

21.60.060 Signs on private property.

a. Signs shall be allowed on private property in the City only in accordance with Table 1. If the letter “A” appears for a sign type in a column, such sign type is allowed without prior permit approval in the zoning district represented by that column. If the letter “P” appears for a sign type in a column, such sign type is allowed only with prior permit approval in the zoning district represented by that column. Special conditions may apply in some cases. If the letter “N” appears for a sign type in a column, such sign type is not allowed in the zoning district represented by that column under any circumstances. If the letters “PH” appear for a sign type in a column, such sign type is allowed in the zoning district represented by that column only with prior approval by the Commission after a public hearing.

b. Although permitted under subsection (a) of this section, a sign designated by an “A” or “P” in Table 1 shall be allowed only if:

1. The sum of the area of all building and freestanding signs on the lot does not exceed the maximum permitted sign area for the zoning district in which the lot is located as specified in Table 2; and

2. The characteristics of the sign conform to the limitations of Table 3, Permitted Sign Characteristics by Zoning District, and with any additional limitations on characteristics listed in Table 1 or Table 2.

c. A sign type that is not listed on the following tables is prohibited.

| Key to Tables 1 through 3 | | | |
|---|--|------|---------------------------|
| RR | Rural Residential | GBD | Gateway Business District |
| UR | Urban Residential | GC1 | General Commercial 1 |
| RO | Residential Office | GC2 | General Commercial 2 |
| INS | Institutional Uses Permitted in Residential Zoning Districts (a) | EEMU | East End Mixed Use |
| | | MC | Marine Commercial |
| CBD | Central Business District | MI | Marine Industrial |
| TC | Town Center District | OSR | Open Space Recreation |
| MD | Medical District | PS | Public Sign Uses Permit |
| A = Allowed without sign permit P = Allowed only with sign permit N = Not allowed PH = Allowed only upon approval by the Planning Commission after a public hearing. | | | |

Key to Tables 1 through 3

For parenthetical references, e.g., “(a),” see notes following graphical portion of table.

Table 1

[illegible]

Notes to Table 1:

- a. This column does not represent a zoning district. It applies to institutional uses permitted under the zoning code in the RR, UR and RO zoning districts. Institutional is defined as an established organization or corporation of a public, nonprofit, or public safety/benefit nature, i.e., schools, churches, and hospitals.
- b. No commercial message allowed on sign, except for a commercial message drawing attention to goods or services legally offered on the lot.
- c. No commercial message of any kind allowed on sign if such message is legible from any location off the lot on which the sign is located.
- d. Only address and name of occupant allowed on sign.
- e. May include only building name, date of construction, or historical data on historic site; must be cut or etched into masonry, bronze, or similar material.
- f. No commercial message of any kind allowed on sign.
- g. The conditions of HCC 21.60.130 apply.
- h. Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulations as such.
- i. The main entrance to a development in GBD may include one ground sign announcing the name of the development. Such sign shall consist of natural materials. Around the sign grass, flowers and shrubs shall be placed to provide color and visual interest. The sign must comply with applicable sign code requirements.

Table 2. Maximum Total Sign Area Per Lot by Zoning District**Table 2 Part A**

The maximum combined total area of all signs, in square feet, except incidental, building marker, and flags (b), shall not exceed the following according to district:

| RR | UR | RO | RO (e) | INS (a) | OSR | PS (d) | MD |
|----|----|----|--------|---------|-----|--------|-----------|
| 4 | 4 | 6 | 50 | 20 | 4 | 32 | 50 |

Table 2 Part B

In all other districts not described in Table 2 Part A, the maximum combined total area of all signs, in square feet, except incidental, building marker and flags, shall not exceed the following:

| Square feet of wall frontage (c): | Maximum allowed sign area per principal building: |
|--|--|
| 750 s.f. and over | 150 s.f. |
| 650 to 749 | 130 s.f. |
| 550 to 649 | 110 s.f. |
| 450 to 549 | 90 s.f. |
| 350 to 449 | 70 s.f. |
| 200 to 349 | 50 s.f. |
| 0 to 199 | 30 s.f. |

In all districts covered by Table 2 Part B, on any lot with multiple principal buildings or with multiple independent businesses or occupancies in one or more buildings, the total allowed sign area may be increased beyond the maximum allowed signage as shown in Table 2 Part B, by 20%. This additional sign area can only be used to promote or identify the building or complex of buildings.

In all districts covered by Table 2 Part B, freestanding signs, when otherwise allowed, shall not exceed the following limitations:

Only one freestanding sign is allowed per lot, except one freestanding public sign may be additionally allowed. A freestanding sign may not exceed 10 feet in height. The sign area on a freestanding sign (excluding a public sign) shall be included in the calculation of maximum allowed sign area per lot and shall not exceed the following:

One business or occupancy in one building – 36 sq ft

Two independent businesses or occupancies or principal buildings in any combination – 54 sq ft

Three independent businesses or occupancies or principal buildings in any combination – 63 sq ft

Four or more independent businesses or occupancies or principal buildings in any combination – 72 sq ft

50

51 Notes to Table 2, Parts A and B

52 a. The INS column does not represent a zoning district. It applies to institutional uses
53 permitted under the zoning code in the RR, UR and RO zoning districts. Institutional is defined
54 as an established organization or corporation of a public, nonprofit, or public safety or benefit
55 nature, e.g., schools churches, and hospitals.

56 b. Flags of the United States, the State, the City, foreign nations having diplomatic relations
57 with the United States, and any other flag adopted or sanctioned by an elected legislative body of
58 competent jurisdiction. These flags must be flown in accordance with protocol established by the
59 Congress of the United States for the Stars and Stripes. Any flag not meeting any one or more of
60 these conditions shall be considered a banner sign and shall be subject to regulation as such.

61 c. Square feet of wall frontage is defined as total square footage of wall surface, under the
62 roof, that faces the major access or right-of-way of the business. In the case of a business located
63 on a corner lot, square footage of wall frontage is the total square footage of wall surface, under
64 the roof, on the side of the business with the most square footage.

d. The PS column does not represent a zoning district. It applies to public signs permitted under the zoning code, in all zoning districts.

e. This RO column applies only to lots in that portion of the RO district that abuts East End Road, **Bartlett Street, Hobe Street**, and Pennock Street. Within this area, there is allowed a maximum of 50 square feet total area of all signs (including the ground sign referred to below), except incidental, building marker, and flags (see note (b) above). One ground sign, with a maximum total area of 16 square feet, will be permitted per lot. Each ground sign shall not exceed six feet in height, measured from the base to the highest portion of any part of the sign or supporting structure.

f. **In the Medical District, only one freestanding sign is allowed per lot, except one freestanding public sign may be additionally allowed. A freestanding sign may not exceed 10 feet in height or 36 square feet in area.**

Table 3. Permitted Sign Characteristics by Zoning District

| Sign Type | RR | UR | RO | INS (a) | MD | CBD | TC | GBD | GC1 | GC2 | EEMU | MC | MI | OSR | PS (e) |
|--------------------------|----|----|----|------------|-----------|-----|----|-----|-----|-----|------|----|----|-----|-----------|
| Animated (b) | N | N | N | N | N | P | P | N | P | N | P | P | N | N | N |
| Changeable Copy (c) | N | N | N | P | P | P | P | P | P | P | P | P | P | N | PH |
| Illumination Internal | N | N | N | P | P | P | P | P | P | P | P | P | P | N | N |
| Illumination External | N | N | N | P | P | P | P | P | P | P | P | P | P | N | PH |
| Neon (d) | N | N | N | N | N | P | P | N | P | P | P | P | P | N | N |

Notes to Table 3:

a. The INS column does not represent a zoning district. It applies to institutional uses permitted under the zoning code, in the RR, UR and RO zoning districts. Institutional is defined as an established organization or corporation of a public, nonprofit, or public safety/benefit nature, i.e., schools, churches, and hospitals.

b. Animated signs may not be neon or change colors or exceed three square feet in area.

c. Changeable copy signs must be wall- or pole-mounted, and may not be flashing.

d. Neon signs may not be flashing and may not exceed 32 square feet.

e. The PS column does not represent a zoning district. It applies to public signs permitted under the zoning code, in all zoning districts.

[Ord. 14-34 § 1, 2014; Ord. 12-26 § 1, 2012; Ord. 12-01(S)(A) §§ 2 – 6, 2012].

