

## Chapter 3.8 - Signs

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### **3.8.100 Purpose**

The City recognizes the importance of an aesthetically pleasing community, to the continued welfare of its population, and to the economic development of the City. The regulation of the quantity, size and type of signs within the city provides equity among users and insulates neighbors from adverse effects of signs. This chapter does not regulate the content of any sign. Rather, this chapter has the following specific objectives:

- A. To ensure that signs are designed, constructed, installed and maintained so that public safety and traffic safety are not compromised;
- B. To allow and promote positive conditions for meeting sign users' needs, while at the same time avoiding nuisances to nearby properties and promoting a pleasing environment;
- C. To reflect and support the permitted uses found throughout the various zoning districts;
- D. To allow for adequate and effective signage for all industrial and commercial zoning districts, while preventing signs from dominating the visual appearance of the area;
- E. To maintain and protect the City's architectural and natural heritage in accordance with the goals established by the Comprehensive Plan and this development code;
- F. To provide regulations that can be administered to allow sign owners and sign users the opportunity to realize the value of their investment and make as many of their own choices as possible while protecting the needs of the public; and

G. To protect residential neighborhoods from the adverse impact that signs may have on the residential atmosphere.

### 3.8.150 Definitions

**Abandoned Sign.** Those signs not used in conjunction with a business for more than 90 days.

**Alteration.** Any change excluding content or copy, and including but not limited to the size, shape, method of illumination, position, location, materials, construction, or supporting structure of a sign.

**Automatic Changing Sign.** An electronically or electrically controlled time, temperature and date sign, message center or reader board where different copy changes are shown on the same location.

**Awning.** A shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for supporting framework. The area of the awning that contains sign copy shall be considered a wall sign.

**Banner.** A sign made of any lightweight, non-rigid material such as plastic, fabric or other flexible material with no enclosing framework.

**Beacon Light.** Any light with one or more beams, capable of being directed in any direction or directions or capable of being revolved automatically.

**Bench Sign.** A sign located on any part of the surface of a bench or seat placed on or adjacent to a public right-of-way.

**Billboard Sign.** An off-premise sign that advertises a business, organization, event, person, place or thing not located upon the premises where such sign is located.

**Bulletin Board or Reader Board.** A sign of permanent nature, but which accommodates changeable copy, indicating the names of persons associated with, events conducted upon, or products or services offered upon, the premises upon which the sign is located.

**Canopy.** A permanent roofed structure that may be free-standing or partially attached to a building for the purpose of providing shelter to patrons in automobiles or on foot, but shall not mean a completely enclosed structure. Also called a “marquee”.

**Change of Copy.** The change of logo and/or message upon the face or faces of a legal sign.

**Construction Sign.** Any sign giving the name or names of principal contractors, architects, and lending institutions responsible for construction on the site where the sign is placed, together with other information included thereon.

**Directional Sign.** An on-premise sign designed to be read by a person already on the premises

and used only to identify and locate an office, entrance, exit, telephone or similar place, service or route, including signs limited to directional messages, such as “One Way,” “Entrance” or “Exit.”

**Directory Sign.** A sign on which the names and location of occupants or the use of a building is given. This shall include office buildings and church directories.

**Double Faced Sign.** Signs which are counted as one sign; however, the sign area shall be the sum of the two faces for the purposes of this chapter.

**Erect.** To construct, paint, place, affix or otherwise bring into being.

**Exempt.** Signs listed in Section 3.8.250 are exempted from normal permit requirements; however, still subject to the restrictions of this chapter.

**Flashing Signs.** An artificially illuminated sign that sends out or reflects sudden and brief blazes of light at predetermined and/or random intervals of time.

**Frontage.** A single wall surface of a building facing a given direction.

**Free-Standing Sign.** Any ground mounted, pole or monument sign supported by one or more uprights or braces placed upon the ground, and not attached to any building.

**Grade.** The lowest elevation point of the finished ground surface directly below or at the sign location, and any point within 5 feet from the sign location. If the sign or any projection is within 5 feet of a public sidewalk, alley or other public way, the grade will be the elevation of the sidewalk, alley or public way.

**Ground and/or Pole Sign.** Any sign that is supported by structures or supports in or upon the ground and independent of support from any building.

**Identification Sign.** A sign that is limited to the name, address and number of a building, institution or person and to the activity carried on in the building, or institution, or the occupancy.

**Illegal Sign.** A sign that is erected in violation of the City of Cottage Grove Development Code.

**Illuminated Sign.** Any sign which has characters, letters, figures or designs artificially illuminated in any manner, including internally mounted fluorescent lights, light emitting diodes (“LEDs”), or luminous tubes.

**Marquee Sign.** Any sign attached to and made a part of a marquee. A marquee (or canopy) is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building’s wall and generally designed and constructed to provide protection against the weather.

**Monument Sign.** A sign that is affixed to a base that is no more than 30 inches above the nearest ground surface.

**Mural.** A large picture painted or affixed on a wall that does not advertise a business name, consumer product, commercial/professional service, or sales promotion.

**Nonconforming Sign.** An existing sign, lawful at the time of enactment of this ordinance, which does not conform to the requirements of this code.

**Off-Premise Sign.** A sign that contains a message unrelated to a business or profession conducted upon the premises where such sign is located.

**Pennant.** A tapering flag or strip of small flags.

**Permanent Sign.** Any legally placed sign which is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position, and in a permanent manner affixed to the ground, wall or building.

**Political Sign.** Any sign advocating for the election of a candidate or the passage or defeat of a ballot measure. Political signs shall be considered temporary in nature.

**Portable Sign.** Any temporary sign that is capable of being moved easily and is not affixed to the ground or a structure.

**Projecting Sign.** Any sign, other than a wall sign that projects 12 inches or more beyond such building or wall.

**Real Estate Sign.** Any sign used to offer for sale, lease, or rent the property upon which the sign is placed.

**Roof Sign.** Any sign erected or constructed upon and over the roof of any building.

**Sign.** Any fabricated emblem or display, including its structure, consisting of any letter(s), character, design, figure, line, logo, mark, picture, plane, point, poster, stripe, stroke, trademark, reading matter or illuminating device which is constructed, attached, erected, fastened, or manufactured in any manner whatsoever to attract the public in any manner for recognized purpose to any place, subject, person, firm, corporation, public performance, Chapter, machine or merchandise display.

**Sign Area.** The entire area within a single continuous perimeter formed by lines joined at right angles which encloses the extreme limits of a sign, and which in no case passes through or between any adjacent elements of the same. However, such perimeter shall not include any structural elements lying outside and below the limits of such sign, and not forming an integral part of the display.

**Sign Height.** The vertical distance from the lowest point of the adjacent grade below the sign to the highest part of the sign.

**Subdivision Sign.** Signs advertising land subdivisions involving more than three continuous lots.

**Temporary Sign.** Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials, with or without frames, and any other type sign not permanently attached to the ground or a structure, intended to be displayed for a short period of time only.

**Wall Sign.** Any sign attached to, erected against or painted on a wall of a building or structure with the exposed face of the sign in a plane approximately parallel to the plane of said wall and not projecting more than 12 inches.

**Window Sign.** Any sign affixed to or upon a window facing the outside and which is intended to be seen from the exterior and advertises a business name, consumer products, commercial/promotional services and sales promotions.

### 3.8.200 Prohibited Signs

The following signs are not permitted on any premises in any zone district outside a building or structure. Signs listed in this section may be permitted subject to a variance (see Chapter 4.1):

- A. Illegal signs, i.e. signs installed without required permits, inspection approvals, or those improperly constructed;
- B. Rotating or flashing signs;
- C. Advertisement flags, pennants, banners, pinwheels, or similar signs or items;
- D. Signs extending more than thirty feet in height above grade;
- E. Any portable sign, except as permitted under the provisions of this chapter;
- F. Signs in the public right of way not authorized by a government agency;
- G. Signs illuminated or which use lighting where such lighting is directed at any portion of a traveled street or onto adjacent residential private property, or impair the vision of a driver of a motor vehicle.

### 3.8.250 Exempt Signs

The following signs shall be allowed in all land use districts (or as specified below) and are exempt from permits but may be subject to regulations. These exemptions shall not relieve the sign owner of the responsibilities of sign placement and maintenance, or from other provisions of

this ordinance or any other law or ordinance regulating the same.

- A. Governmental Signs** for control of traffic and other regulatory purposes, official notices, street signs, danger signs, railroad crossing signs, and signs of public service companies indicating danger and aids to service or safety which are erected by or on the order of, a public officer in the performance of his public duty.
- B. Directional Signs** which provide direction or instruction and are located entirely on the property to which they pertain and do not in any way advertise a business and do not exceed 6 square feet in area; signs identifying rest rooms, public telephones, walkways, or signs providing direction such as parking lot entrance and exit signs and signs meant to serve public safety or convenience such as “office” signs and “parking” signs. No sign shall be located in a vision clearance area.
- C. Interior-Only Signs** located in the interior of any building or within an enclosed lobby or court or premises or any building or group of buildings, which are designed and located to be viewed exclusively by patrons using the interior of such premises, court yards or building.
- D. No Trespassing Signs** or other such signs regulating the use of a property, such as not hunting, no fishing, etc., of no more than 2 square feet in area.
- E. Memorial Signs** or tablets, names of buildings, and date of erection when cut into any masonry surface or inlaid so as to be part of the building of when constructed of bronze or other non-combustible material.
- F. Notice Bulletin Boards** not over 24 square feet in area for medical, public, non-profit, charitable or religious institutions where the same are located on the premises of said institution.
- G. Flags**, emblems, or insignia of any nation or political subdivision.
- H. Murals** as defined in this chapter; EXCEPT where subject to design review within the Downtown Historic District.
- I. Window Signs** or merchandise, pictures or models or products or services in a window display that generally advertise financial, commercial and professional services.
- J. Temporary Banners or Signs.** Total time for a temporary banner or sign to be displayed shall not exceed 14 calendar days unless otherwise specified. Exceptions to this time limit are business closure (Going out of business) and Christmas season signage, which may be displayed for 30 days prior to the event and shall be removed the day after the event. No extensions of these times shall be permitted. Temporary signs shall not be displayed in the public right of way and shall have the permission of the property owner on which they are displayed. Such signs shall not be illuminated.
- K. Garage Sale Signs.** One temporary sign advertising a garage sale posted on the premises

from which the garage sale is to be held. Such signs shall be either a wall sign or a free standing sign limited in size to 16 square feet in area and a height of 6 feet. In addition, one off-premise directional sign limited in size to 4 square feet and a height of 30 inches. All such signs must be removed immediately at the close of the sale.

- L. Political Signs.** Temporary political signs shall not exceed 6 square feet in area for each candidate or ballot measure and not more than 1 sign may be placed on any single parcel of property. Such signs may be placed on private property only. Such signs shall not be erected more than 60 days prior to the election date and shall be removed within 10 days after the election date for which they were erected.
- M. Construction Project Signs.** After appropriate building permits have been obtained, signs may be erected in conjunction with construction projects and used for the purpose of publicizing the architects, engineers and construction organization participating in the project. No such signs shall exceed 32 square feet in area; no free standing sign shall exceed 8 feet in height. All such signs shall be removed 5 days after completion and prior to occupancy.
- N. Real Estate Signs.** One real estate sign advertising the sale, rental or lease of the premises on which displayed is not to exceed the following area and height requirements:
1. Residential zone: 6 square feet per side in surface area with a maximum height of 6 feet above grade.
  2. Commercial zone: 32 square feet and 10 feet above grade.
  3. Industrial zone: 32 square feet and 8 feet above grade.
  4. Real estate subdivision signs (subdivision signs are defined as signs advertising land subdivisions involving more than 3 continuous lots): 32 square feet and 8 feet above grade. Real estate signs may be single or double-faced, may be flat-wall signs or pole mounted.
- O. Temporary Sandwich Board Signs** in Commercial or Industrial Districts: Commercial businesses may have one temporary portable sandwich board (A-frame) sign per business or in the public right-of-way adjoining the lot provided the sign area does not exceed 15 square feet total, is only in view of the public when the business is open (e.g. taken in at night), and is located out of the ADA pedestrian corridor, away from fire exits or hydrants, and out of any vision clearance area.
- P. Drive Up Menu Boards.** Menu boards placed in a driveway specified for drive up transactions shall be used solely for vehicular and pedestrian product purchasing or transaction information. This sign shall be located out of the front yard setback and will be located where the primary viewing is to the drive up customers. Maximum height of this sign shall be 8 feet and maximum size shall be 40 square feet. Each drive up will be limited to 2 menu boards through exempt status. Additional menu boards will be counted as a sign

towards the permitted allowable signs for the district (i.e. counted as 1) wall sign if placed on the structure). These signs shall be used only for providing product or transaction information necessary for utilizing the drive up.

### 3.8.300 Sign Permits

- A. Sign Permits Required.** To ensure compliance with the regulations of this chapter, a Sign Permit shall be required for the following:
1. All new signs;
  2. Alteration of existing signs;
  3. Any relocation of a sign; and
  4. Works of art, graphics and murals on a building within the Downtown Historic District.
- B. Sign Permit Procedures.** No sign shall be installed, altered or relocated without an approved sign permit. Sign permits shall be processed as a Type I application, except for those signs and/or murals within the Downtown Historic District, which shall be processed as a Type II application. Approval of a sign permit shall be granted based on compliance with the criteria in this chapter. Upon approval of a sign permit, a building permit and/or electrical permit for the construction of the approved sign may be granted.
- C. Plans, Specifications and Other Data.** The application for a sign permit shall comply with the procedures established in Chapter 4.1 for Type I or Type II application submittals. The application shall include complete information as required on application forms provided by the Community Development Department, including a scaled site plan and elevation drawings of building(s) with the proposed sign(s), elevations of all existing signage, plans indicating the scope and structural details of the work to be done, including details of all connections, supports and footings, and materials to be used, a statement of valuation, and electrical information. Type II applications shall also include responses to the applicable design criteria detailed in D below. Type III applications for Comprehensive Sign Plans shall include responses to the criteria included in Section 3.8.800.
- A building permit and/or electrical permit for the installation of the sign will be issued following the approval of the Type I, II or III sign permit application.
- D. Criteria for Historic District Signage.** Signage in the C-2 District shall be subject to Type II Sign Permit approval. If the sign involves a historic structure or sign of primary significance, the Community Development Director may process the application as a Type III Historic Alteration Permit.

To receive design review approval, any new or altered sign within the Downtown Historic District shall show compliance with the recommendations for signage found in the City of Cottage Grove Downtown Historic District Design Guidelines (Chapter 3, Specific Design

Guidelines for Downtown District).

### 3.8.350 Non-Conforming Signs

For the purposes of the section, a non-conforming sign shall be defined as an existing sign, lawful at the time of enactment of this ordinance, which does not conform to the requirements of this code.

- A. Compliance.** All on-site, nonconforming signs prohibited in this code shall be removed when the current business ceases to operate.
- B. Damaged Non-Conforming Signs.** Should any non-conforming sign be damaged by any means to the extent of more than 60 percent of its replacement cost or sign area at the time of damage, it shall be reconstructed in conformance with this code.
- C. Enlarging Non-Conforming Signs.** No non-conforming sign may be enlarged or altered in a way that would increase its nonconformity.
- D. Abandoned Non-Conforming Signs.** Any non-conforming sign or sign structure that remains empty for a period of 90 days shall be considered an abandoned sign. Any non-conforming sign and/or sign structure located on property previously used by a business that ceases operation shall be removed.
- E. Existing Non-Conforming Signs.** When an application is made for new signs on property that has existing non-conforming signs, permits may be issued provided the proposed signs together with the existing signs do not exceed the allowable number and types of permitted signs.
- F. Modification of Non-Conforming Signs.** An owner of a non-conforming sign, who wishes to bring the sign closer into conformance with this code, may petition for a Type II Design Review from the need to bring the sign into total compliance. If in the opinion of the Director, the improvement is appropriate, a variance may be granted.
- G. Exemption from Non-conforming Status.** An owner of a nonconforming sign may apply for a determination that the sign qualifies as an historic or significant sign. The Planning Commission can grant this exemption through a Type III process, upon finding that the following criteria have been met:
  1. The sign does not constitute a significant safety hazard due to structural inadequacies or the impact on traffic.
  2. Due to age, relation to an historic event, or general recognition, the sign has become a recognized Cottage Grove landmark.
  3. For an historic sign exemption, the sign is:

- a. Attached to a primary or secondary structure as recognized on the City’s historic inventory; The Sign adds to the architectural and historic significance of the premises, taking into account the size, location, construction and lighting of the sign; and
  - b. A recommendation is received from the Oregon State Historic Preservation Office giving its recommendation on (a) and (b) above.
1. For significant signs, the sign is:
- a. Maintained essentially as originally constructed, with sufficient remaining original workmanship and material to serve as instruction in period fabrication; and
  - d. The sign is associated with significant past trends in structure, materials, and design and is in conformance with generally accepted principles of good design, architecture and maintenance.

### **3.8.400 Residential Districts Signs**

The following sign standards have been established for residential districts (including R, R-1, R-2, R-3, RC and MHP).

- A. Home Occupation & Cottage Industry.** Each dwelling unit that has received Community Development Department approval for a home occupation (Section 2.2.200.G) shall be allowed 1 non-illuminated sign of not more than 2 square feet of surface area per side, not to exceed a total of 4 square feet.
- B. Multi-Family, Mobile Home Parks, Day Care Facilities, Subdivisions and Group Living Facilities.** Each group living situation, multiple family dwelling complex, daycare facility, subdivision, and mobile home park shall be allowed 1 wall sign or free standing sign at each public vehicular entrance of not more than 8 square feet for 1 face, or 16 square feet for 2 or more faces. The maximum height for free standing signs shall be 5 feet above grade. The maximum height for wall signs shall be 20 feet above grade, provided that in no case shall a wall sign extend above the building wall. Internally illuminated signs shall be prohibited.
- C. Bed and Breakfast Inns.** Bed & Breakfast Inns permitted under Section 2.2.200.D shall be allowed 1 sign per street frontage, not to exceed a total of 4 square feet of surface area per sign.
- D. Non-residential Professional Offices or Retail Uses.** Each approved development area shall be limited to 1 free-standing sign and 1 wall sign. The free standing sign shall be a maximum of 16 square feet for 1 face and 32 square feet for 2 or more faces. The wall sign shall be a maximum of 16 square feet. Free-standing signs shall not be more than 6 feet above grade. Each detached building shall be permitted 1 additional wall sign not to exceed 8 feet square feet. Neon signs are prohibited.

### 3.8.450 Central Business District Signs

The following sign standards have been established for the Central Business (C-2) district:

- A. Single Business.** Each business shall be permitted 1 wall or projecting sign per building wall fronting a public street of 2 square feet per lineal foot of building wall facing the principal street. Maximum size of any sign shall be 40 square feet for 1 side or 80 square feet for 2 or more sides.
- B. Second Story Businesses.** Second story businesses facing a public street shall be permitted signage of 1 square feet per lineal foot of building wall.
- C. Free Standing Signs.** Each building shall be permitted 1 free standing sign which shall be limited to a maximum area of 40 square feet for one side or 80 square feet for two (2) or more sides. The maximum height for free standing signs shall be 20 feet above grade.
- D. Business Identification.** In addition to the signage allowed above, each business may have 1 unlighted sign not exceeding 1 square foot in area per tenant and bearing only property numbers, postbox numbers, names of occupants, or occupation of occupant of the premises.
- E. Encroachment.** The minimum height for all signs encroaching in the public right of way shall be 8 feet above grade. The maximum encroachment into the public right of way shall be 6 feet, provided that no sign shall encroach within 2 feet of any curb or driveway line.
- F. Murals.** Murals within the Downtown Historic District require Design Review Approval. These murals may not advertise a business.
- G. Materials Not Allowed.** The following sign materials and/or sign types are not allowed in the Downtown Commercial Historic District: roof signs; internally illuminated signs; vinyl or plastic signs; or flat plywood signs. Approval for these sign materials and/or types shall only be given through Type III Design Review.

### 3.8.500 Community Commercial District Signs

The following sign standards have been established for the Community Commercial (C-2P) District:

- A. Single Business.** Each business which occupies a separate development site shall be permitted a maximum number of 3 signs totaling 200 square feet for all faces.
- B. Multiple Businesses.** Multiple businesses occupying the same building and/or approved development site shall be permitted a maximum number of 2 wall signs for each business, totaling 2 square feet per lineal foot of business frontage facing the principal street. Maximum size of combined wall signage per business shall be 100 square feet.

- C. Free Standing, Roof and Projecting Signs for Multiple Tenant Sites.** In addition to wall signs permitted above, 1 sign from this group shall be permitted for each approved multi-tenant development site. The total area permitted for a free standing sign, roof or projecting sign shall be 50 square feet for 1 face or 100 square feet for 2 or more faces at a maximum of 20 feet above grade.
- D. Business Identification.** In addition to the signage allowed above, each business may have 1 unlighted sign not exceeding 1 square foot in area per tenant and bearing only property numbers, postbox numbers, names of occupants, or occupation of occupant of the premises.
- E. Encroachment.** The minimum height for all signs encroaching in the public right of way shall be eight feet above grade. The maximum encroachment into the public right of way shall be 6 feet, provided that no sign shall encroach within 2 feet of any curb or driveway line.
- E. Comprehensive Signage Plan.** Applicants may choose to apply for a Comprehensive Sign Plan approval to modify the above requirements (see Section 3.8.800).

### 3.8.550 Commercial Tourist District Signs

The following sign standards have been established for the Commercial Tourist(CT)/Commercial Tourist Limited (CT/L) Districts:

- A. Single Business.** Each stand-alone business shall be permitted a maximum number of 3 wall signs totaling 200 square feet for all faces.
- B. Multiple Businesses.** Multiple businesses occupying the same building and/or development site shall be permitted a maximum number of 1 wall sign for each business, totaling 2 square feet per lineal foot of business frontage facing the principal street. Maximum size of combined wall signage per business shall be 100 square feet.
- C. Free standing, Roof and Projecting Signs.** In addition to wall signs permitted above, each multi-business development site may have 1 sign from this group. The total area permitted for a free standing sign, roof or projecting sign shall be 100 square feet for 1 face or 200 square feet for 2 or more faces at a maximum of 20 feet above grade.
- D. Business Identification.** In addition to the signage allowed above, each business may have 1 unlighted sign not exceeding 1 square foot in area per tenant and bearing only property numbers, postbox numbers, names of occupants, or occupation of occupant of the premises.
- E. Comprehensive Signage Plan.** Applicants may choose to apply for a Comprehensive Sign Plan approval to modify the above requirements (see Section 3.8.800).

### 3.8.600 Industrial District Signs

The following sign standards have been established for industrial (M-1, M-2) districts:

- A. Single Business.** Each business shall be permitted a total number of 2 wall or projecting signs with a maximum of 100 square feet for all faces.
- B. Free standing or Roof Signs.** In addition to wall signs permitted above, 1 sign from this group shall be permitted for each approved development site. The total area permitted for a free standing sign, roof or projecting sign shall be 50 square feet for 1 face or 100 square feet for 2 or more faces at a maximum of 30 feet above grade.
- C. Business Identification.** In addition to the signage allowed above, each business may have 1 unlighted sign not exceeding 1 square foot in area per tenant and bearing only property numbers, postbox numbers, names of occupants, or occupation of occupant of the premises.
- D. Comprehensive Signage Plan.** Applicants may choose to apply for a Comprehensive Sign Plan approval to modify the above requirements (see Section 3.8.800).

### 3.8.650 Parks & Recreation District Signs

1 free standing sign shall be permitted at each entrance and shall not exceed 32 square feet for all faces. The total sign height shall be a maximum of 6 feet above grade. In addition to the free standing sign, 2 wall signs shall be allowed not to exceed a total combined square footage of 40 square feet. Additional signage must be approved under a Master Plan by the Planning Commission. No internally lit signs shall be allowed. External lighting on signs shall be non-intrusive.

### 3.8.700 Schools

Every public, federal or state funded school shall be allowed a maximum of 2 wall signs not to exceed a total combined area of 80 square feet and 1 free standing sign not to exceed 40 square feet. The total sign height for free standing signs shall be a maximum of 8 feet above grade. Neon signage will not be allowed.

### 3.8.750 Churches

Each approved development area shall be limited to 3 free standing and/or wall signs. The signs shall be a maximum of 32 square feet for 1 face and 64 square feet for 2 or more faces. Free standing signs or wall signs shall not be more than 6 feet above grade. Each detached building shall be permitted 1 additional wall sign not to exceed 8 square feet. Neon signs are prohibited. Each development may have 1 exempt reader board of no more than 24 square feet, not to exceed 8 feet above grade if free standing.

### 3.8.800 Comprehensive Sign Plan

- A. Purpose.** A comprehensive sign plan is intended to integrate the signs proposed for a development project with the design of the structures, into a unified architectural statement. A Comprehensive Sign Plan provides a means for defining common sign regulations for multi-tenant projects, to encourage effective design and display of multiple signs through incentives and to achieve, not circumvent, the intent of this ordinance.
- B. Applicability.** Commercial or Industrial property owners/developers in the C-2P, C-T, M-1 or M-2 land use districts may apply for a comprehensive sign plan. A comprehensive sign plan may be required concurrent with or as a condition of approval for a Master Plan in any zoning district.
- C. Approval Authority.** The Planning Commission shall approve a Comprehensive Sign Plan through a Type III application process.
- D. Application requirements.** An application for a Comprehensive Sign Plan shall include all information and materials required as follows:
1. Location: identification of sign locations on the buildings and on the building.
  2. Materials: description of the type of sign and sign materials including construction materials and proposed lighting if any. Any graphics, murals, neon lighting, or outline lighting must be specified on the signage plan.
  3. Size: itemization of sign size or sign area at identified locations.
  4. Letter style: description of dominant letter style and letter height to be used on the signs. Modifications to the lettering style to accommodate federally registered trademarks will be allowed; however, the Planning Commission may limit logo size.
  5. Color scheme: listing of colors to be used on each sign.
- E. Revisions to Comprehensive Sign Plans.** The Community Development Director may approve revisions to a Comprehensive Sign Plan if the intent of the original approval is not affected. Revisions that substantially deviate from the original approval shall require the approval of a new Comprehensive Sign Plan.
- F. Comprehensive Sign Plan Standards.** A Comprehensive Sign Plan shall comply with the following standards:
1. A sign shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Plan, to the structures and/or developments they identify, and to the surrounding development;

2. The Comprehensive Sign Plan shall accommodate future revisions that may be required because of changes in use or tenants; and
3. The Comprehensive Sign Plan shall comply with the standards of this development code, except that flexibility may be allowed with regards to sign area, number, location, and/or height to the extent that the Comprehensive Sign Plan will enhance the overall development and will more fully accomplish the purposes of this development code.