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- A. Building Signs in the Urban Core, College Edge Overlay District, and Urban Neighborhood Districts.** Building signs and sandwich board signs as defined in Article VI are the only signs that are allowed in the UC, CEOD, and UN districts. Signs may be attached to any building façade. In a multi-tenant building, the building owner is responsible for distributing the sign allowance among the tenants.

Electronic reader boards are prohibited in the UC, CEOD, CRD-W, and UN districts.

Single story building – Each building facade that faces a public street or that has the main entrance may have one (1) square foot of sign area for each (1) linear foot of building or space width, or sixteen (16) square feet, whichever is greater, but no more than fifty (50) square feet. Other building facades may have one-half (0.5) square foot of sign area for each (1) linear foot of building width, but no more than fifty (50) square feet.

Multi-story building – Each building facade that faces a public street or that has the main entrance may have two (2) square feet of sign area for each (1) linear foot of building or space width or thirty-two (32) square feet, whichever is greater, but no more than seventy-five (75) square feet. Other building facades may have one-half (0.5) square foot of sign area for each (1) linear foot of building width, but no more than seventy-five (75) square feet. Ground story nonresidential uses may have allowable signage area independent from that allowed for the multi-story building. Such uses with facades that face a public street may have two (2) square feet of sign area for each (1) linear foot of bay or thirty-two (32) feet, whichever is greater, but no more than seventy-five (75) feet.

Blade signs are encouraged and a blade sign not exceeding six (6) square feet can be provided in addition to building mounted signage on any façade that has a sidewalk or entrance. A blade mounted sign is defined as an ornamental rod extending perpendicular from the building with a hanging sign suspended from it at a 90-degree angle from building face and street ROW. Blade signs are to be placed a minimum of nine (9) feet above sidewalk level to the bottom of the blade sign. Text and graphics on either or both ends of an awning that are oriented perpendicular to the building face for pedestrian view and are no more than six (6) square feet may be provided in lieu of a blade sign.

All building signs must be mounted between the first and second story line, or between the second and third story line or near the top of the wall. The Planning Director, or appropriate designee, may approve an alternate location for a sign in cases where these locations conflict with or may cause damage to architectural ornamentation of a building. In any case, building signs may not be mounted higher than the building. Signage area for the primary sign is computed by measuring the number of square feet in the smallest rectangle, within all letters, logos, symbols or other elements of the sign can be enclosed. Text and graphics on the front of an awning oriented parallel to the building face are allowed and are considered building signage.

A sandwich board sign is a sign of A-frame construction designed for placement on the sidewalk in front of the place of business being advertised, and is generally two (2) sided. Sandwich board signs that meet all of the following criteria may be placed and displayed on a public sidewalk:

1. A height of no more than four (4) feet;
2. Maximum area of any side is eight (8) square feet;

3. No illumination;
4. Placed in front of the building or leased space during business hours respective to the use in the building or leased space;
5. Maintains a clearance on the sidewalk of at least five (5) feet; and,
6. Maintains a distance of at least twenty (20) feet from any other sandwich board sign.

Where adjacent buildings are narrow and sign placements on either side make it impossible for a building owner or tenant to meet the sandwich board spacing requirement, the Planning Director, or appropriate designee, may approve an alternative location that maximizes distance between adjacent signs.

- B. Building Signs in all other zoning districts.** Building signs on any single development site shall not exceed a total of two (2) square feet per linear foot of the main or entry facade. Multi-story structures with outside entrances to businesses on each floor may multiply the allowable building signage area by the number of floors. Multistory buildings with interior entrances and hotel/motel businesses are not allowed to apply the multiplier. Prorating of allowable building signage amongst building tenants shall be the responsibility of the owner or property manager, not the Auburn Planning Department.

**605.05. Multi-Family Residential Signs.** Permits are required for all signs located on multi-family residential properties whether on a single lot or on multiple lots under the same ownership and/or management and/or development name. The following requirements apply to multi-family residential sites:

- A. Wall Sign - 32 square feet; or,
- B. Freestanding Sign - 32 square feet.
- C. One sign of either type is allowed at each entrance from a public street or perimeter road.

**605.06. Banners.** Banners, as defined in this Article, require a permit prior to display, (See Section 608.02).

#### **Section 606. Master Signage Plan.**

**606.01. Purpose and Intent.** The purpose of this section is to offer incentives to sign users particularly on larger sites or groups of sites to plan and design signs that are compatible with the buildings on the site thus enhancing the appearance of the site and of the streetscape that includes it. This section sets out specific criteria for review and incentives for compliance. Consideration of design issues necessarily requires some exercise of judgment within the specific criteria set out in this section, but decisions rendered by utilizing these review criteria shall be objective.

**606.02. Applicability.** A Master Signage Plan may be submitted for any shopping center, multi-tenant commercial/retail development, business park, industrial park, or mixed-use development located in any of the following zoning districts: Interstate Commercial District (ICD), South College Corridor District (SCCD), Corridor Redevelopment District (CRD-U and CRD-S), Comprehensive Development District (CDD), Limited Development District (LDD)\*, and the Planned Development District (PDD).

*\* Neighborhood Shopping Centers Only*

**606.03. Procedure.** All Master Signage Plans shall be processed in accordance with the following procedure:

- A. A written application meeting all requirements, as set forth in this Section, shall be submitted to the Planning Department for their review. The application shall be subject to approval or disapproval by the Planning Commission.

- B. If the application is complete, it shall be placed on the agenda of the next meeting of the Planning Commission occurring at least 14 days after the submission of the complete application. If it is incomplete, it shall be returned to the applicant with a specific list of the items that are incomplete.
- C. If a Master Signage Plan application is denied, the applicant may submit a new application after having followed the re-hearing provisions set forth by the Planning Commission.

**606.04. Submission Requirements.** The application for approval of a Master Signage Plan shall contain at least the following information. Where the application is submitted simultaneously with an application for site plan approval, or where there is an approved site plan for the area for which the application for a Master Signage Plan is filed the Master Signage Plan may refer to portions of the site plan application or approved site plan for related requirements.

- A. An accurate site plan of the development site at such scale as the Planning Director may reasonably require;
- B. A proposed design plan showing signage design at a scale of 1/2" = 1 ft;
- C. Location of buildings, parking lots, driveways, and landscaped areas on such development site;
- D. Computation of the maximum area of all signs, the height of signs, and the number of detached signs allowed on the development site including incentives authorized below;
- E. Listing of the materials proposed for all sign structures and sign surfaces;
- F. Listing of the proposed style and color pallet for all signs (e.g., letter colors, background colors, and text font);
- G. An accurate indication on the site plan of the proposed location of each present and future sign of any type requiring a permit;
- H. The Master Signage Plan shall be signed by all owners or their authorized agents.

**606.05. Amendments.** A Master Signage Plan may be amended by filing a new Master Signage Plan that conforms to all requirements of this section in effect at the time of submittal. Any such amendment shall be subject to the approval of the Planning Commission.

**606.06. Provisions for Nonconforming Signs.** A Master Signage Plan for a property already containing signs on the date of submission of the application shall include a schedule for bringing all signs on the development site into conformance with the Master Signage Plan by a specified date. The conformance schedule included in such Master Signage Plan shall be considered a condition of approval of the Master Signage Plan.

**606.07. Incentives.** To encourage the use of Master Signage Plans, and thus to improve the appearance of signage within individual projects, the following incentives which involve deviations from the regulations that would otherwise apply in Article VI of the Zoning Ordinance shall apply:

- A. The area shown on the Master Signage Plan shall all be considered on-premises for purposes of determining whether a sign is off-premises;
- B. The sign size and area for any freestanding sign (other than monument signs) may be increased to 120% of the sign size and area that would otherwise be allowed in accordance with Article VI;

- C. The sign size and area for any monument sign may be increased to 130% of the sign size and area that would otherwise be allowed in accordance with Article VI.

**Section 607. Design, Construction, and Maintenance of Signs.**

**607.01. Compliance with Building and Electrical Code Requirements.** All permanent signs and the illumination thereof, shall be designed, constructed and maintained in conformity with the applicable provisions of the International Building Code adopted by the City of Auburn. All freestanding signs must have a clearance from the Building and Codes Inspection Division prior to the issuance of a sign permit by the Planning Department. Wherever there is inconsistency between this Ordinance and the building or electrical code, the more restrictive requirement shall apply.

**607.02. Illumination Standards.**

- A. Sign lighting shall not be designed or located to cause confusion with traffic signal or similar warning signs.
- B. Devices that illuminate a sign or signs shall be placed and shielded so that direct light shall not be cast into the eyes of pedestrians, cyclists or motorists entering or using a street, road or highway.
- C. The illumination of signs shall comply with the lighting standards as set forth in the International Building Code adopted by the City.

**607.03. Placement and Clearance Standards.**

- A. No freestanding sign shall project into a public right-of-way. All freestanding signs shall be setback at least ten (10) feet from all side lot lines and any lot line adjacent to a public right-of-way.
- B. No freestanding sign shall be located in a public drainage or utility easement without written permission, in the form of a hold harmless agreement, from the City Engineer and/or the Water Resource Management Director prior to the issuance of a sign permit.

Where a sign is double facing and only one face can be viewed from a single location on a roadway, the display area shall be the area of one sign face. Where a sign has two (2) or more faces that can be viewed from a single location or has an angle greater than 45 degrees, the display area of all such faces shall be included in determining the total display area of the sign.

**607.04. Calculation of Display Area.** The display area of a sign or advertising device is measured by the smallest square, rectangle, triangle, circle or combination thereof, which will encompass the entire sign or advertising device; excluding trim, frame, apron, posts, uprights, braces or other structural members which support it.

Where a sign is double facing and only one face can be viewed from a single location on a roadway, the display area shall be the area of one sign face. Where a sign has two (2) or more faces that can be viewed from a single location, the display area of all such faces shall be included in determining the total display area of the sign.

Open-lettered sign display area shall be measured by the number of square feet in the smallest rectangle, within which all letters, logos, symbols or other elements of the sign can be enclosed, multiplied by a factor of 0.8.

When a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, triangle, circle or combination thereof, which will encompass the projected image of the sign and

multiplying that area by two (2). The “projected image” is that image created by tracing the largest possible two-dimensional outline of the sign.

**607.05. Relationship to Building Features.**

- A. Signs mounted to the structural roof or applied to the roof including painted signs are prohibited.
- B. Window signs are exempt.
- C. Interior signs displayed in a manner that they are visible from a public right-of-way or adjoining properties are prohibited. (See also Window Signs).

**607.06. Maintenance.** All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the International Building Code adopted by the City of Auburn. All signs and their components shall be maintained in good repair, free of rust, peeling, fading, broken or cracked panels, and broken or missing letters. Vegetation must be properly maintained and no condition shall be allowed that would constitute a fire, safety, or health hazard.

**607.07. Abandoned Signs.**

- A. Except as otherwise provided in this article, any sign or sign structure identifying a previous use or activity that has not occupied the site for a period greater than sixty (60) days, does not maintain a current business license or pertains to a time, event or purpose which no longer applies, shall be deemed abandoned. Any abandoned sign shall be prohibited and shall be removed by the owner of the sign or the owner of the property within 60 days. The removal of a frame of an abandoned sign shall not be required, if it conforms to all applicable terms contained in these regulations (including the sign face area for sign replacement yielded by such frame).
- B. Any sign structure, which supported or supports an abandoned sign and which structure conforms to all applicable terms contained in these regulations shall be allowed to remain in place. However, in the event a sign structure which supported or supports an abandoned sign is inconsistent with any term contained in these regulations (including the sign face area for sign replacement yielded by the frame), then the sign structure and frame shall be either altered to comply with the terms contained herein or removed by the owner of such structure or property.

**Section 608. Permitting and Enforcement/Administration.**

**608.01. Permits for Permanent Signs.**

- A. **Applicability.** No person shall erect, alter, relocate, repair, replace the face of, or change a sign without first obtaining a permit, except for the following actions which shall not require a permit:
  - 1. Changing the copy, announcement or message on a reader board sign;
  - 2. Cleaning, painting, or comparable maintenance of a sign that does not alter the size, image or message of the sign;
  - 3. Erecting a sign for which a permit is not required in accordance with Section 603, “Exempt Signs” of this Ordinance.



**B. Procedure.** All sign permits shall be procured in accordance with the following procedure:

1. A written application shall be submitted to the Planning Department for review and processing. The Planning Department, only upon determination that all requisite documentation and fees accompany the application form, will accept the application. The application shall include supplementary information as may be specifically requested by the Planning Department to determine compliance with these regulations.
2. The Planning Department shall review the application, plans, and specifications to determine whether the proposed sign conforms to all applicable requirements of these regulations.
3. Following review and determination as to conformance with these regulations, the Planning Department shall either approve or deny the application for the sign permit. In case of denial, the Planning Department shall specify the section or sections of these regulations with which the proposed sign is not in conformance.
4. An application may be amended within thirty (30) days of the application date to include additional signs. Additional fees shall be charged if the additional signs exceed the size limitations for fee category. After thirty (30) days, a new sign permit shall be required for any sign constructed and all fees shall be required.
5. Freestanding signs will require a footing inspection by the Building and Codes Inspection Division unless such inspection is specifically waived by an Inspector.
6. Failure to obtain a permit prior to installing, changing, or erecting a sign shall result in the doubling of the permit fee.

**C. Submission Requirements.** No request for a sign permit shall be considered complete until all the following has been submitted to the Planning Department.

1. The application form shall be submitted with all required information completed by the applicant. The application form is available from the Planning Department.
2. Plans and specifications for the proposed sign shall be submitted, drawn to scale, and include the following:
  - a) Site plan of development site showing location of any freestanding sign(s) including any easements, public rights-of-way, property lines, buildings, sight distance triangles and other signs on the property;
  - b) Main or entrance façade including linear dimension;
  - c) Dimensions and elevations (including message) of all signs;
  - d) Dimensions of any supporting structures;
  - e) Maximum and minimum height of sign, as measured from finished grade;
  - f) For illuminated signs, indicate type and placement of illumination;
  - g) Inventory of number, type, location, and display area of all existing signs on the same property and/or building on which the sign is to be located.

