

# SIGN CODE UPDATE CONCEPTS

Existing  
Chapter  
20.60

## SIGN AREA CALCULATIONS

The City is considering two notable updates in defining how permitted sign area is calculated:

### 1. Clarify how current permitted sign area is calculated:

Current definition: "Sign area" is the maximum actual area of a sign that is visible from any single point of observation from any public vantage point. Supporting structures which are part of a sign display shall be included in the calculation of the sign area.

**Clarification:** For signs that include an attached board or structure, the whole area of the board or structure shall be counted as the applicable sign area.

For signs that consist of applied letters on a building, only the area of the actual letters counts as sign area.

**Why?** This policy functions to encourage the use of applied letter signs as the most desirable form of wall signage. Applied letters & symbols generally integrate better with the architectural elements of the building.

### 2. Update the way maximum sign area is regulated for multi-tenant commercial buildings

Current: Maximum allowed sign area is now consolidated for all businesses in the building: 1sf of sign area per 1 lineal foot of building frontage containing the main public entrance.

Proposal: Apply the measurement to the individual storefront (and not the whole multi-tenant façade).

**Why?** This standard is much easier to measure for each business owner – only requiring the measurement of the individual storefront. This also reserves a minimum amount of signage for each business.



**Under the proposal, the allowed sign area for multi-tenant buildings would be measured per the frontage of each individual business**

## What counts as sign area?



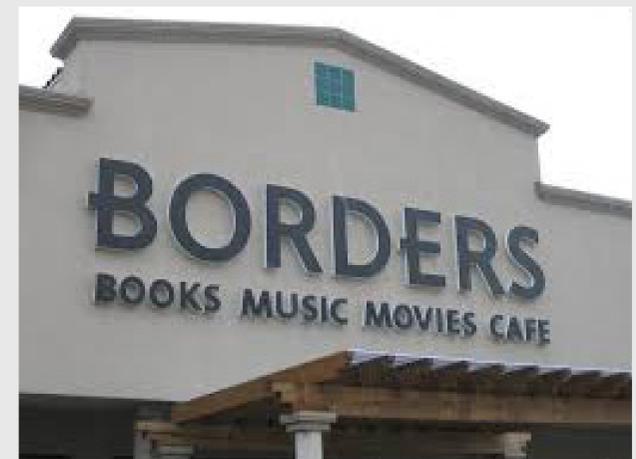
Entire sign board counts



Entire sign structure counts



Entire cabinet counts



Only the area of the individual letters count

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## WALL-MOUNTED SIGNS

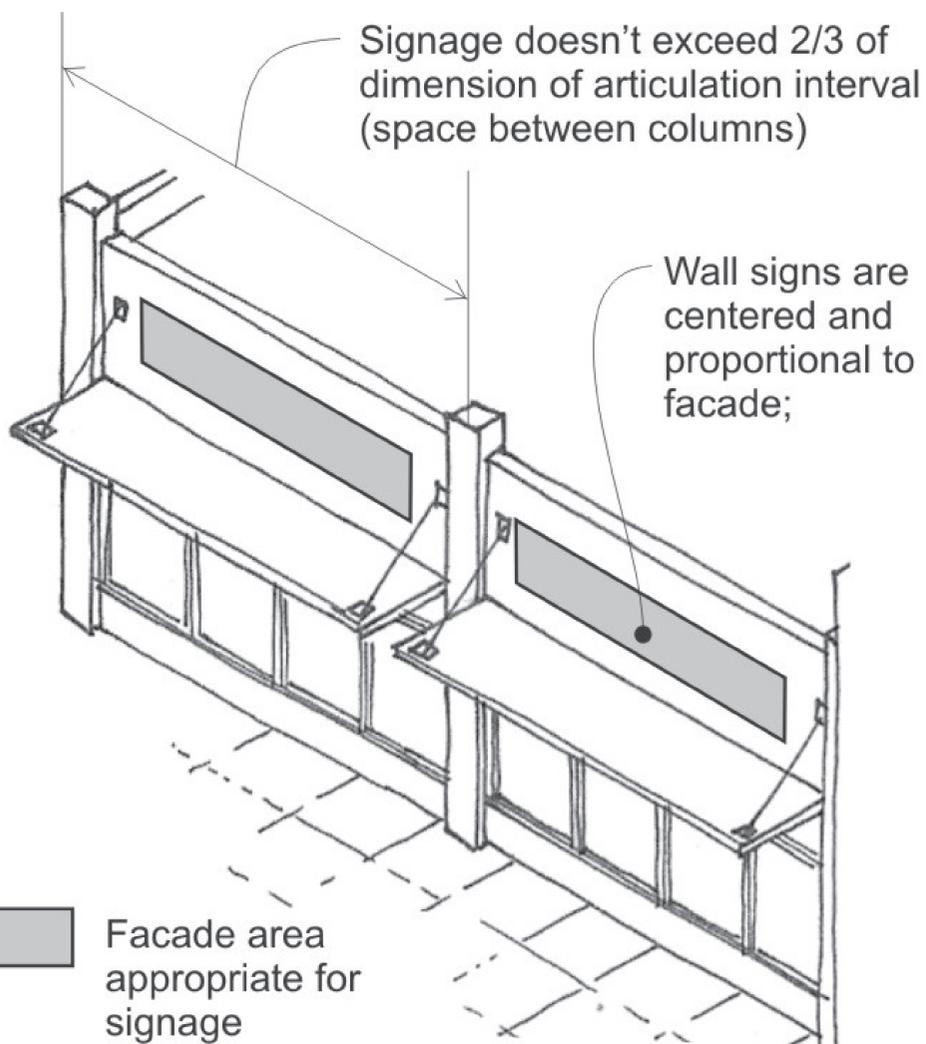
The City is considering additional design standards for wall mounted signs:

1. Wall signs shall be centered, proportional, and shaped to the architectural features of the buildings. Signage shall not exceed 2/3 of individual storefront dimension. This standard also applies to upper level businesses.
2. Wall signs shall 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 canopies, areas between vertical piers or columns, or blank areas on a wall between a gabled roof.

**Why?** The proposal better ensures that signs fit in with the context of the building.

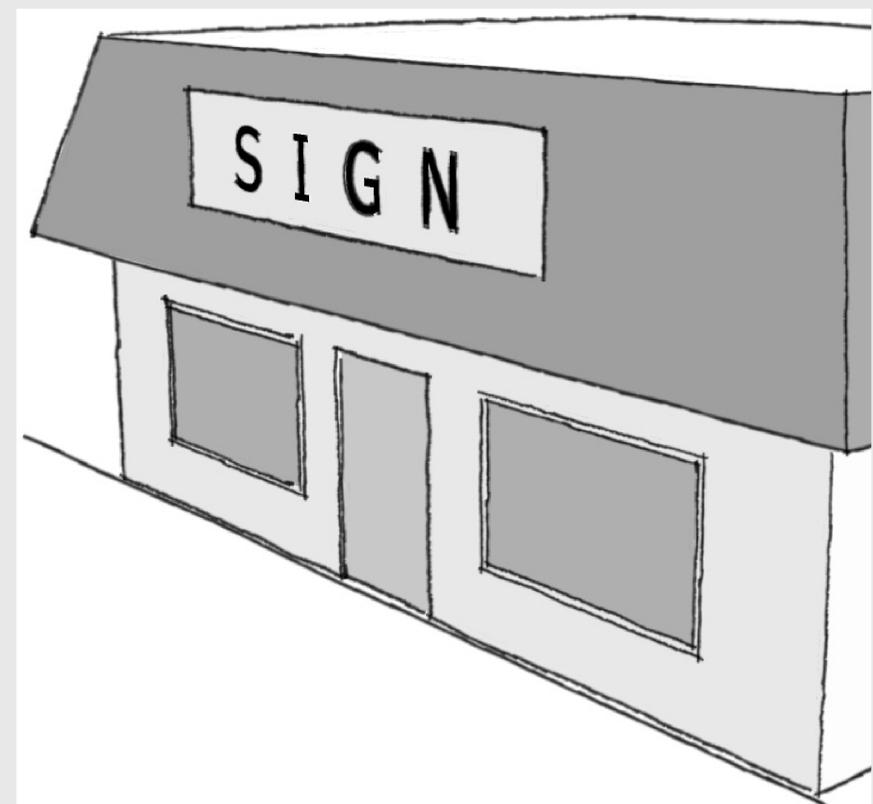


Sign exceeds 2/3 of the width of the storefront dimension and would not be allowed



## DOWNTOWN WALL-MOUNTED SIGNS

Allow face of mansard roof on existing 1-story buildings to serve as wall for wall sign.



Sign on face of mansard roof

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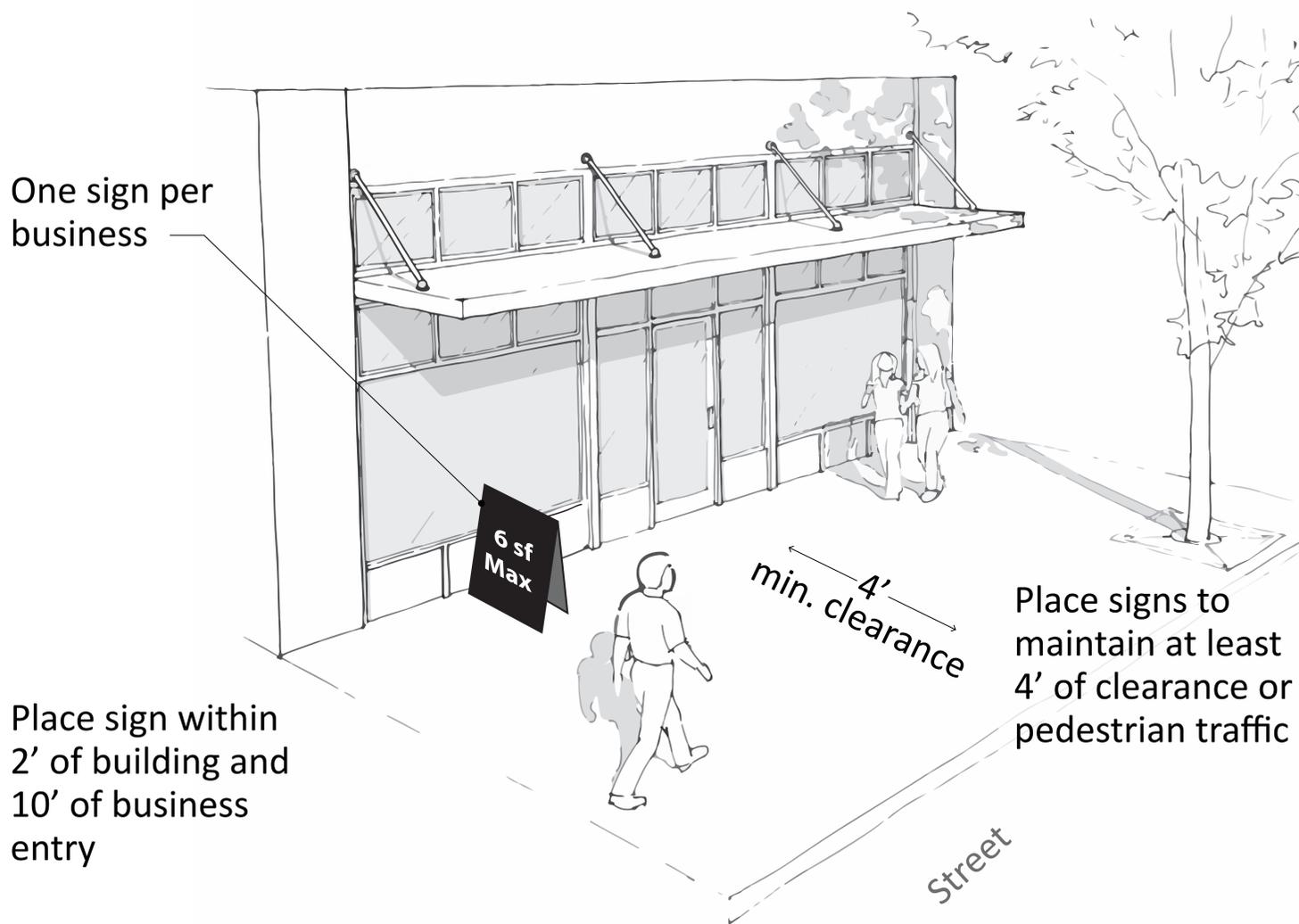
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## TEMPORARY SIGNS DOWNTOWN

### Proposal:

A-frame or “stanchion” (aka portable post-style) signs to be allowed in the ROW downtown, subject to limits:

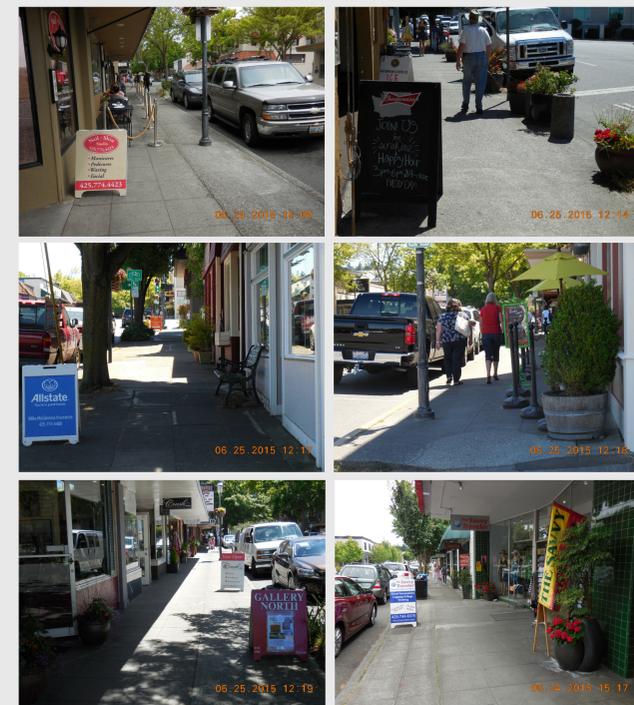
1. Must be temporary—not limited by # of days but limited in hours; must be removed during non-business hours.
2. Must have City permit.
3. Must be within first 2' of building and 10' from entry with which sign is associated.
4. No more than 1 such sign per storefront business.
5. Cannot exceed 6 square feet in size, nor be taller than 3.5 feet.
6. Must provide at least 4' clearance from other objects for pedestrians to pass.



A-Frame sign example



Stanchion sign example (may be used as an alternative to A-Frame signs)



Examples of temporary signs displayed in downtown

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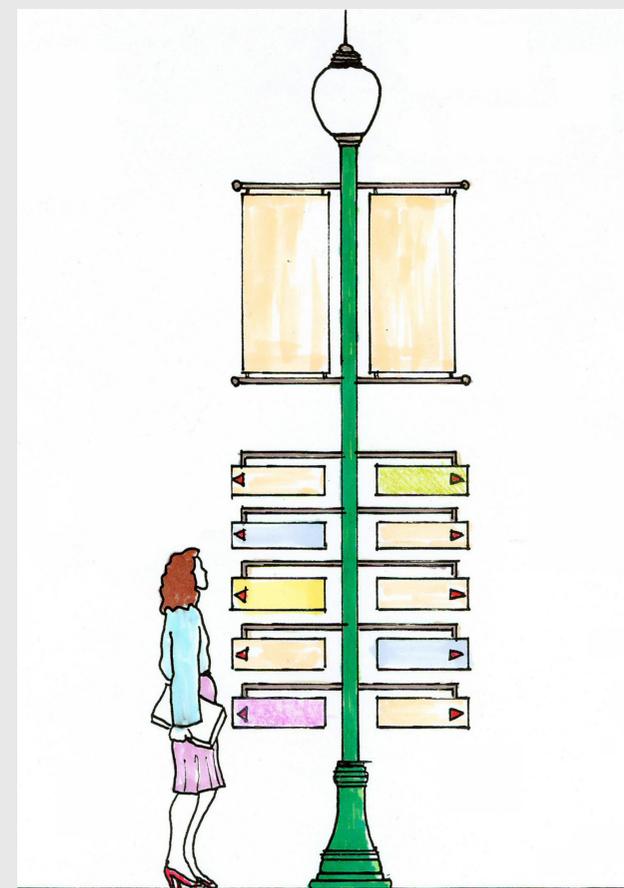
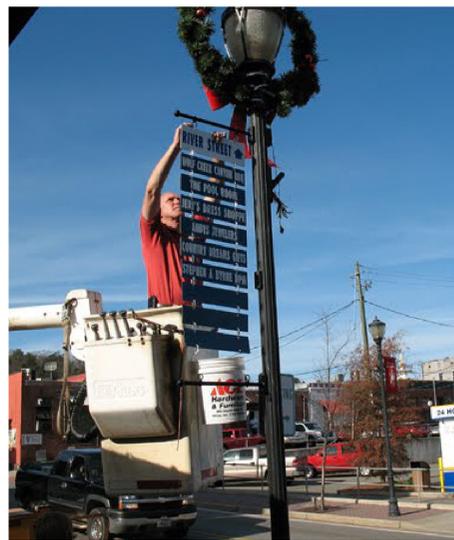
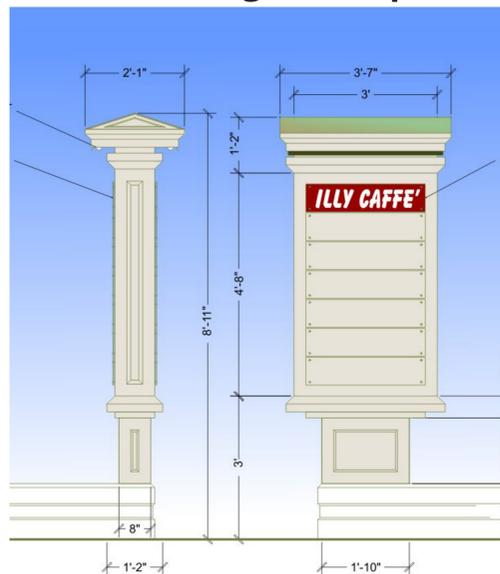
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## DOWNTOWN DIRECTIONAL SIGNS

The City is considering a provision allowing the installation of directional signs to help promote businesses residing on side streets in the CBD, provided:

- They are clustered in no more than 4 locations.
- Must be part of a master sign plan, perhaps as proposed by a public entity, and approved for design by the Architectural Design Board.
- Is required to have City permit.
- Must be maintained by the entity that sponsors the master sign plan.

### Directional Sign Examples



## ALONG HIGHWAY 99

The City is considering provisions for new pole signs along the corridor:

- Prohibit new pole signs on properties less than 1 acre in size.
- Allow monument sign within setback, if sign is no taller than 6' and not blocking views for traffic safety.



Typical Highway 99 view

Example directional sign concepts to help guide pedestrians to side street businesses



Allow monument sign within setback, if sign is no taller than 6' and not blocking views for traffic safety.