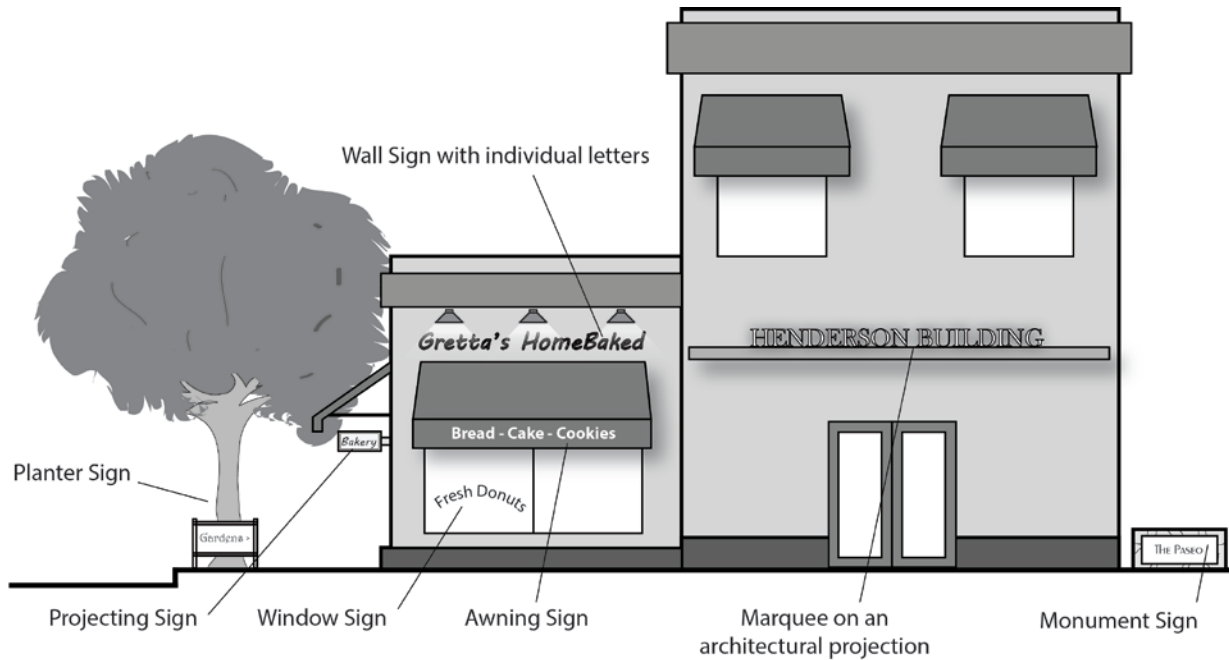




INFORMATIONAL SIGN HANDOUT – DOWNTOWN

What types of signs are allowed Downtown?



Type of Sign	Maximum Size	Maximum Height	Other Requirements
Projecting Sign	16 square feet (5 square feet in multiple tenant center)	<u>1-Story</u> : below parapet or roof line <u>2+ Stories</u> : below 2 nd story windows	No less than 8 feet above grade if adjacent to street or pedestrian access.
Window Sign	25 % of each window	Top of window	
Wall Sign	80 square feet	Below parapet or roof line	1 sign per business frontage; not wider than 70% of building frontage; no more than 25% of the building area upon which it is placed.
Awning Sign	6 square feet		Allowed on awning valances only; shall not exceed 8 inches in height; may not be backlit.
Planter Sign	4.5 square feet. (18 x36 inches)	3 feet	Allowed in sidewalk tree wells only; greater than 12 inches above sidewalk; uniform size & frame; no illumination.
Marquee Sign	100 square feet	No limit.	
Monument Sign	100 square feet	10 feet	1 monument sign per business frontage, 2 signs maximum*
Temporary/Multiple Tenant Center Signs	Ask staff about regulations for temporary signs and multiple tenant center signs.		
Illumination	Indirect or halo lighting only		

*Additional provisions apply for multiple tenant centers.



INFORMATIONAL SIGN HANDOUT – DOWNTOWN

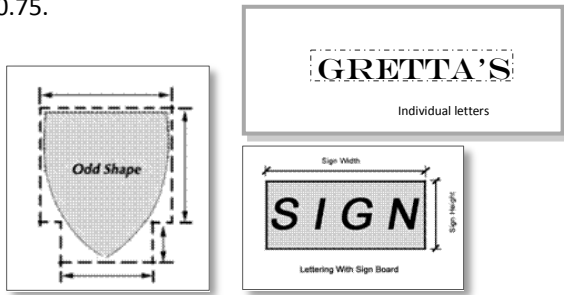
How many signs are allowed per business?

1 sign per business plus 1 additional sign per business frontage. Additional signage is allowed for large buildings/frontages.

What size sign is allowed?

Total allowable sign area equals 1.5 times the length of the *primary business frontage** up to a maximum of 80 square feet for a freestanding business and 70 square feet for a business in a multiple tenant center. A business 20 feet wide has a total allowable sign area of 30 square feet.




To calculate the area of a sign: 1) Enclose the sign (including any background, frame, material or color framing) in a square, rectangle or other polygon with a maximum of 8 sides drawn at right angles; and 2) Measure the area of the polygon. (Chapter 15.07.010B). If the sign consists of individual letters or symbols with the wall as the only background (no other decoration), multiply the sign area by 0.75.






*The longest frontage of a business along a public street or other area accessible to the public

What is the approval process & timeframes?










Planning Director Approval:

-  Identification signs up to a maximum area of twenty square feet per any one sign and a cumulative total of forty square feet.
-  Signs in conformance with an approved sign program.
-  Review generally takes 1-2 days.

Planning Commission:

-  All Sign Programs.
-  All other signs not approved by Planning Director.
-  Public hearing scheduled within 30 days of submittal of a complete application.

Downtown Design Standards:

-  Signs shall be scaled and oriented to the pedestrian level;
-  Signs shall be designed and constructed with a high level of craftsmanship and detail that complements the architectural features, scale and finish of the building;
-  Signs shall include any two of the following elements:
 -  The most prominent lettering element on a sign, such as the business's name, uses a serif or script font.
 -  The sign includes a frame, background, or lettering in natural wood, stone or other durable high-quality material that is natural in appearance.
 -  The sign includes a frame, background, or lettering in wrought iron, brass, silver or copper in appearance.
 -  The sign has raised lettering or a raised border such that the sign is not one-dimensional in appearance.
 -  The sign is projecting or a hanging sign and is attached to a decorative mounting bracket.
 -  The sign is a post and panel freestanding sign with decorative supports (e.g., not an unpainted wood or metal pole) that are wrought iron, wood or other similar durable high-quality material.

Where is the Downtown Sign Area?

