

ORDINANCE NO. 712

AN ORDINANCE OF THE CITY OF SHORELINE AMENDING THE UNIFIED DEVELOPMENT CODE, SHORELINE MUNICIPAL CODE TITLE 20, CHAPTER 20.50 SUBCHAPTER 8 SIGNS.

WHEREAS, the City of Shoreline is a non-charter optional municipal code city as provided in Title 35A RCW, incorporated under the laws of the State of Washington, and planning pursuant to the Growth Management Act (GMA), Chapter 36.70A RCW; and

WHEREAS, the City has adopted a Comprehensive Plan and a Unified Development Code, Shoreline Municipal Code (SMC), Title 20, to implement the Comprehensive Plan; and

WHEREAS, pursuant to RCW 36.70A.040, the City is required to adopt development regulations to implement the Comprehensive Plan; and

WHEREAS, the City designated the Aurora Square Community Renewal Area in September 2012; and

WHEREAS, pursuant to the State Environmental Policy Act (SEPA), RCW 43.21C, the City adopted Ordinance No. 705 designating the redevelopment of Aurora Square as a Planned Action; and

WHEREAS, the Planning Commission, after required public notice, held a public hearing on January 29, 2015 and, due to technical difficulties, held a second public hearing on March 19, 2015, which considered modifications to the SMC related to the redevelopment of Aurora Square, reviewed the public record, and made a recommendation to the City Council; and

WHEREAS, the City Council, after required public notice, held a study session on June 8, 2015 which considered the modifications to the SMC related to the redevelopment of Aurora Square, including changes to the City's sign code, reviewed the Planning Commission's recommendation and the entire public record; and

WHEREAS, the City has determined that modifications to SMC 20.50 Subchapter 8 Signs will provide for a more cohesive master sign program for Aurora Square that will facilitate successful economic development of the area; and

WHEREAS, pursuant to RCW 36.70A.370, the City has utilized the process established by the Washington State Attorney General so as to assure the protection of private property rights; and

WHEREAS, pursuant to RCW 36.70A.106, the City has provided the Washington State Department of Commerce with a 60-day notice of its intent to adopt the amendments to SMC Title 20;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SHORELINE,
WASHINGTON DO ORDAIN AS FOLLOWS:

Section 1. Amendment of the Unified Development Code, SMC Title 20. The amendments to the Unified Development Code, SMC Chapter 20.50, Subchapter 8 Signs attached hereto as Exhibit A are adopted.

Section 2. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this ordinance or its application to any person or situation be declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of this ordinance or its application to any other person or situation.


Section 3. Effective Date. A summary of this ordinance consisting of the title shall be published in the official newspaper and the ordinance shall take effect five days after publication.


PASSED BY THE CITY COUNCIL ON AUGUST 10, 2015.


Shari Winstead
Mayor

ATTEST:

APPROVED AS TO FORM:


Jessica Simulcik Smith
City Clerk


Margaret King
City Attorney

Date of Publication: August 13, 2015
Effective Date: August 18, 2015

ORDINANCE NO. 712 - Exhibit A

Sign Code Development Regulations – Aurora Square CRA

SMC 20.50.532 Permit required.

E. Applications for property located within the Aurora Square Community Renewal Area, as defined by Resolution 333, shall be subject to SMC 20.50.620.

SMC 20.50.620 Aurora Square Community Renewal Area Sign Standards.

A. Purpose. The purposes of this subsection are:

1. To provide standards for the effective use of signs as a means of business identification that enhances the aesthetics of business properties and economic viability.

2. To provide a cohesive and attractive public image of the Aurora Square Community Renewal Area lifestyle center.

3. To protect the public interest and safety by minimizing the possible adverse effects of signs.

4. To establish regulations for the type, number, location, size, and lighting of signs that are complementary with the building use and compatible with their surroundings.

B. Location Where Applicable. Map 20.50.620.B illustrates the Aurora Square CRA where the Sign Standards defined in this subsection apply.

Map 20.50.620.B—Aurora Square CRA



C. Definitions. The following definitions apply to this subsection:

<p><u>CRA</u></p>	<p><u>Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and SMC 20.50.620.B Map.</u></p>
<p><u>CRA Building-Mounted Sign</u></p>	<p><u>A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.</u></p>
<p><u>CRA Monument Sign</u></p>	<p><u>A freestanding sign with a solid-appearing base under at least 75 percent of sign width from the ground to the base of the sign or the sign itself may start at grade. Monument signs may also consist of cabinet or channel letters mounted</u></p>

	<u>on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.</u>
<u>CRA Pylon Sign</u>	<u>A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.</u>
<u>CRA Lifestyle Center</u>	<u>That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as inter-related retail, service, and residential use.</u>
<u>CRA Lifestyle Frontage</u>	<u>That sections of the streets that directly serves and abuts the CRA Lifestyle Center. The three CRA Lifestyle Frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.</u>
<u>CRA Signage Design Guidelines</u>	<u>The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used throughout the CRA Lifestyle Center.</u>
<u>CRA Under-Awning Sign</u>	<u>A sign suspended below a canopy, awning or other overhanging feature of a building.</u>
<u>CRA Way-finding Sign Post</u>	<u>A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.</u>
<u>Electronic Message Center (EMC)</u>	<u>A sign with a programmable, changeable digital message.</u>
<u>Portable Sign</u>	<u>A sign that is readily capable of being moved or removed, whether attached or affixed to the ground or any structure that is typically intended for temporary display.</u>
<u>Temporary Sign</u>	<u>A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.</u>
<u>Window Sign</u>	<u>A sign applied to a window or mounted or suspended directly behind a window.</u>

D. Permit Required.

1. Except as provided in this subsection, no permanent sign may be constructed, installed, posted, displayed or modified without first obtaining a sign permit approving the proposed sign's size, design, location, display, and, where applicable, adherence to the CRA Signage Design Guidelines.

2. No permit is required for normal and ordinary maintenance and repair, and changes to the graphics, symbols, or copy of a sign, without affecting the size, structural design or height. Exempt changes to the graphics, symbols or copy of a sign must meet the standards defined herein.

3. All CRA pylon, CRA monument, and CRA wayfinding signs shall conform to the CRA Signage Design Guidelines. For all other types of signs, if an applicant seeks to depart from the standards of this subsection, the applicant must receive an administrative design review approval under SMC 20.30.297.

4. The City reserves the right to withhold sign permits and to assess the property owner up to one hundred dollars per day for failure to install the signs indicated herein by September 1, 2017.

E. Sign Design.

1. Sight Distance. No sign shall be located or designed to interfere with visibility required by the City of Shoreline for the safe movement of pedestrians, bicycles, and vehicles.

2. Private Signs on City Right-of-Way. No private signs shall be located partially or completely in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter 12.15 SMC and is allowed under SMC 20.50.540 through 20.50.610.

3. Sign Copy Area. Calculation of sign area shall use rectangular areas that enclose each portion of the signage such as words, logos, graphics, and symbols other than non-illuminated background. Sign area for signs that project out from a building or are perpendicular to street frontage are measured on one side even though both sides can have copy.

4. Building Addresses. Building addresses should be installed on all buildings consistent with SMC 20.70.250(C) and will not be counted as sign copy area.

5. Materials and Design. All signs, except temporary signs, must be constructed of durable, maintainable materials. Signs that are made of materials that deteriorate

quickly or that feature impermanent construction are not permitted for permanent signage. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted for permanent signage.

6. CRA Signage Design Guidelines. Design and content of the CRA Pylon, CRA Monument, and CRA Wayfinding Sign Posts shall conform to the CRA Signage Design Guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of the CRA Lifestyle Center shall comply with the CRA Signage Design Guidelines.

7. Illumination. Where illumination is permitted per Table 20.50.620.E7 the following standards must be met:

a. Channel lettering or individual backlit letters mounted on a wall, or individual letters placed on a raceway, where light only shines through the copy.

b. Opaque cabinet signs where light only shines through copy openings.

c. Shadow lighting, where letters are backlit, but light only shines through the edges of the copy.

d. Neon signs.

e. All external light sources illuminating signs shall be less than six feet from the sign and shielded to prevent direct lighting from entering adjacent property.

f. EMC messages shall be monochromatic. EMCs shall be equipped with technology that automatically dims the EMC according to light conditions, ensuring that EMCs do not exceed 0.3 foot-candles over ambient lighting conditions when measured at the International Sign Association's recommended distance, based on the EMC size. EMC message hold time shall be ten (10) seconds with dissolve transitions. 10% of each hour shall advertise civic, community, educational, or cultural events.

g. Building perimeter/outline lighting is allowed for theaters only.



Individual backlit letters (left image), opaque signs where only the light shines through the copy (center image), and neon signs (right image).

8. Sign Specifications.

Table 20.50.620.E.8 Sign Dimensions	
<u>CRA MONUMENT SIGNS</u>	
<u>Maximum Sign Copy Area</u>	<u>100 square feet. The Monument Sign must be double-sided if the back of the sign is visible from the street.</u>
<u>Maximum Structure Height</u>	<u>Eight (8) feet.</u>
<u>Maximum Number Permitted</u>	<u>Two (2) per driveway.</u>
<u>Sign Content</u>	<u>At least 50% of the Sign Copy Area shall be used to identify the CRA Lifestyle Center. Individual business names, if shown, shall not include logos and shall be a single common color conforming to the CRA Signage Design Guidelines.</u>
<u>Location</u>	<u>At any driveway to a CRA Lifestyle Frontage.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>Mandatory Installation</u>	<u>At least one (1) monument sign shall be installed at each of three (3) vehicle entries to the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.</u>

<u>CRA WAY-FINDING SIGN POSTS</u>	
<u>Maximum Sign Copy Area</u>	<u>Two (2) square feet per business name; no limit on number of businesses displayed.</u>
<u>Maximum Structure Height</u>	<u>Ten (10) feet.</u>
<u>Maximum Number Permitted</u>	<u>No limit.</u>
<u>Sign Content</u>	<u>Individual business names shall not include logos and shall be in a single common color conforming to the CRA Signage Design Guidelines.</u>
<u>Location</u>	<u>Anywhere in the CRA Lifestyle Center.</u>
<u>Illumination</u>	<u>Not permitted.</u>
<u>Mandatory Installation</u>	<u>At least twelve (12) CRA Way-finding Sign Posts shall be installed in the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction within the center.</u>
<u>CRA PYLON SIGN</u>	
<u>Maximum Sign Copy Area</u>	<u>300 square feet.</u>
<u>Maximum Structure Height</u>	<u>25 feet.</u>
<u>Maximum Number Permitted</u>	<u>Three (3) pylon signs are allowed.</u>
<u>Sign Content</u>	<u>At least 25% of the Sign Copy Area shall be used for identification of the CRA Lifestyle Center. Up to 50% of the Sign Copy Area may be used for a monochromatic Electronic Message Center (EMC). Individual business names, if shown, shall not include logos but may include any color.</u>
<u>Location</u>	<u>One sign can be located on each of the CRA Lifestyle Frontages that are directly across from properties with Mixed Business (MB) zoning.</u>

<u>Illumination</u>	<u>Permitted.</u>
<u>Mandatory Installation</u>	<u>Three (3) CRA Pylon Signs shall be installed by July 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.</u>
<u>CRA BUILDING-MOUNTED SIGN</u>	
<u>Maximum Sign Copy Area</u>	<u>Maximum sign area shall not exceed 15% of the tenant fascia or a maximum of 500 square feet, whichever is less.</u>
<u>Maximum Structure Height</u>	<u>Not limited. Projecting, awning, canopy, and marquee signs (above awnings) shall clear sidewalk by nine feet and not project beyond the awning extension or eight feet, whichever is less. These signs may project into public rights-of-way, subject to City approval.</u>
<u>Number Permitted</u>	<u>The sign area per business may be distributed into multiple signs provided that the aggregate sign area is equal to or less than the maximum allowed sign area.</u> <u>Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting shall not exceed 10 percent of tenant's allotted wall sign area.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>CRA UNDER-AWNING SIGNS</u>	
<u>Maximum Sign Copy Area</u>	<u>12 square feet.</u>
<u>Minimum Clearance from Grade</u>	<u>Eight (8) feet.</u>
<u>Maximum Structure Height</u>	<u>Not to extend above or beyond awning, canopy, or other overhanging feature of a building under which the sign is suspended. Signs may project into the public right-of-way subject to City approval.</u>
<u>Number Permitted</u>	<u>One (1) per business entrance.</u>
<u>Illumination</u>	<u>External only.</u>

9. Window Signs. Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if non-illuminated and do not require a permit under the building code.

10. A-Frame Signs. A-frame, or sandwich board, signs are exempt from permit but subject to the following standards:

a. Maximum two signs per business;

b. Must contain the business' name and may be located on the City right-of-way in any of the CRA Lifestyle Frontages;

c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;

d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;

e. Maximum two feet wide and three feet tall, not to exceed six square feet in area;

f. No lighting of signs is permitted;

g. All signs shall be removed from display when the business closes each day; and

h. A-frame/sandwich board signs are not considered structures.

F. Prohibited Signs.

1. Spinning devices; flashing lights; searchlights, or reader board signs. Traditional barber pole signs allowed.

2. Portable signs, except A-frame signs as allowed by SMC 20.50.660(l).

3. Outdoor off-premises advertising signs (billboards).

4. Signs mounted on the roof.

5. Inflatables.

6. Signs mounted on vehicles.

G. Nonconforming Signs.

1. All pylon signs in the CRA Lifestyle Center existing at the time of adoption of this subsection are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to one hundred dollars per day for failure to remove nonconforming signs as indicated.

2. Nonconforming signs shall not be altered in size, shape, height, location, or structural components without being brought to compliance with the requirements of this Code. Repair and maintenance are allowable, but may require a sign permit if structural components require repair or replacement.

3. Electronic changing message (EMC) or reader boards may not be installed in existing, nonconforming signs without bringing the sign into compliance with the requirements of this code.

H. Temporary Signs.

1. General Requirements. Certain temporary signs not exempted by SMC 20.50.610 shall be allowable under the conditions listed below. All signs shall be nonilluminated. Any of the signs or objects included in this section are illegal if they are not securely attached, create a traffic hazard, or are not maintained in good condition. No temporary signs shall be posted or placed upon public property unless explicitly allowed or approved by the City through the applicable right-of-way permit. Except as otherwise described under this section, no permit is necessary for allowed temporary signs.

2. Temporary On-Premises Business Signs. Temporary banners are permitted to announce sales or special events such as grand openings, or prior to the installation of permanent business signs. Such temporary business signs shall:

a. Be limited to one sign for businesses under 10,000sf, two signs for businesses larger than 10,000sf but smaller than 40,000sf, and three signs for businesses larger than 40,000sf;

b. Be limited to 100 square feet in area;

c. Not be displayed for a period to exceed a total of 60 calendar days effective from the date of installation and not more than four such 60-day periods are allowed in any 12-month period; and

d. Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.

3. Construction Signs. Banner or rigid signs (such as plywood or plastic) identifying the architects, engineers, contractors or other individuals or firms involved with the construction of a building or announcing purpose for which the building is intended. Total signage area for both new construction and remodeling shall be a maximum of 32 square feet. Signs shall be installed only upon City approval of the development permit, new construction or tenant improvement permit and shall be removed within seven days of final inspection or expiration of the building permit.

4. Feather flags and pennants when used to advertise city-sponsored or CRA Lifestyle Center community events.

5. Pole banner signs that identify the CRA Lifestyle Center.

6. Temporary signs not allowed under this section and which are not explicitly prohibited may be considered for approval under a temporary use permit under SMC 20.30.295 or as part of administrative design review for a comprehensive signage plan for the site.

I. Exempt Signs. The following are exempt from the provisions of this chapter, except that all exempt signs must comply with SMC 20.50.540(A), Sight Distance, and SMC 20.50.540(B), Private Signs on City Right-of-Way:

1. Historic site markers or plaques and gravestones.

2. Signs required by law, including but not limited to:

a. Official or legal notices issued and posted by any public agency or court; or

b. Traffic directional or warning signs.

3. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in surface area.

4. Incidental signs, which shall not exceed two square feet in surface area; provided, that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.

5. State or Federal flags.

6. Religious symbols.

7. The flag of a commercial institution, provided no more than one flag is permitted per business; and further provided, the flag does not exceed 20 square feet in surface area.

8. Neighborhood identification signs with approved placement and design by the City.

9. Neighborhood and business block watch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.

10. Plaques, signs or markers for landmark tree designation with approved placement and design by the City.

11. Real estate signs not exceeding 24 square feet and seven feet in height, not on City right-of-way. A single fixed sign may be located on the property to be sold, rented or leased, and shall be removed within seven days from the completion of the sale, lease or rental transaction.

12. City-sponsored or community-wide event signs.

13. Parks signs constructed in compliance with the Parks Sign Design Guidelines and Installation Details as approved by the Parks Board and the Director. Departures from these approved guidelines may be reviewed as departures through the administrative design review process and may require a sign permit for installation.

14. Garage sale signs not exceeding four square feet per sign face and not advertising for a period longer than 48 hours.

15. City land-use public notification signs.

16. Menu signs used only in conjunction with drive-through windows, and which contains a price list of items for sale at that drive-through establishment. Menu signs cannot be used to advertise the business to passersby: text and logos must be of a size that can only be read by drive-through customers. A building permit may be required for menu signs based on the size of the structure proposed.

17. Campaign signs that comply with size, location and duration limits provided in Shoreline Administrative Rules.