

*Chapter 19.620 GENERAL SIGN PROVISIONS*

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**19.620.070 General provisions for all sign types.**

The following regulations apply to all signs in any zone:

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N. *Variances.*

1. When a variance from the rules stated in this chapter is sought, such variance may be permitted only upon the approval of the Approving Authority as designated in Table 19.650.020 and pursuant to the procedures set forth in Chapter 19.720 (Variance).-

2. In considering requests for such variances, the Approving Authority shall not consider the message of the sign display face, ~~and~~

3. ~~may not approve a variance~~ No variance that would allow a permanent structure sign to be used for the display of off-site commercial messages or general advertising for hire may be approved. ~~Except as otherwise provided for within this chapter, any variances from the standards set forth in this chapter shall be in accordance with Chapter 19.720 (Variance). In considering a variance, the City may not consider the graphic design or copy of the sign or display face.~~

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**19.620.100 Procedures for sign review and approval.**

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C. *Community & Economic Development Director, Planning Commission or Cultural Heritage Board Approval.*  
When approval of a sign permit or a Certificate of Appropriateness is required, the Community & Economic Development Director or his/her designee, Planning Commission and the Cultural Heritage Board shall base their decisions upon the standards and requirements of this chapter and Title 20 respectively as applied to the structural and locational aspects of the signs. The decision-making authority shall also review signs for consistency with the Citywide Sign Design Guidelines.

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1. The Guidelines are intended to provide examples of techniques and approaches that applicants can use to meet the City's expectations for signs for nonresidential uses but are not intended to illustrate all approaches that may be appropriate on a specific site. Where any inconsistency between the requirements of this chapter or the Zoning Ordinance is perceived, the requirements of this chapter and the Zoning Ordinance shall prevail.
  2. The Community & Economic Development Director or his/her designee, Planning Commission, or Cultural Heritage Board may approve a deviation from the sign area and height standards of this chapter so long as the total sign area or total height for any individual type of sign does not exceed the sign area and height standards by more than ten percent.
    - a. ~~An applicant requesting modification under this section shall submit the required application and fee with the application for approval of a sign permit or sign program.~~ The request for modification shall be reviewed and decided in the same manner and at the same time as the approval of the associated sign permit, sign program or Certificate of Appropriateness.
    - b. In order to approve a modification as provided for in this section, the Approval Authority must make the following finding in addition to any other findings that this chapter requires for the association application:
      - i. The proposed modification is consistent with the purposes of this chapter;
      - ii. There are unique physical circumstances related to the shape, dimensions, or topography of the property on which the sign is located that make the modification necessary in order to ensure that the sign is visible from the adjacent right-of-way;
      - iii. The proposed modification will not be detrimental to the health, safety, and general welfare of the public or injurious to the environment or to the property or improvements in the surrounding area;
      - iv. The proposed modification is consistent with the design principles in Section 19.620.060.

(Ord. 7331 §96, 2016; Ord. 7300 §2, 2015; Ord. 6966 §1, 2007)

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