

**ORDINANCE NO. 174**

**AN ORDINANCE OF THE CITY OF WOODINVILLE, WASHINGTON, RELATING TO LAND USE AND ZONING; ADDING, DELETING AND REVISING DEFINITIONS RELATED TO SIGNS; DELETING SIGN REGULATIONS FROM THE DEVELOPMENT STANDARDS FOR THE TOURIST DISTRICT AND CONSOLIDATING THEM INTO THE DEVELOPMENT STANDARDS FOR SIGNS; REVISING STANDARDS REGULATING THE TYPE, NUMBER, LOCATION, SIZE AND LIGHTING OF SIGNS; ADDING NEW STANDARDS REGULATING THE COLOR OF SIGNS; CLARIFYING REGULATIONS CONCERNING SIGNS OR DISPLAYS OF LIMITED DURATION; AND AMENDING CHAPTERS 21.06, 21.12, 21.20, AND 21.38 OF THE WOODINVILLE MUNICIPAL CODE.**

WHEREAS, the Woodinville City Council and Planning Commission convened a Citizen Advisory Panel (CAP) to address citizen and business concerns over wide-spread sign code violations related to A-boards and other illegal temporary signs; and

WHEREAS, the CAP recommended that the City review and amend the current sign code, and conduct a business outreach and education program on sign issues, prior to initiating a concerted sign code enforcement effort; and

WHEREAS, a second CAP, named the Sign Code Compliance/Interim Design Principles (IDP) CAP, was organized to carry forward the recommendations of the first CAP and consisted of Planning Commissioners, citizens, business owners, an architect, and a sign company owner; and

WHEREAS, the Sign Code Compliance/IDP CAP held eight meetings, made a presentation and distributed a short questionnaire to approximately 85 business people at the Woodinville Chamber of Commerce monthly luncheon, made oral updates/announcements at the Woodinville Merchants Association weekly meetings, hosted an open house with a slide show and community workshop, and had their efforts publicized in the local papers; and

WHEREAS, the Sign Code Compliance/IDP CAP worked with Planning and Urban Design consultants and city staff to develop their final recommendations for the Sign Code amendments, and forwarded these recommendations to the Planning Commission; and

WHEREAS, the Woodinville Planning Commission reviewed the recommendation from the Sign Code Compliance/IDP CAP; held a public hearing and received public input on November 20, 1996 concerning the sign code amendments; and made a recommendation to the City Council on December 5, 1996; and

WHEREAS, the City Council considered the Planning Commission recommendation at a public meeting on January 6, 1997; NOW, THEREFORE,

THE CITY COUNCIL OF THE CITY OF WOODINVILLE, WASHINGTON, DO ORDAIN AS FOLLOWS:

Section 1. Woodinville Municipal Code Chapter 21.06, entitled " Technical Terms and Land Use Definitions," is amended by the following additions, deletions, and revisions:

**21.06.241**      **Flag.** Flag: a piece of cloth of distinctive color or design that is used as a signal, emblem, or symbol of a nation, state, or public or private institution.

**21.06.309**      **Historic Marker or Plaque.** Historic Marker or Plaque: a sign, either freestanding or building-mounted, and not exceeding four square feet in surface area, commemorating a notable historic person or event associated with the building or site on which the marker or plaque is located or, in the case of roadside historic markers, in the immediate vicinity of the site on which the marker is located.

- 21.06.558 **Sign.** Sign: any device, structure, fixture, or placard that is visible from a public right-of-way or surrounding properties and uses graphics, symbols, logos, or written copy for the purpose of advertising or identifying any establishment, product, goods, service, or event.
- 21.06.559 **Sign, animated.** Sign, animated: any sign that includes action or motion or the optical illusion of action or motion or color changes of all or any part of the sign.
- 21.06.560 **(Reserved)**
- 21.06.561 **Sign, building.** Sign, building: any sign that is painted on, or attached directly to or supported by, an exterior building wall, including facade signs, awning signs, canopy signs, and marquees, but excluding window signs.
- 21.06.563 **Sign, changing message center.** Sign, changing message center: an electrically controlled sign that contains messages for date, time, and temperature only which changes at intervals of one minute or less.
- 21.06.569 **Sign frame.** Sign frame: an enclosing structure or case around a sign.
- 21.06.570 **Sign, freestanding.** Sign, freestanding: a sign standing directly upon the ground or having one or more supports standing directly upon the ground, and being detached from any building or similar structure.
- 21.06.581 **Sign mounting.** Sign mounting: a support, backing, or setting for a sign.
- 21.06.582 **Sign, nonconforming.** Sign, nonconforming: any existing permanent, legally erected, on-premise sign which does not comply with the current requirements of WMC Chapter 21.20.
- 21.06.590 **Sign, portable.** Sign, portable: a sign which is capable of being moved and is not permanently affixed to the ground, a structure or a building, such as an A-frame.
- 21.06.594 **Sign, recommended face background colors.** Sign, recommended face background colors: colors recommended by the City for use on the sign face background of mall signs, monument signs, perimeter signs, and building signs. Sign, recommended face background colors are defined using the Pantone color system as a reference, as follows:
- Red: Pantone #s 181, 188, 194, 202, 208, 216, 222, 229, 235, 242, 262, 478, 483, 506, 518 or darker or duller (more black or green added to the color).
- Yellow/brown: Pantone #s 133, 140, 147, 154, 161, 168, 174, 464, 469, 478, 491, 499 or darker or duller (more black or violet added to the color).
- Blue: Pantone #s 269, 276, 281, 289, 296, 302, 309, 533, 540, 548 or darker or duller (more black or orange added to the color).
- Green: Pantone #s 316, 322, 329, 336, 343, 554, 562, 567, 574 or darker or duller, more black or red added to the color.
- Gray: Pantone #s 404, 409, 416, 425, 431, 437, 444, 450 or darker or duller (more black added to the color).
- 21.06.595 **Sign, wall.** Sign, wall: any sign painted on, or attached directly to and supported by a wall, facade, or fence; with the exposed face of the sign on a plane parallel to the portion of the

structure to which it is attached; projecting no more than one foot; including window signs which are permanently attached

**21.06.595 Sign, required frame colors.** Sign, required frame colors: colors required by the City for use on the frames of mall signs, monument signs, perimeter signs, and building signs. Sign, required frame colors are defined using the Pantone color system as a reference, as follows:

Red: Pantone #s 181, 188, 194, 202, 208, 216, 222, 229, 235, 242, 262, 478, 483, 506, 518 or darker or duller (more black or green added to the color).

Yellow/brown: Pantone #s 133, 140, 147, 154, 161, 168, 174, 464, 469, 478, 491, 499 or darker or duller (more black or violet added to the color).

Blue: Pantone #s 269, 276, 281, 289, 296, 302, 309, 533, 540, 548 or darker or duller (more black or orange added to the color).

Green: Pantone #s 322, 329, 316, 336, 343, 554, 562, 567, 574 or darker or duller (more black or red added to the color).

Gray: Pantone #s 404, 409, 416, 425, 431, 437, 444, 450 or darker or duller (more black added to the color).

**21.06.597 Sign, window.** Sign, window: any sign located inside or on, affixed to, or located within three feet of a window of a building, whether temporary or permanent, lighted or unlighted, which may be viewed from the exterior of the building. Merchandise located within three feet of a window is not included in the definition unless the merchandise blocks more than one third of the window.

Section 2. Woodinville Municipal Code Chapter 21.12, entitled "Development Standards - Density and Dimensions," is amended by the following additions:

**Table 21.12.040A** Minimum Street Setback (17)

**21.12.040B** (17) Does not apply to signage. For applicable sign setbacks, see Chapter 21.20.

Section 3. Woodinville Municipal Code Chapter 21.20, entitled "Development Standards - Signs," is amended in its entirety to read as follows:

## CHAPTER 21.20 DEVELOPMENT STANDARDS - SIGNS

### SECTIONS:

21.20.010	Purpose
21.20.020	Permit requirements
21.20.030	Exempt signs
21.20.040	Prohibited signs
21.20.050	Sign area calculation
21.20.060	General sign requirements
21.20.065	Community bulletin board signs
21.20.070	Sign types permitted by zone
21.20.080	Mall signs
21.20.090	Monument signs
21.20.095	Perimeter signs
21.20.100	Changing general message electronic readerboards
21.20.110	Building signs
21.20.120	Window signs
21.20.130	Signs or displays of limited duration
21.20.140	Nonconforming signs

**21.20.010 Purpose.** The purpose of this chapter is to enhance the visual environment of the City by:

1. Establishing standards that regulate the type, number, location, size, and lighting of signs;
2. Recognizing the private purposes of signs for the identification of businesses and promotion of products and services;
3. Recognizing the public purposes of signs, which include considerations of traffic safety and economic and aesthetic welfare; and
4. Encouraging attractive, effective signage throughout the community, and providing clearly identifiable design objectives for public and private signage in the downtown.

**21.20.020 Permit requirements.**

1. Except as otherwise permitted by this chapter, no sign shall be erected, altered or relocated without approval by the City.
2. No permit shall be required for cleaning or other normal maintenance and repair of a sign, including changes to tenant or business names on multi-tenant signs, provided that an overall consistency of color and design is maintained, or for copy changes on changeable copy signs that do not alter the size, amount of space allocated to each tenant, color, or structure of the sign, except as such changes are regulated in WMC 21.20.140.

**21.20.030 Exempt signs.** The following signs or displays are exempted from the regulations under this chapter:

1. Historic site markers or plaques, gravestones, and address numbers;
2. Signs required by law, including but not limited to:
  - a. Official or legal notices issued and posted by any public agency or court; or
  - b. Traffic directional or warning signs;
3. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, which are nonilluminated, and which do not exceed four square feet in surface area;

4. Incidental signs, which shall not exceed two square feet in surface area, provided that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency;
5. State or Federal flags;
6. Religious symbols; and
7. The flag of a commercial institution, provided no more than one on-site flag is permitted per business premises, or one per tenant in a multi-tenant building, and further provided the flag does not exceed 20 square feet in surface area and does not advertise a product.

**21.20.040**

**Prohibited signs.** Except as indicated by this chapter, the following signs or displays are prohibited:

1. Portable signs including, but not limited to, sandwich/A-frame signs and mobile readerboard signs. Temporary signs permitted under WMC 21.20.130 are allowed;
2. Private signs on utility poles;
3. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination, may be confused with traffic control signs or signals;
4. Signs located in the public right-of-way, except where permitted in this chapter;
5. Posters, pennants, strings of lights, blinking lights, balloons, searchlights and other displays of a carnival nature; except as provided for in WMC 21.20.130 - Signs or displays of limited duration;
6. Billboards, poster boards and other advertising for products or business not located on the site of the business or place of sale, except as permitted by WMC 21.20.060(7);
7. Signs that are located so as to interfere with visibility for the safe movement of pedestrians, bicycles, and vehicles;
8. Animated signs;
9. Highly reflective frame materials such as mirrored glass or chrome metal are not permitted; and
10. Signs for businesses that are no longer operating and open for business.

**21.20.050**

**Sign area calculation.**

1. Sign area for freestanding signs shall be calculated by determining the total surface area of the sign as viewed from any single vantage point, excluding sign structures which do not form part of the sign proper or of the display, such as the sign mounting and frame.
2. Sign area for letters or symbols painted or mounted directly on walls shall be calculated by measuring the smallest single rectangle which will enclose the combined letters and symbols.

**21.20.060**

**General sign requirements.**

1. All signs, except billboards, community bulletin boards, political signs, real estate signs, and special event signs shall be on-premise signs; provided that uses located on lots without public street frontage in the Central Business District, General Business, Office, Industrial, or Public/Institutional zones may have one off-premise directional sign and one off-premise sign as provided by WMC 21.20.060(7).
2. Fuel price signs shall be part of or attached to a permanent monument sign and shall not be included in sign area or number limitations of WMC 21.20.090, provided such signs do not exceed 20 square feet per street frontage.
3. Changing message center signs for date, time and temperature only, which can be incorporated into a building, mall, or monument sign, shall not exceed the size or height permitted for a building, mall, or monument sign, and shall be permitted only in the CBD, GB, O, I, and P/I zones, except in the Tourist District.
4. On-premise direction signs shall not be included in the sign area or number limitation of WMC 21.20.080 - .120, provided they shall not exceed 6 square feet in surface area and are limited to one for each entrance or exit to surface parking areas, parking structures, drive-through lanes, or as determined by the Planning Director for safe circulation.

5. Sign illumination and glare:
  - a. WMC 21.20.080-.120 contains sign illumination regulations for various sign types. In those cases where indirectly illuminated signs are permitted, the light source shall be no farther away from the sign than the height of the sign.
  - b. Indirectly illuminated signs shall be arranged so that no direct rays of light are projected from such artificial source into residences or any street right-of-way.
  - c. Electrical requirements for signs shall be governed by Chapter 19.28 of the Revised Code of Washington and Chapter 296-46-910 of the Washington Administrative Code.
  - d. Signs should not exhibit undue brightness. Undue brightness means illumination in excess of that which is necessary to make the sign reasonably visible to the average person on the abutting street, as determined by the Planning Director.
6. Off-premise directional signs shall not be permitted except as part of a coordinated City-authorized program or as otherwise permitted by this chapter.
7. One off-premise mall, monument, or perimeter sign for each business is permitted on private property only as allowed in WMC 21.20.060(8) below, and as regulated in WMC 21.080, .090, and .095 respectively. To qualify for an off-premise mall sign, two or more businesses must be advertised; the receiving site may have no, one, or multiple tenants; and the businesses advertised must have no street frontage.
8. A total of no more than one monument, perimeter, or mall sign per site is permitted, with the exception of the following:
  - a. Sites with two street frontages may have two signs; a maximum of one sign per street frontage is permitted; and
  - b. Sites with more than 250 feet of street frontage, and a minimum of six (6) businesses or organizations, including businesses or organizations whose building signs are not visible from the street or that are more than 150 feet from the street, may have more than one sign. If multiple signs are allowed, they must be spaced a minimum of 150 feet apart.
9. All signs, except for signs or displays of limited duration as permitted under WMC 21.20.130, must be constructed of durable, maintainable materials, and must be properly maintained. Signs that are made of materials that deteriorate quickly or that feature impermanent construction are not permitted. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted.
10. Reader boards are permitted. If the reader board features dark letters on a light or white background, the sign will not be considered as featuring "recommended colors" and the smaller sign area allowance for mall, monument, and building signs will apply.
11. Signs shall be set back in accordance with the minimum setback requirements in WMC 21.12 unless otherwise provided in this section.

**21.20.065**

**Community bulletin board signs.** Community bulletin board signs shall be limited as follows:

1. In the R zones, community bulletin board signs may not exceed 32 square feet and are only permitted at public schools, police stations, fire stations or other public facilities;
2. In the P/I, O, and NB zones, community bulletin board signs may not exceed 40 square feet;
3. In the I zone, community bulletin board signs may not exceed 60 square feet; and
4. In the CBD and GB zone, community bulletin board signs may not exceed 100 square feet.

**21.20.070**

**Sign types permitted by zone.**

Signs are permitted in the zones indicated according to the following chart. The Planning Director shall determine which sign type category applies to a proposed sign.

## SIGN TYPE

ZONE/AREA	Mall	Monument	Perimeter	Building	Window
Central Business District (CBD); General Business (GB)	P	P	P	P	P
Residential Zones (SF and MF)	X	1	2	3	X
Tourist District	4	P	X	P	P
Neighborhood Business (NB); Office (O); Public/Institutional (P/I)	P	P	X	P	P
Industrial (I)	5	6	X	6	P
Public Park/Open Space	X	P	P	P	P

Notes: P=Permitted in accordance with standards.

X=Not permitted.

1=Permitted in accordance with standards for subdivision or multi-family development identification only; except that the maximum height is 6 feet; maximum sign face size is 20 square feet; subdued or "recommended background" colors are required; and internal lighting is not allowed.

2=Permitted in accordance with standards for Home Occupation or Home Industry identification only; except the maximum sign face size is 10 square feet; subdued or "recommended background" colors are required; and internal lighting is not allowed.

3=Permitted in accordance with standards except; internal lighting is not allowed; subdued or "recommended background" colors are required; and plastic is not allowed as a material. The maximum sign area for multi-family development buildings is 20 square feet. The maximum sign area for single family zones is 10 square feet.

4=Permitted only in NB.

5=Permitted in accordance with standards, except street address must be prominently displayed and the number of tenants listed on sign directory is not limited.

6=Permitted in accordance with standards, except street address must be prominently displayed.

**21.20.080 Mall signs.** To qualify for a mall sign, a site must be occupied by more than one business and have at least 200 linear feet of frontage.

1. The maximum allowable sign height is ten (10) feet. If sight distance requirements or physical constraints of the site do not allow a monument type sign to be placed on the street front, then a pole type sign with a maximum height of twenty (20) feet maybe approved by the Planning Director.
2. The maximum allowable sign face area, excluding the frame and mounting is:
  - a. Thirty (30) square feet if the sign face background is backlit or does not use recommended sign face background color(s);
  - b. If the sign face background is not backlit and uses recommended sign face background color(s), the sign face is allowed an additional thirty (30) square feet. Sign lettering and logos may be backlit, and neon lettering may be used; and
  - c. If the provisions of Subsection b above are met, an additional ten (10) square feet of sign face is allowed for each of the following features: (a) the sign face uses recommended materials, or (b) the sign face uses architectural design features that support or reflect the architecture of building(s) or other site elements, or (c) the landscaping includes additional significant landscaping area, other than lawn, or includes strong vertical elements such tall shrubs and/or tree(s) as approved by the Planning Director.

3. Location:
  - a. A five (5) foot minimum setback from the public right-of-way and any driveway is required.
  - b. A twenty (20) foot minimum setback from the side property line is required. If the driveway entrance or other feature makes this setback infeasible, the Planning Director may modify the requirement.
  - c. All signs shall meet the sight distance requirements of WMC 21.12.200.
4. Number per site and minimum spacing:
  - a. Unless otherwise stated in subsections b or c below, one (1) mall sign per site is allowed. The sign should be located near the principal entrance.
  - b. Sites fronting on two (2) streets may have one (1) mall sign per street, provided these mall signs are at least 150 feet apart.
  - c. Sites with more than 250 feet of street frontage and a minimum of six (6) businesses or organizations, including businesses and organizations whose building signs are not visible from the street or that are more than 150 feet from the street, may have more than one sign. If multiple signs are allowed, the signs must be spaced a minimum of 150 feet apart with no more than 2 mall signs permitted per street front.
5. Frame and Mounting: Total frame and mounting square feet are limited to a maximum of 50 percent of the allowed sign face area for the proposed sign. If the frame and mounting use (a) recommended colors and materials, or (b) uses significant architectural features that reflect the architecture of building(s) or other site elements as approved by the Planning Director, then the total frame and mounting area are limited to a maximum of 100 percent of the allowed sign face area.
6. Materials:
  - a. Sign frames constructed of wood, anodized metal or concrete are encouraged.
  - b. Sign faces constructed of anodized metal, wood or bronze are encouraged. Plastic is discouraged except for backlit lettering.
  - c. Sign mountings constructed of wood, stone, concrete, masonry or structural metal are encouraged.
7. Landscaping: At least one (1) square foot of landscaping per each square foot of sign face (single side) shall be provided at the base of the sign. The landscaping shall consist of a planting bed with a perimeter border and small trees, shrubs, and/or floral displays. An alternate landscaping plan, which must use landscaping but which may also use alternative elements, such as brick or concrete bases, pedestrian seating, planter boxes, pole covers, decorative framing, may be approved by the Planning Director. Landscaping shall be well maintained at all times of the year.
8. Lettering: A minimum lettering height of four (4) inches is recommended.
9. Lighting:
  - a. Internal: A sign with internally lit logos and lettering is allowed. A thirty (30) square foot maximum area is allowed for an internally lit "can" sign.
  - b. External: A sign with external lighting is encouraged, provided it avoids glare into the street right-of-way as required by WMC 21.14.110(3).
10. Color:
  - a. Required frame colors include natural materials, such as brick, stone, concrete and stained wood; white; cream; and other colors as defined in WMC 21.06.595 - Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to 10% of the visible sign frame surface.
  - b. Recommended sign face background colors are defined in WMC 21.06.594 - Sign, recommended face background colors. Light and/or bright colored lettering is allowed. If other colors are used, the sign face area is restricted to a maximum of thirty (30) square feet per mall sign. On mall signs with individual tenant identification, all tenant signs shall have the same sign face background color; however, color of individual lettering and/or logos may vary.

11. Other Requirements: Each mall sign shall include the street address number(s) with six (6) inch minimum lettering that is clearly readable from the street. Sculptural form or architectural elements are encouraged. A directory of tenants or services, if included on a mall sign, is limited to six (6) entries per mall sign with no more than fifty (50) percent of the sign face advertising a single tenant. Similar colors, materials, and character of all signs for a multi-business site, including building and other ground-mounted signs, are encouraged.

21.20.090

**Monument signs.**

1. The maximum allowable sign height, measured to the top of the frame, is eight (8) feet.
2. The maximum allowable sign face area, excluding the frame and mounting, is:
  - a. Sixteen (16) square feet, if the sign face is backlit or does not use recommended sign face background colors;
  - b. Twenty-four (24) square feet, if the sign uses recommended sign face background colors as described in subsection 10 of this section, and the sign face is not backlit. Sign lettering and logos may be backlit without affecting the maximum sign face area; and
  - c. If the provisions of Subsection b above are met, an additional 4 square feet of sign face is allowed for each of the following features: (a) the sign face uses recommended materials, or (b) the sign face uses architectural design features that support or reflect the architecture of building(s) or other site elements, or (c) the landscaping includes additional significant landscaping area, other than lawn, or includes strong vertical elements such tall shrubs and/or tree(s) as approved by the Planning Director.
3. Location:
  - a. A three (3) foot minimum setback from the public right-of-way and any driveway is required.
  - b. A ten (10) foot minimum setback from the side property line is required. If the driveway entrance or other feature makes this setback infeasible, the Planning Director may modify the requirement.
  - c. All signs shall meet the sight distance requirements of WMC 21.12.200.
4. Number per site and minimum spacing:
  - a. Unless otherwise stated in subsections b or c below, one (1) monument sign per site is allowed.
  - b. Sites fronting on two (2) streets may have one (1) monument sign per street, provided these monument signs are at least 150 feet apart.
  - c. Sites with more than 250 feet of street frontage, and a minimum of six (6) businesses or organizations, including businesses and organizations whose building signs are not visible from the street or that are more than 150 feet from the street, may have more than one sign. If multiple signs are allowed, they must be spaced a minimum of 150 feet apart.
5. Mounting: The base must be solid and less than 75 percent of the sign width, or double posts (with a panel sign), unless an alternate sculptural base design is approved by the Planning Director. The mounting must be double sided if the back is visible from the street. A double-post and panel sign must be designed so that the length of the panel is no less than 60 percent of the length of the posts.
6. Materials:
  - a. Sign frames constructed of wood, anodized metal or concrete are encouraged.
  - b. Sign faces constructed of metal, wood or bronze are encouraged. Plastic is discouraged except for backlit lettering.
  - c. Sign mountings constructed of wood, stone, concrete, masonry or structural metal are encouraged.
7. Landscaping: At least one (1) square foot of landscaping per each square foot of sign face (single side) shall be provided at the base of the sign. The landscaping shall consist of a planting bed with a perimeter border and small trees, shrubs, and/or floral displays. An alternate landscaping plan, which must use landscaping but which may also use alternative elements, such as brick or concrete bases, pedestrian seating, planter boxes, pole covers,

decorative framing, may be approved by the Planning Director. Landscaping shall be well maintained at all times of the year.

8. Lettering: A minimum lettering height of six (6) inches is recommended.
9. Lighting:
  - a. Internal: A sign with internally lit logos and lettering is encouraged. A sixteen (16) square foot maximum area is allowed for an internally lit "can" sign.
  - b. External: A sign with external lighting is encouraged, provided it avoids glare into the street right-of-way.
10. Color:
  - a. Required frame colors include natural materials, such as brick, stone and stained wood; white; cream; and other colors as defined in WMC 21.06.595 - Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to 10% of the visible sign frame surface.
  - b. Recommended sign face background colors as defined in WMC 21.06.594 - Sign, recommended face background colors. Light and/or bright colored lettering is allowed. If other colors are used, the sign face area is restricted to a maximum of sixteen (16) square feet per monument sign.
11. Other Requirements: Each monument sign shall include the street address number(s) with four (4) inch minimum lettering. Sculptural form or architectural elements are encouraged. Signs should not impair visibility as required for safety.

#### 21.20.095

##### Perimeter signs.

1. The maximum allowable sign height is six (6) feet.
2. The maximum allowable sign face area, excluding the frame and mounting, is fifteen (15) square feet.
3. Location:
  - a. A three (3) foot minimum setback from the public right-of-way and any driveway is required.
  - b. A five (5) foot minimum setback from the side property lines is required. If the driveway entrance or other feature makes this setback infeasible, the Planning Director may modify the requirement.
  - c. All signs shall meet the sight distance requirements of WMC 21.12.200.
4. Number per site and minimum spacing:
  - a. Unless otherwise stated in subsections b or c below, one (1) perimeter sign per site is allowed.
  - b. Sites fronting on two (2) streets may have one (1) perimeter sign per street, provided these perimeter signs are at least 150 feet apart.
  - c. Sites with more than 250 feet of street frontage, and a minimum of six (6) businesses or organizations, including businesses and organizations whose building signs are not visible from the street or that are more than 150 feet from the street, may have more than one sign. If multiple signs are allowed, they must be spaced a minimum of 150 feet apart.
5. Mounting: Post mounted signs are allowed. If the back of the sign is visible from the street the mounting must be double sided. A double-post and panel sign is permitted and must be designed so that the length of the panel is no less than 60 percent of the length of the posts.
6. Materials:
  - a. Sign frames constructed of wood, metal or masonry are encouraged.
  - b. Sign faces constructed of wood, metal, or porcelain enamel panel are encouraged. Synthetic materials are allowed if approved by the Planning Director. The applicant must submit a sample of the material to the Planning Director.
  - c. Sign mountings constructed of wood, metal, concrete or masonry are encouraged.
7. Landscaping: At least one (1) square foot of landscaping per each square foot of sign face (single side) shall be provided at the base of the sign. The landscaping shall consist of a planting bed with a perimeter border and low shrubs, flowers, or lawn. An alternate

landscaping plan, which must use landscaping but which may also use alternative elements, such as brick or concrete bases, pedestrian seating, planter boxes, pole covers, decorative framing, may be approved by the Planning Director. Landscaping shall be well maintained at all times of the year.

8. Lettering: A minimum lettering height of three (3) inches is recommended.
9. Lighting:
  - a. Internal lighting is not permitted.
  - b. External lighting is acceptable, subject to limitations in WMC 21.20.060(5).
10. Color:
  - a. Required frame colors include natural materials, such as brick, stone, concrete, or stained wood; white; cream; and other colors as defined in WMC 21.06.595 - Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to 10% of the visible sign frame surface.
  - b. Recommended sign face background colors are defined in WMC 21.06.594 - Sign, recommended face background colors. Light and/or bright colored lettering is allowed.
11. Other Requirements: If more than one perimeter sign and/or a perimeter sign plus a mall or monument sign are constructed on a single site, such as a shopping center site, then all sign frames and mountings must match one another in color, materials, and design character. The building or sign must prominently display the street address number(s), unless the address is already on a mall sign. The intent of permitting this sign type is to allow property and business owners the option of a smaller, ground-mounted sign in cases where a monument sign would obstruct vision or not fit site conditions.

#### 21.20.100

**Changing general message electronic reader boards** In the Public/Institutional zone, a single changing general message electronic reader board may be substituted for one of the permitted signs, not to exceed 32 square feet provided all of the following conditions are met:

1. The facility and sign are located on a principal or minor arterial;
2. The traffic generated by the facility exceeds 1200 daily trips as determined by Public Works Director, excluding special events;
3. The sign must be a monument type sign with an architectural base and frame made of wood, stone, brick, hand-crafted metal, or other similar materials as approved by the Planning Director;
4. The maximum height of the structure may not exceed 8 feet;
5. The sign base includes landscaping at a minimum of one (1) square foot of shrubs, flowers, or lawn for every square foot of sign face (single side) surrounding the sign. An alternate landscaping plan, which must use landscaping but which may also use alternative elements, such as brick or concrete bases, pedestrian seating, planter boxes, pole covers, decorative framing, may be approved by the Planning Director. Landscaping shall be well maintained at all times of the year;
6. The sign must include the name and address clearly visible from the street in non-electronic lettering not smaller than four inches high;
7. The electronic message may not change more frequently than every four seconds;
8. The sign may only display messages for school or community events or activities; and
9. The sign's lights are limited to a single color and must be a warm-toned off-white or similar color as approved by the Planning Director.

#### 21.20.110

**Building signs.**

1. Building signs must not be higher than the building eave or cornice.
2. The maximum allowable sign face area is:
  - a. Twenty-five (25) square feet plus twelve (12) percent of the building facade area facing the street or main parking area, if:
    - i. The sign uses recommended sign face background colors as described in subsection 8 of this section, and the sign face background is not backlit. Sign lettering and logos may be backlit; or

- ii. All tenant building signs on the building are in a similar location, architecturally integrated into the building, and employ a coordinated color scheme. Sign area calculations are per facade and allowable sign area is non-transferable to other facades;
- b. Eight (8) percent of the building facade area facing the street or main parking area if the sign face is backlit or does not use recommended sign face background colors. Sign area calculations are per facade with signage allowed on no more than two (2) facades of a building unless approved by the Planning Director. Signs on awnings count as part of the total building sign area. See subsection 10 of this section for awning, canopy, or marquee sign special provisions.
- 3. Number per site and minimum spacing: Each tenant is allowed a maximum of one (1) sign per facade up to a maximum of two (2) facades, unless otherwise approved by the Planning Director. Each building may also have one (1) building sign.
- 4. Mounting: Building signs must be mounted plumb with the building, with a maximum protrusion of one (1) foot unless the sign incorporates sculptural elements or architectural devices. The sign frame must be concealed or integrated into the building's architectural character in terms of form, color, and materials. Each tenant may also display a single shingle sign that has a face perpendicular to the building provided the sign is no larger than three (3) square feet, is no less than eight (8) feet above the ground, and does not extend more than three (3) feet from the building or beyond an existing architectural canopy.
- 5. Materials:
  - a. Sign frames should be concealed or similar to building materials.
  - b. Sign faces constructed of anodized or treated metal, wood, masonry, tile, or neon are encouraged. Plastic signs, except for lit letters and logos, are limited to eight (8) percent of the building facade area.
- 6. Lettering: The maximum height for lettering is three (3) feet. The maximum height for logos is four (4) feet. Greater heights for lettering and logos may be approved through the Interim Design Principles review process.
- 7. Lighting:
  - a. Internal: A sign with internally lit lettering and logos is allowed. Fully backlit signs, including backlit awnings, may not exceed eight (8) percent of the building facade facing the street or main parking area. See subsection 10 of this section for awning, canopy, and marquee sign special provisions.
  - b. External: A building sign with external lighting is allowed.
- 8. Color:
  - a. Sign frame colors must be similar throughout the building.
  - b. If all tenant signs conform to a specified color scheme approved by the Planning Director, the total sign area may be up to twelve (12) percent of the building facade plus twenty-five (25) square feet.
- 9. Other requirements: Tenant signs in multiple tenant buildings must be similar in mounting location, configuration, materials, and construction.
- 10. Special provisions for awning, canopy, or marquee signs:
  - a. Measurement: For backlit awning signs, the measurement for signs on awnings shall be the smallest rectangle that the lettering and logo or other decorative device can fit within. This area shall count as part of the total area for building signs.
  - b. Materials: Materials must be durable and mildew- and dirt-resistant. Metal or glazed canopies and marquees must be constructed of durable material, with edges and corners constructed and trimmed to avoid corrosion or damage.
  - c. Depth, Height and Projection: Awning, canopy, or marquee signs shall maintain a minimum clearance of eight (8) feet above finished grade and shall not project more than six (6) feet from the supporting building unless a greater projection is approved by the Planning Director through the Interim Design Principles review process.

- d. Lighting: The maximum amount of illumination for backlit vinyl awnings shall be one fluorescent tube running parallel to the awning face. Downlighting of canopies or awnings is allowed.

#### 21.20.120

##### Window signs

1. The maximum allowable sign area is twenty (20) percent of the window area per building face.
2. Location: Window signs shall be located in a window or glazed area.
3. Mounting: Window signs shall be integral with the window or hung directly behind the window.
4. Materials: Window signs constructed of neon, stained glass, gold leaf, cut vinyl, and etched glass are allowed. Painted signs must display the highest level of quality and permanence as determined by the Planning Director.
5. Lighting: An internally lit neon or stained glass window sign is allowed.
6. Color: There are no color requirements for window signs.
7. Other Requirements: Temporary window signs for holidays, sales, and other events shall conform to the requirements of WMC 21.20.130. Allowable window sign area is in addition to allowable building sign area as set forth in WMC 21.20.110.

#### 21.20.130

**Signs or displays of limited duration.** Unless otherwise regulated by this Chapter, temporary signs regulated under this Chapter not removed by the applicable post-event deadline will be subject to removal by the City of Woodinville Public Works Department and any and all costs associated with such removal may be assessed against the person(s) responsible for having the temporary signs put on display, the owner of the temporary sign and/or the sponsor(s) of the event or sale for which the temporary signs were put on display. The following temporary signs or displays are allowed, and except as required by the Uniform Building Code, or as otherwise allowed in this chapter, do not require building permits:

1. Grand opening displays:
  - a. Signs, posters, pennants, strings of lights, blinking lights, balloons and searchlights are permitted for a period of up to thirty (30) consecutive days to announce the opening of a new enterprise or the opening of an enterprise under new management.
  - b. All grand opening displays shall be removed upon the expiration of thirty (30) consecutive days.
2. Special event business signs:
  - a. One banner per business is allowed by permit, to announce special events or promotions, other than grand openings, for up to fourteen (14) days at a time, with up to four (4) permits per business per year. Temporary banners are to be allowed on or inside a building, on or adjacent to the business or tenant premises; none are to be allowed on public right-of-way, or on trees or utility poles.
  - b. Temporary signs or banners for organized mall-wide promotions may be allowed by permit for up to five (5) days, with up to two (2) permits per mall per year.
  - c. Seasonal lights and decorations of a non-carnival nature for the current season or holiday are allowed without a permit.
3. Construction signs:
  - a. Construction signs that identify architects, engineers, planners, contractors or other individuals or firms involved with the construction or funding of a building and announcing the character of the building or the purpose for which the building is intended may be displayed.
  - b. One non illuminated, double-faced sign is permitted for each public street upon which the project fronts.
  - c. No sign shall exceed thirty-two (32) square feet in surface area and may be no taller than 10 feet in height, or be located closer than thirty (30) feet from the property line of the adjoining property.

- d. Construction signs must be removed by the date of issuance of the first occupancy permit for the premises or one year after placement of the signs, whichever occurs first. If the signs are not removed within this time period, they may be removed by the City at the expense of the owner of the property and/or the person(s) responsible for having the signs put on display.
4. Political signs:
- a. On-premise political signs, posters or bills located at the headquarters of a political party, candidate or public service office, or a public issue decided by ballot are permitted. All on-premise political signs, posters or bills shall comply with the dimensional and locational requirements of the zoning district in which they are located, or of the applicable sign type.
- b. Off-premise political signs that do not exceed four (4) square feet in area (i.e. 4 feet x 1 foot, 2 feet x 2 feet, etc.) may be displayed in the public right-of-way as allowed in subsection (4)(e) below. Off-premise political signs that do not exceed thirty-two (32) square feet in area and six (6) feet in height may be displayed on private property. Freestanding political signs with a height greater than four (4) feet and signs made of wood or metal which are attached to buildings must submit a sign application for safety and structural review.
- c. Dividing a sign into several smaller pieces as a means to circumvent the political sign dimensional requirements of subsections 21.20.130(4)(a) and (4)(b) above, is not permitted.
- d. Political signs, posters or bills may be displayed from the closing date for filing for an election until seven (7) days after the general election. It shall be the responsibility of the candidate to have his/her campaign/political signs removed within this time period or the City may remove such signs at the candidate's expense.
- e. No person, firm or corporation shall post, paint, nail, fasten or affix a political sign, poster, bill, or other advertising device of any kind on any streetlight, crosswalk, curb, curbstone, lamppost, street sign, utility pole, hydrant, tree, shrub, or public building or structure. Political signs are permissible on parking strips, the periphery of the public right-of-way and other portions of the right-of-way not used for vehicular or pedestrian travel preceding a primary or general election. Political signs must be installed with the permission of the owner of the property abutting said areas and installed in such a manner as not to constitute a traffic hazard or impair or impede pedestrian thoroughfares. No political sign placed within the public right-of-way shall create a safety hazard for pedestrians or motorists as determined by the Police Administrator or Public Works Director.
- f. Permits for political signs, posters or bills are not required unless the height of the freestanding sign is greater than four (4) feet or the sign is made of wood or metal and is attached to a building.
5. Real estate signs. All temporary real estate signs can be single or double-faced signs:
- a. Signs advertising an individual residential unit for sale or rent shall be limited to one sign per street frontage on-site. The sign may not exceed eight (8) square feet in area, and shall not exceed six (6) feet in height. The sign shall be removed within five (5) days after closing of the sale, lease or rental of the property.
- b. For an open house or similar event, portable off-premise residential directional signs announcing directions to a specific residence open house for sale or rent shall not exceed six (6) square feet in area for each sign, and shall not exceed forty-two (42) inches in height. Signs shall be permitted only when the agent or seller is in attendance at the property for sale or rent and may be located on the right-of-way outside of vehicular and bicycle lanes.
- c. On-site commercial or industrial property for sale or rent signs shall be limited to one sign per street frontage on-site, and shall not exceed thirty-two (32) square feet in area. The sign shall not exceed twelve (12) feet in height. The sign shall be removed within thirty (30) days after closing of the sale, lease or rental of the property. A building

permit is required and shall be issued for a one (1) year period. The permit is renewable for one (1) year increments up to a maximum of three (3) years.

- d. On-site residential neighborhood or multi-family complex for sale or rent sign shall be limited to one (1) sign per development. The sign shall not exceed thirty-two (32) square feet in area, and shall not exceed twelve (12) feet in height. A building permit is required and shall be issued for a one (1) year period. The permit is renewable annually for up to a maximum of three (3) years.
  - e. Off-site directional signs for residential developments shall be limited to six (6) signs. Each sign shall not exceed sixteen (16) square feet in area, and shall include only the name of and directions to the subdivision. The sign(s) shall be placed a maximum of two (2) miles from the nearest residential development entrance. No two (2) signs for one (1) residential development shall be located closer than 500 feet from one another on the same street. A single building permit is required for all signs and shall be issued for a one (1) year period. The permit number and the permit expiration date must be clearly displayed on the face of each sign. The permit is renewable for one (1) year increments up to a maximum of three (3) years, provided that extensions will only be granted if the sign permit applicant has complied with the applicable regulations.
  - f. Residential on-premise informational signs shall be limited to one (1) sign per feature including but not limited to signs for information centers, model homes, parking areas or announcing features such as parks, playgrounds, or trails. Each sign shall not exceed sixteen (16) square feet in area, and shall not exceed six (6) feet in height.
6. Community event signs:
- a. Community event signs shall be limited to announcing or promoting a non-profit sponsored community fair, festival or event.
  - b. Community event signs may be displayed no more than the time period specified in the temporary use permit issued pursuant to WMC 21.44.
  - c. Community event signs shall be removed by the event sponsor within seventy-two (72) hours following the end of the community fair, festival or event.
  - d. On-premise and off-premise signs for recurring community events, such as farmers markets, may be allowed annually by permit. Such signs shall be removed by the event sponsor within twenty-four (24) hours following the end of the event, and may be erected again no more than twenty-four (24) hours before the next event.
7. Street Banners Announcing Community Fairs, Festivals, and Events:
- a. Street banners shall be limited to announcing or promoting a non-profit sponsored community fair, festival, or event.
  - b. Street banners shall be permitted only within the Central Business District and Neighborhood Business zone.
  - c. Street banners may be displayed no more than thirty (30) days and shall be removed within five (5) days following the end of the community fair, festival, or event. It shall be the responsibility of the event sponsor to remove the street banner or the City will remove such banner and retain the application deposit.
  - d. The event sponsor shall provide a Certificate of Insurance evidencing Commercial General Liability insurance as described in the street banner application form provided.
  - e. The event sponsor shall submit site placement and street banner mounting plans and specifications with the application.
  - f. The minimum street clearance of the banner is eighteen (18) feet above the street.

#### 21.20.140

##### Nonconforming signs.

1. Signs in existence at the effective date of this chapter that do not comply with the standards of this chapter shall be deemed legally nonconforming and may continue to exist. Legal nonconforming status may not apply to signs that have received notice of infraction prior to the effective date of this chapter.

2. Legal nonconforming signs may be removed for cleaning and routine maintenance, i.e. changing of lighting and wiring. Legal nonconforming signs may continue to exist, except as noted in Subsections 3-8 below.
3. Any legal nonconforming sign (except a billboard) that undergoes a name change or a change to twenty (20) percent or more of the text, form, colors, content, or structure shall be brought into conformance immediately.
4. Any legal nonconforming sign that is damaged in excess of fifty (50) percent of the original value of the sign shall be brought into conformance immediately, or removed within ninety (90) days.
5. Any legal nonconforming sign that his relocated or replaced shall be brought into conformance immediately, or removed within ninety (90) days.
6. If a business ceases to operate, all existing nonconforming signs associated with the business shall be removed by the property owner within ninety (90) days. If the business had signage on a mall sign or building or related structure, the surface or facade or structure at the previous location of the nonconforming sign(s) shall be repaired at the time of nonconforming sign removal.
7. A nonconforming sign, when being an accessory to a business operation which changes its use or location, shall no longer be considered a legal sign and shall be removed within ninety (90) days.
8. Billboards.
  - a. New billboards are not permitted.
  - b. Existing billboards are subject to the following:
    - i. Except as provided in Subsections ii and iii below, billboards shall not be altered with regard to size, shape, orientation, height, or location. Such alteration shall result in an illegal nonconforming status, and the billboard shall be removed within ninety (90) days of the alteration.
    - ii. Removal of a billboard shall require the issuance of a demolition permit. The demolition shall be completed within ninety (90) days of permit issuance.
    - iii. Ordinary and necessary repairs that do not change the size, shape, orientation, height, or location of billboards shall not require a permit. Billboard copy replacement may occur at any time and does not require issuance of a permit.
    - iv. Any billboard that is damaged in excess of fifty (50) percent of the original value of the sign shall be removed within ninety (90) days.
    - v. Any billboard that his relocated or replaced shall be removed within ninety (90) days.

Section 4. Section 21.38.065(5)(k) of the Woodinville Municipal Code is amended to read as follows:

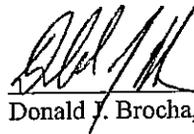
- k. Sign standards for the Tourist District are set forth in WMC 21.20.

Section 5. Severability. If any section, sentence, clause or phrase of this ordinance should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this ordinance.

Section 6. Effective Date. This ordinance shall take effect five (5) days after passage and publication of an approved summary thereof consisting of the title.

PASSED by the Council of the City of Woodinville, this 27th day of April, 1998.

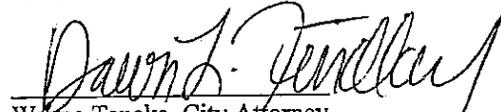
APPROVED:

  
Donald J. Brocha, Mayor

ATTEST:

  
Sandra C. Steffler, City Clerk

APPROVED AS TO FORM:

  
Wayne Tanaka, City Attorney

*for*  
Filed with City Clerk:  
Passed by City Council:  
Date Published:  
Date Effective: