1)—The following signs are permitted in PC, PM, and PS 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. Such signs shall be set back at least three feet from a street front property line or the special set back 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.
 - (**<u>P4</u>**) **Electronic Display Signs.** Electronic display signs no larger than eight hundred square feet shall be permitted in the PS 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).
 - (**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:
 - (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 <u>street building</u> 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.
 - (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 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).
 - (£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).
 - (£5) Externally Illuminated and Internally Illuminated Signs. Only emergency vehicle directional signs and emergency entrances to a building in PH Zones shall be

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

- (A) Internally illuminated and externally illuminated signs on sites without emergency facilities.
- (B) Only emergency vehicle directional signs and externally or internally illuminated signs on emergency entrances on sites with emergency facilities.
- (C) No flashing illumination shall be permitted.
- **(d) Signs permitted in Public Amusement (PA) Zones. (1)** The following signs are permitted in the PA Zone:
 - (A1) All signs permitted in SRC 900.200 shall be permitted in a PA Zone; provided, however, that any sign permitted by this paragraph shall not be an externally illuminated sign, an internally illuminated sign, or an electronic display sign when it is erected or maintained within three hundred feet of the boundary of the residential zone.
 - (**B2**) **Freestanding Signs.** For an office complex in a PA Zone, each separate occupancy may have one freestanding sign not exceeding thirty feet in height and one hundred square feet in total display surface. Each sign shall be separate and not part of any other sign allowed on this property. No such freestanding sign shall be installed within one hundred feet of another freestanding sign on the same property. Where a PA Zone is adjacent to a residential zone, no electronic display sign, externally illuminated sign, or internally illuminated sign shall be installed or maintained within three hundred feet of the boundary of the residential zone.
 - (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

1	shall not be subject to the electronic sign display surface standards set forth in SRC			
2	900.090(c).			
2	900.220. Commercial/Rural Urban Development Overlay Zone. Superior/Rural Overlay			
3	Zone.			
4	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
5	allowed in the Commercial/Rural Urban Development Overlay Zone.			
5	(b) Area I.			
6	(1) Freestanding signs shall be limited to a display surface of three feet by five feet and			
7	to a height not to exceed five feet.			
	(2) Wall signs shall not be visible from the residential areas to the west.			
8	(c) Area II.			
9	(1) Freestanding signs shall be limited to a display surface of three feet by five feet and			
10	to a height not to exceed five feet.			
10	(2) Wall signs shall not be visible from the residential areas to the east.			
11	(d) Areas III and IV.			
12	(1) Wall signs shall not be visible from the residential areas to the east.			
10	(2) Freestanding signs on the Commercial Street frontage shall not cause glare to			
13	adjacent residential uses.			
14	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
15	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			
16	height not to exceed five feet.			
17	(c) Wall signs shall not be visible from the residential zones to the west of the overlay zone.			
18	900.235. Riverfront Overlay Zone Riverfront Overlay Zone and Riverfront High Density			
10	Residential Overlay Zone.			
19	(a) Subject to the limitations in this section, signs permitted within the underlying zones are			
20	allowed in the Riverfront Overlay Zone Riverfront Overlay Zone and Riverfront High			
	Density Residential Overlay Zone, except the following signs are prohibited:			
21	(1) Outdoor advertising signs.			
22				
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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				
	or intensified provided such alteration, enlargement, rebuilding, extension or intensification				
9	otherwise complies with the regulations specified in the Sign Codes for the zone in which the				
10	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,				
	2 Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition				
12					
	Overlay Zone.				
13	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are				
	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay				
13	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition				
13 14 15	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited:				
13 14	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs.				
13 14 15	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards.				
13 14 15 16	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs.				
13 14 15 16 17 18	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers.				
13 14 15 16 17	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers. (b) Freestanding signs shall be limited to a display surface not exceeding twenty-four square				
13 14 15 16 17 18	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers. (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				
13 14 15 16 17 18	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers. (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.				
13 14 15 16 17 18 19 20 21	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers. (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				
13 14 15 16 17 18 19 20	Overlay Zone. (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone Broadway/High Street Retail Overlay Zone, Broadway/High Street Housing Overlay Zone, and Broadway/High Street Transition Overlay Zone, except the following signs are prohibited: (1) Outdoor advertising signs. (2) Trailer reader boards. (3) Roof signs. (4) Wall signs on sign towers. (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.				

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- allowed for the second street frontage. Where allowed by this Chapter, roof signs may not exceed forty square feet in display surface.
- (2) When the total display surface of all signs is less than the total display surface allowed for the business, then the display surface of the signs may be increased up to a maximum display surface of forty-six square feet for a sign which was limited to forty 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.

(f) Signs for Shopping Centers and Office Complexes.

- (1) Each shopping center or office complex shall have a maximum of one sign unless the 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.
- (2) Each individual business in a shopping center or office complex is allowed one sign 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.
- (3) Within integrated shopping centers and office complexes, a freestanding sign may not exceed forty square feet in area unless street frontage of a shopping center or office complex exceeds one hundred feet in length. Where the street frontage for a shopping center or office complex exceeds one hundred feet in length, the freestanding sign display 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.

900.250. <u>Edgewater Street Corridor Overlay Zone and Wallace Road Corridor Overlay Zone.</u> <u>Edgewater Street/Wallace Road Area Overlay Zone.</u>

- (a) Subject to the limitations in this section, signs permitted within the underlying zone are 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:
 - (1) Outdoor advertising signs in Area 1, Area 2, Area 3, and Area 5.

1	(b) In Area 1 (Wallace Road Corridor) and Area 5 (Edgewater Street Corridor),			
2	<u>‡Freestanding signs shall be limited to a display surface of forty square feet and to a height of</u>			
	ten feet above grade, including structural, framing, and design elements attached to or			
3	supporting the sign.			
4	Section 3. SRC 900.260 is repealed.			
5	900.260. West Salem Industrial Overlay Zone.			
3	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
6	allowed in the West Salem Industrial Overlay Zone.			
7	(b) The face of wall signs shall be located so as to not be visible from the residential area			
0	across McNary Avenue.			
8	(c) Signs shall not cause glare to adjacent residential uses.			
9	Section 4. The following sections are added to and made a part of the Salem Revised Code,			
10	Title 10, Chapter 900, as:			
	900.221. Oxford/West Nob Hill Overlay Zone.			
11	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
12	allowed in the Oxford/West Nob Hill Overlay Zone.			
13	(b) Freestanding signs shall be limited to a display surface of three feet by five feet and to a			
13	height not to exceed five feet.			
14	(c) Wall signs shall not be visible from the residential zone to the east of the overlay zone			
15	900.222. Oxford/Hoyt Overlay Zone			
4 -	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
16	allowed in the Oxford/Hoyt Overlay Zone.			
17	(b) Wall signs shall not be visible from the residential zone in the overlay zone or to the east			
18	side of West Nob Hill Street SE.			
10	(c) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent			
19	residential uses.			
20	900.223. Hoyt/McGilchrist Overlay Zone.			
21	(a) Subject to the limitations in this section, signs permitted in the underlying zones are			
21	allowed in the Hoyt/McGilchrist Overlay Zone.			
22				
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1	(b) Wall signs shall not be visible from the residential zone to the east side of West Nob Hill		
2	Street SE		
	(c) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent		
3	<u>residential uses.</u>		
4	900.251. West Salem Gateway Overlay Zone and West Salem General Industrial Overlay		
5	Zone.		
5	(a) Subject to the limitations in this section, signs permitted within the underlying zone are		
6	allowed in the West Salem Gateway Overlay Zone and West Salem General Industrial		
7	Overlay Zone, except outdoor advertising signs.		
0	Section 5. Existing electronic display signs lawfully in existence on the effective date of this		
8	ordinance, shall, within one year of the effective date, conform to the requirements SRC		
9	900.090(c)(3).		
10	Section 6. Codification. In preparing this ordinance for publication and distribution, the City		
	Recorder shall not alter the sense, meaning, effect or substance of this ordinance, but within such		
11	limitations, may:		
12	(a) Renumber sections and parts of sections of the ordinance;		
13	(b) Rearrange sections;		
13	(c) Change reference numbers to agree with renumbered chapters, sections or other parts;		
14	(d) Delete references to repealed sections;		
15	(e) Substitute the proper subsection, section or chapter, or other division numbers;		
1.0	(f) Change capitalization and spelling for the purpose of uniformity;		
16	(g) Add headings for purposes of grouping like sections together for ease of reference; and		
17	(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 inv	if any part of this ordinance is held invalid by a court of competent jurisdiction, the remainder of			
	this ordinance shall remain in full force and effect.				
3					
4	PASSED by the City Council this		_, 2017.		
5	A	ATTEST:			
6					
7	C	City Recorder			
8	A	Approved by City Attorney:			
9	Checked by: A. Dixon				
10	Checked by. A. Dixon				
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