

SIGNS

8.200 Purpose. The city recognizes the importance of an aesthetically pleasing community, to the continued welfare of its population, and to the economic development of the city. Sections 8.200 to 8.268 shall apply to all signs located within the city limits and the Urban Growth Boundary. The regulation of the quantity, size and type of signs in designated zones within the city provides equity among users and insulates neighbors from adverse effects of signs. Sections 8.200 to 8.268 do not regulate the content of any sign. The regulation of signs has the following specific objectives:

- (1) To ensure that signs are designed, constructed, installed and maintained so that public safety and traffic safety are not compromised;
- (2) to allow and promote positive conditions for meeting sign users' needs, while at the same time avoiding nuisances to nearby properties and promoting a pleasing environment;
- (3) to reflect and support the permitted uses found throughout the various zoning districts;
- (4) to allow for adequate and effective signage for all industrial and commercial zoning districts, while preventing signs from dominating the visual appearance of the area;
- (5) to ensure that the constitutionally guaranteed right of free speech is protected; and
- (6) to maintain and protect the natural viewsheds associated with the city's distinct natural qualities in accordance with the goals established in the Metropolitan Plan.
- (7) to provide regulations that can be administered to allow sign owners and sign users choices while protecting the needs of the public.
- (8) to protect residential neighborhoods from the adverse impact that signs may have on the residential atmosphere.

8.201 Authority. The Building Official is hereby authorized and directed to enforce the provisions of this code. The Building Official shall have the authority to render interpretations of this code and to adopt policies and procedures to clarify the application of its provisions. Such interpretations, policies and procedures shall be in compliance with the intent and purpose of this code. Such policies and procedures shall not have the effect of waiving requirements specifically provided for in this code. In the event that any part or provision of this code is held to be illegal or void, this shall not have the effect of making void or illegal any of the other parts or provisions.

8.202 Definitions. The meaning of specific terms pertaining to the regulation of signs are:

Abandoned Sign. Those signs not used in conjunction with a business for more than 90 days.

Approved Plastics. As defined in the current Oregon Structural Specialty Code (OSSC), as adopted by the city of Springfield.

Awning. Any structure made of cloth, vinyl or metal with a noncombustible frame attached to a building which projects over a walkway or sidewalk. The area of the awning that contains sign copy shall be considered a wall sign.

Banner. Any non-rigid material such as canvas, vinyl or cloth, with no enclosing framework that contains advertising copy.

Billboard. Any sign greater than 200 square feet for one face shall be considered a billboard.

Building Official. The officer or other designated authority charged with the administration and enforcement of the State Building Code.

Copy Change. The replacing of an existing advertising copy and/or sign face to reflect an image change without altering the existing sign structure.

Curb Line. The line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the public works director or their authorized representative.

Development Area. The area of a commercial, industrial or residential development that is contained within a single tax lot.

Digital billboard. An outdoor advertising sign that is static and changes messages by any electronic process or remote control, provided that the change from one message to another message is no more frequent than once every eight seconds and the actual change process is accomplished in two seconds or less.

Directional Sign. A permanent sign which is designed and erected solely for the purpose of directing vehicular traffic.

Directory Sign. A sign giving the name and room number or location of the occupants of a building.

Display Surface Area. The area enclosed by the display surface of the sign excluding structural supports. Only one face of a double faced sign shall be considered in determining the display surface area.

Double Faced Sign. A sign that has two display surfaces that are used for advertising.

Electric Sign. Any sign containing electrical wiring which is attached or intended to be attached to an electrical energy source and provides artificial light either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign.

Electronic Reader Board. An electric sign which conveys a message supported by one or more uprights in the ground or by an approved method attached to a building wall.

Exempt. Signs exempted from normal permit requirements; however, still subject to those restrictions as stated in sections 8.200 to 8.268.

Fees. The amount required to be paid to the city as specified to undertake any provision of sections 8.200 to 8.268 in pursuit of installing a sign.

Flashing Sign. An illuminated sign, or a sign constructed of reflective material to simulate movement, on or within which light is not maintained stationary and constant in intensity and color at all times. This description does not include an approved electronic reader board.

Free Standing or Pole Sign. A sign supported by one or more uprights in the ground and detached from any building or structure.

Grade. The lowest elevation point of the finished ground surface directly below or at the sign location, and any point within five feet from the sign location. If the sign or any projection is within five feet of a public sidewalk, alley, or other public way, the grade will be the elevation of the sidewalk, alley or public way.

Home Occupation Sign. An on-premise sign identifying a home occupation, as defined by the Springfield Development Code.

Illegal Sign. Any sign that has been installed without a sign permit, required inspections, or erected in violation of this code.

Illuminated Sign. Any sign which has characters, letters, figures, or designs illuminated by internally mounted fluorescent lights or luminous tubes.

Incidental Sign. A sign identifying or advertising associated goods, products, services or facilities available on the premises. Such incidental signs include, but are not limited to "trading stamps," "credit cards accepted," "brand names," "beverages," "price signs" or "services."

Indirectly Lighted Sign. A sign from which light is directed from an external source such as floodlights, or gooseneck reflectors.

Install. This term shall mean attach, place, alter, construct, reconstruct, enlarge or move, and includes the painting of wall signs, but does not include copy changes on any sign.

Logo. A letter, character, symbol or trademark used to symbolize or stand for a business that has been registered with the U.S. Patent and Trademark Office.

Marquee. A permanent roofed structure attached to and supported by the building and projecting over public property and constructed of durable materials such as metal, glass or plastic.

Murals. An artistic painting applied to and made integral with a wall surface. The primary purpose of a mural is not to advertise products marketed within the structure.

Non-Combustible Material. As defined in the current Oregon Structural Specialty Code.

Non-Conforming Signs. A sign that does not meet the requirements in Sections 8.200 to 8.268 for a legal sign.

Non-Structural Trim. Material which is molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways which are attached to the sign structure.

Portable Sign. A single or double faced sign which is temporary in nature. The sign or sign frame is not attached permanently to the building or ground and does not meet the definition of a banner.

Projecting Sign. Any sign other than a wall sign that projects more than 12 inches from an exterior wall.

Real Estate Sign. A temporary sign placed upon the affected property for the purpose of advertising to the public the sale, rent or lease of a property or a structure.

Revolving Sign. A sign which moves or rotates as if on an axis.

Roof Sign. A sign constructed upon or above a roof or parapet of a structure.

Sign. Any letter, figure, character, marquee, pictorial, picture, logo, trademark, reading matter, or illuminated service which is constructed, placed, attached, painted, erected, fastened, or manufactured in any manner so that it shall be used for the attraction of the public to any place, subject, person, firm, corporation, performance, article, machine, merchandise which is displayed in any manner outdoors. Every sign shall be classified and conform to the requirements of that classification of this Code.

Sign Copy. Any lettering placed on a building wall or on a sign face.

Sign Face. The entire area of a sign on which copy may be placed.

Sign Height. The vertical distance from grade to the highest point of a sign or a sign structure.

Sign Structure. Any structure which supports or is capable of supporting a sign as defined in this Code.

Spotlight Illumination. Spotlight illumination shall mean illumination which comes from lamps, lenses or devices designed to focus or concentrate light rays on the source.

Stadium Signs. Signs located within a sports stadium or athletic field which are intended for viewing primarily by persons within the stadium.

Temporary Sign. A temporary sign is any sign, banner, pennant, balloon or valance not permanently attached to a building, structure or the ground.

Under Marquee Sign. A sign which is attached only to a marquee and which is suspended or projects downward from a marquee and has no portion of the sign above the bottom surface of the marquee structure.

Vision Clearance. A triangular shaped portion of land established at street intersections in which nothing over 2 ½ feet is erected, placed, planted or allowed to grow in such a manner as to obstruct the sight distance of motorists entering or leaving the intersection, unless specifically exempted by this Code. All corner lots shall maintain a clear area at each access to a public street and on each corner of property at the intersection of two streets or a street and an alley in order to provide adequate sign distance for approaching traffic. The clear vision area shall be in the shape of a triangle. Two sides of the triangle shall be lot (property) lines for a distance of 25 feet. Where the lot (property) lines have rounded corners, the lines shall be measured by extending them in a straight line to a point of intersection. The third side of the triangle is a line across the corner of the lot joining the non-intersecting ends of the other two sides. The required vision clearance area for any driveway shall be 10 feet and measured as described above. The required vision clearance for any alley shall be 15 feet and measured as described above. Exemptions for Vision Clearance areas are items associated with utilities or publicly owned structures such as poles and signs, and existing trees, no screen or other physical obstruction shall be permitted between 2 ½ and 8 feet above the established height of the curb in the triangular area. For a visual diagram of the vision clearance, please refer to Diagram 32-B of the Springfield Development Code.

Wall Sign. A sign painted on or attached to a building wall that projects no more than 12 inches from the wall. Hanging signs attached to a building eave or overhang and not classified as a projecting sign in section 8.202. Signs placed on, attached to or constructed on a canopy, awning or marquee, whether or not such structures are located in the public right-of-way, are also considered wall signs.

Wind Activated Sign. Any commercial advertisement flag, pennant, balloon, spinner or blimp.

Construction Requirements

8.204 Design.

(1) Signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in this section. All bracing systems shall be designed and constructed to transfer lateral forces of the structure. For signs on buildings, the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in a manner as not to over stress any of the elements thereof. The overturning moment produced from lateral forces shall in no case exceed two-thirds of the dead load resisting moment. Uplift due to overturning shall be adequately resisted by proper anchorage to the ground or to the structural frame of the building. The weight of earth superimposed over footings may be used in determining the deadload resisting moment. The earth shall be carefully placed and thoroughly compacted.

(2) Wind Loads. Signs and sign structures shall be designed and constructed to resist wind forces as specified in Chapter 16 of the Oregon Structural Specialty Code.

(3) Seismic Loads. Signs and sign structures shall be designed and constructed to resist seismic forces as specified in Chapter 16 of the Oregon Structural Specialty Code.

(4) Combined Loads. Wind and seismic loads need not be combined in the design of signs or sign structures; only the loading producing the larger stresses need be used. Vertical design loads, except roof live loads, shall be assumed to be acting simultaneously with the wind or seismic loads.

(5) Allowable Stresses. The design of wood, concrete, steel or aluminum members shall conform to the requirements of Chapters 19, 20, 21, 22 and 23 of the Oregon Structural Specialty Code. Loads, both vertical and horizontal, exerted upon the soil shall not produce stresses exceeding those specified in the Oregon Structural Specialty Code. The working stresses of wire rope and its fastenings shall not exceed 25 percent of the ultimate strength of the rope or fasteners. Working stresses or wind or seismic loads combined with dead loads, may be increased as specified in Chapter 16 of the Oregon Structural Specialty Code.

8.206 Construction.

(1) General. The supports for all signs or sign structures shall be securely built, constructed and erected in conformance with the requirements of this code.

(2) Materials. Materials for construction of signs and sign structures shall be of the quality and grade as specified for buildings in the Oregon Structural Specialty Code. In all signs and sign structures, the materials and details of construction shall, in the absence of specified requirements, conform with the following:

(a) Structural steel shall be of such quality as to conform with Uniform Building Code Standard No. 27-1 or current equivalent recognized by the Oregon Structural Specialty Code. Secondary members in contact with or directly supporting the display surface may be formed of light gauge steel, provided such members are designed in accordance with the specifications of the design of light gauge steel as specified in American National Standards Institute/American Society of Civil Engineers 8 and shall be galvanized. When formed integral with the display surface, the minimum thickness of the secondary members shall be No. 12 gauge. The minimum thickness of hot rolled steel members furnishing structural support for signs shall be 1/4 inch, except that, if galvanized, such members shall not be less than 1/8 inch thick. Walls of steel pipes shall be not less than 1/8 inch thick. Steel pipes shall be of such quality as to conform with U.B.C. Standard No. 22-11 or current equivalent recognized by the Oregon Structural Specialty Code. Steel members may be connected with one galvanized bolt, provided the connection is adequate to transfer the stresses in the members.

(b) Wood anchors and supports embedded in the soil, or within 6 inches of the soil, shall be of all heartwood of a durable species or shall be pressure treated with an approved preservative. Such members shall be marked or branded by an approved testing agency.

(3) Use of Combustibles. Wood, approved plastic or plastic veneer panels as approved for in Chapter 26, or other materials of combustible characteristics similar to wood, used for moldings, cappings, nailing blocks, letters and latticing, shall comply with the Oregon Structural Specialty Code and shall not be used for other ornamental features of signs, unless approved.

(4) Anchorage. Members supporting unbraced signs shall be so proportioned that the bearing loads imposed on the soil in either direction horizontal or vertical, shall not exceed the safe values as determined by the building official. Braced free standing signs shall be anchored to resist the specified wind or seismic load acting in any direction anchors and supports shall be designed for safe bearing loads on the soil and for an effective resistance to pull out, amounting to a force 25 percent greater than the required resistance to overturning. Anchors and supports shall penetrate to a depth below ground greater than that of the frost line. Signs attached to masonry, concrete or steel shall be securely fastened through the use of metal anchors, bolts or approved expansion screws of sufficient size and anchorage to support safely the loads applied. No wooden blocks, plugs or wooden anchors used in connection with screws or nails shall be considered proper anchorage, except in the case of signs attached to wood framing. No anchor or support of any sign shall be connected to, or supported by, an unbraced parapet wall, unless such wall is designed in accordance with the requirements for parapet walls specified for seismic zones in the Oregon Structural Specialty Code.

(5) Display Surfaces. Display surfaces may be made of metal, glass or approved plastics. Sections of approved plastics on wall signs shall not exceed 225 square feet in area. When more than one section is used, they shall be separated three feet laterally and six feet vertically.

(6) Approved Plastics. The building official shall require that sufficient technical data be submitted to substantiate the proposed use of any plastic material and, if it is determined that the evidence submitted is satisfactory for the use intended, the building official may approve its use.

8.208 Projection and Clearance.

(1) General. All signs shall conform to the clearance and projection requirements of this section or as specified in specific sign district.

(2) Clearance From High Voltage Power Lines. Signs shall be located as specified in the current National Electric Safety Code, and by the Public Utility Commission.

(3) Clearance From Fire Escapes, Exits or Standpipes. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe.

(4) Clearance and Access, Roof Signs. No sign shall obstruct any openings to such an extent that light or ventilation is reduced to a point below that required by the Oregon Structural Specialty Code or the Springfield Development Code.

(a) Sign Adjacent to Wall Openings. Signs erected within five (5) feet of an exterior wall opening shall be constructed of non-combustible material or approved plastics.

(b) Clearance in a Public Alley. No sign or sign structure shall project into a public alley below a height of 14 feet above grade, nor project more than 12 inches where the sign structure is located 14-16 feet above grade. The sign or sign structure may project not more than 36 inches into the public alley where the sign or sign structure is located more than 16 feet above grade.

(c) Clearance from Streets. Signs shall not project within two (2) feet of the curb line.

(d) Clearance Over Vehicle Use Area. The minimum clearance of all signs projecting over any portion of a vehicle use area shall be 16 feet. Bollards or other physical barriers capable of protecting all portions of the sign projecting over the vehicle use area may be used to satisfy this standard.

8.210 Location and Setbacks. No sign or sign structure shall be installed within a public utility easement. No sign or sign structure shall be installed within a five (5) foot setback from the property line. The property line must set back a minimum of 15 feet from the curb in order to be considered for an exemption from the five (5) foot setback from any property line. No sign shall be located within the vision clearance area as defined in the definitions of this code. All signs shall be located entirely on private property unless they are located in the downtown sign district where projection over the right-of-way is permitted with the appropriate insurance requirements.

8.212 Searchlights. A searchlight may be permitted upon attainment of a permit. The illumination from this light shall not be directed onto adjoining property or located in a residential district.

8.214 Alternate Materials and Methods of Construction. The provisions of this code are not intended to prevent the installation of any material or to prohibit any innovative design or method of construction not specifically prescribed by this code, provided that any such alternative has been approved by the building official. An alternative design, modification or method of construction shall be approved where the building official finds that the proposed design is satisfactory and complies with the intent of the provisions of this code, and that the material, method or work offered is, at least the equivalent of the standards prescribed in this code. The details and findings of such action granting an alternative design, materials, and method of construction shall be recorded and entered in the files of the Community Services Division.

8.216 Tests. When there is insufficient evidence of compliance with any provision of sections 8.200 to 8.268 and/or the Oregon Specialty Codes, the building official may require tests as evidence of compliance to be made at no expense to the city. Test methods shall be as specified by the Specialty Codes or by other recognized test standards. In the absence of recognized and accepted test methods for the proposed alternate, the building official shall determine test procedures. All tests shall be made by an approved testing agency. Reports of such tests shall be retained by the building official for the period required for the retention of public records.

Permits--Regulations--Fees

8.218 General. Except as specified in section 8.234, no person shall erect construct, alter or relocate any sign unless a permit has been obtained from the building official. A separate electrical permit shall be required for each sign service equipment as specified in the Electrical Specialty Safety Code. Sign permits shall be issued only to contractors licensed in accordance with city and state regulations, or any property owner or a designee erecting a sign or sign structure on their own property, provided the sign erection work is performed by a person regularly and directly under their employ. The following requirements shall be included with each sign permit application:

(1) Permit Applications. Two complete sets of plans, engineering calculations, diagrams and other data shall be submitted with each application for a permit. The building official may require plans, computations and specifications to be prepared and designed by an engineer or architect.

- (a) A scaled plot plan with building dimensions, setback and location of proposed signs shall be submitted with the sign permit application. A photograph of each facade of the building shall be submitted.
 - (b) A scaled elevation drawing shall be submitted in addition to the above requirements if a wall mounted sign will be erected.
 - (c) A description of materials, anchors, footings and attachment systems shall be provided.
 - (d) For all free standing, pole or projecting signs over 20 feet in height, plans shall be submitted, drawn by a registered engineer.
 - (e) Each application shall include photographs of existing signage on the property associated with the business.
 - (f) If the application is for a billboard, the applicant must provide an approved permit from the State of Oregon under the Oregon Motorists Information Act of 1971 (ORS 377.700 et seq.) prior to the erection of the billboard.
- (2) Permit-Fees. Sign permit fees for permanent and temporary signs, excluding electrical, shall be set by resolution of the council. Only one face of a double faced sign will be used for calculation purposes. Each sign shall be considered separately when calculating plan review and sign permit charges.
- (3) Temporary Sign Permit Fees. Four permits for each approved development area shall be permitted per calendar year. The fee for each permit shall be set by resolution by the council. No temporary sign(s) shall be larger than 60 square feet and be erected for a maximum of 30 consecutive days per each permit. The temporary sign(s) shall be located completely on private property and shall be in compliance with the required setbacks as identified in this code. A security deposit is required when this permit is issued. If the applicant fails to remove the temporary sign(s) by the date specified on the permit, the deposit shall be forfeited and the city may remove the temporary sign(s). If any temporary signs are erected without first obtaining a permit, the permit fee shall be doubled. Temporary signs erected by or for the city for city sponsored events, authorized by the city, or for the park district, utility company, or hospital for community events are exempt.
- (4) Permit Issuance.
- (a) Compliance. The building official shall not issue a permit unless the sign and its location are in compliance with the provisions of this code and the Springfield Development Code. No permit issued shall be transferred to another party.
 - (b) Expiration. If the sign authorized by a sign permit is not installed within 180 days after the date the permit is issued, or an inspection requested to verify progress of the proposed installation, the permit shall be void. The building official may extend an unexpired sign permit for a period not exceeding 180 days upon written request by the permittee showing that circumstances beyond their control have prevented work on the sign. No permit shall be extended more than once.
- (5) Penalty Fees. The fee for any sign permit where the applicant begins work (and/or erects or re-erects a sign) prior to obtaining a sign permit, shall be double the fee specified by resolution of the City Council.
- (6) Insurance.
- (a) Every property owner or designee who applies for a permit to erect, alter, or maintain a sign which projects more than 12 inches over public property, shall file with the Building Official copies of their public liability and property damage insurance policies. These policies shall be maintained in full force and effect during the time the sign remains over public property. Public liability insurance shall not be less than \$300,000 for injuries, which includes accidental death to any person. The policy shall contain a requirement of notice of cancellation to the city.

(b) Any sign company erecting a sign owned by the company shall comply with section 8.218.

8.220 Inspections. Signs for which a permit is required shall be inspected by the building official for conformance with this code and the building safety codes. When the building official has reasonable cause to believe that a condition exists which makes any sign, sign structure or sign service equipment unsafe, dangerous or hazardous, an inspection of the site may be performed.

8.222 Removal. Whenever the building official ascertains that any sign, sign structure or sign service equipment regulated by this article and the Specialty Codes has become hazardous to life, health or property, the building official shall order in writing that the sign, sign structure or sign service equipment be returned to a safe condition, as specified in Section 204 of the Springfield Building Safety Code. The written notice shall fix a time limit for compliance with the order.

8.224 Stop Work Order. Whenever any work is being done contrary to the provisions of this article, the Building Safety Codes or any statute, regulation or ordinance of any governmental subdivision of the state, the building official may order the work stopped by notice in writing. Persons performing such work shall stop work immediately until authorized by the building official to resume.

8.226 Utility Disconnection. The building official may disconnect any utility service or energy supplied to the sign, or sign service equipment in case of emergency, or where necessary to eliminate an immediate hazard to life or property. The building official shall, whenever possible, notify the serving utility and the owner of the sign or sign service equipment of the decision to disconnect prior to taking the action, and shall notify such serving utility, owner of the sign or sign service equipment, in writing of the disconnection as soon as possible.

8.228 Utility Connection. No person shall make connection from any energy supply nor supply energy to any sign or sign service equipment which has been disconnected by the building official or the use of which has been ordered to be discontinued by the building official until the building official authorizes the reconnection and use of such equipment.

8.230 Access For Inspections. Access to all free standing signs, roof and projecting signs and wall signs shall be provided for the purpose of inspection.

8.232 Non-Conforming Signs. For the purpose of this section, a non-conforming sign shall be defined as a legal sign existing on the effective date of February 21, 2012.

(1) Compliance. All on-site, nonconforming signs prohibited in this code shall be removed when the current business ceases to operate.

(2) Damaged Non-conforming Signs. Should any non-conforming sign be damaged by any means to the extent of more than 50 percent of its replacement cost or sign area at the time of damage, it shall be reconstructed in conformance with this code.

(3) Enlarging Non-conforming Signs. No non-conforming sign may be enlarged or altered in a way that would increase its nonconformity.

(4) Abandoned Signs. Any sign or sign structure that remains empty for a period of 90 days shall be considered an abandoned sign. Any non-conforming sign and/or sign structure located on property previously used by a business that ceases operation shall be removed. Conforming, abandoned signs shall have the sign face covered or reversed so no sign copy is visible.

(5) Annexed Areas and Areas Within the Springfield Urban Growth Boundary. Except as otherwise provided in this section, all signs in areas annexed to the city after the date of adoption of this code and which do not conform to the provisions of this code, and which have been approved by another Government entity, shall be regarded as non-conforming signs. These signs may remain until the current business ceases to operate then they shall be removed.

(6) Existing Non-Conforming Signs. When an application is made for new signs on property which has existing non-conforming signs, permits may be issued provided the proposed signs together with the existing signs do not exceed the allowable number and types of permitted signs.

8.234 Exempt Signs. The following signs or operation shall be exempt from the sign permit process, but shall adhere to the standards listed below:

(1) Changing of Copy/ Face Change. Changing of copy or face change on signs specifically designed to allow for this unless the sign face remains empty for a period of 90 days. If the sign remains vacant for 90 days, it shall be considered abandoned and shall be removed.

(2) Maintenance. Normal maintenance and repair of a sign structure or sign service equipment. Normal maintenance and repair does not include structural changes, removal and replacement, copy changes, or the addition of electrical wiring.

(3) Public Signs. Public Signs shall include the following: signs of a public nature, i.e., all signs erected by a public employee in the performance of a public duty, including but not limited to safety signs, danger signs, signs indicating scenic or historical points of interest. Signs constructed or placed in a public right of way by or with the approval of a governmental agency having legal control or ownership over the right of way. Signs owned or constructed or placed under the direction or authorization of the City.

(4) Under Marquee Signs. A sign attached to the underside of a marquee. The maximum height of this sign shall be 12 inches. Such sign shall be permanently attached to the marquee and shall be a minimum of 8 feet above grade.

(5) Home Occupation Signs. Home occupation signs for approved home occupation businesses shall be erected flat against the wall and not exceeding 1.5 square feet.

(6) Directional Signs. A sign indicating traffic movements onto or within a premise, not exceeding 6 square feet and 2.5 feet in height. A maximum of one sign per vehicle ingress/egress shall be permitted. No sign shall be located in any vision clearance area as defined in the definitions of this Code.

(7) Real Estate Signs. In any district, there may be two signs located on the subject property. These signs shall be limited to one wall sign and one free standing sign. These signs shall be set back a minimum of 10 feet from the street and shall be no larger than 8 square feet in a residential area, and up to 20 square feet in a commercial or industrial district.

(8) Election Campaign Signs. Election campaign signs are permitted to be placed on private property in any district, subject to the following conditions:

(a) An election campaign sign shall be allowed 90 days prior to any public election and removed within three (3) days following the final election. The owner of the property on which the sign is placed shall be responsible for its removal.

(b) An election campaign sign shall be no larger than 32 square feet.

(9) Building Construction Signs. A maximum of one sign per contractor and one sign indicating the business to be located in the new structure is permitted for the duration of work conducted on the site. Maximum size for each allowable sign is 32 square feet.

(10) Stadium Signs. Signs located within a sports stadium or athletic field which are intended for viewing primarily by persons within the stadium.

(11) Invisible Signs. The primary purpose of invisible signs is to allow information to be viewed by the business customers once the customer is on the property. Invisible signs are not intended for viewing from any public right-of-way, private right-of-way, or another development site. Examples could be building identification within a large complex, safety award signs, etc. All outside locations are to be reviewed and approved prior to installation by the building official.

(12) Neighborhood Watch, Drug Free Zone, and Business Alert Signs. Neighborhood Watch, Business Alert, and Drug Free zone signs shall be located solely on private property. Maximum size for these signs is six (6) square feet. Signs cannot be located in any vision clearance area.

(13) Drive Up Menu Boards. Menu boards placed in a driveway specified for drive up transactions shall be used solely for vehicular and pedestrian product purchasing or transaction information. This sign shall be located out of the front yard setback and will be located where the primary viewing is to the drive up customers. Maximum height of this sign will be eight (8) feet and maximum size will be 40 square feet. Each drive up will be limited to two menu boards through exempt status. Additional menu boards will be counted in the permitted allowable signs for the district (i.e., counted as one wall sign if placed on the structure). These signs shall be used only for providing product or transaction information necessary for utilizing the drive up.

(14) Parking Lot Signs. Signs for accessible parking and towing zones on private property shall be allowed without obtaining a sign permit. These signs shall not exceed six (6) square feet in total size, or exceed seven (7) feet in total height above grade. The number of allowable accessible parking signs is based on the required parking for the specific approved development area. All signs shall be permanently attached either to a building or secured in concrete.

(15) Murals. A mural on a wall located in a commercial, public land, or industrial district. The size of the mural is not regulated.

(16) Special Event/Holiday Signs. Temporary Signage as part of an approved City License or approved City Special Event.

(17) Portable Signs. Each business located in areas zoned community commercial, major retail or mixed use shall be allowed to place two (2) portable signs on their property without obtaining permits. Each portable sign shall not exceed 2 feet by 3 feet per face. Portable signs shall be located on private property where practicable or when placed in the public right of way must not create a hazard or interfere with pedestrian and/or vehicular travel. Signs are allowed only during regular business hours of the business presenting the portable sign. Signs shall be placed to conform to all relevant portions of the Americans with Disabilities Act, and maintain a continuous, clear sidewalk width of 36 inches or more. Signs shall be placed to avoid conflict with opened doors of parked vehicles. The sign shape, colors and appearance shall not be similar to any traffic control device. Final determination of signs that are unacceptable due to appearance similar to traffic control devices shall be by the City Traffic Engineer.

8.236 Prohibited Signs. The following signs are prohibited:

(1) Abandoned Signs. Those signs not used in conjunction with the business located on the premises for more than 90 days.

(2) Illegal Signs. Signs installed without the required permit, inspection approvals, or those improperly constructed.

(3) Signs Interfering with a Traffic Control Device. Any sign blocking or creating confusion with a traffic control device.

(4) Motor Vehicle Signs. Signs placed on or painted on a motor vehicle, trailer or manufactured home which is to be parked on a lot with the purpose of providing additional signs on or for property not otherwise permitted.

(5) Rotating or Flashing Signs. Signs in which the sign face moves or lights flash, travel or reflect. This does not include approved, permitted electronic reader boards.

(6) Posters. Any sign attached to any tree or public utility pole.

(7) Emitting Signs. Any sign that emits an audible sound, odor or visible matter.

(8) Prohibited Sign Materials. Any sign constructed of paper, cardboard or unpainted unstained plywood material or any other material not specifically allowed by Oregon Specialty Code or without the building officials approval per section(s) 8.204, 8.206 and 8.214 of this code.

(9) Exterior Fencing No signs which are intended for viewing from the exterior of the property shall be allowed to be attached to exterior fencing. Fencing is defined as a structure which serves as an enclosure, barrier or screen that is not part of a building.

(10) Signs in the public right of way not authorized by a government agency.

(11) No sign shall be illuminated or use lighting where such lighting is directed at any portion of a traveled street or will otherwise cause glare or impair the vision of the driver of a motor vehicle.

8.238 Appeals

(1) For those who wish to erect a sign that is either larger than authorized by this sign code or a sign that is nonconforming in some other respect, a modification (size) or variance (other nonconforming characteristic) may be requested.

(2) A modification is defined as a request for a sign that complies with the provisions of this sign code in all respects except size or height and the proposed request is not more than 15% greater than otherwise allowed. If the applicant chooses to apply for a modification to the sign code, they may apply through the Development Services Department for a cost set by resolution of the council. This modification request will be reviewed, and a decision reached by the Development Services Director within 30 days of the application, providing the application is complete.

The following criteria must be met in order for a modification to be approved:

(a) Locational and/or dimensional problems have been identified; and
(b) The proposed adjustment will not cause any of the following adverse effects on neighboring properties:

(i) Creates a vision clearance hazard for pedestrians, motor vehicles or bicyclists; or

(ii) Creates a hazard for fire prevention or fire suppression; or

(iii) Public safety is compromised.

and (c) The hardship is not self imposed.

(3) A variance is defined as a request for a sign that is different nonconforming from the requirements of this sign code in respects other than size, and/or the size variation more than 15% larger than otherwise allowed. An applicant for a variance may apply to the Building Board of Appeals. The cost for this appeal is set by resolution of the council. The variance request will be heard and a decision reached within 30 days from the date of application providing the application is complete.

The following criteria must be met in order for a variance to be approved:

(a) There are unusual conditions associated with the property and structure; and

(b) Granting of the variance would not have any of the following adverse effects on neighboring properties:

(i) Creates a vision clearance hazard for pedestrians, motor vehicles or bicyclists; or

(ii) Creates a hazard for fire prevention or fire suppression or;

(iii) Public safety is compromised.

and

(c) The need for the variance has not arisen solely from a previous code violation; and

(d) The hardship is not self imposed; and

(e) There are not other practical alternatives available that better meet the provisions of the Springfield Sign Code and its purposes as set forth in Section 8.200.

(4) If the applicant does not construct, erect, alter or complete any sign which has been approved within one year of the date of approval, the decision shall expire. The DSD Director may grant an extension not to exceed one year provided that the extension does not extend state law regarding expiration of permits, this includes, but is not limited to, the expiration of any building permit.

(5) An applicant who is denied a modification request may appeal the decision of the DSD Director to the Building Board of Appeals for a cost set by resolution of the council. The request will be reviewed by the Board and a decision reached within 30 days of the application date.

(6) An applicant may appeal the decision of the Board of Appeals regarding an Appeal of a modification or a variance to the City Council for a cost set by resolution of the council. The city council's decision is final except that a writ of review to circuit court is available to appeal the city council's decision pursuant to Oregon law.

District Sign Standards

8.240 Residential District Sign Standards. The following sign standards have been established for residential districts.

(1) Home Occupation. Each single family or duplex dwelling unit that has received development approval for home occupation shall be allowed one (1) non-illuminated wall sign of not more than 1.5 square feet.

(2) Multi-Family, Mobile Home Parks, Day Care Facilities, Subdivisions and Group Living Facilities, Bed and Breakfast Facilities. Each group living situation, multiple family dwelling complex, bed and breakfast facilities, and, including a mobile home park or subdivision, shall be allowed one (1) wall sign or free standing sign at each public vehicular entrance of not more than eight (8) square feet for one face, or 16 square feet for two or more faces. The maximum height for free standing signs shall be five feet above grade. The maximum height for wall signs shall be 20 feet above grade, provided that in no case shall a wall sign extend above the building wall. Internally illuminated signs shall be prohibited.

(3) Non-Residential Professional Offices. Each approved development area shall be limited to one (1) free standing sign and one (1) wall sign. The free standing sign shall be a maximum of 16 square feet for one face and 32 square feet for two or more faces. The wall sign shall be a maximum of 16 square feet. Free standing signs or wall signs shall not be more than eight (8) feet above grade. Each detached building shall be permitted one (1) additional wall sign not to exceed eight (8) square feet. Internally lighted signs shall be prohibited.

(4) Churches. Each approved development area shall be limited to two (2) free standing signs and one (1) wall sign. The signs shall be a maximum of 32 square feet for one face and 64 square feet for two or more faces. Free standing signs or wall signs shall not be more than eight (8) feet above grade. Each detached building shall be permitted one (1) additional wall sign not to exceed eight (8) square feet. Neon signs are prohibited.

8.242 H-Historic Overlay District. The size, color, design, material, and location of all signs within the H Overlay District shall comply with the standards in Article 30 of the Springfield Development Code. The addition or alteration of a sign shall be reviewed by the Historic Commission at the time of any major or minor alteration to a historic landmark structure.

(1) Historic House Plaques. Standards for the design, size, material, placement and content of historic house plaques shall be approved by the Historic Commission and kept on file with the Development Services Director.

(2) Special Use Signage. For special uses identified in the Springfield Development Code, Article 30, one of the following shall be permitted:

(a) One (1) free standing or wall sign of not more than eight (8) square feet for one face and 16 square feet for two or more faces where frontage exists on a collector or an arterial street. One (1) free standing or wall sign of not more than four (4) square feet for one face and 16 square feet for two faces where frontage exists along a local street.

(b) A free standing sign shall not exceed five (5) feet in height and a wall sign shall be no more than 20 feet above grade.

(c) In addition, an entrance identification sign of not more than one and one-half square feet shall be permitted.

8.244 General Office Sign Standards.

(1) Single Businesses. Each business shall be permitted a maximum number of four (4) wall signs totaling 64 square feet for all faces.

(2) Multiple Businesses. Multiple businesses occupying one building shall be allowed one (1) overall wall or free standing sign of not more than 32 square feet for one face, or 64 square feet for two or more faces. The maximum height for this free standing sign shall be eight feet. This overall sign shall be in lieu of the wall signs permitted in subsection (1).

(3) Development Area Signage. In addition to the signs named above, each approved development area shall be allowed one (1) free standing sign of not more than 100 square feet for one face, or 200 square feet for two or more faces. The maximum height for this sign shall be 12 feet above grade.

(4) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.246 Neighborhood Commercial. Each approved development area in a NC District shall be allowed one (1) free standing sign not to exceed 40 square feet per sign face, with a maximum size of 80 square feet for two or more faces. This sign cannot exceed eight (8) feet in height above grade and shall not be internally illuminated. In addition, each business in the NC District shall be limited to two (2) wall signs, with a maximum combined area of 40 square feet and cannot exceed 20 feet in total height above grade. Wall signs are also prohibited from being internally illuminated.

(1) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.248 Community Commercial and Major Retail Commercial District. These standards apply for all property located in CC or MRC Districts except those located in the Downtown Sign District, I-5 Mall Sign District and the I-5 Commercial Sign District:

(1) Single Businesses. Each business shall be permitted a maximum number of four (4) wall signs totaling 350 square feet for all faces.

(2) Free Standing, Roof and Projecting Signs. In addition to wall signs permitted above, one (1) sign from this group shall be permitted for each approved development area. The total area permitted for a free standing sign, roof or projecting sign shall be 100 square feet for one face or 200 square feet for two or more faces at a maximum of 20 feet above grade.

(3) Second Story Businesses and Above. Two (2) wall signs per business shall be permitted with a maximum sign display area of 175 square feet for all faces.

(4) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.250 Downtown Sign District.

The Downtown Sign District is shown on Map No.1. Each business in this district shall be limited to three (3) signs.

(1) Wall Signs. Each business shall be allowed the following:

(a) First Story Businesses. First story businesses facing a public street shall be permitted signage of three (3) square feet per lineal foot of building wall.

(b) Second Story Businesses and Above. Second story businesses facing a public street shall be permitted signage of 1 ½ square feet per lineal foot of building wall.

(2) Free Standing, Projecting or Roof Signs. Each building shall be permitted one (1) free standing sign, projecting sign or roof sign which shall be limited to a maximum area of 80 square feet for one face and 160 square feet for two or more faces. The maximum height for free standing signs shall be 20 feet above grade.

(3) Encroachment. The minimum height for all signs encroaching in the public right of way shall be eight feet above grade. The maximum encroachment into the public right of way shall be six (6) feet, provided that no sign shall encroach within two (2) feet of any curb or driveway line.

(4) Illumination From Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.252 Booth Kelly Sign District. The area containing the Booth Kelly District is defined in Article 19 of the Springfield Development Code. The following combination of signs shall be permitted for this approved development area because of its unique size:

(1) Wall Signs. One (1) wall sign of up to 200 square feet per business is permitted. The maximum height for all wall signs is 20 feet from grade.

(2) Free standing Signs. One (1) directional sign of up to 200 square feet for one face and 400 square feet for two faces shall be permitted for the entire site. In addition, each approved development area of at least 10 acres shall be permitted one (1) free standing sign of 200 square feet for one face and 400 square feet for two faces. All free standing signs shall be installed at a maximum of 30 feet in height from grade to the bottom of the sign.

(3) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.254 I-5 Mall District. The I-5 Mall District is designated on Map No. 2. The following combination of signs shall be permitted for this approved development area because of its unique size and the lack of street frontage for businesses and complexes located within the area:

(1) Wall Signs. In addition to the free standing signs, the approved development area may have wall signs at each primary entrance. The total allowable area for all such signs shall be 1,000 square feet. No single sign shall exceed 400 square feet.

(2) Free Standing Signs.

(a) Two (2) free standing signs shall be permitted for each approved development area greater than 20 acres. The sign closest to I-5 shall be limited to 700 square feet for one face and 1,400 square feet for two or more faces with a maximum height of 50 feet above grade. The other free standing sign shall be limited to 400 square feet per face, or 800 square feet for two or more faces, with a maximum height of 30 feet.

(b) One (1) additional free standing sign will be permitted at each vehicular entrance. Each sign will be limited to 25 square feet for all faces with a maximum height of 20 feet.

(3) Anchor Tenants. Anchor tenants with 50,000 or more square feet of gross area shall be permitted a wall sign for each principal face of the building. The maximum allowable sign area per wall shall not exceed 200 square feet per building face.

(4) Second Story Businesses and Above. Each structure with a second story business shall be permitted one (1) wall sign that is a maximum of 50 square feet.

(5) Tenants. Tenants between 20,000 and 49,999 square feet of gross area shall be permitted a wall sign for each principal face of building. The maximum allowable sign area per wall shall not exceed 100 square feet per building face.

(6) Additional Wall Signage. In addition to the wall signage identified above, 12 additional wall signs shall be allowed on the exterior wall of the mall structure. These additional signs shall not exceed a combined square footage of 1,200 square feet, with no one sign exceeding 100 square feet. These signs will be located in a predetermined 4 foot sign band on the structure which begins 17'6" from grade.

(7) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.256 I-5 Commercial Sign District.

Area Covered. The I-5 Commercial Sign District applies only to properties designated CC and NC that are within the geographically bounded area located on Map No. 2.

(1) Single Businesses. Each business shall be permitted a maximum of four (4) wall signs totaling a maximum of 350 square feet for all faces.

(2) Free Standing or Roof Signs. Either one (1) free standing or roof sign shall be permitted per approved development area. The total area permitted for each free standing sign shall be 100 square feet for one face or 200 square feet for two or more faces, with a maximum height of 20 feet above grade.

(3) Second Story Businesses and Above. Each business shall be permitted two (2) wall signs per business shall be permitted with a maximum sign display area of 175 square feet.

(4) Additional Free standing Sign. Each approved development area shall be permitted one (1) additional free standing sign. The total area permitted shall be 200 square feet for one face and 400 square feet for two or more faces, with a maximum height of 65 feet above grade. The additional free standing sign that is over 100 square feet shall be installed at a minimum of 30 feet in height from grade to the bottom of the sign.

(5) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.258 Light-Medium, Special Heavy

Industrial and Heavy Industrial Sign Standards.

(1) Maximum Height. The maximum height for all signs is 30 feet from grade to the top of the sign.

(2) Single Businesses. Each business shall be permitted a total number of four (4) wall or projecting signs with a maximum of 350 square feet for all faces.

(3) Free Standing or Roof Sign. In addition to wall signs permitted above, one (1) sign from this group shall be permitted for each approved development area. The total area permitted shall be 100 square feet for one face or 200 square feet for two or more faces.

(4) Directional Signs. Each approved development area of at least five (5) acres shall be permitted one directional free standing sign of 200 square feet for one face and 400 square feet for two or more faces.

(5) Illumination From Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.260 Billboard District.

(1) Application. The Billboard District standards apply to all signs located in the geographically bound areas in Map No. 3 that are greater than 200 square feet for a single face and not otherwise permitted in this code. The number of billboards contained in the Billboard District shall not exceed 38 signs within the City of Springfield City Limits and 9 in the Glenwood Designated Billboard District. All signs that are located outside of the designated Billboard District or fail to meet the sign face requirements, shall be considered non-conforming. The billboard standards shall apply to all billboards located in the areas designated on Map No. 3. Prior to any site work, the applicant must provide the City with an approved permit from the State of Oregon for the placement of the billboard at the specified proposed under the Oregon Motorist Information Act of 1971 (ORS 377.700 et seq.)

(2) Spacing Between Billboards. All billboards located in the Billboard District along I-105 and I-5 shall be spaced a minimum of 500 feet apart. All other designated zones shall permit billboards to be located a minimum of 150 feet apart as measured from the center line of the adjacent street.

(3) Height. All billboards shall be installed at a minimum of 16 feet, and a maximum of 30 feet in height to the bottom of the sign. Interchanges located on I-105 and I-5 may permit billboards to be installed at a maximum of 45 feet in height to the bottom of the sign.

(4) Sign Face Requirements. All billboards installed along I-105 and I-5 shall be a maximum of 14' by 48' (672 square feet total) or 10' by 30' (300 square feet total). Double faced or one sided billboards shall be considered as one sign and each side may not exceed the allowable size as listed above.

(5) Billboard District:

(a) Main Street and South A Street (North/South frontage):

(i) 11th Street to 46th Street.

(ii) Chapman Lane to 57th Street.

(iii) South A Street from 11th to the intersection of Main Street.

(b) Highway I-105:

(i) Eastbound only from Mohawk Boulevard to 42nd Street.

(ii) Westbound from 52nd Street to the intersection of Highbanks Road (approximately 2,500 feet).

(iii) Westbound from 42nd Street to I-5.

(c) I-5 Northbound from I-105 to Old Coburg Road underpass.

(d) Beltline Road from Gateway Street to I-5.

- (e) Harlow Road from Gateway Street to I-5.
- (f) Shelly Street westbound from Laura Street (southern street frontage only).
- (g) I-5 Northbound from milepost 190.5 to I-105, East side of I-5 only – Glenwood Billboard District
- (h) South side of Franklin Blvd from the west side of Henderson Avenue to East Side of I-5 – Glenwood Billboard District.

(6) Relocation of Existing Billboards. The relocation of all billboards located within city limits shall receive priority over signs currently located outside of city limits.

(7) Abandoned Billboards. Billboards shall be considered abandoned and shall be removed if left vacant and/or left in a state of disrepair for more than 90 days. (Section 8.232(4) Springfield Sign Code)

8.262 Public Land and Open Space District. One (1) free standing sign shall be permitted at each entrance and shall not exceed 32 square feet for all faces. The total sign height shall be a maximum of five (5) feet above grade. In addition to the free standing sign, three (3) wall signs shall be allowed not to exceed a total combined square footage of 40 square feet.

(1) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.264 Special Light Industrial District.

One (1) free standing monument sign shall be permitted for each entrance to special light industrial districts and at each entrance to approved business parks. The monument sign shall conform to the free standing sign standards below and shall be permitted in addition to signs allowed for individual businesses as follows:

(1) Single Business. Each business shall be permitted a total of three (3) wall signs not to exceed a maximum of 150 square feet for all faces.

(2) Free standing Signs. Each approved development area shall be permitted one (1) free standing sign. The total area permitted shall be 100 square feet for one face and 200 square feet for two or more faces. The maximum height for all free standing signs shall be a total of six feet to the top of the sign.

(3) Entrance Signs. In addition to the free standing sign identified above, each approved development area shall also be allowed a free standing sign at each vehicular entrance to the property. These signs shall not exceed 18 square feet for one face or 36 square feet for two or more faces and shall not exceed 4.5 feet in height.

(4) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.266 Schools. Every public, federal or state funded school shall be allowed a maximum of three (3) wall signs not to exceed a total combined area of 80 square feet and one free standing sign not to exceed 40 square feet. Neon signage will not be allowed.

(1) Illumination from Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.267 Sports Facility Sign District. The Sports Facility Sign District is designated on Map No. 4.

The following combination of signs shall be permitted for this approved development area because of its unique size and uses within the area:

(1) Wall Signs. In addition to the free standing signs, the approved development area may have wall signs at each building public entrance. The total allowable area for all such signs shall be 400 square feet. No single sign shall exceed 100 square feet.

(2) Free Standing Signs. Two (2) free standing signs shall be permitted for each approved development area. The free standing signs shall be limited to 50 square feet per face, or 100 square feet for two or more faces, with a maximum height of 10 feet. One (1) additional free standing sign will be permitted at each vehicular entrance. Each sign will be limited to 25 square feet for all faces with a maximum height of 2.5 feet.

(3) Murals. Murals are allowed as an artistic painting applied to and made integral with a wall surface. To be exempt from permits, murals shall not include logos or lettering.

(4) Illumination From Signs on Non Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.

8.268 RiverBend Development District. The RiverBend Development District is designated on Map No. 5. The following combination of signs shall be permitted for this approved development area due to its unique size and the number of structures located within the approved area:

(1) Wall Signs. Wall signs shall not be allowed with the exception of street address identification of the building(s).

(2) Free Standing Signs.

- a. Two free standing monument signs shall be permitted for each approved vehicular entrance off Martin Luther King Jr. Parkway to the Riverbend Development. Each monument sign structure shall be limited to 16 feet in height above grade, 70 feet in length, five (5) feet in width with the lettering not to exceed 60 square feet for each sign per side.
- b. In addition to the above mentioned monument signs, freestanding directional signs shall be permitted with a maximum height of ten (10) feet above grade, seven (7) feet in length, three (3) feet in width, with lettering area not to exceed 45 square feet per side.
- c. Also, each additional building on the approved development site will be permitted two additional freestanding signs not to exceed seven (7) feet in height, twelve (12) feet in length, four (4) feet in width, with lettering not to exceed 30 square feet per side.
- d. One (1) additional free standing sign will be permitted to identify the development area. This monument sign shall not exceed nine (9) feet in height, 40 feet in length, four (4) feet in width, with the lettering not to exceed 50 square feet per side.
- e. Additionally, two monuments signs may be placed at a location designated by the property owner not to exceed 16 feet in height, five (5) feet in length, three (3) feet in width, with lettering not to exceed 16 square feet per side.
- f. Location of this district will be limited to properties referenced on Map No. 5.