



**CITY OF KIRKLAND**  
Planning and Building Department  
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## **MEMORANDUM**

**To:** Planning Commission  
Houghton Community Council

**From:** Jon Regala, Planning Supervisor  
Eric Shields, AICP, Planning and Building Director

**Date:** December 18, 2017

**File No.:** CAM17-00419

**Subject:** JOINT PUBLIC HEARING REGARDING AMENDMENTS TO TEMPORARY SIGN AND PERMANENT OFF-SITE SIGN REGULATIONS

## **RECOMMENDATION**

- Conduct a public hearing to receive public testimony on the proposed amendments
- Deliberate and make a recommendation on the amendments that will be transmitted to the City Council.

## **BACKGROUND DISCUSSION**

On October 4, 2016, the City Council adopted content neutral sign code regulations with Ordinance O-4532 (see Attachment 1). The purpose of the changes was to bring the City's sign code in line with the US Supreme Court's decision resulting from the *Reed v. Town of Gilbert* case regarding sign content neutrality. For several years prior to the adoption of the ordinance, the City did not actively enforce sign code violations, particularly in regard to prohibited signs and signs of a temporary nature ('temporary signs'), until the content neutrality issue was resolved.

Because of the recent lack of enforcement on illegal temporary signs, there has been an increase of these signs and also of complaints where stricter enforcement of these signs was requested. Prior to actively enforcing on illegal temporary signs, the City sent out an informational letter dated June 30, 2017 to business owners describing the requirements for temporary signage and a request for compliance with the regulations (see Attachment 2). The letter also requested ideas for consideration by the Houghton Community Council, Planning Commission, and City Council from those who think the current regulations do not adequately address temporary signage needs for businesses.

Currently, KZC 100.115 allows temporary signs and provides regulations for these signs based on specific uses, events or conditions (see Attachment 3). The regulations provide standards regarding type, size, number, location, and duration for temporary signs. Temporary sign types that are not allowed are: A-frame, banner flag, wind activated, and balloon signs (KZC 100.85). The proposed changes contemplate adding A-frame signs as an allowed sign type for commercial uses.

The Planning Commission held a study session on the proposed amendments on October 19, 2017. For additional information regarding the study session, see below:

Video:

[http://www.kirklandwa.gov/depart/planning/Boards\\_and\\_Commissions/Planning\\_Commission/PCMeetingArchive.htm](http://www.kirklandwa.gov/depart/planning/Boards_and_Commissions/Planning_Commission/PCMeetingArchive.htm)

Agenda and meeting packet:

[http://www.kirklandwa.gov/depart/planning/Boards\\_and\\_Commissions/Planning\\_Commission.htm](http://www.kirklandwa.gov/depart/planning/Boards_and_Commissions/Planning_Commission.htm)

Examples of how other jurisdictions regulate temporary signs can be found in Attachment 4.

## **PROPOSAL**

The purpose of this project is to determine if changes are needed to our temporary sign regulations and if provisions for permanent off-site signs should be deleted. Specifically, staff proposes two items for discussion:

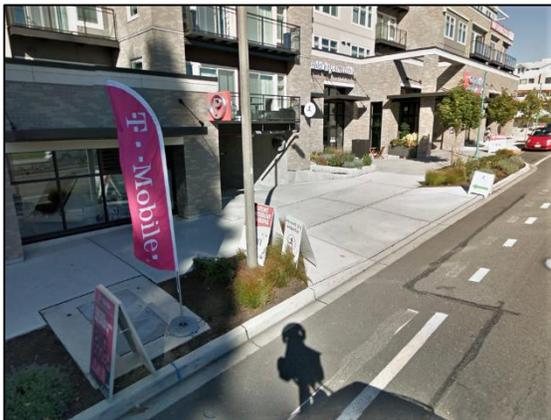
1. Determine whether A-frame signs should be an allowed sign type for temporary real estate and commercial signs. If allowed, determine the standards for these signs.
2. Determine if KZC 100.112 - Special Signs, which allows for permanent off-site directional signs, should be deleted from the code. If it is, off-site directional signs would continue to be allowed through a Master Sign Plan application.

Below is a brief discussion regarding these topics. Staff does not recommend any changes to the prohibited devices/signs in KZC 100.85 (see Attachment 5).

## **A-Frame Signs**

As mentioned previously, temporary signs are allowed per the regulations in KZC 100.115 (see Attachment 3). Temporary signs are required to be made of cloth, paper, cardboard or similar lightweight material and must be installed to be easily removed. A-frame and flag signs are currently not allowed per this description. As a consequence, it's necessary to respond to these signs through code enforcement. The three most common violations/scenarios are shown below. At the same time, the scenarios below are desired by many business owners.

**Scenario 1** – Sign exposure at the street front with the building already along the street front. Even if the code allowed temporary A-frame signs, there is no place to put one other than the right of way.



**Scenario 2** – Buildings are set back at a distance from the street and are not easily visible; therefore there’s a desire for sign exposure and/or directional signs at the street front which get placed in the ROW or front yard.



**Scenario 3** – Temporary off-site signs located at varying distances from the business. Signs are not on or adjacent to the subject property.



### **Off-Site Directional Signs**

The intent of this sign type is to provide an opportunity for businesses with poor visibility to propose a permanent directional sign to the affected business. Prior to adoption of O-4532 regarding content neutral signage, off-site directional signs were required to be approved by the Planning Director. Approval could be granted only if the following were met:

- There is a demonstrated need for an off-site sign because of poor visibility or traffic patterns.
- All uses in an area wanting a permanent off-site directional sign must use one sign.
- The applicant must show that the sign can accommodate all uses in the area that may reasonably need to be listed on the sign.

After adoption of O-4532, the code regarding off-site directional signs reads as follows:

**100.112 Special Signs**

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1. Off-Site Directional

- a. Maximum number: one (1).
- b. Maximum sign area: 16 square feet per use, not to exceed 64 square feet.
- c. Permitted location: Private property/public right-of-way. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

(Ord. 4532 § 1, 2016)

The language regarding Planning Director approval was mistakenly deleted with the changes made with the content neutral amendments.

In general, the City Public Works Department is very conservative when allowing permanent signs in the right-of-way and it is rare that such a sign would be approved. Staff is unaware of any remaining signs that have been approved under KZC 100.112. Smaller way-finding street signs are sometimes allowed. The City is concerned about sign clutter, private advertising on City property, liability issues, location of infrastructure, and pedestrian and traffic safety.



EvergreenHealth Off-Site Directional Signs at 124<sup>th</sup> Ave NE  
and NE 132<sup>nd</sup> Street

As an alternative, staff has previously approved off-site directional signs as part of a Master Sign Plan review process. This process is essentially a variance request for signs that do not meet code. An example of an off-site directional sign can be found in the photo above. It shows two permanent off-site directional signs for EvergreenHealth located in the right-of-way approximately one block northeast of the Hospital campus. In the case of the EvergreenHealth sign, the signs were determined to be 'public' in nature and were eventually approved after careful

consideration of impacts to pedestrian and vehicular traffic.

### **Planning Commission Study Session**

At the October 19, 2017 study session, the Planning Commission had a discussion regarding temporary signs and permanent off-site directional signs based on the following questions:

- Should A-frame or flag signs be allowed as temporary sign types?
- If allowed, how should A-frame signs be regulated in terms of:
  - Number of signs per business? Per property?
  - Location: Private property? ROW? If ok on sidewalk – need to clarify clearance requirements? Landscape strips
  - Duration?
- If not allowed, are there other acceptable types of signs that could be allowed?
  - Should additional sign area for permanent signs be allowed?
  - Should additional ground mounted signs per ROW be allowed? Currently, only one ground mounted sign on each adjoining ROW is allowed.
- Discuss whether prohibited signs (i.e. flags, wind activated signs, and balloons) should continue to be prohibited. Staff would like to confirm whether changes should be considered before actively enforcing on these sign types since businesses frequently utilize these sign types.
- Should permanent off-site directional signs still be allowed? Staff recommended that this sign type and associated code section be deleted. This sign type can still be requested as part of a Master Sign Plan review process (similar to a variance).

### **Planning Commission Direction**

After the Planning Commission's discussion, the following preliminary direction was given to staff in preparation for the public hearing:

- Allow A-frame signs for properties for sale or rent, including allowing signs to be located off-site, during open house hours only.
- Provide options for allowing A-frame signs as a temporary sign type for all other commercial uses, except that such signs should not be located in the right-of-way.
- No changes should be made to prohibited signs in KZC 100.85.
- Delete provisions for permanent off-site directional signs since this sign type can still be requested as part of a Master Sign Plan application.

The Planning Commission reiterated that other types of temporary signage are allowed in-lieu of A-frame signs, such as signs that are attached to the face of a building, a wall, or fence. Window signs are also allowed by code. Permanent ground mounted signs (e.g. monument and pedestal signs) are also an option provided by code for a business to gain visibility at the street. Another option is to install a permanent projecting sign (a sign attached to and projects from a structure or building face) with the sign face oriented perpendicular to sidewalk and/or street allowing for greater visibility.

### **Staff Response**

Staff has prepared draft regulations based on the direction provided by the Planning Commission at the study session (see Attachment 6 (redlined version) and Attachment 7 (clean version)). To summarize the changes, the draft regulations:

- Provide clarity by listing regulations that apply to all temporary signs under the 'General' section, in particular specifying location restrictions for temporary signs;
- Add the A-frame sign type as an option for properties for sale or rent. KZC 100.115 already limits the display duration to open house hours only; and
- Delete KZC 100.112 which provides regulations for permanent off-site signs

In addition, staff is recommending the following amendment:

- Prohibit placement of temporary event signs on a public sidewalk. This would be consistent with KMC 11.24.020(1)(k) that regulates public nuisances and the current prohibition of real estate and political signs being placed on a sidewalk in the right-of-way. Currently, the KZC would allow a temporary event sign to be placed on a sidewalk if there is minimum 5' walkway clearance.

### **ITEMS FOR DISCUSSION**

In addition to the bulleted items above, staff asks that the Houghton Community Council and Planning Commission discuss the following questions about A-frame sign regulations and provide a recommendation to City Council:

#### Location:

- Should A-frame signs be allowed only on private property? Current Planning Commission is 'yes' to this question.
- If allowed in the right-of-way, should the following locational standards be adopted (same as political and temporary signs in the ROW): *In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.*
- If only allowed on private property, should such signs be allowed to be placed in:
  - Landscape strips, provided that required landscaping is not impacted and vehicular sight distances are maintained?
  - Sidewalks, provided that there is a minimum of 5' for walkway clearance?

#### Number of signs:

- Limit to only one A-frame sign per property per street frontage?
- For multi-tenant properties, allow one per business? Should there be a maximum limit per street frontage? If so, what is that number? Note that there is no limit to temporary signs that are placed on a window, face of a building, wall, or fence and no limit to temporary signs made of paper, cardboard, or similar lightweight material when attached to a stick/post.

Size: Limit to 6 sq. ft.? (same as for real estate signs)

#### Duration:

- Limit to business hours only?
- Do not limit?

Otherwise, no changes are proposed to:

- Temporary signs for properties with active construction, special events, or political signs
- Currently prohibited signs (includes flag, wind-activated signs, and balloons)

## **PUBLIC COMMENT**

Several public comment emails were received (see Attachment 8). The comments are summarized as follows:

- Current sign regulations are restrictive and almost anti-business. Suggests allowing A-frame signs no larger than 6' provided that other regulations are met and no complaints have been submitted regarding the sign.
- Need for signage at the street where a business is not visible from the street
- Allow for portable signs (to include A-frame signs) outside retail businesses in the downtown core to provide information regarding sales and business info. Such signs should however not disrupt pedestrian flow.
- Agreement with the current temporary sign regulations except that banner flags should be allowed.
- A-frame signs are important to the success of a business. Important to allow this sign type. Should not be prohibited unless a substitution can be made for these signs.

## **CRITERIA FOR AMENDING THE ZONING CODE**

Chapter 135 of the Zoning Code contains three criteria for amending the text of the Zoning Code that are applicable to this project. The proposed amendments satisfy the criteria as described below:

1. *The proposed amendment is consistent with the applicable provisions of the Comprehensive Plan.*

The proposed amendments are consistent with the Comprehensive Plan. The following goal and policy support the proposed amendments:

- Goal CC-4: Maintain and enhance Kirkland's built and natural environment by strengthening the visual identity of Kirkland and its neighborhoods.
- Policy CC-4.9: Implement sign regulations that equitably allow visibility in the display of commercial information and protect Kirkland's visual character.

In addition, the proposed amendments are consistent with the purpose of the sign regulations as stated in KZC 100.10:

- Support the economic well-being of all businesses by providing sufficient means to identify their locations, products and services; and
- Protect and enhance the visual character and identity of the community by the thoughtful placement and design of signs; and
- Eliminate clutter and visual distraction by ensuring signs are appropriate in size and relationship to the subject property, street frontage and building size; and
- Allow sufficient flexibility and incentive for creative and innovative sign designs; and
- Uphold aesthetic standards of the city by encouraging good design and proper maintenance of signs; and
- Reduce potential hazards to motorists and pedestrians by reducing signage or visual distractions and obstructions that contribute to limited safety and site visibility; and
- Recognize free speech rights by regulating signs in a content-neutral manner; and

- Ensure consistency with the goals and policies of the Comprehensive Plan.
2. *The proposed amendment bears a substantial relation to public health, safety, or welfare.*

The recommended amendments bear a substantial relation to public health, safety and welfare. The amendments clarify regulations for temporary and off-site signs. Limiting temporary signs, especially off-site signage also helps to limit hazards such as keeping sidewalks clear and maintaining sight distance at intersections.

3. *The proposed amendment is in the best interests of the residents of Kirkland.*

The recommended amendments are in the best interests of the community. There is a balancing act when serving the public interest and private business needs when regulating signage. Regulating temporary and off-site signs helps to improve aesthetics within our City. For example, limiting the number of signs, the duration a sign for when a sign may be displayed, the sign type, and/or a sign's location can aid in reducing visual clutter and the 'distraction' from other elements of our urban environment that are of a higher priority (i.e. landscaping, building architecture, permanent signs, storefronts, etc.).

### **NEXT STEPS**

Following the public hearing, the Planning Commission and Houghton Community Council will deliberate and forward a combined or separate recommendation to the City Council. The Council is tentatively scheduled to take action on the proposed amendments on February 20, 2018.

### **ATTACHMENTS**

1. Ordinance O-4532
2. Sign Compliance Letter dated June 30, 2017
3. KZC 100.115
4. Sign Code Examples from other Jurisdictions
5. Prohibited Signs
6. Proposed changes (redlined version)
7. Proposed changes (clean version)
8. Public Comment Emails

**CC:** Party of Record List for CAM17-00419  
Code Enforcement Officers

ORDINANCE O-4532

AN ORDINANCE OF THE CITY OF KIRKLAND RELATING TO ZONING, PLANNING, AND LAND USE AND AMENDING CHAPTERS 5 AND 100 OF THE KIRKLAND ZONING CODE REGARDING DEFINITIONS AND REGULATIONS TO ENSURE CONTENT NEUTRALITY IN SIGN REGULATIONS AND APPROVING A SUMMARY ORDINANCE FOR PUBLICATION, FILE NO. CAM16-00954.

1           WHEREAS, the City Council has received a recommendation  
2 from the Kirkland Planning Commission to amend various sections of  
3 Chapters 5 and 100 of the Kirkland Zoning Code, as set forth in the  
4 report and recommendation of the Planning Commission dated  
5 September 8, 2016 and bearing Kirkland Planning and Building  
6 Department File No. CAM16-00954; and  
7

8           WHEREAS, prior to making the recommendation, the Kirkland  
9 Planning Commission, following notice as required by RCW 36.70A.035,  
10 held a public hearing on the amendment proposals on September 8,  
11 2016; and  
12

13           WHEREAS, pursuant to the State Environmental Policy Act  
14 (SEPA), Chapter 43.21c RCW, a SEPA Addendum to Existing  
15 Environmental Documents was issued by the responsible official  
16 pursuant to WAC 197-11-625 on August 24, 2016; and  
17

18           WHEREAS, in a regular public meeting on October 4, 2016, the  
19 City Council considered the environmental documents received from the  
20 responsible official, together with the report and recommendation of the  
21 Planning Commission and a report from staff,  
22

23           NOW, THEREFORE, the City Council of the City of Kirkland do  
24 ordain as follows:  
25

26           Section 1. Chapters 5 and 100 of the Kirkland Zoning Code are  
27 amended as set forth in Attachment A attached to this ordinance and  
28 incorporated by reference.  
29

30           Section 2. If any section, subsection, sentence, clause, phrase,  
31 part or portion of this ordinance, including those parts adopted by  
32 reference, is for any reason held to be invalid or unconstitutional by any  
33 court of competent jurisdiction, such decision shall not affect the validity  
34 of the remaining portions of this ordinance.  
35

36           Section 3. To the extent the subject matter of this ordinance is  
37 subject to the disapproval jurisdiction of the Houghton Community  
38 Council, this ordinance shall become effective within the Houghton  
39 Community Municipal Corporation only upon approval of the Houghton  
40 Community Council or the failure of said Community Council to  
41 disapprove this ordinance within 60 days of the date of the passage of  
42 this ordinance.

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Section 4. Except as provided in Section 3, this ordinance shall be in full force and effect five days from and after its passage by the Kirkland City Council and publication, pursuant to Kirkland Municipal Code 1.08.017, in the summary form attached to the original of this ordinance and by this reference approved by the City Council, as required by law.

Section 5. A complete copy of this ordinance shall be certified by the City Clerk, who shall then forward the certified copy to the King County Department of Assessments.

Passed by majority vote of the Kirkland City Council in open meeting this 4th day of October, 2016.

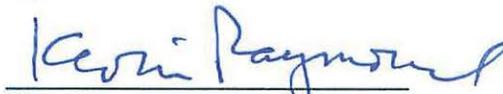
Signed in authentication thereof this 4th day of October, 2016.

  
MAYOR

Attest:

  
City Clerk

Approved as to Form:

  
City Attorney

## Phase I - Zoning Code Amendments

### A. Amendments to Chapter 5:

#### **Delete:**

- ~~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 indicating 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 exit ways – 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;~~
- ~~5.10.992 Window sign: A sign located inside a window and visible from the exterior of a building.~~

#### **Revise:**

- ~~5.10.115 Changing Message Center: An electronically controlled public service time and temperature sign where copy changes are shown on the same lamp bank.~~

B. Amendments to Chapter 100 Text – Remove Content-Related Text

Chapter 100 – SIGNS

Sections:

- 100.05 User Guide
- 100.10 Purpose
- 100.15 Scope and Exclusions
- 100.20 International Building Code – Compliance Required
- 100.25 Required Permits
- 100.30 Sign Type
- 100.35 Number of Signs
- 100.40 Sign Area
- 100.45 Sign Area Chart
- 100.50 Designated Corridors
- 100.52 CBD, JBD and YBD – Certain Signs Prohibited
- 100.55 Development Containing Uses in More Than One (1) Sign Category
- 100.60 Allocation of Sign Area within a Development with More Than One (1) Use or Tenant
- 100.65 Sign Height and Dimensions
- 100.70 Special Regulations Regarding Pole Signs
- 100.75 Location of Signs
- 100.80 Master Sign Plan
- 100.85 Prohibited Devices
- 100.90 Sign Maintenance and Removal
- 100.95 Landscaping Around Ground-Mounted Signs
- 100.100 Structural Components – Overall Appearance
- 100.110 Illumination Limitations on Electrical Signs
- 100.112 Special Signs
- 100.115 Temporary/Special Signs
- 100.120 Bonds

100.05 User Guide

Chapters 15 through 56 KZC, which contain the use zone charts or development standards tables, assign a sign category to each use in each zone. This category is either A, B, C, D, E, or F. This chapter contains the specific requirements in each sign category. If you do not know what sign category applies to the subject property, you should consult the appropriate use zone chart or development standards table.

This chapter also contains regulations regarding special signs and temporary signs (e.g., political, real estate or temporary signs). These regulations are contained in KZC 100.112 and KZC 100.115.

For properties within jurisdiction of the Shoreline Management Act, see Chapter 83 KZC.

(Ord. 4476 § 3, 2015; Ord. 4252 § 1, 2010)

100.10 Purpose

It is the purpose of this chapter to promote: balance the public interest and private business needs with the objectives of creating a community that is livable, sustainable and connected. Standards and regulations for Kirkland's signs are designed to promote public safety and aesthetics in that they:

1. Support the economic well-being of all businesses by through providing sufficient means to identify their locations, products and services; Commercial communications that accommodate the need of

~~the business community to convey information to the public; and~~

2. ~~Protect and enhance~~ The protection and enhancement of the visual character and identity of the community by the thoughtful placement and design of signs; and
3. ~~Eliminate~~ The elimination of clutter and visual distraction by through ensuring signs are appropriate in size and relationship to the subject property, street frontage and building size; and
4. Allow sufficient flexibility and incentive for creative and innovative sign designs; and
5. Uphold aesthetic standards of the city by through encouraging good design and ~~t~~The proper maintenance of signs; and
6. Reduce potential hazards to motorists and pedestrians by reducing signage or visual advertising distractions and obstructions that contribute to limited safety and site visibility, and
7. Recognize free speech rights by regulating signs in a content-neutral manner, and
6. Ensure consistency with the goals and policies of the Comprehensive Plan.

### 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:

1. Traffic signs, directional signs not exceeding four square feet, and signs displaying a public service message installed by a governmental agency.
2. Point-of-purchase advertising displays such as product dispensers.
3. National flags and flags of political subdivisions.
4. Gravestones.
5. Historical site plaques and signs integral to an historic building.
6. Structures or improvements intended for a separate use, such as phone booths, Goodwill- donation containers and newspaper recycling boxes.
7. Building addresses with numbers and letters not more than 10 inches in height.
8. Exterior signs or displays not visible from streets or ways open to the public.
9. Signs not exceeding two square feet per sign face, either providing public information about the facilities present on the subject property or announcing a restriction on the subject property.
10. One sign per structure, 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.
11. Temporary window signs that are located inside a window and visible from the exterior of a building.

(Ord. 4408 § 1, 2013)

### 100.20 International Building Code – Compliance

1. General – Each sign erected or altered after the effective date of this code must comply with the provisions of the International Building Code as adopted by the City.
2. Conflict of Provisions – If any provision of this chapter conflicts with the International Building Code, the provision of this chapter will govern.

(Ord. 4320 § 1, 2011)

## 100.25 Required Permits

1. The following permits must be obtained for signs regulated by this chapter:
  - a. A permit must be obtained from the Fire Department in order to erect or move a sign or alter the structural components of an existing sign.
  - b. A permit must be obtained from the Planning and Building Department in order to display any sign for which a permit is not required by subsection (1)(a) of this section, except where those signs are excluded in Section 100.15 or listed in Section 100.115. ~~for real estate on site (other than for dwelling units), real estate off site, construction, temporary commercial, integral, private notice, instructional, private advertising, window signs, private traffic direction and off site directional signs.~~

~~Change in the temporary message on a reader board or electronic message center is also excluded from this permit requirement.~~
2. If a proposed use or site plan requires approval through Process I, IIA, or IIB, as described respectively in Chapters 145, 150, and 152 KZC, the Planning Official may require that any sign proposed for that development be approved through the same process if he/she determines that it will provide more coordinated, effective signs.

(Ord. 4491 §§ 3, 4, 2015; Ord. 4286 § 1, 2011; Ord. 3954 § 1, 2004)

## 100.30 Sign Type

Permitted types of signs for each sign category are listed below:

1. Sign Category A – Wall-mounted and pedestal signs. Electrical signs are not permitted. ~~Commercial messages are not permitted.~~
2. Sign Category B – Wall-mounted, marquee and pedestal signs.
3. Sign Categories C, D and E – Wall-mounted, marquee, pedestal, projecting and monument signs. Projecting signs may not project above the roofline of the structure to which the sign is attached.
4. Sign Category F – Wall-mounted, marquee, pedestal, projecting, monument and pole signs. See also KZC 100.70 for special regulations regarding pole signs. Projecting signs may not project above the roofline of the structure to which the sign is attached.

~~See also KZC 100.115 for permitted special signs.~~

## 100.35 Number of Signs

The permitted maximum number of signs for each sign category is listed below. The permitted number applies only to the sign types listed in KZC 100.30 and does not apply to the special temporary signs described in KZC 100.115.

1. Sign Category A
  - a. ~~Signs identifying a~~ Each detached dwelling unit: one (1).
  - b. ~~Signs identifying a~~ Each complex or subdivision: no limitation.
2. Sign Category B – One (1) per right-of-way providing direct vehicular access.
3. Sign Categories C, D, E and F
  - a. Wall-mounted signs: no limitation.

- b. Marquee signs: one (1) per business or use per right-of-way, or one per pedestrian entrance, or vehicular entrance. Sign may not exceed four square feet per sign face.
- c. Projecting signs: One per pedestrian or vehicular entrance. Sign may not exceed four square feet per sign face.
- c. Pedestal, monument, or pole sign (including center identification signs): One (1) per abutting right-of-way per development, provided that businesses selling fuel for motorized vehicles are allowed one additional sign.

#### 100.40 Sign Area

The maximum permitted sign area for each sign category is listed below. The permitted area applies only to the sign types listed in KZC 100.30 and does not apply to the special temporary signs described in KZC 100.115.

1. Sign Category A
  - a. Signs identifying a Each detached dwelling unit: two (2) square feet.
  - b. Signs identifying a Each complex or subdivision: 20 square feet per sign face.
2. Sign Category B – 20 square feet per sign face.
3. Sign Categories C, D, E and F
  - a. Each development is allowed the sign area shown in the chart in KZC 100.45; and
  - b. Each individually licensed business within a multi-use complex is allowed 30 square feet; and
  - c. Each multi-use complex containing seven (7) or more uses or businesses is allowed an additional 64 square feet per sign face per pedestal, monument or pole sign or 64 square feet for one (1) 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.

(Ord. 3814 § 1, 2001)

#### 100.45 Sign Area Chart

General – The chart below establishes the sign area allowed by KZC 100.40(3)(a). The sign area is primarily dependent on the linear frontage of the subject property and the sign category of the use. To use this chart, first find the applicable sign category along the top of the chart, then find the linear frontage of the subject property along the left margin of the chart. Where the sign category and the linear frontage meet you will find the maximum sign area for the subject property. Next, review the sign area multipliers listed on the right side of the chart to determine if there are any increases or decreases in the maximum allowable sign area.

TOTAL  
 LINEAR  
 FRONTAGE  
 OF  
 SUBJECT  
 PROPERTY  
 IS  
 LESS  
 THAN

SIGN  
 CATEGORIES

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1. Find the sign category that applies to your use.
2. Find the linear frontage of the subject property.
3. Where sign category and linear frontage meet you will find the maximum sign size for the subject property.
4. Use the multiplier to the right of the chart to determine if maximum allowable sign area is increased by the factors listed.

	C	D	E	F
25	20	26	48	56
30	20	28	50	59
35	20	29	52	62
40	21	31	55	65
45	21	32	57	68
50	22	33	59	70
55	23	34	61	72
60	23	35	63	74

SIGN-AREA MULTIPLIERS

TOTAL  
 LINEAR  
 FRONTAGE  
 OF  
 SUBJECT  
 PROPERTY  
 IS  
 LESS  
 THAN



SIGN  
 CATEGORIES



1. Find the sign category that applies to your use.
2. Find the linear frontage of the subject property.
3. Where sign category and linear frontage meet you will find the maximum sign size for the subject property.
4. Use the multiplier to the right of the chart to determine if maximum allowable sign area is increased by the factors listed.

	C	D	E	F
65	24	36	64	76
70	25	37	66	78
75	25	38	68	80
80	26	39	69	82
85	26	40	70	84
90	27	40	72	85
95	27	41	73	87
100	28	42	74	88
105	28	42	76	90
110	29	43	77	91
115	29	44	78	92
120	30	44	79	94
125	30	45	80	95
130	30	46	81	96
135	31	46	82	97
140	31	47	83	99
145	32	47	84	100
150	32	48	85	101
155	32	48	86	102
160	33	49	87	103
165	33	49	88	104
170	33	50	89	105
175	34	50	89	106
180	34	51	90	107
185	34	51	91	108
190	34	52	92	109
195	35	52	93	110
200	35	53	94	111
205	35	53	94	112

1. Except on a designated corridor, if no signs within the entire development are cabinet signs, then multiply the figure in the chart by 1.25 and multiply the sign area allowed by KZC 100.40(3)(b) by 1.25.

2. If all signs within the entire development, other than center identification signs, are building-mounted signs, multiply either the above product or the figure in the chart by 1.25 and multiply the sign area allowed by KZC 100.40(3)(b) by 1.25.

TOTAL  
 LINEAR  
 FRONTAGE  
 OF  
 SUBJECT  
 PROPERTY  
 IS  
 LESS  
 THAN

⇒

SIGN  
 CATEGORIES

⇩

1. Find the sign category that applies to your use.
2. Find the linear frontage of the subject property.
3. Where sign category and linear frontage meet you will find the maximum sign size for the subject property.
4. Use the multiplier to the right of the chart to determine if maximum allowable sign area is increased by the factors listed.

	C	D	E	F
210	36	53	95	113
215	36	54	96	114
220	36	54	97	115
225	36	55	97	116
230	37	55	98	116
235	37	56	99	117
240	37	56	99	118
245	38	56	100	119
250	38	57	101	120
(Measured in Linear Feet)	(Measured in Square Feet)			

If the linear frontage of the subject property exceeds 250 feet, please refer to Plate 9.

(Ord. 3814 § 1, 2001)

**100.50 Designated Corridors**

1. General – KZC 100.45 contains limitations on sign area along the following designated corridors:
  - a. Market Street between Central Way and Forbes Creek Drive.
  - b. State Street, between NE 68th Street and 2nd Avenue South.
  - c. Lake Washington Boulevard and Lake Street South between NE 38th Street and 3rd Avenue South.
  - d. Lakeview Drive and NE 60th Street.
2. Electrical Signs Prohibited – Electrical signs shall not be located along designated corridors.

(Ord. 4408 § 1, 2013; Ord. 4333 § 1, 2011)

**100.52 CBD, JBD and YBD – Certain Signs Prohibited**

Cabinet signs shall be prohibited in all Central Business District (Chapter 50 KZC), Juanita Business District (Chapter 52 KZC) and Yarrow Bay Business District zones (Chapter 56 KZC).

(Ord. 4333 § 1, 2011; Ord. 3814 § 1, 2001)

### 100.55 Development Containing Uses in More Than One (1) Sign Category

If a subject property contains a mix of commercial and residential uses, the residential uses must comply with Sign Category A and the commercial uses must comply with the sign category assigned to the commercial uses that predominate on the subject property. Within mixed use projects, residential uses may have electrical signs (except on designated corridors) only if the electrical signs are attached to areas of the building associated with the commercial uses.

In all other cases, if the subject property contains uses assigned to different sign categories, the signs for the entire development must comply with the sign category assigned to the uses that predominate on the subject property.

(Ord. 4193 § 1, 2009)

### 100.60 Allocation of Sign Area within a Development with More Than One (1) Use or Tenant

The owner(s) of a development with more than one (1) use or tenant must submit to the City a letter allocating the allowable sign area for the development to the various uses or leasable area in the development or to sign (s) which identify the development. The owner(s) must agree in the letter to include the specified sign allocation in all leases, rental agreements, condominium by-laws and similar documents.

### 100.65 Sign Height and Dimensions

The permitted height of signs for each type of sign is listed below:

1. Wall-Mounted and Marquee Signs:

Shall not project above the roofline of the building, parapet or similar architecture feature to which they are attached.

2. Under Marquee Signs:

Shall not extend further from a building facade than the marquee or canopy to which they are attached.

3. Pedestal Signs:

- a. Shall not exceed five (5) feet above average ground elevation.
- b. Must conform to the dimensional standards shown on Plate 12.

4. Monument Signs:

- a. Shall not exceed 12 feet above average ground elevation.
- b. Must conform to the dimensional standards shown on Plate 13.

5. Pole Signs:

- a. Shall not exceed 20 feet above average ground elevation.
- b. Must conform to the dimensional standards shown on Plate 13A.

See KZC 100.70 for special regulations regarding pole signs.

(Ord. 4408 § 1, 2013)

## 100.70 Special Regulations Regarding Pole Signs

Pole signs are permitted only in Sign Category F. They must be approved using Process I, described in Chapter 145 KZC. However, prior to issuing a decision, the Planning Director may consult with the Planning Commission. The City may grant a request for a pole sign and may grant increased sign area and height if:

1. It is necessary to identify a use that is oriented toward and primarily intended to serve motorists on the interstate system; and
2. It will not be out of scale or character with signs for nearby uses; and
3. It will not focus attention away from existing signs oriented to the interstate motorist and create a demand for increased height for other signs; and
4. It will not create a traffic hazard.

## 100.75 Location of Signs

### 1. General

- a. Except as allowed under subsection (2) of this section, all signs must be located on the same lot or property as the use, building, or event with which the sign is associated.
- b. All signs shall be located outside those areas required in KZC 115.135 to be kept clear of all sight obstructions.

### 2. Exceptions – The provisions of subsection (1) of this section do not apply as follows:

- a. The provisions of subsection (1)(a) of this section do not apply to the signs regulated under KZC 100.115.
- b. Wall-mounted and marquee signs may extend into a right-of-way abutting the subject property only upon approval of the Department of Public Works.
- c. Monument and pole signs must be set back at least five (5) feet from all property lines, except in zones that have no setbacks.
- d. The owners of two (2) or more properties that adjoin or are separated only by a private roadway may propose a joint sign package to the City. The City will review and decide upon the proposal by the Planning Director. The City will approve the joint sign package if it will provide more coordinated, effective and efficient signs. In determining the total allowable size for all of the signs in the joint sign package, the City will use the total area of signs that would be allowed for all of the participating properties if they were not proposing a joint sign package. The decision of the Planning Director in approving or denying a joint sign package may be appealed using the appeal provision, as applicable, of Process I, KZC 145.60 through 145.110.

## 100.80 Master Sign Plan

1. **General** – This section provides a mechanism under which special consideration can be given to signs which use a master sign plan to encourage the integration of signs into the framework of the building or buildings on the subject property. The City may allow deviations from the requirements of this chapter consistent with the criteria listed in subsection (4) of this section. At an applicant's request, this section may also be used to review proposed changes to sign plans which were initially approved as part of a previously approved PUD or CUP under prior zoning ordinances or through Process IIA or IIB under this code (Ordinance 2740, as amended).

2. **Required Review Process** – An application for a master sign plan under this section will be reviewed and

decided upon by the Planning Director. However, prior to issuing a decision, the Planning Director may consult with the Planning Commission.

3. Required Information – As part of any application for a master sign plan under this section, the applicant shall submit the following information:

- a. A narrative describing how the proposal is consistent with the criteria listed in subsection (4) of this section.
- b. A colored rendering of the proposed signs in relation to development in the area and on the subject property.

4. Criteria – The City may approve a proposed master sign plan if:

- a. The proposal manifests exceptional effort toward creating visual harmony between the sign, buildings, and other components of the subject property through the use of a consistent design theme. The elements which create visual harmony may include but are not limited to color, materials, location, and/or type of sign(s) proposed.
- b. The proposed deviations are the minimum necessary to create readable signs from the rights-of-way providing direct vehicular access based on traffic speeds and patterns in the area of the subject property.
- c. The signs are in character and orientation with planned and existing uses in the area of the subject property.

5. Minor Modifications – The Planning Official may grant a minor modification to the approved master sign plan in writing if:

- a. The change does not increase the sign area of the subject property approved in the original master sign plan.
- b. The change maintains visual harmony with those elements specifically identified in the original master sign plan as integral to the design theme of the subject property (for example; location(s), color(s), material (s), or type(s)).

6. Appeals – The decision of the Planning Director in approving or denying a master sign plan under subsection (2) of this section and modifications granted by the Planning Official under subsection (5) of this section may be appealed using the appeal provision, as applicable, of Process I, KZC 145.60 through 145.110.

#### 100.85 Prohibited Devices

1. General – Except as specifically allowed under subsection (2) of this section, the following devices and facilities are specifically prohibited:

- a. Pennants, banners, streamers and private flags except as permitted under KZC 100.115.
- b. Strings of lights, flashing lights, colored lights, advertising search lights, and flares.
- c. Twirlers, propellers, and wind-activated devices.

- d. Balloons.
  - e. ~~Signs of a garish or of a carnival like nature.~~
  - f. Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
  - g. Projecting and under marquee signs, except as permitted by KZC 100.44535.
  - h. Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business.
  - i. Any portable outdoor sign, except ~~political, private advertising, or off-site real estate signs~~ as regulated by KZC 100.115.
  - j. Any sign with the shape and colors of a traffic sign.
  - k. Any sign which constitutes a traffic hazard including but not limited to signs containing words such as "stop," "look," "danger."
2. Exceptions – The provisions of subsections (1)(a) through (k) of this section do not apply to the following:
- a. ~~Holiday decorations appropriately displayed.~~
  - b. The use of devices described in subsection (1) of this section for no more than seven (7) days to announce the grand opening of a business or use.
  - c. ~~The use of devices described in subsection (1) of this section if approved on a temporary basis using Process 1, described in Chapter 145 KZC, if this will not be detrimental to any nearby neighborhood or use.~~
  - d. Thematic flags, banners or pennants that are complementary to and normally associated with the character of a specific location.
  - e. Changing message centers.

(Ord. 3814 § 1, 2001)

#### 100.90 Sign Maintenance and Removal

1. Maintenance – All signs must be kept in a safe manner at all times. Damaged or deteriorated signs must be repaired within 30 days of notification by the City. The area surrounding groundmounted signs must be kept free of litter and debris at all times.
2. Removal – Unless otherwise specified in this code, the applicant or property owner must remove all nonconforming signs within 14 days and all conforming signs within 90 days of the date of the closure or discontinuance of the business, use or event with which the signs were associated.

#### 100.95 Landscaping Around Ground-Mounted Signs

An area around the base of each ground-mounted sign equal to the sign area must be landscaped to improve the overall appearance of the sign and to reduce the risk of automobiles hitting the sign or supports of the sign. This landscaping must include vegetation and may include other materials and components such as brick or concrete bases, planter boxes, pole covers, or decorative framing.

100.100 Structural Components – Overall Appearance

To the maximum extent possible, signs should be constructed and installed so that angle irons, guywires, braces, and other structural elements are not visible. This limitation does not apply to structural elements that are an integral part of the overall design such as decorative metal or woods.

100.110 Illumination Limitations on Electrical Signs

No sign may contain or utilize any of the following:

1. Any exposed incandescent lamp with a wattage in excess of 25 watts.
2. Any exposed incandescent lamp with an internal or external reflector.
3. Any continuous or sequential flashing operation.
4. Except for changing message centers, any incandescent lamp inside internally lighted signs.
5. External light sources directed towards or shining on vehicular or pedestrian traffic or on a street.
6. Internally lighted signs using 800 milliamp ballasts if the lamps are spaced closer than 12 inches on center.
7. Internally lighted signs using 425 milliamp ballasts if the lamps are spaced closer than six (6) inches on center.

100.115 Temporary/Special Signs

A. The chart below establishes regulations that apply to numerous signs of a temporary or special nature or purpose. These signs shall be permitted in addition to the signs permitted in Sign Categories A through F, and shall be subject to the requirements set forth in the following chart. Except as specifically stated in the chart, the signs in the chart are not subject to the regulations of KZC 100.30 through 100.75 and KZC 100.95.

No temporary or special signs shall be posted or placed upon public property; provided that, certain temporary signs may be posted or placed within certain portions of a public street right-of-way as identified by the chart below.

TYPE OF SIGN	MAXIMUM NUMBER OF SIGNS	MAXIMUM SIGN AREA	PERMITTED LOCATION	PERMITTED DURATION OF DISPLAY
Real Estate, On-site	For each dwelling unit, use or development: 1 per broker per abutting right-of-way.	Dwelling units: 6 sq. ft. per sign face. Other uses or developments: 32 sq. ft. per sign face – not to exceed 64 sq. ft. per property for sale or rent.	Subject property.	Must remove when property is sold or rented.
Real Estate, Off-Site	1 per block per property for sale or rent.	6 sq. ft. per sign face.	Private property/public right-of-way. <sup>(3)</sup>	Must remove when property is sold or rented.

Construction	1 per abutting right-of-way.	32 sq. ft. per sign face.	Subject property.	Shall not be displayed prior to issuance of a building permit. Must be removed prior to issuance of a certificate of occupancy.
Temporary Commercial	No maximum.	No maximum.	Subject property. Must remove after being displayed 60 days or at end of use, event or condition, whichever comes first.	
Integral	1 per structure.	6 sq. ft. per sign face.	Subject property.	No limitation.
Private Notice and Instructional	No maximum.	2 sq. ft. per sign face.	Subject property.	No limitation.
Private Advertising	No maximum.	16 sq. ft. per sign face.	No closer than .50 ft. from another sign advertising the same use, event or condition.	Must remove at end of use, event or condition.
Private Traffic Direction	No maximum.	4 sq. ft. per sign face.	Subject property.	No limitation.
Off-site Directional <sup>(1)</sup>	1.	16 sq. ft. per use, not to exceed 64 sq. ft.	Private property/public right-of-way. <sup>(3)</sup>	Determined on case-by-case basis.
Political right-of-way. <sup>(3)</sup>	No maximum.	6 sq. ft. per sign face.	Private property/public	No later than 7 days after the final election.
Projecting and Under Marquee	1 per pedestrian or vehicular entrance.	4 sq. ft. per sign face.	Subject property right-of-way abutting subject property. For uses subject to Sign Categories C, D, E and F only. Shall not project above roofline of structure to which sign is attached.	No limitation.
Fuel Price <sup>(2)</sup>	1 per abutting right-of-way.	20 sq. ft. per sign face.	Subject property.	No limitation.
Window Sign	No maximum.	No limitation.	Subject property.	No limitation.

(1) Must be approved by the Planning Director. Shall only be approved if there is a demonstrated need for an off-site sign because of poor visibility or traffic patterns. All uses in an area wanting a permanent off-site directional sign must use one (1) sign. The applicant must show that the proposed sign can accommodate all uses in the area that may reasonably need to be listed on the sign. The decision of the Planning Director in approving or denying an off-site directional sign may be appealed using the appeal provision, as applicable, of Process I, KZC 145.60 through 145.110.

(2) Fuel price signs are also subject to KZC 100.95.

(3) Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

B. All temporary or special signs which are in violation of any provision of this section, shall be brought into conformance upon ten day's written notice of violation to the responsible party by the Planning Official, pursuant to the notice provisions of KZC 170.35. If the responsible party fails to remove or correct the sign violation within seven (7) calendar days after being served with notice of the violation, the Planning Official shall have the authority to remove the violative sign(s), and to assess the charges for such removal against the responsible party. For the purposes of this section, the "responsible party" shall be the owner or operator of the subject property upon which the sign violation occurs; provided that, in the case of off-site directional signs, the "responsible party" shall be the applicant(s) for the off-site directional sign; and provided further that, in the case of political signs, the responsible party shall be the political candidate and/or the manager of the political campaign promoted by the violative sign(s).

C. Notwithstanding the other provisions of this section, the Planning Official may remove without notice any temporary or special sign which is in violation of any provision of this chapter and is located in the public right-of-way or on public property, and may assess the costs of removal of such signs against the responsible party.

(Ord. 4408 § 1, 2013; Ord. 4286 § 1, 2011; Ord. 3814 § 1, 2001)

## 100.112 Special Signs

### 100.112.10 Off-Site Directional:

1. Maximum number: One.
2. Maximum sign area: Sixteen square feet per use, not to exceed 64 sq. ft.
3. Permitted location: Private property/public right of way. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

### 100.115 Temporary/Special Signs

Temporary signs are those intended and designed to be displayed for a limited period of time. They must be made of cloth, paper, cardboard or similar lightweight material and must be installed to be easily removed. They may not be lighted. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

100.115.10 Signs for Properties for Sale or Rent:

1. Maximum number: One per dwelling unit or property for sale or rent;
2. Maximum sign area:
  - a. Detached dwelling units: 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.

100.115.20 Signs for Properties with Active Construction:

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.

100.115.30 Signs Displayed Prior to, During and After Elections

1. Maximum number: No limit;
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: No later than 7 days after the final election.

100.115.40 Temporary Signs in Non-Residential Zones

1. Maximum number: No limit;
2. Maximum sign area: No maximum;
3. Permitted location: Property in a nonresidential zone on which the business is located, attached to the face of a building, a wall or fence;
4. Permitted duration: During the use, event or condition advertised on the sign, but not more than 60 days.

100.115.50 Signs Associated with Temporary Events

1. Maximum number: No limit;

- 
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.

100.120 Bonds

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The City may require a bond under Chapter 175 KZC to ensure compliance with any aspect of this chapter.

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The Kirkland Zoning Code is current through Ordinance 4514, passed April 19, 2016.  
Disclaimer: The City Clerk's Office has the official version of the Kirkland Zoning Code. Users should contact the City Clerk's Office for ordinances passed subsequent to the ordinance cited above.

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PUBLICATION SUMMARY  
OF ORDINANCE O-4532

AN ORDINANCE OF THE CITY OF KIRKLAND RELATING TO ZONING, PLANNING, AND LAND USE AND AMENDING CHAPTERS 5 AND 100 OF THE KIRKLAND ZONING CODE REGARDING DEFINITIONS AND REGULATIONS TO ENSURE CONTENT NEUTRALITY IN SIGN REGULATIONS AND APPROVING A SUMMARY ORDINANCE FOR PUBLICATION, FILE NO. CAM16-00954.

SECTION 1. Provides amendments related to definitions and development regulations for signs in Chapter 5 and Chapter 100 of the Kirkland Zoning Code.

SECTION 2. Provides a severability clause for the ordinance.

SECTION 3. Provides that the effective date of the ordinance is affected by the disapproval jurisdiction of the Houghton Community Council.

SECTION 4. Authorizes publication of the ordinance by summary, which summary is approved by the City Council pursuant to Kirkland Municipal Code Section 1.08.017 and establishes the effective date as five days after publication of summary.

SECTION 5. Establishes certification by City Clerk and notification of King County Department of Assessments.

The full text of this Ordinance will be mailed without charge to any person upon request made to the City Clerk for the City of Kirkland. The Ordinance was passed by the Kirkland City Council at its meeting on the 4th day of October, 2016.

I certify that the foregoing is a summary of Ordinance 4532 approved by the Kirkland City Council for summary publication.

  
City Clerk



June 30, 2017

Business Owner  
Kirkland, WA 98033 and 98034

Dear Business Owner:

In recent years, the display of illegal temporary signs in Kirkland has increased and more residents are calling for stricter code enforcement. This letter is intended to inform you about City temporary sign regulations, ask for your cooperation in removing any illegal signs you may have, and provide notification of upcoming code enforcement. I am also asking for your suggestions about how sign regulations could be revised to better meet your business needs while minimizing sign clutter. Pictures of the most common violations, as listed below, are also enclosed.

Existing Sign Regulations. A copy of existing City regulations pertaining to temporary signs is attached. The most common violations are regarding the following types of signs:

- Portable signs (for example sandwich board or A-frame signs) are not allowed;
- Signs in street medians are not allowed;
- Balloons, wind-activated devices, banners, and flag signs are not allowed;
- Signs placed on sidewalks or locations that block vehicle sight lines are not allowed;
- Signs displayed off-site are not allowed, except for off-site signs associated with properties for sale or rent which are only allowed when the property is open for public viewing and are limited to one sign per block within one quarter mile of the property for sale or rent; and
- Temporary signs in nonresidential zones are required to be non-illuminated and made of cloth, paper, cardboard or similar lightweight material, must be attached to the face of a building, wall or fence and may be displayed only during the time of the use event or condition being advertised, but in no case for more than 60 days.

Questions regarding temporary sign regulations may be directed to an Assistant Planner at [planninginfo@kirklandwa.gov](mailto:planninginfo@kirklandwa.gov) or (425) 587-3600.

Request for Compliance. To meet community expectations that sign clutter and public safety hazards be minimized, I respectfully ask that you evaluate the signs you have and remove any that do not comply with City regulations. Further, as of July 17, 2017, the City will begin actively enforcing the following signs if found to be illegal:

- signs for which the City has received a complaint;
- temporary off-site signs (KZC 100.75.1.a & 100.115.4); and
- off-site signs associated with properties offered for sale or rent, except those displayed when a property is open for public viewing and placed not more than ¼ mile from the property for sale or for rent, (KZC 100.115.1.e.1).

Active enforcement of other illegal temporary signs will be suspended pending review of sign regulations as explained below.

Request for Suggested Revisions to Regulations. I understand that those of you displaying illegal signs may feel the existing regulations are overly restrictive. For that reason, I ask your help in identifying the types of temporary signs that are important to your business and how they could be displayed in a manner that minimizes clutter and maintains public safety. Based on your feedback, I will ask the Planning Commission and City Council to consider whether existing regulations should be eased. Please email your ideas about sign code changes to [signcodesuggestions@kirklandwa.gov](mailto:signcodesuggestions@kirklandwa.gov) by July 24, 2017. A public hearing before the Planning Commission will be scheduled later this year and you will be notified of the hearing date.

(Continued on next page)

Thank you in advance for your cooperation in complying with temporary sign regulations and creative ideas about potential changes to those regulations.

ATTACHMENT 2  
FILE NO. CAM17-00419  
SIGN COMPLIANCE LTR

Sincerely,

## PLANNING & BUILDING DEPARTMENT

Eric R. Shields, AICP  
Planning and Building Director

Enclosed: City of Kirkland sign regulations  
Samples of signs violating sign regulations

### Kirkland Regulations Governing Temporary Signs

#### KZC 100.85 Prohibited Devices

- 1. General** – Except as specifically allowed under subsection (2) of this section, the following devices and facilities are specifically prohibited:
  - a. Pennants, banners, streamers and private flags except as permitted under KZC 100.115.
  - b. Strings of lights, flashing lights, colored lights, advertising search lights, and flares.
  - c. Twirlers, propellers, and wind-activated devices.
  - d. Balloons.
  - e. *Repealed by Ord. 4532.*
  - f. Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
  - g. Projecting and under marquee signs, except as permitted by KZC 100.35.
  - h. Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business.
  - i. Any portable outdoor sign, except as regulated by KZC 100.115.
  - j. Any sign with the shape and colors of a traffic sign.
  - k. Any sign which constitutes a traffic hazard including but not limited to signs containing words such as “stop,” “look,” “danger.”
- 2. Exceptions** – The provisions of subsections (1) (a) through (k) of this section do not apply to the following:
  - a. Holiday decorations.
  - b. The use of devices described in subsection (1) of this section for no more than seven (7) days to announce the grand opening of a business or use.
  - c. *Repealed by Ord. 4532.*
  - d. Thematic flags, banners or pennants that are complementary to and normally associated with the character of a specific location.
  - e. Changing message centers.

#### KZC 100.115 Temporary Signs

Temporary signs are those intended and designed to be displayed for a limited period of time. They must be made of cloth, paper, cardboard or similar lightweight material and must be installed to be easily removed. They may not be lighted. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

*(Continued on next page)*

**1. Signs for Properties for Sale or Rent**

- a. Maximum number: one (1) per dwelling unit or property for sale or rent;
- b. Maximum sign area: six (6) square feet per sign face;
- c. Permitted location: on the property for sale or rent;
- d. Duration: must remove after the property is sold or rented;
- e. 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:
  - 1) Maximum Number: One (1) sign per block within one-quarter (1/4) mile of the property for sale or rent;
  - 2) Maximum sign area: six (6) square feet per sign face;
  - 3) Permitted location: Except for areas required to be kept clear of sight obstructions by KZC 115.135:
    - a) On private property, with the consent of the property owner, or
    - b) In public rights-of-way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians.

**2. Signs for Properties with Active Construction**

- a. Maximum number: one (1) per right-of-way abutting the property;
- b. Maximum sign area: 32 square feet per sign face;
- c. Permitted location: on the property actively under construction.

**3. Signs Displayed Prior to, During and After Elections**

- a. Maximum number: no limit;
- b. Maximum sign area: six (6) square feet per sign face;
- c. Permitted location:
  - 1) On private property with the consent of the property owner; and
  - 2) In public rights-of-way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians;
- d. Permitted duration: no later than seven (7) days after the final election.

**4. Temporary Signs in Nonresidential Zones**

- a. Maximum number: no limit;
- b. Maximum sign area: no maximum;
- c. Permitted location: property in a nonresidential zone on which the business is located, attached to the face of a building, a wall or fence;
- d. Permitted duration: during the use, event or condition advertised on the sign, but not more than 60 days.

**KMC 11.24.020 Public nuisance defined.**

(K) Placing or maintaining any sign, poster or other advertising matter of any nature upon a telephone or other poles, trees, sidewalks, streets, signs, traffic signs or other traffic-control devices or other structures or places within streets, alleys or other public places or rights-of-way;

### Types of Illegal Temporary Signs – Kirkland, WA

"A" Frame Sign/General Sign Clutter



Off Site



Offsite for sale



Flags



In the Median



Exceeds 6 sq. ft. / located in sight distance triangle

"A" Frame on sidewalk/Balloons



Wind Activated Devices



Adopted with O-4532

### 100.115 Temporary Signs

Temporary signs are those intended and designed to be displayed for a limited period of time. They must be made of cloth, paper, cardboard or similar lightweight material and must be installed to be easily removed. They may not be lighted. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.

1. Signs for Properties for Sale or Rent
  - a. Maximum number: one (1) per dwelling unit or property for sale or rent;
  - b. Maximum sign area:
    - 1) Detached dwelling units: six (6) square feet per sign face;
    - 2) Other uses: 32 square feet per sign face;
  - c. Permitted location: on the property for sale or rent;
  - d. Duration: must remove after the property is sold or rented;
  - e. 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:
    - 1) Maximum Number: One (1) sign per block within one-quarter (1/4) mile of the property for sale or rent;
    - 2) Maximum sign area: six (6) square feet per sign face;
    - 3) Permitted location: Except for areas required to be kept clear of sight obstructions by KZC 115.135:
      - a) On private property, with the consent of the property owner, or
      - b) In public rights-of-way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians.
2. Signs for Properties with Active Construction
  - a. Maximum number: one (1) per right-of-way abutting the property;
  - b. Maximum sign area: 32 square feet per sign face;
  - c. Permitted location: on the property actively under construction.
3. Signs Displayed Prior to, During and After Elections
  - a. Maximum number: no limit;
  - b. Maximum sign area: six (6) square feet per sign face;
  - c. Permitted location:
    - 1) On private property with the consent of the property owner; and
    - 2) In public rights-of-way, other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians;
  - d. Permitted duration: no later than seven (7) days after the final election.

4. Temporary Signs in Nonresidential Zones

- a. Maximum number: no limit;
- b. Maximum sign area: no maximum;
- c. Permitted location: property in a nonresidential zone on which the business is located, attached to the face of a building, a wall or fence;
- d. Permitted duration: during the use, event or condition advertised on the sign, but not more than 60 days.

5. Signs Associated with Temporary Events

- a. Maximum number: no limit;
- b. Maximum sign area: six (6) square feet per sign face;
- c. Permitted location:
  - 1) On the property with which the sign is associated; and
  - 2) 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 (5) feet;
- d. Permitted duration: between two (2) days prior to and four (4) hours after the event.

	Construction	Real Estate	Commercial	Additional Regulations
<b>Seattle</b> <b>23.55.012</b>	Single-family zones <ul style="list-style-type: none"> <li>• Number: not-specified</li> <li>• Size: max 8ft<sup>2</sup></li> <li>• Location: not-specified</li> <li>• Duration: while under construction</li> </ul> All other zones: <ul style="list-style-type: none"> <li>• Num: not-specified</li> <li>• Size: max 24ft<sup>2</sup></li> <li>• Loc: not-specified</li> <li>• Dur: while under construction</li> </ul>	Single-family zones <ul style="list-style-type: none"> <li>• Number: not-specified sign and one banner</li> <li>• Size: max 8ft<sup>2</sup></li> <li>• Location: not-specified</li> <li>• Duration: while under construction</li> </ul> All other zones: <ul style="list-style-type: none"> <li>• Num: not-specified</li> <li>• Size: max 24ft<sup>2</sup></li> <li>• Loc: not-specified</li> <li>• Dur: not-specified</li> </ul> Building with 8 or more units: <ul style="list-style-type: none"> <li>• Num: one banner</li> <li>• Size: max 36ft<sup>2</sup></li> <li>• Loc: not-specified</li> <li>• Dur: 9 month period starting from the date of the issuance of a certificate of occupancy</li> </ul> Open House: <ul style="list-style-type: none"> <li>• Num: 1 sign</li> <li>• Size: max 8ft<sup>2</sup> and max 2ft height for signs located within 30ft of an intersection and max 3ft height for other signs</li> <li>• Loc: planting strip</li> <li>• Dur: while seller is on-site</li> </ul>	<ul style="list-style-type: none"> <li>• Num: not-specified</li> <li>• Size: max aggregate size of 32ft<sup>2</sup> per lot for rigid material with max dimension of 8ft for each sign and 100ft<sup>2</sup> for non-rigid material with max of 36ft<sup>2</sup> for each sign</li> <li>• Loc: may be displayed in public right-of-way or in planting strips in business districts. This includes planting strips that form a median in a public street</li> <li>• Dur: may be displayed for a total of 4 periods of 15 consecutive days during a calendar year</li> </ul>	Signs cannot obstruct street furniture (public sidewalks, streets, fire hydrants, traffic signs etc.) Devices of a carnival nature are allowed as temporary signs excepting that they are not placed in planting strips
<b>Bellevue</b> <b>22B.10.120-140</b>	Downtown <ul style="list-style-type: none"> <li>• Num: 1+ signs</li> <li>• Size: max aggregate 128ft<sup>2</sup></li> <li>• Loc: not specified</li> <li>• Dur: allowed between issuance of construction permit and issuance of certificate of occupancy</li> </ul> Single-family zones: <ul style="list-style-type: none"> <li>• Num: 1 sign</li> <li>• Size: max 8ft<sup>2</sup></li> <li>• Loc: max 10ft from property line of the abutting owner</li> <li>• Dur: allowed between issuance of construction and date of first occupancy</li> </ul> All other zones: <ul style="list-style-type: none"> <li>• Num: not specified</li> </ul>	On-premises residential <ul style="list-style-type: none"> <li>• Num: 1 single or double-facing</li> <li>• Size: max 6ft<sup>2</sup> for single-family lot and 16ft<sup>2</sup> for multi-family</li> <li>• Loc: must be on property</li> <li>• Dur: allowed until property is sold/rented/leased</li> </ul> Off-premises residential <ul style="list-style-type: none"> <li>• Num: 3 single or double-facing signs for single-family, 4 for multi-family</li> <li>• Size: not specified</li> <li>• Loc: along periphery of public right-of-way</li> <li>• Dur: daylight hours when realtor is at property</li> </ul> Commercial or Industrial <ul style="list-style-type: none"> <li>• Num: 1 single or double-facing</li> <li>• Size: max 16ft<sup>2</sup> SA and 5ft height</li> <li>• Loc: should be on property and located more than 15ft away from any abutting side or rear property line</li> <li>• Dur: allowed until property is sold/rented/leased</li> </ul>	Portable <ul style="list-style-type: none"> <li>• Portable commercial signs are prohibited except for sandwich board signs worn by an individual while walking the public ways of the city</li> </ul> Temporary Event Signage <ul style="list-style-type: none"> <li>• Devices of a carnival nature are allowed for one month to announce an opening and two weeks for any new ownership, a substantial remodel, or a going out of business sale. Only allowed in districts where the business and permanent signage is allowed under district zoning regulations. Devices of a carnival nature are also allowed for two weeks to announce a special sales event sponsored by more than one commercial enterprise. This is allowed no more than</li> </ul>	All signs cannot obstruct any door, window, or exit from a building. Cannot be located in a way where it is hazardous to motorists or pedestrians. Must comply with sight distance requirements

	<ul style="list-style-type: none"> <li>Size: max 32ft<sup>2</sup> and 10ft in height</li> <li>Max 10ft from property line and 30ft from property line of abutting owner</li> <li>Dur: allowed between issuance of construction and date of first occupancy</li> </ul>		<p>four times per year and in select areas (Downtown, Factoria, CB, GC, LI, and OLB)</p>	
<b>Redmond 20D.160.10-060</b>	<ul style="list-style-type: none"> <li>Num: no more than two signs per site</li> <li>Size: differ by zoning district</li> <li>Dur: can only be displayed between the issuance of construction permits and the certificate of occupancy is issued or the property passes final inspection</li> </ul>	<ul style="list-style-type: none"> <li>Num: dependent on zoning district</li> <li>Size: max 6ft<sup>2</sup> per sign face, max 2 sign faces, max 6ft in height</li> <li>Dur: can only be displayed when the property has an open house or the manager is available to show the property</li> </ul>	<ul style="list-style-type: none"> <li>Num: dependent on district. Max 1 in business districts. Between 1 and 3 in residential districts.</li> <li>Size: max 6ft<sup>2</sup> per sign face, max 2 sign faces, max 6ft in height</li> <li>Dur: can only be displayed when business is open</li> </ul>	<p>Signs cannot be located within vehicle lanes, bikeways, trails, sidewalks, or median strips and cannot block driveways or be attached to utility poles, trees, traffic signs, or fences (unless construction sign). Can only be displayed if business or property is located within Redmond city limits. Devices of a carnival nature and animation/movement are prohibited</p>
<b>Edmonds 20.60.080</b>	<ul style="list-style-type: none"> <li>Num: 1 sign per project in RS zone, not specified in all other zones</li> <li>Size: In RS zone, max 16ft<sup>2</sup> or 32ft<sup>2</sup> if four lots or more. Max signage of 32ft<sup>2</sup> in all other zones</li> <li>Loc: not-specified</li> <li>Dur: must be removed within 10 days after work ends</li> </ul>	<p>On-premises in residential Zones</p> <ul style="list-style-type: none"> <li>Only portable, freestanding, or attached signs</li> <li>Num: 1 sign</li> <li>Size: max 6ft<sup>2</sup> in SA and 6ft in height</li> <li>Loc: follows regulations for permanent signs</li> <li>Dur: must be removed within 7 days after sale/lease</li> </ul> <p>On-premises in commercial zones</p> <ul style="list-style-type: none"> <li>Only attached signs</li> <li>Num: 1 sign per property street frontage and 1 attached sign per building</li> <li>Size: In CG zone, max 30ft<sup>2</sup> in SA and 14ft in height. In all other zones, max 20ft<sup>2</sup> and 14ft height</li> <li>Loc: Loc: follows regulations for permanent signs</li> <li>Dur: must be removed within 7 days after sale/lease</li> </ul> <p>Off-premises</p> <ul style="list-style-type: none"> <li>Only directional and open house signs are permitted</li> <li>Num: should be "reasonable". Only 1 directional and one open-house per intersection with a max of 5 each</li> <li>Size: max 6ft<sup>2</sup> in SA and 3ft in height</li> </ul>	<p>On-premises in residential zones</p> <ul style="list-style-type: none"> <li>prohibited</li> </ul> <p>On-premises in commercial zones</p> <ul style="list-style-type: none"> <li>Only attached signs</li> <li>Num: 1 sign per property street frontage and 1 attached sign per building</li> <li>Size: In CG zone, max 30ft<sup>2</sup> in SA and 14ft in height. In all other zones, max 20ft<sup>2</sup> and 14ft height</li> <li>Loc: Loc: follows regulations for permanent signs</li> <li>Dur: max 60 days in calendar year</li> </ul> <p>Off-premises</p> <ul style="list-style-type: none"> <li>prohibited</li> </ul>	<p>One non-commercial off premises temporary sign of suitable material is permitted per poster in the public right-of-way as long as it is portable, is only displayed for a maximum of 60 days in calendar year, is not a device of carnival nature, has a street permit, and is posted in a way that it doesn't impede motorists, pedestrians, traffic safety, and</p>

		<ul style="list-style-type: none"> <li>• Loc: cannot be fasted to traffic control device, public structure, fence, or natural occurring feature</li> <li>• Dur: open house signs only allowed during daylight hours when real estate agent or owner is on property and all signs must be removed within 7 days after sale/lease</li> </ul>		handicapped travel. Max 6ft <sup>2</sup> in SA and 3ft in height
<b>Woodinville 21.35.130</b>	<ul style="list-style-type: none"> <li>• Num: 1 nonilluminated, double-faced sign for each public street the project fronts</li> <li>• Size: max 32ft<sup>2</sup> in SA and 10ft in height</li> <li>• Loc: min 30ft from property line of adjoining property</li> </ul> <p>Dur: must be removed by date of issuance of first occupancy permit or one year after placement</p>	<p>Single-family residential</p> <ul style="list-style-type: none"> <li>• Num: 1 sign per street frontage</li> <li>• Size: max 8ft<sup>2</sup> in SA and 6ft in height</li> <li>• Loc: not-specified</li> <li>• Dur: must be removed 30 days after sale/lease/rental</li> </ul> <p>Commercial or industrial</p> <ul style="list-style-type: none"> <li>• Num: 1 sign per street frontage</li> <li>• Size: max 32ft<sup>2</sup> in SA and 12ft in height</li> <li>• Loc: not-specified</li> <li>• Dur: must be removed 30days after sale/lease/rent</li> <li>• Building permit required</li> </ul> <p>Multi-family or neighborhood</p> <ul style="list-style-type: none"> <li>• Num: 1 sign</li> <li>• Size: max 32ft<sup>2</sup> in SA and 12ft in height</li> <li>• Loc: not-specified</li> <li>• Dur: not-specified</li> <li>• Building permit required</li> </ul>	<p>Special events</p> <ul style="list-style-type: none"> <li>• Num: 1 sign</li> <li>• Size: max 32ft<sup>2</sup> in SA and no taller than building if mounted or 10ft if freestanding</li> <li>• Loc: allowed on or inside buildings and on or adjacent to the premises. Not on public right-of-way, trees, or utility poles</li> <li>• Duration: max 30 days for one event</li> <li>• Requires permit</li> <li>• Allowed to announce grand openings or other special events or promotions</li> <li>• For mall-wide events, signs allowed by permit for max 5 days with two permits per mall per year</li> </ul> <p>Portable signs</p> <ul style="list-style-type: none"> <li>• Num: in residential zones, max 6 signs. In business zones, max 1 sign</li> <li>• Size: max 6ft<sup>2</sup></li> <li>• Loc: on-site or in right-of-way as long as does not impede traffic or sight</li> <li>• Dur: can only be displayed during business hours</li> <li>• Permit required for business zones</li> </ul>	
<b>Renton 4.4.100.J</b>	<p>Number: 1 sign per street frontage          Size: 32ft<sup>2</sup>          Location: site of construction          Duration: during construction</p>	<p>On-premises 5+ units and lot greater than 35,000ft<sup>2</sup></p> <ul style="list-style-type: none"> <li>• Num: 2 signs per street frontage</li> <li>• Size: 32ft<sup>2</sup> and additional 6ft<sup>2</sup>. Max height of 10ft</li> <li>• Loc: min 4ft from edge of public roadway and cannot obstruct traffic</li> <li>• Dur: during original rental/lease/sale until 100% of units are filled and thereafter if 75% or less of units are not filled</li> </ul> <p>On-premises other</p>	<p>Event signs</p> <ul style="list-style-type: none"> <li>• Num:</li> <li>• Size: for pole/wall and wall-hung banners, max 100ft<sup>2</sup>. For pole-hung banners, max 20ft<sup>2</sup>. For rigid portable signs, max 32ft<sup>2</sup> and 6ft in height</li> </ul>	

		<ul style="list-style-type: none"> <li>• Num: 1 sign per street frontage</li> <li>• Size: 6ft<sup>2</sup>. Max 10ft in height</li> <li>• Loc: min 4ft from edge of public roadway and cannot obstruct traffic</li> <li>• Dur: while the property is for sale/lease/rent</li> </ul> <p>Off-premises open house</p> <ul style="list-style-type: none"> <li>• Num: 6 signs</li> <li>• Size: 32" wide and 36" tall with a max height of 10ft</li> <li>• Loc: min 4ft from edge of public roadway and cannot obstruct traffic</li> <li>• Dur: daylight hours when seller is present on property</li> </ul> <p>Off-premises directional signs outside City Center</p> <ul style="list-style-type: none"> <li>• Num: max 2 per intersection total and 1 per development</li> <li>• Size: max 12ft<sup>2</sup> and max height of 10ft</li> <li>• Loc: within 2 miles driving distance of property. Min 4ft from edge of public roadway and cannot obstruct traffic. Signs must be 500ft apart and 100ft from intersection</li> <li>• Dur: max 12 months</li> <li>• Only allowed for development inside city limits containing 10+ units until 100% are filled and thereafter if 75% or less of units are not filled. Can also be approved if renovation of 50% of structure has occurred</li> </ul> <p>Off-premises directional signs in City Center</p> <ul style="list-style-type: none"> <li>• Num: max 2 per intersection total and 1 per development</li> <li>• Size: 32" wide and 36" tall with a max height of 10ft</li> <li>• Loc: within 2 miles driving distance of property. Min 4ft from edge of public roadway and cannot obstruct traffic. Signs must be 100ft apart and 50ft from intersection</li> <li>• Dur: max 12 months</li> <li>• Only allowed for development inside city limits containing 10+ units until 100% are filled and thereafter if 75% or less of units are not filled. Can also be approved if renovation of 50% of structure has occurred</li> </ul>	<ul style="list-style-type: none"> <li>• Loc: Signs on roof or perimeter street landscaping are prohibited</li> <li>• Dur: max 30 days for grand opening, also max of 4 periods of 30 days per year with 15 day separation period between events</li> <li>• Permit required</li> <li>• Devices of a carnival nature permitted</li> </ul> <p>A-frame signs</p> <ul style="list-style-type: none"> <li>• Num: In city center, 1 per business. Elsewhere, one per street frontage with an additional abutting the business</li> <li>• Size: max 32" wide and 36" tall</li> <li>• Loc: Must have min 4ft of sidewalk clearance and not obstruct traffic. In city center, must be placed against building/business. Elsewhere, permitted on sidewalk or landscaping abutting the business. However, cannot be placed in landscaping along curb. Businesses within shopping centers may place additional sign against building/business</li> <li>• Dur: can only be displayed during business hours</li> <li>• Permit and proof of insurance/hold-harmless required</li> </ul>	
<p><b>Kenmore 18.42.080&amp;140</b></p>	<ul style="list-style-type: none"> <li>• Num: 1 per street frontage</li> <li>• Size: max 32ft<sup>2</sup> in SA and 10ft in height</li> <li>• Loc: min 30ft from property line of adjoining property</li> </ul>	<p>Signs advertising individual unit</p> <ul style="list-style-type: none"> <li>• Num: 1 per street frontage</li> <li>• Size: max 8ft<sup>2</sup> in SA and 6ft in height</li> <li>• Loc: on-premises</li> <li>• Dur: must be removed within 5 days of sale/lease/rental</li> </ul> <p>Open house A-frames</p> <ul style="list-style-type: none"> <li>• Num: not-specified</li> </ul>	<p>Grand opening displays</p> <ul style="list-style-type: none"> <li>• Num: not-specified</li> <li>• Size: not-specified</li> <li>• Loc: not-specified</li> <li>• Dur: allowed for max one month</li> <li>• Devices of a carnival nature permitted</li> </ul>	

	<ul style="list-style-type: none"> <li>Dur: must be removed by the date of first occupancy or one year after placement of sign, whichever occurs first</li> </ul>	<ul style="list-style-type: none"> <li>Size: max 6ft<sup>2</sup> in SA and 42" in height</li> <li>Loc: on right-of-way outside of road and bicycle lanes</li> <li>Dur: when seller is at property</li> </ul> <p>On-premises commercial or industrial</p> <ul style="list-style-type: none"> <li>Num: 1 per street frontage</li> <li>Size: max 32ft<sup>2</sup> in SA and 12ft in height</li> <li>Loc: on-site</li> <li>Dur: must be removed within 30 days of sale/lease/rental</li> </ul> <p>On-premises residential development</p> <ul style="list-style-type: none"> <li>Num: 1 per development</li> <li>Size: max 32ft<sup>2</sup> in SA and 12ft in height</li> <li>Loc: on-site</li> <li>Dur: must be removed within 30 days of sale/rental of last unit or within 3 years, whichever comes first</li> </ul> <p>Of-site directional signs</p> <ul style="list-style-type: none"> <li>Num: 6 signs</li> <li>Size: max 16ft<sup>2</sup></li> <li>Loc: must be placed max of 2 miles driving distance from nearest development entrance. Signs must be 500ft apart if on same street</li> <li>Dur: must be removed within 30 days of sale/rental of last unit or within 3 years, whichever comes first</li> <li>May only include name of and directions to development</li> </ul>	<p>A-frame</p> <ul style="list-style-type: none"> <li>Num: 1 per street frontage, max 2 signs</li> <li>Size: max 6ft<sup>2</sup></li> <li>Loc: on property and cannot be located in right-of-way or impede traffic</li> <li>Dur: only permitted during business hours</li> <li>Devices of a carnival nature prohibited</li> </ul>	
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## 100.85 Prohibited Devices

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1. General – Except as specifically allowed under subsection (2) of this section, the following devices and facilities are specifically prohibited:
    - a. Pennants, banners, streamers and private flags except as permitted under KZC [100.115](#).
    - b. Strings of lights, flashing lights, colored lights, advertising search lights, and flares.
    - c. Twirlers, propellers, and wind-activated devices.
    - d. Balloons.
    - e. *Repealed by Ord. 4532.*
    - f. Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
    - g. Projecting and under marquee signs, except as permitted by KZC [100.35](#).
    - h. Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business.
    - i. Any portable outdoor sign, except as regulated by KZC [100.115](#).
    - j. Any sign with the shape and colors of a traffic sign.
    - k. Any sign which constitutes a traffic hazard including but not limited to signs containing words such as “stop,” “look,” “danger.”
  2. Exceptions – The provisions of subsections (1)(a) through (k) of this section do not apply to the following:
    - a. Holiday decorations.
    - b. The use of devices described in subsection (1) of this section for no more than seven (7) days to announce the grand opening of a business or use.
    - c. *Repealed by Ord. 4532.*
    - d. Thematic flags, banners or pennants that are complementary to and normally associated with the character of a specific location.
    - e. Changing message centers.
- (Ord. 4532 § 1, 2016; Ord. 3814 § 1, 2001)



## PROPOSED CHANGES (Redlined Version)

### TEMPORARY SIGNS

#### 100.115 Temporary Signs

1. General - Temporary signs are those intended and designed to be displayed for a limited period of time for an associated use, event, and/or condition. Below are the general standards that apply to all temporary signs in Sections 2 through 6 below. Temporary signs are not subject to the regulations of KZC 100.30 through 100.75 and KZC 100.95.
  - a. Permitted sign type: They must be made of cloth, paper, cardboard or similar lightweight material and ~~must be~~ installed to be easily removed and as allowed in Sections 2 through 6 below. See KZC 100.85 for prohibited signs.
  - b. Illumination: must be non-illuminated. They may not be lighted.
  - c. Permitted location - All temporary signs shall:
    - 1) Be located on the subject property except as allowed in Sections 2 through 6 below;
    - 2) Not be placed in paved vehicular travel lanes, paved parking areas, and driveway aprons;
    - 3) Not be placed in private sidewalks or pedestrian paths except when there is 5' or greater of walkway clearance; and
    - 4) Comply with all locational standards for signs in the Kirkland Zoning and Municipal codes, including but not limited to the prohibition of temporary signs in public parks (KMC 11.80.040) and fire lanes (Fire Department Operating Policies), near fire hydrants (Fire Department Operating Policies), on utility poles, street furniture, utility vaults, and street trees (KMC 11.24.020(1)(k)), and areas required to be kept clear of sight obstructions (KZC 115.135). Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.
2. Signs for Properties for Sale or Rent
  - a. The following applies to temporary signs for properties for sale or rent, except as allowed in subsection b of this section:
    - 1) Maximum number: one (1) per dwelling unit or property for sale or rent;
    - 2) Maximum sign area:
      - a) Detached dwelling units: six (6) 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) Permitted sign type: A-frame signs are allowed in addition to signs listed in KZC 100.115.1.a.
    - 5) Permitted duration: must remove after the property is sold or rented;
  - b. Off-site signs: In addition to the provisions above, during any time when a property is open for public viewing, additional off-site temporary signs may be displayed subject to the following:

- 1) Maximum ~~N~~number: ~~One~~ (1) sign per block within one-quarter (1/4) mile of the property for sale or rent;
  - 2) Maximum sign area: six (6) square feet per sign face;
  - 3) Permitted location: ~~Except for areas required to be kept clear of sight obstructions by KZC 115.135:~~
    - a) On private property, with the consent of the property owner, or
    - b) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.~~other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians.~~
  - 4) Permitted sign type: A-frame signs are allowed in addition to signs listed in KZC 100.115.1.a.
3. Signs for Properties with Active Construction
    - a. Maximum number: one (1) per right-of-way abutting the property;
    - b. Maximum sign area: 32 square feet per sign face;
    - c. Permitted ~~duration~~location: after development permit issuance and prior to final inspection on the property actively under construction.
  4. Signs Displayed Prior to, During and After Elections
    - a. Maximum number: no limit;
    - b. Maximum sign area: six (6) square feet per sign face;
    - c. Permitted location:
      - 1) On private property with the consent of the property owner; and
      - 2) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.~~other than paved vehicular travel lanes, paved parking areas, sidewalks or pedestrian paths, driveway aprons and center medians;~~
    - d. Permitted duration: no later than seven (7) days after the final election.
  5. Temporary Signs ~~in Nonresidential Zones~~Associated with a Commercial Use other than signs for properties for Sale or Rent
    - a. Maximum number: no limit;
    - b. Maximum sign area: no maximum;
    - c. Permitted location: property in a nonresidential zone on which the business is located, and attached to the face of a building, ~~a~~ wall, or fence;
    - d. Permitted duration: during the use, event or condition advertised on the sign, but not for more than 60 continuous days.
  6. Signs Associated with Temporary Events
    - a. Maximum number: no limit;
    - b. Maximum sign area: six (6) square feet per sign face;

- c. Permitted location:
- 1) On the property ~~where the event with which the sign is associated~~advertised by the sign is located; and
  - 2) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.~~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 (5) feet.~~
- d. Permitted duration: between two (2) days prior to and four (4) hours after the event.

### **OFF-SITE SIGNS (PERMANENT)**

Delete entire section

#### **~~100.112 Special Signs~~**

- ~~1. Off-Site Directional~~
  - ~~a. Maximum number: one (1).~~
  - ~~b. Maximum sign area: 16 square feet per use, not to exceed 64 square feet.~~
  - ~~c. Permitted location: Private property/public right-of-way. Signs which are permitted to be placed within a public street right-of-way shall be located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk or driveway.~~



## PROPOSED CHANGES (Clean Version)

### TEMPORARY SIGNS

#### 100.115 Temporary Signs

1. General - Temporary signs are those intended and designed to be displayed for a limited period of time for an associated use, event, and/or condition. Below are the general standards that apply to all temporary signs in Sections 2 through 6 below. Temporary signs are not subject to the regulations of KZC 100.30 through 100.75 and KZC 100.95.
  - a. Permitted sign type: must be made of cloth, paper, cardboard or similar lightweight material and installed to be easily removed and as allowed in Sections 2 through 6 below. See KZC 100.85 for prohibited signs.
  - b. Illumination: must be non-illuminated.
  - c. Permitted location - All temporary signs shall:
    - 1) Be located on the subject property except as allowed in Sections 2 through 6 below;
    - 2) Not be placed in paved vehicular travel lanes, paved parking areas, and driveway aprons;
    - 3) Not be placed in private sidewalks or pedestrian paths except when there is 5' or greater of walkway clearance; and
    - 4) Comply with all locational standards for signs in the Kirkland Zoning and Municipal codes, including but not limited to the prohibition of temporary signs in public parks (KMC 11.80.040) and fire lanes (Fire Department Operating Policies), near fire hydrants (Fire Department Operating Policies), on utility poles, street furniture, utility vaults, and street trees (KMC 11.24.020(1)(k)), and areas required to be kept clear of sight obstructions (KZC 115.135).
2. Signs for Properties for Sale or Rent
  - a. The following applies to temporary signs for properties for sale or rent, except as allowed in subsection b of this section:
    - 1) Maximum number: one (1) per dwelling unit or property for sale or rent;
    - 2) Maximum sign area:
      - a) Detached dwelling units: six (6) 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) Permitted sign type: A-frame signs are allowed in addition to signs listed in KZC 100.115.1.a.
    - 5) Permitted duration: must remove after the property is sold or rented;
  - b. During any time when a property is open for public viewing, additional temporary signs may be displayed subject to the following:
    - 1) Maximum number: one (1) sign per block within one-quarter (1/4) mile of the property for sale or rent;
    - 2) Maximum sign area: six (6) square feet per sign face;

- 3) Permitted location:
    - a) On private property, with the consent of the property owner, or
    - b) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.
  - 4) Permitted sign type: A-frame signs are allowed in addition to signs listed in KZC 100.115.1.a.
3. Signs for Properties with Active Construction
    - a. Maximum number: one (1) per right-of-way abutting the property;
    - b. Maximum sign area: 32 square feet per sign face;
    - c. Permitted duration: after development permit issuance and prior to final inspection
  4. Signs Displayed Prior to, During and After Elections
    - a. Maximum number: no limit;
    - b. Maximum sign area: six (6) square feet per sign face;
    - c. Permitted location:
      - 1) On private property with the consent of the property owner; and
      - 2) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.
    - d. Permitted duration: no later than seven (7) days after the final election.
  5. Temporary Signs Associated with a Commercial Use other than signs for properties for Sale or Rent
    - a. Maximum number: no limit;
    - b. Maximum sign area: no maximum;
    - c. Permitted location: property in a nonresidential zone on which the business is located, and attached to the face of a building, wall, or fence;
    - d. Permitted duration: during the use, event or condition advertised on the sign, but not for more than 60 continuous days.
  6. Signs Associated with Temporary Events
    - a. Maximum number: no limit;
    - b. Maximum sign area: six (6) square feet per sign face;
    - c. Permitted location:
      - 1) On the property where the event advertised by the sign is located; and
      - 2) In public rights-of-way, located between the curb and the abutting private property, or where no curb exists, between the edge of the paved travel lane or paved shoulder and the abutting private property, but in no case on a sidewalk, driveway, or center median.
    - d. Permitted duration: between two (2) days prior to and four (4) hours after the event.

**OFF-SITE SIGNS (PERMANENT)**

Delete entire section



**Jon Regala**

---

**From:** Jason Ablett <ablettdc@gmail.com>  
**Sent:** Monday, September 11, 2017 12:46 PM  
**To:** Sign Code Suggestions  
**Subject:** Kirkland sign code changes

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Planning and Building Department,

It has taken me a few weeks to gather my thoughts after being stunned by how unnecessarily restrictive and almost anti-business development your regulations regarding Kirkland signage.

Suggestion: Permit sandwich board signs if no larger than 6 feet and are in compliance with the other regulations and have not received any complaints.

Please be sure to advise me of when the Planning Commission will have it's public hearing as I find the current regulations are ANTI-BUSINESS !

Sincerely,

Jason Ablett.

## Jon Regala

---

**From:** Marnie Annin <marnie@meowcatrescue.org>  
**Sent:** Thursday, July 20, 2017 7:14 PM  
**To:** Sign Code Suggestions; PlanningInfo  
**Subject:** Question about Signage

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hello,

I am the Shelter Manager at MEOW Cat Rescue, and we occupy a portion of the Houghton Village shopping center on NE 68th Street. Our shelter is not visible from the street -- our customers have to drive into the PCC parking lot and look left before they know we are here.

Your recent letter to Kirkland Business Owners arrived just as we were creating an A-frame sign to call attention to our shelter from the street. We certainly understand the desire to reduce clutter and increase public safety by enforcing these existing signage regulations. But this does lead us to two questions:

What can we do, as a business with no visibility from the street, to let the public know we are here?

And if we are having a special adoption event, is an A-frame sign acceptable under KZC 100.115 Temporary Signs?

Thank you in advance for any advice you can provide.

Best wishes,

--

**Marnie Annin**  
Shelter Manager  
MEOW Cat Rescue  
425-822-6369  
[www.meowcatrescue.org](http://www.meowcatrescue.org)

## Jon Regala

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**From:** Kaelene Nobis  
**Sent:** Monday, July 17, 2017 4:20 PM  
**To:** Jon Regala  
**Cc:** Brian Eckert; Nick Cilluffo; Jennifer Anderer  
**Subject:** FW: sign code changes

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Penny said to forward this to you. Apparently the email is not working.

Kaelene

**From:** Katya Difani [mailto:katya@herbanwellness.net]  
**Sent:** Monday, July 17, 2017 10:17 AM  
**To:** PlanningInfo <PlanningInfo@kirklandwa.gov>  
**Subject:** Fwd: sign code changes

Please see the below email that I sent to [signcodesuggestions@kirklandwa.gov](mailto:signcodesuggestions@kirklandwa.gov) as was the email given to business owners in downtown Kirkland to submit input on the existing sign regulations. It did not go through. Hopefully you can direct this email to the right person.

Thank you!

----- Forwarded message -----

**From:** **Katya Difani** <[katya@herbanwellness.net](mailto:katya@herbanwellness.net)>  
**Date:** Sun, Jul 16, 2017 at 9:51 PM  
**Subject:** sign code changes  
**To:** [signcodesuggestions@kirklandwa.gov](mailto:signcodesuggestions@kirklandwa.gov)

Hello there,

I received your notice about the existing sign regulations in Kirkland.

My request would be to allow portable signs outside of retail businesses in the downtown walking core of Kirkland. There is so much foot traffic, and it is important to be able to announce specials and, in the case of my particular business, to give ideas as to what we sell, since ours is such a unique, niche shop. I display a sandwich board, which I display inside my recessed front entrance (which is carved out of my existing store square footage), so it does not block sidewalk traffic, and serves to catch the eyes of people walking north past my shop. On the other side of the entrance, I also display a white board on an easel that is wholly inside my front entrance, so does not block the flow of traffic at all and stands above my planter boxes that are also in my front entrance. This sign catches the eyes of people walking south on the sidewalk past my business. I cannot tell you how many people walk in directly because of what they read on my signs. It is very common for someone to say "I saw your sign that said xxxx, and would love to know more."

I understand that not all retail businesses have a recessed entrance so this does mean they have to put their signs out into the sidewalk, but I think each business being able to put a small sign up against their outside wall should be allowed.

Other businesses have gotten carried away at times, like putting large items and chairs and tables outside their business, with balloons and other ware that I see people having to navigate around and it can be disruptive to the flow of foot traffic. However, I respectfully suggest that A-board signs can be displayed discreetly and be informative and welcoming to walk-by traffic without disrupting walkers.

I appreciate your willingness to take comments and suggestions.

Take care,

Katya Difani  
Herban Wellness  
103 Lake St. S  
Kirkland, WA

## Jon Regala

---

**From:** Andy Roberts <andy@pumpitupwa.com>  
**Sent:** Wednesday, July 19, 2017 10:55 AM  
**To:** Sign Code Suggestions  
**Subject:** Sign suggestions

Firstly, thanks for soliciting input!

I'm 100% in support of all the policies (especially A-frame signs), with one exception: banner flags. Full disclosure: I had a couple of these deployed outside my business until I received your notice, so I'm obviously OK with them.

I'm sure you must take into account considerations other than just aesthetics, but to me these generally look professional.

Thanks again,

Andy Roberts  
Pump It Up of Kirkland and Lynnwood



## Jon Regala

---

**From:** Eric Shields  
**Sent:** Friday, October 20, 2017 8:39 AM  
**To:** 'barbiey@kirklanddowntown.org'  
**Cc:** Jon Regala  
**Subject:** RE: Sign ordinance feedback

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Thanks Barbie. I'll pass this along to the Planning Commission. At the discussion last night, the Commission asked staff to prepare a few alternatives to bring to the public hearing. Right now we're shooting to have the hearing at the November 9 meeting, but that may have to slip to December 14. I'll let you know.

Regards,

**Eric Shields, AICP**

Director

Kirkland Planning and Building Department

[eshields@kirklandwa.gov](mailto:eshields@kirklandwa.gov) | 425-587-3226

**From:** barbiey@kirklanddowntown.org [mailto:barbiey@kirklanddowntown.org]

**Sent:** Thursday, October 19, 2017 5:20 PM

**To:** Eric Shields

**Cc:** Glenn Peterson

**Subject:** Sign ordinance feedback

Hello,

I just wanted to reiterate some thoughts on the signage ordinances that may be discussed tonight.

Merchants feel that the A signs are VERY important to the success of their business, especially those located 'off the beaten path' such as Coffee and Cone in Lakeshore plaza. Example: The Heathman and Trellis restaurant have reported great success from their Prime Rib A sign offering.

Unless there is a substitution for these A signs, they feel it is important to allow them, and still be in compliance with the ADA.

Most feel that signs from other businesses that are located further away should not be allowed (such as apartment signs that crop up from Woodinville).

Barbie Collins Young

Executive Director

Kirkland Downtown Association

Cell: 425-766-6982

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