

Exhibit O
17.98 – Sign Permits

17.98.010 – Purpose

The purpose of this Chapter is to establish the procedures for approving or denying requests for the installation of signs and to ensure that each application is consistent with the requirements of Chapter 17.20, Signs. All signs, with the exception of the signs exempt under Section 17.20.060 or prohibited under Section 17.20.080, require review and approval prior to installation.

17.98.020 – Temporary Sign Permit

The Community Development Director or his/her designee may approve a Temporary Sign Permit for the following types of signs, in accordance with Section 17.20.090, Temporary Signs.

- A. **Temporary Sign or Banner.** Banner or sign with any typeface intended for a business that is not intended for permanent installation.
- B. **Promotional Sign or Banner.** A temporary banner or sign intended to promote new hours of operation, new ownership, the sale of new products, a special sale, or promotional period of a business.
- C. **Grand Opening Sign or Banner.** Temporary banner installed prior to the opening of a business.
- D. **Car Dealership.** Bunting, garland, or other signs intended to promote the dealership or a sale.

17.98.030 – Downtown A-Frame Sign Permit

The Community Development Director or his/her designee may approve a Portable Sign Permit for A-Frame Signs in the Downtown Mixed-Use Zoning District in accordance with Section 17.20.110(C)(3), Portable/A-Frame Signs.

17.98.040 – Administrative Sign Permit

The Community Development Director or his/her designee may approve an Administrative Sign Permit for the following signs.

- A. **Wall Signs.** Permitted wall signs including new signs, replacement copy, or replacement housing, as permitted by Sections 17.20.050(C)(1) and 17.20.120.
- B. **Awning and Canopy Signs.** Awning and canopy signs, including new awnings and replacement text, as permitted by Section 17.20.050(C)(3).

- C. **Directional Signs and Menu Boards.** On-site directional signage and menu boards that are not otherwise exempt in accordance with Section 17.20.060.
- D. **Projecting/Blade/Pedestrian/Hanging Sign.** Projecting, blade, pedestrian or hanging signs which meet the requirements of Section 17.20.050(2).
- E. **Kiosk or Bulletin Boards.** Kiosk signs or bulletin boards which meet the requirements of Section 17.20.050(C)(6).

17.98.050 – Creative Sign Permit

The Planning Commission is the reviewing body for all Creative Sign Permits.

- A. **Creative Signs.** A creative sign is a sign allowed pursuant to Section 17.20.040(H)(4). An applicant may apply for a Creative Sign Permit by applying for a Creative Sign Permit, or a Creative Sign may be incorporated into a Master Sign Plan.

17.98.060 – Monument Signs

Monument Signs shall be reviewed as follows. Monument signs shall meet the requirements of Section 17.20.050(C)(4), Freestanding Signs.

- A. **Monument Signs, Less than Six Feet.** Monument or freestanding signs which are less than six feet in height, as measured from grade, shall be reviewed by the Community Development Director or his/her designee with a Minor Site and Architectural Application.
- B. **Monument Signs, Greater than Six Feet.** Monument or freestanding signs which are taller than six feet in height, as measured from grade, shall be reviewed by the Planning Commission. These monument signs shall require an application for a Master Sign Plan.
- C. **Monument Sign Minor Modification.** The Community Development Director or his/her designee shall review all minor modifications to an approved monument sign including sign copy change or modification to the approved colors. Minor modifications require approval of an Administrative Sign Permit.
- D. **Monument Sign Major Modification.** The Planning Commission shall review all major modifications to an approved monument sign. Major changes shall consist of structural changes to the monument sign. Major modifications shall require an application for an amendment to the existing Master Sign Plan.

17.98.070 – Master Sign Plan

The Planning Commission shall be the reviewing body for all applications for a Master Sign Plan (MSP).

- A. **Master Sign Plan.** A Master Sign Plan is required for any site having two or more nonresidential tenants or any site with a monument sign. Requirements for Master Sign Plans can be found in Section 17.20.040(H)(3).

17.98.080 – Signs not Subject to a Sign Permit

The following signs are not subject to the requirements of this Chapter.

- A. **Exempt Signs.** All signs listed as being exempt from the requirements of Chapter 17.20, Signs, under Section 17.20.060 are exempt from the requirements for permits under this Chapter.
- B. **Model Home Complex/Residential Subdivision Sales Signs.** All signs associated with the sale of units within a residential subdivision (condominium, townhouse, or single family dwellings) shall obtain a Major Temporary Use Permit prior to installation of signs. Signs shall be subject to the terms of the Major Temporary Use Permit.
- C. **Off-site Residential Subdivision Sign.** Off-site signage advertising the sale of dwelling units within a residential subdivision require review and approval of a Major Temporary Use Permit prior to the installation of the signage. Signs shall be subject to the terms of the Major Temporary Use Permit.

17.98.090 – Application

- A. **Application.** An application for a Sign Permit shall be filed on the form prescribed by the City and filed with the Planning Division.
- B. **Fee.** The application for a Sign Permit shall be accompanied by the fee listed on the City's Fee Schedule.
- C. **Materials.** The Applicant shall submit the information and plans listed on the City's checklist.

17.98.100 – Review Procedures

- A. **Temporary Sign Permit.**
 - 1. **Review.** The Community Development Director or his or her designee shall review all Temporary Sign Permit applications.
 - 2. **Action.** The Community Development Director shall provide a written decision on the project to the Applicant following project review.

B. Downtown A-Frame Sign Permit.

1. **Review.** The Community Development Director or his or her designee shall review all A-Frame Sign Permit applications.
2. **Action.** The Community Development Director shall provide a written decision on the project to the Applicant following project review.

C. Administrative Sign Permit.

1. **Review.** The Community Development Director or his or her designee shall review all Administrative Sign Permit applications.
2. **Action Letter.** The Community Development Direction will make a written decision on the project following project review.
3. **Effective Date.** The permit shall become effective eleven days after the Community Development Director's decision if no appeals have been filed.

D. Creative Signs and Master Sign Plans.

1. **Review.** Creative Signs and Master Sign Plans shall be reviewed in accordance with Section 17.74.060, Application Review and Chapter 17.76, Environmental Review.
2. **Notice.** Once the application has been deemed complete, the Community Development Director shall schedule the application for review by the Planning Commission and provide a notice in accordance with Section 17.74.100, Notice of Public Hearing.
3. **Public Hearing.** The Planning Commission shall review the application in accordance with Section 17.74.120 and provide a decision.

17.98.110 – Findings for a Sign Permit

In approving or denying a Sign Permit, the decision maker shall make the following findings for the permit type:

A. Administrative Sign Permit.

1. The proposed sign is permitted within the zoning district in which the property is located and compiles with all applicable provisions of Chapter 17.20, Signs, the approved Master Sign Plan, and any other applicable standards.

2. The sign is in proper proportion to the structure on site on which it is located and as an identification device does not excessively compete for the public's attention.
3. The sign's materials, color, texture, size, shape, height, and placement are compatible with the design of the structure, property, and neighborhood of which it is a part.
4. The sign's illumination is at the lowest reasonable level as determined by the City Planner while ensuring adequate identification and readability, and is directed solely at the sign or is internal to it.
5. The sign is not detrimental to the public interest, health, safety, or welfare.

B. Creative Signs.

1. The creative sign constitutes a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
2. The sign is of a unique design and exhibits a high degree of thoughtfulness, imagination, inventiveness, and spirit.
3. The sign provides strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale and proportion.
4. The sign is not detrimental to the public interest, safety or welfare.

C. Master Sign Plan.

1. The proposed Master Sign Plan is consistent with the requirements for signs in Chapter 17.20.
2. The Master Sign Plan contributes to effective and attractive identification of businesses and services and uses.
3. All of the proposed signage of the complex or building are compatible with the style or character of existing improvements on the site and are well related to each other.

17.98.120 – Revocation

- A. Revocation.** Failure to comply with the terms of the approved Sign Permit may result in revocation of the Sign Permit in accordance with Section 17.74.160, Permit Revocation.