

FMC Sign Code

Retail, Business/Professional

17.59.040

A. Signs for Commercial Uses. Unless otherwise exempt by this chapter, signs for retail and service commercial uses located in nonresidential zones require the Planning Director's approval of a sign permit for compliance with the following standards:

1. Building Signs. The maximum allowable sign area for a business or entity is calculated as a ratio of the length of the primary building frontage. Types of building signage calculated into the total maximum sign area are wall, projecting and canopy signage as follows (square footage of exempt signage is not counted toward the maximum sign area):
 - a. Maximum Sign Area. One and a half square feet of signage for each 1 lineal foot of primary building frontage up to a maximum of 150 square feet.
 - b. Location. Building sign(s) may be placed on building frontages facing a street, public parking lot, or mall and shall not be located above the roofline. Wall signs shall not project more than 18 inches from the building wall and the sign length shall not exceed 75 percent of the building frontage.
 - c. Projecting signs and canopies shall maintain an 8-foot vertical clearance from public walkways and may not project into any public right-of-way without approval of an encroachment permit by the Public Works Department.
2. Freestanding signs. Freestanding signs shall be set back 5 feet from the public right-of-way, located outside required clear vision triangles in a landscaped planting area. However, signs attached to a fence or soundwall may be located within the required setback area. Any sign located within the lighting and landscaping district corridor requires approval for the City's lighting and landscaping district supervisor prior to submittal of an application for a sign permit. Freestanding signs may be located in planter medians with approval of the Public Works and Planning Departments for traffic safety and clear visibility. Along arterial roads designated in the General Plan, freestanding signs shall be externally lit, nonilluminated, or internally illuminated with opaque (nontranslucent) backgrounds. Freestanding signs may include changeable copy; provided that the sign area for changeable copy does not exceed 75 percent of the sign's area. Corporate flags used to identify a business or entity shall be calculated into the maximum allowable freestanding sign area.
 - a. Individual Buildings. Individual buildings not part of an integrated development may choose to substitute 1 freestanding monument sign for a portion of allowable building attached signage, not to exceed a maximum sign area of 24 square feet and a maximum height of 6 feet, including a maximum 2-foot-tall base.
 - b. Integrated Development. Integrated developments with multiple businesses are permitted 1 freestanding monument sign (exclusive of allowable building attached signage) with a maximum sign area of 60 feet and a 15 foot height limit to identify the name of the center or development, address, and tenants within the development.

B. Signs for Business/Industrial/Hospital Uses. Unless otherwise exempt by this chapter, signs for professional office, business park, industrial, hospital, and other similar uses located in nonresidential zones require the Planning Director's approval of a sign permit for compliance with the following standards:

1. Building Signs. Each business or entity is permitted 1 nonilluminated wall sign as follow:
 - a. Maximum Sign Area. The allowable sign area is .5 square foot signage for each 1 lineal foot of primary building frontage up to a maximum sign area of 50 square feet.
 - b. Location. The wall sign shall not be located above the roofline or project more than 18 inches from the building wall. The sign length shall not exceed 75 percent of the building frontage.

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2. Freestanding Signs. Freestanding signs shall be set back 5 feet from the public right-of-way, located outside the required clear vision triangle in a landscaped planting area. However, signs attached to a fence or soundwall may be located within the required setback area. Any sign located within the lighting and landscaping district corridor requires approval from the City's lighting and landscaping district supervisor prior to submittal of an application for a sign permit. Freestanding signs may be located in planter medians with approval of the Public Works and Planning Departments for traffic safety and clear visibility. Freestanding signs shall be externally lit, nonilluminated, or internally illuminated with opaque (nontranslucent) background along arterial roads as designated in the General Plan. Freestanding signs may include changeable copy; provided that the sign area for changeable copy does not exceed 75 percent of the total freestanding sign area. Corporate flags used to identify a business or entity shall be calculated into the maximum allowable freestanding sign area.
 - a. Individual Buildings. Individual buildings not part of an integrated development are permitted 1 freestanding monument sign with a maximum sign area of 32 square feet and a maximum sign height of 6 feet, including a maximum 2-foot-tall base, to identify the name of the development, address, and tenants within the development.