

ORDINANCE NO. 368

AN ORDINANCE OF THE CITY OF WOODINVILLE, WASHINGTON, AMENDING CHAPTERS 21.06, TECHNICAL TERMS AND LAND USE DEFINITIONS TO ADD A DEFINITION OF WAYFINDING SIGNS; AND AMENDING CHAPTER 21.20, DEVELOPMENT STANDARDS – SIGNS TO CROSS-REFERENCE WAYFINDING SIGNS AND PERMIT ADDITIONAL SIGNAGE FOR BUSINESSES UNDER CERTAIN CIRCUMSTANCES IN THE NB ZONE; PROVIDING FOR SEVERABILITY; AND ESTABLISHING AN EFFECTIVE DATE; OF THE WOODINVILLE MUNICIPAL CODE.

WHEREAS, pursuant to RCW Chapter 35A.63, cities are authorized to adopt a Zoning Code and map to guide development of property in the City; and

WHEREAS, the Sign Code update is identified in the City Council's 2004 Objectives under the Regulatory Goal; and

WHEREAS, the City Planning Commission studied various sign code issues in study sessions in January, February, and May of 2004; and

WHEREAS, the City of Woodinville passed Resolution No. 271 on May 10, 2004 adopting a Wayfinding Signage Program that is part of a coordinated, City-authorized program pursuant to WMC 21.20.060(6); and

WHEREAS, the City of Woodinville has determined that a clear definition of Wayfinding Sign is necessary for clarity of the City Zoning Code; and

WHEREAS, the City of Woodinville has found that amendments of clarification are necessary for the Wayfinding Signage Program in Chapter 21.20 of Woodinville Municipal Code Development Standards – Signs; and

WHEREAS, the Neighborhood Business Zone is a distinct zoning designation located in a limited area in the eastern portion of the City; and

WHEREAS, existing Woodinville Municipal Code only permits off-premise mall signage for businesses with no street frontage; and

WHEREAS, numerous businesses in the Neighborhood Business Zone lack visibility from passing motorists on Woodinville-Duvall Road, yet have street frontage on Woodinville-Duvall Place, a minor street with little traffic; and

WHEREAS, the Planning Commission has determined that permitting one additional off-premise mall sign for commercial premises without frontage on Woodinville-Duvall Road provides an acceptable compromise to permit visibility of

businesses in the Neighborhood Business Zone without frontage on Woodinville-Duvall Road, and will result in a minimal increase in the aggregate amount of signage otherwise displayed within the City's jurisdiction; and

WHEREAS, the City of Woodinville has determined that certain amendments are necessary to the technical terms and land use definitions, and the city sign regulations; and

WHEREAS, the City of Woodinville Planning Commission, in accordance with Chapter 21.02.090 of the Zoning Code, did conduct a public hearing on July 7, 2004, for the purpose of receiving public testimony regarding the proposed amendments to the Zoning Code; and

WHEREAS, the Planning Commission has reviewed the proposed amendments to the Zoning Code and recommends those amendments be adopted by the City Council; and

NOW, THEREFORE,

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

Section 1. Findings and Conclusions.

1. The recitals expressed herein are hereby adopted as the formal findings and conclusions of the City Council;
2. The proposed Zoning Code Amendments are consistent with the purposes of the Comprehensive Plan, as required by WMC 21.46.030(1);
3. The proposed Zoning Code Amendments are consistent with the purpose of the Zoning Code, as required by WMC 21.46.030(2);
4. The changes will have a benefit to the public health, safety, and welfare sufficient to warrant the action, as required by WMC 21.46.030(3); and
5. The changes will not negatively affect environmental planning and quality in the City of Woodinville.

Section 2. Amendment to Chapter 21.06 Technical Terms and Land Use Definitions to add a new definition for "Sign, Wayfinding" at WMC 21.06.596.

WMC 21.06.596 of Technical Terms and Land Use Definitions Chapter of the City of Woodinville Zoning Code is hereby amended to read as set forth below. New text is shown by underline; deleted text is shown by ~~strikethrough~~.

21.06.596 Sign, Wayfinding: an off-premise sign that is part of a City-sponsored and coordinated program for the purpose of facilitating vehicular tourist transit to local tourist destinations as designated and recognized by the City's Wayfinding Sign Program.

Section 3. Amendments to Section 21.20.040 Prohibited signs to add cross reference to another section of code permitting off premise advertising through Wayfinding Sign Program. WMC 21.20.040 of Development Standards – Signs of the City of Woodinville Zoning Code is hereby amended to read as set forth below. New text is shown by underline; deleted text is shown by ~~strikethrough~~.

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(6) and (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. (Ord. 295 § 5, 2001; Ord. 174 § 3, 1998)

Section 4. Amendments to Section 21.20.060 General sign requirements to add specific reference to Wayfinding Signs, add the Tourist Business District to the areas where off premise signs may occur, and cross reference to another section of code permitting off premise advertising through Wayfinding Sign Program. WMC 21.20.060 of Development Standards – Signs of the City of Woodinville Zoning Code is hereby amended to read as set forth below. New text is shown by underline; deleted text is shown by ~~strikethrough~~.

21.20.060 General sign requirements.

- (1) All signs, except billboards, community bulletin boards, political signs, real estate signs, Wayfinding Signs and special event signs, shall be on-premises signs; provided, that uses located on lots without public street frontage in the Central Business District, Tourist Business District, General Business, Office, Industrial, or Public/Institutional zones may have one off-premises directional

sign and one off-premises sign as provided by subsections (6) and (7) of this section.

(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-premises direction signs shall not be included in the sign area or number limitation of WMC 21.20.080 through 21.20.120; provided, they shall not exceed six 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 through 21.20.120 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 RCW and WAC 296-46-910.

(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-premises directional signs and Wayfinding Signs shall not be permitted except as part of a coordinated City-authorized program or as otherwise permitted by this chapter.

(7) One off-premises mall, monument, or perimeter sign for each business is permitted on private property only as allowed in subsection (8) of this section, and as regulated in WMC 21.20.080, 21.20.090, and 21.20.095 respectively. To qualify for an off-premises 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 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 allowance for mall, monument, and building signs will apply.

(11) Signs shall be set back in accordance with the minimum setback requirements in Chapter 21.12 WMC unless otherwise provided in this section. (Ord. 295 § 5, 2001; Ord. 174 § 3, 1998)

Section 5. Amendments to Section 21.20.070 Sign types permitted by zone to add note 7 to the permitted sign type chart and added language stating that note 7 permits one additional off premise mall sign in the NB zone under certain circumstances. WMC 21.20.070 of Development Standards – Signs of the City of Woodinville Zoning Code is hereby amended to read as set forth below. New text is shown by underline; deleted text is shown by ~~strikethrough~~.

21.20.070 Sign types permitted by zone.

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

ZONE/AREA	SIGN TYPE					
	Mall	Monument	Perimeter	Building	Window	Employment
Central Business District (CBD); General Business (GB)	P	P	P	P	P	X
Residential Zones (SF and MF)	X	1	2	3	X	X
Tourist District	4	P	X	P	P	X
Neighborhood Business (NB); Office (O); Public/Institutional (P/I)	P 7	P	X	P	P	X
Industrial (I)	5	6	X	6	P	P
Public Park/Open Space	X	P	P	P	P	X

Notes: P = Permitted in accordance with standards.

X = Not permitted.

1 = Permitted in accordance with standards for subdivision or multifamily development identification only, except that the maximum height is six 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 multifamily development buildings is 20 square feet. The maximum sign area for single-family zones is 10 square feet.

4 = Permitted only in TB.

- 5 = Permitted only 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.
- 7= Permitted in accordance with standards. A commercial premises may display one additional off-premises mall sign in the NB zone for the combined use of all tenants located upon said commercial premises that lack frontage on the Woodinville-Duvall Road.

(Ord. 295 § 5, 2001; Ord. 294 § 2, 2001; Ord. 174 § 3, 1998)

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 and be in full force upon five days after publication. This ordinance or a summary thereof consisting of the title shall be published in the official newspaper of the City.

ADOPTED BY THE CITY COUNCIL AT A REGULAR MEETING THEREOF ON THE 11th DAY OF OCTOBER 2004.

APPROVED:



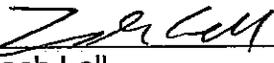
Don Brocha, Mayor

ATTEST/AUTHENTICATED:

By: 

Sandra Parker/CMC
City Clerk/MMCA

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By: 

Zach Lell
City Attorney

PASSED BY THE CITY COUNCIL: 10-11-2004
PUBLISHED: 10-18-2004
EFFECTIVE DATE: 10-23-2004
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