



(2)

BPC Policy No. 770

SUBJECT: DISPLAY SIGNS FOR LESSEES AND TENANTS

PURPOSE: To establish a policy governing outside display signs.

POLICY STATEMENT:

1. The Port Director shall be responsible for administering sign policy.
2. All replacement signs, signs to be modified, or new signs shall conform to the policies contained herein.
3. All signs must meet applicable City building and electrical code requirements in addition to the requirements of this policy.
4. Requirements:
 - a. Approval of the Port Director for each sign.
 - b. Surface lettering shall be parallel to the wall to which attached.
 - c. Signs must be removed by the tenant at the termination of his lease to the satisfaction of the Port Director.
 - d. Free-standing signs shall be permitted only when building signs are deemed to be inadequate or impractical. They shall generally be no higher in any part than 25 feet from the ground and not exceed a maximum sign area of 100 square feet.
 - e. Applications for free-standing signs exceeding the requirements of Section 4d shall be submitted to the Board of Port Commissioners for approval.
 - f. Signs may be lit by either a constant indirect source, low intensity floodlighting, or backlighting.
 - g. Each sign must be compatible and harmonious with adjacent landscaping and architecture.
 - h. Banners, commercial flags, pennants, spinners and similar eye-catching devices shall be permitted only on the express written approval of the Port Director for a specific period of time.
 - i. A tenant may display a temporary "FOR RENT" sign not more than 18 inches wide at any point, upon approval by the Port Director for a specific period of time.
 - j. Additional specific requirements for marina and recreational areas:
 - (1) Sign letters shall not exceed 15 inches in height and shall be formed of metal or cut out of plastic or wood.

- (2) Exposed light sources, e.g., neon tubes, bulbs or spotlights, are not acceptable.
- (3) Other than identification signs on slips, floats, piles or piers beyond the bulkhead line are not acceptable.
- (4) Signs on fences, sheds, or other miscellaneous structures are not acceptable.

Painted signs on buildings or structures are not acceptable.

5. Conditions under which display signs will be disapproved:

- a. Surface signs projecting more than 16 inches away from the wall of the building.
- b. Signs affixed to buildings, which extend above the roof or parapet wall.
- c. Spotlighting attached to, or part of, the sign.
- d. Animated or rotating signs.
- e. Flashing or blinking lights.
- f. Internally illuminated signs which may interfere with navigation or safety.
- g. Display of more than the business name, address, product, service, or principal use of the premises.

RESOLUTION NUMBER AND DATE: 68-298, dated December 3, 1968