

## EXHIBIT A

### Chapter 17.87

#### SIGNS

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##### **17.87.010 Purpose and Objectives.**

A. These regulations balance the need to protect the public safety and welfare; the need for a well-maintained and attractive community; and the need for adequate identification, communication, and advertising that helps businesses to compete and thrive. It is also recognized that unregulated signing within the City may result in the following problems: accidents resulting from visual confusion between advertising and traffic control signs; the collapse of improperly constructed signs; distracting signage that demands attention which may cause accidents and be injurious to health, destruction of natural beauty and loss of property values. The regulations for signs have the following specific objectives:

1. To ensure that the quality, construction, and location of signs does not create obstructions to motorists by interfering with sight lines or directional traffic signs, or in any other way endanger the safety, health, or welfare of citizens and visitors to the city;
2. To allow signs as a means of communication, while at the same time avoiding nuisances to nearby properties;
3. To support the desired character of various neighborhoods and zoning districts and promote an attractive visual environment;
4. To allow for adequate and effective signs, while preventing signs from dominating the appearance of the area;
5. To ensure that the constitutionally guaranteed right of free speech is protected;
6. To afford the community an equal and fair way to advertise and promote its products and services;

7. To reduce sign clutter and the distractions and confusion that may be contributing factors in traffic congestion and accidents, and maintain a safe and orderly pedestrian and vehicular environment;
8. To have signs that attract and invite rather than demand the public's attention along the City's streetscapes; and,
9. To encourage creativity, imagination, diversity, and signs that are both compatible with and in scale with the character of the business and residential areas they serve.

#### **17.87.020 Definitions.**

Words and phrases used in this chapter have the meaning set forth in this section. The definitions found within MVMC 14.05.220 and 17.06 are hereby adopted by reference in their entirety as they are currently written or as they may be amended in the future. Should there be a conflict with the definitions within this Chapter, 14.05 or 17.06 the definitions within this Chapter shall control.

- A. **“Building Frontage”** means the measurement in linear feet of the portion of a building that is parallel with an existing dedicated right-of-way or roadway easement. A building may be parallel to more than one dedicated right-of-way or roadway easement; and when this is the case the linear footage for each portion of the building that is parallel to said areas shall be added together and used for purposes of calculating the building's sign allowance.
- B. **“Commercial sign”** or **“commercial in nature”** means any sign, wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.
- C. **“Conforming Sign”** means a sign that is, or was, legally installed in accordance with federal, state, and local laws and ordinances.
- D. **“Face”** or **“Sign Face”** means the surface area on a sign where **“sign copy”** is displayed. The definitions of the different types of signs permitted within the City state the number of sign faces allowed. If not specifically stated a sign is limited to one (1) sign face.
- E. **“Height, sign”** means the vertical distance measured from the finished grade (as defined in MVMC 17.06) to the highest point of a sign or, in the case of freestanding signs, to any vertical projection thereof including its supporting columns.
- F. **“Inflatable object”** means an inflatable object larger than 18 inches in diameter, such as a blimp, large air balloon, or other inflatable objects such as animals, characters or people, used to attract attention to a special event or grand opening.
- G. **“Maintained”** means not broken, torn or ripped, securely attached or affixed to the supporting structure, clean in appearance, without chipped, faded or peeling paint, or otherwise in a condition a reasonable person would deem in “good condition.”

- H. **“Marquee”** means a permanent structure, attached to and projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather. This definition also applies to canopies; but does not include awning signs.
- I. **“Measurement of Total Sign Area”** means using the following method to calculate the square footage measurement of any sign display:
1. The square footage shall be calculated by measuring inside the cabinet retainer area reserved for advertising copy or graphics only, including reader board spaces, by applying a set of straight lines around the visible opening of said sign cabinet.
  2. The square footage of any sign display made up of individual dimensional letters (illuminated or non-illuminated), words, graphic symbols or logos shall be measured around each individual letter or symbol by a straight line method and calculated by adding the sum of these individual letters/ symbols together, excluding architectural details or mounting features.
  3. Signs painted or applied directly against the surface of a building shall have square footage calculated by the smallest polygon measurement enclosing the letters and/or symbols of the sign area.
  4. In the event of an irregular, three-dimensional object that serves as signage, where the surface area is not readily measurable, the surface area shall be calculated by the largest area of the three-dimensional object visible from any one viewing angle.
  5. The structure supporting a sign shall not be included in determining the area of the sign unless the structure is designed in a way to form an integral background for the display or if said structure contains sign copy.
  6. Only the portions of murals or art that contain sign copy shall be counted as signage under this chapter.
- J. **“Multiple building complex”** means a group of structures housing at least one retail business, office, commercial venture or independent or separate part of a business which shares the same lot, access and/or parking facilities.
- K. **“Multiple tenant building”** means a single structure housing more than one retail business, office or commercial venture.
- L. **“Mural”** means a work of art applied directly to an exterior surface where forms and/or figures are the dominate elements and does not contain any sign copy related to the business that the mural is located on.
- M. **“Non-commercial”** means any sign, wording, logo or other representation that is not directly or indirectly, naming, advertising or calling attention to a business, product, service or other commercial activity. Noncommercial signs are generally political, free speech, and/or community service event signs.
- N. **“Non-residential zones”** means those zones identified by the official Mount Vernon zoning map as: Public, Health Care Development, Professional Office, Central Business, General Commercial, Community Commercial, Neighborhood Commercial, Limited Commercial, Commercial-Limited Industrial, Light Manufacturing and Commercial, and Industrial.

- O. **“On-premises sign”** means a sign which displays only advertising copy strictly incidental to the lawful use of the premises on which it is located and shall, depending upon the district in which it is located, contain any or all of the following:
1. The name of the owner, occupant, management or firm occupying the premises;
  2. The kind or name of business and/or the brand name of the principal commodities sold or produced on the premises;
  3. Other information relative to a service or activity involved in the conduct of the business (also includes owner identification or business sign).
- P. **“Off-premises sign”** means any sign, which cannot be classified as an on-premises sign as described above, including billboards.
- Q. **“Private property”** means land not owned by the government or dedicated to public use. The City’s Public zoning designation does not define whether property is public or private; the actual use of the property does.
- R. **“Public property”** means property owned by the government or one of its agencies, divisions, or entities. It commonly includes parks, streets, sidewalks, and schools. The City’s Public zoning designation does not define whether property is public or private; the actual use of the property does.
- S. **“Residential zones”** means those zones identified by the official Mount Vernon zoning map as: Single-Family Residential, Two-Family Residential, Multi-Family Residential, Residential Agricultural, and Residential Office.
- T. **“Sign”** means a permanent communication device, structure, or fixture located on the exterior of a structure and visible from public rights-of-way or located in the interior of a structure and visible from public rights-of-way which incorporates graphics, pictures, symbols, or written copy that is intended to promote the sale of a product, commodity or service, or provide direction or identification for a premises, business, or facility. Permanent signs are generally designed to resist environmental loads, such as wind or snow, and are not readily removable. Temporary signs defined separately as they do not meet this definition; and see MVMC 17.87.100 for a list of items that are exempt from regulation under this Chapter. Following is a list of different types of permanent signs and their associated definitions:
1. **“Awning Sign”** means a sign placed on an awning. An awning is typically made of a pliable material, usually canvas or vinyl laminated to fabric) that is stretched over a light structure that is attached to the exterior wall of a building to shelter people or things from the weather.
  2. **“Bench sign”** means a sign located on any part of the surface of a bench or seat placed on or adjacent to a public right-of-way. A bench sign does not include those components of a bench which are commemorative or information plaques, not used for commercial purposes.
  3. **“Billboard”** means a freestanding advertising sign containing a message, commercial or otherwise, unrelated to the use or activity on the property on which the sign is located, and which is customarily leased for commercial purposes, this definition is not meant to include directional signage.

4. **“Directional sign”** means a sign permanently erected or permitted by the city or the state to denote the name of any thoroughfare, the route to any city, town, village, educational institution, public building, business, historic place, shrine or hospital; to direct and regulate traffic; or to denote any railroad crossing, bridge, ferry or other transportation or transmission company for the direction or safety of the public. “Directional sign” also means a sign, notice or symbol about the time and place of regular civic meetings and religious activities and services. “Directional sign” also means a sign which has only information (informational directional sign) on exit and entrance or parking and contains no form of advertising copy or the name of any advertiser. “Directional sign” also means a sign that identifies a neighborhood, business district and/or community. Such signs may be located in the public right-of-way or on private property that is within the area identified by the signage.
5. **“Electronic Message Center Signs”** means any sign that utilizes computer-generated messages or some other electronic means of changing the sign copy. These signs include displays using incandescent lamps, LEDs, LCDs or other similar types of technology. Additional regulations regarding electronic message center signs are contained in MVMC 17.87.050(C).
6. **“Exterior Illuminated Sign”** means a sign that is illuminated by a light source that is directed towards, and shines on the face of a sign.
7. **“Freestanding sign”** means a sign that is not attached to a building. Freestanding signs are attached to the ground and supported by uprights or braces placed on or in the ground; are greater than five (5) feet above grade, and display only two sign faces. When less than five (5) feet above grade, freestanding signs are defined as pedestal or monument signs.
8. **“Incidental sign”** means a sign, emblem, or decal that is generally informational in nature and that has a purpose secondary to the use of the lot on which it is located. Signs informing the public of things like business hours, the location of entrances and exits, open/closed signs, restroom signs and bank card signs are all examples of incidental signs. Incidental signs are no larger than two square feet each.
9. **“Illuminated sign”** means any sign designed or arranged to emit or reflect light, in any manner, by an artificial light source, including all signs lit with neon tubes, either directly or indirectly.
10. **“Internally Illuminated” or “Backlit”** means a sign illuminated by light from within the sign rather than a source adjacent to or outside of the sign.
11. **“Mansard roof sign”** means a sign which is structurally incorporated into a sloped roof or roof like facade architecturally capable of being treated as a building wall and has only one sign face.
12. **“Marquee sign”** means any sign which forms part of or is integrated into a marquee or canopy and which does not extend horizontally beyond the limits of such marquee or canopy and has only one sign face.
13. **“Monument sign”** means a type of sign erected on the ground that contains no free air space between the ground and the top of the sign, and which displays no more than two sign faces. Monument signs shall be no greater than five (5) feet in height from grade. If there is free air space between grade and the bottom of a sign it is a pedestal sign instead of a monument sign.

14. **“Non-illuminated Signs”** means any sign that does not emit or reflect light, in any manner, by an artificial light source, either directly or indirectly.
15. **“Off-site sign”** means a sign which directs attention to a business, profession, product, activity or service which is not conducted, sold or offered on the premises or at the location where the sign is located.
16. **“Projecting sign”** means a sign, other than a flat wall sign, which is attached to and projects from a structure or building face and which displays only two sign faces. A marquee sign shall not be considered a projecting sign.
17. **“Residential development sign”** means a sign identifying a recognized subdivision, condominium complex or residential development. Residential development signs shall either be pedestal or monument signs, and shall display only two sign faces.
18. **“Roof sign”** means a sign erected upon or above a roof or parapet of a building or structure. Mansard roof and awning signs shall not be included in this definition.
19. **“Pedestal sign”** means a sign that is no higher than five feet above ground elevation and which is attached to the ground by one or more poles or other partially open structure, and which displays no more than two sign faces. If there is no free air space between grade and the bottom of a sign it is a monument sign instead of a pedestal sign.
20. **“Portable sign”** means any mobile, movable sign supported by its own frame that forms the cross-sectional shape of an ‘A’; which is not attached to the ground or any other structure; and which displays only two sign faces. These signs are commonly called sandwich-board or A-frame signs.
21. **“Trailer sign”** means any sign mounted, painted, or attached through some other method on a vehicle normally licensed by the state as a trailer and used for advertising or promotional purposes.
22. **“Vehicle signs”** means advertisement or graphics intended to advertise business affixed to a vehicle, but does not include license plates, license plate frames or vehicle brand.
23. **“Wall sign”** means a sign attached or erected parallel to and extending not more than 18 inches from the facade or face of any building or awning to which it is attached and supported throughout its entire length, with the exposed face of the sign parallel to the plane of said wall or façade and which displays only one sign face. For the purpose of this chapter, signs incorporated into or attached to a mansard roof, signs on windows, and signs on awnings shall all be considered wall signs.

- U. **Sign, Area of Monument and Pedestal Signs.** The area of all monument and pedestal signs shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle, or any combination thereof, which creates the smallest single continuous perimeter enclosing the extreme limits of the sign face.
- V. **“Sign Copy”** means letters, characters, illustrations, logos, graphics, symbols, writing or any combination thereof designated to communicate information of any kind, or to advertise, announce or identify a person, entity, business, business product, or to advertise the sale, rental or lease of premises.
- W. **“Sign height”** means the vertical distance measured from the finished grade of the sign location which permits the greatest height to the highest point of said sign.

- X. **“Street Frontage”** means the dedicated right-of-way or public or private street easement upon which real property physically touches. If a business establishment fronts on more than one street, the sign applicant may choose which street frontage the measurements for sign area are to be based upon. Sign allowance is calculated per one single street frontage.
- Y. **“Supergraphics”** means an artistic design theme which exceeds the size limits of this title by continuing the design beyond the actual boundaries of the sign message. That portion of the sign which contains sign copy must conform with the size limitations herein.
- Z. **“Shopping Center”** means a group of commercial establishments planned, constructed, and managed as a total entity with customer and employee parking provided on-site.
- AA. **“Temporary Sign”** means a sign that is not intended for permanent installation and is made out of materials such as cloth, canvas, light fabric, cardboard, plywood, wall board, plastic, aluminum or other materials, with or without a frame. Temporary signs may not be illuminated, contain electrical wiring, lighting or other electrical components and shall not resemble traffic control signs. Permanent signs are defined separately within this Chapter and they do not meet this definition, and see MVMC 17.87.120 for a list of items that are exempt from regulation under this Chapter. Following is a list of different types of temporary signs and their associated definitions:
1. **“Banner sign”** is a type of temporary sign that is generally made of fabric, vinyl, or other lightweight, flexible material that is mounted to a pole, building, or rigid frame and includes those used to announce open houses and grand openings, make special announcements, or communicate events.
  2. **“Banner blade sign”** is a type of temporary sign that is generally made of fabric or other lightweight material that is generally supported or anchored along only one edge or supported or anchored at only two corners and includes those used to announce open houses and grand openings, make special announcements, or communicate events. This does not include flags that symbolize a local, state, federal or other similar group identity.
  3. **“Community service event sign”** is a type of noncommercial temporary sign for the purpose of community service, civil, religious, charitable, cultural, governmental, or educational event.
  4. **“Construction sign”** is a type of temporary signs that generally gives the name or names of principal contractors, architects, engineers, lending institutions or others responsible for construction on the site where the sign is placed, together with other information included thereon. These signs may only be posted on the property that is under construction that they are providing information on.
  5. **“Flag Sign”** is a type of temporary sign that is generally made of fabric or other lightweight material that is generally vertically mounted on a pole and supported or anchored along only one edge or supported or anchored at only two corners and includes those used to announce open houses and grand openings, make special announcements, or communicate events. This does not include flags that symbolize a local, state, federal or other similar group identity.

6. **“Pennant”** means a long, tapering, usually triangular flag or an emblem similar in shape to a ship’s pennant.
7. **“Political and free speech signs”** are types of temporary signs that publicize the candidacy or promote the election of any contestant for public office, which advocates a particular position on any issue appearing on an election ballot, or expresses an opinion on a public and/or social issue.
8. **“Real estate sign”** means a temporary sign erected by the owner or their agent advertising the real estate upon which the sign is located for rent, for lease or for sale, or directing to said property.
9. **“Window sign”** is a type of temporary sign that is generally printed on paper that is affixed to a window and visible from the exterior of a building.
10. **“Temporary directional sign”** is a type of temporary sign used to provide direction and/or orientation for pedestrian or vehicular traffic.
11. **“Special Event Signs”** are a type of commercial temporary sign for the purpose of promoting product or service offered by an existing business. These signs typically announce grand openings, new services available, special sales and other similar types of events. These signs may only be posted on the property that they are advertising a special event for.

**17.87.030 Applicability & Permit Required.**

- A. **Applicability.** Signs may be erected, placed, established, painted, created or maintained only in conformance with the standards, procedures, exemptions and other requirements of this Chapter and other applicable city regulations. In the event of conflict between the regulations of this chapter and those of other local, state or federal regulations, the more restrictive regulation shall govern to the extent allowed by law. This chapter is not intended to regulate or dictate, in any manner, the content of speech or expression, or the viewpoint of the speaker.
- B. **Permit Required.** A sign permit is required for all permanent and temporary signs unless specifically exempted elsewhere within this Chapter. All sign permits shall contain the submittal materials outlined within MVMC Chapter 14.05.
- C. **Guidebook.** The City has developed a guidebook with pictures and illustrations of the sign regulations contained within this Chapter. A paper copy of this guidebook can be obtained at the CED Department.

**17.87.040 General Provisions Applicable to all Signs.**

- A. **International Building Code.** All signs for which a building permit is required shall comply with the provisions of the International Building Code as adopted in Chapter 15.04 of the MVMC, and be subject to approval of a building permit.
- B. All signs, together with all of their supports, braces, guys, and anchors, shall be kept in good repair and be maintained in a safe condition. All signs and the sites upon which they are located shall be maintained in a neat, clean, and attractive condition. Signs shall be kept free from rust, corrosion, peeling paint, or other surface deterioration. The display surfaces of all signs shall be kept neatly painted or posted.
- C. The areas under and around all signs shall be kept free of refuse, garbage or rubbish and a reasonable effort shall be made to keep this area clean; and if it is landscaped manicured.



- D. No sign shall be erected, relocated or maintained in a manner that prevents the free ingress or egress from any door, window or fire escape.
- E. No sign shall block the view of fire protection equipment from approach; and no sign shall be attached to a standpipe or fire escape except for official signs approved by the Fire Marshal.
- F. All signs shall meet the vertical and horizontal clearance requirements of electric utilities.
- G. Sign Clearances. A minimum of eight feet above sidewalks or adjacent grade (whichever is applicable) and 15 feet above driveways or adjacent grade (whichever is applicable) shall be provided under freestanding or projecting signs.
- H. Projecting and freestanding signs shall extend more than five (5) feet over the public right-of-way and shall not extend closer than two (2) feet from the face of the curb.
- I. Setbacks. Signs shall not be subject to setbacks requirements as dictated in different zoning designations; however, signs shall be situated in a manner so as not to adversely affect safety, corner vision, public rights-of-way, improvements or future improvements, easements, or other similar conditions.
- J. Illuminated Signs:
  - 1. Internally illuminated signs, or lights used to indirectly illuminate signs, shall be placed, shielded or deflected so as not to shine into residential dwelling units or structures or impair the vision of the driver of any vehicle.
  - 2. No colored lights shall be used at any location or in any manner which may be confused with or construed to be traffic signals or control devices, or lights on an emergency vehicle. Flashing or revolving red, green, blue or amber lights shall be prohibited on any sign.
- K. Electrical Circuitry. All signs containing electrical circuitry shall meet the standards of the National Electrical Code and all state laws, as they are currently written or as they may be amended in the future. The following shall also apply:
  - 1. No sign or illumination system shall contain or utilize:
    - a. Any exposed incandescent lamp with a wattage in excess of 25 watts unless a dimmer or sun screen is attached;
    - b. Any exposed incandescent lamp with an internal metallic reflector;
    - c. Any exposed incandescent lamp with an internal reflector;
    - d. Any revolving beacon light.
    - e. Fluorescent lighting sources shall not exceed 800 milliamps.
- L. Moving Signs. No sign, sign structure, or portion thereof, shall be designed to rotate, flutter, or appear to move, except as specifically provided in this code.
- M. No sign shall be constructed in any district which constitutes a traffic hazard or detriment to traffic safety by reason of its size, location, movement content, coloring or method of illumination or by obstructing the vision of drivers, or by obstructing or detracting from the visibility of any official traffic control device by diverting or tending to divert the attention of drivers of moving vehicles from traffic movement on streets, roads, intersections or access facilities. No sign shall be erected that may obstruct the vision of pedestrians.. No sign shall use the words "Stop," "Look," "Drive-in," "Danger," or any other words, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.
- N. Marquee and awning signs may extend into a right-of-way abutting the subject property only upon approval of a long-term right-of-way permit that is regulated by MVMC 12.22; and compliance with the Building Code as it is currently written or as it may be amended in the future.
- O. The City hereby adopts by reference the Washington State Liquor Control Board's alcohol advertising regulations that are found in WAC 314-52 as they are currently written or as they may be amended in the future. In the case of a conflict between the MVMC and these rules the more restrictive regulations shall apply.

**17.87.050 Permanent Signs.**

Permanent signs shall comply with the requirements outlined within the following Table, identified as Table 1.1.

- A. To ascertain the type, size, number and height of signage allowed first identify which zoning district a property is located within. The City’s zoning districts are listed within the first column on the left. Once the site’s zoning district is identified the land use shall be classified. This is the column to the right of the ‘Zoning District’ column. Once the correct zoning district and land use are identified the rows to the right of the ‘Land Use’ outline the type, amount, size and height of the signage allowed.
- B. An administrative determination shall be made by the CED Director should there be uncertainty regarding the type of land use existing or proposed on a site. The Director in making such a determination will use the criteria for zoning regulation interpretations, codified within MVMC 17.09.080.

**Sign Code Table 1.1: Type, Number, & Dimensional Standards for Permanent Signs**

ZONING DISTRICT	TYPE OF LAND USE	MAXIMUM ALLOWED			
		TYPE OF SIGN	NUMBER OF SIGN TYPE ALLOWED	SIZE	HEIGHT
Residential-Agricultural (R-A);  Single-Family Residential (R-1, 3.0, 4.0, 5.0 and 7.0);  Two-Family Residential (R-2); Multi-family Residential (R-3 and R-4);  Mobile Home Park (MHP); Residential Office (R-O); and,  Limited Commercial (LC)	Permitted, Accessory, and Conditional Uses outlined within 17.12, 17.15, 17.18, 17.24, 17.27, 17.33, 17.39, and 17.42 except as specifically listed below.	None	NA	NA	NA
	Municipal Park, Community Playgrounds, and Community Clubhouses/Offices	Wall <sup>1</sup>	1	2 s.f.	NA
		Monument or Pedestal <sup>1</sup>	1 at each access point off each public roadway that serves the site	25 s.f.	5 feet
	Type I Home Occupations	None Allowed	NA	NA	NA
	Type II Home Occupations	Wall <sup>1, 2</sup>	1	2 s.f.	NA
	Public Utilities	Wall or Monument <sup>1</sup>	1 that is either a wall or a monument sign	6 s.f. for wall, or 15 s.f. for monument	NA for wall 5 feet for monument
	Church	Freestanding	1 in lieu of a projecting sign	1 s.f. per lineal foot of street frontage not to exceed 120 s.f. per sign face	20 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting	1 in lieu of a freestanding sign	1 s.f. per lineal foot of street frontage not to exceed 50 s.f. per sign face	NA

Continuation of:  Residential-Agricultural (R-A);  Single-Family Residential (R-1, 3.0, 4.0, 5.0 and 7.0);  Two-Family Residential (R-2);  Multi-family Residential (R-3 and R-4);  Mobile Home Park (MHP);  Residential Office (R-O); and,  Limited Commercial (LC)	Specialized Housing for the Elderly	Wall or Marquee <sup>3</sup>	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 30 s.f. of sign area being permitted.	NA
		Monument or Pedestal <sup>2</sup>	1 at each access point off of a public roadway	25 s.f.	5 feet
	Growing Crops or Raising Livestock in R-A zone only	Wall <sup>1</sup>	1 in lieu of a monument sign	8 s.f.	NA
		Monument or Pedestal <sup>1</sup>	1 in lieu of a wall sign	8 s.f.	5 feet
	Residential Subdivision of more than 4 lots	Monument or Pedestal <sup>1</sup>	1 at a selected access point off of each public roadway <sup>5</sup> unless additional monument signs are specifically permitted through the preliminary plat process.	25 s.f.	5 feet
	Multi-Family Residential Developments; and, Mobile Home Parks	Monument or Pedestal <sup>1</sup>	1 at a selected access point off each public roadway <sup>5</sup> unless additional monument signs are specifically permitted through a conditional use permit process that is required when more than 75 units are developed.	25 s.f.	5 feet
	Professional Offices permitted in the R-3 and R-4 zones	Wall or Marquee <sup>1</sup>	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 30 s.f. of sign area being permitted.	NA
		Monument or Pedestal <sup>1</sup>	1	8 s.f.	5 feet
Offices in existing or new buildings and Nonretail Commercial Uses in Existing Structures in the R-O Zone	Wall <sup>1</sup>	Unlimited so long as sign square footage allowed is not exceeded.	20 s.f.	NA	
	Monument or Pedestal <sup>1</sup>	1	15 s.f.	5 feet	
Existing permitted commercial or retail uses	Determined through Administrative CUP Process	Determined through Administrative CUP Process	Determined through Administrative CUP Process	Determined through Administrative CUP Process	
Public (P)	Permitted, Accessory, and Conditional Uses outlined within 17.30 except as specifically listed below.	Freestanding	1 in lieu of a projecting sign	1 s.f. per lineal foot of street frontage not to exceed 120 s.f. per sign face	20 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting	1 in lieu of a freestanding sign	1 s.f. per lineal foot of street frontage not to exceed 50 s.f. per sign face	NA

	Emergency Shelter for the Homeless	Wall <sup>1</sup>	1	2 s.f.	NA
	Public Utilities	Wall <sup>1</sup>	1	6 s.f.	NA
	Parking Lots not Associated with a Permitted Primary Use	Monument or Pedestal	1	15 s.f.	5 feet
Health Care Development District (HD); and, Professional Office (P-O)	All of the following for Single Tenant Buildings:  Permitted, Accessory, and Conditional Uses outlined within 17.35 and 17.36 except as specifically listed below.	Freestanding	1 for each street frontage in lieu of projecting sign	Not to exceed 50 s.f. per sign face	15 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting	1 in lieu of a freestanding sign	1 s.f. per lineal foot of street frontage not to exceed 50 s.f. per sign face	NA
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way
	All of the following if Multi- Tenant:  Permitted, Accessory, and Conditional Uses outlined within 17.35 and 17.36 except as specifically listed below.	Freestanding	1 for each street frontage in lieu of projecting sign	Not to exceed 150 s.f. per sign face	15 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting	1 in lieu of a freestanding sign(s)	1 s.f. per lineal foot of street frontage not to exceed 50 s.f. per sign face	NA
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way

Continuation of:  Health Care Development District (HD); and,  Professional Office (P-O)	Parks, Playgrounds and Open Spaces	Monument or Projecting <sup>1</sup>	1 at each access point off of each public roadway that serves the site	25 s.f.	5 feet
	Day Nursery	Wall <sup>1</sup>	1	2 s.f.	NA
Central Business District (C-1)	Permitted, Accessory, and Conditional Uses outlined within 17.45 except as specifically listed below.	Wall, Marquee or Mansard Roof <sup>6,7</sup>	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting <sup>6,7</sup>	1 per street frontage in lieu of all or a portion of the wall, marquee or mansard roof signage allowed. Also, in lieu of freestanding signs.	25 s.f. per sign face.	NA
		Freestanding Only in the C-1b subarea <sup>7</sup>	1 in lieu of projecting sign	2 s.f. per lineal foot of building frontage with at least 40 s.f. of sign area being permitted.	6 feet
		Freestanding in the C-1a subarea only with a Type II Administrative Conditional Use Permit <sup>7,8</sup>	1 in lieu of projecting sign	2 s.f. per lineal foot of building frontage with at least 40 s.f. of sign area being permitted	6 feet
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way
	Emergency Shelter for the Homeless	Wall <sup>1</sup>	1	2 s.f.	NA
	Residence for watchman, custodian, manager or property owner and accessory uses exempt from building permit requirements	None	NA	NA	NA

<p>General Commercial District (C-2)</p> <p>Community Commercial District (C-3)</p> <p>Commercial/Limited Industrial District (C-L)</p>	<p>Permitted, Accessory, and Conditional Uses outlined within 17.48, 17.51, and 17.56 except as specifically listed below.</p>	Freestanding	1 for each street frontage not to exceed 2 signs total. When 2 signs are installed they shall be located at least 150 feet apart.	1 s.f. per lineal foot of street frontage not to exceed 150 s.f. per sign face for one (1) of the allowed signs.	30 feet for one (1) of the allowed signs	
					If a second freestanding sign is allowed it shall not exceed 35 s.f per sign face.	12 feet for a second sign, if allowed
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA	
		Projecting	1 in lieu of freestanding sign(s)	One-half the area allowed for a freestanding sign, not to exceed 50 s.f. per sign face	NA	
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way	
	Multi-Tenant Buildings	Freestanding	1 for each street frontage not to exceed 2 signs total. When 2 signs are installed they shall be located at least 150 feet apart.	1.5 s.f. per lineal foot of street frontage not to exceed 250 s.f. per sign face	30 feet	
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA	
		Projecting	1 for each street frontage not to exceed 2 signs total. In lieu of part of all of the allowed freestanding signs	One-half the area allowed for a freestanding sign, not to exceed 50 s.f. per sign face	NA	
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way	

Continuation of: General Commercial District (C-2) Community Commercial District (C-3) Commercial/Limited Industrial District (C-L)	Multi-Family Residential	Monument or Pedestal <sup>2</sup>	1 at a selected access point off each public roadway <sup>5</sup> unless additional monument signs are specifically permitted through a conditional use permit process that is required when more than 75 units are developed.	25 s.f.	5 feet
	Emergency Shelter for the Homeless	Wall <sup>1</sup>	1	2 s.f.	NA
	Residence for watchman, custodian, manager or property owner and accessory uses exempt from building permit requirements	None	NA	NA	NA
Neighborhood Commercial District (C-4)	Permitted, Accessory, and Conditional Uses outlined within 17.54 except as specifically listed below.	Wall or Marquee	1	No more than 25 s.f.	NA
		Freestanding	1 in lieu of projecting sign	No more than 50 s.f.	6 feet
		Projecting	1 in lieu of the allowed freestanding sign	No more than 25 s.f.	NA
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way

Continuation of: Neighborhood Commercial District (C-4)	Multi-Family Residential	Monument or Pedestal <sup>1</sup>	1 at a selected access point off each public roadway <sup>5</sup> unless additional monument signs are specifically permitted through a conditional use permit process that is required when more than 75 units are developed.	25 s.f.	5 feet
	Day Nursery	Wall <sup>1</sup>	1	2 s.f.	NA
Light Manufacturing and Commercial District (M-1)  Industrial District (M-2)	Permitted, Accessory, and Conditional Uses outlined within 17.57 and 17.60 except as specifically listed below.	Freestanding	1 for each street frontage	1 s.f. per lineal foot of street frontage not to exceed 150 s.f. per sign face	20 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted per street frontage.	NA
		Projecting	1 in lieu of a freestanding sign	One-half the area allowed for a freestanding sign, not to exceed 50 s.f. per sign face	NA
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way



Continuation of:  Light Manufacturing and Commercial District (M-1)  Industrial District (M-2)	Multi-Tenant Buildings	Freestanding	1 for each street frontage not to exceed 2 signs total. When 2 signs are installed they shall be located at least 150 feet apart.	1.5 s.f. per lineal foot of street frontage not to exceed 250 s.f. per sign face with a minimum of 60 s.f. allowed regardless of street frontage	30 feet
		Wall or Marquee	Unlimited so long as sign square footage allowed is not exceeded.	2 s.f. per lineal foot of building frontage with at least 60 s.f. of sign area being permitted.	NA
		Projecting	1 for each street frontage not to exceed 2 signs total. In lieu of part of all of the allowed freestanding signs.	One-half the area allowed for a freestanding sign, not to exceed 50 s.f. per sign face	NA
		Nameplate suspended under a marquee or awning <sup>1,6</sup>	1 per public entrance per business	No more than 2 s.f.	Shall maintain a minimum clearance of 7 feet in height above a public right-of-way

- 1 These signs shall be professionally designed and constructed and shall be non-illuminating.
- 2 Muted colors shall also be utilized on said sign.
- 3 These signs shall not be internally illuminated.
- 4 This use is allowed only one sign. This sign can either be a wall sign or it can be a monument sign.
- 5 Only one monument sign is allowed per street frontage. Said monument sign shall be located near the access point to the development.
- 6 Wall signs and projecting signs shall be constructed of noncombustible materials, or wood of one-inch nominal thickness.
- 7 If these signs are internally illuminated (backlit) they shall be limited to 10 s.f. in size.
- 8 To grant an administrative conditional use permit for a freestanding sign in the C-1a zone a finding must be made that such a sign shall not be significantly detrimental to the purpose of encouraging pedestrian orientation in the sub-district.

- C. Electronic message center signs can be incorporated into a portion of the allowable signage, as outlined above within Table 1.1, only within the following districts: Public (P), General Commercial (C-2), Community Commercial (C-3), Commercial-Limited Industrial (C-L), Light Manufacturing and Commercial (M-1), and Industrial (M-2). All electronic message center signs shall comply with the following:
1. A sign that contains an electronic message center shall be located along either a principal or minor arterial, as defined by the City’s Public Works Director.
  2. Any time a sign containing an electronic message center is located adjacent to a residential district, or use, it shall be turned off between the hours of 10 p.m. and 7 a.m.
  3. No more than three lines of text shall be permitted in any approved sign.
  4. Text shall be a minimum of 10 inches in height, utilizing a single color on a black background.
  5. Text shall fade in and out (not scroll or flash) no more than once every 90 seconds.
  6. Displays shall not appear to flash, undulate, or pulse, or portray explosions, fireworks, flashes of light, or blinking or chasing lights. Displays shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist, or otherwise portray graphics or animation as it moves onto, is displayed on, or leaves the signboard.

7. Electronic signs shall be designed as part of a larger sign with the electronic portion consuming a maximum of 75 percent of the sign face. The remaining 25 percent shall adhere to the other applicable sections of this chapter.
  8. No electronic message center sign may be illuminated to a degree of brightness that is greater than necessary for adequate visibility. Signs found to be too bright shall be adjusted as directed by the department.
- D. Shopping Centers, as defined within this Chapter of the code, within the General Commercial (C-2) and Community Commercial (C-3) zones only, can apply for additional signage than what Table 1.1 outlines due to the nature of these businesses. This additional signage is as follows:
1. Shopping centers that are less than 10 acre in size may install:
    - i. One of the freestanding signs permitted within Table 1.1 can be a larger sign so long as this sign lists the names of most of the occupants of the shopping center. This shopping center identification sign shall have no more than two (2) sign faces, shall not exceed an area greater than one and one-half (1-1/2) square feet for each linear foot of street frontage, not to exceed two hundred (200) square feet per sign face.
    - ii. An additional monument or pedestal sign may be permitted to locate within twenty (20) feet of an access to the site, or a recorded access easement serving the subject property, provided the sign does not obscure sight distance. This sign shall have no more than two (2) sign faces, and shall not exceed thirty two (32) square feet per sign face.
  2. Shopping centers that are more than 10 acre in size may install:
    - i. One of the freestanding signs permitted within Table 1.1 can be a larger sign so long as this sign lists the names of all the occupants of the shopping center. This shopping center identification sign shall have no more than two (2) sign faces, shall not exceed an area greater than one and one-half (1-1/2) square feet for each linear foot of street frontage, not to exceed three hundred (300) square feet per sign face.
    - ii. An additional monument or pedestal sign may be permitted to locate within twenty (20) feet of an access to the site, or a recorded access easement serving the subject property, provided the sign does not obscure sight distance. This sign shall have no more than two (2) sign faces, and shall not exceed thirty two (32) square feet per sign face.
- E. **Master Sign Plan.** This section provides a mechanism under which special consideration can be given to signs which use a master sign plan to encourage the integration of signs into the framework of the building or buildings on property on sites zoned General Commercial, Commercial-Limited Industrial, Healthcare Development District, Professional Office, and Public.
1. The City may allow limited deviations from the requirements of this chapter consistent with the criteria listed in subsection (4) of this section. This subsection of the code is intended to provide flexibility to large scale commercial or public buildings that need additional signage to direct the public around and within their site, or to adequately identify separate buildings that are part of an overall development. Examples include way finding and directional signage that is necessary on school sites, a public hospital, or business campuses.
  2. Required Review Process – An application for a master sign plan under this section will be reviewed as a Type II permit consistent with MVMC 14.05 wherein the CED Director makes the final decision on this permit that can be appealed to the City’s Hearing Examiner. The public notice that is required for this action shall be made to the adjacent and abutting property owners.

3. Required Information – As part of any application for a master sign plan under this section, the applicant shall submit the following information:
  - i. A narrative describing how the proposal is consistent with the criteria listed in subsection (4) of this section.
  - ii. Colored renderings of the proposed signs in relation to development in the area and on the subject property.
  - iii. Site plan(s) meeting the definition of such found in MVMC 14.05.220 as it is currently written, or as it may be amended in the future.
4. Criteria – the Director may approve a proposed master sign plan if:
  - i. The proposal manifests exceptional effort toward creating visual harmony between the sign, buildings, and other components of the subject property through the use of a consistent design theme. The elements which create visual harmony may include but are not limited to color, materials, location, and/or type of sign(s) proposed.
  - ii. The proposed deviations are the minimum necessary to create readable signs from the rights-of-way providing direct vehicular access based on traffic speeds and patterns in the area of the subject property.
  - iii. The signs are in character and orientation with planned and existing uses in the area of the subject property.
  - iv. In no case shall any individual freestanding, pedestal, monument, wall sign, or electronic message center sign be of a greater square footage or height than that allowed under the provisions of this Chapter as outlined above in MVMC 17.87.040.

#### **17.87.060 Interstate-5 Oriented Signs**

The City has identified areas, consisting of properties that are zoned General Commercial (C-2) and Commercial Limited Industrial (C-L) that due to their location near Interstate-5 shall be allowed signage that is of a greater height so that these signs can be viewed from Interstate-5. On the property that is described below, if a freestanding sign is allowed in Table 1.1, only one of the allowed freestanding sign(s) can be increased to a height of no more than 60 feet above grade. Mapping that identifies the below-described areas where Interstate-5 oriented signs might be allowed as of the date that this chapter of the code was adopted can be obtained from the CED Department. Should properties within these geographic areas be rezoned, or reconfigured, following the adoption of this Chapter they shall be included or excluded from the described areas so long as they comply with any conditions listed for these geographic areas.

- A. The properties located in the northern portion of the City that may be able to have a 60-foot tall, Interstate-5 Oriented freestanding sign include:
  1. Those properties zoned General Commercial (C-2) that are located between the City limits (to the west) and Riverside Drive (to the east); with the Skagit River forming the northern boundary of this area and the portion of West Fir Street located between the railroad tracks and North 4<sup>th</sup> Street; and the railroad tracks from the point where North First Street abuts them to Interstate-5 forming the southern boundary of this area; and,
  2. Only those properties that are three (3) acres in size, or more, that are zoned General Commercial (C-2) that are located between Riverside Drive (to the west) and the railroad tracks (to the east); with Hoag Road forming the northern boundary of this area and with the southern extent of this area being where Riverside Drive and the railroad tracks intersect.

- B. The properties that are centrally located in the City that may be able to have a 60-foot tall, Interstate-5 Oriented freestanding sign include:
  - 1. Those properties zoned General Commercial (C-2) that are located between the Skagit River (to the west) and Interstate-5 (to the east); with the intersection of Freeway Drive and North First Street forming the northern boundary of this area and East Section Street forming the southern boundary of this area.
- C. The properties that are located in the southern portion of the City that may be able to have a 60-foot tall, Interstate-5 Oriented freestanding sign include:
  - 1. Those properties zoned General Commercial (C-2) and Commercial-Limited Industrial (C-L) that are located between the railroad tracks (to the west) and the City limits (to the east); with Blackburn Road forming the northern boundary of this area and the southern City limits just past Hickox Road forming the southern boundary of this area.

**17.87.070 Portable Signs**

Portable signs are permitted, subject to the regulations set forth below, in the C-2 (General Commercial), C-3 (Community Commercial), and in a portion of the C-1 (Central Business) district described as follows: Any property zoned C-1 (Central Business) and lying within that area north of Kincaid Street, south of Division Street, west of the Burlington Northern Railroad right-of-way, and east of the Skagit River; and along West Division between Wall Street and Ball Street.

- A. Size and Height. No sign shall exceed six square feet in area per face, shall have no more than two (2) sign faces, and shall be a maximum height of three (3) feet.
- B. Setbacks. Portable signs shall maintain a 15-foot side yard setback in all districts except the C-1 (Central Business) district.
- C. Number of Signs Permitted.
  - 1. Single-Tenant Building. No more than one portable sign shall be allowed for each street frontage for any single-tenant building.
  - 2. Multibuilding Complexes or Multitenant Buildings. For multibuilding complexes or multitenant buildings no more than one portable sign shall be allowed for each 50 feet of continuous street frontage; provided, that a minimum 15-foot separation must be maintained between signs.
- D. Location. Portable signs shall be located on the business premises they are advertising except in the C-1 (Central Business) district where they may be located in the adjacent public right-of-way that is within 150 feet of the business premises the sign is advertising for. All portable signs shall also comply with the following:
  - 1. There shall be no less than a 15-foot separation between all portable signs.
  - 2. Portable signs shall not be located within three (3) feet of any curb cut.
  - 3. Portable signs shall not obstruct traffic visibility at street, highway, or driveway intersections.
  - 4. Portable signs shall be removed each day after the close of business.
  - 5. Portable signs shall be placed such that they do not create a hazard or inconvenience to pedestrian movement on the sidewalk, the use of the adjacent street (including on-street parking spaces), and do not interfere or obstruct the use of building or vehicle doors.
  - 6. Portable signs shall be placed to allow the maximum area for pedestrians to travel.

7. Within the C-1 district a business that abuts a right-of-way where portable signs can be placed shall have their choice of where to place their portable sign along the frontage of their business. This means that other non-abutting businesses will be required to place their portable signs the required distance(s) away from the already placed sign.
  8. The City may designate the location where portable signs shall be placed. This placement designation may occur when a portable sign permit is issued; or it may occur after this permit is issued.
- E. Design and Construction. Portable signs shall be designed by a professional and fabricated by a sign manufacturer.
  - F. Illumination. No portable identification sign may be illuminated.
  - G. Hazard. No portable sign or associated apparatus shall be situated or used in a manner which creates a hazard to the public. The city retains the right to revoke any permit and to remove a portable sign that, in the judgment of the city officials, may create an accident or hazardous situation. The determination to remove a portable sign or revoke a permit for a portable sign may be appealed to the Mount Vernon city council by filing a written request within 10 days of the removal of the sign or the revocation of the permit. The permit shall not be restored, nor the sign replaced, until a determination by the city council has been made.
  - H. Permit and Permit Sticker Required. No portable sign may be installed or utilized without first obtaining a permit from the Mount Vernon building official. Applications for permits may be made according to such procedures and upon such forms as may be established by the building official. A valid city-issued permit sticker shall be affixed to the sign in the location determined appropriate by the building official prior to installation of any portable sign.

**17.87.080 Message Substitution.**

- A. Any sign allowed under this chapter may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity or service for sale or lease, or to any other commercial interest or activity, so long as the sign complies with the size, height and other requirements of this chapter.
- B. Any sign allowed under this chapter may contain any lawful noncommercial message that does not direct attention to a business operated for profit or to a commodity or service for sale and that complies with all other requirements of this chapter.

**17.87.090 Temporary Signs**

Temporary signs located on private property shall comply with the requirements outlined within the following Table, identified as Table 1.2, and the remainder of this subsection of the code labeled as subsections F through J.

- A. Temporary signs are permitted in addition to the permanent signage that is allowed through this Chapter as outlined within Table 1.2.
- B. No temporary sign shall be posted on public property; except that certain temporary signs may be posted or placed within certain portions of a public street right-of-way as identified in subsection 17.87.080(F), below.
- C. An administrative determination shall be made by the CED Director should there be uncertainty regarding temporary signs. The Director in making such a determination will use the criteria that is used for zoning regulation interpretations, codified within MVMC 17.09.080.

- D. Political and Free Speech signs that are three (3) square feet in size or less that are posted at someone’s place of residence are not regulated by the City so long as these signs comply with the installation and maintenance standards outlined within sub-section (F), below.
- E. The person or entity posting any temporary sign on private property is solely responsible for obtaining the permission of the property owner before posting their temporary sign.

**Sign Code Table 1.2: Regulations for Temporary Signs on Private Property**

Type of Temporary Sign	Permitted Location on Private Property	Maximum Number of Signs	Maximum Sign Area & Height <sup>1</sup>	Permitted Duration of Display
Community Service Construction Political & Free Speech Real Estate	Non-Residential Zones less than five (5) acres in size.	1	32 s.f. per sign face and 8 feet in height	10 days after occurrence of event <sup>2</sup>
		2 <sup>3</sup>	3 s.f. per sign face and 4 feet in height	10 days after occurrence of event <sup>2</sup>
Community Service Construction Political & Free Speech Real Estate	Non-Residential Zones greater than five (5) acres in size with more than 400 feet of frontage on a single public street	2, so long as there is no less than a 200 foot separation between both signs.	32 s.f. per sign face and 8 feet in height	10 days after occurrence of event <sup>2</sup>
		4 <sup>3</sup>	3 s.f. per sign face and 4 feet in height	10 days after occurrence of event <sup>2</sup>
Community Service Construction Political & Free Speech Real Estate	Residential Zones	1 per street frontage that abuts a public right-of-way	6 s.f. per sign face and 6 feet in height	10 days after occurrence of event <sup>2</sup>
Community Service Construction Political & Free Speech Real Estate	Residential Zones greater than five (5) acres in size with more than 400 feet of frontage on a single public street	1	32 s.f. per sign face and 8 feet in height	10 days after occurrence of event <sup>2</sup>
		1 <sup>3</sup>	3 s.f. per sign face and 4 feet in height	10 days after occurrence of event <sup>2</sup>
Special Event Signs <sup>4</sup>	Non-Residential Zones	1	32 s.f. per sign face and 8 feet in height	No more than four (4) times per year, for not more than 10 consecutive days, in that year <sup>5</sup> .
Window Signs	Non-Residential Zones	Number will vary, no more than 30% of ground floor windows and doors, cumulatively per business, can be covered with these types of signs.	2 s.f. per sign	10 days after occurrence of event <sup>2</sup>

<sup>1</sup> Height is only measured when these signs are freestanding. If they are attached to a building sign height is not applicable

<sup>2</sup> These shall be removed by the sign owner within ten days after occurrence of the event. For example, political signs must be removed within ten days following a primary or general election (as applicable), construction signs must be removed within ten days following issuance of an occupancy permit, special event signs must be removed within ten days after occurrence of the special event, real estate signs must be removed within ten days following the sale of a particular piece of property.

<sup>3</sup> These smaller signs are in addition to the maximum 32 s.f. sign(s) also allowed.

<sup>4</sup> These are generally Banner, Banner Blade, or Flag signs.

<sup>5</sup> The number of days that it takes to remove special event signs counts towards the maximum number of days and times per year that these type of signs are allowed.

- F. **Temporary Signs on Public Property.** Temporary signs shall not be posted or placed on public property except as specifically provided for below:
1. Except as noted below within subsection '2' below, temporary signs on public property can only be located within landscape areas abutting sidewalks in the City right-of-way and shall not be located on utility poles, roadway medians, sidewalks or other traveled ways, streetlights, sign posts, trees or any other type of similar feature, as determined by the CEDD Director, that may be located on public property. Following are additional requirements for temporary signs on public property.
    - i. All noncommercial temporary signs such as political, free speech, and community service event signs shall be no larger than three (3) square feet each and shall be no taller than three (3) feet above grade.
    - ii. Any type of temporary sign that is commercial in nature, such as real estate location signs or garage sale signs shall be directional signs only and shall be no more than two (2) square feet in size each and shall be no more than two (2) feet in height. In addition, there shall be no more than a total of two (2) of these directional signs per event and/or premise that is for sale/rent/lease, they must be located within one (1) mile of the premise that is for rent, sale lease or where the advertised item/service is for sale, they must include the site address they are advertising for, and they shall be removed at the end of the day of the event or immediately following the sales/rent/lease of the property they are advertising.
    - iii. No sign placed in a public right-of-way may be displayed on banners, streamers, strings of pennants, festoons of lights, flags, wind-animated objects or balloons.
  2. The City may identify areas on public property, under their control, to allow the posting of temporary signs to advertise for things like community special events, areas or activities of general interest, tourist information services, or other similar types of items. Posting signs in these areas is only allowed with the consent of the City, and the City shall establish a process by which permission is granted for the posting of these types of temporary signs within these public areas.
- G. **Removal.** Except where noted above, temporary signs on public and private property shall be removed by the sign owner within ten days after occurrence of the event. For example, political signs must be removed within ten days following a primary or general election (as applicable), construction signs must be removed within ten days following issuance of an occupancy permit, special event signs must be removed within ten days after occurrence of the special event, real estate signs must be removed within ten days following the sale of a particular piece of property.
- H. **City Notification.** Temporary signs are exempt from standard permit requirements; however, the City must be notified of the location, size and timing associated with any temporary sign that is larger than six (6) square feet in size. This notification must include a contact person's name, address and telephone number so that the City is able to contact the appropriate person should there be an issue with a sign. This notification allows the City to track the duration and removal standards outlined with this code. There shall not be a fee imposed by the City for this notification; however, the City will provide a form on which the requested information can be submitted.
- I. **Installation, Sign Height and Maintenance.** All temporary signs on public and private property must be installed such that, in the opinion of the City's Building Official, they do not create a safety hazard; and in addition:
1. All temporary signs must be made of durable materials and shall be well maintained.

2. Temporary signs that are frayed, torn, broken or that are no longer legible will be deemed unmaintained and will be required to be removed.
  3. Temporary freestanding signs that are more than four (4) feet above grade shall not be placed within the vision triangle, as defined in MVMC 17.78 as it is currently written or as it may be amended in the future.
  4. The height of temporary signs shall be measured the same way that permanent signs are when they are freestanding; see the definition of "Sign Height" as it is currently written or as it may be amended in the future.
  5. Temporary signs can be placed on buildings so long as they do not cover areas needed for ingress/egress.
  6. Temporary signs are not allowed to be placed on the roof of any structure unless the roof is a mansard roof in which case the sign must be placed on the portion of the roof that is architecturally capable of being treated as a building wall.
  7. Temporary signs cannot be attached in any manor to any type of utility pole, landscaping, planters, benches, or garbage cans located within or abutting the street right-of-way, or any type of traffic or public service signs, including, but not limited to: stop signs, street signs, wayfinding signs, parking signs and the like.
- J. Removal. The City or property owner may confiscate signs installed in violation of this chapter and dispose of it. The City and/or property owner is not responsible for notifying sign owners of confiscation of illegal sign(s).

**17.87.100 Exempt Signs, Art & Decorations.**

The following types of signs, art and decorations shall be exempt from regulation under this Chapter of the municipal code so long as the criteria outlined herein is met.

- A. Address signs when they comply with the standards established by the Building and Fire Departments.
- B. Traffic control, parking, road name, and other such similar types of signs posted by the City.
- C. Incidental Signs. Emblems, decals, and other similar signs indicating membership in organizations, acceptance of credit cards, brand names of items sold, and other such information which pertains to the business or proprietor of the business located on the premises may be displayed on any window or door so long as these incidental signs do not exceed two (2) square feet in size each and do not cover more than 30% of a ground level window or door in the following zoning districts: Public (P), Professional Office (P-O), Healthcare Development (H-D), Central Business (C-1), General Commercial (C-2), Community Commercial (C-3), Neighborhood Commercial (C-4), Commercial-Limited Industrial (C-L), Light Manufacturing and Commercial (M-1), and Industrial (M-2).
- D. Directional/informational signs, allowed without permit when all conditions are met:
  1. Directional/informational signs must be located on premises;
  2. Excepted signs may not exceed four square feet in area per face; two sign face maximum;
  3. Signs may not contain sign copy except as necessary to convey directions;
  4. Signs shall be nonelectrical and non-illuminated.
- E. Flags of a Nation, Country, State, City, or other governmental body, or of other political subdivisions.
- F. Works of art and supergraphics, as defined within this Chapter, that contain no commercial message.



- G. Holiday decorations as defined within this Chapter that contain no commercial message.
- H. Commemorative plaques containing no commercial message.
- I. Directional or locational signs, installed at the direction of the City, used to inform the general public about places or activities of general interest within the City; such as, tourist information services, school or public recreational facilities, shopping or business districts, or general neighborhood areas. Such signs shall be designed to be compatible with the City's wayfinding signage; and the design of such signs shall be approved by the CED Director.
- J. When proposed signage replicates the original design and size of signage once located on historically designated buildings this signage shall be exempt from the sign type, number, size and height of signage otherwise permitted in a particular zone.
- K. In an effort to preserve existing historically significant signage that is painted on buildings within the C-1 district, these painted signs shall not be counted as existing signage for a business wishing to install their own signs to advertise their business.

**17.87.110 Prohibited Signs.**

Following is a list of signs that are prohibited, except that pennants, banners, and streamers can be permitted as part of a Special Event Sign so long as all of the requirements outlined within MVMC 17.87.080 are complied with.

- A. Off-premises signs shall not be allowed except for:
  - 1. Temporary signs, but only when these signs comply with the regulations set forth in MVMC 17.87.090; and,
  - 2. Political and free speech signs, or other protected First Amendment signs in the public forum portion of the right-of-way or when located within designated sign areas, community bulletin boards, and signs of a public body.
- B. New billboard signs shall be prohibited.
- C. Roof signs.
- D. All trailer signs and other signs in excess of three square feet placed on a motor vehicle are prohibited; however, this shall not prohibit signs that are painted or magnetically attached to a currently licensed vehicle for purposes of identifying the business to which the vehicle is related.
- E. Vehicle signs (except license plates and license plate holders) when used in a manner which meets the definition of "sign" except when located on site of the property of the business being advertised, when parked at the residence of the person driving the vehicle, or when parked less than eight hours off site. Vehicle signs on contractor vehicles shall be allowed when located on site and/or within the construction staging area of any active construction site.
- F. Signs which bear or contain statements, words, or pictures which are obscene under the prevailing statutes or U.S. Supreme Court decisional law.
- G. Pennants, banners, inflatable objects, and streamers.
- H. Strings of lights, flashing lights, colored lights, advertising search lights, flares, twirlers, propellers, and wind-activated devices.
- I. Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
- J. Any sign with the shape and colors of a traffic sign; and any sign which constitutes a traffic hazard including but not limited to signs containing words such as "stop," "look," "danger."

**17.87.120 Pre-existing, Non-conforming Signs.**

- A. Signs and sign structures existing prior to the effective date of the ordinance codified in this chapter, which complied with applicable regulations existing when the sign was established, but which do not comply with the requirements of this chapter, shall be subject to the provisions of chapter 17.102 MVMC for nonconforming uses, except:
  - 1. Alteration to a nonconforming sign which reduces or does not increase its noncompliance with the provisions of this chapter, including changes in display surface, sign area, height and setback, may be allowed with a new sign permit application; and,
  - 2. The nonconforming status of a sign shall not be affected by cleaning or other normal maintenance and repair; provided, that the original design function, operational capability, and structure of the sign are maintained and the sign is not otherwise enhanced or upgraded except as provided in subsection A(1) of this section.

**17.87.130 Compliance, Confiscation, & Violations.**

It shall be unlawful for any person to erect, construct, enlarge, alter, repair, move, improve, convert, equip, use or maintain any sign or structure in the City or cause or permit the same to be done contrary to or in violation of any of the provisions of this Code.

- A. Unauthorized or illegal signs or other advertising devices either wholly or partially supported on or projecting over the public right-of-way may be removed by the Building Official or his representative without notice to the owner. Such signs or devices shall be stored at the City garage for a period not to exceed thirty (30) days. After expiration of the thirty (30) day storage period, the sign not having been redeemed, it shall be destroyed or otherwise disposed of.
- B. Any person, firm or corporation violating any of the provisions of this chapter shall be subject to the enforcement provisions contained in MVMC Title 19, Code Enforcement, as it is currently written or as it may be amended in the future.