

ORDINANCE NO. ____

ORDINANCE OF THE COUNCIL OF THE CITY OF ROSEVILLE AMENDING SECTION
17.06.220 OF CHAPTER 17.06 OF TITLE 17 OF THE ROSEVILLE MUNICIPAL CODE
REGARDING WALL SIGNS FOR BUILDING COMPLEXES

THE CITY OF ROSEVILLE ORDAINS:

SECTION 1. Section 17.06.220 of Chapter 17.06 of Title 17 of the Roseville Municipal Code is hereby amended to read as follows:

17.06.220 Wall signs for building complexes.

- A. Number.
1. Major tenants are permitted an unlimited number of wall signs;
 2. Freestanding pad buildings with one tenant are permitted three wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street or a parking lot;
 3. Freestanding pad buildings with two or more tenants are permitted two wall signs per in-line tenant and three wall signs per corner tenant, provided the signs for each tenant are located on a different side of the building and face a public entrance, a public street or a parking lot. Provided however, no sign shall be permitted on any façade facing a property line shared with residential land uses; and

4. Uses that are neither major tenants nor freestanding pad buildings are permitted one wall sign; provided however, a use on a corner of the building is permitted two wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street, or a parking lot.

B. Location and Design.

1. Wall signs may be:

a. Attached flat against or pinned away (peg mounted or similar) from a building wall, but shall not extend or protrude more than one foot from the wall, except for projecting signs as provided in Section 17.06.180;

b. Attached to the facade of a building, but shall not extend above the upper edge of the facade; and

c. Painted on or attached to a canopy or awning.

2. Sign casing/housing shall be compatible with the architecture of the building and should not cover or interrupt major architectural features, including such features as doors, windows, tile embellishments and reveal lines;

3. Signs placed between window spandrels, on fasciae, on sloping roofs, or on awnings shall not exceed two-thirds of the height of the area to which the sign is attached and must be centrally positioned;

4. Wall signs shall be centered vertically on the spandrel, fascia, or awning;

5. The size of the letters and the spacing shall be balanced for the tenants within the building complex providing minimum and maximum letter heights;

6. Signs throughout the building complex shall be consistent in appearance; and

7. Exposed raceways shall not be permitted. However, raceways will be permitted only when the raceway is an integral component of the graphic design of the sign.

C. Area.

1. With the exception of office buildings, the combined area for wall signs shall not exceed 20 percent of the front tenant space façade up to a maximum of 200 square feet per tenant. Office buildings containing one or more tenants are permitted unlimited wall signs, provided that the cumulative total of wall sign area does not exceed 20 percent of the building façade up to a maximum of 200 square feet per building, or as otherwise provided for corporate centers as identified in Section 17.06.255.

2. For buildings 100,000 square feet and larger directly abutting a freeway, the combined area of all wall signs for a building shall not exceed 20 percent of the building facade up to a maximum of 300 square feet per building.

3. The length of wall signs shall not exceed 70 percent of the length of the tenant space façade or building facade if a tenant occupies more than one tenant space in a building complex.

SECTION 2. This ordinance shall be effective at the expiration of thirty (30) days from the date of adoption.

SECTION 3. The City Clerk is hereby directed to cause this ordinance to be published in full at least once within fourteen (14) days after it is adopted in a newspaper of general circulation in the City, or shall within fourteen (14) days after its adoption cause this ordinance to be posted in full in at least three (3) public places in the City and enter in the Ordinance Book a certificate stating the time and place of said publication by posting.

PASSED AND ADOPTED by the Council of the City of Roseville this ____ day of _____, 20__, by the following vote on roll call:

AYES COUNCILMEMBERS:

NOES COUNCILMEMBERS:

ABSENT COUNCILMEMBERS:

MAYOR

ATTEST:

City Clerk