

CODE

CITY OF MONROE
ORDINANCE 011/2014

AN ORDINANCE OF THE CITY OF MONROE, WASHINGTON, RELATING TO THE DISPLAY OF SIGNAGE; AMENDING CHAPTER 18.80 MMC SIGNS; REPEALING INTERIM ORDINANCE NO. 008/2014; PROVIDING FOR SEVERABILITY; AND FIXING A TIME WHEN THE SAME SHALL BECOME EFFECTIVE

WHEREAS, the City of Monroe regulates the display of signage through Chapter 18.80 of the Monroe Municipal Code (MMC); and

WHEREAS, the City's current interim sign regulations adopted under Ordinance No. 008/2014, will expire on October 15, 2014; and

WHEREAS, the City Council has determined that it is in the community interest to adopt permanent sign code regulations; and

WHEREAS, the City provided notice of the proposed regulations on the City's webpage and publication of hearing notices in the Monroe Monitor; and

WHEREAS, the Monroe Planning Commission held a duly advertised public hearing to consider the substance of the proposed regulations on June 9, 2014; and

WHEREAS, the Monroe Planning Commission forwarded a recommendation for action on the proposed regulations to the City Council; and

WHEREAS, the Monroe City Council, after considering all information received, has determined to adopt the proposed regulations as provided in this ordinance; and

WHEREAS, the City Council finds that the proposed regulations are in the public interest and are further consistent with and will implement the City's Comprehensive Plan.

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

Section 1. Findings and Conclusions. The Monroe City Council adopts the above recitals, together with the Findings and Conclusions dated June 20, 2014, hereto attached as Exhibit A, recommended by City Staff and reviewed by the Monroe Planning Commission, in support of the amendments set forth herein.

Section 2. Amendment of Chapter 18.80 MMC. Chapter 18.80 of the Monroe Municipal Code is hereby amended to provide in its entirety as set forth in Exhibit B, attached hereto and incorporated herein by this reference as if set forth in full.

Section 3. Repealer. Interim Ordinance No. 008/2014 is hereby repealed in its entirety.

Section 4. Severability. If any section, sentence, clause or phrase of this ordinance should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this ordinance.

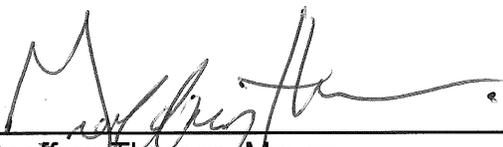
Section 5. Effective Date. This ordinance, being an exercise of a power specifically delegated to the City legislative body, is not subject to referendum, and shall be in full force and effect five (5) days from and after its passage and approval and publication as required by law.

PASSED by the City Council and APPROVED by the Mayor of the City of Monroe, at a regular meeting held this 23rd day of September, 2014.

1st Reading: September 16, 2014
2nd Reading: September 23, 2014
Published: September 30, 2014
Effective: October 5, 2014

(SEAL)

CITY OF MONROE, WASHINGTON:



Geoffrey Thomas, Mayor

ATTEST:

APPROVED AS TO FORM:



Elizabeth M. Smoot, CMC, City Clerk



J. Zachary Lell, City Attorney

EXHIBIT A

FINDINGS AND CONCLUSIONS ZCA2012-04 Sign Code Update June 20, 2014

Compliance with the City of Monroe Comprehensive Plan

Findings

1. The proposed code is supported by goals, policies, and actions in the Economic Development Element of the Comprehensive Plan.
 - a. EDG6 - Support local business through clear, efficient licensing and permitting procedures.
 - b. EDP11 - Ensure that City licensing and permitting regulations, policies and procedures are coherent, fair, and expeditious. Where specialized industry requirements call for the inspection by government agencies, coordinate with those agencies to eliminate duplication of efforts.
 - c. EDA4 - Review the licensing and permitting regulations, policies and procedures for clarity and efficiency.
 - d. EDA5 - Formally review development codes every five years, with public involvement, to eliminate inconsistencies, conflicts, and ambiguities and ensure timely processing of permits.

Conclusion

The proposed sign code update is consistent with the City of Monroe Comprehensive Plan.

Compliance with the Growth Management Act

Findings

1. In accordance with Chapter 36.70(A), the City of Monroe filed a Request for Expedited Review with the Department of Commerce on June 16, 2014.
2. The Department of Commerce approved the Request for Expedited Review on July 1, 2014.
3. Public notice regarding the proposed code adoption was provided by publishing notice in the Monroe Monitor on May 20, 2014, and posting on the City's website.

Conclusion

1. The proposed code update complies with Chapter 36.70A RCW - Growth Management Act.

Compliance with Monroe Municipal Code Chapter 20.04 – SEPA

Findings

1. City staff prepared an Environmental Checklist for this non-project action.
2. The SEPA Responsible Official issued a Determination of Non-significance on February 25, 2013.
3. The appeal period for the Threshold Determination ended on March 14, 2013.
4. No appeals of the Threshold Determination were filed.

Conclusion

1. The proposed code update has met the requirements of Monroe Municipal Code Chapter 20.04 - SEPA.

EXHIBIT B

Monroe Municipal Code Chapter 18.80 SIGNS

Sections:

- 18.80.010 Purpose.
- 18.80.020 Definitions.
- 18.80.030 Sign allowance table– Interpretation.
- 18.80.040 Limited duration signs.
- 18.80.050 Temporary signs.
- 18.80.060 Murals.
- 18.80.070 Exempt signs.
- 18.80.080 Prohibited signs.
- 18.80.090 Scenic Vistas Act adopted.
- 18.80.100 Portable (sandwich board) signs.
- 18.80.110 Projecting and suspended (under awning) signs.
- 18.80.120 Changeable message and video display signs.
- 18.80.130 General provisions.
- 18.80.140 Maintenance and removal.
- 18.80.150 Nonconforming signs.
- 18.80.160 Permits and fees.
- 18.80.170 Administration and enforcement.
- 18.80.180 Interpretations.
- 18.80.190 Variances and appeals.
- 18.80.200 Sign design guidelines/sign illustrations.

18.80.010 Purpose.

The overall purpose of this chapter is to promote the public health, safety and general welfare; to increase the effectiveness of visual communication in the city; and to enhance and maintain the aesthetic character of the city. More specifically, this chapter is intended to:

- A. Promote and protect property values.
- B. Improve business in the City of Monroe.
- C. Promote a business person's right to identify their business through reasonable and effective methods.
- D. Minimize dangerous conflicts between signage and traffic-control devices.
- E. Minimize visual distractions between signage and motorists, bicyclists, and pedestrians.

F. Increase the city's attractiveness.

G. Promote the city's scenic views, historical assets, architecture, streetscapes, and landscaping.

The purpose of this title is implemented by controlling the number, type, design, lighting, construction, materials, location, use, and maintenance of all signs and sign structures.

18.80.020 Definitions.

For the purpose of this title, certain abbreviations, terms, phrases, words, and their derivatives shall be construed as specified in this chapter and are to be used only for the implementation of this title. Words used in the singular include the plural, and the plural the singular. Words used in the masculine gender include the feminine, and the feminine the masculine.

1. "Abandoned sign" means a sign that no longer correctly directs or exhorts any person nor advertises a bona fide business, lessor, owner, product or activity conducted or available on the premises whereon such sign is located.

2. "Address sign" means any sign of a noncommercial nature stating the address of the structure upon which said sign is located.

3. "Advertising sign" means a sign that directs attention to a business, **profession**, commodity, service, or entertainment conducted, sold, or offered upon the premises where such sign is located, or to which it is affixed.

4. "Advertising vehicle" means any vehicle or trailer on a public right-of-way or public property or on private property so as to be visible from a public right-of-way which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement or products or directing people to a business activity located on the same property or nearby property or any other premises. The vehicle must be used primarily for the purpose of advertising, as opposed to serving some other function such as delivery of goods or services or transport.

5. "Air-supported structure" means an air-supported or inflated object with or without cable supports and braces intended to attract attention to the location, event or promotion.

6. "Animated sign" means a sign depicting action, motion, light, or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

7. "Auxiliary sign" means a sign that provides information such as direction, time and temperature displays, hours of operation, or warning; auxiliary signs are intended for the convenience of the public. An auxiliary sign may include the business name and/or logo, but may not include its product or services.

8. "Awning" means a covering structure that projects horizontally from, and is attached to a building. An awning provides protection from the weather for persons or properties underneath it.

9. "Awning sign fascia" means a non-illuminated or illuminated sign which is usually painted or screen printed onto the surface of an awning and which does not extend vertically or horizontally beyond the limits of the awning edge or fascia.

10. "Awning sign under" means a sign that is hung from and below a building awning or canopy that may extend outwards under the awning or canopy and over the walkway or parking area.

11. "Area or surface area of sign" means the greatest area of a sign, visible from any one viewpoint, excluding the sign support structures, which do not form part of the sign proper or of the display. Surface area shall be measured as follows:

a. The "surface area" of the sign is determined by the height times the width of a typical rectangular sign, or other appropriate mathematical computation of surface area for nonrectangular signs.

12. "Banner sign" means a sign made of lightweight material such as cloth, paper, or flexible plastic with or without a rigid frame on which a sign is painted or printed that is attached to a building or displayed on the grounds.

13. "Billboard" generally means a sign on a flat surface or board, usually outdoors, on which large advertisements or notices are posted.

14. "Blade sign" means a rigid projecting or suspended sign that is perpendicular to the building façade, that is mounted below the awning, canopy, or other first floor overhangs and/or over the building or store entryway and for which the primary audience is pedestrians.

15. "Building face" means the general outer surface of any exterior wall of a building or other structure.

16. "Building-mounted sign" means a single- or multiple-faced sign of a permanent nature, made of rigid material, attached to or painted upon the wall/facade of a building or the face of a marquee in such a manner that the wall/facade becomes the supporting structure or forms the background surface of the sign and does not project more than eighteen inches from such wall/facade.

17. "Building unit" means the equivalent tenant space. Building frontage measured from the centerline of the party walls defining the tenant space shall be the basis for determining the permissible sign area for wall signs.

18. "Business" means any person, partnership, association, corporation, joint venture, or similar group whether operating for profit or not, and any governmental agency.

19. "Cabinet sign" means a sign which may be multi-sided incorporating a rigid frame, which supports and retains the removable sign face panel(s) and/or background constructed of plastic or similar translucent materials and which has an internal light source. Cabinet signs do not include signs composed of individually mounted and individually illuminated letters or logos no larger than the lettering to which they relate.

20. "Canopy" means an ornamental or protective roof-like structure that may be attached or detached from the main building and usually providing protection from the elements to objects or people underneath. Structures over gas pump islands and over entrances of theaters or hotels are both examples of canopies.

21. "Canopy sign" means a sign that is painted onto the horizontal face or fascia edge of an awning or canopy that is mounted to the building facade.

22. "Changeable message sign" means a sign or portion thereof on which changing copy or symbols are electronically controlled (for example, time and temperature units), or manually through placement of copy or symbols on the same sign surface.

234. "Channel letter" means a fabricated or formed three-dimensional letter that may accommodate a light source.

24. "City, state, federal, and community sponsored events" means nonprofit events or activities open to the public and associated with common interests or characteristics of the community. Examples of such events are elections, Evergreen Fair, Little League baseball, 4th of July parades or celebrations, and the like.

25. "Coated Tubing" means the clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, dependent upon the specific mixture of phosphorus powders utilized.

26. "Cold cathode" means:

a. Electric discharge lighting, which uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold cathode type.

b. Generic term employed to specify custom interior lighting produced through the use of larger diameter cold cathode tubing.

27. "Colored tubing" means transparent glass tubing manufactured with color pigments, typically color examples include ruby red, canary yellow, green, and midnight blue.

28. "Common ownership" means groups of two or more businesses when such businesses are located on one or more parcels of land or share public parking or maintenance facilities or when they conduct advertising on a regular basis; or when they function as a single entity in practical or business matters.

29. "Cone of vision" means the area that is clearly visible to a driver, generally described as a "fan-shaped envelope" preceding the driver which allows the driver to

safely see and observe moving objects and persons in front of and to the immediate left and right of the driver.

30. "Conspicuity" means the capacity of a sign to stand out or be distinguishable from its surroundings and thus be readily discovered by the eye. It is the noticeable contrast between a sign and its background with the display having features that attract attention to the sign.

31. "Contrast" means the difference or degree of difference in the appearance of adjacent surfaces, such as light and dark areas, different colors, or typefaces, and graphics appearing on various backgrounds.

32. "Construction sign" means a sign installed in conjunction with construction or remodeling of a building; and/or designating the contractor(s), architect(s), and engineer(s) participating in a construction project underway on the same premises. A construction sign may also include the name of the project.

33. "Copy" means the medium by which the message or idea of a sign is communicated.

34. "Deck cabinet" means a sign that is similar in detail and use as a raceway except larger in cross section to provide a background area.

35. "Digital Signage" means a form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (frequently utilizing technologies such as LCD, LED, plasma displays, or projected images to display content) can be found in both public and private environments, including retail stores, hotels, restaurants, and corporate buildings, amongst other locations. Digital signage displays are most commonly controlled by personal computers or servers, through the use of either proprietary or public-domain software programs allowing the operator to avoid large capital outlays for the controller equipment.

36. "Digital out of home (DOOH)" means advertising using digital signage as a form of out-of-home advertising in which video content, advertisements, and/or messages may be displayed on digital signs with a common goal of delivering targeted messages, to specific locations and/or consumers, at specific times.

37. "Dimensional letter" means a specification description of a letter or logo, either cut out or fabricated of metal or plastic materials to create a raised condition.

38. "Director" refers to the community development director, planning director, planning and permitting manager or his/her designee.

39. "Directional sign" means an off-premise sign that directs attention by name and/or logo to a business, group of businesses, or a business area; and is designated and used solely for the purpose of indicating the location or direction of a place or business and which is located on private property or the public right-of-way separate from the place or business.

40. "Directional traffic sign" means a sign that is located to guide or direct pedestrian or vehicular traffic to parking entrances, exits and service areas.

41. "Directory of tenants" means a sign that identifies the building or project name and the tenants which share a single structure or development.

42. "Display" means the visual information shown on a sign, including the text, graphics, logo, pictures, lights and background.

43. "Display area" means the greatest area of display meant to contain the text, graphics, pictures, lights and other background details to be viewed as signage. Display area shall be measured as the smallest rectangle placed around all that composes the display area. On no sign shall the display area be less than fifty percent of the surface area of the sign.

a. "Display area" includes only one face of a double-faced sign or v-shaped sign where the faces of the sign are parallel or diagonal. If any face is offset from parallel or separated by more than two feet, such face shall be counted as a separate surface area.

b. "Display area" of a spherical, cubical or polyhedral sign equals the sum of the surface area of all faces, divided by two.

44. "Dissolve/appear" means a mode of message transition on an electronic message center accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.

45. "Double-faced sign" means a sign with two faces.

46. "Electrical sign" means a sign or sign structure in which electrical wiring, connections, and/or fixtures are used as part of the sign proper.

47. "Electronic message centers (EMC)" means a sign that includes messages that are static, appear or disappear from the display through dissolve, fade, travel or scroll modes, or similar transitions and frame effects that have text, animated graphics or images that appear to move or change in size, or be revealed sequentially rather than all at once.

48. "Electronic message display (EMD)" means a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

49. "Electronic signage (also called "electronic signs" or "electronic displays)" means illuminant advertising media in the signage industry. Major electronic signage includes fluorescent signs, HID (high intensity displays), incandescent signs, LED signs, and neon signs. LED signs and HID are so-called digital signage.

50. "Entry monument sign" means a sign used to identify the primary entrance or entrances to a complex of business and/or buildings located within a coordinated business, office, or industrial park setting. The entry monument consists of the sign face and supporting structure.

51. "Facade" means the exterior wall face of a building, extending from the ground to the top of the parapet or eaves, but not including any portion of the roof. Each side of a building (i.e., each architectural elevation) is considered one facade. For buildings with more than one occupant/tenant, the facade for each occupant shall be that portion of the exterior wall face between the points where the interior wall between tenants intersects with the exterior wall, thus delineating the individual occupant/tenant space.

52. "Fade/appear" means a mode of message transition on an electronic message center accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

53. "Festoon(s)" means a strip or string of balloons, flags or lights, which includes clusters of balloons, flags or lights, connected on at least one end to a fixed or movable object such as a vehicle.

54. "Flashing (or strobing) sign" means an electrical or electronic sign or portion thereof that changes light intensity in a sudden transitory burst or that switches on and off in a constant, random, or irregular pattern that contains motion or the optical illusion of motion with more than one-third of the light source that is not constant being off at any one time. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device.

55. "Fluorescent lamp or tube" means electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

56. "Font" means a set of letters, numerals, and shapes, which conform to a specific set of design criteria.

57. "Foot candle (fc)" means a measure of illumination on a surface that is one foot from a uniform source of light of one candle and equal to one lumen per square foot.

58. "Freestanding sign" is a single or multiple face sign attached to or supported by columns, uprights, braces, poles, standards, or other type of base in or on the ground and not attached to the building. Double and single pole, monument, pedestal, and pylon signs are freestanding signs. The sign face may be of permanent construction or include reader board elements as defined herein.

a. Temporary freestanding signs are signs which can be moved from structure to structure, or site to site, and which are not anchored to the ground in accord with the International Building Code. Examples of such signs are sandwich board/A-frame signs, small price signs, and similar portable signs.

b. Permanent freestanding signs are anchored to the ground in accord with the International Building Code.

59. "Freestanding pedestal sign" means a self-supported sign permanently attached directly to the ground upon a pedestal base or monument or pylon foundation and not attached to any building, wall or fence.

60. "Freestanding pole sign" means a self-supported sign permanently attached directly to the ground supported by upright poles or posts or braces placed on or in the ground. (Also called "ground or pole sign.")

61. "Frontage" means the linear distance of property along a street or highway.

62. "Frontage, building" means the elevation(s) facing a public street, facing a primary parking area for the building or tenants, or containing the public entrance(s) to the building or building units.

63. "Frontage, primary" means the portion of any frontage containing the primary public entrance(s) to the building or building units.

64. "Frontage, secondary" means those frontages containing secondary public entrances to the building or building units, and all building walls facing a public street, or primary parking area that are not designated as the primary building frontage by the definition above.

65. "Gateway sign (or structure)" means a public or private sign or structure with sign elements identifying entry into and/or the boundaries of a development, neighborhood, or district.

66. "Garage sign or yard sale" means a sign advertising a private sale of personal household possessions; not for the use of any commercial venture.

67. "Grade (ground level)" means the finished level of the street (or parking lot) closest to the sign to which reference is made. In cases where the property on which the sign is located is lower than the immediately adjacent street level, the ground level shall be considered the street level as measured from the street centerline, so as to facilitate visibility of signage.

68. "Graphic sign" means a window sign or a sign which is an integral part of a building's facade. The sign may be painted, carved, or permanently imbedded.

69. "H channel letter" means a dimensional letter with baffles at the center of the cross-sectional shape for support of neon tubing and mounting of transformers.

70. "Height of sign" means the vertical distance from the grade to the highest point of a sign or any vertical projection thereof, including its supporting columns, or the vertical distance from the relative grade in the immediate vicinity.

71. "Historic sign" means a wall or projecting sign where the sign is proposed to be restored or authentically recreated as evidenced by historic photographs even though nonconforming.

72. "Holographic display" means any display that creates a three-dimensional image through projection.

73. "Identification sign" means a sign of an informational nature that directs attention to certain uses other than businesses, such as individual private residences or home occupations or the name of a residential structure or project.

74. "Illegal sign" means any sign which does not comply with the requirements of this code within the city limits, as they now or hereafter exist except for those signs which are legal nonconforming signs.

75. "Illumination" means any sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign.

76. "Incombustible material" means any material which will not ignite at, or below, a temperature of twelve hundred degrees Fahrenheit during an exposure of five minutes, and which will not continue to burn or glow at that temperature.

77. "Inflatable object or sign" means any inflatable object larger than three feet in diameter, such as a blimp, large balloon, or inflatable sport equipment, that uses blown air or gas to remain inflated to attract attention to a business, special event or activity.

78. "Informational sign, private" means a sign placed for the convenience of the property owner used for the sole purpose of designating property control and warning signs such as "no trespassing," "no dumping," "patrolled by dogs," etc.

79. "Informational sign, public" means a sign placed for the convenience of the public used for the sole purpose of designating restrooms, hours of operations, entrances and exits to buildings and parking lots, help wanted, public telephones, public notary, etc. Also included are plaques, tablets or inscriptions that are an integral part of a building.

80. "Interior sign" means any sign attached to the interior surface of any building or structure, or maintained within the building or structure.

81. "Internally illuminated sign" means a sign that has the light source enclosed within it so the source is not visible to the eye.

82. "Illuminated sign" means any sign for which an artificial source of light is used in order to make readable the sign's message, including internally and externally lighted signs and reflectorized, glowing or radiating signs.

83. "Incandescent bulb" means a lamp that produces light through the application of electrical energy to a wire filament, which glows as it is heated.

84. "Landmark sign" means a sign or plaque that is attached to the surface of the building or on a site that identifies or describes the historical, cultural, social, or other significance of a building or site.

85. "Legal nonconforming sign" means any sign lawfully constructed prior to the effective date of the ordinance codified in this which fails to conform to the provisions of this chapter.

86. "Legibility" means the physical attributes of a sign that allow for differentiation of its letters, words, numbers, or graphics, which directly relate to an observer's visual acuity.

87. "Liquid crystal display (LCD)" means a flat panel display, electronic visual display, or video display that uses the light modulating properties of liquid crystals. Liquid crystals do not emit light directly. It is an electronically modulated optical device made up of any number of segments filled with liquid crystals and arrayed in front of a light source (backlight) or reflector to produce images in color or monochrome.

88. "Light-emitting diode (LED)" means a semiconductor light source. Early LEDs emitted low-intensity red light, but modern versions are available across the visible, ultraviolet, and infrared wavelengths, with very high brightness. An LED sign is illuminated solely by tiny light bulbs fit into an electrical circuit that is lit by the movement of electrons in a semiconductor material. The more dense or closer the bulbs are placed, the higher the resolution of the image, which can vary from a dot matrix image to very high resolution equal to a television screen.

89. "Limited duration sign" means a nonpermanent sign intended for use for a limited period of time. Examples include signs that provide information concerning the development and sale of residential and commercial properties.

90. "Luminance" means an objective measurement of the brightness of illumination, including illumination emitted by an electronic sign, measured in candles per square foot (cd/ft^2).

91. "Logo, logogram, or logotype" means an emblem, letter, character, pictograph, trademark, or symbol used to represent any firm, organization, entity, or product.

92. "Lot sign" means signs used for the sale of residential lots in a platted subdivision.

93. "Maintenance" means the work of keeping something in a suitable condition such as repair would accomplish.

94. "Manual on Uniform Traffic Control Devices (MUTCD)" means the Federal Highway Administration's (FHWA) manual that sets minimum standards of placement that a sign must be in to achieve readability and conspicuity. The manual covers a range of traffic control devices, specifically signs, which it breaks into three categories: guide signs, warning signs, and directional signs.

95. "Marquee" means a permanent roof-like structure projecting horizontally from and attached to a building, affording protection from the elements to persons and property there under.

96. "Marquee sign" means a sign that forms part of or is integrated into a marquee or canopy and which does not extend vertically or horizontally beyond the limits of such marquee or canopy.

97. "Message" means a set of sequential displays that conveys related information about a product, service or company in an electronic sign.

98. "Mobile sign" means any sign mounted on a vehicle, trailer, or boat; or fixed or attached to a device for the purpose of transporting from site to site. This definition includes all vehicles placed or parked for the purpose of drawing attention to a service, product, object, person, organization, institution, business, event, location or message, but not signs or lettering installed on vehicles, trailers or boats operating during the normal course of business.

99. "Monument sign" means a ground-mounted sign which is attached to the ground by means of a wide base with a solid appearance; see also "pedestal sign."

100. "Multiple building complex" means a group of structures housing more than one type of retail business, office, commercial or manufacturing venture and generally under one ownership and control.

101. "Multiple occupancy building" means a single structure housing more than one type of retail business, office, commercial, or manufacturing venture.

102. "Mural" means a mural or artwork either painted directly on a building wall, or prepared separately and attached to the building wall, that may or may not have a commercial message, name, or other advertisement incorporated.

103. "Nameplate identification sign" means a sign which indicates no more than the name and address of the resident of the premises.

104. "NEC" means the National Electric Code.

105. "Neon sign" means a sign manufactured utilizing neon tubing which is visible to the viewer.

106. "Neon tubing" means the electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

107. "Noncommercial public service sign" means noncommercial signs devoted to religious, charitable, cultural, governmental or educational messages.

108. "Nonstructural trim" means the molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways that are attached to the sign structure.

109. "Off-premises sign" means a sign that advertise a service, product, object, person, organization, institution, business, event, location or message that is not available on the property upon which the sign is located. This includes mobile signs and billboards if their placement constitutes an off-premises sign.

110. "Off-premise sign, directional" means a sign designated and used solely for the purpose of indicating the location or direction of a place or business and which is located on private property or the public right-of-way separate from the place or business.

111. "Off-premise sign, public informational" means a sign providing information about events conducted at a public or other community facility in a location different than the property on which the sign is posted.

112. "On-premises sign" means a sign which displays a message that is directly related to the use of the property on which it is located.

113. "Open channel letter" means a dimensional letter that has no face and in which the neon tubing is visible.

114. "Open house sign" means a sign welcoming viewers to a piece of residential real estate that is being offered for sale.

115. "Pan channel letter" means a dimensional letter that is constructed with side walls, back and a face making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

116. "Pan face" means a plastic sign face molded into three-dimensional shapes.

117. "Parapet" means that portion of a building wall and/or facade, which extends above the roof of the building.

118. "Parapet sign" means any sign erected upon the parapet of a building, not to exceed the height of said parapet.

119. "Pedestal sign" means a ground-mounted sign which is attached to the ground by means of a wide base with a solid appearance; see also "monument sign."

120. "Pedestrian-oriented sign" means a sign the primary purpose of which is to provide information for pedestrians and bicyclists.

121. "Perimeter" means a square or rectangle required to enclose the sign area.

122. "Pictorial sign" means a sign that conveys the service, product, or activity of a site without words, company or product emblem, or numbers or letters. Pictorial signs

display a message through color, shape, and spatial relations, and are appropriate in context and taste with recognized standards of the community. Colored neon tubing and murals are examples of appropriate medium for display of a pictorial sign.

123. "Political sign" means a sign that identifies a candidate(s) for public elective office; urges a particular vote on a ballot measure in a pending public election, whether local, state or national; or expresses an opinion on a public issue.

124. "Portable sign" means an unlighted advertising sign including paper, cardboard, wood or metal, that is capable of being moved easily and that is not permanently affixed to the ground, structure, or building. This includes a sidewalk or sandwich board or A-frame signs and signs mounted on a mobile base, except those worn by a person.

125. "Porte cochere" means a covering structure projecting horizontally from and attached to a building, affording protection from the elements; typically used for loading and unloading of vehicles.

126. "Poster sign" means a decorative placard or advertisement intended to advertise a movie, theater production, video or DVD, or other product or special event that is being conducted or offered for sale.

127. "Premises" means the real estate as a unit, upon which is displayed the sign or signs mentioned in this chapter.

128. "Primary sign(s)" means all permitted monument/freestanding and building-mounted signs.

129. "Product-sponsored sign" means a sign, which identifies, displays or attracts attention to a product sold or available, but may or may not identify the on-site organization, institution, person, object, business service or event.

130. "Projecting sign" means a rigid sign, other than a flush wall mounted or marquee sign, which is attached to and projects perpendicular from a building facade at a height above awnings, canopies, or other first floor overhangs, and for which the primary audiences are pedestrians and vehicles.

131. "Projection" means the distance by which a sign extends over public property or beyond the property line.

132. "Property line" means the line denoting the limits of legal ownership of the property.

133. "Push through" means a letter or logo cut out of a backing material that is thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends through and beyond the front plane of the sign face.

134. "Raceway" means an electrical enclosure which may also serve as a mounting structure for the sign.

135. "Radio frequency identification device (RFID)" means an imbedded device in a vehicle's key or on-board computer system that triggers a personalized message on a digital sign or billboard.

136. "Readability" means that which enables the observer to correctly perceive that information content of letters, numbers or symbols grouped together in words, sentences, or other meaningful relationships on the sign. Readability is the character of a sign which leads to the observer's comprehension of its intended message, and depends on legibility and other considerations of contents and time restraints.

137. "Reader board" means a sign or part of a sign specifically designed to allow for the display of temporary messages without alteration of the sign field, and on or within which the letters are readily replaceable such that copy can be changed from time to time at will, either by hand or through electronic programming.

138. "Reader board sign" means a lighted or unlighted sign or part of a sign that displays a changing message using manually mounted lettering or electronic printout that may be mounted on a building or freestanding pedestal or pole such that the copy can be changed from time to time at will.

139. "Reader board sign, portable" means a lighted or unlighted sign or part of a sign that displays a changing message using manually mounted lettering or electronic printout that may be mounted on an easel, trailer, or other movable equipment that is not permanently affixed to the ground, structure, or building.

140. "Real estate sign" means a temporary sign erected by the owner or their agent that advertises the real estate upon which the sign is located for rent, lease or sale, or directing people to the property.

141. "Real estate directional sign" means a temporary and/or portable sign that is intended to assist people finding the location of difficult to locate property that is for sale, rent, or lease.

142. "Repair" means to paint, clean or replace damaged parts of a sign, or to improve its structural strength, but not in a manner that would change the size, shape or location.

143. "Retainer" means a framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

144. "Return" means the sides of a channel letter.

145. "Reveal" means an indented detail on a sign.

146. "Reverse channel letter" means a dimensional letter with opaque face and side walls and open or translucent back so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter.

147. "Revolving sign" means any sign that rotates or turns in a circular motion by electrical or mechanical means.

148. "Roof sign" means an **advertising** sign erected upon or above a roof, parapet, canopy, or porte cochere of a building or structure including a sign affixed to any structure erected upon a roof, including a structure housing building equipment. Mansard roof signs shall be considered wall signs.

149. "Sandwich or A-frame sign" means a temporary portable two-faced board style sign that is readily movable and has no permanent attachment to a building, structure, or the ground.

150. "Scoreboard" means an indoor or outdoor specialized reader board sign or part of a sign specifically designed to allow for the display of temporary messages such as scores of athletic events without alteration of the sign field, and on or within which the letters are readily replaceable such that copy can be changed from time to time at will, either by hand or through electronic programming.

151. "Scroll" means a mode of message transition on an electronic message center where the message appears to move vertically across the display surface.

152. "Scrolling" means the vertical movement of a static message or display on an electronic sign.

153. "Searchlight" means any device emitting a strong beam of light not normally associated with the daily operation or outdoor lighting of the business or location, used to attract attention to the site.

154. "Setback" means the distance measured on a horizontal plane between a public right-of-way line or a property line and the closest portion of a sign thereto.

155. "Sign" means a name, identification, description, display or illustration that is affixed to or represented directly or indirectly upon a building, structure, or piece of land and that directs attention to an object, product, place, activity, person, institution, organization or business. However, a "sign" shall not include any display of official court or public office notice, nor shall it include the flag, emblem or insignia of a nation, political unit, school, or religious group. A "sign" shall not include a sign located completely within an enclosed building unless the public is intended to view the sign, or the context of this chapter shall so indicate. Painted wall designs or patterns which do not represent a product, service or registered trademark, and which do not identify the tenant user, are not considered signs. If a design or pattern is combined with a sign, only that part of the design or pattern which cannot be distinguished from the sign will be considered as part of the sign.

156. "Sign area" means the exposed face area, including any background or backing constructed, painted or installed as an integral part of such sign. Where separate or cut-out figures or letters are used without backing which is an integral part of such sign, the area shall be measured as the area of the smallest polygon, and not to exceed six

straight sides, which will completely enclose all figures, letters, designs, and tubing which are a part of the sign. The area of double-faced signs shall be the area of the larger single face.

157. "Sign display surface" means the area made available by the sign structure for the purpose of displaying the advertising message.

158. "Sign height" means the distance from the grade, or the top of the curb of the nearest street to the top of the sign or any projection thereon, whichever is higher.

159. "Signcentric design" means a building architectural design which makes the signage the prominent visual feature.

160. "Single occupancy building" means a commercial or industrial building or structure with one major enterprise. A building is classified as "single occupancy" only if:

- a. It has only one occupant;
- b. It has no wall in common with another building; and
- c. It has no part of its roof in common with another building.

161. "Snipe sign" means an off-premises sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences, utility poles or to other objects, not applicable to the present use of the premises or structure upon which the sign is located.

162. "Special event sign" means a temporary sign advertising activities concerning an event of a political, civic, seasonal, cultural, philanthropic, educational or religious event or organization that will occur intermittently.

163. "Street frontage" means streets, alleys, or public rights-of-way parallel to the property line used to compute the area of the sign(s) intended to be located in such a manner to have primary exposure on that street or right-of-way.

164. "Street furniture" means advertising displays, many which provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to reach vehicular traffic.

165. "Structure" means any structure supporting or is capable of supporting any sign defined in this chapter. A sign structure may be a single pole or may or may not be an integral part of the building or structure.

166. "Subdivision sign" means a sign used to identify a land development of a residential nature.

167. "Subdivision directional sign" means a sign advertising the direction to a subdivision by naming the subdivision and furnishing a directional arrow.

168. "Subdivision or tract sign" means a sign advertising the sale or lease of lots or buildings within new or platted subdivisions or land tracts.

169. "Suspended sign" means a sign hanging down from a marquee, awning, canopy or porte cochere that would exist without the sign.

170. "Super graphic" means a painted design which covers all or a major portion of a wall, building or structure. A super graphic is a sign only if it is related by language, logo, or pictorial depiction to the advertisement of any product or service or the identification of any business.

171. "Temporary sign" means a nonpermanent sign intended for use for a limited period of time. Examples of such signs include: grand opening signs, open house signs, special sale signs, sandwich board/A-frame signs, small price signs, pennants, and other similar signs. Banner signs are specifically excluded from this definition.

172. "Time and temperature display" means a variable message sign which displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

173. "Transition" means a visual effect used on an electronic message center to allow one message to disappear while it is simultaneously being replaced by another.

174. "Trailer sign" means a sign which is attached to a trailer or has been constructed as a trailer for the purpose of being towed by a motor vehicle whether operable or not.

175. "Traveling" means the horizontal, side-to-side movement of a static or dynamic message or display on an electronic sign.

176. "UL" means Underwriters Laboratories, Inc., a nationally recognized testing laboratory.

177. "Variable message sign" means a sign that includes provisions for message changes. Also called a "changeable copy panel," "changeable copy sign," "time and temperature sign," "electronic message center," and "menu board."

178. "Video display signs" means a flat panel display, which uses light-emitting diodes as a video display. An LED panel is a small display, or a component of a larger display. They are typically used outdoors in store signs and billboards, and in recent years have also become commonly used in destination signs on public transport vehicles or even as part of transparent glass area. There are two types of LED panels: conventional (using discrete LEDs) and surface-mounted device (SMD) panels. Most outdoor screens and some indoor screens are built around discrete LEDs, also known as individually mounted LEDs. A cluster of red, green, and blue diodes is driven together to form a full-color pixel, usually square in shape. These pixels are spaced evenly apart and are measured from center to center for absolute pixel resolution.

179. "Video sign" means video devices such as televisions, computer monitors, flat panel displays, plasma screens, and similar video electronics used as signage.

180. "Visibility" means the physical attributes of a sign and its contents that allow for detection at a given distance, although legibility may be uncertain.

181. "Wall sign" means any sign, mural or graphic design which is attached parallel to and flat against, or is painted on, the wall or exterior of a building or structure having a commercial message or identification.

182. "Wall-mounted sign" means a sign attached or erected to and extending from the facade or wall of any building to which it is attached. A wall sign is supported through its entire length with the exposed face of the sign parallel to the plane of said wall or facade. A sign painted on the wall of a building or a sign painted or attached to a marquee shall be considered a wall-mounted sign.

183. "Wayfinding sign" means a system of public signs identifying directions to major public and private facilities or destinations of interest to the general public and typically including graphic elements mounted on separate freestanding poles or incorporated with other sign, light, or traffic standards.

184. "Window sign" means any sign which is painted or mounted onto an exterior of a window pane including the name of the business, hours of operation, address, and credit card logos; or which is hung directly inside the window including advertisements for services or products in the form of decals, emblems, paint, exposed neon, banners, posters, etc. within three feet of the window pane which may be viewed from the exterior of the building. "Window sign" does not include posters, handbills, or other temporary signs; or merchandise located within three feet of the window.

185. "Window sign, temporary" means any sign (or poster) of a temporary nature displayed on the inside or outside of the glass or in close proximity to the windows of a commercial building and intended to be viewed by persons outside of the building.

18.80.030 Sign allowance table - Interpretation.

A. The sign allowance table determines whether a specific sign is allowed in a zone district or by land use activity. The zone district or land use activity is identified in the left column, the type of sign in the second column, and the specific sign allowances are located in the rows of the table.

B. If no symbol or number appears in the table box at the intersection of the column and row, the sign is not allowed in that category or is not subject to an allowance.

C. If a letter appears in the table box at the intersection of the column and row or in the column or row heading, the sign may be allowed subject to the appropriate requirement and specific conditions indicated in the table footnotes.

D. All applicable requirements shall govern a sign whether or not the requirements are cross-referenced in the sign allowance table.

18.80.030: Sign Allowance Table

Purpose	Type of sign	Permit required	Number of signs(c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Access, landmark, and informational signs – all zones							
entry/exit	freestanding	yes	1	6	4	2	Per vehicle exit/entry
landmark	wall (o)	no	1	2	8	2	Per building frontage
info – private	wall (o)	no	1	4	8	2	Per building frontage – must be for an original purpose and may not simply repeat the same message over and over
info – private	freestanding	no	1	4	8	2	Per property frontage – must be for an original purpose and may not simply repeat the same message over and over
info – public	wall (o)	no	1	2	8	2	Per building frontage
	freestanding	no	1	2	8	2	Per organization
info - wayfinding	freestanding	yes	na	32	8	2	Citywide system of directory signs
info - gateway	freestanding	yes	na	75	24	2	Citywide system of gateway elements
Permanent signs – Residential zones SR15000, R-4, UR9600, UR6000, MR6000 (residential uses in LOS, PO, LI, GI, DC, MUNC, MUC, GC, SC)							
id – home occupation	wall or window	yes	1	4	8	2	Per building
	freestanding	yes	1	4	5	2	Per vehicle complex entry
id – multifamily building	wall (o)	yes	1	32	24	2	4 or more dwelling units only, does not include address identification
id – residential complex	monument - gateway	yes	1	40	5	2	Per vehicle complex entry
	freestanding - entry	yes	1	32	10	2	4 or more dwelling units only, 2 signs permitted per public entrance if located opposite one another and not exceeding 16 sf/sign face
Other uses (s)	wall	yes	1	16	5	2	Illumination prohibited
	monument	yes	1	16	5	2	May be illuminated but must adhere to MMC 18.80.130(E)
	freestanding	yes	1	16	5	2	May be illuminated but must adhere to MMC 18.80.130(E)

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Permanent signs – Public zones PS, LOS							
informational	portable – sandwich sign	yes	1	12	4		Per institution, 3 x 4 ft outside of pedestrian walkway; prohibited in ROW
	window - opaque	no	1	20%			Percent of window area per window
	window - transparent	no	1	20%			Percent of window area per first floor window
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	info – freestanding	yes	1	6	6	2	Per property
	wall (o)	yes	1 (t)	40	24		Per building frontage
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area
	freestanding <300 lf frontage	yes	1	40	10	2	Per property
	freestanding >300 lf frontage	yes	2	40	10	2	Signs must be located more than 200 lf apart
	monument - off-premise multitenant directions(k)	yes	1	24	10	2	Per closest arterial/collector road for businesses not located on the arterial or collector road; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Permanent signs – Office zone PO (h)							
advertising	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning - lieu blade	yes	1	10	(a)	2	Per business on street frontage
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	info – freestanding	yes	1	6	6	2	Per property
	wall – directory (o)	yes	1	24	8		Per building
	wall – single tenant (o)	yes	1 (t)	80	24		1.0 sf/1.0 lf of building frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum
	wall – multiple tenant (o)	yes	1 (t)	120	24		1.5 sf/1.0 lf of tenant space building frontage per primary or secondary frontage up to maximum; secondary maximum 75% of primary maximum (t)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area
	freestanding – single tenant <200 lf frontage	yes	1	32	10	2	Per street frontage
	freestanding – single tenant >200 lf frontage	yes	2	32	10	2	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site
	freestanding – multitenant <200 lf frontage	yes	1	48	10	2	Per street frontage
	freestanding – multitenant >200 lf frontage	yes	2	48	10	2	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site
	monument - off-premise multitenant directions (k)	yes	1	24	10	2	Per closest arterial/collector road for businesses not located on an arterial or collector road; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property
	TOTAL single tenant site			120			Total allowed for combination of wall and freestanding signs
	TOTAL multitenant site			160			Total allowed for combination of wall and freestanding signs

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Permanent signs – Downtown zone DC (except Rails and Roads Neighborhood)							
advertising	portable – sandwich sign	yes	1	8	4		Per business, 2 x 4 ft maximum dimensions; outside of pedestrian walkway
	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning - lieu blade	yes	1	10	(a)		Per business on street frontage
	awning/canopy fascia (n)	yes	1	40%	(a)		Percent of vertical edge of awning/canopy
	suspended – under awning	yes	1	6	(a)		Per tenant space
	blade in-lieu of under awning	yes	1	16	(a)		Per tenant space – may have blade or under awning but not both
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	directory - per tenant	yes	1	6	8		Per primary or secondary building frontage
	wall – single tenant (o)	yes	1 (t)	100			2.0 sf/1.0 lf of building frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum; no digital contents within "Historic Main" per MMC
	wall – multitenant (o)	yes	1 (t)	150			2.0 sf/1.0 lf of tenant space building frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum; no digital contents within "Historic Main" per MMC (t)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall – no digital contents within "Historical Main Area" per MMC
	changeable message	yes	1	50%	10		Percent changeable of public service message of allowable sign area
	monument – single tenant	yes	1	32	10	2 (j)	Per street frontage, Lewis Street allowed 50 sf and height up to 20 ft
	monument - multitenant	yes	1	48	10	2 (j)	Per street frontage, Lewis Street allowed 80 sf and height up to 20 ft
monument - off-premise multitenant directions (k)	yes	1	24	10	2	Per closest arterial/collector road for businesses not located on Main or Lewis Streets; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property	
freestanding – off-premise multitenant advertising (k)	yes	1	32	10	2	Per closest arterial/collector road for businesses not located on Main or Lewis Streets, prohibited in ROW; maximum 1/4 mile straight line distance from sign to property	

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Permanent signs – MUNC, MUC (Mixed Use Neighborhood Center and Commercial)							
advertising	portable – sandwich sign	yes	1	8	4		Per business, 2 x 4 ft outside of pedestrian walkway; prohibited in ROW
	window - opaque	no	na	15%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	awning/canopy fascia (n	yes	1	40%	(a)	2	Percent of vertical edge of awning/canopy
	under awning in lieu of blade	yes	1	10	(a)	2	Per tenant space
	blade in-lieu of under awning	yes	1	16	(a)	2	Per tenant space – may have blade or under awning but not both
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	wall – single tenant (o)	yes	1 (t)	80/ 100			1.5 sf/1.0 lf of primary or secondary frontage up to maximum per frontage; maximum 80 MUNC, 100 MUC; secondary maximum 75% of primary maximum
	wall – multitenant (o)	yes	1 (t)	120/1 50			1.5 sf/1.0 lf of tenant space building frontage per primary or secondary frontage up to maximum per frontage; maximum 120 MUNC, 150 MUC; secondary maximum 75% of primary maximum (i)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area; allowed in MUC only
	monument – single tenant	yes	1	32	8	2	Per street frontage
	monument – multitenant single street	yes	1	48	8	2	Per street frontage
	freestanding – single tenant <200 lf frontage	yes	1	80	20	2	Per street frontage, allowed in MUC only
	freestanding – single tenant >200 lf frontage	yes	2	80	20	2	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site, allowed in MUC only
	freestanding – multitenant <200 lf frontage	yes	1	120	20	2	Per street frontage, allowed in MUC only
	freestanding – multitenant >200 lf frontage	yes	2	120	20	2	Per street frontage over 200 lf located more than 100 lf apart up to 4 total signs per site, allowed in MUC only
	freestanding – limited highway intersection	yes	1	140	45	2	Per 522 frontage at 522/Main Street intersection; intersection; sign must be perpendicular to and abutting 522 ROW – digital allowed
	TOTAL single tenant site – MUNC only			140		2	Total allowed for combination of wall and freestanding signs
	TOTAL multitenant site – MUNC only			180		2	Total allowed for combination of wall and freestanding signs

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Permanent signs – General and service commercial zones GC, SC (includes Downtown Rails & Roads Neighborhood), Limited Open Space Airport zone LOSA							
advertising	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning in-lieu of blade	yes	1	10	(a)	2	Per business on street frontage
	blade in-lieu of under awning	yes	1	16	(a)	2	Per tenant space – may have blade or under awning but not both
	awning/canopy fascia (n)	yes	1	40%	(a)	2	Percent of vertical edge of awning/canopy
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	info – freestanding	yes	1	6	6	2	Per property
	wall – single tenant (o)	Yes	1 (t)	200	24		1.5 sf/1.0 lf of frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum
	wall – multitenant (o)	yes	1 (t)	300	24		1.5 sf/1.0 lf of tenant space building frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum (i)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall – digital allowed
	freestanding – single tenant <400 lf frontage	yes	1	100	35	2	Per street frontage – digital allowed except where visible from Lake Tye Park
	freestanding – single tenant >400 lf frontage	yes	2	100	35	2	Per street frontage over 400 lf located more than 100 lf apart for a total of no more than 4 signs per site – digital allowed except where visible from Lake Tye Park
	freestanding – multitenant <400 lf frontage	yes	1	150	35	2	Per street frontage – digital allowed except where visible from Lake Tye Park
	freestanding – multitenant >400 lf frontage	yes	2	150	35	2	Per street frontage over 400 lf located more than 100 lf apart up for a total of no more than 4 signs per site – digital allowed except where visible from Lake Tye Park
	freestanding – off-premise multitenant advertising	yes	1	150	35	2	Per intersection of arterials and collectors on US-2 for businesses not located on US-2; located more than 100 lf from another freestanding sign subject to the total maximum allowable on and off-premise sign area of each tenant; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property
	freestanding – limited highway intersection	yes	1	140	45	2	Per 522 frontage at 522/Main Street intersection; sign must be perpendicular to and abutting 522 ROW – digital allowed
	changeable message - gas	yes	1	20	8	2	100% changeable of allowable sign area – digital allowed
	changeable message - food	yes	2	24	8	2	100% changeable of allowable sign area – digital allowed
	changeable message - movie	yes	1	80	24	2	80% changeable of allowable sign area – digital allowed
	monument - off-premise multitenant directions (k)	yes	1	24	10	2	Per closest arterial/collector road for businesses not located on US-2; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property
TOTAL single tenant site			360			Total allowed for combination of on and off-premise wall and freestanding signs	
TOTAL multitenant site			480			Total allowed for combination of on and off-premise wall and freestanding signs	

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
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Permanent signs - Industrial districts LI, GI

advertising	window - opaque	no	na	20%			Percent of window area per window
	window - transparent	no	na	20%			Percent of window area per first floor window
	under awning in-lieu of blade	yes	1	10	(a)	2	Per business on street frontage
	awning/canopy fascia (n)	yes	1	20%	(a)		Percent of vertical edge of awning/canopy
	blade in-lieu of under awning	yes	1	16	(a)	2	Per tenant space – may have blade or under awning but not both
	info – wall (o)	yes	1	6	8		Per frontage visible from ROW – no limit within the site if not ROW visible
	info – freestanding	yes	1	6	6	2	Per property
	wall – single tenant (o)	yes	1 (t)	300	24		1.0 sf/1.0 lf of frontage per primary or secondary frontage up to maximum per frontage; secondary maximum 75% of primary maximum
	wall – multiple tenant (o)	yes	1 (t)	300	24		1.0 sf/1.0 lf of tenant space building frontage per primary or secondary frontage plus 32 sf/tenant for each additional tenant after the first 2 tenants; secondary maximum 75% of primary maximum (i)
	projecting	yes	1	20	(a)		Under 4 ft wide, mounted 6 inches from attaching wall
	changeable message	yes	1	50%	10		Percent changeable of allowable sign area
	monument	yes	1	50	6	2	Per vehicle complex entry
	freestanding – single tenant <400 lf frontage	yes	1	100	35	2	Per street frontage—digital allowed except where visible from Lake Tye Park
	freestanding – single tenant >400 lf frontage	yes	2	100	35	2	Per street frontage over 400 lf located more than 200 lf apart for a total of no more than 4 per site – digital allowed except where visible from Lake Tye Park
	freestanding – multitenant <400 lf frontage	yes	1	150	35	2	Per street frontage – digital allowed except where visible from Lake Tye Park
	freestanding – multitenant >400 lf frontage	yes	2	150	35	2	Per street frontage over 400 lf located more than 200 lf apart for a total of no more than 4 per site – digital allowed except where visible from Lake Tye Park
	freestanding – off-premise multitenant advertising (k)	yes	1	150	35	2	Per intersection of arterials and collectors for businesses not located on Fryelands Blvd; sign located more than 100 lf from another freestanding sign subject to the total maximum allowable on and off-premise sign area of each tenant; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property
	monument - off-premise multitenant directions (k)	yes	1	24	10	2	Per closest arterial/collector road for businesses not located on Fryelands Blvd; prohibited in ROW; maximum 1/4 mile straight line distance from sign to property
	TOTAL single tenant site			360			Total allowed for combination of on and off-premise wall and freestanding signs
	TOTAL multitenant site			488			Total allowed for combination of on and off-premise wall and freestanding signs

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Limited duration - all zones							
residential - lot	freestanding	no	1	9	6	2	3 ft x 3 ft, 3 ft x 5 ft and 15 ft height in MR6000
residential - subdivision	freestanding	no	1	32	10	2	Per street frontage
	freestanding directional	no	3	16	8	2	Located no more than 25 feet in any direction from the intersection
commercial – lot commercial tract	freestanding	no	1	32	6	2	Per street frontage
	freestanding	no	1	32	10	2	Per street frontage
construction	banner	yes	1	20	8	2	Per construction site
	freestanding – residential and open space zone	no	1	32	6	2	Per street frontage
	freestanding – commercial zone	no	1	32	6	2	Per street frontage
residential sale/rental	window/poster	no	1	2	na		Per window per building
	freestanding	no	1	9	6	2	3 ft x 3 ft, 3 ft x 5 ft and 15 ft height in MR6000
	freestanding directional	no	1	4	3	2	1 sign on-site, 5 off-site premise signs allowed
commercial sale/rental	window/poster	no	1	2	na		Per window per building
	wall/banner (o)	yes	1	40	24	2	Per building frontage on public street
	freestanding	no	1	32	10	2	Per property

Purpose	Type of sign	Permit required	Number of signs (c)	Area maximum per sign in sq ft (d) (e)	Height in feet (f)	Setback in feet (g)	Comments
Temporary and special event signs - all zones							
open house – real estate sale	sandwich – site	no	1	6	6		2 ft x 3 ft located outside of pedestrian walkway, only during daylight hours and during which the broker/agent or seller or an agent is in attendance at the property; prohibited in ROW
	sandwich – directional	no	4	4	3		1 sign on-site, 5 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
special event – garage sale	sandwich – site	no	1	6	6		2 ft x 3 ft located outside of pedestrian walkway
	sandwich – directional	no	4	4	3		1 sign on-site, 5 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
special event – retail sale	sandwich – site (m)	no	1	6	4		2 ft x 3 ft located outside of pedestrian walkway
	sandwich – directional	no	4	6	4		2 ft x 3 ft, 1 sign on-site, 3 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
	window/poster (m)	no	1	6	na		Per window per building
	wall/banner (l)(r)	yes	1	150	24		Per building frontage or 2/business not to exceed 20% of the area of the business facade to which it is attached or 150 sf
	inflatable, kite, searchlight(r)	yes	1	na	24	2	Per site
special event – government, school, church, park, sidewalk sale, sports event, farmers' market, etc (m)	sandwich – site	no	1	6	4		2 ft x 3 ft located outside of pedestrian walkway
	sandwich – directional	no	4	6	4		2 ft x 3 ft, 1 sign on-site, 3 off-site premise signs allowed located not more than 25 feet in any direction from the intersection
	window/poster	no	1	6	na		Per window per building
	wall/banner (o)(r)	yes	1	150	24		Per building frontage per street
	banner – over ROW (p)	yes	1	100	(a)		Locations may be limited due to traffic, vehicle height, light standards, trees, and other hazard considerations
	freestanding	yes	1	32	10	2	25% of sign message may include sponsor advertisement
political – private	freestanding – single pole	no		12	4	2	
	freestanding – double pole	no		32	10	2	
political – public ROW (m)	freestanding – single pole	no		12	4		
	freestanding – double pole	no		32	10		
special event	yard sign	no	1	5	3	2	1 sign on-site, 4 off- premise signs allowed located not more than 25 feet in any direction from the closest intersection .

General:

- (a) The area under the sign free of obstructions to allow passage of pedestrians and vehicles shall be eight feet under awning/canopy fascia, blade, and under awning signs, twelve feet under projecting signs, and sixteen feet or more if necessary under banners extended over the public ROW.
- (b) All signs may be located at the edge of the public ROW. Under awning signs may extend six feet while blade and projecting signs may extend four feet into the public ROW or over the sidewalk where the sidewalk is at least ten to twelve feet wide.

Column headings:

- (c) Exceptions for the number of signs permitted shall be determined by the director.
- (d) The area within a continuous perimeter enclosing the outer limits of the sign face, but not including structural elements, which are not a part of the display. The area of a spherical, cubical, or polyhedral sign equals one-half the total surface area. Area requirements are for a single side and may be applied to each side independently.
- (e) For buildings with two or more frontages, the length of the wall and allowable sign area shall be calculated separately for each such building frontage.
- (f) Height is measured from the average finished grade at the sign foundation.
- (g) Setback is from all property lines or tenant demising walls.

ROW footnotes:

- (h) Parcels zoned PO with frontage on or access from 179th Avenue SE, 149th Avenue SE or 147th Avenue SE located north of SR-522 shall use the sign area calculations in general and service commercial.
- (i) If the site has reached the maximum, newly created tenant spaces shall be allowed one tenant identifying wall sign located above the tenant's entry not to exceed sixteen square feet in surface area - not to be used as a bonus by tenants with existing signs. For multitenant building with a shared entry the signage per tenant shall be determined by dividing the tenant's gross floor area by the gross floor area of the building to determine the percentage of the building occupied by the tenant. The tenant is then allotted that percent of the total square footage allowed for the site.
- (j) No setback required in the Historic Main area subject to city engineer approval of visibility.
- (k) Minimum three businesses per sign; must not have arterial street frontage available for freestanding signage and special circumstances are necessary because of the location, size, shape, or topography of the property or business, group of businesses, or business area to provide it with signage privileges typical of other properties in the vicinity or zoning district.
- (l) All outdoor product-sponsored signs must devote seventy-five percent of the sign area to the on-site business.
- (m) Political signs are not allowed on city-owned property (including but not limited to buildings, utility poles, or public facilities). Political signs shall not be posted within travel lanes and in or on curb, gutter, or sidewalks but may be posted within the larger public right-of-way (as part of the traditional public forum). Political signs will be allowed in the space between the curb and sidewalk provided they do not impact the sight visibility triangle as defined per MMC 18.02.
- (n) Awning or canopy fascia lettering should be composed of a single line of type with letters under twelve inches and not occupy more than two-thirds of the fascia linear surface front or side.
- (o) No wall sign shall project more than eighteen inches from the wall of a building, nor extend above the eave or deck line of the building upon which it is located; except those located upon parapet walls, wherein they may be located above the deck line but not above the height of the parapet wall. No wall sign shall have an image area larger than twenty-five percent of the area of the message.
- (p) Allowable only in the Downtown on Main or Lewis Street. A city-approved application must be submitted no more than ninety days prior to the event date. The following signs are permitted for display:

- (1) Advertisements or promotions of nonprofit organizations, community activities, and/or festivals.
 - (2) Activities sponsored by the city of Monroe.
 - (3) Athletic and special community events that are commercially sponsored, when proceeds are used for community service.
 - (4) Welcome messages, such as those for class reunions, conventions, and conferences, athletic tournament participation, local winner of a major event, etc.
 - (5) Promotion of sales and money raising for youth organizations for their program support, nonprofit and community service organizations when a major portion of the profit will be for community and youth projects.
 - (6) Nonpartisan and non-candidate voting information.
- (q) Inflatable air supported, kites, and searchlights shall be located on the premises for which they are advertising, in the location specified under the approved permit. Inflatable, air supported, kites, and searchlights cannot be located in the public right-of-way or in required landscaping or parking areas. Shall not interfere with pedestrian movement, nor impede the vision or block the movement of motorists on private or public rights-of-way. Size, height, and illumination shall adhere to all applicable city, state and federal requirements relating to public safety, air and vehicular traffic control and the like. Kites and inflatable objects such as balloons shall not be operated more than one hundred fifty feet from the grade of the earth beneath the point of attachment, without written waivers from the Federal Aviation Administration. The beam of the searchlight shall not flash against any building or sweep an arc greater than forty-five degrees from vertical.
- (r) Banners shall be located completely on the wall of the building or leased space of the sponsoring business. Banners cannot be located in required parking areas, upon poles, other constructed frame, affixed to or covering required landscaping, utility poles or vehicles and shall be affixed so as to survive high winds or storm events.
- (s) Signage only allowed for public institution, charitable institution, houses of worship, daycare centers, cemeteries, private parks, country clubs, golf courses or as determined by the director.
- (t) Maximum one wall sign allowed per each primary frontage and secondary frontage.

18.80.040 Limited duration signs.

A. General. Limited duration signs provide information concerning the development and sale of residential and commercial properties subject to the provisions listed in the sign allowance table.

B. Duration. As provided in the following table. For the purpose of this regulation, any sign of similar content erected subsequent to the original limited duration sign shall be considered as the original sign for the time limitation contained herein.

C. Location. Up to two off-premise signs allowed located not more than twenty-five feet in any direction from the closest intersection(s).

D. Illumination. Not permitted.

Sign type	Annual	Duration
Real estate	na	Removed 10 days following the sale, rental, or lease
Construction	na	Issued on permit, removed on occupancy
Undeveloped parcel	na	Erected no more than 12 months before construction or the intended use the announcement is describing. Removed upon (1) the issuance of a certificate of occupancy or the completion of a permanent sign, or (2) or for residential uses, when 75% of the units or homes have been sold, leased or rented.

18.80.050 Temporary and special event signs.

Temporary and special **event** signs provide information concerning special events including school, church, farmers' markets, sidewalk and garage sales, elections in residential and commercial zones subject to the provisions listed in the Sign Allowance Table and the following supplemental requirements.

A. Illumination. Not permitted.

B. Construction. Temporary and special **event** signs, other than inflatable and banners, shall be constructed of a durable, rigid, all-weather material (i.e., plywood, plastic, etc.) so as not to lose structural integrity in inclement weather. Signs must be of a sufficient weight and stature to ensure that it will remain in place during high winds.

C. Location. Temporary and special **event** signs cannot be permanently affixed or located on utility poles, street sign, tree, stop sign, fence, etc. Small freestanding yard signs meeting the definition of special event may be erected off-premises as set forth in the sign allowance table.

D. Duration. Except as provided in the following table, no temporary or special **event** sign shall be erected, re-erected, or maintained for more than thirty days. For the purpose of this regulation, any sign of similar content erected subsequent to the original temporary sign shall be considered as the original sign for the time limitation contained herein.

Sign type	Annual	Duration
Banners	120 days	Increments of 60, 30, 15, or 10 days; upon removal, a banner may not be re-erected for a duration equal to the time it was displayed
Business opening or closing	60 days	From issuance of a business license, or until permanent signs are permitted for the site, whichever is less, without being counted against the standard annual duration permitted
Inflatable	30 days	Increments of 30, 15, or 5 days
Off-premise directional	na	Daylight hours only when sales person is on-site
Banners over ROW	na	Erected no more than 14 days prior to the event date and remain no longer than 7 days after the event.
Seasonal signs and decorations	na	Removed within 10 days after the holiday.
Political signs	na	Removed within 10 days after the election.

18.80.060 Murals.

A. Permit Required. Murals containing a commercial sign message shall require a sign permit and shall only be allowed on premises in the DC, GC, SC, MUNC, MUC, PO, LI, GI, LOS and LOSA zoning districts. The commercial “display area” of the mural shall be calculated against the allowed signage for the site and/or tenant.

18.80.070 Exempt signs.

A. General. Subject to the requirements of this section, the following signs shall be exempt from all sign permit provisions and are not subject to the size and other allowances specified in the sign allowance table of this chapter, except for construction, safety regulations and permitting requirements for permanent signs or where otherwise referenced in this chapter. These exemptions shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this code or any other law or ordinance regulating the same.

B. Traffic or pedestrian control signs, signs required by law, or signs indicating scenic or historic points of interest that are erected by or on the order of a public officer in the performance of their public duty.

C. Signs erected or installed by or at the direction of the city, such as traffic signs, legal notices, railroad warning signs, signs showing the location of underground public utility facilities, and other signs of a non-advertising nature erected for warning or emergency purposes.

D. Public safety signs including temporary private ground or wall signs exclusively relating to the safety of the public (e.g., “no parking today,” “use covered walkway,” “do not enter,” “danger,” “loading zone”) may be located as needed for public safety without limitations as to number, size, or location so far as the requirements of this chapter are concerned.

E. Signs directly related to a municipal building, structure or installed by the city or required by a governmental entity.

F. The flag of governmental and public institutions.

G. The flag of a commercial institution not advertising a product to be left loose to fly in the breeze. Not to exceed one per business and twenty square feet in surface area.

H. Decorative flags and bunting for a celebration, convention or commemoration of significance to the community located on public right-of-way, when authorized by the city council for a prescribed period of time.

I. Temporary signs and decorations that are customary for special holidays and that are erected on private property.

J. Emblems of local nonprofit organizations and community service clubs, including signs less than two square feet that identify the meeting place and time provided such signs are located on the building that hosts the service club meetings. Emblems mounted on freestanding, monument, or other signs must comply with the sign allowance table provisions governing informational – public or public wayfinding signs.

K. Bona fide religious symbols located on a property occupied by a private religious institution or building.

L. Official public notices of federal, state or local governments; official court notices.

M. Signs incorporated into machinery or equipment by a manufacturer or distributor, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths or gasoline pumps.

N. Lettering or symbols painted directly onto or flush-mounted magnetically onto an operable vehicle.

O. Advertising signs located on licensed taxicabs and buses or commercial vehicles operating during the normal course of business. Signs on public transit benches and shelters and on and within public transit vehicles.

P. The changing of the advertising copy or message on a sign or theater marquee, reader boards, and similar signs specifically designed for the use of replaceable copy.

Q. Painting, repainting, cleaning, repairing or normal maintenance of an advertising structure or the changing of the advertisement copy or message thereon shall not be considered an erection or alteration which requires a sign permit unless a structural or electrical change is made.

R. Interior signs that are not visible from the street ROW.

S. Historic signs, typically wall or projecting signs, where the sign is proposed to be restored or authentically recreated as evidenced by historic photographs.

T. Sculptures, fountains, mosaics, and design features that do not incorporate advertising or identification.

U. Identification signs upon recycling collection containers for public, charitable or nonprofit organizations.

18.80.080 Prohibited signs.

A. General. From and after the effective date of this chapter, it is unlawful for any person to maintain, erect or place the following signs that are prohibited in the city of Monroe.

B. Signs that contain statements, words or pictures of an obscene, indecent or immoral character such as will offend public morals or decency under the prevailing statutes or U.S. Supreme Court rulings.

C. Any sign that constitutes a traffic hazard or is detriment to traffic safety because of size, location, movement, content, or method of illumination. Any sign that obstructs the vision of drivers or detracts from the visibility of any official traffic control device because it diverts or tends to divert the attention of drivers of moving vehicles away from traffic movement on streets, roads, intersections, or access facilities. No sign shall be erected so that it obstructs the vision of pedestrians, or which by its glare or by its method of illumination constitutes a hazard to traffic. No sign may use words, phrases, symbols or characters in such a manner as to interfere with, mislead, or confuse the steady and safe flow of traffic.

D. Signs that are of such an intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist or pedestrian using or entering the public right-of-way, or that are a nuisance or hazard to occupants of any property because of glare or other characteristics.

E. Laser signage consisting of light based displays, with a combination of beams and wide spectrum lights that result in a three dimensional image.

F. Signs attached to public vegetation and structures within the right of way, including utility poles, traffic control devices, and lampposts, or other city-owned property, except the right of way itself, unless otherwise allowed pursuant to state or federal laws, are prohibited.

G. Signs that are in violation of the building, electrical or fire codes adopted by the city.

H. Signs attached to or placed upon a vehicle or trailer parked on private or public property designed to operate as a de facto permanent advertising sign. This provision is not to be construed as prohibiting the identification of a firm or its principal products on a vehicle operating during the normal course of business. This does not include automobile for sale signs or signs attached to franchised buses or taxis.

- I. Portable reader board signs including trailer signs.
- J. Signs with visible moving, revolving or rotating parts or visible mechanical movement of any description or other apparent visible movement achieved by optical illusion, motion, electrical, electronic or mechanical means, except for traditional barber poles.
- K. Signs that emit odor or visible matter such as smoke or steam, or involve the use of live animals.
- L. Off-premises signs including, but not limited to, billboards, snipe signs and those signs upon vehicles and trailers, except for those otherwise authorized by this chapter. This prohibition shall not apply to noncommercial signs, including but not limited to political signs or other categories of signage specifically exempted under this chapter.
- M. Billboards and all product advertising sponsored flags, posters and placards except those allowed as interior signs that are not visible from the street ROW.
- N. Signs that are painted, pasted, or printed on any curb, pavement or any portion of any sidewalk or street, except house numbers and traffic control signs.
- O. Signs painted directly on a sloped or gabled roof surface.
- P. Signs for which a permit has been granted under conditions with which the permittee does not comply.
- Q. Any sign or advertising structure or supporting structure that is torn, damaged, defaced or destroyed.
- R. Abandoned signs or signs in poor repair.
- S. Any other signs that are not specifically permitted or exempted by this chapter.

18.80.090 Scenic Vistas Act.

All signs within the city of Monroe visible from SR 2 or SR 203 must be in conformance with the standards of the Scenic Vistas Act (RCW 47.42 and WAC 468-66) that is incorporated herein by this reference as well as the related Washington State Department of Transportation ("WSDOT") rules, regulations, and noncompliance penalties; provided that all signs within the city shall also be subject to any additional restrictions as provided in this chapter.

In the case of conflict between the requirements of the Scenic Vistas Act and this chapter, the more restrictive requirement shall apply.

18.80.100 Portable (sandwich board) signs.

A. Location. Shall meet the following requirements:

1. Sandwich board signs shall conform to the size, number, location, and other specifications listed in the sign allowance table and illustrated in the sign design guidelines.

2. Shall be located on the premises for which it is advertising, in the location specified under the approved permit. Not to be located in the public right-of-way. Not to be located in required parking areas, affixed to or covering required landscaping such as bushes or shrubs. Portable or sandwich board signs shall not be affixed to, mounted upon or placed upon vehicles parking within the public right-of-way.

3. Shall not interfere with pedestrian movement, nor impede the vision or block the movement of motorists on private or public rights-of-way; provided, however, that due to unique location or other particulars no portable or sandwich board sign shall be of such a size that it intrudes into any area required to be free of impediments pursuant to the Washington State Barrier Free or Americans with Disabilities Act (ADA) regulations as they now exist or may hereafter be amended.

4. Portable signs in the downtown commercial zoning district may be located on the public sidewalk directly in front of the sponsoring business; provided, that a minimum distance of four feet is maintained between the wall of the sponsoring business and the portable sign. Additionally, the location requirements codified at subsection (A)(2) of this section and the permit requirements found in subsection (A)(8) of this section must be satisfied. Where the public streetscape has been improved and the walkway is a minimum ten feet in width, sandwich signs may be placed within the two foot zone extending from the private property line or building frontage; provided, that the sign does not extend further into or otherwise obstruct or detract from the portion of the walkway reserved for public access.

5. Duration. To be displayed during business hours only.

6. Illumination. Not permitted.

7. Construction. Portable signs shall be constructed of a durable, rigid, all-weather materials (i.e., plywood, plastic, etc.) so as not to lose their structural integrity in inclement weather. Sign must be of a sufficient weight and stature to ensure that it will remain in place during high winds. Owners of portable signs shall be required to keep their signs legible and well maintained.

8. Additional Permit Requirements.. For those signs located on the public sidewalk, the applicant shall provide the city with a letter of indemnification appropriate to the city attorney, holding the city harmless for loss or injury resulting from the sign.

18.80.110 Projecting and suspended (under awning) signs.

A. Projection over Right-of-Way. Only those projecting and suspended and under awning signs located in the downtown commercial zoning district may be permitted to project into the public right-of-way, provided they meet all requirements relating to traffic, construction, safety and size; and are attached to an approved awning, canopy, marquee or porte cochere.

B. Additional Permit Requirements. When deemed necessary due to safety concerns, those projecting and suspended (under awning) signs located in the downtown commercial zoning district, over the public right-of-way, shall require the applicant to provide the city with a letter of indemnification appropriate to the city attorney, holding the city harmless for loss or injury resulting from the sign.

18.80.120 Changeable message and video display signs.

A. Changeable copy by electronic or video means may be utilized on any permitted freestanding pole, pylon, or monument sign; provided, that the sign is at least thirty-five feet in any direction from any other sign that uses electronic display and is ninety degrees perpendicular to the flow of traffic.

B. Only one EMC, EMD, or video sign is permitted per site for each street frontage on which the development fronts and the sign is visible from the public ROW.

C. Electronic message centers and displays (EMC and EMDs) are subject to the following restrictions:

1. The copy cannot change more than once every four seconds.
2. The interval between successive displays is zero such that an approaching driver cannot perceive any blanking of the display screen.
3. No special visual effects of any kind such as moving toward or away from the viewer, expanding or contracting, bouncing, rotating, spinning, twisting, or otherwise portraying movement or animation as the message is displayed on the screen or to accompany the transition between any successive messages.
4. Message sequencing is prohibited.

D. Video display signs are subject to the following restrictions:

1. Any portion of the message that uses a video display method shall have a minimum duration of two seconds. Calculation of the duration shall not include the number of frames per second used in a video display method.
2. There shall be zero seconds of still image or blank screen following every message using a video display method so that an approaching driver cannot perceive any blanking of the display screen.
3. Audio speakers shall be prohibited in association with a sign using a video method of display.

E. Digital signs, including message centers and displays, videos, etc must have automatic dimming capability that adjusts the brightness to the ambient light at all times of the day and night such that changeable message signs cannot exceed the following foot candles (fc) by zone:

Zoning district	Foot candles
PS, LOS	0.3
PO, DC, MUNC, MUC, LI, GI	0.5
GC, SC	0.8

Source: Illuminating Engineering Society (IES)

F. Permit applications for electronic message centers and displays (EMCs and EMDs) and video display permits must include a copy of the manufacturer's operating manual which includes the manufacturer's recommended standards for light levels, scrolling or traveling speed and other display operations. EMCs and EMDs are subject to periodic assessment of the sign's performance and impact on traffic safety, driver and pedestrian distractions, and the other criteria of this code.

18.80.130 General provisions.

A. General. No person shall erect, reconstruct, alter, relocate or place any sign within the city except such signs as are permitted, exempt, or not specifically regulated by this title. All signs, including the frames, braces or supports thereof, shall be constructed and maintained in compliance with this title, all applicable requirements of the Uniform Sign Code, Uniform Building Code, and all other applicable ordinances of the city.

B. Conflict of provisions. If any provision of this chapter conflicts with the Uniform Sign Code or the Uniform Building Code, the provision of this chapter will govern.

C. Structure. Structural components of signs are regulated by the currently adopted edition of Uniform Sign Code.

D. Electrical. Electrical components of signs are regulated by the currently adopted edition of the National Electric Code. All electrical signs must bear the U.L. label and shall receive a permit from the Washington State Department of Labor and Industries prior to issuance of the sign permit. All utilities, including electrical service, shall be located underground.

E. Illumination. The light directed upon, or internal to, any sign shall be shaded, shielded or directed so that the light intensity or glare shall not adversely affect the surrounding or facing premises, or adversely affect safe vision of operator of vehicles moving on public or private roads, highways or parking areas, or adversely affect safe vision of pedestrians on a public right-of-way. Glare and intense lighting of signs shall not shine on or directly reflect into residential structures. Strobe or strobe-like devices are prohibited from use where they are visible from the exterior of a building or location.

F. Sight Obstructions. All signs are subject to review by the city engineer for conformance with view obstruction and clearance triangle requirements.

G. Design and Materials.

1. Signs shall be designed for the purpose of identifying the facility or establishment in an attractive and functional manner and to help customers find the specific

establishment and location; signs in residential zones should not serve as general advertising.

2. Signs shall be integrated into storefront, building and site design, where applicable, and shall be compatible with their residential, office, business or public park or open space surroundings, and clearly inform viewers of the building tenant or use.

3. Signs shall contain graphic elements that are readable for the intended purpose and of professional design quality.

4. Materials of construction for signs shall be of the quality and grade as specified for buildings in the building code.

5. Electrical raceways, if used, shall be painted to match the background color of the surface the sign is affixed to.

6. Backs of signs. Exposed areas of backs of signs should be finished with appropriate color, material or texture to present an attractive appearance relative to the building materials, color and texture.

7. Design. Signs must be professionally made; handwritten signs of any type (both permanent and temporary) are prohibited except for temporary signage or window treatments for non-profit organizations, community activities and/or festivals.

H. Inspections. All signs for which a permit is required shall be subject to inspection by the city. The permit holder shall notify the city when the following work is ready for inspection and shall not proceed further until such work has been approved:

1. Footings: before any concrete is poured for freestanding signs or any other sign partially supported on or attached to the ground.

2. Electrical. Signs containing electrical wiring shall be inspected before erection.

3. Final. Signs shall have a final inspection, which is to be made immediately after erection.

4. Relocation required. The city of Monroe may, on ten days' written notice, by reason of changed traffic conditions or the construction or relocation of public improvements or otherwise, find that a private sign that extends over or maintained on a public property must be relocated. The person maintaining such sign must remove, relocate or alter the sign in accordance with the city's finding at their sole expense.

I. Fire Exits. No sign or any portion thereof shall be anchored to, or attached to, or supported by any fire escape or any standpipe, or erected so as to obstruct or prevent the free ingress and egress from any window, door or fire escape.

J. Obscene Matter. It is unlawful for any person to display signs determined to have or connate obscene, discriminatory, or vulgar messages, images, or other content adverse to community defined standards as defined by the US Supreme Court.

K. Property Owner's Consent. It is unlawful for any person to place, attach or maintain any sign, banner, card, sticker, handbill or other advertising device, with exception to political signs within the right-of-way, upon or within any property, whether public or private, without securing the consent of the owner or their tenant, except as otherwise authorized by this chapter or by other applicable law.

L. Projection over Public Property. Signs supported entirely on private property may extend into the public right-of-way as set forth in the sign allowance table; provided, that in no event shall any sign be permitted to extend beyond the curb line. In the absence of a curb, the curb line shall be established by the city engineer.

M. Clearance from Power Lines. No sign shall be constructed or maintained which would have less horizontal or vertical clearance from communications lines or electric power lines than the clearance prescribed by the Electrical Construction Code of the Washington State Department of Labor and Industries. In case of conflict, the most restrictive shall apply. Whenever it becomes necessary for workmen to be less than ten feet from any electrical conductor carrying more than six hundred volts, the sign contractor shall notify the proper utility company to provide a standby service crew.

N. Power Source. No sign of any type shall be serviced by an overhead electric or power line from a source other than that which is internal to the sign.

I. Public Address Systems.

1. **Stationary.** No person shall use or operate any public address system, loudspeaker system, or sound amplifying system, whether the source thereof is a human voice, electrical recording, transcription, or musical tone, in connection with or attached to any stationary sign, in such manner as to allow the sounds emitted there from to be audible on any streets or sidewalks within the city without obtaining a permit. In granting such permit, the city may establish reasonable conditions thereon and shall prescribe the hours during which any stationary sound equipment may be used.

2. **Mobile.** No person shall use or operate any mobile public address system, loudspeaker system, or sound amplifying system over or upon the public streets within the city without first obtaining permission to do so from the police department. In granting such permission, the police department may establish reasonable conditions thereon and shall prescribe the hours and areas where the vehicle may be used.

O. Display Vehicles. The provisions of this chapter shall be applicable to signs that are maintained on vehicles, including trailers and container units, if the primary purpose or use of the vehicle is the display of advertising matter as a de facto sign. The provisions of this section shall not be applicable to signs maintained on vehicles when such advertising is incidental to the primary purpose for which the vehicle is being used.

P. Parking Lot Signs. Within parking lots, should be limited to those necessary for safety and identification. Any required signs for individual stalls should be marked on the pavement. Freestanding or wall-mounted signs should not be permitted, with the exception of ADA handicapped accessible parking signs. Entry/exit signs to parking areas are allowed as shown in the sign allowance table.

Q. Off-Premises Special Event Signs. Off-premises special event signage is allowed for public uses, not-for-profit community groups, political or other events and similar uses as defined by a "special event sign" in MMC 18.80.020 and as set forth in the sign allowance table or as set forth otherwise in this chapter. If off-premises signage occurs, the signs shall be located not more than twenty-five feet in any direction from the closest intersection(s) unless otherwise determined by the director.

18.80.140 Maintenance and removal.

A. Responsibilities. It shall be the responsibility of every owner of real property and their tenant or other person in possession of such property with the consent of the owner to maintain every sign on such property in strict compliance with this code.

B. Maintenance. Every sign shall be constantly maintained in good structural condition and in a state of security, safety, and good repair at all times including all supports, braces, guys, and anchors. The display surfaces of all signs shall be kept neatly posted at all times. If a sign is not so maintained, it must be removed or repaired within thirty days of notification by the city of Monroe. The owner, his agents, or assigns are responsible for such maintenance and compliance with this section.

C. Maintenance Repair or Removal. The city of Monroe shall inspect and have the authority to order the owner to paint, repair, alter or remove signs which have become dilapidated. The city may order the removal of any sign on private property that is not maintained in an orderly condition. In such a case, the city may issue a notice and order of code violation in accordance with Chapter 1.04 MMC. The city may abate conditions which were caused by or continue to be a code violation using lawful means, and recover the costs of abatement as further provided in Chapter 1.04 MMC. The order for maintenance or removal of any sign shall be sent by the city to the owner of the sign or property owner. The notice shall be sent by certified mail, return receipt requested. If the action requested in the order is not taken within the specified time period, the city may direct the sign to be removed from the premises. The owner of the sign or the property shall be charged an amount equal to the city's cost for removal of the sign.

D. Abandoned and Obsolete Signs. Signs for which the use no longer exists, such as the vacation of a business or business site or a property that no longer remains commercially viable, shall be removed or the sign face covered within thirty days following termination of the use or site.

18.80.150 Nonconforming signs.

A. General. Every permanent sign except historic and landmark signs which, by reason of any amendment to the provisions of this chapter which occurred after the date the sign was installed, or by change of zoning district or by annexation of territory to the city, becomes in violation of, or does not conform to the provisions hereof, shall be removed

or altered so as to conform with the provisions of this chapter within five years from the effective date of such amendment or change unless the owner submits a written request for an extension to the city at least thirty days prior to the expiration of the original five year period, and the city approves the same. The city may grant up to two separate extensions for a total of two additional years.

B. Every limited duration and temporary sign must conform to the provisions of this chapter within six months from the effective date of such amendment or change in all zones of the city.

C. Maintenance. Nonconforming signs may be maintained, repaired and repainted without permit or fee during the periods specified in subsection (A) of this section or any extensions granted under subsection (E) of this section, but no structural change shall be made nor shall any increase in area be permitted.

D. Moving or Alterations. In such cases where a nonconforming sign is moved or changed, the sign shall be treated as a new sign and subject to the requirements of this chapter.

E. Appeal. The period specified in subsection (A) of this section may be extended by the hearing examiner upon application of the person maintaining such sign if the examiner finds that such an extension is necessary for the preservation of substantial property rights of the applicant. The application for the extension shall be made in writing within ten days after notice to remove the sign has been issued by the city.

F. Removal of Nonconforming Signs. If the provisions of subsection (A) of this section are not complied with regarding removal or alteration of nonconforming signs, and no appeal is made in accordance with subsection (E) of this section, the nonconforming sign to be removed, and the cost thereof shall be charged to the owner or tenant.

G. Any Change in Building Use or Classification. Any change requiring submittal of a land use permit for site plan approval, or any new sign structure installation, will be cause of applicable signage to conform to the provisions of this section.

18.80.160 Permits and fees.

A. Permits Required. It shall be unlawful for any person to erect, re-erect, construct, enlarge, display, alter or move a sign, or cause the same to be done, without first obtaining a permit for each sign from the city of Monroe as required by this chapter. This section shall not be construed to require an additional permit to clean, repaint, or otherwise perform normal maintenance or repair of a permitted sign or sign structure. If, however, a sign is modified in any way, a permit is required. No permit shall be required to change the message on a changeable message and electronic sign.

B. Permit Application Procedure – Single Occupancy Buildings, Complexes, or Properties. A sign permit shall be filed providing completed forms and supplemental information deemed necessary by the city of Monroe to show full compliance with this and all other laws and ordinances concerning single occupancy buildings, complexes, or properties. A separate permit shall be required for a sign or signs for each business

entity or location and a separate permit shall be required for each group of signs on a single supporting structure. Additional signs applied for separately shall require a separate permit.

C. Permit Application Procedure – Multi-Occupancy Buildings, Complexes, or Properties. A sign permit shall be filed providing completed forms and supplemental information deemed necessary by the city of Monroe to show full compliance with this and all other laws and ordinances concerning multi-occupancy buildings, complexes, or properties.

1. The purpose of this section is to establish binding master sign site plans for multi-occupancy buildings, multi-building complexes or properties under common ownership and/or control, in order to establish consistent sign design, location and materials and to allow for certain signage bonuses as set forth below. All development permits for multi-occupancy buildings, multi-building complexes and commonly developed properties sharing common access points and adjacent to one another, approved after the effective date of the ordinance codified in this chapter, shall submit a master sign site plan to the city for approval.

2. Transfer for Master Sign Site Plan. The maximum determined signage for the development may be transferred from one tenant and/or parcel to another within the site.

3. Approval and Modification of Master Sign Site Plan. The city shall approve a master sign site plan and subsequent modifications. Any deviation from the approved master sign site plan such as additional signage, relocating signs, replacement signs and other modifications not including tenant name changes shall require modifying and updating the approved master sign site plan on file at the city.

D. Electrical Permits. An electrical permit shall be obtained for electric signs. Portable sign shall not be located on any property until such time as a building permit has been issued. No building permit will be issued until there is compliance with other codes and ordinances of the city of Monroe and the Washington State Department of Labor and Industries have approved the method of electrical power for said portable sign.

E. Insurance and Hold Harmless Provisions. The owners of temporary sandwich signs and projecting signs, including blade signs, that are located in, project into or overhang a public right-of-way shall prior to approval of a sign permit execute and deliver to the city a hold harmless agreement in a form approved by the city attorney, holding the city harmless against any and all claims of any nature whatsoever arising out of the presence of such sign in or over the public right-of-way.

F. Permit Processing. All proposed signs other than those requesting a variance from the requirements of this chapter shall be processed by the city of Monroe following review and comment as specified above, and provided the proposed sign(s) is within the intent and purposes of this chapter, complies with this chapter's provisions, and will not be contrary to the public interest, detrimental to the public welfare or safety, or

injurious to property in the vicinity. Signs must be inspected by the city and must conform to the currently adopted International Building Code.

G. Sign Permit Fees. A nonrefundable fee shall be paid upon the filing of an application for a sign permit in accordance with the sign fee which shall be established by city council.

H. Permit, Time Limitation. If, after the issuance of a sign permit, the operations authorized there under are not completed or substantially completed within one hundred eighty days after the date of the permit, such sign permit shall be automatically null and void.

I. Revocation of Permit. The city of Monroe may, in writing, suspend or revoke a permit issued under provisions of this chapter whenever the permit is issued in error or on the basis of incorrect information or whenever the sign is in violation of any ordinance, regulation or provision of this chapter.

J. Change of Copy. The holder of a permit, for the duration thereof, shall have the right to change the advertising copy words only on the structure or sign for which the permit was issued, without being required to pay any additional fees.

K. Wall Sign and Mural Maintenance. Failure to properly maintain the mediums used within a painted wall sign or mural or artwork as defined herein shall be sufficient grounds to revoke the sign permit.

L. Interpretation. In all applications for permits where a matter of interpretation arises, the most restrictive definition shall prevail.

18.80.170 Administration and enforcement.

A. Enforcing Authority. The city of Monroe is hereby authorized and directed to enforce all the provisions of this title in accordance with MMC 1.04 and to make necessary interpretations subject to appeal under MMC 21.60.

B. Removal of Dangerous Signs. If the city of Monroe finds that any sign is unsafe or insecure, or is a menace to the public safety, the sign may be summarily removed in accordance with MMC 1.04.060.

C. Removal of Illegal Signs. If the city of Monroe finds that any sign has been constructed, erected, relocated or altered in violation of the provisions of this Title, the city of Monroe is hereby authorized and directed to enforce all the provisions of this title in accordance with Chapter 1.04 MMC.

D. Any sign removed pursuant to this section may be returned to the owner if retrieved within 10 days of removal or earlier upon the owner securing a permit. Any sign which is not retrieved by the owner within 10 days may be destroyed.

C. Right of Entry. When it is necessary to make an inspection of a sign or business to enforce any of the provisions of this chapter, or when the city has reasonable cause to believe that an illegally located sign exists or a condition exists which makes a sign unsafe, the city may enter the premises or building where the sign is located at all reasonable times to perform any duty imposed by this chapter, to the extent permissible by law. If the building or premises where the sign is located is occupied, the city shall first present proper credentials and request entry, and if such building or premises be unoccupied, the city shall first make a reasonable effort will be made to locate the owner or other persons having charge or control of the building or premises and request entry. If such entry is refused, the city shall have recourse to every remedy provided by law to secure entry, including procurement of a search warrant. No owner or occupant or any other person having charge or control of any building or premises shall fail or neglect, after proper request is made and a warrant is provided, to properly permit entry therein by the city for the purpose of inspection and examination pursuant to this chapter. Any person violating this subsection shall be subject to a penalty or fine established by city council.

D. Confiscation of Signs in Right-of-Way. Unauthorized signs or other advertising devices either in, or fully or partially supported on, or projecting over the public right-of-way are hereby declared to be a public nuisance and in violation of this sign code. The city may remove such signs at any time as a means of abating the nuisance. All signs confiscated by the city shall be held for ten working days, after which such signs may be destroyed or otherwise disposed of. The owner of a confiscated sign may recover the sign when it is still in the possession of the city of Monroe upon payment of the recovering fee found in the city of Monroe fees resolution to cover the cost of confiscation and storage.

E. Violation and Penalties. It shall be unlawful for any person, firm or corporation to erect, hang, construct, enlarge, alter, repair, move, improve, convert, equip, use or maintain any sign or sign structure in the city, or cause or permit the same to be done, contrary to or in violation of the provisions of this title. Any person, firm or corporation violating any of the provisions of this title shall be subject to a penalty or fine established by city council, and each such person shall be deemed guilty of a separate offense for each and every day or portion thereof during which any violation of any of the provisions of this title is committed, continued, or permitted, and upon conviction of any such violation such person shall be punishable by a penalty or fine established by city council.

F. Nonliability. This title shall not be construed to relieve from or lessen the responsibility or liability of any party owning, operating, constructing, installing, altering, removing, moving, or controlling any sign in the city. For damages to person or property injured or damaged either in person or property caused by any defect therein, the city or any agent thereof shall not be held as assuming any liability by reason of permit or of the inspection authorized hereunder or certificate of inspection issued by the city or any of its agents.

G. **Conflicting Provisions.** If any provision of this title is found to be in conflict with any provision of any zoning, building, fire, safety or health ordinance or code of the city, the provision that establishes the higher standard shall prevail.

H. **Severability.** If any provision of this title or its application to any person or circumstances is held invalid, the remainder of the chapter or the application of the provision to other persons or circumstances is not affected, and to this end the provisions of this title are declared to be severable.

18.80.180 Interpretations.

Where there is any dispute concerning the interpretation of the chapter, the decision of the director shall prevail, subject to the variance and appeal provisions set forth in MMC 18.80.200. Notwithstanding any other provision of this chapter, the provisions of this chapter shall be construed and enforced in manner consistent with applicable state and federal constitutional requirements. After consultation with the city attorney, the director may disregard, and/or deviate from, the provisions of this chapter to the extent deemed necessary in the director's determination in order to avoid a violation of any party's constitutional rights. Any such determination of the director shall be made in writing and shall be appealable in accordance with MMC 18.80.200.

18.80.190 Variances and appeals.

A. **Powers.** Recognizing that there are certain cases that may, or may not, be detrimental to aesthetic character, public health, safety and general welfare, and the effectiveness of visual communication in the city, depending upon the facts of each particular case, a limited power to issue variance permits and to interpret any section of the title is vested with the hearing examiner.

B. **Appeals and Variances.** Application for special permits and variances from the ruling of the city concerning the provisions herein contained may be made to the hearing examiner. The hearing examiner shall receive all applications requesting review of sign permit decisions, conditions, or determinations relating thereto, for a variance and special permit; and shall maintain and be custodian of all records of the minutes of the meetings and findings. All records shall be open to the public. Copies of the appellant's notice for all special exceptions shall be filed with the city of Monroe, hearing examiner, and planning commission, containing the decision of the city of Monroe and the reasons why the appellant is aggrieved, specifying the grounds therefore. Each application or request for a special exception filed shall be accompanied by a fee to cover the city's cost of handling the request for a special exception. Upon the filing of such fee and application, the city of Monroe shall forthwith transmit to the hearing examiner all papers constituting the record and decision of the city of Monroe relating to the request for a special exception. The hearing examiner shall fix a reasonable time for the public hearing and give due notice thereof to the parties and general public. The hearing examiner shall make a decision within a reasonable time after the hearing.

C. **Stay.** A request for any special exception to the hearing examiner stays all proceedings, in furtherance of the action from which the request for a special exception was taken, unless the city of Monroe, from whom the request for a special exception is taken, certifies to the hearing examiner, after the notice of a request for a special

exception shall have been filed with the city of Monroe, that by reason of facts stated in the certification, a stay would in the city of Monroe's opinion cause imminent peril to life or property, in which case such action shall not be stayed otherwise than by a restraining order, which may be issued by the superior court. The decision of the hearing examiner on the request for a stay shall be transmitted to the city of Monroe.

D. Collection of Expenses Incurred. Whenever there incurs any expense in connection with the removal or alteration of any sign, the cost thereof shall be paid by the owner of the real property upon which the sign is erected or maintained. In the event any other person is in possession of such property with the consent of the owner, the owner and such other person shall be jointly responsible for the payment of such cost.

1. The city shall submit to the owner and/or other person in possession of the premises a statement of costs incurred by the city for removing or altering the sign.
2. Upon the failure to receive full payment within thirty days from the date the statement is submitted, or within thirty days after conclusion of any appeal proceedings, whichever is later, the city is authorized to provide for the collection of the amounts due in any lawful manner.

18.80.200 Sign design guidelines/sign illustrations.

The city shall maintain sign design guidelines/sign illustrations that illustrate the purpose, design principles, and contents to emulate in the different signs allowed in this chapter. Generally, the examples will indicate design principles to be followed though some aspects, as noted in the text descriptions, may not be exemplary in all cases. Applicants shall, subject to the provisions of this chapter, design and install signs that are equal to or better than the examples and illustrations that will be maintained in the sign design guidelines/sign illustrations.