

City of McCall

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SIGN REVIEW INFORMATION



CODE REQUIREMENTS

All signs in the City of McCall and Impact Area require a permit, except:

- Temporary Signs (as described in [MCC 3.9.04](#), does not include temporary new business signs)
- Exempted Signs (as described in [MCC 3.9.05](#))
- Residential Address/Occupant Signs (as described in [MCC 3.9.03.B](#))

The regulations for signs in each zoning district are described in [MCC 3.9.03](#).

PROCESS

The permit process for a sign is administrative review by the McCall City Planner. This requires the submittal of an application to the City of McCall and payment of the appropriate application fee. Typically, staff can review and respond to an application within one week of submittal of a complete application; however, McCall City Code allows up to 75 days for application review.

CHECKLIST

The following is a checklist to assist in the preparation of a Sign Application.

Narrative

- Explanation of the project, including
 - Square footage of any existing signage on the property
 - Signs to be removed
- Building and property frontage linear dimensions
- Mounting description
- Colors

Sign Design

- Dimensions
- Graphics
- Colors
- Materials
- Drawing or photo rendering of sign upon installation

Site Photos

- Proposed sign location (provide multiple views, including a broad-angle view)
- Existing signage

Lighting Details

- Fixture detail (manufacturer's info sheets are acceptable)
- Bulb type and intensity
- Fixture colors and materials
- Mounting location(s)

See the next page for example of a well prepared Sign Design and Lighting Detail (note that PDF of a manufacturer's web page is acceptable for a lighting detail).

FREQUENTLY ASKED QUESTIONS

1. *How do I figure out how many square feet of signage I can have for my business location?*

The square footage of total allowable signage for a business or property is equal to 1 ½ multiplied by the width of the front of your building, or 1/2 multiplied by the width of your property's street frontage, whichever results in the larger sign. However, the maximum area of signs for any property shall not exceed 100 sq. ft. All window signs need to be included when calculating total permitted square footage. However, interior signs do not to be included in area calculations.

2. *How to I measure my existing signs?*

The area of a sign is measured in square feet. If the sign is rectangular, that is found by multiplying the width of the sign by the height. If the sign is not rectangular, but composed of letters attached directly to the building or of shapes that extend beyond the rectangular shape, then the area of the rectangle that would enclose these shapes is calculated.

For example, a square sign that is 3 ft. on each side would be 9 sq. ft. If the same sign had a pine tree silhouette extending above the bulk of the sign, 1 ft. wide at the widest and 2 ft. tall, then a 1 ft. by 2 ft. rectangle which could enclose that tree must be added to the 9 sq. ft. of the rest of the sign, regardless of the fact that some of that area includes space around the tree. This would create a sign totaling 11 sq. ft. Additionally, in calculating the size of a two sided sign, only one side is counted.

3. *What kind of sign can I / can't I have?*

- Signs may be flat against and located anywhere on the building.
- Signs may project out from the building if there is no building setback, but may project only 6 feet or less beyond the property line, but no closer than 2 feet to a sidewalk curb. The sign must be at least 8 ft. above the sidewalk to allow pedestrian access, and/or 15 ft. above driveways or alleys to allow vehicle access.
- Signs may be freestanding if a building does not cover the full area of the property, and may be located anywhere back of the street setback line. Freestanding signs may be no more than 10 ft. tall.
- Signs may be on the vertical faces of marquees and can hang below the lower edge of the marquee up to 1 foot. The bottom of marquee signs need to be at least 8 ft. above the sidewalk. No part of the sign can project above the vertical marquee face.
- Signs may be incorporated into building awnings.
- Signs cannot project above the roofline or roof peak.
- A sign advertising a business must be located on the same piece of property that the business is located.
- Wooden permanent structures up to 15 sq. ft. that will allow for interior banners to be changed out to advertise special events, sales, or other promotions are allowed.
- A Conditional Use Permit is required for signs with individual changeable letters.

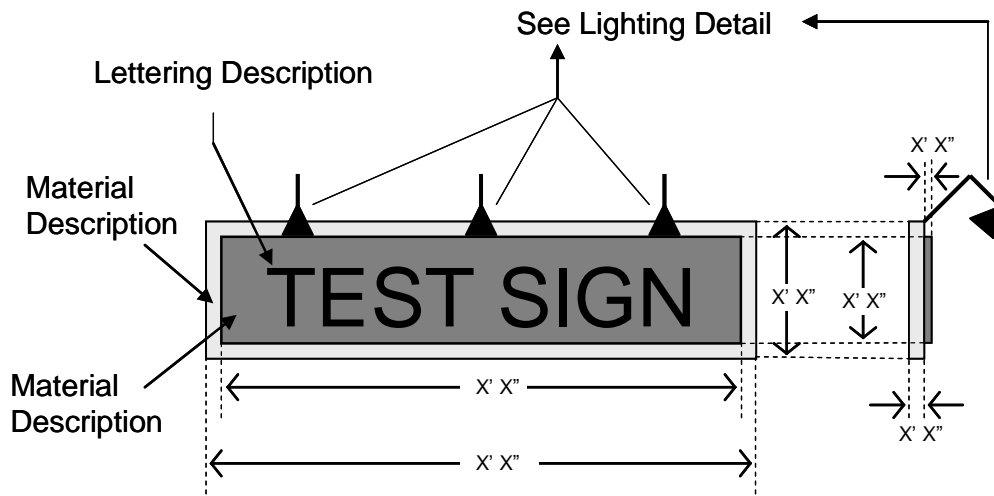
4. *I'm opening a new business, what signage can I put up until I get my permanent signs?*

Temporary new business signage must first be approved by the City of McCall upon submittal of an Administrative Approval application (\$50). A temporary sign may not be displayed for more than 16 days, and must be at the business location. A temporary sign shall not be larger than a permanent sign allowed at that business.

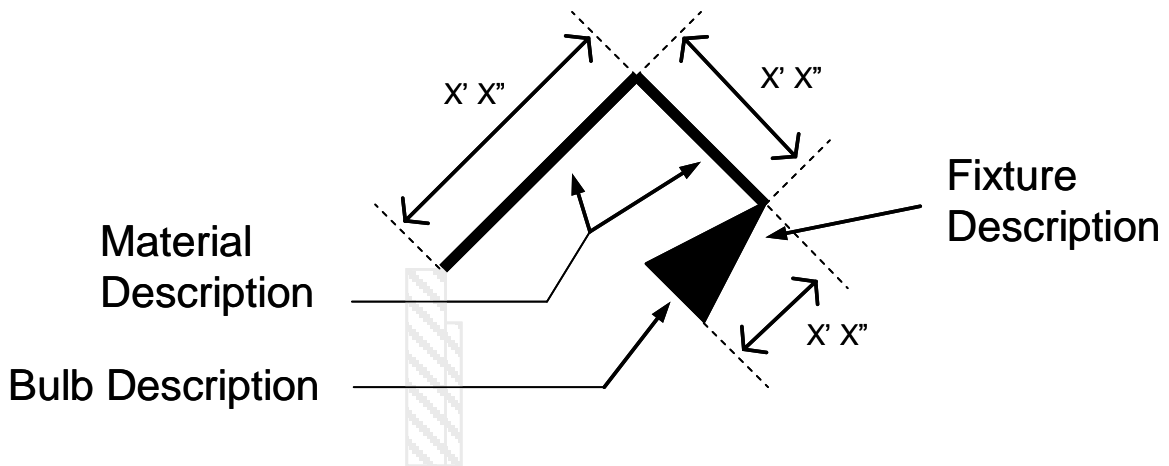
5. *What if there are multiple businesses in my building, how do I figure out how much signage we each get?*

The total signage area for a multi-tenant building may not exceed the area for a single business of the same frontage (Refer to question 1). The portion of total signage available to each tenant shall be determined by the building owner. Signs for individual tenants may be wall mounted or hanging, but not projecting beyond eighteen inches (18').

SIGN DESIGN EXAMPLE



LIGHTING DETAIL EXAMPLE



SIGN MEASUREMENT EXAMPLE

EX. 3 ft. X 3 ft. = 9 sq. ft.
 2 ft. X 1 ft. = 2 sq. ft.
 9 sq. ft. + 2 sq. ft. = 11 sq. ft.

