

ORDINANCE NO. 490

AN ORDINANCE OF THE CITY OF WOODINVILLE, WASHINGTON, REVISING WOODINVILLE MUNICIPAL CODE SECTIONS 21.06 AND 21.20 RELATING TO THE SIGN CODE; MAKING FINDINGS OF FACT; PROVIDING FOR SEVERABILITY; PROVIDING FOR SUMMARY PUBLICATION BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to the requirements of the Washington State Growth Management Act, the City of Woodinville is required to develop and adopt development regulations implementing its Comprehensive Plan; and

WHEREAS, RCW 36.70A.130(4) requires that the City of Woodinville, a "fully planning" city within King County shall update its Comprehensive Plan and development regulations, as necessary, to reflect local needs, new data, and current laws; and

WHEREAS, the Woodinville City Council has determined that certain amendments are necessary to keep the Comprehensive Plan and Zoning Code updated and to accommodate the needs of its citizens; and

WHEREAS, the Woodinville City Council has reviewed the amendments contained in this ordinance and finds that these amendments meet the required criteria in Ordinance No. 172 and WMC 21.46.030; and

WHEREAS, a public hearing was held by the City of Woodinville Planning Commission on November 18 and continued on December 2, 2009; and

WHEREAS, the requirements of the State Environmental Policy Act (SEPA) RCW 43.21C have been met; and

WHEREAS, adoption of this ordinance will promote the public health, safety, and general welfare within the City;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODINVILLE, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. Findings. The City Council hereby adopts the following findings in support of this ordinance, together with the recitals expressed herein.

1. The City Council added Sign Code amendments to the 2009 Annual Docket at their April 14, 2009 meeting, regarding nonconforming signs.
2. The City Council expanded the purposes of the Sign Code amendments to include changes to portable signs, monument and mall signs, and a general review at their May 12, 2009 meeting. The City Council also initiated a six month temporary enforcement policy regarding portable signs pending the outcome of the Sign Code amendment review by staff, the public, the Planning Commission and the City Council.
3. The City SEPA Official reviewed the 2009 Annual Docket amendments for environmental impacts under SEPA (RCW 43.21C), and issued a Determination of

Nonsignificance (DNS) on October 5, 2009. The appeal period ended without any comments or appeals being filed.

4. The Planning Commission reviewed the Sign Code amendments during its September 2, 2009 and October 7, 2009 public meetings.
5. The City held two public open house meetings on June 10, 2009 and August 5, 2009 to receive public comment on the 2009 Annual Docket, including the Sign Code amendments. An open house was held on August 13, 2009 to receive public comments specifically regarding the Sign Code. A focus group meeting was held on September 14, 2009 to discuss options pertaining to the sign code update.
6. The Planning Commission held a public hearing for the proposed Sign Code amendments on November 18, 2009 and continued that hearing on December 2, 2009 pursuant to the City of Woodinville Municipal Code (WMC) Chapter 17.
7. The Planning Commission received written comments and public testimony; deliberated and produced a public record and recommendations on the 2009 Annual Docket Development Code amendments during the December 2, 2009 Planning Commission meeting.
8. The City Council considered the Planning Commission's public record, found in Attachment C of this Ordinance, and recommendations concerning the 2009 Annual Docket Development Code amendments at a public hearing on December 8, 2009.
9. The City Council held first reading of Ordinance No. 490 on January 5, 2010.
10. The City Council held second reading and adoption of Ordinance No. 490 on January 19, 2010.
11. The Sign Code amendments are consistent with the required decision criteria found in WMC 21.46.030. Analysis of the proposed amendments and decision criteria is contained in Attachment B, which is herein incorporated by reference.

Section 2. Section 21.20, Development Standards - Signs, of the Woodinville Municipal Code, is hereby amended to read as set forth in Attachment A, which is attached hereto and incorporated herein by this reference as if set forth in full. New text is shown by underline; deleted text is shown by strikethrough.

Section 3. Section 21.06, Technical Terms and Definitions, of the Woodinville Municipal Code, is hereby amended to read as set forth below. New text is shown by underline; deleted text is indicated by strikethrough.

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. ~~Animated signs do not include humans advertising products or events by wearing, holding or waving advertisements.~~

21.06.561 Sign, building.

Sign, building: any sign that is painted on, or attached directly to or supported by, an exterior building wall, fence, or gate; including facade signs, awning signs, canopy signs, and marquees,

but excluding window signs. Signs that are located at the entrance to an outdoor eating and drinking area or outdoor garden merchandize area shall be treated as a building sign.

21.06.568 Sign, employment.

Sign, employment: a sign designed to notify the public of job opportunities only. Employment signs are limited to displaying the names of businesses hiring, telephone numbers, email addresses, and/or street or mailing address. These signs are of uniform design and are permanent with removable panels as ~~provided in WMC 21.20.105.~~

21.06.569 Sign frame.

Sign frame: an enclosing structure or case around or supporting a sign.

21.06.574 Sign, human held.

Sign, human held: a sign held, worn, or waved by humans.

21.06.575 Sign, incidental.

Sign, incidental: a sign, emblem or decal designed to inform the public of goods, facilities, or services available on the premises, and may include, but not be limited to signs designating:

- (1) Restrooms;
- (2) Hours of operation;
- (3) Acceptable credit cards;
- (4) Property ownership or management;
- (5) Phone booths; ~~and~~
- (6) Recycling containers;
- (7) ATM machines; and
- (8) Employment signs.

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 building, such as an A-frame sign.

21.06.595 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~~freestanding signs, and building signs. Sign, recommended face background colors are defined using the Pantone color system as a reference, as follows:

Red	Pantone Nos. 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 Nos. 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 Nos. 269, 276, 281, 289, 296, 302, 309, 533, 540, 548 or darker or duller (more black or orange added to the color).
Green	Pantone Nos. 316, 322, 329, 336, 343, 554, 562, 567, 574 or darker or duller (more black or red added to the color).

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

21.06.596 Sign, required frame colors.

Sign, required frame colors: colors required by the City for use on the frames of ~~mall signs, monument signs, and perimeter freestanding~~ signs. Required frame colors include white and cream or are defined using the Pantone color system as a reference, as follows:

- Red Pantone Nos. 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 Nos. 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 Nos. 269, 276, 281, 289, 296, 302, 309, 533, 540, 548 or darker or duller (more black or orange added to the color).
- Green Pantone Nos. 316, 322, 329, 336, 343, 554, 562, 567, 574 or darker or duller (more black or red added to the color).
- Gray Pantone Nos. 404, 409, 416, 425, 431, 437, 444, 450 or darker or duller (more black added to the color).

21.06.599 Signs or displays of limited duration.

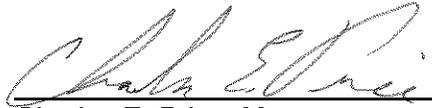
Signs or displays of limited duration: any sign, banner, pennant, or advertising display intended to be displayed for a limited time period. Easily removed signs attached to windows ~~and humans holding signs~~ are considered temporary signs. Signs of limited duration can be manually removed without the use of tools or equipment.

Section 4. Severability. Should any section, paragraph, sentence, clause, or phrase of this ordinance be held 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. Provided, however, that if any section, sentence, clause, or phrase of this ordinance, or any change in a land use designation is held to be invalid by a court of competent jurisdiction, or by the Growth Management Hearings Board, then the section, sentence, clause, phrase, or land use designation in effect prior to the effective date of this ordinance, shall be in full force and effect for that invalidated section, sentence, clause, phrase, or land use designation, as if this ordinance had never been adopted.

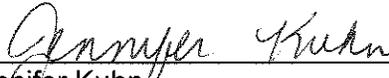
Section 5. Copy to Commerce Department. Pursuant to RCW 36.70A.106(3), the City Clerk is directed to send a copy of the amendments to the State Department of Commerce for its files within ten (10) days after adoption of this ordinance.

Section 6. Effective Date. The adoption of this ordinance, which is a power specifically delegated to the City legislative body, is not subject to referendum. This ordinance or a summary thereof shall be published in the official newspaper of the City, and shall take effect and be in full force five (5) days after the date of publication.

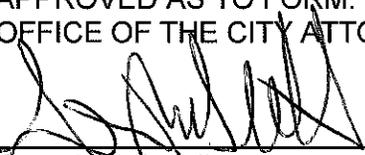
ADOPTED BY THE CITY COUNCIL AND SIGNED IN AUTHENTICATION OF ITS PASSAGE THIS 19th DAY OF January 2010.


Charles E. Price, Mayor

ATTEST/AUTHENTICATED:


Jennifer Kuhn
City Clerk/CMC

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY


Greg A. Rubstello
City Attorney

PASSED BY THE CITY COUNCIL: 01/19/2010
PUBLISHED: 01/25/2010
EFFECTIVE DATE: 02/01/2010
ORDINANCE NO. 490

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.
21.20.065070 Community bulletin board signs.
21.20.070080 Sign types permitted by zone.
21.20.080090 ~~Mall signs~~ Bulk standards by zone.
21.20.090 ~~Monument signs.~~
21.20.095 ~~Perimeter signs.~~
21.20.100 Changing general message electronic readerboards.
21.20.105 ~~Employment Signs.~~
21.20.110 ~~Building signs.~~
21.20.120110 Window signs.
21.20.120 Master Signage Plan.
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 and safety of the City by:

- (1) Establishing standards that regulate the type, number, location, size, and lighting of signs;
- (2) 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 a sign permit issued by the City.
- (2) No permit shall be required for cleaning or other normal maintenance and repair of a sign, except as it is regulated under, ~~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 21.20.120 and 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 twenty (20) square feet in surface area and does not advertise a product; ~~;~~
- (8) Signs or displays not intended to be visible from streets or public ways, signs in the interior of a building more than three feet from the closest window and not facing a window, and point of purchase advertising displays, such as vending machines;
- (9) Wayfinding signs installed as part of a City-sponsored and coordinated wayfinding program;
and
- (10) Public gateway entrance signs.

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

- (1) Portable signs; except as provided for in WMC 21.20.130, Signs or displays of limited duration;
- (2) Signs on utility poles, except signs of the utility or government;
- (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;
- (11) Off-premise signs, except where permitted in this chapter;
- (12) Signs located on or above a roof; and
- (13) Human held signs.

21.20.050 Sign area calculation. ~~(1) Sign area shall be calculated by measuring the smallest single rectangle, which will enclose the combined letters and symbols, and 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, street banners, wayfinding signs and portable signs shall be on-premise 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-premise directional sign and one off-premise sign as provided by subsections (6) and (7) of this section.~~
- (21) Because fuel price signs are required by federal statute, such signs shall not be included in determining sign area square footage or number limitations as referenced in WMC 21.20.090. ~~Service stations can have the same amount of signage square footage as other business (excluding the square footage of the fuel price signs).~~ 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 twenty (20) square feet per street frontage. The price display may be electronic as long as it meets the requirements for changing message signs in WMC 21.20.100, does not create a traffic safety issue by glare or by including blinking or flashing lights.
- (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.~~
- (42) 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 six (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 Development Services Director for safe circulation.
- (53) Sign illumination and glare:
- (a) Internally illuminated signs shall be designed to emphasize the lighting of the sign text, message and/or symbols, while minimizing the lighting of the background of the sign face. The colors of the sign, letters and background shall remain fixed. ~~WMC 21.20.080-.120 contains sign illumination regulations for various sign types.~~
 - (b) 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.
 - (bc) 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.
 - (ed) Electrical requirements for signs shall be governed by Chapter 19.28 of the Revised Code of Washington and Chapter 296-46B of the Washington Administrative Code.
 - (de) 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 Development Services Director.
- (6) ~~Off-premise 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 4) One off-premise ~~mall, monument, or perimeter freestanding~~ sign for each business is permitted on private property ~~only as allowed in WMC 21.20.060(8) below, and as regulated in this section and WMC 21.20.080, 21.20.090, and 21.20.095 respectively.~~ To qualify for an off-premise ~~mall freestanding~~ 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.

- (85) If more than one freestanding sign is permitted on a site, these signs must be spaced a minimum of 140 feet apart. 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.~~
- (96) 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.
- (7) Recommended materials include:
- (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.
- (8) Recommended background colors are found in WMC 21.06.595.
- (9) Required frame colors are found in WMC 21.06.596.
- (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~~ freestanding signs will apply.
- (11) Street addresses must be prominently displayed either on the building or on the sign. Signs shall be set back in accordance with the minimum setback requirements in Chapter 21.12 WMC unless otherwise provided in this section.
- (12) All signs shall meet the sight distance requirements of WMC 21.12.200.
- (13) Allowances for larger signs. The following allowances for freestanding and building signs may be permitted, subject to the below requirements and the approval of the Development Services Director.

Type of Sign	Maximum Allowance	Requirement
Building	<u>Sign Face: 12% of façade area</u>	<ol style="list-style-type: none"> 1. <u>Must use recommended background colors and materials and required frame colors.</u> 2. <u>Must have no backlighting of the sign, except logos and lettering.</u>
Freestanding	<u>Sign Face: Smaller of 1% of gross floor area tenant/ building space or 1sf per 4 feet of street frontage, maximum 100sf</u> <u>Height: 15 feet</u>	<ol style="list-style-type: none"> 1. <u>Must use recommended background colors and materials and required frame colors.</u> 2. <u>Must have no backlighting of the sign, except logos and lettering.</u>

		<p><u>A minimum of two of the following elements must be provided:</u></p> <ol style="list-style-type: none"> <u>1. Recommended materials are used.</u> <u>2. The sign is designed to reflect architectural features of the building or site.</u> <u>3. Minimum 2sf of landscaping per 1sf of sign face is provided and includes strong vertical elements, such as tall shrubs and/or trees.</u> <u>4. A fountain or other similar water feature that is incorporated into the design of the sign and landscaping.</u>
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(14) Any sign that projects over pedestrian walkways or sidewalks 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 Development Services Director through the Design Guidelines and Standards review process.

(15) 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.

21.20.065070 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 thirty-two (32) square feet and are only permitted at public schools, police stations, fire stations or other public facilities;
- (2) In the P/I, O, TB and NB zones, community bulletin board signs may not exceed forty (40) square feet;
- (3) In the I zone, community bulletin board signs may not exceed sixty (60) square feet; and
- (4) In the CBD and GB zone, community bulletin board signs may not exceed 100 square feet.

21.20.070080 Sign types permitted by zone. Signs are permitted in the zones indicated according to the following chart. The Development Services Director shall determine which sign type category applies to a proposed sign.

SIGN TYPE

ZONE/AREA	Mall Freestanding	Monument	Perimeter	Building	Window	Employment
Central Business District (CBD); General Business (GB), NB, TB, O	P	P	P	P	P	X
Residential Zones (SF and MF)	XP	1	2	3P	XP	X
Tourist District	4	P	X	P	P	X
Neighborhood Business (NB); Office (O); Public/Institutional (P/I), P	7P	P	X	P	P	X
Industrial (I)	5P	6	X	6P	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 multi-family development identification only; except that the maximum height is six (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 ten (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 twenty (20) square feet. The maximum sign area for single family zones is ten (10) square feet.

4=Permitted only in the TB zone.

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.

7= Permitted in accordance with standards. A commercial premise may display one additional off-premise 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.

21.20.090 Bulk Standard by Zone.

<u>Criteria</u>	<u>R1-8</u>	<u>R9+</u>	<u>CBD, GB, NB, TB, O</u>	<u>I</u>	<u>P/I, P</u>
<u>Building Signs</u>					
<u>Number of Signs</u>	<u>1</u>	<u>1</u>	<u>1 per tenant per façade, maximum 2 per tenant, plus 1 per building</u>	<u>1 per tenant per façade, maximum 2 per tenant, plus 1 per building</u>	<u>1</u>
<u>Maximum height</u>	<u>No portion of the sign may protrude above the highest point of the roof, or break the plane of the roof.</u>	<u>No portion of the sign may protrude above the highest point of the roof, or break the plane of the roof.</u>	<u>No portion of the sign may protrude above the highest point of the roof, or break the plane of the roof.</u>	<u>No portion of the sign may protrude above the highest point of the roof, or break the plane of the roof.</u>	<u>No portion of the sign may protrude above the highest point of the roof, or break the plane of the roof.</u>
<u>Maximum size per face</u>	<u>8% of building façade area, maximum 10 square feet</u>	<u>8% of building façade area, maximum 20 square feet</u>	<u>8% of building façade area</u>	<u>8% of building façade area</u>	<u>8% of building façade area</u>
<u>Colors</u>	<u>Required to use City background colors</u>	<u>Required to use City background colors</u>			<u>Required to use City background colors</u>
<u>Illumination</u>	<u>No illumination permitted</u>	<u>No illumination permitted</u>	<u>Permitted</u>	<u>Permitted</u>	<u>Permitted</u>
<u>Materials</u>	<u>Plastic not permitted</u>	<u>Plastic not permitted</u>	<u>Sign face encouraged to be constructed of anodized or treated metal, wood, masonry, tile or neon. Plastic is discouraged</u>	<u>Sign face encouraged to be constructed of anodized or treated metal, wood, masonry, tile or neon. Plastic is discouraged</u>	<u>Sign face encouraged to be constructed of anodized or treated metal, wood, masonry, tile or neon. Plastic is discouraged</u>
<u>Mounting</u>	<u>Maximum protrusion from façade is 1 foot</u>	<u>Maximum protrusion from façade is 1 foot</u>	<u>Maximum protrusion from façade is 1 foot</u>	<u>Maximum protrusion from façade is 1 foot</u>	<u>Maximum protrusion from façade is 1 foot</u>
<u>Sign Frames</u>	<u>Frame must</u>	<u>Frame must</u>	<u>Frame must be</u>	<u>Frame must be</u>	<u>Frame must</u>

	<u>be concealed or integrated with the building using similar materials and colors</u>	<u>be concealed or integrated with the building using similar materials and colors</u>	<u>concealed or integrated with the building using similar materials and colors</u>	<u>concealed or integrated with the building using similar materials and colors</u>	<u>be concealed or integrated with the building using similar materials and colors</u>
<u>Lettering/Logo Size</u>	<u>Maximum 3' lettering height, 4' logo height</u>	<u>Maximum 3' lettering height, 4' logo height</u>	<u>Maximum 3' lettering height, 4' logo height</u>	<u>Maximum 3' lettering height, 4' logo height</u>	<u>Maximum 3' lettering height, 4' logo height</u>
<u>Freestanding Signs</u>					
<u>Number of signs</u>	<u>1 per entrance</u>	<u>1 per entrance</u>	<u>1 per street frontage, plus 1 for each 250 feet street frontage</u>	<u>1 per street frontage, plus 1 for each 250 feet street frontage</u>	<u>1 per entrance</u>
<u>Maximum height</u>	<u>6 feet</u>	<u>6 feet</u>	<u>10 feet</u>	<u>10 feet</u>	<u>6 feet</u>
<u>Maximum size per face</u>	<u>20 square feet</u>	<u>20 square feet</u>	<u>Smaller of 1% of gross floor area tenant/building space or 1sf per 4 lineal feet of street frontage, minimum 25sf, maximum 75sf</u>	<u>Smaller of 1% of gross floor area tenant/building space or 1sf per 4 lineal feet of street frontage, minimum 25sf, maximum 75sf</u>	<u>20 square feet</u>
<u>Maximum number of faces</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
<u>Colors</u>	<u>Required to use City background colors</u>	<u>Required to use City background colors</u>			<u>Required to use City background colors</u>
<u>Landscaping</u>	<u>1sf per 1sf of sign face area. Landscaping must include trees, shrubs, and/or floral displays</u>	<u>1sf per 1sf of sign face area. Landscaping must include trees, shrubs, and/or floral displays</u>	<u>1sf per 1sf of sign face area. Landscaping must include trees, shrubs, and/or floral displays</u>	<u>1sf per 1sf of sign face area. Landscaping must include trees, shrubs, and/or floral displays</u>	<u>1sf per 1sf of sign face area. Landscaping must include trees, shrubs, and/or floral displays</u>
<u>Illumination</u>	<u>Not permitted</u>	<u>Not permitted</u>	<u>Permitted</u>	<u>Permitted</u>	<u>Not permitted</u>

<u>Sign Frame and Mounting</u>	<u>Base must be solid, and use City materials and frame colors</u>	<u>Base must be solid, and use City materials and frame colors</u>	<u>Base must be solid, or use double post; and use City frame colors</u>	<u>Base must be solid, or use double post; and use City frame colors</u>	<u>Base must be solid, and use City materials and frame colors</u>
<u>Setbacks</u>	<u>5 feet</u>	<u>5 feet</u>	<u>5 feet</u>	<u>5 feet</u>	<u>5 feet</u>
<u>Lettering/Logo Size</u>	<u>Minimum lettering height 6 inches</u>	<u>Minimum lettering height 6 inches</u>	<u>Minimum lettering height 6 inches</u>	<u>Minimum lettering height 6 inches</u>	<u>Minimum lettering height 6 inches</u>

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 may be approved by the Development Services 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 2(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 Development Services 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 Development Services 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 two (2) mall signs permitted per street front.
- (5) Frame and Mounting: Total frame and mounting square feet are limited to a maximum of fifty (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 Development Services 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 Development Services 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 21.06.596—Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to ten (10) percent of the visible sign frame surface.
- (b) Recommended sign face background colors are defined in WMC 21.06.595—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. The area for the street address numbers shall not be included in determining the maximum allowable sign face area stipulated in WMC 21.20.080(2). Sculptural form or architectural elements are encouraged. A directory of tenants or services, if included on a mall sign, may not devote 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 four (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 Development Services 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 Development Services 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 the height of the base shall not be less than seventy-five (75) percent of the sign width, or double posts (with a panel sign), unless an alternate sculptural base design is approved by the Development Services 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 sixty (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 Development Services 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 21.06.596, Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to ten (10) percent of the visible sign frame surface.
- (b) Recommended sign face background colors as defined in WMC 21.06.595, 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 Development Services 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 2 or 3 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 sixty (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 Development Services Director. The applicant must submit a sample of the material to the Development Services 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 Development Services 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 21.06.596, Sign, required frame colors. Sign frames may include accent colors with no color restrictions for up to ten (10) percent of the visible sign frame surface.
 - (b) Recommended sign face background colors are defined in WMC 21.06.595, 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.

- (1) Changing general message electronic reader boards are permitted in the Public/Institutional zone, except for those Public/Institutional zones that abut the Central Business District zone. Where they are permitted, a single changing general message electronic reader board may be substituted for one of the permitted signs, not to exceed thirty-two (32) square feet provided it meets the requirements of the type of sign installed. all of the following conditions are met: The following additional requirements apply to changing general message electronic reader board signs in these zones:
- (a) The electronic message may not change more frequently than every four (4) seconds;
 - (b) The sign may only display messages for school or community events or activities; and
 - (c) 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 Development Services Director.
- (2) Changing message center signs for date, time and temperature only, which can be incorporated into a building or freestanding sign, shall not exceed the size or height permitted for a building or freestanding sign, and shall be permitted only in the CBD, GB, O, I, and P/I zones, except in the Tourist District.
- (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 Development Services Director;
 - (4) The maximum height of the structure may not exceed eight (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 Development Services 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 (4) inches high;
- (7) The electronic message may not change more frequently than every four (4) 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 Development Services Director.

21.20.105 — Employment signs.

- (1) The maximum allowable sign height is three (3) feet.
- (2) The maximum allowable sign face area, excluding the frame and mounting, is four (4) square feet.
- (3) A removable employment sign no greater than two (2) square feet is allowed on an existing perimeter or monument sign and is not counted towards the maximum sign area for a free standing sign. The employment sign must be adequately secured to the permanent sign. An employment sign attached to an existing sign may contain the positions of jobs available.
- (4) 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 Development Services Director may modify the requirement.
 - (c) One (1) off-premise employment sign is allowed for lots not abutting a public street. The sign must be on private property with written owner permission.
 - (d) All signs shall meet the sight distance requirements of WMC 21.12.200.
- (5) Number per site and minimum spacing:
 - (a) One (1) employment sign for every three (3) tenants on a site with a maximum of two (2) signs per site is allowed.
 - (b) If multiple signs are allowed, they must be spaced a minimum of 100 feet apart.
- (6) Mounting and Materials: The following mounting and materials specifications are required for Employment signs. Wood surfaces may be stained exposing natural color but not painted. Signs may be removable but must be secured to the ground by brackets or other appropriate device as approved by the Development Services Director.
 - (a) Single-tenant Sign Design:
 - (b) Multi-tenant Sign Design.
- (7) Lettering: A minimum lettering height of three (3) inches is recommended.
- (8) Lighting:
 - (c) Internal lighting is not permitted.
 - (d) External lighting is acceptable, subject to limitation in WMC 21.20.060(5).
- (9) Other Requirements: Employment signs shall be non-electric. The signs shall comply with the standard design requirements for Employment Signs above. Employment signs are limited to messages displaying business names hiring, telephone numbers, emails addresses, and/or street or mailing addresses except as provided in WMC 21.20.105(3).

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 Section 21.06.595, 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; or
 - (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 Development Services 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 Development Services 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 Design Guidelines and Standards 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) Sign Frame 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 Development Services 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 Development Services Director through the Design Guidelines and Standards 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.~~

- 21.20.120110 Window signs.** Window signs are allowed without a permit. (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 Development Services 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.~~

21.20.120 Master Signage Plan.

- (1) A master signage plan shall be prepared for all new commercial, office or industrial projects or any multi-tenant buildings or group of buildings having four or more tenant or occupant spaces on a lot or combination of lots subject to a common development permit or plan. Existing developments desiring to achieve conformance with this code shall be permitted to apply for a master sign plan retroactively. A common development permit or plan means any grading, building, sign or other permit issued by the city which is for the complex, building(s) as a whole or four or more tenants. A fee will be charged based on processing costs as provided for by the city's most current fee resolution.
- (2) Application of the master signage plan shall be concurrent with the project application to construct the associated development. Master signage plans approved under this section shall be evaluated based upon the following criteria:
- (a) Placement. All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include the purpose of the sign, its location relative to traffic movement and access points, site features, structures and sign orientation relative to viewing distances and viewing angles.

- (b) Size. In a master signage plan, signs shall be no larger than necessary for visibility and readability. Factors to be considered in determining appropriate size shall include topography, volume and speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display (location and height), lettering style, and sign proportions and dimensions. The Planning Commission may approve height and area deviations that achieve these purposes.
- (c) Number of Signs. The master signage plan shall not exceed the total number of building or freestanding signs permitted in WMC 21.20.080 and 21.20.090, except as noted herein. Each additional monument sign must be separated by at least 140 feet from all other monument signs on the property. The size requirements in WMC 21.20.090, or as approved through this section, may not be exceeded. Additional monument signs may be approved upon meeting any of the following criteria:
- (i) There must be at least two separate street frontages;
 - (ii) There must be at least three separate access points with a minimum distance of three hundred feet from all other access points on that property; or
 - (iii) The applicant must demonstrate that vehicular traffic movement visibility is not impaired, and location is such that the business, property or complex access could not be identified without the additional signage.
- (d) Materials. Sign materials shall be compatible with architectural and/or natural features of the project. This may be accomplished through similarity of materials for sign structures and faces, the use of complementary colors, similarity of architectural style, or the use of a consistent lettering style or copy.
- (e) Illumination. Proposed illumination shall be such that any and all project light is either shielded away from adjacent land uses or otherwise situated so as to minimize any adverse impacts upon adjacent properties. Refer to WMC 21.20.060(3).
- (f) Design. All tenant building signs on the building are required to be similar in location, configuration, materials and construction; must be architecturally integrated into the building; and employ a coordinated color scheme. Recommended background colors and required frame colors must be used.
- (3) Applications for a master signage plan shall include, but are not limited to, the following information:
- (a) The applicant's name and address;
 - (b) A legal description of the property;
 - (c) Existing zoning of the property;
 - (d) A site plan depicting the proposed plan of development;
 - (e) Standards for size, qualities, materials, and illumination; and
 - (f) A narrative description of the common theme for signage within the development, how it relates to architectural and/or landscaping elements of the development, and how the master signage plan relates to each of the six criteria set forth in the previous section. WMC21.20.120(2)
- (4) In conducting its review of the master signage plan, the reviewing body shall seek architectural compatibility between the subject building(s) and proposed future signage on the basis of location, dimensions, area, illumination and possible limitation on materials and colors. The reviewing body may approve and/or impose additional limitations on signage as deemed necessary as part of a specific review of the proposed signage plan.
- (5) Master signage plans which do not deviate from the requirements of this chapter and do not include legally nonconforming signs shall be reviewed (approved, approved with conditions, or denied) by the Development Services Director or his/her designee. Master

signage plans which seek deviations from the requirements of this chapter shall be reviewed for approval by the Planning Commission at a public hearing. Any sign permitted under a master signage plan shall be considered a legally approved sign.

- (6) All such signage plans should not propose to exceed the overall allowed square footage of signage for a given lot(s) but may include, for example, an increase in the amount of wall signage with a decrease in the amount of freestanding signs.
- (7) After approval of a master signage plan, no sign shall be erected except in conformance with the approved plan, and such plan may be enforced in the same way as any provision of this chapter. The approved master signage plan may be amended by filing a new application that conforms with the requirements of the ordinance then in effect. New applications will be reviewed under the same permit process as the original application.
- (8) Appeals of the reviewing body shall be made in accordance with the procedures contained in WMC Title 17.

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 International Building Code, or as otherwise required in this chapter, do not require building permits. The signs allowed in this section are in addition to any other signs allowed in WMC 21.20. Each type of sign or display of limited duration is allowed on a premise, subject to the regulation listed for the type of sign.

- (1) Special event signs:
- One ~~special event banner-sign~~ per premise is allowed by permit, to announce grand openings or other special events or promotions, ~~for no more than 60 days within a 12 month period, and not for not more than 30 days for any one event.~~ Property owners may apply for one (1) annual permit for all special event signs within a 12 month period, or permits may be granted for each special event. ~~Temporary banners~~ Special event signs are allowed on or inside a building, on or adjacent to the premises; none are to be allowed on public right-of-way, or on trees or utility poles.
 - 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.
 - Seasonal lights and decorations of a non-carnival nature for the current season or holiday are allowed without a permit.
 - No sign shall exceed 32 square feet in surface area and may be no taller than the building eave or cornice if on a building, and not taller than 10 feet if freestanding.
- (2) Construction signs:
- Construction signs that identify architects, engineers, planners, contractors or other individuals or firms involved with the construction or funding of a building project and signs announcing the character of the building project or the purpose for which the building project is intended may be displayed.
 - One non-illuminated, double-faced sign is permitted for each public street upon which the project fronts.
 - No sign shall exceed thirty-two (32) square feet in surface area and may be no taller than ten (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.
- (3) 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 (3)(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(43)(a) and (43)(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 be installed within the median of the roadway, or create a safety hazard for pedestrians or motorists as determined by the Police Administrator Chief 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.
 - (g) Political signs shall include only a message for a political party, candidate for public service office or a public issue decided by ballot. Political signs shall not include any message pertaining to a business, product or service.
- (4) Real estate signs. All temporary real estate signs can be single or double-faced signs:
- (a) Single-family residential for sale or rent. 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 thirty days after closing of the sale, lease or rental of the property.

- (b) Commercial or industrial for sale or rent. 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.
 - (c) Multi-family or neighborhood residential for sale or rent. 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.
 - (d) Other real estate signs are permitted pursuant to WMC 21.20.130(7).
- (5) Community event signs:
- (a) Community event signs shall be limited to announcing or promoting a non-profit sponsored community fair, festival or a special event.
 - (b) Community event signs ~~may be displayed no more than 30 days before the event 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 a special 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.~~
- (6) Street Banners Announcing Community Fairs, Festivals, and Special Events:
- (a) Street banners shall be limited to announcing or promoting a non-profit sponsored community fair, festival, or a special event, and are allowed by permit.
 - (b) Street banners shall be permitted only within the Central Business District and Tourist Business zone at approved locations.
 - (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 a special 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.
- (7) Portable signs in residential zones. Portable signs that display information regarding directions to real estate, garage sale, or other events are permitted in all residential zones subject to the following requirements. Portable signs in the Tourist District Overlay shall also be subject to WMC 21.38.065 and WMC 21.32. for special event requirements.
- (a) Permit not required. A permit is not required for portable signs.
 - (b) Number of signs permitted. Up to six (6) portable signs per destination may be permitted.
 - (c) Location. Portable signs may be located on property owned or controlled by the sign owner or in the public right-of-way, subject to the following requirements:

- (i) Portable signs may not be located in a street, on a sidewalk, or where they would obstruct vehicular, bicycle or pedestrian traffic.
- (ii) Portable signs may not be placed on public property other than public rights of way.
- (iii) Portable signs may only be placed in residential zones.
- (iv) Portable signs shall not block the sight distance triangle pursuant to WMC 21.12.200.
- (v) Portable signs placed in public rights-of-way shall:
 1. Not create a traffic safety or maintenance problem; the City may remove and dispose of any signs that do create a safety or maintenance problem.
 2. Be freestanding.
 3. Not be attached to any structure or vegetation.
 4. Not be attached to utility poles, traffic signs, or street signs.
- (d) Size. All portable signs are limited to a maximum six (6) square feet of sign area. Signs may have no more than two (2) sign faces. Two-sided signs may each display up to six (6) square feet on each face.
- (e) Height. All portable signs are limited to a maximum height of three (3) feet.
- (f) Duration of display. Portable signs may be displayed only during the hours of the event plus an additional half an hour before and after the event to place and remove the signs. It is the responsibility of the sign owner to remove the sign outside the hours of the event. The City may remove any portable sign that is displayed outside the hours of the event.
- (g) Limitations.
 - (i) Portable signs shall be non-illuminated.
 - (ii) Portable signs in residential zones are intended only to provide directions to events within residential zones.
 - (iii) No landscaping may be damaged or modified to accommodate portable signs. The City may require replacement of any damaged landscaping.
- (h) Appearance and maintenance. Signs shall be constructed of durable materials by a person skilled in the art of graphic design and shall be well maintained.
- (i) Failure to comply with requirements of this chapter. Portable signs that do not comply with the provisions of this section may be confiscated by the City. Signs that are confiscated are subject to immediate disposal. Sign owners that do not comply with the requirements of this chapter may be subject to the code enforcement procedures pursuant to WMC 1.06.
- (8) Portable signs in the Central Business District, Neighborhood Business, Tourist Business, General Business or Office zones. Portable signs in the Central Business District, Neighborhood Business, Tourist Business, General Business or Office zones are permitted subject to the following requirements. Portable signs in the Tourist District Overlay shall also be subject to WMC 21.38.065 and WMC 21.32. for special event requirements.
 - (a) Permit required. Portable signs shall be subject to an annually renewable permit.
 - (b) Number of signs permitted. One (1) portable sign per premises is permitted.
 - (c) ~~Location. Portable signs shall be located within five (5) feet of the building entrance for the business the sign is advertising. Portable signs may be placed within public right-of-way only where the building entrance is located on the property line. Portable signs may not be placed in a street. Portable signs placed within public right of way shall not block pedestrian or bicycle traffic. Portable signs shall not block the sight distance triangle pursuant to WMC 21.12.200.~~
 - (c) Location. Portable signs may be placed in the zone in which the business is located, in conformance with the following requirements:
 - (i) Signs may be placed within public right-of-way, but not within a street or on a sidewalk.

- (d) Size. All portable signs are limited to a maximum six (6) square feet of sign area. Signs may have no more than two (2) sign faces. Two-sided signs may each display up to six (6) square feet on each face.
- (e) Height. All portable signs are limited to a maximum height of three (3) feet.
- (f) Duration of display. Portable signs may be displayed only during the hours of operation of the establishment. It is the responsibility of the sign owner to remove the sign when the establishment is not open to the public. The City may remove any portable sign that is displayed outside the operation hours of the establishment.
- (g) Limitations.
 - (i) Portable signs shall be non-illuminated.
 - (ii) No landscaping may be damaged or modified to accommodate portable signs. The City may require replacement of any damaged landscaping.
- (h) Appearance and maintenance. Signs shall be constructed of durable materials by a person skilled in the art of graphic design and shall be well maintained.
- (i) Failure to comply with requirements of this chapter. Portable signs that do not comply with the provisions of this section may be confiscated by the City. Signs that are confiscated are subject to immediate disposal. Sign owners that do not comply with the requirements of this chapter may be subject to the code enforcement procedures pursuant to WMC 1.06 and may result in revocation of the sign permit.

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.
- (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. Changes to a legal nonconforming sign shall not make the sign more nonconforming.
- (3) Any legal nonconforming sign (except a billboard) that undergoes a name change (single-tenant only) or a change to ~~twenty (20) percent or more of the text, form, colors, content, or~~ the structure of the sign 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 is 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, advertising method or function such as three dimensional, moving or lighted display, 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, advertising method or function such as three dimensional, moving or lighted display, 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 is relocated or replaced shall be removed within ninety (90) days.

Analysis of Consistency

WMC 21.46.030 Required Findings

Pursuant to the City of Woodinville Municipal Code (WMC) Chapter 17, amendments to the Zoning Code must be recommended by the Planning Commission to the City Council for adoption. The Amendments meet the criteria contained in WMC 21.46.030 as follows:

1. The (proposed) amendments are consistent with the purposes of the Comprehensive Plan.
Comment and Finding: The proposed Amendments are consistent with the purposes of the Comprehensive Plan by providing for appropriate signage opportunities that further the goals and policies of the economic development element, while also having high aesthetic and safety standards that further the goals and policies of the Community Design Element.
2. The (proposed) amendments are consistent with the purposes of this title (Zoning Code).
Comment and Finding: The amendments are consistent with the purposes of the Zoning Code. The amendments address the needs of businesses to have signage for purposes of marketing and wayfinding, while also respecting the desires of the community and visitors to have a "clutter-free" area. They provide a balance between the needs of business survival, and the desires of community aesthetics.
3. The benefit or avoided cost to the public health, safety and welfare is sufficient to warrant the action (proposed amendments).
Comment and Finding: The proposed amendments are expected to have positive impacts on public health, safety, and welfare. The amendments would expand signage opportunity for businesses, for visitors to find their way to local businesses, and for the community to meet its aesthetic vision. The addition of a required master signage plan furthers these purposes by allowing uniform signage on a site, in exchange for larger or additional signs. The changes are necessary in order to address the interests of businesses and citizens to provide signage opportunities and establish an aesthetic and safety standard for the placement of signs within the City of Woodinville.

Planning Commission
Public Hearing Exhibit List
November 18, 2009 and December 2, 2009

EXHIBIT NO.	EXHIBIT NAME
21	Public Hearing Staff Report RE: ZCA09015 dated November 18, 2009
21a	Zoning Code Amendment Proposal
21b	Analysis of Consistency with WMC 21.46.030
21c	SEPA Determination of Nonsignificance dated October 5, 2009
21d	CTED letter dated October 5, 2009
21e	Public Hearing Notice dated October 5, 2009
21f	Letter sent to interested parties
21g	City of Redmond Sign Code
21h	Alternative Portable Sign Regulations
21i	Power Point dated November 18, 2009
21j	Comparison of other jurisdictions regarding Portable Signs
21k	Petition submitted by Erika Halsey entitled 'No Signs-No Business' submitted November 18, 2009
21l	Staff Report RE: ZCA09015 dated December 2, 2009
21m	Todd Woosley's letter dated November 18, 2009
21n	Peter Tountas email dated November 29, 2009
21o	Sign Code Update, Building Mounting Language
21p	Power point dated December 2, 2009
21q	Cruise Holidays letter, dated December 2, 2009
21r	Big Foot Bagels letter, dated December 2, 2009
21s	Coffee Tyme list of small businesses in favor of A boards submitted December 2, 2009



STATE OF WASHINGTON
DEPARTMENT OF COMMERCE

128 • 10th Avenue SW • PO Box 42525 • Olympia, Washington 98504-2525 • (360) 725-4060

January 20, 2010

Hal Hart
Development Services Director
City of Woodinville
17301 - 133rd Avenue Northeast
Woodinville, Washington 98072-8534

Dear Mr. Hart:

Thank you for sending the Washington State Department of Commerce (Commerce) the following materials as required under RCW 36.70A.106. Please keep this letter as documentation that you have met this procedural requirement.

City of Woodinville - Adopted Ordinance 490, revising Woodinville municipal code, Sections 21.06 and 21.20 relating to the sign code. These materials were received on January 20, 2010 and processed with the Material ID # 15365.

We have forwarded a copy of this notice to other state agencies.

If this submitted material is an adopted amendment, then please keep this letter as documentation that you have met the procedural requirement under RCW 36.70A.106.

If you have submitted this material as a draft amendment, then final adoption may occur no earlier than sixty days following the date of receipt by Commerce. Please remember to submit the final adopted amendment to Commerce within ten days of adoption.

If you have any questions, please call me at 360.725.3063.

Sincerely,

Cynthia L. Ritchey
for

Sam Wentz
GIS Coordinator
Growth Management Services