

ORIGINAL

BBH:jt
6/27/84

ORDINANCE NO. 1200

AN ORDINANCE OF THE CITY OF REDMOND, WASHINGTON, RELATING TO LAND USE, AMENDING THE REDMOND MUNICIPAL CODE AND COMMUNITY DEVELOPMENT GUIDE, DGA-84-3, TO ADOPT SITE PLAN REVIEW CRITERIA FOR SIGNS.

WHEREAS, the City of Redmond Technical Review Committee and Design Review Board has reviewed the Community Development Guide and proposed certain changes to adopt site plan review criteria for signs, and

WHEREAS, the Planning Commission of the City of Redmond held a public hearing on March 14, 1984 for the purpose of considering the proposed amendments to the Redmond Municipal Code and the Community Development Guide proposed and all members of the public desiring to do so were given an opportunity to speak, and

WHEREAS, at the conclusion of said public hearing, the Planning Commission recommended approval of the proposed amendments, and

WHEREAS, the City Council has considered the recommendation of the Planning Commission at a public meeting and has determined that the amendments to the Redmond Municipal Code and Community Development Guide should be made as set forth herein, now, therefore,

THE CITY COUNCIL OF THE CITY OF REDMOND, WASHINGTON,
DO ORDAIN AS FOLLOWS:

Section 1. Section 20F.20.060(05) of the Redmond Municipal Code and Community Development Guide is hereby amended to read as follows:

20F.20.060(05) GENERAL REVIEW Upon the receipt of an application, the Technical Committee, and the Code Administrator for a building permit application for a sign, shall review the application for compliance with the requirements of the Development Guide, distribute copies to other agencies and jurisdictions for comment as required and as it deems appropriate and enter into the record a report of its findings, conclusions, and recommendation. The report, together with any required documents, shall be transmitted to the hearing authority and approval authority as appropriate,

and to the parties of record at least one (1) week prior to the date of a public hearing and consideration of approval.

Section 2. Section 20F.20.060(15) of the Redmond Municipal Code and Community Development Guide is hereby amended to read as follows:

20F.20.060(15) SITE PLAN REVIEW As a part of its review the Technical Committee, and Design Review Board and Code Administrator shall review site plans as follows to ensure compatibility with adjacent land uses and the community, and to enhance site layout and design:

(a) Site Plan Required - A site plan shall be submitted as a part of all permit and approval applications with the information required in Section 20F.20.050, "Application Requirements." The Technical Committee, and Design Review Board, and Code Administrator may require that additional information be provided to conduct an adequate review.

(b) Review Criteria - All site plans shall be reviewed by using the following criteria:

. Building to Site Relationship:

- The site should be planned to provide a desirable transition with the streetscape and surrounding land uses.
- Building placement should consider spacing, protection of privacy, location of balconies and patios for noise reduction, orientation to views and vistas, orientation to sunlight and prevailing winds, orientation for automobile and pedestrian needs and orientation for internal needs.
- Building location should provide a high degree of livability for residential uses.

. Relationship of Building and Site to Surrounding Area:

- Compatibility of the proposed structures with surrounding uses and structures and with the community is to be reviewed.
- Rooftop equipment, garbage dumpsters, outdoor storage, parking areas and service areas should be screened.
- The transition to adjoining uses and streets should be provided by landscaping, fencing, and other buffering techniques where appropriate.
- The proposed development should be properly linked to street, utility, walkway and trail systems in the surrounding area.

- Coordinate with on-going site planning and development in adjoining areas and with related long-range planning.

. Landscaping and Site Treatment:

- Existing vegetation contributing to the attractiveness of the site should be retained.
- Additional landscaping should be provided for screening purposes, to soften the visual impact of structures, and to enhance views and vistas.
- Existing topography shall be considered when developing the site plan to reduce undue cutting, filling and use of retaining walls.
- Grades of walks, driveways, parking areas, and streets should be inviting, provide slope stability and conform to the slope where possible.
- Storm drainage control measures are to be provided.
- Proposed utility locations should be considered with emphasis placed on City maintenance and existing utility and right-of-way locations.
- Streets, bikeways, walkways and parking areas should be carefully planned and related to area and City facilities.
- Paved areas should be kept to a minimum, cluster parking should be encouraged, and high maintenance situations should be avoided.
- The needs of the handicapped are to be provided for.
- Where appropriate, transit facilities are to be considered.

. Signs:

- General

- .. Signs should be used primarily for the purpose of identification, conveying recognition of a particular enterprise, group of enterprises, or franchise.
- .. A sign should complement or enhance the visual character of the land use zone in which it is located.
- .. The scale of a sign should be in proportion with the building or site to which it pertains.
- .. The shape of a sign should strive for simplicity with all elements constituting an integrated design.

- .. A sign must be legible.
- .. Signs should be harmonious with building design and surrounding structures, and be appropriate to the type of activity to which they pertain. Design elements, such as the size, shape, materials, lighting, color, lettering style, and the number and arrangement of signs should present a professional and quality appearance.
- .. The number of signs should be minimized in order to avoid visual clutter.

- Sign Message

- .. The sign message if oriented towards automobile traffic should reflect the speed of traffic and the distance at which the sign is seen. Presentation of more than 15 items of information if predominately for advertising purposes is discouraged.
- .. Use of easily recognized symbols is encouraged.
- .. The use of third party advertising signs is discouraged unless the product or service advertised reflects a franchise or dealership identity.
- .. Signs may be used to advertise products or services except in areas zoned for residential, industrial and business park uses.
- .. The advertising content of signs, should be simplified so as to not detract from the identification purpose and the legibility of signs.
- .. Signs should provide for good aesthetic presentation of the sign message through careful consideration of color combinations; illumination; sign placement; letter height, proportion and spacing, and by avoiding use of small and/or excessive lettering.

- Color

- .. Colors should be used harmoniously and with restraint. Bright and brilliant colors should be avoided except for use as accent color. No specific color or combination of colors are specifically prohibited.
- .. Sign colors should promote visibility without being garish, and consideration should be given to

the contrast between sign letters and their background.

- .. The effectiveness of a sign should not be compromised by use of too many colors.
- .. Sign colors of national or regional advertising programs should not be altered.

- Illumination

- .. Surface brightness or intensity of lighting should not be beyond that necessary for visibility and proper color rendition.
- .. Illumination should be harmonious with sign design. If external flood lighting is used, it should be arranged so the light source is shielded from view.
- .. Signs should not produce a harsh uncomfortably bright light either through the level of illumination or a combination of illumination levels and design of the sign face.
- .. Signs shall not be overly bright so as to overshadow signs in the immediate vicinity, cause glare, or create an island of light.

- Freestanding Signs

- .. Freestanding signs shall be a style, material and design compatible with the associated building.
- .. Berming should not be utilized to exceed the maximum allowable height of signs.
- .. The base or support elements of freestanding signs should be integrated with the surrounding environment, and landscaping may be required to buffer such signs.
- .. Freestanding signs should be sited so as to integrate with the location of street trees and other site landscaping, and to avoid obscuring the view of adjacent freestanding signs.

- Wall Signs

- .. The size and location of wall signs shall be reviewed in terms of their relationship to the building entry, height of sign fascia or size of wall where the sign is to be installed and the relationship to other signs on a building, as well as visibility from the street, sidewalk or parking lot.

- .. On a multi-tenant buildings wall signs should be evaluated for compatibility with the building fascia and neighboring signs in terms of size, color, lighting materials, sign style and quality.
- .. The depth of wall signs on multi-tenant buildings should be consistent.

- Sign Programs

- .. Sign programs should be adhered to unless special circumstances can be substantiated for an individual tenant to deviate from the standard requirements.

. Miscellaneous Considerations:

- City building and land use codes are to be followed.
- The potential need for easements and dedications is to be reviewed.

(c) Site Plan Approval - The review and approval of site plans shall be made as a part of the application approval process unless otherwise provided in this section.

(d) Building and Construction Permits - Site Plan Review - Appeals - No building and construction permits shall be granted unless a site plan has been reviewed and approved by using the process set forth in this subparagraph. Site plan submittal, review and approval is required for all multiple family, commercial, industrial, utility, shoreline and public development; signs; land use map amendments; the expansion and remodeling of structures; parking and landscaping; or as otherwise specified in the Development Guide. Posting of performance bonds, conditions, compliance with dedication of land for public purposes, or other means to ensure compliance with site plan approval as defined in subsection 20F.20.080(20) "Performance Assurance," may be required. Site plan review shall not be applied to single-family structures nor to site plans approved through a procedure established in Section 20F.20.020. Within 30 days after the filing of a site plan for developments requiring site plan review, the Technical Committee, Design Review Board or Code Administrator shall take action on the site plan and render a decision. If the Technical Committee or Design Review Board requires additional information from the applicant, then the time limit shall apply from the date all the additional information is received. The applicant and any interested party may appeal site plan review decisions of the Technical Committee and Design Review Board pursuant to Section 20F.20.200.

Section 3. Section 20C.20.230(25) of the Redmond Municipal Code and Community Development Guide is hereby amended to read as follows:

20C.20.230(25) DEFINITIONS - The following definitions are listed in alphabetical order for the purpose of sign regulation.

(a) Advertise is to give information about the type, product line, quality or price of goods or services offered.

(b) Animated Sign is a sign which contains wind or mechanically operated moving parts or which flashes or simulates motion by the use of electric lights; does not include flags, banners, revolving signs, changing message centers or barber poles.

(c) Average Gross Floor Area is the gross floor area of a building divided by the number of floors.

(d) Banners are signs made of cloth, fabric, paper, non-rigid plastic or similar types of material; national flags, flags of political subdivisions and symbolic flags of an institution or a business are excluded.

(e) Changing Message Signs are lighted or electronically controlled signs that contain messages, such as the date, time, temperature or commercial messages, and change within intervals of one minute or less.

(f) Color is described in terms of hue, value and intensity. Hue refers to the identity of a color, i.e. red, blue, yellow, etc. Value is the lightness or darkness of a color and intensity is the relative strength and purity of a color.

(g) Construction Sign is a sign on the site of a construction project that identifies the project, its character, or purpose and the architects, engineers, planners, contractors or other individuals or firms involved.

(h) Directional Sign is a permanent sign not exceeding six (6) square feet in area, without commercial message, that guides the public to a specific place such as an entrance, exit, parking or service area, or a particular aspect of a business or establishment such as a cocktail entrance.

(i) Free-standing Sign is a sign attached to the ground and supported by uprights placed on or in the ground. (Also called monument or pole sign.)

(j) Glare is a harsh, uncomfortably bright light.

(k) Identify is to convey recognition of a particular enterprise or group of enterprises.

(l) Indirectly Illuminated Sign is a sign which is lighted by a source not seen directly.

(m) Internally Illuminated Sign is a sign with the light source concealed or contained within the sign itself and which becomes visible in darkness by shining through a translucent surface.

(n) Item of Information is one syllable, symbol, abbreviation, broken plane or discontinuous odd shape.

(o) Legibility is the capability of a sign being read and understood.

(p) Marquee Sign is a sign which is integrated into a marquee or canopy and does not extend beyond the limits of the marquee or canopy.

(q) Multiple Building Complex is a group of structures housing at least one retail business, office, commercial venture, or independent and separate department of a business which shares the same lot, access and/or parking facilities or coordinated site plan.

(r) Multiple Tenant Building is a single structure housing more than one retail, office or commercial business.

(s) Off-Premise Sign is a sign, such as a billboard, which displays a message which is not incidental to the lawful use of the property on which it is located.

(t) On-Premise Sign is a sign which displays a message which is incidental to the lawful use of the property on which it is located.

(u) Neon Sign is a sign with a light source supplied by a neon tube which is bent to form letters, symbols or other shapes.

(v) Political Sign is a sign which advertises a candidate or candidates for public elective office, a political party, or promotes a position on a public or ballot issue.

(w) Portable Sign is a sign which is capable of being moved easily and is not permanently affixed to the ground, a structure or a building.

(x) Projecting Sign is a sign other than a wall sign which is attached to and projects from a structure or building face at approximately a right angle. (A marquee sign is not considered a projecting sign.)

(y) Real Estate Sign is a temporary sign which advertises the real estate on which it is located for rent, lease, or sale.

(z) Roof Sign is a sign erected on or above a roof or parapet of a building or structure. (Signs attached to a pseudo-mansard roof are not included.)

(aa) Sign is a communication device, structure, or fixture which incorporates graphics, symbols, or written copy that is intended to promote the sale of a product, commodity or service, or provide direction or identification for a premise or facility.

(bb) Sign Area is the total area of a single face of a sign including the framing structure surrounding the face, measured as follows:

- . Freestanding and projecting signs - If the sign is composed of three or less individual sign cabinets, the area of the sign shall be the combined area of all cabinets measured by the smallest square or rectangle that will enclose each cabinet. If the sign has more than three sign cabinets or modules, the area shall be the smallest single continuous square or rectangle that will enclose the entire perimeter of all cabinets or modules.
- . Wall Signs - the sign area shall be the area contained within the smallest square or rectangle that will enclose the entire advertising message or decoration or the entire sign cabinet; provided that if the advertising message is composed of individual letters that use the wall as background with no added decoration, the total sign area shall be the combined area of the smallest squares and rectangles that will enclose each letter.

(cc) Sign Height is the vertical distance from the grade below the sign to the uppermost module, cabinet or character.

(dd) Supergraphic is an artistic graphic wall design theme.

(ee) Temporary Sign is any sign, banner, pennant, or advertising display intended to be displayed for a limited time period. Easily removed signs attached to windows are considered temporary signs.

(ff) Third Party Sign is a sign identifying an enterprise and includes a sponsoring advertisement, such as Coca-Cola or 7 Up.

(gg) Under Marquee Sign is a sign which is suspended from a marquee or canopy but does not extend beyond the horizontal limits of the marquee or canopy.

(hh) Wall Sign is a sign attached to a wall or facade with its face parallel to the wall plane and projecting no more than one foot. Window signs that are permanently attached or in excess of fifty square feet are considered wall signs.

Section 4. Section 20F.10.120(10)(a) of the Redmond Municipal Code and Community Development Guide is hereby amended to read as follows:

20F.10.120(10)(a) The Design Review Board shall review all applications requiring building permits except one and/or two unit residential buildings and signs which are determined by the Code Administrator to comply with review criteria set forth in Section 20F.20.060. The Design Review Board's review of applications shall be based upon the process and criteria set forth in section 20F.20.060. In addition thereto, said Board shall be authorized to develop expanded and/or additional review criteria and forward their recommendation for adoption of the same into the Community

Development Guide to the Planning Commission and the City Council.

Section 5. Section 20C.20.230(15) of the Redmond Municipal Code and Community Development Guide is hereby amended to read as follows:

20C.20.230(15) REVIEW All building permits for signs shall be reviewed under the Site Plan Review process of Section 20F.20.060 Staff Review, Site Plan Review and Environmental Assessment of Applications. The Code Administrator shall review all building permit applications for signs under the review criteria of Section 20F.20.060, and shall approve those applications found to comply with the criteria. Applications found to conflict with the review criteria and requests to deviate from sign program requirements will be referred to the Design Review Board for consideration of approval. The Code Administrator and the Design Review Board shall not place greater restraints on signs than provided by Section 20F.20.060.

Section 6. A new Section 20C.20.230(50)(i) is hereby added to the Redmond Municipal Code and Community Development Guide to read as follows:

20C.20.230(50)(i) OBSCENE SIGNS Signs which bear or contain statements, words or pictures which are obscene under the prevailing statutes or U.S. Supreme Court decisional law are prohibited.

Section 7. If any section, sentence, clause or phrase of this ordinance should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this ordinance.

Section 8. This ordinance, being an exercise of a power specifically delegated to the City legislative body, is not subject to referendum, and shall be in full force and effect five (5) days after passage and publication by posting as provided by law.

APPROVED:


MAYOR PRO TEM, JOHN P. VACHE

ATTEST/AUTHENTICATED:

Doris A. Schaible
CITY CLERK, DORIS A. SCHAIBLE

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY:

BY James C. Martin

FILED WITH THE CITY CLERK:	June 28, 1984
PASSED BY THE CITY COUNCIL:	July 3, 1984
SIGNED BY THE MAYOR:	July 3, 1984
POSTED:	July 5, 1984
EFFECTIVE DATE:	July 10, 1984
ORDINANCE NO. <u>1200</u>	