

18.86.100: DESIGN GUIDELINES:

These guidelines reflect the principles and criteria used by city staff and planning commission when reviewing sign permit applications. Additional reference will be made to the uniform sign code, 1991 edition.

In developments and proposed buildings with more than one tenant such as multitenant buildings or other commercial or industrial developments, the planning commission shall require approval of a signage package in order to maintain a visually pleasing project and avoid signage "clutter". Business centers or parcels with multitenant buildings that qualify for a monument sign, shall be permitted one such sign subject to the requirements in subsection [18.86.090C](#) of this chapter, otherwise a multitenant business center shall be allowed one low profile sign as described in subsection [18.86.060D](#) of this chapter. Said monument sign shall either list the name of the business center, building, or removable "plaques" or sign slots for each business within the allotted sign area, or a combination thereof. Development with "pad sites" for restaurants or other business, shall only be permitted a monument sign if the frontage of the overall project permits additional monument signs. In no way shall this chapter be construed as to allow each business owner a monument or low profile sign.

- A. Relationship With Background: A sign should be part of the total composition of the storefront or the building. Its design should be visually integrated with the building it is attached to or the built environment it is in.
- B. Architectural Considerations: A sign should acknowledge and respect the architecture with which it is involved, and not ignore or intrude upon it.
- C. Format: Individual letters and logos usually relate better with a given space than does a sign cabinet or a sign plaque arbitrarily dimensioned and positioned.
- D. Illumination: Externally illuminated signs and backlit or front lit channel letters usually produce less glare and garishness than internally illuminated sign cans with acrylic sign faces.
- E. Internally Illuminated Sign Cans: Care must be taken that the light emitted by the sign face does not produce glare and garishness.
- F. Materials And Construction: Signs should be designed so that they are easy to clean and maintain. "Simulated" is synonymous to "false", "imitation" and "counterfeit". Therefore, use of materials such as "simulated wood grain finish", for example, should be avoided.
- G. Sign Program/Theme: A sign program/theme may be developed for all shopping center sites or buildings in which the designs of all signs (identification, directional and convenience signs) are coordinated. In a multiple use complex, the sign program establishes criteria for present and future tenant signs which will protect the quality of the signage over time. A sign program identifies size, location, color(s), letter size and type, illumination and type of construction for all signs at the site. It is intended that these criteria shall be incorporated into all leases at a specific site, and will govern the signage permitted for each lessee. (Ord. 2003-26, 11-5-2003, eff. 12-11-2003)