

otherwise required to review their application. Once a sketch plan has been filed for a property, the department shall keep a record of such plan so that a new sketch plan shall not be required for later changes to signage on a site for which a sketch plan has been previously submitted.

(e) *Signs in the public right-of-way.* No signs shall be allowed in the public right-of-way, except for the following:

1. Permanent signs, limited to the following: Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic, including parking regulatory signs; bus stop signs erected by a public transit company; informational signs of a public utility regarding its poles, lines, pipes or facilities.
2. Signage meeting the requirements of section 14-370.
3. Emergency warning signs erected by a governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way.
4. Community/cultural banners.
5. Permanent directional signs retail/accessory retail in residential zones. A lawfully existing retail business, existing as of March 1, 2008 and located in a residential zone, qualifies for an off-premise sign if it meets the following requirements: 1) the establishment is not a home occupation; 2) the establishment is not located within 500 feet of a major or minor arterial; 3) the sign would be no larger than 12 inches x 48 inches and would otherwise adhere to the requirements set out by MDOT/MUTCD in their standard sign manual. Such establishment may qualify for one two-sided, or two one-sided, off-premise signs to be located on a major or minor arterial in a location determined safe by the city traffic engineer and upon the payment of an initial fee of \$300.00, with an annual renewal fee of \$30.00. In the event the sign is damaged or destroyed, the replacement of any sign shall be the sole responsibility of the permittee. The permittee shall be required to obtain a permit for said sign from the building inspections

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department, after securing \$400,000 insurance for said sign, naming the City of Portland as an additional insured.



6. Bus shelter signs as provided for in section 14-371 (k).

(f) *Signs in historic districts, in historic landscape districts, or on individual landmark properties.* Signs in historic districts, in historic landscape districts, or on individual landmark properties shall also be subject to the provisions of article IX of this chapter. Where the regulations of article IX are either more or less stringent than those set forth in this division, the more stringent standard shall apply.

(g) *Signs in Pedestrian Activities District (PAD) overlay zone and PAD encouragement areas.* Signs in PAD overlay zone and PAD encouragement areas of the B-3 zone shall also be subject to the standards set forth in the Downtown Urban Design Guidelines. Where those standards are either more or less stringent than the regulations set forth in this division, the more stringent standard shall apply.

(Ord. No. 252-94, § 2, 4-4-94; Ord. No. 143-07/08, 5-19-08; Ord. No. 91-11/12, 5-21-12)

Sec. 14-368.5. Permits.

The procedures set forth below shall govern the application for, and issuance of, all sign permits under this division, unless a sign is also subject to review under any other division or section of this chapter or any other chapter of this Code, including site plan and historic preservation ordinances. Where a sign requires such other review, the time periods set forth in the ordinance for that review process shall control.

- (a) *Applications.* All applications for sign permits of any kind shall be submitted to the department on an application form or in accordance with application specifications published by the department.
- (b) *Fees.* Each application for a sign permit shall be accompanied by the applicable fees, which shall be established by the council order.
- (c) *Action on sign permit application.* Within ten (10) working days of receipt of a complete application, the