

Chapter 3.6 Other Design Standards

Sections:

- 3.6.100 - Density Transfers
- 3.6.200 - Telecommunication Facilities
- 3.6.300 - Solid Waste Storage
- 3.6.400 - Environmental Performance
- 3.6.500 - Signs

3.6.100 Density Transfers.

- A. Purpose.** The purpose of this chapter is to implement the comprehensive plan and encourage the protection of open spaces through the allowance of housing density transfers. “Density transfers” are the authorized transfer of allowed housing units (per Chapter 2) from one portion of a property to another portion of the same property, or from one property to another property.
- B. Determination of Allowable Housing Units.** The number of allowed housing units on a property is based on the surface area of the property (acres) times the maximum allowed housing density in Chapter 2.
- C. Density Transfer Authorized.** Allowed housing units may be transferred from one portion of a property to another portion of the same property, or from one property to another property. A density transfer shall not be approved unless it meets one or more of the criteria in 1-3 below, and it also conforms to Section 3.6.100 (D-E):
1. The density transfer shall protect sensitive land areas as defined in Chapter 3.7 (and listed below) either by dedication to the public or a land trust, or by a non-revocable conservation easement. Sensitive land areas include:
 - a. Land within the 100-year floodplain;
 - b. Land or slopes exceeding 20 percent;
 - c. Drainage ways;
 - d. Wetlands;
 2. The applicant shall dedicate land to the public in a size, configuration and condition desirable for public park or recreational purposes; or
 3. The density transfer is used to develop a mix of single family and multi-family housing on the same property or development site.
- D. Prohibited Density Transfers.** Density shall not be transferred from land proposed for street right-of-way, stormwater detention facilities, private streets, and similar areas that do not provide open space or recreational values to the public.

3.6.100 Density Transfers. (continued)

E. Density Transfer Rules. All density transfers shall conform to all of the following rules:

1. Allowed housing units shall be transferred only to developable lands (“receiving areas”). The number of allowed housing units shall be reduced on properties from which density is transferred (“sending areas”) based on the number of housing units transferred. The new number of housing units allowed on the sending area shall be recorded on a deed for the property that runs with the land. The deed shall state that the number of allowed housing units is subject to review and approval by the Town, in accordance with current zoning and development codes.
2. The number of units that can be transferred is limited to the number of units that would have been allowed on 100 percent of the unbuildable area if not for the regulations in this Code; and
3. The total number of housing units per property or development site shall not exceed 100 percent of the maximum number of units per gross acre permitted under the applicable comprehensive plan designation; except as otherwise permitted through the Master Planned Development process (Chapter 4.5).
4. All density transfer development proposals shall comply with the development standards of the applicable land use district, except as otherwise allowed by the Master Planned Development process (Chapter 4.5).

3.6.200 Telecommunication Facilities.

A. Radio or Television Transmitter Tower, Utility Station or Substation. When authorized as a conditional use, the following standards and limitations shall apply:

1. In the Residential District, all equipment storage on the site shall be enclosed within a building;
2. The use may be required to be fenced and provided with landscaping;
3. Coloring of structures, buildings and other permanent installations shall be of neutral colors or as otherwise required by the Commission.

3.6.300 Solid Waste Storage.

[Reserved for optional adoption of standards for solid waste storage and recycling facilities. Note: Chapter 3.2 requires landscaping or other screening of these facilities.]

3.6.400 Environmental Performance.

[Reserved for reference to state and federal standards for air quality, water quality, emissions, and similar environmental concerns.]

3.6.500 Signs.

- A. Applicability.** The following minimum limitations and regulations shall apply to any sign erected, moved or structurally altered within the Town. Signs shall be installed in accordance with applicable regulations of state and federal agencies. Signs shall be approved by the Building Official.
- B. General Provisions.**
1. Sign Permit. Except as provided otherwise in this Section, no sign shall be erected, structurally altered, replaced or relocated until a sign permit therefore has been issued by the Town Planning Official and the Town Building Official. A sign permit shall be approved, denied or approved with conditions as per a Type I review in accordance with Section 4.1 of this Code.
 2. Off-Premise Signs subject to State Approval. All off premise signs visible to the traveling public from State highways are subject to the approval of the State Department of Transportation in accordance with the provisions of ORS 377 and other state regulations. Where the rules and regulations of the State and the Town differ, the more restrictive shall govern.
 3. Uniform Building Code. All signs shall comply with the provisions of the Uniform Building Code.
 4. Sign Clearance. A minimum of eight feet above sidewalks and fifteen feet above driveways shall be provided under freestanding and projecting signs. Signs located under a marquee shall have a vertical clearance of eight feet between the bottom of the sign and the grade below.
 5. Setbacks. No permanent sign shall be placed in or extend over a required side yard or street right-of-way or within ten feet of the front property line in a required front yard setback, except that in the General Industrial District, such front yard setback shall be reduced to one-half the required setback.
 6. Blanketing. No sign shall be situated in a manner that results in the blanketing (total coverage) of an existing sign.
 7. Multiple Signs. Except as provided otherwise in this Section, no more than one sign shall be permitted on a single parcel.

3.6.500 Signs. (continued)

8. Maintenance. All signs, together with all of their supports, braces, guys and anchors shall be kept in good repair and be maintained in a safe condition. All signs and the site on which they are located shall be maintained in a neat, clean and attractive condition. Signs shall be kept free from rust, corrosion, peeling paint or other surface deterioration. The display surfaces, trims, frames and supports of all signs shall be kept neatly painted or otherwise neatly maintained.
 9. Sign Area. For purposes of determining sign area, as defined in Section 1.3 – Definitions, the following standards shall apply:
 - a. *Three Dimensional Signs* – Where a sign is of three dimensional shape, the largest cross section shall be used in a flat projection for the purpose of determining sign area.
 - b. *Open Area Signs* – Where open area is employed between sections, modules or characters of words forming the display surface, sign area shall be the smallest outline which encloses the entire group.
 - c. *Two faced Signs* – For a two faced sign with sign faces parallel and not more than three feet apart, only one face is measured for determining sign area.
 - d. *Type Signs* – For a V-type sign with not more than three feet between display surfaces at the farthest point, only one face is measured for determining sign area.
 10. Height Standards. The overall height of a freestanding sign or sign structure is measured from the grade directly below the sign to the highest point of the sign or sign structure and shall include architectural and structural embellishments. Freestanding signs located next to the public right-of-way shall not exceed 20 feet in height. In the Highway Commercial Sub-District, the height of a free standing sign may be increased one foot in height for each 10 feet of setback from the property line or a point 15 feet from the edge of pavement whichever is less to a maximum of 22 feet in height.
 11. Traffic Control Signs. The type and location of traffic control signs shall be determined by the Town Engineer in accordance with the applicable standards in the most recent version of the Manual for Uniform Traffic Control Devices.
- C. Exempt Signs.** The following types of signs are exempted from the provisions of Section 3.6.500.
1. Signs with an area of not more than 260 square inches identifying motor bus stops or fare zones.
 2. Signs erected and maintained by a government agency showing the place and time of services or meetings of churches and civic organizations within the jurisdictional area where the sign is located.
 3. Official traffic control signs erected, maintained and operated by a governmental unit.

3.6.500 Signs. (continued)

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4. Signs of a governmental unit including but not limited to regulatory devices, legal notices or warnings.
 5. Small signs displayed for the direction, instruction or convenience of the public, including signs which identify restrooms open to the public, freight entrances, posted areas or the like, with a total surface area not exceeding four square feet.
 6. Memorial signs or tablets, or markers for historical, natural phenomena, scenic attractions, educational, cultural, scientific, archaeological and religious sites, and outdoor recreational areas and facilities open to the general public with a total surface area not exceeding eight square feet.
 7. Signs warning of hazards or danger on the property upon which they are located, or warning against hunting, fishing or trespassing upon such property with a total surface area not exceeding two square feet for each such sign.
 8. Individual house or building numbers limited to one per unit and a surface area of two square feet.
 9. Christmas or seasonal decorations as customarily used and displayed.
 10. Non-illuminated directional and motor vehicle directional signs painted on paving or otherwise limited to a maximum dimension of four feet and a sign area of eight square feet.
 11. Small signs not exceeding three square feet in area, attached flat against a building, non-illuminated and announcing only the name and occupation of the building tenant.
 12. Interior signs designed primarily to be viewed from a sidewalk or street when maintained inside a building, provided however that the area for such signs shall be subject to the area requirements for wall signs and that such signs conform to the illumination requirements of this Section.
 13. Garage sale signs posted on the premises of which the sale is to be held, limited in size to eight square feet in area, and removed at the end of the sale.

3.6.500 Signs. *(continued)*

D. Temporary Signs. The following signs shall be permitted as temporary signs without a land use permit:

1. Construction signs that identify the architects, engineers, contractors and other individuals, firms or agencies involved with the subject construction project. Said signs shall be located on the site area, and shall be removed within 14 days of the beginning or occupancy of the intended use of the project.
2. A sign advertising the sale, lease or rental of the premises or portion of the premises on which the sign is located and displayed, up to a total area of 32 square feet, located at least 10 feet from a property line, and shall be removed within fourteen days of the sale, lease or rental of the premises or portion thereof.
3. Open house directional signs for the purpose of directing the public to “Open House” events providing for sale, rental or lease of premises other than those on which the sign is located. Such signs shall not be located on private property without the owner’s permission; shall be located in an area which does not cause a public safety hazard or nuisance; shall not exceed an area of four square feet; shall not be displayed more than five days prior to the event; and shall be removed within three days following the event.
4. Political campaign signs, if located on private property with the consent of the legal possessor of the premises and not located on utility poles, trees or rocks. Political signs shall not exceed a sign area of eight square feet, and shall not be displayed for more than 120 days before and 30 days after the election for which they are used.
5. Signs identifying or advertising a non-profit civic, charitable or benevolent event. Said signs shall not exceed a sign area of more than 32 square feet, shall not be displayed more than 30 days prior to such event, and shall be removed within seven days after the event.
6. Street banners advertising a public entertainment or event, including school events. Such banners, including their size and location, shall be approved by the Town Council. Street banners may be displayed, upon such approval, during and for 14 days prior and seven days after an event, unless otherwise approved or limited by the Town Council.
7. Land development project signs pertaining to the sale, lease, rental or development of a subdivision, office complex, shopping center, commercial or industrial development, or similar development are permitted for a period of one year. The maximum sign area shall be 32 square feet and shall be located on the development site.
8. Signs, off-premise and not exceeding eight square feet, for a total time period not exceeding six weeks for local or county fairs, rodeos, roundups, derbies, races, expositions, and similar community type events and functions.

3.6.500 Signs. (continued)**E. Prohibited Signs.**

1. Prohibited display of flags and banners. It is a violation of this chapter to erect or maintain strings of pennants, banners or streamers, festoons of lights, clusters of flags, strings of twirlers or propellers, flashing or blinking lights, flares, balloons and similar devices of carnival character. Exceptions include:
 - a. National, state and institutional flags properly displayed;
 - b. Signs and banners approved as temporary signs; and
 - c. Balloons as allowed in Section 3.6.500.G.2.
2. Unsafe signs or improperly maintained signs. No sign shall be constructed, erected or maintained unless the sign and sign structure is so constructed, erected and maintained as to be able to withstand the wind, seismic and other requirements as specified in the Uniform Building Code or this title.
3. Signs at intersections. No sign shall be erected at intersections of any streets in such a manner as to materially obstruct free and clear vision. All signs shall be consistent with Vision Clearance standards of this Code located in Section 3.1.200 of this title:
 - a. No sign shall be erected at any location where, by reason of the position, shape or color, that interferes with, obstructs the view of, or could be confused with any authorized traffic signal or device; and
 - b. No sign shall be erected which makes use of the word “stop,” “look,” “danger,” or any other similar word, phrase, symbol, or character in such manner as is reasonably likely to interfere with, mislead or confuse motorists.
4. Obscenity. No sign shall bear or contain statements, words or pictures in which the dominant theme of the material, taken as a whole, appeals to the prurient interest in sex or is patently offensive because it affronts the contemporary community standard relating to the description or representation of sexual material which is utterly without redeeming social value.
5. Traffic obstructing signs. No sign or sign structure shall be constructed in such a manner or at such a location that it will obstruct access to any fire escape or other means of ingress or egress from a building or any exit corridor, exit hallway or exit doorway. No sign or supporting structure shall cover, wholly or partially, any window or doorway in any manner that it will substantially limit access to the building in case of fire.
6. Bare light bulbs. Strings of bare lights shall not be constructed, erected, or maintained within view of any private or public street or right-of-way except if designed as part of a structure’s architectural design.

3.6.500 Signs. *(continued)*

7. Roof signs. Roof signs of any kind are prohibited, including temporary signs with the sole exception of approved temporary balloons.
8. Revolving signs. Revolving, rotating or moving signs of any kind are prohibited.
9. Flashing signs. A sign which displays flashing or intermittent or sequential light, or lights of changing degrees or intensity, with each interval in the cycle lasting two seconds or less. Exposed reflective type bulbs, strobe lights, rotary beacons, par spots, zip lights, or similar devices shall be prohibited.
10. Temporary signs with illumination or changeable copy. A sign not permanently erected or affixed to any sign structure, sign tower or building that is an electrical or internally illuminated sign or a sign with changeable message characteristics.
11. Right-of-way. Signs in the public right-of-way in whole or in part, except signs legally erected for informational purposes by or on behalf of a government agency.
12. Signs on a vehicle. Any sign placed on or painted on a motor vehicle or trailer, as defined by ORS Chapter 801, with the primary purpose of providing a sign not otherwise allowed for by this chapter.
13. Billboards. Billboards are prohibited.
14. Unassociated Signs. Sign advertises or calls attention to a business, commodity, service or product no longer conducted, produced, sold or offered. Sign advertises activity that is illegal under local, county, state or federal law.

F. Sign Measurement

1. Projecting and freestanding signs. The area of a freestanding or projecting sign shall include all sign faces counted in calculating its area. Regardless of the number of sign cabinets or sign faces, the total allowable area shall not be exceeded. The area of the sign shall be measured as follows if the sign is composed of one or more individual cabinets or sides:
 - a. The area around and enclosing the perimeter of each cabinet, sign face or module shall be summed and then totaled to determine total area. The perimeter of measurable area shall not include embellishments such as pole covers, framing and decorative roofing, provided there is no written advertising copy, symbols or logos on such embellishments;
 - b. If the sign is composed of more than two sign cabinets, sign facia or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single, continuous geometric figure shall be the area of the sign. Pole covers and other embellishments shall not be included in the area of the sign measurement if they do not bear written advertising copy, symbols or logos; and

3.6.500 Signs. *(continued)*

2. Wall signs. The area of the sign shall be measured as follows:
 - a. The area around and enclosing the perimeter of each cabinet, sign face or module shall be summed and then totaled to determine total area. The perimeter of measurable area shall not include embellishments such as pole covers, framing and decorative roofing, provided there is no written advertising copy, symbols or logos on such embellishments;
 - b. If the sign is composed of individual letters or symbols using the wall as the background with or without added decoration, the total sign area shall be calculated by measuring the area within the perimeter of all symbols and letters or other decoration including logos; and
 - c. Measurement of the wall area pertaining to awning or canopy signs shall be calculated to include the vertical surface of the awning or canopy on which the sign is to be mounted and the wall surface of the structure to which it is attached.

G. Special Condition Signs

1. Applicability. Special-condition signs shall have special or unique dimensional, locational, illumination, maximum number or other requirements imposed upon them in addition to the regulations contained in this Section.
2. Balloons. One inflatable, stationary balloon or one cluster of children's balloons firmly secured shall be allowed only if all of the following conditions are satisfied:
 - a. A Type I sign permit is obtained for each single balloon or cluster of balloons;
 - b. Each owner or legal occupant of property or a building shall be allowed one bunch of balloons per year;
 - c. Balloons shall be allowed to remain up for a period of no longer than 10 days per year;
 - d. A permit issued for balloons will serve as one of the three sign permits allowed per business in a calendar year;
 - e. Balloons may be permitted as roof signs with a Type I sign permit;
 - f. The size of a balloon shall not exceed 25 feet in height; and
 - g. Balloons shall be secured to a structure on the ground and shall not be allowed to float in the air higher than 25 feet above the nearest building roof line.

3.6.500 Signs. *(continued)*3. Awning signs.

- a. Awning signs shall be permitted in all zoning districts;
- b. The copy on awning signs may not extend above the upper surfaces of the awning structure. They may be hung below the awning if the sign clears the sidewalk by at least 8-1/2 feet;
- c. Awning signs may be internally or externally illuminated; and
- d. Awning signs may extend into the public right-of-way 6-1/2 feet or 2/3 of the distance to the roadway, whichever is less. However, no sign may extend within two feet of the roadway. State Highway Division approval shall be necessary for awning signs on state highways.

H. Signs Permitted in the Residential District. No sign of any type shall be permitted in a Residential District, except the following:

1. Wall sign(s) may not exceed a combined total area of four square feet;
2. Every housing complex shall be allowed one permanent freestanding sign at each entry point to the housing complex from the public right-of-way, with the site properly landscaped, and not exceeding 32 square feet per face in area. Illumination may be approved as long as it does not create a public or private nuisance, as determined by the Town Planning Official or designee considering the purpose of the District;
3. Every platted subdivision shall be allowed one permanent, freestanding sign at each entry point to the subdivision from the public right-of-way, with the site properly landscaped and not exceeding 32 square feet per face in area. Illumination may be approved as long as it does not create a public or private nuisance, as determined by the Town Planning Official or designee considering the purpose of the District;
4. For non-residential uses, one illuminated or non-illuminated freestanding sign not exceeding six feet in height and 32 square feet in area per sign face for uses approved under the site development review or conditional use process will be permitted. Wall signs may not exceed five percent of the gross area of the wall face on which the sign is mounted;
5. Directional signs on private property when such signs are solely designed to identify driveway entrances and exits for motorists on adjoining public streets will be permitted. One sign with an area of four square feet per face shall be permitted per driveway. Such signs shall be consistent with Vision Clearance requirements;

3.6.500 Signs. (continued)**I. Signs Permitted in the Highway Commercial Sub-District.**

1. Freestanding signs shall have certain limitations and conditions when permitted on properties zoned Highway Commercial and shall conform to the following standards:
 - a. One multi-faced, freestanding sign per premises shall be permitted, subject to conditions and limitations as stated herein;
 - b. A reader-board assembly may be an integral part of the freestanding sign;
 - c. The maximum square footage of freestanding signs shall be 32 square feet per face or a total of 64 square feet for all sign faces. No part of any freestanding sign shall extend over a property line into public right-of-way space;
 - d. The sign area may be increased one square foot for each lineal foot the sign is moved back from the front property line to which the sign is adjacent. If the street is curbed and paved the measurement may be taken from a point which is 15 feet from the pavement. This increase in sign area is limited to a maximum of 52 square feet per face or a total of 104 square feet for all faces; and
2. Wall signs. Standards for wall signs in the Highway Commercial Sub-District include the following:
 - a. Wall signs, including illuminated reader-boards, may be erected or maintained but shall not exceed 10% in gross area of any wall face on which the sign is to be mounted;
 - b. Wall signs shall be parallel to the face of the building upon which the sign is located; and
 - c. If it is determined under the development review process that the wall sign's visual appeal and design quality would be served, an additional 50% of the allowable sign area may be permitted. No copy will be permitted in the additional area permitted. For purposes of this subsection, "copy" includes symbols, logos and letters.
3. Directional signs on private property when such signs are solely designed to identify driveway entrances and exits for motorists on adjoining public streets. One sign with an area of four square feet per face shall be permitted per driveway. Such signs shall be consistent with Visual Clearance Areas requirements;

3.6.500 Signs. *(continued)*

4. Additional permitted signs. Additional permitted signs include awning sign(s) and painted wall sign(s).

J. Signs Permitted in Commercial and Industrial Districts. The following standards shall apply to development of signs within the Commercial and Industrial Districts.

1. Freestanding signs shall conform to the following standards:
 - a. One multi-faced, freestanding sign per premises shall be permitted subject to conditions and limitations as stated herein;
 - b. A reader-board assembly may be an integral part of the freestanding sign;
 - c. The maximum square footage of freestanding signs shall be 24 square feet per face or a total of 48 square feet for all sign faces. No part of any freestanding sign shall extend over a property line into public right-of-way space;
 - d. The sign area may be increased one square foot for each lineal foot the sign is moved back from the front property line to which the sign is adjacent. If the street is curbed and paved the measurement may be taken from a point which is 15 feet from the pavement. This increase in sign area is limited to a maximum of 44 square feet per face or a total of 88 square feet for all faces; and
 - e. Freestanding signs located next to the public right-of-way shall not exceed 10 feet in height. Height may be increased one foot in height for each ten feet of setback from the property line or a point 15 feet from the edge of pavement whichever is less to a maximum of 12 feet in height;

3.6.500 Signs. *(continued)*

2. Wall signs. Wall signs shall conform to the following standards
 - a. Wall signs may be erected or maintained but shall not exceed in gross area 15 percent of any building face on which the sign is to be mounted;
 - b. Wall signs shall be parallel to the face of the building upon which the sign is located; and
 - c. If it is determined under the Type I Review Process that the wall sign's visual appeal and overall design quality would be served, an additional 50 percent of the allowable sign area may be permitted. No copy will be permitted, however, in the additional area permitted. For purposes of this subsection, "copy" includes symbols, logos and letters.
3. Directional signs. Directional Signs on private property when such signs are solely designed to identify driveway entrances and exits for motorists on adjoining public streets. One sign with an area of four square feet per face shall be permitted per driveway. Such signs shall be consistent with Visual Clearance Area requirements in Section 3.1.200.
4. Additional permitted signs. The following additional permitted signs are allowed in the Commercial and Industrial Districts awning sign(s), tenant sign(s) and painted wall sign(s).

K. Additional Requirements in Commercial and Industrial Zones. If it is determined under the Type I review process that the sign's visual appeal and overall design quality would be served while maintaining the intent and purpose of this chapter, an additional 50% of the allowable sign area and 25% of sign height may be permitted. No copy will be permitted in the additional area or height. For purposes of this subsection the word "copy" includes symbols, logos and figures, as well as letters.

1. Each freestanding sign shall be surrounded by a landscaped area set aside to protect the sign from vehicles negotiating in the parking area of the business;
 - a. The size and shape of the area set aside and the landscaping shall be represented on the plot plan required by permit and shall be subject to the review and control of the Town Planning Official or designee, under the site development review process; and

3.6.500 Signs. *(continued)*

- b. On existing sites where a landscape island is not feasible, the minimum clearance between the lowest portion of a freestanding sign and the ground shall be 14 feet in any vehicle maneuvering area.
1. No freestanding sign, nor any portion of any freestanding sign, shall be located or project over any portion of a street, sidewalk or other public right-of-way or property unless an exception has been granted.
2. When a premises contains more than a single tenant but is not defined as a shopping center, the provisions of a freestanding sign shall take into consideration the need for providing a signing system which is harmonious in appearance and legible:
 - a. The building owner shall provide a common support for all tenant signage; and
 - b. Up to an additional 50% of sign copy area may be permitted under the site development review process so as to adequately identify the separate tenants when determined that the increased sign area will not be inconsistent with the purpose of this chapter.
3. Shopping centers or industrial parks shall establish a single signing format:
 - a. Up to an additional 50% of sign area may be permitted under the development review process to adequately identify the complex when it can be determined that the increased sign area will not be inconsistent with the purposes of this Section.
 - b. This increase should be judged according to unique identification needs and circumstances which necessitate additional area to make the sign sufficiently legible, and
 - c. When a shopping center or industrial park has more than one main entrance on separate frontages, a second freestanding sign may be allowed under the site development review process. The two allowable signs shall face separate frontages and are not intended to be viewed simultaneously.
4. Legal owners or occupants of properties or buildings which are in shopping plazas and which are directly located or are proposed to be located on a commercially- and industrially-zoned corner property (ies) (one or more contiguous tax lots located at the intersection of two or more public streets), shall be allowed to have one freestanding sign along each street frontage when all of the following are met:
 - a. A sign permit shall be required for each sign prior to its erection;

3.6.500 Signs. *(continued)*

- b. The total combined height of two freestanding signs on the premises shall not exceed 150% of what is normally allowed for one freestanding sign in the same zoning district;
 - c. No more than two freestanding signs shall be permitted;
 - d. The two allowable signs shall face separate frontages and are not intended to be viewed simultaneously; and
 - e. All other provisions of this Section shall apply.
5. Shopping centers in the Highway Commercial Sub-District shall be entitled to freestanding signage according to the following optional standards. A maximum of two freestanding signs shall be permitted per roadway frontage provided:
 6. The combined height of two signs shall not exceed 150% of the sign height normally allowed for one freestanding sign in the same zoning district; however, neither shall exceed the height normally allowed in the same zoning district;
 7. Total combined sign area for both signs shall not exceed 150% of what is normally allowed for one freestanding sign in the same zoning district; however, neither shall exceed the area normally allowed in the same zoning district;