

~~Section 17C.240.270~~ [Section 17C.240.270](#) Additional Standards in ~~Overlay Zones~~ [Shoreline Districts](#)

A. General Shoreline Regulations.

1. In addition to any restrictions and conditions in this chapter, signs in the shoreline jurisdiction are subject to special regulations as set forth in [SMC 17C.240.270](#) ~~280~~(A) through [SMC 17C.240.270](#) ~~280~~(D). These special regulations address general shoreline sign requirements and those that are specific to shoreline districts as generally represented on the shoreline districts map.
2. The following regulations apply in all shoreline districts:
 - a. No sign may front directly on the watercourse.
 - b. No sign may be located on the water side of a street parallel and adjacent to the watercourse or any place where it would impair a vista or visual access to the water.
 - c. Off-premises signs, permanent banners and roof signs are not allowed.
 - d. In the shoreline natural environment or those areas identified under [SMC 17E.060.630](#) ~~SMC 17E.060.620~~, Natural Land Forms, all signs may be prohibited at the discretion of the director, with exceptions made for [wayfinding or interpretive](#) signs giving directions to viewpoints or trails and signs describing special flora, fauna, or historical or cultural features.
 - e. Directional and interpretive signs accessory to park uses shall be allowed within the shoreline buffer [and may not exceed an area of twelve square feet or a height of nine feet.](#)
 - ~~f.—Directional signs may not exceed an area of twelve square feet or a height of nine feet.~~
 - ~~g.f.~~ Pursuant to [SMC 17E.060.290](#) ~~280~~(R), required access signs that indicate the public's right of access and hours of access shall be installed and maintained by the property owner and shall not exceed an area of twelve square feet or a height of nine feet.
 - ~~h.g.~~ Pre-existing signs are governed by the nonconforming use provisions of [SMC 17C.240.280](#) ~~SMC 17C.240.290~~.

B. Upriver District.

1. Signs must be flat against the building or a variation of a flat sign, such as a "V" sign, and may not project more than eighteen inches into a required yard or public right-of-way.
2. No sign may exceed thirty-five feet in height above average grade along the front of the building.
3. Signs are subject to maximum area limitations based on lineal frontage and building size as follows:
 - a. One square foot of sign area is allowed for every lineal foot of street frontage, to a maximum sign area of twenty square feet.
 - b. On corner lots, additional signs up to one-half square foot in area are permitted for each lineal foot of frontage on the side street, to a maximum of twenty square feet of sign area.

- c. The maximum sign area for a building over two stories is ten percent of the building facade on the principal street, to a maximum of sixty square feet.
4. Signs may be directly, internally, or indirectly illuminated but not animated, flashing, or rotating.
5. The illumination of a sign may not exceed the equivalent of:
 - a. eight hundred MA fluorescent lamps spaced on twelve-inch centers penetrating a three-sixteenths inch white Plexiglas facing, or
 - b. sixty MA neon tubing in an individual letter with no more than three tubes per letter.

C. Downtown and Campus Districts.

1. Signs must be flat against the building, or a variation of a flat sign such as a "V" sign, and may not project more than eighteen inches into a required yard or public right-of-way.
2. No sign may exceed thirty-five feet in height above average grade along the front of the building.
3. Signs are subject to maximum area limitations based on lineal frontage and building size as follows:
 - a. One square foot of sign area is allowed for every lineal foot of street frontage, to a maximum sign area of fifty square feet.
 - b. Additional signs may be allowed up to one-half square foot in area for each lineal foot of frontage measured along the side street, to a maximum of fifty square feet of sign area.
 - c. The maximum sign area for a building over two stories is ten percent of the area of the building facade on the principal street, up to a maximum sign area of one hundred fifty square feet.
4. Signs may be directly, internally, or indirectly illuminated but not animated, flashing, or rotating.
5. The illumination of a sign may not exceed the equivalent of:
 - a. eight hundred MA fluorescent lamps spaced on eight-inch centers penetrating a three-sixteenth inch Plexiglas facing material, or
 - b. sixty MA neon tubing in an individual letter with no more than four tubes per letter.

D. Great Gorge Park, Downriver, and Latah Creek Districts.

1. No sign may be illuminated, animated, flashing, or rotating.
2. Up to two signs of an area of six square feet or less each may be used to advertise the sale of products raised or grown on the premises.
3. Any Peaceful Valley commercial area is governed by regulations of the Upriver District.