

# C9 Signs and Other Standards

## C9.1 SIGN STANDARDS

### A Purpose

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the Downtown area, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

1. Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
2. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of Downtown as a place to live, work, and shop; and
3. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically designed and proportioned in relation to adjacent structures and the structures to which they are attached.

### 9.1B Applicability

1. Section C9.1 applies to all signage within the Downtown Code boundaries except for the following which are subject to the requirements of Article 36.320 of the Municipal Code:
  - a. real estate signs, special event signs, directional signs; and
  - b. billboard or other off-premise sign regulated by Article 36.320 of the Municipal Code, and any sign located in the public right-of-way and installed or maintained by the City or by any other public entity having legal authority to maintain signs.
2. Applicability to sign content. The provisions of this Section do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.
3. Sign permit requirements. Installation of signs shall require approval of a sign permit:
  - a. Sign Types A-G shall be processed ministerially by the Community Development Director; and
  - b. Sign Type H and I shall be subject to the discretionary process requiring site plan approval from the Planning Commission.



## C9.2 SIGN TYPES

Each proposed sign or existing sign to be modified shall be designed as one of the signage types allowed for the zoning district as identified in Table 9.1. Signs on historic buildings require Cultural Heritage Commission approval.

| Wall                                                                                                                                                                                                                                                                                                                                                              |     | Window                                                                                                                                                                                                                                                                             |    | Awning/Canopy                                                                                                                                                                                                                                                                                                                                                                                                                 |     | Sidewalk                                                                                                                                                                                                                                                                  |     | Marquee                                                                                                                                                                                                                                                                                              |     | Projecting                                                                                                                                                      |     | Monument                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     | Roof                                                                                                                                                                                                                                                                                                                                           |     | Pole                                                                                                                                                                                                                                                                                                                                                                                                             |     |
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| MUC                                                                                                                                                                                                                                                                                                                                                               | FOC | MUC                                                                                                                                                                                                                                                                                | FO | MUC                                                                                                                                                                                                                                                                                                                                                                                                                           | FOC | MUC                                                                                                                                                                                                                                                                       | FOC | MUC                                                                                                                                                                                                                                                                                                  | FOC | MUC                                                                                                                                                             | FOC | MUC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | FOC | MUC                                                                                                                                                                                                                                                                                                                                            | FOC | MUC                                                                                                                                                                                                                                                                                                                                                                                                              | FOC |
|                                                                                                                                                                                                                                                                                  |     |                                                                                                                                                                                                   |    |                                                                                                                                                                                                                                                                                                                                              |     |                                                                                                                                                                                          |     |                                                                                                                                                                                                                    |     |                                                                              |     |                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                                                                                                                                                                                                                             |     |                                                                                                                                                                                                                                                                                                                               |     |
| A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk. |     | A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range. |    | A sign that is integral to the awning or canopy above a shopfront. This type of sign may be located either on the valence face of the awning that faces the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range. |     | A two-sided, non-illuminated, portable sign that is placed outside of the shopfront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food-oriented businesses, theaters and other such activities. |     | A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block. |     | A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range. |     | A sign that is located within front and side yards where the building is setback substantially from the sidewalk and the sign is to be viewed from a distance along the street.<br>Wall-integral: Occurs as part of site-defining landscape, in the form of a low wall that may include a gateway that encloses outdoor dining or open space.<br>Freestanding: Occurs as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages. |     | A sign that is for use on block-scale buildings at least 3 stories in height such as hotels, conference centers, and certain civic building. This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive. |     | A vertically-oriented sign that is detached from the main building, located along the primary frontage within the front setback, consisting of a structural support with the sign mounted at the top. This type of sign is for use on property that has a certain amount of street frontage and is intended for viewing from a distance to identify a business set back and not readily visible from the street. |     |

Table C9.1. Sign Types.



## A Wall Sign

- |                                     |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                              |     |                                     |                |
|-------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|------------------------------|-----|-------------------------------------|----------------|
| 1                                   | Description     | A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.                                                                                                                                                                                                                                                                                                                                               |        |             |                              |     |                                     |                |
| 2                                   | Size            | <table border="0"> <tr> <td style="padding-right: 10px;">Height</td> <td>18 in. max.</td> </tr> <tr> <td style="padding-right: 10px;">Width (as % of facade width)</td> <td>60%</td> </tr> <tr> <td style="padding-right: 10px;">Features (allowed beyond sign area)</td> <td>6 sq. ft. max.</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                | Height | 18 in. max. | Width (as % of facade width) | 60% | Features (allowed beyond sign area) | 6 sq. ft. max. |
| Height                              | 18 in. max.     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                              |     |                                     |                |
| Width (as % of facade width)        | 60%             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                              |     |                                     |                |
| Features (allowed beyond sign area) | 6 sq. ft. max.  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                              |     |                                     |                |
| 3                                   | Design Standard | <ul style="list-style-type: none"> <li>a. Maximum of 1 wall sign per storefront bay along frontage of building;</li> <li>b. Multi-story buildings qualify for a building identification sign located on the uppermost story;</li> <li>c. Maximum thickness of sign as measured from the wall shall not exceed 4 inches;</li> <li>d. Minimum of 24 inches between sign and any opening or edge of the building facade;</li> <li>e. Minimum of 12 inches between sign and an eave or parapet; and</li> <li>f. If illuminated, individual letters required and shall be either internally illuminated or externally illuminated with decorative lamps mounted to maintain visual integrity of the sign.</li> </ul> |        |             |                              |     |                                     |                |



## B Window Sign

- |                                     |                 |                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                                  |     |                                     |                |
|-------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|----------------------------------|-----|-------------------------------------|----------------|
| 1                                   | Description     | A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.                                                                                              |        |             |                                  |     |                                     |                |
| 2                                   | Size            | <table border="0"> <tr> <td style="padding-right: 10px;">Height</td> <td>15 in. max.</td> </tr> <tr> <td style="padding-right: 10px;">Width (as % of storefront width)</td> <td>40%</td> </tr> <tr> <td style="padding-right: 10px;">Features (allowed beyond sign area)</td> <td>2 sq. ft. max.</td> </tr> </table>                                                            | Height | 15 in. max. | Width (as % of storefront width) | 40% | Features (allowed beyond sign area) | 2 sq. ft. max. |
| Height                              | 15 in. max.     |                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                                  |     |                                     |                |
| Width (as % of storefront width)    | 40%             |                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                                  |     |                                     |                |
| Features (allowed beyond sign area) | 2 sq. ft. max.  |                                                                                                                                                                                                                                                                                                                                                                                 |        |             |                                  |     |                                     |                |
| 3                                   | Design Standard | <ul style="list-style-type: none"> <li>a. Maximum of 1 window sign per storefront;</li> <li>b. Minimum of 75% of window sign shall be independent of contrasting background;</li> <li>c. Sign inside the shop-space is not allowed within 4 feet of the window; and</li> <li>d. Storefront width is measured between walls or columns of at least 8 inches in width.</li> </ul> |        |             |                                  |     |                                     |                |



## C Awning/Canopy Sign

- |                                       |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
|---------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------|-----------------------|------------|-------------------------------------|-----|---------------------------------------|-----------|-----------------------------------|-----------|--------------|----------------------|
| 1                                     | Description            | A sign that is integral to the awning or canopy above a shopfront. This sign may be located either on the valance face of the awning facing the street or on the valance perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.                                                                                                                                                                                                                           |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| 2                                     | Size                   | <table border="0"> <tr> <td style="padding-right: 10px;">Height awning valance</td> <td>6 in. min.; 12 in max.</td> </tr> <tr> <td style="padding-right: 10px;">Height canopy valance</td> <td>2 ft. max.</td> </tr> <tr> <td style="padding-right: 10px;">Width (as % of awning/canopy width)</td> <td>75%</td> </tr> <tr> <td style="padding-right: 10px;">Features (logo) for awning main panel</td> <td>2 sq. ft.</td> </tr> <tr> <td style="padding-right: 10px;">Feature (beyond canopy sign area)</td> <td>3 sq. ft.</td> </tr> <tr> <td style="padding-right: 10px;">Encroachment</td> <td>within 2 ft. of curb</td> </tr> </table> | Height awning valance | 6 in. min.; 12 in max. | Height canopy valance | 2 ft. max. | Width (as % of awning/canopy width) | 75% | Features (logo) for awning main panel | 2 sq. ft. | Feature (beyond canopy sign area) | 3 sq. ft. | Encroachment | within 2 ft. of curb |
| Height awning valance                 | 6 in. min.; 12 in max. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| Height canopy valance                 | 2 ft. max.             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| Width (as % of awning/canopy width)   | 75%                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| Features (logo) for awning main panel | 2 sq. ft.              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| Feature (beyond canopy sign area)     | 3 sq. ft.              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| Encroachment                          | within 2 ft. of curb   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |
| 3                                     | Design Standard        | <ul style="list-style-type: none"> <li>a. Maximum of 1 sign per awning / canopy;</li> <li>b. Each awning / canopy shall correspond to a storefront.</li> <li>c. The main panel of awnings shall only be used for a logo feature and shall not be for additional signage area;</li> <li>d. Internal illumination of awning(s) is prohibited;</li> <li>e. Canopy sign may extend up to 24 inches above the top of the canopy; and</li> <li>f. Encroachment permit required.</li> </ul>                                                                                                                                                        |                       |                        |                       |            |                                     |     |                                       |           |                                   |           |              |                      |



## D Sidewalk Sign

- 1 Description A two-sided, non-illuminated, portable sign that is placed outside of the storefront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food- oriented businesses, theaters and other such activities.
- 2 Size
 

|                                         |                         |
|-----------------------------------------|-------------------------|
| Height                                  | 18 in. min.; 3 ft. max. |
| Width                                   | 18 in. min.; 2 ft. max. |
| Thickness on each side                  | 4 in. max.              |
| Horizontal clearance from adjacent curb | 18 in. max.             |
- 3 Design Standard
  - a. Maximum of 1 sign per business with a minimum distance of 25 feet from the nearest sidewalk sign;
  - b. Sign shall be vertically oriented and have no more than 2 sides;
  - c. Sign shall be placed as close as possible to the business storefront/edge of outdoor seating or along the street edge of the adjacent sidewalk;
  - d. Encroachment permit required within the r.o.w. Adequate pedestrian access shall be maintained; and
  - e. Materials shall not include vinyl or plastic. Lighting shall be from ambient sources.



## E Marquee Sign

- 1 Description A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.
- 2 Size
 

|                                        |                           |
|----------------------------------------|---------------------------|
| Height single-story building           | max. 35% of facade height |
| Height multi-story building            | max. 75% of facade height |
| Height above eave or parapet           | 10 ft. max                |
| Width of each sign face (up to 3 max.) | 20 ft. max                |
| Distance from wall                     | 18 in.                    |
| Thickness                              | 4 in. max.                |
| Feature (allowed beyond sign area)     | 6 sq. ft.                 |
| Encroachment                           | within 3 ft. of curb      |
- 3 Design Standard
  - a. Maximum of 1 marquee sign per building;
  - b. Sign shall be vertically-oriented and placed within the top half of single-story buildings and on the upper floor(s) of multi-story buildings; and
  - c. Encroachment permit required.



## F Projecting Sign

- 1 Description A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range.
- 2 Size
 

|                                    |                      |
|------------------------------------|----------------------|
| Height                             | 2 ft. max.           |
| Width                              | 3 ft. max.           |
| Thickness                          | 3 in. max.           |
| Feature (allowed-beyond sign area) | 1.5 sq. ft.          |
| Vertical clearance from sidewalk   | 8 ft. min.           |
| Encroachment                       | within 3 ft. of curb |
- 3 Design Standard
  - a. Maximum of 1 projecting sign per business along frontage;
  - b. If illuminated, shall not be internally illuminated cabinet sign;
  - c. Supporting hardware such as brackets shall be architecturally compatible with the building facade;
  - d. Not allowed under an awning or horizontally within 10 feet of another projecting sign; and
  - e. Encroachment permit required.



## G Monument Sign

- 1 Description A sign in front and side yards where the building is setback from the sidewalk and the sign is to be viewed from a distance along the street.  
Wall-integral: Occurs as part of site-defining landscape, in the form of a low wall that may include a gateway that encloses outdoor dining or open space.  
Freestanding: Occurs as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.
- 2 Size
 

|                                      |                               |
|--------------------------------------|-------------------------------|
| Height of wall or freestanding panel | 3 ft. min. 5 ft. max.         |
| Height of sign area                  | 18 in. max.                   |
| Width (freestanding)                 | 2 ft. min., 7 ft. max.        |
| Thickness                            | 18 in.                        |
| Feature (allowed beyond sign area)   | 2 sq. ft.                     |
| Distance from adjacent curb          | 5 ft. min.                    |
| Encroachment into setbacks           | within 3 ft. of property line |
- 3 Design Standard
  - a. Wall-integral: Maximum 1 sign may be placed at each end of the wall if there is at least 50 feet between each sign;
  - b. Freestanding: Maximum of 1 sign and minimum of 75 feet horizontal separation from another monument sign;
  - c. Not allowed in any required visibility area, right-of-way, or private street;
  - d. Colors and materials shall match the building style and details; and
  - e. Lighting shall be from external or ambient sources.



## H Roof Sign

- 1 Description A sign that is for use on block-scale buildings at least 3 stories in height such as hotels, conference centers, and certain civic buildings. This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive.
- 2 Size
 

|                                     |                          |
|-------------------------------------|--------------------------|
| Height                              | 7 ft. min., 15 ft. max.  |
| Length                              | 10 ft. min., 30 ft. max. |
| Thickness                           | 18 in. max.              |
| Features (allowed beyond sign area) | 25 sq. ft. max.          |
- 3 Design Standard
  - a. Maximum of 1 roof sign per building;
  - b. Minimum building height of 3 stories and minimum site frontage along primary street of 150 feet;
  - c. Signs shall not encroach into right-of-way or private street;
  - d. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign;
  - e. Supporting hardware such as brackets shall be architecturally compatible with the main building.



## I Pole Sign

- 1 Description A vertically-oriented sign that is detached from the main building, located along the primary frontage within the front setback, consisting of a structural support with the sign mounted at the top. This type of sign is for use on property that has a certain amount of street frontage and is intended for viewing from a distance to identify a business set back and not readily visible from the street.
- 2 Size
 

|                                    |             |
|------------------------------------|-------------|
| Height to top of the sign          | 25 ft. max. |
| Width of sign                      | 15 ft. max. |
| Height of sign area                | 10 ft. max. |
| Thickness                          | 12 in. max. |
| Feature (allowed-beyond sign area) | 25 sq. ft.  |
| Distance from r.o.w.               | min. 2 ft.  |
- 3 Design Standard
  - a. Maximum of 1 pole sign per site;
  - b. If illuminated, illumination shall maintain visual integrity of the sign; and
  - c. Supporting hardware such as brackets shall be architecturally compatible with the architectural style of the main building.

### C9.3 OTHER STANDARDS

#### A Purpose

This section of the Downtown Code establishes the standards for particular elements of sites and streetscapes to ensure a consistent and high level of quality in site design, materials, and land use activity.

#### B Applicability

The standards of section C9.3 apply to all property subject to the Downtown Code.

#### C Standards for Site Walls

- i. Screening elements such as solid walls, hedges or combination of walls and hedges shall be used to screen service areas, storage areas, or garbage areas from public view from the street or pedestrian ways.
- ii. Low walls (2 to 3 feet in height) may be used to divide space, create a variety in landscaping and to define site edges.
- iii. Solid walls (3 to 8 feet in height) or hedges, are permitted to screen mechanical equipment, garbage receptacles, loading areas and other unsightly areas and provide privacy at the back of lots and along side streets in compliance with the requirements of Section C6 'Frontage Standards'. When a wall exceeds 3 feet in height, the wall shall be designed as an extension of the primary building in materials and color.
- iv. Front yard fencing shall comply with the following requirements as applicable:
  - a. Fences shall be located in compliance with the frontage requirements in Section C6;
  - b. Where allowed, fences shall be setback from the adjacent sidewalk by at least 12 inches to allow for planting intended to visually improve the appearance of the fence along the sidewalk; and
  - c. The overall height of fencing along the front yard and adjacent side street, when present, shall not exceed 4 feet.

## D Outdoor Dining in Public Right-of-Way

This section provides regulations for outdoor dining within the public right-of-way when accompanying a restaurant use type.

### i. Permit Requirement:

No person may establish outdoor dining in the public right-of-way unless an Al Fresco Dining Permit is reviewed and approved by the Public Works Department.

### ii. Evaluation Standards:

- a. To provide for adequate pedestrian circulation, a minimum 4 feet of clearance shall be maintained between dining furnishings, street furniture, or above ground utilities. A minimum of 50 feet of clearance shall be maintained between dining furnishings and the centerline of intersecting perpendicular driveways, alleys or streets to provide for adequate vehicle sight, unless a lesser distance is determined by the Director and City Engineer to be adequate for the protection of the public safety.
- b. Tables and chairs used for outdoor dining shall be of substantial materials. Tables shall be a maximum of 3 feet in diameter if round and 3 feet along the longest side if rectangular. All such furnishings shall be stored indoors after hours of operation.
- c. No portion of the outdoor dining use, including furnishings and signs, shall block visibility of display windows or signage of adjacent businesses, unless written consent of any affected adjacent business owner to block visibility is obtained by the applicant and provided to the Director.
- d. If encroaching in the right-of-way, the outdoor dining use operator shall provide an executed city hold harmless waiver and proof of liability insurance to the satisfaction of the city risk manager.

## E Recommended Loading Spaces

|                                                                             |                                                              |
|-----------------------------------------------------------------------------|--------------------------------------------------------------|
| Retail or service stand alone market                                        | 1 space                                                      |
| Facility with 3 or more tenants, and less than 30,000 s.f. of leasable area | 1 space                                                      |
| Facility with 30,000 s.f. or more leasable area                             | 1 space, plus additional as required by the review authority |



