

## Chapter 18.82 SIGN CODE

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### **18.82.010 Scope and purpose.**

- A. Scope. This chapter applies to all permanent and temporary signs in the city that are visible, or intended to be viewed, from a public right-of-way, unless specifically exempted by another provision of this chapter. This chapter does not apply to signs erected by the city or other government agencies or public utilities or signs mandated by state or federal law.
- B. Purpose. Signs perform an important function in identifying, promoting, and directing members of the public to businesses, events, ideas, messages, services, and other matters of public interest. It is the purpose of this chapter to protect the public health, safety, and welfare and to promote a quality visual environment by establishing reasonable standards for the size, placement, height, and other characteristics of signs placed within the city. The regulations established in this sign code are intended to protect and promote free speech while encouraging and maintaining an attractive community and business climate. The regulations for signs have the following specific objectives:
  - 1. To ensure that signs are designed, constructed, installed, and maintained according to uniform, nondiscriminatory, and reasonable standards that protect the public safety and welfare;

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2. To prohibit the erection of signs in such numbers, sizes, designs, illuminations, and locations as may conflict with official traffic control devices or otherwise create a hazard to pedestrians and motorists using the public rights-of-way;
  3. To reflect and support the desired quality of life, ambience, and development patterns of the various zoning districts and overlay areas;
  4. To avoid excessive conflicts from large or multiple signs in close proximity, so that permitted signs serve their intended communicative function while minimizing visual clutter and confusion;
  5. To allow for adequate and effective signs whose dimensional characteristics further the interests of public safety for pedestrians and motorists, where signs are viewed from a public street or right-of-way;
  6. To establish a process for the prompt review and approval of sign permit applications;
  7. To ensure that the constitutionally guaranteed right of free expression through the use of signs is protected, consistent with state and federal law; and
  8. To provide for the orderly and reasonable elimination of signs that do not conform to the objectives and regulatory requirements of this chapter.

### **18.82.020 Definitions.**

**Abandoned Sign** - A permanent sign that no longer identifies or advertises an ongoing business, product, event, service, or activity conducted on the premises on which the sign is located. A sign that identifies a business, product, event, service, or activity that has not been active for at least 180 days shall be presumed abandoned.

**Alteration** – A change in the height, size, shape, or display format of an existing sign. Alteration includes adding illumination, animation, or electronic messaging to an unilluminated, motionless, or non-electronic sign. Copy or color change of an existing sign is not an alteration. Changing or replacing a sign face or panel is not an alteration.

**Animated Sign** - A sign employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means. Animated signs, which are differentiated from changeable signs as defined and regulated by this chapter, include the following types:

1. **Environmentally Activated:** Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation. **[what about feather signs or inflated signs that ripple in the wind? Allowed only as a temporary sign?]**
2. **Mechanically Activated:** Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.
3. **Electrically Activated:** Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:
  - a. **Flashing:** Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of nonillumination. For the purposes of this chapter, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds four (4) seconds.
  - b. **Patterned Illusionary Movement:** Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various

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illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

Architectural Projection - Any projection from a building that is decorative and/or functional and not intended for occupancy, and that extends beyond the face of an exterior wall of a building but that does not include signs as defined herein. See also: Awning; Back-lit Awning; and Canopy, Attached and Freestanding.

Awning - An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Awning Sign - A sign displayed on or attached flat against the surface or surfaces of an awning. See also: Wall or Fascia Sign. An awning that contains a "sign" section or copy area shall comply with the applicable sign area requirements for parallel signs (see \_\_\_\_\_). Only the sign or copy area displayed on an awning shall be used to determine the permitted sign area; the entire awning shall not be included in a Sign Area calculation. Refer also to \_\_\_\_\_ for visual reference example.

Banner – Any cloth, paper, plastic, or other flexible substrate on which text, symbols, images, or graphics may be displayed and which is anchored on two or more edges or at four corners to any structure, pole, wire, or framing device.

Banner Sign - A sign utilizing a banner as its display surface.

Billboard - See: Off-Premise Sign and Commercial Outdoor Advertising Sign.

Building Facade - That portion of any exterior elevation of a building extending vertically from grade to the top of a parapet wall or eaves and horizontally across the entire width of the building elevation.

Canopy (Attached) - A multi-sided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light. Similar to a Marquee.

Canopy (Freestanding) - A multi-sided overhead structure supported by columns, but not enclosed by walls. The surface(s) and or soffit of a freestanding canopy may be illuminated by means of internal or external sources of light.

Canopy Sign - A sign affixed to the visible surface(s) of an attached or freestanding canopy. May be internally or externally illuminated. Similar to a Marquee Sign. Refer also to \_\_\_\_\_ herein for visual reference example.

Changeable Sign - A sign whose content may be changed by means of manual or remote input, and includes the following types:

1. Manually Activated - Changeable sign whose message copy or content can be changed manually on a display surface.
2. Electrically Activated - Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. See also: Electronic Message Center.

Channel Letter – May be open faced, internally illuminated, or reverse:

1. Open faced – A dimensional letter with a back and sides but no face at the front of the letter. Open Faced Channel Letters may be non-lit, externally illuminated, or illuminated by a light source contained inside the open channel of the letter itself, such as a neon tube.

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2. Internally illuminated – A dimensional letter with a back, sides and a translucent front face capable of transmitting light from an internal light source within the letter.
  3. Reverse – A dimensional letter with a face and sides but no back, opposite to an Open-faced Channel Letter. A Reverse Channel Letter has an open channel facing the wall or building to which it is affixed. A Reverse Channel Letter may contain a source of illumination designed to project lighting against the surface behind the letter, commonly referred to as a backlit channel Letter; also referenced as a halo or silhouette lighted channel letter. The face of a Reverse Channel Letter does not illuminate.

Commercial Outdoor Advertising Sign – See Off-Premise Sign.

Copy Area of Sign - The area of the sign's text and graphical content as applied to any background. Copy area on any individual background may be expressed as the sum of the geometrically computed shape or shapes encompassing separate individual letters, words, or graphic elements on the background. See \_\_\_\_\_ herein for computational methodology.

Dimensional Letter, Symbol, or Graphic – A letter, symbol, or graphic that is three dimensional in character, containing height, width, and depth.

Directional Sign - Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic. [THIS TERM IS NOT USED ELSEWHERE IN THIS CHAPTER]

Double-faced Sign - A sign with two faces, back to back.

Dwell Time – The amount of time a message and/or graphic is displayed on an Electronic Message Sign.

Electric Sign - Any sign activated or illuminated by means of electrical energy.

Electronic Message Center or Sign (EMC) - An electrically activated changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. Also known as an EMC. EMCs typically use light emitting diodes (LEDs) as a lighting source.

Fascia Sign - See Wall Sign

Flashing Sign - See Animated Sign, Electrically Activated.

Freestanding Sign - A sign principally supported by one or more columns, poles, or braces placed in or upon the ground. May also be referenced as a Ground or Monument Sign. Refer also to \_\_\_\_\_ herein for visual reference examples.

Ground Sign - See Freestanding Sign.

Illuminated Sign - A sign characterized by the use of artificial light, either projecting through its surface(s) [Internally or trans-illuminated]; or reflecting off its surface(s).

Interior Sign - Any sign placed within a building, except window signs as defined by this chapter. Interior signs are not regulated by this ordinance.

Listed Sign – A sign manufactured and labeled in accordance with specifications promulgated by a recognized testing laboratory designed to assure compliance with applicable American National Standards (ANSI) and/or the National Electric Code (NEC).

Mansard - A roof-like facade comparable to an exterior building wall. See \_\_\_\_\_ herein for visual reference

Marquee or Marquee Sign - See Canopy (Attached) and Canopy Sign.

Multiple-Faced Sign - A sign containing three (3) or more faces.

Off-Premise Sign – A permanent sign erected, maintained, or used in the outdoor environment to display commercial messages or advertising not directly relating to the products or services sold on, the use of, or the

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sale or lease of, the property on which it is displayed. May also be referred to as a billboard, outdoor advertising sign, or commercial outdoor advertising sign.

On-Premise Sign - A sign erected, maintained, or used in the outdoor environment to display commercial messages or advertising directly relating to the products or services sold on, the use of, or the sale or lease of, the property on which it is displayed.

Outdoor Advertising Sign – See Off-Premise Sign.

Parallel Sign – See Wall Sign.

Parapet - The extension of a building facade above the line of the structural roof.

Permanent sign – Any sign that is not a temporary sign, as defined in this section.

Pole Cover or Pylon Cover – An enclosure or cladding designed to conceal poles and/or other structural supports of a sign.

Pole Sign - See Freestanding Sign.

Political Sign - A temporary sign intended to advance a political statement, cause, or candidate for office.

Portable Sign - Any sign designed to be moved and not permanently attached to the ground, a building, or other structure, and that can be placed in and removed from its location without the use of tools. Examples of portable signs include:

1. Banners
2. Sandwich Board Signs – A self-supporting, portable, temporary sign consisting of two faces connected and hinged at the top at an angle of 179 degrees or less. Also referred to as an A-frame sign.

Projecting Sign - A sign other than a Wall Sign that is attached to or projects more than eighteen (18) inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign. See \_\_\_\_\_ herein for visual reference example.

Pylon Sign – See Freestanding Sign.

Real Estate Sign - A temporary sign advertising the sale, lease, or rental of the property or premises upon which it is located.

Roof Line - The uppermost line of the roof of a building or, in the case of an extended facade or parapet, the uppermost point of said facade or parapet.

Roof Sign - A sign mounted on the main roof portion of a building or on the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building. Signs mounted on mansard facades, pent eaves, and architectural projections such as canopies or marquees shall not be considered to be roof signs. Refer also to Section 9 (see Page 26) for visual reference example of roof signs, and comparison of differences between roof and fascia signs.

Sign - Any device, structure, or fixture for communicating by text, symbols, graphics, or images, or any combination thereof, which is intended to (1) convey any message or idea; (2) identify, or attract attention to, a building, use, business, or event; or (3) promote the sale of products, goods or services. A painted wall design or pattern that serves only as artistic decoration or ornamentation and that does not communicate a message or signify or represent a product, service, or registered trademark is not a sign for purposes of this chapter. Likewise, text, symbols, or images carved into an exterior structural component of a building (such as a cornerstone or pediment) do not constitute a sign for purposes of this chapter.

Sign Copy – The words, letters, numbers, images, and symbols appearing on a sign, but excluding the physical address of the property where the sign is located.

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Sign Structure - Any structure designed for the support of a sign.

Sign Area - The area of the smallest geometric figure, or the sum of the combination of regular geometric figures, that constitute the sign face. The area of any double-sided or "V" shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multi-sided signs shall be computed as fifty (50) percent of the sum of the area of all faces of the sign. See \_\_\_\_\_ herein for computational methodology for various sign area configurations.

Sign Face - The surface upon, against, or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural thematic or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border. See \_\_\_\_\_ herein for sign face computational illustrations.

1. In the case of panel or cabinet type signs, the sign face shall include the entire area of the sign panel, cabinet or face substrate upon which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.
2. In the case of signs painted on a building, or individual letters or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closest to the edge of the letters or separate graphic elements constituting the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.
3. In the case of sign copy enclosed within a painted or illuminated border or displayed on a background contrasting in color with the building or structure, the sign face shall comprise the area within the contrasting background, or within the painted or illuminated border.

Temporary Sign – A portable sign constructed of cloth, canvas, vinyl, paper, plywood, fabric, plastic, or other lightweight material that is not intended or suitable for long-term or permanent display due to its construction, materials, or method of installation or erection. Any sign not covered by this definition is a permanent sign.

Under-Canopy Sign – A sign attached to the underside of a canopy, balcony, or marquee.

Wall or Fascia Sign - A sign that is in any manner painted or affixed to any exterior wall of a building or structure and that projects not more than eighteen (18) inches from the building or structure wall. Also includes signs painted or affixed to architectural projections that project from a building provided the copy area of such signs remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed. See \_\_\_\_\_ herein for visual reference examples and comparison examples of differences between wall or fascia signs and roof signs.

Wayfinding Sign – A sign, frequently off-premise, specifically designed to provide directional or destination information. See also, Off-Premise Sign.

Window Sign - A sign affixed to the surface of a window with its message visible to the exterior environment.

### **18.82.030 Permits—General regulations.**

- A. Permit required for permanent signs. Except as otherwise allowed by this chapter, no permanent sign shall be installed, constructed, erected, structurally altered, posted, affixed, applied, or relocated without first obtaining a sign permit.
- B. Permits for multiple signs. A single permit shall be required for each group of permanent signs on a single supporting structure installed simultaneously. Thereafter, each additional permanent sign erected on the structure must have a separate permit.

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- C. Ownership of sign location. The applicant for a sign permit must certify that the applicant has ownership or control of the property on which the sign is to be located, or provide the signed, written consent of the property owner.
  - D. Maintenance and repair. No sign permit shall be required for repainting, cleaning, or other normal maintenance and repair of a sign, nor shall a permit be required to change the sign copy. However, a sign permit is required for any change to the sign's size or sign area, modifications to the sign structure, or any change to or addition of visual effects such as illumination, motion, or animation.
  - E. Temporary signs.
    - 1. On private property and public rights-of-way. No permit shall be necessary before a temporary sign is placed or installed on private property or in a public right-of-way, but temporary signs remain subject to the requirements of BDMC 18.82.\_\_\_\_.
    - 2. On city property. No temporary sign may be placed or installed on city property, other than a public right-of-way, without a special event permit. Such signs remain subject to the requirements of BDMC 18.82.\_\_\_\_.

#### **18.82.040 Prohibited locations.**

Except where specifically authorized elsewhere in this chapter, signs are prohibited in the locations described below. Signs in prohibited locations are subject to removal by the city at the owner's expense.

- A. Any location within or projecting over a city right-of-way, unless otherwise permitted in this chapter.
- B. Any public utility pole, utility structure, street light, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, statue, or memorial, except when approved as part of a special event permit on city property.
- C. Any location that will obstruct the view of any authorized traffic sign, signal, or other traffic control device.
- D. Any location that obstructs a sight triangle at any intersection.
- E. Any location that prevents or unreasonably inhibits free ingress to or egress from any door, window, or point of entry or exit from a building, structure, or property.

#### **18.82.050 Exemptions.**

The following types of signs are not subject to the regulations contained in this chapter:

- A. Signs and sign structures that cannot be seen from a public right-of-way. Such signs must, however, comply with all applicable building codes and inspection requirements.
- B. Signs required by county, state, federal, or local law or regulation, and signs erected on public property or public rights-of-way by government agencies or public utilities.
- C. Flags, so long as the following conditions are met:
  - 1. Flags may be no larger than \_\_\_\_ square feet in residential areas or \_\_\_\_ square feet in commercial and industrial areas.
  - 2. Flag poles in residential zones shall not exceed \_\_\_\_ in height as measured from ground level at the base of the pole. Flag poles in commercial and industrial zones shall not exceed \_\_\_\_ in height as measured from ground level at the base of the pole. Flags may also be mounted on the side of a residential structure horizontally or at an angle so long as the top of the supporting structure does not extend above the roof line.

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- D. Signs displaying the addresses of the property on which they are located, and which may include the name of the occupants of a residence, so long as the sign does not exceed two square feet in area per side and does not include any commercial advertising.
  - E. Decals affixed to glass door or window panels of a building, such as would be typical to indicate membership in a business group, trade association, or credit card network.
  - F. Private driveway signs, limited to one per driveway entrance, to distinguish private access driveways from public rights-of-way.
  - G. On-premise signs warning the public of prohibited uses, such as “no trespassing,” “no soliciting,” or “no hunting,” so long as such signs do not exceed two square feet in area in residential zones, and five square feet in commercial and industrial zones.

#### **18.82.060 Permit application.**

- A. Applications and fees. A complete application for a sign permit shall consist of the following:
  - 1. A completed form provided by the community development department, signed by the applicant;
  - 2. Two site plans showing the location of the affected lot, building(s), and sign(s), showing all existing and proposed signs;
  - 3. Two copies of a scale drawing of the proposed sign or sign revision, including size, height, proposed copy, structural and footing details, material specifications, method of attachment, illumination, front and end views of canopies or marquees, calculations for dead load and wind pressure, photographs or building elevations marked to show where the sign(s) or marquee(s) is(are) proposed and any other information required to ensure compliance with appropriate laws;
  - 4. If the applicant is not the owner, a written statement of consent signed by the owner of the building, structure, or property where the sign is to be erected; and
  - 5. The sign permit fees provided in the city’s fee schedule.
- B. Contractor license. The city shall ascertain that the sign installer has a valid Washington State contractors license, unless the sign is being installed by the owner of the sign.
- C. Determination of completeness. The community development department shall review the application and notify the applicant within 28 days of receipt whether the application is complete or whether additional information is required to process the application. If the city has not notified the applicant of any deficiencies within 28 days after receipt, the application shall be deemed complete as of the day of filing.
- D. Permit decision. The community development department shall issue a decision on the sign permit application, which shall be either a denial or an approval of the permit with or without conditions, within \_\_\_\_ days after receipt of a complete application.

#### **18.82.070 General sign standards and conditions.**

- A. General Regulations.
  - 1. No sign or any part of a sign shall be designed or constructed to be moving by any means, and shall not contain items such as streamers and spinners, except as authorized for temporary signs.
  - 2. Exposed braces and angle irons are prohibited. Guywires are prohibited unless there are no other practical means of supporting the sign.



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3. No sign shall have blinking, flashing, fluttering or moving lights or other illuminating device which has a changing light intensity or color; provided, however, temperature and/or time signs that conform in all other respects to this chapter are allowed.
  4. The structure and installation of all signs shall comply with the latest adopted edition of the Uniform Building Code.
  5. All signs, together with all of their supports, braces, guys and anchors, shall be maintained in good repair and in a safe, neat, clean, and attractive condition.
  6. The light directed on, or internal to, any sign shall be so shaded, shielded, and/or directed so that the intensity or brightness shall not adversely affect safe vision of operators of vehicles moving on private or public property or pedestrians on a public right-of-way. Electric signs shall not use incandescent bulbs for internal illumination. Lighted signs visible from nearby residences shall have low or soft illumination or be shielded in a manner to not adversely affect such residents.
  7. Portable signs shall not exceed twelve square feet in sign area and no more than one such sign may be displayed per business.
  8. All permanent signs shall be constructed of durable materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
  9. All permanent signs and sign support frames shall be mounted and attached to a building or the ground in a secure manner and shall be maintained in good repair for safety and appearance.
  10. All wiring, fittings, and materials used in the construction, connection, and operation of electrically illuminated signs shall be in accordance with the provisions of the National Electric Code or the local electric code in effect. All such signs require an electrical permit and inspection by state of Washington Department of Labor and Industry, Electrical Division or equivalent inspection.
- B. Defunct businesses and vacated premises.
1. If a sign advertising a business that moves from or ceases operations on the subject premises, the owner of said premises shall be responsible for removing all the sign copy relating to the business prior to a new use or business opening.
  2. If a building, structure, or premises is vacated for six months or longer, the owner of said premises shall be responsible for removing all nonconforming on-site signs.
- C. Historic signs. Signs recognized by \_\_\_\_\_ as having a significant historical value to the community are not subject to removal as an abandoned sign or due solely to a vacated or defunct premises or business.
- D. Legal nonconforming signs. Any sign that had been erected, installed, or placed prior to the effective date of this chapter and that was either nonconforming under the city's previous sign code or was made nonconforming as a result of adoption of this chapter may remain in use only under the following conditions:
1. The sign is not altered in any manner that increases the nonconformance of the sign.
  2. The burden of establishing a sign to be legally nonconforming under this section rests upon the sign owner.
  3. Changes to the sign copy and replacement of the sign face are permitted for the existing business of record, but conversion of a **nondigital sign to a digital sign is prohibited**.
  4. If the sign is structurally altered, then it shall come into conformance with the provisions of this chapter. Structural alteration means any action that changes the height, size, or shape of the sign or any action that affects the base or support(s) of the sign. Billboards shall not be converted to any other type of sign.

5. The footprint of a building containing a business or activity associated with a nonconforming sign may not be increased by 100 percent unless the sign is brought immediately into conformance with this chapter.
6. If the use of a property containing a legal nonconforming sign changes from one individual use to another, then the sign shall be brought into conformance with this chapter. This provision does not apply to signs that advertise more than one tenant. Table 18.82.070.D below clarifies under what circumstances a legal nonconforming sign may be retained.

**Table 18.82.070.D**  
**Clarifying when legal nonconforming signs can be retained.**

<b>Situation</b>	<b>Can sign be retained? (provided only changes to the sign copy or the replacement of a sign face occurs)</b>
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update	Yes*
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use sells to another owner, but new owner retains business/use name	Yes*
Owner of multi-tenant center erects legal sign to allow advertising for multiple tenants; subject sign becomes nonconforming with subsequent sign code update; individual tenant ceases operation and new business moves in and wants sign changed to add business name	Yes*
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business ceases operation and same owner or new owner opens new business/use using existing building	No
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use is rebranded (including a change in the name of the business/use); subject rebranded business/use may have same owner or new owner	Yes
Individual business/use or multi-tenant center erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use/center ceases operation; building is demolished and site is redeveloped with a new version of the old business/use or a separate new business or multi-tenant center	No
*Assuming other applicable regulations are satisfied.	

7. A legal nonconforming sign may be removed for maintenance for periods not to exceed 60 calendar days. If removed for a longer period, the sign shall comply with the provisions of this chapter upon reinstallation.
8. Pole and Pylon Sign Amortization. Notwithstanding any other provisions of this title, an existing nonconforming pole or pylon sign may continue to be used for a period of 10 years after \_\_\_\_\_. No structural alterations may be made after \_\_\_\_\_, and said pole or pylon signs must be brought into conformity by removal before 10 years after \_\_\_\_\_. Nonconforming multi-tenant pole signs or multi-tenant pylon signs are exempted from the amortization provisions of this section.

## **18.82.080 Maintenance and inspection.**

### **A. Maintenance.**

1. All signs, including signs heretofore installed, shall be constantly maintained in a state of security, safety, appearance and repair.

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- a. The premises surrounding a free-standing sign shall be free and clear of rubbish and the landscaping area shall be maintained.
  - b. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it is the duty of the sign owner to repair or remove the sign within five calendar days after receiving notice from the city.
- B. Inspection. All sign owners shall permit the periodic inspection of their signs by the city upon city request.

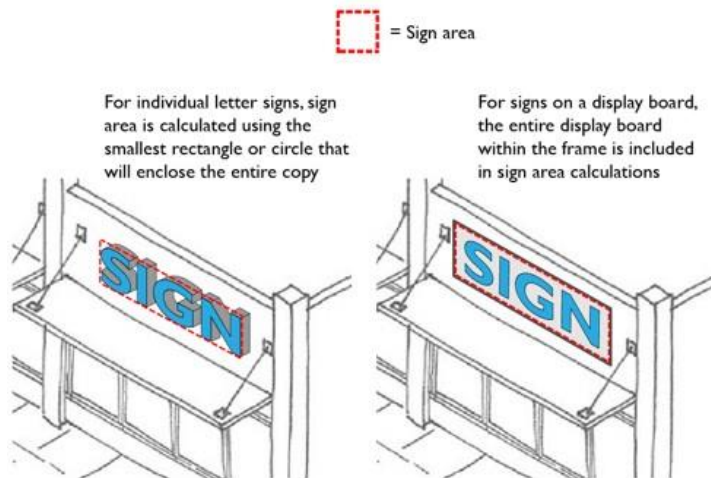
### **18.82.090 Measurement of sign area.**

Sign area for all sign types is measured as follows:

- A. The area of painted signs, individual letter signs, and other indirectly illuminated signs is calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. Any such calculation shall include the areas between letters and lines, as well as the areas of any devices, illuminated or nonilluminated, which are intended to attract attention. See Figure 18.82.090.A for examples and clarification.
- B. Where signs are placed on a display board attached to a wall or awning, the entire display board shall be included in the sign area calculations. Where the display board includes a visible frame, only the area inside the frame shall be included in the sign area calculations. See Figures 18.82.090.A and -.B for examples and clarification.
- C. For freestanding signs, the entire display board shall be included in the sign area calculations. Where the display board includes a visible frame, only the area inside the frame shall be included in the sign area calculations.
- D. Multiple-faced signs shall have each face measured separately. The sign area allotment for each sign type applies to just one side of the sign. For example, if the maximum size for a certain monument sign is 25 square feet, then each face of the monument sign may be up to 25 square feet.
- E. Four or more faced signs, spherical, free-form, sculptural or other nonplanar sign area is measured as 50 percent of the sum of the areas using only the four vertical sides of the smallest four-sided polyhedron that will encompass the sign structure, as shown in Figure 18.82.090.C. Signs with greater than four polyhedron faces are prohibited.

**Figure 18.82.090.A**

**Clarifying sign area measurement for wall signs.**



The dashed outline indicates how the irregular shaped signs below would be calculated



Figure 18.82.090.B

Clarifying sign area measurement for freestanding signs.

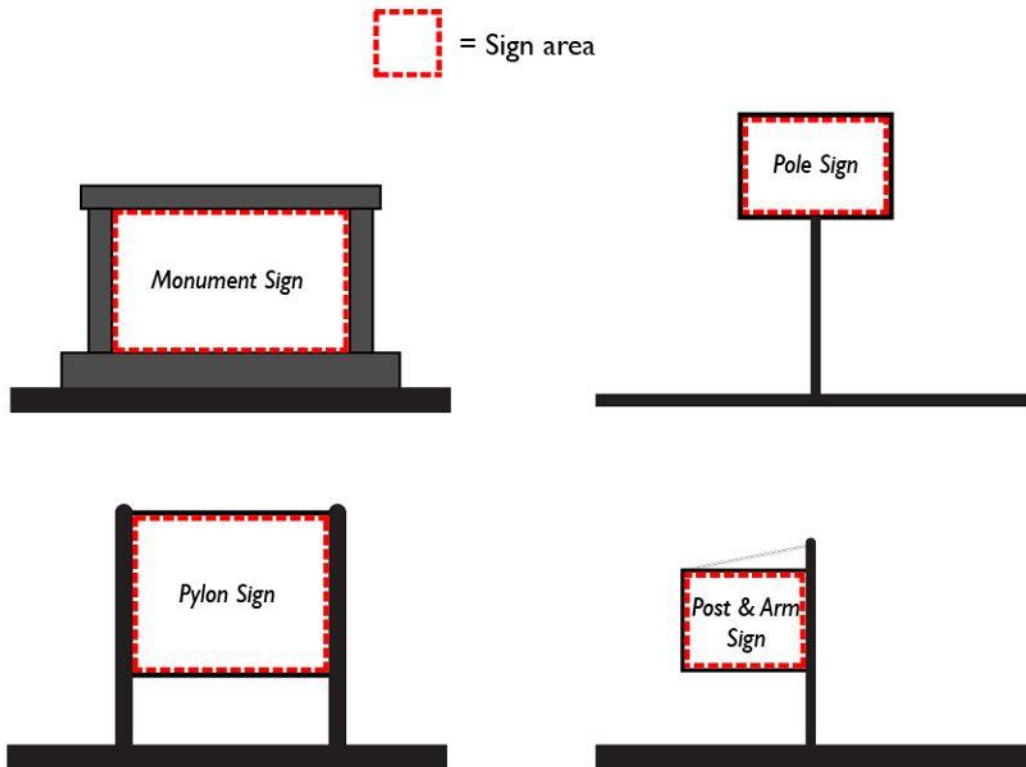
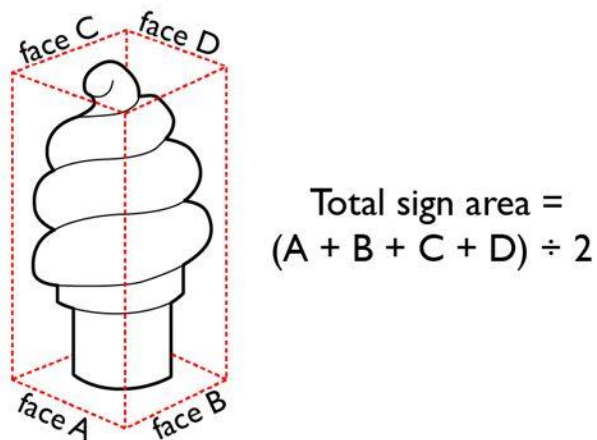


Figure 18.82.090.C  
Clarifying 3D sign area measurement.



### 18.82.100 Sign illumination.

#### A. General Illumination Standards.

1. For purposes of illumination, all lights attached to a sign in any manner shall not extend more than five feet from the sign structure.



2. Externally illuminated signs shall be arranged so that no direct rays of light are projected from such artificial source into residences, business, or any street right-of-way.
3. External sign light fixtures shall complement the design of the sign and building facades or structures associated with the sign.
4. External sign lighting shall be “full cutoff” and shall not result in direct illumination of the sky and adjacent properties and structures, and shall be designed to minimize reflected glare to adjacent properties and structures.
5. All internally lit signs are subject to the same brightness limits applied to digital signs, as set forth in \_\_\_\_\_.






B. Hours of Illumination.


1. Any illuminated sign located on a lot adjacent to or across the street from any residential district and that may be visible within 200 feet of any residential zoning district or overlay shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.
2. Any illuminated sign in a **mixed use district** shall only be illuminated during normal business hours.

C. Permitted Sign Illumination Types. Table 18.82.100 below specifies permitted sign illumination types by zone and other requirements.

**Table 18.82.100**  
**Permitted signs illumination types.**

<b>Illumination Type and Description</b>	<b>Example</b>	<b>Permitted zones and overlays</b>	<b>Other requirements</b>
<b>Channel letter.</b> Light source is internal and light is emitted through the front or face of the letters.		All nonresidential zones	May be incorporated into a permitted wall, pole, or monument sign
<b>Reverse channel letter.</b> Letter faces are opaque and light source provides halo effect through backlighting.		All zones	May be incorporated into a permitted wall, projecting, pole, or monument sign
<b>Push-through.</b> Letters are cut out of an opaque sign face. Interior light shines through letter faces only.		All zones	May be incorporated into a permitted wall, projecting, pole, or monument sign

Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
May include a halo effect.			
<b>Neon.</b>		All nonresidential zones	May be incorporated into a permitted wall, projecting, window, pole, or monument sign
<b>Internally illuminated cabinet signs.</b> Sign face is illuminated through translucent casing. This includes internally illuminated changeable copy signs.		All commercial zones except ____ & ____	May be incorporated into a permitted wall, pole, pylon, or monument sign
<b>Digital message signs.</b>		not allowed in any residential zone except for permitted nonresidential uses)	Only allowed to be integrated on permitted monument and pole signs per <b>WCC 10.50.110</b>
<b>Internally illuminated awning signs.</b> The awning face is illuminated through the awning material.		Not allowed in any zone	

Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
Externally illuminated sign.		All zones	Illumination techniques shall focus the light on the sign and avoid glare to the sky, streets, sidewalks, and other public spaces, and adjacent uses.

### 18.82.110 Sign types permitted by zone.

- A. Nonresidential. In nonresidential zones, all sign types are permitted unless otherwise noted in BDMC \_\_\_\_\_.

**Table 18.82.110.A**

**Signs permitted in nonresidential zones.**

Sign Type	Commercial Zones						Mixed-Use Zones			Overlay Zones					
<b>Freestanding Signs</b>															
Refer to _____ and _____ for freestanding sign design standards.															
Pole sign		p <sup>1</sup>				p <sup>1</sup>									
Monument sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Pylon sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Post and arm sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Internal wayfinding sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
<b>Building-Mounted Signs</b>															
Refer to _____ and _____ for building-mounted sign design standards.															



Sign Type	Commercial Zones						Mixed-Use Zones			Overlay Zones					
Wall sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Projecting sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Awning sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Under-canopy sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

B. Residential. Table 18.82.100.B illustrates the types of signs that are allowed for different development/use types in residential zones. Interpretation:

1. The letter “P” indicates permitted sign types.
2. A blank cell indicates the particular sign type is not permitted.
3. A number in the cell refers to a condition, listed below the table.

**Table 18.82.110.B**  
**Signs permitted in residential zones.**

Sign Type	Development or use type			
	Single-family subdivision	Multifamily complex	Home occupation	Other permitted nonresidential use <sup>4</sup>
<b>Freestanding Signs</b>				
Refer to _____ and _____ for freestanding sign design standards.				
Pole sign				
Monument sign	p <sup>1</sup>	p <sup>1</sup>		p <sup>3</sup>
Pylon sign				p <sup>3</sup>
Post and arm sign				p <sup>3</sup>
Internal wayfinding sign		P		p <sup>3</sup>
<b>Building-Mounted Signs</b>				
Refer to _____ and _____ for building-mounted sign design standards.				

Sign Type	Development or use type			
	Single-family subdivision	Multifamily complex	Home occupation	Other permitted nonresidential use <sup>4</sup>
Wall sign			p <sup>2</sup>	P
Projecting sign				
Awning sign				P
Under-canopy sign				P

NOTES:

<sup>1</sup> Single-family subdivisions and multifamily complex. One monument sign is permitted per entrance (and may be located anywhere along the access street), provided said signs do not exceed 25 square feet in sign area and five feet in height.

<sup>2</sup> One nonilluminated building-mounted sign up to six square feet is permitted for a home occupation.

<sup>3</sup> Signs must comply with size and height standards set forth in this chapter, but no more than one sign per lot frontage and signs may not be larger than 25 square feet in sign area and no taller than six feet in height.

<sup>4</sup> Where sign standards are established as part of a CUP, those standards apply.

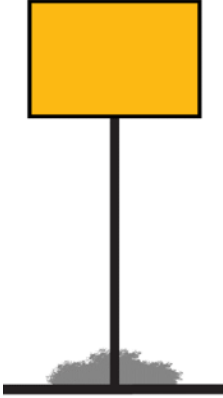

### 18.82.120 Sign types and standards.


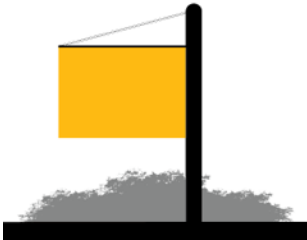
A. Freestanding Sign Types and Standards. The standards below apply to the specific sign types, where permitted in the applicable districts per \_\_\_\_\_.

**Table 18.82.120.A**

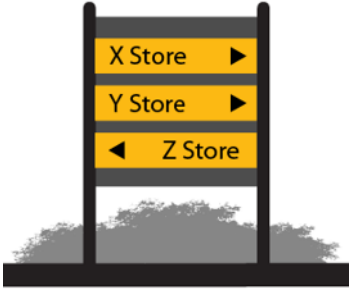
**Freestanding sign types and standards.**

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<b>Pole sign</b> A sign supported by one vertical post	Only allowed on properties adjacent to highways and north of the Wenatchee River  5' minimum setback to	1 pole sign per property street frontage	30'	Same as for monument signs as set forth in _____

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
	property lines, rights-of-way, or private drives from the closest element of the sign structure			
<p><b>Monument sign</b></p> <p>A sign which is attached to the ground by means of a wide base of solid appearance</p> <p>See BDMC _____ for supplemental design standards</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	<p>1 monument sign per property street frontage, except for large properties:</p> <p>Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of property street frontage</p> <p>Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of property street frontage</p>	<p>See BDMC _____</p> <p>On properties adjacent to highways north of the Wenatchee River, and within 50' of a highway right-of-way, the height limit is 30'</p>	See BDMC _____

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<b>Pylon sign</b> A sign mounted on at least two posts 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of lot frontage Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of lot frontage	Monument sign standards apply, per BDMC _____, except pylon signs are limited to 8' in height On properties adjacent to highways, 30'	Monument sign standards apply per BDMC _____ On properties adjacent to highways, 1 sf per linear foot of highway frontage, up to a maximum of 75 sf
<b>Post and arm sign</b> A small sign supported by a post and arm 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of lot frontage Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of lot frontage	5'	10 sf
<b>Internal wayfinding sign</b> A sign used to aid customers and visitors in circulation within parking lots. These signs could come in the form of	May be located in landscaped areas or on pathways provided the sign	Appropriate number of signs to provide directional assistance	8'	15 sf When such sign types are mounted on buildings,

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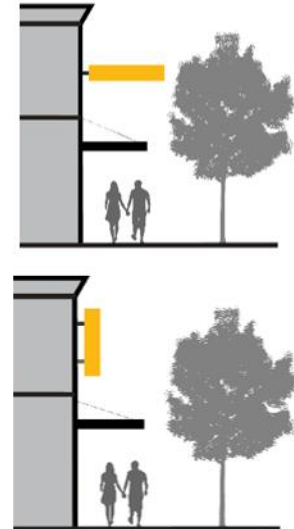
Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<p>monument, pylon, post and arm, or wall sign types</p> <p>See BDMC _____ for supplemental design standards</p> <p>See BDMC _____ for size-based exemptions</p> 	<p>does not inhibit pedestrian movement</p> <p>When such sign types are mounted on buildings, they shall be oriented to a pathway</p>	<p>given size of site and circulation pattern as determined by the director</p>		<p>they are limited to a maximum of 10 sf</p>


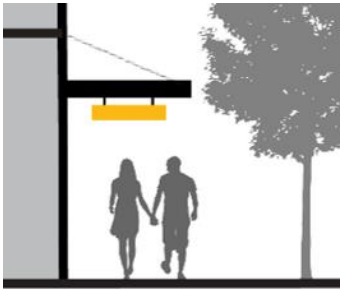
B. Building-Mounted Sign Types and Standards.

**Table 18.82.120.B**

**Building-mounted sign types and standards.**

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
<p><b>Wall sign</b></p> <p>A sign painted directly on the wall, attached to, or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall</p> <p>See BDMC _____ for supplemental design standards</p>	<p>See BDMC _____</p>	<p>1 sign per tenant facade that is visible from an adjacent street, customer parking lot, or alley</p> <p>1 wall sign is allowed per facade facing a waterfront provided the requirements of the</p>	<p>See Table _____</p>	<p>Signs shall not extend above the building roof line</p>

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
		shoreline master program are met  See BDMC _____ for additional quantity standards		
<b>Projecting sign</b> A sign attached to and extending outward from the face of the building  See BDMC _____ for supplemental design standards  	Minimum 8' vertical clearance above sidewalk or pathway, and minimum 14' minimum vertical clearance when within 5' of a roadway  Shall not be located directly over windows or in conflict with other signs or architectural features of the building  Signs within right-of-way are subject to additional public works standards	1 sign per facade that is visible from a street, alley, or customer parking lot	See BDMC _____	Signs shall not extend above the building roof line

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
<b>Awning sign</b> A sign that is either attached to, affixed to, or painted on an awning, marquee, or canopy See BDMC _____ for supplemental design standards 	Minimum 8' vertical clearance above sidewalk or pathway May be placed on the front, above, or below the awning Signs shall not exceed 2/3 of individual awning or awning width Signs within right-of-way are subject to additional public works standards	1 sign per awning that is visible from a street, alley, or customer parking lot Awning signs may be used as an alternative to a wall sign (both may not be used on same facade)	Same as wall sign standards, see Table _____	See BDMC _____
<b>Under-canopy sign</b> A sign attached to the underside of an awning, canopy, balcony or arcade See BDMC _____ for examples 	Minimum 8' vertical clearance above sidewalk or pathway Minimum 1' horizontal clearance from the building and canopy edge Signs within right-of-way are subject to additional public works standards	1 sign per entrance that is visible from a street, alley, or customer parking lot	None	2'

### 18.82.130 Supplemental standards for freestanding signs.

- A. Landscaping. The base of all freestanding signs shall be landscaped at a ratio of one and one-half square foot of landscaped area per one square foot of sign area.
1. Landscaping shall be planted at or surrounding the base of the sign.
  2. On monument signs, landscaping shall be located and visible from the sides and behind the face of the sign with low lying ground cover in front of the sign per BDMC \_\_\_\_.
  3. The landscaping area shall be a minimum of 36 square feet with no dimension less than six feet.
  4. Sign landscaping may be counted toward other required landscaping, provided the landscaping meets the applicable requirements of Chapter \_\_\_\_ BDMC, Landscaping Standards.
  5. Deviations per BDMC \_\_\_\_ will be considered provided the landscaping design complements other site landscaping and enhances the pedestrian environment.
- B. Monument Signs.
1. Sign Form. At least 40 percent of the total sign width shall meet the ground plane.

**Figure 18.82.130.B.2**

**Minimum ground anchoring provisions for monument signs.**



2. Materials and Design. Monument signs in commercial, mixed use, and overlay zones shall be designed as an integrated architectural feature of the site. Specifically:
  - a. Framing. Monument signs shall include design elements that effectively frame the sign on both faces. Alternatively, signs that have a substantial framing element on one side will meet this provision. Deviations per BDMC \_\_\_\_ will be considered provided the design meets other provisions herein, integrates a distinctive, one-of-a-kind design that contributes to the visual character of the area.

**Figure 18.82.130.B.2.a**

**Good examples of monument signs with framing elements on one side.**

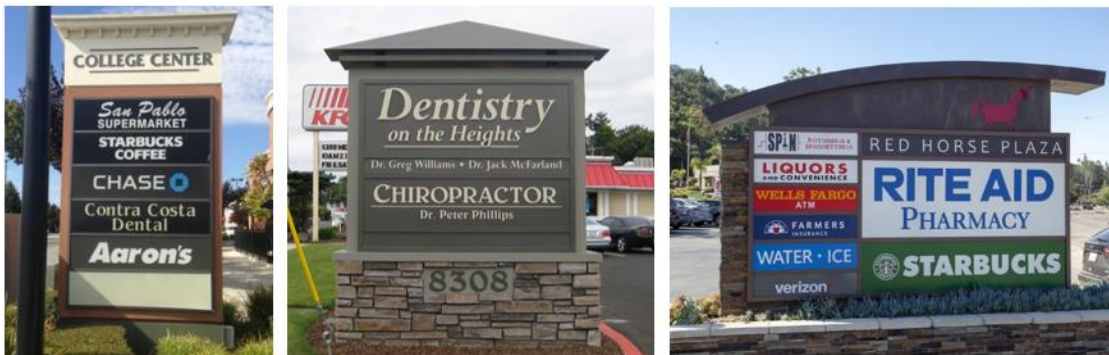




- b. Top/Middle/Bottom. Monument signs shall integrate a top, middle, and bottom element. The top could include a distinctive sign cap and/or include the name of a multi-tenant center. The middle can include a consistent framing technique for an individual sign or multiple signs in a multi-tenant center. The bottom could include a distinctive base design with special materials and/or design. See the figures below for examples that meet this requirement. Signs less than six feet tall are exempt from this provision.
- c. Materials and Design. Monument signs shall include durable high-quality materials such as stone, brick, concrete, or steel and a design that relates to and/or complements the design of on-site buildings and/or is coordinated with other site design elements (such as distinctive lighting, monuments, wayfinding signs).

**Figure 10.50.090(2)(b)(ii)**

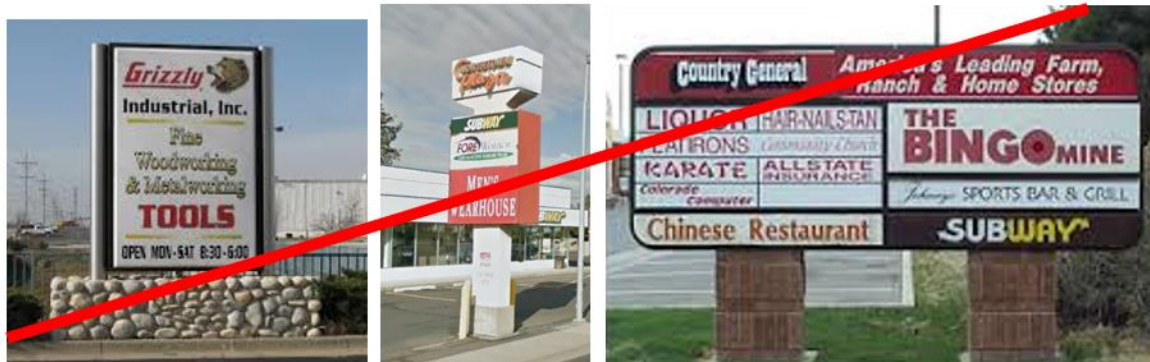
**Good examples of monument signs with top-middle-bottom elements.**



Each of these three signs includes a frame, top/middle/bottom components, and feature high quality materials that relate to and/or complement the design of on-site buildings and/or is coordinated with other site design elements.

**Figure 18.82.130.B.2.c**

**Unacceptable examples of monument signs.**



3. Minimum Base Height. The copy shall be at least one foot above grade.

**Figure 18.82.130.B.3**

**Minimum base height for sign copy.**








4. Maximum Size and Height. Table 18.82.130.B.4.a and Table 18.82.130.B.4.b illustrate two ways to calculate the maximum allowable sign area and height for monument signs. Applicants may choose either table to determine the applicable size and height standards.

**Table 18.82.130.B.4.a**






**Maximum allowable sign area and height for monument signs based on length of right-of-way frontage.**

For parcels with multiple frontages, the standards of this table apply to each frontage individually and may not be combined.				
Length of right-of-way frontage	White or Very Light-Colored Backgrounds		Bonus for Shaded or Dark-Colored Backgrounds	
	<div>Sign Sign</div>		<div>Sign Sign Sign</div>	
	Only apply if the standards of WCC 10.50.090(2)(e) are met.			
	Allowable Sign Area	Maximum Height	Allowable Sign Area	Maximum Height
Less than 100 feet	30 sq. ft.	6 feet	40 sq. ft.	7 feet

For parcels with multiple frontages, the standards of this table apply to each frontage individually and may not be combined.				
Length of right-of-way frontage	White or Very Light-Colored Backgrounds  		Bonus for Shaded or Dark-Colored Backgrounds    Only apply if the standards of WCC 10.50.090(2)(e) are met.	
	Allowable Sign Area	Maximum Height	Allowable Sign Area	Maximum Height
100 – 199 feet	40 sq. ft.	8 feet	50 sq. ft.	10 feet
200 – 299 feet	60 sq. ft.	12 feet	70 sq. ft.	14 feet
300 feet or more	80 sq. ft.	16 feet	100 sq. ft.	20 feet

**Table 18.82.130.B.4.b**

**Maximum allowable sign area and height for monument signs based on size of property.**

Size of property	White or Very Light-Colored Backgrounds  		Bonus for Shaded or Dark-Colored Backgrounds    Only apply if the standards of WCC 10.50.090(2)(e) are met.	
	Allowable Sign Area	Maximum Height	Allowable Sign Area	Maximum Height
Less than 15,000 sq. ft.	30 sq. ft.	6 feet	40 sq. ft.	7 feet
15,000 sq. ft. – 43,559 sq. ft.	40 sq. ft.	8 feet	50 sq. ft.	10 feet
1 – 2.49 acres	60 sq. ft.	12 feet	70 sq. ft.	14 feet
2.5 acres or more	80 sq. ft.	16 feet	100 sq. ft.	20 feet

5. Sign Color. Monument signs that employ shaded or dark background and light-colored lettering for at least 50 percent of the sign copy are allowed larger sign areas, as they are found to be less visually intrusive than signs incorporating white or very light-colored background. To qualify for the bonus, the

background on at least 50 percent of the sign copy must be darker than the lettering and create demonstrable contrast between the background and lettering. See Figure 18.82.130.B.5 for examples.

**Figure 18.82.130.B.5**

**Examples of signs with shaded or dark backgrounds and light-colored lettering.**



6. Multi-Tenant Center Bonus. Properties in commercial and mixed-use zones designed or used for multiple tenants (via building shape/dimensions, interior walls/design, and/or facade/entry designs) may increase sign area and height by 20 percent above the standards in subsection B.4 of this section. If a legally established multi-tenant center using this bonus becomes single tenancy for a period of 24 months or more, this bonus no longer applies and the sign is legally nonconforming per BDMC \_\_\_\_\_.

**Figure 18.82.130.B.6**

**Multi-tenant center sign size bonus example.**

**Single Tenant or Business**

Maximum Sign Area: 40 square feet

Maximum Height: 8 feet

**20% Bonus**

**Multiple Tenants or Businesses**

Maximum Sign Area: 48 square feet

Maximum Height: 9.6 feet



**C. Internal Wayfinding Signs.**

1. Purpose. To aid visitors in finding the location of a business, use, or building on large commercial development sites.
2. Sign Content. Signs may include only the name of the business, use, or building together with the directional guidance information.



3. Sign Types. Internal wayfinding signs may come in the form of monument, pylon, or post and arm sign types, except that signs placed along pathways may be placed on buildings.
4. Design. Signs shall be designed in a uniform manner (within individual subdivision or center) using consistent background color and typeface colors. Dark background colors with light colored text are required. See BDMC \_\_\_\_\_ for how dark colors are measured. See Figure 18.82.130.C for examples.

**Figure 18.82.130.C**

**Internal wayfinding sign examples.**



Note the consistent design themes using dark backgrounds with light colored text.

- D. Building Name Signs. Signs located in the college district, that advertise the name of the building and are not associated with the name of any individual business, are exempt from the standards in WCC 10.50.080(1) and subsections (1) and (2) of this section provided they meet the standards below. Signs that include more information than the building name shall not be considered building name signs.
  1. Maximum quantity: one sign per building entrance.
  2. Maximum sign area: 15 square feet.
  3. Maximum height above existing grade: four feet.
  4. Located within 20 feet of a pedestrian path or area.
  5. Located within 100 feet of the building the sign is advertising.
  6. At least 100 feet from the nearest freestanding building name sign.
  7. Digital message signs are not allowed as building name signs.
  8. Five-foot minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure.

### 18.82.140 Supplemental standards for building-mounted signs.

Building-mounted signs include wall signs, projecting signs, awning signs, and under-canopy signs.

#### A. Wall Signs.

1. Permitted Number of Signs. See Table \_\_\_\_\_. Supplemental standards:
  - a. In multi-story buildings, businesses above the ground floor that feature a street facade are limited to one wall sign per business, except that a business with frontage on more than one street may have one sign facing each street. Applicable wall sign standards for upper level businesses:

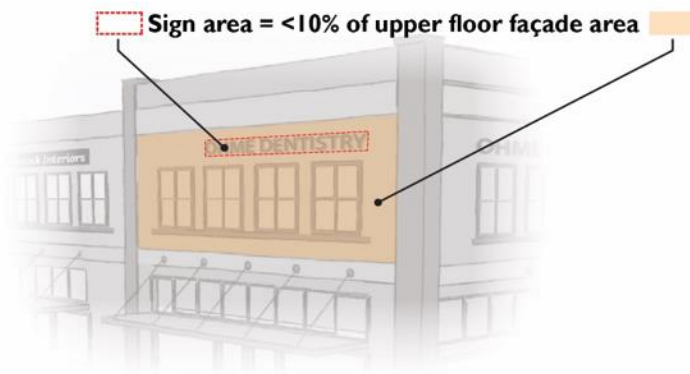
- (i) See BDMC \_\_\_\_\_ for basic wall sign parameters.
- (ii) Internally lit wall signs are not permitted.
- (iii) Maximum Sign Area. Up to 10 percent of the applicable upper level street facade of the tenant. For tenants occupying more than one floor of the street facade, only one floor may be used for the purpose of determining the signage allowance.
- (iv) All other wall sign location and design standards set forth in subsection A.2 of this section apply, except where in conflict with the sign area provisions above.

**Figure 10.50.100(1)(a)(i)**

**Clarifying sign standards for businesses above the ground floor that include a street facade.**



In the example above, Ohme Dentistry occupies the corner second floor office space and are thus allowed signs along each street frontage. Saddlerock Interiors occupies the interior second floor space to the left. Each sign may be up to 10 percent of the applicable upper floor facade. The graphic below illustrates how the upper floor facade is calculated. Note that the upper parapet area is excluded from the calculations (as it extends above the interior of the second floor office space).



- b. In a multi-tenant building with businesses on upper floors and/or in interior spaces having no street facade on which to place a sign, a building directory listing businesses in the building which does not

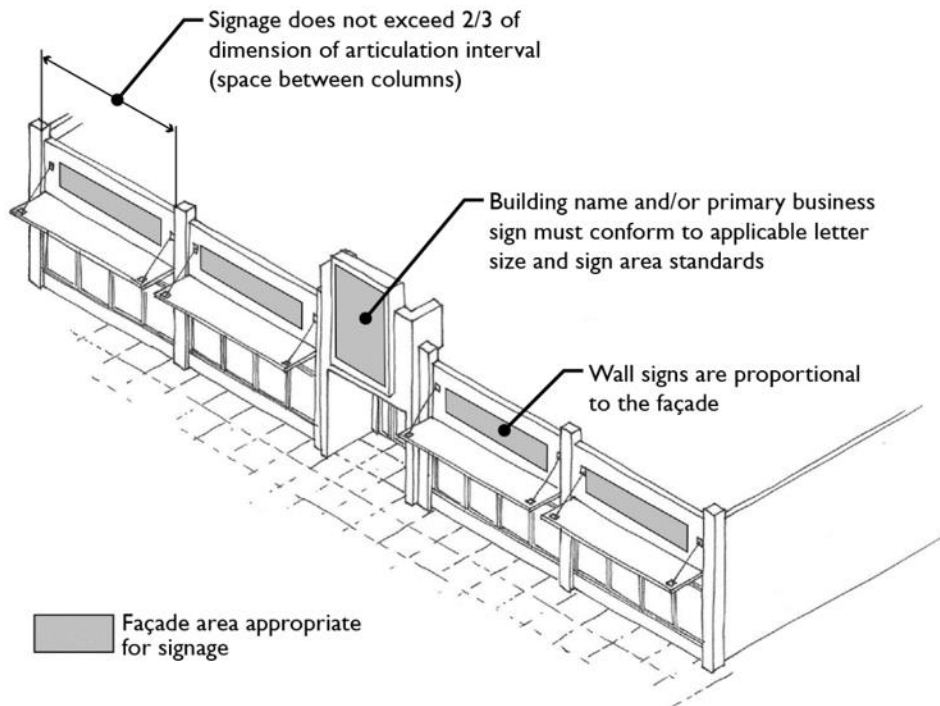
exceed 12 square feet may be located on the building wall at each primary entrance. This directory may be in addition to the sign area permitted for the building.

2. Location and Design.

- a. Wall signs shall be proportional to the facade. They shall be no wider than two-thirds the width of the individual facade. This standard also applies to upper-level businesses.
- b. Wall signs may not cover windows, building trim, an existing building name sign, or special ornamentation features. Preferred areas for installation of wall signs include blank areas above awnings, areas between vertical piers or columns, blank areas on a gabled roof, or upper reaches of a false fronted building.
- c. Stacked words on wall signs are permitted. Generally, the primary business name is encouraged to be provided on one line, with additional text on rows above and/or below providing supporting information about the business in smaller fonts.

**Figure 18.82.140.A.2**

**Illustrating wall sign standards.**



3. Maximum Size for Individual Tenants That Occupy Space on the Building Facade. Table 18.82.140.A.3.a below provides standards for the maximum amount of wall or awning sign area on each tenant's facade. For building elevations that include signs for upper level businesses, the standards apply to the entire building elevation.

**Table 18.82.A.3.a**

**Sign area standards for wall and awning signs for each tenant's facade.**

Tenant facade area	Maximum sign area (for tenant's facade)	
	Sign with internal lighting	Sign without internal lighting
Below 200 sf	15% of the facade	25% of the facade
200 – 349 sf	14% of the facade	22.5% of the facade
350 – 499 sf	13% of the facade	20% of the facade
500 – 999 sf	12% of the facade	17.5% of the facade
999 – 1,499 sf	11% of the facade	15% of the facade
1,500 –1,999 sf	10% of the facade	12.5% of the facade
Over 2,000 sf	10% of the facade	10% of the facade

**Figure 18.82.140.A.3.b**

**Clarifying the calculations of maximum sign area for tenant wall, canopy, or awning signs.**




 Tenant Facade Area = 320 SF



Figure 18.82.140.A.3.c

Acceptable wall sign examples.



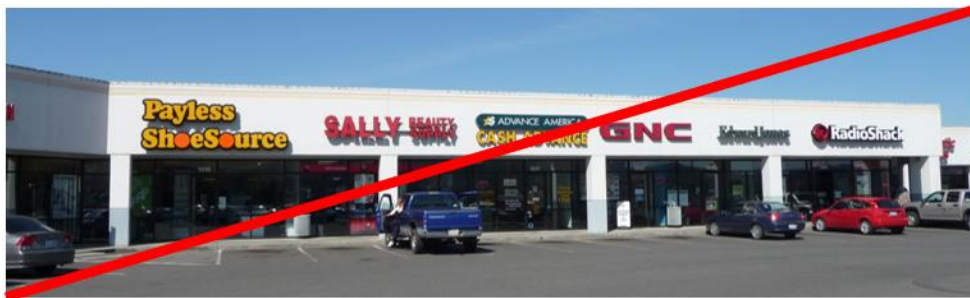
Note the different styles of signs and use of stacked (both left images) and supplemental text (lower left).



More acceptable wall sign examples.

**Figure 18.82.A.3.d**

**Unacceptable wall sign example.**



Most or all of these signs clearly exceed two-thirds of the width of their respective individual storefronts.

4. Mounting. Wall signs should be mounted plumb with the building, with a maximum protrusion of one foot plus up to four inches for mounting, unless the sign incorporates sculptural elements or architectural devices.
5. Building Name Signs.
  - a. Signs that advertise the name of the building and not associated with the name of any individual business are exempt from the sign area standards in Table \_\_\_\_\_ above, provided they are designed and sized in proportion to the facade (see Figure \_\_\_\_\_ for an example).
  - b. Signs shall be placed near the top of the facade and generally centered on the architectural features of the building.
  - c. Deviations per BDMC \_\_\_\_\_ will be considered provided the sign is located in a place that is independent from individual businesses on the building and helps to provide identity for the particular building.

**Figure 18.82.140.A.5**

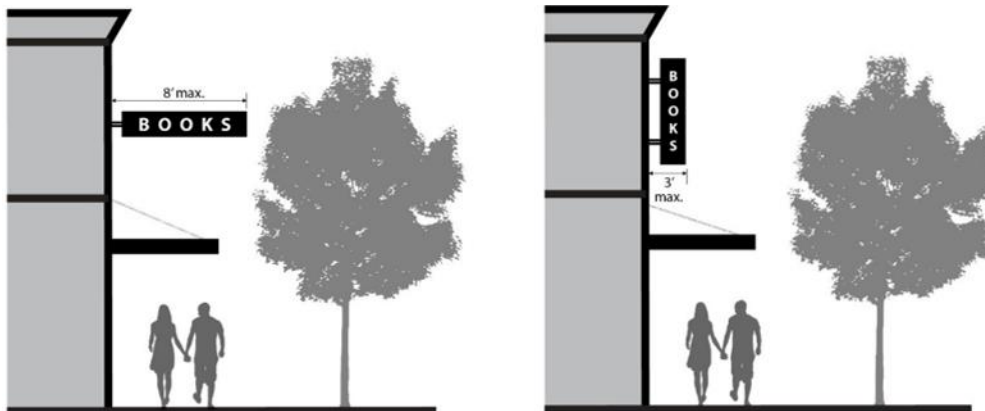
**Acceptable building name sign.**



- B. Projecting Signs. Projecting signs meeting the following conditions are allowed for commercial uses adjacent to and facing a street or alley. They may be used in addition to wall and awning signs provided they meet the applicable standards below.
1. Sign Area. Projecting signs are not based on sign area standards, but on the dimensional standards below. Projecting signs may be either vertical or horizontal oriented.
    - a. Projection.
      - i. Horizontally oriented signs: no more than eight feet.
      - ii. Square or vertically oriented signs: no more than three feet.
      - iii. Signs may project into public right-of-way for storefront buildings, but shall not extend over the curb into the travel lane.
      - iv. Signs in alleys are subject to additional public works standards.
    - b. Height.
      - i. Horizontally oriented signs: no more than three feet.
      - ii. Vertically oriented signs: shall not extend above the building parapet, soffit, the eave line or the roof of the building.

**Figure 18.82.140.B.1.b**

**Dimensional standards for horizontal (left) and vertically oriented (right) projecting signs.**



- c. Deviations per BDMC \_\_\_\_\_ to the provisions in subsections B.1 and B.2 of this section will be considered provided the sign design is compatible with the design of the building in terms of location, scale, and design elements, does not create a public safety hazard, and provides a positive contribution to the streetscape.

**Figure 18.82.140.B.1.c**

**Acceptable and unacceptable projecting sign examples.**



The example on the right includes two complementary projecting signs that are separated enough that they do not conflict or cause visual clutter. The second sign is smaller and advertises the lounge that is within the restaurant.



Both examples include signs that project over the roofline. In the right example there are far too many signs that visually conflict and create unwanted sign clutter.

- C. Awning Signs. Awning signs may be used in place of permitted wall signs provided they meet the following conditions:
1. Sign Form and Size.
    - a. Signs consisting of individual letters placed on the outside edge of the awning or above the awning are limited to 200 percent of the height of the vertical dimension of the awning. For example, if the vertical dimension of the awning is 12 inches, the letters may be up to 24 inches high. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20 feet, whichever is less.



- b. Sign boards may be placed on the vertical edge of an awning provided the height of the sign board is no more than 200 percent the height of the vertical dimension of the awning. For example, if the vertical dimension of the awning is 12 inches, the sign board may be up to 24 inches high. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20 feet, whichever is less.
  - c. Signs placed on the vertical edge of awnings are limited to 80 percent the height of the vertical edge of the awning. Where signs are placed on sloping portion of the awning, they shall be sized proportional to the architectural features of the building and are limited to two feet in height. Such signs shall be no wider than two-thirds the width of the individual awning or no more than 20 feet, whichever is less.
2. Number of Signs. For individual facades that include multiple awnings, secondary business signs may be included on separate awnings provided such signs meet applicable dimensional standards herein.

**Figure 18.82.140.C**

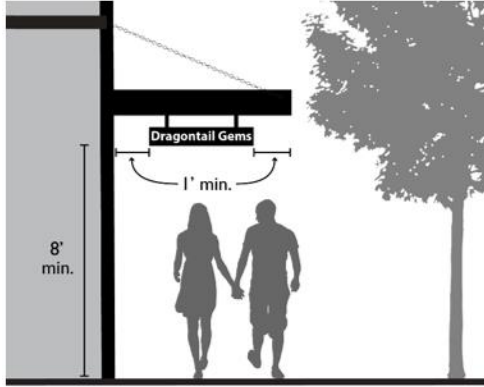
**Awning sign examples and standards.**



- D. Under-Canopy Signs. Under-canopy signs are placed under awnings, marquees or canopies and placed perpendicular to the storefronts and thus oriented to pedestrians on the sidewalk or an internal pathway.

**Figure 18.82.140.D**

**Under canopy standards and example.**



### 18.82.150 Digital and changeable-copy sign integration.

Digital and changeable-copy sign elements may be integrated into any pole or monument sign permitted in this chapter, subject to the following standards:

- A. One hundred percent of allowed pole and monument sign copy area may be used for digital or changeable copy signage, provided the standards of this chapter are met.
- B. No building-mounted sign copy area may be used for digital signs.
- C. Any form of technology may be used for the digital and changeable-copy sign elements described herein, provided they meet the following standards:
  1. Maintain a four second minimum dwell time for the directory and any images. Changes in directory and images may be instantaneous and or faded. Animation, movement, or video imaging is prohibited.
  2. Brightness Limits.
    - a. Integrate automatic dimming capability that adjusts to the brightness of ambient light at all times of the day and night.
    - b. Daytime: 5,000 maximum nits.
    - c. Nighttime: 150 maximum nits. This applies between 30 minutes after sunset and 30 minutes before sunrise.
  3. Light Trespass Standard. Maximum 0.1 foot-candles at the property line of any park or residential property.
- D. Management Program. In addition to the permitting requirements of BDMC \_\_\_\_\_, applications for digital and changeable-copy signs shall include a sign management program that demonstrates compliance with the size, dwell time, and lighting standards of this section.

### 18.82.160 Temporary signs—Standards and conditions.

- A. Applicability. A sign permit is not required for temporary signs, but all temporary signs are subject to the placement, size, and height requirements of this chapter, and the requirements of the underlying zone. The content of temporary signs is not regulated.

- B. Illumination Prohibited. Temporary signs may not be directly illuminated or be provided with any electric service.
- C. Types of Temporary Signs. Subsections (1) through (5) of this subsection describe five types of temporary signs. Subsection D of this section describes the location where each type is allowed for commercial and noncommercial use.
1. Type 1. Signs in this category consist of small, temporary signs inserted in or placed on the ground that are typically associated with (but not limited to) the advertisement of residential real estate, political campaigns, and event announcements. Type 1 signs include, but are not limited to, small A-frame signs, sandwich board signs, residential real estate signs, and yard signs. See subsection E.1 of this section for standards.
  2. Type 2. Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community events. These may be freestanding (supported by posts on either end) or building-mounted. See subsection E.2 of this section for standards.
  3. Type 3. Signs in this category are large yard signs typically associated with (but not limited to) the advertisement of land sales, construction activity, and commercial and industrial buildings for rent. See subsection E.3 of this section for standards.
  4. Type 4. Signs in this category are feather signs (also referred to as sail signs). See subsection E.4 of this section for standards [should these be allowed?].
  5. Type 5. Signs in this category include fixed aerial displays, balloons, pennants, spinners, strings of flags, streamers, tubes, and other devices affected by the movement of the air or other atmospheric or mechanical means. See subsection E.5 of this section for standards. [should these be allowed?]
- D. Location.
1. Property Type. General temporary sign location requirements for private property and public right-of-way are shown in Table 18.82.160.D.1 below. See subsection D.2 of this section for other general requirements and subsection E of this section for specific location requirements by zone, signs on sidewalks, relation to business entries, etc.

**Table 18.82.160.D.1**

**Temporary sign property location.**

	Commercial signs		Noncommercial signs	
	Private property	Public right-of-way	Private property	Public right-of-way
<b>Type Allowed</b>	1, 2, 3, 4, 5	1	1, 2, 3, 4, 5	1

2. General Restrictions.
  - a. With the exception of public right-of-way, temporary signs may only be located on public or private property with the property owner’s permission.
  - b. Temporary signs attached to building walls shall not be placed in a manner that obstructs any door, fire department sprinkler connection, or address numbers.
  - c. Temporary signs shall not be placed on the roof of a building, or affixed to a permanent sign or its structure, tree, utility pole, or street sign.

- d. Temporary signs shall not be attached to the ground, a building, or to any other structure more securely than necessary to prevent loss, wind damage, or safety problems.
  - e. Temporary signs shall not be placed in any public park, trail, open space, or other public space unless expressly authorized by the government, agency, or organization that owns or maintains the land.
  - f. No part of a temporary sign may overhang a paved roadway, bicycle path, parking space, driveway, loading area, or wheelchair access unless approved by the public works director. Any temporary sign overhanging or in any way interfering with a public right-of-way may be placed only if approved as part of a right-of-way use permit.
  - g. Temporary signs shall not be placed within any roadway median, traffic circle, traffic island, or roundabout.
  - h. Temporary signs in the public right-of-way shall be located at least five feet from any other temporary sign.
  - i. Temporary signs in the public right-of-way shall be located at least 25 feet from traffic signs, signals, wayfinding signs, and other traffic control devices erected by the city or other public authority.
  - j. Refer to BDMC \_\_\_\_\_ for other location restrictions.
- E. Temporary Sign Requirements by Sign Type. Below are standards for a wide variety of temporary sign types based on the site's zoning, land use, or context. Adjusted standards for certain activities and events are in subsection (6) of this section.
- 1. Type 1 – Small Temporary Signs.
    - a. Location. May be located in any zone.
    - b. Quantity. Refer to Table 18.82.160.E.1.b.

**Table 18.82.160.E.1.b**

**Type 1 temporary sign quantity.**

Commercial signs		Noncommercial signs	
Private property	Public right-of-way	Private property	Public right-of-way
Two per business.	One sign may be displayed per customer entrance, and no more than two signs may be displayed per business. Signs must be placed within 15 feet of a customer entrance.	Two signs per lot may be displayed for each single noncommercial purpose.	No limit.

- c. Size. Maximum sign area is six square feet (per face if two-sided).
- d. Height. Maximum height of the sign, including supports, is 42 inches above grade, except that post-and-arm style signs may be up to six feet above grade.



- e. Placement. Signs placed on a pathway or sidewalk shall be placed to one side of the sidewalk or pathway and provide a minimum of four feet of unobstructed sidewalk or pathway width. Signs shall not be placed on sidewalks or pathways less than four-feet in width.
- f. Duration. Refer to Table 18.82.160.E.1.f.

**Table 18.82.160.E.1.f**

**Type 1 temporary sign duration.**

Commercial signs		Noncommercial signs	
Private property	Public right-of-way	Private property	Public right-of-way
90 days per individual sign for a single commercial purpose per calendar year.	No limit except may not be displayed between 30 minutes after sunset and 30 minutes before sunrise.	No limit.	180 days per individual sign for a single noncommercial purpose per calendar year.

**2. Type 2 – Banners.**

- a. Location. May be located in the commercial, mixed-use, and overlay zones.
- b. Quantity. One sign may be displayed per property, except properties larger than one acre may have two Type 2 signs, and properties larger than five acres may have three Type 2 signs.
- c. Size. Maximum sign area for freestanding signs is 18 square feet (per face of two-sided signs). The maximum sign area for building-mounted signs is the same as for wall signs (with internal lighting), established in Table \_\_\_\_\_ and based on the size of the facade.
- d. Height. Maximum height of freestanding signs, including supports, is six feet above grade. Building-mounted signs shall not be placed on or above the roof of a building and shall not be placed over any windows.
- e. Material. The sign face shall be composed of a flexible material (typically vinyl).
- f. Mounting. Signs may be supported by posts or stakes which are anchored to the ground or securely attached to the face of a building.
- g. Duration. For each property, signs may be displayed for a maximum 45 calendar days per year. A maximum of six separate displays are permitted each year, with a minimum of 10 calendar days of separation between displays. Exception: Type 2 signs may be used for temporary business signs for new businesses (prior to placement of permitted permanent freestanding or building-mounted signs for the property) for a single period of up to 180 days.
- h. Noncommercial Adjustments. Noncommercial community banner signs up to 18 square feet in size may be displayed on residential property for a special occasion and for no longer than seven consecutive days.

**3. Type 3 – Large Yard Signs.**

- a. Location. May be located in any zone under the following conditions:
  - i. The parcel upon which the sign is displayed has a minimum of 100 feet of lot frontage.
  - ii. The parcel does not contain a permanent freestanding sign with digital or changeable copy.

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- b. Quantity. One sign may be displayed per property.
  - c. Size. Maximum sign area is 24 square feet (per face if two-sided).
  - d. Height. Maximum height of the sign, including supports, is eight feet above grade.
  - e. Material. The sign face shall be composed of a rigid material.
  - f. Mounting. Signs must be mounted and supported by posts or stakes that are securely attached to the ground.
  - g. Duration. Unless otherwise specified in this section for the particular location, use, or context:
    - (A) Type 3 temporary signs may be displayed without limit to duration on properties that are undeveloped or vacant.
    - (B) In all other cases, signs may be displayed a maximum of one year, with a minimum of 60 calendar days of separation between displays. The minimum separation period applies regardless of whether the previous display reached the maximum duration of display.
4. **Type 4 – Feather Signs.**
- a. Location. May only be displayed on properties in a commercial or mixed-use zone.
  - b. Quantity. One sign may be displayed per site/property. For sites/properties with more than 100 feet of street frontage, multiple signs are allowed provided there is at least 100 feet of separation between signs.
  - c. Size. Maximum height is 13 feet.
  - d. Design. Signs shall be designed in a uniform manner, including consistent size and shape, where more than one sign is permitted.
  - e. Duration. Ninety days per individual sign per calendar year.
5. **Type 5 – Aerial Displays. Such signs are prohibited except when used for an exterior event sign (see subsection 6.b of this section).**
6. Adjustment of Standards for Certain Commercial Temporary Signs. Temporary signs associated with construction, special events, real estate sales and rentals, and other commercial uses have the following adjustments from the standards in BDMC 18.82.160.E.
- a. Construction Signs. On commercial properties with active construction, temporary signs shall meet the following requirements:
    - i. Permitted Sign Types. Types 2 and 3.
    - ii. Quantity. One nonilluminated, double-faced temporary sign is permitted for each lot frontage.
    - iii. Duration. Temporary signs shall be removed by the date of the issuance of final occupancy for all units on the property.
  - b. Exterior event signs, such as grand opening signs, sale signs, promotional signs, exhibitions, quitting business signs, and other nonpermanent exterior signs used to advertise an event.
    - i. Permitted Sign Types. Types 1-5.
    - ii. Quantity. There is no limit to the number of exterior event signs that may be displayed at any one time for any one business or tenant.
    - iii. Applicability and Location. Businesses may only display exterior event signs on-site.

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- iv. Sign Area Limits. Based on limits set forth for Types 1 through 5 in subsection E of this section, but no more than 20 square feet in size.
    - (v) Duration. Exterior event signs (individual signs and/or groups of signs) may be displayed for no more than 60 cumulative days per calendar year per business or tenant.
  - c. Residential Real Estate Signs. Signs associated with residential properties for sale or rent shall comply with the following:
    - i. On Site.
      - (A) Permitted Sign Type. Type 1 only.
      - (B) Quantity. Limited to one sign per lot frontage on the subject property being sold or rented.
      - (C) Duration. Shall be removed within five calendar days of the final sale closing or rental.
    - (ii) Off-Site Residential (within a public right-of-way).
      - (A) Permitted Sign Types. Type 1 only.
      - (B) Location. No further from the subject property than the nearest arterial street intersection.
      - (C) Quantity. No more than one “For Sale” or “For Rent” sign may be used at any street intersection for any one developer, broker, seller, or owner.
      - (D) Sign Area. Maximum size of two square feet.
      - (E) Duration. Shall be removed between 30 minutes after sunset and 30 minutes before sunrise.
  - d. Commercial and Industrial Real Estate. Signs associated with commercial and industrial properties for sale or rent shall comply with the following:
    - i. Permitted Sign Types. Types 1 through 3.
    - ii. Location and Quantity. Limited to one sign per lot frontage on the subject property.
    - iii. Sign Area. Based on limits set forth for Types 1 through 3 in subsections E.1 through E.3 of this section, but no more than 16 square feet.
    - iv. Height. Based on limits set forth for Types 1 through 3 in subsections E.1 through E.3 of this section, but no more than eight feet above grade for properties adjacent to highways and six feet above grade in all other areas.
    - v. Duration. Shall be removed within five calendar days of the final sale closing or rental.
  - e. Commercial Temporary Signs in a Residential Zone. Permitted commercial temporary signs in residential zones are limited to:
    - i. Residential real estate signs as established in subsection 6.c of this subsection.
    - ii. Home occupation signs as established in Table \_\_\_\_\_.
  - 7. Special Community Event Signs. The purpose of this provision is to provide for a periodic increase in the number of temporary signs that may be displayed for special community events in the city.
    - a. Qualifying Events. Events sponsored by the city, or by any group of city-based businesses or organizations, that are intended to attract tourism activity in the city.
    - b. Period of Applicability. Beginning 10 calendar days prior to the date of the event (or beginning date of a multi-day event) and ending 24 hours following the conclusion of the event.

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- c. Additional Temporary Signs Permitted. An unlimited number of temporary signs may be displayed in the \_\_\_\_\_ zones during the period of applicability.
  - d. During the period of applicability, all other temporary sign regulations remain in effect.
  - e. Maximum duration shall be from one month before the event to five calendar days after the event.

#### **18.82.170 Permits not required when.**

The following shall not require a permit; provided, however, these exemptions shall not be construed as relieving the owner from the responsibility to comply with the provisions of this chapter or any other law or ordinance:

- A. The changing of the advertising copy or message on a lawfully erected, painted or printed sign, reader-board or similar sign specifically designed for the use of replaceable copy;
- B. Painting, repainting, or cleaning of a lawfully erected sign or the changing of the sign copy thereof and other normal maintenance unless a structural or electrical change is made;
- C. Temporary decorations customary for special holidays erected entirely on private property;
- D. Gravestones and similar memorial plaques and monuments;
- E. One lot identification sign with the total area not to exceed: (a) two square feet per residential dwelling unit, not to exceed a maximum of eighteen square feet for multifamily projects; and (b) eighteen square feet for nonresidential uses.
- F. Temporary signs shall not require a sign permit under this chapter.

#### **18.82.180 Prohibited signs.**

The following signs are prohibited in all zones throughout the city and are subject to removal by the city at the owner's expense:

- A. Signs which by reason of color, shape, wording, or location interfere or conflict with traffic control signs or devices, or which reasonably could be confused with any authorized traffic signal or device.
- B. Signs which the director of public works determines to be a safety hazard for pedestrian or vehicular traffic, including signs that obstruct the sight-distance triangle at any intersection or that extend into the traveled roadway.
- C. Flashing signs or signs illuminated with flashing or strobe lights.
- D. Animated signs (except animated Type 4 and Type 5 temporary signs).
- E. Portable signs exceeding six square feet each side.
- F. Signs attached to or placed on a vehicle or trailer parked on public or private property; however, this provision shall not be construed as prohibiting the identification of a firm or its products on a vehicle operating during the normal course of business. Franchised buses and taxis are exempt from this provision.
- G. Off-premise signs, with the following exceptions:
  - 1. Properties with 20 feet or less of public street frontage (including properties with no public street frontage) may share signage with an adjacent or other nearby property that has applicable street frontage, provided that all other standards of this chapter are met. [What size limitations apply if

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this exception is used? The limits that apply to the property with public street frontage? Or something larger because of the shared signage?] This exception may also be granted by the community development director to properties with more than 20 feet of public street frontage, if the applicant demonstrates that its street frontage is encumbered by utilities or other encumbrances that are outside the applicant's reasonable control and preclude reasonable placement of a permanent, on-premise sign.

2. Off-premise signs explicitly authorized in other portions of this chapter.
- H. Any sign affixed to or painted on trees, rocks, or other natural features or utility poles.
  - I. Roof signs.
  - J. Abandoned signs.
  - K. Signs affixed or mounted on vehicles to advertise a product, service, business, or commercial organization not directly related to or affiliated with the use of the vehicle. This prohibition does not apply to the use of commercial logos and business identification information painted or applied to a vehicle used for transportation in connection with the business whose logo and/or identification information is displayed.
  - L. Balloons and other inflated objects, except that balloons are allowed on a temporary basis on private property in residential zones for special occasions. [Compare to 18.82.160.E.5]
  - M. Signs that emit smoke, visible vapors, visible particles, sounds, flames, or odors.
  - N. Signs with mirrors or other highly reflective surfaces.

### **18.82.190 Administration and enforcement.**

The community development director, or the director's designated code enforcement officer, shall be responsible for enforcing the provisions of this code.

- A. Compliance with other applicable codes. All signs erected or altered under this chapter must comply with all applicable federal, state, and local regulations governing signs, including without limitation the provisions of the International Building Code as adopted by the city. If any provision of this code conflicts with any provision of any other zoning, building, fire, safety, or public health ordinance or code of the city, the provision that establishes the more restrictive standard shall govern.
- B. Sign maintenance. All permanent and temporary signs must be kept in good repair, clean appearance, and safe condition at all times. The sign owner must repair damaged or deteriorated signs within 30 days of notification by the city. The area around freestanding signs must be kept free of litter and debris at all times.
- C. Inspection. Code enforcement officers are authorized to inspect any sign covered by this chapter for the purpose of inspecting the sign, its structural condition, and its electrical connections to ensure compliance with all applicable code requirements. Such inspections shall be carried out during business hours except in cases of emergency.
- D. Abatement. In addition to the abatement authority provided under Title \_\_\_\_ BDMC, the city's code enforcement officers and agents may summarily remove without notice any abandoned sign or any sign placed or allowed to remain on a public right-of-way or other public property in violation of this chapter.
- E. Disposal of signs. When a sign has been removed by the city as authorized in this section, the city shall hold the sign for at least seven days. The city shall have no obligation to try to ascertain the owner of the sign or who placed it in violation of applicable codes. After seven days, the city may dispose of the

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sign without notice. The city shall not be responsible for damage or loss during removal or storage of any signs that were determined to be in violation of applicable codes. Sign owners who wish to reclaim possession of removed signs prior to disposal shall pay the city its reasonable costs of removal and storage, in addition to an administrative charge of \_\_\_\_.

- F. Rather than abating any sign determined to be in violation of this chapter, the community development director, or the director's designated code enforcement officers, may choose to issue a notice to owner of the sign and/or underlying property owner to take corrective action, pursuant to BDMC \_\_\_\_\_, in which case the \_\_\_\_\_
- G. Cumulative Civil Penalty. Any person found in violation of this chapter shall incur a cumulative civil penalty in the amount of one hundred dollars per day from the date set for correction thereof until the violation is corrected.

### **18.82.200 Severability.**

If any section, sentence, clause, phrase, word, portion, or provision of this chapter is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this chapter which can be given effect without the invalid provision. The invalidation of the application of any section, sentence, clause, phrase, word, portion, or provision of this chapter to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such section, sentence, clause, phrase, word, portion, or provision to any other property or structure not specifically included in said invalidation.

[DO WE WANT TO PROVIDE A PROCESS FOR SEEKING A VARIANCE OR WAIVER?]