

ARTICLE 8

SIGN REGULATIONS

8.010. **PURPOSE.**

The purpose of this Section is to regulate the number, size, placement and physical characteristics of signs in order to achieve the following objectives:

1. The maintenance of public safety and traffic safety by ensuring that signs are appropriately designed, constructed, installed and maintained.
2. The enhancement of the operation of businesses in the City by promoting the reasonable, orderly and effective display of signs.
3. The enhancement of the City's physical appearance by promoting signs which are visually compatible with their surroundings and preserve the visual integrity of the area.

(Section 8.010.3 amended by Ordinance 04-04, 5-3-04)

8.020. **ADOPTION OF UNIFORM SIGN CODE.**

The City of Astoria enforces the State building code per ORS Chapter 455 and the rules adopted there under by reference, except as modified in this Code.

(Section 8.020 amended by Ordinance 04-04, 5-3-04)

8.030. **CONFORMANCE.**

No sign may be erected or allowed to remain unless it conforms with the regulations of Sections 8.010 through 8.180. Sign permits, as required by 8.060, must be approved prior to the placement of a sign. All signs in historic districts, or in conjunction with historic buildings or sites subject to the Historic Landmarks Code must be approved through the review process outlined in Sections 6.050 and 6.090.

(Section 8.030 amended by Ordinance 04-04, 5-3-04)

8.040. EXEMPT SIGNS.

A. The following signs are permitted and are exempt from the requirements of this Code:

1. Building plaque, cornerstone, or similar building identification which is an integral and normal part of a building.
2. House and building numbers, not to exceed four (4) square feet, with numbers not exceeding 12 inches in height.
3. Decorative banners in residential zones not exceeding six (6) square feet.
4. Official informational signs, traffic signs, kiosks, signals, notices, and decorative and event banners.
5. Historical markers erected or maintained by public authority or by a recognized historical organization.
6. Historical signs, and reproductions of historic signs.

(Section 8.040.A.6 amended by Ordinance 04-04, 5-3-04)

7. A wall sign for an approved home occupation not exceeding one (1) square foot.
8. Directional signs, each not exceeding four (4) square feet.
9. Flags of local, state, or national origin.
10. Signs located within a building, except window signs.
11. Informational signs, such as hours of operation, accepted cards, and similar signs not exceeding one (1) square foot for groups of related signage. Open and closed signs not exceeding 1.5 square feet.

(Section 8.040.A.11 amended by Ordinance 04-04, 5-3-04)

12. Signs, not exceeding 24 square feet, in residential zones which are used for the identification of public and semi-public uses.
13. One short term real estate sign for each street frontage located on the premises for sale, lease or rent, not exceeding six (6) square feet, provided they are removed within 14 days after the transaction has been completed.

(Section 8.040.A.13 amended by Ordinance 04-04, 5-3-04)

14. Political signs, located on private property. Political signs related to an election shall be removed 14 days after the election. Political signs not meeting this exemption shall comply with the sign code regulations and permit process.

(Section 8.040.A.14 amended by Ordinance 04-04, 5-3-04)

15. Signs located on buildings in aquatic zones not visible from a public street or right-of-way, not exceeding 32 square feet.
16. Signs affixed to the face of individual gas pumps located at gasoline service station.
17. Portable signs which are located within a street right-of-way in accordance with City Code Section 5.060.

(Section 8.040.A.17 added by Ordinance 00-11, 12-4-00)

18. Short term signs, in the nature of decorations, clearly incidental to and customarily and commonly associated with any national, local, or religious holiday.

(Section 8.040.A.18 added by Ordinance 04-04, 5-3-04)

8.050. PROHIBITED SIGNS.

A. The following signs are prohibited:

1. Strobe lights and signs containing strobe lights.
2. Spot lights and beacons, except for special community wide events by permit.
3. Signs which flash, revolve, rotate, swing, undulate or otherwise attract attention through the movement or flashing of parts of the sign, including inflatable signs, large balloons, flags, pennants, animation sign on vehicles, billboard vehicles, or similar devices.

This prohibition does not include the following signs:

- a. barber poles of maximum of 4' in total fixture height may rotate;
- b. changeable text signs;
- c. time and temperature signs;

- d. signs, other than animation signs, on vehicles such as buses, delivery vehicles, etc. that are used other than solely for display of signage.
(Section 8.050.A.3.d added by Ord 19-05, 6-17-2019)

(Section 8.050.A.3 amended by Ord 19-05, 6-17-2019; 8.050.A.3 amended by Ordinance 04-04, 5-3-04; amended by Ordinance 12-03, 1-3-12)

- 4. (Section 8.050.A.4 deleted by Ordinance 04-04, 5-3-04)
- 5. Abandoned or deteriorated signs.
- 6. Public address systems or sound devices for advertising purposes.
- 7. Backlit awning signage is prohibited in the area bounded by Exchange Street on the south, the pierhead line on the north, 8th Street on the west, and 16th Street on the east; or within the Gateway Master Plan Area.
(Section 8.050.A.7 amended by Ordinance 04-04, 5-3-04)
- 8. No unofficial sign which purports to be, is an imitation of, or resembles an official traffic sign or signal, or which attempts to direct the movement of traffic, or which hides from view any official traffic sign or signal.
- 9. Animation Signs.
(Section 8.050.A.9 added by Ordinance 04-04, 5-3-04)
- 10. Changeable text signs on a vacant lot.
(Section 8.050.A.10 added by Ordinance 04-04, 5-3-04)
- 11. Off-premise changeable text signs.
(Section 8.050.A.11 added by Ordinance 04-04, 5-3-04)
- 12. Signs shall not be installed on portions of structures exempt from building height such as elevator shafts and/or rooftop equipment enclosures.
(Section 8.050.12 added by Ord 19-06, 7-1-2019)

8.060. SIGN PERMITS.

A. Sign Permit Required.

A sign permit is required for the erection of any new sign or the structural alteration of an existing sign, except those signs that are exempt in Section 8.040. A sign permit is required for modification or alteration of the sign face, or any portion of the sign or supporting structure.

(Section 8.060.A amended by Ordinance 04-04, 5-3-04)

B. Required Information for a Sign Permit.

For purposes of review by the Community Development Director, a scale drawing of the proposed sign shall be submitted. The drawing shall include:

1. The dimensions of the sign;
2. Location of the sign;
3. Any structural elements of the proposed sign; and
4. The size, location, and dimensions of any other sign(s) located on the applicant's building or property.
(Section 8.060.B.4 amended by Ordinance 04-04, 5-3-04)
5. A site plan indicating the dimension of the building frontage and/or site frontage.
(Section 8.060.B.5 added by Ordinance 04-04, 5-3-04)
6. In addition to any other application requirements listed above, all changeable text sign applications shall include the following:
 - a. Manufacturer's information on the operation, illumination, and ability of the sign to comply with the regulations and standards in this Code.
 - b. Diagram with at least two sample messages for the proposed activity utilizing the lighting capabilities of the proposed sign.

(Section 8.060.B.6 added by Ordinance 04-04, 5-3-04)

C. Sign Permit Fee.

The fee for a sign permit shall be established by Resolution.

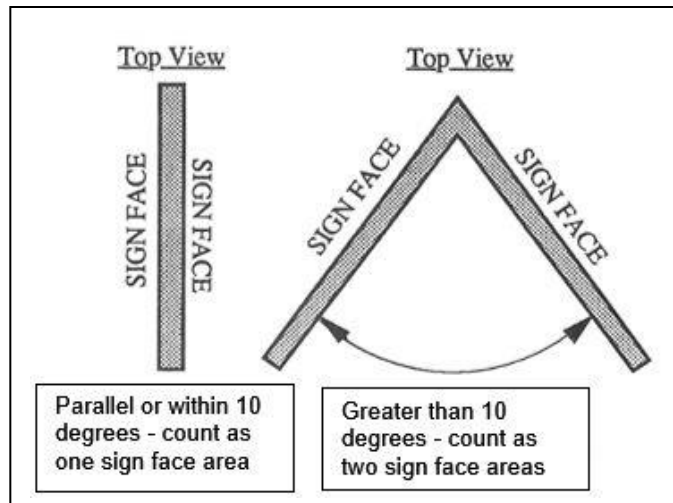
(Section 8.060.C amended by Ordinance 04-04, 5-3-04)

8.070. GENERAL SIGN REGULATIONS.

The following general provisions shall govern all signs, in addition to all other applicable provisions pertaining to signs:

A. Sign Face Area.

1. The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face [See 8.120(A.1), Figure 1]. Sign area does not include foundations, supports, and other essential structures which do not serve as a backdrop or border to the sign. Only one (1) side of a double-faced sign is counted in measuring the sign face area, except for a double-faced changeable text sign. If the sign faces are not parallel or within 10 degrees of parallel, each is considered one sign face and both faces are counted.
(Section 8.070.A.1 amended by Ord 19-05, 6-17-2019; 8.070.A.1 amended by Ordinance 04-04, 5-3-04)



2. When signs are constructed of individual elements attached to a building wall, the sign area is determined by calculating the area of an imaginary rectangle drawn around the sign elements [See 8.120(A.2), Figure 2].
3. Several businesses may use one sign as long as the area they each use does not exceed their own allowable square footage, and the total area of the sign does not exceed that allowed in the zone.
4. The area of sign faces for round or three-dimensional signs is determined by the maximum sign face area visible at one time.

5. When a sign is incorporated into an awning or marquee, only the sign area as determined by a perimeter drawn around the individual elements is counted as the sign face.
6. For sign structures containing multiple sign modules oriented in the same direction, the sign area is determined by calculating the area of an imaginary rectangle drawn around the sign elements [See 8.120(A.3), Figure 3].
7. Sign area square footage is based on frontage. Freestanding and monument signs are based on the site frontage, all other signs are based on the building frontage.
(Section 8.070.A.7 added by Ordinance 12-03, 1-3-12)

B. Height of Signs.

The overall height of a sign or sign structure is measured from the existing grade directly below the sign to the highest point of the sign or sign structure (See 8.120.B.1, Figure 4).

C. Clearances.

Clearances are measured from the existing grade directly below the sign to the bottom of the sign structure enclosing the sign face (See 8.120.C.1, Figure 5).

D. Corner Signs.

Corner signs facing more than one (1) street shall be assigned to a frontage by the applicant. The sign must meet all provisions for the frontage it is assigned to.

E. Sign Placement.

1. Placement. All signs and sign structures shall be erected and attached totally within the site except when allowed to extend into the right-of-way.
2. Frontages. Signs allowed based on the length of one (1) site frontage may not be placed on another site frontage.

a. Exception.

If a portion of a building facade or site line is more suited for signage than the allowable frontage, an applicant may choose to use that building facade or site line in lieu of the allowable frontage. The square footage of the sign shall be calculated on the length of the newly selected building facade or site line or on the allowable frontage, whichever is smaller. In choosing this exception, the applicant shall

relinquish the right to install signage on the other allowable frontage unless a variance is granted.

(Section 8.070.E.2 amended by Ordinance 04-04, 5-3-04)

3. Vision Clearance Areas. No sign may be located within a vision clearance area as defined in Section 3.045. No support structure(s) for a sign may be located in a vision clearance area unless the combined total width is 12 inches or less and the combined total depth is 12 inches or less.
4. Vehicle Area Clearances. When a sign extends over a private area where vehicles travel or are parked, the bottom of the sign structure shall be at least 14 feet above the ground. Vehicle areas include driveways, alleys, parking lots, and loading and maneuvering areas.
5. Pedestrian Area Clearances. When a sign extends over sidewalks, walkways or other spaces accessible to pedestrians, the bottom of the sign structure shall be at least eight (8) feet above the grade except for pedestrian signs located below marquees, canopies, or awnings which shall be at least seven and one half (7.5) feet above the grade.

(Section 8.070.E.5 amended by Ordinance 04-04, 5-3-04)

6. Required Yards and Setbacks. Signs may be erected in required yards and setbacks.

F. Signs Not to Constitute a Traffic Hazard.

Signs or sign supporting structures shall not be located so as to detract from a motorist's view of vehicular or pedestrian traffic or a traffic sign.

G. Glare.

All signs shall be so designed and located so as to prevent the casting of glare or direct light from artificial illumination upon adjacent publicly dedicated roadways and surrounding property.

H. Removal of Abandoned Sign.

It is the responsibility of the property owner to remove any abandoned sign within 90 days of cessation of use.

I. Materials.

A sign subject to a permit shall meet the material and construction methods requirements of the Uniform Sign Code.

J. Maintenance.

All signs, together with their supporting structures, shall be kept in good repair and maintenance. Signs shall be kept free from excessive rust, corrosion, peeling paint, or other surface deterioration. The display surfaces and vegetation surrounding all signs shall be kept in a neat appearance.

K. Through the Block Signage.

Buildings which contain frontage on two parallel arterial streets, or on an arterial street and a waterway, shall be entitled to twice the allowable total square footage for the zone in which it is placed. [See 8.070(E.2)]. This double allowance affects only the overall total square footage for the site. The maximum square footage of each individual sign, the square footage for the frontage, the number of signs, location, and other attributes of the sign are not affected by this allowance.

(Section 8.070.K amended by Ordinance 04-04, 5-3-04)

8.080. SPECIFIC SIGN REGULATIONS (Applicable to All Zones).

A. Wall or Roof Signs.

1. Projection. Signs may project a maximum of 12 inches from the face of the building to which they are attached, provided the lowest portion of the sign is at least eight (8) feet above grade. Any portion lower than eight (8) feet may only project four (4) inches.
2. Extension above roof line. Unless otherwise specified, signs may not project more than four (4) feet above the eaves of the primary roof structure of a pitched roofed building, or more than two (2) feet above the eave or parapet of the primary roof structure of a flat roofed building.
3. Number. Permanent wall signage of a maximum of twelve (12) square feet per frontage shall be calculated as one sign.
(Section 8.080.A.3 added by Ord 19-05, 6-17-2019)

B. Marquee, Canopy or Awning Signs.

1. Projection. Signs attached to the face of a marquee, canopy, or awning shall not project more than three (3) inches from the surface.
2. Projection of pedestrian signs. Pedestrian signs may not project beyond or above the face of the marquee, canopy, or awning.

3. Height. Pedestrian signs shall have a maximum face height of nine (9) inches.
4. Clearance above grade. The lowest portion of a sign attached to a marquee, canopy, or awning shall not be less than seven and one-half (7.5) feet above grade.

C. Projecting Signs.

1. Projection. Signs may project from the face of the building to which they are attached as follows:
 - a. A maximum of one (1) foot if located eight (8) feet above grade;
 - b. Two (2) feet if located nine (9) feet above grade; or
 - c. Four and one-half (4.5) feet if located ten (10) feet or more above grade.
 - d. Six (6) feet if located 12 feet or more above grade.

They must be mounted at a right angle to the plane of the building facade except signs located on the corner of a building.

(Section 8.080.C.1 amended by Ordinance 04-04, 5-3-04)

2. Height and extension above roof line. Signs shall not extend above the eaves of the primary roof structure of any pitched roof building to which they are attached, or be lower than eight (8) feet above grade. Signs may extend a maximum of two (2) feet above the facade or parapet of the primary roof structure of any flat roofed building.
3. Clearance above grade. Projecting signs not occurring under marquees, canopies, or awnings shall maintain a clearance of not less than eight (8) feet from the underlying sidewalk.
4. Angle of sign. The angle between the two sides of a projecting sign may not be greater than 10° (ten degrees), and the two sides may not be visible at the same time from adjacent properties or streets. Signs that are greater than 10° (ten degrees) shall be counted as two signs in number and square footage.
(Section 8.080.C.4 amended by Ord 19-05, 6-17-2019; 8.080.C.4 added by Ordinance 04-04, 5-3-04)

D. Freestanding Signs.

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1. Signs may extend into the right-of-way a maximum of four and one-half (4.5) feet, and shall not be less than ten (10) feet from the underlying sidewalk.

(Section 8.080.D.1 amended by Ordinance 04-04, 5-3-04)

2. Diagonal corner signs may extend into the right-of-way to a point that is determined by extending a line from the maximum points allowed for a standard projecting sign on the same site frontage.
3. Supporting structures shall be located within the property line.

E. Wall Graphics.

1. Except as noted in Section E.3 below, designs shall be evaluated by the Planning Commission on a case by case basis in order to determine appropriateness to the area. The Planning Commission may approve, deny, or modify requests, in accordance with Sections 9.010 through 9.100, based on their evaluation of:

- a. The appropriateness of the work in terms of color, scale, location, and design; and
- b. The impact on surrounding buildings, views and vistas.

(Section 8.080.E.1 amended by Ordinance 04-04, 5-3-04)

2. The square footage of a wall graphics is not calculated as part of the allowable area of signage or number of signs associated with a business site, use, or activity.
3. A wall graphic proposed to be located on a historic structure or site, adjacent to or across the right-of-way from a historic structure or site, within a National Register Historic District, or adjacent to or across the right-of-way from a National Register Historic District shall be evaluated by the Historic Landmarks Commission on a case by case basis in order to determine appropriateness to the area. The Historic Landmarks Commission may approve, deny, or modify requests, in accordance with Sections 9.010 through 9.100, based on their evaluation of:
 - a. The appropriateness of the work in terms of color, scale, location, and design; and
 - b. The impact on surrounding historic structures or sites; and
 - c. The impact on surrounding buildings, views, and vistas.

(Section 8.080.E.3 added by Ordinance 04-04, 5-3-04)

F. Removal of Signs.

When a sign is proposed, or when roadways are widened, or other improvements made in the right-of-way, which create unsafe conditions due to a sign extending into the right-of-way, the City Engineer may protect the public safety by requiring the sign to be modified or removed. The modification or removal shall be at the owner's expense.

G. Permanent Window Signs.

Permanent window signs shall be included and calculated as "wall signs" except as follows:

1. Number. Permanent window signage of a maximum of twelve (12) square feet per frontage shall be calculated as one sign.
(Section 8.080.G.1 amended by Ord 19-05, 6-17-2019)
2. Area. All permanent window signage shall be included in the total allowable wall sign area for the business, building, use or activity.

(Section 8.080.G added by Ordinance 04-04, 5-3-04)

H. Directional Signs.

Directional signs, where allowed, shall meet the provisions listed below. Directional signs shall be designed only for non-changing messages or displays.

1. Maximum Sign Face Area. Six (6) square feet.
2. Types of Signs Allowed. Freestanding, wall, projecting, monument.
(Section 8.080.H.2 amended by Ordinance 04-04, 5-3-04)
3. Maximum Height. Freestanding or monument not to exceed 42 inches; wall not to exceed eight (8) feet; and projecting not to exceed ten (10) feet.
(Section 8.080.H.3 amended by Ordinance 04-04, 5-3-04)
4. Extensions into Right-of-way. Not Allowed.
5. Lighting. Indirect or Internal.
6. Flashing Lights. Not allowed.

7. Changeable Text Signs or Electronic Message Centers. Not Allowed.

(Section 8.080.H.7 amended by Ordinance 04-04, 5-3-04)

8. Moving or Rotating Parts. Not Allowed.

I. Clear Vision Area.

Refer to Section 3.045.

J. Signs on Historic Properties or in Historic Districts.

Refer to Article 6. Also see specific requirements as noted in various sections of Article 8.

(Section 8.080.J amended by Ordinance 04-04, 5-3-04)

K. Temporary Signs.

1. Time Limit. Temporary signs and support structures, if any, must be removed within 30 days of date of erection. Temporary signs erected for longer than 30 days are considered permanent signs and subject to the regulations for permanent signs.
2. Waiting Period. There shall be a 30-day waiting period before another exterior temporary sign, including banners, shall be displayed.
3. Attachment. Temporary signs may not be permanently attached to the ground, buildings, or other structures. Temporary signs are not required to be located on a frontage.
3. Lawn Signs. Lawn signs may not be greater than nine (9) square feet in area and may not be over 40 inches in height.
4. Banners. One banner is allowed per building frontage and may not exceed 24 square feet.
5. Opening or Coming Soon Signs.
 - a. Temporary signs indicating an upcoming opening may not exceed 24 square feet and shall comply with the other requirements for temporary signage.
 - b. Short term signs indicating an upcoming construction of a new building or expansion of an existing building may not exceed 32 square feet.

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These signs may remain for a maximum of one year and shall be removed within 30 days of the building occupancy. These signs are not required to be located on a frontage.

(Section 8.080.K.5 added by Ordinance 04-04, 5-3-04)

6. Permits. Temporary banner style signs and lawn signs shall not require a sign permit. All other temporary or short term signs affixed to a building or site require a permit and shall be subject to the requirements of Section 8.060.

(Section 8.080.K.6 added by Ordinance 04-04, 5-3-04)

7. Number of Signs.

Only one Temporary Sign shall be allowed for each business, use, or activity unless otherwise noted. Sites without buildings shall be allowed no more than one Temporary Sign. The sign shall not be included in the total number of signs allowed.

(Section 8.080.K.7 added by Ord 19-05, 6-17-2019)

L. Portable Signs.

1. Exemption.

- a. Portable Signs which are located within a street right-of-way shall comply with City Code Section 5.060, "Obstructions in Passageways", and are exempt from the requirements of the Sign Code in Astoria Development Code Article 8.
- b. Temporary Portable Signs which are in conjunction with a community-wide event or festival such as, but not limited to, the Scandinavian Festival or Regatta are exempt from the requirements of the Sign Code in Astoria Development Code Article 8.

2. Standards. All portable signs, except those exempted in subsection (1) above, shall be in accordance with the following:

- a. Location. The sign shall not be located within a street right-of-way.
- b. Number of Signs. Only one non-exempt Portable Sign shall be allowed for each business, use, or activity. Sites without buildings shall be allowed no more than one non-exempt Portable Sign. The sign shall not be included in the total number of signs allowed.
- c. Area.

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- 1) A sign of eight (8) square feet or less on each side with a maximum height not to exceed four (4) feet and a maximum width not to exceed two (2) feet shall be exempt from the total square footage of sign area allowed.
 - 2) A sign exceeding eight (8) square feet on each side or a height greater than four (4) feet or a maximum width greater than two (2) feet shall be included in the total square footage of sign area allowed for the site.
- d. Frontage. The sign may be located on any elevation of a business, use, activity, or site and is exempt from the requirement that signs be located on a frontage.
- e. Lighting. The sign shall not be electric nor internally illuminated.
- f. Enforcement. In addition to any other method of enforcement available to the City, this ordinance may be enforced by the removal of the sign by the City. The City will notify the permittee to reclaim the sign. If the sign is not claimed within 30 days after the permittee is notified, the City may dispose of the sign.

(Section 8.080.L added by Ordinance 00-11, 12-4-00)

M. Changeable Text Signs.

1. Exception.

Electronic signs that display time and temperature only are exempt from the requirements of Section 8.080(M).

2. Design Review.

a. Astoria Planning Commission.

All changeable text signs shall be reviewed as a Miscellaneous Review permit by the Astoria Planning Commission in accordance with Article 9 of the Astoria Development Code.

b. Historic Landmarks Commission.

All changeable text signs located on a site designated as historic, within a National Register Historic District, on adjacent to or across a right-of-way from a historic site or National Register Historic District shall be reviewed by the Historic Landmarks Commission in accordance with Article 9 of the Astoria Development Code.

c. Sign Permit Application.

In addition to any other application requirements listed in the Astoria Development Code, all changeable text sign applications shall include manufacturer's information on the operation, illumination, and ability of the sign to comply with the regulations and standards in this Code. The applicant shall also submit a diagram with at least two sample messages for the proposed activity utilizing the lighting capabilities of the proposed sign.

3. Design Review Standards.

a. Astoria Planning Commission:

The Astoria Planning Commission may approve a changeable text sign if it is compatible with the overall character to be achieved in the area and shall base its compatibility determination on the following criteria:

- 1) The relationship of the scale and placement of the sign to the building or premises on which it is displayed.
- 2) The similarity or dissimilarity of the sign's size and shape to the size and shape of other conforming signs in the area.
- 3) The compatibility of the type and intensity of the illumination of the sign with the type and intensity of other conforming illuminations in the area.
- 4) The compatibility of the sign to the form and architectural character of the building in which the activity is located and the compatibility of the sign with existing adjacent activities.
- 5) The sign illumination shall not unreasonably intrude into residential zones.
- 6) The sign shall not unreasonably block nor visually impair scenic or historic views.

b. Historic Landmarks Commission:

The Historic Landmarks Commission may approve a changeable text sign if it is compatible with the overall character to be achieved in the area and shall base its compatibility determination on the following criteria:

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- 1) Placement of the sign will have the least possible loss of historic material.
- 2) Placement of the sign will not obscure, damage, or destroy character defining features.
- 3) The sign structure shall reference design motifs from the historic building or historic signs found on similar architectural style buildings. However, the sign structure shall be clearly differentiated from the historic building features.
- 4) The compatibility of the sign to the form and architectural character of the building in which the activity is located and the compatibility of the sign with existing adjacent activities.

4. Standards.

All changeable text signs, except those exempted in Section 8.080(M.1) above, shall be in accordance with the following:

- a. Type of Sign. The sign shall be limited to monument, wall, or projecting sign.
 - 1) An approved freestanding changeable text sign existing prior to January 1, 2004 shall be allowed with a maximum height of 10'.
- b. Location.
 - 1) The sign shall be located only in areas along a street or highway having a speed limit of 35 miles per hour or less.
 - 2) The sign shall not be located within 3,000 feet of another changeable text sign. The distance shall be determined at a 360° radius from the location of the sign.
 - 3) The sign shall not be located on a vacant lot.
 - 4) The sign shall not be located on a vehicle whether moving or parked.
(Section 8.080.M.4.b.4 added by Ord 19-05, 6-17-2019)
- c. Number of Signs.
 - 1) Only one changeable text sign shall be allowed for each business, use, or activity.

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- 2) A changeable text sign shall not be allowed in conjunction with any other freestanding sign.
- 3) A monument or projecting changeable text sign shall not be allowed in conjunction with another sign of the same type (i.e. another monument or projecting sign).

d. Area.

- 1) The area of a sign with changeable text on more than one independent side of the sign shall be calculated for each side of the changeable text sign. However, both sides will be counted as just one sign for calculating the number of signs.
- 2) In addition to other area requirements of the specific zones, the maximum total square footage of changeable text signs shall be as follows:
 - a) Monument sign shall be limited to 30 square feet for one side. This limitation is for the changeable text portion of the sign only. A two-sided changeable text sign shall be allowed 30 square feet on each side.
 - b) Projecting sign shall be limited to 15 square feet for one side. This limitation is for the changeable text portion of the sign only. A two-sided changeable text sign shall be allowed 15 square feet on each side.

e. Operation of Sign.

- 1) Each sign or message shall remain fixed for at least ten seconds. No sign shall contain animation.
- 2) When a message is changed, it shall be accomplished immediately and shall not scroll, move, or otherwise change gradually.
- 3) The sign shall contain a default design that will freeze the sign in one position if a malfunction occurs.

(Section 8.080.M added by Ordinance 04-04, 5-3-04)

N. Signs for Upper or Basement Floors.

1. Street Frontage.

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- a. Number. The total number of signs for a separate business, use or activity in an upper story or basement of a building with street frontage shall be the same as buildings at street level. An upper floor or basement may have one sign at street level identifying the upstairs or basement activity.
- b. Area. The total area of signs for an upper story or basement of a building with street frontage shall not exceed 20% of the lineal footage of the building facade occupied by the business, use or activity, or the maximum allowed by the zone, whichever is less. A street level sign shall not exceed four (4) square feet.

2. Without Street Frontage.

- a. Number. The total number of signs for a separate business, use or activity in an upper story or basement of a building without street frontage shall be one sign.
- b. Area. The total area of signs for an upper story or basement of a building without street frontage shall not exceed four (4) square feet.

(Section 8.080.N added by Ordinance 04-04, 5-3-04)

(Section 8.090 deleted by Ordinance 00-11, 12-4-00)

8.100. NONCONFORMING SIGNS.

For the purpose of this Section, a non-conforming sign shall be defined as a lawfully erected sign existing at the effective date of this Chapter which could not be erected under the terms of this Chapter. The following requirements shall apply to non-conforming signs:

- A. Non-conforming signs in all zones: Non-conforming signs shall be altered to conform to the provisions of this Section by January 1, 1995.
- B. No non-conforming sign may be enlarged or altered in a way which increases its non-conformity.
- C. Should any non-conforming sign be damaged by any means to an extent of more than 50% of its replacement costs at the time of damage, it shall be reconstructed in conformity with the provisions of this Section.
- D. Any variance to sign standards, legally granted after January 1, 1982, shall be valid notwithstanding other provisions of this Code.

8.110. VARIANCES.

A. Astoria Planning Commission:

Variances to the sign regulations of this Section may be approved by the Planning Commission following the procedures of Section 12.060 to 12.120 where the Planning Commission finds that the variance meets the following criteria:

1. One of the following factors exists:
 - a. The variance would permit the placement of a sign with an exceptional design or style.
 - b. The variance would permit the placement of a sign which is more consistent with the architecture, and development of the site.
 - c. The existence of an unusual site characteristic, such as topography, existing development, or adjacent development, which precludes an allowable sign from being effectively visible from the public roadway adjacent to the site.
 - d. The requirement to remove a sign under Section 8.100(A) would constitute a severe or extreme economic hardship to the business or activity involved.
2. The granting of the variance would not be detrimental to abutting properties.
3. The granting of the variance would not create a traffic or safety hazard.
4. Sign variances are exempt from Sections 12.030 through 12.040.
5. In addition to the criteria above, a sign variance for changeable text sign relative to location within 3,000' of another changeable text sign shall meet the following criteria:
 - a. No more than one sign shall be visible at the same time from any location. Visible shall be defined as "discernable by the naked eye as a changeable text sign."
 - b. The total number of changeable text signs in the City shall not exceed eight (8) signs.

(Section 8.110.A.5 added by Ordinance 04-04, 5-3-04)

B. Prohibited Variances:

1. A variance shall not be granted for changeable text signs for any requirement or limitation listed in Section 8.080(M) for the following:
 - a. Location.
 - 1). Relative to speed limit (see 8.080.M.4.b).
 - 2). Relative to location on a vacant lot (see 8.080.M.4.b.3).
 - b. Number of Signs (see 8.080.M.4.c).

{This will limit the number of signs and how they relate to other types of signage.}
 - c. Operation of Sign (see 8.080.M.4.e).

(Section 8.110.B added by Ordinance 04-04, 5-3-04)

C. Administrative:

Variances to the sign regulations of this Section may be reviewed administratively by the Community Development Director following the procedures of Section 12.060 to 12.120. The variance shall meet the following criteria for approval:

1. The variance shall be limited to the following:
 - a. Location on a frontage;
 - b. Number of signs increased by only one additional sign;
 - c. Other quantitative standards of 10% or less.
2. One of the following factors exists:
 - a. The variance would permit the placement of a sign with an exceptional design or style.
 - b. The variance would permit the placement of a sign which is more consistent with the architecture, and development of the site.
 - c. The existence of an unusual site characteristic, such as topography, existing development, or adjacent development, which precludes an allowable sign from being effectively visible from the public roadway adjacent to the site.

- d. The requirement to remove a sign under Section 8.100(A) would constitute a severe or extreme economic hardship to the business or activity involved.
- 3. The granting of the variance would not be detrimental to abutting properties.
- 4. The granting of the variance would not create a traffic or safety hazard.
- 5. Sign variances are exempt from Sections 12.030 through 12.040.

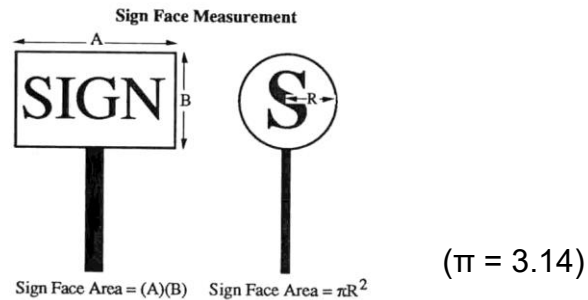
(Section 8.110.C added by Ordinance 04-04, 5-3-04)

8.120. DIAGRAMS.

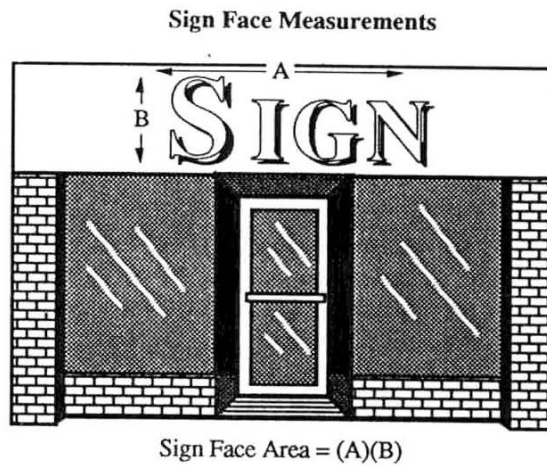
The following diagrams shall be used for determining sign and building measurements.

A. Sign Face Measurement.

1. Figure 1.



2. Figure 2.

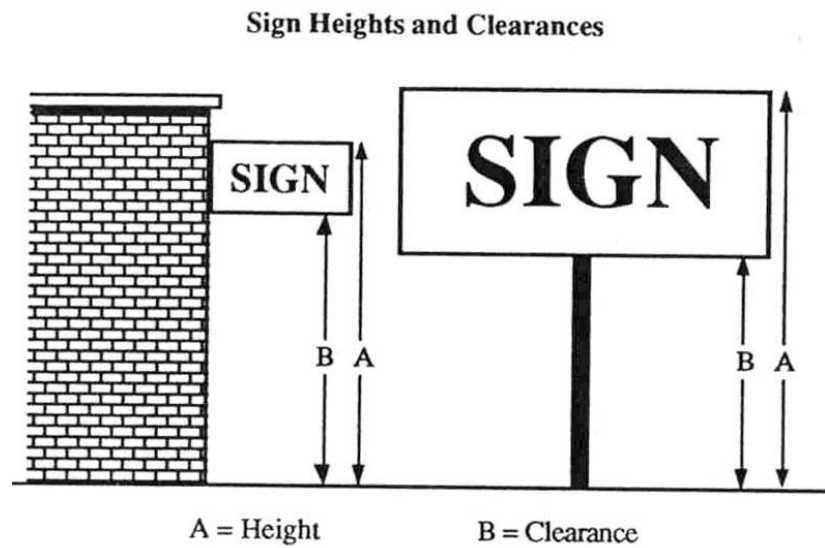


3. Figure 3.



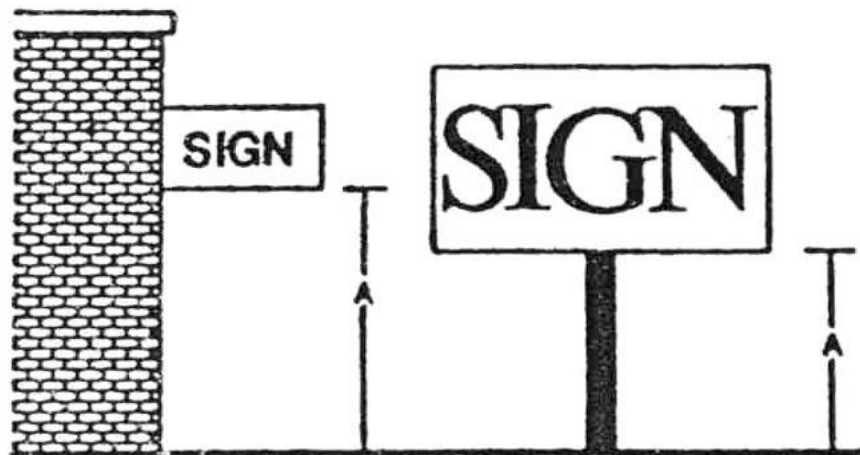
B. Sign Height.

1. Figure 4. A = Height.



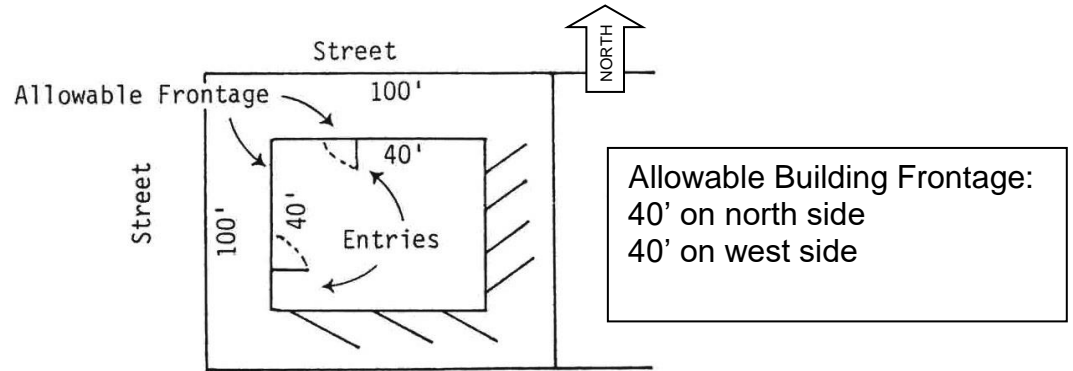
C. Sign Clearance.

1. Figure 5. B = Clearance.

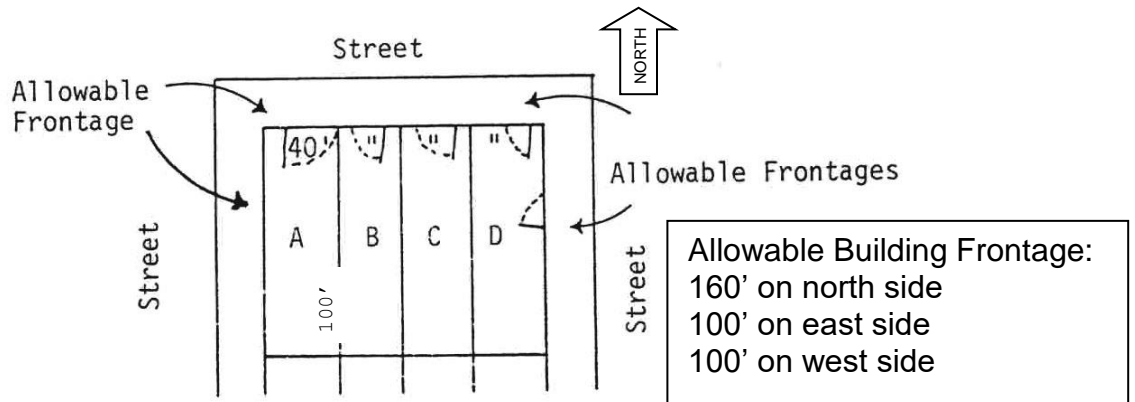


D. Building Frontage Measurement.

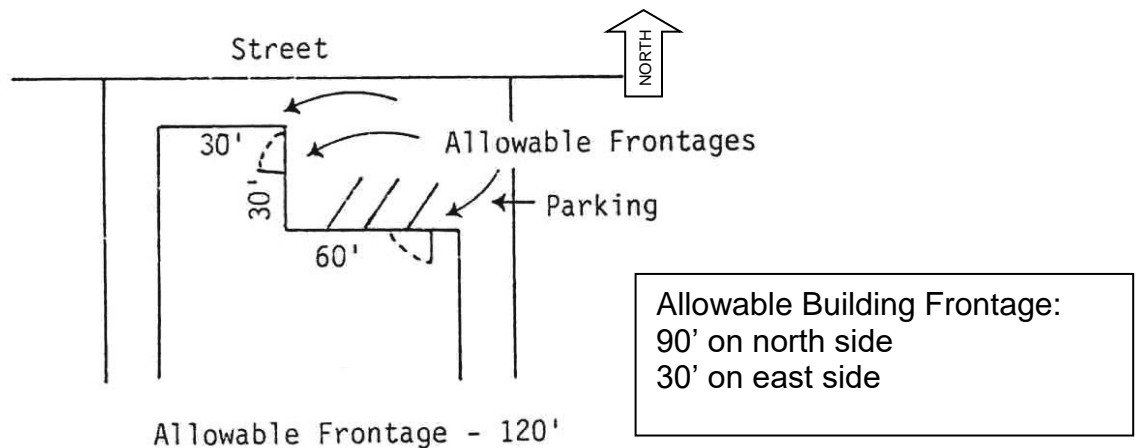
1. Figure 6.



2. Figure 7.



3. Figure 8.



(Section 8.120.D amended by Ordinance 12-03, 1-3-12)

8.130. BASE ZONE REGULATIONS.

In addition to conformance with the sign regulations of Sections 8.020 through 8.180, all uses and sites within a specific zone shall conform to the types, numbers, sizes, and features of signs allowed in that specific zone.

8.140. C-1 ZONE SIGN REGULATIONS.

For all uses and sites in the C-1 Zone (Neighborhood Commercial), the following types, numbers, sizes, and features of signs are allowed. All allowed signs must also be in conformance with the sign regulations of Sections 8.070 through 8.080.

A. Total Square Footage Permitted.

The total square feet of all signage associates with a business site, use, activity, or site shall not exceed 32 square feet.

B. Freestanding or Monument Signs.

1. Number. One (1) freestanding or monument sign is allowed per site.
2. Area. Freestanding or monument signs are allowed based on one (1) square foot of sign face area per lineal foot of site frontage, up to a maximum of 32 square feet.
3. Height. The maximum height of a freestanding or monument sign shall be six (6) feet.

(Section 8.140.B amended by Ordinance 04-04, 5-3-04)

C. Signs Attached to Buildings.

1. Number. The number of signs is limited to two (2). Only one (1) projecting sign, or wall sign is allowed per building frontage.
2. Area. The total allowable area for all permanent signs attached to the building shall be one (1) square foot of sign face area per lineal foot of the building frontage, or 32 square feet, whichever is less.
3. Types of signs. Wall, projecting, marquee, awning and window signs are allowed.

(Section 8.140.C.3 amended by Ordinance 04-04, 5-3-04)

D. Number of Signs.

The number of signs within the total allowable area is limited to one (1) sign per building frontage.

E. Temporary Signs.

Temporary signs not exceeding a total of six (6) square feet are allowed.

F. Portable Signs.

Portable Signs are allowed in accordance with Development Code Sections 8.040 and 8.080.

(Section 8.140.F added by Ordinance 00-11, 12-4-00)

8.150. C-2, C-3, GI, S-1, S-2, A-1, A-2, A-2A, LS, HR, CA, HC, AH-HC, FA ZONE
SIGN REGULATIONS.

For all uses and sites in the C-2 (Tourist Commercial), C-3 (General Commercial), S-1 (Marine Industrial Shorelands), S-2 (General Development Shorelands), A-1 (Aquatic One Development), A-2 (Aquatic Two Development), A-2A (Aquatic Two A Development), LS (Local Service), HR (Hospitality/Recreation), CA (Education/Research/Health Care Campus), HC (Health Care), AH-HC (Attached Housing - Health Care), and FA (Family Activity) Zones, the following types, numbers, sizes and features of signs are allowed. All allowed signs must also be in conformance with the sign regulations of Sections 8.070 through 8.080.

(Section 8.150 amended by Ordinance 04-04, 5-3-04)

A. Total Square Footage Permitted.

The total square footage of all signage associated with a business site, use, or activity shall not exceed 150 square feet, with no single sign exceeding 100 square feet.

B. Freestanding Signs.

1. Number. One (1) sign shall be permitted for each site devoted to a single business, building, use or activity.

(Section 8.150.B.1 amended by Ordinance 04-04, 5-3-04)

2. Area. Total sign area shall not exceed one (1) square foot of sign area for one (1) lineal foot of site frontage that is not already utilized by other signs on the site or attached to buildings. Freestanding signs are allowed up to a maximum of 100 square feet. Allowable area on sites without buildings shall not exceed 32 square feet.

(Section 8.150.B.2 amended by Ordinance 04-04, 5-3-04; amended by Ordinance 12-03, 1-3-12)

3. Height. The maximum height of a freestanding sign shall be 24 feet.
4. Business Complex Signs. Two or more businesses or activities which are part of a business complex, strip mall or similar shared premises are permitted to erect one (1) freestanding sign within the allowable limit described in 8.150(B.1). Each individual business or activity shall not exceed 24 square feet of signage.

C. Wall, Roof Mounted, or Projecting Signs.

1. Area. The total allowable area for all permanent signs attached to the building is determined as follows:
 - a. A wall, roof mounted, or projecting sign of one (1) square foot per lineal foot of building frontage is allowed.
 - b. Individual sign face area. The maximum size of an individual sign within the total allowable area limits is 100 square feet.

D. Number of Signs.

The number of signs within the total allowable area is limited to two (2) signs per building frontage.

E. Temporary Signs.

One (1) temporary sign not exceeding 24 square feet is allowed.

F. Portable Signs.

Portable Signs are allowed in accordance with Development Code Sections 8.040 and 8.080.

(Section 8.150.F added by Ordinance 00-11, 12-4-00)

G. Changeable Text Sign.

1. Changeable text signs shall be allowed in the C-3 and S-2 Zones only and in accordance with Section 8.080(M).

(Section 8.150.G added by Ordinance 04-04, 5-3-04)

H. Monument Sign.

1. Number. One (1) sign shall be permitted for each site devoted to a single business, building, use or activity with a street frontage of up to 200 lineal feet. Lots with frontage in excess of 200 lineal feet may have a maximum of two (2) monument signs. Corner lots can count two (2) street frontages.
2. Area. Total sign area shall not exceed one (1) square foot of sign area for one (1) lineal foot of site frontage that is not already utilized by other signs on the site or attached to buildings. Monument signs are allowed up to a maximum of 100 square feet. Allowable area on sites without buildings shall not exceed 32 square feet.

(Section 8.150.H.2 amended by Ordinance 12-03, 1-3-12)

3. Height. The maximum height of a monument sign shall be 10 feet.
4. Business Complex Signs. Two or more businesses or activities which are part of a business complex, strip mall or similar shared premises are permitted to erect one (1) monument sign within the allowable limit described in 8.150(H). Each individual business or activity shall not exceed 24 square feet of signage.

(Section 8.150.H added by Ordinance 04-04, 5-3-04)

8.160. R-1, R-2, R-3, CR, AH-MP, AND PD ZONES SIGN REGULATIONS.

For all uses and sites in the R-1 (Low Density Residential), R-2 (Medium Density Residential), R-3 (High Density Residential), Compact Residential (CR), AH-MP (Attached Housing - Mill Pond for residential uses), and PD (Planned Development) Zones, the sign regulations of Table 1 apply. All allowed signs must also be in conformance with the sign regulations of Sections 8.070 through 8.080.”

(Section 8.160 amended by Ordinance 04-04, 5-3-04; Section 8.160 amended by Ord 14-09, 10-6-14))

A. Permanent Signs.

1. Sites with 1 or 2 dwelling units in a building, Home Occupations, and Home Stay Lodging.

(Section 8.160.A.1 amended by Ord 19-07, 7-1-2019)

a. Number. One (1) sign is allowed per building or site.

b. Area. A maximum of two (2) square feet.

c. Type of Sign. Wall.

2. Sites with 3 or more dwelling units in a building.

a. Number. One (1) sign is allowed per building or site.

b. Area. A maximum of ten (10) square feet.

c. Type of Sign. Wall, awning, window, freestanding, monument.

d. Height. The maximum height of a freestanding or monument sign is four (4) feet.

(Section 8.160.A.2 amended by Ordinance 04-04, 5-3-04)

3. Conditional Uses, except Home Stay Lodging, Bed and Breakfast, Inn, or Home Occupation.

(Section 8.160.A.3 amended by Ord 19-07, 7-1-2019)

a. Number. One (1) sign is allowed per frontage.

b. Area. A maximum of 24 square feet.

c. Type of Sign. Wall, awning, window, freestanding, monument.

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- d. Height. The maximum height of a freestanding or monument sign is six (6) feet.

(Section 8.160.A.3 amended by Ordinance 04-04, 5-3-04)

4. Residential Subdivisions, Planned Unit Developments, and Vacant Lots.

- a. Number. One (1) sign is allowed per site entrance with a maximum of four (4) for the site.
- b. Area. A maximum of ten (10) square feet for each sign.
- c. Type of Sign. Wall, awning, window, freestanding, monument.
- d. Height. The maximum height of a freestanding or monument sign is six (6) feet.

(Section 8.160.A.4 amended by Ordinance 04-04, 5-3-04)

B. Signs shall also meet the following standards:

- 1. No extension in the right-of-way.
- 2. The total square footage of temporary and short term signs is limited to nine (9) square feet.

(Section 8.160.B amended by Ordinance 04-04, 5-3-04)

8.170. A-3, A-4, S-5, IN & LR ZONES SIGN REGULATIONS.

For all uses and sites in the A-3 (Aquatic Conservation), A-4 (Aquatic Natural), S-5 (Natural Shorelands), IN (Institutional) and LR (Land Reserve) Zones, the following types, numbers, sizes and features of signs are allowed. All allowed signs must also be in conformance with the sign regulations of Sections 8.070 through 8.080.

A. Total Square Footage Permitted.

The total allowable sign area for all permanent signs shall be 24 square feet.

B. Height of Signs.

1. Freestanding sign shall not exceed five (5) feet in height.
2. Monument sign shall not exceed five (5) feet in height.

(Section 8.170.B amended by Ordinance 04-04, 5-3-04)

C. Number of Signs.

The number of signs within the total allowable area is limited to one (1) per tax lot or aggregate thereof.

D. Type of Sign.

The following permanent signs may be allowed:

1. Wall.
2. Window.
3. Freestanding.
4. Portable Sign in accordance with Development Code Sections 8.040 and 8.080.

(Section 8.170(D.4) added by Ordinance 00-11, 12-4-00)

5. Monument.

(Section 8.170.D.5 added by Ordinance 04-04, 5-3-04)

6. Changeable text signs shall be allowed in the IN Zone only and in accordance with Section 8.080(M).

(Section 8.170.D.6 added by Ordinance 04-04, 5-3-04)

8.180. C-4, S-2A, MH, AND AH-MP ZONE SIGN REGULATIONS.

For all uses and sites in the C-4 (Central Commercial), S-2A (Tourist Oriented Shoreland), MH (Maritime Heritage), and AH-MP (Attached Housing - Mill Pond for commercial uses) Zones, the following types, numbers, sizes and features of signs are allowed. All allowed signs must also be in conformance with the sign regulations of Sections 8.070 through 8.080.

(Section 8.180 amended by Ordinance 04-04, 5-3-04)

A. Total Square Footage Permitted.

The total square footage of all signage associated with a business site, use, activity, or site shall not exceed 64 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, the total square footage of all signage associated with a business site, use, or activity shall not exceed 150 square feet, with no single sign exceeding 100 square feet.

(Section 8.180.A amended by Ordinance 12-03, 1-3-12)

B. Number of Signs.

The maximum number of signs shall not exceed two (2) per frontage.

(Section 8.180.B amended by Ordinance 04-04, 5-3-04)

C. Freestanding Signs.

1. Number. One (1) sign shall be permitted for each site devoted to a single business, building, use or activity with a street frontage of at least 100 lineal feet.

(Section 8.180.C.1 amended by Ordinance 04-04, 5-3-04)

2. Area. Total sign area shall not exceed one (1) square foot of sign area for one (1) lineal foot of site frontage that is not already utilized by other signs on the site or attached to a building. The maximum area of any individual freestanding sign is 32 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, freestanding signs are allowed up to a maximum of 100 square feet. Allowable area on sites without buildings shall not exceed 32 square feet.

(Section 8.180.C.2 amended by Ordinance 04-04, 5-3-04; amended by Ordinance 12-03, 1-3-12)

3. Height. The maximum height of a freestanding sign shall be 18 feet.

D. Wall or Roof Signs.

1. Number. One (1) sign per frontage shall be permitted for each business, building, use, activity, or site, and one (1) sign per frontage for a group of businesses, uses, or activities occupying a single common space or suite.

(Section 8.180.D.1 amended by Ordinance 04-04, 5-3-04)

2. Area. Total sign area shall not exceed one (1) square foot of sign area for one (1) lineal foot of building frontage of a business, use, activity or site. However, a building with 16 feet or less lineal building frontage may be allowed a maximum of 16 square feet.

- a. Wall Sign. The area of a wall sign shall not exceed 64 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, - the area of a wall sign shall not exceed 100 square feet.

- b. Roof Mounted Sign. The area of a roof mounted sign shall not exceed 32 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, the area of a roof mounted sign shall not exceed 100 square feet.

- a. Wall Sign. The area of a wall sign shall not exceed 64 square feet.

- b. Roof Mounted Sign. The area of a roof mounted sign shall not exceed 32 square feet.

(Section 8.180.D.1 amended by Ordinance 04-04, 5-3-04; amended by Ordinance 12-03, 1-3-12)

3. Extension Above Roof Line. On flat-roofed buildings, roof signs are prohibited and wall signs may not project above the facade or parapet. On a pitched roof building, wall or roof signs shall not project more than four (4) feet above the eaves of the primary roof structure.

E. Marquee, Canopy or Awning Signs.

1. Area. Total signage of marquee, canopy, or awning signs shall not exceed the permitted total sign area not taken up by other signs on the site or

attached to the building. Signs on awnings and canopies shall be limited to the skirting or valance.

(Section 8.180.E.1 amended by Ordinance 04-04, 5-3-04)

2. Height. Pedestrian signs shall have a maximum face height of nine (9) inches if placed below the marquee.
3. Clearance above grade. The lowest portion of a sign attached to a marquee, canopy, or awning shall not be less than seven and one half (7.5) feet above grade.
4. Backlit Awning Signage. Backlit awning signage is prohibited in the area bounded by Exchange Street on the south, the pierhead line on the north, 8th Street on the west, and 16th Street on the east, and within the Gateway Master Plan Area.

(Section 8.180.E.4 amended by Ordinance 04-04, 5-3-04)

F. Projecting Signs.

1. Number. One (1) sign shall be permitted for each frontage.
2. Area. A projecting sign shall not exceed an area of one (1) square foot for one (1) foot of lineal building frontage. The maximum area of any projecting sign shall be 15 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, the area of a projecting sign shall not exceed 100 square feet.

(Section 8.180.F.2 amended by Ordinance 12-03, 1-3-12)

3. Clearance above grade. Projecting signs not occurring under marquees, canopies, or awnings shall maintain a clearance of not less than eight (8) feet from the underlying sidewalk [See 8.080(C)].

G. Portable Signs.

Portable signs are allowed in accordance with Development Code Sections 8.040 and 8.080.

(Section 8.180(G) amended by Ordinance 00-11, 12-4-00)

H. Temporary Signage.

1. Area. Individual temporary signs shall not exceed one (1) square foot per lineal foot of building frontage, not to exceed 12 square feet except as noted in Section 8.080(K.5) concerning "opening or coming soon signs".

For S-2A Zone areas outside Downtown between 6th and 16th Street, a temporary sign shall not exceed 24 square feet.

(Section 8.180.H.1 amended by Ordinance 04-04, 5-3-04; amended by Ordinance 12-03, 1-3-12)

I. Monument Sign.

1. Number. One (1) sign shall be permitted for each site devoted to a single business, building, use or activity with a street frontage of up to 200 lineal feet. Lots with frontage in excess of 200 lineal feet may have a maximum of two (2) monument signs.

2. Area. Total sign area shall not exceed one (1) square foot of sign area for one (1) lineal foot of site frontage that is not already utilized by other signs on the site or attached to buildings. Monument signs are allowed up to a maximum of 32 square feet.

For S-2A Zone areas outside Downtown between 6th and 16th Street, monument signs are allowed up to a maximum of 100 square feet. Allowable area on sites without buildings shall not exceed 32 square feet.

(Section 8.180.I.2 amended by Ordinance 12-03, 1-3-12)

3. Height. The maximum height of a monument sign shall be 10 feet.
4. Business Complex Signs. Two or more businesses or activities which are part of a business complex, strip mall or similar shared premises are permitted to erect one (1) monument sign within the allowable limit described in 8.180(K). Each individual business or activity shall not exceed 24 square feet of signage.

(Section 8.180.I amended by Ordinance 04-04, 5-3-04)

J. Changeable Text Sign.

1. Changeable text signs shall be allowed in the C-4 and S-2A Zones only and in accordance with Section 8.080(M).

(Section 8.180.J.1 added by Ordinance 04-04, 5-3-04)