

18.86.090: TOTAL SIGN AREA:

This section defines how to compute the total sign area allowed.

- A. Primary Wall Sign: This subsection shall apply only to the storefront or main facade of a building. The total sign area allowed for a primary wall is fifteen percent (15%) of the total square footage for that wall area, minus any windows, or two hundred (200) square feet, whichever is less. For example, a wall with a total square footage of two hundred (200) square feet would be permitted a thirty (30) square foot sign (wall square footage x 0.15 = permitted size) ($200 \times 0.15 = 30$).

The wall sign style/design shall be limited due to an established sign theme if required by section [18.86.100](#) of this chapter.

- B. Secondary Wall Sign: This subsection shall only apply to the side of a building for a corner lot, or any portion of the building visible to a public street. The total sign area allowed for a secondary wall is five percent (5%) of the total square footage for that wall minus any windows. For example, a wall with a total square footage of two hundred (200) square feet would be permitted a ten (10) square foot sign (wall square footage x 0.05 = permitted size) ($200 \times 0.05 = 10$).

- C. Monument Sign: To qualify for a monument sign, a building must have at least one hundred (100) lineal feet of frontage upon a public right of way. A monument sign must have at least a one foot (1') pedestal, and may not exceed six feet (6') in height above grade. The sign may be placed upon a landscaped berm, provided that the top of the cabinet is no higher than nine feet (9') above the sidewalk, and that the overall height of the cabinet plus pedestal does not exceed six feet (6'). The sign may be elevated to eight feet (8') above the grade with a two foot (2') tall sign base. The sign base must be constructed with the decorative elements of the building the sign is advertising, but shall be limited to stone, brick or other recognized masonry unit.

1. Width: The width of a monument sign approved under these guidelines shall not exceed ten feet (10') measured at the widest point of the sign on a horizontal plane.

2. Corner Lots:

- a. Corner lots with at least one hundred feet (100') of frontage onto an arterial or collector road, as designated by the Mapleton City transportation master plan map, shall be permitted one additional monument sign. Only one monument sign shall be permitted per street frontage, and each sign shall be no less than fifty feet (50') from the corner of the property. The second monument sign shall be subject to the same requirements as listed herein, except that the sign shall not exceed four feet (4') in height, and forty (40) square feet.

b. On corner lots where signs shall be placed outside of the "clear-vision" site triangle area.

3. Additional Requirements: The pedestal is included in the height calculation but not in the sign square footage calculation. (Ord. 2003-26, 11-5-2003, eff. 12-11-2003)