

ARTICLE 13 SIGNS

13.000 Overview. This article contains the City's standards for signage.

The following is a list of the main headings in this article.

- General Provisions
- Review Procedures
- General Sign Regulations
- Standards by Sign District
- Standards by Sign Type
- Standards by Special Sign Function
- Variances
- Nonconforming Signs

GENERAL PROVISIONS

13.110 Purpose. To help implement the Comprehensive Plan, provide equitable methods of business identification, reduce signage conflicts, promote traffic and pedestrian safety, increase the aesthetic value and economic viability of the City, all by classifying and regulating the location, size, design, type and number of signs and related matters.

13.120 Definitions. The following definitions are in addition to those of Article 22 that shall be used in combination for purposes of this article. When there is duplication, the definitions of this article shall be used.

A-frame sign: See portable sign.

Alteration: Any change in the size, shape, method of illumination, sign face, position, location, construction, or supporting structure of a sign.

Area: The area of a sign shall be the entire area within any type of perimeter or border that encloses the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having no such perimeter or border shall be computed by enclosing the entire area within a parallelogram or a triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of the parallelogram or a triangle. For the purpose of computing the number of signs, all writing included within such a border shall be considered one sign.

Awning: A shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

Building Face: The single wall surface of a building facing a given direction.

Building Frontage: The portion of the building face most closely in alignment with an adjacent right-of-way or fronting a parking lot when so defined as allowed in this article.

Building Official: The officer or other designated authority charged with the administration and enforcement of this Code or his/her duly authorized representative.

Bulletin Display: Two poster panels side by side on the same structure.

Business: Any commercial or industrial enterprise.

Changeable Copy Sign: A sign that contains numbers, letters or symbols that are designed to be moved, interchanged, or replaced (i.e., reader board). Sign area denoting price is also considered changeable copy.

Construct: Build, erect, attach, hang, place, suspend, paint in new or different word, affix, or otherwise bring into being.

Construction Project Sign: A sign erected in conjunction with construction projects and used to inform the public of the architects, engineers and construction organizations participating in the project and indicating “future home of” information.

Direct Illumination: A source of illumination on the surface of a sign or from within a sign.

Double Face Sign: A sign with advertising on two surfaces back to back, with the angle between the two sides less than 25 degrees.

Fence Sign: A sign attached to or painted on a fence.

Finish Ground Level: The average elevation of the ground (excluding mounds or berms, etc. located only in the immediate area of the sign) adjoining the structure or building upon which the sign is erected, or the curb height of the closest street, whichever is the lowest.

Flashing Sign: A sign any part of which pulsates or blinks on and off, except time and temperature signs and message centers allowed by conditional use.

Freestanding Sign: A sign supported by one or more uprights, poles or braces placed in or upon the ground, or a sign supported by any structure primarily for the display and support of the sign.

Freeway Interchange Area: An area zoned CC, RC, LI, or TD area within a 1500 foot radius measured from the center intersection point of Interstate 5 and Knox Butte Road and Santiam Highway, or within a 70-foot strip along the east boundary of the I-5 right-of-way, as shown in Figure 1. (Ord. 5281, 3/26/97)

Frontage: See Building Frontage or Street Frontage.

Garage Sale Sign: A sign advertising garage sales or similar non-regular sales operated out of a residence.

Gas Station Price Sign: A changeable copy sign for the single purpose of advertising gasoline prices.

Historical Markers: Signs erected or maintained by public authority or by a recognized historical society or organization identifying sites, buildings, districts, or structures of recognized historical value.

Home Occupation Sign: A sign used in conjunction with a home occupation as established in Section 3.100(3).

Indirect Illumination: A source of illumination directed toward such sign so that the beam of light falls upon the exterior surface of the sign.

Industrial Park Area: Those industrial properties with three or more business tenants as occupants of the property or that share a common off-street parking area, whether or not the businesses, buildings, or

land are under common ownership.

Integrated Business Center: A group of two or more businesses that are planned or designed as a center, or share a common off-street parking area or access, whether or not the businesses, buildings, or land are under common ownership.

Joint Use Sign: When two or more businesses combine their principal signs into one freestanding sign for each common frontage of such business or for each frontage for an integrated shopping center in which such businesses are located.

Major Integrated Center: A commercial development having at least two anchor stores or major tenants, each containing a minimum of 40,000 square feet in gross floor area.

Mansard Roof: A roof with two 2 slopes on all sides, the lower slope being nearly vertical and the upper nearly horizontal.

Marquee: A permanent roofed structure attached to and supported by the building and projecting over public property that is constructed for purposes other than signage.

Message Sign: A sign that is electronically controlled and designed to display various messages or advertisements.

Minor Integrated Center: A commercial development with more than one tenant space that does not meet the minimum standards for Major Integrated Center.

Mural: A graphic illustration or artful presentation which is painted or otherwise applied without projections to an outside wall of a structure.

Name Plate: A sign identifying the name, street address, occupation and/or profession of the occupant of the premises.

Nonconforming Sign: Any sign that lawfully exists prior to the effective date of this article but, which due to the requirements adopted herein, no longer complies with the height, area, and placement regulations or other provisions of this title.

Off-Premises Directional Sign: A directional sign that displays only the name, logo, and/or address of a business or other use and a directional indicator and is located on another's property.

Opening Banner: A banner announcing the opening of a new business ("Grand Opening" or words to that effect).

Portable Sign: A sign that is not permanently affixed to a building, structure, or the ground that is designed to be moved from place to place. [Real estate signs conforming to Section 13.320(10) and garage sale signs conforming to Section 13.320(2) are excluded from this definition.] Portable signs (not limited to A-frame signs) primarily include signs attached to wood or metal frames designed to be self-supporting and movable.

Projecting Signs: A sign projecting more than 12 inches from a structure and meeting the standards of Section 13.530.

Public Safety and Convenience Sign: Sign designed primarily to be read by a person on the premises and used only to identify and locate an office, entrance, exit, telephone, and similar place, service, or route.

Real Estate Sign: A sign for the purpose of rent, lease, sale, etc. of real property, building opportunities, or building space.

Roof Line: Either the eave of the roof or the top of the parapet, at the exterior wall. (A “mansard roof” is below the top of a parapet and is considered a wall for sign purposes.)

Roof Sign: A sign or any portion of which is displayed above the roof line.

Rotating/Revolving Sign: A sign all of or a portion of which moves in some manner.

Sandwich Board Sign: A two-sided portable sign designed to fold flat. See also portable sign.

Sign: Any writing (including letter, word, or numeral); pictorial presentation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); or any other device figure or similar thing which is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or structure or device; and is used to announce, direct attention to, or advertise; and is visible from any public right-of-way.

Sign Height: The distance from the finished ground level, to the top of the sign or the highest portion of the sign structure or frame, whichever is greater.

Single Face Sign: A sign with a display on only one surface of a sign structure.

Special Event Sign: A sign advertising or pertaining to any special event taking place within Linn or Benton Counties.

Street Frontage: That portion of a property that abuts a paved street right-of-way and measured by the lineal distance of the property adjacent to such right-of-way.

Wall Sign: A 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 face of said wall and not projecting more than 12 inches. A sign painted on an awning in which the face of the sign is approximately parallel to and within 3.5 feet of the wall shall also be considered a wall sign.

Window Sign: A sign outside or inside a window that is designed and placed so as to be read by people from a public right-of-way, excluding open and closed and/or business hours signs. [Ord. 5445, 4/12/00]

REVIEW PROCEDURES

- 13.210 Permit Needed. Except as specifically excluded herein, no property owner, lessee, contractor, or other person shall display or cause to be displayed any sign requiring a permit as set forth in this Code, except for maintenance of signs that conform with this ordinance, without first obtaining from the Building Official a written permit to do so, paying the fees prescribed therefore, and otherwise complying with all of the applicable provisions of this ordinance. If a governmental agency requires the relocation of a sign, the fee described above shall be waived.
- 13.211 Approval of Permits. Unless otherwise authorized by this ordinance, no permit shall be issued for any new sign within the city until such sign is reviewed and approved by the Building Official or his designee. When a sign is to be located on a lot occupied by a structure listed on the official city historic inventory, then the sign shall be considered an exterior alteration subject to the provisions of Article 7.

- 13.212 Permit Fees. The permit fees shall be established by Council resolution. If a sign is installed without a permit and the sign conforms to all other provisions of this ordinance, a double fee shall be collected. Other signs installed without permits shall subject the persons responsible to any and all penalties provided by this Code.
- 13.213 Application Requirements. An application for a sign permit shall be made on a form prescribed by the Building Official and shall be filed with the Building Division. The application shall include, at a minimum, a sketch drawn to scale indicating the proposed sign and identifying existing signs on the premises, the sign's location, graphic design, structural and mechanical design and engineering data which ensures its structural stability. The application shall also contain the names and addresses of the sign company, person authorizing erection of the sign and the owner of the subject property.
- 13.214 Permit Issued if Application in Order. It shall be the duty of the Building Official, upon the filing of an application for a sign permit, to examine such plans and specifications and other data and the premises upon which it is proposed to erect the sign, and if it shall appear that the proposed sign is in compliance with all the requirements of this ordinance and all other laws and ordinances of the City of Albany, he/she shall then issue the sign permit.
- 13.215 Enforcement. In addition to the enforcement criteria set forth in Section 1.110 through 1.190 of the Development Code and Chapter 1.04 of the Municipal Code, the following provision applies:

Enforcement shall be as set forth in Section 1.110 through 1.190 of the Development Code and Chapter 1.04 of the Municipal Code. Unsafe signs, abandoned signs, signs erected without a permit, and nonconforming signs past the conformance deadline may be subject to the abatement procedure listed under Title 18 of the Albany Municipal Code (AMC), Dangerous Buildings, Structures and Premises, in addition to the other remedies set forth in this Code.

GENERAL SIGN REGULATIONS

- 13.310 Standard Sign Exemptions. No permit is necessary before placing, constructing, or erecting the following signs:
- (1) Governmental street signs, such as traffic signs or informational and directional signs as may be authorized by the City.
 - (2) Signs of public utility companies indicating danger, or that serve as an aid to public safety, or that show the location of underground facilities or of public telephones.
 - (3) Signs that are not meant to be visible off-site, such as signs in a stadium that are visible only to patrons, and signs on the interior of a mall or building not visible from a public right-of-way.
 - (4) Official or legal signs which are erected by public officers performing official duties including those erected pursuant to law, administrative order, or court order.
- 13.320 Conditional Sign Exemptions. No permit is necessary before placing, altering, constructing or erecting the following signs as long as the applicable standards have been met:
- (1) Construction Project Sign. One sign not to exceed 64 square feet per frontage, and two signs per project shall be the maximum allowed.
 - (2) Garage, Yard and Other Temporary Residential Sales. Shall not exceed 4 square feet per face and 4 feet in height. Such signs shall not be erected prior to one week before this event and shall be removed no later than the day after the event, or no more than a total of 15 consecutive days for

extended sales. Not more than two on-premises and two off-premises directional signs shall be allowed. They shall not be placed in the public right-of-way or vision clearance areas and must be posted with the property owner's permission.

- (3) Historical Markers. As defined.
- (4) Home Occupation Signs. One sign not larger than 12 inches by 18 inches may be placed in a window or attached to the building.
- (5) House and Building Numbers. Individual characters shall not be less than 3 inches tall nor exceed 12 inches in width or height.
- (6) Nameplate. One nameplate, not exceeding 2 square feet total shall be allowed for each occupant; the nameplate shall be affixed to the building wall.
- (7) Search Lights. Search lights may be permitted if they are part of an opening or promotional event as allowed in Section 13.680, but no business shall utilize search lights more than 5 days in duration or 15 days total in any calendar year.
- (8) Permanent Building Plaques. One sign per building frontage with a combined size of 4 square feet or less, which may only indicate the building name and date of construction and be affixed to the building wall.
- (9) Political Signs. Signs shall be erected and maintained entirely on private property with the consent of the occupant of the premises, and be limited to an area of 4 square feet per face in a residential zone and 8 square feet per face in a commercial or industrial zone and a maximum dimension or height of 3 feet in a residential zone and 5 feet in a commercial or industrial zone. Billboards are excluded from this provision. No signs shall be erected or maintained on utility poles or upon trees, rocks or other natural features. Signs shall not be erected prior to 45 days from the applicable election, and shall be removed within 7 days after the election. Violation of this ordinance shall result in enforcement procedures against the candidate or property owner.
- (10) Real Estate Signs. Signs shall conform to the following restrictions:
 - (a) Commercial and Industrial Zones. In commercial and industrial zones, real estate signs shall conform to all restrictions (such as number and size) applicable to that zone, except that no sign shall exceed 100 square feet in area per face and 10 feet in height. If a developed property meets or exceeds the maximum signage allowed, then one additional wall sign per frontage shall be allowed not exceeding 10 percent of the wall face area.
 - (b) Residential Zones. When single-family, duplexes, or multi-family units are for rent, lease, or sale, the following regulations apply:
 1. The owner or the owner's authorized representative may erect one sign per frontage with a maximum of two signs per lot.
 2. Up to two directional signs may be erected off premises with the property owner's permission, but no more than one off-premises sign may be located on any tax lot.
 3. Signs shall not exceed 6 square feet per face.
 4. A-frame signs are allowed if they do not exceed 4 square feet per face and shall be removed at dusk and not replaced before sunrise.
 5. For placement in a city right-of-way, a right-of-way use permit is required (per AMC 13.33).

(c) Subdivisions. Subdivisions involving more than three contiguous lots shall be allowed advertising signs subject to the following restrictions:

1. Signs shall be limited to one double-faced sign of 32 square feet per face, placed at a right angle to the street, or two 24 square foot signs facing the street. Such signs shall be at least 700 feet apart and shall not exceed a height of 8 feet.
2. Signs shall be placed within the subject subdivision.
3. Signs shall be removed at the end of 2 years, or when 90 percent of the subdivision lots contain a completed structure, whichever occurs first. (For permanent neighborhood marker signs, see Section 13.610.)

(11) Public Safety and Convenience. Signs that are for public safety and convenience such as parking directional signs, store hours, open/closed, credit card acceptance, restroom facilities, and taxi signs - when attached to a building, etc. shall be located and sized commensurate with their function but shall not exceed 8 square feet per face per sign. No more than 50 percent of the sign area can be a business identification or logo. All signs must be placed outside of any vision clearance area.

(12) Window Sign. Product advertising signs inside a window are allowed without regard to other aggregate or number sign restrictions. Window signs shall not obscure more than 50 percent of any individual window.

(13) Seasonal Sign. Seasonal sales signs for temporary businesses such as Christmas tree sales and fireworks booths shall be allowed as follows:

- (a) One sign per frontage.
- (b) Sign area can be no greater than 32 square feet.
- (c) Signs can be displayed only for the following periods:
 1. For Christmas related signs, day after Thanksgiving to January 4th.
 2. For Fourth of July related signs, from June 15 to July 6.
 3. For Easter related signs, from 15 days before Easter to 5 days after.
 4. Other seasonal sign time limits may be determined by the Building Official, but shall not exceed 30 days.

(d) Seasonal murals shall be allowed subject to the time limits above.

(14) Awning or Marquee. A sign located on the valance or bottom vertical 12 inches of the awning or on the face or vertical edge of a marquee and advertising only the name of the business.

(15) Alteration of Sign Faces or Change in Copy Information. Provided that the sign structure is in conformance with all other provisions of this Article and the subject use has received all required development permits, only structural modifications or enlargements shall be subject to sign permit requirements. See 13.811 for copy changes to nonconforming signs.

(16) Signs placed within the public right-of-way are subject only to the limitations and provisions of AMC Chapter 13.33 and the issuance of a temporary Right-of-way Use Permit.

13.330 Prohibited Signs. The following signs are prohibited and may not be placed within the City of Albany:

- (1) Obstructing Signs. A sign or sign structure that is attached to or placed against a building or other structure in such a manner as to prevent or inhibit ingress or egress through any door or window required or designated for access to any building or that is attached to or obstructs a fire escape,

exit, or standpipe.

- (2) Portable Sign. Except as allowed in Section 13.320(10) (Real Estate Signs), Section 13.320(2) (Garage Sale Signs), Section 13.680 (Promotional Displays), and those signs allowed as per Albany Municipal Code Chapter 13.33.
- (3) Obscene Sign. It shall be unlawful for any person to display upon any sign any obscene, indecent, or immoral matter.
- (4) Roof Signs. A sign or any portion of which is displayed above the roof line.
- (5) Flashing, Animated, Rotating or Revolving Signs, or signs that glare, change color more than three times per minute, reflect, blink, or appear to do any of the above except for clocks, approved time and temperature signs, and barber poles not more than 4 feet long and 1 foot in diameter.
- (6) Signs in vision clearance areas as defined in Section 12.180, except for Public Safety and Convenience Signs approved under a site plan review procedure and sign poles that meet the standards of Section 12.180.
- (7) Pennants, streamers, festoon lights and other similar devices with parts intended to be moved by the wind except as allowed in Section 13.680.
- (8) Signs attached to any tree or public utility pole, other than warning signs issued by public utilities.
- (9) Signs using bare-bulb illumination or lit so that the immediate source of light is exposed to direct view from a public street or highway. This is not intended to prohibit the use of neon as a source of illumination.
- (10) Signs using flame as a source of light.
- (11) Any sign that purports to be or is an imitation of or resembles an official traffic sign or signal, or that bears the words "STOP, GO, SLOW, CAUTION, DANGER, WARNING," or similar words, when used in a manner resembling an official traffic sign.
- (12) Any sign, which by reason of its size, location, movement, content, coloring or manner of illumination may be confused with or construed as a traffic control device, or that hides from view any traffic sign or signal.
- (13) Inflatable signs containing advertising or logos except for promotional purposes as allowed per Section 13.680.
- (14) Changeable copy signs that take up more than 50 percent of the sign face except for theaters, churches, and service station price signs.
- (15) Any sign placed on the roof of a marquee.
- (16) Any sign or portion thereof erected within future street right-of-way as depicted in the Transportation System Plan as amended, unless and until an agreement is recorded stipulating that the sign will be removed or relocated upon street widening at no expense to the City.
- (17) Signs placed to be viewed primarily from the freeway except for those signs allowed under Section 13.440.

(18) Signs in the public right-of-way except as listed in Section 13.310 and Albany Municipal Code Chapter 13.33 (Temporary Right-of-Way Use Permits).

13.340 Abandoned Signs. Signs existing beyond 60 days or sign structures existing beyond 12 months from when a bona fide business is no longer conducted or a product sold shall be taken down and removed by the owner, agent or person having the beneficial use of the building or structure upon which such sign may be found.

13.350 Construction Standards. All signs shall be designed and constructed to meet the requirements of the State of Oregon Structural Specialty Code. Any electrical apparatus used in connection with a sign must be covered by an electrical permit. The amperage and voltage of such apparatus must be permanently affixed to the sign.

13.360 Maintenance of Signs. All signs, together with all of their supports, braces, guys and anchors, shall be kept in good repair and be maintained in a safe, neat, clean and attractive condition, free from rust, corrosion, peeling paint or other surface deterioration.

STANDARDS BY SIGN DISTRICT

PEDESTRIAN AREAS

13.411 District Areas. The Pedestrian Area shall consist of the CB (Central Business), HD (Historic Downtown), MUC (Mixed Use Commercial), and LE (Lyon-Ellsworth) zones. [Ord. 5446, 5/10/00, Ord. 5556, 2/21/03]

13.412 Aggregate Sign Restrictions. The total number and area of signs in pedestrian areas shall conform to the following:

- (1) The aggregate number of signs allowed for each business shall be no more than two signs for each building frontage.
- (2) The aggregate area of all signs per building frontage, except for exclusive use of wall signs in Section 13.413(2), shall not exceed an area equal to one square foot for each lineal foot of building frontage with a minimum aggregate area restriction of 30 square feet and a maximum aggregate area of 120 square feet.
- (3) As an option to the above, when a customer entrance/exit is used by a group of businesses for access, then each business with frontage can have one wall sign or marquee sign no greater than ½ foot for each foot of the business fronting on the street. In addition, one sign is allowed using the entire building frontage for all businesses located within, which shall not exceed 1 square foot for each 1 foot of lineal frontage.
- (4) Aggregate area and number provisions do not include nameplates, directional signs, awning and marquee signs as prescribed in Sections 13.320 (3, 5, 6, 8, 11, 12, and 14).

13.413 Wall Signs. Wall signs in pedestrian areas shall comply with the following provisions:

- (1) No wall sign shall exceed 60 square feet unless increased by the following provision.
- (2) If wall signs are used exclusively, the area allowed shall be calculated at 1.5 square feet for each lineal foot of wall frontage up to a maximum individual sign size of 75 square feet and a maximum aggregate area of 150 square feet.

13.414 Freestanding Signs. Freestanding signs in pedestrian areas shall comply with the following provisions:

- (1) Signs shall be no higher than 25 feet.
- (2) One sign shall be permitted for each lot with a street frontage in excess of 50 lineal feet. Two or more parcels of less than 50 feet may be combined for purposes of meeting the foregoing standard, provided that all businesses are identified on such signs.
- (3) Signs shall not exceed a total face area of 3/4 square feet for each lineal foot of street frontage with a maximum face area of 50 square feet for one face or a total of 100 square feet for two or more faces.
- (4) Signs shall be placed on the central 50 percent of the street frontage of the business(es) or 40 feet from any adjacent freestanding sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met.

13.415 Projecting Signs. Projecting signs in pedestrian areas shall comply with the following provisions:

- (1) One sign shall be permitted for each business or group of businesses occupying a single common space or suite instead of a freestanding sign.
- (2) Signs shall not exceed an area of 3/4 square feet for each lineal foot of business frontage to which the sign pertains, except that any business may have one projecting sign of 12 square feet per face. The maximum area of any projecting sign shall be 50 square feet per face.

COMMERCIAL AND INDUSTRIAL AREAS

13.421 District Areas. The commercial and industrial areas shall consist of the OP (Office Professional), NC (Neighborhood Commercial), CC (Community Commercial), RC (Regional Commercial), MUR (Mixed Use Residential), MS (Main Street), WF (Waterfront), TD (Transit District), ES (Elm Street), PB (Pacific Boulevard), LI, (Light Industrial), HI (Heavy Industrial), and IP (Industrial Park) zoning districts. [Ord. 5446, 5/10/00, Ord. 5555, 2/7/03]

13.422 Aggregate Sign Restrictions. The total number and area of signs in commercial and industrial areas shall conform to the following:

- (1) The aggregate number of signs allowed for each property shall be two signs for each frontage.
- (2) The aggregate area of all signs for each street frontage shall not exceed an area equal to 1-1/2 square feet for each lineal foot of street frontage. However, in addition, aggregate sign area shall be subject to the following minimum and maximum ranges:
 - (a) For CC, RC, PB, LI, HI, and IP zones, the minimum is 45 square feet, maximum is 200 square feet. [Ord. 5555, 2/7/03]
 - (b) For NC, MS, MUR and WF zones, the minimum is 35 square feet, maximum is 150 square feet.
 - (c) For OP, ES and TD zones the minimum is 24 square feet, maximum is 50 square feet. [Ord. 5446, 5/10/00]

13.423 Wall Signs. Wall signs in commercial and industrial areas shall comply with the following provisions:

- (1) No wall sign shall exceed 100 square feet except as noted below.
- (2) If wall signs are used exclusively, the area allowed shall be calculated at 2 square feet for each lineal foot of street frontage up to a maximum individual size of 125 square feet and a maximum

aggregate area of 250 square feet in the CC, RC, LI, HI, PB, and IP zones; 180 square feet in the NC, MUR, WF and MS zones; and 75 square feet in the OP, ES and TD zones. [Ord. 5446, 5/10/00, Ord. 5555, 2/7/03]

13.424 Freestanding Signs. Freestanding signs in commercial and industrial areas shall comply with the following provisions:

- (1) Signs shall be no higher than 30 feet in the PB, CC, RC, LI and HI zones. In the MUR, WF, MS, ES, TD, NC, OP, and IP zones signs shall be no higher than 15 feet. Signs located within the freeway interchange area may be higher per Section 13.440. [Ord. 5555, 2/7/03]
- (2) One sign shall be permitted for each frontage in excess of 75 lineal feet. Two or more parcels less than 75 feet may be combined for purposes of meeting this standard with the approval of all affected property owners.
- (3) Signs shall not exceed a total face area of 3/4 square feet for each lineal foot of street frontage with a maximum area of 160 square feet per face in the PB, CC, RC, LI, HI, and IP zones, 120 square feet in the MUR, WF, MS and NC zones and 40 square feet in the ES, TD and OP zones. In all cases a minimum allowance of 20 square feet is guaranteed. [Ord. 5555, 2/7/03]
- (4) Signs for interior businesses shall be placed on the central fifty percent of the street frontage of the business(es) or 60 feet from any adjacent freestanding sign. Signs on corner properties may be placed near the corner if vision clearance provisions are met. [Ord. 5446, 5/10/00]

13.425 Projecting Signs. Projecting signs in commercial and industrial areas shall comply with the following provisions:

- (1) One sign shall be permitted for each business or group of businesses occupying a single common space or suite in lieu of a freestanding sign.
- (2) Signs shall not exceed an area of 3/4 square feet for each lineal foot of business frontage to which the sign pertains. The maximum area of any projecting sign shall be 80 square feet per face with a minimum allowance of 20 square feet.

INTEGRATED BUSINESS CENTERS OR INDUSTRIAL PARK AREAS

13.430 General Provisions. The allowed number and square footage of integrated center signs is determined by the size and characteristics of the center. Centers having at least two anchor stores or major tenants, each containing a minimum of 40,000 square feet in gross floor area, are regulated under Major Integrated Centers. Those centers not meeting the minimum standards above are covered under Minor Integrated Centers.

MINOR INTEGRATED CENTERS

13.431 Overall Identity Sign.

- (1) The overall identity or joint use sign must comply with Section 13.424, except that a bonus to the maximum size provisions is allowed so that the maximum area is 200 square feet per face and the minimum allowance is 60 square feet.
- (2) In lieu of (1) above, integrated businesses that utilize overall business center identity signs that are less than 6 feet tall, may locate one such sign per entrance. Such signs are limited in aggregate area to 200 square feet.
- (3) Properties having two or more frontages, one of which is in excess of 400', are permitted two freestanding signs on the long frontage provided that the total combined area does not exceed 200 square feet (on one face); however, no freestanding sign is allowed on the other frontage.
- (4) In determining size restrictions based on frontage, an individual sign size can be any percentage of that allowed so long as the total allowance for all signs is not exceeded.

13.432 Individual Businesses.

- (1) One wall sign per building frontage or parking lot frontage provided that the wall adjacent to the parking lot is at least 75 feet from a facing residential area. The sign area shall be limited to the provisions of Section 13.520, 13.412 and 13.413 for pedestrian areas, and 13.422 and 13.423 for commercial and industrial areas.
- (2) If the name of the business is not placed on the overall identity or joint use sign, two wall signs are allowed per frontage. Wall sign area is determined by 13.413(2) for pedestrian areas and 13.423(2) for commercial and industrial areas.

13.433 Special Signs for Interior Businesses. When an individual business does not have frontage on a street or parking lot, such business or businesses may utilize any remaining signage area, subject to the following restrictions:

- (1) There shall be only one interior business sign per entrance, but multiple business advertising or identification can appear on such sign.
- (2) Such sign shall be located within 30 feet of an entrance open to the public providing access to the business.
- (3) Any interior business shall not use this provision more than twice.

MAJOR INTEGRATED CENTERS

13.434 Overall Identity Sign. One freestanding, joint use sign per street frontage that has a customer entrance is allowed. This sign is limited to 200 square feet per face and 30 feet tall.

13.435 Individual Businesses.

- (1) If the business is not represented on the integrated center sign, one freestanding monument sign is permitted for use by each freestanding pad building. The sign structure is limited to 6 feet tall measured from ground level and 10 feet in horizontal length. The sign face(s) is/are limited to 4

feet tall and 8 feet in horizontal length.

- (2) One wall sign per business per parking lot or street frontage. Allowed sign area is calculated at 1 square foot per lineal foot of building frontage on which the sign will face, with a minimum size of 30 square feet and a maximum area of 60 square feet.

13.436 Major Store Signs. Each major store with an entrance from a parking area or street is allowed 2 wall signs on each frontage, provided that the building wall is at least 75 feet from a residential district. The aggregate sign area is limited to 3 percent of the gross wall area of the face on which the sign is to be located, or 200 square feet, whichever is less.

13.437 Mall Entrance and Identity Signs.

- (1) At each mall entrance, each interior business is allowed at least 2 square feet in signage. The maximum entrance sign area allowed is twelve (12) feet. Remote signs for major tenants are allowed if they do not exceed 12 square feet in area, and are in addition to the interior business sign.

- (2) Mall identity wall signs may be placed over all main entries to the mall and are limited to 130 square feet in size.

13.438 Sign Spacing. A minimum of 200 feet of spacing is required between freestanding signs.

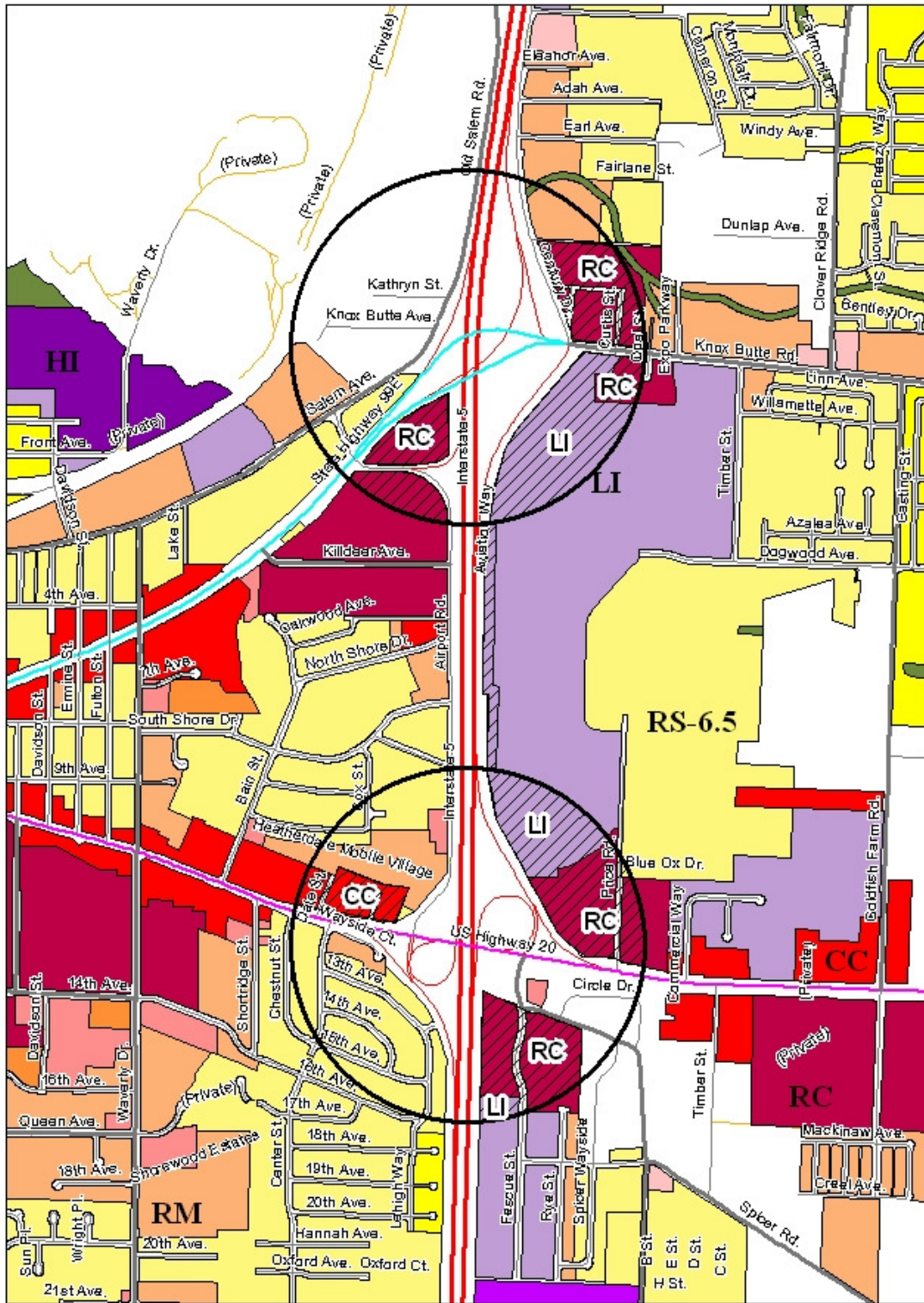


Figure 1: Freeway Interchange Area (Ord. 5281, 3/26/97)

FREEWAY AREA SIGNS

13.440 General Provisions.

- (1) When an individual business catering to the motoring public traveling on the Interstate 5 Freeway is within the Freeway Interchange Area, as defined and as shown in Figure 1, such business may have one freestanding sign up to 50 feet tall.
- (2) Maximum sign area is limited to 250 square feet for one face, 500 square feet for two or more faces.
- (3) If such sign is erected, it shall be in lieu of and not in addition to the signs permitted by Section 13.422 for such business along the street frontage on which it is located.
- (4) A freeway-oriented sign shall comply with requirements of Section 13.424(2).
- (5) For purposes of this Section, "business catering to motoring public" shall be limited to regional recreational facilities, convention centers, service stations, restaurants, motels, hotels, and recreational vehicle parks. (Ord. 5281, 3/26/97)

STANDARDS BY SIGN TYPE

13.510 Freestanding Signs. The following standards apply to all freestanding signs:

- (1) A freestanding sign shall be directly supported by poles or foundation supports in or upon the ground. No external cross-braces, guywires, "T-frames," "A-frames," "trusses," or similar bracing systems shall be used in constructing freestanding signs.
- (2) No freestanding sign shall project over public property more than 8 feet or be closer than 2-1/2 feet of the curb line nor over any state highway right-of-way as specified in state law. In the event the street shall be widened or changed in any manner so that the change would result in the projection of a sign to a distance over public property, then the owner of said sign shall remove it and replace it at the expense of the owner.
- (3) Freestanding signs shall have a minimum clearance of 15 feet over a driveway or parking area.
- (4) Freestanding signs shall have a minimum clearance of 8 feet over a pedestrian walkway or sidewalk.
- (5) When a freestanding sign is located at the corner of two intersecting rights-of-way and placed a distance from the right-of-way corner of less than 50 feet in pedestrian areas and less than 75 feet in other commercial/industrial areas, the sign shall be counted as one sign for each frontage. When a face can be seen from a street, then that face shall count as part of the aggregate area for that street frontage (not to exceed counting one face per frontage). The maximum size allowed for such sign shall be based on the street frontage with the highest average daily traffic count or the average of the two frontages.
- (6) Fence signs shall be subject to the same size and placement requirements as a wall sign and shall not exceed the height of the fence.

13.520 Wall Signs. The following standards apply to all wall signs:

- (1) No wall sign shall project more than 12 inches beyond the wall to which it is attached.
- (2) No wall sign shall extend above the roof or eave line of the building.
- (3) Wall signs shall not exceed an area of 12 percent of the wall area of the business to which the signs pertain or the total aggregate area for the sign district in which the business is located, whichever is less.

13.530 Projecting Signs. The following standards apply to all projecting signs:

- (1) The inner edge of a projecting sign shall not be more than 6 inches from the face of the building.
- (2) Projecting signs shall have a minimum clearance of 8 feet over sidewalks or grade and 15 feet over driveways.
- (3) No projecting sign (or other signs) shall project more than 8 feet over public property nor closer than within 2-1/2 feet of the curb line.
- (4) When a projecting sign is located at the corner of two intersecting rights-of-way and positioned so that each sign face is designed to be read from each adjacent right-of-way, the sign will be counted as one sign for each frontage and the area of each face shall count as part of the aggregate area for each frontage, except that the maximum size of such sign may be based on the street frontage with the highest average daily traffic count.

13.540 Marquee and Awning Signs. The following standards apply to all marquee or awning signs:

- (1) Signs suspended from a marquee shall not extend beyond the perimeter of the marquee. Signs attached to the vertical face of the marquee shall not extend above or below the face to which it is attached.
- (2) Signs hanging from marquees must be a minimum of 7 feet 6 inches above grade. Signs 4 square feet or smaller are exempt from sign number and area restrictions; larger signs are treated as projecting signs and subject to all applicable provisions.
- (3) Awning or marquee signs as specified in Section 13.320(14) are exempt from permits and shall not be included in the aggregate area computation nor shall be counted in the total number of signs allowed per frontage.
- (4) Signs not meeting the above criteria shall be considered to be wall signs and shall be regulated by the provisions of Sections 13.413 or Sections 13.423, depending on the zone.

13.550 Changing Electronic Message Signs. Signs with a changing electronic message are subject to the provisions of this Article. [Ord. 5446, 5/10/00]

13.560 Signs for Theaters. The following standards apply to all theater signs:

- (1) Where a building is built within two feet of a right-of-way line, the theater may elect to use in lieu of all other signs along the same street frontage either signs listed in Paragraphs (2)(a) or (2)(b) below but not both.
- (2) Sizes shall be limited to those regulations of the district in which they are located. For the purpose of limiting the size and number of signs for theaters, advertisements contained within a glass case or frame on the face of the building advertising present or coming attractions shall be considered

as signs located within a building and shall not be limited. The theater may elect to use:

- (a) One projecting sign and one reader board type sign limited to a projection of eight feet over public property but not closer than within 2-1/2 feet of the curb line; or
- (b) One projecting sign and one sign on each face of a theater marquee.

STANDARDS BY SPECIAL SIGN FUNCTION

13.610 Neighborhood Signs. For subdivisions, multiple-family units (including planned developments), or identified neighborhood areas, 1 single- or double-faced, indirectly lit sign not to exceed 24 square feet for one face or 48 square feet in surface area for 2 or more faces. If the sign is not attached to a building, the sign may be no more than 4 feet tall. The information allowed on the sign shall be limited to the name and address of the development. If the sign pertains to any development request, then the location and design shall be subject to the appropriate review.

13.620 Residential Conditional Use. When a conditional use is allowed in a residential zone, the size and placement of a sign may be further restricted as part of conditional use review but shall not exceed 2 indirectly lit signs per frontage containing not more than 32 square feet per face. For signs not attached to a building, the maximum height shall be 6 feet. [This paragraph does not apply to home occupations, which must comply with Section 13.320(4)].

13.630 [Repealed by Ord. 5445, 4/12/00]

13.632 [Repealed by Ord. 5445, 4/12/00]

13.633 [Repealed by Ord. 5445, 4/12/00]

13.640 Off-Premises Directional Business Signs.

- (1) Off-premises directional signs shall be allowed only in the CC, CB, RC, and industrial zones.
- (2) A Type II procedure shall be utilized for the review of Off-Premises Directional Signs. Such Off-Premises Directional Sign shall be approved only when the property owner or business owner can demonstrate that the existing signs allowed under the ordinance fail to relieve an unreasonable hardship and that the hardship can only be relieved by the erection of an off-premises directional sign, and compliance with criteria set forth in Section 13.710.
- (3) Any permit issued under this Section is non-transferable and the sign may only be used for the purpose for which the permit is granted.
- (4) Only one off-premises directional business sign shall be allowed per business.
- (5) The face size of an off-premises directional sign shall not exceed three 3 feet tall or 6 feet in horizontal length.
- (6) The maximum height of any portion of any off-premises sign structure shall not exceed eleven 11 feet tall from ground level to the top of the structure nor 8 feet in horizontal length.
- (7) Except as provided in Section 13.310(1), all off-premises directional signs must be placed outside of any public rights-of-way and any vision clearance area.
- (8) Where applicable, off-premises signs are subject to state highway permits.

13.650 Murals. Murals that contain advertising material are subject to conditional use permit approval (Article 2) except that the criteria for approval shall be replaced by the criteria below in Section 13.656.

Seasonal murals (such as Christmas window displays), and murals not containing advertising material shall be exempted from this Section.

- 13.652 Information Requirement. The applicant requesting the permit shall submit a finished drawing, prepared to scale, of the outside wall, facade, or surface that the applicant proposes to use for said mural, and of the mural that the applicant proposes to place on said outside wall, facade, or surface. The mural shall be colored on the drawing the colors that the applicant proposes to use for the mural, and shall be of sufficient detail to allow for a visualization of the actual appearance of the mural. The drawing shall be available for viewing by the public during the regular business hours at the Planning Department. The permit application shall include a statement as to the type of lighting, if any, that will be used to illuminate the mural during hours of darkness.
- 13.654 Specific Standards. The following standards must be met before the application can be reviewed:
- (1) All signs relating to the building or structure upon which the mural is to be placed shall be in compliance with the requirements of the Development Code in effect on the date of application. No mural may be placed on any building or structure that includes a nonconforming sign.
 - (2) Only one wall, facade, or surface of a building or structure may be used for a mural.
 - (3) A wall, facade, or surface that is used for a mural pertaining to the business on which it is located shall be counted as one sign. A mural, regardless of size, will count as one-half of the total aggregate sign area allowed for the business.
 - (4) The owner of record of the building or structure on which the proposed mural is to be placed shall, in writing, and in a form satisfactory to the City Attorney, consent to the placing of said mural on the property, and shall agree to restore the wall, facade, or surface upon which the mural is placed to its prior existing condition if and at such time the mural is not maintained by the applicant. The permit application shall include a statement detailing the applicant' plans for the maintenance of the mural.
- 13.656 Review Criteria. The mural shall be approved if the following criteria are met:
- (1) The placing of the proposed mural at the location selected by the applicant would not constitute a significant traffic safety hazard.
 - (2) Neither the mural, nor the placement of the mural, would endanger the public health, safety, or general welfare.
 - (3) Neither the mural, nor the placement of the mural, would be injurious to the use and enjoyment of other property in the immediate vicinity of the proposed location.
 - (4) Any lettering area which advertises the business or products pertaining to the use or uses within the building shall be limited to one-half that permitted under other signage requirements for the building.
- 13.660 Alley Signs. An alley sign shall be limited to a wall sign with total area limited to 6 square feet and should identify the business and shall not be used to advertise products or services.
- 13.670 Street Banners. No street banner sign shall be erected over public property unless first approved by the Public Works Director. The action giving approval for such signs may contain any condition(s) which the Public Works Director deems necessary to insure safety, proper maintenance, and appearance and removal of such sign when required. No person who places a sign under the provision of this section

shall permit the sign to remain in place after the period specified for display has expired.

- 13.680 Temporary Promotional Business Displays. Temporary banner signs, A-frame signs, and inflatable signs may be used, but are limited to one sign on each street frontage for each separate business. The maximum total number of days for promotional display shall not exceed 60 days in any one calendar year. Each display period requires a separate permit, but the display duration can be from 7 days to 60 days. The area of such banner shall not exceed 50 square feet in the CB, NC, HD, MUR, WF, MS, LE, ES, TD and OP zones and 75 square feet in all other non-residential zones, or in the case of inflatable signs, 500 cubic feet. Inflatable signs can be no higher than freestanding signs allowed in the particular zone.

Any temporary A-frame, sandwich board or similar sign may be no larger than 16 square feet for one face or 32 square feet for two or more faces. If the sign is not attached to a building, the maximum height of the sign may not exceed 4 feet. All temporary signs must: be anchored; may not be located within 10 feet of any public right-of-way; may not be attached to or placed inside a parked vehicle; may not be placed within any vision clearance area; and shall be maintained in a safe, neat, clean and attractive condition.

Pennants, flags, and streamers may be used as part of an opening or promotional event subject to the above time constraints. Pennants and flags which are designed with no writing and have permanent mounting devices may be displayed for a longer period of time only upon approval of a conditional use permit. (The American and Oregon flags are exempted from Sign Code regulations.) [Ord. 5446, 5/10/00]

- 13.685 Interior Lot Line Signs. A principal wall sign may be located on the side of a building facing an interior lot line if written consent of the abutting property owner is obtained for the erection of the sign or the sign is 50 feet or more from the abutting property. Sign and area for both the interior lot line sign and street frontage signs shall not exceed that allowed for the street frontage and shall not be in addition thereto.

VARIANCES

- 13.710 Variances. Variances to this Article will be processed according to Article 2 (Review Criteria) except that the review criteria of Section 2.500 shall be replaced by the following criteria:

- (1) Granting the variance would not decrease traffic safety nor detrimentally impact any other identified items of public welfare.
- (2) There are unique circumstances or conditions of the lot, building, or traffic pattern such that:
 - (a) The requested variance better implements the purpose of the Article as stated in Section 13.110.
 - (b) Granting the variance compensates for those circumstances in a manner equitable with other property owners and is thus not a special privilege to any one business. The variance requested shall be the minimum necessary to compensate for those conditions and achieve the purpose of this Article.
- (3) The variance would not result in a special advertising advantage in relation to neighboring businesses or businesses of a similar nature. The desire to match standard sign sizes (for example, chain store signs) shall not be listed or considered as a reason for a variance.
- (4) Granting the variance would not obstruct views of other buildings or signs or cover unique architectural features of a building or detract from landscape areas.

- (5) The size, placement, color, and graphics of the proposed sign results in more attractive signage than that allowed under strict interpretation of the Code.

13.711 Variations for Historic Buildings. For buildings listed as primary or secondary on the City's adopted Historic Inventory, a variance can be granted for a sign resembling an original historic sign when a recommendation is made by the Landmarks Advisory Commission or its successor on the entire signage of the structure, and the following criteria are met:

- (1) The variance criteria of Section 13.710(1), (4) and (5) have been met.
- (2) The sign takes the place of one of the permitted signs. (A variance for more than the permitted number will require full compliance with Section 13.710.)
- (3) All signs on the structure are reviewed as part of the variance, and conditions can be attached regarding all signs on the structure to achieve greater consistency with the overall purpose of this Article.

NONCONFORMING SIGNS

13.810 Nonconforming Signs.

13.811 General Provisions. Nonconforming signs are subject to the following provisions:

- (1) When sign copy is not part of a site plan review process:
 - (a) Only the signs being changed are affected and do not affect the status of other signs that may be nonconforming due to sign area, aggregate area, or number of signs.
 - (b) The aggregate area restrictions shall not be used to decrease the new sign beyond its previous existing size.
- (2) When site plan review is required, total business signage compliance beyond sign copy changes shall be commensurate with the amount of change occurring on the site.
- (3) When sign copy change occurs on a joint use, nonconforming sign structure, then the total signage on the sign structure does not have to comply with sign regulations if:
 - (a) the sign is removed from the sign structure;
 - (b) the sign copy is changed but the individual business meets Code requirements for aggregate sign area and for total number of signs;

OR

 - (c) the sign copy is changed but the business receives site plan review approval. Under site plan review, the business may be required to meet Code compliance for aggregate sign area and number of signs as well as other site improvements commensurate with the amount of change occurring on site.
- (4) When a nonconforming sign face is damaged or destroyed by fire, flood, wind, or other calamity or act of God, such sign face may be restored to its original condition provided such work is completed within 60 days of such calamity. However, a sign structure or support mechanisms so damaged shall not be replaced except in conformance with the provisions of this Code.
- (5) The Community Development Director or her/his designee shall authorize an exemption from the conformance requirements when it can be shown that the sign is within 20% of the required size

and height limitations of this ordinance.

- 13.812 Signs for Nonconforming Business in a Residential Zone. Nonconforming business shall be permitted one permanent attached wall sign not exceeding 24 square feet in sign area. No other signs shall be permitted except for pre-existing nonconforming signs for which required permits have been obtained.
- 13.813 Nonconforming Sign Area. Conforming and/or nonconforming signs in existence at the time of the enactment of this ordinance shall be counted in establishing the permitted area or size of all new signs to be allowed on the property.
- 13.814 Abatement of Nonconforming Signs. Except as provided within Section 13.816, permanent signs in existence on the effective date of this ordinance that are not in conformance with the provisions of this ordinance shall be regarded as nonconforming signs and must be removed, altered, or replaced so as to conform within seven years of the effective date of this ordinance. Temporary signs that are not in conformance with the provisions of this ordinance shall be regarded as nonconforming and shall be removed within thirty (30) days of the effective date of this ordinance; provided, however, a change of use or occupation of a site shall require full compliance with the provisions of this ordinance. The Building Official shall notify each owner by certified mail of a nonconforming sign of the conformance deadline at least 2 years prior to such deadline as a public service. Failure to be notified of the deadline shall not relieve the owner of responsibility to conform with this ordinance within the time period herein. Properties annexed to the City after the effective date of this ordinance shall follow the same conformance schedule as defined above. The time for conformance shall be measured from the effective date of annexation rather than the effective date of the ordinance.
- 13.815 Extension for Conformance.
- (1) The Building Official may authorize an extension of no more than one year when it can be shown that special and unusual circumstances related to a specific piece of property make application of the conformance schedule an undue hardship. This hardship shall not result from the actions of the applicant and shall not merely constitute financial hardship or inconvenience.
 - (2) The Building Official shall authorize an exemption from the conformance schedule where it can be shown that the sign is within 20 percent of the required size and height limitations of this ordinance.
- 13.816 Exemption from Nonconforming Status. An owner of a nonconforming sign in existence on the date of enactment of this ordinance may apply for a determination that the sign qualifies as an historic or significant sign. An owner must make such application within six months of being notified of a nonconforming status. Such exemption of nonconforming status may be made by the Hearings Board through a Type II procedure upon finding that any of the following applicable 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 Albany landmark.
 - (3) For an historic sign exemption, the sign is:
 - (a) attached to a primary or secondary structure as recognized on the City Historic Survey;
 - (b) 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
 - (c) a recommendation is received from the Landmarks Advisory Commission giving its

recommendation on criteria (a) and (b) above.

(4) 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
- (b) 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.