

Chapter 17.40: Signs

§17.40.030. Permanent Signs

B. Nonresidential Zoning Districts

The following standards apply to all permanent signs in the commercial, industrial, public, and recreational zoning districts (CG, CN, CE, CC, IND, PUB, REC) with the exception of residential uses (see §17.40.030.A).

1. Sign types not listed in the following tables are not permitted;
2. Total facade signage is limited to 10 percent of the first story façade area. Any number of separate building signs are allowable with the exception of reader boards and message centers;
3. Only one reader board or message center is allowed per project;
4. All reader boards and message centers require approval from the Design Review Committee;
5. Multitenant projects have additional restrictions (see §17.40.050);
6. See also sections 17.40.040 through 17.40.080 regarding sign measurement, placement, illumination, permitting, and master signage plans.

Table 17.40.030.B1: Building Signs in Nonresidential Zoning Districts

Sign Type	Zones	Area	Approval Type
Individual letters	All	10%	Staff
Sign board	All	10%	Staff
Painted advertising copy	All	10%	Staff
Wall art (non-advertising copy)	All	10% ¹¹⁰	Staff/DR ¹¹⁰
Cabinet	All but CC	10%	Staff
Awning with signage	All	10%	Staff
Reader board with changeable letters	All	10%	DR
Electronic message center	All	10%	DR
Perpendicular within right-of-way (non-electrical)	CC & CN only	10 sq. ft. each	Staff
Perpendicular not within right-of-way	All	10 sq. ft. each	Staff
Window signs	All	10%	Staff

Table 17.40.030.B2: Freestanding Signs for Single Tenant Projects in Non-Residential Zoning Districts

Sign Type	Zones	Area (s.f.)	Maximum Height (ft.)	Number	Setback (ft.)	Approval Type
Pole	CG only	48	14 (8.5 foot clearance)	1 per project (no monument signs allowed)	10 ¹⁰⁹	DR
Monument	All	32 for CC & CN zones, 72 for all other zones	6 for CC & CN zones, 8 for all other zones	1 per street frontage plus one per every 300 feet of street frontage over 300 feet or half thereof ¹¹¹	0, not in SDT ¹⁰⁸	Staff
Menu Board	All	72	6 for CC & CN zones, 8 for all other zones	2 per drive through lane	20 ¹⁰⁹	Staff
Directional	All	3	4	One per access point to a vehicular use area within the lot	0	Staff
Directory	All	32 for CC & CN zones, 72 for all other zones	6 for CC & CN zones, 8 for all other zones	no limit	20 ¹⁰⁹ , not in SDT ¹⁰⁸ , must be within 15 ft. of primary building	Staff

Table 17.40.030.B3: Freestanding Signs for Multi-Tenant Projects in Non-Residential Zoning Districts

Sign Type	Zones	Area (s.f.)	Maximum Height (ft.)	Number	Setback (ft.)	# of tenants	Approval Type
Pole	CG only	48	14 (8.5 foot clearance)	1 per project (no monument signs allowed)	10 ¹⁰⁹ , not in SDT ¹⁰⁸	1	DR
Monument	All	32 for CC & CN zones, 72 for all other zones	6 for CC & CN zones, 8 for all other zones	1 per street frontage plus one per every 300 feet of street frontage over 300 feet or half thereof ⁹⁹	0, not in SDT ¹⁰⁸	Any w/ uniform background	Staff
Menu board	All	72	6 for CC & CN zones, 8 for all other zones	2 per drive through lane	20 ¹⁰⁹	na	Staff
Directory	All	32 for CC & CN zones, 72 for all other zones	6 for CC & CN zones, 8 for all other zones	no limit	20 ¹⁰⁹ , not in SDT ¹⁰⁸ , must be within 15 ft. of building	Any w/ uniform background	Staff
Directional	All	3	4	One per access point to a vehicular use area	0	na	Staff

¹⁰⁸ SDT = Sight Distance Triangle (40 feet from curb intersection)

¹⁰⁹ All setbacks are measured from the property line.

¹¹⁰ Graphics that cover over 10 percent of the area of the first floor façade must receive a design review permit (see §17.50). Staff can approve

wall art that covers less than or equal to 10% of the area of the first floor façade.

¹¹¹ One monument sign is allowed for projects with a street frontage up to 449 feet. Two monument signs are allowed for projects with 450 to 749 feet of street frontage. Three monument signs are allowed for projects with 750 to 1049 feet of street frontage, etc.