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3 **ORDINANCE** \_\_\_\_\_

4 AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code  
5 amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating  
6 to signs within the Sand Point Overlay District.

7 WHEREAS, in 1997 the City Council passed Ordinance 118624 creating the Sand Point Overlay  
8 District (“Overlay District”) to guide reuse of properties and buildings from the former  
9 Naval Air Station Sand Point, and to integrate the property into the City of Seattle as a  
10 multi-purpose regional center that provides expanded opportunity for recreation,  
11 education, arts, cultural, and community activities, increased public access to the  
12 shoreline and enhanced open space and natural areas, opportunities for affordable  
13 housing and community and social services, and expanded opportunity for low-impact  
14 economic development uses; and

15 WHEREAS, the Overlay District allows for non-residential uses that are not normally permitted  
16 in the underlying residential zones, but are permitted due to the unique nature of the  
17 district, and which permitted uses were most recently updated in 2008 by Ordinance  
18 122829, which did not include any updates to existing sign standards appropriate for this  
19 district; and

20 WHEREAS, in 2004 the City hired a consultant to develop a signage and wayfinding master plan  
21 for Warren G. Magnuson Park (“Magnuson Park”), in which the Overlay District is  
22 located, that included an inventory and analysis of existing signs and a separate public  
23 review process, which resulted in a Final Signage and Wayfinding Master Plan governing  
24 commercial and non-commercial signs for the entire Magnuson Park, all of which are  
25 unique to the Overlay District; and

26 WHEREAS, the current underlying single-family and multifamily zones within the Overlay  
27 District do not adequately regulate signs for permitted uses in the Overlay District, which  
28 includes park area and uses, multifamily uses in new and historic structures, and historic  
29 industrial and office buildings that now house educational, environmental, and cultural  
30 organizations that are not generally permitted in the underlying zones; and

31 WHEREAS, this unique combination of uses and historic structures in the Overlay District  
32 requires sign standards that are different from the types of signage allowed for residential  
33 or commercial uses that are found outside of the Overlay District, as well as for other  
34 parks within those residential zones, to balance the City’s interests in aesthetics, safety,  
35 and communication; and

1  
2 WHEREAS, the need to modify the existing regulations for signs within the Overlay District has  
3 increased significantly as buildings have been renovated and new public and private  
4 commercial uses have been located within the Overlay District; and

5 WHEREAS, the buildings within the Overlay District are oriented toward streets and rights-of-  
6 way internal to Magnuson Park and the Overlay District and not towards Sand Point Way  
7 NE, the main arterial abutting the Overlay District, and have made wayfinding for the  
8 mix of uses allowed in the Overlay District problematic; and

9 WHEREAS, the new regulations for signs in the Overlay District will allow for greatly  
10 improved visitor wayfinding once visitors enter the Overlay District off of Sand Point  
11 Way NE; and

12 WHEREAS, the purposes of the Sign Code are to regulate commercial signs and to protect the  
13 public interests in avoiding driver distraction and visual blight caused by signs, while  
14 allowing needed communication with the public through signs that invite rather than  
15 demand the public's attention, and encouraging the use of signs that enhance the visual  
16 environment of the city; NOW, THEREFORE,

17 **BE ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

18 Section 1. Subsections 23.55.014A and B of the Seattle Municipal Code, which  
19 subsections were last amended by Ordinance 121477, are amended as follows:

20 **23.55.014 Off-premises signs**

21 A. Advertising Signs.

22 1. No advertising sign shall be erected, or constructed, unless an existing  
23 advertising sign is relocated or reconstructed at a new location. An advertising sign may be  
24 relocated or reconstructed if:

25 a. The existing advertising sign was lawfully erected and after the  
26 effective date of the ordinances codified in this section, is registered to pursuant to subsection F  
27 of this section;  
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1                   b. The advertising sign is located on a site or in a zone where it is not  
2 permitted, except as provided in subsection A.1.c of this ~~((s))~~ Section 23.55.014;

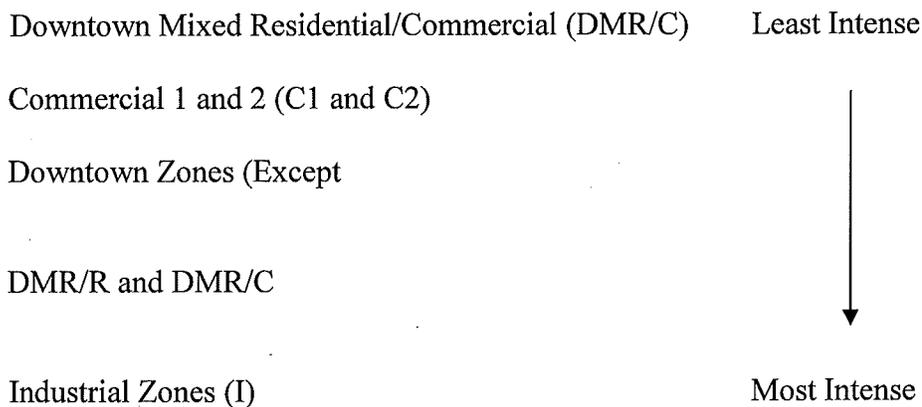
3                   c. In each calendar year one advertising sign which is located on a site or  
4 in a zone where it is permitted may be relocated or reconstructed if a citizen submits a written  
5 request for relocation to the Director;

6                   d. The reconstructed or relocated advertising sign will be a permitted use  
7 and will conform with all ordinances of the City at its new location;

8                   e. The construction permit for the relocated or reconstructed advertising  
9 sign is issued during the pendency of the demolition permit for the existing sign;

10                   f. The advertising sign face does not increase in size; and

11                   g. The advertising sign is relocated to an area with the same or more  
12 intensive zoning. Areas in which advertising signs are allowed are listed below from least intense  
13 to most intense zoning, and zones listed on the same line are considered of the same intensity.  
14 Zones which do not allow advertising signs shall be considered less intense zones for the purpose  
15 of relocation. This list is for purposes of this criterion only.



1 h. The number of relocated advertising signs does not exceed ~~twelve~~  
2 ~~((12))~~ structure locations per year or ~~((twenty-four-))24(( ))~~ sign face locations per year,  
3 excluding relocations pursuant to subsection G of this ~~((s))~~Section 23.55.014.

4 2. For purposes of relocation, sign owners maintain the right to relocation.

5 3. Wall signs cannot be relocated.

6 4. Maximum Sign Face Area. The maximum total area of any advertising sign in  
7 Commercial 1 and 2, Industrial and Downtown (except Downtown Mixed  
8 Residential/Commercial) zones shall be ~~((six hundred seventy-two-))672(( ))~~ square feet, with a  
9 maximum vertical dimension of ~~((twenty-five feet-))25(( ))~~ feet and a maximum horizontal  
10 dimension of ~~((fifty feet-))50(( ))~~ feet, provided that cutouts and extensions may add up to  
11 ~~((twenty))20~~ percent ~~((20%))~~ of additional sign area. The maximum total area of any  
12 advertising sign in Downtown Mixed Residential/Commercial (DMR/C) zones shall be ~~((three~~  
13 ~~hundred-))300(( ))~~ square feet, except for visually blocked signs which may be a maximum of  
14 ~~((six hundred seventy-two-))672(( ))~~ square feet.

15 5. All advertising signs shall be located at least ~~((fifty feet-))50(( ))~~ feet from any  
16 lot in a residential zone, and at least ~~((five hundred feet-))500(( ))~~ feet from any public school  
17 grounds, public park, or public playground, or community center, except for off-premises signs  
18 allowed under Section 23.55.032.G. For purposes of this section, a public park or public  
19 playground means a park or playground at least one ~~((1))~~ acre in size and a community center  
20 must be publicly owned.

21 6. No variances shall be permitted from the provisions of this subsection A.

22 B. Off-premises Directional Signs. The maximum area of any off-premises directional  
23 sign shall be ~~((one hundred-))100(( ))~~ square feet, with a maximum vertical dimension of ~~((ten~~  
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1 ~~feet-)~~10(~~(')~~) feet and a maximum horizontal dimension of (~~(twenty feet-)~~20(~~(')~~) feet, except  
2 for off-premises signs allowed under Section 23.55.032.G.

3  
4 Section 2. A new Section 23.55.032 of the Seattle Municipal Code is added as follows:

5 **23.55.032 Signs in the Sand Point Overlay District.**

6  
7 A. Sign regulations within this section apply to subareas B and C in the Sand Point  
8 Overlay District, as described in Section 23.72.004 and depicted on Map A for Section  
9 23.72.004. Sign regulations in the underlying zones continue to apply to all uses in subarea A.  
10 The regulations in this Section 23.55.032 supersede the sign regulations for the underlying zone  
11 in subareas B and C, except when a residential use is allowed in subarea B the sign regulations  
12 for the underlying zone in that subarea shall apply.

13  
14 B. Signs in the Sand Point Historic District portion of the Sand Point Overlay District  
15 subareas B and C, as depicted in Map B for Section 23.72.004, are permitted when consistent  
16 with the provisions of this section and undertaken in a manner consistent with the Sand Point  
17 Historic Properties Reuse and Protection Plan, dated April 1998, or successor plans, as  
18 documented by a letter of approval from the Sand Point Historic Preservation Coordinator, or  
19 any successor agency decision maker, certifying that the erection of the proposed sign is  
20 consistent with the plan.

21  
22 C. Signs shall be stationary and shall not rotate.

23 D. The following types of signs are prohibited:

- 24  
25 1. Flashing image signs;  
26 2. Signs with changing-images;  
27 3. Message board signs; or  
28

1                   4. Off-premises signs, except as provided in subsection 23.55.032.G.

2                   E. Signs may be externally illuminated, or non-illuminated, except as provided in  
3 subsection 23.55.032.G. Electric signs that include individually cut letters, numbers, or figures  
4 are permitted when affixed to a building or structure, except as provided in subsection  
5 23.55.032.G. Illuminated signs shall not be oriented towards Sand Point Way. For any use  
6 located on a lot in subarea B, when located within 50 feet of an abutting lot in subareas A or C,  
7 permitted electrical or externally illuminated signs are required to be oriented so that no portion  
8 of the sign face is visible from:  
9

- 10                   1. an existing or permitted principal structure on the abutting lot in subarea A; or  
11                   2. an existing or permitted principal structure on the abutting lot in subarea C,

12 unless the use of the structure is a non-conforming use at the time of the effective date of this  
13 ordinance.  
14

15                   F. On-Premises Signs.

16                   1. The following on-premises signs are permitted in addition to the signs  
17 permitted by subsections 23.55.032.F.2 and F.3:

18                   a. Memorial signs or tablets, and the names of buildings and dates of  
19 building erection when cut into a masonry surface or constructed of bronze or other  
20 noncombustible materials, up to a maximum of 5 square feet;

21                   b. Signs for public facilities indicating danger and/or providing service or  
22 safety information;  
23

24                   c. National, state, county, city and institutional flags. In addition, flags are  
25 permitted for a non-profit organization not meeting the definition of an Institution in Seattle  
26 Municipal Code Section 23.84.  
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1                   2. The number and type of on-premises signs allowed for business establishments  
2 in subarea B and subarea C of the Sand Point Overlay District are as follows:

3                   a. Each individual business establishment is permitted one projecting sign  
4 oriented to pedestrians on each building façade occupied by that business on public rights-of-  
5 way and publicly-owned roadways. The maximum area of this sign is 16 square feet.  
6

7                   b. Each individual business establishment is permitted one of the  
8 following types of signs for each 300 linear feet, or portion thereof, of building façade occupied  
9 by that business establishment on public rights-of-way and publicly-owned roadways. These  
10 signs are:

- 11                   i. wall;
- 12                   ii. ground;
- 13                   iii. projecting;
- 14                   iv. awning;
- 15                   v. canopy;
- 16                   vi. marquee, or
- 17                   vii. under-marquee.
- 18
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21 The maximum area for any of these signs is 48 square feet each. The sign shall be located on the  
22 portion of the structure that is on the public right-of-way or publicly owned roadway and  
23 occupied by the business establishment.  
24

25                   c. A business establishment with more than 300 linear feet of a building  
26 façade on a public right-of-way or publicly owned roadway is permitted to have one additional  
27 sign of the type permitted under subsection 23.55.032.F.2.b. A business establishment that is  
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1 permitted to have two signs under this subsection 23.55.032.F.2.c may combine the two signs  
2 into one of the type of signs permitted under subsection 23.55 032.F.2.b, up to a maximum total  
3 combined area of 96 square feet.

4 d. Sign Height.

5 (1) The maximum height for any portion of a pedestrian oriented  
6 projecting sign permitted under subsection 23.55.032F.2.a is 10 feet above existing grade.  
7

8 (2) The maximum height for any portion of a projecting sign that is not a  
9 pedestrian oriented sign permitted under subsection 23.55.032.F.2.a is 50 feet above existing  
10 grade, or the height of the top of the wall, excluding any cornice, of the structure to which the  
11 sign is attached, whichever is less.

12 (3) The maximum height for any portion of a wall, awning, canopy,  
13 marquee, or under-marquee sign is 20 feet or the height of the top of the wall, excluding any  
14 cornice of the structure to which the sign is attached, whichever is greater.  
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17 3. Multifamily structures in subarea C of the Sand Point Overlay District are  
18 allowed to have identification signs as follows:  
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20 a. One identification sign is permitted on each façade of a building  
21 containing a multifamily use on public rights-of-way and publicly-owned roadways. Such signs  
22 may not be located within 50 feet of each other.

23 b. Identification signs may be wall, ground, projecting, awning, canopy,  
24 marquee, or under-marquee.  
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26 c. The maximum area of each identification sign is 24 square feet.  
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1 d. The maximum height for any portion of a wall, projecting, awning,  
2 canopy, marquee, or under-marquee identification sign is 20 feet or the height of the top of the  
3 wall, excluding any cornice, whichever is greater.

4 G. Off-Premises Signs.

5 Two types of off-premises signs are allowed in the Sand Point Overlay District: “Off-  
6 premises directional signs”, and “Sand Point District signs.”  
7

8 1. “Off-premises directional signs” are allowed, subject to the provisions in  
9 subsection 23.55.032.G.3. The maximum area for each off-premises directional sign face is 24  
10 square feet per sign face. Only Sand Point Overlay District property owners may install off-  
11 premises directional signs.  
12

13 2. “Sand Point District signs” are signs installed by Sand Point Overlay District  
14 property owners listing the names of buildings or subareas and the organizations and businesses  
15 located within those buildings or subareas. Sand Point District signs are allowed in lieu of  
16 business district identification signs, which are prohibited. The maximum area for each off-  
17 premises Sand Point District sign is 48 square feet per sign face. The maximum area for any  
18 portion of a Sand Point District sign that lists an individual business or other nonresidential use is  
19 16 square feet per sign face.  
20

21 3. Off-premises directional signs and Sand Point District signs are allowed as  
22 follows:

23 a. Signs permitted under this subsection 23.55.032.G shall be ground  
24 signs;  
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26 b. The provisions of subsection 23.55.014.B do not apply; and  
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1 c. If a Sand Point District sign lists more than one individual business or  
2 other nonresidential use, the overall area devoted to such messages shall be at least 8 square feet  
3 smaller than the part of the sign identifying the name of the building or the subarea;

4 d. The signs shall comply with subsections 23.55.014 E.1.a, dispersion  
5 standards for directional sign faces and business district identification signs, 23.55.014 E.2, no  
6 roof signs, 23.55.014 E.3, lighting, and 23.55.014 E.4, height. Subsection 23.55.014 E.1.b does  
7 not apply.  
8

9 I. Sign kiosks are allowed as provided in subsections 23.55.015 B, C, D and E.

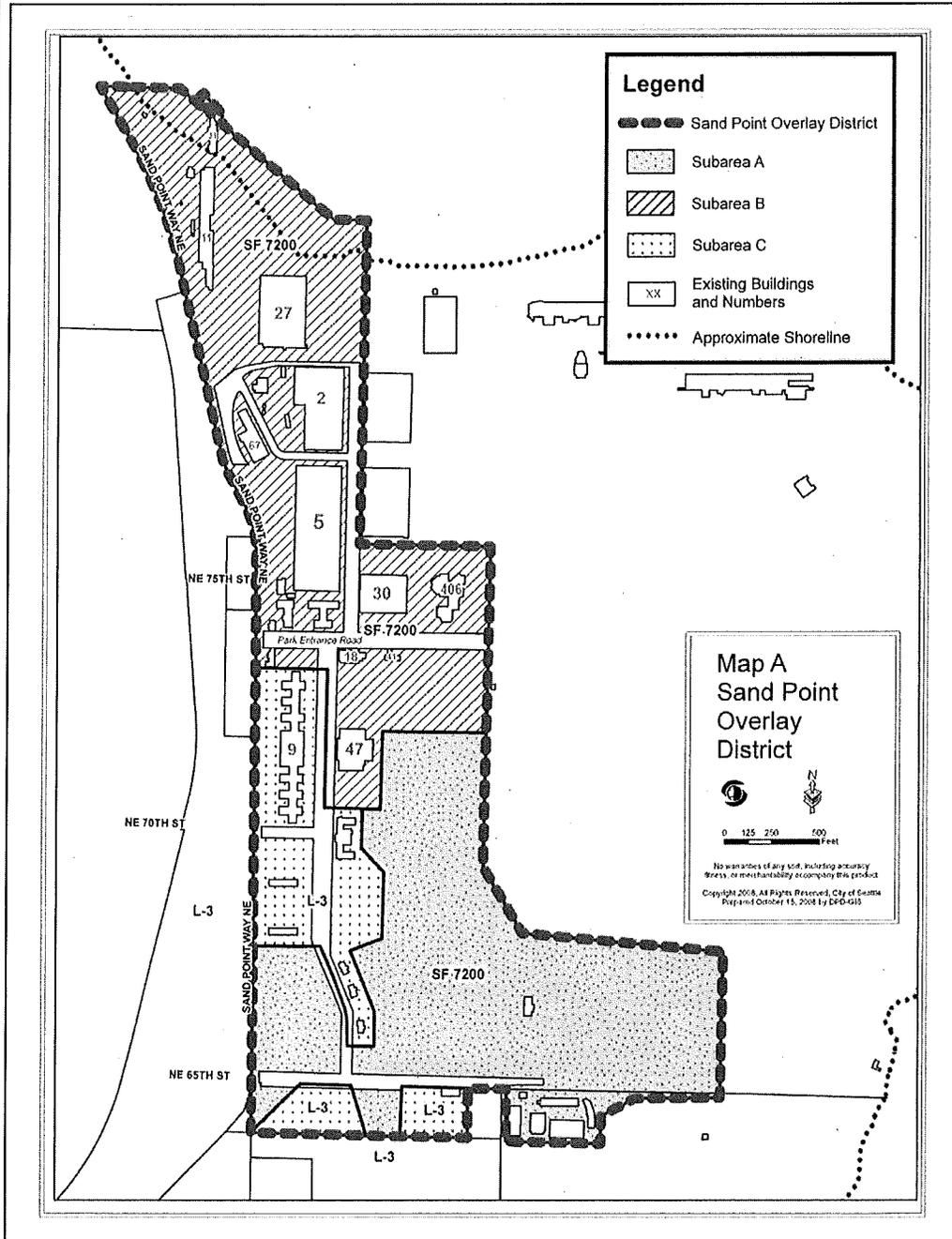
10 J. Signs shall conform to Section 23.55.016, Light and glare from signs.  
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13 Section 3. Maps A and B for Section 23.72.004, which were adopted by Ordinance  
14 122829, are amended as follows:

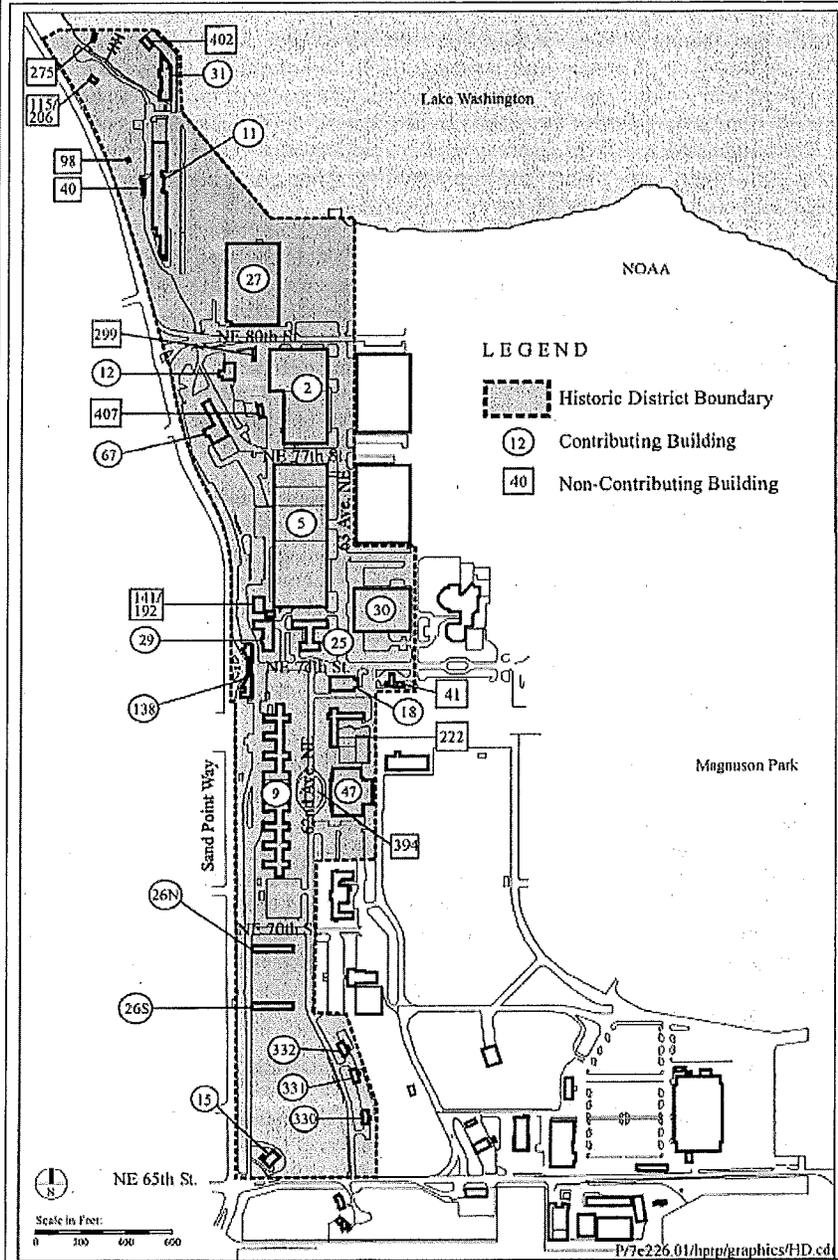
15 **23.72.004 Sand Point Overlay District established.**

16 There is hereby established pursuant to Chapter 23.59 of the Seattle Municipal Code,  
17 the Sand Point Overlay District, including three subareas: - A, B, and C. Subarea A includes one  
18 area zoned Single Family 7200 (SF 7200), Subarea B includes one area zoned SF 7200, and  
19 Subarea C includes three areas zoned LR3, as shown on the City's Official Land Use Map,  
20 Chapter 23.32, and Map A for 23.72.004. The Sand Point Overlay District includes the Naval  
21 Station Puget Sound Sand Point Historic District, shown on Map B for 23.72.004 ~~((and))~~ which  
22 is eligible to be listed on the National Register of Historic Places.  
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**Map A for 23.72.004 – Sand Point Overlay District**



**Map B for 23.72.004 – Naval Station Puget Sound Sand Point Historic District**



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Section 4. This ordinance shall take effect and be in force 30 days from and after its approval by the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it shall take effect as provided by Municipal Code Section 1.04.020.

Passed by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2011, and signed by me in open session in authentication of its passage this \_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

Approved by me this \_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
Michael McGinn, Mayor

Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
City Clerk

(Seal)

