

visible from the exterior of the window.

(Ord. No. 252-94, § 2, 4-4-94; Ord. No. 37 06/07, 9-6-06; Ord. No. 91-11/12, 5-21-12)

Sec. 14-368. Regulations.

(a) *Signs allowed on private property with and without permits.* Signs shall be allowed on private property in the city in accordance with, and only in accordance with, Table 1 of section 14-369.5. If the notation "A" appears for a sign type in a column, such sign is allowed without prior approval as provided in this division in the zoning district(s) represented by that column. If the notation "B" appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning district(s) represented by that column. Special conditions may apply in some cases. If the notation "D" appears for a sign type in a column, such a sign is not allowed in the zoning district(s) represented by that column under any circumstances.

Although permitted under the previous paragraph, a sign designated by an "A" or "B" in Table 1 of section 14-369.5 shall be allowed only if:

1. The sum of the area of all building and freestanding signs on the lot conforms with the maximum permitted sign areas for such as determined by the formula for the zoning district in which the lot is located as specified in Table 2 of section 14-369.5; and
2. The size, location and number of signs on the lot conform with the requirements of Table 2 of section 14-369.5, which establish permitted sign dimensions by sign type, and with any additional limitations listed therein.

(b) *Permits required.* If a sign requiring a permit under the provisions of this division is to be placed, constructed, erected or modified on a lot, the owner of the lot shall secure a sign construction permit prior to the construction, placement, erection or modification of such a sign in accordance with the requirements of section 14-368.5. In addition, the property owner shall maintain in force at all times a sign construction permit for such sign in accordance with section 14-368.5.

No signs shall be erected in the public right-of-way except in accordance with subsection (e) of this section and the permit requirements of section 14-368.5.

No sign permit of any kind shall be issued for an existing or

assignable to a successor as owner of the property or operator of the premises. The assignment shall not require approval by the department. This provision shall also apply to signs lawfully in existence on April 4, 1994, which are further subject to the provisions of section 14-372.

- (g) *Issuance pursuant to level II site plan review.* An applicant for a permit or other approval under this division whose application has been denied for failure to meet the regulations contained in section 14-369.5 may apply to the planning authority for review of the denied signage pursuant to the standards set forth in section 14-526(d)8, provided, however, that no site plan fee shall be required for this review and no site plan submission materials shall be required beyond those necessary to allow review under this section.

(Ord. No. 252-94, § 2, 4-4-94; Ord. No. 278-09/10, 7-19-10)

Sec. 14-369. Computations.

Sign area, sign height and number of signs shall be computed in accordance with the following principals:

- (a) *Computation of area of individual signs:* For all signs other than awning signs, the area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or simple polygon that will encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display, but not any supporting framework, bracing or decorative fence or wall when such fence is clearly incidental to the display itself.
- (b) *Computation of area of multifaced signs:* The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces visible from any one (1) point. When two (2) identical sign faces are placed back to back so that both faces cannot be viewed from any point at the same time and when such sign faces are part of the same sign structure and are not more than forty-two (42) inches apart, the sign shall be computed by the measurement of one (1) of the faces.
- (c) *Computation of area of awning signs:*

1. For opaque awnings, only those sections which

where the normal grade cannot reasonably be determined, sign height shall be computed based upon the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

- (e) *Computation of number of signs:* For purposes of computing the number of signs, a single sign shall be considered either enclosed within a single frame or composed of modular parts with identical frame elements designed to be joined together to form a single composite sign.

(Ord. No. 252-94, § 2, 4-4-94)

Sec. 14-369.5. Tables.

- (a) *Table 1. Permitted sign types by zone.*

Note: The following legend applies for Table 1 below:

- A. Allowed, no permit required;
- B. Allowed, permit required;
- C. Allowed, subject to licensing and permit required;
- D. Prohibited;
- E. Not Applicable

Parenthetical letters, i.e. (a), refer to the notes provided at the end of Table 1.

	<i>IS-FBC UN R-1/R-6 IR-1/IR-3 Residential</i>	<i>Institutional Uses in Residential Zones (a)</i>	<i>RP Residence Zones</i>	<i>ROS/RPZ Open Space</i>	<i>B-1 Neighborhood Business</i>	<i>B-2/IS-FBC UA/UT Regional Business</i>
Freestanding	D	B	B	B	B	B
In general(b)						
Residential I	A	A	A	E	A	A
Residential(d)	D	A	A	A	A	A
Temporary/ Portable (b)	D	D	D	D	D	B
Building	D	D	D	B	B	B
Commercial						
Banner						
Building	A	A	A	A	A	A
Marker(f)						
Awning	D	D	D	B	B	B
Identification(e)	A	A	A	A	A	A
Incidental(d)	A	A	A	A	A	A
Marquee(g)	D	D	D	D	D	B
Projecting	A	D	D	B	B	B

City of Portland
Code of Ordinances
Sec. 14-369.5

Land Use
Chapter 14
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Residential(b)	A	D	A	E	A	A
Roof	D	D	D	D	D	D
Roof Integral	D	D	D	D	D	D
Suspended(g)	A	D	D	B	B	B
Temporary(h)	D	D	D	B	B	B
Wall	A	B	D	B	B	B
Window(I)	D	D	A	A	A	A
Miscellaneous	D	A	A	A	A	A
Community, Cultural Banner						
Directory(j)	D	A	A	D	A	A
Flag(k)	A	A	A	A	A	A
Pennant	D	D	D	D	D	D
Portable-in City right-of-way (A-frame)	D	D	D	D	C	C

*Mixed-use
Urban B-6/B-7*

	<i>AB Airport Business</i>	<i>Downtown Business (B-3) & Urban Com- mercial (B-5)</i>	<i>I-B Island Business</i>	<i>B-4 Commercial Corridor</i>	<i>O-P Office Park</i>	<i>I-L, I-Lb Industrial</i>
Freestanding	B	B	D	B	B	B
In general (b)						
Residential I	A	A	A	A	E	A
Residential (d)	A	A	A	A	A	A
Temporary/ Portable (b)	D	D	D	B	D	D
Building	B	B	B	B	D	B
Commercial Banner						
Building	A	A	A	A	A	A
Marker (f)						
Awning	B	B	B	B	B	B
Identification(e)	A	A	A	A	A	A
Incidental (d)	A	A	A	A	A	A
Marquee (g)	B	B	D	B	B	B
Projecting	B	B	B	B	B	B
Residential (b)	A	A	A	A	E	A
Roof	D	D	D	D	D	D
Roof Integral	D	D	D	D	D	D
Suspended (g)	B	B	B	B	B	B
Temporary (h)	B	B	B	B	D	B
Wall	B	B	B	B	B	B
Window (I)	A	A	A	A	A	A
Miscellaneous	A	A	A	A	A	A
Community, Cultural Banner						
Directory(j)	A	A	A	A	A	A
Flag(k)	A	A	A	A	A	A
Pennant	D	D	D	D	D	D
Portable-in City right-of-way (A-frame)	C	C	C	C	D	D

	<i>I-M, I-Ma, I-Mb Industrial</i>	<i>I-H, I-Hb Industrial</i>	<i>Eastern Waterfront Port Waterfront Central Waterfront Special Use</i>	<i>Waterfront Port Development</i>
Freestanding	B	B	B	B
In general (b)				
Residential I	A	A	A	A
Residential (d)	A	A	A	A
Temporary/ Portable (b)	D/D	B/D	D	D
Building	B	B	B	B
Commercial				
Banner				
Building	A	A	A	A
Marker (f)				
Awning	B	B	B	B
Identification (e)	A	A	A	A
Incidental (d)	A	A	A	A
Marquee (g)	B	B	B	B
Projecting	B	B	B	B
Residential (b)	A	A	A	A
Roof	D	D	D	D
Roof Integral	D	D	D	D
Suspended (g)	B	B	B	B
Temporary (h)	B	B	B	B
Wall	B	B	B	B
Window (I)	A	A	A	A
Miscellaneous	A	A	A	A
Community, Cultural Banner				
Directory (j)	A	A	A	A
Flag (k)	A	A	A	A
Pennant	D	D	D	D
Portable-in City right-of-way (A-frame)	D	D	C	D

Notes for Table 1 (Permitted Sign Types by Zone).

- (a) This column does not represent a zoning district. It applies to institutional uses permitted under the zoning ordinance in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools and hospitals.
- (b) The following limiting provision shall apply to freestanding signs in the B-1, B-2, B-3, and IS-FBC zones on the Portland Peninsula (except for the B-2 zone in the vicinity of St. John Street): Such signs shall be allowed

only if the front facade of the building (or individual tenant's/tenants' frontage in the case of a multi-tenant building) is set back a distance of at least twenty (20) feet from either of the front facades of the abutting buildings (or other tenants' frontage in the same multi-tenant building). Notwithstanding the limitations of this section, freestanding signs shall be permitted for gas stations provided that all signage for such gas stations conform to the requirements of this division.

- (c) No commercial message allowed on sign, except for a commercial message drawing attention to an activity legally offered on premises.
- (d) No commercial message of any kind allowed on a sign if such message is legible from any location off the zone lot on which the sign is located.
- (e) Only address and name of occupant allowed on sign.
- (f) May include only building name, date of construction, or historical data on historical site.
- (g) If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining and maintaining in force liability insurance for such a sign.
- (h) The provisions governing portable/temporary signs shall apply. See section 14-370.
- (i) Window signs shall be allowed without a permit and shall not be included when calculating cumulative sign area. However, in no event shall more than fifty (50) percent of window area be obscured.
- (j) Directory signs, freestanding or on buildings, shall be allowed without a permit and shall not be included when calculating cumulative sign area, provided the sign area for each tenant does not exceed one and one-half (1.5) square feet.
- (k) Flags used as a symbol of a government, political subdivision or other entity. Any flag not meeting this description shall be considered a banner sign or pennant

Number building signs permitted per lot	1 per building facade facing an abutting street + 1 additional
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TABLE 2.8 SIGN REGULATIONS BY ZONE

Downtown Business (B-3), Urban Commercial (B-5), and Waterfront Central (WC) Zones

* Signs located on individual landmark properties or within historic districts, PAD overlay districts or PAD encouragement areas shall, in addition to the provisions herein, be subject to article IX of this Code or the Downtown Urban Design Guidelines, as applicable. Where the design guidelines are more restrictive than these regulations, the design guidelines shall supersede the otherwise applicable dimensional standards.

- (o) Freestanding signs shall be allowed only if the front facade of the building (or individual tenant's/tenants' frontage in the case of a multi-tenant building) is set back a distance of at least twenty (20) feet from either of the front facades of the abutting buildings (or other tenants' frontage in the same multi-tenant building).

Freestanding Signs

	<i>Single & Multi-Tenant Buildings</i>
Area	16 sq. ft.
Height	6 ft.
Minimum setback	5 ft.
Number of freestanding signs per lot	1 per abutting street

Building Signs

		<i>Multi-Tenant Buildings</i>	
	<i>Single Tenant Buildings</i>	<i>Building ID Sign and/or Upper Floor Tenant Signs</i>	<i>Ind. Ground Floor Tenant Signs</i>
Maximum cumulative permitted area of all building signs	Na	Na	na
Square feet per linear feet of building facade on which sign will be placed	2 sq. ft.	na	2 sq. ft. per ft. of tenant's building frontage
Maximum percent of wall area on which sign(s) is(are) to be placed	Na	5%	na
Number of building signs permitted per lot	1 per facade + 1	1 per facade + 1 per tenant	1 per tenant (a)

(a) If individual tenant fronts on more than one (1) street, one (1) additional building sign is permitted for each additional frontage.

TABLE 2.9 ISLAND BUSINESS (IB) ZONE

Freestanding: None allowed, except for marine-related uses serving vessel traffic. Such signs shall not exceed twenty (20) square feet