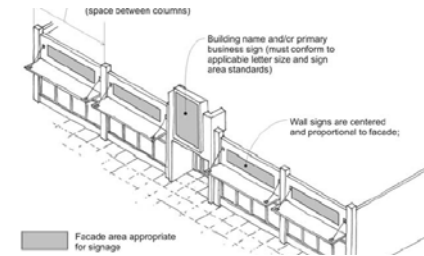


Sign Design & Reed/Gilbert: A Consultant's Perspective

PAW – Sign Code Training - June 23, 2017 Bob Bengford AICP, MAKERS



North Bend Historic District Sign Guidelines



Prepared for:
City of North Bend
Community Services Department
126 East Fourth Street (P.O. Box 896)
North Bend, Washington 98045, (425) 888-5633

King County Landmarks Program
Office of Cultural Resources
506 Second Avenue, Room 200
Seattle, Washington 98104, (206) 296-8636

Prepared by: MAKERS architecture and urban design, June 2002

Sign Code Update: Finding the Sweet Spot between Flexibility & Clutter Management

May 26, 2015 by Bob Bengford
Category: Planning Advisor, Sign Control

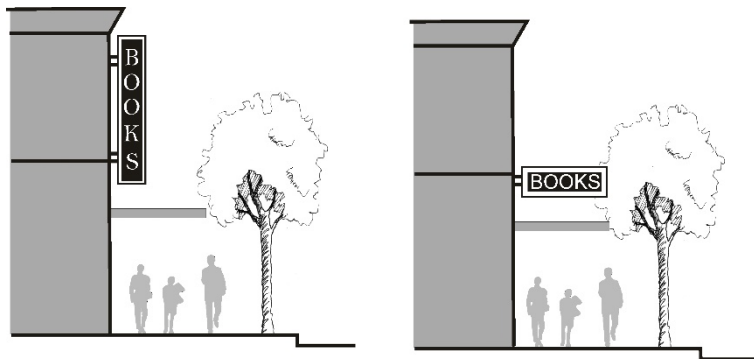
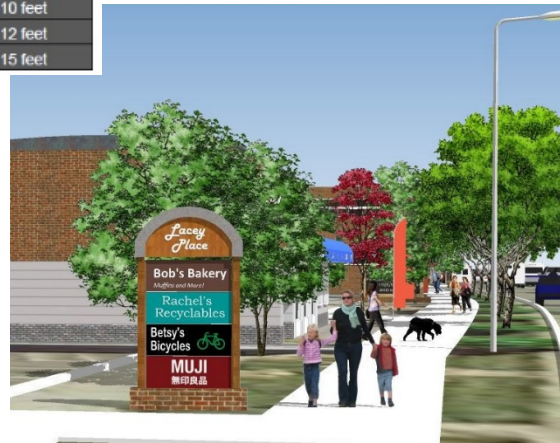
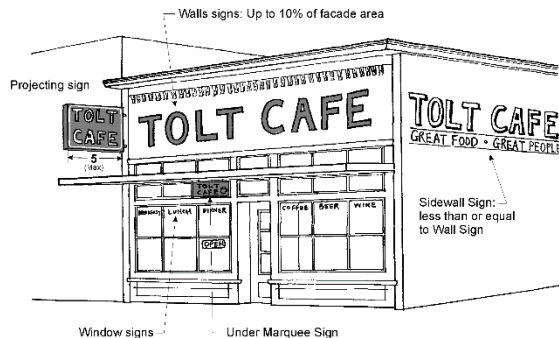
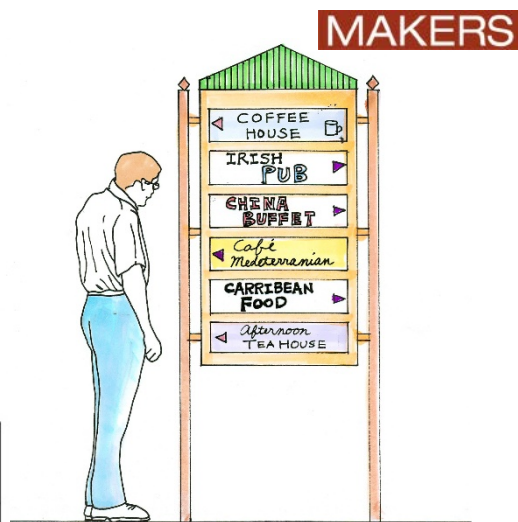


Table 16.75.080(A)(6). Maximum freestanding sign height and area.

Total ROW Frontage of Parcel (on each streets)	Allowable Sign Area (white/very light background)	Allowable Sign Area (shaded or dark background)	Maximum Height (white/very light background)	Maximum Height (shaded or dark background)
< 200 Feet	24 sq. ft.	40 sq. ft.	6 feet	7 feet
200 - 399 Feet	36 sq. ft.	54 sq. ft.	7 feet	8 feet
400 - 599 Feet	50 sq. ft.	70 sq. ft.	8 feet	9 feet
600 - 799 Feet	60 sq. ft.	80 sq. ft.	8 feet	10 feet
800 - 999 Feet	66 sq. ft.	88 sq. ft.	9 feet	12 feet
1000 Feet and >	72 sq. ft.	96 sq. ft.	9 feet	15 feet



City of Lacey

Sign Ordinance Audit Review + Update

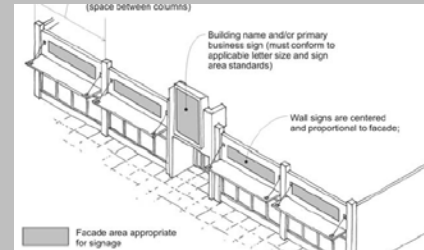
Adopted February 12, 2015

MAKERS



Joseph W. Tovar
FAICP

Review + Update



Purpose

- Improvement of storefront and business identity and recognition.
- Sign compatibility with various zoning districts

Issue: Business visibility along major corridors



Issue:
Minimize
clutter



Issue:

Electronic messaging signage



Issue: A-Frame & Feather Signs



Project Theme

- Integrating greater sign code flexibility while strengthening sign design provisions



Solutions

Allow MORE freestanding signs



3. Permitted number of signs. One sign is permitted per frontage, per property. Additional freestanding signs shall be permitted per Table 16.75.080(A)(3) below [b28].

Table 16.75.080(A)(3). For properties with more than 500 feet of frontage, additional freestanding signs are permitted per the separation standards below.

Applicable Speed Limit	Minimum Separation
Less than 35 mph	150'
35-45 mph	200'

Allow
LARGER
freestanding
signs



EXISTING CODE

Permitted Sign Sizes - Monument Signs

Total ROW Frontage of Parcel (on all streets)	Allowable Sign Area	Allowable Sign Structure Size	Maximum Height	Number Permitted
< 200 Feet	24 sq. ft.	40 sq. ft.	5 feet	1
200 - 399 Feet	36 sq. ft.	54 sq. ft.	6 feet	1
400 - 599 Feet	50 sq. ft.	70 sq. ft.	7 feet	1
600 - 799 Feet	60 sq. ft.	80 sq. ft.	7 feet	1 @ entrances / 2 max.
800 - 999 Feet	66 sq. ft.	88 sq. ft.	8 feet	1 @ entrances / 2 max.
1000 Feet and >	72 sq. ft.	96 sq. ft.	8 feet	1 @ entrances / 2 max.

Large shopping centers (>30 acres & 350,000sf floor area)
can have a 30' tall freestanding sign with 300sf

Allow LARGER freestanding signs

PROPOSED CODE

Total ROW Frontage of Parcel (on each streets)	Allowable Sign Area (white/very light background))	Allowable Sign Area (shaded or dark background)	Maximum Height (white/very light background)	Maximum Height (shaded or dark background)
< 200 Feet	24 sq. ft.	40 sq. ft.	6 feet	7 feet
200 - 399 Feet	36 sq. ft.	54 sq. ft.	7 feet	8 feet
400 - 599 Feet	50 sq. ft.	70 sq. ft.	8 feet	9 feet
600 - 799 Feet	60 sq. ft.	80 sq. ft.	8 feet	10 feet
800 - 999 Feet	66 sq. ft.	88 sq. ft.	9 feet	12 feet
1000 Feet and >	72 sq. ft.	96 sq. ft.	9 feet	15 feet

Supplemental Freestanding sign provisions:

- a. Signs that employ shaded, opaque or dark background and light colored lettering are allowed larger sign areas, as they are found to be less visually intrusive than signs incorporating white or very light-colored background. See Figure 16.75.080(A)(6)(a) below for examples [b32].



Figure 16.75.080(A)(6)(a). The black, dark, and shaded signs above qualify for the extra sign area and height specified in the shaded columns of Table 16.75.080(A)(6). The sign on the right with the white background is allowed (but doesn't qualify for the "bonus" sign area and height) and subject to the sign area/height in the unshaded columns above in Table 16.75.080(A)(6).



Supplemental Freestanding sign provisions:

- a. Signs that employ shaded, opaque or dark background and light colored lettering are allowed larger sign areas, as they are found to be less visually intrusive. Signs incorporating white or very light-colored lettering on a dark background are also permitted. See examples [b32].

Content Neutrality Violation???



Figure 16.75.080(A)(6)(a). The black, dark, and shaded signs above qualify for the extra sign area and height specified in the shaded columns of Table 16.75.080(A)(6). The sign on the right with the white background is allowed (but doesn't qualify for the "bonus" sign area and height) and subject to the sign area/height in the unshaded columns above in Table 16.75.080(A)(6).

- c. Center names for multi-tenant commercial centers are exempt from allowable sign area calculations specified above. Freestanding signs incorporating center names are allowed 15 percent greater sign height than specified above.

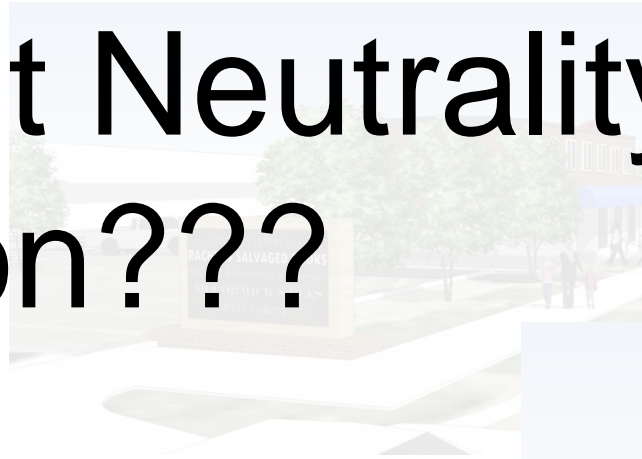
Incentives for including Center Names



- c. Center names for multi-tenant commercial centers are exempt from allowable sign area calculations specified above. Freestanding signs incorporating center names are allowed 15 percent greater sign height than specified above.

Content Neutrality Violation???

Incentives
for
including
Center
Names





Issue: Minimize clutter



Proposed Solution:

Use the “Street Graphics” approach for free-standing signs that reduces clutter and improves legibility by limiting the total amount of information on the sign



Keeping It Simple

- Each **word** is one “item” of information
- Each **graphic** is one “item” of information
- Each **grouping of numbers** is one “item” of information
- Center names are exempt



32 total “items”



10 total “items”



17 total “items”

Proposed Approach:

Street
graphics
approach

Speed Limit	Items of Information				
	Sign Area				
	Up to 24sf	24-35.9sf	36-49.9sf	50-80sf	80sf+
25 mph	18	20	22	26	30
30 mph	14	16	20	22	25
35 mph	12	14	16	18	20
40 mph	10	11	12	14	15
Freeway	10	10	10	10	10

Street graphics approach

A



9

6

8

7



Total
Items of
Information

Street graphics approach

B



6

6

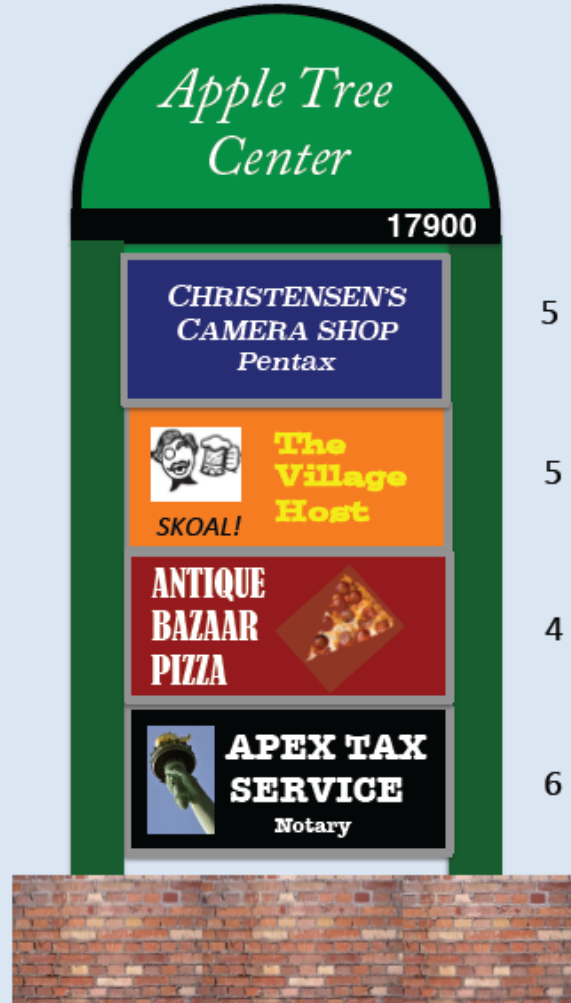
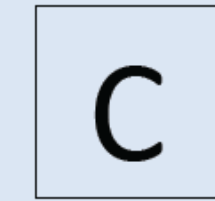
7

6



Total
Items of
Information

Street graphics approach



Total
Items of
Information

Street graphics approach

D



3

4

4

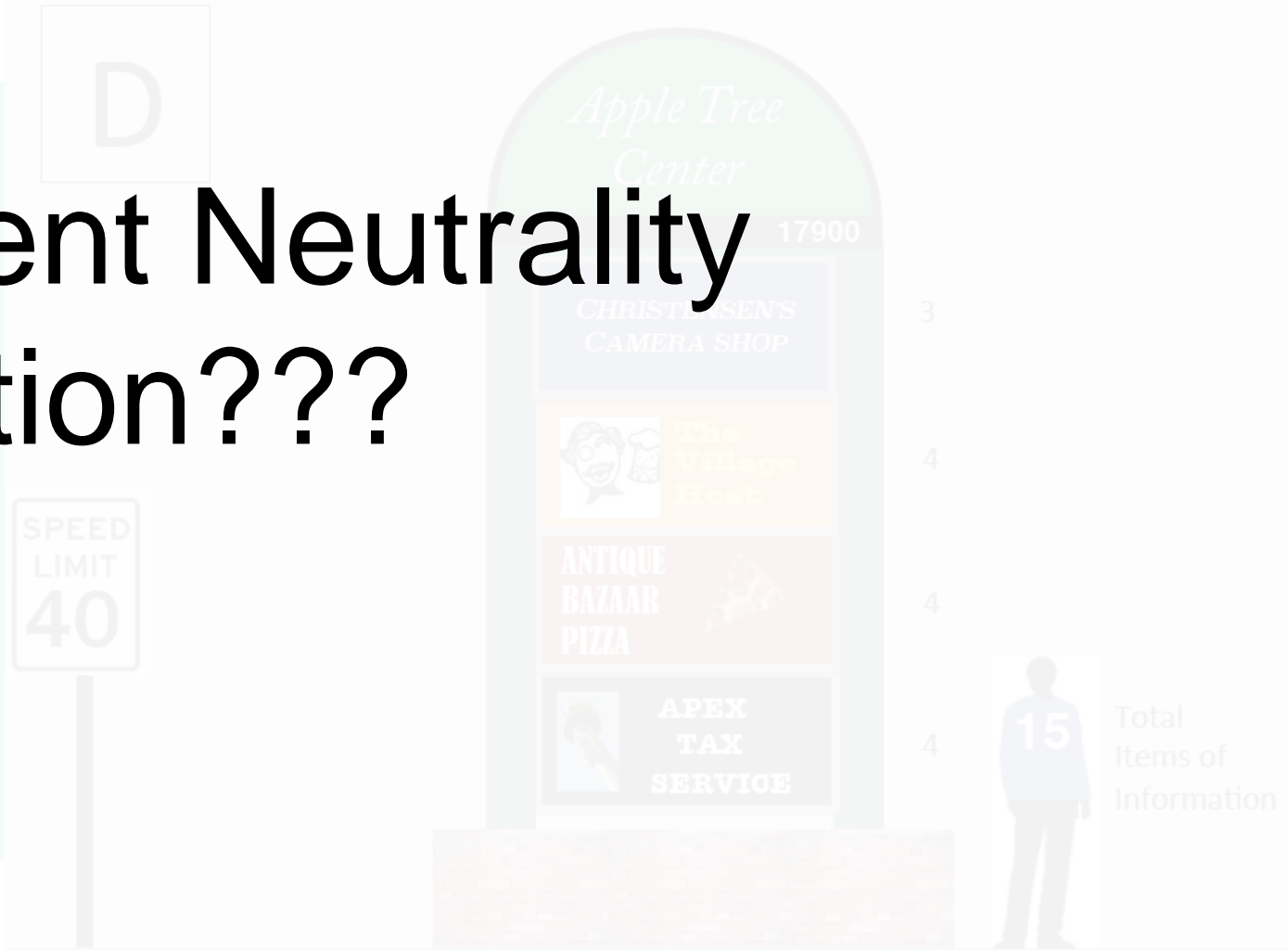
4



Total
Items of
Information

Content Neutrality Violation???

Stille
graphics
approach



Electronic messaging signage



Proposed Solutions:

1. Allow for digital signage to be integrated into freestanding signs provided conditions are included to limit clutter and negative visual impacts.
2. Allow for digital directories to provide greater sign display opportunities for individual businesses

Allow digital
signage
integration



Digital directory up
to 50%

Allow digital
signage
integration



Up to 1/3 of
sign for
changing
message
signage (up to
50% for single
tenant)

Allow digital
signage
integration



Up to 2/3 of
sign for total
digital
signage

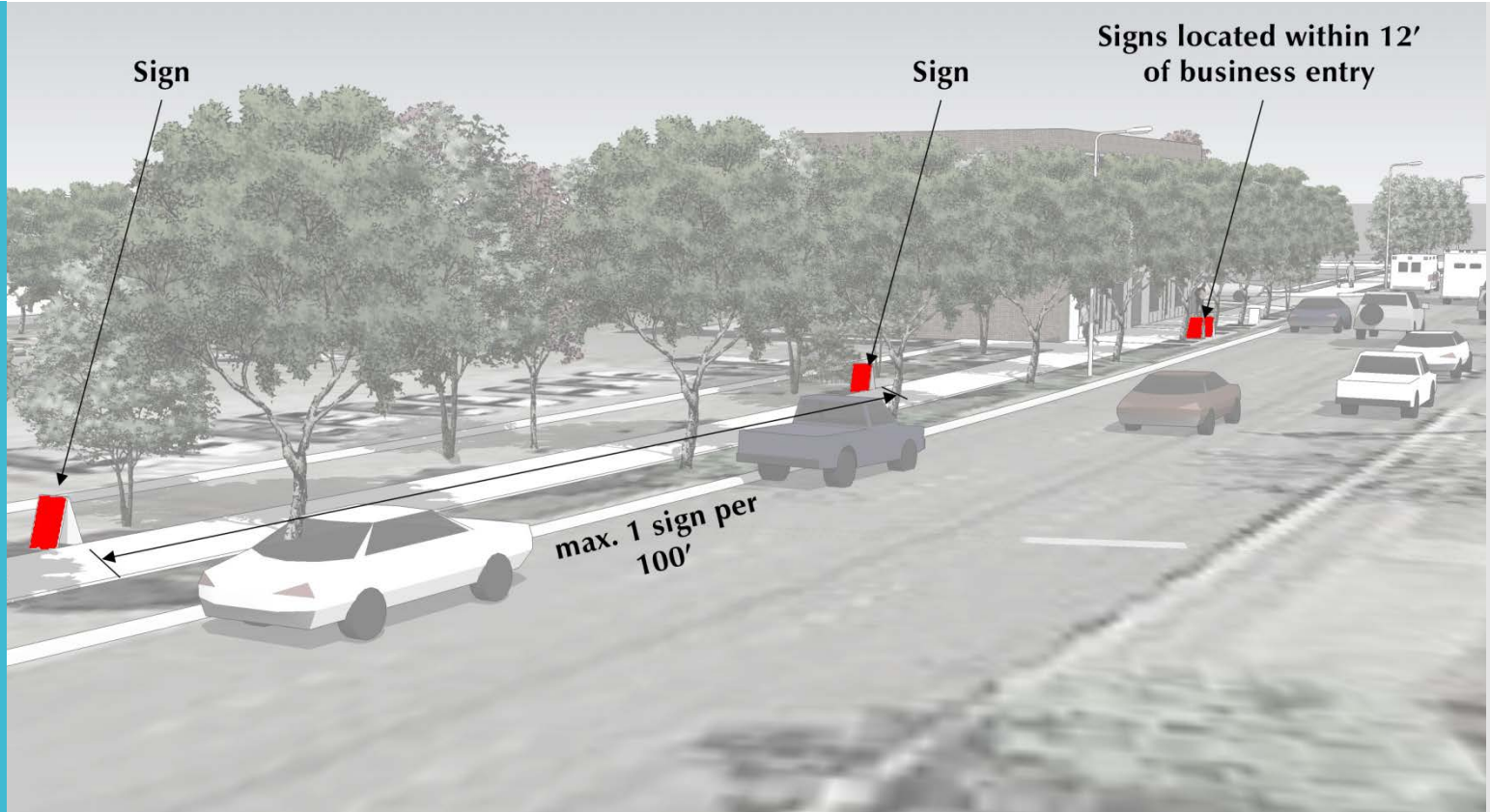
Content Neutrality Violation???

Allowing
signage
integration



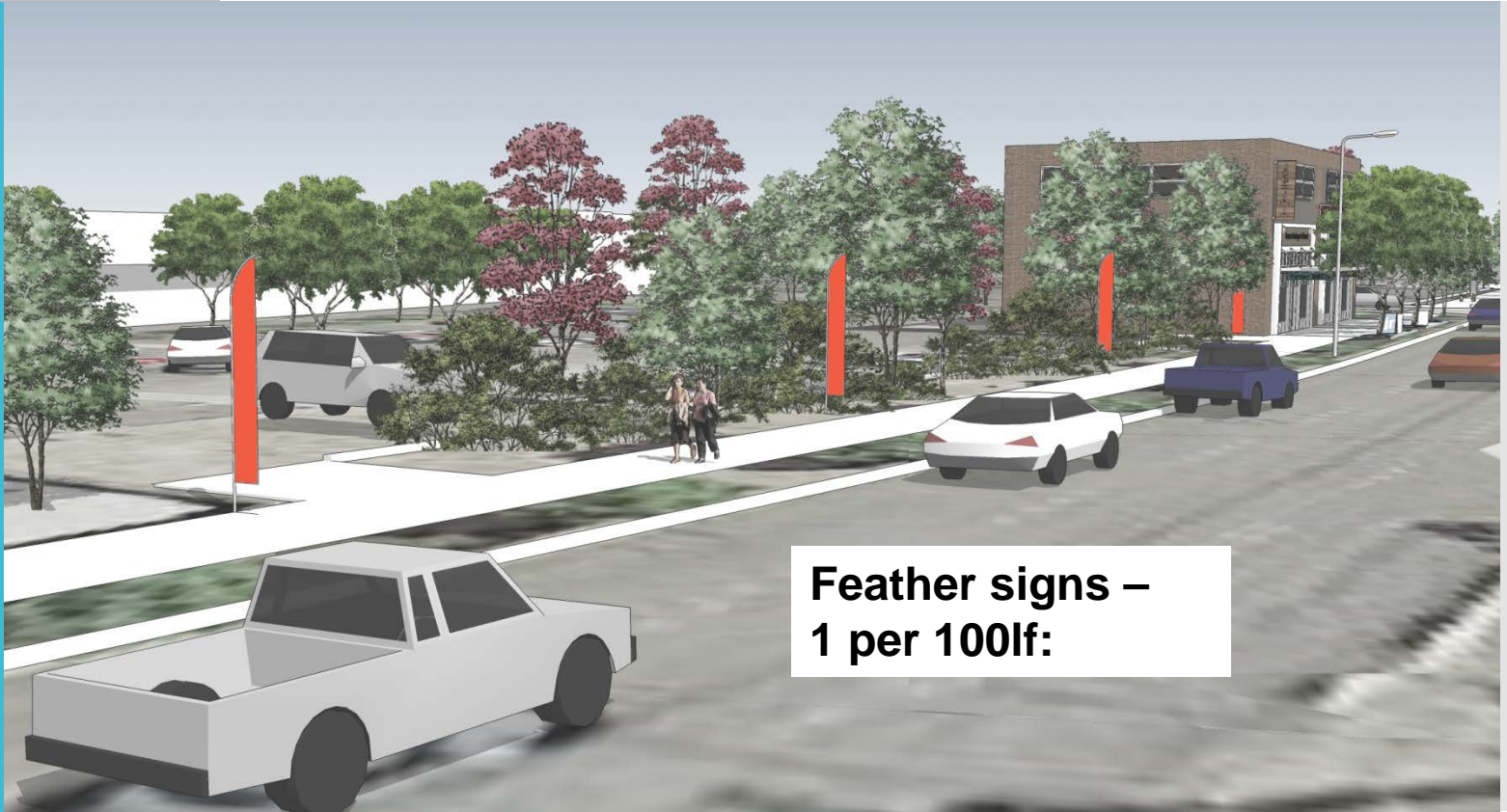
Digital directory up
to 50%

Sandwich Board Signs



Proposal

Feather Signs



Content Neutrality Violation???



Feather signs –
1 per 100lf:

Questions?

Find the code:

www.codepublishing.com/WA/Lacey/#/Lacey16/Lacey1675.html#16.75

Google Outlook - bengford@ Large lookouting Seattle DJC.com local 7-Day Forecast for Lat Washington City Mun Art Thiel | Sportspress Cliff Mass Weather

Chapter 16.75 SIGN REGULATIONS

Chapter 16.75 SIGN REGULATIONS

Sections:

- 16.75.010 Intent
- 16.75.020 Definitions and abbreviations
- 16.75.030 Applicability
- 16.75.040 Administration
- 16.75.050 Prohibited signs
- 16.75.060 General sign provisions
- 16.75.070 Permitted signs
- 16.75.080 Sign type standards
- 16.75.090 Residential district sign standards
- 16.75.100 Temporary signs
- 16.75.110 Legal nonconforming signs
- 16.75.120 Enforcement and sign removal
- 16.75.130 Severability

[SHARE](#)

16.75.010 Intent.
The intent of this chapter is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following purposes:

- Promote the goals and policies of the Comprehensive Plan;
- Promote economic vitality of the city's business districts and corridors;

Questions?

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360.412.3190