



Planning Commission Agenda

March 21, 2023
5:30 pm
Hybrid Meeting

The Planning Commission consists of seven members appointed by the Mayor and confirmed by the City Council. The Commission primarily considers plans and regulations relating to the physical development of the city, plus other matters as assigned. The Commission is an advisory body to the City Council.

Members: Alyne Hansen (Chair), Tony Zuniga Sanchez (Vice Chair), Tom Dantzler, Karin Ellis, Damiana Merryweather, Jagtar Saroya, Bandhanjit Singh

Staff Coordinator: Jenn Kester, Planning Manager

A quorum of the Council may be present.

ITEM	TOPIC	PROCESS	WHO	TIME
1	Call to Order / Roll Call		Chair	5:30 (2 min)
2	Approval of the minutes of March 7, 2023, meeting.	Review and Approve	Members	5:32 (3 min)
3	Public Comment on items <u>not</u> on the agenda. <i>Comments on agenda items will be addressed after the staff presentation and Commission discussion on each item below.</i> <i>See Public Comment Process below.</i>		Chair	5:35 (5 min)
4	Sign Code Amendments: Electronic Signs	Presentation and Discussion	Staff and Members	5:40 (40 min)
5	CED Staff Report	Briefing	Staff	6:20 (3 min)
6	Planning Commission Comments (including suggestions for next meeting agenda)	Discussion	Members	6:23 (2 min)
7	Adjourn			6:25

This meeting will be conducted in a hybrid format with in-person and remote options for public participation. The meeting will be broadcast on SeaTV Government Access Comcast Channel 21 and live-streamed on the City's website <https://www.seatacwa.gov/seatvlive>.

Public Comment Process: The commission will hear in-person public comments and is also providing remote oral and written public comment opportunities. All comments shall be respectful in tone and content. Providing written comments and registering for oral comments must be done by 3:30 pm the day of the meeting. Registration is required for remote comments and encouraged for in-person comments. Any requests to speak or provide written public comments which are not submitted following the instructions provided or by the deadline will not be included as part of the record.

- Instructions for providing remote oral public comments are located at the following link: [Council Committee and Citizen Advisory Committee Virtual Meetings](#).
- Submit email/text public comments to PCPublicComment@seatacwa.gov. The comment will be mentioned by name and subject and then placed in the committee handout packet posted to the website.

**CITY OF SEATAC
PLANNING COMMISSION MEETING
Minutes of March 7, 2023, Meeting**

Members present: Chair Alyne Hansen, Damiana Merryweather, Karin Ellis, Tom Dantzler, Vice Chair Tony Zuniga Sanchez

Members absent: Jagtar Saroya, Bandhan (Brandon) Singh

Staff & Other

Present: Evan Maxim, *CED Director*; Jenn Kester, *Planning Manager*; Kate Kaehny, *Principal Planner*; Barbara Mailo, *Admin 3*

1. Call to Order/Roll Call

Chair Alyne Hansen called the meeting at 5:32 pm and roll call.

2. Approval of the minutes of February 7, 2023, meeting

Vice Chair Sanchez motioned to approve the minutes. Second by Commissioner Ellis.

Minutes passed: 5-0

3. Public Comments on items not on the agenda

- In-person oral comments by Cathy Boysen Heiberg regarding History Family Business Information
- In-person oral comments by Earl Gipson regarding Rental Housing Protection Proposal

4. City Center/Airport District Subarea Plan Project Briefing

Presented by Principal Planner Kate Kaehny.

The purpose of the presentation was to provide a brief recap of the project history, provide update on project activities, review community engagement process to date & next steps, and discuss how Commissioners might assist in outreach efforts.

Discussion commenced with Chair Hansen, Vice Chair Sanchez, Principal Planner Kaehny (to forward existing link and access to survey to the Commissioners), Commissioner Dantzler, and Commissioner Ellis.

- In-Person oral comments by Earl Gibson regarding City Center.

5. CED Staff Report

Reported by Planning Manager Jenn Kester.

- At the next PC Meeting on 3/21, Laura will provide changes to the sign code. Kate will return once a month to present on the City Center subarea plan.
- Multi-Family Tax Exemption Program Code Amendments – PED to provide parameters/guidance to Planning Commission in March. Planning Commission will review in late Spring/early Summer.

- Rental Housing Protections – City Council working to change laws to rental housing protections. This Friday 3/10 is the Rental Protections Community Meeting. (Jenn showcased Rental Housing Protections web page.)

6. Planning Commission Comments (including suggestions for next meeting agenda)

None

7. Adjournment

Commissioner Dantzer motioned to adjourn meeting. Second by Commissioner Merryweather.

Meeting adjourned at 6:49pm.

DRAFT



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 3/21/2023
To: Planning Commission (PC)
From: Laura Stilwell, Associate Planner
Subject: Sign Code Amendments: Electronic Signs

Purpose

This meeting is meant to provide the Planning Commission an overview of proposed amendments pertaining to electronic sign regulations in SMC Chapter 15.600, "Sign Code". Staff's approach for this meeting, and moving forward, is to break up the Sign Code amendment package by subject. Staff will present a subject or two at each meeting for Planning Commission members' tentative agreement.

Overview of Proposed Electronic Sign Regulations

Staff have drafted specific code amendment language to review with the Planning Commission. The potential code amendments have been categorized as follows:

1. New purpose statement – clarify purpose of new and amended existing electronic sign code standards;
2. Definitions – modify existing and create new definitions (e.g. Electronic Message Sign, Foot candle);
3. Streamlining – remove additional permit requirements and Director approval requirements for external illumination types;
4. Standards – amend brightness, illumination, and light level regulations to industry standards.

Next Steps

If tentative agreement is reached on changes to the electronic sign code, staff will bring additional topic-specific changes to the sign code at a future meeting.

Packet Materials

Proposed code changes

Presentation

Sign Code Amendments: Electronic Signs

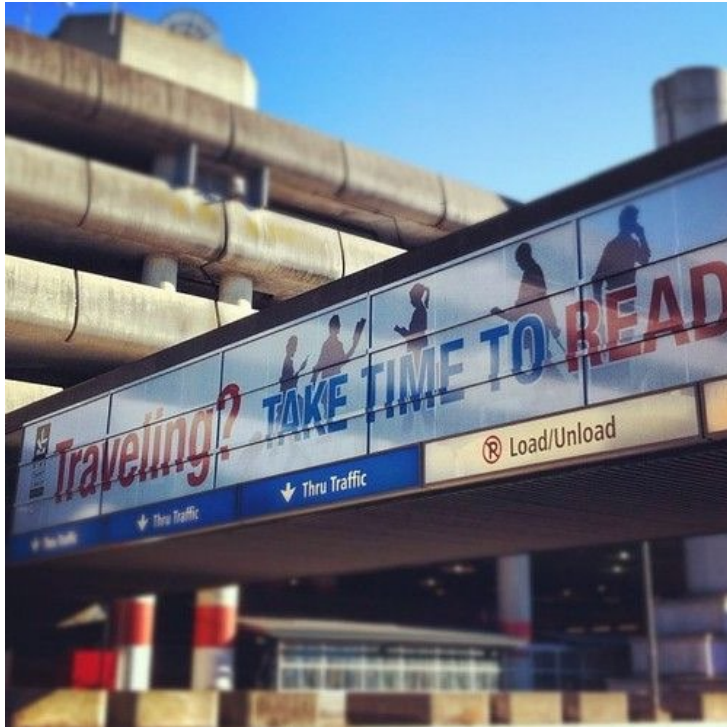
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Planning Commission
March 21, 2023



PRESENTATION OVERVIEW

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PRIORITIES

- Discuss proposed sign code revisions regarding electronic signs and illumination.
- Introduce new electronic sign code standards in response to changing industry technologies.

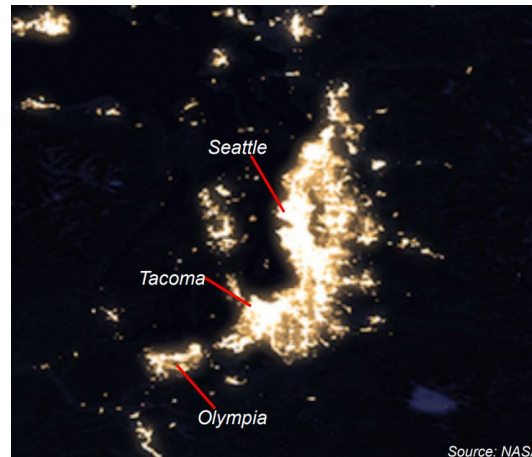
PURPOSE OF PRESENTATION

- Solicit feedback for proposed sign code revisions

ELECTRONIC SIGNS: OVERVIEW OF PROPOSED CHANGES

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- Adopt enhanced electronic sign standards based on best practices.
 - Best practices revolve around shielding light sources
 - Proposed regulations would not apply to existing exterior lighting or existing signs
 - The proposed amendments provide stronger and more detailed standards than existing regulations.
- Streamline electronic sign approval processes.
 - Remove regulations which have never been used and/or enforced
 - Remove some requirements for Director approval



LIGHT POLLUTION

- Energy consumption
- Natural ecosystems and wildlife patterns
- Sleep and human health





15.600.005 Purpose

C. This code aims to address emerging trends in electronic message sign technologies and provide regulations that facilitate the use of such technologies while ensuring protection of motorists and pedestrians from the hazards of glare, startling bursts of light, and the use of virtual movement and animation intended to attract driver attention, to hold driver gaze, and/or to otherwise distract drivers from the safe operation of their vehicles. The code's intent is to protect neighborhoods, surrounding development and the night sky from nuisance factors associated with such glare, movement and animation of electronic message signs.

- Electronic Message Sign

An electronic changeable copy sign containing a that displays information with alphanumeric characters, including keyboard generated punctuation and symbols, and static images, graphics, logos, or symbols and which may consist of a pattern of lights using different combinations of light-emitting diodes (LEDs), fiber optics, and light bulbs, or other technology capable of displaying static images, graphics, logos, and symbols that can be changed by electrical, electronic or computerized process. See SMC 15.600.130, Electronic Message Signs, for requirements regarding electronic message signs.

- Foot candle

A unit of light density incident on a plane (assumed to be horizontal unless otherwise specified), and measurable with an illuminance meter, a.k.a light meter.

15.600.030 Commercial/Office/Industrial Zone Classification Signs

A. General.

b. **External Illumination.** If external illumination is used, documentation shall be provided that clearly shows that light or glare from the external illumination will not impact traffic corridors or adjacent properties. ~~The type of external illumination shall be approved by the Director prior to issuance of a sign permit.~~



15.600.130 Electronic Message Signs

A. Size and Location.

1. Freestanding/Monument Signs.

~~b. Electronic signs shall have a non-electronic, fixed portion of the sign that is at least fifty percent (50%) of the size of the electronic portion of the sign .~~

2. Building-Mounted Signs.

b. In all other zones, a site or property may be allowed a maximum of fifty-five (55) square feet of building-mounted electronic changeable display per street frontage. ~~Any electronic sign shall have a non-electronic, fixed portion of the sign that is at least fifty percent (50%) of the size of the electronic portion of the sign.~~



C. Light Levels.

1. All signs shall incorporate photocell/light sensors, with automatic dimming technology that appropriately adjusts to ~~have installed ambient light monitors and shall at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions~~ and the means to immediately turn off the display if it malfunctions or if for some reason it is not complying with the regulations in this Section.
2. Maximum brightness levels for electronic message signs in ~~commercial/industrial~~ all zones shall not exceed ~~eight thousand (8,000) nits when measured from the sign's face~~ 0.3 foot candles above ambient light as measured using a foot candle meter at a preset distance depending on sign size. Measurement distance shall be determined using the following calculation: the square root of the product of the sign area times 100. Example using a 12 square foot sign: $\sqrt{(12 \times 100)} = 34.6$ feet measuring distance ~~at its maximum brightness, during daylight hours and five hundred (500) nits when measured from the sign's face at its maximum brightness between dusk and dawn.~~
3. All electronic message signs shall be designed to prevent light trespass into the sky.

D. Residential Zones.

2. Businesses, churches or schools are allowed electronic message signs providing that:

- a. They comply with subsections (A) through ~~(C)(1) and (C)(3)~~ of this section;
- ~~b.~~ The brightness level shall not exceed eight thousand (8,000) nits when measured from the sign's face at its maximum brightness during the daylight hours and five hundred (500) nits when measured from the sign's face at its maximum brightness between dusk and dawn;
- ~~eb.~~ Electronic displays in residential zones shall be turned off between the hours of 10:00 p.m. and 7:00 a.m.



~~E.—Additional Requirements.~~

~~1.— Electronic sign permit applications must include a copy of the manufacturer’s operating manual, which includes the manufacturer’s recommended standards for brightness, scrolling or traveling speed, and other display operations.~~

~~2.— Electronic sign permit applications must also include a certification from the owner or operator of the sign stating that the sign shall at all times be operated in accordance with City codes and that the owner or operator shall provide proof of such conformance upon request of the City.~~

~~Additionally, whether the sign is programmed from the site or from a remote location, the computer interface that programs the sign shall be available to City staff for inspection upon request. If the computer interface is not immediately available, the sign shall cease operation until such program can be provided. (Ord. 17-1023 § 1; Ord. 15-1018 § 1)~~

15.600.180 Requirements Applicable to All Signs

C. **Sign Illumination.** Illumination from or upon any sign shall be shaded, shielded, directed or reduced so as to avoid undue brightness, glare, or reflection of light on private or public property in the surrounding area, and so as to avoid unreasonably distracting pedestrians or motorists. “Undue brightness” is illumination in excess of that which is reasonably necessary to make the sign reasonably visible to the average person on an adjacent street. All illuminated signs shall be designed to prevent light trespass into the sky through methods that may include, but are not limited to, light shielding, downward directional lighting, or specialized fixture optics. Additionally, electronic message signs shall meet the standards of SMC 15.600.130, Electronic Message Signs.



NEXT STEPS IN PLANNING COMMISSION REVIEW

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NEXT STEPS

- Continue to draft potential code amendments and present for PC edits and feedback

LATER STEPS

- Conduct SEPA and Department of Commerce review
- Hold Public Hearing at Planning Commission and make recommendation to City Council
- Bring recommendation to PED
- Bring ordinance to City Council



END

QUESTIONS?

AREAS YOU SEE AS ESPECIALLY IMPORTANT FOR FURTHER CONSIDERATION IN SIGN CODE DEVELOPMENT?



Chapter 15.600**SIGN CODE****ONLY THOSE SECTIONS WITH ELECTRONIC SIGN AMENDMENTS**

Sections:

15.600.005 Purpose

15.600.015 Definitions

15.600.030 Commercial/Office/Industrial Zone Classification Signs

15.600.130 Electronic Message Signs

15.600.180 Requirements Applicable to All Signs

15.600.005 Purpose

A. This chapter shall be known as the SeaTac Sign Code, may be cited as such, and will be referred to herein as “this code.”

B. The purpose and scope of this code is to protect the health, safety, property and welfare of the citizens of the City of SeaTac (hereafter “City”), by establishing standards for the design, placement, size and maintenance of all signs and sign structures in the City. Furthermore, it is the purpose of the regulations, standards and criteria of this code to permit and encourage the design of signs which are responsive to the needs of the public in locating a business establishment by identification, address and product and/or services information. (Ord. 15-1018 § 1)

C. This code aims to address emerging trends in electronic message sign technologies and provide regulations that facilitate the use of such technologies while ensuring protection of motorists and pedestrians from the hazards of glare, startling bursts of light, and the use of virtual movement and animation intended to attract driver attention, to hold driver gaze, and/or to otherwise distract drivers from the safe operation of their vehicles. The code’s intent is to protect neighborhoods, surrounding development and the night sky from nuisance factors associated with such glare, movement and animation of electronic message signs.

15.600.015 Definitions

Animation

Movement or the appearance of movement of a sign display through the use of patterns of lights, changes in color or light intensity, computerized special effects, video display, or through any other method; except for the scrolling of a static message or scene onto or off a sign board in one (1) direction per message. Note that animation is prohibited per SMC 15.600.120(D), Prohibited Signs.

Area or Surface Area of Sign

The area of a sign excluding sign support structures, which do not form part of the sign proper or 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.
- B. “Surface area” includes only one (1) face of a double-faced sign where the faces of the sign are parallel. If any face is offset from parallel by more than five (5) degrees, such face shall be counted as a separate surface area.
- C. “Surface area” of a sign with more than two (2) faces, such as a cube or pyramid, shall be calculated as the sum of the surface area of all faces, divided by two (2).
- D. In the event of an irregular, three (3) dimensional object that serves as signage, where the surface area is not readily measurable, the surface area shall be calculated by the largest area of the three (3) dimensional object visible from any one (1) viewing angle.

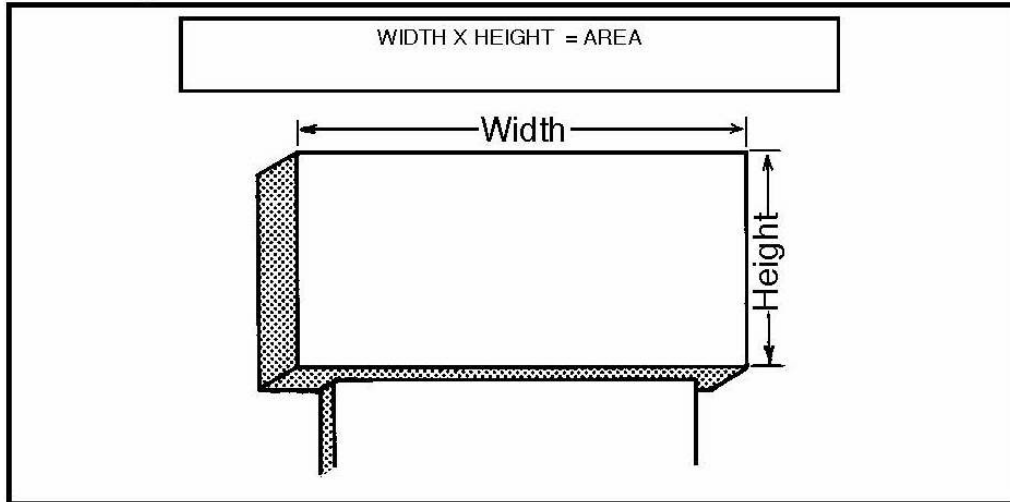


Figure: SIGN SURFACE AREA CALCULATION

Awning

A roof-like cover that projects from the wall of a building for the purpose of shielding a door or window from the elements. See Figure: AWNING.

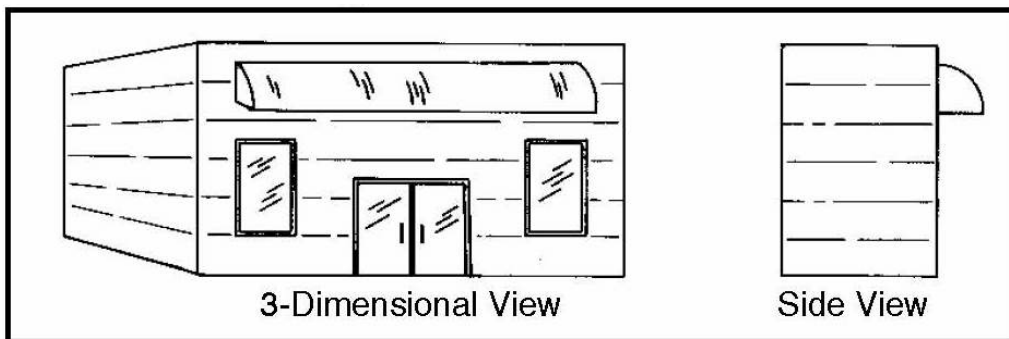


Figure: AWNING

Awning Sign

Any sign erected upon, or against, an awning.

Banner

A sign of a nonpermanent nature constructed of nonrigid materials.

Banner, Decorative Pole-Mounted

A cloth or fabric banner without text or corporate logos mounted to a pole and secured at the top and bottom.

Billboard

Generally, a large outdoor advertising sign, containing a message, commercial or otherwise, unrelated to the use or activity on the property on which the sign is located, and which is customarily leased for commercial purposes, but not including attached directional signs (not within the billboard face) as defined herein. The approximate sizes of the billboard faces range from twelve (12) to fourteen (14) feet in height and twenty-four (24) to forty-eight (48) feet in width.

Building-Mounted Sign

A single- or multiple-faced sign of a permanent nature, made of rigid material, attached to the facade of a building or the face of a marquee.

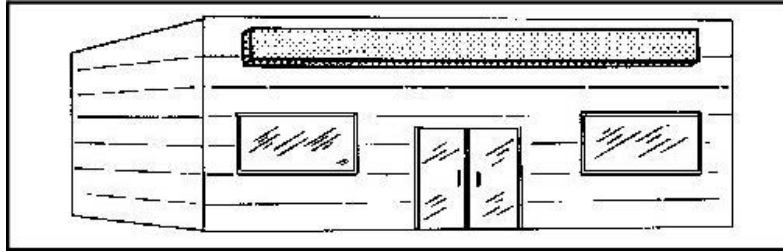


Figure: BUILDING MOUNTED (WALL) SIGN

Canopy

A freestanding structure affording protection from the elements to persons or property thereunder.

Canopy-Mounted Sign

Any sign or awning erected upon or against a canopy.

Community Use

A public community center, library, museum, park, City Hall, fire station or other public use operated for the benefit of the community.

Construction Sign

An informational sign which identifies the architect, engineers, contractors and other individuals or firms involved with the construction of a building, or announcing the character of the building or enterprise, which is erected during the building construction period.

Dawn to Dusk

That time of the day between sunrise and sunset.

Directional Sign

A single- or double-faced sign not exceeding nine (9) square feet in surface area designed to guide or direct pedestrian or vehicular traffic to an area, place or convenience.

A. Interior Directional Sign

Directional signs oriented to the interior of a site and at least thirty (30) feet from the right-of-way, or not readable from the street.

B. Perimeter Directional Sign

Directional signs oriented to and readable from the street.

Display

The visual information shown on a sign, including text, graphics, pictures, lights and background.

Electronic Message Sign

An electronic changeable copy sign containing a that displays information with alphanumeric characters, including keyboard generated punctuation and symbols, and static images, graphics, logos, or symbols and which may consist of a pattern of lights using different combinations of light-emitting diodes (LEDs), fiber optics, and light bulbs, or other technology capable of displaying static images, graphics, logos, and symbols that can be changed by electrical, electronic or computerized process. See SMC 15.600.130, Electronic Message Signs, for requirements regarding electronic message signs.

Facade

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 (1) facade (see Figure: FACADE). For buildings with more than one (1) occupant, the facade for each occupant shall be that portion of the exterior wall face between the points where the interior walls between tenants intersect with the exterior wall.

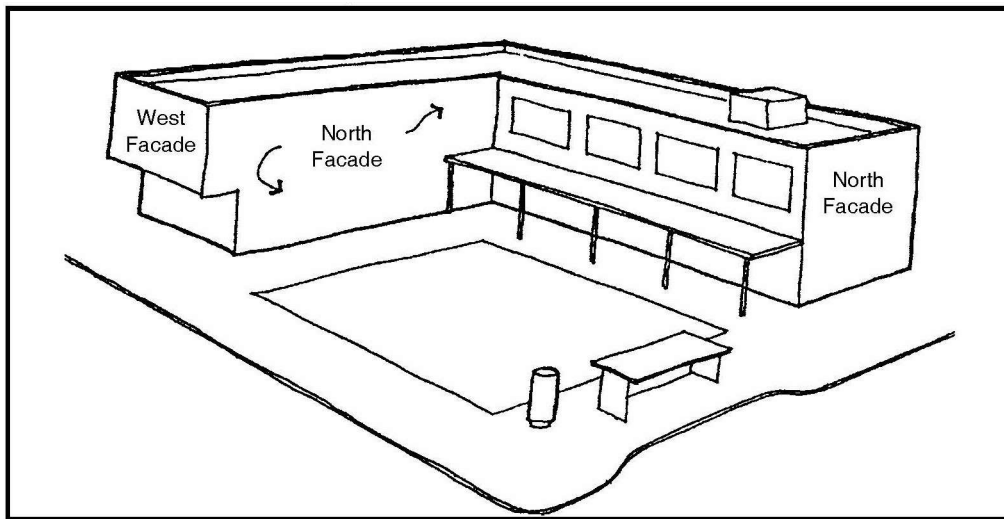


Figure: FACADE

Flashing

A sign display that appears for less than one and one-half (1-1/2) consecutive seconds.

Freestanding Sign

A sign permanently mounted into the ground, supported by poles, pylons, braces or a solid base and not attached to any building. Freestanding signs include those signs otherwise known as “pedestal signs,” “pole signs,” “pylon signs,” and “monument signs.”

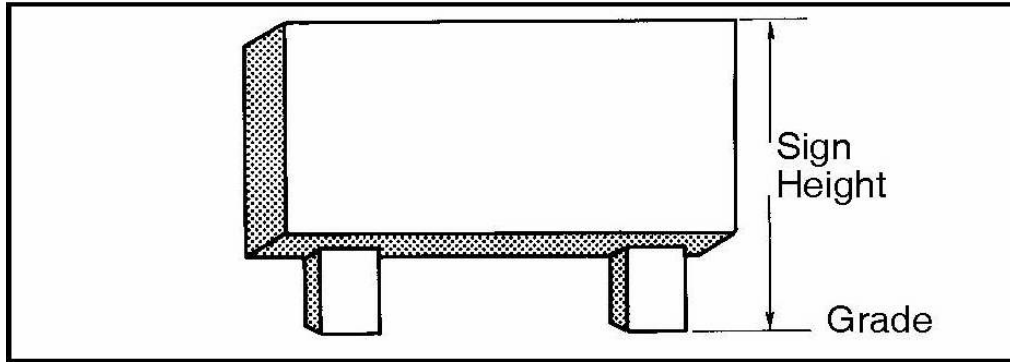


Figure: FREESTANDING SIGN

Foot candle

A unit of light density incident on a plane (assumed to be horizontal unless otherwise specified), and measurable with an illuminance meter, a.k.a light meter.

Grade (Ground Level)

The elevation or 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 to facilitate visibility of signage. In no case shall a sign be higher than twenty-five (25) feet from the lowest grade of the property adjacent to the street level where the sign is proposed.

Height of Sign

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 ground level in the immediate vicinity.

Holographic Display

Any display that creates a three (3) dimensional image through projection. (Note: Holographic displays are prohibited by SMC 15.600.120(F), Prohibited Signs.)

Inflatable Object

An inflatable object larger than eighteen (18) inches in diameter, such as a blimp, large air balloon or inflatable sport equipment, used to attract attention to a special event or grand opening.

Informational Sign

A single- or double-faced sign not exceeding nine (9) square feet in surface area, intended primarily for the convenience of the public or to ensure the orderly operation of the site, including but not limited to signs designating restrooms, address numbers, hours of operation, business directories, help wanted, public telephone, and instructions regarding parking.

A. Interior Informational Sign

Informational signs oriented to the interior of a site and at least thirty (30) feet from the right-of-way or not readable from the street.

B. Perimeter Informational Sign

Informational signs oriented to and readable from the street.

Marquee

A permanent roof-like structure extending from part of a wall of a building a maximum of six (6) feet and supported solely by the building.

Marquee Sign

Any sign that forms part of or is integrated into a marquee and that does not extend above the height or beyond the limits of such marquee. Also considered an extension of a building-mounted sign.



Figure: MARQUEE/MARQUEE SIGN

Message

In an electronic message sign, a set of sequential displays that convey related information about a product, service or company.

Monument Sign

A ground-mounted, fixed sign with a height ranging from five (5) to fifteen (15) feet above the average ground elevation. The base (not included in the sign surface area calculation) is attached to the ground as a wide base of solid construction.

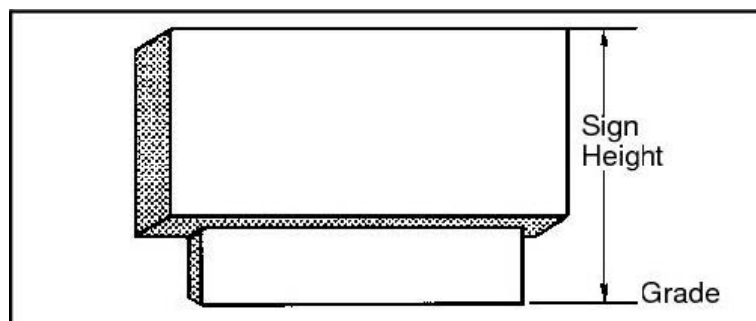


Figure: MONUMENT SIGN

Multiple Building Complex

A group of structures housing more than one (1) type of retail business, office or commercial venture, and generally under one (1) ownership and control.

Multiple Occupancy Building

A single structure housing more than one (1) type of retail business office or commercial venture.

Mural

A design or representation, without letters, numbers, or trademarked graphics, that is painted or drawn on the exterior of a structure facade that does not advertise a business, product, service, or activity of the business contained within the building or structure. A mural may have the signature of the person painting the sign, or copyright ownership of the mural painting.

Mural Sign

A design, or representation with letters, numbers, or trademarked graphics, that is painted or drawn on the exterior of a structure facade that advertises the business, product, service, or activity contained within the building or structure. A mural sign will include the name of the business or activity being conducted within the building or structure. Off-premises mural signs are not permitted.

Neighborhood Unit

A section or area within a multi-family development:

- A. Where the section or area is geographically different or separated from other sections or areas in the development; or
- B. Where the dwelling units have characteristics distinguishing them from the dwelling units in other sections or areas of the development.

Noncommercial Public Service Sign

Noncommercial signs devoted to religious, charitable, cultural, governmental or educational messages.

Office Building

An office building as defined by the City of SeaTac Zoning Code.

Parapet

That portion of a building wall which extends above the roof of the building on all building facades (see Figure: PARAPET).

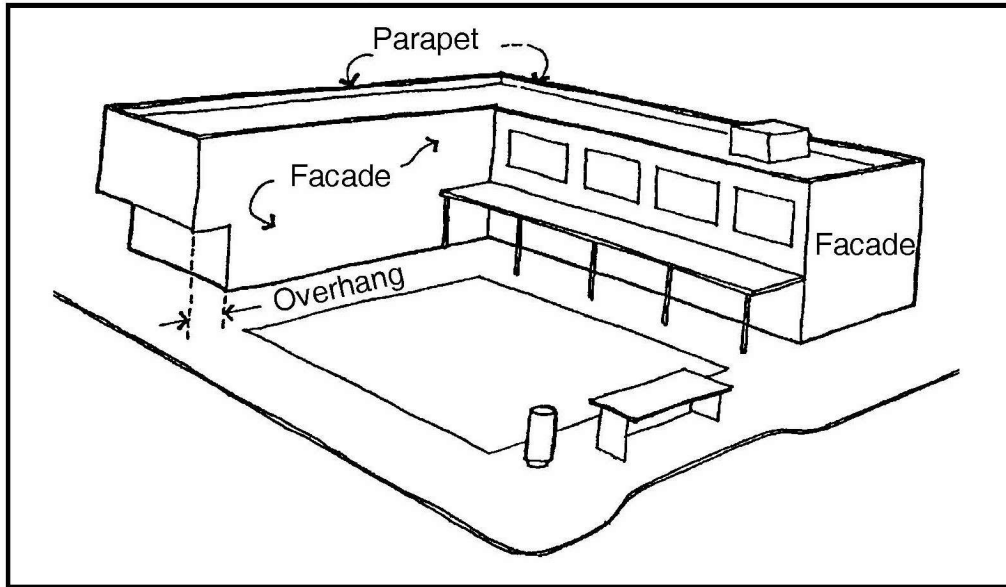


Figure: PARAPET

Parapet Sign

Any sign erected upon the parapet of a building, not to exceed the height of any roof structures housing building/ventilation equipment.

Pennants

A triangular tapering flag made of any lightweight fabric or other nonrigid material suspended in a series from a rope, wire, or string.

Penthouse

A structure on top of a building roof which houses an elevator shaft or similar form.

Political Sign

Signs advertising a candidate or candidates for public elective office or a political party, or signs urging a particular vote on a public issue decided by ballot.

Portable Sign

A movable sign that is not permanently attached to a structure or the ground. Portable signs include A-frame signs and signs mounted on a portable base, but not portable readerboards.

Porte-Cochere

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

Primary Sign(s)

All permitted permanent monument/freestanding and building-mounted signs (see SMC 15.600.030, Commercial/Office/Industrial Zone Classification Signs and 15.600.040, Multi-Family Residential Zone Classification Signs).

Property Line

The line denoting the limits of legal ownership of property.

Readerboard

A sign or part of a sign on which the letters are replaceable by manual means, such as changing magnetic letters on a sign board.

Roof Sign

A sign or sign structure erected above a roof, parapet, canopy or porte-cochere of a building or structure.

Scrolling

The vertical movement of a static message or display on an electronic message sign.

Secondary Signs

Allowable signage not falling within the definition of a primary sign; includes directional and informational signs, as well as temporary signs and displays (see SMC 15.600.070, Secondary Signage).

Sign

All surfaces/structures (permitted, exempt, or prohibited) regulated by this chapter that have letters, figures, design, symbols, trademark or devices intended to attract attention to any activity, service, place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever.

Sign, Off-Premises

A sign which displays a message relating to a use of property or sale of goods or services at a location other than that on which the sign is located.

Sign, On-Premises

A sign which displays a message which is directly related to the use of the property on which it is located.

Single-Occupancy Building

A commercial building or structure with one (1) major enterprise. A building is classified as “single-occupancy” only if:

- A. It has only one (1) 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.

Subdivision Signs

Signs used to identify a land development of a residential nature.

Streamer

A long narrow strip of lightweight fabric or other material suspended in a series from a rope, wire, or string.

Surface Area

See “Area or Surface Area of Sign.”

Surface Area of Facade

The area of that continuous front, side or back surface, including doors and windows, but excluding any roof area and structures or elevators or air-conditioning equipment thereon; provided, that in the case of a roof sign, the surface area of the facade shall be the area of that continuous front, side or back surface immediately beneath the roof, including doors and windows, but excluding the roof area and structures for elevators or air conditioning thereon.

Temporary Freestanding Sign

A nonpermanent sign securely attached to the ground, intended for use for a limited period of time.

Traveling

The horizontal movement of a static message or display on an electronic message sign.

Window Sign

All signs located inside and affixed to or within three (3) feet of a window of a building, whether temporary or permanent, lighted or unlighted, which may be viewed from the exterior of the building. The term does not include merchandise located within three (3) feet of a window. (Ord. 15-1018 § 1)

15.600.030 Commercial/Office/Industrial Zone Classification Signs

A. General.

1. This section regulates signs in the following zones: NB, CB, CB-C, RBX, I, and O/CM.
2. **Illumination.** Monument/freestanding and building-mounted signs in the commercial/office/industrial zones may be illuminated through internal and external illumination; provided, that such illumination does not create glare on adjacent properties or traffic corridors, and that the following conditions are met:
 - a. **Internal Illumination.** Internal illumination shall be allowed; provided, that if the sign is located adjacent to or across from a single-family zone, one (1) of the following methods shall be used:
 - i. Only the lettering and symbols on the sign shall be illuminated; or
 - ii. If the entire cabinet is illuminated, the background shall be a dark shade or color that minimizes glare, with the foreground (letters and symbols) being light or contrasting.
 - b. **External Illumination.** If external illumination is used, documentation shall be provided that clearly shows that light or glare from the external illumination will not impact traffic corridors or adjacent properties. ~~The type of external illumination shall be approved by the Director prior to issuance of a sign permit.~~

B. Standards.

1. **Monument and Freestanding Signs.** Any monument or freestanding sign must be “integrated,” that is, all elements of the sign must be incorporated in a single design. Auxiliary projections or attachments not a part of a single design are prohibited. Poles or other supports must be architecturally covered, painted, or otherwise treated to prevent weathering, and to coordinate with the design of the sign.
 - a. **Setbacks.**
 - i. Interior lots: Five (5) feet from the front property line; ten (10) feet from the side property lines. Exception: Signs may be set back between zero (0) and five (5) feet from the front property line and five (5) feet from the side property line subject to the criteria contained in SMC 15.600.060, Signage – Zero (0) to Five (5) Feet Front Property Line Setback Criteria.

ii. Corner lots: Five (5) feet from all property lines. Exception: Signs may be set back between zero (0) and five (5) feet from the front property line subject to the criteria contained in SMC 15.600.060, Signage – Zero (0) to Five (5) Feet Front Property Line Setback Criteria.

Sign projections shall not obstruct any access points as required in SMC 15.400.350, Sight Distance Requirements.

- b. Maximum height: Fifteen (15) feet.
- c. Maximum surface area:
 - i. Eighty-five (85) square feet;
 - ii. The size of electronic monument or freestanding signs is limited by SMC 15.600.130, Electronic Message Signs.

2. **Building-Mounted Signs (Including Parapet, Awning, Marquee, Porte-Cochere, and Canopy-Mounted Signs).** The surface area of any building-mounted sign shall not exceed the figures derived from the following schedule. The size of electronic message signs for building-mounted signs is limited by SMC 15.600.130, Electronic Message Signs.

Surface Area of Facade	Maximum Sign Surface Area
Less than 100 sf	30 sf
100 – 199 sf	35 sf + 11% of facade area over 100 sf
200 – 499 sf	40 sf + 12% of facade area over 200 sf
500 – 999 sf	80 sf + 11% of facade area over 500 sf
1,000 sf or greater	10% of facade

Additionally, the following conditions apply:

- a. In multiple occupancy buildings, the facade area for each tenant or user is derived by measuring only the surface area of the exterior facade of the premises actually used by the tenant or user. The sign displayed by the tenant or user must be located on the facade that was used to determine the size of the sign, except as provided in this section.
- b. Unused sign surface area for a facade may be used by any tenant or user within the same multiple occupancy building if:
 - i. The applicant files with the City a written statement signed by the tenant or user permitted to utilize that sign area under this code permitting the applicant to utilize the unused sign surface area that is directly related to the tenant.
 - ii. The display of a sign on that facade by the secondary sign user will not create a significant adverse impact on dependent sign users of that facade.
 - iii. The display of a secondary sign is necessary to reasonably identify and locate the use, and the provisions of this code do not provide the use with adequate sign display options.
- c. **Sign Height – Parapet Signs.** The height of any building-mounted/canopy sign or parapet sign shall not extend above the highest exterior wall of the building. Additionally, no parapet can be extended above the highest roof ventilation structure.
- d. No sign shall be mounted on top of a marquee, porte-cochere, canopy, roof, or other similar structure.

- e. Any building-mounted sign, including any marquee sign, or awning sign attached to a building, shall not project more than six (6) feet from the face of the building to which the sign is attached. Any structural supports shall be an integral part of the design or concealed from view.
- f. All parapet, marquee, and awning signs must be manufactured in such a way that they appear to be a part of the building itself.
- g. Any sign mounted to the facade of a freestanding canopy structure or the facade of a porte-cochere extending more than six (6) feet from a building shall not exceed thirty (30) inches in height.

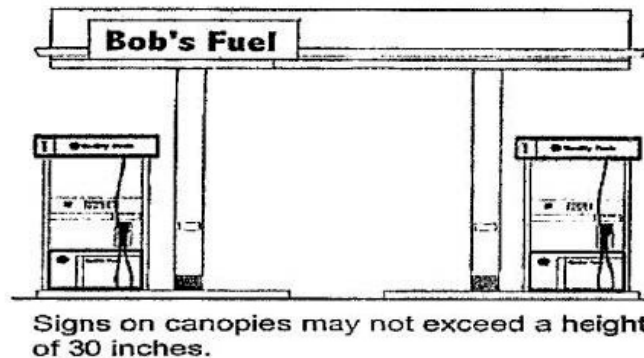


Figure: CANOPY

- h. Window signs shall be considered building-mounted signs for the purposes of this section, and shall be counted as part of the aggregate sign surface area allowed. Window signs shall not be mounted between three (3) feet and seven (7) feet of floor level on any floor of a building, unless such signage does not obstruct visibility through the window.
- i. Decorative lighting including neon and other accent lighting, and any lighted canopy or building panel, shall be considered a building-mounted sign for the purposes of this section, and shall be counted as part of the aggregate sign surface area allowed.
- j. The width of any decorative lighting strip or accent shall be considered to extend six (6) inches beyond the limits of the actual strip, or accent, where the light flow is unencumbered in that direction.
- k. In no case may the maximum sign surface area permitted on a building facade be exceeded. (Ord. 17-1023 § 1; Ord. 15-1018 § 1)

15.600.130 Electronic Message Signs

Electronic message signs shall be allowed, provided they comply with the following requirements:

A. Size and Location.**1. Freestanding/Monument Signs.**

- a. That portion of the sign that constitutes the electronic changeable display shall be allowed as follows:

Zone	Maximum Electronic Portion of Sign	Maximum Total Size of Sign
CB, CB-C, O/CM, I, RBX	55 sf	85 sf
NB	25 sf	85 sf
Churches, Schools, Community Uses in UL, T, UM, UH, O/C/MU, P	0 sf 0 sf 25 sf	35 sf not on an arterial 60 sf on a minor/collector arterial 85 sf on a principal arterial
Commercial Uses in O/C/MU, T, UM, UH	0 sf 0 sf 25 sf	35 sf 60 sf on a minor/collector arterial 85 sf on a principal arterial
Multi-Family Uses in T, O/CM, UM, UH	0 sf	35 sf

~~b. Electronic signs shall have a non-electronic, fixed portion of the sign that is at least fifty percent (50%) of the size of the electronic portion of the sign.~~

2. Building-Mounted Signs.

a. Building-mounted electronic message signs are not allowed in the following zones: UL, T, O/C/MU, UM, UH, P, NB.

~~b. In all other zones, a site or property may be allowed a maximum of fifty-five (55) square feet of building-mounted electronic changeable display per street frontage. Any electronic sign shall have a non-electronic, fixed portion of the sign that is at least fifty percent (50%) of the size of the electronic portion of the sign.~~

B. Display.

- The display of the sign shall not change more rapidly than once every one and one-half (1-1/2) seconds.
- The display shall not, or shall not appear to, flash, undulate, pulse, or portray explosions, fireworks, flashes of light, or blinking or chasing lights; the display shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist or otherwise portray movement or animation as it comes onto, is displayed on, or leaves the sign board.
- Scrolling or traveling of a static display onto the sign from one (1) direction only per display shall be allowed; provided, that each display remains in a static state for at least one and one-half (1-1/2) seconds. There shall be ten (10) seconds of still image or blank screen following every scrolling or traveling display.
- No message shall require more than ten (10) seconds to be displayed in its entirety.
- The display shall have a dark background with only the message or foreground lit in a white, amber or other light tone or shade.

C. Light Levels.

- All signs shall incorporate photocell/light sensors, with automatic dimming technology that appropriately adjusts to ~~have installed ambient light monitors and shall at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions~~ and the means to immediately turn off the display if it malfunctions or if for some reason it is not complying with the regulations in this Section.

2. Maximum brightness levels for electronic message signs in ~~commercial/industrial~~ all zones shall not exceed ~~eight thousand (8,000) nits when measured from the sign's face~~ 0.3 foot candles above ambient light as measured using a foot candle meter at a preset distance depending on sign size. Measurement distance shall be determined using the following calculation: the square root of the product of the sign area times 100. Example using a 12 square foot sign: $\sqrt{(12 \times 100)} = 34.6$ feet measuring distance at its maximum brightness, during daylight hours and five hundred (500) nits when measured from the sign's face at its maximum brightness between dusk and dawn.
3. At no time shall the sign be operated at a brightness level greater than the manufacturer's recommended levels.
4. All electronic message signs shall be designed to prevent light trespass into the sky.

D. Residential Zones.

1. Electronic message signs shall not be allowed within any dwelling or home occupation in any residential zone.
2. Businesses, churches or schools are allowed electronic message signs providing that:
- They comply with subsections (A) through ~~(C)(1) and (C)(3)~~ of this section;
 - ~~The brightness level shall not exceed eight thousand (8,000) nits when measured from the sign's face at its maximum brightness during the daylight hours and five hundred (500) nits when measured from the sign's face at its maximum brightness between dusk and dawn;~~
 - Electronic displays in residential zones shall be turned off between the hours of 10:00 p.m. and 7:00 a.m.

~~E. Additional Requirements.~~

- ~~1. Electronic sign permit applications must include a copy of the manufacturer's operating manual, which includes the manufacturer's recommended standards for brightness, scrolling or traveling speed, and other display operations.~~
- ~~2. Electronic sign permit applications must also include a certification from the owner or operator of the sign stating that the sign shall at all times be operated in accordance with City codes and that the owner or operator shall provide proof of such conformance upon request of the City.~~

~~Additionally, whether the sign is programmed from the site or from a remote location, the computer interface that programs the sign shall be available to City staff for inspection upon request. If the computer interface is not immediately available, the sign shall cease operation until such program can be provided. (Ord. 17-1023 § 1; Ord. 15-1018 § 1)~~

15.600.180 Requirements Applicable to All Signs

- A. **Structural Requirements.** The structure and erection of signs within the City shall be governed by the adopted Uniform Sign Code and Building Code. Compliance with the Uniform Sign Code and Building Code shall be a prerequisite to issuance of a sign permit under SMC 15.600.170, Permits and Fees.
- B. **Electrical Requirements.** Electrical requirements for signs within the City shall be governed by Chapter 13.180 SMC, Electrical Code. Compliance with the Electrical Code shall be required by every sign utilizing electrical energy as a prerequisite to issuance of a sign permit under SMC 15.600.170, Permits and Fees.
- C. **Sign Illumination.** Illumination from or upon any sign shall be shaded, shielded, directed or reduced so as to avoid undue brightness, glare, or reflection of light on private or public property in the surrounding area, and so as to avoid unreasonably distracting pedestrians or motorists. "Undue brightness" is illumination in excess of that which is reasonably necessary to make the sign reasonably visible to the average person on an adjacent street. All illuminated signs shall be designed to prevent light trespass into the sky through methods that may include, but are

not limited to, light shielding, downward directional lighting, or specialized fixture optics. Additionally, electronic message signs shall meet the standards of SMC 15.600.130, Electronic Message Signs.

D. **Sign Maintenance.** All signs, including signs heretofore installed, shall be constantly maintained in a state of security, safety, repair and professional appearance. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it shall be the duty of the owner and/or occupant of the premises on which the sign is fastened to repair or remove the sign within five (5) days after receiving notice from the City Manager or designee. The premises surrounding a monument sign shall be free and clear of rubbish and any landscaping area free of weeds.

E. **Sign Obstructing View or Passage.** No sign shall be located so as to physically obstruct any door, window or exit from a building. No sign shall be located so as to be hazardous to a motorist's ingress or egress, or visibility of traffic flow during ingress or egress, from parking areas of any way open to the public.

F. **Landscaping for Monument Signs.** All primary monument signs shall include, as part of their design, general landscaping and curbs about their base to prevent automobiles from hitting the sign-supporting structure and to improve the overall appearance of the installation.

G. **Sign Inspection.** All sign users shall permit the periodic inspection of their signs by the City upon City staff request.

H. **Conflicting Provisions.** Whenever two (2) provisions of this code overlap or conflict with regard to size or placement of a sign, the more restrictive provision shall apply. (Ord. 15-1018 § 1)