

# Stevenson Signage Advice

Can you feel it? The recession is over and vitality is returning to Stevenson! Businesses new and old are investing in their storefronts and improving the way they communicate with the traveling public. These Do's and Don'ts have been prepared by the Stevenson Business Association to give businesses tried and true advice on how their signs can communicate effective and attractive messages to get customers spending money in their shops.

## Signage Tips from Destination Development Incorporated

A few years ago, we hired a consultant to tell us all how we can improve the appeal of our small downtown to capture more of the tourist dollars passing through on the highway. The results focused on improving the curb appeal and signage of our storefronts and contained these helpful tips:

- **Sell the Experience**-Put on signs what you have to sell instead of the name of the business. That can go on the door and windows. If visitors don't know what you sell, most will simply pass on by. What is the lure that will bring them in? Put that on your signage.
- **Use Perpendicular Signage**-Because perpendicular or "Blade" signs face drivers on the road and walkers on the sidewalk as they can be seen for a greater length of time by travelers. Use decorative perpendicular signage that has been professionally produced and presents a clean quality image.
- **Avoid the Noise**-Sales signs and vendor advertising often reduce the appeal of your business by presenting a lower quality image. Replacing the temporary signs with landscape barrels or hanging flower baskets will do more for your bottom line than telling visitors you sell Pepsi.
- **First Impressions are Lasting Impressions**-Visitors will always judge a book by its cover and will increasingly pay more for quality. If your signs present a less-than-quality image, it can do more to keep people out of your business than bring them in.. Avoid faded and hand-painted signs. Carefully select and monitor the amount and quality of your temporary sale and advertisement signs.
- **Need Professional Help?**-If you are considering adding new signage or refurbishing outdated signs, consider hiring a design professional to develop your signage package. These local companies can help you:
  - **Beacon Rock Design**- 360-878-5339
  - **DB Design**- 541-374-9070
  - **Gorge Design**- 509-427-4596
  - **Hawk Merlin Studios**- 877-575-7275
  - **Lorang Fine Arts**- 541-374-8007
  - **Rock Cove Design**- 541-399-1338

## Testimonials from Other Local Businesses

As you get set up to work on your signs, know that you're not alone. All of your fellow businesses have gone through this too, and they are willing to help you learn from their successes and failures. Jennifer Toledo at The Crossing (509-427-8097), Bonnie Heemeier or Lisa Johnson at Bloomsbury (509-427-4444), and Casey Roeder or Angie Waiss at the Stevenson Business Association (509-427-8911), are all willing to help you.

# Stevenson Downtown Sign Standards

The City of Stevenson's sign standards can help you start designing your business's signage package. These standards help determine the Maximum Size of your signs, the Total Area of all your signs, and the type of Sign Lighting, as well as the Maximum Height, the Minimum Clearance beneath signs, the Sign Location, and Time Period allowed for signs.

## Maximum Size

### Perfect!

Anything smaller than 50 sq ft will fly through the approval process. Despite the maximum size, well done signs are usually also scaled to fit the size of their building.

### Avoid

Sorry, but signs larger than 50 sq ft are not allowed.



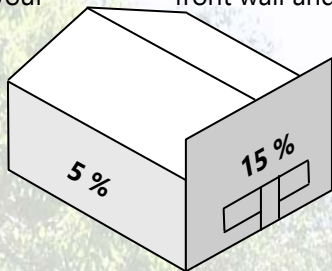
## Total Sign Area

### Perfect!

If one sign isn't enough to get your point across, feel free to put up more. Up to 15% of your front wall and 5% of your side walls can be covered in signage.

### Avoid

Something will have to go once you reach those 15% and 5% limits.



## Sign Lighting

### Perfect!

The City encourages sign lighting that doesn't project upward into the night-sky.

### OK!

Neon signs, "halo" signs, back-lit channel letters? Sure! Get creative, you can do almost anything.

### Avoid

The only type of sign lighting you can't install in Stevenson are back-lit cabinet signs.



## Others

**Maximum Building Sign Height:** 35 feet for tall buildings and the highest point of the building for short buildings

**Minimum Sign Clearance:** Signs projecting more than 1 foot from building need to leave at least 8 feet beneath them.

**Sign Location:** No signs can impede traffic sight lines near corners or driveways

**Time Period:** Keep those seasonal sale signs rotating at least every 45 days

**Freestanding Signs:** A special category, freestanding signs are limited to 20 foot high and need to be setback 5 feet

**Sandwich Board Signs:** Sandwich boards and other sidewalk signs are a great way to let people know you're open. Just make sure they are in front of your business and keep them under 2 feet wide and 4 feet tall.

## Really want to knock 'em out?

The City has options that might allow you to increase the allowed maximum sign size, total sign area, lighting types maximum height, or even include sign animation. If you are planning an awning/marquee sign or "sign of outstanding design" give Ben Shumaker at the City a call at 509-427-5970 to see if it would qualify for these bonuses.

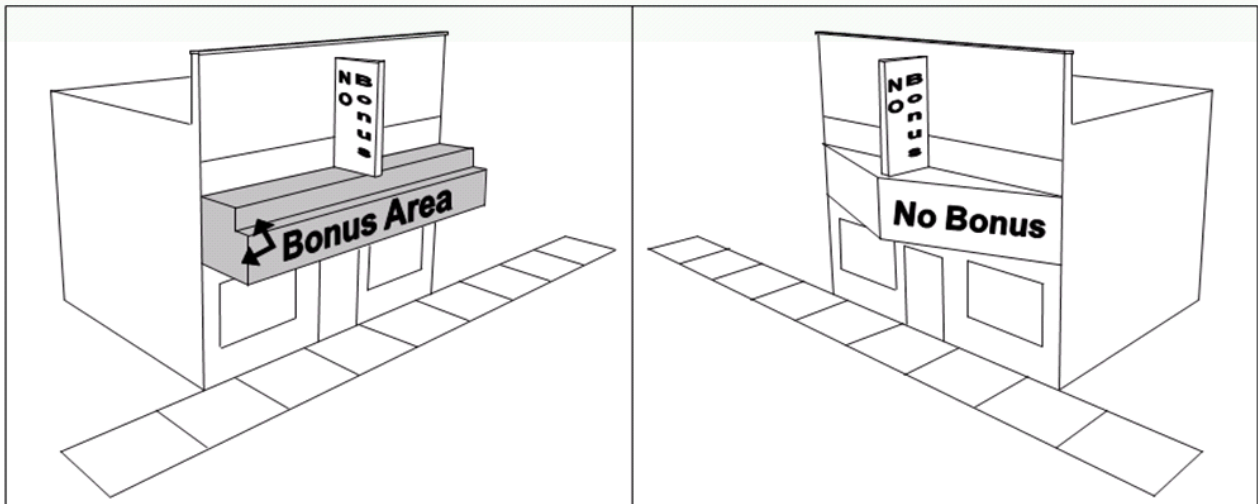
17.28.145 - Signs.

Signs in the C1 district are subject to the following standards:

A. Maximum Sign Area.

1. Maximum individual sign area for signs placed on or in front of any building wall one hundred fifty feet in length or less: Fifty square feet.
2. Maximum individual sign area for signs placed on or in front of any building wall exceeding one hundred fifty feet in length: Five percent of the building wall area up to a maximum of one hundred fifty square feet.
3. Maximum cumulative sign area allowed on or in front of any primary building wall: Fifteen percent of the building wall area.
4. Maximum cumulative sign area allowed on or in front of any secondary building wall: Five percent of the building wall area.
5. Maximum cumulative area for window signage on any one building wall: Twenty-five percent of the window area of said building wall, provided this provision remains subject to that the overall maximums established in subsection (A)(2) or (A)(3) above.
6. The area for freestanding signs directed to a single street frontage is included in the cumulative area calculation for the closest primary building wall.
7. The area for signs that face more than one street is included in the cumulative area calculation for the closest primary or secondary building wall, as assigned by the applicant.
8. Maximum cumulative sign area allowed on vacant land: One hundred sixty square feet.
9. The maximum cumulative sign area applies to single-business and multiple-business lots.
10. Maximum portable sign area: Two feet wide by four feet tall.
11. Maximum pedestrian-oriented video display sign area: Four square feet.
12. Because of their benefits to pedestrians, a bonus shall be allotted to awning/marquee signs by including only one-half of their sign area in the cumulative sign area calculation, provided that this bonus only applies to the sign area on the face of, or suspended from the awning, canopy, or marquee and not to signs attached to a building above an awning, canopy, or marquee.

Figure 17.28.145-1—Bonus Area Illustration



B. Maximum Sign Height.

1. Maximum building sign height: Thirty-five feet, provided that no part of a building sign shall be higher than the highest point of the building to which it is attached.
  2. Maximum freestanding sign height: Twenty feet.
  3. Maximum temporary sign height: Six feet.
  4. Maximum pedestrian-oriented video display sign height: Six feet.
- C. Sign Clearance. Minimum sign clearance for building signs projecting more than twelve inches from a building: Eight feet.
- D. Sign Illumination.
1. Backlit channel letter, dark-sky friendly, directly illuminated, externally-illuminated, halo-lighted signs, and pedestrian oriented video displays may be permitted in the C1 district.
  2. The city strongly encourages the installation of dark-sky friendly signs when utilizing illuminated signs in the C1 district.
- E. Sign Placement.
1. A property may have more than one sign.
  2. No sign shall be placed within five feet of any property line provided that building signs have no setback requirement, provided further that signs within a public right-of-way may be permitted according to Chapter 12.02 of this code.
  3. No sign shall be placed within any vision clearance area,
  4. A property shall have no more than one freestanding sign per two hundred fifty feet of street frontage.
  5. Portable signs are allowed within a public right-of-way without review under Chapter 12.02 of this code, provided that a business shall have no more than one portable sign per seventy-five feet of street frontage, and the placement of such signs shall not hinder the safe and convenient travel of pedestrians and vehicles.
- F. Maximum Time Period.
1. Temporary signs may be displayed on a property for a maximum time period of forty-five days, provided that signs related to a specific event, sale, etc. must be removed within five days after such event, provided further that political signs pertaining to an upcoming election in the voting district where the sign is placed may be installed at any time prior to the election and shall be removed within five days after the election date, provided further that real estate signs advertising a property for sale or lease may continue to exist for as long as the property is available.
  2. Portable signs in the public right-of-way shall be removed during non-business hours.
  3. The sign structure for an abandoned sign may continue to exist until it becomes a dilapidated sign, provided that the sign face is covered by material that is unobtrusive in color and installation or is otherwise removed from public view.
  4. All other signs allowed in this district may continue to exist until such time as they become an abandoned or dilapidated sign.
- G. Prohibited Signs. The following types of signs shall not be permitted unless an allowed as a sign of outstanding design:
1. Dilapidated signs;
  2. Off-premises signs.

(Ord. No. 1051, § 8.8, 7-21-11)