

Docket Item No.	Project Name	Brief Description of Suggested Amendment	Who Suggested Amendment	Staff Lead	Staff Recommendation
20.03	KCC Chapter 17.70	Amend sign code to allow greater sign height and area for commercial zones fronting highways. Also add conditional use permit option for proposed signs that exceed standards.	Commissioner Wright	CDS – Planning	Staff recommends approval of the amendment as proposed.

The proposed amendment to KCC 17.70 would allow a greater sign height and a greater area for commercial zoned properties fronting highways. The amendment would also include a Conditional Use Permit option for signs proposed to exceed height and area standards.

DRAFT – August 2020

17.70.060 General regulations.

The type, number, height, setbacks and maximum sign area are subject to the review procedures of this chapter, and are established for all signs in all zoning districts.

1. Development Standards.
 - a. Construction shall satisfy the requirements of KCC [Title 14](#) and the International Codes.
 - b. All signs, together with their supports, braces, and guys, shall be maintained in a safe and secure manner.
 - c. Except for exempt signs as provided in KCC Section [17.72.030](#), all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure.
 - d. The ratio of the area of the sign support, framing structure and/or other decorative features which contain no written or advertising copy to the sign cabinet shall not be greater than one to one (1 to 1).
 - e. Setbacks. All signs shall be at least ten (10) feet from the front property line, but must be setback additional distance if right of way extends onto property so that the sign is no closer than ten (10) feet from the edge of the right of way.
 - f. Sight Triangles: Signs must be located in conformance with KCC Section [12.04.030.E](#) for sight triangles.
 - g. Height. Except where allowed or restricted otherwise in this chapter, all signs and supporting structures shall be no higher than the allowed building height in the applicable zoning district. Signs in Limited Commercial, General Commercial, or Highway Commercial zoning districts shall not exceed eighty (80) feet in height. Signs that exceed height standards in Limited Commercial, General Commercial, or Highway Commercial zoning districts shall require Conditional Use permit approval in accordance with KCC 17.60A.

- h. Projecting, hanging, and awning signs shall maintain a minimum clearance of eight (8) feet above the finished grade.
 2. Illumination. Illumination from any sign shall be shaded, shielded, directed or reduced so as to avoid undue brightness, glare or reflection of light onto private or public property or right-of-way in the surrounding area, and so as to avoid unreasonable distractions of pedestrians or motorists.
 3. Computations. The following principles shall control the computation of sign area and sign height:
 - a. Area of Individual Signs. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall that is clearly incidental to the display itself.
 - b. Area of Multi-Faced Signs. The sign area shall be computed by adding together the area of all sign faces. When two identical sign faces are placed back to back, the sign area shall be computed by the measurement of one of the faces. No greater than two (2) faces are permitted per freestanding sign.
 - c. Height. The height of a sign shall be computed as the distance from the base of the sign at the average finished grade of the lot to the top of the highest attached component of the sign. In cases in which the normal grade cannot reasonably be determined, or the property is improved with curbs and gutters, sign height shall be computed on the assumption that the elevation of the normal grade at the sign is equal to the average elevation of the roadway within fifty (50) feet in either direction of the proposed sign.
 4. Number of signs.
 - a. Only one (1) monument sign is allowed on each frontage, including for multi-tenant buildings, provided it is not located on the same street frontage as an allowed freestanding sign.
 - b. Only one (1) freestanding sign is allowed on each frontage, including for multi-tenant buildings, provided it is not located on the same street frontage as an allowed monument sign.
 - c. Single or multiple occupancy buildings whose premises extend through a block to face on two (2) parallel or nearly parallel roads with customer entrances on each road are permitted one (1) freestanding sign or monument sign per road frontage; provided, that each freestanding sign or monument sign is located on different road frontages. Where a multi-tenant development does not abut a public street frontage, one (1) multi-tenant sign shall be allowed. However, no signs shall be permitted on roads abutting residential districts.
 - d. Unless otherwise addressed in this chapter, the number of wall or window signs shall not be limited as long as the maximum sign surface area per building face is not exceeded.
 - e. Only one (1) suspended and/or projecting sign shall be permitted per exterior building entrance;
 - f. One (1) suspended and/or projecting sign per business shall be allowed under a canopy.
 5. Any signs visible from a Washington State-designated scenic byway shall comply with the requirements of [Chapter 47.42 RCW](#) and other applicable state requirements, as administered

by the appropriate state agency, including any permitting required by the Washington State Department of Transportation.

6. One (1) informational sign per business or use may be permitted indicating the use or business name and the direction in which it is located. The name or logo may be listed but shall not be the primary focus or feature of the sign. Such signs may be a maximum of four (4) feet in height.

(Ord. 2014-015, 2014;)

17.70.070 Specific sign regulations.

All permitted signs shall comply with one of the following types of structural and/or construction related requirements:

1. Monument Signs
 - a. Unless otherwise permitted herein, each monument sign shall be no larger than thirty-two (32) square feet;
 - b. Unless otherwise permitted herein, each monument sign shall be no taller than forty-two (42) inches above street grade when located within the sight triangle, and no taller than seventy-two (72) inches above finished grade when located outside of the sight triangle;
 - c. Monument signs shall be constructed as ground-mounted signs with the message component of the sign located above the average ground elevation and attached to the ground by means of a wide base of solid appearance.
2. Freestanding Signs
 - a. Unless otherwise permitted herein, each freestanding sign shall be no larger than thirty-two square feet (32); except that a multi-tenant freestanding signs shall not exceed a maximum of one hundred fifty (150) square feet in area.
 - ~~a.b.~~ Signs oriented toward highways and freeways shall have a maximum area per face of four hundred (400) square feet. Signs oriented toward highways and freeways that exceed four hundred (400) square feet in area shall require Conditional Use permit approval in accordance with KCC 17.60A.
 - ~~b.c.~~ The maximum size for outdoor advertising signs shall be thirteen (13) feet in height and twenty-five (25) feet in length or three hundred twenty-five (325) square feet in area, including border and trim, but excluding supports, In no case shall more than two signs outdoor advertising signs be permitted on the same lot.