



Planning Association of Washington Sign Code Preparation (Reed v. Gilbert)

- Spokane, Washington
 - October 26, 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**
 - **Protect Traffic Safety**
 - **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 Community Focus**
- **2016: Results-Emphasis on Economic Well-being, Safety, 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-Good Compliance**
- **2017: Public Outreach on Switching from Interim to Permanent Sign Code**
- **2017: Public Open House in June with Good Response**
- **Adoption in 2018**



Important Facts to Remember

- **Any New Sign Code Post Reed v. Gilbert is:**
 - Not a Cookbook for Cities to Plug in Their Name
 - Not a “One Size Fits All” Code Format
 - Not a “Silver Bullet” to Copy

Each City is Different Based upon City Values, Objectives, Code Purpose, and Existing Code

Spend the Time, Do the Work, and Develop Your Own Code with Stakeholder Input to Fit Your City



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, Feather Flag, & 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**
- **Certain Temporary Signs**



Temporary Signs on Residential Properties

- **Shall Only Display Noncommercial Messages**
- **However, Allows Commercial 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, 6 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, Through Sticker with Expiration Date**



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 (Still Resolving These issues)

- **How to Regulate Temporary Real Estate Signs, including Weekend Open House Signs**
- **How to Regulate Garage Sale Signs**
- **How to Regulate Commercial A-Frame (Sandwich Board Signs)**
- **How to Regulate Digital Advertising Signs**



Thank You!

Contact for Questions

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