

NEW CHAPTER

Chapter 18B.160

SIGN DESIGN - MID-COUNTY

Sections:

- 18B.160.010 Purpose.
- 18B.160.020 Prohibited Signs
- 18B.160.030 General Regulations.
- 18B.160.040 Sizes and Types of Signs.
- 18B.160.050 Nonconforming Signs.

18B.160.010 Purpose.

The purpose of this Chapter is to create a sign program for the Mid-County community that allows businesses and civic organizations to convey the availability of goods, services, and business locations in a manner that depicts an aesthetically pleasing streetscape along transportation corridors.

18B.140.020 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 4 feet in height;
- B. Awning signs;
- C. Billboards;
- D. Canvas canopy signs and backlit canopy signs;
- E. Flashing signs;
- F. Iconic signs;
- G. Inflatable signs;
- H. Mechanical signs;
- I. Off premise signs;
- J. Permanent signs on undeveloped sites, except for subdivision signs;
- K. Pole signs;
- L. Portable signs, i.e., trailer readerboards, but not including A-board signs;
- M. Projecting signs;
- N. Roof signs;
- O. Rotating signs;
- P. 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.
- Q. Signs attached to trees, utility pole, light standard, traffic sign, fire hydrant or any other public facility located within the public right-of-way.
- R. Sign used as a fence or any fence used as a sign;



- S. Trailing electronic signs;
- T. Video signs.

18B.160.030 General Regulations.

- A. **Sign Illumination.** All sign illumination shall preclude glare visible from public right-of-way and neighboring properties.
- B. **Maximum Sign Area.** Refer to 18B.160.040-1 for area and dimension of monument and building signs.
- C. **Measurement of Sign Area.** Sign area shall be calculated by multiplying the total width of each sign face by the total length of the sign face. 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 or posted with appropriate permit tag at all time.
- F. **Master Sign Plan for Multi-tenant/Multi-building Complexes.** Signs for all new multi-tenant building/multi-building complexes approved after the effective date of this regulation shall comply with a master sign plan for the development, approved by the 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. Signs within a development complex shall be subject to the requirements set out in 18B.140.040.
- G. All signs are subject to the setback requirements set forth in 18B.20.050.

18B.160.040 Sizes and Types of Signs

- A. **Building Signs.** Wall signs and window signs shall be the only Business Identification and Business Signs permitted. Wall signs shall be permanently attached or affixed in some manner to a building. Window signs may be located inside and affixed to windows of a building, whether temporary or permanent which may be viewed from the exterior of the building.
 - 1. General Requirements.
 - a. Individual business signs within a multi-tenant/multi-building complex shall share a similar and uniform location and installation format.
 - b. The total area of all signs per building shall not exceed the maximum identified in 18B.160.040-1.
 - c. No wall sign shall cover any window or door openings.
 - d. No wall sign shall project beyond the corner of the wall to which it is attached.



1 e. Window signs shall not cover more than 20 percent of the total window area of
2 any facade.

3 **B. Monument Signs.**

4 1. **General Requirements.**

- 5 a. Only one monument sign shall be permitted for single tenant buildings.
6 b. Each multi-tenant complex with less than 20 businesses shall be permitted one
7 monument sign. One additional monument sign shall be permitted if more than
8 20 businesses are located in the complex.
9 c. Any sign erected within in the required perimeter or parking lot landscape shall
10 not exceed 4 feet in height.
11 d. The total area of each sign shall not exceed the maximum area identified in
12 18B.160.040-1.

- 13 2. **Residential Subdivisions.** One permanent monument sign shall be permitted at
14 each entrance to a residential subdivision in any zone. The maximum size of the
15 monument sign shall be 20 square feet in area and 4 feet in height. Stone or
16 decorative masonry shall be incorporated into the sign structure.

17 **C. A-Board (i.e., Sandwich Board) Signs.**

18 1. **General Requirements.**

- 19 a. A-board signs shall be prohibited on single-tenant commercial parcels.
20 b. A-board signs shall not exceed 36 inches tall and 32 inches wide.
21 c. Each business within a multi-tenant/multi-building complex is allowed one
22 A-board sign. The placement of the A-board sign shall be within 8 feet of the
23 business it is advertising.

24 **D. Common Area and Directional Signs.**

- 25 1. All directional and common area signage not identifying products and services in
26 multi-tenant/multi-building complexes shall be consistent in format, color and
27 design.
28 2. Entrance and exit signs or other similarly worded signs, when used for the sole
29 purpose of controlling traffic, shall be limited to the following:
30 a. Number: Only one sign for each entrance and exit.
31 b. Height: Not to exceed 42 inches in height above ground level. The maximum
32 size shall be four square feet.
33 c. Width: Not to exceed 16 inches in width. The maximum size shall be four
34 square feet.

35 **E. Temporary Signs.** Banner signs and window signs shall be the only type of temporary
36 sign permitted.

37 1. **General Standards for Temporary Signs.**

- 38 a. A temporary sign shall not be placed higher than the fascia of the primary
39 building.
40 b. The maximum sign area of a banner sign shall be 60 square feet.
41 c. The vertical clearance under a banner sign shall be 10 feet.
42 d. Banner signs shall not be placed in or over a public right-of-way;
43 e. Banner signs shall not be attached to telephone poles, fences or trees.
44 f. Temporary window signs shall abide by the maximum area set forth under Table
45 18B.160.040-1. There shall not be a limit on the number of days window
46 graphics may be displayed.



1
2
3
4
5
6
7

- 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.



**18B.160.040-1
Maximum Number, Dimensions, and Location of Signs**

Zoning Classifications					
	CE	CC	NC	RNC(4)	RSep, RR and SF (4)
MONUMENT SIGNS					
Sign Area					
Single-Tenant Building	64 sf	64 sf	48 sf	32 sf	24 sf
Multi-Tenant/Multi-Building Complex	84 sf plus 2 sf for each business unit, not to exceed 100 sf	84sf plus 2 sf for each business unit, not to exceed 100 sf	56 sf plus 2 sf for each business unit, not to exceed 64 sf	38 sf plus 2 sf for each business unit not to exceed 48 sf	24 sf
Residential Development	N/A	20 sf	20 sf	20 sf (1)(2)	20 sf (1)(2)
Sign Height					
Single-Tenant Building	6 ft	6 ft	5 ft	4 ft	3 ft
Multi-Tenant/ Multi-Building Complex	8 ft	8 ft	6 ft	4 ft	3 ft
Residential Development	N/A	4 ft	4 ft	4 ft	4 ft
BUILDING SIGNS (Wall and Window Signs)					
Maximum square footage of all signs, which shall be located below the roofline for each tenant	For each tenant: 0-20,000 sf (3) 20,001-40,000 sf 40,001-80,000 sf 80,001-200,000 sf greater than 200,000 sf	10 sf sign 20 sf sign 30 sf sign 40 sf sign 50 sf sign	For each tenant: 0-5,000 sf 5,001-15,000 sf 15,000-40,000 sf 40,001-80,000 sf greater than 80,000 sf	8 sf sign 9 sf sign 15 sf sign 20 sf sign 30 sf sign	For each tenant: 0-5,000 sf – 4 sf sign 5,001-15,000 sf – 6 sf sign over 15, 000 sf – 8 sf sign

- 1
2 **Footnotes.** The following footnotes pertain to the above table.
3 (1) See 18B.160.040 B.2. for subdivision monument sign standards.
4 (2) A dwelling unit is permitted one sign that shall not exceed 2 square feet in area and no higher than 4 feet in height.
5 (3) For a single tenant building of 20,000 square feet or less, the building sign may be increased up to 10 additional square feet provided the
6 maximum allowed size of the monument sign shall be decreased accordingly.
7 (4) Signs shall not be permitted to remain lit during non-business hours.
8

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

18B.140.050 Nonconforming Signs.

It is the intent of this Section to allow for the continued existence of nonconforming signs, subject to the following restrictions. A nonconforming sign means a sign that was legal when installed but does not meet current sign standards. A sign that was erected in violation of any Pierce County Code is considered an illegal sign and shall not become a nonconforming sign:

- 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.