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2
3 **ORDINANCE** _____
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5 AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code
6 amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating
7 to signs within the Sand Point Overlay District.

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

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

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

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

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

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2 WHEREAS, the need to modify the existing regulations for signs and wayfinding within the
3 Overlay District has increased significantly as buildings have been renovated and new
4 public and private 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 proposed signs in the Overlay District will allow for
10 greatly improved visitor wayfinding once visitors enter the Overlay District off of Sand
11 Point 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
2 not permitted, except as provided in subsection A.1.c of this ~~((s))~~ Section 23.55.014;

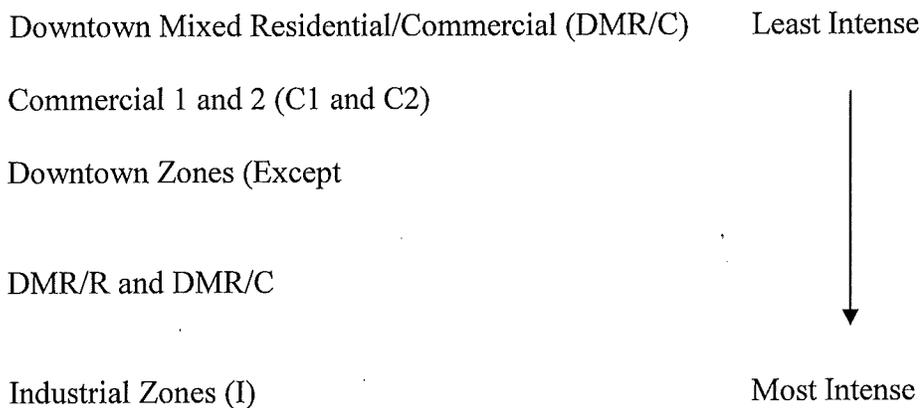
3 c. In each calendar year one advertising sign which is located on a
4 site or in a zone where it is permitted may be relocated or reconstructed if a citizen submits a
5 written request for relocation to the Director;

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

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

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

23
24 6. No variances shall be permitted from the provisions of this subsection A.

25
26 B. Off-premises Directional Signs. The maximum area of any off-premises directional
27 sign shall be ~~((one hundred (100)))~~ square feet, with a maximum vertical dimension of ~~((ten~~
28

1 ~~feet~~)10(~~(1)~~) feet and a maximum horizontal dimension of (~~(twenty feet~~)20(~~(1)~~) feet, except
2 for off-premises signs allowed under Section 23.55.032. FG.

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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.**

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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 ~~No flashing, changing-images;~~ or

27 3. Mmessage board signs; or are permitted.

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

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

14 unless the use of the structure is a non-conforming use at the time of the effective date of this
15 ordinance.
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17 ~~F. Off premises signs are prohibited, except as provided in subsection 23.55.032H.~~

18 FG. On-Premises Signs.

19 1. The following on-premises signs are permitted in addition to the signs
20 permitted by subsections 23.55.032.FG.2 and, ~~FG.3 and G.4:~~
21

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

25 b. Signs for public facilities indicating danger and/or providing service or
26 safety information;
27

1 c. National, state, county, city and institutional flags. In addition, flags are
2 permitted for a non-profit organization not meeting the definition of an Institution in Seattle
3 Municipal Code Section 23.84.

4 2. The number and type of on-premises signs allowed for business establishments
5 in subarea B and subarea C of the Sand Point Overlay District are as follows:

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

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

12 These signs are:

- 13 i. wall;
14 ii. ground;
15 iii. projecting;
16 iv. awning;
17 v. canopy;
18 vi. marquee, or
19 vii. under-marquee.

20 The maximum area for any of of each of these signs is 48 square feet each. The sign shall be
21 located on the portion of the structure that is on the public right-of-way or publicly owned right
22 of way and occupied by the business establishment.

1 c. A bBusiness establishments with more than 300 linear feet of a building façade
2 on a public right-of-way or publicly owned roadway is permitted to have entitled to one
3 additional sign of the type permitted under subsection 23.55.032.F.2.b. A business establishment
4 that is permitted to have two signs under this subsection 23.55.032.F.2.c may combine more than
5 one sign under this subsection 23.55.032.G.2.b may combine the two signs into one of the type
6 of signs permitted under subsection 23.55 032.F.2.b to achieve larger square footage, up to a
7 .
8 The maximum total combined area of for any sign permitted under these provisions is 96100
9 square feet.

10 de. Sign Height.

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

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

17 (2)(3) The maximum height for any portion of a wall, awning,
18 canopy, marquee, or under-marquee sign is 20 feet or the height of the top of the wall, excluding
19 any cornice of the structure to which the sign is attached, whichever is greater.

20 3. Identification signs for mMultifamily structures in subarea C of the Sand Point
21 Overlay District are allowed to have identification signs as follows:

22 a. One identification sign is permitted on each façade of a building
23 containing a multifamily use on public rights-of-way and publicly-owned roadways. Such signs
24 may not be located within 50 feet of each other.
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1 b. Identification signs may be wall, ground, projecting, awning, canopy,
2 marquee, or under-marquee.

3 c. The maximum area of each identification sign is 24 square feet.

4 d. The maximum height for any portion of a wall, projecting, awning,
5 canopy, marquee, or under-marquee identification sign is 20 feet or the height of the top of the
6 wall, excluding any cornice, whichever is greater.
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9 GH. Off-Premises Signs.

10 Two types of off-premises signs are allowed in the Sand Point Overlay District: “Off-
11 premises directional signs”, and “Sand Point District signs.”
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13 1. “Off-premises directional signs” are allowed, subject to the provisions in
14 subsection 23.55.032.GH.3. The maximum area for each off-premises directional sign face is 24
15 square feet per sign face. Only Sand Point Overlay District property owners may install off-
16 premises directional signs.

17 2. “Sand Point District signs” are signs installed by Sand Point Overlay District
18 property owners listing the names of buildings or subareas and the organizations and businesses
19 located within those buildings or subareas. Sand Point District signs are allowed in lieu of
20 business district identification signs, which are prohibited. The maximum area for each off-
21 premises Sand Point District sign is 48 square feet per sign face. The maximum area for any
22 portion of a Sand Point District sign that lists an individual business or other nonresidential use is
23 16 square feet per sign face.
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25 3. Off-premises directional signs and Sand Point District signs are allowed as
26 follows:
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1 a. Signs permitted under this subsection 23.55.032.GH shall be ground

2 signs;

3 b. The provisions of subsection 23.55.014.B do not apply; and

4 c. ~~The maximum area for any portion of a Sand Point District sign that lists~~
5 ~~an individual business or other nonresidential use is 16 square feet per sign face. If a Sand Point~~
6 ~~District sign lists more than one individual business or other nonresidential use, the overall area~~
7 ~~devoted to such messages shall be at least 8 square feet smaller than the part of the sign~~
8 ~~identifying the name of the building or the subarea;~~

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

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

14 J. Signs shall conform to Section 23.55.016, Light and glare from signs.

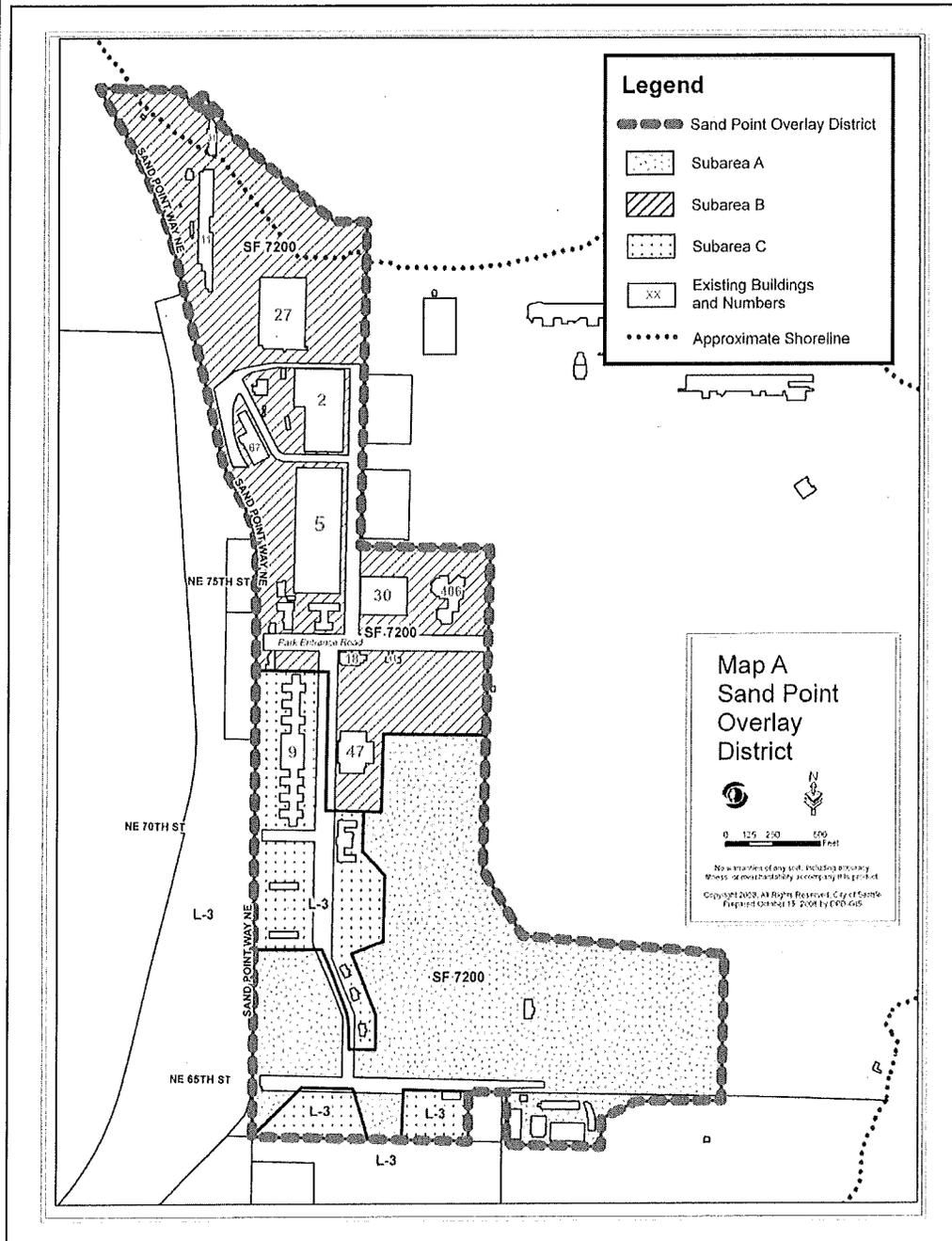
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19 Section 3. Maps A and B for Section 23.72.004, which were adopted by Ordinance
20 122829, are amended as follows:

21 **23.72.004 Sand Point Overlay District established.**

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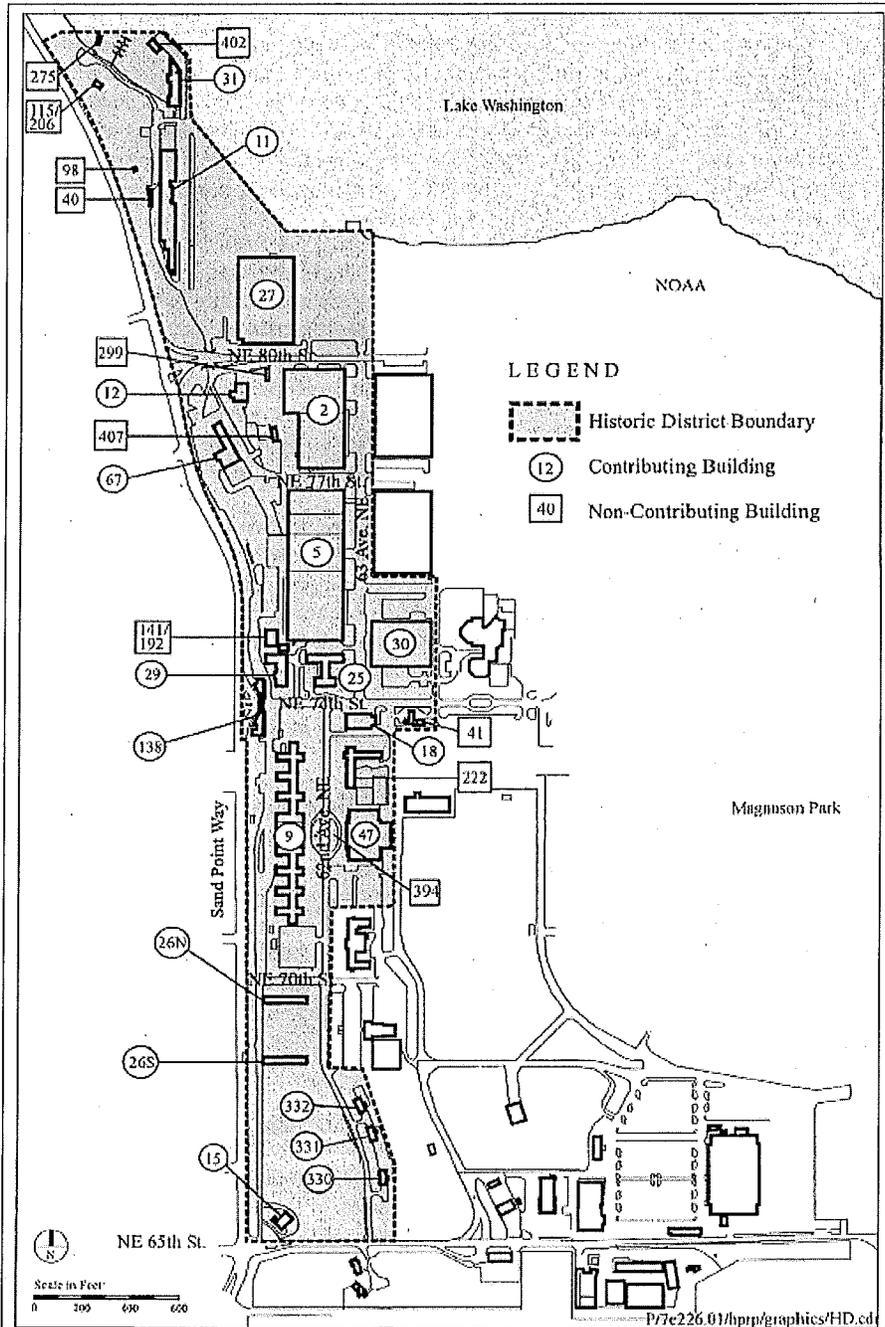
1 Station Puget Sound Sand Point Historic District, shown on Map B for 23.72.004 ((and)) which
2 is eligible to be listed on the National Register of Historic Places.
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Map A for 23.72.004 – Sand Point Overlay District



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Map B for 23.723.004 – 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 _____, 20110, and signed by me in open session in authentication of its passage this ____ day of _____, 20110.

President _____ of the City Council

Approved by me this ____ day of _____, 20110.

Michael McGinn, Mayor

Filed by me this ____ day of _____, 20110.

City Clerk

(Seal)