



**City Council Agenda
May 19, 2022**

Minutes Resolution

Action Item

Agenda Description:

Discuss, consider, and possible action regarding a request to authorize the painting of the business name on the front of the building located at 107 N. Main-Suite A.

Background Information:

6.16.9 DESIGN STANDARDS.

D. Signage Requirements. All signage for new buildings/uses or change in use shall comply with these requirements at the time of sign permit:

1. Attached or Building Mounted Signage.
 - a. Attached signage may be internally or externally illuminated.
 - b. A sign permit shall be required for all signage.
 - c. Only one attached sign shall be allowed per business per public street frontage.
 - d. Projecting signs shall be allowed provided that they do not extend more than three feet (3') from the wall surface. If projecting signs are used, a detached monument sign shall not be allowed. Vertically oriented (projection sign) signage in height shall not exceed four feet (4') in height and two feet (2') in width and shall be placed ten feet (10') above grade.
 - e. All attached signage shall not exceed thirty-six (36) square feet in total surface area.
 - f. Horizontally oriented signage shall not exceed thirty-six inches (36") in total height for buildings with one primary use. Buildings with multi-tenants may have signs for tenants, which shall not exceed fourteen inches (14").

- g. Letters and graphics shall be allowed on awnings or canopies provided that they do not exceed nine inches (9") in height. Total advertising area on awnings shall not exceed twenty (20) square feet.
- h. Sign materials shall consist of wood, metal, material that resembles wood or metal, or masonry with painted, engraved, or mounted letters.
- i. Signs must be located on the facade in areas designated for this function; for example, a recessed or framed area or a parapet panel between shop-front and roofline.
- j. Color, materials, sizes, shapes, and lighting of signs must be compatible with the architecture of the building, the business it identifies and the character of the surrounding area.
- k. Sign shapes must be simple and straightforward to communicate well. Signs as symbols are permitted and encouraged because they are easily read and add to the vitality of a storefront.
- l. Portable signs such as menu boards for restaurants or to direct customers to parking areas shall be allowed provided they are stored indoors after hours of operation.
- m. Wall murals shall be considered on a case-by-case basis and approved by the Heritage Preservation Committee or the City Council as an element of a site plan application.
- n. Each building shall be allowed to display one temporary parking directional sign only on weekends until the City installs permanent parking directional signs. These temporary parking directional signs shall be no taller than three feet (3') in height and six (6) square feet in total surface area.

Financial Information:

None

City Contact and Recommendations:

Aaron Maldonado
Director of Development Services
Staff recommends approval.

(Insert Text Here)

Attachments:

- 1.** Element of a site plan application
- 2.** Applicant Letter
- 3.** Site Plan