

Municipal Code Requirements Analysis

| | | Municipal Code Standards: | Does the sign meet municipal code standards? |
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| Main Building Sign (1) | Size Standard | <p>Per Section 17.56.010(F)(c)(i), the sign may be up to one-half square foot of sign area per lineal foot of frontage. A maximum of 50 feet in size is allowed, with exceptions.</p> <p>Per Section 17.56.010(F)(c)(iii), a business with over 50 feet of frontage is allowed an additional square foot of sign area for each four feet of frontage in excess of fifty (50) feet</p> <p><u>Analysis:</u> The Ocean Mist building has 322 linear feet of frontage at Industrial Way. This allows up to 118 sq. ft. of building signage.</p> | Yes , the building sign is 100 SF in size and is compliant with municipal code standards. |
| | Design Standard | <p>Per Section 17.56.010(J)(3)(b), the color of sign may not be more than 4 colors, black and white shall not be considered colors.</p> <p><u>Analysis:</u> The sign does not provide staff design direction to remove backing from signage. The request from staff is to be consistent with staff design direction for all signs in the city to not provide sign backing for main building signage.</p> | Yes, however sign design does not meet design direction from Planning Division staff. |
| Monument Sign (1) | Size Standard | <p>Size Standard: Per Section 17.56.010(F)(e), an identification sign shall not exceed thirty-two (32) square feet unless no individual tenant signs are included in the sign, in which case the sign area may be based on the frontage formula.</p> <p>Per Section 17.56.010(F)(1)(a), the total sign area shall not exceed two square feet for every linear foot of building frontage on any one side of the business.</p> <p>Per Section 17.56.010(F)(f), a freestanding sign shall not exceed 12 feet in height.</p> | Yes , the sign is within 108 sq. ft. and meets size requirements. |

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| | | <p>Analysis:</p> <p>Since the linear building frontage on Industrial Way is 323 square feet and the linear building frontage on Enterprise Way is 550 square feet, the monument sign meets size requirements. The monument sign is considered a freestanding sign and meets height requirements.</p> | |
| | Design Standard | <p>Per Definitions Section of the Municipal Code a monument sign is considered a low-profile free-standing sign <u>incorporating the design and materials accenting the architectural theme of the buildings on the same property.</u></p> <p>The sign does not provide individual channel letters, recessed, or pop-out letters.</p> | <p>No, the sign does not meet municipal code sign design requirements.</p> <p>The sign design does not meet design direction from Planning Division staff.</p> |
| Directional Signage (4) | Size Standard and Design Standard | <p>Size and Design standard:</p> <p>There is no set standard for commercial or industrial directional signs. There are standards for public and quasi-public uses, which is the most similar standard applicable to the proposed use. Staff used this standard for review. The standard is as follows:</p> <p>Per Section 17.56.010(J)(3)(a), The design must conform to standard directional sign specifications promulgated by the director of planning and approved by the planning commission. The total number of signs allowed shall be based on the minimum number necessary for adequate public identification as determined by the director of planning.</p> <p><u>Analysis:</u></p> <p>Staff finds that the proposed 27.47 sq. ft. sign sizes are adequate in size and the number of signs is adequate for the designed purpose to improve traffic circulation. Staff provided design direction to build with compatible building materials to the main building, with</p> | <p>Yes, however sign design does not meet design direction from Planning Division staff.</p> |

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| | | individual channel letters, recessed, or pop-out letters. | |
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