# City Of Woodland
# City Council Meeting Agenda Summary Sheet

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| **Agenda Item:** Adopt Ordinance No. 1277 – amending the Sign Code requirements. (FIRST READING) | **Agenda Item #:** ( P ) Workshop<br>**For Agenda of:** 08/26/2013<br>**Department:** Planning<br>**Date Submitted:** 08/14/2013 |

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| **Cost of Item:** | 0 | **BARS #:** |
| **Amount Budgeted:** | | **Description:** |
| **Unexpended Balance:** | | |

**Department Supervisor Approval:** *Amanda Smeller, Community Development Planner*

**Committee Recommendation:** On June 18, 2013, the Planning Commission made an **Affirmative** recommendation to the City Council for the approval of the proposed ordinance.

Referred from 8/19/13 meeting. For action on 9/3/13

**Agenda Item Supporting Narrative** (list attachments, supporting documents)**:**

1. Staff Report
2. Ordinance (showing changes)
3. Ordinance (final for signatures)
4. Minutes from July 18, 2013 Public Hearing

**Summary Statement**

Please see attached staff report.

# STAFF REPORT – Sign Code Amendments

To: City Council
From: Amanda Smeller, Community Development Planner
Date: August 13, 2013
Re: Sign Code Amendments

## SUMMARY

Sign Code review is a 2013 Planning Priority. Council approved a review of the sign code on May 7, 2012. The purpose of the review is to address vehicles used as signs, as well as cleaning up conflicting or confusing provisions in the sign code. This includes provisions related to the size of "for sale" / "for lease" signs, the location of special event signs, signs in the right of way, and off-premise commercial signs.

## PUBLIC INPUT AND PROCESS

The Planning Commission reviewed the ordinance at regular meetings on September 20, 2012 and April 18, 2013.

A Notice of Application, likely SEPA Determination of Non-Significance (DNS), and a public hearing notice were issued on June 28, 2013 in conjunction with other code amendments, including Site Plan Review and Non-Conforming Uses. The comment period ended July 12, 2013 at 5 PM. One comment letter was received by the deadline: Department of Commerce acknowledging receipt of the documents. The final DNS was issued July 15, 2013.

A public hearing before the Planning Commission was held on July 18, 2013. No one from the public or outside agencies attended the meeting, and no testimony was received. Meeting minutes from the public hearing are included in your packet. Following public testimony, the Commission made an *Affirmative* recommendation to City Council for the approval of the proposed ordinance.

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**DRAFT ORDINANCE – SIGN CODE AMENDMENTS**

Language shown in yellow highlight and *italics* is proposed to be added to the existing code. Language that is ~~struck through~~ is proposed to be removed.

## Chapter 17.52 - SIGN REQUIREMENTS

**Sections:**

17.52.010 - Purpose.

17.52.020 - Applicability.

17.52.030 - General requirements.

17.52.040 - Prohibited signs.

17.52.050 - Definitions.

17.52.060 - Residential (LDR, MDR and HDR) districts.

17.52.070 - Commercial (C-1, C-2 and C-3) districts.

17.52.080 - Industrial (I-1 and I-2) districts.

17.52.090 - Temporary signs.

17.52.100 - Conditional uses.

17.52.110 - Abandoned or illegal signs.

17.52.120 - Maintenance of nonconforming signs.

17.52.130 - Exemptions.

17.52.140 - Permit requirements.

17.52.150 - Review procedures.

### 17.52.010 - Purpose.

The purpose of this chapter is to create a more attractive economic and business climate while improving the overall quality in the city. It is to promote and protect the public health, safety, welfare and aesthetics by regulating outdoor signs of all types and to encourage the installation of advertising signs that harmonize with buildings, natural settings, neighborhoods, and other signs in the area.

### 17.52.020 - Applicability.

This chapter applies to all signs that are visible from the public right-of-way, built or altered after the effective date of the ordinance codified in this chapter. No sign, unless exempted by this chapter, shall be constructed, displayed or altered without a sign permit issued by the city.

**17.52.030 - General requirements.**

A. Sign standards and conditions shall be as follows:

1. The structure and installation of all signs shall comply with the latest adopted edition of the building code and sign code and with all applicable state, county, and city building and fire codes;

2. Awnings, bulletin boards, canopies, display cases and marquees shall be subject to standards outlined in the latest adopted edition of the building code, and shall require, a building permit and inspection by the city building official;

3. All electrically illuminated signs shall have electrical components, connections and installations that conform to all federal, state and local requirements;

4. All signs, including all of their supports, braces, guys and anchors shall be maintained in good repair and in a safe, neat, clean and attractive manner.

B. Illumination. The light directed on, or internal to any sign shall be shaded, shielded or directed so that its brightness or glare does not adversely affect the safe vision of drivers or pedestrians to an unreasonable degree. Lighted signs visible from nearby residences shall be shielded in such a way to prevent glare and reduce brightness.

**17.52.040 - Prohibited signs.**

The following types of signs and advertising displays or structures are not permitted, except as indicated. Prohibited signs are subject to removal at the owner's expense after appropriate notification by the city:

A. Off-premise Signs. Any second party sign that advertises goods, products, services or facilities, or directs persons to a location different from where the sign is installed, and that does not relate strictly to the lawful use of the premise on which it is located. Lawful use is defined as a sign which indicates the business transacted, services rendered, goods sold or produced on the premises, name of the business, and name of person, firm or corporation occupying the premises (exception: off-premise signs as allowed in Section 17.52.070).

B. Flashing, animated, rotating, moving or audible signs.

C. Billboards. Billboards are prohibited in all zones.

D. Signs that Obstruct. Any sign that substantially obstructs free and clear vision of an exit, traffic intersection entrance, traffic sign or signal or constitutes a traffic hazard by reasons thereof.

E. Signs Containing Unwarranted Content. Any sign, which contains statements, words and pictures of an obscene nature.

F. Window signs containing material unrelated to the merchandise for sale or service performed by the person or business on whose premises or property the sign is located; provide, however, on-premises signs may call the attention of the public to public holidays or community events.

G. Miscellaneous Signs and Poster. The tacking, pasting, painting or otherwise affixing of any sign or signs of a miscellaneous character, visible from a public right-of-way, located on exterior walls of any building, barn, shed, tree, pole, post, fence or other structure is prohibited unless otherwise permitted as official sign.

H. Signs which purport to be, or are in imitation of, or resemble an official traffic sign or signal, or which bear the words, "stop," "caution," "danger," "warning," or similar words.

I. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination may be construed as a traffic-control sign, signal or device, or the light of an emergency or radio equipment vehicle; or which obstruct the visibility of any traffic or street sign or signal device.

J. Signs which, by reason of their size, location, movement or manner of illumination, obstruct the visibility of any aviation flight path.

*K. Any sign or advertisement on a vehicle, trailer or cart visible from the public right-of-way and parked for the primary purpose of gaining signage not allowed by this chapter. This provision shall not be construed as prohibiting the identification of a firm or its principal products on a vehicle used in the normal course of business, or preventing the normal travel of fleet vehicles to and from places of employment and employee places of residence. Violation shall be evidenced by either of the following:*

*i. The vehicle, trailer or cart is parked further than one hundred (100) feet from the space occupied by the business being promoted and such vehicle, trailer or cart is parked for a period exceeding twenty-four (24) consecutive hours; or*

*ii. The advertising is promoting a business with no valid City of Woodland business license.*

*L.*~~*K.*~~ Any other sign that does not conform to all provisions of this code.

**17.52.050 - Definitions.**

The following definitions and terms shall be used in the interpretation of this chapter:

"Advertising copy" means any letters, figures, symbols, logos, trademarks or similar devices which identify or promote the sign user or any product or service; or which provides information about the sign user, the premises, the building or the products or services available.

"Awning, retractable" means a hood or cover projecting from, but not a permanent part of, an exterior wall of a building and supported by that wall and that is collapsible, retractable, or capable of being folded against the face of the supporting building.

"Awning, fixed" means a hood or cover projecting from, but not a permanent part of, an exterior wall of a building and supported by that wall, and is held in place with rigid frames and covered with a flexible material.

"Banner" means an on-site sign such as those used to announce an open house, a grand opening or to make a special announcement. Normally, it is constructed of cloth, canvas, or similar material and is without a rigid frame. It will be considered either as a fascia or freestanding sign, depending on the method of attachments, and will have to comply with the normal zone requirements.

"Building code" means the current building code as adopted by the state and Woodlands Municipal Code.

"Building frontage—Primary" means as follows:

1. In a building containing only one business, primary frontage shall be the width, as defined in this section, of that side of the building, which contains the main public entrance to that business.

2. In a building containing more than one business, all of which businesses have their main public entrances on the same side, primary frontage shall be the width, as defined in this section, of that side of the building, which contains those public entrances.

3. In a building containing more than one business, where those businesses have their main public entrances on more than one side of the building, each such side shall constitute a primary frontage. Each primary frontage shall be the width, as defined in this section, of that frontage.

"Building frontage—Secondary" means as follows:

1. In a building containing one or more businesses, and having all main public entrances on one side, one secondary frontage may be designated by the building owner. That frontage shall be the width, as defined in this section, of that side of the building so designated.

"Bulletin board" means a board utilized for posting public notices, i.e. garage sales, for sale, etc.

"Business complex" means two or more commercial businesses on a lot or contiguous lots with common access and parking.

"Canopy" means a freestanding permanent structure providing protection from the elements, such as a service station gas pump island.

"Changing image sign" means any sign that, through the use of moving elements, flashing or sequential lights, lighting elements, or other automated method, results in movement, the appearance of movement, or change of sign image or text. Changing image signs do not include otherwise static signs where illumination is turned off and back on not more than once every twenty-four hours.

"Directional sign" means any sign which is designed and erected solely for the purpose of traffic or pedestrian direction (i.e. menu boards, bank machines, height warning) and which are placed on the property to which the public is directed.

"Facade" means the entire building front or the street sidewall of a building from the grade of the building to the top of the parapet or eaves and the entire width of the building elevation.

"Flashing sign" means an illuminated sign, which changes intensity of lighting and/or switches on and off in a constant pattern or in which lighting is not maintained stationary and constant intensity and color.

"Freestanding sign" means a sign or advertising display which is not supported by a building, but which is supported by one or more upright poles or braces which are in or on the ground.

"Gross area of a sign" means 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 gross area of a two-faced sign equals the area of one side. The gross area of a spherical, cubical or polyhedral sign equals one-half the total surface area.

"Marquee" means a permanent roof or hood structure attached to, supported by, and projecting from a building over the public right-of-way or public place. It provides protection from weather elements, but does not include a projecting roof.

"Monument sign" means a sign and supporting structure, which has similar top and bottom dimensions and is constructed as a solid structure or one, which gives the appearance of a continuous, nonhollow, unbroken mass.

"Nameplate sign" means a sign, which indicates no more than the name, address and home occupation of the resident of the premises.

"Off-premise sign" means any sign that draws attention to or communicates information about business establishment (or any other enterprise) that exists at a location other than the location of that which the sign has been placed.

"On-premise sign" means a sign which carries only advertisements strictly related to a lawful use of the premises on which it is located, including signs or sign devices indicating the business transacted, services rendered, goods sold or produced on the premises, name of the business, and name of the person, firm or corporation occupying the premises.

"Outdoor advertising" means all publicly displayed messages such as signs, placards, pennants or posters whose purpose is to provide official or commercial information, direction and advertising.

"Political signs" means a sign that is deemed to include information pertaining to levies, nonpartisan, partisan, initiative and/or referendum elections.

"Projecting sign" means a sign attached to and supported by a wall of a building or structure which projects more than one foot horizontally from the vertical face of a building, awning, canopy or parapet.

"Public or semipublic sign" means a sign, which directs attention to public or semipublic buildings, including but not limited to churches, schools, libraries and hospitals.

"Real estate sign" means a temporary sign advertising the real estate upon which the sign is located as being for rent, lease or sale.

"Roof sign" means a sign or advertising display supported by and erected on or above a roof or parapet of a building or similar structure.

"Sign" means a display or device affixed to the ground, attached to a building, or other structure using graphics, logos, symbols, and/or written copy designed specifically for the display of a commercial or other advertisement to the public.

"Street frontage—Primary" means the property width as measured along the street right-of-way at the primary entrance to the property. In cases of pipestem lots or similar reduction in street right-of-way, the lot width which is most parallel to the primary building frontage.

"Street frontage—Secondary" means the property width at the street frontage that is not the primary frontage as measured along the street right-of-way.

"Temporary sign" means a sign that is (1) used in connection with a circumstance, situation or event that is designed, intended or expected to take place or to be completed within a reasonably short or definite period after the erection of such sign, or (2) is intended to remain on the location where it is erected or placed for a period of not more than thirty days. In case of construction project signs, they may be maintained for the duration of the construction. If a sign display area is subject to periodic changes, that sign shall not be regarded as temporary.

"Wall sign" means a sign attached to and supported by a wall of a building or structure, with the exposed face of the sign parallel to the wall. Any sign placed behind glass, or affixed to a window of a building and located in such a manner as to have an obvious intent to capture interest of persons outside the building, shall be considered a wall sign and shall be treated in the same manner.

"Width" means the horizontal distance measured in a straight line between any two corners of a building, exclusive of corners having an angle of greater than ninety degrees.

"Window sign" means a sign attached to or otherwise obscuring vision, in whole or in part, through a window. It is intended to be viewed by persons outside of the building.

**17.52.060 - Residential (LDR, MDR and HDR) districts.**

The following signs are permitted in the LDR, MDR and HDR zoning districts with an approved building permit:

A. Public or Semipublic Uses.

1. Public or semipublic use freestanding identification sign and/or bulletin board. Such signs shall not exceed sixty square feet in gross area per face, shall be placed a minimum of ten feet behind all property lines, and shall not be over sixteen feet in height from ground level to sign top. No more than one double-faced freestanding sign shall be allowed per use. Such sign shall be located on the premises of the use to which the sign refers and shall be unobtrusive and in keeping with the character of the neighborhood.

2. Wall, Roof or Projecting Signs. Public or semipublic use, wall, roof or projecting identification sign and/or bulletin board shall not exceed six percent of the building face to which the sign is attached and in no event shall there be more than a total of two signs of either the freestanding, wall, roof or projecting type allowed per use.

B. Residential.

1. A sign advertising a subdivision, housing development or construction thereof; no more than two double-faced signs shall be allowed per subdivision or housing development. Such signs shall be located on the premises, of the use, to which the sign refers and shall be unobtrusive and reflect the character of the neighborhood. Such signs shall not exceed thirty-two square feet, shall be setback a minimum of ten feet behind all property lines, and shall be no more than ten feet in height from ground level. Once all lots or units have been sold or otherwise disposed of, the sign or signs shall be removed by the original owner, property developer, builder or agent.

2. A permanent sign identifying a subdivision, multifamily complex or building, mobile home park or subdivision, or similar housing development and located on the premises of the development. Such sign shall not exceed sixteen square feet in gross area per face, shall be placed a minimum of ten feet from all property lines, and shall not be over ten feet in height from ground level if a wall sign or five feet in height from ground level if freestanding. Each entrance is allowed one sign of either the freestanding or wall type, to a maximum of two per subdivision and/or development. Freestanding signs shall be set in a landscaped setting and designed and constructed of materials compatible with the development and the neighborhood and shall be unobtrusive.

3. For sale, lease or rent signs—Allowable area six square feet, sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring.

4. Directional signs; for real estate purposes (open house or special sale)—One four square foot sign per function per street frontage, which shall be removed at completion of open house or special sale or a maximum of seven continuous days.

5. Illumination of signs in any residential district shall be limited to ground or sign level flood lighting, illuminating only the sign and not casting glare or light into neighboring properties. With the exception of individual residence nameplates and permanent development identification signs, all lighting of signs shall terminate at ten p.m.

6. Identifying home occupation signs shall not exceed four square feet in gross area, shall be limited to one per property, and shall be set back a minimum of ten feet from all property lines. The style and materials used shall be in keeping with the character of the neighborhood.

**17.52.070 - Commercial (C-1, C-2 and C-3) districts.**

The following signs are permitted in the C-1, C-2 and C-3 zoning districts with an approved building permit:

A. On-premise Freestanding Signs.

1. Allowable Area. Primary frontage within the C-1 and C-3 districts shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of one hundred square feet, provided that premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of fifty square feet.

2. Primary frontage within the C-2 district shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of two hundred square feet; provided that a premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of one hundred square feet.

3. Number of Signs. Each commercial building shall have not more than one freestanding sign to be located either on a primary frontage or a secondary frontage. A business complex shall have not more than two freestanding signs; one sign to be located on a primary frontage and the second sign located on the secondary frontage.

4. Height of Sign. Maximum height in all C-2 districts shall not exceed thirty feet. Businesses or business complexes of 1.5 acres or greater located within five hundred feet of the travel~~ed~~ way of the I-5 corridor (including off ramps and the frontage roads known as Pacific and Atlantic) may be allowed one freeway oriented sign not to exceed forty-five feet in height. *Such sign must be placed within five hundred feet of the travel way of the I-5 corridor.* Maximum height in C-1 and C-3 districts shall not exceed twenty-five feet.

5. The placement of freestanding signs or pole signs shall be in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, nor unreasonably obstruct the view of signs on adjacent properties.

6. Freestanding or pole signs shall not be located closer than one hundred feet to another freestanding sign along the same side of the street or right-of-way, except if the establishment's lot width would result in less than one hundred feet, the distances between signs shall be the maximum possible.

7. Each freestanding or pole sign shall have a landscaped area twice the size of the sign *face* ~~area~~ *around* ~~at~~ the base of the sign. Pre-existing developments may be exempt from the landscape requirement subject to the approval of the public works director or his or her designee.

8. If more than one business in an area where businesses share the use of a parking lot, structure, parcel or facility, has the need of a freestanding, pole sign, or monument type sign, all signs shall be located together on the same joint use sign.

9. One sandwich board or A frame sign is allowed. The sign shall be situated on the private property of the location of the business or within the *planting strip* ~~right-of-way~~ immediately at the front of said business, and is erected only during hours of operation. *Where the sidewalk immediately at the front of said business is six-feet wide or greater, an A frame sign may be situated in the public sidewalk as long as forty-four inches of pedestrian travel area, or current ADA standard, whichever is greater, is maintained at all times.* Such signs shall not be placed so as to obstruct traffic or visibility. ~~A minimum of forty-four inches of pedestrian travel area must be maintained at all times.~~

10. For the purpose of informing and directing traffic, on-premises directory signs, menu boards, bank machines and height warning signs are permitted; provided the signs are not oriented to and not intended to be legible from a street or other private property. On-site directory signs shall not exceed thirty-two square feet in area and eight feet in height.

11. For the purpose of informing and directing traffic; on-premise directional signs are permitted; provided the placement of such signs shall be situated in such a way as not to create a vehicle or pedestrian hazard; shall be limited to not more than two signs per business; shall not exceed sixteen square feet in area and eight feet in height.

B. Off-premise Signs.

1. Any second party sign that advertises goods, products, services or facilities, or directs persons to a location different from where the sign is installed and that does not relate strictly to the lawful use of the premises on which it is located may be allowed in the highway commercial (C-2) district provided; such signs shall be unobtrusive in nature; shall not exceed thirty-two square feet in gross area per sign face; shall be limited to one double faced sign on the premise of either the off-premise type or on-premise type; and shall be subject to written permission by the property owner of said site where the off-premise sign is located. Off-premise signs shall not exceed ten feet in height. Off-premise sign shall be subject to building permit approval.

2. Off-premise signs shall not be posted in state, county or city rights-of-way, on telephone poles, utility poles, bridge abutments, traffic signs or other public structures. Off-premise signs shall not be affixed to or painted on trees, rocks, or other natural features. Such signs shall observe the corner vision requirements and shall be placed in such a manner that does not create any type of traffic hazard. All off-premise signs shall be aesthetically pleasing and unobtrusive in nature.

C. On-premise Wall, Window, Roof Projecting.

1. Allowable Area. Primary frontage within the C-1 and C-3 districts shall be calculated at one square foot per linear foot of building frontage as measured horizontally along the side building elevation at the appropriate frontage, up to a maximum of one hundred square feet total sign area. Primary frontage within the C-2 district shall be calculated at one square foot per linear foot of building frontage as measured horizontally along the side building elevation at the appropriate frontage, up to a maximum of two hundred square feet total sign area; provided that a building elevation with less than thirty-two feet of horizontal length shall be allowed a maximum of thirty-two square feet of sign area. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of building frontage up to a maximum of fifty square feet.

2. Number of Signs. Three per primary frontage; one per secondary frontage; and in no event shall there be more than a total of four wall, roof or projecting signs per business.

3. In any building occupied by more than one business, the maximum sign area on each primary frontage shall be shared proportionally by those businesses whose main public entrance is along that frontage. Where applicable, the sign allowed on the secondary frontage shall be a joint use sign.

4. The maximum sign area per primary frontage may be divided between projecting, wall and first floor window signs. The total sign area per frontage shall be determined by adding together the area for all types of signs.

5. Each business shall be allowed one painted window sign in addition to the maximum number of signs and square footage allowed by this chapter for the limited purpose of identifying the business owner,

business name and hours of operation. The sign shall not cover more than six square feet of window area where it is located.

6. For buildings located on or within one foot of the street right-of-way line, projecting signs shall project no more than five feet from the walls to which they are attached.

7. All projecting signs shall be at least ten feet above sidewalks and walkways.

D. Awnings and Canopies.

1. Awnings and canopies shall not be considered signs, except that the area of any awning or canopy, which displays advertising copy, shall be considered a sign.

2. Advertising copy, which appears on any side of an awning, or canopy, which most nearly parallels the side of the building, shall be treated as a wall sign, and shall be subject to all the requirements of this chapter which apply to wall signs affixed directly to a building.

3. Advertising copy which appears on any side of an awning or canopy which is generally perpendicular to the side of the building, shall be treated as a projecting sign, and shall be subject to all of the requirements of this chapter which applies to projecting signs affixed directly to a building. In the event advertising copy appears on two sides of an awning or canopy which are perpendicular to the same wall, those sides shall be considered one projecting sign.

4. Marquees, awnings, and canopies shall not extend further than the curb of the street.

E. Sign Illumination. The light from any illuminated sign shall be shaded, shielded or directed so that the light will not be objectionable to surrounding uses, residential areas and public safety. No sign shall have rotating, flashing or blinking lights or other illuminating device that changes in lights or other illuminating device that changes in light intensity, brightness or color except as follows:

1. In the central business (C-1) district and the highway commercial (C-2) district one changing image sign shall be allowed per business.

2. In the central business (C-1) district and the highway commercial (C-2) district, changing image signs are allowed for alphanumeric messages. Changing image signs may scroll, travel and may not change information more frequently than once every two seconds.

3. In the central business (C-1) district changing image signs shall not exceed eight square feet in area and the lighting of the message area *and lighting of the background* shall not consist of more than one color *each, for a possible two color changing image sign.* The allowed changing image sign area is to be included in the total allowed sign area, not in addition to.

4. In the highway commercial (C-2) district changing image signs shall not exceed fifty percent of the total allowed sign area up to a maximum of thirty-two square feet in area. The lighting of the message area *and lighting of the background* shall not consist of more than one color *each, for a possible two color changing image sign*. The allowed changing image sign area is to be included in the allowed sign area, not in additions to.

5. Rotating barber poles are allowed in all commercial districts.

F. For Sale, Lease or Rent Signs. *No more than one, double-face sign* ~~Allowable area six~~ *thirty-two* square feet *in area shall be allowed. The* sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring *and shall be no more than ten feet in height from ground level and more than ten feet from all property lines*.

**17.52.080 - Industrial (I-1 and I-2) districts.**

The following signs are permitted in the I-1 and I-2 zoning districts with an approved building permit:

A. On-premise Freestanding Signs.

1. Allowable Area. Primary frontage shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of two hundred square feet, provided that premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign.

2. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of one hundred square feet, provided that a premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign.

3. Number of Signs. Each industrial business shall have not more than one freestanding business identification sign, located on the primary or secondary frontage. An industrial complex shall have not more than two freestanding signs; one to be located on a primary frontage and the second sign located on the secondary frontage. Entrance, delivery, warning and other strictly directional signs are permitted; provided each sign does not exceed sixteen square feet in area and eight feet in height.

4. Height of Sign. Maximum height shall not exceed thirty feet.

5. The placement of freestanding signs or pole signs shall be in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, nor unreasonably obstruct the view of signs of adjacent property owners.

6. Freestanding or pole signs shall not be located closer than one hundred feet to another freestanding sign along the same side of the street or right-of-way, except if the establishment's lot width would result in less than one hundred feet, the distances between signs shall be the maximum possible.

7. Each freestanding or pole sign shall have a landscaped area twice the size of the sign *face* ~~area~~ *around* ~~at~~ the base of the sign. Pre-existing developments may be exempt from the landscape requirement subject to the approval of the public works director or his or her designee.

8. If more than one business in a complex where businesses share the use of a parking lot, structure, parcel or facility, has the need of a freestanding, pole sign or monument type sign, all signs shall be located together on the same joint use sign.

9. One sandwich board or A frame sign is allowed. The sign shall be situated on the private property of the location of the business or that portion of public right-of-way immediately at the front of said business, and is erected only during hours of operation. Such signs shall not be placed so as to obstruct traffic or visibility. A minimum of forty-four inches of pedestrian travel area*, or current ADA standard, whichever is greater*, must be maintained at all times.

B. On-premises Wall, Window, Roof Projecting.

1. Allowable Area. One square foot per linear foot of building frontage as measured horizontally along a side building elevation, at the appropriate frontage, up to a maximum of two hundred square feet per sign; provided that a building elevation with less than thirty-two feet of horizontal length shall be allowed a maximum thirty-two square foot sign.

2. Number of Signs. One per primary frontage; one per secondary frontage; and in no event shall there be more than a total of two wall, roof or projecting signs per business.

3. In any building occupied by more than one business, the maximum sign area on each primary frontage shall be shared proportionally by those businesses whose main public entrance is along that frontage. Where applicable, the sign allowed on the secondary frontage shall be a joint use sign.

4. Each business shall be allowed one painted window sign in addition to the maximum number of signs and square footage allowed by this chapter for the limited purpose of identifying the business owner, business name and hours of operation. The sign shall not cover more than six square feet of window area where it is located.

C. Awnings and Canopies.

1. Awnings and canopies shall not be considered signs, except that the area of any awning or canopy, which displays advertising copy, shall be considered a sign.

2. Advertising copy, which appears on any side of an awning, or canopy, which most nearly parallels the side of the building, shall be treated as a wall sign, and shall be subject to all the requirements of this chapter which apply to wall signs affixed directly to a building.

3. Advertising copy which appears on any side of an awning or canopy which is generally perpendicular to the side of the building, shall be treated as a projecting sign, and shall be subject to all of the requirements of this chapter which apply to projecting signs affixed directly to a building. In the event advertising copy appears on two sides of an awning or canopy which are perpendicular to the same wall, those sides shall be considered one projecting sign.

4. Marquees, awnings and canopies shall not extend further than the curb of the street.

D. Sign Illumination. The light from any illuminated sign shall be shaded, shielded or directed so that the light will not be objectionable to surrounding uses, residential areas and public safety. No sign shall have rotating, flashing or blinking lights or other illuminating device that changes in lights or other light intensity, brightness or color.

E. For Sale, Lease or Rent Signs. *No more than one, double-face sign* ~~Allowable area six~~ *thirty-two* square feet *in area shall be allowed. The* sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring *and shall be no more than ten feet in height from ground level and more than ten feet from all property lines*.

**17.52.090 - Temporary signs.**

A. Signs endorsing bond elections, levies, fairs, political signs, little league sign up, and similar activities shall be removed within five days following the election, event and/or last showing of any fair, show or similar activity. It shall be the joint responsibility of the property owner or tenant and the party or parties who initiated the placement of the sign or signs to remove said sign or signs, within five days after the election or event for which the sign(s) are displayed. Failure to comply with this requirement shall be deemed a violation of this chapter and each and every day for which said violation continues shall be deemed a distinct and separate violation (See Section 17.52.130).

B. Political signs shall be deemed to include those pertaining to nonpartisan, partisan, initiative and/or referendum elections. Political signs shall not exceed four feet in height or width and eight feet in length, shall not be placed or situated in such a manner to obstruct or impede the sight distance of those using the public streets and shall not be erected on public right-of-way.

C. Outdoor Sale and Temporary Advertising Signs. Individual business establishments may utilize special but temporary advertising signs or displays related only to the services and goods offered by the business. No more than two signs are to be used and the gross areas of each sign will not exceed twenty-five square feet with the total area of all signs, not exceeding fifty square feet, shall be placed in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, and shall not exceed fifteen days unless through an approved temporary use or conditional use permit.

D. Displays utilizing banners, flags, pennants, streamers, twirlers or propellers, strings of light, flares, balloons and similar devices are permitted as seasonal decorations, grand openings or special sales. Such signs may be used for a maximum of thirty consecutive days with no more than three events per year, provided it does not adversely affect the safe vision of drivers, pedestrians or aviation traffic.

E. Beacon and Searchlights. Individual business establishments may utilize special but temporary beacons or search lights for special sales, and/or grand openings and may be used for a maximum of three consecutive days provided it does not adversely affect the safe vision of drivers, pedestrians or aviation traffic.

**17.52.100 - Conditional uses.**

Signs for all conditional uses in all zoning districts will be permitted as part of the conditional use approval. The sign code applicable to that zoning district, in which the conditional use is approved, shall designate the size, number and location of each sign unless otherwise noted on the conditional use allowed.

**17.52.110 - Abandoned or illegal signs.**

A. Any abandoned or illegal sign, any sign that exists after a business closes that advertised the closed business, any graffiti placed on a sign, building, parking lot or landscaped area, or any temporary sign that exists after its expiration time is hereby declared to be a danger to the health, safety, and welfare of the citizens of Woodland. Any sign that is partially or wholly obscured by the growth of vegetation or weeds or by the presence of debris or litter also presents a danger to the health, safety and welfare of the citizens.

B. Any such signs as set forth in subsection A of this section are hereby deemed to be a public nuisance. Any such sign shall be removed by the property owner within ten days after notice from the public works director or designee. Any sign not removed within ten days after such notice, may summarily be abated by the public works director or designee. Costs of such abatement may be assessed against the property using the procedures established in Woodland Municipal Code Chapter 8.12. C. Legal, conforming structural supports for abandoned signs may remain, if installed with a blank sign face and supporting structures are maintained.

**17.52.120 - Maintenance of nonconforming signs.**

Except as restricted in specific zoning districts, legally pre-existing nonconforming signs may be maintained, or altered if:

A. Structural revisions or alterations will not increase the sign's nonconformity with the provisions of this chapter.

B. Such alteration or relocation is required because of government action.

C. The sign is not changed to another nonconforming sign.

D. The sign is not reestablished after discontinuance for ninety days or more.

E. The sign is in full compliance with all other ordinances of the city.

**17.52.130 - Exemptions.**

The following types of signs are permitted without benefit of a building permit, all signs are required to conform to the provision of this chapter.

A. A residential nameplate sign not to exceed two square feet and bearing only the name and address of the occupant.

B. A sign announcing a product is being offered for sale at a reduced price for a limited period, provided that the sign is located within the building where the product is sold, to include the interior surface of windows and doors.

C. Special event signs, provided that all of the following conditions are met:

1. The promoter of the event *receives permission from the Public Works Director or his/her designee that the event meets the following criteria for a special event, 1) the event is open to the general public, and 2) the event has broader benefits related to tourism, promotion of a charitable or civic cause, or fostering community pride and identity. Events such as the Planters Days Festival, the farmers market, the Lilac Festival, and the Tulip Festival are examples of special events;* ~~shall have first met with the public works~~

~~director or designee to obtain a determination that the proposed sign falls within the definition of a special event sign;~~

2. No such sign shall include moving parts or flashing lights;

3. No such sign shall be erected or displayed more than ten days before the special event it announces; and

*4. Special event signs less than 6 square feet in size and no more than 3 feet in height above ground level may be placed in planting strips within the public right-of-way or with permission on private property. Special event signs can also be situated on the public sidewalk where the sidewalk is six-feet wide or greater as long as forty-four inches of pedestrian travel are, or current ADA standard, whichever is greater, is maintained at all times. Signs shall not be placed so as to obstruct traffic or visibility or in street medians or sidewalks within the public right-of-way.*

5.~~4.~~ All such signs shall be removed within three days after the conclusion of the event.

D. Temporary signs to indicate that the premises are for sale or rent. Such signs using terms such as quitting business, open for business, for sale, inquire within, for rent, open house, sold, may also include a telephone number and insignia. These signs shall not exceed two square feet.

E. Signs erected by a public official in the performance of his or her duty, on property under the jurisdiction of that official shall be allowed without a permit.

F. Campaign political signs are permissible providing the sign copy is limited to information about a candidate, political party or public issue in a current election campaign. They shall be removed within five days after the applicable election.

G. Public service directional signs for public buildings such as public schools, libraries, hospitals and similar public services facilities placed within public rights-of-way.

H. Signs of a public, noncommercial nature including, but not limited to, safety, direction, danger, and no trespassing.

I. Traffic signs, traffic control devices, traffic signals and markings installed by the city.

J. "No hunting," "no trespassing," "no dumping," "no parking," "private" and other informational warning signs, shall not exceed four square feet in gross area per sign.

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

L. Product Dispensers.

M. Sandwich board or A Frame.

N. Reasonable seasonal decorations within the appropriate public holiday season. However, such displays shall be removed promptly at the end of the public holiday season.

O. The Flag of a Commercial Institution. No more than one flag is permitted per business premises, the flag shall not exceed twenty square feet in surface area, and shall be left loose to fly in the breeze.

P. Sculptures, fountains, mosaics and design features which do not incorporate advertising or identification.

Q. Advertisement on existing theater marquees (freestanding and/or building-mounted).

R. Repair, maintenance and/or modification of existing conforming or pre-existing nonconforming signs; provided the sign's conformance or nonconformance is not structurally altered and/or increased.

**17.52.140 - Permit requirements.**

A. A sign permit shall be required before the placing, erecting, moving, reconstructing, altering or displaying of any sign within the city, unless expressly exempted by Section 17.52.130 of this chapter. Signs requiring permits shall comply with this chapter and all other applicable laws and ordinances.

B. Sign permit applications shall be made on forms provided by the city of Woodland, public works department. The completed application form and plans shall be accompanied by the required fee as set forth from time to time by the Woodland city council by resolution.

**17.52.150 - Review procedures.**

A. All sign permit applications shall be reviewed to comply with this chapter by the public works director or designee as provided in this section:

1. Name, address and telephone number of sign owners;

2. Name, address and telephone number of sign contractor or erectors;

3. Address of sign by site location;

4. Two site plans showing locations of proposed sign(s);

5. Two plans of the proposed sign with sign style and size included with a scaled design;

6. Type of sign, whether illuminated or non-illuminated;

7. Electrical permit for the sign, if illuminated.

**ORDINANCE NO. 1277**

***THE CITY OF WOODLAND, WASHINGTON***

**AN ORDINANCE AMENDING WMC TITLE 17 AS IT RELATES TO SIGN REQUIREMENTS AND ALLOWANCES IN ALL ZONES.**

**WHEREAS,** at the March 19, 2013 joint workshop, both Planning Commission and the City Council deemed sign code updates as a priority for 2013;

**WHEREAS,** a public hearing was held before the Woodland Planning Commission on July 18, 2013 and, following the hearing, the Commission made a motion to forward the ordinance to the Woodland City Council with an *Affirmative* recommendation;

**WHEREAS,** pursuant to RCW 35A.11.020 and the Constitution of Washington, Article 11, Section 11, cities have the power to enact regulations in the interest of the health, safety, and welfare of their residents;

**WHEREAS**, all procedural requirements of the Woodland Municipal Code (WMC) for these amendments have been met; and

**NOW THEREFORE BE IT ORDAINED** by the City Council of the City of Woodland as follows:

## Chapter 17.52 - SIGN REQUIREMENTS

**Sections:**

17.52.010 - Purpose.

17.52.020 - Applicability.

17.52.030 - General requirements.

17.52.040 - Prohibited signs.

17.52.050 - Definitions.

17.52.060 - Residential (LDR, MDR and HDR) districts.

17.52.070 - Commercial (C-1, C-2 and C-3) districts.

17.52.080 - Industrial (I-1 and I-2) districts.

17.52.090 - Temporary signs.

17.52.100 - Conditional uses.

17.52.110 - Abandoned or illegal signs.

17.52.120 - Maintenance of nonconforming signs.

17.52.130 - Exemptions.

17.52.140 - Permit requirements.

17.52.150 - Review procedures.

### 17.52.010 - Purpose.

The purpose of this chapter is to create a more attractive economic and business climate while improving the overall quality in the city. It is to promote and protect the public health, safety, welfare and aesthetics by regulating outdoor signs of all types and to encourage the installation of advertising signs that harmonize with buildings, natural settings, neighborhoods, and other signs in the area.

### 17.52.020 - Applicability.

This chapter applies to all signs that are visible from the public right-of-way, built or altered after the effective date of the ordinance codified in this chapter. No sign, unless exempted by this chapter, shall be constructed, displayed or altered without a sign permit issued by the city.

### 17.52.030 - General requirements.

A. Sign standards and conditions shall be as follows:

1. The structure and installation of all signs shall comply with the latest adopted edition of the building code and sign code and with all applicable state, county, and city building and fire codes;

2. Awnings, bulletin boards, canopies, display cases and marquees shall be subject to standards outlined in the latest adopted edition of the building code, and shall require, a building permit and inspection by the city building official;

3. All electrically illuminated signs shall have electrical components, connections and installations that conform to all federal, state and local requirements;

4. All signs, including all of their supports, braces, guys and anchors shall be maintained in good repair and in a safe, neat, clean and attractive manner.

B. Illumination. The light directed on, or internal to any sign shall be shaded, shielded or directed so that its brightness or glare does not adversely affect the safe vision of drivers or pedestrians to an unreasonable degree. Lighted signs visible from nearby residences shall be shielded in such a way to prevent glare and reduce brightness.

**17.52.040 - Prohibited signs.**

The following types of signs and advertising displays or structures are not permitted, except as indicated. Prohibited signs are subject to removal at the owner's expense after appropriate notification by the city:

A. Off-premise Signs. Any second party sign that advertises goods, products, services or facilities, or directs persons to a location different from where the sign is installed, and that does not relate strictly to the lawful use of the premise on which it is located. Lawful use is defined as a sign which indicates the business transacted, services rendered, goods sold or produced on the premises, name of the business, and name of person, firm or corporation occupying the premises (exception: off-premise signs as allowed in Section 17.52.070).

B. Flashing, animated, rotating, moving or audible signs.

C. Billboards. Billboards are prohibited in all zones.

D. Signs that Obstruct. Any sign that substantially obstructs free and clear vision of an exit, traffic intersection entrance, traffic sign or signal or constitutes a traffic hazard by reasons thereof.

E. Signs Containing Unwarranted Content. Any sign, which contains statements, words and pictures of an obscene nature.

F. Window signs containing material unrelated to the merchandise for sale or service performed by the person or business on whose premises or property the sign is located; provide, however, on-premises signs may call the attention of the public to public holidays or community events.

G. Miscellaneous Signs and Poster. The tacking, pasting, painting or otherwise affixing of any sign or signs of a miscellaneous character, visible from a public right-of-way, located on exterior walls of any building, barn, shed, tree, pole, post, fence or other structure is prohibited unless otherwise permitted as official sign.

H. Signs which purport to be, or are in imitation of, or resemble an official traffic sign or signal, or which bear the words, "stop," "caution," "danger," "warning," or similar words.

I. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination may be construed as a traffic-control sign, signal or device, or the light of an emergency or radio equipment vehicle; or which obstruct the visibility of any traffic or street sign or signal device.

J. Signs which, by reason of their size, location, movement or manner of illumination, obstruct the visibility of any aviation flight path.

K. Any sign or advertisement on a vehicle, trailer or cart visible from the public right-of-way and parked for the primary purpose of gaining signage not allowed by this chapter. This provision shall not be construed as prohibiting the identification of a firm or its principal products on a vehicle used in the normal course of **business**, or preventing the normal travel of fleet vehicles to and from places of employment and employee places of residence. Violation shall be evidenced by either of the following:

i. The vehicle, trailer or cart is parked further than one hundred (100) feet from the space occupied by the business being promoted and such vehicle, trailer or cart is parked for a period exceeding twenty-four (24) consecutive hours; or
ii. The advertising is promoting a business with no valid City of Woodland business license.

L. Any other sign that does not conform to all provisions of this code.

**17.52.050 - Definitions.**

The following definitions and terms shall be used in the interpretation of this chapter:

"Advertising copy" means any letters, figures, symbols, logos, trademarks or similar devices which identify or promote the sign user or any product or service; or which provides information about the sign user, the premises, the building or the products or services available.

"Awning, retractable" means a hood or cover projecting from, but not a permanent part of, an exterior wall of a building and supported by that wall and that is collapsible, retractable, or capable of being folded against the face of the supporting building.

"Awning, fixed" means a hood or cover projecting from, but not a permanent part of, an exterior wall of a building and supported by that wall, and is held in place with rigid frames and covered with a flexible material.

"Banner" means an on-site sign such as those used to announce an open house, a grand opening or to make a special announcement. Normally, it is constructed of cloth, canvas, or similar material and is without a rigid frame. It will be considered either as a fascia or freestanding sign, depending on the method of attachments, and will have to comply with the normal zone requirements.

"Building code" means the current building code as adopted by the state and Woodlands Municipal Code.

"Building frontage—Primary" means as follows:

1. In a building containing only one business, primary frontage shall be the width, as defined in this section, of that side of the building, which contains the main public entrance to that business.

2. In a building containing more than one business, all of which businesses have their main public entrances on the same side, primary frontage shall be the width, as defined in this section, of that side of the building, which contains those public entrances.

3. In a building containing more than one business, where those businesses have their main public entrances on more than one side of the building, each such side shall constitute a primary frontage. Each primary frontage shall be the width, as defined in this section, of that frontage.

"Building frontage—Secondary" means as follows:

1. In a building containing one or more businesses, and having all main public entrances on one side, one secondary frontage may be designated by the building owner. That frontage shall be the width, as defined in this section, of that side of the building so designated.

"Bulletin board" means a board utilized for posting public notices, i.e. garage sales, for sale, etc.

"Business complex" means two or more commercial businesses on a lot or contiguous lots with common access and parking.

"Canopy" means a freestanding permanent structure providing protection from the elements, such as a service station gas pump island.

"Changing image sign" means any sign that, through the use of moving elements, flashing or sequential lights, lighting elements, or other automated method, results in movement, the appearance of movement, or change of sign image or text. Changing image signs do not include otherwise static signs where illumination is turned off and back on not more than once every twenty-four hours.

"Directional sign" means any sign which is designed and erected solely for the purpose of traffic or pedestrian direction (i.e. menu boards, bank machines, height warning) and which are placed on the property to which the public is directed.

"Facade" means the entire building front or the street sidewall of a building from the grade of the building to the top of the parapet or eaves and the entire width of the building elevation.

"Flashing sign" means an illuminated sign, which changes intensity of lighting and/or switches on and off in a constant pattern or in which lighting is not maintained stationary and constant intensity and color.

"Freestanding sign" means a sign or advertising display which is not supported by a building, but which is supported by one or more upright poles or braces which are in or on the ground.

"Gross area of a sign" means 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 gross area of a two-faced sign equals the area of one side. The gross area of a spherical, cubical or polyhedral sign equals one-half the total surface area.

"Marquee" means a permanent roof or hood structure attached to, supported by, and projecting from a building over the public right-of-way or public place. It provides protection from weather elements, but does not include a projecting roof.

"Monument sign" means a sign and supporting structure, which has similar top and bottom dimensions and is constructed as a solid structure or one, which gives the appearance of a continuous, non-hollow, unbroken mass.

"Nameplate sign" means a sign, which indicates no more than the name, address and home occupation of the resident of the premises.

"Off-premise sign" means any sign that draws attention to or communicates information about business establishment (or any other enterprise) that exists at a location other than the location of that which the sign has been placed.

"On-premise sign" means a sign which carries only advertisements strictly related to a lawful use of the premises on which it is located, including signs or sign devices indicating the business transacted, services rendered, goods sold or produced on the premises, name of the business, and name of the person, firm or corporation occupying the premises.

"Outdoor advertising" means all publicly displayed messages such as signs, placards, pennants or posters whose purpose is to provide official or commercial information, direction and advertising.

"Political signs" means a sign that is deemed to include information pertaining to levies, nonpartisan, partisan, initiative and/or referendum elections.

"Projecting sign" means a sign attached to and supported by a wall of a building or structure which projects more than one foot horizontally from the vertical face of a building, awning, canopy or parapet.

"Public or semipublic sign" means a sign, which directs attention to public or semipublic buildings, including but not limited to churches, schools, libraries and hospitals.

"Real estate sign" means a temporary sign advertising the real estate upon which the sign is located as being for rent, lease or sale.

"Roof sign" means a sign or advertising display supported by and erected on or above a roof or parapet of a building or similar structure.

"Sign" means a display or device affixed to the ground, attached to a building, or other structure using graphics, logos, symbols, and/or written copy designed specifically for the display of a commercial or other advertisement to the public.

"Street frontage—Primary" means the property width as measured along the street right-of-way at the primary entrance to the property. In cases of pipestem lots or similar reduction in street right-of-way, the lot width which is most parallel to the primary building frontage.

"Street frontage—Secondary" means the property width at the street frontage that is not the primary frontage as measured along the street right-of-way.

"Temporary sign" means a sign that is (1) used in connection with a circumstance, situation or event that is designed, intended or expected to take place or to be completed within a reasonably short or definite period after the erection of such sign, or (2) is intended to remain on the location where it is erected or placed for a period of not more than thirty days. In case of construction project signs, they may be maintained for the duration of the construction. If a sign display area is subject to periodic changes, that sign shall not be regarded as temporary.

"Wall sign" means a sign attached to and supported by a wall of a building or structure, with the exposed face of the sign parallel to the wall. Any sign placed behind glass, or affixed to a window of a building and located in such a manner as to have an obvious intent to capture interest of persons outside the building, shall be considered a wall sign and shall be treated in the same manner.

"Width" means the horizontal distance measured in a straight line between any two corners of a building, exclusive of corners having an angle of greater than ninety degrees.

"Window sign" means a sign attached to or otherwise obscuring vision, in whole or in part, through a window. It is intended to be viewed by persons outside of the building.

**17.52.060 - Residential (LDR, MDR and HDR) districts.**

The following signs are permitted in the LDR, MDR and HDR zoning districts with an approved building permit:

A. Public or Semipublic Uses.

1. Public or semipublic use freestanding identification sign and/or bulletin board. Such signs shall not exceed sixty square feet in gross area per face, shall be placed a minimum of ten feet behind all property lines, and shall not be over sixteen feet in height from ground level to sign top. No more than one double-faced freestanding sign shall be allowed per use. Such sign shall be located on the premises of the use to which the sign refers and shall be unobtrusive and in keeping with the character of the neighborhood.

2. Wall, Roof or Projecting Signs. Public or semipublic use, wall, roof or projecting identification sign and/or bulletin board shall not exceed six percent of the building face to which the sign is attached and in no event shall there be more than a total of two signs of either the freestanding, wall, roof or projecting type allowed per use.

B. Residential.

1. A sign advertising a subdivision, housing development or construction thereof; no more than two double-faced signs shall be allowed per subdivision or housing development. Such signs shall be located on the premises, of the use, to which the sign refers and shall be unobtrusive and reflect the character of the neighborhood. Such signs shall not exceed thirty-two square feet, shall be setback a minimum of ten feet behind all property lines, and shall be no more than ten feet in height from ground level. Once all lots or units have been sold or otherwise disposed of, the sign or signs shall be removed by the original owner, property developer, builder or agent.

2. A permanent sign identifying a subdivision, multifamily complex or building, mobile home park or subdivision, or similar housing development and located on the premises of the development. Such sign

shall not exceed sixteen square feet in gross area per face, shall be placed a minimum of ten feet from all property lines, and shall not be over ten feet in height from ground level if a wall sign or five feet in height from ground level if freestanding. Each entrance is allowed one sign of either the freestanding or wall type, to a maximum of two per subdivision and/or development. Freestanding signs shall be set in a landscaped setting and designed and constructed of materials compatible with the development and the neighborhood and shall be unobtrusive.

3. For sale, lease or rent signs—Allowable area six square feet, sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring.

4. Directional signs; for real estate purposes (open house or special sale)—One four square foot sign per function per street frontage, which shall be removed at completion of open house or special sale or a maximum of seven continuous days.

5. Illumination of signs in any residential district shall be limited to ground or sign level flood lighting, illuminating only the sign and not casting glare or light into neighboring properties. With the exception of individual residence nameplates and permanent development identification signs, all lighting of signs shall terminate at ten p.m.

6. Identifying home occupation signs shall not exceed four square feet in gross area, shall be limited to one per property, and shall be set back a minimum of ten feet from all property lines. The style and materials used shall be in keeping with the character of the neighborhood.

**17.52.070 - Commercial (C-1, C-2 and C-3) districts.**

The following signs are permitted in the C-1, C-2 and C-3 zoning districts with an approved building permit:

A. On-premise Freestanding Signs.

1. Allowable Area. Primary frontage within the C-1 and C-3 districts shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of one hundred square feet, provided that premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of fifty square feet.

2. Primary frontage within the C-2 district shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of two hundred square feet; provided that a premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of one hundred square feet.

3. Number of Signs. Each commercial building shall have not more than one freestanding sign to be located either on a primary frontage or a secondary frontage. A business complex shall have not more than two freestanding signs; one sign to be located on a primary frontage and the second sign located on the secondary frontage.

4. Height of Sign. Maximum height in all C-2 districts shall not exceed thirty feet. Businesses or business complexes of 1.5 acres or greater located within five hundred feet of the travel~~ed~~ way of the I-5 corridor (including off ramps and the frontage roads known as Pacific and Atlantic) may be allowed one freeway oriented sign not to exceed forty-five feet in height. Such sign must be placed within five hundred feet of the travel way of the I-5 corridor. Maximum height in C-1 and C-3 districts shall not exceed twenty-five feet.

5. The placement of freestanding signs or pole signs shall be in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, nor unreasonably obstruct the view of signs on adjacent properties.

6. Freestanding or pole signs shall not be located closer than one hundred feet to another freestanding sign along the same side of the street or right-of-way, except if the establishment's lot width would result in less than one hundred feet, the distances between signs shall be the maximum possible.

7. Each freestanding or pole sign shall have a landscaped area twice the size of the sign face around ~~at~~ the base of the sign. Pre-existing developments may be exempt from the landscape requirement subject to the approval of the public works director or his or her designee.

8. If more than one business in an area where businesses share the use of a parking lot, structure, parcel or facility, has the need of a freestanding, pole sign, or monument type sign, all signs shall be located together on the same joint use sign.

9. One sandwich board or A frame sign is allowed. The sign shall be situated on the private property of the location of the business or within the planting strip immediately at the front of said business, and is erected only during hours of operation. Where the sidewalk immediately at the front of said business is six-feet wide or greater, an A frame sign may be situated in the public sidewalk as long as forty-four inches of pedestrian travel area, or current ADA standard, whichever is greater, is maintained at all times. Such signs shall not be placed so as to obstruct traffic or visibility.

10. For the purpose of informing and directing traffic, on-premises directory signs, menu boards, bank machines and height warning signs are permitted; provided the signs are not oriented to and not intended to be legible from a street or other private property. On-site directory signs shall not exceed thirty-two square feet in area and eight feet in height.

11. For the purpose of informing and directing traffic; on-premise directional signs are permitted; provided the placement of such signs shall be situated in such a way as not to create a vehicle or pedestrian hazard; shall be limited to not more than two signs per business; shall not exceed sixteen square feet in area and eight feet in height.

B. Off-premise Signs.

1. Any second party sign that advertises goods, products, services or facilities, or directs persons to a location different from where the sign is installed and that does not relate strictly to the lawful use of the premises on which it is located may be allowed in the highway commercial (C-2) district provided; such signs shall be unobtrusive in nature; shall not exceed thirty-two square feet in gross area per sign face; shall be limited to one double faced sign on the premise of either the off-premise type or on-premise type;

and shall be subject to written permission by the property owner of said site where the off-premise sign is located. Off-premise signs shall not exceed ten feet in height. Off-premise sign shall be subject to building permit approval.

2. Off-premise signs shall not be posted in state, county or city rights-of-way, on telephone poles, utility poles, bridge abutments, traffic signs or other public structures. Off-premise signs shall not be affixed to or painted on trees, rocks, or other natural features. Such signs shall observe the corner vision requirements and shall be placed in such a manner that does not create any type of traffic hazard. All off-premise signs shall be aesthetically pleasing and unobtrusive in nature.

C. On-premise Wall, Window, Roof Projecting.

1. Allowable Area. Primary frontage within the C-1 and C-3 districts shall be calculated at one square foot per linear foot of building frontage as measured horizontally along the side building elevation at the appropriate frontage, up to a maximum of one hundred square feet total sign area. Primary frontage within the C-2 district shall be calculated at one square foot per linear foot of building frontage as measured horizontally along the side building elevation at the appropriate frontage, up to a maximum of two hundred square feet total sign area; provided that a building elevation with less than thirty-two feet of horizontal length shall be allowed a maximum of thirty-two square feet of sign area. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of building frontage up to a maximum of fifty square feet.

2. Number of Signs. Three per primary frontage; one per secondary frontage; and in no event shall there be more than a total of four wall, roof or projecting signs per business.

3. In any building occupied by more than one business, the maximum sign area on each primary frontage shall be shared proportionally by those businesses whose main public entrance is along that frontage. Where applicable, the sign allowed on the secondary frontage shall be a joint use sign.

4. The maximum sign area per primary frontage may be divided between projecting, wall and first floor window signs. The total sign area per frontage shall be determined by adding together the area for all types of signs.

5. Each business shall be allowed one painted window sign in addition to the maximum number of signs and square footage allowed by this chapter for the limited purpose of identifying the business owner, business name and hours of operation. The sign shall not cover more than six square feet of window area where it is located.

6. For buildings located on or within one foot of the street right-of-way line, projecting signs shall project no more than five feet from the walls to which they are attached.

7. All projecting signs shall be at least ten feet above sidewalks and walkways.

D. Awnings and Canopies.

1. Awnings and canopies shall not be considered signs, except that the area of any awning or canopy, which displays advertising copy, shall be considered a sign.

2. Advertising copy, which appears on any side of an awning, or canopy, which most nearly parallels the side of the building, shall be treated as a wall sign, and shall be subject to all the requirements of this chapter which apply to wall signs affixed directly to a building.

3. Advertising copy which appears on any side of an awning or canopy which is generally perpendicular to the side of the building, shall be treated as a projecting sign, and shall be subject to all of the requirements of this chapter which applies to projecting signs affixed directly to a building. In the event advertising copy appears on two sides of an awning or canopy which are perpendicular to the same wall, those sides shall be considered one projecting sign.

4. Marquees, awnings, and canopies shall not extend further than the curb of the street.

E. Sign Illumination. The light from any illuminated sign shall be shaded, shielded or directed so that the light will not be objectionable to surrounding uses, residential areas and public safety. No sign shall have rotating, flashing or blinking lights or other illuminating device that changes in lights or other illuminating device that changes in light intensity, brightness or color except as follows:

1. In the central business (C-1) district and the highway commercial (C-2) district one changing image sign shall be allowed per business.

2. In the central business (C-1) district and the highway commercial (C-2) district, changing image signs are allowed for alphanumeric messages. Changing image signs may scroll, travel and may not change information more frequently than once every two seconds.

3. In the central business (C-1) district changing image signs shall not exceed eight square feet in area and the lighting of the message area and lighting of the background shall not consist of more than one color each, for a possible two color changing image sign. The allowed changing image sign area is to be included in the total allowed sign area, not in addition to.

4. In the highway commercial (C-2) district changing image signs shall not exceed fifty percent of the total allowed sign area up to a maximum of thirty-two square feet in area. The lighting of the message area and lighting of the background shall not consist of more than one color each, for a possible two color changing image sign. The allowed changing image sign area is to be included in the allowed sign area, not in additions to.

5. Rotating barber poles are allowed in all commercial districts.

F. For Sale, Lease or Rent Signs. No more than one, double-face sign thirty-two square feet in area shall be allowed. The sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring and shall be no more than ten feet in height from ground level and more than ten feet from all property lines.

**17.52.080 - Industrial (I-1 and I-2) districts.**

The following signs are permitted in the I-1 and I-2 zoning districts with an approved building permit:

A. On-premise Freestanding Signs.

1. Allowable Area. Primary frontage shall be calculated at one square foot per linear foot of street frontage of the premises up to a maximum of two hundred square feet, provided that premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign.

2. Secondary frontage shall be calculated at one-half square foot of sign area for each linear foot of street frontage up to a maximum of one hundred square feet, provided that a premises with less than thirty-two feet of linear street frontage shall be allowed a maximum of a thirty-two square foot sign.

3. Number of Signs. Each industrial business shall have not more than one freestanding business identification sign, located on the primary or secondary frontage. An industrial complex shall have not more than two freestanding signs; one to be located on a primary frontage and the second sign located on the secondary frontage. Entrance, delivery, warning and other strictly directional signs are permitted; provided each sign does not exceed sixteen square feet in area and eight feet in height.

4. Height of Sign. Maximum height shall not exceed thirty feet.

5. The placement of freestanding signs or pole signs shall be in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, nor unreasonably obstruct the view of signs of adjacent property owners.

6. Freestanding or pole signs shall not be located closer than one hundred feet to another freestanding sign along the same side of the street or right-of-way, except if the establishment's lot width would result in less than one hundred feet, the distances between signs shall be the maximum possible.

7. Each freestanding or pole sign shall have a landscaped area twice the size of the sign face around ~~at~~ the base of the sign. Pre-existing developments may be exempt from the landscape requirement subject to the approval of the public works director or his or her designee.

8. If more than one business in a complex where businesses share the use of a parking lot, structure, parcel or facility, has the need of a freestanding, pole sign or monument type sign, all signs shall be located together on the same joint use sign.

9. One sandwich board or A frame sign is allowed. The sign shall be situated on the private property of the location of the business or that portion of public right-of-way immediately at the front of said business, and is erected only during hours of operation. Such signs shall not be placed so as to obstruct traffic or visibility. A minimum of forty-four inches of pedestrian travel area, or current ADA standard, whichever is greater, must be maintained at all times.

B. On-premises Wall, Window, Roof Projecting.

1. Allowable Area. One square foot per linear foot of building frontage as measured horizontally along a side building elevation, at the appropriate frontage, up to a maximum of two hundred square feet per sign; provided that a building elevation with less than thirty-two feet of horizontal length shall be allowed a maximum thirty-two square foot sign.

2. Number of Signs. One per primary frontage; one per secondary frontage; and in no event shall there be more than a total of two wall, roof or projecting signs per business.

3. In any building occupied by more than one business, the maximum sign area on each primary frontage shall be shared proportionally by those businesses whose main public entrance is along that frontage. Where applicable, the sign allowed on the secondary frontage shall be a joint use sign.

4. Each business shall be allowed one painted window sign in addition to the maximum number of signs and square footage allowed by this chapter for the limited purpose of identifying the business owner, business name and hours of operation. The sign shall not cover more than six square feet of window area where it is located.

C. Awnings and Canopies.

1. Awnings and canopies shall not be considered signs, except that the area of any awning or canopy, which displays advertising copy, shall be considered a sign.

2. Advertising copy, which appears on any side of an awning, or canopy, which most nearly parallels the side of the building, shall be treated as a wall sign, and shall be subject to all the requirements of this chapter which apply to wall signs affixed directly to a building.

3. Advertising copy which appears on any side of an awning or canopy which is generally perpendicular to the side of the building, shall be treated as a projecting sign, and shall be subject to all of the requirements of this chapter which apply to projecting signs affixed directly to a building. In the event advertising copy appears on two sides of an awning or canopy which are perpendicular to the same wall, those sides shall be considered one projecting sign.

4. Marquees, awnings and canopies shall not extend further than the curb of the street.

D. Sign Illumination. The light from any illuminated sign shall be shaded, shielded or directed so that the light will not be objectionable to surrounding uses, residential areas and public safety. No sign shall have rotating, flashing or blinking lights or other illuminating device that changes in lights or other light intensity, brightness or color.

E. For Sale, Lease or Rent Signs. No more than one, double-face sign thirty-two square feet in area shall be allowed. The sign shall be located inside property lines as not to restrict site distance and shall be considered a temporary sign to be removed upon the sale, rental or lease of said property. Sign shall be located on property for which the sale, lease or rental is referring and shall be no more than ten feet in height from ground level and more than ten feet from all property lines.

**17.52.090 - Temporary signs.**

A. Signs endorsing bond elections, levies, fairs, political signs, little league sign up, and similar activities shall be removed within five days following the election, event and/or last showing of any fair, show or similar activity. It shall be the joint responsibility of the property owner or tenant and the party or parties who initiated the placement of the sign or signs to remove said sign or signs, within five days after the election or event for which the sign(s) are displayed. Failure to comply with this requirement shall be deemed a violation of this chapter and each and every day for which said violation continues shall be deemed a distinct and separate violation (See Section 17.52.130).

B. Political signs shall be deemed to include those pertaining to nonpartisan, partisan, initiative and/or referendum elections. Political signs shall not exceed four feet in height or width and eight feet in length, shall not be placed or situated in such a manner to obstruct or impede the sight distance of those using the public streets and shall not be erected on public right-of-way.

C. Outdoor Sale and Temporary Advertising Signs. Individual business establishments may utilize special but temporary advertising signs or displays related only to the services and goods offered by the business. No more than two signs are to be used and the gross areas of each sign will not exceed twenty-five square feet with the total area of all signs, not exceeding fifty square feet, shall be placed in such a fashion and location as to not unreasonably obstruct the safe vision of motorists and pedestrians, and shall not exceed fifteen days unless through an approved temporary use or conditional use permit.

D. Displays utilizing banners, flags, pennants, streamers, twirlers or propellers, strings of light, flares, balloons and similar devices are permitted as seasonal decorations, grand openings or special sales. Such signs may be used for a maximum of thirty consecutive days with no more than three events per year, provided it does not adversely affect the safe vision of drivers, pedestrians or aviation traffic.

E. Beacon and Searchlights. Individual business establishments may utilize special but temporary beacons or search lights for special sales, and/or grand openings and may be used for a maximum of three consecutive days provided it does not adversely affect the safe vision of drivers, pedestrians or aviation traffic.

**17.52.100 - Conditional uses.**

Signs for all conditional uses in all zoning districts will be permitted as part of the conditional use approval. The sign code applicable to that zoning district, in which the conditional use is approved, shall designate the size, number and location of each sign unless otherwise noted on the conditional use allowed.

**17.52.110 - Abandoned or illegal signs.**

A. Any abandoned or illegal sign, any sign that exists after a business closes that advertised the closed business, any graffiti placed on a sign, building, parking lot or landscaped area, or any temporary sign that exists after its expiration time is hereby declared to be a danger to the health, safety, and welfare of the citizens of Woodland. Any sign that is partially or wholly obscured by the growth of vegetation or weeds or by the presence of debris or litter also presents a danger to the health, safety and welfare of the citizens.

B. Any such signs as set forth in subsection A of this section are hereby deemed to be a public nuisance. Any such sign shall be removed by the property owner within ten days after notice from the public works director or designee. Any sign not removed within ten days after such notice, may summarily be abated by the public works director or designee. Costs of such abatement may be assessed against the property using the procedures established in Woodland Municipal Code Chapter 8.12. C. Legal, conforming structural supports for abandoned signs may remain, if installed with a blank sign face and supporting structures are maintained.

**17.52.120 - Maintenance of nonconforming signs.**

Except as restricted in specific zoning districts, legally pre-existing nonconforming signs may be maintained, or altered if:

A. Structural revisions or alterations will not increase the sign's nonconformity with the provisions of this chapter.

B. Such alteration or relocation is required because of government action.

C. The sign is not changed to another nonconforming sign.

D. The sign is not reestablished after discontinuance for ninety days or more.

E. The sign is in full compliance with all other ordinances of the city.

**17.52.130 - Exemptions.**

The following types of signs are permitted without benefit of a building permit, all signs are required to conform to the provision of this chapter.

A. A residential nameplate sign not to exceed two square feet and bearing only the name and address of the occupant.

B. A sign announcing a product is being offered for sale at a reduced price for a limited period, provided that the sign is located within the building where the product is sold, to include the interior surface of windows and doors.

C. Special event signs, provided that all of the following conditions are met:

1. The promoter of the event receives permission from the Public Works Director or his/her designee that the event meets the following criteria for a special event, 1) the event is open to the general public, and 2) the event has broader benefits related to tourism, promotion of a charitable or civic cause, or fostering community pride and identity. Events such as the Planters Days Festival, the farmers market, the Lilac Festival, and the Tulip Festival are examples of special events;

2. No such sign shall include moving parts or flashing lights;

3. No such sign shall be erected or displayed more than ten days before the special event it announces; and

4. Special event signs less than 6 square feet in size and no more than 3 feet in height above ground level may be placed in planting strips within the public right-of-way or with permission on private property. Special event signs can also be situated on the public sidewalk where the sidewalk is six-feet wide or greater as long as forty-four inches of pedestrian travel are, or current ADA standard, whichever is greater, is maintained at all times. Signs shall not be placed so as to obstruct traffic or visibility or in street medians or sidewalks within the public right-of-way.

5. All such signs shall be removed within three days after the conclusion of the event.

D. Temporary signs to indicate that the premises are for sale or rent. Such signs using terms such as quitting business, open for business, for sale, inquire within, for rent, open house, sold, may also include a telephone number and insignia. These signs shall not exceed two square feet.

E. Signs erected by a public official in the performance of his or her duty, on property under the jurisdiction of that official shall be allowed without a permit.

F. Campaign political signs are permissible providing the sign copy is limited to information about a candidate, political party or public issue in a current election campaign. They shall be removed within five days after the applicable election.

G. Public service directional signs for public buildings such as public schools, libraries, hospitals and similar public services facilities placed within public rights-of-way.

H. Signs of a public, noncommercial nature including, but not limited to, safety, direction, danger, and no trespassing.

I. Traffic signs, traffic control devices, traffic signals and markings installed by the city.

J. "No hunting," "no trespassing," "no dumping," "no parking," "private" and other informational warning signs, shall not exceed four square feet in gross area per sign.

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

L. Product Dispensers.

M. Sandwich board or A Frame.

N. Reasonable seasonal decorations within the appropriate public holiday season. However, such displays shall be removed promptly at the end of the public holiday season.

O. The Flag of a Commercial Institution. No more than one flag is permitted per business premises, the flag shall not exceed twenty square feet in surface area, and shall be left loose to fly in the breeze.

P. Sculptures, fountains, mosaics and design features which do not incorporate advertising or identification.

Q. Advertisement on existing theater marquees (freestanding and/or building-mounted).

R. Repair, maintenance and/or modification of existing conforming or pre-existing nonconforming signs; provided the sign's conformance or nonconformance is not structurally altered and/or increased.

**17.52.140 - Permit requirements.**

A. A sign permit shall be required before the placing, erecting, moving, reconstructing, altering or displaying of any sign within the city, unless expressly exempted by Section 17.52.130 of this chapter. Signs requiring permits shall comply with this chapter and all other applicable laws and ordinances.

B. Sign permit applications shall be made on forms provided by the city of Woodland, public works department. The completed application form and plans shall be accompanied by the required fee as set forth from time to time by the Woodland city council by resolution.

**17.52.150 - Review procedures.**

A. All sign permit applications shall be reviewed to comply with this chapter by the public works director or designee as provided in this section:

1. Name, address and telephone number of sign owners;

2. Name, address and telephone number of sign contractor or erectors;

3. Address of sign by site location;

4. Two site plans showing locations of proposed sign(s);

5. Two plans of the proposed sign with sign style and size included with a scaled design;

6. Type of sign, whether illuminated or non-illuminated;

7. Electrical permit for the sign, if illuminated.

**ADOPTED** this _____ day of August, 2013.

**CITY OF WOODLAND, WASHINGTON**

Approved**:**

_____
Grover Laseke, Mayor

Attest:

_____
Mari E. Ripp, Clerk / Treasurer

Approved as to form:

_____
William Eling, City Attorney

July 18, 2013 Public Hearing Minutes

**PUBLIC HEARING**

**SEPA issued for: Signs, Site Plan Review Ordinance, and Non-Conforming Uses**

- Sign code was cleaned up, clearing up any gray areas in the code.
- Open public comment: 7:33:03 PM, Close public comment: 7:33:17 PM. No comments received.

Commissioner Deans made a motion to send the Sign Ordinance, Site Plan Review Ordinance and the Non-Conforming Use Ordinance to City Council. Commissioner Jensen seconded. Discussion followed. The motion passed unanimously.