

Summary of Kirkland Sign Regulations and Policy Questions & Suggested Amendments to Make Regulations Content Neutral &

1. Potential Sign Code Amendments - to Make Content Neutral

a. Amendments to Definitions:

Eliminate definitions that are content based:

- **5.10.165 Construction:** A sign identifying parties involved in the construction of a project – size limited to 32 sq. ft. per face during construction;
- **5.10.327 Fuel price:** A sign indicting the price of fuel at a gas station – one sign allowed per abutting right of way, maximum size of 20 sq. ft. per sign face;
- **5.10.420 Instructional:** A sign indicating public information such as restrooms and exitways – maximum size of 2 sq. ft. per face;
- **5.10.425 Integral sign:** A sign on the façade of a building noting the date of and other information about construction –one sign up to six sq. ft. in size allowed per structure;
- **5.10.585 Off-site directional:** An off-site sign providing direction to a business or use – maximum size of 64 sq. ft. and 16 sq. ft. per use, must be approved by the Planning Director;
- **5.10.675 Political:** A sign advertising a candidate for public office or a ballot proposition – maximum size of six sq. ft. per sign face, not allowed in street medians, must be removed seven days after election;
- **5.10.690 Private Advertising:** A sign announcing an event or concern of personal interest to the user, such as “garage sale” or “lost dog” – no maximum number, may be 16 sq. ft. per sign face, may be no closer than 50 feet to another such sign, must be removed at end of use, event or condition;
- **5.10.700 Private Notice:** A sign announcing a restriction on a type of action, such as “no trespassing” – maximum size of 2 sq. ft. per face;
- **5.10.710 Private Traffic Direction:** Private property sign with information about vehicular movement – no maximum number, maximum size of 4 sq. ft. per sign face;
- **5.10.760 Real Estate off-site:** A real estate sign located off the property for sale or rent – size limited to six sq. ft. per face, may have one per block, allowed only while property is for sale or lease;
- **5.10.765 Real Estate on-site:** A sign advertising and located on a property for sale or rent- maximum size varies for different uses from 6 sq. ft. to 64 sq. ft. per face, allowed only while property is for sale or lease;
- **5.10.923 Temporary commercial:** A non-permanent sign displaying temporary messages – no maximum number or size, must be removed at end of use, event or condition, but no longer than 60 days;

b. Amendments to Chapter 100 Sign Regulations:

100.15 Scope and Exclusions

This chapter applies to all signs erected or altered after the effective date of this code. This chapter does not apply to the following:

9. Signs designating public information such as but not limited to public restrooms, exit-ways and hours of operation, provided such signs are no greater than two square feet per sign face;
(Replaces “instructional” signs.)

10. Signs announcing a restriction on a type of action on the subject property, such as but not limited to: “no trespassing” or “no dumping”, provided such signs are no greater than two square feet per sign face. (Replaces “private notice” signs.)
11. Signs, not exceeding six square feet in area, incorporated into the façade of a building and denoting the date of and other information about construction of the building. (Replaces “integral” signs.)

100.35 Number of Signs:

1. Sign Category A (Signs for residential uses: eliminate reference to sign message.)
 - a. ~~Signs identifying a~~ Each detached dwelling unit: two;
 - b. ~~Signs identifying a~~ Each complex or subdivision: no limitation.
3. Sign Categories C, D, E and F...
 - c. Pedestal, monument or pole sign (including center identification signs): One per abutting right of way per development, provided that businesses selling fuel for motorized vehicles are allowed one additional sign. (Compensates for eliminating “fuel price” signs.)

100.40 Sign Area

1. Sign Category A
 - a. ~~Signs identifying a~~ Each detached dwelling unit: two square feet
3. Sign Categories C, D and E
 - c. Each multi-use complex containing seven or more uses or businesses is allowed an additional 64 square feet per sign face for pedestal, monument or pole sign or 64 square feet for one wall mounted sign per abutting right of way to be used for center identification signs. These signs may not have internally lighted sign fields and must be constructed with materials, colors, shapes or other architectural features which are the same as the buildings with which the signs are associated.
 - d. Businesses selling fuel for motorized vehicles are allowed an additional 20 square feet per sign face on the additional sign allowed by section 100.35.3.c. (Compensates for eliminating “fuel price” signs.)

100.115 Temporary/Special Signs: Delete all contents and replace with the following:

100.115.10 Signs for Properties for Sale or Rent: (Replaces “real estate” signs.)

1. Maximum number: One per dwelling unit or property unit for sale or rent;
2. Maximum sign area:
 - a. Detached dwelling unit: six square feet per sign face;
 - b. Other uses: 32 square feet per sign face;
3. Permitted location: On the property for sale or rent;
4. Duration: Must remove after the property is sold or rented.
5. Off-site signs: In addition to the provisions above, during any time when a property is open for public viewing, additional off site signs may be displayed subject to the following:
 - a. Maximum Number: One sign per block within ¼ mile of the property for sale or rent;
 - b. Maximum sign area: 6 square feet per sign face;
 - c. Permitted Location: Except for areas required to be kept clear of sight obstructions by section 115.135 of this code:
 - i. On private property, with the consent of the property owner, or
 - ii. In public rights of way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians.
6. Lighting: May not be lighted.

100.115.20 Signs for Properties with Active Construction: *(Replaces “construction” signs.)*

1. Maximum number: One per right of way abutting the property;
2. Maximum sign area: 32 square feet per sign face;
3. Permitted location: On the property actively under construction.
4. Lighting: May not be lighted.

100.115.30 Signs Displayed Prior to, During and After Elections *(Replaces “political” signs.)*

1. Maximum number: No limitation;
2. Maximum sign area: Six square feet per sign face;
3. Permitted location:
 - a. On private property with the consent of the property owner; and
 - b. In public rights of way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians;
4. Permitted duration: Between 30 days prior to and 7 days after an election.
5. Lighting: May not be lighted.

100.115.40 Temporary Signs Associated with a Business *(Replaces “temporary commercial” signs.)*

1. Maximum number: No limitation;
2. Maximum sign area: No maximum;
3. Permitted location: Property on which the business is located, attached to the face of a building, a wall or fence;
4. Permitted duration: 60 days or immediately following the use, event or condition advertised on the sign, whichever comes first.
5. Lighting: May not be lighted.

100.115.50 Signs Associated with Temporary Events *(Replaces “private advertising” signs.)*

1. Maximum number: No limitation;
2. Maximum sign area: Six square feet per sign face;
3. Permitted location:
 - a. On the property with which the sign is associated; and
 - b. In public rights of way, other than paved vehicular travel lanes, paved parking areas, driveway aprons and center medians. Signs placed on sidewalks must be located outside of the path of pedestrian travel, leaving a travel width of at least five feet;
4. Permitted duration: Between two days prior to and four hours after the event.
5. Lighting: May not be lighted.

100.115.70 Off-site Directional Signs

Existing regulations now allow one sign with a maximum area of 64 sq. ft. per sign face with Planning Director approval

Options:

1. *Eliminate entirely*
2. *Allow an off-site sign (not necessarily directional) when specific criteria are met;*
3. *Should additional area be allowed or should it be part of the basic sign area allowance?*

2. Summary of the existing Zoning Code Sign Regulations and Policy Questions.

100.15 Scope and Exclusions: Certain things are excluded from regulation, e.g. traffic signs, flags, building addresses.

Policy question: Should private notice and instructional type signs be excluded to address content neutrality concern?

Recommendation: Exclude from regulation the kinds of signs now called private notice and integral.

100.30 Sign Types: In the tables of regulations for each zone, each use is assigned a sign category, ranging from A to F. In the sign regulations, permitted sign types are listed for each category:

- **Category A** (assigned to residential uses): wall mounted and pedestal signs allowed; electrical signs prohibited; commercial messages prohibited;
- **Category B** (assigned to uses such as government facilities, utilities, schools and day care centers): wall mounted, pedestal and marquee signs allowed;
- **Categories C, D and E** (Category C assigned to industrial uses, category D to office uses and E to retail uses): same sign types as category B, plus monument signs
- **Category F** (originally assigned only to uses in “freeway commercial zones,” which have long been eliminated, leaving no uses now assigned): same sign types as categories C, D and E, plus pole signs.

Sign types are generally defined as following:

- **Wall mounted:** a sign mounted on the wall of a building;
- **Pedestal:** A ground mounted sign \geq five feet in height, subject to design standards for the base;
- **Monument:** A ground mounted sign $>$ five feet and \leq 12 feet in height, subject to design standards for the base;
- **Pole:** A ground mounted sign supported by a pole or narrow pylon;
- **Marquee:** A sign incorporated into a marquee or canopy;

Other sign types that may be subsets of the above:

- **Electrical:** A sign where wiring is incorporated into the sign (typically back-lighted);
- **Cabinet:** A back-lighted sign with a rigid frame supporting plastic panels;
- **Center Identification:** A sign identifying a development with more than one tenant;
- **Readerboard:** A sign with a changeable message;
- **Portable outdoor:** An outdoor sign not permanently attached to the ground or a structure;

Policy question: Are there concerns or suggestions about the types of signs allowed?

Recommendation:

1. Delete allowances for pole signs;
2. Consider modifications to design standards for monument signs.

100.35 Number of Signs: The maximum number of signs allowed for each sign category, other than special signs discussed later:

- **Category A:**
 - Signs identifying a dwelling unit: one per dwelling unit
 - Signs identifying a subdivision or complex: no limit
- **Category B:** one per right of way providing access;
- **Categories C, D, E and F:**
 - Wall signs: no limit
 - Marquee: one per business per abutting right of way

- Pedestal, monument and pole signs: one per abutting right of way per development

Policy question: Are there concerns or suggestions about the number of signs allowed?

Recommendation: Consider allowing more pedestal and monument signs for longer frontages.

100.40 Sign Area:

- **Sign Category A:**
 - Signs identifying a dwelling unit: two sq. ft.
 - Signs identifying a subdivision or complex: 20 sq. ft. per sign face
Note, these are content based and should be revised. See suggestion below.
- **Sign Category B:** 20 sq. ft. per sign face
- **Sign Categories C, D, E and F:**
 - Area shown in table based on a formula that calculates sign area based on right of way frontage with more area assigned to higher lettered categories than lower categories (e.g. Category E is more than D), and
 - Each business in a multi-unit complex: 30 sq. ft., and
 - Each multiuse complex with seven or more businesses: 64 sq. ft. for a center identification sign.

Policy question: Are there concerns about the size of signs allowed?

Recommendation:

1. *Eliminate content based reference (i.e. subdivision identification and center identification)*
2. *Consider adjusting the sign area formula to reduce the penalty for log frontages.*

100.50 Designated Corridors: Electrical signs are prohibited along Market St., State St, Lake Washington Blvd and Lakeview Dr.

Policy questions: Should electronic signs continue to be prohibited on designated corridors? Should additional corridors be added?

Recommendation: Keep as is.

100.52 Prohibited Signs in CBD, JBD and YBD: Cabinet signs are prohibited in the Central, Juanita and Yarrow Bay Business Districts.

Policy questions: Should sign cabinets continue to be prohibited CBD, JBD and YBD business districts? Should they also be prohibited in other districts? Are there other types of signs that should be prohibited?

Recommendation: Continue prohibition and consider adding to other business districts.

100.60 Allocation of sign area in developments with more than one tenant: Property owners must allocate allowable sign area among tenants.

Policy question: Is this still appropriate

Recommendation: Leave as is.

100.65 Sign height and dimensions: Permitted heights of different types of signs are:

- **Wall mounted signs:** may not extend above the roofline
- **Under marquee signs:** may not project beyond the canopies
- **Pedestal signs:** five feet subject to design standards
- **Monument signs:** 12 feet subject to design standards
- **Pole signs:** 20 feet

Policy questions: Are the sign height restrictions and design standards for wall mounted, pedestal and monument signs appropriate? Should pole signs be prohibited everywhere or allowed in more places?

Recommendations:

1. Consider increasing the height of monument signs;
2. Prohibit pole signs everywhere.

100.70 Special regulations for pole signs:

- Must be approved using Process I (Planning Director)
- Approval criteria specified, including orientation to the interstate motorist

Policy question: Should these restrictions for pole signs be eliminated if pole signs are not allowed?

Recommendation: Eliminate this code section.

100.75 Sign location:

- Must be on the same lot as the use, building or event with which sign is associated
- May not obstruct vehicular sight lines
- Monument and pole signs must be set back five feet from rights of way
- Abutting properties may propose a joint sign package

Policy question: Should pedestal and monument sign setbacks from rights of way be reduced or eliminated?

Recommendation: Continue setback requirement, but allow for administrative modification.

100.80 Master Sign Plan: Property owners and businesses may propose comprehensive sign plans that deviate from normal sign rules:

- Decided by the Planning Director
- Criteria include:
 - Exceptional effort toward creating visual harmony,
 - Deviations that are the minimum necessary to create readable signs
 - Signs are in character and orientation with nearby planned and existing development

Policy question: Are there adjustments to sign regulations that would allow more businesses to avoid having to apply for a master sign plan?

Recommendation: Adjustments to sign area and height above would help reduce the need for Master Sign Plans.

100.85 Prohibited Devices: Among other items, regulations prohibit:

- Pennants
- Strings of lights
- Balloons
- Signs that rotate or turn
- Garish or carnival like signs
- Signs with the color and shape of traffic signs
- Portable outdoor signs

Exceptions to prohibited devices:

- Holiday decorations
- During grand opening events for up to seven days
- Thematic flags banners and pennants

Policy question: Are the prohibited devices still appropriate?

Recommendation: Consider allowance for portable signs, perhaps as follows:

100.115.60 Portable Signs

1. Maximum number: One per right of way abutting the subject property;
2. Permitted types: Sandwich boards (*blade signs or placards staked into ground?*)
3. Maximum sign area: Six square feet per sign face;
4. Permitted location:
 - a. On private property with the consent of the property owner; and
 - b. In the public right of way abutting the property with which the sign is associated, other than paved vehicular travel lanes, paved parking areas, driveway aprons and center medians. Signs placed on sidewalks must be located outside of the path of pedestrian travel, leaving a travel width of at least five feet;
5. Permitted duration: Hours when the business with which the sign is associated is open;
6. Lighting: May not be lighted.