



# Planning Association of Washington Sign Code Update Training

- Mercer Island, Washington
  - June 23, 2017
- WELCOME



# **Covington Sign Code Amendments**

- **Purpose: Balance Both Public & Private Interests**
- **Objectives Include:**
  - **Maintain City Council's Community Vision**
  - **Provide for Economic Well-Being of City**
  - **Maintain a Balance of Sign Aesthetics**
  - **Develop User-Friendly Code**



# **Work Completed on Covington Sign Code**

- **2015: Study Sessions with Council on Sign Code Vision**
- **2016: Workshops with Council on Goals & Objectives for New Sign Code Considering our Community Focus**
- **2016: Results-Emphasis on Economic Well-being, Aesthetics, & Sharing of Community Information**
- **2016: Desire to Make Regulations Simple & Clear, with Easy Permitting & Enforcement**



# **Work Completed on Covington Sign Code**

- **2016: Public Hearing & Adoption of Interim Sign Code**
- **2016-2017: Enforcing Interim Code-Reasonable Compliance from Businesses**
- **2017: Public Outreach on Switching from Interim to Permanent Sign Code**
- **2017: Public Open House in June with Good Response**



# Major Provisions of Interim Sign Code

- **Commercial & Noncommercial Messages Can Be Regulated Differently**
- **Minimum Standards for Life, Health, Traffic, & Public Safety**
- **Control Design, Quality of Materials, & Illumination**
- **Enhance the Appearance of City's Streetscape**



# Major Provisions of Interim Sign Code

- **Focused on Uniformity of Regulation & Ease of Enforcement**
- **Prohibited Signs in Roundabouts, Medians, Posted on Utility Poles & Trees in ROW, and Fences**
- **Reduced Sign Clutter in ROW**
- **New Code Addition: Allowed One A-Frame or Sandwich Board Sign Per Business on Site**



# Exemptions from Provisions in New Sign Code

- Signs Not Visible from Public ROW
- Any Form of Public Art
- Signs Required by Local, State, & Federal Law
- Government Signs for Protection of Health & Safety



# Prohibited Signs in Interim code

- **Animated, Rotating, & Inflatable Signs**
- **Hazardous, Flashing, & Nuisance Signs**
- **Portable Signs on Wheels**
- **Abandoned Signs & Permanent Signs on Vacant Lots**





# Signs Exempted from Permits

- Changes to Face or Copy of Sign Message
- Normal Repair & Maintenance of Sign
- Window Signs
- Signs on Vehicles



# **Temporary Signs on Residential Properties**

- **Shall Only Display Noncommercial Messages**
- **Allows Signs on Property Actively for Sale or Lease**
- **No Restriction on Number of Signs**
- **Shall Be Less Than 16 sq. ft. in Area, 6 sq. ft. Per Side**
- **Limited to 20% of Façade & 50% of Window Area**



# Temporary Signs on Commercial Properties

- May Have Commercial or Noncommercial Messages
- Prohibits Changing Images or Electronic Elements
- Allows One Banner per Tenant Space up to 32 sq. ft., But No Longer Than 120 Days in a Calendar Year
- One Portable A-Frame Sign Allowed per Business, 4 sq. ft. Per Side, Only Dawn to Dusk, 365 Days a Year



# Temporary Signs on Commercial Properties

- **Window Signs Shall Not Exceed 50% of Window Area**
- **One Additional Temporary Freestanding Sign Per Street Frontage, up to 32 sq. ft.**
- **Temporary Signs, Except Window Signs, Require a Permit to Regulate Their Time, Place, & Manner**



## **Temporary Signs in Public ROW & Public Spaces**

- **Must Be Behind the Curb & Outside of Medians, Roundabouts, or Traffic Islands**
- **Outside of Sight-Distance Triangles at Corners, & Not Attached to a Tree, Utility Pole, or Fence**
- **Limited to 6 ft. in Area & 3 ft. in Height in the ROW**
- **No Limitation in Public Spaces if Placed by the City**
- **Exception for Banner Hanging Across Street ROW**



## Permanent Signs

- **Either High, Medium, or Low Profile Classification Based Upon Zoning District or Street Location**
- **Signs Shall be Monument Style, Not Pole Signs**
- **Signs Shall Meet Design Criteria for Materials, Color, & Architectural Detail**
- **Must Have Landscaping Surrounding the Base**



# High, Medium, & Low Profile Permanent Signs

- **Maximum Height Varies from 5 to 12 ft., & 80 to 160 sq. ft. in Area Depending upon Site**
- **One Freestanding Monument Sign Unless Street Frontage is at Least 750 Lineal Feet**
- **Also Allows Wall & Building Mounted Signs Based upon Street Frontage**
- **Also Allows Kiosk Sign for Additional Businesses, 6 ft. High and 15 sq. ft. in Area**



## **Building Mounted Permanent Signs**

- **May Use Marquee, Awning, Wall-Mounted, Projecting, & Electronic Changeable Copy Signs**
- **Shall Not Project Above Roofline of Building**
- **Area Limited to 15% of Exposed Building Face**
- **Number of Signs Varies from 2 to 5 Depending On Total Building Face Area**





# Major Issues Raised During Public Outreach

- How to Regulate Temporary Real Estate Signs
- How to Regulate Garage Sale Signs
- How to Regulate A-Frame (Sandwich Board Signs)
- How to Regulate Digital Advertising Signs



# Thank You!

## Contact for Questions

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