



CITY OF MORRO BAY

SIGN PERMIT APPLICATION GUIDE

Community Development Department
Planning Division

955 Shasta Avenue
Morro Bay, CA 93442
(805) 772-6261

Introduction

The City's Sign Ordinance, Title 17.29 of the City of Morro Bay Municipal Code, contains regulations for the various types of signs allowed.

The Sign Ordinance of the City of Morro Bay is to regulate signs so that they express and enhance the character and environment of the City of Morro Bay and its community. These regulations recognize the importance of business activity to the economic vitality of the City.

Sign

A "sign" is any man-made or natural object, structure, vehicle, trailer, boat, or watercraft or part thereof, upon which is attached, painted, or otherwise displayed any symbol, emblem, logo, trademark, model, banner, flag, pennant, insignia, decoration, device, representation, which is intended to or does identify, attract attention to, advertise, or communicate information of any kind to the public.

Sign Permits

Most signs require a sign permit. Below are some examples of the more common sign types requiring permit approval by the City's Planning Division.

- Wall signs
- Freestanding/monument signs
- Directory signs

Signs Not Allowed

Several types of signs are expressly prohibited in the City of Morro Bay.

- Inflatable signs (including balloons)
- Moving/flying or flashing signs
- Vehicle mounted signs, or vehicles displayed as signs
- Home business signs
- Banners

Permit Costs

For more information, please consult the current Master Fee Schedule on the City of Morro Bay website. If the sign installation requires electrical, lighting, or other structural alterations, applicants should contact the Building Division at (805) 772-6261 for building permit information.

Permit Required

No sign, other than an exempt sign, shall be erected or altered, without first obtaining a zoning clearance or sign permit from the Community Development Director. The Director may attach reasonable conditions on the approval of the sign permit to help ensure compliance with this Chapter. These conditions may require the removal, modification or relocation of existing signs where the proposed sign(s) would be located on sites where existing signs are nonconforming.

Standards for All Districts and Zones

The principles and regulations of Section 17.29.120, Performance Standards, through Section 17.29.140, Nonconforming, Unpermitted, and Illegal Signs, apply to all signs, whether temporary or permanent, in any area within the City. Likewise the provisions listed in this section apply regardless of whether a sign is permitted or exempt. **See other applicable sign standards by following these steps:**

- Review Table 17.29.040, Standards Applicable in All Districts, to determine what additional provisions might apply to the type of sign that is planned
- Refer to Figure 17.29.040, Sign District Map, to determine the sign district in which the planned sign will be located.
- Consult the Section and Table that applies to the anticipated sign district (Section 17.29.050, Embarcadero District, through Section 17.29.110, Signs Outside of Designated Business Districts) to determine what district-specific regulations and design standards may apply.
 - For Lodging Establishments, regardless of sign district, see Section 17.29.090, Lodging Establishments.
 - For properties in industrial zones, regardless of sign district, see 17.29.100, Industrial Zones.

Master Sign Program

Master Sign Programs establish criteria for multi-tenant properties that ensure signage is uncluttered, consistent, and fairly distributed between tenants.

- Any site having three or more non-residential occupants shall submit a master Sign Program (MSP) for review and approval.
- Any site having three or fewer non-residential occupants may submit an MSP for review and approval.
- Projects involving construction or renovation of more than 25,000 square feet of space in the commercial and mixed use zoning districts shall submit an MSP which must be approved prior to issuance of any occupancy permit.
- Properties subject to a MSP that do not have one shall establish an MSP when a current tenant proposes the installation of a new sign.
- All new signs shall conform to the approved Master Sign Program.

For More Information

Phone:

Planning Division
(805) 772-6261

Walk-In During Planning Counter Hours:

M, T, W, Th from 8AM - 4 PM
Community Development Depart.
955 Shasta Avenue

Website:

www.morrobayca.gov/planning

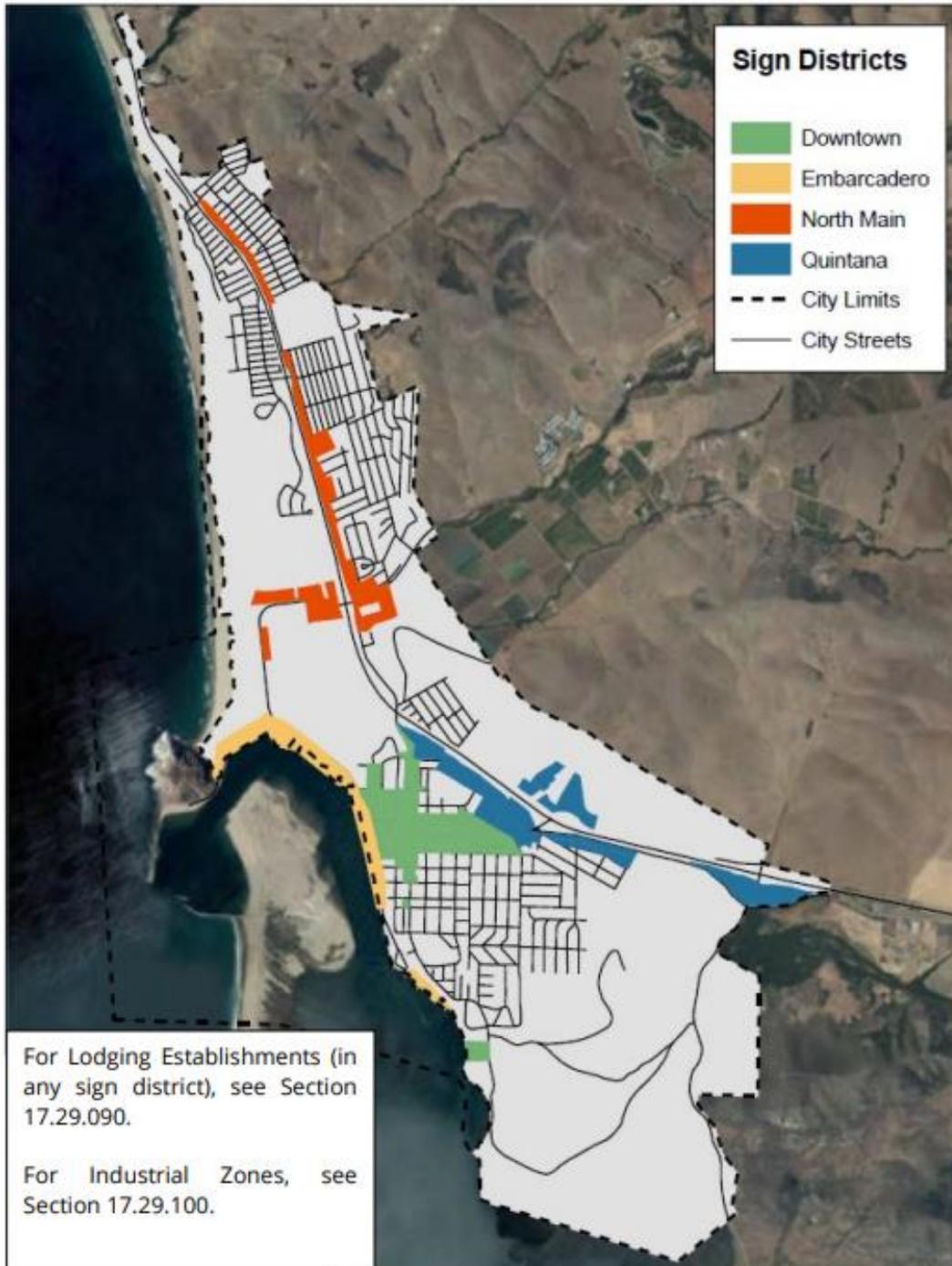
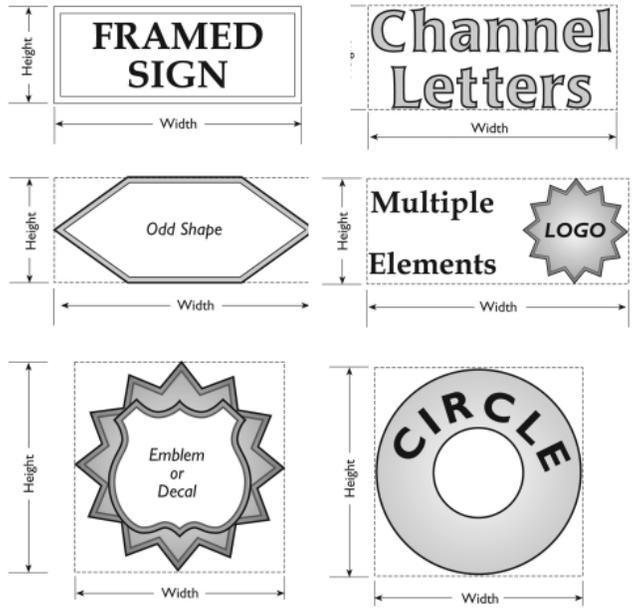


FIGURE 17.29.040: SIGN DISTRICT MAP

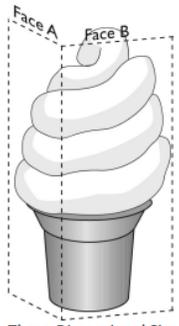
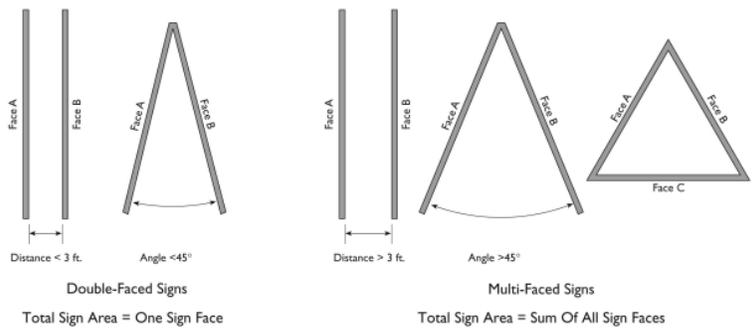


- 1 Roof Sign
- 2 Wall Sign
- 3 Monument Sign (externally illum.)
- 4 Pole Sign
- 5 Sidewalk Sign
- 6 Directory Sign
- 7 Suspended (Hanging) Sign
- 8 Wall Sign (Channel Letters)
- 9 Awning Sign
- 10 Projecting (Pub) Sign
- 11 Window Sign

FIGURE 17.29.020(B): TYPES OF GENERAL BUSINESS SIGNS



Single Faced Signs
Sign Area = Height x Width



Three-Dimensional Signs
Sign Area = 1.5 x Sum of Two Adjacent Sides

FIGURE 17.29.030: COMPUTATION OF SIGN AREA

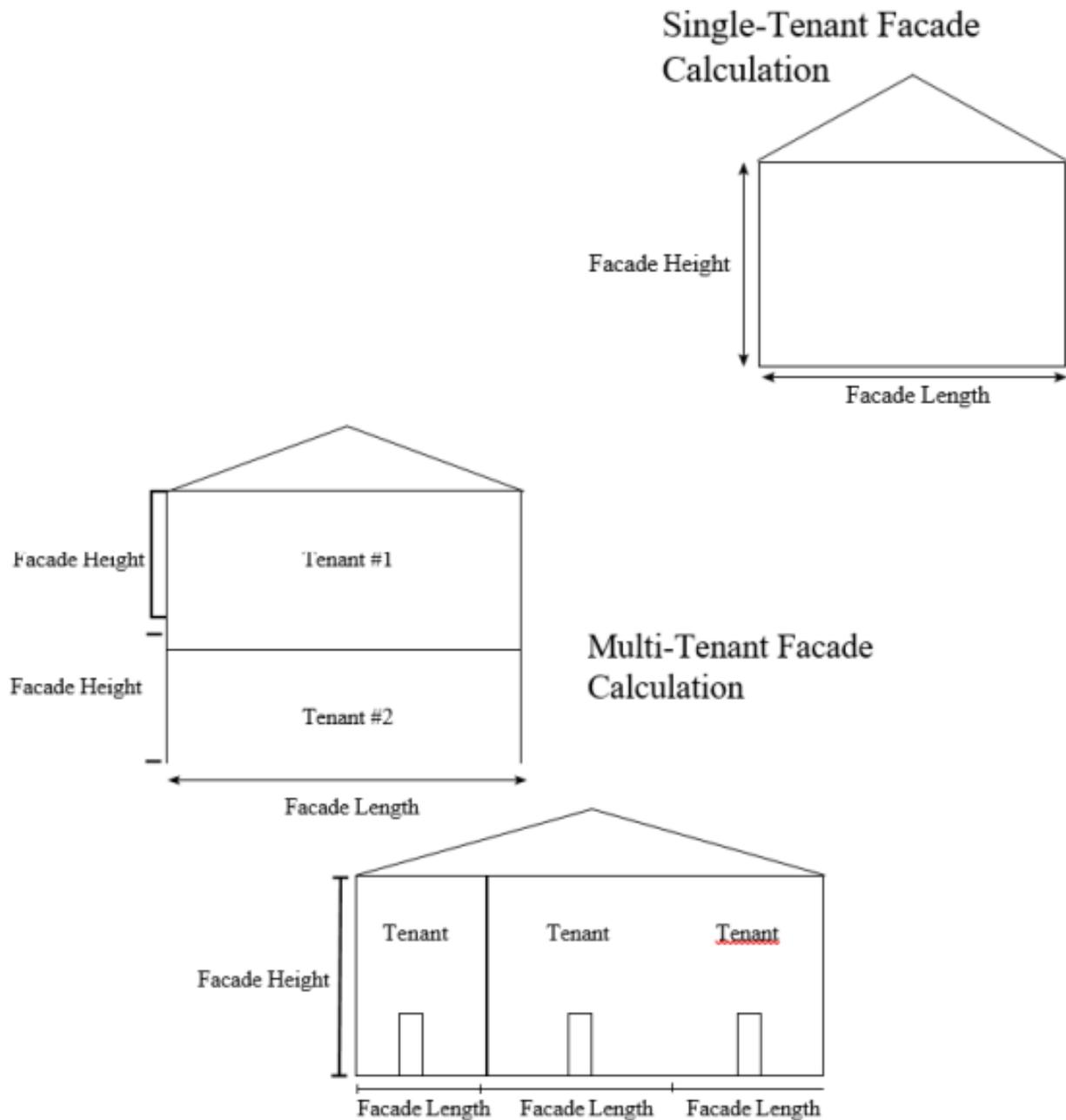


FIGURE 17.29.030(F): FAÇADE CALCULATION

Table 17.29.040: STANDARDS APPLICABLE IN ALL DISTRICTS

E: Embarcadero District; D: Downtown District; Q: Quintana District; M: North Main Street District; L: Allowed for Lodging Establishments in All Districts; I: Allowed Within Industrial Zoning in All Districts

<i>Sign Type</i>	<i>Sign Permit Required</i>	<i>Locations Allowed</i>	<i>Standards</i>
Architectural Sign	Yes	Q M L	<ul style="list-style-type: none"> Maximum height: 8 ft. (from ground to top of sign) Shall be supported by 2 or more posts or beams Minimum Setbacks: 1 ft. from property line Sign faces: Maximum of 2 sign faces permitted If one architectural sign proposed, sign shall count towards allowable signage for the Primary Façade. If a second architectural sign proposed, sign shall count towards nearest secondary façade. Landscaping: Signs shall be placed in a landscaped planter or berm. Additional landscaping of the site may be required to better integrate sign appearance with the site. Not permitted for individual businesses in shopping centers, retail clusters, or professional buildings
Awning (Canopy) Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Maximum height: 25 ft. above a sidewalk or public right-of-way Sign copy and/or logos may not extend beyond the area of the awning or canopy. The roofs of canopies exceeding 25 sq. ft. shall be drained to prevent dripping or flow onto public sidewalks or streets and shall be connected to an approved disposal source of adequate conductors.
Blackboard/ Whiteboard	Yes	E D Q M L	<ul style="list-style-type: none"> Maximum sign area: 6 sq. ft. Maximum height: 7 ft. above adjacent sidewalk or walkway Must be of a sign type allowed in the District in which it is located. Must be constructed of an exterior material resistant to warping and deterioration. Must be enclosed by a frame of wood, metal, ceramic, or other durable material.
Construction Sign	No	E D Q M L I	<ul style="list-style-type: none"> Maximum number of signs: 4 per construction site Maximum aggregate sign area: 24 sq. ft. or 32 sq. ft. for projects on sites larger than 3 acres
Directory Sign	Yes	E D Q M I	<ul style="list-style-type: none"> Shall be approved in association with Master Sign Program. Limited to one directory sign per site. Maximum size of directory sign limited to 9 square feet. Minimum height 3.5 ft. above sidewalk or public right-of-way Maximum height 7 ft. above sidewalk or public right-of-way Can be free-standing or building-mounted and shall be oriented to pedestrians.
Equipment Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Must be located on the face of the equipment or machine. Maximum height: 7 ft. If the sign(s) can be viewed from the public right-of-way, then the sign(s) will count towards allowable sign area.
Exterior Display Case	Yes	E D Q M L	<ul style="list-style-type: none"> Maximum allowable sign area: 6 sq. ft. per sign Maximum height of top of case: 7 ft. above sidewalk or public right-of-way Minimum height of bottom of case: 3.5 ft. above sidewalk or public

Table 17.29.040: STANDARDS APPLICABLE IN ALL DISTRICTS

E: Embarcadero District; D: Downtown District; Q: Quintana District; M: North Main Street District; L: Allowed for Lodging Establishments in All Districts; I: Allowed Within Industrial Zoning in All Districts

<i>Sign Type</i>	<i>Sign Permit Required</i>	<i>Locations Allowed</i>	<i>Standards</i>
			<ul style="list-style-type: none"> right-of-way Minimum separation separation from any doorway: 1 ft. Transparent area of face must be constructed of shatter-resistant glass or plastic.
Hanging Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Minimum height: 8 ft. Minimum setback: 1 ft. from any setback line Maximum sign faces: 2 Maximum number of signs: 2 per business If one monument sign proposed, sign shall count towards allowable signage for the Primary Façade. If a secondary monument sign is proposed, sign shall count towards nearest secondary façade. Landscaping: signs shall be placed in a landscaped planter or berm. As a condition of any sign permit for a monument sign, additional landscaping of the site may be required to better integrate sign appearance with the site. Not permitted for individual businesses in shopping centers, retail clusters, or professional buildings.
Monument Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Must be free-standing, attached to the ground by a wide base and located within a landscaped area Minimum setbacks: 1 ft. from property line Maximum height: 8 feet from base, except for Embarcadero District where maximum shall be 6 feet from base. If located in Embarcadero district, must be located outside of required view corridor Monument signs shall count towards allowable signage for the Primary Façade. Not permitted for individual businesses in shopping centers, retail clusters, or professional buildings
Projecting (Pub) Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Minimum height: 8 ft. above a sidewalk or other public right-of-way Maximum height: 20 ft. above a sidewalk or other public right-of-way, but not above an eave or roof May not be placed closer to the edge of the façade than one-half the required minimum separation. May not be lit by internal illumination, neon, LED, or filament bulb. 1 per 30 linear ft. of frontage.
Residential Subdivision	Yes	--	<ul style="list-style-type: none"> 1 monument or wall type sign allowed on each major street frontage Located within a landscaped area Maximum sign area per sign: 20 sq. ft.
Roof Sign	Yes	E	<ul style="list-style-type: none"> Top of sign may not extend above maximum building height for the zone in which the business is located. Minimum vertical separation between top of sign and top of mansard roof: 8 in. Not permitted for individual businesses in shopping centers, retail clusters, or professional buildings.

Table 17.29.040: STANDARDS APPLICABLE IN ALL DISTRICTS

E: Embarcadero District; D: Downtown District; Q: Quintana District; M: North Main Street District; L: Allowed for Lodging Establishments in All Districts; I: Allowed Within Industrial Zoning in All Districts

<i>Sign Type</i>	<i>Sign Permit Required</i>	<i>Locations Allowed</i>	<i>Standards</i>
Sidewalk Sign	Yes	E D Q M I	<ul style="list-style-type: none"> Maximum height: 42 in. Maximum width: 24 in.
Dock Sign	Yes	E	<ul style="list-style-type: none"> May not be placed in such a manner as to narrow unobstructed sidewalk width to less than 8 ft. May not be placed in a location that impairs egress from vehicles or watercraft. May not be placed in such a manner as to impair access to an adjacent business. Sidewalk signs may not be anchored or attached in any manner to any street, sidewalk, walkway, structure, fence, railing, or vegetation. Dock sign may be attached to railing as a permanent sign and shall not exceed the height of the railing or can be free-standing if located outside of view corridor. May be displayed only during such times as the associated business is open for business, unless otherwise approved as a permanent attached dock sign. Subject to a special Sidewalk Sign Permit. Sidewalk signs proposed to be placed within the public right-of-way require a Sidewalk Sign Encroachment Permit in addition to a general Sidewalk Sign Permit
Theatrical Display Case	Yes	D Q M	<ul style="list-style-type: none"> Permitted only for businesses that offer to the public motion pictures, live theatrical performances, concerts, or similar entertainment events. Theatrical display cases may only be installed when the primary signage is of the marquee type. Maximum height of top of case: 7 ft. above sidewalk or public right-of-way Minimum height of bottom of case: 1 ft. above sidewalk or public right-of-way Minimum separation from any doorway: 1 ft. Transparent area of face must be constructed of shatter-resistant glass or plastic.
Temporary Sign	No	E D Q M L I	<ul style="list-style-type: none"> Maximum duration: No individual temporary sign may be displayed for more than 30 days in any calendar year When a temporary sign is displayed as a Window Sign, Wall Sign, or other sign type, the Temporary Sign may not exceed the maximum area per sign allowed for the sign type it represents. May not be illuminated. Signs advertising an event at a future time and date may not be displayed after the date of the event.
Wall Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> Maximum height: 20 ft. above a sidewalk or other public right-of-way, but not above an eave or roof Maximum projection from surface of building: 12 in. Minimum horizontal and vertical separation between signs: 3 ft. Minimum vertical separation between sign and roof line: 1 ft. Minimum horizontal distance from corner of building: 3 ft.

Table 17.29.040: STANDARDS APPLICABLE IN ALL DISTRICTS

E: Embarcadero District; D: Downtown District; Q: Quintana District; M: North Main Street District; L: Allowed for Lodging Establishments in All Districts; I: Allowed Within Industrial Zoning in All Districts

<i>Sign Type</i>	<i>Sign Permit Required</i>	<i>Locations Allowed</i>	<i>Standards</i>
			<ul style="list-style-type: none"> Minimum horizontal distance from window or door: 1 ft. (except for signs above building entrance)
Window Sign	Yes	E D Q M L I	<ul style="list-style-type: none"> See district standards.

Embarcadero District

Table 17.29.050: ALLOWABLE SIGN TYPES AND SIGN AREA, EMBARCADERO DISTRICT

Sign Type	Total No. of Signs Allowed ¹	Allowable Area Per Sign		Total Sign Area Allowed	
		Minimum	Maximum		
Awning	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 15% of façade area or 120 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 5% of façade area or 60 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.	
Roof	1 per frontage	24 sq. ft.	-		
Wall	1 per frontage	6 sq. ft.	-		
Hanging	1 per frontage	4 sq. ft.	8 sq. ft.		
Window	1 per window	10% of window area	20% of window area		
Exterior Display Case	1 per business	-	6 sq. ft.		
Monument	1 per street frontage outside of view corridor	6 sq. ft.	24 sq. ft.		
Projecting (Pub)	1 per 30 linear feet of frontage	4 sq. ft.	8 sq. ft.		
Sidewalk sign	1 per business	-	8 sq. ft.		
Dock	1 per business	-	16 sq. ft.		
Blackboard	1 per business	2 sq. ft.	6 sq. ft.		
Directory Sign	1 per Master Sign Program	-	9 sq. ft.		9 sq. ft. and which is not counted in total sign area allowed.
Temporary	2 per business	-	6 sq. ft.		12 sq. ft.

Bonuses

Sign Type	Increase ("Bonus") in Total Allowable Sign Area
Projecting (Pub)	PLUS (+) 8 sq. ft.
Wall	PLUS (+) 4 sq. ft.
Window	PLUS (+) 3 sq. ft.

Prohibited Lighting Types: Internally Lit Signs, Filament Lamp Sign, Neon Sign, LED Sign^{2,3}

¹ All signs must be displayed on the frontage for which they are allowed and cannot be moved to another frontage. Minimum of 30' of spacing required between projecting signs.

² Except that Window Signs no larger than 5 sq. ft. in area may use neon or LED illumination, provided that all lighting elements are illuminated continuously and do not flash, blink, or create an illusion of motion.

³ LED lights may be allowed if certified under the LEED™ Green Building Rating System or equivalent and illumination is a low lumens warm temperature light and Dark Sky qualified.

Design Standards for Signs in the Embarcadero District are included in 17.29.050.C.

Downtown District

Table 17.29.060: ALLOWABLE SIGN TYPES AND SIGN AREA, DOWNTOWN DISTRICT

Sign Type	Total No. of Signs Allowed ¹	Allowable Area Per Sign		Total Sign Area Allowed
		Minimum	Maximum	
Awning	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 15% of façade area or 150 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 5% of façade area or 50 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.
Marquee	1 per frontage	30 sq. ft.	-	
Wall	1 per frontage	6 sq. ft.	-	
Hanging	1 per frontage	4 sq. ft.	8 sq. ft.	
Window	1 per window	10% of window area	20% of window area	
Exterior Display Case	1 per business	-	6 sq. ft.	
Projecting (Pub)	1 per 30 linear feet of frontage	4 sq. ft.	16 sq. ft.	
Monument	1 per street frontage	6 sq. ft.	24 sq. ft.	
Sidewalk	1 per business	-	8 sq. ft.	
Blackboard	1 per business	2 sq. ft.	6 sq. ft.	
Directory Sign	1 per Master Sign Program	-	9 sq. ft.	
Theater Case	3 per business	-	15 sq. ft.	45 sq. ft.
Temporary	6 per business	-	6 sq. ft.	12 sq. ft.

Bonuses

Sign Type	Feature Required to Qualify for Bonus	Increase ("Bonus") in Total Allowable Sign Area
Projecting (Pub)	None	PLUS (+) 8 sq. ft.
Wall	Individual Lettering	PLUS (+) 10 sq. ft.
Window	Individual Lettering	PLUS (+) 5 sq. ft.

Prohibited Lighting Types: Internally Lit Signs

¹ All signs must be displayed on the frontage for which they are allowed and cannot be moved to another frontage. Minimum of 30' of spacing required between projecting signs.

Design Standards for Signs in the Downtown District are included in 17.29.060.C.

Quintana District

Table 17.29.070: ALLOWABLE SIGN TYPES AND SIGN AREA, QUINTANA DISTRICT

Sign Type	Total No. of Signs Allowed ¹	Allowable Area Per Sign		Total Sign Area Allowed	
		Minimum	Maximum		
Awning	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 20% of façade area or 200 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 10% of façade area or 100 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.	
Marquee	1 per frontage	20 sq. ft.	-		
Wall	1 per frontage	6 sq. ft.	-		
Hanging	1 per frontage	4 sq. ft.	24 sq. ft.		
Window	1 per window	20% of window area	30% of window area		
Exterior Display Case	1 per business	-	6 sq. ft.		
Projecting (Pub)	1 per 30 linear feet of frontage	4 sq. ft.	16 sq. ft.		
Monument	1 per street frontage (choose one type)	6 sq. ft.	30 sq. ft.		
Architectural		8 sq. ft.	25 sq. ft.		
Sidewalk	1 per business	-	8 sq. ft.		
Blackboard	1 per business	2 sq. ft.	6 sq. ft.		
Directory Sign	1 per Master Sign Program	-	9 sq. ft.		9 sq. ft. and which is not counted in total sign area allowed.
Theater Case	3 per business	-	15 sq. ft.		45 sq. ft.
Temporary	6 per business	-	12 sq. ft.	18 sq. ft.	

Bonuses

Sign Type	Feature Required to Qualify for Bonus	Increase ("Bonus") in Total Allowable Sign Area
Monument	Bldg. set back >30 ft. from public right-of-way	PLUS (+) 20 sq. ft.
Architectural		
Wall	Individual Lettering	PLUS (+) 10 sq. ft.
Window	Individual Lettering	PLUS (+) 5 sq. ft.

Prohibited Lighting Types: Internally Lit Signs

¹ All signs must be displayed on the frontage for which they are allowed and cannot be moved to another frontage. Minimum of 30' of spacing required between projecting signs.

Design Standards for Signs in the Quintana District are included in 17.29.070.C.

North Main District

Table 17.29.080: ALLOWABLE SIGN TYPES AND SIGN AREA, NORTH MAIN DISTRICT

Sign Type	Total No. of Signs Allowed ¹	Allowable Area Per Sign		Total Sign Area Allowed	
		Minimum	Maximum		
Awning	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 20% of façade area or 200 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 5% of façade area or 80 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.	
Marquee	1 per frontage	20 sq. ft.	-		
Wall	1 per frontage	6 sq. ft.	-		
Hanging	1 per frontage	4 sq. ft.	24 sq. ft.		
Window	1 per window	20% of window area	30% of window area		
Exterior Display Case	1 per business	-	6 sq. ft.		
Projecting (Pub)	1 per frontage	4 sq. ft.	16 sq. ft.		
Monument	1 per driveway entrance	6 sq. ft.	30 sq. ft.		
Architectural	(choose one type)	8 sq. ft.	40 sq. ft.		
Sidewalk	1 per business	-	8 sq. ft.		
Blackboard	1 per business	2 sq. ft.	6 sq. ft.		
Directory Sign	1 per Master Sign Program	-	9 sq. ft.		9 sq. ft. and which is not counted in total sign area allowed.
Theater Case	3 per business	-	15 sq. ft.		45 sq. ft.
Temporary	2 per business	-	12 sq. ft.		12 sq. ft.

Bonuses

Sign Type	Feature Required to Qualify for Bonus	Increase ("Bonus") in Total Allowable Sign Area
Architectural	Bldg. set back >30' from public ROW	PLUS (+) 20 sq. ft.
Monument		
Wall	Individual Lettering	PLUS (+) 20 sq. ft.
Window	Individual Lettering	PLUS (+) 10 sq. ft.

Prohibited Lighting Types: None

Design Standards for Signs in the North Main District are included in 17.29.080.C.

Lodging Establishments

Table 17.29.090: ALLOWABLE SIGN TYPES AND SIGN AREA, LODGING ESTABLISHMENTS

<i>Sign Type</i>	<i>Total No. of Signs Allowed¹</i>	<i>Allowable Area Per Sign</i>		<i>Total Sign Area Allowed</i>
		<i>Minimum</i>	<i>Maximum</i>	
Awning (Canopy)	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 20% of façade area or 200 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 5% of façade area or 80 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.
Marquee	1 per frontage	10 sq. ft.	-	
Wall (Surface)	1 per frontage	6 sq. ft.	-	
Projecting (Pub)	1 per frontage	4 sq. ft.	16 sq. ft.	
Monument	1 per driveway entrance (choose one type)	8 sq. ft.	25 sq. ft.	
Architectural		8 sq. ft.	30 sq. ft.	
Window	1 per window	20% of window area	30% of window area	
Temporary	2 per business	-	6 sq. ft.	12 sq. ft.

Bonuses

<i>Sign Type</i>	<i>Feature Required to Qualify for Bonus</i>	<i>Increase ("Bonus") in Total Allowable Sign Area</i>
Wall (Surface)	Individual Lettering	PLUS (+) 4 sq. ft.

Prohibited Lighting Types: None

¹ All signs must be displayed on the frontage for which they are allowed and cannot be moved to another frontage. Minimum of 30' of spacing required between projecting signs.

² Signs that are within or adjacent to residential zones shall not be illuminated after 10 p.m. regardless if business is open or closed.

Design Standards for Lodging Establishment Signs are included in 17.29.090.B.

Industrial Districts

Table 17.29.100: ALLOWABLE SIGN TYPES AND SIGN AREA, INDUSTRIAL DISTRICTS

<i>Sign Type</i>	<i>Total No. of Signs Allowed¹</i>	<i>Allowable Area Per Sign</i>		<i>Total Sign Area Allowed</i>
		<i>Minimum</i>	<i>Maximum</i>	
Awning	1 per frontage	-	-	Primary facades may contain maximum permanent signage equal to 15% of façade area or 200 sq. ft., whichever is less. Secondary facades may contain maximum permanent signage equal to 5% of façade area or 180 sq. ft., whichever is less. Extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa.
Wall (Surface)	1 per frontage	6 sq. ft.	-	
Directory Sign	1 per Master Sign Program	-	9 sq. ft.	9 sq. ft. and which is not counted in total sign area allowed.
Temporary	4 per business	-	12 sq. ft.	24 sq. ft.
Sidewalk	1 per business	-	8 sq. ft.	
Window	1 per window	20% of window area	30% of window area	

Bonuses

<i>Sign Type</i>	<i>Feature Required to Qualify for Bonus</i>	<i>Increase ("Bonus") in Total Allowable Sign Area</i>
Wall (Surface)	Individual Lettering	PLUS (+) 24 sq. ft.

Prohibited Lighting Types: None²

¹ All signs must be displayed on the frontage for which they are allowed and cannot be moved to another frontage. Minimum of 30' of spacing required between projecting signs.

² Signs that are within or adjacent to residential zones shall not be illuminated after 10 p.m. regardless if business is open or closed.

Design Standards for Signs in Industrial Districts are included in 17.29.100.B.

Residential Districts

Table 17.29.110: SIGN STANDARDS FOR RESIDENTIAL DISTRICTS

<i>Sign Category</i>	<i>Allowable</i>	<i>Sign Permit Required</i>	<i>Standards/Limitations</i>
Permanent	Yes	Yes	<ul style="list-style-type: none"> • Sign type limited to monument, hanging, or wall • Maximum sign area = 20 sq. ft. per tenant space • Residential Subdivision Sign refer to standards in Table 1 • Maximum height = 8 ft • May not be illuminated • May not be placed within 15 feet of any public street, bike path, or sidewalk.
Temporary	Yes	No	<ul style="list-style-type: none"> • No individual temporary sign may be displayed for more than 30 days in any calendar year. • No business may display temporary signs for >30 consecutive days or >60 days in any calendar year • Maximum sign area = 6 sq. ft. per sign • Maximum number of signs which may be displayed simultaneously = 2 • May not be placed within 15 feet of any public street, bike path, or sidewalk. • Signs advertising a specific event and not indicating a future time and date of occurrence (e.g., "Open House", "Garage Sale", "Farmers' Market") may be displayed only during the event.