

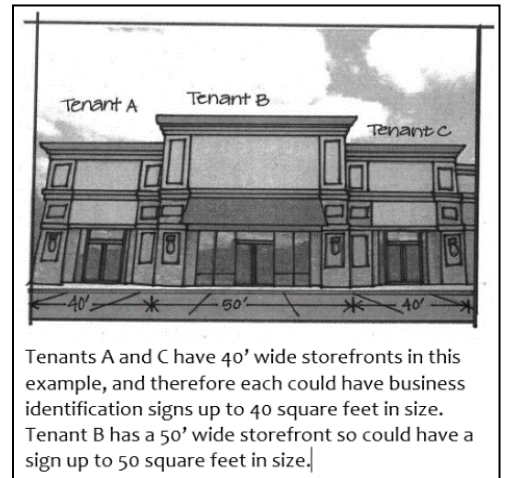
Permanent Signs: Downtown

The most common sign types allowed are “Business Identification” signs. These are signs that identify each individual business and can be a variety of different kinds of “Building Mounted” signs. In addition, one building entrance sign can be added at every public entrance into the building.

Permanent Signs		
Sign Type OMC 18.02.180	Maximum Size	Additional Provisions
Business Identification	1 square foot of sign area for each 1 foot of exterior wall width occupied by the business, up to 200 square feet	Building Mounted only
Building Entrance	Up to 10 square feet (5 sq. ft. per side if double sided)	1 per exterior public entrance (can be placed on or above the door, under a marquee, or project from the wall as a blade sign)

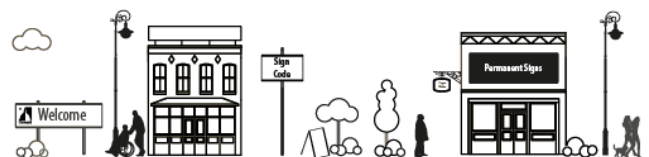
The total **business identification** sign area allowed for each use is based on the amount of exterior wall width of the business. This sign area can be used in one large sign or be divided among up to three (3) individual signs as long as the total square footage allowed is not exceeded. The building mounted sign types allowed in the Downtown Sign Zone include: wall, blade, awning, marquee, and projecting signs when in conformance with OMC 18.43.070.

Additional permanent sign types allowed include: building entrance signs, alley signs, and entrance/exit signs. These sign types do not count toward the maximum aggregate sign area allowed. Alley signs shall not project from the wall into the alley or interfere with the use of the alley. Corner lots or businesses that are allowed signage on two building sides may combine the total sign sizes allowed for both sides then divide by 2 so the signs are the same size on both sides of the business, if desired.



The following permanent sign types are less common but are also allowed in the Downtown Sign Zone.

Permanent Signs		
Sign Type OMC 18.02.180	Maximum Size	Additional Provisions
Development Identification	Up to 50 square feet (25 sq. ft. per side if double sided)	Freestanding or Building Mounted 1 per driveway
Business Directory	Part of a Development Identification Sign Area	Multiple Occupancy Buildings and Multiple Building Complexes Only. 1 per driveway.
Directional	16 sq. ft. (8 sq. ft. per side if double sided)	No commercial message permitted.
Entrance/Exit	5 square feet (2-1/2 sq. ft. per side if double sided) Maximum Height: 4 feet Maximum Width: 4 feet	No commercial message permitted. 1 per driveway, within 5 feet unless otherwise approved by the City. If placed on a building wall it shall not project more than 12 inches from the wall nor extend beyond the wall or roof line.
Public Service	Part of a Development or Business Identification Sign Area	The portion used as a Public Service Sign <u>does</u> count toward the total allowed signage area



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Except as specifically allowed, the use of electronic message signs is not permitted.

Where there is an overlap in Downtown Design Sub-Districts the applicant must identify which district the project is consistent with if sign provisions are impacted by the distinction. Signs on individually **designated historic properties** and buildings in **designated historic districts** shall be designed and installed following the U.S. Secretary of the Interior's Standards for Rehabilitation.

Appearance: The following design standards apply to all permanent signs in Downtown Sign Zone:
Orientation and Placement

- Signs shall avoid obscuring prominent architectural features.
- When a sign band exists, new signs should fit within the original space of the sign band as defined by the architectural features allowing for coverage of the band by no more than 85 percent.
- Ground floor tenants should place signs at the storefront level.

Legibility

- Ensure lettering sizes, styles, and sign locations will be clearly legible.
- Use of symbols and logos in the place of words is encouraged. Signs that advertise an occupant business using graphic or crafted symbols (shoes, keys, glasses, books, etc.), are encouraged and may be incorporated into any of the allowable sign types.

Materials, Color, and Installation

- Sign materials and shapes shall be compatible with architectural forms and building facades.
- Signs should be constructed of durable, maintainable materials that present a finished appearance and reflect the character of the building.
 - Appropriate sign materials are compatible with the design vision of the character area.
 - Projecting Signs Brackets: 1) The bracket or support structure is part of the visual presentation and should be simple and clean, or thoughtfully incorporated into the design of the sign; and 2) Do not use excessive, visible bracing that is not part of the sign design.
- Installation of Signs on Masonry Facades. To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry.
- Window signs that are either permanent materials affixed to a window or text and graphics etched or painted directly on the window surface are preferred.

Illumination

- Lighting shall be designed to highlight the signage. External lighting sources shall be shielded and directed toward the sign.
- Allowed illumination sources include:
 - External illumination. Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.
 - Reverse illuminated/halo effect signage lighting.
 - Internally lit channel letters or cabinet wall signs.
 - Exposed neon tubing. Exposed LED lighting can be appropriate if it has the look of exposed neon lighting.
 - Marquee signs may be backlit.
 - Awning signs, provided only the sign band may be internally lit.
 - Districts. Encourage signs that incorporate design vision elements of the district, as described in 18.120.010(C)(2).

