

**ORDINANCE 006/2013**

AN ORDINANCE OF THE CITY OF MONROE, WASHINGTON, RELATING TO THE DISPLAY OF SIGNAGE; ADOPTING INTERIM REGULATIONS PURSUANT TO RCW 35A.63.220 AND RCW 36.70A.390; AMENDING CHAPTER 18.80 OF THE MONROE MUNICIPAL CODE, AS ADOPTED BY ORDINANCE NO. 002/2013, WITH RESPECT TO HEIGHT LIMITATIONS ON CERTAIN FREESTANDING LIMITED HIGHWAY SIGNS; PROVIDING FOR SEVERABILITY; AND FIXING A TIME WHEN THE SAME SHALL BECOME EFFECTIVE.

WHEREAS, the City of Monroe regulates the display of signage through Chapter 18.80 of the Monroe Municipal Code (MMC); and

WHEREAS, the City Council recently adopted, as interim development regulations pursuant to RCW 35A.63.220 and 36.70A.390, a framework of signage regulations presently codified at Chapter 18.80 MMC;

WHEREAS, the City Council has determined that it is in the community interest to review and revise the interim sign code regulations in MMC 18.80.030, as adopted by Ordinance No. 002/2013, to provide for the permissible sign height of freestanding-limited highway intersection signs at the Hwy 522/Main Street intersection from 35' to 45', consistent with the Planning Commission's original recommendations; and

WHEREAS, the Planning Commission is directed to monitor and report to the City Council on the effectiveness and appropriateness of the new sign regulations by August 20, 2013; and

WHEREAS, the City Council finds that the proposed code amendment is in the public interest and is further consistent with the Comprehensive Plan; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MONROE, WASHINGTON, DO ORDAIN AS FOLLOWS:

Section 1. Findings and Conclusions. The Monroe City Council adopts the above recitals and the findings dated March 25, 2013, recommended by City Staff and adopted by the Monroe Planning Commission, in support of the amendments set forth herein.

Section 2. Amendment of MMC18.80.030. As an interim development regulation, Section 18.80.030 of the Monroe Municipal Code, as adopted by Ordinance No. 002/2013, is hereby amended to provide in its entirety as set forth in legislative format in Exhibit 1, attached hereto and incorporated herein by this reference as if set forth in full.

Section 3. Public Hearing. The City Clerk is hereby authorized and directed to schedule a public hearing on the interim regulations set forth in this ordinance and to provide notice of said hearing in accordance with applicable standards and procedures. Said public hearing may be combined with the hearing to be held on the interim regulations adopted by Ordinance No.

002/2013. Pursuant to RCW 35A.63.220 and RCW 36.70A.390, the City Council may adopt additional legislative findings in support of this ordinance at the conclusion of said hearing.

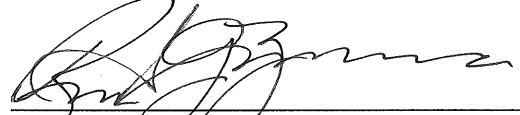
Section 4. Severability. If any section, sentence, clause or phrase of this ordinance should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this ordinance.

Section 5. Effective Date. This ordinance, being an exercise of a power specifically delegated to the City legislative body, is not subject to referendum, and shall be in full force and effect five (5) days from and after its passage and approval and publication as required by law and shall remain effective for a period of six months unless terminated earlier or subsequently extended by the City Council. PROVIDED, that the City Council may, in its sole discretion, renew said interim regulations for one or more six month periods in accordance with state law.


PASSED by the City Council and APPROVED by the Mayor of the City of Monroe, at a regular meeting held this 14<sup>th</sup> day of May 2013.

1st Reading: 05/07/13  
2<sup>nd</sup> Reading 5/14/13  
Published: 5/21/13  
Effective: 5/26/13

CITY OF MONROE, WASHINGTON

  
Robert G. Zimmerman, Mayor

ATTEST/AUTHENTICATED:

  
Eadye Martinson, Deputy City Clerk

APPROVED AS TO FORM:

  
J. Zachary Lell, City Attorney

# EXHIBIT 1

## **18.80.030 Sign Allowance Table - interpretation**

- A. The sign allowance table determines whether a specific sign is allowed in a zone district or by land use activity. The zone district or land use activity is identified in the left column, the type of sign in the second column, and the specific sign allowances are located in the rows of the table.
- B. If no symbol or number appears in the table box at the intersection of the column and row, the sign is not allowed in that category or is not subject to an allowance.
- C. If a letter appears in the table box at the intersection of the column and row or in the column or row heading, the sign may be allowed subject to the appropriate requirement and specific conditions indicated in the table footnotes.
- D. All applicable requirements shall govern a sign whether or not the requirements are cross-referenced in the Sign Allowance Table on the following page.

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### 18.80.030: Sign Allowance Table

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Access, landmark, and informational signs - all zones</b>							
entry/exit	freestanding	yes	1	6	4	5	Per vehicle exit/entry
landmark	wall (n)	no	1	2	8	5	Per building frontage
info - private	wall (n)	no	1	4	8	5	Per building frontage - must be for an original purpose and may not simply repeat the same message over and over
info - private	freestanding	no	1	4	8	5	Per property frontage - must be for an original purpose and may not simply repeat the same message over and over
info - public	wall (n)	no	1	2	8	5	Per building frontage
	freestanding	no	1	2	8	5	Per organization
info wayfinding	freestanding	yes	na	32	8	5	Citywide system of directory signs
info - gateway	freestanding	yes	na	75	24	5	Citywide system of gateway elements
<b>Permanent signs - Residential zones SR1500, R-4, UR9600, UR6000, MR6000 (residential uses in LOS, PO, LI, GI, DC, MUNC, MUC, GC, SC)</b>							
id - home occupation	wall or window	yes	1	4	8	5	Per building
	freestanding	yes	1	4	5	5	Per vehicle complex entry
id - multifamily bldg	wall (n)	yes	1	32	24	5	4 or more dwelling units only, does not include address identification
id - residential complex	monument - gateway	yes	1	40	5	5	Per vehicle complex entry
	freestanding - entry	yes	1	32	10	5	4 or more dwelling units only, 2 signs permitted per public entrance if located opposite one another and not exceeding 16 sf/sign face

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Permanent signs - Public zones PS, LOS</b>							
informational	portable - sandwich sign	yes	1	12	4		Per institution, 3 x 4 ft outside of pedestrian walkway; prohibited in ROW
	window - opaque	no	1	20%			Percent of window area per window
	window - transparent	no	1	20%			Percent of window area per first floor window
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW - no limit within the site if not ROW visible
	info - freestanding	yes	1	6	6	5	Per property
	wall (n)	yes	1	40	24		Per building frontage
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area
	freestanding <300 lf frontage	yes	1	40	10	5	Per property
	freestanding >300 lf frontage	yes	2	40	10	5	Signs must be located more than 200 lf apart
monument - off-premise multitenant directions(j)	yes	1	24	10	5	Per closest arterial/collector road	

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Permanent signs - Office zone PO (g)</b>							
advertising	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning - lieu blade	yes	1	10	(a)	5	Per business on street frontage
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW - no limit within the site if not ROW visible
	info - freestanding	yes	1	6	6	5	Per property
	wall - directory (n)	yes	1	24	8		Per building
	wall - single tenant (n)	yes	1	80	24		Per property - 1.0 sf/1.0 lf of building frontage up to maximum
	wall - multiple tenant (n)	yes	1	120	24		Per property - 1.5 sf/1.0 lf of building frontage up to maximum (h)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area
	freestanding - single tenant <200 lf frontage	yes	1	32	10	5	Per street frontage
	freestanding - single tenant >200 lf frontage	yes	2	32	10	5	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site
	freestanding - multitenant <200 lf frontage	yes	1	48	10	5	Per street frontage
	freestanding - multitenant >200 lf frontage	yes	2	48	10	5	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site
	monument - off-premise multitenant directions (j)	yes	1	24	10	5	Per closest arterial/collector road for businesses not located on an arterial or collector road
	<b>TOTAL single tenant site</b>			<b>120</b>			<b>Total allowed for combination of wall and freestanding signs</b>
	<b>TOTAL multitenant site</b>			<b>160</b>			<b>Total allowed for combination of wall and freestanding signs</b>

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Permanent signs - Downtown zone DC (except Rails and Roads Neighborhood)</b>							
advertising	portable - sandwich sign	yes	1	8	4		Per business, 2 x 4 ft outside of pedestrian walkway
	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning - lieu blade	yes	1	10	(a)		Per business on street frontage
	awning/canopy fascia (m)	yes	1	40%	(a)		Percent of vertical edge of awning/canopy
	suspended - under awning	yes	1	6	(a)		Per tenant space
	blade in-lieu of under awning	yes	1	16	(a)		Per tenant space - may have blade or under awning but not both
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW - no limit within the site if not ROW visible
	directory - per tenant	yes	1	6	8		Per street front/secondary pedestrian facade
	wall - single tenant (n)	yes	1	100			2.0 sf/1.0 lf of building frontage per street frontage or secondary pedestrian facade up to maximum up to maximum per building frontage - no digital contents within "Historic Main" per MMC
	wall - multitenant (n)	yes	1	150			2.0 sf/1.0 lf of building frontage per street frontage or secondary pedestrian facade up to maximum per building frontage - no digital contents within "Historic Main Area" per MMC
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall - no digital contents within "Historical Main Area" per MMC
	changeable message	yes	1	50%	10		Percent changeable of public service message of allowable sign area
	monument - single tenant	yes	1	32	10	5(i)	Per street frontage, Lewis Street allowed 50 sf and height up to 20 ft
	monument - multitenant	yes	1	48	10	5(i)	Per street frontage, Lewis Street allowed 80 sf and height up to 20 ft
monument - off-premise multitenant directions (j)	yes	1	24	10	5	Per closest arterial/collector road	
freestanding - off-premise multitenant advertising (j)	yes	1	32	10	5	Per closest arterial/collector road	



Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Permanent signs - MUNC, MUC (Mixed Use Neighborhood Center and Commercial)</b>							
advertising	portable - sandwich sign	yes	1	8	4		Per business, 2 x 4 ft outside of pedestrian walkway; prohibited in ROW
	window - opaque	no	na	15%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	awning/canopy fascia (m)	yes	1	40%	(a)	5	Percent of vertical edge of awning/canopy
	under awning in lieu of blade	yes	1	10	(a)	5	Per tenant space
	blade in-lieu of under awning	yes	1	16	(a)	5	Per tenant space - may have blade or under awning but not both
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW - no limit within the site if not ROW visible
	wall - single tenant (n)	yes	1	80/ 100			1.5 sf/1.0 lf of building frontage per street or secondary pedestrian façade up to maximum; maximum 80 MUNC, 100 MUC
	wall - multitenant (n)	yes	1	120/ 150			1.5 sf/1.0 lf of tenant space of the tenant building frontage per street or secondary pedestrian façade up to maximum; maximum 120 MUNC, 150 MUC
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area; allowed in MUC only
	monument - single tenant	yes	1	32	8	5	Per street frontage
	monument - multitenant single street	yes	1	48	8	5	Per street frontage
	freestanding - single tenant <200 lf frontage	yes	1	80	10	5	Per street frontage, allowed in MUC only
	freestanding - single tenant >200 lf frontage	yes	2	80	10	5	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site, allowed in MUC only
	freestanding - multitenant <200 lf frontage	yes	1	120	10	5	Per street frontage, allowed in MUC only
	freestanding - multitenant >200 lf frontage	yes	2	120	10	5	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site, allowed in MUC only
freestanding - limited highway intersection	yes	1	140	45	5	Per 522 frontage at 522/Main Street intersection; sign must be perpendicular to and abutting 522 ROW	

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Permanent signs – General and service commercial zones GC, SC (includes Downtown Rails &amp; Roads Neighborhood), Limited Open Space Airport zone LOSA</b>							
advertising	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning in-lieu of blade	yes	1	10	(a)	5	Per business on street frontage
	blade in-lieu of under awning	yes	1	16	(a)	5	Per tenant space – may have blade or under awning but not both
	awning/canopy fascia (m)	yes	1	40%	(a)	5	Percent of vertical edge of awning/canopy
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	info - freestanding	yes	1	6	6	5	Per property
	wall - single tenant (n)	yes	1	200	24		1.5 sf/1.0 lf of building frontage up to maximum
	wall - multitenant (n)	yes	1	300	24		1.5 sf/1.0 lf of building frontage. If the site has reached the square footage maximum, newly created tenant spaces shall be allowed 1 tenant identity wall sign located above the tenant's entry not to exceed 16 sf in area
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall – digital allowed
	freestanding - single tenant <400 lf frontage	yes	1	100	35	5	Per street frontage - digital allowed except where visible from Lake Tye Park
	freestanding - single tenant >400 lf frontage	yes	2	100	35	5	Per street frontage over 400 lf located more than 100 lf apart for a total of no more than 4 signs per site - digital allowed except where visible from Lake Tye Park
	freestanding - multitenant <400 lf frontage	yes	1	150	35	5	Per street frontage - digital allowed except where visible from Lake Tye Park
	freestanding - multitenant >400 lf frontage	yes	2	150	35	5	Per street frontage over 400 lf located more than 100 lf apart up for a total of no more than 4 signs per site - digital allowed except where visible from Lake Tye Park
	freestanding - off-premise multitenant advertising	yes	1	150	35	5	Per intersection of arterials and collectors on US-2 located more than 100 lf from another freestanding sign subject to the total maximum allowable on and off-premise sign area of each tenant - digital allowed, prohibited in ROW
	freestanding - limited highway intersection	yes	1	140	45	5	Per 522 frontage at 522/Main Street intersection; sign must be perpendicular to and abutting 522 ROW
	changeable message - gas	yes	1	20	8	5	100% changeable of allowable sign area - digital allowed
	changeable message - food	yes	2	24	8	5	100% changeable of allowable sign area - digital allowed
	changeable message - movie	yes	1	80	24	5	80% changeable of allowable sign area - digital allowed
	monument - off-premise multitenant directions (j)	yes	1	24	10	5	Per closest arterial/collector road for businesses not located on an arterial or collector road, prohibited in ROW
<b>TOTAL single tenant site</b>			<b>360</b>				<b>Total allowed for combination of on and off-premise wall and freestanding signs</b>
<b>TOTAL multitenant site</b>			<b>480</b>				<b>Total allowed for combination of on and off-premise wall and freestanding signs</b>

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments	
<b>Permanent signs – Industrial districts LI, GI</b>								
advertising	window - opaque	no	na	20%			Percent of window area per window	
	window - transparent	no	na	20%			Percent of window area per first floor window	
	under awning in-lieu of blade	yes	1	10	(a)	5	Per business on street frontage	
	blade in-lieu of under awning	yes	1	16	(a)	5	Per tenant space - may have blade or under awning but not both	
	info - wall (n)	yes	1	6	8		Per frontage visible from ROW - no limit within the site if not ROW visible	
	info - freestanding	yes	1	6	6	5	Per property	
	wall - single tenant (n)	yes	1	300	24		1.0 sf/1.0 lf of building frontage	
	wall - multiple tenant (n)	yes	1	300	24		1.0 sf/1.0 lf of building frontage plus 32 sf/tenant for each additional tenant after the first 2 tenants - if the site has reached the maximum, newly created tenant spaces shall be allowed 1 tenant identity wall sign located above the tenant's entry not to exceed 16 sf in surface area	
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall	
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area	
	monument	yes	1	50	6	5	Per vehicle complex entry	
	freestanding - single tenant <400 lf frontage	yes	1	100	35	5	Per street frontage—digital allowed except where visible from Lake Tye Park	
	freestanding - single tenant >400 lf frontage	yes	2	100	35	5	Per street frontage over 400 lf located more than 200 lf apart for a total of no more than 4 per site - digital allowed except where visible from Lake Tye Park	
	freestanding - multitenant <400 lf frontage	yes	1	150	35	5	Per street frontage - digital allowed except where visible from Lake Tye Park	
	freestanding - multitenant >400 lf frontage	yes	2	150	35	5	Per street frontage over 400 lf located more than 200 lf apart for a total of no more than 4 per site - digital allowed except where visible from Lake Tye Park	
	freestanding - off-premise multitenant advertising	yes	1	150	35	5	Per intersection of arterials and collectors on US-2 located more than 100 lf from another freestanding sign subject to the total maximum allowable on and off-premise sign area of each tenant - digital allowed; prohibited in ROW	
	monument - off-premise multitenant directions (j)	yes	1	24	10	5	Per closest arterial/collector road for businesses not located on an arterial or collector road; prohibited in ROW	
	<b>TOTAL single tenant site</b>			<b>360</b>				<b>Total allowed for combination of on and off-premise wall and freestanding signs</b>
	<b>TOTAL multitenant site</b>			<b>488</b>				<b>Total allowed for combination of on and off-premise wall and freestanding signs</b>

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Limited duration - all zones</b>							
residential - lot	freestanding	no	1	9	6	5	3 ft x 3 ft, 3 ft x 5 ft and 15 ft height in MR6000
residential - subdivision	freestanding	no	1	32	10	5	Per street frontage
	freestanding directional	no	3	16	8	5	Located no more than 25 feet in any direction from the intersection
commercial lot	freestanding	no	1	32	6	5	Per street frontage
commercial tract	freestanding	no	1	32	10	5	Per street frontage
construction	banner	yes	1	20	8	5	Per construction site
	freestanding - residential and open space zone	no	1	32	6	5	Per street frontage
	freestanding - commercial zone	no	1	32	6	5	Per street frontage
residential sale/rental	window/poster	no	1	2	na		Per window per building
	freestanding	no	1	9	6	5	3 ft x 3 ft, 3 ft x 5 ft and 15 ft height in MR6000
	freestanding directional	no	1	4	3	5	1 sign on-site, 5 off-site premise signs allowed
commercial sale/rental	window/poster	no	1	2	na		Per window per building
	wall/banner (n)	yes	1	40	24	5	Per building frontage on public street
	freestanding	no	1	32	10	5	Per property

Purpose	Type of sign	Permit required	Number of signs	Area maximum per sign in sq ft (d)	Height in feet (e)	Setback in feet (f)	Comments
<b>Temporary signs – all zones</b>							
open house – real estate sale	sandwich – site	no	1	6	6		2 ft x 3 ft located outside of pedestrian walkway, only during daylight hours and during which the broker/agent or seller or an agent is in attendance at the property; prohibited in ROW
estate sale	sandwich – directional	no	6	4	3		1 sign on-site, 5 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
special event – garage sale	sandwich – site	no	1	6	6		2 ft x 3 ft located outside of pedestrian walkway
garage sale	sandwich – directional	no	6	4	3		1 sign on-site, 5 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
special event – retail sale	sandwich – site (k)	no	1	6	4		2 ft x 3 ft located outside of pedestrian walkway
	sandwich – directional	no	4	6	4		2 ft x 3 ft, 1 sign on-site, 3 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
	window/poster (k)	no	1	6	na		Per window per building
	wall/banner (k)(n)	yes	1	150	24		Per building frontage or 2/business not to exceed 20% of the area of the business facade to which it is attached or 150 sf
	inflatable, kite, searchlight(p)	yes	1	na	24	5	Per site
special event – government, school, church, park, sidewalk sale, sports event, farmers' market, etc (l)	sandwich – site	no	1	6	4		2 ft x 3 ft located outside of pedestrian walkway
	sandwich – directional	no	4	6	4		2 ft x 3 ft, 1 sign on-site, 3 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
	window/poster	no	1	6	na		Per window per building
	wall/banner (n)(q)	yes	1	150	24		Per building frontage per street
	banner – over ROW (o)	yes	1	100	(a)		Locations may be limited due to traffic, vehicle height, light standards, trees, and other hazard considerations
market, etc (l)	freestanding	yes	1	32	10	5	25% of sign message may include sponsor advertisement
political private	freestanding – single pole	no		12	4	5	
	freestanding – double pole	no		32	10	5	
political public ROW (l)	freestanding – single pole	no		12	4		
	freestanding – double pole	no		32	10		

**General:**

(a) The area under the sign free of obstructions to allow passage of pedestrians and vehicles shall be 8 feet under awning/canopy fascia, blade, and under awning signs, 12 feet under projecting signs, and 16 feet or more if necessary under banners extended over the public ROW.

- (b) Deleted
- (c) All signs may be located at the edge of the public ROW. Under awning signs may extend 6 feet while blade and projecting signs may extend 4 feet into the public ROW or over the sidewalk where the sidewalk is at least 10 to 12 feet wide.

**Column headings:**

- (d) The area within a continuous perimeter enclosing the outer limits of the sign face, but not including structural elements, which are not a part of the display. The area of a spherical, cubical, or polyhedral sign equals  $\frac{1}{2}$  the total surface area - see the graphic. Area requirements are for a single side and may be applied to each side independently.
- (e) Height is measured from the average finished grade at the sign foundation.
- (f) Setback is from all property lines or tenant demising walls.

**ROW footnotes:**

- (g) Parcels zoned PO with frontage on or access from 179th Avenue SE, 149th Avenue SE or 147th Avenue SE located north of SR-522 shall use the sign area calculations in General and Service Commercial.
- (h) If the site has reached the maximum, newly created tenant spaces shall be allowed 1 tenant identify wall sign located above the tenant's entry not to exceed 16 square feet in surface area - not to be used as a bonus by tenants with existing signs. For multitenant building with a shared entry the signage per tenant shall be determined by dividing the tenant's gross floor area by the gross floor area of the building to determine the percentage of the building occupied by the tenant. The tenant is then allotted that percent of the total square footage allowed for the site.
- (i) No setback required in the Historic Main Area subject to City Engineer approval of visibility.
- (j) Must not have arterial street frontage available for freestanding signage and special circumstances are necessary because of the location, size, shape, or topography of the property or business, group of businesses, or business area to provide it with signage privileges typical of other properties in the vicinity or zoning district.
- (k) All outdoor product-sponsored signs must devote 75% of the sign area to the on-site business.
- (l) Political signs are not allowed on public property of buildings, sidewalks, public roads, utility poles, or public facilities. However, political signs will be allowed in the space between the curb and sidewalk provided there is no visibility obstruction.
- (m) Awning or canopy fascia lettering should be composed of a single line of type with letters under 12 inches and not occupy more than 2/3rds of the fascia linear surface front or side.
- (n) No wall sign shall project more than 18 inches from the wall of a building, nor extend above the eave or deck line of the building upon which it is located; except those located upon parapet walls, wherein they may be located above the deck line but not above the height of the parapet wall. No wall sign shall have an image area larger than 25% of the area of the message.
- (o) Allowable only in the Downtown on Main or Lewis Street. A city-approved application must be submitted no more than 90 days prior to the event date. The following signs are permitted for display: (1) Advertisements or promotions of nonprofit organizations, community activities, and/or festivals. (2) Activities sponsored by the city of Monroe. (3) Athletic and special community events that are commercially sponsored, when proceeds are used for community service. (4) Welcome messages, such as those for class reunions, conventions, and conferences, athletic tournament participation, local winner of a major event, etc. (5) Promotion of sales and money raising for youth organizations for their program support, nonprofit and community service organizations when a major portion of the profit will be for community and youth projects. (6) Nonpartisan and non-candidate voting information. (Ord. 029/2005 § 1)
- (p) Inflatable air supported, kites, and searchlights shall be located on the premises for which it is advertising, in the location specified under the approved permit. Inflatable, air supported, kites, and searchlights cannot be located in the public right-of-way or in required landscaping or parking areas. Shall not interfere with pedestrian movement, nor impede the vision or block the movement of motorists on private or public rights-of-way. Size, height, and illumination shall adhere to all applicable city, state and federal requirements relating to public safety, air and vehicular traffic control and the like. Kites and inflatable objects such as balloons shall not be operated more than 150 feet from the grade of the earth beneath the point of attachment, without written waivers from the Federal Aviation Administration. The beam of the searchlight shall not flash against any building or sweep an arc greater than 45 degrees from vertical.
- (q) Banners shall be located completely on the wall of the building or leased space of the sponsoring business. Banners cannot be located in required parking areas, upon poles, other constructed frame, affixed to or covering required landscaping, utility poles or vehicles - and shall be affixed so as to survive high winds or storm events.