

Chapter 17.66 - SIGNAGE

17.66.010 – Purpose.

The purpose of this chapter is to accomplish the following:

- A. To encourage effective sign communication that is responsive to the needs of the public in locating establishments by identification, address, product, and/or service information.
- B. To promote economic development of the city's business districts and corridors.
- C. To enhance and protect property values and the quality of life by preserving and enhancing the appearance of the streetscape.
- D. To ensure that signs in the city do not adversely affect pedestrian and traffic safety by obstructing vehicle sight distance, interfering with official traffic signs, signals and devices, and unduly directing attention away from the demands of safe driving.
- E. To preserve the right of free speech exercised through the use of signs containing noncommercial messages.

17.66.020 – Applicability and departures.

- A. Applicability. This chapter applies to all permanent and temporary signs erected or altered after the effective date of this code, except for those signs listed in subsection (C).
- B. Interpretation.
 - 1. This chapter is not intended to, and does not, restrict speech on the basis of its content, viewpoint, or message.
 - 2. Any classification of signs in this chapter that permits speech by reason of the type of sign, identity of the sign owner, or otherwise, shall also be interpreted to allow noncommercial speech on the sign.
 - 3. No part of this chapter may be construed to favor commercial speech over noncommercial speech.
 - 4. To the extent any provision of this chapter is ambiguous, the terms shall be interpreted not to regulate on the basis of the content of the message.
- C. Exemptions. The following signs are exempted from the regulations of this chapter:
 - 1. Traffic signs, signals, wayfinding signs, and other traffic control devices erected by the City or other public authority on public lands or right-of-way and with the approval of the agency or jurisdiction right-of-way owner.
 - 2. Public notices pertaining to public health, safety issues, directions, or for notification of legal or legislative action erected by the City or other public authority.
 - 3. Signs placed on private property and only visible from on the property with parking directions, customer information, and no advertising matter, and no more than six square feet. Such signs which are larger than six square feet are considered wayfinding signs and are subject to the standards of Section 17.66.090(C).
 - 4. Signs used to direct persons to temporary activities in residential zones, such as but not limited to, garage/yard sales, open houses, and real estate sales, and which are no larger than six square feet.

5. Permanent commemorative or memorial plaques, building nameplates, and signs identifying significant historical locations no more than six square feet in size. Larger building name signs not associated with the name of any individual business are addressed in Section 17.66.090(A)(4).
6. Integral cornerstones and other building identification markings carved into the building materials and which are integral parts of the structure, except for logos and trademarks.
7. Signs within buildings, provided they are not legible from a distance of more than three-feet beyond the building on which the sign is located.
8. Incidental signs intended for public information or convenience and which consist of no more than three-square-feet per sign face. These may include restroom signs, hours of operation signs, address numbers, post box numbers, property numbers, names of occupants or premises, help wanted, credit card signs, and similar.
9. The American flag, State of Washington flag, and other political or special purpose flags that are not intended to contribute to a commercial advertising display.
10. Wall graphics of an artistic nature and that do not conform to the definition of "sign."
11. Signs not visible from public right-of-way, private right-of-way, waterways, and adjacent property.
12. Bulletin boards and kiosks intended for general public information and which accommodate changeable copy such as private or public notices, special event information, and other short-term messages, at a scale suitable for pedestrians and not intended to be read by passing motorists, and not for commercial advertising purposes.
13. Holiday and community special event decorations that do not display a commercial message.
14. Signs on athletic fields and scoreboards intended for on-premises viewing.
15. Signs located at City-owned facilities and on public parks, public trails and designated public open space which are placed by the government, agency, or non-profit organization that owns or maintains the land.
16. Point-of-purchase advertising displays such as product dispensers (vending machines).
17. Any sign on a vehicle or trailer operating during the normal course of business, unless such vehicle is regularly parked in any prominently visible location from public right-of-way or other public space for the primary purpose of attracting public attention to the sign, which is prohibited.
18. Digital time, temperature, or open/close sign six square feet or less and with a minimum dwell time of three seconds.

17.66.030 – Sign definitions.

The following definitions apply specifically to the provisions in this chapter.

“A-board” means a temporary, portable, double-sided sign of basic self-supporting design. A-board signs may also be referred to as “A-frame” or “sandwich board” signs.

“Advertise” means to describe or draw attention to a product, service, or event in a public medium in order to promote sales or attendance.

“Awning sign” means a type of building-mounted sign that is either attached to, affixed to, or painted on an awning, marquee, or canopy. See Table 17.66.080(B) and Section 17.66.100(C) for applicable standards.

“Banner sign” means a flexible material (often vinyl) on which a sign is manufactured that is attached to a building or displayed on private property.

“Billboard” means a type of large permanent sign designed or used for high-visibility display of sign copy which is typically not associated with the property upon which the sign is placed. Billboards typically have a wood or steel structure with a single face or double face oriented to major traffic routes. Billboards are larger than permitted pole signs and may include catwalks.

“Building-mounted sign” means a sign affixed to a building, painted directly on a wall, or erected against the wall of a building. See Table 17.66.080(B) and Section 17.66.100 for applicable standards.

“Commercial sign” means a sign which promotes commercial products or services for sale.

“Conforming sign” means a sign which meets the specifications of this chapter.

“Digital sign” means a sign displaying copy with a screen composed of electrically-illuminated segments which are typically, but not always, light-emitting diodes (LEDs). See Section 17.66.110 for applicable standards.

“Feather sign” means a temporary and portable sign made of light-weight materials that is prone to move in the wind, and that contains a harpoon-style pole or staff that is driven into the ground or supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, and U-shaped. See Section 17.66.150(C)(5) for applicable standards.

“Freestanding sign” means a permanent sign anchored directly to the ground or supported by one or more posts, columns, or other vertical structures or supports, and not attached to or dependent for support from any building. See Table 17.66.080(A) and Section 17.66.090 for applicable standards.

“Incidental sign” means sign depicting products, services, or activities directly related to the business within.

“Internal way-finding sign” means a type of freestanding sign used to aid customers in circulation within parking lots of commercial uses. These signs could come in the form of monument, pylon, post & arm, or wall sign types. See Table 17.66.080(A) and Section 17.66.100(C) for applicable standards.

“Lighted sign” means a sign illuminated by means of fixtures directing light through transparent surface material; words, pictures, symbols or numbers created out of lights or lighting fixtures, or exterior illumination shining on a sign from the exterior.

“Monument sign” means a type of freestanding sign which is attached to the ground by means of a wide base of solid appearance. See Section 17.66.100(B) for applicable standards.

“Noncommercial sign” means a sign which promotes noncommercial purposes such as public community events, civic groups, non-profit organizations, or which expresses religious, political, social, ideological or other philosophical messages. For the purposes of this chapter, signs for government facilities such as schools, libraries, offices, and other public facilities are noncommercial signs. Noncommercial signs are not considered either off-site or on-site signs.

“Off-site sign” means a sign related in its subject matter to some premises or lot other than the premises or lot on which the sign is located.

“On-site sign” means a sign related in its subject matter to the premises on which it is located, or to products, accommodations, services, or other activities on the premises.

“Permanent sign” means a stationary sign permanently attached to the ground or to a structure.

“Pole sign” means a type of freestanding sign supported by one vertical pylon, and subject to the same regulations as a freestanding sign. See Table 17.66.080(A) and Section 17.66.100(C) for applicable standards.

“Portable sign” means a nonpermanent, easily movable sign.

“Post & arm sign” means a type of freestanding sign supported by a post and arm. See Table 17.66.080(A) for applicable standards.

“Projecting sign” means a type of building-mounted sign extending outward from the face of the building. See Table 17.66.080(B) and Section 17.66.100(C) for applicable standards.

“Pylon sign” means a type of freestanding sign mounted on at least two posts. See and Table 17.66.080(A) for applicable standards.

“Real estate signs” means signs used for the purpose of marketing real property as opposed to identifying place of business.

“Roofline” means the roof which covers the primary structure, excluding architectural features that project above the primary structure roof, such as, but not limited to, towers, porticos, parapet walls, and elevator shafts that have no space able to be occupied and do not directly or indirectly affect the use or occupancy of the primary structure.

“Sign” means any communication device, structure, or fixture which is intended to identify or attract attention from a public right-of-way to a building, use, business, or event; or to promote the sale of products, goods or services; using graphics, written copy, letters, numbers, figures, symbols, logos, or registered trademarks. Painted wall designs or patterns which do not represent a product, service or registered trademark, and which do not identify the user, are not considered signs.

“Sign copy” means any graphic, word numeral, symbol, insignia, text, sample, model, device or combination thereof which is primarily intended to advertise, identify, or notify.

“Standing sign” means a double-sided, portable sign mounted on a single post.

“Temporary signs” means a sign structure or device used for the display of messages or images, which is easily installed and removed and which is not intended or suitable for long-term or permanent display due the sign construction, materials, placement, or installation. Any sign not covered by this definition is a permanent sign and shall comply with the applicable permanent sign regulations.

“Under-canopy sign” means a type of building-mounted sign attached to the underside of an awning, canopy, balcony, or arcade. See Table 17.66.080(B) and Section 17.66.100(D) for applicable standards.

“Unlighted sign” means a nonilluminated sign visible only as a result of natural light, lights from passing automobiles or passive background illumination such as streetlights and typical residential lighting which only incidentally provides indirect illumination to said sign.

“Wall sign” means a type of building-mounted sign painted directly on the wall, attached to the wall, or erected against the wall of a building or structure with the exposed face of the sign parallel or approximately parallel to the plane of such wall. See Table 17.66.080(B) and Section 17.66.100(A) for applicable standards.

“Wind sign” means a double-sided, portable sign mounted on springs and a heavy base and intended to bend when subjected to significant wind pressure.

17.66.040 – General requirements.

A. Permitting.

1. Except as otherwise allowed by this title, no permanent sign shall be erected, altered, or relocated without a sign permit from the city.
2. No one may apply for a sign permit unless the applicant has ownership or control of the subject property on which the sign is to be located.
3. The applicant shall certify, in applying for a sign, that the applicant has ownership or control of the subject property. False representation shall constitute a violation of this title subject to Chapter 17.10 General provisions.
4. No sign permit shall be required for repainting, cleaning, or other normal maintenance and repair of a sign, or for sign face and copy changes that do depict on-site business. See also 17.66.040(E) for maintenance standards.
5. Sign permits shall be required for all alterations or modifications of a sign's size, structure of the sign, or the addition of physical effects or a digital sign.

B. Sign location restrictions.

Except where specifically authorized by this chapter, signs are prohibited in the locations described below. Prohibited signs are subject to removal (except nonconforming signs as defined by this chapter) by the city at the owner's expense.

1. Any temporary or permanent sign located within or projecting over a city right-of-way, unless otherwise permitted in this chapter.
2. Any temporary or permanent sign located within five-feet of a city right-of-way, unless otherwise permitted in this chapter.
3. Any sign attached to any public utility pole, utility structure, street light, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, statue, or memorial, except those signs approved as part of a special event permit on city property or banner signs permitted by the city.

Nothing in this section shall be construed to prohibit a person from holding a sign while located on public property so long as the person holding the sign is located on public property determined to be a traditional public forum (including sidewalks) and does not block ingress and egress from buildings or create a safety hazard by impeding travel on sidewalks, bike and vehicle lanes, and trails.

4. Any sign, which by reason of its location, will obstruct the view of any authorized traffic sign, signal, or other traffic control device or which by reason of shape, color, or position interferes with or could be confused with any authorized traffic signal or device.
5. Any sign which is placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exit way.
6. Any permanent commercial, advertising, or business sign (including billboards) that is not located on the premises of the business to which it refers.
7. No sign may be placed on the roof of any building.
8. No portable or temporary sign may be placed on any structure or on any premises except as authorized in Section 17.66.150, Temporary sign standards.
9. Placement on private property for more than ten calendar days in any 90-day period of any truck, boat, trailer or other vehicle or vehicle part which has affixed thereto any commercial advertising message not pertaining to the legally permitted use carried on within such property is prohibited.

10. Setbacks. Setbacks established in this chapter apply to all elements of the sign structure and are measured from applicable property lines, rights-of-way, or private drives.
11. Clear vision. Sign location satisfying a sufficient clear vision triangle shall meet the minimum guidelines of the Public Works pre-approved plans or as determined by the City Engineer.

C. Sign display restrictions.

1. Purpose. The purpose of this subsection is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that detracts from the natural and architectural aesthetics of the city.
2. Standards. The display features described below are prohibited. Prohibited signs are subject to removal (except legal nonconforming signs as defined by this chapter) by the city at the owner's expense.
 - a. Any sign or lighting device, whether on the exterior of a building or on the inside of a window which is visible beyond the boundaries of the lot or parcel, or from any public right-of-way, with intermittent, flashing, rotating, blinking or strobe light illumination.
 - b. Any sign with an exposed light source, except for neon incorporated into the design of the sign.
 - c. Any sign which emits sound, odor, smoke, laser or hologram lights, or other visible matter, including any sign that uses motion picture projection.
 - d. Any sign animated by any means, including fixed aerial displays, balloons, pennants, spinners, including strings of flags, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means, except for:
 - (1) Signs exempted from this chapter as established in Section 17.66.020(C).
 - (2) Temporary Type 4 wind signs as provided for in Section 17.66.160(G)(5).
 - e. Any sign in which the sign body or any portion of the sign rotates, moves up and down, or any other type of action involving a change in position of the sign body or any portion of the sign, whether by mechanical or any other means. Exception:
 - (1) Signs exempted from this chapter as established in 17.66.020(C).
 - (2) Temporary Type 6 signs as provided for in Section 17.66.160(G)(5).
 - f. Digital and other changeable-copy signs, except as provided for in Section 17.66.110.
 - g. Mannequins holding a sign or displaying advertising, whether stationary or animated, except within a building as part of a window or interior display.

D. Sign materials, structural, and electrical restrictions.

1. Except flags, temporary, and portable signs conforming in all respects with the requirements of this ordinance, all signs shall be constructed of durable materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
2. All attached signs and sign support frames shall be mounted and attached to a building or the ground in a secure manner and shall be maintained in good repair for safety and appearance.
3. All wiring, fittings, and materials used in the construction, connection, and operation of electrically illuminated signs shall be in accordance with the provisions of the National Electric Code or the local electric code in effect. All such signs require an electrical permit and

inspection by state of Washington Department of Labor and Industry, Electrical Division or equivalent inspection.

E. Sign maintenance and inspection.

1. Maintenance.

- a. All signs, including signs heretofore installed shall be constantly maintained in a state of security, safety, appearance and repair.
- b. The premises surrounding a free-standing sign shall be free and clear of rubbish and the landscaping area shall be maintained.
- c. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it is the duty of the sign owner to repair or remove the sign within five calendar days after receiving notice from the director.

2. Inspection. All sign owners shall permit the periodic inspection of their signs by the city upon city request.

17.66.050 – Computation of sign area.

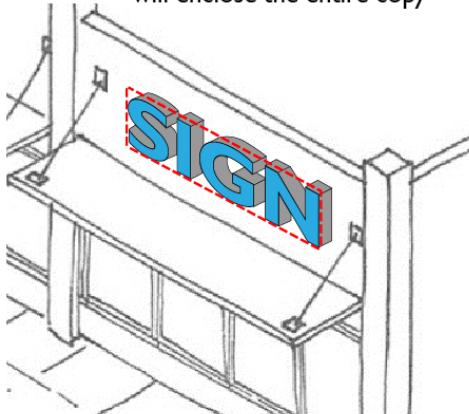
Sign area for all sign types is measured as follows:

- A. The area of painted signs, individual letter signs, and other indirectly illuminated signs is calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. Any such calculation shall include the areas between letters and lines, as well as the areas of any devices, illuminated or non-illuminated, which are intended to attract attention. See Figure 17.66.050(A) for examples and clarification.
- B. Where signs are placed on a display board attached to a wall or awning, the entire display board shall be included in the sign area calculations. Where the display board includes a visible frame, only the area inside the frame shall be included in the sign area calculations. See Figure 17.66.050(A) for examples and clarification.
- C. For freestanding signs, the entire display board shall be included in the sign area calculations. Where the display board includes a visible frame, only the area inside the frame shall be included in the sign area calculations.
- D. Multiple-faced signs shall have each face measured separately. The sign area allotment for each sign type applies to just one side of the sign. For example, if the maximum size for a certain monument sign is 25-square-feet, then each face of the monument sign may be up to 25-square-feet.
- E. Four or more faced signs, spherical, free-form, sculptural or other non-planar sign area is measured as 50-percent of the sum of the areas using only the four vertical sides of the smallest four-sided polyhedron that will encompass the sign structure, as shown in Figure 17.66.050(E). Signs with greater than four polyhedron faces are prohibited.

Figure I7.66.050(A)
Clarifying sign area measurement for wall signs.

 = Sign area

For individual letter signs, sign area is calculated using the smallest rectangle or circle that will enclose the entire copy



For signs on a display board, the entire display board within the frame is included in sign area calculations



The dashed outline indicates how the irregular shaped signs below would be calculated



Figure I 7.66.050(C)
Clarifying sign area measurement for freestanding signs.

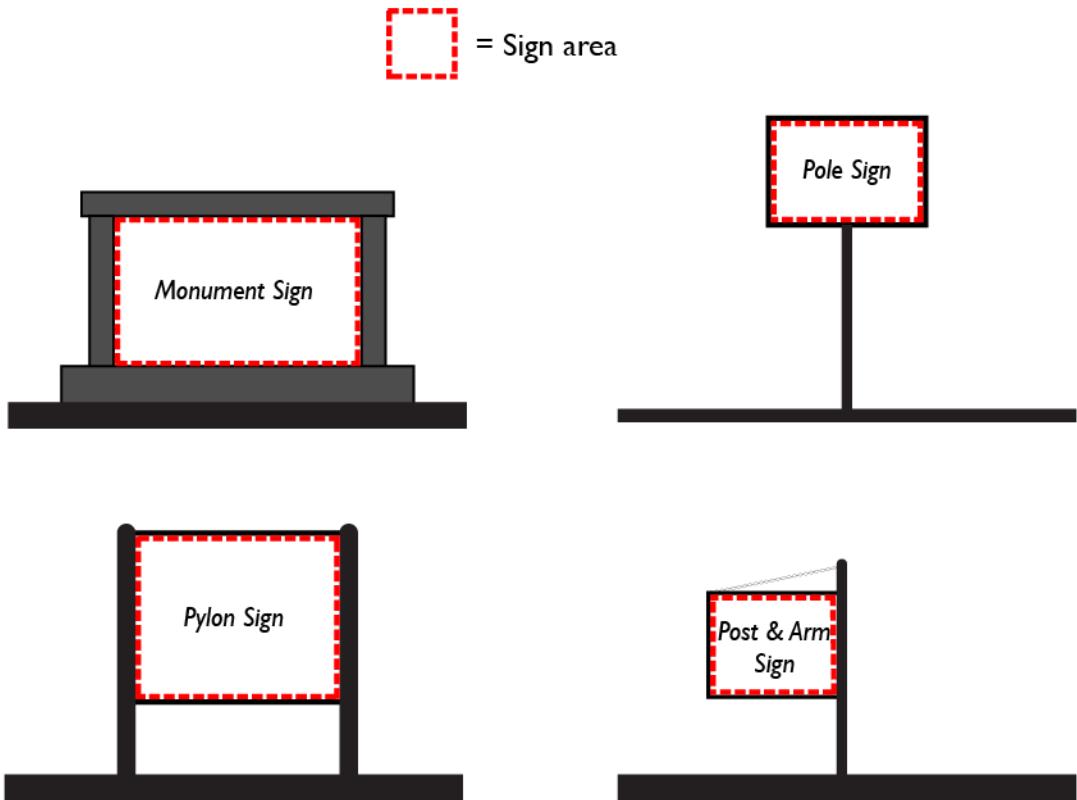
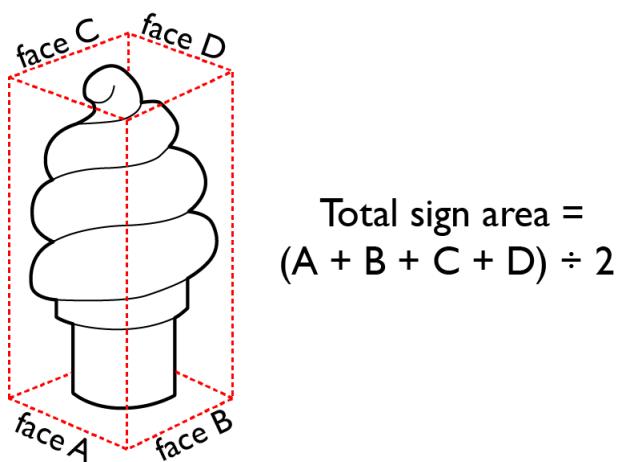


Figure I 7.66.050(E)
Clarifying 3D sign area measurement.



17.66.060 - Sign illumination.

A. General illumination standards.

1. For purposes of illumination, all lights attached to a sign in any manner shall not extend more than five feet from the sign structure.
2. Externally illuminated signs shall be arranged so that no direct rays of light are projected from such artificial source into residences, business, or any street right-of-way.
3. External sign lighting shall be "full cutoff" and shall not result in direct illumination of the sky and adjacent properties and structures, and shall be designed to minimize reflected glare to adjacent properties and structures.
4. Neon tubing of a diameter no greater than one-half inch may be used as a permanent architectural feature on a building.
5. All internally lit signs are subject to the same brightness limits applied to digital signs, as set forth in Section 17.66.110.
6. Also see related sign display restrictions in Section 17.66.040(C), which include illumination restrictions.

B. Permitted sign illumination types.

Table 17.66.060 below specifies permitted sign illumination types by zone and other requirements.

Table 17.66.060 Permitted signs illumination types.			
Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
Channel letter. Light source is internal and light is emitted through the front or face of the letters.		All zones except residential zones	May be incorporated into a permitted wall, pole, or monument sign
Reverse channel letter. Letter faces are opaque and light source provides halo effect through backlighting.		All zones except residential zones	May be incorporated into a permitted wall, projecting, pole, or monument sign
Push-through. Letters are cut out of an opaque sign face. Interior light shines through letter faces only. May include a halo effect.		All zones except residential zones	May be incorporated into a permitted wall, projecting, pole, or monument sign
Neon.		All zones except residential and NC-MU zones	May be incorporated into a permitted wall, projecting, window, pole, or monument sign
Internally-illuminated cabinet signs. Sign face is illuminated through translucent casing. This includes internally-illuminated changeable-copy signs.		C, WF & F-I zones	May be incorporated into a permitted wall, pole, pylon, or monument sign
Digital message signs.		All zones, except only allowed for non-residential uses in residential zones	Only allowed to be integrated on permitted monument, and pole signs per 17.66.110

Table 17.66.060
Permitted signs illumination types.

Table 17.66.060 Permitted signs illumination types.			
Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
Internally-illuminated awning signs. The awning face is illuminated through the awning material.		Not allowed in any zone	
Externally-illuminated sign.		All zones	Illumination techniques shall focus the light on the sign and avoid glare to the sky, streets, sidewalks, and other public spaces, and adjacent uses.

17.66.070 - Signs types permitted by zone.

A. Mixed-use, commercial, and industrial zones. In mixed-use, commercial, and industrial zones, all sign types are permitted unless otherwise noted in Section 17.66.070. Interpretation:

1. The letter "P" indicates permitted sign types.
2. A blank cell indicates the particular sign type is not permitted.
3. A number in the cell refers to a condition, listed below the table.

Table 17.66.070(A)
Signs permitted in mixed-use, commercial, and industrial zones.

Table 17.66.070(A)
Signs permitted in mixed-use, commercial, and industrial zones.

Sign Type	NC-MU	DT-MU	C	F-I	WF	CV
Wall sign						
Projecting sign						Permitted in all zones
Awning sign						
Under-canopy sign						

CONDITIONS:

(1) Pole signs are only permitted on properties east of the Wishkah River.

B. Residential. Table 17.66.070(B) illustrates the types of signs that are allowed for different development/use types in residential zones. Interpretation:

- The letter "P" indicates permitted sign types.
- A blank cell indicates the particular sign type is not permitted.
- A number in the cell refers to a condition, listed below the table.

Table 17.66.070(B)
Signs permitted in residential zones.

Sign Type	Development or use type			
	Single family subdivision	Multifamily complex	Home occupation	Other permitted non-residential use ⁴
Freestanding Signs				
Refer to Section 17.66.080 for freestanding sign design standards.				
Pole sign				
Monument sign	P ¹	P ¹		P ³
Pylon sign				P ³
Post & arm sign				P ³
Building-Mounted Signs				
Refer to 17.66.090 for building-mounted sign design standards.				
Wall sign			P ²	P
Projecting sign				
Awning sign				P
Under-canopy sign				P

CONDITIONS:

(1) Single-family subdivisions and multifamily complex. One monument sign is permitted per entrance (and may be located anywhere along the access street), provided said signs do not exceed 25-square-feet in sign area and five-feet in height.

(2) One non-illuminated building-mounted sign up to six-square-feet is permitted for a home occupation.

(3) Signs shall comply with size and height standards set forth in this chapter, but no more than one sign per lot frontage and signs may not be larger than 25-square-feet in sign area and no taller than six-feet in height.

17.66.080 - Signs types and standards.

A. Freestanding sign types and standards. The standards below apply to the specific sign types, where permitted in the applicable districts per Section 17.66.070.

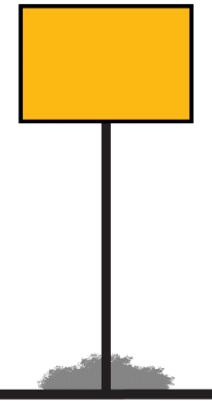
Table 17.66.080(A) Freestanding sign types and standards.				
Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
Pole sign A sign supported by one vertical post. 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	One pole sign per property street frontage	25'	Same as for monument signs as set forth in Section 17.66.090(B)
Monument sign A sign which is attached to the ground by means of a wide base of solid appearance. See Section 17.66.090(B) for supplemental design standards. 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	One monument, pylon, or post & arm sign per 150' of property street frontage	See Section 17.66.090(B)	See Section 17.66.090(B)

Table 17.66.080(A)
Freestanding sign types and standards.

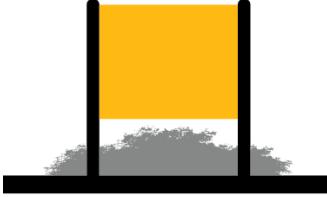
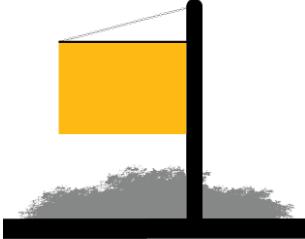
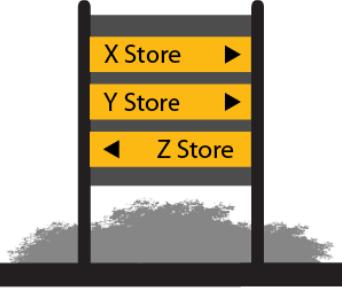
Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<p>Pylon sign A sign mounted on at least two posts.</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	One monument, pylon, or post & arm sign per 150' of lot frontage	Monument sign standards apply, per Section 17.66.090(B), except pylon signs are limited to 8' in height	Monument sign standards apply per Section 17.66.090.
<p>Post & arm sign A small sign supported by a post and arm.</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	One monument, pylon, or post & arm sign per 150' of lot frontage	5'	10 sq. ft.

Table 17.66.080(A)
Freestanding sign types and standards.

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<p>Internal way-finding sign A sign used to aid customers and visitors in circulation within parking lots. These signs could come in the form of monument, pylon, post & arm, or wall sign types.</p> <p>See Section 17.66.090(C) for supplemental design standards. See Section 17.66.020(C) for size-based exemptions.</p> 	<p>May be located in landscaped areas or on pathways provided the sign does not inhibit pedestrian movement.</p> <p>When such sign types are mounted on buildings, they shall be oriented to a pathway.</p>	<p>Appropriate number of signs to provide directional assistance given size of site and circulation pattern as determined by the director.</p>	8'	<p>15 sq ft. When such sign types are mounted on buildings, they are limited to a maximum of 10sf</p>

B. Building-mounted sign types and standards.

Table 17.66.080(B)
Building-mounted sign types and standards.

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
<p>Wall sign A sign painted directly on the wall, attached to, or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall.</p> <p>See Section 17.66.100(A)(2) for supplemental design standards.</p> 	See Section 17.66.100(A)(2).	<p>One sign per tenant façade that is visible from an adjacent street, customer parking lot, or alley.</p> <p>See Section 17.66.100 for additional quantity standards.</p>	See Section 17.66.100(A)(3).	Signs shall not extend above the building roof line.

Table 17.66.080(B)
Building-mounted sign types and standards.

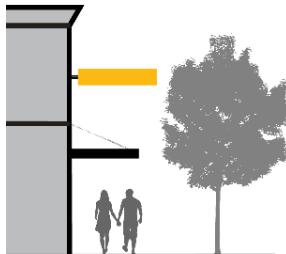
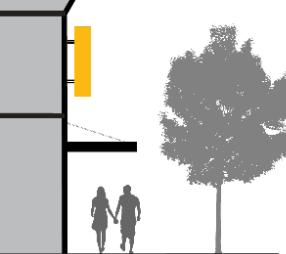
Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
<p>Projecting sign A sign attached to and extending outward from the face of the building. See Section 17.66.100(B) for supplemental design standards.</p>  	<p>Minimum 8' vertical clearance above sidewalk or pathway, and minimum 14' minimum vertical clearance when within 5' of a roadway</p> <p>Shall not be located directly over windows or in conflict with other signs or architectural features of the building.</p> <p>Signs within right-of-way are subject to additional Public Works standards.</p>	<p>One sign per façade that is visible from a street, alley, or customer parking lot.</p>	<p>See Section 17.66.100(B)</p>	<p>Signs shall not extend above the building roof line.</p>

Table 17.66.080(B)
Building-mounted sign types and standards.

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
Awning sign A sign that is either attached to, affixed to, or painted on an awning, marquee, or canopy. See Section 17.66.100(C)(1) for supplemental design standards.	Minimum 8' vertical clearance above sidewalk or pathway May be placed on the front, above, or below the awning Signs shall not exceed 2/3 of individual awning or awning width Signs within right-of-way are subject to additional Public Works standards	One sign per awning that is visible from a street, alley, or customer parking lot. Awning signs may be used as an alternative to a wall sign (both may not be used on same façade).	Same as wall sign standards, see Section 17.66.100(C)(1)	See Section 17.66.100(C)(1)
Under-canopy sign A sign attached to the underside of an awning, canopy, balcony or arcade. See Section 17.66.100(D) for examples.	Minimum 8' vertical clearance above sidewalk or pathway Minimum 1' horizontal clearance from the building and canopy edge Signs within right-of-way are subject to additional Public Works standards	One sign per entrance that is visible from a street, alley, or customer parking lot	See Section 17.66.100(D)	2'

17.66.090 - Supplemental freestanding sign design standards.

A. Landscaping. The base of all freestanding signs shall be landscaped at a ratio of one and one-half square foot of landscaped area per one square foot of sign area.

1. Landscaping shall be planted at or surrounding the base of the sign.
2. On monument signs, landscaping shall be located and visible from the sides and behind the face of the sign with low lying ground cover in front of the sign per Section 17.64.040(4)(d).
3. The landscaping area shall be a minimum of 36 square feet with no dimension less than six feet.
4. Sign landscaping may be counted toward other required landscaping, provided the landscaping meets the applicable requirements of Chapter 17.64.
5. DEPARTURES per Section 17.20.210 will be considered provided the landscaping design complements other site landscaping and enhances the pedestrian environment.

B. Monument signs.

1. Maximum size and height. Table 17.66.090(B)(1)(a) and Table 17.66.090(B)(1)(b) illustrate two ways to calculate the maximum allowable sign area and height for monument signs. Applicants may choose either table to determine the applicable size and height standards.

Table 17.66.090(B)(1)(a)
Maximum allowable sign area and height for monument signs
based on length of right-of-way frontage.

For parcels with multiple frontages, the standards of this table apply to each frontage individually and may not be combined.

Length of right-of-way frontage	White or Very Light-Colored Backgrounds		Bonus for Shaded or Dark-Colored Backgrounds		
	Sign	Sign	Sign	Sign	Sign
	Allowable Sign Area	Maximum Height	Only apply if the standards of Section 17.66.090(B)(2) are met.		
Less than 100 feet	25 sq. ft.	6 feet	30 sq. ft.	7 feet	
100-199 feet	35 sq. ft.	7 feet	40 sq. ft.	8 feet	
200-299 feet	45 sq. ft.	8 feet	50 sq. ft.	10 feet	
300 feet or more	60 sq. ft.	10 feet	70 sq. ft.	12 feet	

Table 17.66.090(B)(1)(b)
Maximum allowable sign area and height for monument signs based on size of property.

Size of property	White or Very Light-Colored Backgrounds		Bonus for Shaded or Dark-Colored Backgrounds		
	Allowable Sign Area	Maximum Height	Allowable Sign Area	Maximum Height	
	Sign	Sign	Sign	Sign	Sign
Less than 15,000 sq. ft.	25 sq. ft.	6 feet	30 sq. ft.	7 feet	
15,000 sq. ft.–43,559 sq. ft.	35 sq. ft.	7 feet	40 sq. ft.	8 feet	
1-2.49 acres	45 sq. ft.	8 feet	50 sq. ft.	10 feet	
2.5 acres or more	60 sq. ft.	10 feet	70 sq. ft.	12 feet	

2. Sign color. Monument signs that employ shaded or dark background and light-colored lettering for at least 50 percent of the sign copy are allowed larger sign areas, as they are found to be less visually intrusive than signs incorporating white or very light-colored background. To qualify for the bonus, the background on at least 50-percent of the sign copy shall be darker than the lettering and create demonstrable contrast between the background and lettering. See Figure 17.66.090(B)(2) for examples.

Figure 17.66.090(B)(2)
Examples of signs with shaded or dark backgrounds and light-colored lettering.



17.66.100 - Supplemental building-mounted sign standards.

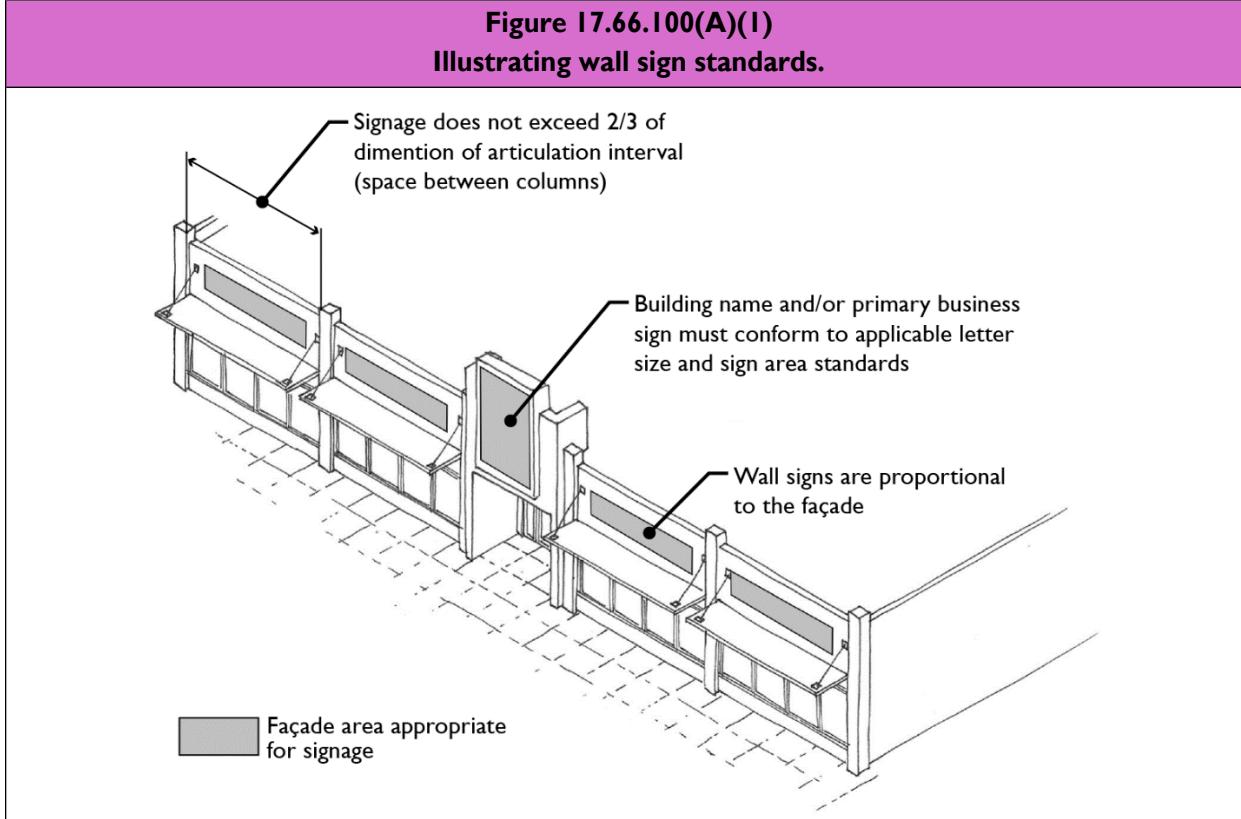
Building-mounted signs include wall signs, projecting signs, awning signs, and under-canopy signs.

A. Wall signs.

- I. Permitted number of signs. See Table 17.66.070(B). In multi-story buildings, businesses above the ground floor that feature a street façade are limited to one wall sign per business, except that a business with frontage on more than one street may have one sign facing each street.
2. Location and design.

- a. Wall signs shall be proportional to the façade. They shall be no wider than two-thirds the width of the individual façade. This standard also applies to upper-level businesses.
- b. Wall signs may not cover windows, building trim, an existing building name sign, or special ornamentation features. Preferred areas for installation of wall signs include blank areas above awnings, areas between vertical piers or columns, blank areas on a gabled roof, or upper reaches of a false fronted building.
- c. Stacked words on wall signs are permitted. Generally, the primary business name is encouraged to be provided on one line, with additional text on rows above and/or below providing supporting information about the business in smaller fonts.

Figure 17.66.100(A)(1)
Illustrating wall sign standards.



- d. Supplemental wall sign standards for upper level businesses: Internally lit wall signs are not permitted.
- e. In a multi-tenant building with businesses on upper floors and/or in interior spaces having no street façade on which to place a sign, a building directory listing businesses in the building which does not exceed 12-square-feet may be located on the building wall at each primary entrance. This directory may be in addition to the sign area permitted for the building.

3. Maximum size standards.

- a. For individual ground level tenants that occupy space on the building façade. Table 17.66.100(A)(3) below provides standards for the maximum amount of wall or awning sign area on each tenant's façade.

Table 17.66.100(A)(3)
Sign area standards for wall and awning signs for each ground level tenant's façade.

Tenant façade area	Maximum sign area (for tenant's façade)	
	Sign with internal lighting	Sign without internal lighting
Below 200 sf	15% of the façade	25% of the façade
200 - 349 sf	14% of the façade	22.5% of the façade
350 - 499 sf	13% of the façade	20% of the façade
500 - 999 sf	12% of the façade	17.5% of the façade
999 - 1499 sf	11% of the façade	15% of the façade
1500-1999 sf	10% of the façade	12.5% of the façade
Over 2000 sf	10% of the façade	10% of the façade

Figure 17.66.100(A)(3)(a)
Clarifying the calculations of maximum sign area for tenant wall, canopy, or awning signs.



Tenant Facade Area = 320 SF

Internal Lighting

14% x 320 SF

45 SF Max. Wall Sign Area



No Internal Lighting

22.5% x 320 SF

72 SF Max. Wall Sign Area



Figure 17.66.100(A)(3)(b)
Acceptable wall sign examples.

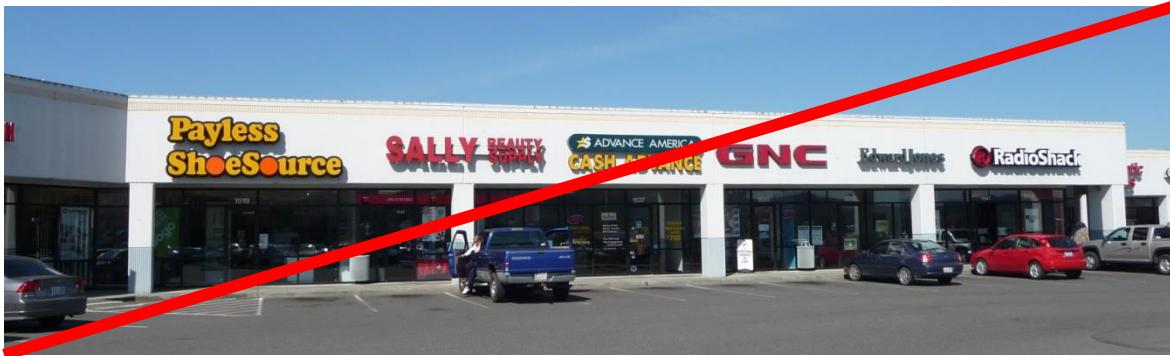


Note the different styles of signs and use of stacked (both left images) and supplemental text (lower left).



More acceptable wall sign examples.

Figure 17.66.100(A)(3)(b)
Acceptable wall sign examples.



Most or all of these signs clearly exceed two-thirds of the width of their respective individual storefronts.

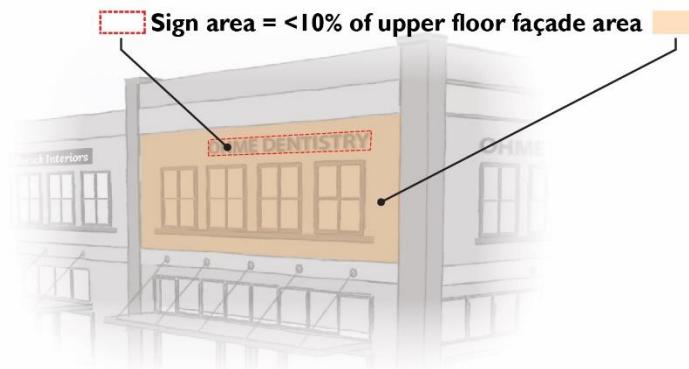
- b. For upper level tenants, the maximum sign area is ten-percent of the applicable upper level street façade of the tenant. For tenants occupying more than one floor of the street façade, only one floor may be used for the purpose of determining the signage allowance. See Figure 17.66.100(A)(4)(c) below for clarifications.

Figure 17.66.100(A)(3)(c)
**Clarifying sign standards for businesses above the ground floor
that include a street facade.**



In the example above, Ohme Dentistry occupies the corner 2nd floor office space and are thus allowed signs along each street frontage. Saddlerock Interiors occupies the interior 2nd floor space to the left. Each sign may be up to 10% of the applicable upper floor façade. The graphic below illustrates how the upper floor façade is calculated. Note that the upper parapet area is excluded from the calculations (as it extends above the interior of the 2nd floor office space).

Figure 17.66.100(A)(3)(c)
Clarifying sign standards for businesses above the ground floor
that include a street facade.



4. Building name signs.
 - a. Signs that advertise the name of the building and not associated with the name of any individual business are exempt from the sign area standards in Table 10.50.100(c)(i) above, provided they are designed and sized in proportion to the façade [see Figure 10.50.100(l)(e) for an example].
 - b. Signs shall be placed near the top of the façade and generally centered on the architectural features of the building.
 - c. DEPARTURES per Section 17.20.210 will be considered provided the sign is located in a place that is independent from individual businesses on the building and helps to provide identity for the particular building.

Figure 17.66.100(A)(4)
Acceptable building name sign.



B. Projecting signs.

Projecting signs meeting the following conditions are allowed for commercial uses adjacent to and facing a street or alley. They may be used in addition to wall and awning signs provided they meet the applicable standards below.

1. Sign area. Projecting signs are not based on sign area standards, but on the dimensional standards below. Projecting signs may be either vertical or horizontal oriented.
2. Projection:
 - a. Horizontally oriented signs: No more than eight-feet.
 - b. Square or vertically oriented signs: No more than three-feet.
 - c. Signs may project into public right-of-way for storefront buildings, but shall not extend over the curb into the travel lane.
 - d. Signs in alleys are subject to additional Public Works standards.
3. Height:
 - a. Horizontally oriented signs: No more than three-feet.
 - b. Vertically oriented signs: Shall not extend above the building parapet, soffit, the eave line or the roof of the building.

Figure 17.66.100(B)(2)

Dimensional standards for horizontal (left) and vertically-oriented (right) projecting signs.

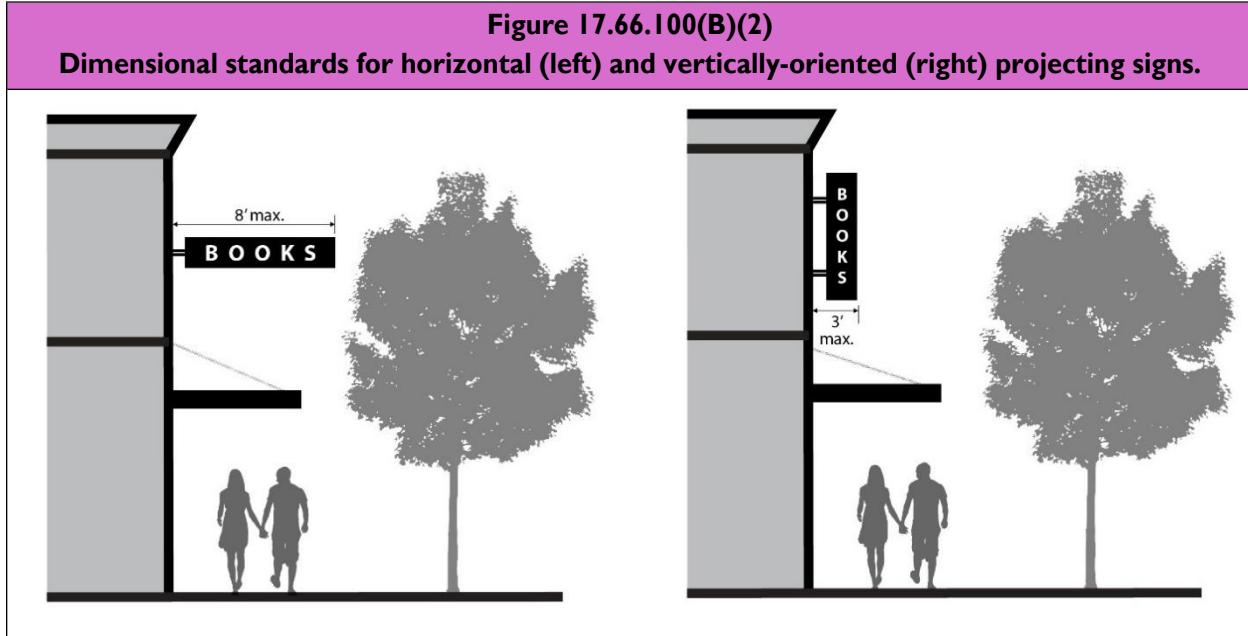


Figure 17.66.100(B)(3)
Acceptable and unacceptable projecting sign examples.



The example on the right includes two complementary projecting signs that are separated enough that they do not conflict or cause visual clutter. The second sign is smaller and advertises the lounge that is within the restaurant.



Both examples include signs that project over the roofline. In the right example there are far too many signs that visually conflict and create unwanted sign clutter.

4. DEPARTURES per Section 17.20.210 to the provisions in subsection (2) and (3) above will be considered provided the sign design is compatible with the design of the building in terms of location, scale, and design elements, does not create a public safety hazard, and provides a positive contribution to the streetscape.

C. Awning signs.

Awning signs may be used in place of permitted wall signs provided they meet the following conditions:

- I. Sign form and size.
 - a. Signs consisting of individual letters placed on the outside edge of the awning or above the awning are limited to 200-percent of the height of the vertical dimension of the awning. For example, if the vertical dimension of the awning is 12-inches, the letters may be up to 24-

inches high. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20-feet, whichever is less.

- b. Sign boards may be placed on the vertical edge of an awning provided the height of the sign board is no more than 200-percent the height of the vertical dimension of the awning. For example, if the vertical dimension of the awning is 12-inches, the sign board may be up to 24-inches high. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20-feet, whichever is less.
- c. Signs placed on the vertical edge of awnings are limited to 80-percent the height of the vertical edge of the awning. Where signs are placed on sloping portion of the awning, they shall be sized proportional to the architectural features of the building and are limited to two-feet in height. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20-feet, whichever is less.

2. Number of signs: For individual façades that include multiple awnings, secondary business signs may be included on separate awnings provided such signs meet applicable dimensional standards herein.

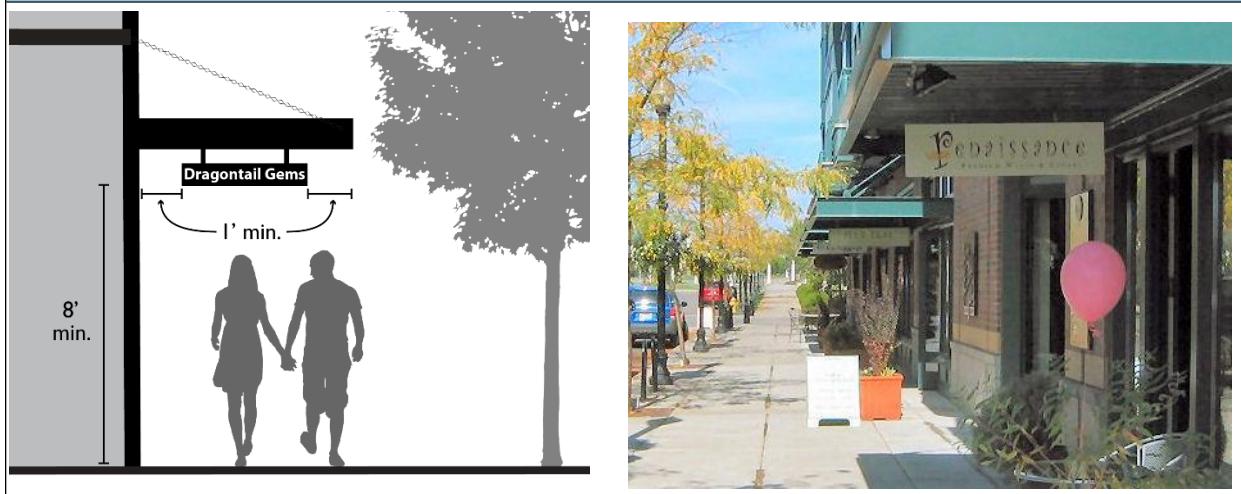
Figure 17.66.100(C)
Awning sign examples and standards.



D. Under-canopy signs.

Under-canopy signs are placed under awnings, marquees or canopies and placed perpendicular to the storefronts and thus oriented to pedestrians on the sidewalk or an internal pathway.

Figure 17.66.100(D)
Under canopy standards and example.



17.66.110 - Digital and changeable-copy sign integration.

Digital and changeable-copy sign elements may be integrated into any pole or monument sign permitted in this chapter, subject to the following standards:

- A. 33 percent of allowed pole and monument sign copy area may be used for digital or changeable-copy signage, provided the standards of this chapter are met.
- B. No building-mounted sign copy area may be used for digital signs.
- C. Any form of technology may be used for the sign elements described herein, provided they meet the following standards:
 - I. Sign brightness and/or display patterns do not cause a public safety hazard as determined by the Director
 2. Light trespass standard. Maximum 0.1 foot-candles at the property line of any park or residential property.

17.66.120 - Noncommercial speech signs.

Except where noted, permanent noncommercial signs are subject to the same standards as permanent commercial signs based on sign type, including but not limited to requirements for location, sign area, height, design, and setbacks.

17.66.130 - Defunct businesses and vacated premises.

- A. If a sign advertising a business that moves or ceases operations from the subject property, the owner of said property shall be responsible for removing all the text and display relating to advertising the business prior to a new use or business opening..
- B. If a building, structure, or premises is vacated for a six-month period of time, the owner of said property shall be responsible for removing all nonconforming on-site signs.
- C. This section does not apply to historic signs as addressed in Section 17.66.140.

17.66.140 - Historic signs.

Section 17.66.130 does not apply to signs recognized by the historic preservation board as having a significant historical value to the community. Such signs may be moved to another building or location within the DT-MU, C, or WF zones.

17.66.150 - Legal nonconforming signs.

Legal nonconforming signs may remain in use only under the following conditions:

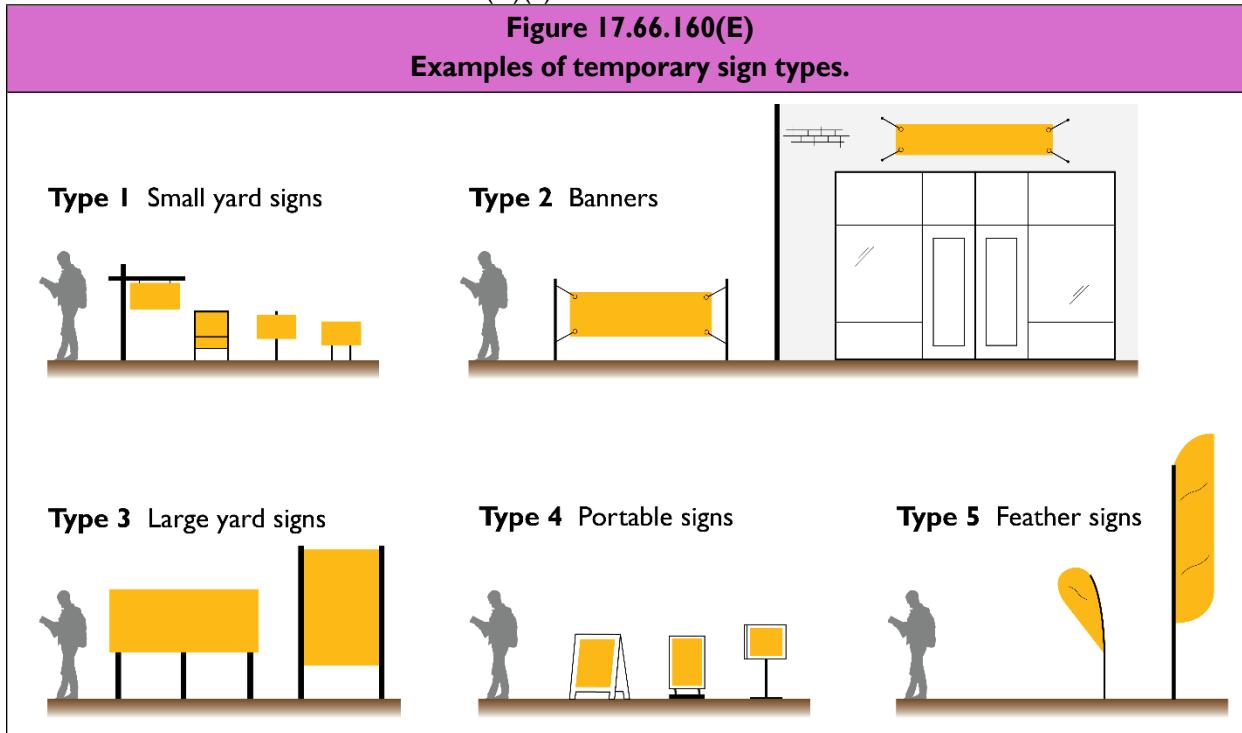
- A. No such sign may be changed in any manner that increases the nonconformance of any such sign.
- B. Changes to the sign copy or the replacement of a sign face on a nonconforming sign are permitted for the existing business of record. Conversion of a non-digital sign to a digital sign is prohibited.
- C. When a sign is structurally altered, it ceases to be a nonconforming sign and shall conform with the provisions of this chapter. Structural alteration means any action that changes the height, size, or shape of the sign or any action that affects the base or support(s) of the sign. Billboards shall not be converted to any other type of sign.
- D. A legal nonconforming sign may be removed for maintenance for periods not to exceed 60 calendar days. If removed for a longer period the sign shall comply with the provisions of this chapter upon reinstallation. This does not apply to existing billboards, which once removed for more than 60 calendar days cannot be replaced.
- E. If a nonconforming sign is destroyed more than fifty (50) percent of its replacement value, it may not be repaired, reconstructed or replaced.
- F. Any signs, existing on the effective date of this title, but not conforming to the provisions of this code, shall be permitted to continue; provided, that signs for discontinued use shall be removed within thirty (30) days of discontinuance of the use. If not removed before the deadline, the city shall have the right to remove such sign and to collect any expense from the property owners. If the advertising area or structure of a nonconforming sign is altered in any way such sign shall be brought into compliance with the provision of this chapter. (Prior code § 11.026.100)
- G. Billboards are subject to the provisions of Chapter 17.49, Non-Conforming Uses, Structures and Lots.

17.66.160 - Temporary sign standards.

- A. Applicability. All temporary signs are subject to the placement, size, and height requirements of this chapter, and the requirements in the underlying zone. The content of temporary signs is not regulated.
- B. Permitting. A sign permit is not required for temporary signs.
- C. Materials. Temporary signs may be made of any durable material, and the sign face may be of rigid or flexible construction, unless otherwise required in subsection (G) below.
- D. Illumination prohibited. Temporary signs may not be directly illuminated or be provided with any electric service.
- E. Types of temporary signs. Items (a) through (f) describe the temporary signs. Subsection (F) below describes the location where each type is allowed for commercial and noncommercial use.
 - I. Type I. Signs in this category consist of small, temporary yard signs that are typically associated with (but not limited to) the advertisement of real estate, political campaigns, and event announcements. See subsection (G)(1) for standards.

2. Type 2. Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community events. These may be freestanding (supported by posts on either end) or building-mounted. See subsection (G)(2) for standards.
3. Type 3. Signs in this category are large yard signs typically associated with (but not limited to) the advertisement of land sales, construction activity, and commercial and industrial buildings for rent. See subsection (G)(3) for standards.
4. Type 4. Signs in this category shall only include portable A-board signs, wind signs, and standing signs as defined by Section 17.66.030. Signs in this category are typically associated with (but not limited to) the advertisement of retail businesses and announcement of public events. See subsection (G)(4) for standards.
5. Type 5. Signs in this category are feather signs (also referred to as sail signs). See subsection (G)(5) for standards.
6. Type 6. Signs in this category include fixed aerial displays, balloons, pennants, spinners, strings of flags, streamers, tubes, and other devices affected by the movement of the air or other atmospheric or mechanical means. See subsection (G)(6) for standards.

Figure 17.66.160(E)
Examples of temporary sign types.



F. Location.

- I. Property type. General temporary sign type location requirements by private property and public right-of-way are shown in Table 17.66.160(F) below. See subsection (2) for other general requirements and subsection (7) for specific location requirements by zone, signs on sidewalks, relation to business entries, etc.

Table 17.66.160(F)
Temporary sign property location.

Commercial		Noncommercial		
	Private property	Public right-of-way	Private property	Public right-of-way
Type Allowed	I, 2, 3, 4, 5, 6	I, 4	I, 2, 3, 4, 5, 6	I, 4

2. Generally.

- a. With the exception of public right of way, temporary signs may only be located on public or private property with the property owner's permission.
- b. Temporary signs attached to building walls shall not be placed in a manner that obstructs any door, Fire Department sprinkler connection, or address numbers.
- c. Temporary signs shall not be placed on the roof of a building, or affixed to a permanent sign or its structure, tree, utility pole, or street sign.
- d. Temporary signs shall not be permanently attached to the ground, a building, or to any other structure, other than what is necessary to secure the sign to prevent theft, wind damage, or safety problems.
- e. Temporary signs shall not be placed in any public park, trail, open space, or other public space, except for those signs placed or authorized by the government, agency, or organization that owns or maintains the land.
- f. No part of a temporary sign may overhang a paved roadway, bicycle path, parking space, driveway, loading area, or wheelchair access.
- g. Temporary signs shall not be placed within any roadway median, traffic circle, traffic islands, or roundabout.
- h. Temporary signs in the public right-of-way shall be located at least five feet from any other temporary sign.
- i. Temporary signs in the public right-of-way shall be located at least 25 feet from traffic signs, signals, wayfinding signs, and other traffic control devices erected by the City or other public authority.
- h. Refer to Section 17.66.040 for other location restrictions.

G. Temporary sign requirements by sign type.

Below are standards for a wide variety of temporary sign types that may be allowed based on the site's zoning, land use, or context. Adjusted standards for certain activities and events are in subsection (H).

I. Type I - small yard signs.

- a. Location. May be located in any zone.
- b. Quantity. Refer to Table 17.66.160(G)(I)(b).

Table 17.66.160(G)(1)(b)
Type I temporary sign quantity.

Commercial		Noncommercial	
Private property	Public right-of-way	Private property	Public right-of-way
One per business.	One sign may be displayed per customer entrance, and no more than two signs may be displayed per business. Signs shall be placed within 15 feet of a customer entrance.	No limit.	No limit, except multiple signs for a single noncommercial purpose shall be separated from each other by at least 25 linear feet as measured along the centerline of the right-of-way. Refer to 17.66.150(F)(2) for related standards.

- c. Size. Maximum sign area is six-square-feet (per face if two-sided).
- d. Height. Maximum height of the sign, including supports, is 42-inches above grade, except that post and arm style signs may be up to six-feet above grade.
- e. Duration. Refer to Table 10.50.160(7)(a)(viii).

Table 17.66.160(G)(1)(e)
Type I temporary sign duration.

Commercial		Noncommercial	
Private property	Public right-of-way	Private property	Public right-of-way
90 days per individual sign for a single commercial purpose per calendar year.	No limit except may not be displayed between 30 minutes after sunset and 30 minutes before sunrise.	No limit.	180 days per individual sign for a single noncommercial purpose per calendar year.

2. Type 2 - banners.
 - a. Location. May be located in the mixed-use, commercial, and industrial zones.
 - b. Quantity. One sign may be displayed per property, except properties larger than one acre may have two Type 2 signs and properties larger than five acres may have three Type 2 signs.
 - c. Size. Maximum sign area for freestanding signs is 18-square-feet (per face of two-sided signs). The maximum sign area for building-mounted signs is the same as for wall signs (with internal lighting), established in Table 17.66.090(A)(3) and based on the size of the façade.
 - d. Height. Maximum height of freestanding signs, including supports, is six-feet above grade. Building-mounted signs shall not be placed on or above the roof of a building and shall not be placed over any windows.
 - e. Duration. For each property, signs may be displayed for a maximum 45 calendar days per year. A maximum of six separate displays are permitted each year, with a minimum of ten calendar days of separation between displays. Exception: Type 2 signs may be used for

temporary business signs for new businesses (prior to placement of permitted permanent freestanding or building-mounted signs for the property) for a single period of up to 180 days.

- f. Noncommercial adjustments. Noncommercial community banner signs up to 100-square-feet in size and 20-feet above grade in height may only be located on public banner poles erected by the City for that use.
- 3. Type 3 - large yard signs.
 - a. Location. May be located in any zone under the following conditions:
 - (1) The parcel upon which the sign is displayed has a minimum of 100-feet of lot frontage.
 - (2) The parcel does not contain a permanent freestanding sign with digital or changeable copy.
 - b. Quantity. One sign may be displayed per property.
 - c. Size. Maximum sign area is 24-square-feet (per face if two-sided).
 - d. Height. Maximum height of the sign, including supports, is eight-feet above grade.
 - e. Mounting. Signs may be only mounted and supported by posts or stakes which are attached to the ground.
 - f. Duration. Unless otherwise specified in this section for the particular location, use, or context:
 - (1) Type-3 temporary signs may be displayed without limit to duration on properties that are undeveloped or vacant.
 - (2) In all other cases, signs may be displayed a maximum of one year, with a minimum of 60-calendar days of separation between displays. The minimum separation period applies regardless of whether the previous display reached the maximum duration of display.
- 4. Type 4 - portable signs.
 - a. Location. May only be displayed in the commercial, mixed-use, and overlay zones.
 - b. Quantity. For commercial uses, one sign may be displayed per customer entrance, and no more than two signs may be displayed per business.
 - c. Size. Maximum sign area is six-square-feet (per face if two-sided).
 - d. Height. Maximum height of the sign when placed in its display position, including supports, is four-feet above grade.
 - e. Placement standards:
 - (1) Signs for a commercial use shall be located within 15-feet of a customer entrance.
 - (2) Signs placed on a pathway or sidewalk shall be placed to one side of the sidewalk or pathway and provide a minimum of four-feet of unobstructed sidewalk or pathway width. Signs shall not be placed on sidewalks or pathways less than four-feet in width.
 - (3) Signs shall not be permanently attached or locked to sidewalks, utility poles, or other elements of the public right-of-way.
 - f. Duration. No restriction on duration.

Figure 17.66.160(G)(4)

Examples of Type-4 temporary signs include A-board, standing, and wind signs

A-board signs and proper Type 4 temporary sign location	Standing & Wind Signs
	

The sign above illustrates a proper location for a Type-4 temporary sign, whereas the sign(s) below are placed in the middle of the sidewalk where it obstructs pedestrian traffic.



Type-4 temporary signs may also include standing signs (above) and wind signs (below).



5. Type 5 - feather signs.
 - a. Location. May only be displayed on properties in a commercial or mixed-use zone.
 - b. Quantity. One sign may be displayed per site/property. For site/properties with more than 100-feet of block frontage, multiple signs are allowed provided there's at least 100-feet of separation between signs.
 - c. Size. Maximum height is 13-feet.
 - d. Duration. Signs may be displayed without limit to duration.
6. Type 6 - aerial displays. Such signs are prohibited except where used for an exterior event sign [see subsection (H)(2)].

H. Adjustment of standards for certain commercial temporary signs.

Temporary signs associated with construction, exterior events, real estate, and other commercial uses have the following adjustments from the standards in subsection (G) above.

- I. Exterior event signs, such as grand opening signs, sale signs, promotional signs, exhibitions, quitting business signs, and other nonpermanent exterior signs used to advertise an event.

- a. Permitted sign types. Types 1-6.
- b. Quantity. There is no limit to the number of exterior event signs that may be displayed at any one time for any one business or tenant.
- c. Duration. Exterior event signs (individual signs and/or groups of signs) may be displayed for no more than 60 cumulative days per calendar year per business or tenant.
- 2. Off-site residential real estate. Signs associated with residential properties for sale or rent shall comply with the following:
 - a. Permitted sign types: Type-1 and Type-4.
 - b. Location. No further from the subject property than the nearest arterial street intersection.
 - c. Quantity. No more than one "For Sale" or "For Rent" sign may be used at any street intersection for any one developer, broker, seller or owner.
 - d. Sign area. Maximum size of two-square-feet.
 - e. Duration. Shall be removed between 30 minutes after sunset and 30 minutes before sunrise.

17.66.170 - Violations and authority to remove.

- A. In case any sign shall be installed, erected, constructed or maintained in violation of any of the terms of this title, the director shall notify in writing the owner or lessee thereof to alter such sign so as to comply with this title. Failure to comply with any of the provisions of this chapter shall be deemed a violation and shall be punishable under Chapter 17.10 General provisions.
- B. Signs on public property, in public right-of-way, or attached to utility poles deemed to be in violation of this title may be removed by the city without notice.
- C. Neither the city nor any of its agents shall be liable for any damage to the sign when removed under this section.
- D. Nothing in this chapter shall relieve any person, corporation, firm, or entity from responsibility for damages to any other person suffering physical injury or damage to property as a result of the installation, display, maintenance, removal or inspection of any sign authorized under this chapter. The city and its employees and officials shall assume no liability for such injury or damage resulting from the authorization of any permit or inspection implementing the provisions of this chapter.
- E. For all purposes hereinafter, the owner of the premises shall be presumed to be the landowner of all signs thereon, unless the contrary shall appear from facts brought to the attention of the director.

17.66.180 - Severability.

- A. If any section, sentence, clause, phrase, word, portion, or provision of this chapter is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this chapter which can be given effect without the invalid provision.
- B. The invalidation of the application of any section, sentence, clause, phrase, word, portion, or provision of this chapter to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such Section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.