



# Planning Commission Meeting Agenda

Puyallup City Council Chambers

333 South Meridian, Puyallup

Wednesday, April 24, 2019

6:30 PM

ROLL CALL

APPROVAL OF THE AGENDA

## 1. WORKSESSION TOPICS

- 1.a Sign code standard amendments - PMC 20.60 Signs and PMC 20.75 Home Occupations  
[Staff Memo Sign Code Updates](#)  
[Sign Code Revisions PC 04.10.2019 Draft](#)
- 1.b Proposed Code Amendments - Downtown Design Guidelines update
  - A) [Title 20 Proposed Amendments](#)
  - B) [Code Amendment Matrix](#)
- 1.c Puyallup Shoreline Master Program (SMP) periodic update process
  - A) [Staff Memo](#)

## 2. OTHER COMMISSION BUSINESS

CITIZEN COMMENTS - Time permitting and addressing items on the agenda

ADJOURNMENT

The City Council Chambers is wheelchair accessible. Those needing assistance with hearing devices should contact the City Clerk's Office (253-841-5480) the Friday preceding the meeting.



# Planning Commission Agenda Item Report

Submitted by: Michelle Ochs

Submitting Department: Development Services

Meeting Date: 4/24/2019

## **Subject:**

Sign code standard amendments - PMC 20.60 Signs and PMC 20.75 Home Occupations

## **Presenter:**

Rachael Brown | Assistant Planner | Rnbrown@ci.puyallup.wa.us | 253.770.3363

## **Recommendation:**

Review/Discuss

## **Background:**

As introduced at prior Commission meetings, the Planning Division is drafting amendments to the Puyallup Municipal Code Chapters 20.60 (Signs) and 20.75 (Home Occupations). This effort is in response to the decision by the United States Supreme Court in the case of Reed V Town of Gilbert, which found content-based sign regulations, of which the PMC contains several, to be an unconstitutional restriction of free speech. City staff has determined that our current sign standards require some amendments in order to fully comply with this legal direction. Staff has also identified possible needed changes to the home occupation code section in regards to sign allowances and thresholds for requiring home occupation permits, which have been reviewed by the commission at earlier meetings.

This meeting will focus mainly on continuing the Commission's deliberation on temporary signs in the right-of-way, as well as a review of the newly formatted permanent sign code sections.

## **Council Direction:**

## **Fiscal Impacts:**

## **ATTACHMENTS**

- [Staff Memo Sign Code Updates](#)
- [Sign Code Revisions PC 04.10.2019 Draft](#)



# CITY OF PUYALLUP

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## Development Services Department

333 South Meridian  
Puyallup WA 98371

Date: 4/5/2019  
To: Planning Commission  
From: Rachael Brown, Assistant Planner  
Subject: **Sign Code Updates (PMC 20.60)**

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### Background

The Planning Division is drafting amendments to Chapters 20.60 and 20.75 of the Puyallup Municipal Code (PMC). PMC 20.60 contains sign regulations for the city while PMC 20.75 governs home based businesses (“home occupations”) and includes a section on signage for those businesses. This effort is in response to the decision in the United States Supreme Court case of Reed v Town of Gilbert, which found content-based sign regulations, of which the PMC contains many, an unconstitutional restriction of free speech.

Reed V Town of Gilbert centers on the City of Gilbert, Arizona’s sign code. At the time of this case, their sign code prohibited the display of outdoor signs without a permit, but exempted 23 categories of signs, including three relevant here:

- “Ideological Signs,” defined as signs “communicating a message or ideas for noncommercial purposes” that do not fit into other Sign Code categories, may be up to 20 square feet and have no placement or time restrictions.
- “Political Signs,” defined as signs “designed to influence the outcome of an election,” may be up to 32 square feet and may only be displayed during an election season.
- “Temporary Directional Signs,” defined as signs directing the public to a church or other “qualifying event,” have even greater restrictions: No more than four of the signs, limited to six square feet, may be on a single property at any time, and signs may be displayed no more than 12 hours before the “qualifying event” and 1 hour after.

The petitioners, Good News Community Church, held Sunday church services at various temporary locations in and near the Town of Gilbert. In order to identify the location for the current week’s service, the Church posted temporary signs early each Saturday bearing the Church name and the time and location for the next day’s service. The Church left the signs up

from Saturday until around midday Sunday, the day of the service. The Church left the signs up for longer than 1 hour after the event and was cited for exceeding the time limits prescribed for “temporary directional signs.” The Church sued, claiming that the Sign Code violated their freedom of speech. The case was appealed up to the United States Supreme Court. The court rendered its opinion in 2015.

The court found that the Gilbert sign regulations as written, required the regulator to read the message and administer a different set of regulations based on that message or “content”. If the regulation of signs is content based on its face, then it is subject to strict scrutiny since the sign is a form of speech and speech is protected by the First Amendment. Strict scrutiny is essentially the degree to which a court will examine the regulation if/when challenged. Strict scrutiny is the highest level of scrutiny and is rarely, if ever, overcome. Should a content based regulation of speech be challenged in court, the municipality would need to survive strict scrutiny, which requires the government to prove that the restriction furthers a compelling interest and is narrowly tailored to achieve that interest. In their opinion the court stated, “A law that is content based on its face is subject to strict scrutiny regardless of the government’s benign motive, content-neutral justification, or lack of ‘animus toward the ideas contained’ in the regulated speech.”

In examining the government interests the Town of Gilbert claimed it was furthering with these sign regulations (aesthetic appeal and traffic safety), the court ruled that the City failed to meet its burden to prove that the sign code was narrowly tailored to further a compelling government interest. The court analyzed the distinctions the sign code made based on content and concluded that aesthetic and traffic safety impacts did not justify those distinctions. Essentially the court ruled that the message of the sign did not have any logical relationship to furthering the interests of aesthetic appeal or traffic safety. Signs advertising a church meeting are not inherently less safe or less attractive than signs advertising a political candidate.

## Guiding Principles

Extrapolating from the Supreme Court decision some basic principles should guide our amendment of the existing sign code:

- If a code enforcement officer must read the content of the sign in order to determine in which category the sign falls, and therefore which regulations apply, then the sign code regulation is content based on its face and is subject to strict scrutiny. Strict scrutiny is a level of judicial review that is rarely met and is therefore nearly always fatal. In order to avoid strict scrutiny, the sign code should be written so that the content of the sign does not determine the applicable regulation.

- **Speaker.** The court, in its opinion, also stated that regulating based on who or what entity is posting the sign or is “speaking” through the sign, is also content based regulation. Therefore, code language that has different regulations for hair salon signs vs. movie store signs, for example, would also be subject to strict scrutiny.
- **Public Safety.** The court, in its opinion, stated that regulations that address signs whose message clearly protects public safety “such as warning signs marking hazards on private property, signs directing traffic, or street numbers associated with private houses—well might survive strict scrutiny”. The court also listed directional signs and signs pointing out historic sites and scenic spots as not affected by this decision.
- **The sign code can and should focus on the time, place, and manner in which signs are posted throughout the City.**
  - This can include regulating the size, material, location, and time limits of signs
  - Location of the sign can be distinguished based
    - Commercial vs. residential property (zones)
    - On-premises vs. off-premises signs

## Code Amendment Overview

City Planning and Code Compliance staff have met to develop a draft of a revised sign code and home occupation code. The legal department has not yet had an opportunity to offer comments on the draft code. Staff is still working on the drafting of the sign code text, and so has not included a copy in this packet. Draft sign code revisions will be included in the next meeting on this topic for Commission review. This meeting packet does include new draft changes to the Home Occupation code section. Below is a summary of the work completed on the focus areas for this effort:

1. **Home Occupations (PMC 20.75).** The enclosed draft of revisions to PMC 20.75 Home Occupations proposes changes to Sections 005 governing home occupation permit requirements and 015 Performance Standards specifically the section that pertains to signs for home based businesses. Therefore, only these sections have been included for Planning Commission review. No other changes to the Home Occupation code are proposed.
2. **Compliance with Reed v. Gilbert.** Staff has developed a draft version of the City’s sign code that has attempted to eliminate content-based regulations and replace them with content-neutral regulations. In many cases, the general framework of the content-based regulation (for example, permitted location, duration, and quantity) has been preserved, but in other cases regulations and sign categories have been merged, changed, or eliminated.

3. **Elimination of aggregate sign area.** Currently the size limitation for signs in the CBD, CBD-Core and MX zones are capped by a total or “aggregate” sign area for the parcel. This regulation is difficult to explain to applicants and similar regulation can be achieved through lowering the allowed sign areas by type. Staff has eliminated the aggregate sign size limitation from the sign code and in some cases lowered the allowed façade sign area to compensate. PMC 20.60.045 and 20.60.047
4. **Code clean-up.** The new sign code (PMC 20.60) features a streamlined code that no longer includes redundant, out-of-date, and/or self-contradictory programs and provisions. Some definitions have also been re-worked to more clearly define terms used throughout the sign code.

### Focus Areas for Planning Commission

During the introductory discussion of this work item, the Commission was most concerned with temporary sign proliferation in the ROW. During the second phase of review, discussion focused on the temporary signs section of the code and staff has integrated the Commission’s comments into this latest version. During this next review of the draft code, Staff will walk the commission through the new tables and other formatting changes that will hopefully make the code easier for the public, sign applicants, and staff to follow and understand. Additionally, staff has reviewed the rest of the zoning code, and integrated missing cross references or sign code regulations from other sections (such as adding the sign code regs for the ARO zone).

## Chapter 20.60

### SIGNS<sup>1</sup>

#### Sections:

- 20.60.001 Scope and purpose.
- 20.60.005 Definitions.
- 20.60.010 Exempt signs.
- 20.60.015 Signs not requiring a permit.
- 20.60.020 Prohibited signs.
- 20.60.025 Permit procedures.
- 20.60.030 General sign regulations.
- 20.60.035 Permitted signs, by type and zoning district.
- 20.60.037 Specific sign requirements by use
- 20.60.040 Special provisions for residential (R) zones.
- 20.60.045 Special provisions for the CBD and CBD-Core zones.
- 20.60.047 Special provisions for the MX and CX zones.
- 20.60.050 Special provisions for the MED, OP and CL zones.
- 20.60.052 Special provisions for the MP zone.
- 20.60.055 Special provisions for the CB, CG, ML and MR zones.
- 20.60.058 Special provisions for the PF zone.
- 20.60.059 Special provisions for the ARO zone.
- 20.60.060 Special provisions for the FAIR zone.
- 20.60.061 Special provisions for the Fair Parking, Agricultural, Mixed Use Design Review, and Shaw-East Pioneer Overlays
- 20.60.062 Special provisions for PD zones.
- 20.60.065 Specific sign requirements by sign type.
- 20.60.067 Signs in the ROW.
- 20.60.070 Temporary signs not in the ROW.
- 20.60.075 Nonconforming signs.
- 20.60.080 Administration and enforcement.
- 20.60.090 Innovative sign design review.

#### **20.60.001 Scope and purpose.**

This chapter establishes regulations governing the installation, alteration, relocation, maintenance, use, and removal of all signs in the city. Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this code is to regulate the size, color, illumination, movement, materials, location, height and condition of all signs placed on private or public property for exterior observation, thus ensuring the protection of property values, the creation of a convenient, attractive and harmonious community, protection against destruction of or encroachment on historic convenience to citizens and encouraging economic development. This article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This chapter must be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this code is found by a court of competent jurisdiction to be invalid, such finding must not affect the validity of other provisions of this article which can be given effect without the invalid provision.

~~While the city recognizes the rights of businesses, organizations, and individuals to identify their properties, goods and services, those needs must be balanced with the community's desire to maintain and enhance the aesthetic environment of the city for the betterment of its citizens and in the interest of economic development.~~ The purpose of this chapter is to accomplish the following:

- (1) To encourage effective sign communication that is responsive to the needs of the public in locating establishments by identification, address, product and/or service information;
- (2) To protect properties from the loss of prominence and reduced effectiveness of individual signs which would result from the unregulated number, size, and location of signs;
- (3) To enhance the visual character and identity of the city and reduce clutter and visual distraction;

**Commented [RNB1]:** Adding a new section that clarifies what temporary and permanent signs can be in the ROW

**Commented [RNB2]:** This language copied from the IMLA Sign Code Model. Ogden Murphey Wallace (OMW) suggested making more explicit in the scope section how our regulations implement our intended results.

(4) To ensure that signs in the city do not adversely affect pedestrian and traffic safety by obstructing vehicle sight distance, interfering with official traffic signs, signals and devices, and unduly directing attention away from the demands of safe driving;

(5) To further the goals and objectives of the comprehensive plan;

(6) To preserve the right of free speech exercised through the use of signs containing noncommercial messages.

#### 20.60.005 Definitions.

~~(1) A "sign" is any word, placard, board, notice, logo, insignia, symbol, flag, banner, balloon or inflatable device or pennant, which uses graphics, symbols, or written copy and is used to advertise or promote the interest of any person, institution, or business. Works of art, fountains, mosaics and building or structural design features that do not contain a commercial message, logo, symbol, or identification are not signs according to this definition.~~

Commented [RNB3]: Moved to its alphabetical location

(12) "Abandoned sign" means any sign pertaining to a business or occupant whose products or services or noncommercial messages have ceased to be offered to the public or ceased to be in effect on said premises for a period of more than 90 days.

(23) "Backlit rigid canopy sign" means any type of facade sign affixed to or integral with the surface of a translucent rigid canopy lit by lights directed toward the canopy material and mounted from internal canopy frames.

(34) "Banner" means any sign of lightweight fabric or similar material that is mounted to a pole or building by any means. National flags, state or municipal flags, seasonal flags, or the official flag of any institution or business shall not be considered banners.

(45) "Billboard" means any sign designed for use with readily changeable advertising copy unrelated to any use or activity on the property on which the sign is located.

(56) "Building identification sign" means any sign that is an integral part of the structure of a building or made of bronze or other permanent material, and that identifies and advertises only the name of a building, date and incidental information about its construction, and other historical information.

~~(67) "Building wall" means the side of a building as measured between the outer-most corners of the building intersection of two other sides, or between the intersection of interior walls separating tenant spaces when one building contains multiple owners or tenants. For multi-story buildings with multiple tenant spaces, the building wall shall be measured separately for each tenant space on each story.~~

Commented [RNB4]: This provides clarification for calculating max sign area when a building has multiple stories with multiple tenant spaced. As worded, this would mean that buildings that have multiple stories but not multiple tenants one each story (like a hotel) would not get additional sign area.

(78) "Business sign" means any sign that identifies and advertises the name of an enterprise, person, institution, business, service, or product.

~~(9) "Construction sign" means a sign which identifies the architect, engineers, contractors and other individuals or firms involved with the construction of a building, or announces the character of the building or enterprise, which is erected during the building construction period.~~

(84) "Development complex" means any commercial center, institution or development which contains four or more separate businesses or institutions located within or upon a single premises or, if on separately owned properties, which share common parking areas and/or access drives.

~~(11) "Development complex sign" means any sign that identifies and advertises the name of a development complex and/or the businesses or institutions occupying a development complex.~~

(912) "Electronic message sign" means a sign containing a message or display that consists of a pattern of lights or other technology which is capable of changing at intermittent intervals in order to vary the message being communicated (see "full-color electronic message sign" and "monochrome electronic message sign").

~~(1013) "Facade sign" means a sign painted upon or erected flush along the exterior wall or window of a building or upon an awning attached to such exterior wall and displaying only one sign surface. Facade signs may not extend above the top of the exterior wall of a building.~~

Commented [RNB5]: Regulation moved to general regulations for façade signs

(11) "Fence sign" a sign attached to a fence

(1244) "Flashing sign" means a sign or portion thereof which changes light intensity or switches on and off in a constant or random pattern and no more frequently than once every two seconds, or contains motion or the optical illusion of motion by use of electrical



energy, including strobe lights in window displays. Changing message signs or time and temperature signs shall not be considered flashing signs; provided, they do not flash as defined herein.

(1345) “Freestanding sign” means a sign erected on a self-supporting structure erected and supported from the ground (see “monument sign” and “pole sign”).

(1446) “Full-color electronic message sign” means an electronic message sign which utilizes multi-color technology to display a message or image. Full-color electronic message signs typically maintain the ability to display images, animations and video. The use or display of video or animations is not permitted in any zoning district.

(1547) “Incidental sign” means a sign, generally informational, that has a purpose secondary to the use of the property on which it is located, such as “no parking,” “enter,” “exit,” “loading only,” “telephone,” and other similar directives.

(1648) “Monochrome electronic message sign” means an electronic message sign which utilizes only one color (such as white, red or amber) technology to display a message or image. Monochrome signs shall display text only; no video, animations or similar displays are permitted when using monochrome electronic message signs.

(1749) “Monument sign” means a sign supported by a base that is equal to or greater **in width** than the sign cabinet the base is intended to support/display. The base of the monument sign shall be constructed using similar exterior materials as the building(s) to which the sign corresponds or an approved alternative high quality material (e.g., stone veneer). Monument signs may also consist of painted text or channel letters mounted on a freestanding seating wall or retaining wall where the total height of the structure meets the limitations of this code.

~~(20) “Nameplate” means any sign, six square feet or smaller, that identifies a person, business, institution, family or group.~~

**Commented [RNB6]:** References non-commercial speech. We can achieve the same regulation by just sticking to the size of the sign instead.

(1824) “Off-premises sign” means any sign designed for use with permanent advertising copy that advertises any enterprise not located on the property or development complex on which the sign is located.

**Commented [RNB7]:** Reed determined that regulating “off premises” vs “on premises” signs is not content based regulation and these kind of laws can remain.

(1922) “Outdoor vehicle display” means any open-air lot at least two acres in size or with at least 300 feet of lineal frontage on a single street, used for the purposes of year-round display and sales of any vehicle as defined in Chapter 46.70 RCW, or as otherwise permitted pursuant to PMC 20.47.010(3).

(2023) “Pennant” means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series.

(21) ~~“Permanently affixed” means secured with hardware or supported by a foundation.~~

**Commented [RNB8]:** Still need to check with building about referencing the IBC code

(2224) “Pole sign” means a freestanding sign that is structurally mounted on one or more poles.

~~(25) “Political sign” means any temporary sign that advertises a candidate for office or opinion on a ballot measure in a pending public election.~~

**Commented [RNB9]:** References content and is contentious. Safer to remove.

(2326) “Portable sign” means any temporary sign that is self-supporting but not permanently attached to the ground and can be moved from one location to another. This definition includes, but is not limited to, sandwich board or “A” frame signs; balloons and inflatables used as signs; and umbrellas used for advertising.

(2427) “Projecting sign” means a sign that is erected perpendicular to and supported from the wall of a building.

~~(28) “Real estate sign” means any sign that advertises the sale, rental or lease of real property.~~

**Commented [RNB10]:** Legal grey area between commercial vs. free speech. Safer to remove and focus on sign size instead

(2529) “Regional shopping center” means a development complex consisting of at least 500,000 square feet of enclosed leasable area.

(2630) “Residential development sign” means any sign that identifies a residential subdivision, condominium or apartment complex of four units or more.

(2734) “Roof sign” means any sign erected and constructed wholly on and over the roof of a building, or supported by the roof structure, or extending vertically above the highest portion of the roof.

~~(32) "Sale and promotional sign" means any temporary sign that advertises a business sale, temporary activity on a property, grand opening and/or special event.~~

**Commented [RNB11]:** Even though this is about commercial speech which is less scrutinized than non-commercial speech, it may be safer to eliminate this definition and just focus on "temporary signs"

(2833) "Sandwich board sign" means a temporary sign set upon the ground, consisting of two sign faces hinged at the top and separated at the bottom to make it self-standing upon the ground.

(2934) "Sheet plastic signs" means any sign made of a rigid plastic material which creates a surface area upon which multiple letters, words or symbols are placed.

~~(30) "Sign" is any word, placard, board, notice, logo, insignia, symbol, flag, banner, balloon or inflatable device or pennant, which uses graphics, symbols, or written copy and is used to advertise or promote the interest of any person, institution, or business. Works of art, fountains, mosaics, merchandise, and building or structural design features that do not contain a commercial message, logo, symbol, or identification are not signs according to this definition.~~

**Commented [RNB12]:** Moved from (1) to its alphabetical position

(3135) "Street frontage" means the distance for which a lot line of a property adjoins a public or private street, from one lot line intersecting said street to the furthest distant lot line intersecting the same street. For the purposes of this code, "street" does not include controlled access highways (i.e., SR-167, SR-512).

~~(32) "Structure" means anything constructed or erected which requires location on or in the ground or attachment to something having a location on or in the ground. "Structure" shall include any kind of building, porch, pier, column, post, sign, or billboard.~~

~~(33) "Structurally altered" means any change to the supporting members of a sign, including but not limited to foundations, mountings, poles, frames, and sign cabinets.~~

(3436) "Temporary sign" means any sign, as defined above, that is intended to be used for short periods of time and/or is constructed of non-permanent materials, including, but not limited to, cloth, canvas, light fabric, vinyl, paper, corrugated plastic or other light materials, or is not permanently affixed to a building, structure, or the ground.

(3537) "Under-canopy sign" means a sign suspended over a sidewalk or pedestrian way by attachment to the underside of a canopy, marquee, awning, or similar structure, perpendicular to the wall.

(3638) "Video" means the use of live action shot with a video camera or creative animation(s) created through the use of computer graphic imaging, which is displayed on an electronic message sign or similar device. The use or display of video is not permitted in any zoning district.

(3739) "Window sign" means any sign, temporary or permanent, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon a window pane or glass and is legible from a distance of eight feet from the exterior of the window. Displays of merchandise for sale shall not be considered window signs.

#### 20.60.010 Exempt signs.

The following signs shall be exempt from the provisions of this chapter:

(1) All signs not legible from a distance of more than eight feet from a property line abutting a public right-of-way;

(2) Official notices authorized ~~required~~ by a court, public body, or public safety official;

**Commented [RNB13]:** If a sign is required by the government then it is considered government speech and is exempt from free speech considerations (Source IMLA Sign Code Model pg. 4)

(3) Directional, warning, identification or information signs authorized or required by federal, state or municipal governments, including traffic or pedestrian control/warning/direction signs;

~~(4) Flags of any size. Flags shall be no taller than the maximum height allowed in the applicable zone.~~

~~The flag of a noncommercial institution such as a school, not exceeding 24 square feet in area in any residential zone or 60 square feet in area in a nonresidential zone, or the flag of a government regardless of size; subject to the building height limitation of the applicable zone. Each business shall be allowed one flag bearing the business's name, insignia, logo or product name; provided, such flags are not flown at a height exceeding the building height limitation of the applicable zone nor the size limitations noted above. Such flags shall not apply towards the total allowable sign area for a site nor be considered to constitute a freestanding sign.~~

**Commented [RNB14]:** 4<sup>th</sup> Circuit found that cities that exempt government flags but regulate non-government flags is a content based regulation not allowed under Reed (source CM Law; APA sign code PowerPoint pg.29)

(5) Religious symbols and seasonal decorations ~~within the appropriate holiday season;~~

~~(5) Barber poles;~~

~~(6) Permanent signs 2 square feet in area and smaller. All signs not legible from a distance of more than eight feet from a property line abutting a public right-of-way;~~

~~(7) One nameplate/street address identification signs per premises;~~

(8) Signs regulating the use or identification of publicly owned parks and recreation facilities, including trail signage, when authorized by the city of Puyallup parks and recreation department;

~~(9) Incidental no parking signs not exceeding two square feet in area. Said signs may bear the name, address and phone number of a towing company responsible for impounding violators; and;~~

(10) One electronic message sign per site that utilizes monochrome color technology, no more than six square feet in area that alternates between messages no more frequently than once every two seconds and;

**20.60.015 Signs not requiring a permit.**

The following signs shall not require a permit, but are required to meet specific all applicable requirements contained in this chapter:

(1) Memorial plaques, building identification signs and building cornerstones when cut or carved into a masonry surface or when made of noncombustible material and made an integral part of the building or structure;

~~(2) Home occupations permitted in residential zones are permitted one facade sign not exceeding six square feet;~~

~~(2) Signs relating to trespassing, no hunting, garage sales, household pets, etc., not exceeding two square feet in area;~~

~~(3) Nonelectric incidental signs not exceeding two square feet in area in the RS, RM, CBD, MP and PD zones, and four square feet in all other zones;~~

~~(3) Any window signs; provided, that no individual sign or combination of signs shall exceed 25 percent coverage of each facade, an individual window area. Furthermore;~~

~~(a) If the area of window signs, as allowed under this section, does not exceed 25 percent of window coverage per facade then the window sign area shall not count towards the total allowable sign area permitted for a particular property, and;~~

~~(b) If a window sign or combination of signs is equal to or exceeds 25 percent window coverage per facade, then it shall be considered a facade sign and shall adhere to all regulations governing facade signs including the requirement to obtain a sign permit;~~

~~(5) Fence Signs. Permanent signs may be attached to fences, but such permanent signs shall not exceed 32 square feet in area and only one such sign shall be permitted for each 100 lineal feet of fence. Temporary signs attached to a fence shall comply with the temporary sign code in PMC 20.60.070~~

~~(5) Construction signs, subject to the requirements of PMC 20.60.070;~~

~~(6) Real estate signs on private property, subject to the requirements of PMC 20.60.070;~~

~~(7) Political signs, subject to the requirements of PMC 20.60.070;~~

~~(8) Temporary signs placed outside of the right of way as allowed in PMC 20.60.070.~~

**20.60.020 Prohibited signs.**

The following devices and locations are specifically prohibited:

(1) Prohibited sign locations;

~~(a) Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device or obstruct or interfere with a driver's view approaching, merging or intersecting traffic; and; or which are an imitation of or resemble official traffic signs;~~

**Commented [RNB15]:** Too specific about the content of the sign; Instead #7 above exempts all signs 2 sq. ft. and under, which would include no-parking signs

**Commented [RNB16]:** We have already applied this interpretation to window signs. Just codifying it here for posterity and clarity of regulation

**Commented [RNB17]:** This covers construction signs, political signs, and real estate signs above

**Commented [RNB18]:** Regulations in this section are all already in the sign code, they have just been re-ordered for clarification

(b) Except as provided for in PMC 20.60.050 (1) (c) (iii) and 20.60.070(7) and 20.60.070 (1), signs encroaching upon or overhanging public rights-of-way, and;

(c) Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit signs on a vehicle operating during the normal course of business or being taken home, and;

(d) Signs painted on, attached to, or placed on a roof, and;

(e) Signs painted on, attached to, or placed on bus benches, and;

(f) Any sign erected or placed in a public right-of-way, except for temporary off-premises signs as authorized herein, and except those required by a governmental agency under the provisions of this code, and;

(g) Any sign affixed to a utility pole, whether located on private property or within the public right-of-way, pursuant to RCW 70.54.090; and;

(h) Any sign affixed to a fire hydrant, light pole, traffic light, traffic sign, government sign, or any other public facility within the ROW except as authorized herein, and;

(i) Any sign affixed to a tree, and;

(j) No sign shall be used as a fence. Permanent signs may be attached to fences but such signs shall not exceed 32 square feet in area and only one such sign shall be permitted for each 100 lineal feet of fence.

(2) Prohibited sign types;

(a) Cloth, sail, feather signs, paper, soft plastic banners, balloons and other inflatable devices, or similar advertising signs or devices bearing any logo, product name, business name or other advertising, and any balloon or other inflatable device over 10 feet in diameter and pennants bearing other than a logo or product name; except those displayed as temporary signs as regulated in PMC 20.60.070;

(b) Signs which are an imitation of or resemble official traffic or government signs;

(c) Flashing signs or signs which sparkle or twinkle in sunlight;

(d) Portable or temporary signs except as allowed in PMC 20.60.070;

(e) Billboards in any zone;

(f) Abandoned or dilapidated signs;

(g) Rotating or motion signs;

(h) Any sign with content or subject matter that constitutes obscenity as defined by law, and;

(i) Any sign displaying video or animations.

(2) Except as provided for in PMC 20.60.050(1)(c)(iii) and 20.60.070(7), signs encroaching upon or overhanging public rights-of-way;

(3) Cloth, paper, soft plastic banners, balloons and other inflatable devices, or similar advertising signs or devices bearing any logo, product name, business name or other advertising, and any balloon or other inflatable device over 10 feet in diameter and pennants bearing other than a logo or product name; except those displayed as temporary signs as regulated in PMC 20.60.070;

(4) Flashing signs or signs which sparkle or twinkle in sunlight;

(5) Portable or temporary signs except as allowed in PMC 20.60.070;

**Commented [RNB19]:** Regulations in this section are already in the sign code, they have been re-ordered for clarification

~~(6) Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business or being taken home;~~

~~(7) Billboards in any zone;~~

~~(8) Abandoned or dilapidated signs;~~

~~(9) Roof signs;~~

~~(10) Any sign erected or placed in a public right of way, except for temporary off-premises signs as authorized herein, except those authorized by a governmental agency under the provisions of this code;~~

~~(11) Any sign with content or subject matter that constitutes obscenity as defined by law;~~

~~(12) Signs painted on or affixed to bus benches or to any vehicle parked for more than 72 hours on any premises other than the site in which the business is located;~~

~~(13) Rotating or motion signs;~~

~~(14) Any sign affixed to a utility pole, whether located on private property or within the public right of way, pursuant to RCW 70.54.090; and~~

~~(15) Any sign displaying video or animations.~~

#### 20.60.025 Permit procedures.

The following regulations shall apply to all signs that require a permit pursuant to this chapter:

(1) Permit Requirements. No sign shall be installed, constructed, painted, structurally altered, posted, or applied without first obtaining a sign permit from the development services department, unless specifically exempted by this code. Maintenance or repair activities of lawfully established signs, such as repainting or refacing without increasing sign area, shall not require a permit. A single permit application may be filed for a group of signs proposed to be installed at one time.

(2) Permit Application Procedures. Applications for signs shall include the appropriate items from the following list:

- (a) A completed application on a form provided by the department;
- (b) Two site plans showing the location of the affected lot, buildings(s) and sign(s), showing both existing and proposed signs;
- (c) If the application is for a facade sign, two copies of a building elevation or photograph showing the location of the proposed sign on the structure;
- (d) Two copies of a scaled drawing of the proposed sign or sign revision including size, height, copy, structural footing details, materials specifications, method of attachment, illumination, front and end views of marquees, calculation for dead load and wind pressure, and any other information required to ensure compliance with appropriate codes and laws;
- (e) Written consent of the owner of the building, structure, or property where the sign is to be erected;
- (f) Other information as may be necessary to evaluate the permit application;
- (g) The requisite permit fee as adopted by resolution of the city council.

~~(3) Parties placing temporary commercial signs as allowed herein within public rights-of-way shall annually obtain a blanket sign permit for multiple locations in accordance with established administrative procedures. An applicant must provide the city with proof of continuous liability insurance during the effective period of the permit, relative to damage or injuries resulting from placement of the sign. Said insurance shall be sufficient in amount to a level established by the city.~~

(4) Expiration of Permits. A sign permit shall become null and void if the work for which the permit was issued has not been completed within six months of its issuance.

**Commented [RNB20]:** This prohibition on signs on vehicles is already addressed in 1(c) above.

**Commented [RNB21]:** We cannot require non-commercial temporary signs to get a permit

(5) Notice of Permit Denial. When a sign permit is denied by the director, the applicant shall be given a written notice of the denial, together with a brief written statement of the reasons for the denial, and advised of rights of appeal.

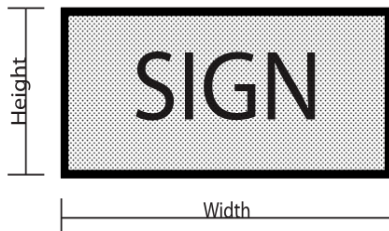
(6) Appeal from Denial of Permit Application. An appeal of the director's decision to deny a permit application may be made to the hearing examiner by filing an appeal on forms provided by the department and paying the requisite appeal fee established by city council. Appeals shall be processed under the provisions of Chapter 20.87 PMC, Interpretations.

**20.60.030 General sign regulations.**

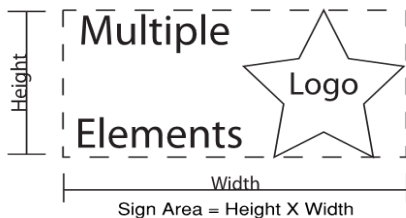
The following general sign regulations shall apply to all signs not specifically exempted by this chapter:

(1) Measurement of Sign Area.

(a) The square footage of a sign made up of letters, words, symbols, trademarks and business or corporate colors within a frame shall be determined from the outside edge of the frame itself.



(b) The square footage of a sign composed of only letters, words, or symbols shall be determined from imaginary straight lines drawn around the entire copy or grouping of such letters, words, or symbols.



(c) Double-faced signs shall be calculated as the area of one side only.

(d) Three-dimensional signs shall be calculated as the maximum area visible from any single direction at any point in time.

~~(e) A tenant located in a floor above lower tenants may count the same wall length in determining allowable facade signage~~

**Commented [RNB22]:** Copied from another section. This is how staff has been administering the sign code

(2) Sign Illumination. All sign illumination shall be from the interior or from floodlight projection shielded to preclude glare visible from public rights-of-way and neighboring properties.

~~(3) Building Code Compliance. The structure and installation of all signs shall comply with the latest adopted edition of the city's building code. Such signs shall meet all other applicable provisions of this chapter.~~

**Commented [RNB23]:** Moved from #1 above

~~(3) Measurement of Sign Area. The square footage of a sign made up of letters, words, symbols, trademarks and business or corporate colors within a frame shall be determined from the outside edge of the frame itself. The square footage of a sign composed of only~~

**Commented [RNB24]:** Moved to (1) and added pictures above

~~letters, words, or symbols shall be determined from imaginary straight lines drawn around the entire copy or grouping of such letters, words, or symbols. Double-faced signs shall be calculated as the area of one side only. Three-dimensional signs shall be calculated as the maximum area visible from any single direction at any point in time.~~

~~(4) Prohibited Means of Structural Support. No sign shall be attached to, supported by or propped up against any utility pole, light standard, traffic sign, fire hydrant or any other public facility located within the public right-of-way, except as authorized herein.~~

**Commented [RNB25]:** Moved to 20.60.020 (1) 'Prohibited Signs' above

(5) Condition and Maintenance. All signs shall be of rust-inhibitive material or treatment, and shall be maintained in good condition in the opinion of the code enforcement officer-manager. All signs, together with all of their supports, braces, guys and anchors shall be kept in good repair and in a safe state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.

(6) Address Display Required. All freestanding signage shall display the full address of the subject site or range of addresses within a development complex, placed in a position that is plainly legible and visible from the street or road fronting the property. The address letters and numbers shall contrast with their background. Addresses shall be displayed using Arabic numerals/alphabet letters. Address numbers shall be a minimum of six inches high with a minimum stroke of one-half inch for freestanding signs within 50 feet of the closest public right-of-way, 12 inches high for freestanding signs that are 51 feet to 100 feet from the closest public right-of-way and 18 inches high for freestanding signs that are over 100 feet from the closest public right-of-way.

**Commented [RNB26]:** Needs to be clarified that this is only required on the building for the purposes of emergency services to identify the building.

~~(7) Development Complexes. Signs within a development complex shall be subject to the following requirements:~~

**Commented [RNB27]:** Moved to new section 20.60.037 specific sign requirements by use

~~(a) Business Signs. Each institution or business shall be permitted facade signs and no more than one projecting sign subject to the maximum size requirements set forth for the applicable zone. The tenant space width shall be used to determine maximum sign area; a tenant located in a floor above lower tenants may count the same wall length in determining allowable facade signage.~~

~~(b) Freestanding Signs. Each development complex shall be permitted one freestanding or monument development complex sign per public street frontage. The maximum permitted sign area for each development complex sign shall be as provided within the applicable zoning district, plus a bonus of 10 additional square feet per business or institution within the development complex; provided, that such bonus shall not exceed 50 percent of the base allowable sign area.~~

~~(8) Regional Shopping Centers. Regional shopping centers shall be allowed signs as follows, regardless of zoning designation:~~

**Commented [RNB28]:** Moved to new section 20.60.037 specific sign requirements by use

~~(a) Freestanding Signs. One per public street frontage; one square foot in area per lineal foot of street frontage; not to exceed 225 square feet; height and setbacks as regulated by the CG zone;~~

~~(b) Monument Signs. One per public street frontage; not to exceed 64 square feet in area or 10 feet in height; may be electronic-message signs;~~

~~(c) Directional Signs. One per public street entrance; not to exceed 16 square feet in area or four feet in height;~~

~~(d) Freeway-Oriented Freestanding Sign. One per regional shopping-center site; not to exceed 400 square feet in area with a bonus 25 percent area for non-text architectural features;~~

~~(e) All signs must comply with the standards contained within PMC 20.60.065.~~

~~(9) No sign shall be used as a fence. Permanent signs attached to fences shall not exceed 32 square feet in area and only one such sign shall be permitted for each 100 lineal feet of fence.~~

~~(10) No sign shall be attached to a tree in any manner.~~

**Commented [RNB29]:** Moved to 20.60.020 (1) 'Prohibited Signs' above

~~(11) Outdoor Vehicle Displays. Outdoor vehicle display sites that have frontage on a given street that exceeds 300 feet in length shall be allowed one additional freestanding sign.~~

**Commented [RNB30]:** Moved to Prohibited Signs section

#### 20.60.035 Permitted signs, by type and zoning district.

Table 20.60.035  
Permitted Signs, by Type and Zoning District

Type of sign	RS <sub>1</sub> <del>RM</del> zones	RM <sub>1</sub> <del>RM</del> zones	PF zone	MED, OP, CL zones	CBD, CBD- Core zones	CB <sub>1</sub> CG <sub>1</sub> ML <sub>1</sub> MR <sub>1</sub> zones	CG <sub>1</sub> zone	MX <sub>1</sub> CX <sub>1</sub> zones	MP zone	ML <sub>1</sub> zone	MR <sub>1</sub> zone	ARO zone	FAIR zone	Pre- existing- PDR- zone	Pre- existing- PDC- zone
(1) Backlit rigid canopy sign	N	<del>N</del>	P	P	N	P	<del>P</del>	N	P	<del>P</del>	<del>P</del>		P	<del>N</del>	<del>N</del>
(2) Building identification	P*	<del>P</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>P</del>
(3) Facade sign	P*	<del>P</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>P</del>
(4) Fence Sign	<del>P</del>		<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>		<del>P</del>	<del>P</del>			<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>
(54) Full-color electronic message sign	N	<del>N</del>	P**	N	N	P**	<del>P</del>	N	N	<del>P</del>	<del>P</del>		P**	<del>N</del>	<del>N</del>
(65) Pole sign	<del>P</del> <del>N</del>	<del>P</del>	P	N	N	P	<del>P</del>	N	N	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>N</del>
(76) Monochrome electronic message sign	P*	<del>P</del>	P	N	N	P	<del>P</del>	N	N	<del>P</del>	<del>P</del>		P	<del>N</del>	<del>N</del>
(87) Monument sign	P*	<del>P</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>P</del>
(98) Permanent Off-premises sign	N	<del>N</del>	N	N	<del>PN</del>	N	<del>N</del>	N	N	<del>N</del>	<del>N</del>		N	<del>N</del>	<del>N</del>
(109) Projecting sign	N	<del>N</del>	N	N	P	P	<del>N</del>	P	N	<del>N</del>	<del>N</del>		N	<del>N</del>	<del>P</del>
(1140) Residential development sign	P	<del>P</del>	P	P	P	P	<del>P</del>	P	N	<del>N</del>	<del>N</del>		N	<del>P</del>	<del>P</del>
(11) Sale and promotional sign	<del>N</del>	<del>N</del>	<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>	<del>N</del>	<del>N</del>	<del>N</del>		<del>P</del>	<del>N</del>	<del>P</del>
(12) Sheet plastic sign	P*	<del>P</del>	P	P	N	P	<del>P</del>	N	P	<del>P</del>	<del>P</del>		P	<del>N</del>	<del>N</del>
(13) Temporary sign	<del>P</del>	<del>P</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>P</del>
(14) Temp. off-premises sign	P	<del>P</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>P</del>	<del>P</del>
(15) Under-canopy sign	N	<del>N</del>	P	P	P	P	<del>P</del>	P	P	<del>P</del>	<del>P</del>		P	<del>N</del>	<del>P</del>
(16) Window sign	N	<del>N</del>	P	P	P	P	<del>P</del>	N	N	<del>N</del>	<del>N</del>		N	<del>N</del>	<del>P</del>

P = Allowed in Zone

N = Not Allowed in Zone

\* Only Permitted for Specific Uses

\*\* Only Permitted for Specific Uses along Primary Arterials

**20.60.037 Specific sign requirements by use**

(1) Development Complexes. Signs within a development complex shall be subject to the following requirements:

- a) Business Signs. Each institution or business shall be permitted facade signs and no more than one projecting sign subject to the maximum size requirements set forth for the applicable zone. The tenant space width shall be used to determine

**Commented [RNB31]:** Moved from General sign regulations 20.60.030 (7) & (8)



maximum sign area; a tenant located in a floor above lower tenants may count the same wall length in determining allowable facade signage.

- b) Freestanding Signs. Each development complex shall be permitted one freestanding or monument development complex sign per public street frontage. The maximum permitted sign area for each development complex sign shall be as provided within the applicable zoning district, plus a bonus of 10 additional square feet per business or institution within the development complex; provided, that such bonus shall not exceed 50 percent of the base allowable sign area.

(2) Regional Shopping Centers. Regional shopping centers shall be allowed signs as follows, regardless of zoning designation:

- a) Freestanding Signs. One per public street frontage; one square foot in area per lineal foot of street frontage; not to exceed 225 square feet; height and setbacks as regulated by the CG zone;  
b) Monument Signs. One per public street frontage; not to exceed 64 square feet in area or 10 feet in height; may be electronic message signs;  
c) Directional Signs. One per public street entrance; not to exceed 16 square feet in area or four feet in height;  
d) Freeway-Oriented Freestanding Sign. One per regional shopping center site; not to exceed 400 square feet in area with a bonus 25 percent area for nontext architectural features;  
e) All signs must comply with the standards contained within PMC 20.60.065.

**20.60.040 Special provisions for residential (the RS and RM) zones.**

The following regulations apply to signs located on property in RS and RM zones:

- (1) Facade and ~~Monument Freestanding~~ Signs. The following signs shall be permitted in the RS and RM zone districts:

~~(a) Freestanding signs in all RS and RM zone districts are limited to monument signs only as allowed under PMC 20.60.035. Maximum height and setbacks for monument signs in all RS and RM zone districts shall conform to PMC 20.60.065(5).~~

~~(ab)~~ Residential Development Signs. Residential developments of four or more dwelling units are permitted one monument or facade sign for each public street frontage adjacent to the project (or for each entrance in the case of a subdivision project). Maximum sign area for each sign shall not exceed 25 square feet in area.

~~(be)~~ Legal Nonconforming or conditionally permitted commercial and institutional uses in all RS and RM zone districts shall be permitted one facade sign and one monument sign per public street frontage (see PMC 20.60.065(5)), not to exceed a combined total of 25 square feet in area for every 150 feet of public street frontage. For frontage greater than 150 feet, one square foot of additional sign area shall be allowed for each six feet of frontage up to a maximum of 40 square feet.

(d) One nonilluminated sign, not exceeding eight square feet in area, monument or facade, shall be allowed for each adult family home, boarding home, residential care facility, and family day care home not requiring a conditional use permit for establishment of use.

(e) Home Occupations. One nameplate sign (no larger than six square feet in area), mounted flush against the wall of the residence, shall be allowed for all home occupations.

~~(2) Sandwich Board Signs. Sandwich board signs shall be permitted within public rights-of-way in any residential zone subject to the requirements set forth in PMC 20.60.070(7).~~

(3) Electronic Message Signs. Conditionally permitted, nonresidential uses in an R zone shall be permitted, but limited to one monochrome electronic message sign if the subject site has frontage on a primary or secondary arterial and said sign is located along the frontage of or facing toward a primary or secondary arterial roadway.

(4) Sign Illumination. Illuminated signage is only permitted when reviewed and specifically authorized through the conditional use permit process for a conditionally permitted nonresidential use. Signs may be illuminated by an external light source that is placed no further than 10 feet from the sign face and is shielded to avoid illumination beyond the sign face. Light sources shall be shielded so that the lamp is not visible beyond the premises.

~~(3) Prohibited signs in the RS and RM zones. The following sign types are prohibited;~~

- ~~(a) Backlit rigid canopy signs~~

**Commented [RNB32]:** All prohibited signs listed below are already prohibited by the current sign code (see sign table)

(b) Full color electronic message signs

(c) Pole Signs

(d) Permanent off premises signs

(e) Projecting signs

(f) Under-canopy signs

(g) Window signs

(5) Freestanding Signs. Freestanding signs are limited to monument signs as allowed under PMC 20.60.035 and 20.60.065(5). Pole signs are not permitted in any RS or RM zone district.

**20.60.045 Special provisions for the CBD and CBD-Core zones.**

The following regulations apply to signs located on property in the CBD and CBD-Core zones:

Table 20.60.047 (1): CBD and CBD-Core Zone				
Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs <sup>3</sup>	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	<u>1-5</u> sq ft for each lineal foot of the building wall from which the sign is attached
(b) Free-standing Signs (other than Monument Signs)	Not Permitted	Not Permitted	Not Permitted	Not Permitted
(c) Monument Signs <sup>2, 3</sup>	1 monument or projecting sign per street frontage  <u>Only one of these sign types is allowed per street frontage</u>	<u>Monument signs shall be no greater in height than one foot above the adjoining finished grade for each foot of setback to a maximum of 10 feet</u>	N/A	<u>1 sq. ft. for each lineal ft. of street frontage</u>  <u>Not to exceed 64 sq. ft.</u>
(d) Projecting signs	1 projecting or monument sign per street frontage  <u>Only one of these sign types is allowed per street frontage</u>	N/A	N/A	1 sq. ft. for each lineal foot of building wall from which the sign projects  Not to exceed 25 sq. ft.
(e) Under-canopy Signs	1 sign per street frontage	The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be 8 <del>eight</del> feet	Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall	1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall

**Commented [RNB33]:** New table makes no substantive changes to existing sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

(f) Electronic Message Signs	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
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**End Notes**

<sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)

<sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)

<sup>3</sup> Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property

~~(1) Business Signs. Each enterprise, institution or business shall be permitted facade signs, one under canopy sign per street frontage, and one projecting or monument sign, subject to the following maximum size requirements. (Note: Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property.)~~

~~(a) Maximum aggregate sign area: one and one-half square feet per lineal foot of all building walls fronting a street.~~

~~(b) Maximum facade sign area: one and one-half square feet for each lineal foot of the building wall from which the sign is attached.~~

(c) Maximum projecting sign area: one square foot for each lineal foot of building wall from which the sign projects, not to exceed 25 square feet.

~~(d) Maximum monument sign area: one square foot for each lineal foot of street frontage, not to exceed 64 square feet. Monument signs must also conform to regulations outlined in PMC 20.60.065 (5)~~

(d) Under-Canopy Sign Area and Dimensions.

(i) The maximum allowable sign area shall be one square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.

(ii) The maximum allowable horizontal length of an under-canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.

(iii) The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be eight feet.

~~(2) Off-Premises Signs. Off-premises signs shall not be freestanding and shall not exceed 12 square feet in area, except temporary off-premises sandwich board signs only within public rights-of-way shall be subject to the requirements of PMC 20.60.070(7) and the following, whichever is more restrictive:~~

~~(a) Maximum height: 42 inches.~~

~~(b) Maximum width: 30 inches.~~

~~(c) Placement: may be located on public sidewalks or adjacent areas in a manner so as to allow adequate pedestrian circulation, but in no event within an area upon which vehicles regularly travel or park. No sign may be placed closer than 12 inches to a tree or other planting within the right-of-way.~~

~~(d) Maximum number: one per business.~~

(3) Projecting Signs. Signs may project over public rights-of-way a maximum of four feet; provided, such signs shall not extend to within two feet of the street curb or the improved shoulder edge, nor impede free and complete use of the sidewalk for pedestrians. Projecting parallel signs may project over public rights-of-way; provided, such signs shall not extend more than one foot beyond the wall of the building.

(4) Prohibited Signs in the CBD and CBD-Core Zones. The following sign types are prohibited:

(a) Backlit canopy signs;

**Commented [RNB34]:** Eliminated aggregate maximum sign area and reduced the max façade sign area to compensate

**Commented [RNB35]:** Deleted because this section was inconsistent with the existing sign table, PC direction, and staff interpretation

- (b) Full-color and monochrome electronic message signs, except as exempted in PMC 20.60.010 (1); and
- (c) Pole signs.

**20.60.047 Special provisions for the MX and CX zones.**

The following regulations apply to signs located on property in the MX and CX zones:

Table 20.60.047 (1): MX and CX Zone				
Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs <sup>3</sup>	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	1 sq ft for each lineal foot of the building wall from which the sign is attached
(b) <u>Free-standing Signs (other than Monument Signs)</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(c) Monument Signs <sup>2, 3</sup>	1 monument or projecting sign per street frontage  <u>Only one of these sign types is allowed per street frontage</u>	<u>Monument signs shall be no greater in height than one foot above the adjoining finished grade for each foot of setback to a maximum of 10 feet</u>	N/A	<u>1 sq. ft. for each lineal ft. of street frontage</u>  <u>Not to exceed 125 sq. ft.</u>
(d) Projecting signs	1 projecting or monument sign per street frontage.  <u>Only one of these sign types is allowed per street frontage</u>	<u>N/A</u>	<u>N/A</u>	<u>1 sq. ft. for each lineal foot of building wall from which the sign projects</u>  <u>Not to exceed 25 sq. ft.</u>
(e) Under-canopy Signs	1 sign per street frontage	The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be <u>8 eight</u> feet	Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall	1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall
(f) Electronic Message Signs	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>

**Commented [RNB36]:** New table makes no substantive changes to existing sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

**End Notes**

- <sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)
- <sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)
- <sup>3</sup> Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property

~~(1) Business Signs. Each enterprise, institution or business shall be permitted facade signs, one under canopy sign per street frontage, and one projecting or monument sign, subject to the following maximum size requirements. (Note: Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property.)~~

~~(a) Maximum aggregate sign area: one and one-half square feet per lineal foot of all building walls fronting a street or pedestrian walkway.~~

~~(b) Maximum facade sign area: one square foot for each lineal foot of the building wall from which the sign is attached.~~

~~(c) Maximum projecting sign area: one square foot for each lineal foot of building wall from which the sign projects, not to exceed 25 square feet.~~

~~(d) Under-Canopy Sign Area and Dimensions:~~

~~(i) The maximum allowable sign area shall be one square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(ii) The maximum allowable horizontal length of an under canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(iii) The minimum vertical clearance between the lower edge of an under canopy sign and the ground shall be eight feet.~~

(2) Projecting Signs. Signs may project over public rights-of-way a maximum of four feet; provided, such signs shall not extend to within two feet of the street curb or the improved shoulder edge, nor impede free and complete use of the sidewalk for pedestrians. Projecting parallel signs may project over public rights-of-way; provided, such signs shall not extend more than one foot beyond the wall of the building.

(3) Prohibited Signs in the MX Zone. The following sign types are prohibited:

(a) Backlit canopy signs;

(b) Full-color and monochrome electronic message signs, except as exempted in PMC 20.60.010 (1); and

(c) Pole signs.

(d) Sheet plastic signs

(e) Window signs

**20.60.050 Special provisions for the MED, OP and CL zones.**

The following regulations shall apply to signs located on property in the MED, OP and CL zones:

Table 20.60.050 (1): MED, OP and CL Zone				
Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs <sup>3</sup>	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	1 sq ft for each lineal foot of the building wall from which the sign is attached
(b) Free-standing Signs <u>(other than Monument Signs)</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(c) <u>Monument Signs<sup>2,3</sup></u>	<u>1 per street frontage</u>	<u>Monument signs shall be no greater in height than</u>	N/A	1 sq. ft. for each 5 lineal ft. of street frontage

**Commented [RNB37]:** New table makes no substantive changes to existing sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

			<u>one foot above the adjoining finished grade for each foot of setback to a maximum of 10 feet</u>	Not to exceed <u>64 sq. ft</u>
(d)	<u>Projecting signs</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(e)	Under-canopy Signs	1 sign per street frontage	The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be <u>8 eight</u> feet	Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall
				1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall
(f)	Electronic Message Signs	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>

**End Notes**

<sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)

<sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)

<sup>3</sup> Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property

~~(1) Business Signs. Each enterprise, institution or business shall be permitted facade signs, one under canopy sign per street frontage, one projecting sign per street frontage and one monument sign, each subject to the following maximum size requirements. (Note: Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property.)~~

~~(a) Maximum Facade Sign Area. One square foot for each lineal foot of the building wall from which the sign is attached.~~

~~(b) Maximum Freestanding Sign Area. One square foot for each five lineal feet of street frontage, not to exceed 40 square feet.~~

~~(c) Under Canopy Sign Area and Dimensions:~~

~~(i) The maximum allowable sign area shall be one square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(ii) The maximum allowable horizontal length of an under canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(iii) The minimum vertical clearance between the lower edge of an under canopy sign and the ground shall be eight feet.~~

(2) Prohibited Signs in the MED, OP and CL Zones. The following sign types are prohibited:

(a) Pole signs; and

(b) Full-color and monochrome electronic message signs, except as exempted in PMC 20.60.010 (1)

**20.60.052 Special provisions for the MP zone.**

The following regulations shall apply to signs located on property in the MP zone:

- (1) A master signage plan pursuant to PMC 20.60.030(7) shall be required of every business park development prior to the installation of any signs;
- (2) In addition to signs allowed for individual businesses, each business park shall be permitted one monument sign per street frontage, subject to the provisions of PMC 20.60.065(5);
- (3) Each sign shall be designed in a consistent style which blends with the overall architectural theme of the park as required in PMC 20.35.031;

Table 20.60.052 (5): MP Zone				
Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs <sup>3</sup>	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	<u>2 sq ft for each lineal foot of the building wall from which the sign is attached</u> <u>Not to exceed 40 sq ft</u>
(b) Free-standing Signs <u>(other than Monument Signs)</u> <sup>1,3</sup>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(c) Monument Signs <sup>2,3</sup>	1 monument, or projecting or freestanding sign per street frontage Only one of these sign types is allowed per street frontage	Sign height shall not exceed greater than <u>3.5 feet 42-inches</u> above grade when located within a required setback area or 15 feet when located outside of a required setback area	N/A	100 sq ft
(d) Projecting signs <sup>3</sup>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(e) Under-canopy Signs <sup>3</sup>	1 sign per street frontage	The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be <u>8 eight</u> feet	Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall	1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall
(f) Electronic Message Signs	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>

**Commented [RNB38]:** New table makes no substantive changes to existing sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

**End Notes**

- <sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)
- <sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)

<sup>3</sup> Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property

~~(3) Facade signs shall not exceed two square feet in area for each lineal foot of the building wall from which the sign is attached, not to exceed a maximum of 40 square feet;~~

~~(4) Each sign shall be designed in a consistent style which blends with the overall architectural theme of the park as required in PMC 20.35.031;~~

(5) Monument signs are the only types of freestanding signs which shall be allowed subject to the standards listed in table 20.60.052 (5) above, following:

- ~~(a) Monument signs shall be set back at least five feet from the public right of way.~~
- ~~(b) Sign height shall not exceed greater than 42 inches above grade when located within a required setback area or 15 feet when located outside of a required setback area.~~
- ~~(c) Total sign face area shall not exceed 100 square feet.~~
- ~~(d) The placement of monument signs shall not interfere with any vehicular sight distance requirement as determined by the city engineer, nor shall it interfere with pedestrian circulation.~~
- ~~(e) Monument signs shall be compatible in design and illumination to site and vicinity improvements and landscaping~~

(6) Prohibited Signs in MP. The following sign types are prohibited:

- (a) Pole signs;
- (b) Full-color and monochrome electronic message signs, except as exempted in PMC 20.60.010 (1);
- (c) Projecting signs; and
- (d) Window signs

**20.60.055 Special provisions for the CB, CG, ML and MR zones.**

The following regulations shall apply to signs located on property in the CB, CG, ML and MR zones:

**Table 20.60.055 (1): CB, CG, ML, and MR Zones**

Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs <sup>3</sup>	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	1.5 sq ft for each lineal foot of the building wall from which the sign is attached
(b) Free-standing Signs <sup>1,2</sup>	<u>1 free-standing or projecting or monument sign per street frontage. Only one of these sign types is allowed per street frontage</u>	Max 4 feet in height within setback areas. Max 15 feet outside the required setback areas. For each additional one foot of setback beyond required front yard or	N/A	1 sq ft for each 5 lineal feet of street frontage,  Cannot exceed 150 sq ft per sign

**Commented [RNB39]:** New table makes no substantive changes to existing sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.



	<p>A freestanding sign shall not be located closer than 50 feet from another freestanding sign located upon another premises; provided, that this shall not prohibit the ability to place one freestanding sign upon a premises that would otherwise have a right to such a sign; A freestanding sign located within 40 feet of a property line abutting a street right-of-way shall not be located closer than 100 feet from another freestanding sign on the same premises</p>	<p>street side yard setbacks, free-standing sign height may be increased one foot; provided, that in no event shall a free-standing sign exceed 36 feet in height</p>		
(c) Monument Signs <sup>2,3</sup>	<p>1 monument, or projecting or freestanding sign per street frontage <u>Only one of these sign types is allowed per street frontage</u></p>	<p>1 foot above the adjoining finished grade for each foot of setback to a max of 10 feet</p>	N/A	<p><u>1 sq ft for each 5 lineal feet of street frontage.</u> <u>Cannot exceed 150 sq ft per sign</u></p>
(d) Projecting signs <sup>3</sup>	<p>1 projecting, monument or freestanding sign per street frontage <u>Only one of these sign types is allowed per street frontage</u></p>	N/A	N/A	<p><u>1 sq ft for each 5 lineal feet of street frontage.</u> <u>Cannot exceed 150 sq ft per sign</u></p>
(e) Under-canopy Signs <sup>3</sup>	<p>1 sign per street frontage</p>	<p>The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be eight feet</p>	<p>Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall</p>	<p>1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall</p>
(f) Electronic Message Signs	<p>1 sign per site or development complex 1 additional sign shall be permitted if the following conditions exist: The second sign is located along or facing a separate primary arterial abutting the site or</p>	<p>See height requirements for specific sign type (ex. Pole type electronic message sign see height limits for pole signs)</p>	<p>See width requirements for specific sign type</p>	<p>See size limits for specific sign type</p>

development complex and;  
The second sign is located a minimum of 500 feet from the first permitted electronic message sign on the same site and is 250 feet from an electronic message sign located on another premises.

- (i) Other Requirements Full-color electronic message signs may only be located along the frontage of or facing a primary arterial
- Monochrome electronic signage may be located along the frontage of a primary or secondary arterial or collector
- Electronic Message Sign may not be oriented toward a controlled access highway
- Electronic message signs must conform to the performance standards of PMC 20.60.065 (3)

**End Notes**

- <sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)
- <sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)
- <sup>3</sup> Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property

~~(1) Business Signs. Each lot shall be permitted facade signs, one under canopy sign per street frontage, and one projecting or freestanding sign per street frontage, each subject to the following maximum size requirements; provided, that if a site is part of a development complex, the provisions of PMC 20.60.030(7) shall apply. (Note: Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceeded for a particular property.)~~

~~(a) Maximum Facade Sign Area. The total area of facade signage shall not exceed one and one-half square feet for each lineal foot of the building wall from which the sign is attached.~~

~~(b) Maximum Freestanding Sign Area. One square foot for each lineal foot of street frontage, not to exceed 150 square feet per sign.~~

~~(c) Under Canopy Sign Area and Dimensions:~~

~~(i) The maximum allowable sign area shall be one square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(ii) The maximum allowable horizontal length of an under canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(iii) The minimum vertical clearance between the lower edge of an under canopy sign and the ground shall be eight feet.~~

~~(2) Temporary off-premises signs within public rights-of-way shall be subject to the requirements of PMC 20.60.070(7) or the following, whichever is more restrictive:~~

~~(a) Maximum height: 42 inches.~~

**Commented [RNB40]:** New 'Signs in the ROW' section 20.60.067 already covers this

~~(b) Maximum width: 30 inches.~~

~~(c) Placement: may be located on public sidewalks or adjacent areas in a manner so as to allow adequate pedestrian circulation, but in no event within an area upon which vehicles regularly travel or park. No sign may be placed closer than 12 inches to a tree or other planting within the right-of-way.~~

~~(3) Electronic Message Signs. Full color electronic message signs may only be located along the frontage of or facing toward a primary arterial in the CB, CG, ML and MR zones. Monochrome electronic signage may be located along the frontage of or facing toward primary or secondary arterial. The performance standard provisions of PMC 20.60.065(3)(a) through (i) shall apply to all electronic message signs in these zone districts.~~

**20.60.058 Special provisions for the PF zone.**

The following regulations shall apply to signs located on property in the PF zone, unless otherwise approved through a conditional use permit or master plan:

~~(1) Façade Signs. One square foot for each lineal foot of the building wall from which the sign is attached, not to exceed 40 square feet per building wall.~~

~~(2) Freestanding Signs. One square foot for each five lineal feet of street frontage, not to exceed 40 square feet.~~

~~(3) Monument Signs. Notwithstanding any limitation for freestanding signs, each site shall be allowed one monument sign, not to exceed 40 square feet in area. Monument signs shall be subject to the location criteria contained in PMC 20.60.065(5).~~

~~(4) Under-Canopy Sign Area and Dimensions. One under-canopy sign per street frontage is allowed.~~

~~(a) The maximum allowable sign area shall be one square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(b) The maximum allowable horizontal length of an under-canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.~~

~~(c) The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be eight feet.~~

~~(5) Electronic Message Signs. Electronic message signs are allowed as a monument sign for public schools only. Full color electronic message signs may only be located along the frontage of a primary arterial in the PF zone for public schools only. Monochrome electronic signage may be located along the frontage of a primary or secondary arterial or collector in the PF zone for public schools. The performance standard provisions of PMC 20.60.065(3)(a) through (i) shall apply to all electronic message signs in this zone district.~~

**Table 20.60.058 (1): PF Zone**

Sign Type	Standard			
	Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a) Façade Signs	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	1 sq ft for each lineal foot of the building from which the sign is attached Cannot exceed 40 sq ft
(b) Free-standing Signs <sup>1</sup>	<u>Unlimited. A freestanding sign shall not be located closer than 50 feet from another freestanding sign located upon another premises; provided, that</u>	<u>Max 4 feet in height within setback areas. Max 15 feet outside the required setback areas. Pole signs shall not exceed 15 feet in height</u>	N/A	1 sq ft for each 5 lineal feet of street frontage, Cannot exceed 40 sq ft

**Commented [RNB41]:** New table makes no substantive changes to existing PF zone sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

		<u>this shall not prohibit the ability to place one freestanding sign upon a premises that would otherwise have a right to such a sign; A freestanding sign located within 40 feet of a property line abutting a street right-of-way shall not be located closer than 100 feet from another freestanding sign on the same premises</u>	<u>at a line coinciding with required front yard or street side yard setbacks. For each additional one foot of setback beyond required front yard or street side yard setbacks, free-standing sign height may be increased one foot; provided, that in no event shall a free-standing sign exceed 36 feet in height.</u>		
(c)	Monument Signs <sup>2</sup>	1 sign per site	<u>1 foot above the adjoining finished grade for each foot of setback to a max of 10 feet</u>	N/A	40 sf ft
(d)	<u>Projecting signs</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(e)	Under-canopy Signs	1 sign per street frontage	The minimum vertical clearance between the lower edge of an under-canopy sign and the ground shall be <u>8 eight</u> feet	Equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall	1 square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall
(f)	Electronic Message Signs	<u>1 sign per site or development complex. Only one electronic message sign shall be permitted on each site or development complex. One 1 additional sign shall be permitted if the following conditions exist: The second sign is located along or facing a separate primary arterial abutting the site or development complex and; The second sign is located a minimum of 500 feet from the first permitted electronic</u>	<u>See height requirements for specific sign type (ex. Pole type electronic message sign see height limits for pole signs)</u>	<u>See width requirements for specific sign type</u>	<u>See size limits for specific sign type</u>

message sign on the same site and is 250 feet from an electronic message sign located on another premises.

- (g) Other Requirements ~~Electronic message signs are allowed as a monument sign for public schools only.~~ Full-color electronic message signs may only be located along the frontage of a primary arterial ~~in the PF zone for public schools only.~~

Monochrome electronic signage may be located along the frontage of a primary or secondary arterial or collector ~~in the PF zone for public schools.~~

Sign may not be oriented toward a controlled access highway.

Electronic message signs must conform to the performance standards of PMC 20.60.065 (3)

**Commented [RNB42]:** Mandatory Reed Compliant change to now allow all uses within the zone to have the same signs

**End Notes**

<sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065 (4)

<sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)

**20.60.059 Special provisions for the ARO zone.**

The following limitations and regulations shall apply to signs located on property in the ARO zone:

- (1) All signs within the ARO zones shall conform with the sign requirements for the RS zones in PMC 20.60.040, except that signs for commercial uses permitted in Table 20.36.015 shall comply with the sign standards of the limited commercial (CL) zone in PMC 20.60.050, and;
- (2) During any spray operations, farmers may post city-approved caution signs on city right-of-way that read "Caution – Spraying in Progress" or other warnings that may be required by other agencies, without obtaining a permit

**Commented [RNB43]:** Copied from PMC 20.36.025 signs for the ARO zone

**20.60.060 Special provisions for the FAIR zone.**

The following limitations and regulations shall apply to signs located on property in the FAIR zone:

- (1) No provision of this code shall apply within the FAIR zone during the annual spring and fall fair events.

**Commented [RNB44]:** Moved from (c)

**Table 20.60.060 (2): FAIR Zone**

	Sign Type	Standard			
		Number (Max)	Height (Max)	Width (Max)	Area (Max)
(a)	Façade Signs	<u>Unlimited</u>	<u>Cannot extend over roof of building to which it is attached</u>	N/A	400 sq ft per public street frontage
(b)	Free-standing Signs <sup>1</sup>	<u>Unlimited. A freestanding sign shall not be located closer than 50 feet from another freestanding sign located upon another premises; provided, that this shall not prohibit the ability to place one freestanding</u>	<u>Max 4 feet in height within setback areas. Max 15 feet outside the required setback areas. For each additional one foot of setback beyond required front yard or street side yard setbacks, free-standing</u>	N/A	1 sq ft for each lineal foot of street frontage, not to exceed 250 square feet each;

**Commented [RNB45]:** New table makes no substantive changes to existing FAIR zone sign code. Red text represents existing standards that govern various sign types that were located in other sections of the code and clarifications of existing code requirements.

		<u>sign upon a premises that would otherwise have a right to such a sign; A freestanding sign located within 40 feet of a property line abutting a street right-of-way shall not be located closer than 100 feet from another freestanding sign on the same premises</u>	<u>sign height may be increased one foot; provided, that in no event shall a freestanding sign exceed 36 feet in height. A maximum of one freestanding sign may exceed the building height limitation of the FAIR zone</u>		
(c)	Monument Signs <sup>2</sup>	<u>1 sign per street frontage</u>	<u>1 foot above the adjoining finished grade for each foot of setback to a max of 10 feet</u>	N/A	<u>1 sq ft for each lineal foot of street frontage, not to exceed 250 square feet each</u>
(d)	Projecting signs	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>	<u>Not Permitted</u>
(e)	Pennants	<u>Unlimited</u> <del>Notwithstanding any other provision of this code, pennants may be used within the FAIR zone and the fair parking overlay zones as a means of demarcating parking areas and pedestrian walkways; provided, that no pennant may be placed more than 42 inches above the adjoining grade.</del>	<u>3.5 feet above the adjoining grade</u>	N/A	N/A
(f)	Electronic Message Signs	<u>1 sign per site or development complex. 1 additional sign shall be permitted if the following conditions exist: The second sign is located along or facing a separate primary arterial abutting the site or development complex and; The second sign is located a minimum of 500 feet from the first permitted electronic message sign on the same site and is 250 feet from an electronic</u>	<u>See height requirements for specific sign type (ex. Pole type electronic message sign see height limits for pole signs)</u>	<u>See width requirements for specific sign type</u>	<u>See size limits for specific sign type</u>

**Commented [RNB46]:** Monument signs are authorized in the FAIR zone in the sign table 20.60.035. Assumed that the free-standing sign area limit described in the FAIR zone also applies to monument signs as a type of free-standing sign

message sign located on another premises.

- (g) Other Requirements Full-color electronic message signs may only be located along the frontage or facing toward a primary arterial
- Monochrome electronic signage may be located along the frontage of a primary or secondary arterial or collector
- Sign may not be oriented toward a controlled access highway
- Electronic message signs must conform to the performance standards of PMC 20.60.065 (3)

**End Notes**

<sup>1</sup> Free-standing signs (including pole signs) shall conform to the additional performance standards of PMC 20.60.065

(4)

<sup>2</sup> Monument signs shall conform to the additional performance standards of PMC 20.60.065 (5)

(3) Prohibited Signs in FAIR zone

- (a) Projecting Signs  
(b) Window Signs

(1) Business Signs. Facade signs and freestanding signs shall be permitted subject to the following:

- (a) Maximum Facade Sign Area. Four hundred square feet per public street frontage;  
(b) Maximum Freestanding Sign Area. One square foot for each lineal foot of street frontage, not to exceed 250 square feet each;  
(c) A maximum of one freestanding sign may exceed the building height limitation of the FAIR zone.

(2) No provision of this code shall apply within the FAIR zone during the annual spring and fall fair events.

(3) Notwithstanding any other provision of this code, pennants may be used within the FAIR zone and the fair parking overlay zones as a means of demarcating parking areas and pedestrian walkways; provided, that no pennant may be placed more than 42 inches above the adjoining grade.

(4) Electronic Message Signs. Full-color electronic message signs may only be located along the frontage or facing toward a primary arterial in the FAIR zone. Monochrome electronic signage may be located along the frontage or facing toward primary or secondary arterial. The performance standard provisions of PMC 20.60.065(3)(a) through (i) shall apply to all electronic message signs in this zone district.

**20.60.061 Special provisions for the Fair Parking, Agricultural, Mixed Use Design Review, and Shaw-East Pioneer Overlays**

The following regulations are in addition to the sign code provisions for the underlying zone of the property. Where there is conflict between the two regulations, this section shall rule.

- (1) Agricultural Overlay  
(2) Fair Parking Overlay  
(a) Pennants. Pennants are allowed but must not exceed 3.5 feet above the adjoining grade.  
(3) Mixed Use Design Review Overlay  
(4) Shaw-East Pioneer Overlay  
(a) CB-SPO and CG-SPO. CB-SPO and CG-SPO shall follow the CBD zone sign standards of PMC 20.60.045. If a master sign plan exists for a development, those regulations shall rule

**Commented [RNB47]:** This section collects all the existing sign regulations for the overlays throughout the zoning code

(b) ML-SPO. Limited Manufacturing zones within the Shaw-East Pioneer Overlay (ML-SPO) shall conform to the sign standards for the underlying zone. Additionally, all freestanding signage shall be of a monument style and no electronic display signs are permitted.

**20.60.062 Special provisions for Planned Developments PD-zones.**

**The following sign regulations apply to properties within the boundaries of an approved final planned development.**

(1) The sign regulations in a Planned Development shall not be limited by the requirements of this chapter, but shall be allowed as proposed in a master sign plan.

(2) If a master sign plan has not been approved for the Planned Development, sign regulations shall revert to the sign regulations for the zone of the subject parcel.

Pre Existing PDR and PDC Zones. The following regulations shall apply to signs located on property in PDR or PDC zones established prior to the adoption of the ordinance codified in this chapter:

(a) Permitted types of signs shall be as defined in the matrix "Permitted Signs, by Type and Zoning District," contained within PMC 20.60.035.

(b) Specific sign requirements for signs proposed in pre-existing PDR zones shall be as defined in PMC 20.60.040. Specific sign requirements for signs proposed in pre-existing PDC zones shall be as defined in PMC 20.60.050.

(2) New PD Zones. The number, types, and size of signs in new PD zones shall not be limited by the requirements of this chapter, but shall be allowed as proposed in a master sign plan approved at the time the PD zone is approved. If a master sign plan is not proposed, signs shall be allowed as in subsection (1) of this section.

**20.60.065 Specific sign requirements by sign type.**

The following specific sign regulations shall apply to all signs as permitted herein and not specifically exempted by PMC 20.60.010:

(1) Reserved.

(2) Building Identification Signs. One building identification sign for each building shall be permitted; provided, that no such sign shall exceed 25 square feet in area.

(3)

**Standards for Electronic Message Signs**

The following performance standards shall apply to all electronic message signs

Standard	Description
(a) Message Frequency	Messages shall not blink or flash or change their message more frequently than once every two seconds Electronic sign operators are strongly encouraged to consider utilizing a longer static image display time period than the minimum two seconds
(b) Message Transition Time	Signs shall transition between static images immediately as to prevent drawn out frame animations which may result in the illusion of motion



(c) Brightness Level	<u>Max</u> 0.3 foot-candles above ambient light levels All electronic message signs shall come equipped with an automatic dimming photocell device which will automatically adjust the display's brightness based on preset levels relative to ambient light conditions. Signs shall also be pre-set to prevent luminance beyond 5,000 nits during daylight hours and 500 nits at night. <sup>1</sup>
(d) Off-Times	Signs shall be equipped with an automatic timer that will be set to the following off-time standards: RS, RM, PF zones or on nonresidential property within 300 feet of any <u>residential</u> development where electronic message sign will be visible within five years of installation, electronic signs shall be shut off between the hours of 11:00 p.m. and 6:00 a.m.
(e) Dispersal	One electronic message sign shall be permitted on each site or development complex. One additional shall be permitted if the following conditions exist. The second sign is located along or facing a separate primary arterial abutting the site or development complex and; The second sign is located a minimum of 500 feet from the first permitted electronic message sign on the same site and is 250 feet from an electronic message sign located on another premises. <sup>2</sup>
(f) Free Standing Electronic Message Signs	Freestanding electronic message signs shall be monument signs only except for signs located <del>on the grounds of a public school facility</del> within the public facilities (PF) zone may also be a pole sign
(g) <del>No Animation or Video</del> <u>prohibited</u>	Electronic message signs shall be used to display one static image for no less than the minimum time period specified herein before moving on to another static image display. <sup>3</sup>
(h) Malfunctioning Sign	In the event that a sign is malfunctioning, the owner of said sign shall turn the sign off until such time that the sign is repaired and functioning correctly in compliance with this section.
(i) Controlled Access Highway	No electronic message sign shall be oriented towards a controlled access highway facility.

**End Notes**

<sup>1</sup> Prior to the issuance of a sign permit, the applicant shall provide written certification from the sign manufacturer/installer, reviewed and signed by the owner of the sign, that the light intensity has been factory preset not to exceed 0.3 foot-candles or the above referenced nits levels and that those settings are protected from end-user manipulation by password-protected software or other method as deemed appropriate by the director.

<sup>2</sup>The bonus provision herein shall not apply if these spacing and location criteria cannot be met. Spacing standard provisions of subsections (4)(e) and (f) of this section shall also apply.

<sup>3</sup> Displays shall not appear to flash, undulate, ~~or~~ pulse, or portray explosions, imitate any form of traffic control device, display fireworks, flashes of light, or blinking or chasing lights. Displays shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist, or otherwise portray graphics, video or animation as it moves onto, is displayed on, or leaves the signboard.

~~Electronic Message Signs. The following performance standards shall apply to all electronic message signs:~~

~~(a) Static Image Display Minimum. Electronic message signs which provide changing messages shall not blink or flash or change their message more frequently than once every two seconds. In order to promote driver/pedestrian safety and to improve the overall~~

~~aesthetic value of the community, owners/operators of electronic message signs are strongly encouraged to consider utilizing a longer static image display time period than the minimum two seconds as established herein.~~

~~(b) Maximum Transition Time Between Static Images. Electronic message signs shall transition between static images immediately as to prevent drawn out frame animations which may result in the illusion of motion.~~

~~(c) Brightness. All electronic message signs shall come equipped with an automatic dimming photocell device which will automatically adjust the display's brightness based on preset levels relative to ambient light conditions. All electronic message signs shall operate at brightness levels of no more than 0.3 foot-candles above ambient light levels. All electronic message signs shall also be preset to prevent luminance beyond 5,000 nits during daylight hours and 500 nits at night.~~

~~(i) Prior to the issuance of a sign permit, the applicant shall provide written certification from the sign manufacturer/installer, reviewed and signed by the owner of the sign, that the light intensity has been factory preset not to exceed 0.3 foot-candles or the above-referenced nits levels and that those settings are protected from end-user manipulation by password-protected software or other method as deemed appropriate by the director.~~

~~(d) Off Times. All electronic message signs shall be equipped with an automatic timer that will be set to the following off time standards:~~

~~(i) On property zoned RS, RM or PF, or on a nonresidential property within 300 feet of any residential development where an electronic sign will be visible within five years of installation, electronic signs shall be shut off between the hours of 11:00 p.m. and 6:00 a.m.~~

~~(e) Dispersal Requirements. One electronic message sign shall be permitted on each site or development complex. One additional bonus electronic message sign shall be permitted if the following conditions exist:~~

~~(i) The second sign is located along or facing a separate primary arterial abutting the site or development complex; and~~

~~(ii) The second sign is located a minimum of 500 feet from the first permitted electronic message sign on the same site and is 250 feet from an electronic message sign located on another premises. The bonus provision herein shall not apply if these spacing and location criteria cannot be met. Spacing standard provisions of subsections (4)(e) and (f) of this section shall also apply.~~

~~(f) Freestanding Electronic Message Signs. Freestanding electronic message signs shall be monument signs only except for signs located on the grounds of a public school facility within the public facilities (PF) zone may also be a pole sign.~~

~~(g) No Animation or Video. Electronic message signs shall be used to display one static image for no less than the minimum time period specified herein before moving on to another static image display. Displays shall not appear to flash, undulate, or pulse, or portray explosions, imitate any form of traffic control device, display fireworks, flashes of light, or blinking or chasing lights. Displays shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist, or otherwise portray graphics, video or animation as it moves onto, is displayed on, or leaves the signboard.~~

~~(h) Malfunctioning Sign. In the event that a sign is malfunctioning, the owner of said sign shall turn the sign off until such time that the sign is repaired and functioning correctly in compliance with this section.~~

~~(i) Controlled Access Highway. No electronic message sign shall be oriented towards a controlled access highway facility.~~

#### (4) Freestanding Signs.

~~(a) Height. The height of a pole freestanding sign shall be measured from the elevation of the crown of the nearest public street, to the highest point on the freestanding sign or its supporting structure. The height of a monument sign shall be measured from the finished grade immediately abutting the base of the sign; in no event shall a monument sign be installed on an earthen berm, retaining wall or otherwise artificially created/graded surface as to elevate it above the surrounding landscape in an effort to exceed the maximum height for monument signs set forth herein.~~

~~(b) Pole signs shall not exceed 15 feet in height at a line coinciding with required front yard or street side yard setbacks as shown in the table below; in no event shall a monument sign exceed a height of 10 feet. For each additional one foot of setback beyond required front yard or street side yard setbacks, pole sign height may be increased one foot; provided, that in no event shall a pole sign exceed 36 feet in height.~~

(cb) Setbacks. ~~Except as provided for monument signs in subsection (5) of this section,~~ all freestanding signs exceeding four feet in height shall comply with the setback requirements as provided for in this subsection. All setbacks shall be measured from the nearest point of the sign to the closest property line(s).

**Nonresidential Setbacks**

	Limited Commercial (CL)	Community Business (CB)	General Commercial (CG)	Office Professional (OP)	Light, Rail Manuf. (ML), (MR)
Front yard	20'	10'	20'	20'	20'
Arterials	25'	25'	25'	20'	20'
Rear yard	20'	10'	0'	20'	0'
Side yard	10'	0'	0'	5'	0'
Street side	15'	10'	10'	15'	10'
	Public Facilities (PF)	Business Park (MP)	Central Business (CBD/CBD-CORE)	Mixed Use Zones (MX or CX)	FAIR
Front yard	*	**	**	**	***
Arterials	*	**	**	**	***
Rear yard	*	**	**	**	***
Side yard	*	**	**	**	***
Street side	*	**	**	**	***

\* See PMC 20.44.020 for setback regulations in the PF zone district.

\*\* No pole mounted freestanding signs allowed in these zone districts.

\*\*\* See PMC 20.47.020 for setback regulations in the FAIR zone.

(de) Landscaping. Landscaping around the base of a freestanding sign shall be required in those instances where a sign is proposed for placement within or adjacent to an existing landscaped area on a site. Landscaping shall include a mix of groundcovers and shrubs.

~~(ed) Placement of free-standing signs shall not interfere with any vehicular sight-distance requirements, as determined by the city engineer, nor shall it interfere with any pedestrian access. All freestanding signs shall comply with the sight distance triangular-setback area height requirements specified by the applicable zone.~~

(fe) A freestanding sign shall not be located closer than 50 feet from another freestanding sign located upon another premises; provided, that this subsection shall not prohibit the ability to place one freestanding sign upon a premises that would otherwise have a right to such a sign; nor shall this subsection be applied in a manner that would require a setback for such freestanding sign in excess of what would otherwise be required by this chapter.

(gf) A freestanding sign located within 40 feet of a property line abutting a street right-of-way shall not be located closer than 100 feet from another freestanding sign on the same premises.

(5) Monument Signs —~~Maximum Height and Setbacks in All Zones.~~ Monument signs in all zones are subject to the following provisions:

~~(a) No more than one monument sign per street frontage.~~

(ab) The height of a monument sign shall be measured from the finished grade immediately abutting the base of the sign; in no event shall a monument sign be installed on an earthen berm, retaining wall or otherwise artificially created/graded surface as to elevate it above the surrounding landscape in an effort to exceed the maximum height for monument signs set forth herein.

**Commented [RNB48]:** Removed code contradictions by moving to zone specific standards. Some zones actually only allow one monument sign per site

(b) Height and setbacks for monument signs. Monument signs shall be allowed within the setback areas of a property if they meet the following standards:

(i) Monument signs shall be set back at least five feet from the public right-of-way, regardless of the setback requirement of the zone.

(ii) Monument signs shall be no greater in height than one foot above the adjoining finished grade for each foot of setback to a maximum of 10 feet in height.

(iii) Placement of monument signs shall not interfere with any vehicular sight-distance requirements, as determined by the city engineer, nor shall it interfere with any pedestrian access, circulation.

(e) Monument signs shall incorporate the same building materials in their design as the building to which they apply or an approved alternative high quality material (e.g., stone veneer).

~~(f) Monument signs which do not encroach into required front or side yard setbacks shall conform with the requirements for freestanding signs for the applicable zone.~~

(g) Landscaping. Landscaping around the base of a monument sign shall be required in those instances where a sign is proposed for placement within or adjacent to an existing landscaped area on a site. Landscaping shall include a mix of groundcovers and shrubs.

~~(6) Incidental Signs.~~

~~(a) No more than two incidental signs per street entrance.~~

~~(b) No such sign shall exceed two square feet in area in the RS, RM, CBD, MP and PD zones, and shall not exceed four square feet in area in all other zones.~~

~~(7) Off Premises Signs. Off premises signs, except temporary signs specifically permitted under PMC 20.60.070(7), shall be subject to the following regulations:~~

~~(a) Maximum height: 15 feet;~~

~~(b) Maximum area: 50 square feet;~~

~~(c) Minimum yard setback: 20 feet;~~

~~(d) Minimum distance from RS, RM or PDR zone: 100 feet;~~

~~(e) Minimum distance from street intersection: 25 feet;~~

~~(f) Maximum number per parcel of property: one.~~

~~(8) Community Event Message Signs.~~

~~(a) A nonprofit organization shall be eligible to apply for a conditional use permit to allow a sign area bonus for a community event message sign. The purpose of this area bonus shall be to allow the display of changing messages and information on such matters as the date, time, location and sponsor of special events of community interest. Such signs shall meet the following standards and conditions:~~

~~(i) Each nonprofit organization shall be eligible for a bonus for no more than one facade sign or one freestanding sign.~~

~~(ii) The maximum bonus available shall be 50 percent of the base permitted sign area if located in a residential zone, or 100 percent if located in any other zone.~~

**Commented [RNB49]:** Incidental signs are defined by their content. Instead all signs under 2 square feet have been exempted from regulation PMC 20.60.010 (7)

**Commented [RNB50]:** Most be removed to be Reed compliant. Community Event Message sign program is founded on content

~~(iii) Permanent advertising of a commercial nature shall be allowed only in commercial zones, and shall not exceed 25 percent of the total area of the community event message sign.~~

~~(iv) The sign shall be made reasonably available to other community based nonprofit organizations for the display of information about their special events or other announcements of a noncommercial nature.~~

~~(v) The signs shall not be of a size, or sited in such a manner, that will substantially hinder the visibility of other legal signs on adjacent properties.~~

~~(b) In reviewing an application for a community event message sign, the hearing examiner, and city council on appeal, shall consider the following objectives, and may impose conditions to ensure that these objectives are met:~~

~~(i) By virtue of the sign's design, size, location and other factors including appropriate landscaping, the sign shall be harmonious and compatible with its surroundings, and consistent with community aesthetic sensibilities.~~

~~(ii) The sign shall not be erected nor shall any electronic or electric changing copy be controlled in a manner that will be a substantial distraction to motorists, thus causing a traffic hazard.~~

~~(9) Fuel Price Informational Signs. Signs advertising the price of motor vehicle fuel sold from a fuel pump located on the premises are permitted and shall not count towards maximum allowable sign area totals, subject to the following:~~

~~(a) Only one fuel price information sign shall be permitted per fuel pump island;~~

~~(b) Sign area shall not exceed 216 square inches;~~

~~(c) Each fuel pump informational sign shall be affixed directly to the fuel pump structure or canopy and shall be stationary;~~

~~(d) In addition, one freestanding fuel price informational sign shall be allowed per public street frontage. Said signs shall not exceed four square feet per pump or a maximum of 32 square feet, whichever is less;~~

~~(e) Size limitations specified in this section include the use of company name, logo, and any other product advertisement information;~~

~~(f) Any other sign advertising any other product sold on the premises is subject to all other sign type, number, and size restrictions of this code.~~

~~(10)~~

#### 20.60.067 Signs in the ROW

The following regulations shall apply to all signs in the ROW except those exempted from regulations in PMC 20.60.010.

(1) Temporary signs shall be allowed in the ROW only if they conform to the following regulations:

a. A blanket sign permit shall be obtained for all commercial temporary signs placed within the ROW (per PMC 20.60.025 (3)).

b. Free-standing temporary signs, except sandwich board signs

i. Free-standing temporary signs shall not exceed eight square feet in area and shall not exceed 3.5 feet (42 inches) in height.

ii. Free-standing temporary signs must be placed in parking or planting strips, i.e. the area between the sidewalk and the street, or where there are no sidewalks, the unimproved part of the ROW.

iii. Free-standing temporary signs are not allowed within travel lanes, medians, or roundabouts, or within the sight-distance triangle of driveways and intersections as defined in PMC 10.56.

**Commented [RN51]:** Exempt signs include government signs, park signs, etc...

- iv. No sign shall be located closer than two feet from the face of curb to the nearest sign edge or six feet from the edge of pavement to the nearest sign edge along roadways with no curb.
- v. Signs shall not encroach into any portion of a handicapped ramp
- vi. Signs shall have at least 4' of clearance to ensure they do not block a sidewalk

c. Sandwich Board Signs.

- i. Sandwich board signs shall not exceed eight square feet in area on each side, for a total of 16 square feet in area
- ii. Sandwich board signs shall not exceed 3.5 feet (42 inches) in height.
- iii. Sandwich board signs shall be permitted within public rights-of-way only where the ROW abuts a RS, RM, C or M zone and must conform to the requirements set forth in PMC 20.60.070(7).
- iv. Commercial signs shall only be displayed during the hours the commercial premises or business is open to the general public, but in any event no earlier than 9:00 a.m. or later than 7:00 p.m. (7:00 a.m. or later than 7:00 p.m. in C and M zones), and shall be removed from the right-of-way between the hours of 7:00 p.m. to 9:00 a.m.
- v. Due to the temporary nature of the sign(s) and the requirement for daily placement and removal in accordance with the requirements set forth in subsection (7)(c) of this section, it shall be the responsibility of the sign owner to ensure proper placement. City staff is authorized to immediately remove and destroy any signs found to be in violation of the requirements of this section
- vi. Sandwich board signs must be placed in parking or planting strips, i.e. the area between the sidewalk and the street, or where there are no sidewalks, the unimproved part of the ROW.
- vii. Sandwich board signs shall have at least 4' of clearance to ensure that they do not block a sidewalk
- viii. Sandwich board signs shall not encroach into any portion of a handicapped ramp
- ix. Sandwich board signs are not allowed within travel lanes, medians, or roundabouts, or within the sight-distance triangle of driveways and intersections as defined in PMC 10.56.
- x. No sign shall be located closer than two feet from the face of curb to the nearest sign edge or six feet from the edge of pavement to the nearest sign edge along roadways with no curb.

d. Banner Signs

- i. Banners shall only be suspended over sidewalks or streets at locations where the city has provided a banner-mounting facility pursuant to good engineering practices and shall be consistent with the paramount purpose of public rights-of-way to provide safe and convenient circulation.

(2) Permanent signs in the ROW. Only those signs authorized by a government agency shall be allowed as permanent signs in the ROW.

**20.60.070 Temporary signs not in the ROW.**

The following regulations shall apply to all signs intended or permitted to be displayed for a limited time only. Temporary signs shall not count toward the maximum sign area of permanent signs:

(1) Political Signs Free-standing temporary signs, including sandwich board signs, shall be allowed on private property subject to the following standards.

- (a) Political signs Free-standing temporary signs shall be permitted in all zones.

(b) ~~Political-Free-standing temporary~~ signs shall not exceed eight square feet in area and shall not exceed 3.5 feet (42 inches) in height; ~~provided, that these restrictions shall not apply to lawfully established billboards.~~

(c) ~~Political signs shall be removed within 10 days after the election; provided, that signs promoting candidates or ballot propositions in a primary election may remain displayed through the general election.~~

(d) ~~Political~~Temporary free-standing signs shall not be placed within any public right-of-way, except that ~~they political signs~~ may be placed in parking or planting strips, i.e., the area between the sidewalk and the street, or where there are no sidewalks, the unimproved part of the right-of-way. ~~If a political sign is placed in a parking or planting strip, permission of the abutting property owner or person having legal control of the abutting property shall be obtained.~~

(e) ~~Political~~Temporary free-standing signs shall not be placed in a manner that creates a safety hazard or obstructs vehicle or pedestrian traffic, or violates Chapter 10.56 PMC, which governs triangular sight areas.

(f) If a sign is established in violation of this subsection, the city may provide notice to the violator and a reasonable opportunity to remedy the sign violation. If the violator fails to timely remedy the violation, or the sign creates a safety hazard or obstructs vehicle or pedestrian traffic, or violates Chapter 10.56 PMC, the city ~~shall may~~ immediately remove the sign. If the city removes a sign, then the city should notify the violator that the city removed the sign. ~~Illegal temporary signs in the public right-of-way shall not be stored and are subject to disposal by the city.~~

(2) Temporary Use/Stand Signs. A site containing a permitted temporary use or stand shall be allowed additional temporary signage. Signs advertising a permitted temporary use and/or stand are permitted. subject to the following standards:

(a) Individual signs shall not exceed 32 square feet in area.

(b) ~~Except as provided in subsection (2)(f) of this section,~~ all signs associated with temporary uses or stands shall be located on the premises of the permitted temporary use or stand and:

(c) All signs shall be located outside of structural setback areas and required landscaped areas for the applicable zone and shall not interfere with pedestrian or vehicular movement.

(d) ~~The~~ sign(s) shall only be displayed during the permitted days of operation of the associated temporary use or stand.

(e) ~~Only~~ one sign shall be permitted per public street frontage directly abutting that area containing the permitted temporary use or stand.

(f) ~~The~~ temporary use or stand shall comply with all permitting requirements and standards of Chapter 20.70 PMC and PMC Title 5. Applications for said use or stand shall specifically denote the proposed signage.

(g) ~~Seasonal produce stands operating under temporary use permits per PMC 20.70.016 shall be permitted one-off premises sign to direct customers to the stand in addition to permitted on-premises signage. This provision is not applicable to seasonal produce stands that are part of a farmers' market event. Said off-premises sign shall be located within 1,000 feet of the seasonal produce stand, shall not exceed 32 square feet in area, shall meet all city vehicular sight-distance standards and shall be removed during months when the seasonal produce stand is not operating. No such off-premises sign shall be located within a public right-of-way unless permitted as a valid sandwich board sign under this chapter.~~

(3) Real Estate Signs. Properties Offered for Sale.

(a) In addition to any other permitted signs, each property (in any zone) offered for sale or rental may display a temporary on-premises sign, limited to the following size requirements:

(i) four square feet in area for the first 10,000 square feet in lot area, plus

(ii) an additional four square feet for each additional 10,000 square feet of lot area, not to exceed 32 square feet.

(b) Residential subdivisions that contain lots for sale or rent, shall be permitted one sign per entrance, in addition to the signs permitted in subsection (a) of this section, limited to the following size requirements:

(i) Maximum of 32 square feet

**Commented [RNB52]:** Billboards are already prohibited in all zones

**Commented [RNB53]:** According to CM Law, real estate signs should now be regulated by referencing the property and its use as "for sale" rather than the content of the sign.

(ii) Maximum of 8' in height

~~Real estate signs shall be permitted in all zones; provided, that all signs shall be located upon the property to which they apply, except as provided for in subsections (3)(d) and (7) of this section.~~

~~(b) Such signs shall conform with the following maximum size requirements: four square feet in area for the first 10,000 square feet in lot area, plus four square feet for each additional 10,000 square feet of lot area, not to exceed 32 square feet.~~

~~(c) Real estate signs shall be removed upon closing of the sale.~~

~~(d) In addition, real estate signs advertising the sale of lots located within a subdivision shall be permitted; provided, that there shall be no more than one sign per entrance, and each sign shall be no greater than 32 square feet in area, no greater than eight feet in height, and erected no longer than a period of one year. Existing off-premises real estate signs shall be allowed to remain for a period of one year past the effective date of the ordinance codified in this chapter.~~

(4) Construction Signs, Properties under construction

~~(a) In addition to any other permitted signs, each property (in any zone) under active construction shall be permitted one, on-premises sign, limited to the following requirements:~~

(i) Residential Zones: Maximum of 12 square feet

(ii) Non-residential Zones: 32 square feet

~~Construction signs shall be permitted in all zones; provided, that such signs shall be located upon the property to which they apply.~~

~~(b) No more than one sign may be erected per construction site.~~

~~(c) Construction signs shall not exceed 12 square feet in residential zones and 32 square feet in nonresidential zones.~~

(5) Banner and Other Temporary Signs.

~~(a) Special sale or promotional signs, including but not limited to banners and inflatables, designed to advertise or promote the opening of a new business, specific events, merchandise and/or prices, shall be allowed in all zones where such uses are allowed. All such signs shall be removed immediately upon termination of the sale or event that they advertise.~~

~~(ab) All banner signs must be attached to the facade, wall or window of a the building or which includes the business which they advertise, except that for outdoor vehicle display businesses banner signs may also be attached to a fence or pole.~~

~~(be) No business, entity, or person shall have more than two such signs for every 600 lineal feet of street frontage, except that for outdoor vehicle display businesses there shall be no limitation for vertical pole banners.~~

~~(cd) The total sign size shall not exceed 50 percent of the size of the permitted facade sign and shall not count towards the total allowable sign area for a particular property.~~

~~(de) Balloons shall not exceed a height above grade of eight feet. On weekends only, for outdoor vehicle displays when permitted in any zone, balloons shall not exceed a height above grade of 75 feet, provided they shall be anchored/tethered from all property lines one foot for each foot in height.~~

~~(6) Community Events Signs. Signs announcing community events relating to tourism or downtown promotion, such as a fair, farmers' market or parade, may be permitted to locate over public rights-of-way within the CBD and CG zones. A banner may also contain a community message such as, "Welcome to Puyallup," or "Welcome to Downtown Puyallup." Such banners shall not advertise or promote any business or the sale of any product or commodity. Banners shall only be suspended over sidewalks or streets at locations where the city has provided a banner mounting facility pursuant to good engineering practices and shall be consistent with the paramount purpose of public rights-of-way to provide safe and convenient traffic circulation. Alternatively, such signs may be permitted to be attached to the wall of a building subject to approval by the community development director.~~

**Commented [RNB54]:** According to LWC, temporary construction signs should now be regulated based on the use of the site (aka "under construction") rather than the content of the sign.

**Commented [RNB55]:** Community Event Signs removed. Regulations for banners moved to 'temporary signs in the ROW' section



~~(7) Sandwich Board Signs within Public Rights-of-Way. When allowed within a specific zone, temporary signs not otherwise permitted may be placed within public rights-of-way for the express purpose of directing persons to a premises, subject to the following requirements:~~

~~(a) Maximum sign area: six square feet per side.~~

~~(b) Maximum sign height: 36 inches measured from the lowest adjoining grade within one foot of the sign to the top of the sign.~~

~~(c) Signs shall only be displayed during the hours the premises or business is open to the general public, but in any event no earlier than 9:00 a.m. or later than 7:00 p.m. (7:00 a.m. or later than 7:00 p.m. in C and M zones), and shall be removed from the right-of-way between the hours of 7:00 p.m. to 9:00 a.m.~~

~~(d) There shall be no more than three signs per premises in R zones and no more than one sign per business in C or M zones. All signs within C and M zones shall be located directly adjacent to the property on which the advertised business is located.~~

~~(e) No sign shall be placed in median strips, planter/traffic islands, or in the roadway; shall block a sidewalk; shall encroach into any portion of a required handicapped ramp; shall be located closer than two feet from the face of curb to the nearest sign edge or six feet from the edge of pavement to the nearest sign edge along roadways with no curb.~~

~~(f) Signs shall be of durable materials and construction, sufficient to withstand any environmental condition that may cause the sign to become detached from the ground.~~

~~(g) Due to the temporary nature of the sign(s) and the requirement for daily placement and removal in accordance with the requirements set forth in subsection (7)(e) of this section, it shall be the responsibility of the sign owner to ensure proper placement. City staff is authorized to immediately remove and destroy any signs found to be in violation of the requirements of this section.~~

Commented [RNB56]: Moved to new signs in the ROW section

#### 20.60.075 Nonconforming signs.

Signs lawfully in existence as of the effective date of the ordinance codified in this chapter may remain and be maintained, even if a particular sign would not otherwise be permitted under this code. Whenever a business, person, enterprise or institution for which existing signage does not conform to the requirements of this chapter seeks to structurally alter or enlarge an existing sign, or erect or install a new sign, the provisions of this section shall apply.

(1) In the event a nonconforming sign is removed, replaced, or structurally altered, pursuant to installation of a new sign, all applicable sections of the Puyallup sign ordinance (Chapter 20.60 PMC) shall apply to the new proposal. The alteration or enlargement of existing signs ~~or the installation or erection of new signs~~ shall not increase the degree of nonconformity, in terms of number, size, height, setback or any other applicable regulation.

(2) The provisions of subsection (1) of this section do not apply to temporary signs or to illegal signs. Temporary signs that do not comply with the requirements of this chapter, and other illegal signs, shall be removed within 30 days after notification of the city of the sign's nonconformity.

(3) Billboards which do not conform to the requirements of this chapter shall be removed, altered or replaced so as to fully conform to the requirements of this chapter within nine years after the date of installing the billboard, or six years after notification of the city of the billboard's nonconformity, whichever is longer, or at whatever time application is made for building or other permits for improvements to the property which exceed \$60,000 in value. Nonconforming billboards shall not be altered so as to constitute an increase in the height and/or structural dimensions of the billboard.

(4) Nonconforming Billboards in Newly Annexed Properties. All billboards nonconforming as to the requirements of this chapter located on newly annexed properties to the city shall be fully removed and/or brought into conformance within six years of final city approval of the applicable annexation action, or at whatever time application is made for building or other permits for improvements to a property which exceed \$60,000 in value.

(5) Signs in existence as of the effective date of the ordinance codified in this chapter that would have been legal under former regulations, but are now nonconforming, may be issued a permit to establish their legal status; provided, that application for such a permit must be made within 60 days of the effective date of the ordinance codified in this chapter.

**20.60.080 Administration and enforcement.**

The community development director or his/her designee shall be responsible for administration of this chapter and is authorized to formulate procedures consistent with its intent and purpose.

(1) Administrative Adjustments. The community development director shall have the authority to grant or deny requests for adjustments to the provisions of this chapter upon application in accordance with procedures set forth in Chapter 20.86 PMC, whenever such provisions are unduly prohibitive to reasonable use of property as intended by this chapter.

- (a) The director may grant an adjustment of no greater than 10 percent (rounded to the nearest foot or square foot); provided, that no increase in the number of signs shall be allowed;
- (b) An adjustment shall not be materially detrimental to other properties or land uses in the surrounding area;
- (c) The adjustment shall be consistent with the general purpose and intent of this chapter and/or the comprehensive plan.

(2) Removal of Signs. The ~~community~~-development ~~services~~ director may order the removal of any sign erected, installed, or maintained in violation of this chapter. Where there is no immediate threat to public safety or welfare, written notice shall be first given to the sign owner, the sign permittee, or the owner of the property where the sign is placed. However, where any sign is located in the public right-of-way in violation of this chapter, it shall be subject to immediate removal. Illegal temporary signs in the public right-of-way shall not be stored and are subject to disposal by the city.

(3) Civil Penalties. In addition to any other remedy available to the city, a person violating or failing to comply with any provisions of this chapter shall be subject to the procedures for violation, hearing, and penalties as set forth in Chapter 20.95 PMC.

~~(4) Substitution. These regulations are not intended to, and do not restrict speech on the basis of its content, viewpoint, or message. No part of these regulations shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for approval or a permit, provided the size of the sign is not altered. To the extent any provision of these regulations is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.~~

Commented [RNB57]: Substitution and severability clauses suggested by OMW

~~(5) Severability. It is hereby declared to be the intention of the City Council that the Sections, paragraphs, sentences, clauses and phrases of this Code are severable and, if any phrase, clause, sentence, paragraph, or Section of this Code shall be declared unconstitutional by the valid judgment or decree of a court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs, and Sections of this Code.~~

**20.60.090 Innovative sign design review.**

(1) A design review process is hereby established to allow for innovation and flexibility in sign design when found to be compatible with the character of the surrounding area and the overall character of the city. The intent of this section is to provide criteria by which a sign that does not comply with one or more standards of this code (excluding the height of freestanding sign(s)) may be permitted, subject to design review, public notification, and findings of consistency with the guidelines included herein.

(2) The design review and historic preservation board shall review all requests for design review when applications are so made to the development services department and shall issue a recommendation to either approve, deny, or approve with modifications or conditions.

(3) The development services director shall consider the recommendations of the design review board and issue his/her written decision within 10 working days of receipt of the recommendation. The decision of the director may be appealed pursuant to the appeal provisions of Chapter 20.87 PMC.

(4) The following criteria shall be considered by the board in making its recommendation and by the director when issuing a decision:

- (a) Whether the proposed sign is compatible with the architectural design of the building and structures on the same parcel;
- (b) Whether the sign is compatible with the character of the surrounding area, including materials and other elements of the area;
- (c) Whether the sign is consistent in size and orientation with the character of the surrounding area (i.e., pedestrian- or automobile-oriented commercial districts);

(d) Whether the sign is consistent with the purpose and intent of the comprehensive plan and this code (as outlined by PMC 20.60.001) and is not a prohibited sign type as defined by PMC 20.60.020;

(e) Whether the applicant is reducing in either number, size or location some otherwise allowable sign(s) on the site, where applicable. In no event shall this section be used to exceed maximum height of any freestanding signage;

(f) Whether the deviation is necessary to provide relief from the standards of this code due to special circumstances;

(g) Whether the proposed sign demonstrates an innovative method of meeting the scope and purpose of the sign ordinance, as defined by PMC 20.60.001. The architectural design of the signage shall be evaluated relative to PMC 20.60.001 and the comprehensive plan, as well as all other applicable sections of this code.

DRAFT



## Planning Commission Agenda Item Report

Submitted by: Kendall Wals

Submitting Department: Development Services

Meeting Date: 4/24/2019

### **Subject:**

Proposed Code Amendments - Downtown Design Guidelines update

### **Presenter:**

Kendall Wals, Associate Planner | (253) 841-5462 | kwals@ci.puyallup.wa.us

### **Recommendation:**

Information/Discussion

### **Background:**

The City's Downtown Design Guidelines (DDG) document was adopted by City Council in April 2006 and is used by city staff and the City's Design Review and Historic Preservation Board when reviewing development proposals in the downtown area. Over the years, city staff and the Board identified a need for updating the guidelines document. As a result, an update project has been ongoing, and work has been completed by city planning staff, with consultant assistance from Allied 8, and review and input from the Board.

As part of this update effort, amendments to the zoning code (PMC Title 20) are also being proposed for consistency with the new draft Downtown Design Guidelines. Per PMC section 20.91.020, any proposed amendments to the zoning code require Planning Commission review and recommendation to City Council. As a result, staff will introduce the proposed zoning code amendments at the Commission's April 24, 2019 meeting. The proposed text amendments, as well as a matrix explaining the proposed changes, are included as attachments in the agenda packet for review in advance of the meeting.

### **Council Direction:**

### **Fiscal Impacts:**

### **ATTACHMENTS**

- [A\) Title 20 Proposed Amendments](#)
- [B\) Code Amendment Matrix](#)

## Title 20 ZONING CODE

### ***Chapter 20.25 RM Multiple-Family Residential Zones***

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20.25.0215 Front yard and side-street setback in RM-Core zone and RM-20 zone when in downtown planned action area.

The following front yard and side-street setback options are available in the RM-Core zone and in the RM-20 zone when located in the downtown planned action area:

- (1) Ten-foot minimum setback.
- (2) Five-foot minimum setback, [subject to the following requirements provided:](#)
  - (a) Entrances serving single units shall have either a minimum 50-square-foot outdoor entrance landing or an entrance threshold that is at least seven inches above the abutting sidewalk level.
  - (b) Entrances serving multiple units shall have an outdoor entrance landing that is at least 50 square feet per unit served by said entrance or 100 square feet, whichever is less.
  - (c) Entrance landings are at least three feet higher than the elevation of the street or street sidewalk level and do not extend into the required setback.
  - (d) Entrance steps may extend into the required setback to give visual emphasis to entries and to connect entrance landings with the right-of-way sidewalk.
  - (e) The area between the front or side-street lot line and the building shall be landscaped with a mixture of shrubbery and trees sufficient to achieve 75 percent ground coverage within a three-year period. At least 20 percent of the vegetation necessary to achieve required coverage shall consist of deciduous and/or evergreen trees.

**Chapter 20.26**  
**DESIGN REVIEW STANDARDS AND PROCEDURES**

20.26.001 Applicability.

The following new development activities, including all related site improvements, are subject to the design standards, processes and procedures for conducting design review contained in this chapter, unless specifically exempted by PMC 20.26.003:

- (1) Duplexes and triplexes located within RS single-family residential zones and RM multiple-family residential zones;
- (2) Multifamily Development. For purposes of compliance with design standards in this section, duplex and triplex units, whether individual or part of a larger project, are not considered to be multiple-family buildings;
- (3) Retirement apartments, congregate living facilities and senior housing complexes located within RS single-family residential, RM multiple-family residential, and C commercial zones;
- (4) Nonresidential development located in all zones.

20.26.002 Downtown Design Guidelines.

(1) Intent. Any structure built or remodeled within the applicable zones shall be subject to the Downtown Design Guidelines. The standards and regulations set forth in the Puyallup Municipal Code applicable to these zones shall be applied consistent with the intent and purpose for these zones and in accordance with the Downtown Design Guidelines and other applicable provisions of the Puyallup Municipal Code.

(2) Applicability. The Downtown Design Guidelines shall be applicable to the CBD-Core, CBD, and RM-Core zones.

(3) Amendments. The Downtown Design Guidelines may be amended by resolution adopted by the city council, following a recommendation from the design review and historic preservation board.

~~20.26.013 Development and design review guidelines.~~

~~The city council, upon recommendation of the planning commission, may establish additional administrative guidelines for use by the community development director in review of new development subject to design review. (Ord. 2694 § 2, 2001; Ord. 2454 § 1, 1995).~~

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20.26.018 Design review adjustments.

The development services director or, in the case of discretionary permits, the hearing examiner, shall have the authority, subject to the provisions of this chapter and upon such conditions as the director or hearing examiner may deem necessary to comply with the provisions of this chapter, to approve design adjustments as follows:

(1) Residential Development. An adjustment to architectural or site design requirements such that no more than two of the total number of required menu items in PMC 20.26.100 and 20.26.200 are out of compliance.

(2) Commercial or Nonresidential Development. An adjustment to required building wall and roof modulation standards, as contained in PMC 20.26.300(1), up to 20 percent of the amount of any quantified standards contained therein. (For example: the maximum allowable horizontal length of a building wall between modulation could be adjusted to 120 feet rather than 100 feet, depending upon other design considerations as determined under PMC 20.26.020(3).)

~~(3) Site Plan Design Principles. In the event that a building cannot be designed to meet the street corner building entrance orientation and “corner terminus” design guidelines due to special circumstances related to the building’s function or intended use, applicants may request relief from PMC 20.26.300(3)(b)(ii), only, upon review and approval by the design review and historic preservation board. The applicant shall demonstrate equal or superior architectural compliance with the design guidelines when requesting relief from the entrance standards. Nothing in this section shall be construed to allow a deviation in setbacks as they relate to the building’s location on a site plan.~~

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20.26.300 Nonresidential design review standards.

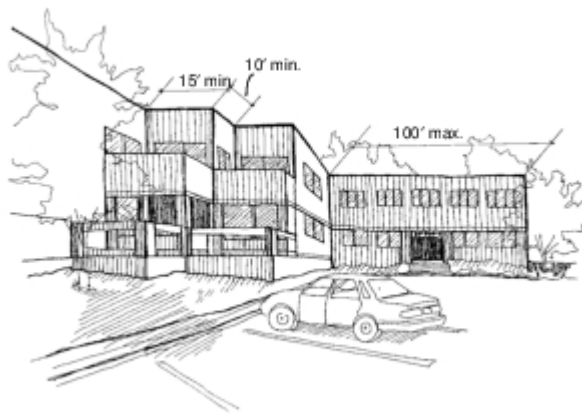
Any nonresidential structures constructed, or subject to major expansion and/or extensive exterior remodeling, and located in any zone except the ML, MR, CBD-Core or CBD zone shall be subject to the following design review standards:

(1) Building Wall and Roof Modulation. All buildings which contain two or more stories or have a building footprint of more than 10,000 square feet or which have any facade length greater than 100 feet, and which will be visible from a public street or residential zone for more than three years beyond the date of construction completion, shall use the following elements and features in design and construction of the building:

(a) Wall Plane Proportions. No wall plane visible from any public right-of-way shall be wider than two and one-half times the height of the wall plane. (A wall plane is a flat vertical surface on a building facade, which may include doors, windows, openings, or other incidental recessions that do not extend through to the roofline.)

(b) Horizontal Modulation. All building walls shall provide horizontal modulation consistent with the following standards:

- (i) The maximum allowable horizontal length of a building wall between modulations is 100 feet;
- (ii) The minimum depth of each modulation is 10 feet; and



Example of Horizontal Building Wall Modulation



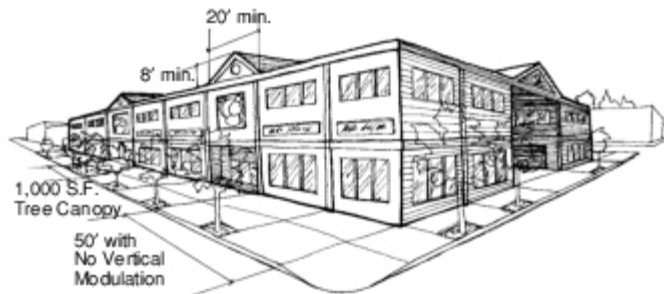
(iii) The minimum width of each modulation is 15 feet.

(c) Roofline Modulation. If the continuous roofline exceeds 50 feet in length on a building with a flat, gabled, hipped or similar roof, or on a roofline with slopes of less than three feet vertical to 12 feet horizontal, the following methods shall be used:

(i) The height of the visible roofline must change at least four feet if the adjacent roof segments are less than 50 feet in length.

(ii) The height of the visible roofline must change at least eight feet if the adjacent roof segments are 50 feet or more in length.

(iii) The length of a sloped or gabled roofline must be at least 20 feet, with a minimum slope of three feet vertical to 12 feet horizontal.



#### Example of Vertical Building Wall Modulation

(d) Buildings with other roof forms, such as arched, gabled, vaulted, dormered or sawtooth, must have a significant change in slope or significant change in roofline at least every 100 feet.

(2) Building Wall and Facade Articulation. All buildings which contain two or more stories or have a building footprint of more than 10,000 square feet or which have any facade length greater than 100 feet and which are visible from a public street for more than three years beyond the date of construction completion or located within 100 feet of a residential zone shall use the following elements and features in design and construction of the building:

(a) Any wall or portion of a wall which is visible from a public street or residential zone and contains at least 400 square feet of surface area without any window, door, building wall modulation or other architectural feature shall screen or treat the wall using at least two of the following methods or techniques:

(i) Installation of a vertical trellis with climbing vines or plant material in front of the blank wall;

(ii) Providing a landscaped strip at least 10 feet in width in front of the blank wall and planted with plant materials which will obscure or screen at least 50 percent of the blank wall within three years;

(iii) Use of alternate building materials or wall textures in the exterior treatment of the blank wall; or

(iv) Use of functional or nonfunctional architectural features such as windows, doors, pillars, columns, awnings, roofs, etc., which cover at least 25 percent of the wall surface.

(3) Site Plan Design Principles. The following design principles shall be required of any new building proposed for construction subject to this section, with the exception of public or private schools. In order to encourage pedestrian movement and the use of public transit within commercial districts, and to promote development of an attractive streetscape, appropriate building orientation is needed to provide for convenient, safe, direct and enticing pedestrian access between commercial developments. Site plans shall be subject to the following location and design criteria:

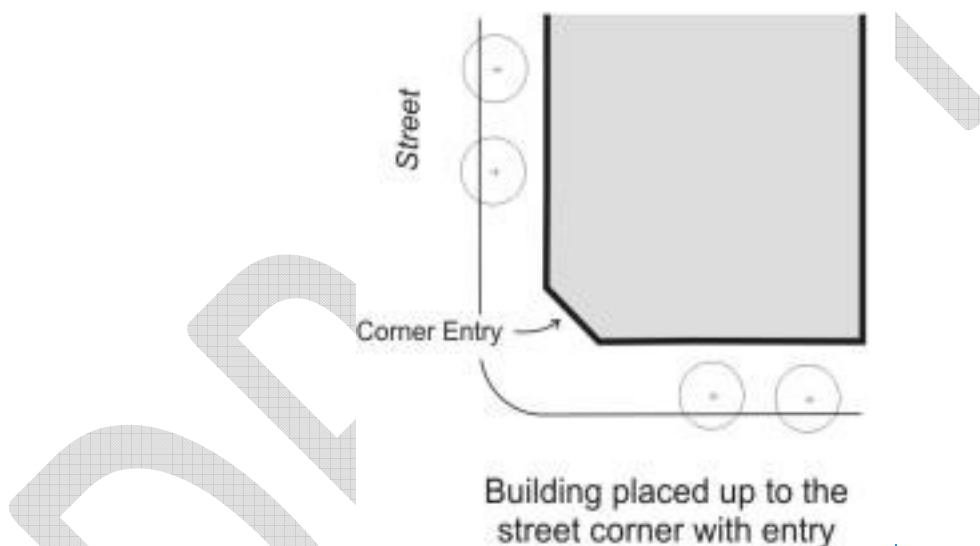
(a) Parking Area Location. The maximum width of parking lots fronting on a public street shall not exceed 64 feet or 50 percent of the subject site frontage, whichever is greater, to the extent feasible;

(b) Street Orientation for New Buildings and Site Development. All site developments shall utilize the following standards in preparing site plan layouts:

(i) A pedestrian-oriented plaza space in front of the building at least eight feet deep running the full width of the building. This area shall be covered by awnings covering

at least six feet of the plaza space. This plaza space shall include amenities such as bike parking, bench seating, planters, fountains, artwork, decorative railing, decorative light fixtures, hanging baskets or other features that are pedestrian scaled in nature; and

(ii) Buildings on street corners shall ~~be designed using the “corner terminus buildings” guidelines of the city’s Downtown Design Guidelines and shall be built with an angled-~~ locate the main entryway ~~with a~~ and plaza space (200 square feet minimum) ~~at or near (50 lineal foot maximum) the building corner, or establish a defined path (12-foot width minimum)~~ leading from the public right-of-way directly to building entries using decorative/stamped paving; and



(iii) New buildings shall be built 12 feet from the abutting front yard and street side yard right-of-way to improve pedestrian orientation and overall building design. Buildings may deviate from this setback under the following conditions:

(A) Buildings may be set back to a maximum of 20 feet to accommodate an eight-foot plaza space as required by subsection (3)(b)(i) of this section.

(B) Optionally, the pedestrian plaza space may project into the required front or street side yard landscape buffer (as required under PMC 20.58.005(2)) by a maximum of four feet; corner plaza spaces or outdoor cafes may project into the required landscape buffer by a maximum of six feet.

(iv) Site development plans shall be designed so that, to the greatest extent feasible, buildings and building entries are at street level and not elevated by retaining walls, particularly on sides of buildings where an entry way is oriented toward the abutting right-of-way.

(c) Interior Building Orientation. Once the site development has achieved at least 50 percent of the site frontage which is occupied by buildings in accordance with the street orientation standards above, or when panhandle/internal lots not fronting on a public right-of-way, or where existing buildings and/or improvements would physically prevent subsections (1) and (2) of this section from being achieved, other structures may be placed internal to the site but shall be oriented towards each other and in close proximity to the site's street frontage buildings to allow for pedestrian movement between structures through pedestrian scaled plaza areas without crossing parking areas.

(d) Building Entrances and Design. At least one building entrance for an individual building (or individual tenant spaces) shall face each public street frontage. Directly linking pedestrian access shall be provided between the street right-of-way and each building entrance. No less than 60 percent of the surface area of any street-facing wall shall consist of windows and/or transparent doorways.

(e) Parking Lot Entrances and Driveways. The city may impose additional restriction on the width, number and location of driveways to and from the subject parcel to improve vehicle circulation or safety, or to enhance pedestrian movement or desirable visual characteristics.

(f) Each side of a parking lot which abuts a street must be screened from that street using the appropriate landscaping as specified in the city's vegetative management standards or by locating the building between the street and the parking lot.

(4) Siding Materials. Acceptable siding materials include brick, stone, marble, split-face cement block, shingles, and horizontal lap siding. Other materials, such as stucco, may also be used as an accent if: (a) they are used as accent materials in conjunction with acceptable siding materials; and (b) said accent materials are characterized by details or variations in the finish that create a regular pattern of shapes, indentations, or spaces that are accented or highlighted with contrasting shades of color.

(5) Achieving Building Design Variety.

(a) Multiple-tenant buildings shall be designed with common materials, colors and styles across their entire facades so as to create cohesive building designs. Nonetheless, they shall be characterized by variation in the application of said materials and colors and also in fenestration details at least at any point where modulation is required under the provisions of subsection (1)(b) of this section. For example, siding materials or colors may be alternated between building sections; provided, that no single section be of a material or color that is not found on other portions or elements of the facade design. Accent siding materials and prominent siding materials may also be reversed to create interest. Tenant-specific motifs are prohibited if they do not reflect the style, colors and materials that characterize the overall facade design. For purposes of this section, a “single building” is defined as any structure that is completely separated from another structure by at least a 10-foot distance.

(b) Multiple buildings on a single site shall not be exact or close replicas of each other. While common materials, colors and styles are acceptable, each building shall be unique in terms of its general massing design and fenestration design. Variety in design may be achieved by variation in each building’s footprint, rooflines, facade modulation, and window arrangement. Color and materials may also be varied.

**Chapter 20.30**  
**C Commercial Zones**

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~~20.30.003 Downtown Design Guidelines adopted.~~

~~(1) The city council hereby adopts Downtown Design Guidelines in the form as prepared by Cascade Design Collaborative, Inc., and dated April 24, 2006, that shall be applicable to the CBD Core and CBD zones. It is the city council's intent that any structure built or remodeled within these zones shall be subject to the Downtown Design Guidelines. The standards and regulations set forth in the Puyallup Municipal Code applicable to these zones shall be applied consistent with the city council's intent and purpose for these zones and in accordance with the Downtown Design Guidelines and other applicable provisions of the Puyallup Municipal Code. Until such time as the design review board is fully constituted and operational, the city council shall serve as the design review board.~~

~~(2) The Downtown Design Guidelines may be amended by resolution adopted by the city council.~~

~~(3) Copies of the Design Guidelines shall be maintained on file in the office of the city clerk and at the development services office, and shall be available for public inspection during regular business hours. (Ord. 2851 § 5, 2006).~~

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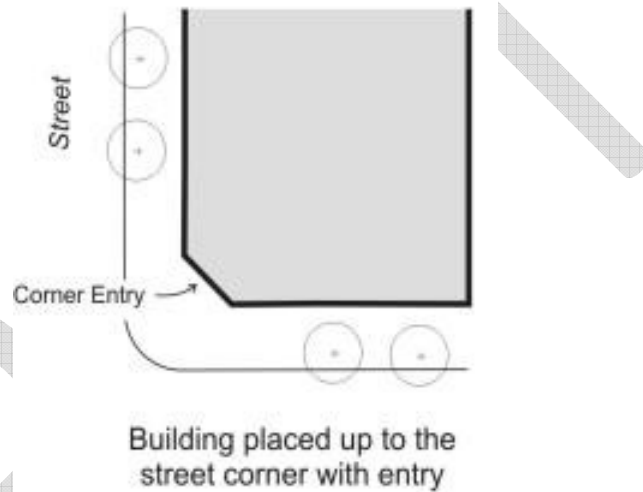
20.30.037 Site plan design principles in CL, CG and CB zones.

In order to encourage pedestrian movement and the use of public transit within commercial districts, and to promote development of an attractive streetscape, appropriate building orientation is needed to provide for convenient, safe, direct and enticing pedestrian access between commercial developments. All site plans shall be subject to the following location and design criteria:

(1) Parking Area Location. The maximum width of a parking lot fronting on a public street shall not exceed 64 feet or 50 percent of the subject site frontage, whichever is greater, to the extent feasible.

(2) Street Orientation for New Buildings and Site Development. All site developments shall utilize the following standards in preparing site plan layouts:

(a) For developments outside of the downtown planned action area, a pedestrian-oriented plaza space in front of the building at least eight feet deep running the full width of the building. This area shall be covered by awnings covering at least six feet of the plaza space. This plaza space shall include amenities such as bike parking, bench seating, planters, fountains, artwork, decorative railing, decorative light fixtures, hanging baskets or other features that are pedestrian scaled in nature. Within the downtown planned action area, see PMC 20.30.033(1); and



(b) Buildings on street corners shall be designed using the “corner terminus buildings” guidelines of the city’s downtown design guidelines and shall be built with an angled locate the main entryway and with a plaza space (200 square feet minimum) at or near (50 lineal foot maximum) the building corner, or establish a defined path (12-foot width minimum) leading from the public right-of-way directly to building entries using decorative/stamped paving; and

(c) New buildings shall be built 12 feet from the abutting front yard and street side yard right-of-way to improve pedestrian orientation and overall building design. Buildings may deviate from this setback under the following conditions:

(i) Buildings may be set back to a maximum of 20 feet to accommodate an eight-foot plaza space as required by subsection (2)(a) of this section.

(ii) Optionally, the pedestrian plaza space may project into the required front or street side yard landscape buffer (as required under PMC 20.58.005(2)) by a maximum of four feet; corner plaza spaces or outdoor cafes may project into the required landscape buffer by a maximum of six feet.

(d) Site development plans shall be designed so that, to the greatest extent feasible, buildings and building entries are at street level and not elevated by retaining walls, particularly on sides of buildings where an entry way is oriented toward the abutting right-of-way.

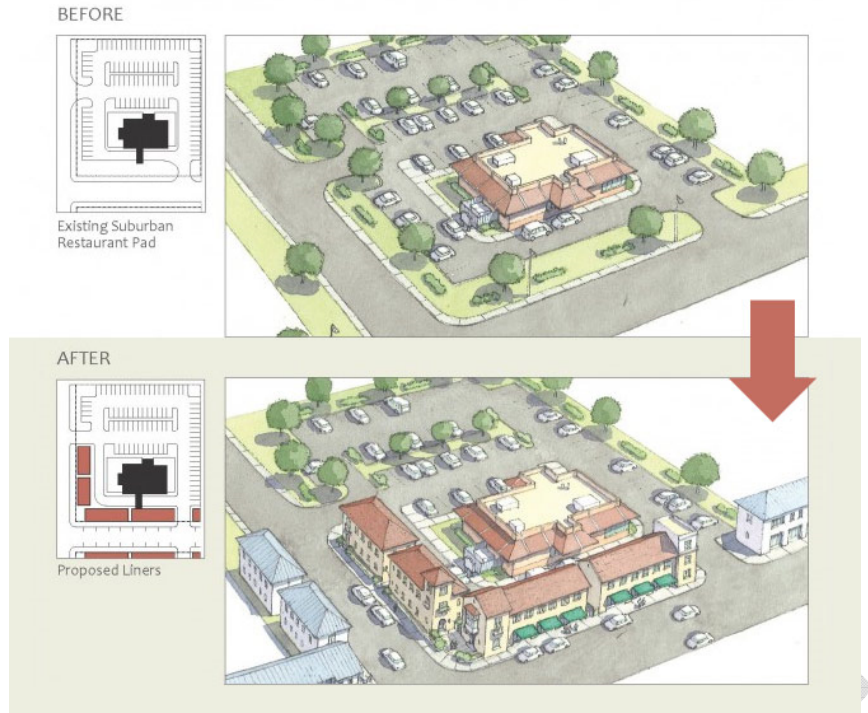
(3) Once the site development has achieved at least 50 percent of the site frontage which is occupied by buildings in accordance with the street orientation standards above, or when panhandle/internal lots not fronting on a public right-of-way, or where existing buildings and/or improvements would physically prevent subsections (1) and (2) of this section from being achieved, other structures may be placed internal to the site but shall be oriented towards each other and in close proximity to the site's street frontage buildings to allow for pedestrian movement between structures through pedestrian scaled plaza areas without crossing parking areas.

(4) Building Entrances and Design. At least one building entrance for an individual building (or individual tenant spaces) shall face each public street frontage. Directly linking pedestrian access shall be provided between the street right-of-way and each building entrance. No less than 60 percent of the surface area of any street-facing wall shall consist of windows and/or transparent doorways.

(5) Parking Lot Entrances and Driveways. The city may impose additional restriction on the width, number and location of driveways to and from the subject parcel to improve vehicle circulation or safety, or to enhance pedestrian movement or desirable visual characteristics.

(6) Each side of a parking lot which abuts a street must be screened from that street using the appropriate landscaping as specified in the city's vegetative management standards or by locating the building between the street and the parking lot.





Example of site development standards outlined in PMC 20.30.037 – structures occupy in excess of 50 percent of site frontage, corner design emphasizes pedestrian orientation, structures internal to the site are close by to allow easy pedestrian movement and parking areas are to the rear.

**Chapter 20.31**  
**MX Mixed-Use Zones**

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20.31.027 Site plan design principles.

The following standards apply in all MX zones, except the CCX zone. In order to encourage pedestrian movement and the use of public transit within mixed-use zone districts, and to promote development of an attractive streetscape, appropriate building orientation is needed to provide for convenient, safe, direct and enticing pedestrian access between commercial developments and the right-of-way. Site plans shall be subject to the following location and design criteria:

(1) Parking Area Location. The maximum width of a parking lot fronting on a public street shall not exceed 64 feet or 50 percent of the subject site frontage, whichever is greater, to the extent feasible;

(2) Street Orientation for New Buildings and Site Development. All site developments shall utilize the following standards in preparing site plan layouts:

(a) A pedestrian-oriented plaza space in front of the building at least eight feet deep running the full width of the building. This area shall be covered by awnings covering at least six feet of the plaza space. This plaza space shall include amenities:

- (i) Covered bike parking, as required by Chapter 20.55 PMC;
- (ii) Bench seating (one bench for every 50 feet of site frontage, to be evenly distributed);
- (iii) Decorative planters;
- (iv) Decorative pedestrian-scaled light fixtures, both freestanding and wall-mounted;
- or
- (v) Optional features, if any, that are pedestrian-scaled in nature;

(b) Buildings on street corners shall ~~be designed using the “corner terminus buildings” guidelines of the city’s Downtown Design Guidelines and shall be built with an angled~~ locate the main entryway with a ~~and~~ plaza space (200 square feet minimum) at or near (50 lineal foot maximum) the building corner, or establish a defined path (12-foot width

minimum) leading from the public right-of-way directly to building entries using decorative/stamped paving;

(c) New buildings shall be built 12 feet from the abutting front yard and street side yard right-of-way to improve pedestrian orientation and overall building design. Buildings may deviate from this setback under the following conditions:

(i) Buildings may be set back to a maximum of 20 feet to accommodate an eight-foot plaza space as required by subsection (2)(a) of this section;

(ii) Optionally, the pedestrian plaza space may project into the required front or street side yard landscape buffer (as required under PMC 20.58.005(2)) by a maximum of four feet; corner plaza spaces or outdoor cafes may project into the required landscape buffer by a maximum of six feet; and

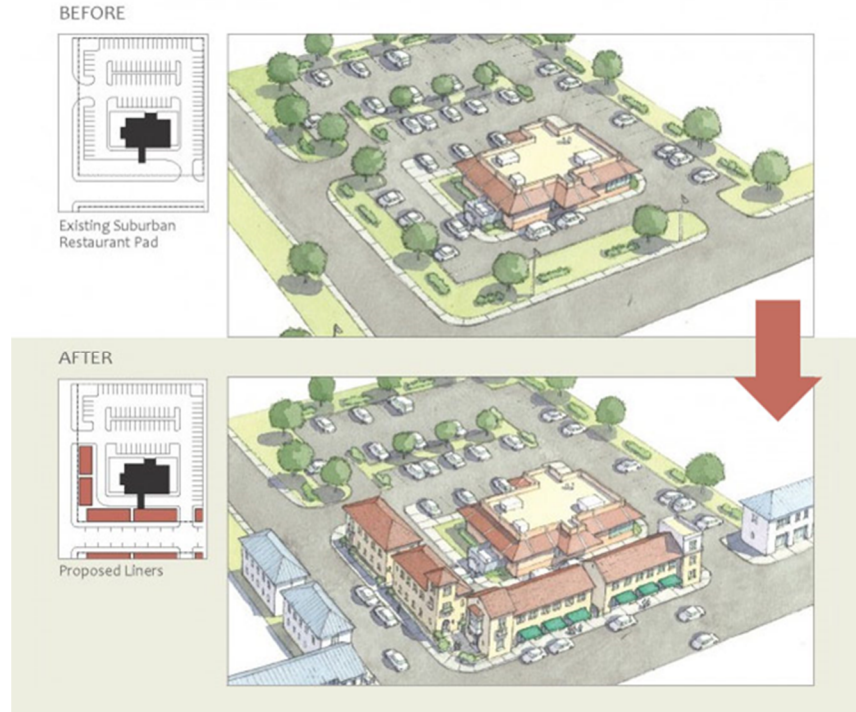
(d) Site development plans shall be designed so that, to the greatest extent feasible, buildings and building entries are at street level and not elevated by retaining walls, particularly on sides of buildings where an entryway is oriented toward the abutting right-of-way;

(3) Interior Building Orientation. Once the site development has achieved at least 50 percent of the site frontage which is occupied by buildings in accordance with the street orientation standards above, or when panhandle/internal lots not fronting on a public right-of-way, or where existing buildings and/or improvements would physically prevent subsections (1) and (2) of this section from being achieved, other structures may be placed internal to the site but shall be oriented towards each other and in close proximity to the site's street frontage buildings to allow for pedestrian movement between structures through pedestrian-scaled plaza areas without crossing parking areas;

(4) Building Entrances and Design. At least one building entrance for an individual building (or individual tenant spaces) shall face each public street frontage. Directly linking pedestrian access shall be provided between the street right-of-way and each building entrance;

(5) Parking Lot Entrances and Driveways. The city may impose additional restriction on the width, number and location of driveways to and from the subject parcel to improve vehicle circulation or safety, or to enhance pedestrian movement or desirable visual characteristics; and

(6) Parking Lot Screening. Each side of a parking lot which abuts a street must be screened from that street using the appropriate landscaping as specified in the city’s vegetative management standards or by locating the building between the street and the parking lot.



Example of site development standards outlined in PMC 20.31.027 – structures occupy in excess of 50 percent of site frontage, corner design emphasizes pedestrian orientation, structures internal to the site are close by to allow easy pedestrian movement and parking areas are to the rear.

## Matrix of Proposed Code Amendments

### Downtown Design Guidelines Update

Code Section	Subsection	Current	Proposed	Impact/Result
20.25.0215	2	5-foot setback requirements, unclear if all apply	Clarify that all apply	Ease of interpretation
20.26.002		Section does not currently exist	Establishes intent, applicability, amendments to the DDG document	Consolidates information related to the guideline document and places it in the city's design review code chapter
	1	20.30.003 - establishes original 2006 adoption of guidelines	Relocate to this new section in the design review code chapter and remove outdated references	Update code references
	2	Applicability	CBD, CBD-Core, and RM-Core zones	Clearly states the zones the DDGs apply to
	3	Amendments	Clarify that the Board recommends to Council	Clarifies the process for amending the DDG document
20.26.013		Establishes that additional administrative guidelines may be established	Strike	Outdated code section; established prior to guidelines document
20.26.018	3	Design review adjustment from corner terminus standards	Strike	Reference to Corner Terminus standards proposed to be removed throughout the code to be consistent with new draft DDGs
20.26.300	3,b,ii	Corner Terminus standards (DDG reference)	Remove reference to DDGs; adjusted requirements for buildings located on street corners	Reference to Corner Terminus standards proposed to be removed throughout the code to be consistent with new draft DDGs
20.30.003	1-3	Establishes original 2006 adoption of guidelines	Relocate information to 20.26.002 (design chapter) and remove outdated references	Consolidates information related to the guideline document and places it in the city's design review code chapter
20.30.037	2,b	Corner Terminus standards (DDG reference)	Remove reference to DDGs; adjusted requirements for buildings located on street corners	Reference to Corner Terminus standards proposed to be removed throughout the code to be consistent with new draft DDGs
20.31.027	2,b	Corner Terminus standards (DDG reference)	Remove reference to DDGs; adjusted requirements for buildings located on street corners	Reference to Corner Terminus standards proposed to be removed throughout the code to be consistent with new draft DDGs



## Planning Commission Agenda Item Report

Submitted by: Chris Beale

Submitting Department: Development Services

Meeting Date: 4/24/2019

**Subject:**

Puyallup Shoreline Master Program (SMP) periodic update process

**Presenter:**

Chris Beale

**Recommendation:**

Review staff presentation

**Background:**

On April 24, 2019, the Planning Commission will begin review of Puyallup's state-mandated periodic review of the city's Shoreline Master Program (SMP); the Puyallup SMP was last updated in January 2016. The periodic review primarily identifies changes to the SMP to maintain local consistent with changes to state WAC and associated shoreline protective measures, such as the critical areas ordinance (PMC 21.06). Review of proposed changes and public outreach plan will occur at the meeting.

**Council Direction:**

N/A at this time

**Fiscal Impacts:**

N/A

**ATTACHMENTS**

- [A\) Staff Memo](#)



# CITY OF PUYALLUP

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## Development Services Center

333 S Meridian, Puyallup, WA 98371

(253) 864-4165 Fax (253) 840-6678

## MEMORANDUM

Date of memo: April 16, 2019

To: Planning Commission

From: Chris Beale, Senior Planner/designated Shoreline Administrator

Re: **Puyallup Shoreline Master Program (SMP) – periodic review update, 2019**

Chair Larson and Planning Commission members,

On April 24, 2019, the Planning Commission will begin review of the city's state mandated periodic review of the city's SMP. The review primarily identifies changes to the SMP consistent with state WAC and associated shoreline protective measures, such as the critical areas ordinance. The changes are not identified as substantive in nature; changes to the city's critical areas ordinance may be more detailed.

The areas identified in the SMP to be amended include:

- Changes to definitions of Development (related to demolition) and Floodway (related to areas protected by flood control)
- Adding a section related to uses and modification not subject to the Shoreline Management Act
- Clarifying permit filing requirements
- Changes to non-conforming uses, lots and development in shoreline areas
- Changes to review timeline 'targets' and special procedures for WSDOT projects in shoreline areas
- Adoption by reference of various sections of the WAC, related to shoreline restoration projects
- Adoption of new RCW rules specifically governing moratoria in shoreline planning areas
- Changes to administrative responsibilities and review authority for shoreline substantial development permits
- Potential changes to critical areas protection ordinance (PMC 21.06) related to exempt wetland category

Staff will provide an overview of the public proposed outreach approach and provide an overview of the proposed amendment areas, as well as a background review of the Act and local SMP for Commissioners.

If you have questions, do not hesitate to contact me at [cbeale@ci.puyallup.wa.us](mailto:cbeale@ci.puyallup.wa.us)