

Chapter 20.66

SIGNS*

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* Prior ordinance history: Ord. 8603.

Article I. Title, Administration, Purpose and Findings

- 20.66.010 Title.
This chapter shall be known as the sign ordinance for the city. (Ord 8630 § 3 (part), 1986: prior code § 25-62.1)

20.66.020 Application.

This chapter shall apply to the incorporated area of the city, and, to the extent permitted by law, shall apply to the extraterritorial jurisdiction of the city. (Ord. 8630 § 3 (part), 1986; prior code § 26-62.2)

20.66.030 Purpose.

This chapter is a part of the zoning ordinance for the city, and is established to further all of the general purposes for which the zoning ordinance is adopted. This chapter is established in accordance with the city's comprehensive plan for the purpose of promoting the health, safety, morals and the general welfare of the city. In addition, this chapter is enacted more specifically to:

A. Preserve and protect the beauty, character and economic and aesthetic value of the land;

B. Promote a pleasant, safe environment while providing for a fair and consistent system for the regulation of commercial signs as a permissible means of identifying places of business and of advertising;

C. Further protect the safety and efficiency of the city's transportation network by reducing the risk of distraction or confusion to drivers who may endanger citizens driving or walking on streets and thoroughfares;

D. Eliminate structural hazards which threaten the health and safety of citizens as a result of neglect, deterioration, improper or defective installation, accumulation of trash or weeds or risk of falling on passersby or nearby structures;

E. Protect and promote the tourist industry, which is a significant element in the city's economy, by providing for an unobstructed view of the city's scenic areas, and where signs are necessary, by reducing the negative impression of the city which may be conveyed to tourists and visitors by signs which are not properly installed and maintained or which are not erected in accordance with sound aesthetic standards;

F. Integrate sign regulation more effectively with general zoning regulation by establishing and enforcing requirements for setbacks, height restrictions and proper spacing to allow for adequate lighting,

ventilation and preservation of views in a manner consistent with the land uses of the various zoning districts;

G. Preserve designated areas of historical, architectural and scenic merit, regardless of the zoning district in which they are located and regardless of whether they are natural or man-made; and

H. Provide for the regulation and use of signs which are appropriate to the type of activity to which they pertain, compatible with their surroundings and are intended as an integral part of the building or business for which they advertise. (Ord 8630 § 3 (part), 1986; prior code § 25-62.3)

20.66.040 Findings.

In adopting this chapter, the city council makes the following findings:

A. That the number, sizes and height of commercial signs, both off premises and on premises, in the city is excessive, is unduly distracting and confusing to motorists and pedestrians, creates a traffic hazard, and reduces the effectiveness of signs needed to direct the public;

B. That the appearance of the city, particularly that of its residential and light commercial districts, is marred by the excessive number of signs;

C. That the aforementioned effects detract from the pleasure, safety and economic well being of the community, and that the number of distracting commercial signs ought to be reduced in order to lessen the detrimental effects;

D. That the signs of least value to people within the city are those which carry commercial messages, and among those which carry commercial messages, the signs of least value are off-premise signs, that is, those which carry commercial messages other than the advertisement of the sale, rental or other commercial offering of any product, service, event, institution or business located on the premises where the sign is located;

E. That portable signs generally create a higher degree of danger and distraction to the public, are less attractive aesthetically, are more difficult to monitor and regulate, are more susceptible to abuse, and therefore should be strictly regulated;

F. That temporary real estate signs are a unique and necessary form of communication, the strict regulation of which would be unduly cumbersome and not necessary; and

G. That the regulations contained in this chapter are the minimum amount of regulation necessary to achieve its purposes. (Ord. 8630 § 3 (part), 1986: prior code § 25-62.4)

Article II. Administration

20.66.070 Sign permit fees.

Sign permit fees as established in this chapter shall be paid at the time of issuance of the permit. There shall be no separate sign permit fee for subdivision identification signs which are shown within subdivision improvement plans for a recorded subdivision, and which are installed as part of the subdivision improvements required in Title 19 of this code. (Ord. 13125 § 1, 1997; Ord. 8630 § 3 (part), 1986: prior code § 25-62.7)

20.66.080 Permit required.

No person shall hereafter erect, construct, reconstruct, alter, locate or relocate a sign, or remove or demolish an off-premise sign without first having secured a written permit from the deputy director for building services of the city. Portable sign permits shall not be issued for a period of more than three hundred sixty-five days. (Ord. 15138 § 2, 2002; Ord. 13152 § 388, 1997; Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986: prior code § 25-62.8)

20.66.090 Application procedure.

The application for a sign permit shall include the following:

- A. Name, address and license number of applicant;
- B. The certification of an engineer licensed to practice in the state for signs over twenty-four feet high; and
- C. Sign plan showing the following information:
 1. For off-premise signs:
 - a. Building locations and dimensions.
 - b. Size, location, height, setbacks and construction of both existing and proposed signs.

c. Nearest street intersections and abutting arterials.

d. Site plan, elevation plan and legal description of the property.

e. Zoning.

f. Property owner's name and written evidence that the property owner has authorized the placing of the signs on his property.

2. For on-premise signs:

a. Building lines and property line.

b. Size, location and types of proposed signs.

c. Nearest street intersections.

d. Zoning.

e. An elevation of the building for wall signs or canopy signs.

f. An elevation of the sign for wall or freestanding signs.

g. For portable signs the certification of the sign contractor that the sign is in compliance with the provisions of Section 20.66.300B6 of this chapter.

3. For off-premise sign demolitions:

a. Size and location of sign to be removed.

b. A copy of the original permit for the sign to be removed or a copy of documentation maintained by the deputy director for building services demonstrating the sign legally exists at its current location.

4. For off-premise billboard sign replacement permits for billboards removed after July 2, 2002:

a. Completed application with site plan and structural calculations; and

b. Size(s), location(s) and type(s) of sign(s) removed; and,

c. Copy of the demolition permit(s) for the sign(s) removed. (Ord. 15138 § 3, 2002; Ord. 8630 § 3 (part), 1986: prior code § 25-62.9)

20.66.100 Sign permit fee formula.

For purposes of sign permit fees, the following steps shall constitute a formula for determining permit fees.

A. Valuation. A basic sign valuation shall be determined for all signs by multiplying the sign area in square feet by the appropriate value from the following table:

Sign Height	Nonilluminated		Illuminated	
	Single Face	Double Face	Single Face	Double Face
1 — 20 ft.	\$10.00	\$15.00	\$20.00	\$30.00
21 — 30 ft.	12.00	18.00	24.00	36.00
31 — 40 ft.	13.00	19.50	26.00	39.00
41 — 50 ft.	14.00	21.00	28.00	42.00
51 — 60 ft.	15.00	22.50	30.00	45.00
Over 60 ft.	16.00	24.00	32.00	48.00

B. Permit Fee. The permit fee for all signs except temporary real estate signs, shall be determined as follows:

1. For sign valuations equal to or less than two hundred, sign permit fee shall be thirty dollars.
2. For sign valuations of two hundred one, up to and including one thousand, sign permit fee shall be thirty dollars plus one dollar and twenty-five cents for each one hundred or portion thereof over five hundred.
3. For sign valuations of one thousand one, up to and including ten thousand, sign permit fee shall be forty dollars plus seven dollars for each one thousand or portion thereof over one thousand.
4. For sign valuations over ten thousand one, up to and including twenty-five thousand sign permit fee shall be one hundred three dollars plus fifteen dollars for each one thousand or portion thereof over ten thousand.
5. For sign valuations over twenty-five thousand and one, sign permit fee shall be three hundred twenty-eight dollars plus thirteen dollars and fifty cents for each one thousand or portion thereof over twenty-five thousand.

C. Portable Sign Permit Fees and Renewal. The permit fee for any new or relocated portable sign shall be computed pursuant to subsections A and B of this section.

D. Educational Signs. One application and one sign permit fee shall be required for up to four permitted educational signs on an individual school property. The single application and permit provision

shall only apply when all permitted signs at one school are to be installed so as to require only one inspection visit. In all other cases, a separate application and sign permit fee per educational sign shall be required. A sign permit shall not be issued for any educational sign on a school property until the location of any permitted sign is preapproved on a sign plan by the traffic engineer.

E. Off-Premise Sign Demolition Permits: The permit fee for off-premise sign demolition permits shall be sixty dollars. (Ord. 15138 § 4, 2002; Ord. 13062 § 47, 1997; Ord. 12113 § 1, 1994; Ord. 11386 § 5, 1993; Ord. 10797 § 1, 1991; Ord. 9851 § 1, 1989; Ord. 8630 § 3 (part), 1986; prior code § 25-62.10)

20.66.110 Replacement permit.

Where the deputy director for building services determines that a permit was issued in accordance with the law in effect at the time the sign was erected and that such permit was lost or destroyed, the deputy director for building services may authorize the issuance of a replacement permit. Replacement permit fee shall be thirty dollars. (Ord. 13152 § 389, 1997; Ord. 12113 § 2, 1994; Ord. 10797 § 2, 1991; Ord. 9851 § 2, 1989; Ord. 8630 § 3 (part), 1986; prior code § 25-62.11)

20.66.120 Licenses and bonds.

A. License Required.

1. No permit for the erection or construction of a sign shall be issued to any person unless such person

is licensed as provided in this chapter, and has paid to the city a fee as required in this section.

2. Temporary real estate signs are exempt from licensing, fee, bonding or other requirements of this section.

3. No electrical work shall be performed unless it complies with Chapter 18.16 of this code.

B. License Fees. No person shall engage in the business of erecting, installing, servicing or maintaining signs for sale, rental or leasing purposes until such person shall have received from the building services department a license to conduct such and shall have deposited an annual license fee in the amount based on the following classifications:

Classification	Annual Fee
1. Small business engaged in sign painting only	\$ 50.00
2. Business engaged in constructing, erecting, installing, servicing or maintaining signs or billboards (including electrical work)	300.00
3. Business engaged in installing, servicing or maintaining temporary inflatable signs	1,000.00
4. Business engaged in installing, servicing or maintaining temporary inflatable signs on own property	500.00

The fee for issuing a duplicate license for one lost, destroyed or mutilated shall be fifteen dollars.

C. License Numbers. Each recipient of a license shall have painted, or placed, using a permanent type decal, within forty-eight hours after receipt of the license, the license number in a prominent position on all company vehicles used on job sites.

D. License Nontransferable. No license shall be transferable and no holder of any license issued un-

der this chapter shall allow his name to be used by any other party, either for the purpose of doing work or obtaining a permit under the penalty of forfeiting his license, in addition to paying any fine levied under this chapter. The building services department is authorized to refuse to issue permits to the holder of any license violating this provision. This provision shall not be construed to preclude or impede the use of subcontractors by any license holder, although in such event, the license holder shall be held responsible as though he performed the work personally.

E. Suspension or Revocation of License. The city council, after a public hearing, may suspend or revoke any license granted under this chapter upon a determination that the holder of such license has violated this chapter or any provision of this code pertaining to signs; provided, however, that the license holder has received notice of the hearing and has had an opportunity to be heard. When a license is revoked, a new license shall not be granted to the same person until the city council determines that the conditions which led to the revocation have been corrected.

F. Insurance Requirements. No license shall be issued to any person, firm or corporation bonded under this section until the applicant presents evidence satisfactory to the deputy director for building services that the applicant meets the following minimum insurance requirements:

1. Commercial general liability insurance with limits of fifty thousand dollars for each occurrence and fifty thousand dollars as a general aggregate, which must include coverage for on-site construction losses and for losses relating to property damage or personal injury proximately caused by the contractor or his agents after construction is completed.

2. Such insurance shall be written by an accredited insurance company under the supervision of the board of insurance commissioners of the state. Evidence of compliance with these insurance requirements shall be considered as having been met when the policy, a copy thereof, or a certificate of insurance has been filed with and approved by the deputy director for building services. Such policy shall include an endorsement that the deputy director for

building services shall be notified at least ten working days in advance in the event the policy or policies are canceled.

G. **Bond Required.** No person shall erect, install or maintain any sign within the city, for which a permit is required, until such person has filed with the city clerk a bond or policy of insurance in the sum of ten thousand dollars. Such bond or policy of insurance is to be conditional for the erection of such sign in accordance with this code and the laws of the state; and provide for the indemnification of the city for any and all damages or liabilities that may accrue to or against the city by reason of erection, maintenance, demolition, repair, removal or defects in or collapse of any sign erected by or under the direction of such person; and further provide for the indemnification of any person who shall, upon public property of the city, incur damages for which the person erecting such sign is liable by reason of the erection, maintenance, demolition, repair, removal or defects in or collapse of any such sign. Persons who erect, install or maintain temporary real estate signs only and small businesses engaged only in sign painting shall be exempt from bonding provisions.

H. **Liability.** Any person having complied with the provisions of this chapter as to the procuring of a license and giving a bond who shall violate any of the provisions of this chapter relating to signs shall, in addition to any other penalties provided, be liable, together with the sureties, on the bond furnished.

I. **Penalties.** For each violation of this chapter, such licensed person and the sureties shall be liable to the city for such sums as the municipal courts of the city shall assess per each day during which the violation exists, and such bond shall be liable for successive recoveries for each offense committed by such person.

It shall be the duty of the building services department to report each and every violation of this chapter to the city attorney who shall have the authority to make demand upon the principal and sureties on his bond for the amount of liability for each offense, and in the event of default in the payment of such sum, the city attorney shall be authorized to file suit upon the bond for the recovery of any amount

due the city by reason of this section. (Ord. 14373 § 1, 2000; Ord. 13956 § 178, 1999; Ord. 13152 § 390, 1997; Ord. 10507 § 1, 1991; Ord. 8630 § 3 (part), 1986; prior code § 25-62.12)

~~20.66.130~~ **Prohibited signs.**

Unless otherwise expressly permitted by this code, all signs shall be prohibited, including but not limited to the following:

A. Any signs and supports, other than those signs and supports required by governmental authority, or for which street use licenses have been issued or signs which have been reviewed and approved by the traffic engineer as part of the Adopt a Median program, which are located on the public right-of-way, including on public streets, alleys, medians and parkways. This section shall not apply to signs on commercial vehicles or commercial trailers lawfully operated or parked in such areas, unless the primary use of such vehicles or trailers is for advertising.

B. Twirling signs, sandwich or A-frame signs, combustible or helium gas-filled temporary inflatable signs, sidewalk or curb signs.

C. Any sign which resembles an official traffic sign or signal which bears the words "Stop," "Go," "Slow," "Caution," "Danger," "Warning" or similar words, or which bear symbols communicating similar meanings in a manner which causes the sign to appear to be an official traffic sign.

D. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination, may be confused with or construed to be a traffic control sign, signal or device, or the light of an emergency or road equipment vehicle, or which hide from view any traffic or street sign or signal or device.

E. Signs which are erected or maintained upon trees, painted or drawn upon rocks or other natural features.

F. Off-premise wall signs and off-premise billboards, except for relocation of existing billboards to new sites in accordance with the provisions of this chapter.

G. Any portable sign that is electrical or is more than seven feet in height including supporting struc-

ture. Portable signs are prohibited in all residential zones (excepting schools and churches).

H. Off-premise portable signs.

I. Roof signs, except, roof signs that extend above the roof plane not more than three feet nor more than fifty percent of the face area of the sign.

J. Satellite dishes, operable or inoperable, as signs.

K. Any banner, handbill, advertisement, notice, circular poster, piece of paper, figure, word, or letter, or any other kind of sign printed, painted, cut, branded, stamped, marked, written, posted, pasted, installed, or affixed in any way upon any utility post or stand, upon traffic control signs or signals, or upon any public property, including but not limited to public buildings, sidewalks, parkways, easements and curbs. Provided however, that this prohibition shall not extend to the following signs:

1. Signs that satisfy the following requirements:

a. The sign is constructed of wood, metal, plastic, or hardboard material, or is entirely affixed to a background constructed of any of those materials,

b. The sign is located in the parkway,

c. The sign is a freestanding sign,

d. The sign is only in place between the hours of ten a.m. and seven p.m.,

e. The sign area is not larger than five square feet, and is not greater than thirty-six inches in any dimension,

f. The sign does not exceed thirty-six inches in height;

2. Any sign installed or affixed pursuant to authorization granted by a city ordinance, resolution, or other valid, official city authorization.

L. Wall signs that extend beyond the wall line, except wall signs that extend beyond the wall line not more than three feet nor more than fifty percent of the face area of the sign.

M. Any billboard or sign not containing in a conspicuous place on the billboard or sign the name of the person erecting, constructing, owning or controlling the billboard or sign. (Ord. 14415 § 2, 2000; Ord. 14373, 2000; Ord. 13318, 1997; Ord. 13152 § 391, 1997; Ord. 13062 § 48, 1997; Ord. 12669 § 1, 1996; Ord. 11456 § 1, 1993; Ord. 11232 §§ 1-3,

1992; Ord. 9491 § 1, 1988; Ord. 8630 § 3 (part), 1986: prior code § 25-62.13)

20.66.140 Portable signs.

Portable signs are permitted for a period not to exceed three hundred sixty-five days and shall be allowed as follows:

A. As bulletin boards for churches or schools subject to the provisions of Section 20.66.275A6 or B5 of this chapter.

B. As on-premise signs for commercial, manufacturing and industrial uses in C-1, C-2, C-3, C-4, P-C, M-1, M-2 and M-3 districts subject to the provisions of Section 20.66.300(B)(3) of this chapter. (Ord. 9729 § 2, 1989; Ord. 8630 § 3 (part), 1986: prior code § 25-62.14)

20.66.150 Nonconforming signs.

A. Signs Which Are Nonconforming.

1. Signs which were lawfully erected prior to the adoption of the ordinance codified in this chapter which do not conform to its provisions are deemed to be nonconforming. Nonconforming signs are exempt from the requirements of this chapter except that they must comply with the provisions of this section and Sections 20.66.160, 20.66.170 and 20.66.180 of this chapter which apply to all signs.

2. This section recognizes that the eventual elimination as expeditiously and fairly as possible of nonconforming signs is as much a subject of health, safety and welfare, as is the prohibition of new signs that would violate the provisions of this chapter. It is also the intent of this section that any elimination of nonconforming signs shall be effected in a manner that will avoid any unreasonable invasion of established property rights.

B. Registration of Nonconforming Signs. Each nonconforming sign shall be registered by the owner or owners of the sign by filing with the deputy director for building services a registration statement for such nonconforming use within ninety days of the date of adoption of the ordinance codified in this chapter, and the validity of such nonconforming use must be certified by the deputy director for building services. Signs without permits which were regis-

tered properly pursuant to Section 26-8 of the prior city code are deemed to be nonconforming.

C. Municipal Board on Sign Control.

1. Creation. The mayor shall appoint a municipal board on sign control subject to council approval which shall include two real estate appraisers who are registered with the Society of Real Estate Appraisers or the American Institute of Real Estate Appraisers; one person engaged in the sign business within the city; one employee of the State Department of Highways and Public Transportation who is familiar with real estate valuations and eminent domain proceedings; and one architect or landscape architect licensed in the state. Each appointment shall be for a term of two years and the board shall have the powers and duties given to it by Section 3(c) of Article 1015o, V.A.C.S.

2. Valuation of Nonconforming Signs. For each nonconforming sign registered with the deputy director for building services pursuant to subsection B of this section, the board shall determine and file with the central appraisal district the compensable cost value of the sign as required by Section 4(g) of Article 1015o, V.A.C.S.

3. Relocation, Reconstruction or Removal of Nonconforming Signs. The city council may require the relocation, reconstruction or removal of any nonconforming sign and if the city council shall order such relocation, reconstruction or removal, the owner of the nonconforming sign or, in an appropriate case, the owner of the real property upon which such sign was located, shall be compensated in an amount determined by the municipal board on sign control not to exceed the compensable cost required under Section 4 of Article 1015o, V.A.C.S.

D. General Provisions.

1. Subject to the provisions set forth in this chapter, nonconforming signs may be continued and maintained after the effective date of the ordinance codified in this chapter, provided that no nonconforming sign shall be:

a. Changed to or replaced with another sign, including changing the sign face. Provided, however, that this provision shall not apply to the copy on electronically changeable copy signs and billboards. Also provided, that this restriction shall not apply

to a change made by the original or subsequent owners to the face of an existing sign that is structurally safe, and for which there is on file in the building services department either a valid permit or registration validly made prior to June 1, 1989;

b. Structurally altered in order to extend its useful life;

c. Expanded;

d. Reestablished after damage or destruction of more than sixty percent of its value at the time of such damage or destruction;

e. Modified or relocated in any way that would increase the degree of nonconformity of such sign.

2. This provision shall not prevent repairing or restoring any part of a sign structure to a safe condition or performing normal maintenance operations on a sign or sign structure. (Ord. 10369 § 1, 1991; Ord. 9553 §§ 1, 2, 1988; Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986: prior code § 25-62.15)

20.66.160 Maintenance.

Every sign, including those specifically exempt from this code in respect to permits and permit fees, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. The deputy director for building services shall inspect all signs and shall have the authority to order the painting, repair, alteration or removal of any sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence. The owner of the property on which a sign is located and the owner of the sign shall be jointly responsible for the conditions of the area occupied by the sign and shall be required to keep the area clean, sanitary and free from rubbish. (Ord. 8630 § 3 (part), 1986: prior code § 25-62.16)

20.66.170 Abandoned or neglected signs.

Where signs or their supporting structures appear to the deputy director for building services to have become dysfunctional, abandoned, neglected or made unattractive by missing letters, panels, lights, faded or peeling paint or graffiti, the deputy director or building services shall inform the owner, if the

owner is known, by mailing a written notice to the last known address of the owner, to remove such sign and structure or to cure the defect resulting from its neglect within a period of ten days after receipt of notification of violation of this chapter. If the owner is unknown, the deputy director for building services shall publish a legal notice in the official city newspaper identifying the sign, its location

and the corrective action required. If no response is received by the deputy director for building services within five working days after the date of publication, the deputy director for building services may remove the sign. If the owner does respond to this notice, the owner shall have ten days after the date of response to correct the defect, except that in any case where a sign has been erected without a permit, the sign may be removed as otherwise provided in this chapter. (Ord. 8630 § 3 (part), 1986; prior code § 25-62.18)

20.66.180 Removal of signs.

A. Any sign in existence on the effective date of the ordinance codified in this chapter for which no valid permit exists or any sign which is erected without a permit after the ordinance codified in this chapter is adopted shall be deemed illegal and subject to removal. Signs are also subject to removal if they are prohibited or not properly maintained. Signs without permits which were registered properly pursuant to Section 26-8 of the prior city code shall not be deemed illegal.

B. Except as provided otherwise in this chapter, prior to removing a sign, the deputy director for building services must send a written notice to the last known address of the permit holder, if a permit has been issued. If no permit has been issued, the deputy director for building services must send a written notice to the owner or lessee of the sign if that person is identified on the sign or is otherwise known to the deputy director for building services. If the owner or lessee is unknown to the deputy director for building services, notice may be given by publication in the official newspaper of the city, followed by a waiting period of five working days. If the deputy director for building services does not receive any response to the notice, or if the recipient of the notice does not comply with this chapter during the waiting period, the deputy director for building services may then remove the sign at the owner's expense.

C. If the deputy director for building services determines that an illegal sign is potentially dangerous to the public, whether because of its location, the manner of its construction, its potential for causing fire, or any other reason, the sign may be removed by the deputy director for building services immediately

to prevent the potential danger, and the owner will be required to pay for the cost of the removal. In such cases, the deputy director for building services must notify the owner within thirty days after the removal in accordance with the procedures established above in this subsection and must include in the notice a statement of the cost of the removal and a brief description of the danger which was caused by the sign.

D. Any sign for which the deputy director for building services or his designee has made the following determinations, shall be subject to immediate removal without further notice to any party who may be affected by that removal:

1. That the sign is located or erected on property either owned by the city or held by the city for public use, including but not limited to property such as medians, parkways, streets, sidewalks, alleys and parks; and

2. That the sign was not erected pursuant to a valid city ordinance, resolution, sign permit or other official city authorization. (Ord. 11232 § 4, 1992; 8630 § 3 (part), 1986; prior code § 25-62.19)

Article III. Off-Premise Sign Regulations

20.66.190 Zoning districts.

A. Billboards may be erected, under the conditions prescribed in Section B (Replacement Standards), in the following zoning districts and no others: C-2, C-3, C-4, M-1, M-2 and M-3. No billboard shall be erected in any area designated in this chapter as deserving special control.

B. Replacement Standards. A permit for a new billboard shall be issued only upon permanent removal of a billboard, provided all of the following conditions are met:

1. After obtaining a demolition permit, at least one existing billboard, legally permitted and erected, shall be permanently removed after July 2, 2002, for each new billboard permitted; and,

2. The new billboard shall comply with the regulations of the code; and,

3. The type of new billboard permitted shall be the same as the type of billboard removed, except that only the following shall be allowed:

a. One bulletin billboard shall be permitted for two poster billboards removed.

b. One poster billboard shall be permitted for four junior billboards removed.

c. One bulletin billboard shall be permitted for eight junior billboards removed; and

4. The complete application for the replacement permit for the new billboard is submitted to building services within eighteen months of the issuance of the demolition permit(s) for the removed billboard(s). (Ord. 15138 § 6, 2002; Ord. 8630 § 3 (part), 1986; prior code § 25-62.20)

20.66.192 Cleanliness of billboard site.

Billboard sites shall be kept free from the accumulation of filth, weeds, trash and all other debris. (Ord. 11232 § 5, 1992)

20.66.195 Time for construction.

Construction of off-premises signs must be completed within six months after issuance of a sign permit. One six-month extension may be granted by the deputy director for building services. (Ord. 9540 § 1, 1988)

20.66.200 Size and height.

A. In zoning districts C-2, C-3, C-4, M-1, M-2 and M-3, on freeways, expressways, or interstate regulated highways, up to six hundred seventy-two square feet in area plus fifteen percent for cut-outs, forty-two and a half feet above the grade of the freeway, expressway, or interstate regulated highway. In zoning districts C-2, C-3, C-4, M-1, M-2 and M-3, up to six hundred seventy-two square feet in area plus fifteen percent for cut-outs, forty-two and a half feet above the grade of the roadway on Loop 375 from Interstate Highway 10 to Montana Avenue not to exceed a total of eight bulletin billboards.

B. In zoning districts C-2, C-3, C-4, M-1, M-2 and M-3, on major arterials, super arterials, or higher category arterials, up to three hundred square feet in area, thirty-five feet above ground level. Except billboards with less than three hundred square feet in area, shall be prohibited on Loop 375 from Interstate Highway 10 to Montana Avenue.

C. In zoning districts C-2, C-3, C-4, M-1, M-2 and M-3, on minor arterials or higher category arterials, up to seventy-two square feet in area, twenty-five feet above ground level. Except billboards with less than seventy-two square feet in area shall be

prohibited on Loop 375 from Interstate Highway 10 to Montana Avenue. (Ord. 15138 § 7, 2002; Ord. 8630 § 3 (part), 1986; prior code § 25-62.21)

20.66.210 Setback requirements.

A. Signs up to seventy-two square feet in area must be thirty-five feet from the property line of the following zoning districts when located on the same side of the street: C-1 and C-5.

B. Signs up to seventy-two square feet in area must be one hundred feet from the property line of the following zoning districts when located on the same side of the street: R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RII, P-RI, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O or A-O.

C. Signs larger than seventy two square feet must be fifty feet from the property line of the following zoning districts when located on the same side of the street: C-1 and C-5.

D. Signs larger than seventy two square feet and up to three hundred square feet in area must be three hundred and fifty feet from property line of the following zoning districts when located on the same side of the street: R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O or A-O.

E. Signs larger than three hundred square feet in area must be three hundred and fifty feet from property line of the following zoning districts when located on the same side of the street: R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O or A-O.

F. All requirements for front yard setbacks which are applicable to structures under this title of the code shall also apply to signs regulated under this chapter, except that signs which do not exceed seventy-two square feet shall be subject only to a minimum front yard setback of five feet in all zoning districts.

G. No signs are allowed within the area of a triangle formed by intersecting public right-of-way boundary lines at any intersection and a diagonal joining such boundary lines at points fifty feet from their intersection except that junior billboards are allowed within such area up to the diagonal line joining such boundary lines at points twenty feet from their intersection.

H. No signs are allowed within thirty-five feet of a freestanding on-premise sign on the same side of

the street. (Ord. 15138 § 8, 2002; Ord. 10208 § 2, 1990; Ord. 8630 § 3 (part), 1986; prior code § 25-62.22)

20.66.220 Spacing.

A. Off-premise signs on the same side of the roadway shall be spaced as follows:

From	To		
	Junior	Poster	Bulletin
Junior	750	1,000	1,000
Poster	1,000	1,000	1,000
Bulletin	1,000	1,000	1,000
Bulletin (on Loop 375 from I-10 to Montana Avenue)	Prohibited	Prohibited	6,000

All measurements made under this subsection are in feet and along a line parallel to the roadway to which the sign is oriented.

B. Spacing requirements shall not be diminished by separation of any signs by an arterial, structure or natural feature. (Ord. 15138 § 9, 2002; Ord. 8630 § 3 (part), 1986; prior code § 25-62.23)

20.66.230 Special control areas.

A. **Significant Landmarks Designated by the United States, the State of Texas, or the City of El Paso.** No off-premise signs allowed within 500 feet of any designated historical landmark, site, or building property line.

B. **All Historic Districts** No off-premise signs are permitted within the boundaries of the district and no off-premise signs shall be installed within 500 feet of the center line of streets forming the boundaries of the district.

C. **Designated Special Districts**

Central Business District No off-premise signs are permitted within the area bounded by Interstate Highway 10 on the north, St. Vrain/Virginia Streets on the east, Paisano Drive on the south, and by a line tangent to the west facade of Union Depot, running north to south from Interstate Highway 10 to Paisano Drive.

South El Paso No off-premise signs are permitted within the area bounded by Paisano Drive on the north, Rio Grande International Boundary on the south, Park Street on the east, and Santa Fe Street on the west.

Ysleta Mission Area (includes the Tigua Indian Reservation) No off-premise signs are permitted within a 1,200 foot radius from Mission steeple.

Mountain Development Area (MDA) No off-premise signs are permitted on such lands as defined by the Zoning, Grading, and Subdivision Ordinances of the City of El Paso for the protection of the Franklin Mountains.

D. Freeway Interchanges Areas Restricted From Signage

I-10 at U.S. 54 No off-premise signs are permitted within 1,000 feet from right-of-way line from Raynolds on the east, Yandell on the north, Gramma on the west, and junction with the Paisano/Juarez exits on the south.

<p>U.S. 54 at Loop 375 (Cesar Chavez Border Highway)</p>	<p>No off-premise signs are permitted within 1,000 feet from right-of-way line from junction of I-10 and U.S. 54 to junction with Loop 375, including the Cordova Port of Entry.</p>	<p>McKelligon Canyon Road Alabama Drive/Magnetic Drive Airport Drive Fred Wilson Avenue</p>
<p>I-10 at Loop 375 (Transmountain Road)</p>	<p>No off-premise signs are permitted within 1,000 feet of this intersection.</p>	<p>U.S. 54 from Hondo Pass Avenue to the Texas/New Mexico State line</p>
<p>I-10 at Loop 375 (Americas Avenue)</p>	<p>No off-premise signs are permitted within 1,500 feet of this intersection.</p>	<p>Alameda Avenue from Loop 375 (Americas Avenue) to Zaragoza Road</p>
<p>E. Designated Scenic Corridors</p>	<p>No off-premise sign shall be placed within 1,000 feet from either right-of-way line of an arterial within the following scenic corridors:</p>	<p>Ord Gary-Arcraft Road/Paseo del Norte Road</p>
<p>Woodrow Bean-Transmountain Road</p>		<p>Country Club Road/Westside Drive</p>
<p>Loop 375 (Cesar Chavez Border Highway and Americas Avenue) from Santa Fe Street to I-10</p>		<p>Diana Drive from U.S. 54 to Dyer Street</p>
<p>Zaragoza Road from Zaragoza Port of Entry to Alameda Avenue</p>		<p>Doniphan Drive</p>
<p>I-10 from Schuster Drive to the Central Business District</p>		<p>El Paso Street</p>
<p>Mesa Street from Sun Bowl Drive to the Central Business District</p>		<p>Hondo Pass Avenue</p>
<p>Rim Road</p>		<p>Martin Luther King Jr. Boulevard</p>
<p>Scenic Drive</p>		<p>McCombs Street from U.S. 54 to the Texas/New Mexico state line</p>
<p>Schuster Drive/Murchison Drive</p>		<p>McKinley Avenue</p>
		<p>Northeast Parkway</p>

<p>Paisano Drive from Sunland Park Drive to Alameda Avenue</p>	<p>Stanton</p>	<p>No off-premise sign shall be placed within the following area at the Stanton Street Port of Entry: Bounded by the centerline of the alley of Block 47, Campbell Addition, running north-south from the International Border to the centerline of Paisano Drive, the east-west to the centerline of the alley of Block 137 Campbell Addition, running north-south to the border line being the southern boundary.</p>
<p>Santa Fe Street</p>		
<p>Airway Boulevard</p>		
<p>Loop 375 from Montana Avenue to Railroad Drive</p>		
<p>Stanton Street</p>		
<p>F. Park</p>	<p>No off-premise sign may be installed within 1,000 feet of the property line.</p>	<p>Zaragoza</p>
<p>G. School, Church or Hospital</p>	<p>No off-premise sign may be installed within 500 feet of the property line.</p>	<p>No off-premise sign shall be placed within 500 feet of the centerline of Zaragoza Road, running from the bridge abutment to Socorro Road.</p>
<p>H. Ports of Entry</p>		<p>Cordova (including I-10/U.S. 54 and U.S. 54/Loop 375 freeway interchanges)</p>
<p>Santa Fe/Stanton</p>	<p>No off-premise sign shall be placed within the following area at the Santa Fe Port of Entry: Bounded by the alley in Block 43, Campbell Addition, running north-south from Paisano to the International Border, the centerline of Paisano Drive, running east-west; the centerline of the alley in Block 139, Campbell Addition, running north-south from Paisano to the centerline of Sixth Street, running east to the centerline of Block 74 thence said line running south to the International Border, the International Border being the southern boundary.</p>	<p>No off-premise signs are permitted within 500 feet from the State right-of-way from Reynolds on the east, Yandell on the north, Gramma on the west, and junction with the Paisano/Juarez exits on the south.</p>
		<p>No off-premise signs are permitted within 500 feet from the State right-of-way line from junction of I-10 and U.S. 54 to junction with Loop 375, including the Cordova Port of Entry.</p>
	<p>New Ports-of-Entry</p>	<p>No off-premise signs are permitted within 1,000 feet from the property line of a port-of-entry.</p>

(Ord. 15138 § 10, 2002; Ord. 10208 § 1, 1990; Ord. 8630 § 3 (part), 1986; prior code § 25-62.24)

20.66.240 Construction of signs.

The following general principles shall govern the construction of signs:

A. Stacked signs are prohibited:

B. Side-by-side signs, other than V-shape signs, are permitted, providing no more than two signs are placed side-by-side and the combined face area of the two signs does not exceed the sign area authorized at the location; and

C. V-shape signs with an angle of construction greater than forty-five degrees are prohibited. Where two structures are used for the construction of a V-shape sign, such structures shall not be separated, at their closest point, by more than two feet. (Ord. 8630 § 3 (part), 1986: prior code § 25-62.25)

20.66.250 Lighting.

Signs may be illuminated, subject to the following: signs which contain, include or are illuminated by any flashing, intermittent or moving light or lights are prohibited. (Ord. 8630 § 3 (part), 1986: prior code § 25-62.26)

Article IV. On-Premise Sign Regulations

20.66.255 Additional types of on-premises advertising.

The following types of advertising shall be allowed on permitted on-premises signs when such advertising is limited to the following:

A. **Public Service Announcements.** For purposes of this provision, public service announcements shall be limited to events, activities, services or messages publicized by any nonprofit organization subject to the Texas Nonprofit Corporation Act, or any governmental entity.

B. **Educational Signs.** For purposes of this provision, the educational message in educational signs shall be permitted. Additionally, no more than twenty percent of the allowable sign area of an educational sign may be used to advertise the sign's sponsor; provided, that this advertising may only include the name and logo of the sponsoring company, and their address or telephone number.

C. **Temporary Inflatable Signs.** Temporary inflatable signs are permitted on a lot in accordance with the following:

1. Shall be installed by a licensed business as provided under Section 20.66.120 (Licenses and bonds);
2. Shall require business to apply, obtain and pay for a sign permit for each display as provided under this chapter;
3. A display shall be for a prescribed time period using the same device at a designated location on a lot;
4. Maximum of one sign per lot at any one time;
5. Limited to property zoned C-1 (commercial), C-2 (commercial), C-3 (commercial), C-4 (commercial), M-1 (light manufacturing), M-2 (heavy manufacturing) and M-3 (unrestricted manufacturing);
6. Height of sign shall be limited to no more than the height permitted for freestanding signs on the lot;
7. Sign to be displayed for a cumulative total of no more than one hundred twenty days during any one calendar year;

8. Maximum duration of a display at any one time shall be limited to thirty consecutive days;

9. Minimum of seven days between permitted displays;

10. Location of sign shall not restrict traffic visibility onto any portion of the street frontage;

11. No sign shall be located within twenty-five feet of any high voltage electrical overhead conductor (power line);

12. Sign shall be properly secured to its moorings and other anchoring devices in accordance with applicable provisions of the Recommended Industry Minimum Standards outlined by the Inflatable Advertising Dealers Association as determined by the deputy director for building services;

13. Sign shall not block any interior trapdoor or scuttle cover that leads to the roof of a building, block any ingress into the building, obstruct any fire lane or fire protection apparatus, including but not limited to, fire hydrants and other fire protection connections.

D. **Active Motion Inflatable Signs.** Active motion inflatable signs on a lot are permitted in accordance with the following:

1. Maximum of four signs per lot at any one time;
2. No licensing or permitting shall be required for active motion inflatable sign installations;
3. Signs shall be properly maintained in a safe condition at all times without ripping, tearing or other holes;
4. Sign shall be properly secured to its moorings and other anchoring devices in accordance with applicable provisions of the Recommended Industry Minimum Standards outlined by the Inflatable Advertising Dealers Association as determined by the deputy director for building services;
5. Sign shall not block any interior trapdoor or scuttle cover that leads to the roof of a building, block any ingress into the building, obstruct any fire lane or fire protection apparatus, including but not limited to, fire hydrants and other fire protection connections.

E. **Banners.** Banner signs on a lot are permitted in accordance with the following:

1. Maximum area of each banner shall be one hundred square feet;

2. Shall be permitted only on a building or facade, and no portion of the banner shall extend beyond the roof plane or outside of the building envelope;

3. Total area of banner signs and all other permitted wall signs shall not exceed the total wall signage permitted on a lot;

4. No licensing or permitting shall be required for banner installations;

5. Banners shall be properly secured and maintained in a safe condition at all times without ripping, tearing or other holes.

F. Pennants. Pennant signs on a lot are permitted in accordance with the following:

1. Permitted for a total of no more than thirty days during any one calendar year;

2. No licensing or permitting shall be required for pennant installations;

3. Pennants shall be properly secured and maintained in a safe condition at all times without ripping, tearing or other holes. (Ord. 14415 § 3, 2000; Ord. 11386 § 4, 1993; Ord. 10561 § 1, 1991)

**20.66.260 Low density residential uses—
R-F, R-1, R-2, R-2A, R-3, R-3A,
R-4, R-5, RMH, PR-I and PMD
districts.**

A. One wall sign limited in area to one square foot, (indicating only the name and address of the occupant or a permitted home occupation), not projecting more than two inches beyond the face of the building and not directly or internally illuminated shall be allowed.

B. One temporary real estate sign per premise or undeveloped lot may be erected by the property owner or authorized agent for the purposes of sale, lease or rent. Such sign shall not exceed six square feet in area (exclusive of two riders not in excess of an area of six inches by thirty inches each), shall be set back not less than three feet from public property and not less than thirteen feet from the curb, and shall not exceed six feet in height. Temporary real estate signs are exempt from licensing and fee re-

quirements contained in Section 20.66.120 of this chapter.

C. A maximum number of two temporary subdivision identification signs located on residential property shall be allowed for each subdivision of ten lots or more. Such signs shall not exceed thirty-two square feet in area and sign height shall not exceed eight feet. Signs shall not be displayed prior to the date of recording of the plat, and shall be removed upon completion of the project. In no event shall signs remain longer than three months after the last occupancy permit has been issued.

D. Subdivision identification signs for recorded subdivisions are permitted in accordance with the following:

1. No more than two subdivision identification signs shall be permitted per subdivision entrance.

2. The maximum sign area of subdivision identification signs shall be forty-eight square feet per subdivision entrance.

3. The subdivision identification sign shall only include the name, logo or other identification of the subdivision or project.

4. No portion of a subdivision identification sign shall be within a public right-of-way or public easement, except where authorized by special privilege license granted by city council.

5. The location of subdivision identification signs shall be subject to the approval of the deputy director for building services.

6. Subdivision identification signs shall be monument type.

7. Where a subdivision identification sign is proposed within a public right-of-way or public easement, restrictive covenants shall be submitted with the sign application which provide for the formation of a neighborhood association or other entity which shall provide for the perpetual maintenance of the sign.

E. Business signs that meet the following specifications may be erected for a permitted use, accessory use, special permit use or special exception use, but not for a home occupation:

1. Type: wall or monument.

2. Size: maximum of twenty square feet.

3. Height: monument sign: five feet maximum; wall sign: minimum of three feet from top of building and sides of building.

4. Number: maximum of one sign.

5. Location: monument in front yard or on building wall. Minimum setback from any property line is five feet, except that such setback shall be fifteen feet where the property line is located at the curblin.

6. Illumination: internal or indirect; may not be flashing or intermittent.

F. Identification signs or bulletin boards that meet the following specifications are permitted for churches or schools or other public facilities:

1. Type: wall or freestanding. Portable signs are permitted for churches or schools.

2. Size: maximum of sixty square feet.

3. Height: freestanding sign, not to exceed twelve feet. Wall sign, minimum of three feet from top and sides of building.

4. Number: maximum of one freestanding and one wall sign.

5. Location: on building wall or may be in front yard. Minimum setback from any property line is five feet, except that such setback shall be fifteen feet where the property line is located at the curblin.

6. Illumination: internal or indirect; may not be flashing or intermittent. (Ord. 13956 § 179, 1999; Ord. 13125 § 2, 1997; Ord. 9729 § 21, 1989; Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986: prior code § 25-62.27)

**20.66.270 High density residential uses—
A-1, A-2, A-3, A-4, A-O, A-3/O,
SRR and PR-II districts.**

A. Wall, monument, auxiliary, temporary real estate and construction site signs are allowed in addition to those permitted in Section 20.66.260 of this chapter.

B. Wall Signs, Including Canopy and Awning.

1. Number. One wall sign for each apartment complex per street frontage and public entryway shall be permitted up to a maximum of four signs per complex; provided, however, that this language

shall not be construed to require permitted signs to be located on the street frontage or public entryway.

2. Sign Area. Each sign shall not exceed a maximum sign area of eighty square feet.

3. Location.

a. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

b. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

c. Wall signs shall not extend beyond the edges of the structure.

C. Monument Signs.

1. Number. One monument sign for each apartment complex per street frontage having a driveway entrance shall be permitted up to a maximum of two signs per complex; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage having a driveway entrance.

2. Sign Area. Each sign shall not exceed a maximum sign area of eighty square feet.

3. Location. Monument signs may be in the front yard but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

4. Height. Monument signs shall not exceed a maximum height of ten feet.

D. Auxiliary Signs. Any number of auxiliary signs are permitted, provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be in the front yard but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

E. Temporary Signs. One on-site real estate sign and construction site sign per street frontage of developed premises or undeveloped lots are permitted. Each sign shall not exceed a maximum sign area of one hundred twenty-eight square feet. Under no circumstances shall more than two signs be permitted on a lot per street frontage. Real estate signs shall be removed within fourteen days after sale or completed leasing. Construction site signs shall remain no longer than forty-five days after an occupancy permit has been issued.

F. Illumination. Signs may be directly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs. (Ord. 9729 § 3, 1989; Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986; prior code § 25-62.28)

20.66.275 Church, school and hospital uses—All districts.

A. Church.

1. Freestanding or Monument Signs.

a. Number. One freestanding or monument sign per street frontage shall be permitted up to a maximum of two signs; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area as follows:

Site Area	Sign Area (sq. ft.)
< 3 acres	80
> 3 acres but < 5 acres	100
> 5 acres	120

c. Height. Freestanding signs shall not exceed a maximum height as follows:

Site Area	Height (feet)
< 3 acres	16
> 3 acres but < 5 acres	18
> 5 acres	20

Monument signs shall not exceed a maximum height of ten feet.

d. Location.

i. A freestanding or monument sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line and no portion of the sign shall extend beyond the front property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

e. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing

from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

f. One additional freestanding or monument sign shall be permitted when a church operates a school or commercial day care facility. All provisions of subdivision (b) through (e) of this subsection shall also apply.

2. Wall Signs, Including Canopy and Awning.

a. Number. One wall sign per street frontage and public entryway shall be permitted up to a maximum of two signs; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage or public entryway.

b. Sign Area. Each wall sign shall not exceed a maximum sign area of eighty square feet.

c. Location.

i. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not exceed beyond the edges of the structure.

3. Entryway Identification Signs.

a. Number. One entryway identification sign per entryway shall be permitted.

b. Sign Area. Each entryway identification sign shall not exceed a maximum sign area of twenty square feet.

c. Location.

i. Entryway identification signs shall not project more than eighteen inches from the face of the wall.

ii. Entryway identification signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Entryway identification signs shall not extend beyond the edges of the structure.

4. **Auxiliary Signs.** Any number of auxiliary signs are permitted provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblineline. If the property line is located more than fifteen feet from the curblineline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

5. **Portable Signs.** Portable signs are permitted as bulletin boards.

a. **Sign Area.** Each portable sign shall not exceed a maximum sign area of sixty square feet.

b. **Permit Required.**

i. Portable signs may be used for a period not to exceed three hundred sixty-five days.

ii. Permits shall be issued subject to installation in a manner that sign stability is ensured while in use and subject to approved engineering to withstand the minimum wind load requirements of the city. The permit and inspection must be renewed immediately whenever a portable sign is seriously damaged or moved from its permitted location.

c. **Location.**

i. Portable signs may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblineline. If the property line is located more than fifteen feet from the curblineline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

ii. Portable signs shall be located a minimum of fifteen feet from any driveway.

iii. On corner lots, portable signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

d. **Spacing.**

i. A portable sign must have a minimum of three hundred feet spacing from any other portable sign.

ii. A portable sign may be placed immediately adjacent to or not closer than fifty feet away from any freestanding sign.

e. **Illumination.** No illumination of any kind shall be permitted for portable signs.

B. **School.**

1. **Freestanding or Monument Signs.**

a. **Number.** One freestanding or monument sign per street frontage shall be permitted up to a maximum of two signs; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. **Sign Area.** Each freestanding or monument sign shall not exceed a maximum sign area of one hundred twenty square feet.

c. **Height.** Freestanding signs shall not exceed a maximum height of sixteen feet and monument signs shall not exceed a maximum height of ten feet.

d. **Location.**

i. A freestanding or monument sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblineline. If the front property line is located more than fifteen feet from the curblineline, signs shall be erected within the property line and no portion of the sign shall extend beyond the front property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

e. **Spacing.** A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

2. **Wall Signs, Including Canopy and Awning.**

a. Number. One wall sign per street frontage shall be permitted up to a maximum of two signs; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each wall sign shall not exceed a maximum sign area of eighty square feet.

c. Location.

i. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not extend beyond the edges of the structure.

3. Entryway Identification Signs.

a. Number. One entryway identification sign per entryway shall be permitted.

b. Sign Area. Each entryway identification sign shall not exceed a maximum sign area of twenty square feet.

c. Location.

i. Entryway identification signs shall not project more than eighteen inches from the face of the wall.

ii. Entryway identification signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Entryway identification signs shall not extend beyond the edges of the structure.

4. Auxiliary Signs. Any number of auxiliary signs are permitted provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblines. If the property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

5. Portable Signs. Portable signs are permitted as bulletin boards.

a. Sign Area. Each portable sign shall not exceed a maximum sign area of sixty square feet.

b. Permit Required.

i. Portable signs may be used for a period not to exceed three hundred sixty-five days.

ii. Permits shall be issued subject to installation in a manner that sign stability is ensured while in use and subject to approved engineering to withstand the minimum wind load requirements of the city. The permit and inspection must be renewed immediately whenever a portable sign is seriously damaged or moved from its permitted location.

c. Location.

i. Portable signs may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblines. If the front property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

ii. Portable signs shall be located a minimum of fifteen feet from any driveway.

iii. On corner lots, portable signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

d. Spacing.

i. A portable sign must have a minimum of three hundred feet spacing from any other portable sign.

ii. A portable sign may be placed immediately adjacent to or not closer than fifty feet away from any freestanding sign.

e. Illumination. No illumination of any kind shall be permitted for portable signs.

6. Educational Signs.

a. Number. Two educational signs per street frontage shall be permitted up to a maximum of four signs; provided however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each educational sign shall have a maximum sign area of five square feet.

c. Location. The location of an educational sign shall be approved by the traffic engineer. No portion of the sign shall extend beyond the property lines.

d. Spacing. An educational sign shall have a minimum of twenty feet of spacing from any other freestanding or monument sign, and from any traffic control or directional sign.

C. Hospital.

1. Freestanding or Monument Signs.

a. Number. One freestanding or monument sign per street frontage shall be permitted up to a maximum of two signs; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area of one hundred twenty square feet.

c. Height. Freestanding signs shall not exceed a maximum height of twenty-four feet and monument signs shall not exceed a maximum height of ten feet.

d. Location.

i. A freestanding or monument sign may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line and no portion of the sign shall extend beyond the front property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

e. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

2. Wall Signs, Including Canopy and Awning.

a. Number. One wall sign per street frontage shall be permitted; provided, however, that this language shall not be construed to require permitted

signs to be located on the street frontage or public entryway.

b. Sign Area. Wall signs shall not exceed a maximum sign area as follows:

i. Two or less stories, one hundred twenty square feet;

ii. Three or more stories, two hundred fifty square feet.

c. Location.

i. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not extend beyond the edges of the structure.

3. Entryway Identification Signs.

a. Number. One entryway identification sign per entryway shall be permitted.

b. Sign Area. Each entryway identification sign shall not exceed a maximum sign area of twenty square feet.

c. Location.

i. Entryway identification signs shall not project more than eighteen inches from the face of the wall.

ii. Entryway identification signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Entryway identification signs shall not extend beyond the edges of the structure.

4. Emergency Identification Signs. Any number of emergency signs are permitted.

a. Sign Area. Each emergency identification sign shall not exceed a maximum sign area of seventy-two square feet.

b. Emergency Identification Freestanding Signs.

i. Location.

(A) An emergency identification freestanding sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line and no portion of the sign shall extend beyond the property line.

(B) On corner lots, an emergency identification freestanding sign shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

(C) Emergency identification freestanding signs shall not exceed a maximum height of twenty feet.

ii. Spacing. An emergency identification freestanding sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

c. Emergency Identification Wall Signs.

i. Location.

(A) Emergency identification wall signs shall not project more than eighteen inches from the face of the wall.

(B) Emergency identification wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

(C) Emergency identification wall signs shall not extend beyond the edges of the structure.

5. Auxiliary Signs. Any number of auxiliary signs are permitted provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

6. Hospital Auxiliary Directional Signs. Any number of hospital auxiliary directional signs are permitted.

a. Sign Area. Each hospital auxiliary directional sign shall not exceed a maximum sign area of forty square feet in area.

b. Hospital Auxiliary Directional Freestanding Signs.

i. Location.

(A) A hospital auxiliary directional freestanding sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line and no portion of the sign shall extend beyond the property line.

(B) On corner lots, a hospital auxiliary directional freestanding sign shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

(C) Hospital auxiliary directional freestanding signs shall not exceed a maximum height of sixteen feet.

ii. Spacing. A hospital auxiliary directional freestanding sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

c. Hospital Auxiliary Directional Wall Signs.

i. Location.

(A) Hospital auxiliary directional wall signs shall not project more than eighteen inches from the face of the wall.

(B) Hospital auxiliary directional wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

(C) Hospital auxiliary directional wall signs shall not extend beyond the edges of the structure.

D. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs. (Ord. 13062 § 49, 1997; Ord. 11386 § 3, 1993; Ord. 10560 § 1 (part), 1991; Ord. 10208 § 3, 1990; Ord. 9729 § 5, 1989)

20.66.280 Mobile home districts—A-M district.

A. All signs permitted in Sections 20.66.260 and 20.66.270 of this chapter are permitted.

B. One identification sign for each entrance to the park shall be permitted. The sign may be monument or wall type and shall not exceed eighty square feet in area or ten feet in height. Freestanding signs may be located no closer than five feet from any property line, except that such setback shall be fifteen feet where the property line is located at the curblin. The requirements of Section 12.68.020 of this code (sight triangle) shall apply in all cases. (Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986; prior code § 25-62.29)

20.66.290 Office uses—A-O, A-3/O and C-OP districts.

A. Freestanding, wall, identification wall, office directory and auxiliary signs are allowed in addition to those permitted in Sections 20.66.260 and 20.66.270 of this chapter.

B. Single-Story/Multi-Tenant Buildings.

1. Freestanding or Monument Signs.

a. Number. One freestanding or monument sign for each office complex per street frontage shall be permitted up to a maximum of two signs per complex; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area as follows:

Site Area	Sign Area (sq. ft.)
< 1 acre	80
1 acre to < 3 acres	120
3 acres to < 5 acres	140
> 5 acres	160

c. Height. Freestanding signs shall not exceed a maximum height of sixteen feet and monument signs shall not exceed a maximum height of ten feet.

d. Location.

i. A freestanding or monument sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of the sign shall extend beyond the property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property line and a diagonal line joining the property line at points twenty feet from their intersection.

e. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

2. Wall Signs, Including Canopy and Awning.

a. Number. One wall sign per street frontage and public entryway shall be permitted; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage or public entryway.

b. Sign Area. Each wall sign shall not exceed a maximum sign area of sixty square feet.

c. Location.

i. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not extend beyond the edges of the structure.

3. Auxiliary Signs. Any number of auxiliary signs are permitted, provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet

from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

C. Multistory/Multi-tenant Buildings.

1. Freestanding or Monument Signs.

a. Number. One freestanding or monument sign for each office complex per street shall be permitted up to a maximum of two signs per complex; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

b. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area of eighty feet.

c. Height. A freestanding sign shall not exceed a maximum height of sixteen feet and a monument sign shall not exceed a maximum height of ten feet.

d. Location.

i. A freestanding or monument sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of the sign shall extend beyond the property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property line and a diagonal line joining the property line at points twenty feet from their intersection.

e. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

2. Wall Signs, Including Canopy and Awning.

a. Number. One wall sign per building shall be permitted; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage or public entryway.

b. Sign Area. Each wall sign shall not exceed a maximum sign area of one hundred sixty square feet.

c. Location.

i. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not extend beyond the edges of the structure.

3. Office Directory Signs.

a. Number. One office directory sign per building entry open to the public shall be permitted up to a maximum of two signs per building.

b. Sign Area. Each office directory sign shall not exceed a maximum sign area of sixty square feet.

c. Office Directory Monument Signs.

i. Office directory monument signs shall be located not greater than forty feet from the building entryway.

ii. Office directory monument signs may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of the monument sign shall extend beyond the property line.

iii. Office directory monument signs shall not exceed a maximum height of ten feet.

iv. On corner lots, office directory monument signs shall not be located in the area of a triangle formed by the intersecting property line and a diagonal line joining the property line at points twenty feet from their intersection.

d. Office Directory Wall Signs.

i. Office directory wall signs shall not project more than eighteen inches from the face of the wall.

ii. Office directory wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Office directory wall signs shall not extend beyond the edges of the structure.

4. Auxiliary Signs. Any number of auxiliary signs are permitted provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

D. Multi-story/Multi-buildings.

1. Freestanding or Monument Signs.

a. Number. One freestanding sign per office complex per street frontage shall be permitted up to a maximum of two signs per complex. One monument sign per office complex per building shall be permitted; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage. located on the street frontage.

b. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area of eighty square feet.

c. Height. Freestanding signs shall not exceed a maximum height of sixteen feet and monument signs shall not exceed a maximum height of ten feet.

d. Location.

i. A freestanding or monument sign may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of the sign shall extend beyond the property line.

ii. On corner lots, freestanding or monument signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

e. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

2. Office Directory Signs.

a. Number. One office directory sign per building shall be permitted.

b. Sign Area. Each office directory sign shall not exceed a maximum sign area of sixty square feet.

c. Office Directory Monument Signs.

i. Office directory monument signs shall be located not greater than forty feet from the building entryway.

ii. Office directory monument signs may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of the monument sign shall extend beyond the property line.

iii. Office directory monument signs shall not exceed a maximum height of ten feet.

iv. On corner lots, office directory monument signs shall not be located in the area of a triangle formed by the intersecting property line and a diagonal line joining the property line at points twenty feet from their intersection.

d. Office Directory Wall Signs.

i. Office directory wall signs shall not project more than eighteen inches from the face of the wall.

ii. Office directory wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Office directory wall signs shall not extend beyond the edges of the structure.

3. Auxiliary Signs. Any number of auxiliary signs are permitted provided each sign shall not

exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

E. Illumination. Signs may be directly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except in electronically changeable copy signs. (Ord. 9729 § 4, 1989; Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986; prior code § 25-62.30)

20.66.300 Commercial, manufacturing and industrial uses—C-1, C-2, P-C, C-3, C-4, M-1, M-2 and M-3 districts.

A. All signs permitted in Sections 20.66.260 through 20.66.290 of this chapter are also permitted.

B. Type. Business signs may be wall, freestanding, including monuments and monolithic signs, canopy, shingle, projecting, portable, auxiliary or roof signs.

1. Wall signs, including projecting, awning or canopy, are permitted on building walls.

2. Freestanding signs (except for monuments and monolithic signs which do not obstruct views or infringe upon sight triangles at corner lots) must maintain eight feet clearance between the bottom edge of the sign and grade level.

3. Portable Signs. Portable signs are permitted as on-premise advertising signs.

a. Sign Area. Each portable sign shall not exceed a maximum sign area of sixty square feet.

b. Permit Required.

i. Portable signs may be used for a period not to exceed three hundred sixty-five days.

ii. Permits shall be issued subject to installation in a manner that sign stability is ensured while in use and subject to approved engineering to with-

stand the minimum wind load requirements of the city. The permit and inspection must be renewed immediately whenever a portable sign is seriously damaged or moved from its permitted location.

c. Location.

i. Portable signs may be in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line and no portion of the sign shall extend beyond the property line.

ii. Portable signs shall be located a minimum of fifteen feet away from any driveway.

iii. On corner lots, portable signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

d. Spacing.

i. A portable sign must have a minimum of three hundred feet spacing from any other portable sign.

ii. A portable sign may be placed immediately adjacent to or not closer than fifty feet away from any freestanding sign.

e. Illumination. No illumination of any kind shall be permitted for portable signs.

4. Auxiliary Signs. Auxiliary signs may be placed in a window or flat against the wall of a building. Auxiliary signs shall not be counted against the total permitted sign area.

a. For uses classified in Section 20.08.203, freestanding auxiliary signs shall not exceed sixteen feet in height, and auxiliary signs shall not exceed twenty-five square feet in area per sign.

b. For all other uses, free-standing auxiliary signs shall not exceed three feet in height, and auxiliary signs shall not exceed ten square feet in area per sign.

C. Single Tenant Buildings.

1. Freestanding Signs.

a. Number.

i. A maximum of one freestanding sign per building or site, per street frontage, is permitted.

ii. In addition, car, boat, truck, recreational vehicle and similar dealerships selling vehicles manufactured by more than one manufacturer shall be allowed a separate freestanding sign for each manufacturer or service. The combined square footage for all such signs shall not exceed three hundred feet.

b. Size. The maximum sign area for freestanding signs shall be as follows:

i. On a parcel of land less than one acre in size, two hundred square feet, except as provided in subparagraphs (b)(iii) and (b)(iv) below;

ii. On a parcel of land greater than one acre in size, two hundred fifty square feet except as provided in subparagraphs (b)(iii) and (b)(iv) below;

iii. On a parcel of land less than five acres in size that abuts a freeway, three hundred fifty square feet;

iv. On a parcel of land greater than five acres in size that abuts a freeway, four hundred fifty square feet;

v. Within fifty feet of R (Residential) districts, signs shall not exceed forty square feet in area;

vi. For car, boat, truck, recreational vehicle and similar dealerships, the combined square footage of all manufacturer freestanding signs shall not exceed three hundred square feet;

vii. For the El Paso International Airport, one thousand square feet.

c. Height.

i. On freeways, thoroughfares within the primary system and principal roadways, signs shall not exceed forty-five feet above the grade of the freeway, thoroughfare or roadway regardless of the zoning district.

ii. Adjacent to all other streets, signs shall not exceed thirty-five feet in height unless otherwise provided for in this section.

iii. For the El Paso International Airport, signs shall not exceed forty feet in height, unless otherwise provided in this section.

d. Location. A freestanding sign may be in the front yard but no portion of a sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the prop-

erty line, and no portion of a sign shall extend beyond the property line.

e. Spacing. A freestanding sign must have a minimum of thirty-five feet spacing from any other freestanding sign except that a property owner may not be denied a permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding sign on adjacent property. Freestanding signs for car, boat, truck, recreational vehicle and similar dealerships shall not be required to maintain a thirty-five-foot spacing from any other freestanding sign.

f. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

2. Building Signs.

a. Number and Size.

i. When the building frontage is forty feet or less, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet.

ii. When the building frontage is more than forty feet, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet or forty percent of building frontage wall space, whichever is greater.

iii. Within fifty feet of R (Residential) districts, signs shall not exceed forty square feet in size.

b. Location.

i. Wall Signs. Wall signs, including canopy and awning signs, shall be erected in such a manner that building fenestration is not obscured and

the architectural integrity is not altered. Wall signs shall not extend beyond the edges of the structure.

ii. Projecting Signs. Double-faced projecting signs shall have a minimum eight feet of clearance between the bottom of the sign and ground level.

iii. Roof Signs. The face or surface must be mounted parallel with the surface of the slope of the roof, either painted or attached. A minimum two-foot border between the sign and the edges of the roof must be maintained.

iv. Canopy Signs shall not extend within one foot of any edge of the width or within six inches of the height of that canopy, or extend below the canopy.

c. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

D. Shopping Centers.

1. Freestanding Signs.

a. Number.

i. Shopping Center Identification Signs. Shopping centers are permitted one shopping center identification sign per street frontage.

ii. Movie Theater Signs. Movie theaters located in a shopping center are permitted one freestanding sign limited to movie theater use.

b. Size.

i. Shopping Center Identification Signs. Shopping center identification signs shall not exceed three hundred square feet in area, except shopping centers situated on sites of five acres or more shall be allowed an identification sign within a maximum area of four hundred fifty square feet.

ii. Movie Theater Signs. In addition, movie theaters in a shopping center are permitted a maximum sign area of forty feet for one screen theaters. Twenty square feet per screen shall be allowed for multi-screen theaters, but in no event

shall such sign exceed one hundred seventy-five square feet regardless of the number of screens for a multi-screen theater.

iii. Within fifty feet of R (Residential) districts, signs shall not exceed forty square feet in area.

c. Height.

i. On freeways, thoroughfares within the primary system and principal roadways, freestanding shopping center signs shall not exceed forty-five feet above the grade of the freeway, thoroughfare or roadway, regardless of the zoning district.

ii. Adjacent to all other streets, shopping center freestanding signs shall not exceed thirty-five feet in height unless otherwise provided for in this section.

d. Location. A sign may be in the front yard but no portion of a sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

e. Spacing. A freestanding sign must have a minimum of thirty-five feet spacing from any other freestanding sign except that a property owner may not be denied a permit for an on-premises sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding sign on adjacent property.

f. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

2. Shopping Center Building Signs.

a. Number and Size.

i. Where the building frontage is forty feet or less, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet.

ii. Where the building frontage is more than forty feet, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet or forty percent of the building frontage wall space, whichever is greater.

iii. One additional shingle sign per tenant may be permitted in shopping centers for business identification only, provided, that: such sign may not exceed six square feet in area; the bottom edge must not be more than one foot below the bottom edge of the canopy; the end of the sign may not extend beyond any edge of the canopy; an eight-foot clearance must be maintained between the bottom edge of the sign and grade; and such sign must be placed perpendicular to the front wall of the building.

iv. Within fifty feet of R (Residential) districts, signs shall not exceed forty square feet in area.

b. Location.

i. Wall Signs. Wall signs, including canopy and awning signs, shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered. Wall signs shall not extend beyond the edges of the structure.

ii. Projecting Signs. Double-faced wall signs must have a minimum eight feet clearance between the bottom of the sign and ground level, shall project four feet maximum from the building wall, and are not permitted at the intersection of building corners, except at right angles to a building front.

iii. Roof Signs. The face or surface must be mounted parallel with the surface of the slope of the roof, either painted or attached. A minimum two-foot border between the sign and the edges of the roof must be maintained.

iv. Canopy Signs shall not extend within one foot of any edge of the width or within six inches of the height of that canopy, or extend below the canopy.

c. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

E. Detached Buildings in Shopping Centers.

1. Freestanding Signs.

a. Number. A detached building in a shopping center is permitted one freestanding sign.

b. Size.

i. The freestanding sign allowed for a detached building in a shopping center shall not exceed a maximum of two hundred square feet in sign area.

ii. Within fifty feet of R (Residential) districts, signs shall not exceed forty square feet in area.

c. Height.

i. On freeways, thoroughfares within the primary system and principal roadways, signs shall not exceed forty-five feet above the grade of the freeway, thoroughfare or roadway regardless of the zoning district.

ii. Adjacent to all other streets, signs shall not exceed thirty-five feet in height.

d. Location. A sign may be in the front yard but no portion of a sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

e. Spacing. A freestanding sign must have a minimum of thirty-five feet spacing from any other freestanding sign except that a property owner may not be denied a permit for an on-premises sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding sign on adjacent property.

f. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

2. Building Signs.

a. Number and Size.

i. Where the building frontage is forty feet or less, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet.

ii. Where the building frontage is more than forty feet, any number of wall, roof, projecting, awning or canopy signs are permitted, so long as the combined square footage for all such signs does not exceed two hundred square feet or forty percent of the building frontage wall space, whichever is greater.

iii. Within fifty feet of R (Residential) district, signs shall not exceed forty square feet in area.

b. Location.

i. Wall Signs. Wall signs, including canopy and awning signs, shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered. Wall signs shall not extend beyond the edges of the structure.

ii. Projecting Signs. Double-faced wall signs must have a minimum eight feet clearance between the bottom of the sign and ground level, shall project four feet maximum from the building wall, and are not permitted at the intersection of building corners, except at right angles to a building front.

iii. Roof Signs. The face or surface must be mounted parallel with the surface of the slope of the roof, either painted or attached. A minimum two-foot border between the sign and the edges of the roof must be maintained.

iv. Canopy signs shall not extend within one foot of any edge of the width or within six inches of the height of that canopy, or extend below the canopy.

c. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

F. Extension over Public Right-of-way. No type of sign shall extend over the public right-of-way, including the sidewalk, without first having obtained a special privilege license from the city council. The

minimum clearance between the bottom of the sign and the ground level shall be nine feet. (Ord. 12506 §§ 1 — 3, 1995; Ord. 10733 § 1, 1991; Ord. 10560 § 1 (part), 1991; Ord. 10208 §§ 5, 8, 1990; Ord. 9729 §§ 6 — 18, 24, 1989; Ord. 9409 § 1, 1988; Ord. 9274 (part), 1988; Ord. 9101 (part), 1987; Ord. 8630 § 3 (part), 1986: prior code § 25-62.31)

20.66.310 Central business district—C-5 district.

A. Freestanding or Monument Signs.

1. Number. One freestanding or monument sign per street frontage shall be permitted; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage.

2. Sign Area. Each freestanding or monument sign shall not exceed a maximum sign area of seventy-two square feet, the vertical dimension of the sign face not to exceed eight feet.

3. Height. Freestanding signs shall not exceed a maximum height of twenty feet; provided, however, that a maximum height of thirty-five feet shall be permitted when located on premises abutting a freeway or principal roadway. The minimum clearance between the bottom of the freestanding sign and ground level shall be eight feet, and monument signs shall not exceed a maximum height of ten feet.

4. Location.

a. A freestanding or monument sign may be in the front yard, but no portion of a sign shall be closer than fifteen feet from the back of the curblin. If the front property line is located more than fifteen feet from the curblin, signs shall be erected within the property line and no portion of the sign shall extend beyond the property line.

b. On corner lots, a freestanding or monument sign shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection.

5. Spacing. A freestanding or monument sign must have a minimum of thirty-five feet of spacing from any other freestanding or monument sign, except that a property owner may not be denied a

permit for an on-premise sign solely because the sign cannot reasonably be placed to have thirty-five feet between it and a freestanding or monument sign on adjacent property.

B. Wall Signs, Including Canopy and Awning.

1. Number. One wall sign for each building wall shall be permitted up to a maximum of four signs per building.

2. Sign Area. Wall signs shall be permitted a maximum area equal to twenty percent of the area of the wall on which the sign will be placed. For purposes of this section, the "area of the wall on which the sign will be placed" shall be calculated using the dimensions of the uninterrupted plane of building materials forming said wall.

3. Location.

a. Wall signs shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning.

b. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

c. Wall signs shall not extend beyond the edges of the structure.

C. Street Front Signs.

1. Number. One street front sign per street frontage shall be permitted for single-establishment buildings. One street front sign per establishment per public entryway shall be permitted for multi-establishment buildings; provided, however, that this language shall not be construed to require permitted signs to be located on the street frontage or public entryway.

2. Sign Area. Each street front wall sign shall not exceed a maximum sign area of sixty square feet.

3. Location.

a. Street front signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

b. Street front signs shall be located on the ground floor of the building to serve pedestrian traffic. Projecting signs must have a minimum eight feet clearance between the bottom of the sign and ground level.

D. Shingle Signs.

1. Number. One shingle sign per establishment may be permitted for business identification only.

2. Sign Area. Each shingle sign shall not exceed a maximum sign area of six square feet.

3. Location.

a. The bottom edge of a shingle sign must not be more than one foot below the bottom edge of the canopy.

b. The end of the shingle sign may not extend beyond the edge of any canopy.

c. An eight-foot clearance must be maintained between the bottom edge of the shingle sign and grade.

d. A shingle sign must be placed perpendicular to the front wall of the building.

E. Temporary Signs. One on-site real estate sign and one on-site construction site sign per street frontage of developed premises or undeveloped lots are permitted. Each sign shall not exceed a maximum sign area of one hundred twenty-eight square feet. Under no circumstances shall more than two signs be permitted on a lot per street frontage. Real estate signs shall be removed within fourteen days after sale or completed leasing. Construction site signs shall remain no longer than forty-five days after an occupancy permit has been issued.

F. Auxiliary Signs. Any number of auxiliary signs are permitted provided each sign shall not exceed a maximum sign area of ten square feet. Auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height are permitted and may be located in the front yard, but no portion of the sign shall be closer than fifteen feet from the back of the curblin. If the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

G. Illumination. Signs may be indirectly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted except on electronically changeable copy signs.

H. Extension over Public Right-of-way. No type of sign shall extend over the public right-of-way, including the sidewalk, without first having obtained a special privilege license from the city council. The minimum clearance between the bottom of the sign and the ground level shall be nine feet. (Ord. 13933 § 1, 1999; Ord. 10208 §§ 4, 7, 1990; Ord. 9729 § 19, 1989; Ord. 9274 (part), 1988; Ord. 9101 (part), 1987; Ord. 8630 § 3 (part), 1986: prior code § 25-62.32)

20.66.320 Planned industrial districts—P-I district.

A. Type. Wall and monument signs are permitted.

B. Size. Signs may not exceed eighty square feet.

C. Height.

1. Attached (wall) signs shall be no closer than two feet from the sides or top of building.

2. Monument signs shall not exceed ten feet in height.

D. Number. A maximum of two signs per building or business is permitted.

E. Location. All setbacks shall be those required this title in the zoning district of P-I.

F. Illumination. Internal or indirect illumination is permitted with the light source not visible to the eye; it may not be flashing or intermittent.

G. Auxiliary Signs. Auxiliary signs may not exceed ten square feet per building. The auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding, auxiliary signs of not more than thirty-six inches in height and ten square feet in area are permitted. Auxiliary signs shall not be counted against permitted sign area.

H. Real Estate Signs and Construction Site Signs: one temporary real estate sign and/or construction site sign located on the property it refers to shall be allowed for each street frontage of developed premise or undeveloped lot. Real estate signs shall be removed within fourteen days after sale or completed leasing. Construction signs shall remain no longer than three months after an occupancy permit has been issued. Signs shall not exceed sixty-four square feet in area. Under no circumstances shall more than two sign units be permitted on the lot per street

frontage. (Ord. 9274 (part), 1988; Ord. 8630 § 3 (part), 1986: prior code § 25-62.33)

20.66.330 Special development districts—S-D district.

A. Signs, as permitted below, may be illuminated by a nonoscillating and nonflashing concealed light source. No off-premise advertising signs shall be permitted.

B. Permitted signs in SD districts:

1. All single- and two-family dwellings: as permitted in Section 20.66.270 of this chapter without site plan review.

2. All other permitted uses except commercial/office: one monument identification sign, which sign may be double-faced, not exceeding sixty square feet in area per face and seven feet in height shall be permitted, subject to site plan review. On site auxiliary signs may be permitted, subject to site plan review.

3. All commercial/office uses:

a. Sites of one acre or less: one monument per street frontage, which sign may be double-faced, not exceeding eighty square feet in area per face and ten feet in height, and one wall or canopy sign for each tenant in a single or multi-tenant facility per street frontage, which sign shall not exceed eighty square feet in area shall be permitted. Monument identification signs shall not be located closer than twenty-five feet to the side yard line or five feet to the front property line, except that such setback shall be fifteen feet where the property line is located at the curblin. One additional freestanding sign limited to movie theater use shall be permitted with a maximum sign area of forty square feet for one screen theaters. Twenty square feet per screen shall be allowed for multiscreen theaters, but in no event shall such sign exceed one hundred seventy-five square feet, regardless of the number of screens for a multiscreen theater.

b. Sites greater than one acre:

i. Monument Identification or Monolithic Signs. One monument identification sign or monolithic sign per street frontage shall be permitted. The sign may be double-faced not exceeding two hundred fifty square feet in area per face and thirty feet in

height. No portion of a monument or monolithic sign shall be closer than fifteen feet from the back of the curbline. If the front property line is located more than fifteen feet from the curbline, signs shall be erected within the property line and no portion of a sign shall extend beyond the property line. No portion of a monument or monolithic sign shall be located closer than five feet from a side property line.

ii. Wall Signs. One wall or canopy sign for each tenant in a single-tenant or multi-tenant facility per street frontage shall be permitted. Wall or canopy signs shall not exceed one hundred twenty-five square feet in area. Wall or canopy signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered. Wall signs shall not extend beyond the edges of the structure.

iii. Freestanding Signs. One additional freestanding sign limited to movie theater use shall be permitted with a maximum sign area of forty square feet for one-screen theaters. Twenty square feet of sign area per screen shall be allowed for multi-screen theaters, but in no event shall such sign exceed one hundred seventy-five square feet in area regardless of the number of screens for a multi-screen theater.

c. Auxiliary signs: auxiliary signs may not exceed ten square feet per building. The auxiliary signs may be placed in a window or flat against the wall of a building. Freestanding auxiliary signs of not more than thirty-six inches in height and ten square feet in area are permitted. Auxiliary signs shall not be counted against permitted sign area.

4. All signage in SD zones shall be subject to site plan review and the application for site plan review shall include tenant sign criteria. A new tenant in SD property with previously approved signage will be permitted to install signs in compliance with this section without site plan review.

C. Real estate signs and construction site signs. One temporary real estate sign and/or construction site sign located on the property it refers to shall be allowed for each street frontage of developed premise or undeveloped lot. Under no circumstances shall more than two sign units be permitted on a lot per

street frontage. Real estate signs shall be removed within fourteen days of sale or completed leasing. Construction signs shall remain no longer than three months after an occupancy permit has been issued. Signs shall not exceed sixty-four square feet in area. (Ord. 9729 § 20, 1989; Ord. 9274 (part), 1988; Ord. 9101 (part), 1987; Ord. 8630 § 3 (part), 1986: prior code § 25-62.34)

20.66.335 Union Plaza district.

A. All signs installed in the Union Plaza district shall be consistent with the intent and guidelines of the district. Signs shall not hide or cover any significant detailing or architectural features of the building nor cover windows, doors or air vents. All appeals regarding signage shall be heard by the Union Plaza board of appeals.

B. Off-premise signs and billboards are not permitted in the Union Plaza district.

C. Type. Signs may be either freestanding or monument, or wall sign which may include canopy and awning. Shingle signs may be permitted in addition to the sign types listed above.

1. Freestanding or monument signs are permitted for district identification, directory, parking lots and new construction only.

a. Number.

i. For parking lots and new construction, two freestanding signs are permitted per site.

ii. For district identification or directory purposes, freestanding or monument signs may be erected at major entry points subject to the review of the director of planning, research and development.

b. Sign Area. Each sign shall not exceed a maximum face area of seventy-two square feet. The vertical dimension of the sign face shall not exceed eight feet.

c. Materials.

- i. Plywood assembly is not permitted for a free-standing sign.
- ii. Rotating freestanding signs are not permitted.
- iii. Permitted materials shall be of the same or compatible materials of the building installing the sign.

d. Location. On corner lots, a freestanding or monument sign shall not be located in the area of triangle formed by intersecting property lines and a diagonal line joining the property lines at points twenty feet from the corner abutting an intersection.

2. Wall signs, which may include canopies and awnings. All canopies and awnings shall comply with the Union Plaza architectural and design guidelines.

a. Sign Area. The total area of wall signs shall not exceed ten percent of the face area of the elevation of the building on which the signs are to be placed.

b. Location.

i. Wall signs shall not project more than eighteen inches, diagonally, from the face of the wall or the surface of the awning, on which the sign is constructed.

ii. Wall signs shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.

iii. Wall signs shall not extend, vertically or horizontally, beyond the edges of the building or structure on which they are attached.

3. Shingle Signs.

a. Number. One shingle sign per establishment shall be permitted for business identification only.

b. Sign Area. Each shingle sign shall not exceed a maximum sign area of six square feet. Shingle signs do not count towards allowable wall sign area limit.

c. Location.

i. No part of the bottom edge of a shingle sign shall be more than two feet below the bottom edge of any canopy.

ii. No part of the end of a shingle sign shall extend beyond the edge of any canopy.

iii. A nine-foot clearance shall be maintained between the bottom edge of the shingle sign and grade.

iv. A shingle sign shall be placed perpendicular to the front wall of the building.

4. Projecting signs may be installed subject to the approval of the director of planning, research and development.

5. Auxiliary signs are permitted to assist in the safe and efficient movement of pedestrian and vehicular traffic.

6. Kiosks may be permitted subject to the review of the design and placement by the director of planning, research and development.

7. Banners are prohibited, with the exception that they may be used for a period not exceeding ten days for grand openings, festivals and charitable functions only.

D. Illumination/Motion.

1. Neon or fiber optics are permissible as logos, accents or window displays.

2. Flashing, backlit, intermittent or moving lights are prohibited.

3. Twirling and revolving signs are prohibited.

4. Backlit plastic "box" signage is prohibited.

E. Color/Design.

1. Colors shall complement the building and the surrounding area.

2. Florescent colors shall be avoided, and permitted only with neon or fiber optic lighting.

3. Designs should be innovative and compatible with the buildings and surrounding area. (Ord. 12874 § 1, 1996)

20.66.340 Historic overlay zones, historic districts and designated significant landmarks—Dwellings and offices in R-F, R-1, R-2, R-2A, R-3A, R-4, R-5, RMH, A-1, A-2, A-3, A-O, A-3/O and SD districts.

A. All signs permitted in subsections A, B and F of Section 20.66.260 of this article are permitted.

B. Business signs may be erected for a permitted use, accessory use, special permit use or special exception use, but not for a home occupation use subject to the following specifications:

1. Type: wall or monument;
2. Size: maximum of ten square feet;
3. Height: monument sign, three feet; wall sign, two feet maximum in height;
4. Location: monument in front yard to property line, wall no higher than the window sill of the second story, minimum of three feet from top and sides of building;
5. Number: maximum of one sign;
6. Spacing: fifty feet minimum between all freestanding and monument signs.

C. One identification sign for each apartment complex shall be permitted, pursuant to regulations in Section 20.66.240B of this article.

D. One auxiliary sign not exceeding two and one-half feet in height and two square feet in area may be located within two feet of the property line.

E. Sites of one acre or less: one monument sign per street frontage, which sign may be double-faced, not exceeding eighty square feet in area per face and ten feet in height, and one wall or canopy sign for each tenant in a single or multi-tenant facility per street frontage, which sign shall not exceed eighty square feet in area shall be permitted in A-O zones.

F. Sites greater than one acre: one monument identification sign or monolithic sign per street frontage, which sign may be double-faced, not exceeding two hundred fifty square feet in area per face and thirty feet in height, and one wall or canopy sign for each tenant in a single or multi-tenant facility per street frontage, which sign shall not exceed one hundred twenty-five square feet in area shall be permitted in A-O zones. (Ord. 9101 (part), 1987; Ord. 8630 § 3 (part), 1986; prior code § 25-62.35)

20.66.350 Historic overlay zones, historic districts and designated significant landmarks—Dwellings, offices and commercial structures in C-1, C-2, C-3, C-4, C-5, M-1, M-2 and M-3 districts.

A. All signs permitted in Section 20.66.240 of this article are permitted.

B. Type: business signs may be wall, free-standing, monument, shingle or canopy signs:

1. Reserved.
2. Freestanding signs may be placed in a front yard. These signs shall be pedestrian oriented and should not detract from the landmark. Detached, freestanding signs are not allowed for landmark structures located directly on the property line.
3. Monument signs may be placed in a front yard.
4. Canopy signs shall not extend within one foot of any edge of the width or within six inches of the height of that canopy.

C. Size. In all commercial and manufacturing districts, signs shall not exceed thirty square feet.

D. Height. In all commercial and manufacturing districts, signs shall not exceed six feet in height.

E. Number. For single tenant buildings there may be a maximum of one sign for each street frontage per landmark structure or site. For multi-tenant buildings, one sign is allowed for each storefront tenant.

F. Location. A sign may be in the front yard but no closer than five feet to the property line, except that such setback shall be fifteen feet where the property line is located at the curblin.

1. All signs must observe the side yard setback requirements for the district in which they are located.

2. Signs may only be placed on blank wall surfaces. Signs must not intrude upon or cover any architectural element of a building.

3. No sign may be placed above the second floor windowsill.

G. Spacing: A freestanding sign must have a minimum of thirty-five feet spacing from any other freestanding sign.

H. Materials: Signs constructed for landmark buildings or sites must be made of materials attributed to the era in which the building or site was constructed. Plastic is not permitted.

I. Illumination. The use of neon is permitted if appropriate to the original use of a landmark building or site.

Indirect illumination may be used. Backlit, internally illuminated, flashing or intermittent signs are not permitted.

J. Auxiliary Signs. Auxiliary signs may not exceed ten square feet in total area per building. The signs shall be placed flat against the wall of a building. Freestanding auxiliary signs of not more than two and one-half feet in height and three square feet in area are permitted. Auxiliary signs shall not be counted against total permitted sign area.

K. All signs are subject to review by the El Paso historic landmark commission for a Certificate of Appropriateness. (Ord. 10208 § 9, 1990; Ord. 8630 § 3 (part), 1986; prior code § 25-62.36)