

18.05.113 Permanent On-Premises Sign Regulations by Zoning District

Sign regulations for each zoning district are established in Table 5-1, below:

Table 5-1 Sign Regulations by Zoning District					
District	Height, freestanding (max.)	Area, freestanding (max.)	Area, Wall (max.)	Illumination	Flashing/ Animation
Residential					
All	6' monument only	50 sq. ft. per access up to 150 sq. ft. max w/site plan review	20 sq. ft. [1][2]	Indirect [8]	Not allowed
Mixed-Use					
All districts not listed below [6][11]	8' maximum OR, if the parcel is ≥ one acre, freestanding sign maximum height is 25' (35' if parcel fronts street posted at 35 mph or greater)	125 sq. ft. maximum [5][7]	1 sq. ft. of sign area per lineal foot of business frontage Sign length shall not exceed 75% of business frontage All wall sign area shall not exceed 400 sq. ft. per parcel 5' maximum letter height Notwithstanding above, each business shall be allowed a minimum 40 sq. ft.	All types	Not allowed [12]
GC [6][9]	1' per 4' of linear street frontage Not to exceed 35' for signs adjacent to a major arterial; over 35' adjacent to a major arterial	60 sq. ft. up to 100 lineal street ft. frontage 125 sq. ft. for parcel between 100-400 lineal ft. frontage 250 sq. ft. for parcels with	1 sq. ft. of sign area per lineal foot of business frontage 6' maximum letter height for anchor tenants, 4' maximum letter height for line shops and	All types	Allowed up to 35' in height if not facing residential zones

	with a conditional use permit	more than 400 lineal ft. [5][7] artistic embellishment, no limit	pad sites Notwithstanding above, each business shall be allowed a minimum 40 sq. ft.		
NC [6]	Monument only 8' if < 100' street frontage (12' if 100'+)	60 sq. ft. monument	1 sq. ft./100 GFA (all signs combined not to exceed 400 sq. ft. per parcel, 3' maximum letter height) [4]	Indirect	Not allowed [13]
PO	8' monument only [3]	1 sq. ft./100 sq. ft. of GFA, max 25% of business frontage on a building	20 sq. ft./parcel	Indirect [8]	Not allowed
Nonresidential					
I	25'	80 sq. ft. per frontage; For properties with 2 or more street frontages, maximum combined area of 160 sq. ft. per sign.	1/business/ street frontage 1 sq. ft./lineal foot of building frontage	All types	Not allowed [13]
IC					
ME	25' or bldg. height 1/ street frontage	3 sq. ft./100 GFA combined [10]	3 sq. ft./100 GFA combined [10]	All types; indirect facing residential zones [8]	Allowed up to 25' if not facing residential zones
Special					
PF	6' monument established by conditional use permit	15% of allowed wall sign area	10 sq. ft./acre	All types; none facing residential	Not allowed
Overlay					
Gaming	100' Conditional use permit required to exceed 100'	No limit	No limit	All types	No limit
Notes: [1] Established by conditional use permit for nonresidential use in residential zone. [2] Either a wall or monument sign is allowed per street frontage. [3] On multi-tenant building, may have one 12 feet center identification sign/frontage.					

[4] Gross floor area (GFA).

[5] The allowable square footage may be doubled on arterial roadways with a posted speed limited of 35 mph or greater.

[6] Number of freestanding allowed: one per frontage, 2nd or one additional sign allowed if over 10 acres. Gas stations may have one additional 16 sq. ft. sign.

[7] Copy area only.

[8] Signs of light copy and dark backgrounds with internal illumination are permitted, provided the copy makes up less than 50 percent of the sign area.

[9] As an alternative to specific square footage allowances for wall and freestanding signs in the GC zone, two square feet/lineal foot of building frontage may be utilized for all sign types combined.

[10] Three sf/100 GFA is the maximum total sign area and may be provided on wall and/or freestanding signs.

[11] Legally established Nonrestricted Gaming Operation, land uses may use Gaming Overlay district sign requirements.

[12] Permitted on parcels fronting North Virginia Street, South Virginia Street, West 4th Street, East 4th Street, and Mill Street and shall not exceed 125 sq. ft. Any other street shall require a site plan review for flashing/animated signs.

[13] Permitted subject to standards outlined in Section 18.05.114(b)(6)