

Only those portions of Title 18B that are proposed to be amended are shown. Remainder of text and/or tables is unchanged.

Title 18B

DEVELOPMENT REGULATIONS - SIGNS

CHAPTERS:

- 18B.10 GENERAL PROVISIONS.**
- 18B.20 SIGN STANDARDS.**
- 18B.40 SIGN DESIGN – GIG HARBOR PENINSULA.**
- 18B.60 SIGN DESIGN – KEY PENINSULA.**
- 18B.80 SIGN DESIGN – PARKLAND, SPANAWAY, MIDLAND.**
- 18B.100 SIGN DESIGN – UPPER NISQUALLY VALLEY.**
- 18B.120 SIGN DESIGN – FREDERICKSON.**
- 18B.140 SIGN DESIGN – SOUTH HILL.**
- 18B.160 SIGN DESIGN – MID-COUNTY.**
- 18B.180 SIGN DESIGN – GRAHAM.**
- 18B.200 ALDERTON-McMILLIN SIGN STANDARDS.**
- 18B.240 SIGN DESIGN - BROWNS POINT/DASH POINT.**

“NEW CHAPTER”

Chapter 18B.240

SIGN DESIGN – BROWNS POINT/DASH POINT

Sections:

- 18B.240.010 Purpose.**
- 18B.240.015 Exempt Signs.**
- 18B.240.020 Prohibited Signs**
- 18B.240.030 General Regulations.**
- 18B.240.040 Sizes, Types, and Locations of Signs.**
- 18B.240.050 Freestanding Sign Height, Width, and Setbacks.**
- 18B.240.060 Nonconforming Signs.**

18B.240.010 Purpose.

The purpose of this Chapter is to establish sign regulations that provide for the identification of businesses in an attractive and functional manner and to help customers find specific business locations.

18B.240.015 Exempt Signs.

- A. **General.** An exemption from this Chapter shall not be construed as an authorization for any sign constructed or located in violation of the provisions of this Title or any other laws or ordinances of Pierce County or the State of Washington, including the prohibition against placing signs upon County right-of-way.
- B. **Exemptions.** No permit shall be required for any of the following signs within the boundaries of the community plan area:
 1. Memorial signs or tablets, names of buildings and date of erection when cut into masonry surfaces, or when constructed of bronze, brass, or other noncombustible materials.
 2. Signs of the State, County, City, or public service companies indicating danger, aids to service or safety, traffic control or traffic direction signs, or Adopt-A-Road Litter Control Program signs.
 3. Changing of copy or messages on signs that are specifically designed for that purpose.
 4. Painting, repainting, or cleaning of any sign, unless a structural change is made, while sign is still in position.
 5. Political signs. Signs relating to the nomination or election of any individual for a public political office or advocating any measure to be voted on at any special or general election are political signs and exempt from the sign permit requirement; provided, that such political signs shall not be displayed more than 10 days after the date of the election for which intended. In cases where a general election follows of a primary election, those signs for candidates

whose names will appear on the ballot in the general election may be displayed during the interim period and up to 10 days after the general election. If political signs are not removed within the specified times, they will be subject to removal by Pierce County in addition to any other remedies provided in this Chapter.

6. Construction signs which identify the architects, engineers, contractors, and other individuals or firms involved in the construction, but not including any advertisement of any product, and signs announcing the character of the building enterprise or the purpose for which the building is intended, during the construction period, to a maximum area of 16 square feet for each firm. The construction signs shall be confined to the site of the construction and shall be removed within 14 days of the beginning of the intended use of the project.
7. Rental and real estate signs advertising the rental, sale or lease of the property or part of the property on which the signs are displayed, up to a total area of 12 square feet and not illuminated. Such signs shall be removed within 14 days of the sale or lease or expiration of the listing.
8. Incidental signage not exceeding six square feet in area for each sign.
9. Business identification signs not exceeding two square feet in area, attached flat against the building, stationary, and not illuminated, announcing only the names and occupation of the building tenant.
10. Governmental or official notices, emblems, or insignia.
11. Community service club signs.
12. Community identification signs at locations authorized in the community plan, not to exceed six square feet in size.
13. Flags of any nation, government, educational institution, or noncommercial organization. Decorative flags without corporate logos or other forms of advertising are also excluded from permit requirements.
14. Religious or other holiday non-commercial decorations of a primarily decorative nature, clearly incidental and customary and commonly associated with any national, local or religious holiday.
15. Garage sale signs.
16. Building numbers if the total area is 8 square feet or less.
17. Integral design features when such features are an essential part of the architecture of a building (including religious symbols) and when such features do not represent a product service, or registered trademark.
18. Permanent reader board signs not exceeding 32 square feet in area for each public, civic, or religious institution or organization when the same are located on the premises of said institution or organization.

18B.240.020 Prohibited Signs.

The following devices and locations are specifically prohibited:

- A. Any sign erected or placed in the required perimeter or parking lot landscape except for directional signs or monument signs not exceeding eight feet in height;
- B. Billboards;

- C. Flashing signs;
- D. Iconic signs;
- E. Inflatable signs;
- F. Mechanical signs;
- G. Monopole signs;
- H. Off-premise signs except those located at the major driveways of the business or complex being identified;
- I. Permanent signs on undeveloped sites, except for subdivision signs;
- J. Portable signs, i.e., trailer readerboards, but not including A-board signs;
- K. Projecting signs;
- L. Roof signs;
- M. Rotating signs;
- N. Signs attached to, placed on, or painted on, any vehicle or trailer that is located in a manner that is visible from a public right-of-way for the purpose of providing advertisement of off-site services or products or for the purpose of directing people to an off-site business;
- O. Signs attached to trees, utility pole, light standard, traffic sign, fire hydrant or any other public facility located within the public right-of-way;
- P. Sign used as a fence or any fence used as a sign;

18B.240.030 General Regulations.

- A. **Sign Illumination.** All sign illumination shall preclude glare visible from public right-of-way and neighboring properties.
- B. **Allowed Sign Area and Dimension.** Sign area shall be proportional to the street frontage and building facade area. Refer to Table 18B.240.040-1 for allowed sign area and dimension of signs.
- C. **Measurement of Sign Area for Multi-Sided Signs.** Only one sign face for a double-sided sign shall be calculated to determine sign area. Three-dimensional signs shall be calculated as the maximum area visible from any single direction at any point in time.
- D. **Diagonal Corner Signs.** Diagonal corner signs that face more than one street must be assigned to a street and building frontage by the applicant. The sign must meet all standards for the street and building frontage it is assigned to.
- E. **Condition and Maintenance.** All signs shall be of rust-inhibitive material or treatment, and shall be maintained in good condition. All signs, together with all of their support structure shall be kept in good repair and in a safe state of preservation. The displayed surfaces of all signs shall be kept neatly painted and posted with appropriate permit tag at all times.
- F. **Master Sign Plan for the Town Center.** All new multi-tenant building/multi-building complexes approved after the effective date of this regulation shall provide a master sign plan for the development to be approved by the Land Use Advisory Committee and Department. Said plan shall include all proposed sign locations, materials, structures and installation details, to the extent known at the time of the master sign plan submittal. Additional submittals or amendments to the master sign plan may be necessary as a development becomes occupied or as businesses within the complex change.

18B.240.040 Sizes, Types, and Locations of Signs.

A. **Freestanding Signs.** Freestanding signs shall comply with the following standards:

1. **Maximum Number of Freestanding Signs.**

a. **Commercial Use Types.**

- (1) Multi-tenant/multi-building complexes containing four or more separate businesses shall be allowed one freestanding sign having a height of greater than 8 feet for each public street front of the complex. Additionally, two monument sign having a height of 8 feet or less shall be permitted for each of the complex's permanent full access driveways to a public street. Temporary full access driveways and limited access driveways (i.e., right in/right out) shall be excluded. Deviation to these standards may be considered through approval of a Master Sign Plan, where site specific conditions can be considered.
- (2) Single tenant sites and multi-tenant/multi-building complexes containing three or fewer separate businesses shall be allowed one monument sign having a height of 8 feet or less for each of the site's full access driveways to a public street. Temporary full access driveways and limited access driveways (i.e. right in/right out) shall be excluded.
- (3) A menu board for drive-through facilities, not to exceed 32 square feet per sign face and a maximum height of five feet (two permitted per site), shall be permitted. The sign shall be designed and located to be viewed exclusively by patrons of the development and not plainly visible from off-site. The 32 square feet shall not be calculated in the overall allowed sign area.

b. **Residential Use Types.**

- (1) One monument sign having a height of 4 feet or less shall be permitted at each entrance to a residential subdivision or planned development district, senior housing development, or mobile home park. Stone or decorative masonry shall be incorporated into the sign structure.
- (2) Multifamily complexes having three or more residential buildings and nursing homes shall be permitted one monument sign having a maximum height of 6 feet at each site entrance.
- (3) Freestanding signs shall be prohibited for all other residential uses not specified in subsections a. and b. above.

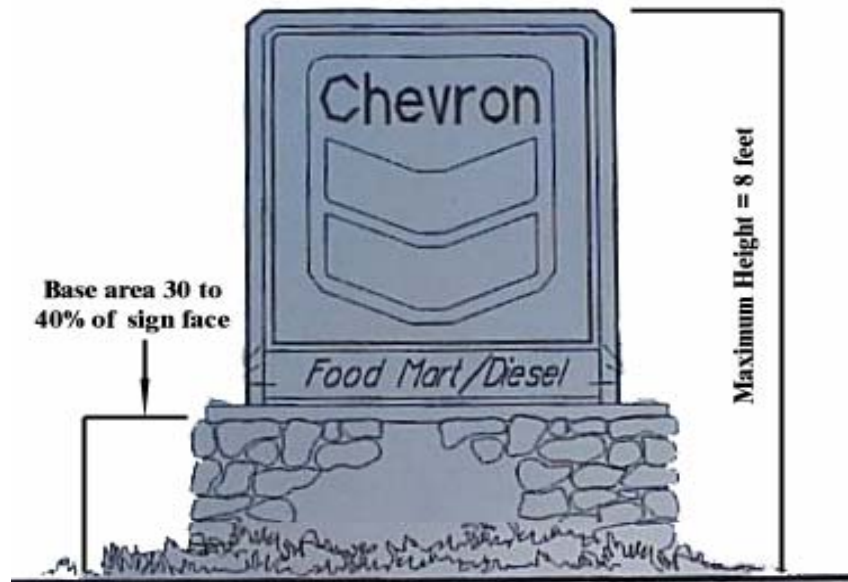
c. **Office/Business, Civic, Utility and Industrial Use Types.**

- (1) Office/Business, utility, civic and industrial uses shall be allowed one monument sign having a height of 8 feet or less at each permanent full access driveway to a public street regardless of whether the site is single or multi-tenant. Temporary full access driveways and limited access driveways (i.e., right in/right out) shall be excluded.

2. **Design.**

- a. Multi-tenant/multi-building complexes shall utilize a master sign plan that addresses signage throughout the complex. All freestanding signs within such complexes shall be of similar form and materials and shall utilize uniform logos, graphics, and colors. Individual business identification signs shall be allowed to incorporate characteristics unique to each business.
- b. Monument signage shall contain the following features:
 - (1) The base shall incorporate stone, brick, or masonry and shall relate to the architecture of the development that it is associated with.
 - (2) The square footage of the base of entry monument signage shall be between 30 and 40 percent of the overall square footage of the sign face.
- c. Illumination of freestanding signs shall be by means of an illuminated cabinet.

FIGURE 18B.240-1
(Example of an entry monument sign on a single-tenant site)



3. **Allowed Sign Area for Freestanding Signs.** All freestanding signs shall comply with the area requirements set forth in Table 18B.240.040-1 as follows:

Table 18B.240.040-1		
Allowed Sign Area for Freestanding Signs		
Zoning Classifications		
	NC: Neighborhood Center	SF: Single Family
Maximum square footage of all sign faces per street front on single-tenant sites	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 100 sq. ft.	32 sq. ft. per site entrance
Maximum square footage of all sign faces per street front on multi-tenant/multi-building sites	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 280 sq. ft.	32 sq. ft. per site entrance
Maximum sign area per individual sign	180 sq. ft.	32 sq. ft.

- B. Building Signs.** Building signs include facade, window, awning, canopy, and marquee signs. All building signs shall comply with the area and dimension requirements set forth in Table 18B.120.040-2 in addition to the following requirements:
1. **Maximum Number of Building Sign Types.**
 - a. Only two types of building signs shall be permitted to be utilized for each single tenant building and multi-tenant/multi-building complex.
 2. **Facade Signs.**
 - a. Single-tenant buildings shall be allowed facade signage on the primary building facade (including one logo) up to the square footage of signage permitted in Table 18B.240.040-2. Single tenant buildings situated on a corner of two public streets will be allowed one additional sign and logo on the facade facing the additional street frontage.
 - b. Multi-tenant buildings shall be allowed facade signage (including one logo) on the main building elevation for each tenant space up to the square footage allowed by Table 18B.240.040-2. Tenant spaces located at building corners situated on a corner of two public streets shall be permitted one additional facade sign and logo to be placed on the additional wall facing the additional street frontage.
 - c. Text and logos of facade signs may be per the individual business trade style and color but shall not be flashing or animated and shall not project above the sign band for the building.
 - d. Signage may consist of more than one row letters provided the overall height of the lettered area, including logo, does not exceed the following:
 - (1) 60 inches for tenants or individual businesses having a gross floor area of 25,000 square feet or more;
 - (2) 36 inches for tenants or individual businesses having a gross floor area of less than 25,000 square feet; and,
 - (3) 36 inches for signage and logos on secondary building facades.
 - e. Facade signs shall not exceed 18 inches in thickness.
 - (1) Facade signage on multi-tenant buildings shall be placed in a uniform manner.

3. **Allowed Facade Sign Area.** All facade signage shall comply with the area requirements set forth in Table 18B.240.040-2 as follows:

Table 18B.240.040-2 Allowed Facade Sign Area		
	NC: Neighborhood Center	SF: Single Family
Maximum square footage of building signs on the primary facade ¹	1.5 sq. ft. per lineal foot of building frontage up to a maximum of 300 sq. ft. for buildings in excess of 25,000 sq. ft. and 150 sq. ft. for buildings less than 25,000 sq. ft.	1.5 sq. ft. per lineal foot of building frontage up to a maximum of 100 sq. ft.
Maximum square footage of building sign and logo on additional street facades	70 percent of allowed primary facade signage	70 percent of allowed primary facade signage

¹Building frontage for multi-tenant buildings is calculated on a per tenant basis.

4. **Marquee, Awning, and Canopy Signs.**
- a. Marquee, awning, and canopy signs shall only be utilized to display the name of a business, its business logo, and address.
 - b. Letter and logo sizing shall not exceed 24 inches in height and 18 inches in thickness.
 - c. No portion of the signage shall be allowed to extend above or below the marquee, canopy, or awning to which it is attached.
 - d. One marquee, canopy, or awning sign shall be allowed per business or tenant for each public street front faced by the business or tenant up to a maximum of two such signs.

5. **Window Signs.**
- a. The combination of all window signs, temporary and permanent, shall not exceed 25 percent of the total window area. Window signs such as open/closed, store hours, address, and other similar information shall be exempt from the total area limitations.
 - b. Window signage is encouraged to be grouped in order to maximize window exposure.

D. Miscellaneous Signs.

1. **A-Board (i.e., Sandwich Board) Signs.**
 - a. A-board signs shall be prohibited on single-tenant commercial parcels.
 - b. A-board signs shall not exceed 36 inches tall and 32 inches wide.
 - c. Each business within a multi-tenant/multi-building complex is allowed one A-board sign. The placement of the A-board sign shall be within 8 feet of the business it is advertising.
2. **Common Area and Directional Signs.**
 - a. All directional and common area signage not identifying products and services in multi-tenant/multi-building complexes shall be consistent in format, color and design.
 - b. Entrance and exit signs or other similarly worded signs, when used for the sole purpose of controlling traffic, shall be limited to the following:
 - (1) Number: Only one sign for each entrance and exit.

- (2) Height: Not to exceed 42 inches in height above ground level. The maximum size shall be four square feet.
- (3) Width: Not to exceed 16 inches in width. The maximum size shall be four square feet.

3. Temporary Signs.

- a. Banner signs and window signs shall be the only type of temporary sign permitted.
- b. A temporary sign shall not be placed higher than the fascia of the primary building.
- c. The maximum sign area of a banner sign shall be 60 square feet.
- d. The vertical clearance under a banner sign shall be 10 feet.
- e. Banner signs shall not be placed in or over a public right-of-way;
- f. Banner signs shall not be attached to telephone poles, fences or trees.
- g. Temporary signs that cover an existing permanent sign must be removed within 30 days of installation.
- h. Except for political signs, temporary window graphics, and banner signs that cover an existing permanent sign, the display of temporary signs is limited to ten consecutive days not exceeding a total of 52 days per calendar year.

4. Video Signs.

- a. Video or electronic signs are allowed only in conjunction with a master sign plan for the Town Center complex or in conjunction with limited civic uses such as a community message board, school or Fire Department.
- b. Video or electronic signs shall not continually stream, scroll or pulse a message or image. A message or image may change at intervals of no less than every 60 seconds.

18B.240.050 Freestanding Sign Height, Width, and Setbacks.

A. Height and Width.

- 1. The maximum height of freestanding signs shall be 20 feet, except when located within perimeter landscape buffers. Within perimeter buffers, sign height shall be restricted to a maximum of 8 feet. Central place signage shall be limited to 6 feet in height.
- 2. Sign width shall not exceed sign height. (For example, a sign having a height of 8 feet would be permitted to have a maximum width of 8 feet.)

B. Setbacks and Separation.

- 1. All freestanding signs having a height of more than 8 feet shall be separated by a distance of at least 150 feet.
- 2. Freestanding signs having a height of 8 feet or less shall be setback a minimum of 8 feet from all property lines and internal driveways or the distance necessary to maintain site distance, whichever is greater.
- 3. Freestanding signs having a height in excess of 8 feet, shall be setback a minimum of 20 feet from all property lines and internal driveways or the distance necessary to maintain site distance, whichever is greater.

18B.240.060 Nonconforming Signs.

No sign that had previously been erected in violation of any Pierce County Code shall be granted nonconforming rights. Legally established signage that becomes nonconforming shall be allowed to continue to exist subject to the following restrictions:

- A. All illegal signs shall be removed from a site prior to the approval of any building or sign permit.
- B. The sign area of a nonconforming sign, including billboards, shall not be increased or altered in any manner that would increase the degree of its nonconformity.
- C. Nonconforming signs shall not be moved in whole or in part to any other location where it would remain nonconforming.
- D. Nonconforming signs, except for billboards, shall not be structurally altered to prolong its useful life. Painting and cleaning of sign components shall not be considered a structural alternation. The replacement of damage parts shall not be considered a structural alteration to prolong a sign's useful life if the damage is not a result of normal decay associated with sign age.
- E. Nonconforming freestanding and building signs shall be brought into conformance prior to the approval of any improvement that is 60 percent or greater of the building value as calculated in the Uniform Building Code.
- F. When a nonconforming billboard is located on property being acquired for County right-of-way, it may be relocated and a building permit issued if: (a) the billboard is being relocated on the original parcel at the same distance from the new right-of-way as it was before relocation; and (b) the relocation serves as mitigation of damages or provides for the avoidance of a takings claim as part of right-of-way acquisition. In no event shall permission to relocate the billboard confer upon the owner and/or tenant any rights or benefits pertaining to the nonconforming use that are in excess of those existing at the time of the transfer of title or right of possession of the new right-of-way.