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## COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** RECIPIENTS OF PUBLIC HEARING NOTICE  
**FROM:** AARON PANKO, PLANNER III  
**DATE:** FEBRUARY 5, 2020  
**CASE FILE NO.:** CA 19-07  
**SUBJECT:** PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE SALEM  
SIGN CODE, CHAPTER 900

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The public notice included with this mailing concerns a public hearing before the Salem Planning Commission on a proposed ordinance to Salem Revised Code (SRC) Chapter 900, the Sign Code.

The sign code currently allows a business with a drive-through lane to have a maximum of one vehicle viewing sign (menu board) per drive-through lane, and the maximum display surface for the vehicle view sign is 32 square feet.

The Planning Commission has received testimony from business owners that pre-sell vehicle viewing signs are common for existing drive-through business in Salem, and that additional signage helps to reduce wait times, reduce vehicles from backing up in queuing lanes and into parking lots and drive aisles, therefore improving traffic flow. Testimony was also received that electronic display pre-sell vehicle viewing signs are safer for employees to operate and can be turned off when the business is closed.

The proposed amendment would increase the number of vehicle viewing signs allowed per drive through lane to a maximum of two, and would increase the maximum combined vehicle viewing sign display area to no more than 48 square feet.

**For Additional Information Contact:** Aaron Panko, Planner III  
Salem Community Development Department  
Planning Division  
[apanko@cityofsalem.net](mailto:apanko@cityofsalem.net)  
503-540-2356



**NOTICE OF PUBLIC HEARING  
AUDIENCIA PÚBLICA**

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**PURPOSE OF HEARING:** The Salem Planning Commission will hold a public hearing to receive testimony on proposed amendments to Salem Revised Code (SRC) Chapter 900, for the purpose of increasing the vehicle viewing sign (pre-sell signs) allowance for businesses with a drive-through lane.

**CASE FILE NUMBER:** Code Amendment Case No. CA19-07

**DATE AND TIME OF PUBLIC HEARING:** Tuesday, February 25, 2020 at 5:30 P.M.

**LOCATION OF PUBLIC HEARING:** Council Chambers, Civic Center, 555 Liberty Street SE, Salem, Oregon 97301

**STAFF CONTACT:** Aaron Panko, Planner III, 503-540-2356 or [apanko@cityofsalem.net](mailto:apanko@cityofsalem.net).

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PLEASE PROVIDE COMMENTS TO: **City of Salem Planning Division**, 555 Liberty Street SE, Room 305, Salem, Oregon 97301.

PLEASE PROVIDE COMMENTS BY: Tuesday, February 25, 2020 at 5:00 P.M.

APPROVAL CRITERIA

Pursuant to SRC 110.085(b), an amendment to the Salem Revised Code may be made if:

- (1) The amendment is in the best interest of the public health, safety, and welfare of the City; and
- (2) The amendment conforms with the Salem Area Comprehensive Plan, applicable Statewide Planning Goals, and applicable administrative rules adopted by the Department of Land Conservation and Development.

Any person wishing to provide testimony either for or against the proposal may do so in person, by representative, or through submission of written testimony at the public hearing. Written testimony submitted prior to the public hearing may be filed with the **City of Salem Planning Division**, 555 Liberty Street SE, Room 305, Salem, OR 97301. Please include reference to the case file number in all correspondence. Only those who have participated in the hearing in person, by representative, or through submission of written testimony have the right to appeal the decision.

Subsequent to the close of the hearing, the Planning Commission will forward a recommendation to the City Council. Notice of the recommendation will be mailed to all neighborhood associations, anyone who participated in the hearing, and anyone who requested to receive notice.

The case file is available for inspection at no cost at the office of the Salem Planning Division, City Hall, Room 305, and copies may be obtained at a reasonable cost. A copy of the staff report will be available for inspection one week prior to the hearing. The staff report will be available online no later than 5:00 p.m., Tuesday, February 18, 2020 at the following location:

<https://www.cityofsalem.net/Pages/salem-planning-commission.aspx>

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity and source of income, as provided by Salem Revised Code Chapter 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities. Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-588-6173 (TTD/TTY 503-588-6439) at least two business days in advance.

***Si necesita ayuda para comprender esta información, por favor llame 503-588-6173.***

<http://www.cityofsalem.net/planning>

Sec. 900.200. - Permanent signs in Central Business District (CB), West Salem Central Business (WSCB), Retail Commercial (CR), and General Commercial (CG) Zones.

The following permanent signs are allowed in the Central Business District (CB), West Salem Central Business (WSCB), Retail Commercial (CR), and General Commercial (CG) Zones.

- (a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Permanent signs for businesses.* Unless the business is located in a shopping center or office complex, a business may have the following signs:
  - (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign on each building frontage. When the business is located on a corner lot, only one freestanding sign shall be allowed.
    - (A) *Freestanding signs.*
      - (i) *Height.*
        - (a) In the CB, CR, and CG zones, the height of a freestanding sign shall not exceed 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line over 100 feet, with a maximum height not exceeding 30 feet.
        - (b) In the WSCB zone, freestanding signs shall be limited to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.
      - (ii) *Area.*
        - (a) In the CB, CR, and CG zones, the display surface of a freestanding sign shall not exceed one square foot per linear foot of street front property line up to the first 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum display surface not exceeding 150 square feet.
        - (b) In the WSCB zone, freestanding signs shall be limited to a display surface of 40 square feet, including structural, framing, and design elements attached to or supporting the sign.
    - (B) *Wall signs.*
      - (i) For CR and CG zones, the display surface for a wall sign shall not exceed 125 square feet. Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.
      - (ii) For CB and WSCB zones, the display surface for a wall sign shall not exceed that allowed by Table 900-9.

**TABLE 900-9. WALL SIGNS IN CB AND WSCB ZONES**

<b>TABLE 900-9. WALL SIGNS IN CB AND WSCB ZONES</b>	
<b>Gross face area of the face of the building to which the sign is attached in square feet</b>	<b>Permitted sign area is the greater of the following:</b>

0 to 450	150 square feet or 33 1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

(C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.140.

(D) *Roof sign standards.* Roof signs shall conform with SRC 900.145.

- (2) Any number of additional wall signs on each building, provided the total display surface of all wall signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-10.

**TABLE 900-10. WALL SIGNS IN CB, WSCB, CR, AND CG ZONES**

Gross face area of building frontage in square feet	Display surface is limited to the greater of the following :
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1,000	75 square feet or 12 percent of the gross face area
1,001 to 2,000	120 square feet or 10 percent of the gross face area
2,001 to 4,000	200 square feet or 8 percent of the gross face area
4,001 to 6,000	320 square feet or 6 percent of the gross face area
6,001 and over	360 square feet or 5 percent of the gross face area

- (3) One hanging sign on each building frontage and each building face.

- (4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.
  - (5) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
  - (6) Vehicle viewing sign. ~~One~~ A maximum of two ~~Two~~ vehicle viewing signs per drive-through lane, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
  - (7) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (b)(5) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.
- (c) *Permanent signs for shopping centers.* A shopping center and individual businesses in the shopping center are allowed the following signs:
- (1) *Shopping center.*
    - (A) One sign shall be allowed on each building frontage on a designated arterial or designated collector as follows:
      - (i) For CR or CG zones, one freestanding sign or one wall sign. However, when the shopping center is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
        - (a) Freestanding sign.
          - (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 35 feet.
          - (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 250 square feet.
        - (b) The wall sign shall be limited to a display surface not exceeding 125 square feet; provided, however, when the wall sign is located on a marquee, the wall sign not extend below the lower edge of the marquee, and shall be limited to a height not exceeding 30 inches.
      - (ii) For CB and WSCB zones, one freestanding sign, projecting sign, or one wall sign. However, when the shopping center is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
        - (a) Freestanding sign in CB zone.
          - (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an

additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.

- (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.
- (b) Freestanding sign in WSCB zone. In the WSCB zone, the freestanding sign shall be limited to a display surface of 40 square feet and to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.
- (c) The display surface for a wall sign shall not exceed that allowed by Table 900-11.

<b>TABLE 900-11. WALL SIGNS IN CB AND WSCB ZONES</b>	
<b>Gross face area of the face of the building to which the sign is attached in square feet</b>	<b>Permitted sign area is the greater of the following:</b>
0 to 450	150 square feet or 33 1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

- (d) Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.
- (e) Projecting signs shall conform with SRC 900.140.
- (B) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the shopping center. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (C) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (c)(1)(B) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.

- (D) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
  - (E) When a street front property line of the shopping center is greater than 300 feet, the shopping center may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. When the shopping center has two freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between the signs.
- (2) *Individual businesses.*
- (A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.
    - (i) In the CR or CG zones, one wall sign or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.
      - (a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-12; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

**TABLE 900-12. WALL SIGNS IN CR AND CG ZONES**

<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area



- (b) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (ii) In the CB and WSCB zones, one wall sign, one projecting sign, or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.
  - (a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-13; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

<b>TABLE 900-13. WALL SIGNS IN CB AND WSBC ZONES</b>	
<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

- (b) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (c) Projecting sign standards. Projecting signs shall conform with SRC 900.140.
- (B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by subsection (c)(2)(A) of this section, and adding such display surface to the wall sign.
- (C) One hanging sign on each building frontage and each building face.

- (D) ~~Vehicle viewing sign. One~~ A maximum of two ~~Two~~ vehicle viewing signs per drive-through lane, ~~located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle.~~ The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 32 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
- (E) When the individual business does not have a building frontage or building face, the principal occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed under subsection (b)(1) of this section, for use by such interior business for a wall sign.
- (d) *Permanent signs for office complexes.* An office complex and individual businesses in the office complex are allowed the following signs:
- (1) *Office complex.*
- (A) One sign shall be allowed on each building frontage on a designated arterial or designated collector as follows:
- (i) For CR or CG zones, one freestanding sign or one wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
- (a) Freestanding sign.
- (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.
- (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.
- (b) The wall sign shall be limited to a display surface not exceeding 125 square feet; provided, however, that, when the wall sign is located on a marquee, the wall sign not extend below the lower edge of the marquee, and shall be limited to a height not exceeding 30 inches.
- (ii) For CB and WSCB zones, one freestanding sign, projecting sign, or wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
- (a) Freestanding sign in CB zone.
- (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.
- (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.

- (b) Freestanding sign in WSCB zone. In the WSCB zone, the freestanding sign shall be limited to a display surface of 40 square feet and to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.
- (c) The display surface for a wall sign shall not exceed that allowed by Table 900-14.

<b>TABLE 900-14. WALL SIGNS IN CB AND WSCB ZONES</b>	
<b>Gross face area of the face of the building to which the sign is attached in square feet</b>	<b>Permitted sign area is the greater of the following:</b>
0 to 450	150 square feet or 33 1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

- (d) Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.
  - (e) Projecting signs shall conform with SRC 900.140.
- (B) When a street front property line for the office complex exceeds 300 feet, the office complex may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. When the office complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between such signs.
- (C) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (2) *Individual businesses.*
- (A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area
    - (i) For CR or CG zones, the sign may be a wall sign or roof sign.

- (a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-15; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

**TABLE 900-15. WALL SIGNS IN CR AND CG ZONES**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following:
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

- (b) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (ii) In the CB and WSCB zones, the sign may be one wall sign, projecting sign, or roof sign.
- (a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-16; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

**TABLE 900-16. WALL SIGNS IN CB AND WSCB ZONES**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following:
0 to 1,000	50 square feet or 15 percent of the gross face

	area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

- (b) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (c) Projecting sign standards. Projecting signs shall conform with SRC 900.140.
- (B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet.
- (C) One hanging sign on each building frontage and each building face.
- (D) Vehicle viewing sign. ~~One A maximum of two~~ Two vehicle viewing signs per drive-through lane, ~~located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle.~~ The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
- (E) When the individual business does not have a building frontage or building face, the principal occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by subsection (d)(2)(A) of this section, for use by such interior business for a wall sign.
- (e) *Outdoor advertising signs.* Outdoor advertising signs that comply with this chapter are allowed.

Sec. 900.210. - Permanent signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Employment Center (EC), and Second Street Craft Industrial Corridor (SCI) Zones.

The following permanent signs are permitted in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Employment Center (EC), and Second Street Craft Industrial Corridor (SCI) Zones:

- (a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Permanent signs for business.* Unless the business is located in an industrial complex or is classified as flexible space use, a business may have the following signs:
  - (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign, for each building frontage; provided, however, that, when the business is located on a corner lot, only one freestanding sign shall be allowed.
    - (A) *Wall signs.* The display surface for a wall sign shall not exceed 125 square feet.
    - (B) *Freestanding signs.*
      - (i) *Height.* Freestanding sign height is limited to 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line over 100 feet, with a maximum height of 30 feet.
      - (ii) *Area.* Where the sign is a freestanding sign, the sign shall be limited in area to one square foot per linear foot of street front property line up to the first 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum limit of 150 square feet of display surface.
    - (C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.140.
    - (D) *Roof sign standards.* Roof signs shall conform with SRC 900.145.
  - (2) Any number of additional wall signs on each building; provided, however, that the total display surface of all signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this subsection shall have a display surface exceeding 100 square feet.

**TABLE 900-19. WALL SIGNS IN INDUSTRIAL ZONES AND EC ZONE**

Gross face area of building frontage in square feet	Display surface is limited to the greater of the following:
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1,000	75 square feet or 12 percent of the gross face area
1,001 to 2,000	120 square feet or 10 percent of the gross face area
2,001 to 4,000	200 square feet or 8 percent of the gross face area
4,001 to 6,000	320 square feet or 6 percent of the gross face area

6,001 and over	360 square feet or 5 percent of the gross face area
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- (3) One hanging sign on each building frontage and each building face.
  - (4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.
  - (5) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
  - (6) Vehicle viewing sign. ~~One~~ A maximum of two ~~Two~~ vehicle viewing signs per drive-through lane, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. ~~The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 32~~ 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
  - (7) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (b)(5) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.
- (c) *Permanent signs for industrial complexes.* An industrial complex and individual businesses in the industrial complex are allowed the following signs:
- (1) *Industrial complex.*
    - (A) One freestanding sign for each building frontage on a designated arterial or designated collector; provided, however, that, when the industrial complex is located on a corner lot with two such arterials or collectors, only one freestanding sign shall be allowed.
      - (i) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street front property line, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 35 feet.
      - (ii) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 square feet of street front property line, plus one-quarter additional square foot for each additional foot of street front property line over 100 feet, up to a maximum display surface not exceeding 250 square feet.
    - (B) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the complex. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
    - (C) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

- (D) If a street front property line of the industrial complex is greater than 300 feet, the industrial complex may have one additional freestanding sign. The freestanding sign shall be located along each street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. If the shopping center has two freestanding signs on the same street front property line, there shall be a minimum distance of 100 feet between the signs.
- (E) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (c)(1)(B) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.
- (2) *Individual businesses.* Unless the business is classified as flexible space use, a business may have the following signs:
- (A) One wall sign or one roof sign for each building frontage or building face; provided, however, that no sign shall be allowed on a building face when the sign would be directed towards a residential area.
- (i) The wall sign shall have display surface not exceeding the square footage set forth in Table 900-20; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface for the wall sign.

**TABLE 900-20. WALL SIGNS IN INDUSTRIAL ZONES AND EC ZONE**

Gross face area of building frontage or building face, in square feet	Display surface is limited to the greater of the following:
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area



- (ii) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by subsection (c)(2)(A) of this section, and adding such display surface to the wall sign.
- (C) One hanging sign on each building frontage and each building face.
- (D) Vehicle viewing sign. ~~One~~ A maximum of two vehicle viewing signs per drive-through lane, ~~located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle.~~ The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
- (E) If the individual business does not have building frontage or a building face, an occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by subsection (c)(2)(A) of this section, as a wall sign for use by such interior business.
- (d) *Outdoor advertising signs.* Outdoor advertising signs that comply with this chapter are allowed in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), and Intensive Industrial (II) Zones.