

Sign Code Update				
Current Code Section	Current Section Title	DRAFT Proposed Code Section	Proposed Section Title	Description of Proposed Change
<a href="#">17C.240.010</a>	Purpose	<a href="#">17C.240.010</a>	Intent and Purpose	The current sign code does not have an intent statement, this was added to provide a narrative description of what the City's intent is with regards to regulating signs.  The proposed purpose statement is similar to the current statement but also includes language about the goals of the Comprehensive Plan, the economic impacts of signage, and encouraging creative and innovative signs.
<a href="#">17C.240.020</a>	Where These Regulations Apply	<a href="#">17C.240.015</a>	Definitions	Currently sign related definitions are contained throughout SMC 17A.020 and can be difficult to locate. By housing all sign related definitions under the sign code these definitions should be easier to find for individuals unfamiliar with the code.
<a href="#">17C.240.030</a>	Hierarchy of Regulations	<a href="#">17C.240.020</a>	Applicability and Interpretations	Similar language exists in several places in the beginning part of the current code (17C.240.020, .080, and .100). The proposed code simplifies these sections and lists them in one section.
<a href="#">17C.240.040</a>	Relationship to Approved Land Use Reviews	<a href="#">17C.240.030</a>	Hierarchy of Regulations	No changes proposed.
<a href="#">17C.240.050</a>	Authority	<a href="#">17C.240.040</a>	Relationship to Approved land use Reviews	No changes proposed.
<a href="#">17C.240.060</a>	Exemptions	<a href="#">17C.240.050</a>	Authority	No changes proposed.
<a href="#">17C.240.070</a>	Prohibitions	<a href="#">17C.240.060</a>	Exemptions	A. Content based restrictions on flags were eliminated.  C. Traffic, municipal, and directional signs were consolidated into one Governmental Sign exemption.  G. and H. Maintenance activities and changes in copy were split into two separate exemptions.  L. Clarification of the types of illuminated wall highlights that are exempt.  F. and M. Provided additional clarification for non-visible signs and those that are located inside of a building.  N. Temporary signs are currently listed as a prohibition. However, because they are allowed without a permit they were moved to the exemptions section.
<a href="#">17C.240.080</a>	General Rules for Reading and Applying the Code Language	<a href="#">17C.240.070</a>	Prohibitions	A. and L. Combined to give one description of prohibited flashing signs.  E. Expanded the description of the types of signs that are considered hazardous.  G. Clarified that signs cannot be the principal use of a lot.  J. Edited to be content neutral while continuing to prohibit signs being affixed to specific types of City property.  K. These signs are currently prohibited in 17C.240.240 (F).
<a href="#">17C.240.090</a>	Sign Permit Required	<a href="#">17C.240.080</a>	Sign Permit Required	No substantive changes proposed.
<a href="#">17C.240.100</a>	Applying the Code to Specific Situations	<a href="#">17C.240.090</a>	Measurements	No text changes are proposed, deletion is proposed.
<a href="#">17C.240.120</a>	Measurements	<a href="#">17C.240.100</a>	Primary Building Walls	No substantive changes proposed. Graphics will be updated.
<a href="#">17C.240.130</a>	Primary Building Walls	<a href="#">17C.240.110</a>	Sign Face Area	E. F. and G. Proposed clarifications about how sign area will be calculated. Graphics will be updated.

<a href="#">17C.240.140</a>	Sign Face Area	<a href="#">17C.240.120</a>	Sign Heights and Clearances	Existing Sections 17C.240.150 and 160 use the same graphic and describe similar ideas so they were combined.
<a href="#">17C.240.150</a>	Height of Signs	<a href="#">17C.240.130</a>	Diagonal Corner Signs	Graphics will be updated.
<a href="#">17C.240.160</a>	Clearances	<a href="#">17C.240.140</a>	Uses, Use Categories, and Structure Types	No changes proposed.
<a href="#">17C.240.180</a>	Diagonal Corner Signs	<a href="#">17C.240.150</a>	Standards in the Residential Zones	The current code links to the table, in the proposed code it was embedded within the language and the section description is clarified.
<a href="#">17C.240.190</a>	Sign Standards Purpose	<a href="#">17C.240.160</a>	Standards in the Commercial and Industrial Zones	<p>Formatting was corrected to show a distinction between maximum sign area per sign in the DTC, DTG, DTU, DTS, GC, LI &amp; HI zones. The standards in this table did not change.</p> <p>"Pitched Roof" was replaced with the new term "Roof Mounted" and "Rooftop" was removed.</p> <p>Formatting was corrected to show the difference in maximum sign height in the DTS zone.</p> <p>Table 17C.240-3 was reformatted to be simpler and the Bonus Allowance for Outstanding Design reference was removed. The standards in this table did not change.</p>
<a href="#">17C.240.200</a>	Official Zoning Maps	<a href="#">17C.240.170</a>	Sign Placement and Location Restrictions	The current section 17C.240.240 was very long and cumbersome. The proposed 17C.240.170-.240 are the result of the original being rearranged by placement standards and sign type. Vision Clearance Areas was moved from 17C.240.240 (F).
<a href="#">17C.240.210</a>	Uses, Use Categories, and Structure Types	<a href="#">17C.240.180</a>	Building Mounted Wall Signs	This was originally 17C.240.240 (D).
<a href="#">17C.240.220</a>	Standards in the Residential Zones	<a href="#">17C.240.190</a>	Roof-Mounted Signs	"Pitched roof" and "rooftop" signs were combined into "roof mounted" signs. Pitched roof signs were originally discussed in 17C.240.240(D) and rooftop signs did not have any additional standards other than the permitted zones in Table 17C.240-2.
<a href="#">17C.240.230</a>	Standards in the Commercial and Industrial Zones	<a href="#">17C.240.200</a>	Freestanding Signs	<p>Standards for free standing signs are currently listed under 17C.240.240.(E). The proposed code makes this a separate section and adds directional signs.</p> <p>Currently, directional signs that contain a logo are considered a freestanding sign and counts against the allowable square footage of signage allowed on a site. A proposed provision has been added to allow up to 25% of the area of a directional sign to contain a logo without counting against the allowable square footage of signage.</p>
<a href="#">17C.240.240</a>	Additional Standards in All Zones	<a href="#">17C.240.210</a>	Temporary Signs	The U.S. Supreme Court decision in Reed V. Town of Gilbert (2015) required a rewrite of the temporary sign regulations. These regulations cannot differentiate between temporary signs based on what the sign says. So, rather than political, real estate, special event etc. the proposed language regulates based on what the sign is made out of, what zone it is located in, and how the sign is displayed on the property.
<a href="#">17C.240.250</a>	Off-premises Signs	<a href="#">17C.240.220</a>	Sandwich Board Signs	Sandwich board signs are currently addressed in 17C.240.240 (G). The proposed code will have them as their own section, allows them for more than just businesses, and eliminate the requirement that notification be provided to the City in advance.

<a href="#">17C.240.260</a>	Additional Standards for Specific Uses	<a href="#">17C.240.230</a>	Community Banners	Community banners are currently contained in 17C.240.240 (G). The proposed code will have them as their own section, eliminate the approval of the arts commission, and require that they comply with officially adopted city policies.
<a href="#">17C.240.270</a>	Additional Standards in Overlay Zones	<a href="#">17C.240.240</a>	Electronic Message Center Signs	This section currently contains a linked table that will now be embedded within the code language. The column prohibiting flashing signs has been eliminated because flashing signs are listed as a prohibited sign in 17C.240.070, it is also stated in footnote #2 which applies to all allowed electronic message center signs. Under the current code, electronic message center signs are not allowed in downtown zones, an additional row was added to the table to make this clear as well as being clarified in footnote #5.  Measurement distance requirements were modified to reflect the maximum allowable square footage of an electronic message center sign.
<a href="#">17C.240.280</a>	Nonconforming Signs	<a href="#">17C.240.250</a>	Off-premises Signs	New off premises signs are currently not allowed by the sign code or the City's Comprehensive Plan. The proposed code clarifies that that in order to be considered a nonconforming sign existing off-premises signs must meet the standards of the nonconforming sign regulations in 17C.240.290.  There is an exception to the off-premises sign prohibition for signs that must be removed to accommodate a public works project. The term outdoor advertising display was replaced with off-premises sign for consistency and accuracy.  d. The term "roadway" was clarified to exclude parallel streets functioning as a couplet.  e. At the request of the City Council zoning requirements were added to prohibit off-premises signs from being relocated on to sites with a center and corridor zoning or within an historic district.  There were additional small edits to ensure consistency throughout the section as well as with other standards in the code.
<a href="#">17C.240.290</a>	Bonus Allowance for Outstanding Design	<a href="#">17C.240.260</a>	Additional Standards for Specific Uses	The provision prohibiting permanent signs for temporary activities was removed because there is a prohibition on signs being the principal use on a property.
<a href="#">17C.240.300</a>	Construction Provisions and Traffic Engineer Review	<a href="#">17C.240.270</a>	Additional Standards in Shoreline Districts	The title of this section was changed because the provisions are exclusively focused on shoreline districts. Additionally references were updated, and an exception was made for wayfinding and interpretive signs consistent with 17E.060 Shoreline Regulations.
		<a href="#">17C.240.280</a>	Nonconforming Signs	A reference to the public works exception was added as well as the standard for losing nonconforming sign status.
		<a href="#">17C.240.290</a>	Exceptions	The proposed code replaces the existing Bonus Allowance for Outstanding Design section for an Exception section. This provides flexibility for unique situations but provide clear, objective, approval criteria currently lacking from the Bonus Allowance.