

*Title 18B*

*DEVELOPMENT REGULATIONS – SIGNS*

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*Chapter 18B.10*

**GENERAL PROVISIONS**

**Sections:**

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**18B.10.010 Purpose.**

This Chapter establishes general requirements and regulations for signs and/or street graphics located within Pierce County. (Ord. 97-84 § 3 (part), 1997)

**18B.10.015 Applicability**

This Title applies to the construction, placement, and installation of all signs and street graphics located within Pierce County. The definitions, permit requirements, and other general provisions contained within this Chapter apply throughout this Title except when conflicting with specific standards for sign design required in community plan areas. (Ord. 2002-113s § 3 (part), 2002)

**18B.10.020 Definitions.**

See Chapter 18.25 for a complete list of defined terms.  
(Ord. 2004-58s § 3, 2004; Ord. 2004-52s § 4 (part), 2004; Ord. 2002-113s § 3 (part), 2002; Ord. 2002-22s § 2 (part), 2002; Ord. 2000-55s § 1 (part), 2000; Ord. 97-84 § 3 (part), 1997)

**18B.10.030 Permits.**

**A. Permits Required.**

1. No sign or street graphic shall hereafter be erected, re-erected, constructed, or altered, except as provided by in this Title, and provided that a permit for the same has been issued by the Department. A permit shall be required for each sign(s) or street graphic(s) installed at one time on contiguous property.
2. Subdivision directional signs or street graphics of any size shall require a permit.
3. Signs and street graphics not requiring a permit must still comply with the requirements of this Title.
4. The required permit tag shall be located on the sign where it is visible at ground level.

**B. Permit Exemptions.**

1. **General.** Exemption from the sign or street graphic permit request of this Chapter shall not be deemed to grant authorization for any sign or street graphic constructed, erected, or located in any manner 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. Signs that do not require a sign permit shall be subject to all applicable sign design standards for the various communities. See other community plan Chapters for additional exemptions applicable to a specific community plan area.
2. **Exemptions.** A sign permit will not be required for the following:
  - a. Professional nameplates not exceeding two square feet in area;
  - b. 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;
  - c. 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;
  - d. Signs inside a building;
  - e. A-boards and similar signs if under 20 square feet per face (under 12 square feet in Upper Nisqually);
  - f. Entrance and exit signs (parking signs) under six square feet per face;
  - g. Political signs.
    - (1) 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 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;
    - (2) No political sign shall be erected upon any private property without permission of the resident or owner thereof; and
    - (3) Political signs shall not exceed 16 square feet in area and shall not obstruct safe visibility of any mobile or pedestrian traffic.
  - h. Repainting, cleaning, or other normal maintenance or repair of a street graphic or street graphic structure for which a permit has previously been issued, so long as the street graphic structure, design, color, material, or content, etc. is not modified in such a way as to conflict with the intent of the Comprehensive Plan or these regulations;
  - i. The changing of the advertising copy or message of an approved readerboard, theater marquee, or billboard;
  - j. Temporary window graphics;

- k. 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 50 square feet for each firm. The 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;
  - l. Real estate signs advertising the sale or lease of the property or part of the property on which the signs are displayed, up to a total area of 20 square feet. Such signs shall be removed within 14 days of the sale or lease or expiration of the listing and in no case shall be allowed to remain on-site for more than one year without obtaining a sign permit. Such signs may be illuminated, except that such illumination shall not blink, fluctuate, or move. Light rays may shine only upon the sign or upon the property within the premises, but shall not shine over the property lines in any direction except by indirect reflection;
  - m. Rental signs on the premises announcing rooms for rent, room and board, apartment or house for rent, and not exceeding four square feet in area and not illuminated except as allowed in subsection l. above;
  - n. Governmental or official notices, flags, emblems, or insignia;
  - o. Religious or other holiday decorations;
  - p. Garage sale signs; and
  - q. Banners that are maintained in good repair, contain the date of installation, and are securely attached to a building or a permitted support structure.
- C. **Application Requirements.**
- 1. **Preliminary Review.** The provisions for conducting a preliminary review of a proposed sign or street graphic application are set forth in Chapter 18.40, Development Regulations – General Provisions.
  - 2. **Application Filing.**
    - a. Sign and street graphic applications shall be reviewed for completeness in accordance with Department submittal standards checklists and pursuant to Chapter 18.40, Development Regulations – General Provisions.
    - b. Applications for permits shall contain the name and address of the owner and user of the street graphic, the name and address of the owner of the property on which the street graphics are to be located, the location of the street graphic structure, drawings or photographs showing the design (color, shape, materials, lighting, etc.) and dimensions of the street graphic, and details of its proposed location and other pertinent information as the Department shall require to insure compliance with the provisions of this Title.
- D. **Public Notice.** Public notice provisions for notice of application, environmental action, if applicable, and final decision pursuant to this Title are outlined in Chapter 18.80, Development Regulations – General Provisions.
- E. **Review.**
- 1. **Initial Review.** The Department shall conduct an initial review of any sign or street graphic application in accordance with the provisions outlined in Chapter 18.60, Development Regulations – General Provisions.

2. **Review Criteria.** The Department shall review all applications for signs in accordance with the criteria set forth in Chapters 18B.20 or 18B.30, as applicable, and under Title 18J, Development Regulations – Design Standards and Guidelines, if the proposal is located within an area that is regulated under an adopted community(ies) plan.
  3. **Approval.** The application for a sign or street graphic shall be approved if the Director finds that the proposal meets the intent and requirements of these regulations.
  4. **Denial.** Noncompliance with any regulations or criteria set forth in this Title may be considered grounds for denial of a sign or street graphic application.
- F. **Time Period for Final Decision.** The provisions for issuing a notice of final decision on any application filed pursuant to this Title are set forth in Chapter 18.100, Development Regulations – General Provisions.
- G. **Expiration of Permits.** A sign or street graphics permit shall expire if the permit is not exercised within one year of its issuance. No extensions of the expiration date shall be permitted.
- H. **Compliance with Building Codes.** All signs or street graphics authorized through this Title must comply with the Uniform Building Code or other building codes adopted by the County for structural requirements.

(Ord. 2007-85s § 3 (part), 2007; Ord. 2004-52s § 4 (part), 2004; Ord. 2002-22s § 2 (part), 2002; Ord. 2000-55s § 1 (part), 2000; Ord. 99-68 § 4, 1999; Ord. 97-84 § 3 (part), 1997)

#### **18B.10.040 Variance.**

- A. **General.** An applicant who seeks an exception from the provisions in Chapter 18B.20, Chapter 18B.40, and Chapter 18B.60 may pursue a variance. An applicant who seeks an exception from the provisions in Chapter 18B.100 may seek relief only through the procedure in 18J.10.050.
- B. **Application Requirements.**
  1. **Preliminary Review.** The provisions for conducting a preliminary review of a proposed variance are set forth in Chapter 18.40, Development Regulations – General Provisions.
  2. **Application Filing.** Variance applications shall be reviewed for completeness in accordance with Department submittal standards checklists and pursuant to Chapter 18.40, Development Regulations – General Provisions.
  3. **Public Review.** Variance applications shall be available for inspection by the public upon request.
  4. Applicant must demonstrate compliance with each of the following required findings:
    - a. Exceptional or unusual circumstances not resulting from any act of the applicant apply to the project location and not generally to other properties in the vicinity.
    - b. The sign proposal is outstanding in design.
    - c. The variance request is the minimum necessary to serve its intended purpose.
    - d. The variance request is not inconsistent with the purpose and intent of the Comprehensive Plan and the Development Regulations.
- C. **Public Notice.** Public notice provisions for notice of application, public hearing, and final decision pursuant to this Title are outlined in Chapter 18.80, Development Regulations – General Provisions.

**D. Review.**

1. **Initial Review.** The Department shall conduct an initial review of any variance application in accordance with the provisions outlined in Chapter 18.60, Development Regulations – General Provisions.
2. **Public Hearing Required.** After all requests for additional information or plan correction have been satisfied, the Department shall set a date for a public hearing before the Pierce County Hearing Examiner. The public hearing shall follow the procedures set forth in Chapter 1.22 PCC.
3. **Examiner's Authority.** The Examiner shall have the authority to grant a variance, when in the opinion of the Examiner, the findings described in this Section have been met. The Examiner has the authority, as part of the approval of the variance, to establish expiration dates or time periods within which the approval must be exercised. Upon expiration the permit or approval shall be considered null and void. No extensions of the expiration date shall be permitted.
4. **Required Findings.** Before any variance may be granted, it shall be shown that:
  - a. Exceptional or unusual circumstances not resulting from any act of the applicant apply to the project location and not generally to other properties in the vicinity.
  - b. The sign proposal is outstanding in design.
  - c. The variance request is the minimum necessary to serve its intended purpose.
  - d. The variance request is not inconsistent with the purpose and intent of the Comprehensive Plan and the Development Regulations.
5. **Denial.** Noncompliance with any review criteria may be considered grounds for denial of a variance application.

(Ord. 2000-55s § 1 (part), 2000; Ord. 97-84 § 3 (part), 1997)

**18B.10.050 Reconsideration and Appeal Procedures.**

Procedures for appeal of any administrative decision and procedures for reconsideration or appeal of a Hearing Examiner decision issued pursuant to this Title are set forth in Chapter 1.22 PCC. (Ord. 97-84 § 3 (part), 1997)

**18B.10.060 Fees.**

Fees for applications filed pursuant to this Title are set forth in Chapter 2.05 PCC. (Ord. 97-84 § 3 (part), 1997)

**18B.10.070 Violations, Penalties, and Compliance.**

- A. **Civil Infraction.** Any violation or failure to comply with any permit or written order or decision issued pursuant to this Chapter constitutes a Class 1 civil infraction as defined in Chapter 1.16 PCC.
- B. **Misdemeanor.** Any violation of any provision of this Chapter or engaging in any activity without a permit as required by this Chapter constitutes a misdemeanor.
- C. **Separate and Continuing Offenses.** Each violation of this Chapter or of any permit or written order or decision issued pursuant to this Chapter shall be a separate offense and in the case of a continuing violation, each day of any continuance shall be deemed a separate and distinct offense.
- D. The regulations for compliance with the provisions of this Title are set forth in Chapter 18.140, Development Regulations – General Provisions.

(Ord. 2002-113s § 3 (part), 2002; Ord. 97-84 § 3 (part), 1997)

**18B.10.080 Severability.**

If any provision of this Title or its application to any person or circumstance is held invalid, the remainder of the regulations or the application of the provision to other persons or circumstances shall not be affected. (Ord. 97-84 § 3 (part), 1997)

*Chapter 18B.20*

**SIGN STANDARDS**

**Sections:**

- 18B.20.010 Purpose.**
- 18B.20.030 Special Permission Required for Signs within County Right-of-Way.**
- 18B.20.040 Sizes and Types of Signs Permitted in Various Zones.**
- 18B.20.050 Setbacks for Signs.**
- 18B.20.060 Maximum Height – Generally.**
- 18B.20.070 Maximum Height – Airport Hazard Areas.**
- 18B.20.080 Minimum Clearance Above Ground.**
- 18B.20.090 Electric Power Lines – Clearance.**
- 18B.20.100 Visibility.**
- 18B.20.110 Marquee – Canopy – Awnings – Eyebrow.**
- 18B.20.120 Off-Site Readerboard Signs.**
- 18B.20.125 On-Site Readerboard Signs.**
- 18B.20.130 Entrance and Exit Signs.**
- 18B.20.140 A-Board and Similar Type Signs.**
- 18B.20.150 Signs on Fences.**
- 18B.20.160 Temporary Signs.**
- 18B.20.170 Removal of Sign – Time Period.**
- 18B.20.180 Billboards.**

**18B.20.010 Purpose.**

The purpose of this Chapter is to provide minimum sign standards to safeguard life, health, property, and the general welfare. These standards control the quality of materials, construction, size, location, electrification, and maintenance of all signs and sign structures within the unincorporated areas of Pierce County except when conflicting with the standards in those areas in the County that have a specific sign design Chapter (see Chapters 18B.40, 18B.60 and 18B.100). (Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 2 (part), 1995)

**18B.20.030 Special Permission Required for Signs within County Right-of-Way.**

No person, organization, or agency shall place, erect, or install any sign within a County road right-of-way without the express permission in writing of the County Engineer (see PCC Chapter 12.28, Objects Within County Rights-of-Way). (Ord. 2000-55s § 1 (part), 2000)

**18B.20.040 Sizes and Types of Signs Permitted in Various Zones.**

**A. GROUP I: MSF and HSF**

1. Nameplates, not greater than two square feet in gross area, not over four feet in height if detached from the residence, and nonflashing.
2. Identification signs and real estate signs not greater than 20 square feet in area nor 15 feet in height and nonflashing.
3. Construction signs not greater than 50 square feet in area nor 15 feet in height; nonflashing.

- B. **GROUP II: Rsv5, RSep, R10, R20, R40, RF, PR, and ARL**
  - 1. Nameplates, identification, real estate and construction signs as permitted in GROUP I above.
  - 2. Business signs which advertise only agricultural products raised and sold on the premises, not greater than 20 square feet in area nor 15 feet in height and nonflashing.
- C. **GROUP III: FL**
  - 1. Nameplates, identification, real estate, and construction signs, as permitted in GROUP I above.
  - 2. Business signs, not greater than 35 feet in height nor 60 square feet in gross area and nonflashing.
- D. **GROUP IV: MUC, CC, AC, NC, HRD, MUD, RAC, RNC, GC, and PI**
  - 1. Nameplates, identification, real estate, and construction signs, as permitted in MSF zones.
  - 2. Business signs, not greater than 35 feet in height nor 60 feet in gross area and nonflashing.
  - 3. Business identification signs not greater than 35 feet in height nor 180 square feet in gross area and nonflashing.
- E. **GROUP V: EC**
  - 1. Advertising, business identification, business, construction, and real estate signs, subject to the requirements of this Section.
    - a. Limited as to area, height, setback, and illumination only by the structural and traffic safety requirements of the Uniform Building Code.
- F. **Application for Discretionary Land Use Review.** The Department may prescribe reduced area and height, more controlled illumination, and greater setback for those uses in which discretionary land use approval is required.

(Ord. 2008-15s § 2 (part), 2008; Ord. 2006-9s § 2 (part), 2006; Ord. 96-137S § 3 (part), 1997; Ord. 95-149S2 § 2 (part), 1996; Ord. 95-114 § 2 (part), 1995)

**18B.20.050 Setbacks for Signs.**

The setback point shall be that portion of any sign or sign structure that is closest to the property line. Table 18B.20-1 provides minimum setback standards for signs.

<b>Table 18B.20-1 Minimum Setback Standards</b>			
Sign Type	Ground Clearance	Setback from Street	Setback from Interior Yard
Monument*	0-feet	15-feet**	2-feet
Pole*	Less than 10-feet	15-feet	2-feet
Pole*	10-feet to 13-ft 6 inches	5-feet	2-feet
Pole*	More than 13-feet 6 inches	2-feet	2-feet
See also Diagrams 1 and 2 on Figure 18B.20-1 following this Chapter.			
*Signs must comply with all sight triangle provisions. See Section 17B.10.060 A. PCC			
**Monument signs that comply with sight triangle provisions may reduce the required setback to 5 feet.			

(Ord. 2004-52s § 4 (part), 2004; Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 2 (part), 1995)

**18B.20.060 Maximum Height – Generally.**

Maximum height of all signs or sign structures, including trim, shall be 35 feet above ground, except for the provisions included in Sections 18B.20.040, 18B.20.070, 18B.20.120 and 18B.20.125. (Ord. 2004-52s § 4 (part), 2004; Ord. 95-114 § 2 (part), 1995)

**18B.20.070 Maximum Height – Airport Hazard Areas.**

The maximum height for sign or sign structures in airport hazard areas shall be as governed by the Department and/or F.A.A. and/or any other governmental agency having proper jurisdiction. (Ord. 95-114 § 2 (part), 1995)

**18B.20.080 Minimum Clearance Above Ground.**

- A. The minimum clearance to the closest portion of the sign above the ground immediately thereunder shall be 10 feet.
- B. Exceptions.
  - 1. Billboards and/or bulletin boards, see Section 18B.20.180.
  - 2. Monument signs.
  - 3. Any sign that meets the requirements specified in 18B.20.050.

(Ord. 2004-52s § 4 (part), 2004; Ord. 2002-113s § 3 (part), 2002; Ord. 95-114 § 2 (part), 1995)

**18B.20.090 Electric Power Lines – Clearance.**

Horizontal and vertical clearance of signs or sign structures from energized power lines shall not be less than 12 feet. (Ord. 95-114 § 2 (part), 1995)

**18B.20.100 Visibility.**

No sign or sign structure shall be placed or erected in any place or manner where by reason of its position it will obstruct safe visibility of any mobile or pedestrian traffic. (Ord. 95-114 § 2 (part), 1995)

**18B.20.110 Marquee – Canopy – Awnings – Eyebrow.**

- A. No sign shall be designed as a marquee, canopy, awning, or eyebrow, either in part or whole, that will change the required setback or setbacks for the building to which it may be attached.
- B. Signs may be placed on the outer face of a marquee, provided they shall not exceed 18 inches in thickness and such marquees are constructed as specified by the Uniform Building Code.

(Ord. 95-114 § 2 (part), 1995)

**18B.20.120 Off-Site Readerboard Signs.**

- A. One off-site readerboard sign shall be permitted for the following civic uses:
  - 1. Religious Assemblies
  - 2. Schools
  - 3. Public Safety Services
  - 4. Libraries
- B. Off-site readerboard signs shall be subject to the following criteria:
  - 1. Only one off-site readerboard sign shall be permitted for each use to a maximum size of 20 square feet and 15 feet of height regardless of zone classification.
  - 2. The off-site readerboard sign shall be located within one mile of the lot that contains the permitted civic use.

3. The readerboard shall only be illuminated by indirect lighting.
  4. The readerboard shall comply with the provisions for sign setbacks.
  5. The readerboard shall be limited to only advertising the permitted civic use or community events only.
  6. Authorization from the property owner where the off-site readerboard is proposed shall be required for a complete permit application.
  7. Individual civic uses that are located on the same or adjacent sites and are permitted to display off-site readerboard signs may co-locate one readerboard sign, not to exceed 40 square feet in area and 15 feet in height regardless of zone classification.
- (Ord. 2002-113s § 3 (part), 2002; Ord. 95-114 § 2 (part), 1995)

**18B.20.125 On-Site Readerboard Signs.**

- A. One on-site readerboard sign shall be permitted for the following civic uses:
    1. Religious Assemblies
    2. Schools
    3. Public Safety Services
    4. Libraries
  - B. On-site readerboard signs shall be subject to the following criteria:
    1. Only one off-site readerboard sign shall be permitted for each use to a maximum size of 20 square feet and 15 feet of height regardless of zone classification.
    2. The off-site readerboard sign shall be located within one mile of the lot that contains the permitted civic use.
    3. The readerboard shall only be illuminated by indirect lighting.
    4. The readerboard shall comply with the provisions for sign setbacks.
    5. The readerboard shall be limited to only advertising the permitted civic use or community events only.
- (Ord. 2004-52s § 4 (part), 2004)

**18B.20.130 Entrance and Exit Signs.**

- A. Entrance and exit signs and/or other similarly worded signs, when used for the sole purpose of controlling mobile traffic, shall be limited to the following:
    1. Number: Only one sign for each entrance or exit.
    2. Horizontal: Not to exceed 36 inches in height above ground level. The maximum size shall be six square feet.
    3. Vertical: Not to exceed 16 inches in width. The maximum size shall be six square feet.
  - B. See also Section 18B.20.100 covering visibility and Diagram No. 1 on Figure 18B.20-1 following this Chapter.
- (Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 2 (part), 1995)

**18B.20.140 A-Board and Similar Type Signs.**

Placing of A-board and other similar type signs, whether portable or stationary, shall be governed by Section 18B.20.100 and shall not be less than 15 feet from a street property line.  
(Ord. 95-114 § 2 (part), 1995)

**18B.20.150 Signs on Fences.**

No sign shall be used for a fence nor shall any fence be used for a sign. (Ord. 95-114 § 2 (part), 1995)

**18B.20.160 Temporary Signs.**

Temporary signs or sign structures designating residential development areas may be permitted upon receiving special permission from the Department and a permit for same from the Building Official. Such signs or sign structures shall be limited to a 2-year period. (Ord. 95-114 § 2 (part), 1995)

**18B.20.170 Removal of Sign – Time Period.**

Every person maintaining a sign shall, upon vacating the premises where a sign is maintained, remove or cause to be removed the sign within a 30-day period. Upon failure to comply with the provisions of this Section, the Building Official shall issue a notice to the owner to remove the sign within a 10-day period or be in violation of this Chapter. (Ord. 95-114 § 2 (part), 1995)

**18B.20.180 Billboards.**

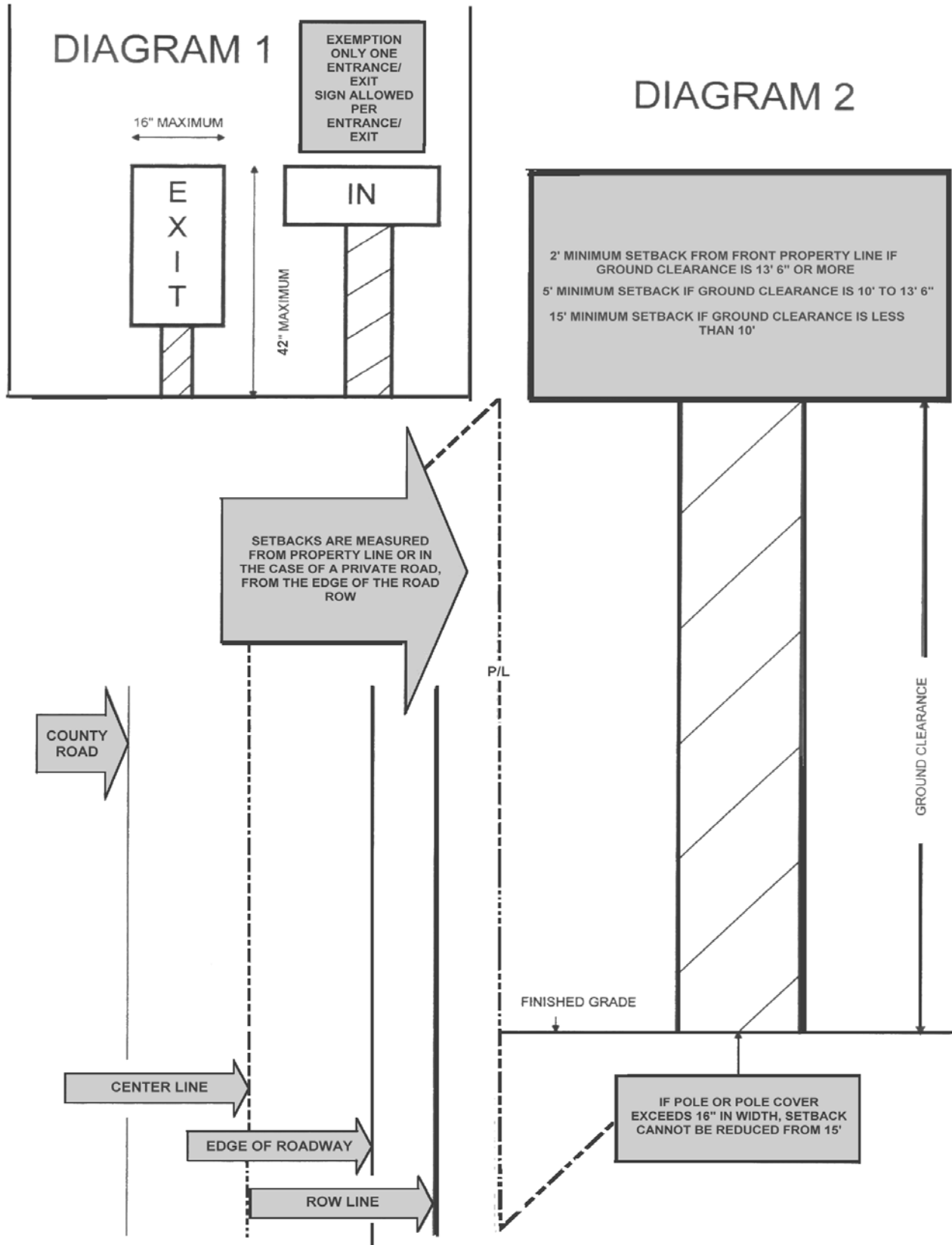
Billboards are considered a commercial use type as defined in Chapter 18A.33. See Title 18A, Development Regulations – Zoning, to determine if a billboard is a permitted use in the various zone designations. See Section 18A.33.270 C. for a description of the billboard use type. The following standards shall apply to all billboards located in Pierce County.

- A. Billboards shall not be erected or maintained which have any moving parts.
- B. Billboards shall not be erected or maintained which have any projections that extend more than three feet out from the surface of the billboard face.
- C. Except as permitted under this Section, no person shall erect a billboard which is visible from the main traveled way of the following streets, roads, or highways located in the unincorporated area of Pierce County:
  - State Route 512
  - State Route 16
  - State Route 302 and Key Peninsula Highway
  - State Route 410
  - State Route 167
  - Canyon Road
  - State Route 162
  - State Route 7 (Pacific Avenue)
- D. Size. The maximum square footage allowed for a billboard face, except in the Employment Center zone, is 300 square feet with an extension of up to 20 percent of the total square footage for cut-outs or space extensions. Any cut-outs or space extensions shall not extend more than five and one-half feet above the top of the billboard, nor more than two feet out from the sides of the billboard, and not more than one and one-half feet below the bottom of the billboard. In the EC zone, the maximum square footage allowed for a billboard face is 672 square feet, and cut-outs and space extensions shall not be permitted.
- E. Lighting. Billboards shall not be erected or maintained which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights. Billboards shall not include lighting unless it is so effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the highway or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of any motor vehicle. Signs found to be too bright, in the opinion of the Pierce County Building Official, shall be adjusted in accordance with the instructions of the Building Official.

- F. Spacing. The minimum distance between billboards in all zone classifications shall be 1,000 feet. The distance shall be measured from the outer edge of the billboard. Measurements shall be along or parallel to the edge of the traveled way on which the billboard face is directed.
- G. Setbacks for Billboards. The setback of a billboard shall be not less than 15 feet from a street property line nor less than two feet from a side property line. The setback point shall be that portion of any billboard structure that is closest to the property line. Such structures may be built solid from the ground up.

(Ord. 2004-52s § 4 (part), 2004; Ord. 2000-55s § 1 (part), 2000; Ord. 95-149S2 § 2 (part), 1996; Ord. 95-114 § 2 (part), 1995)

FIGURE 18B.20-1



(Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 2 (part), 1995)

*Chapter 18B.40*

**SIGN DESIGN – GIG HARBOR PENINSULA**

**Sections:**

- 18B.40.010 Purpose.**
- 18B.40.015 Exempt Signs.**
- 18B.40.020 Table of Basic Design Elements.**
- 18B.40.030 Items of Information Allowed.**
- 18B.40.040 Ground Graphics.**
- 18B.40.050 Wall and Roof Graphics.**
- 18B.40.060 Projecting Graphics.**
- 18B.40.070 Special Situations.**
- 18B.40.080 Nonconformity.**
- 18B.40.090 Areas of Special Control.**
- 18B.40.120 Auxiliary Design Elements.**

**18B.40.010 Purpose.**

The purpose of this Chapter is to create the legal framework for a comprehensive but balanced system of street graphics and thereby facilitate easy and pleasant communication between people and their environment on the Gig Harbor Peninsula. Street graphics means more than just signs in the traditional sense. This term includes any physical structure designed to communicate some message to the public. Special emphasis is made in this Chapter to promote the use of street graphics which reflect both the natural surroundings and the social attitudes of the local residents while allowing the maximum amount of flexibility in design. Furthermore, it is the intention of this Chapter to specifically authorize the use of street graphics which are:

- A. Compatible with the visual character of the area surrounding them;
- B. Appropriate to the type of activity to which it pertains;
- C. Expressive of the identity of the individual proprietors expressing his or her personality and clearly identifying the particular goods or services which he or she is offering. At the same time, street graphics are to be authorized in such a way that they become the hallmark of a community, giving it a distinctive appearance and reinforcing the character of the place;
- D. Legible in the circumstances in which they are seen, which is a function of dynamic visual acuity – how people see when they are in motion – dependent upon how fast they are moving and the number of lanes of traffic.

(Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

**18B.40.015 Exempt Signs.**

The provisions for exempt signs set forth within Chapter 18B.10 shall apply except when in conflict with the standards and provisions of Chapter 18E.40. (Ord. 2007-85s § 3 (part), 2007)

**18B.40.020 Table of Basic Design Elements.**

A Table of Basic Design Elements for street graphics is hereby attached to and made a part of this Section (see Table 18B.40-1). Except in Areas of Special Control, no street graphic may be erected, displayed, or substantially altered or reconstructed except in conformance with the Table of Basic Design Elements. For the purposes of this Chapter, a "street graphic" is more

specifically any letter, symbol, number, or combination of these which can be seen from the right-of-way of a street or highway or any private thoroughfare which is open to the public. "Street graphics" include signs, other than public information signs displayed by public agencies, but do not include buildings. Such graphic may contain the maximum permitted coverage on each side of a 2-sided graphic. The Table of Basic Design Elements begins on the following page (see Table 18B.40-1). (Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

**18B.40.030 Items of Information Allowed.**

For the purposes of these Regulations, an "item of information" shall mean any of the following: a word, an abbreviation, a number, a phone number, a symbol, or a geometric shape.

In addition, graphics combining several different geometric or nongeometric shapes or shapes of unusual configuration are to be assessed one additional item for each such shape or distinct portion of such a shape. For example, a simple rectangular sign would be assessed one item for its shape in addition to any wording or symbols, whereas a sign consisting of two irregular shapes would be assessed two items in addition to words or symbols.

Such items of information shall be allowed by these regulations in the following manner:

- A. Each land use is entitled to display street graphics containing up to ten items of information on each street or highway to which it has access. However, in conformance with the Plan, no street graphics or shopping center logos shall be directed at SR-16, excluding State Highway signs and other public information signs erected by an authorized public agency except as permitted in Section 18B.40.090. Furthermore, street graphics shall be screened from view from SR-16 wherever feasible. If the name of the proprietor occupying the building and its premises contains more than ten items of information, the name may be displayed once on each street frontage on any allowable street graphic, provided no other graphic is displayed on the building or its premises to that frontage;
- B. In computing items of information, the following lettering is not to be counted:
  - 1. Lettering less than three inches in height;
  - 2. Letters less than 19 inches in height carved into or securely attached in such a way that they are an architectural detail of a building, provided that:
    - a. They are not illuminated apart from the building, are not made of a reflecting material, and do not contrast sharply in color with the building; and
    - b. Do not exceed one inch in thickness.
- C. Provided the items of information allowance authorized by this Section is not exceeded, street graphics may be displayed as ground graphics, wall or roof graphics, or projecting graphics, within the limitations and restrictions as further provided by this Section and these Regulations.

(Ord. 2005-23 § 2, 2005; Ord. 2003-40s2 § 2, 2003; Ord. 2002-113s § 3 (part), 2002; Ord. 95-114 § 3 (part), 1995)

**Signs – Gig Harbor Peninsula**

**Table 18B.40-1**

**Table of Basic Design Elements (on-premise only)**

**Urban Residential, Rural Residential, Resource Lands, and Overlay zones**

Average lanes and speeds*		items of information	wall		ground		projecting		roof (coverage as per wall graphics)	
			area – % coverage	height	area (SF)	height	area (SF)	height	below peak	above
2	10	10	6	-----see diagram-----	6	10	6	-----see diagram-----	no	no
	15	10	8		8	10	8		no	no
	20	10	12		12	12	12		no	no
	25	10	16		16	12	16		no	no
	30	10	20		20	12	20		no	no
	35	10	25		25	14	no		no	no
	40	10	30		30	14	no		no	no
	45	10	35		35	14	no		no	no
	50	10	48		48	14	no		no	no
55	10	60	60	16	no	no	no			
4	10	10	6	-----see diagram-----	6	12	6	-----see diagram-----	yes	no
	15	10	8		8	12	8		yes	no
	20	10	16		16	14	16		yes	no
	25	10	22		22	14	22		yes	no
	30	10	30		30	14	30		yes	no
	35	10	42		42	16	no		**cond	no
	40	10	54		54	16	no		**cond	no
	45	10	65		65	16	no		**cond	no
	50	10	78		78	18	no		**cond	no
	55	10	90		90	18	no		**cond	no
<p>*NOTE: The average speeds herein specified shall be scheduled by the Planning Department, provided that until such time as said schedule is provided the maximum speed limit for said street or highway which is closest to one of the listed average speeds shall be applicable.</p>										
<p>**NOTE: Permitted subject to maximum coverage provisions for yes categories above.</p>										

<b>Signs – Gig Harbor Peninsula</b>										
<b>Table 18B.40-1 (cont'd)</b>										
<b>Table of Basic Design Elements (on-premise only)</b>										
<b>Urban Districts, Urban Centers, Employment Centers, and Rural Center zones</b>										
Average lanes and speeds*		items of information	wall		ground		projecting		roof (coverage as per wall graphics)	
			area – % coverage	height	area (SF)	height	area (SF)	height	below peak	above
2	10	10	8	-----see diagram-----	8	12	8	-----see diagram-----	yes	no
	15	10	10		10	12	10		yes	no
	20	10	14		14	14	14		yes	no
	25	10	18		18	14	18		yes	no
	30	10	25		25	16	25		yes	no
	35	10	34		34	16	no		**cond	no
	40	10	42		42	18	no		**cond	no
	45	10	50		50	20	no		**cond	no
	50	10	68		68	20	no		**cond	no
55	10	84	84	22	no	**cond	no			
4	10	10	10	-----see diagram-----	10	14	10	-----see diagram-----	yes	no
	15	10	12		12	14	12		yes	no
	20	10	18		18	16	18		yes	no
	25	10	30		30	16	30		yes	no
	30	10	40		40	18	40		yes	no
	35	10	56		56	18	no		**cond	no
	40	10	74		74	20	no		**cond	no
	45	10	90		90	22	no		**cond	no
	50	10	106		106	22	no		**cond	no
	55	10	122		122	24	no		**cond	no
*NOTE: The average speeds herein specified shall be scheduled by the Planning Department, provided that until such time as said schedule is provided the maximum speed limit for said street or highway which is closest to one of the listed average speeds shall be applicable.										
**NOTE: Permitted subject to maximum coverage provisions for yes categories above.										

(Ord. 2002-113s § 3 (part), 2002; Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

#### **18B.40.040 Ground Graphics.**

For the purpose of these Regulations, ground graphics are signs, etc. standing on the ground and not connected to any building. Monument signs and monopole signs are examples of ground graphics. Any activity may display one or more ground graphics of the area and height indicated in the Table of Basic Design Elements (see Table 18B.40-1) subject to the following provisions:

- A. The street graphic is located on the same parcel as the activity identified;
  - B. The edge of the building or structure in which the activity is conducted is set back at least 25 feet from the edge of the adjacent street or highway right-of-way;
  - C. A ground graphic which is six square feet or more in area may be displayed only on a frontage of 100 feet or more, and may not be closer than 50 feet from any other ground graphic which is six square feet or more in size.
  - D. The edge of the ground graphic is set back at least 10 feet from the edge of the adjacent street right-of-way, provided all traffic safety and sight distance standards are met.
- (Ord. 2002-113s § 3 (part), 2002; Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

#### **18B.40.050 Wall and Roof Graphics.**

Subject to the requirements of the Table of Basic Design Elements (see Table 18B.40-1), any activity may display wall graphics. Wall graphics may be attached flat to, written on, or pinned away from the wall, and may not project from the wall by more than 12 inches. For the purposes of this Section, a roof graphic is a street graphic which is displayed above the eaves and under the roof line. Roof graphics shall not be permitted above the roof. In a similar fashion, the permitted area of wall graphics is shown by the Table of Basic Design Elements (see Table 18B.40-1), which indicates the percentage of the signable area of the building or structure which may be utilized for wall graphics. The person displaying the wall graphic may determine the signable area by choosing one such area on the building façade below the height limits for wall graphics established in this Section, and by then calculating the number of square feet which are enclosed by an imaginary rectangle or square which is drawn around this area. Activities may display one or more wall or roof graphics (or a combination of wall or roof graphics and some other permitted type of street graphics) to the height and totaling no more than the maximum area indicated in the Table of Basic Design Elements (see Table 18B.40-1). Figure 18B.40-1 shows example locations for wall graphics. In calculating the signable area of a building which may be used for wall or roof graphics, the following provisions also apply:

- A. If the graphic is enclosed by a box or outline, the total area of the graphic, including the background, is counted as part of the signable area. If the graphic consists of individual letters, the area enclosed by an imaginary rectangle or square which is drawn around the letters is counted as the signable area;
- B. If individual letters or a box graphic is placed between window spandrels, the height of the letters or box may not exceed two-thirds of the height of the spandrel;
- C. A graphic may not cover or interrupt major architectural features; and
- D. Wall graphics are subject to the following height limitations:
  1. Wall graphics placed in the space between windows may not exceed in height more than two-thirds of the distance between the top of a window and the sill of the window above, or major architectural details related thereto; and
  2. Wall graphics may extend to the roof line.

(Ord. 2002-113s § 3 (part), 2002; Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

**18B.40.060 Projecting Graphics.**

Any commercial or institutional activity may display one projecting graphic on each street frontage. The permitted area of projecting graphics is shown in the Table of Basic Design Elements (see Table 18B.40-1 and Figure 18B.40-1). The following additional regulations also apply to projecting graphics:

- A. Projecting graphics must clear sidewalks by at least eight feet vertically, and may project no more than four feet from the building or one-third of the width of the sidewalk, whichever is less (in the absence of sidewalks, the average ground level adjacent to the building front shall be used for measuring height requirements);
- B. Projecting graphics must be pinned away from the wall at least six inches;
- C. Projecting graphics are not permitted at the intersection of walls or corners, except at right angles to the building front;
- D. In the event of an eaves, overhang, or mansard roof line, projecting graphics may extend to the bottom of said feature. If no definitive overhang is proposed, projecting graphics may extend to the bottom of the fascia trim, but in no case above the wall or roof line;
- E. No projecting graphic may be displayed unless the building to which it is attached is 20 feet or more in width, and no projecting graphic may be closer than 50 feet to any other projecting graphic, unless one of the projecting graphics consists only of a symbol.

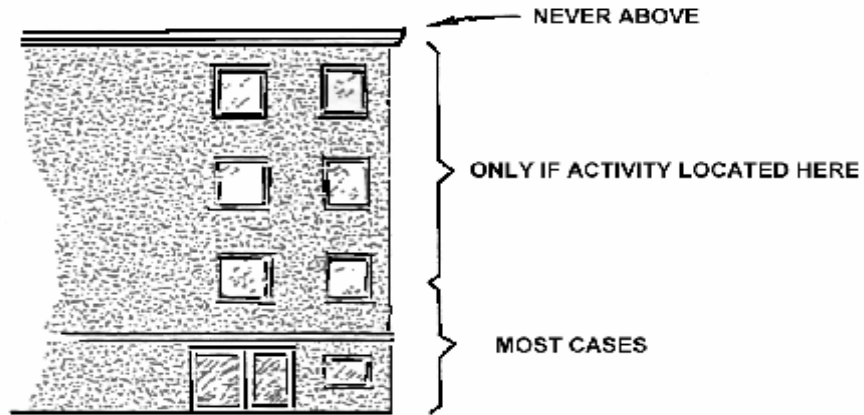
(Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

**18B.40.070 Special Situations.**

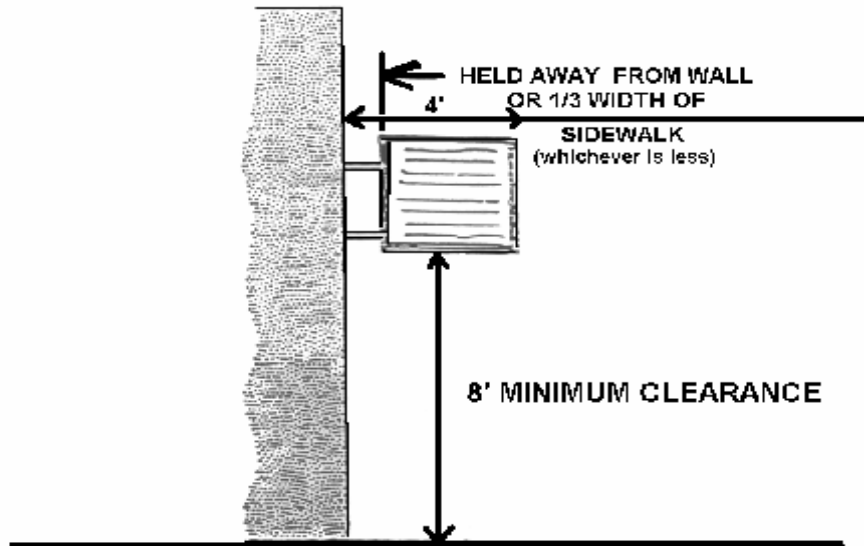
Street graphics shall normally be directed towards the street or highway which the land use gains access. In the following special situations, the Department and/or Examiner shall use the following provisions in determining compliance with this Section:

- A. Off-street parking: Street graphics may be displayed on the side or rear of a building adjacent to an off-street parking area if the off-street parking area is 40 feet or more in width and designed to contain at least four vehicles. However, the side or rear of the building adjacent to the off-street parking area may not be included when calculating the signable wall area allowable to wall graphics, and the total square footage of all wall graphics may not exceed that permitted by the Table of Basic Design Elements (see Table 18B.40-1).
- B. Multiple frontages: If a building has frontage on or access to two or more streets, highways, etc., each side of the building is to be separately considered for purposes of determining compliance with the provisions of this Section and of the Table of Basic Design Elements (see Table 18B.40-1). Area allowances for street graphics may be utilized only on the side of the building from which they are calculated.

FIGURE 18B.40-1



**PROJECTING GRAPHICS**



**EXAMPLE FOR LOCATION OF WALL GRAPHICS**

(Ord. 2000-55s § 1, 2000; Ord. 95-114 § 3 (part), 1995)

**18B.40.080 Nonconformity.**

In the event an applicant for a Building Permit has a legally nonconforming sign or signs on the property or property adjacent to that proposed for the Building Permit application, the permit shall not be approved, unless said nonconforming sign is removed or modified to conform with these regulations. 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. (Ord. 2007-6 § 3 (part), 2007; Ord. 95-114 § 3 (part), 1995)

**18B.40.090 Areas of Special Control.**

It is recognized that the regulations provided in this Chapter may not adequately handle all of the street graphic situations in an area as diverse as the Gig Harbor Peninsula. Therefore, the following areas shall be subject to special controls:

- A. On-premise signs or graphics may be incidentally visible to SR-16 and SR-302 or other state highways provided that they conform to the design elements of the zone in which they lie and the thoroughfare (other than SR-16 and SR-302) toward which they are oriented, and provided that no alteration or modification of structure or landscape is done for the primary purpose of gaining or increasing visibility of SR-16, SR-302, etc., traffic.

As part of a proposed development, signs or graphics directed specifically and primarily at SR-16, SR-302, etc., are generally prohibited; however, it is recognized that certain cases may arise where such policy may cause undue hardship or be unduly restrictive. In such case, application for adjustment may be made through the variance requirements, described in Section 18B.10.040.

- B. Scenic vistas and viewpoints indicated in or as a result of a Community Plan;
- C. Intensive commercial concentrations (urban, strip, or billboard) defined in this Section as follows:
  - 1. Urban and strip concentrations of commercial development are areas whose character indicates that street graphics should be permitted under regulations which require special consideration. In some cases, these would be more restrictive; less restrictive in others; and unique in still others. Such an urban concentration may be either of the following:
    - a. A street intersection, square, or similar area which is devoted to intensive commercial uses, provided that driving speeds do not exceed 30 miles per hour; or
    - b. A regional or community shopping center which is five acres or more in area.
      - NOTE: Strip concentrations are any street or thoroughfare having commercial activities on each side of the right-of-way and which is:
        - (1) Adjacent to an urban concentration;
        - (2) Not more than 1,000 feet in length; and
        - (3) Does not carry traffic moving at speeds exceeding 30 miles per hour.

- D. Areas described in 18B.40.090 A. of this Section are areas whose special and unique visual characteristics; special, unique or fragile ecosystems; or whose natural beauty require special street graphic regulations to insure that all street graphics used within or adjacent to the area are compatible with each other. Generally, it is expected that street graphics regulations in these areas will be more restrictive than those which would otherwise be applicable under these Regulations. Unless otherwise permitted by rule or ordinance, only projecting and ground graphics permitted in institutional surroundings will be allowed in this area. Furthermore, in all areas of special control, the Department shall establish the necessary provisions for street graphics on a case-by-case basis which are more restrictive, less restrictive, or unique in relation to the Table of Basic Design Elements (see Table 18B.40-1) and the Table of Auxiliary Design Elements, if any, having regard to the character of the area of special control in question. Until such time as a Table of Auxiliary Design Elements is established, the Table of Basic Design Elements shall be used in conjunction with the Plan and the provisions of 18B.40.120 in evaluating proposed street graphics in areas of special control.

(Ord. 2000-55s § 1 (part), 2000; Ord. 95-114 § 3 (part), 1995)

#### **18B.40.120 Auxiliary Design Elements.**

The simple rules which follow may be expanded by the Department as the need arises in adhering to the intent of the Plan. At such time, a Table of Auxiliary Design Elements shall be attached to this Section by the Department consistent with the text which follows. Until such time, the text which follows shall be used by the Department. The Auxiliary Design Elements and limitations for each graphic are as follows:

- A. Awnings, canopies, and marquees. They are permitted in all zone classifications. Any letters over three inches in height which are displayed on an awning or canopy are debited against the items of information allowance established by Section 18B.40.030. Awnings and canopies may extend to within one foot of the vertical plane formed by the curb or the right-of-way line.
- B. Time and temperature devices. These are permitted in all zone classifications except the MSF and rural residential zone classifications. They may be ground, projecting, or wall graphics and shall be subject to the regulations applicable to each of these types of street graphics.
- C. Temporary window graphics. Such street graphics are permitted in all zone classifications except the MSF and rural residential zone classifications. They may not exceed more than 40 percent of the area of the window in which they are displayed. Temporary window graphics are not debited against the items of information allowance established in this Section. Temporary window graphics are also exempt from the permit requirements of this Section.
- D. Banners. They are permitted only for commercial and institutional activities located in areas of special control designated as concentrated commercial by the Department.
- E. The rules which follow are also adopted to permit the following types of illumination and mechanical movement for all activities in all zone classifications subject to the limitations indicated in this subsection:
1. Colored light: White light is the only color of light which is permitted in areas designated as institutional or residential or within 300 feet of such areas, or for institutional activities. Colored light is allowed elsewhere.
  2. Flashing graphics: A flashing graphic is a light which is intermittently on and off. Flashing graphics are not permitted.

3. Mechanical movement: Refers to animation, revolution, movement up and down, or movement sideways. Graphics which move mechanically are likewise not allowed for the same reasons stated in B. above. Windblown devices such as pennants, spinners, and streamers are also included in this category and as such not allowed.
4. Internal illumination: A light source concealed or contained within the graphic and which becomes visible in darkness through a translucent surface. For commercial activities, such lighting is allowed in all zone classifications except the MSF and rural residential zone classifications. Brightness must not be so great as to disturb nearby residences.
5. Indirect illumination: A light source not directly seen. It is allowed for all activities subject to the provisions of this Section and these Regulations.
6. Floodlight illumination: This type of illumination is allowed for commercial activities in all zone classifications provided that the floodlight or spotlight is positioned so that none of the light shines onto an adjoining property or in the eyes of motorists or pedestrians.
7. Neon tube illumination: A source of light supplied by a neon tube which is bent to form letters, symbols, or other shapes (does not include signs which are internally lit by neon tubing). Such illumination is not permitted except indoors.

(Ord. 95-114 § 3 (part), 1995)



*Chapter 18B.60*

*SIGN DESIGN – KEY PENINSULA*

**Sections:**

- 18B.60.010 Purpose.**
- 18B.60.015 Exempt Signs.**
- 18B.60.020 Table of Basic Design Elements.**
- 18B.60.030 Items of Information Allowed.**
- 18B.60.040 Freestanding Signs.**
- 18B.60.050 Wall and Roof Signs.**
- 18B.60.060 Projecting Signs.**
- 18B.60.070 Special Situations.**
- 18B.60.080 Nonconformity.**
- 18B.60.090 Areas of Special Control.**
- 18B.60.100 Auxiliary Design Elements.**
- 18B.60.110 Offsite Signs.**
- 18B.60.120 Home Occupation and Cottage Industry Signs.**
- 18B.60.130 Sign Illumination.**
- 18B.60.140 Master Sign Plan for Multi-tenant/Multi-building Complexes.**
- 18B.60.150 Design, Character and Color.**

**18B.60.010 Purpose.**

The purpose of this Chapter is to create the legal framework for a comprehensive but balanced system of signs and thereby facilitate easy and pleasant communication between people and their environment for unincorporated Pierce County west of the Purdy Spit Bridge. Signs include any physical structure designed to communicate some message to the public. Special emphasis is made in this Chapter to promote the use of signs that reflect both the natural surroundings and the social attitudes of the Key Peninsula residents while allowing the maximum amount of flexibility in design. Furthermore, it is the intent of this Chapter to specifically authorize the use of signs that are:

- A. Compatible with the visual character of the area surrounding them;
- B. Appropriate to the type of activity to which they pertain;
- C. Expressive of the identity of the individual proprietors expressing his or her personality and clearly identifying the particular goods or services which he or she is offering. At the same time, signs are to be authorized in such a way that they become the hallmark of a community, giving it a distinctive appearance and reinforcing the character of the place;
- D. Legible in the circumstances in which they are seen which is generally dependent upon how fast the viewers are moving in an automobile.
- E. Necessary to recognize legally established home occupations and cottage industries within the Key Peninsula Community Plan area.
- F. Constructed with natural materials or have a natural look through the use of stone, wood, brick or other earthen materials.

(Ord. 2008-15s § 2 (part), 2008; Ord. 2000-55s § 1 (part), 2000)

**18B.60.015 Exempt Signs.**

The provisions for exempt signs set forth within Chapter 18B.10 shall apply except when in conflict with the standards and provisions of Chapter 18E.60. (Ord. 2007-85s § 2 (part), 2007)

**18B.60.020 Table of Basic Design Elements.**

A Table of Basic Design Elements for signs is attached to and made a part of this Section (see Table 18B.60-1). No sign may be erected, displayed, or substantially altered or reconstructed except in conformance with the Tables of Basic Design Elements (see Table 18B.60-1). For the purposes of this Chapter, a "sign" is any word, symbol, number, or combination thereof which can be seen from the right-of-way of a street or highway or any private thoroughfare which is open to the public. A sign may contain the maximum permitted coverage on each side of a 2-sided sign.

Signs – Key Peninsula										
Table 18B.60-1										
Table of Basic Design Elements (on-premise only)										
Rural Residential, Resource Lands, and Overlay zones										
Average lanes and speeds	items of information	wall		freestanding		projecting		roof (coverage as per wall graphics)		
		Area (SF)	height	area (SF)	height	area (SF)	height	below peak	above peak	
2	10	10	6	-----see diagram-----	6	10	6	-----see diagram-----	no	no
	15	10	8		8	10	8		no	no
	20	10	12		12	12	12		no	no
	25	10	16		16	12	16		no	no
	30	10	20		20	12	20		no	no
	35	10	25		25	14	no		no	no
	40	10	30		30	14	no		no	no
	45	10	35		35	14	no		no	no
	50	10	48		48	14	no		no	no

Signs – Key Peninsula										
Table 18B.60-1 (cont'd)										
Table of Basic Design Elements (on-premise only)										
Rural Center zones										
Average lanes and speeds		items of information	wall		freestanding		projecting		roof (coverage as per wall graphics)	
			Area (SF)	height	area (SF)	height	area (SF)	height	below peak	above peak
2	10	10	8	-----see diagram-----	8	12	8	-----see diagram-----	yes	no
	15	10	10		10	12	10		yes	no
	20	10	14		14	14	14		yes	no
	25	10	18		18	14	18		yes	no
	30	10	25		25	16	25		yes	no
	35	10	34		34	16	34		yes	no
	40	10	42		42	18	no		no	no
	45	10	50		50	20	no		no	no
	50	10	68		68	20	no		no	no

(Ord. 2008-15s § 2 (part), 2008; Ord. 2000-55s § 1 (part), 2000)

**18B.60.030 Items of Information Allowed.**

For the purposes of these Regulations, an "item of information" shall mean any of the following: a word, an abbreviation, a number, a symbol, or a geometric shape. In addition, graphics combining several different geometric or non-geometric shapes or shapes of unusual configuration are to be assessed one additional item for each such shape or distinct portion of such a shape. For example, a simple rectangular sign would be assessed one item for its shape in addition to any wording or symbols, whereas a sign consisting of two irregular shapes would be assessed two items in addition to words or symbols.

Items of information shall be allowed by these Regulations in the following manner:

- A. Each land use is entitled to display signs containing up to ten items of information on each street or highway to which it has access. If the name of the proprietor occupying the building and its premises contains more than ten items of information, the name may be displayed once on each street frontage on any allowable sign, provided no other sign is displayed on the building or its premises to that frontage;
- B. In computing items of information, the following lettering is not to be counted:
  - 1. Lettering less than three inches in height.
  - 2. Letters less than 19 inches in height carved into or securely attached in such a way that they are an architectural detail of a building, provided that:
    - a. They are not illuminated apart from the building, are not made of a reflecting material, and do not contrast sharply in color with the building; and
    - b. Do not exceed one inch in thickness.
- C. Provided the items of information allowance authorized by this Section is not exceeded, signs may be displayed as ground signs, wall or roof signs, or projecting signs, within the limitations and restrictions as further provided by this Section and these Regulations.

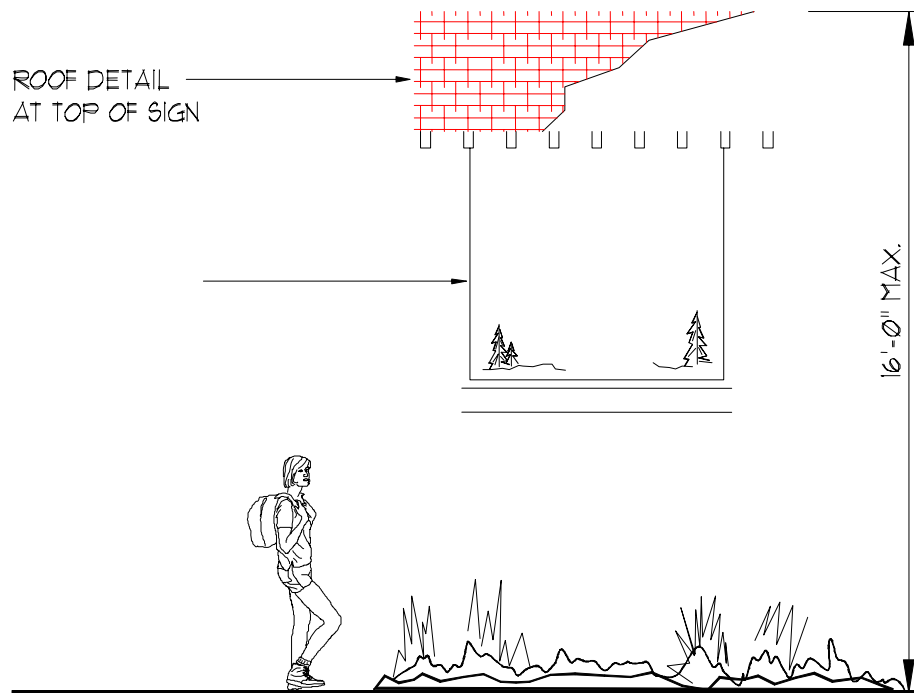
(Ord. 2000-55s § 1 (part), 2000)

**18B.60.040 Freestanding Signs.**

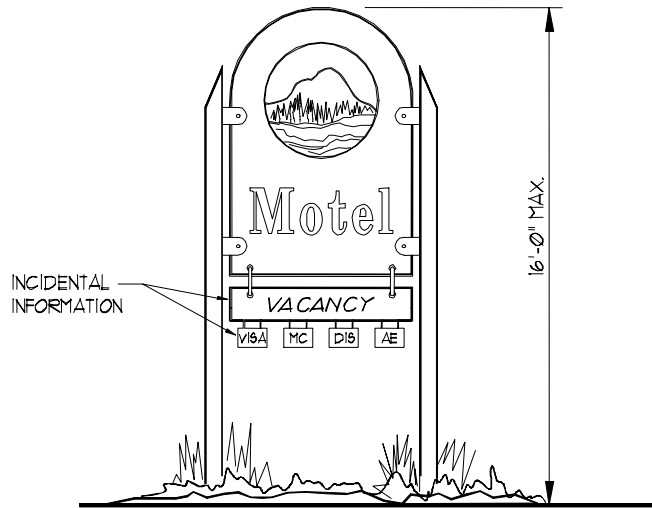
Freestanding signs are monument, monopole, and reader board signs, standing on the ground and not connected to any building. (See Figures 18B.60-1, 18B.60-2, 18B.60-3 and 18B.60-4) Any activity may display one or more ground signs totaling the area and not exceeding the height indicated in the Table of Basic Design Elements (see Table 18B.60-1) subject to the following provisions:

- A. The sign is located on the same parcel as the business or activity identified;
- B. The edge of the sign is set back at least 10 feet from the edge of the adjacent street or highway right-of-way provided all State and County traffic safety and site distance standards are met;
- C. A sign which is 6 square feet or more in area may be displayed only on a frontage of 100 feet or more, and may not be closer than 50 feet from any other ground sign which is 6 square feet or more in size.
- D. Monument signs are the only category of ground sign permitted in areas of special control. (See PCC 18B.60.090)

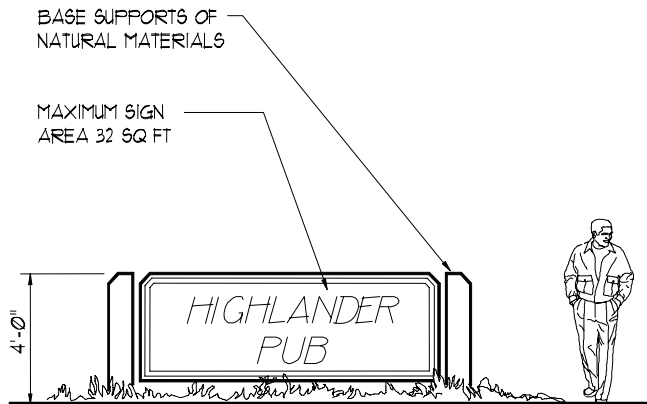
**FIGURE 18B.60-1**



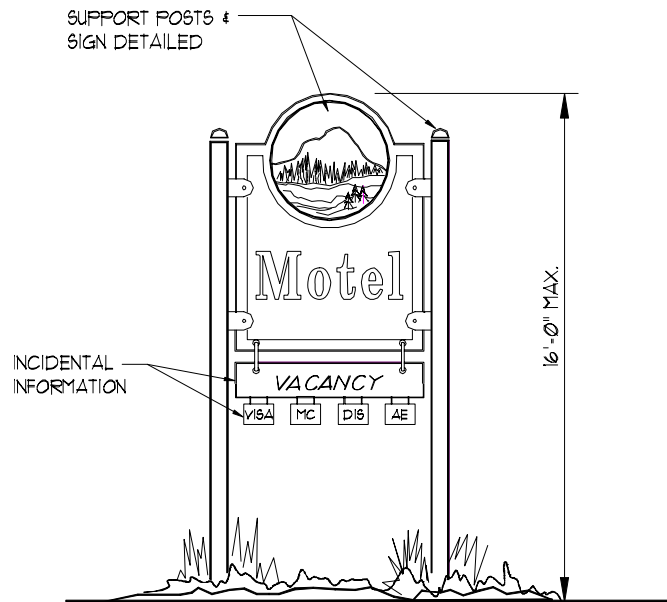
**FIGURE 18B.60-2**



**FIGURE 18B.60-3**



**FIGURE 18B.60-4**



(Ord. 2008-15s § 2 (part), 2008; Ord. 2000-55s § 1 (part), 2000)

**18B.60.050 Wall and Roof Signs.**

Subject to the requirements of the Table of Basic Design Elements, Table 18B.60-1, any activity may display wall or roof signs. Wall signs may be attached flat to, written on, or pinned away from the wall, and may not project from the wall by more than 12 inches. See Figure 18B.60-5. For the purposes of this Section, a roof sign is a sign that is displayed above the eaves and under the peak of the roof. Roof signs shall not be permitted above the roof peak. Any activity may display one or more wall or roof signs totaling the area and not exceeding the height indicated in the Table of Basic Design Elements, Table 18B.60-1. In calculating the size of a wall or roof sign, the following provisions apply:

- A. If the sign is enclosed by a box or outline, the total area of the sign, including the background, is counted as size of the sign. If the sign consists of individual letters, the area enclosed by an imaginary rectangle or square that is drawn around the letters is counted as the sign area;
- B. If a sign or individual letters are placed between window spandrels, the height of the letters or box may not exceed two-thirds of the height of the spandrel;
- C. A sign may not cover or interrupt major architectural features. Major architectural features mean any feature such as a beam, building line, or structural feature on a building or structure; and
- D. Wall signs are subject to the following height limitations:
  - 1. Wall signs placed in the space between windows may not exceed in height more than two-thirds of the distance between the top of a window and the sill of the window above, or major architectural details related thereto; and
  - 2. Wall signs may extend to the roof line.

(Ord. 2008-15s § 2 (part), 2008; Ord. 2000-55s § 1 (part), 2000)

**18B.60.060 Projecting Signs.**

Any commercial or institutional activity may display one projecting sign on each street frontage. The permitted area of projecting signs is shown in the Table of Basic Design Elements, Table 18B.60-1. Also, see Figure 18B.60-5. The following additional regulations also apply to projecting signs:

- A. Projecting signs must clear sidewalks or the finished ground elevation by at least eight feet vertically, and may project no more than four feet from the building or one-third of the width of the sidewalk, whichever is less (in the absence of sidewalks, the average ground level adjacent to the building front shall be used for measuring height requirements);
- B. Projecting signs must be pinned away from the wall at least six inches;
- C. Projecting signs are not permitted at the intersection of walls or corners, except at right angles to the building front;
- D. In the event of an eave, overhang, or mansard roofline, projecting signs may extend to the bottom of said feature. If no definitive overhang is proposed, projecting signs may extend to the bottom of the fascia trim, but in no case above the wall or roof line;
- E. No projecting sign may be displayed unless the building to which it is attached is 20 feet or more in width, and no projecting sign may be closer than 50 feet to any other projecting sign, unless one of the projecting signs consists only of a symbol.

(Ord. 2008-15s § 2 (part), 2008; Ord. 2000-55s § 1 (part), 2000)

**18B.60.070 Special Situations.**

- A. A combination of wall or roof signs and other permitted types of signs may be displayed to the height and maximum area indicated in the Table of Basic Design Elements, Table 18B.60-1, for each sign type.
- B. Signs shall normally be directed towards the street or highway from which the land use gains access. In the following special situations, the Department and/or Examiner shall use the following provisions to determine compliance with this Section:
  - 1. Off-street parking: Signs may be displayed on the side or rear of a building adjacent to an off-street parking area if the off-street parking area is 40 feet or more in width and designed to contain at least four vehicles. However, the total square footage of all wall and roof signs may not exceed that permitted by the Table of Basic Design Elements, Table 18B.60-1.
  - 2. Multiple frontages: If a building has access onto more than one roadway, each side of the building is to be separately considered for purposes of determining compliance with the provisions of this Section and of the Table of Basic Design Elements, Table 18B.60-1. Size allowances for signs may be utilized only on the side of the building from which they are calculated.

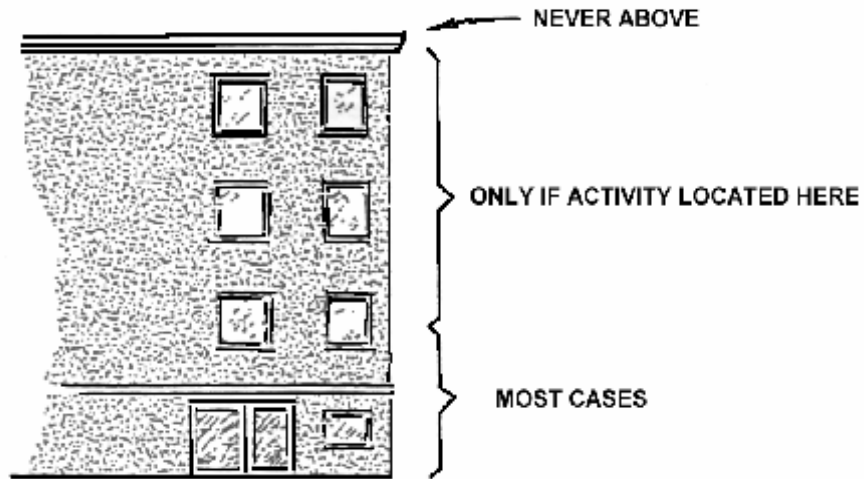
(Ord. 2000-55s § 1 (part), 2000)

**18B.60.080 Nonconformity.**

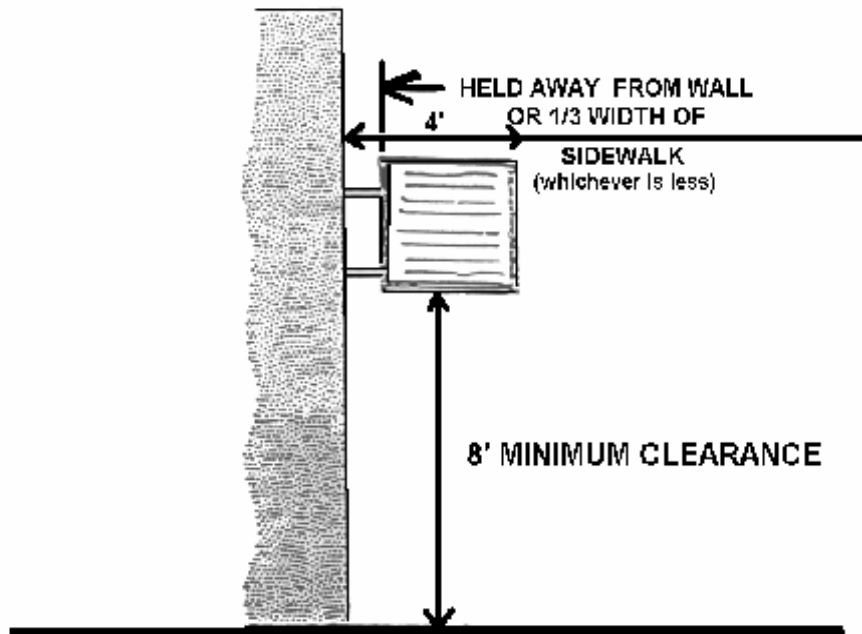
In the event an applicant for a building permit has a legal nonconforming sign or signs on the property or contiguous property owned by the applicant, the permit shall not be approved, unless said nonconforming sign is removed or modified to conform with these Regulations. When a nonconforming billboard 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.

**FIGURE 18B.60-5**



**PROJECTING GRAPHICS**



**EXAMPLE FOR LOCATION OF WALL GRAPHICS**

(Ord. 2008-15s § 2 (part), 2008; Ord. 2007-6 § 3 (part), 2007; Ord. 2000-55s § 1 (part), 2000)

**18B.60.090 Areas of Special Control.**

Any required landscaping area or natural buffer area described in PCC 18A.35.030 J.3. shall be considered an area of special control and shall be subject to the following standards.

- A. Monument signs are the only category of sign permitted in areas of special control.
- B. Vegetation up to a maximum cleared area of 200 square feet outright and up to 400 square feet with an administrative permit pursuant to 18A.75.020, may be cleared to provide space for a permitted monument sign. Replanting of low growing native landscaping shall be required around the sign. The Director shall approve an Administrative Use Permit Application filed under this Section only if all of the following findings can be made:
  - 1. Those findings set forth in PCC 18A.75.020 B.2.;
  - 2. The additional clearing is the minimum necessary to provide adequate visibility of the proposed sign from the right-of-way; and
  - 3. The additional clearing is the minimum necessary to ensure adequate sight distances, as required in the Road Standards contained in PCC Chapter 17B.10.
- C. Within the rural residential and resource zone classifications, monument signs shall comply with a rural or rustic design standard. The exterior base structure shall be made or faced with natural materials such as native stone, brick, wood, or timber materials. Indirect illumination shall be the only permitted form of lighting.

(Ord. 2000-55s § 1 (part), 2000)

**18B.60.100 Auxiliary Design Elements.**

The Auxiliary Design Elements and limitations for each sign are as follows:

- A. Awnings, canopies, and marquees are permitted in all zone classifications. Any letters over three inches in height which are displayed on an awning or canopy are debited against the items of information allowance established by Section 18B.60.030. Awnings and canopies may extend to within one foot of the vertical plane formed by the curb or the right-of-way line.
- B. Time and temperature devices are permitted in all rural center zone classifications. They may be monument, projecting, or wall signs and shall be subject to the regulations applicable to each of these types of signs.
- C. Temporary window signs are permitted in all rural center zone classifications. They may not exceed more than 40 percent of the area of the window in which they are displayed. Temporary window signs are not debited against the items of information allowance established in this Section. Temporary window signs are also exempt from the permit requirements of this Section.
- D. Banners. One retail banner is permitted for each commercial and institutional use located in Rural Centers. Event banners are permitted in all zone classifications when associated with community and civic events.
- E. The following types of illumination and mechanical movement are permitted for all activities in all zone classifications subject to the limitations indicated in this subsection:
  - 1. Colored light: White light is the only color of light which is permitted in areas designated as rural residential or within 300 feet of such areas. Colored light is allowed in rural center zone classifications.
  - 2. Flashing signs: A flashing sign is a sign in which light intermittently turns on and off. Flashing signs are not permitted.

3. Mechanical movement: Refers to animation, revolution, movement up and down, or movement sideways. Signs with moving parts that move mechanically are likewise not allowed. Windblown devices such as pennants, spinners, and streamers are also included in this category and as such are not allowed.
4. Internal illumination: A light source concealed or contained within the sign and which becomes visible in darkness through a translucent surface. Such lighting is allowed in rural center zone classifications. Brightness shall not be so great as to disturb nearby residences.
5. Indirect illumination: A light source not directly seen. It is allowed for all activities subject to the provisions of this Section and these Regulations.
6. Floodlight illumination: This type of illumination is allowed for commercial activities in rural center zone classifications provided that the floodlight or spotlight is positioned so that none of the light shines onto an adjoining property or in the eyes of motorists or pedestrians.
7. Neon tube illumination: A source of light supplied by a neon tube that is bent to form letters, symbols, or other shapes (does not include signs that are internally lit by neon tubing). Such illumination is only permitted indoors.

(Ord. 2000-55s § 1 (part), 2000)

**18B.60.110 Offsite Signs.**

- A. Businesses in rural commercial centers that do not have frontage on SR-302 or the Key Peninsula Highway or have less than 100 feet of frontage, may have one off-site business identification sign. Businesses shall be required to consolidate these signs on individual monument sign support structures near a location where customers would leave SR-302 or the Key Peninsula Highway to access the business location. The size and text copy allowed on the sign shall be subject to the standards contained in 18B.60.020 Table 18B.60-1.
- B. Allow the placement of one community kiosk in each rural commercial center. The kiosk could contain a map to identify business locations as well as individual nameplates for each business.
- C. Home occupations, cottage industries, and agricultural uses shall be allowed to display off-site directional signs on private property. These signs shall require a sign permit. Each sign shall have a consistent appearance based on community established design criteria for size and color. The number of signs permitted shall be the minimum number necessary to provide directions at those intersections requiring a change of direction between SR-302 or the Key Peninsula Highway to the business location.

(Ord. 2008-15s § 2 (part), 2008)

**18B.60.120 Home Occupation and Cottage Industry Signs.**

Home occupations, cottage industries, and agricultural uses shall be allowed to display a single 8-square-foot business sign on the site where the permitted business activity is located.

(Ord. 2008-15s § 2 (part), 2008)

**18B.60.130 Sign Illumination.** All signs shall be subject to the following provisions:

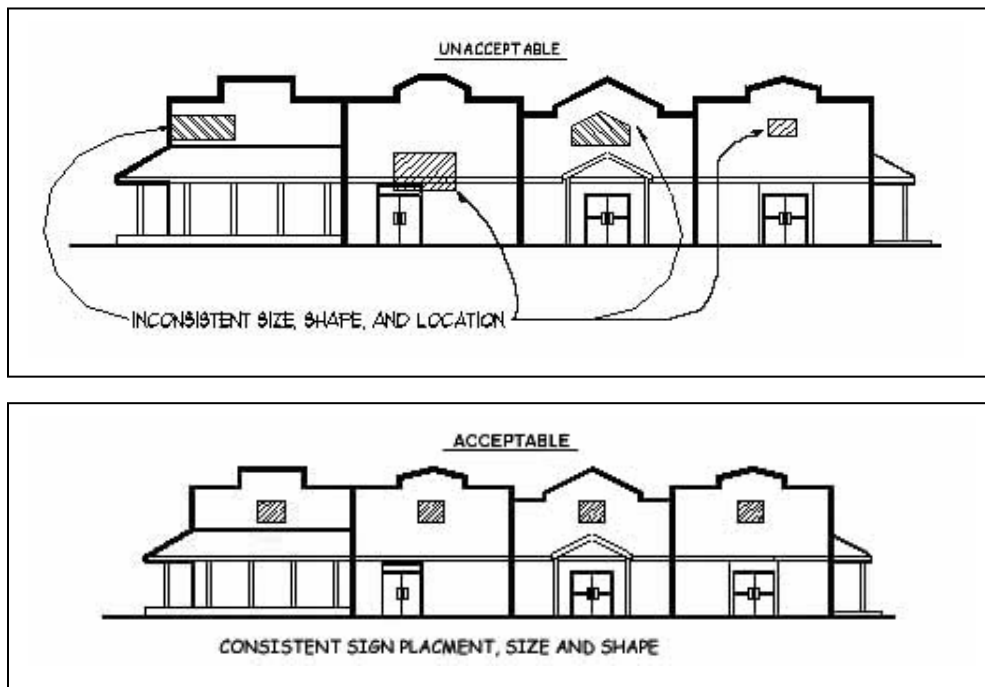
- A. Illumination should be energy efficient and shall be arranged so the light source is shielded from view.
- B. All sign illumination shall be directed to preclude glare visible from public right-of-way and neighboring properties.

- C. Surface brightness or intensity of lighting shall not be beyond that necessary for visibility from the public right-of-way.
  - D. Signs shall 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.
  - E. Signs shall not be overly bright so as to overshadow signs in the immediate vicinity, cause glare, or create an island of light.
  - F. Signs shall not be permitted to remain lit during non-business hours.
  - G. Internal or backlit sign illumination is permitted for commercial or civic use only.
- (Ord. 2008-15s § 2 (part), 2008)

**18B.60.140 Master Sign Plan for Multi-tenant/Multi-building Complexes.**

- A. 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.
- B. 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 the Tables within this Chapter.
- C. Signs within the multi-tenant or multi-building complex shall be consistent in size and location among the multiple tenants of the building (see Figure 18B.60-6).

**FIGURE 18B.60-6 – Wall Signage Placement**



(Ord. 2008-15s § 2 (part), 2008)

**18B.60.150 Design, Character and Color.**

- A. Signs shall be constructed with the use of natural materials such as wood, rock, stone or decorative masonry or with products made from recycled materials that look like these natural materials. The emphasis should be on craftsmanship and materials detailing an organic quality. Wall signs may also utilize some other types of materials, such as metal or resin compounds, provided that these components also portray a rural or rustic look and character.
  - B. Signs shall be composed of neutral colors that blend in with surrounding buildings and reflect the rural environment. Colors must be complementary and restrained. Bright and brilliant colors shall be avoided except for use as accent color. However, no specific color or combination of colors is specifically prohibited.
  - C. Sign colors should be visible without being garish, and consideration should be given to the contrast between sign letters and their background.
  - D. Signs shall be designed with details that reflect a rural or rustic character and to relate to the character of the buildings and/or the uses they identify.
  - E. Signs shall be oriented to the roadway and not toward adjacent residential, recreational, or open space uses.
  - F. Franchises are subject to the same signage standards as other commercial uses, and shall use the minimum amount of signage and building features to convey corporate identity.
- (Ord. 2008-15s § 2 (part), 2008)

*Chapter 18B.80*

*SIGN DESIGN – PARKLAND, SPANAWAY, MIDLAND*

**Sections:**

- 18B.80.010 Purpose.**
- 18B.80.015 Exempt Signs.**
- 18B.80.020 Prohibited Signs.**
- 18B.80.030 General Regulations.**
- 18B.80.040 Sizes and Types of Signs.**
- 18B.80.050 Bulk, Visibility and Clearance Regulations.**
- 18B.80.060 Billboards.**
- 18B.80.070 Nonconforming Signs.**
- 18B.80.080 Removal of Sign – Time Period.**

**18B.80.010 Purpose.**

The purpose of this Chapter is to establish sign regulations that support and implement policies and objectives set forth in the Pierce County Comprehensive Plan, Community Character and Land Use Elements of the Parkland-Spanaway-Midland Communities Plan, and those established by the Highway Advertising Control Act (Scenic Vistas Act). These regulations will achieve aesthetic improvement throughout the community plan area while balancing the advertising needs of the retail and business sectors. (Ord. 2002-22s § 2 (part), 2002)

**18B.80.015 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 Parkland-Spanaway-Midland Communities 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 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. Repainting, cleaning, or other normal maintenance or repair of a sign or sign structure for which a permit has previously been issued.
7. 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.
8. The constructions 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.
9. 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.
10. Incidental not exceeding six square feet in area for each sign. Illumination of these signs shall be permitted as allowed elsewhere in this Section.
11. 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.
12. Governmental or official notices, emblems, or insignia.
13. Community service club signs.
14. Community identification signs at locations authorized in the Parkland-Spanaway-Midland Communities Plan, not to exceed four square feet in size.
15. 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.
16. 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.
17. Garage sale signs.
18. Building numbers if the total area is 16 square feet or less.
19. 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.

(Ord. 2007-85s § 3 (part), 2007; Ord. 2004-52s § 4 (part), 2004; Ord. 2002-22s § 2 (part), 2002)

#### **18B.80.020 Prohibited Signs.**

The following devices and locations are specifically prohibited:

- A. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device or obstruct or interfere with a driver's view approaching, merging or intersecting traffic, or which are an imitation of or resemble official traffic signs;
- B. Signs within, encroaching upon or overhanging public right-of-way except on streets within the Garfield Street Activity Center with speed limits not exceeding 25 m.p.h., with approval of the County Engineer;
- C. Flashing signs;

- D. Signs attached to, placed on, or painted on, any vehicle or trailer placed to be 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. This provision shall not apply to the identification of a firm or its principal products on vehicles operating in the normal course of business. Public transit buses and licensed taxis are exempt from this restriction;
  - E. Streamers and pennants with or without advertising;
  - F. Portable signs, i.e. trailer reader boards, but not including A-board signs;
  - G. Roof signs;
  - H. Any sign erected or placed in the required perimeter or parking lot landscape except for monument signs and pole signs not exceeding three feet in height;
  - I. Rotating signs;
  - J. Off premise signs (does not include signs that provide advertising for multiple businesses within a given business district or center);
  - K. Any sign affixed to a utility pole, whether located on private property or within the public right-of-way, pursuant to RCW 70.54.090;
  - L. Permanent signs on undeveloped sites, except for subdivision signs;
  - M. Trailing electronic signs with pulsing or continuous streaming text or text that changes in intervals of less than 20 seconds;
  - N. Signs attached to supported by or propped up against any utility pole, light standard, traffic sign, fire hydrant or any other public facility located within the public right-of-way;
  - O. Sign used as a fence or any fence used for a sign.
- (Ord. 2004-52s § 4 (part), 2004; Ord. 2002-22s § 2 (part), 2002)

**18B.80.030 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.80.030, Tables 18B.80-1 and 18B.80-2, for maximum sign area allowed per site, maximum number, dimension and location of freestanding, building, miscellaneous and temporary signs.

<b>Table 18B.80-1 Maximum Total Sign Area Per Site</b>													
Zoning Classifications													
	CE: Community Employment	RO: Research- Office	CC: Community Center	AC: Activity Center	NC: Neighborhood Center	MUD: Mixed Use District	CMUD: Commercial Mixed Use District	OMUD: Office- Residential Mixed Use District	ROC: Residential/ Office-Civic	MHR: Moderate- High Density Residential	MSF: Moderate Density Single- Family	SF: Single- Family	RR: Residential Resource
<b>FREESTANDING SIGNS (EXCLUDING MONUMENT SIGNS)</b>													
Maximum square footage of all sign faces on single-tenant sites	64	64	64	64	64	64	64	64	64	32	32	32	32
Maximum square footage of all sign faces on multi-tenant/multi-building sites	150	150	250	250	150	250	250	250	80	32	32	32	32
Maximum square footage of all sign faces for satellite buildings in multi-tenant/multi-building sites	N/A	N/A	64	64	64	64	64	64	32	N/A	N/A	N/A	N/A
<b>BUILDING SIGNS (WALL, AWNING, MARQUEE, PROJECTING, AND HANGING)</b>													
Maximum square footage of all signs*	10% of street façade or 150 sq. ft., whichever is less	10% of street façade or 150 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	15% of street façade or 200 sq. ft., whichever is less	10% of street façade or 150 sq. ft., whichever is less	10% of street façade or 100 sq. ft., whichever is less	10% of street façade or 100 sq. ft., whichever is less	10% of street façade or 100 sq. ft., whichever is less	10% of street façade or 100 sq. ft., whichever is less

\*On a corner lot, the percentage shall be calculated off of each street façade.

**Table 18B.80-2  
Maximum Number, Dimensions, and Location of Individual Freestanding Signs**

<b>Zoning Classifications</b>													
	CE: Community Employment	RO: Research -Office	CC: Community Center	AC: Activity Center	NC: Neighborhood Center	MUD: Mixed Use District	CMUD: Commercial Mixed Use District	OMUD: Office- Residential Mixed Use District	ROC: Residential/ Office-Civic	MHR: Moderate- High Density Residential	MSF: Moderate Density Single- Family	SF: Single- Family	RR: Residential Resource
<b>POLE</b>													
<b>Sign Area (maximum square footage of each sign face per pole)</b>													
Single-Tenant Nonresidential	64 sf	64 sf	64 sf	64 sf	64 sf	64 sf	64 sf	64 sf	64 sf	32 sf	32 sf	32 sf	32 sf
Multi-Tenant/ Multi-Building Nonresidential	80 sf	80 sf	80 sf, plus 10 sf for each business unit, not to exceed 150 sf	80 sf, plus 10 sf for each business unit, not to exceed 150 sf	64 sf, plus 10 sf for each business unit, not to exceed 100 sf	80 sf, plus 10 sf for each business unit, not to exceed 150 sf	80 sf, plus 10 sf for each business unit, not to exceed 150 sf	80 sf, plus 10 sf for each business unit, not to exceed 150 sf	80 sf	32 sf	32 sf	32 sf	32 sf
Unified Residential Development	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Sign Height</b>													
Single-Tenant Nonresidential	20 ft	20 ft	20 ft	20 ft	20 ft	20 ft	20 ft	20 ft	20 ft	15 ft	15 ft	15 ft	15 ft
Multi-Tenant/ Multi-Building Nonresidential	30 ft	30 ft	30 ft	30 ft	30 ft	30 ft	30 ft	30 ft	20 ft	15 ft	15 ft	15 ft	15 ft
Unified Residential Development	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>MONUMENT</b>													
<b>Area (maximum square footage of each sign face per structure)</b>													
Single-Tenant Building	80 ft	60 ft	60 ft	60 ft	60 ft	80 ft	80 ft	80 ft	50 ft	50 ft	20 ft (1)(2)	20 ft (1)(2)	20 ft (1)(2)
Multi-Tenant/ Multi-Building Nonresidential	80 sf	60 sf	80 sf	80 sf	60 sf	80 sf	80 sf	80 sf	50 sf	50 sf	20 sf (1)(2)	20 sf (1)(2)	20 sf (1)(2)
Residential Development	N/A	N/A	50 sf	N/A	50 sf	50 sf	N/A	50 sf	50 sf	50 sf	20 sf (1)(2)	20 sf (1)(2)	20 sf (1)(2)
<b>Height</b>													
Single-Tenant Building	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf
Multi-Tenant/ Multi-Building Nonresidential	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf
Unified Residential Development	N/A	N/A	4 sf	N/A	4 sf	4 sf	N/A	4 sf	4 sf	4 sf	4 sf	4 sf	4 sf

**Footnotes.** The following footnotes pertain to the above Table.

(1) See 18B.80.040 B.1.f. for subdivision monument sign standards.

(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.

- C. **Measurement of Sign Area.** Sign area shall be calculated by multiplying the total width of the each sign face by the total length of the sign face. Only one sign face of a double-sided sign shall be calculated to determine sign area. Three-dimensional and iconic 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 supports, braces, guys and anchors shall be kept in good repair and in a safe state of preservation. The display surfaces of all signs shall be kept neatly painted or posted with appropriate permit tag at all times.
- F. **Master Sign Plan for Multi-tenant/Multi-building Complexes.** Signs for all 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 master sign plan submittal. Additional submittals or amendments to the master sign plan may be necessary as a new development complex becomes occupied or as businesses within the complex change. Signs within a development complex shall be subject to the following performance requirements in addition to the requirements set out in 18B.50.040:
  - 1. Individual business signs within a multi-tenant/multi-building complex shall share a similar and uniform location and installation format.
  - 2. 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.

(Ord. 2004-52s § 4 (part), 2004; Ord. 2002-22s § 2 (part), 2002)

#### **18B.80.040 Sizes and Types of Signs.**

- A. **Building Signs.**
  - 1. **General Requirements.**
    - a. Only two types of building signs shall be permitted for each single tenant building and multi-tenant/multi-building complexes.
    - b. The total area of all the building signs per site shall not exceed the maximum area identified in Table 1.
    - c. The vertical clearance for awning, hanging, marquee, and projecting signs shall be 10 feet.
  - 2. **Marquee Signs.**
    - a. Signs may be placed on the outer face of a marquee, provided they shall not exceed 18 inches in thickness and such marquees are constructed as specified by the Uniform Building Code.
  - 3. **Wall Signs.** No wall sign shall cover, wholly or partially, any wall opening or project beyond the corner of the wall to which it is attached.
- B. **Freestanding Signs.**
  - 1. **General Requirements.**
    - a. Only one freestanding sign shall be permitted per street frontage for single tenant buildings.

- b. Freestanding signs shall not be directed towards Hwy 512. Incidental visibility is accepted when the sign is directed toward the lot's principal access point.
  - c. Each multi-tenant complex shall be permitted one freestanding development complex sign per 150 feet of public street frontage if the signs are separated a minimum of 100 feet. The maximum permitted sign area for each Multi-tenant complex sign shall be as provided within the applicable zoning district.
  - d. Satellite buildings in a multi-building complex are permitted one additional monument sign per building.
  - e. In addition to the maximum square footage permitted for freestanding signs for single tenants, commercial fuel retail uses are permitted an additional 10 square feet of signage per grade of fuel for the advertisement of each grade of fuel.
2. **Monument Signs.** One permanent monument sign shall be permitted at each entrance to a residential subdivision in any zone. The maximum size of the monument sign shall be 20 square feet in area and four feet in height. This includes any signage that is incorporated into a gate structure.
  3. **Menu Reader Boards for Drive-Through Facilities.** A menu board, 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.
- C. **Miscellaneous Signs.**
1. **Canopy Signs.** Signs for canopies, freestanding or attached to a building, are regulated as follows:
    - a. The sign area devoted to sign text, corporate logos and other graphics shall not exceed 25 percent per face of the canopy;
    - b. Up to three sides of the canopy may be used for signs;
    - c. Individual letters, logos, or symbols may not exceed four feet in height or project out from the surface of the canopy more than 18 inches or project above or below the canopy face.
  2. **Flag Poles.** No flagpole shall extend to a height above 35 feet. Flag poles greater than 25 feet in height shall be setback an additional foot for each foot in height above 25 feet.
  3. **A-Board (i.e., Sandwich Board) Signs.**
    - a. Placing of A-board and other similar type signs, whether portable or stationary, shall be governed by Section 18B.80.050. A-board signs and other similar type signs shall be located a minimum of 15 feet from any property line.
    - b. An A-board shall not exceed 48 inches tall and 40 inches wide.
    - c. A-boards shall not be placed in required landscaping areas.
    - d. 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.
    - e. Businesses located within an existing complex that have a freestanding sign not in excess of 64 square feet are permitted to place an A-board further than 8 feet from the business it is advertising.
    - f. A-board signs are prohibited on single tenant sites unless those sites front streets with speed limits not exceeding 25 mph.

**2. Entrance and Exit Signs.**

- a. Entrance and exit signs and/or other similarly worded signs, when used for the sole purpose of controlling mobile traffic, shall be limited to the following:
  - (1) Number: Only one sign for each entrance or exit.
  - (2) Horizontal: Not to exceed 36 inches in height above ground level. The maximum size shall be six square feet.
  - (3) Vertical: Not to exceed 16 inches in width. The maximum size shall be six square feet.
- b. See also Section 18B.80.050 covering visibility and Diagram No. 3 following this Chapter.

**D. Temporary Signs.**

**1. Allowed Temporary Signs.**

**a. Inflatable Signs.**

- (1) Inflatable signs shall only be permitted as a temporary sign.
- (2) Only one inflatable sign shall be permitted per property.
- (3) Inflatable signs shall not be located on rooftops.
- (4) The height of inflatable signs shall be limited to 25 feet from the ground.
- (5) The circumference of an inflatable sign shall be limited to 60 feet.

**b. Banner Signs.**

- (1) Banner signs shall only be permitted as a temporary sign.
- (2) A banner sign shall not be placed higher than the fascia of the primary building.
- (3) The maximum sign area of a banner sign shall be 60 square feet.
- (4) The vertical clearance under a banner sign shall be 10 feet.
- (5) Banner signs are prohibited in the Community Employment and Research-Office zoning district.

**c. Political Signs.**

- (1) No political sign shall be erected upon any private property without permission of the resident or owner thereof;
- (2) Political signs shall not exceed 16 square feet in area and shall not obstruct safe visibility of any mobile or pedestrian traffic.

**2. General Standards for Temporary Signs.**

- a. Temporary signs shall not be placed in or over a public right-of-way, may not flash, blink, spin, rotate, block traffic visibility, constitute a vehicular or pedestrian traffic hazard, or cause a public nuisance of any kind;
- b. Temporary signs shall not be attached to telephone poles, fences or trees; They may be attached to existing permanent signs only to cover an existing permanent sign if the business or organization has changed names;
- c. Temporary signs that cover an existing permanent sign must be removed within 30 days of installation.

**3. Number of Days Allowed.** Except for Political signs, the display of temporary signs is limited to ten consecutive days not exceeding a total of 52 days per calendar year. It is the applicant's discretion as to how the days are utilized throughout a year.

(Ord. 2005-23 § 2, 2005; Ord. 2002-22s § 2 (part), 2002)

**18B.80.050 General Bulk, Visibility and Clearance Regulations.**

- A. **Setbacks/Ground Clearance for Signs.** The setback point shall be that portion of any sign or sign structure that is closest to the property line or public or private road right-of-way.
  - 1. When a sign has less than 10 feet clearance above the ground, the setback shall not be less than 15 feet from a street property line and no less than 2 feet from a side property line.
  - 2. When a sign has 10 feet to 13 feet 6 inches of ground clearance, the setback shall not be less than 2 feet from a street property line or less than 5 feet from a side property line.
  - 3. When a sign has greater than 13 feet 6 inches of ground clearance, the setback shall not be less than 2 feet from a street property line or less than 2 feet from a side property line.
  - 4. See also Diagrams 1 and 2 following this Chapter.
  - 5. Setbacks for monument and pole signs not exceeding three feet in height may be reduced no less than two feet providing the sign does not obstruct the safe visibility of any mobile or pedestrian traffic.
  - 6. For billboard regulations see 18B.80.060 H.
- B. **Electric Power Lines – Clearance.** Horizontal and vertical clearance of signs or sign structures from energized power lines shall not be less than 12 feet.
- C. **Visibility.** No sign or sign structure shall be placed or erected in any place or manner where by reason of its position it will obstruct safe visibility of any mobile or pedestrian traffic.

(Ord. 2002-22s § 2 (part), 2002)

**18B.80.060 Billboards.**

Special regulations governing billboards are as follows:

- A. **Total Number of Billboard Structures within the Parkland-Spanaway-Midland Communities Plan Area of Unincorporated Pierce County.**
  - 1. Any person, firm, or corporation who maintains billboard structures within the Parkland-Spanaway-Midland Communities Plan area of unincorporated Pierce County shall be authorized to maintain only that number of billboard structures that they maintained on the effective date of this regulation, except for transfers permitted in Section 18B.80.060 C.
  - 2. No other billboards shall be authorized, and there shall be no greater total number of billboard structures within the Parkland-Spanaway-Midland Communities Plan area of unincorporated Pierce County than the number that were in existence on the effective date of this regulation, or on the subsequent date of incorporation of or annexation into another municipality. That number of structures shall include those for which permit applications had been filed prior to the effective date of this regulation.
  - 3. If portions of the Parkland-Spanaway-Midland Communities Plan area are annexed or incorporated into cities, the total number of billboard structures allowed in the remaining portion of the Parkland-Spanaway-Midland Communities Plan area shall be reduced so as not to include those billboards included in the annexation or incorporation area.

**B. Billboard Free Areas.**

1. Except as permitted under this Section, no person shall erect a billboard which is visible from the main traveled way of the following streets, roads, or highways or portions thereof located in the Parkland-Spanaway-Midland Communities Plan area of Pierce County:
  - a. State Route 512; and
  - b. State Route 7 (Pacific Avenue/Mountain Highway).
2. Notwithstanding any other provision of Chapter 18B, no billboard shall be relocated in or within 330 feet of the following areas regardless of jurisdictional boundaries:
  - a. Any state, county or municipal park or property held in trust by a land conservancy;
  - b. The west side of Spanaway Loop Road S., from Steele Street S. to Garfield Street S.;
  - c. Both sides of 112th Street S. from the 2000 block to Steele Street S.;
  - d. Any site designated as Activity Center, Community Center, or Neighborhood Center by the Parkland-Spanaway-Midland Communities Plan;
  - e. Any place of religious assembly; and
  - f. Any public or private school; and
  - g. Any residential zoning classification.
3. After the effective date of this regulation, any billboard located in a designated billboard free zone shall be deemed nonconforming.

**C. Billboard Relocation.**

1. Upon removal of an existing billboard structure, a relocation certificate shall be issued authorizing relocation of the face to a new site. There shall be no time limit on the billboard owner's eligibility to utilize such relocation certificates. In the event a billboard owner wishes to remove a billboard and does not have immediate plans for replacement at a new location, an inactive relocation certificate shall be issued. There shall be no time limit on the activation of the inactive certificate and such certificates are transferable.
2. Billboard structures may only be relocated within the adopted community plan area boundary.
3. The application for a relocation certificate shall include an accurate site plan and vicinity map of the billboard structure to be removed, as well as a site plan and vicinity map for the new location. Site plans and vicinity maps shall include sufficient information to determine compliance with the provisions of this Chapter.
4. The above provisions shall not apply to billboards whose certificate applications were applied for prior to the effective date of this regulation, and not erected, unless the owners/applicants agree within 60 days to have such billboards subject to all provisions of this Chapter.
5. In no case shall the number of billboard structures or the structure height increase.
6. 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.

The square footage of billboard sign face area to be relocated shall be equal to or less than the square footage of billboard sign face area to be removed. Removal of a billboard structure shall be completed prior to the installation of relocated billboard structure.

**D. Maintenance and Repair.**

1. All billboards shall be maintained in good repair in compliance with all applicable building code requirements.
2. Each sign structure must at all times include a facing of proper dimensions to conceal back bracing and framework of structural members. During periods of repair, alteration, or copy changes, such facing may be removed for a maximum period of 48 consecutive hours.

**E. Spacing Requirements.** The minimum distance between billboards shall be 1,000 feet regardless of jurisdictional boundaries.

**F. Size.** Billboards shall not be erected or maintained which have any projections that extend more than three feet out from the surface of the billboard face. The maximum square footage allowed for a billboard face is 300 square feet with an extension of up to 20 percent of the total square footage for cut-outs or space extensions. Any cut-outs or space extensions shall not extend more than five and one-half feet above the top of the billboard, or more than two feet out from the sides of the billboard, and not more than one and one-half feet below the bottom of the billboard.

**G. Lighting.** Billboards shall not be erected or maintained which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights. Billboards shall not include lighting unless it is so effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the highway or is of such low intensity or brilliance as not to cause glare to the night sky or to impair the vision of the driver of any motor vehicle. Signs found to be too bright, in the opinion of the Pierce County Building Official, shall be adjusted in accordance with the instructions of the Building Official.

**H. Bulk Requirements.**

1. **Setback.** The setback of a billboard shall not be less than 15 feet from a street property line or less than 2 feet from a side property line. The setback point shall be that portion of any billboard structure that is closest to the property line. Such structures may be built solid from the ground up.
  - a. Notwithstanding any other provision of Chapter 18B, or other applicable law or regulation, no billboard owner or his agent shall remove, cut, or otherwise alter any vegetative screening on public property or private landscaping required by code as a condition of permit approval in order to improve the visibility of a nearby billboard.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2002-22s § 2 (part), 2002)

**18B.80.070 Nonconforming Signs. (Refer to Section 18B.80.060 for Nonconforming Billboards)**

It is the intent of this Section to allow for the continued existence of nonconforming signs subject to the following restrictions. No sign that had previously been erected in violation of any Pierce County Code shall become a nonconforming sign:

- A. All illegal signs shall be removed prior to the approval of any building or sign permit.

- B. No nonconforming sign shall be changed, expanded or altered in any manner which would increase the degree of its nonconformity, or be structurally altered to prolong its useful life, or be moved in whole or in part to any other location where it would remain nonconforming. For purposes of this Section, normal repair and maintenance, including painting, cleaning, or replacing damaged parts of a sign, shall not be considered a structural alteration.
- C. A nonconforming sign used exclusively by an individual business shall be brought into conformance prior to the approval of any tenant improvement associated with a new business, exterior building expansion or new building construction, except as provided in subsection E. below.
- D. In a multi-tenant business complex all freestanding nonconforming signs shall be brought into conformance prior to the approval of any tenant improvement, exterior building expansion or new building construction associated with the anchor tenant. For purposes of this Section, anchor tenant shall mean that business that occupies the majority of the square footage associated with the complex.
- E. A property owner may elect to retain one nonconforming sign on-site provided said sign was permitted after January 1987.

*Chapter 18B.100*

***SIGN DESIGN – UPPER NISQUALLY VALLEY***

**Sections:**

**18B.100.010 Purpose.**

**18B.100.015 Applicability**

**18B.100.020 Design Objective – All signs.**

**18B.100.030 Design Objective – Multi-Tenant Building Signs.**

**18B.100.040 Design Objective – Freestanding Signs.**

**18B.100.050 Design Objective – Monument Signs.**

**18B.100.060 Design Objective – Reader Board Signs.**

**18B.100.070 Design Objective – Wall Signs.**

**18B.100.080 Design Objective – Iconic Signs.**

**18B.100.090 Design Objective – Marquee Signs.**

**18B.100.010 Purpose.**

The purpose of this Chapter is to provide standards and guidelines for the design and construction of signs in the Upper Nisqually Valley. Signs are critical to the success of local businesses as well as to the visual quality of the Upper Nisqually Valley. Signs should reflect the rural and rustic character of the community, be expressive of the individual business, and be readable at the speed and distance at which they are viewed. Since the Village Centers have been identified as pedestrian-oriented hubs of local commercial activity with slower speed limits, allowable sign sizes within these areas are smaller than outside the Village Centers. (Ord. 2000-5s § 1 (part), 2000)

**18B.100.015 Applicability**

The provisions of Chapter 18B.10 and Chapter 18B.20 shall apply to all signs in the Upper Nisqually Valley except when superseded by the following design objectives, standards and guidelines. (Ord. 2000-55s § 1 (part), 2000)

**18B.100.020 Design Objective – All Signs.**

Provide the following standards and guidelines for the design of signs in the Upper Nisqually Valley:

**A. Standards.**

1. Signs shall be used for business identification purposes. Incidental information such as the hours of operation, telephone number, credit cards accepted, merchandise available, and the vacancy status is permitted on freestanding, monument, reader board, and wall signs.
2. Incidental information may not exceed 25 percent of the sign area.
3. One freestanding or monument sign is permitted for each street frontage.
4. No sign shall exceed a size of 32 square feet in the Village Center zoning districts or 48 square feet outside the Village Center zoning districts. Sign structure(s) shall not be included in calculating the sign area.
5. Double sided signs are permitted. The square footage requirement is applied to each side separately.

6. Signs with more than two sides are prohibited.
7. The provisions of RCW 47.39, the Scenic and Recreational Highway Act, and RCW 47.42, the Highway Advertising Control Act – Scenic Vistas, shall be met.

**B. Guidelines.**

1. Sign color is not restricted. However, signs should reflect the character and colors of the buildings and/or uses they identify. Color is appropriate to highlight and/or accent sign details.
2. **Exceptions.**
  - (a) No provisions of these design standards shall apply to signs that are exempt, under PCC 18B.10.030 B.2, from the Sign Permit requirement except as noted below.
3. **Prohibited Signs.** The following sign types are not representative of the Upper Nisqually Valleys historic development and are not permitted:
  - (a) A-board or sandwich board signs greater than 12 square feet in size on one side;
  - (b) Back lit or internally lit signs;
  - (c) Business signs;
  - (d) Electronic signs, including time and temperature signs;
  - (e) Fluorescent signs;
  - (f) Monopole signs;
  - (g) Neon signs, except those denoting incidental information when designed within the area of a permitted sign type and occupying no more than 4 square feet of sign area. Neon may not be used for accent purposes;
  - (h) Portable signs; and
  - (i) Projecting signs, except when designed as iconic signs.

(Ord. 2000-55s § 1 (part), 2000)

**18B.100.030 Design Objective – Multi-Tenant Building Signs.**

Allow each occupant of a multiple-tenant building to have wall, iconic, and marquee signs of the same number and size as single-occupant buildings.

- A. **Standard.** No more than one freestanding or monument sign is permitted for each street frontage of a multi-tenant building.
- B. **Guidelines.** Signs should be consistent in size and location among the multiple tenants of the building. (See Figure 18B.100-1)

**FIGURE 18B.100-1**

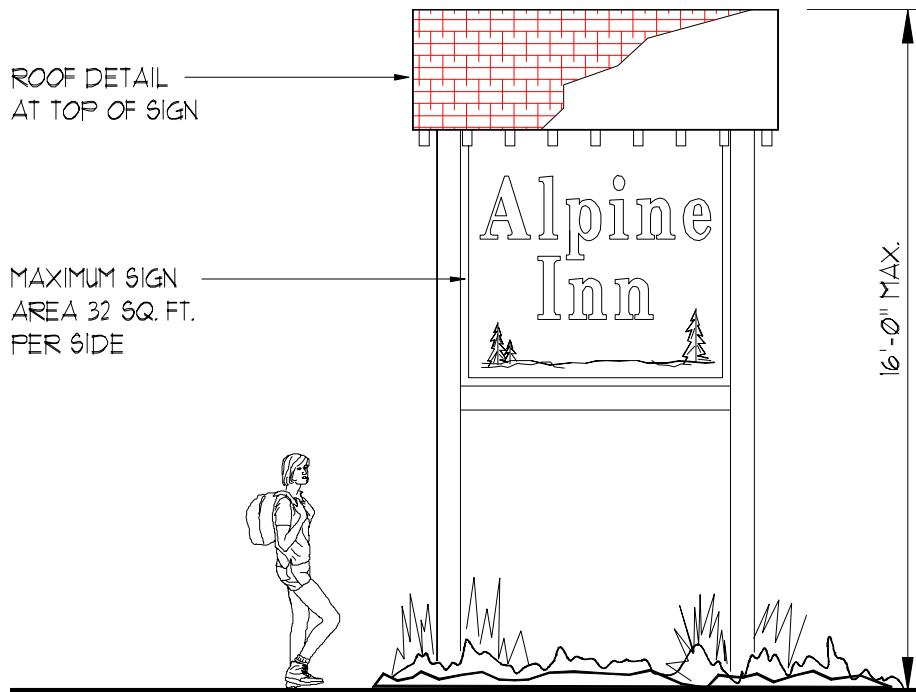


(Ord. 2000-55s § 1 (part), 2000)

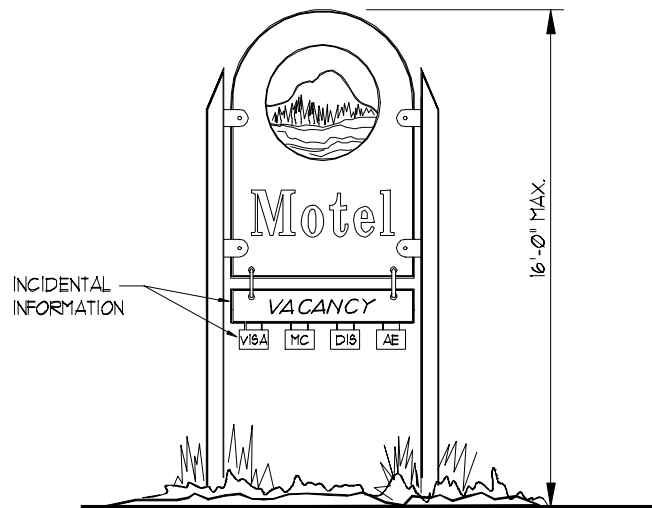
**18B.100.040 Design Objective – Freestanding Signs.**

Design and construct freestanding signs to be readable at the speed and distance at which they are viewed, and are to be made of natural materials. (See Figures 18B.100-2, 18B.100-3, 18B.100-4, and 18B.100-5)

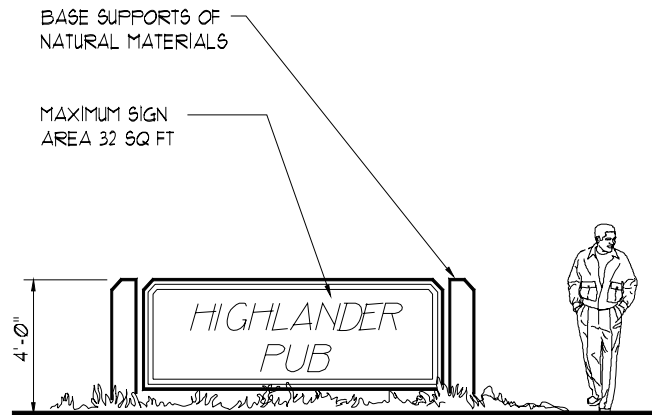
**FIGURE 18B.100-2**



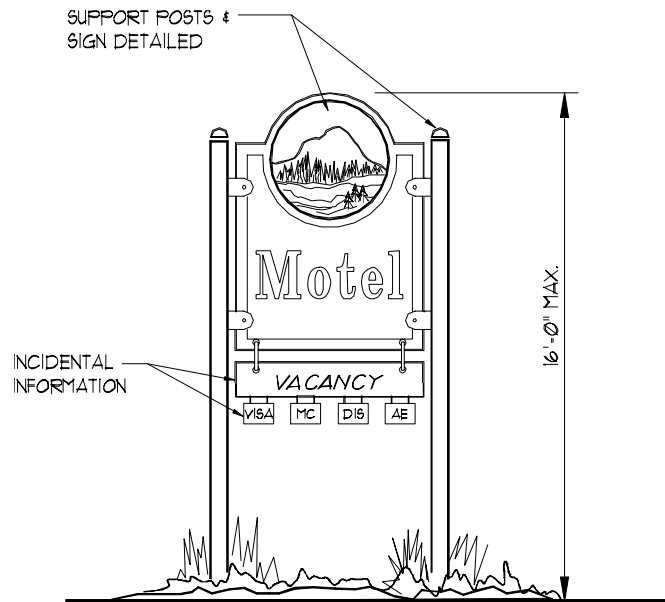
**FIGURE 18B.100-3**



**FIGURE 18B.100-4**



**FIGURE 18B.100-5**

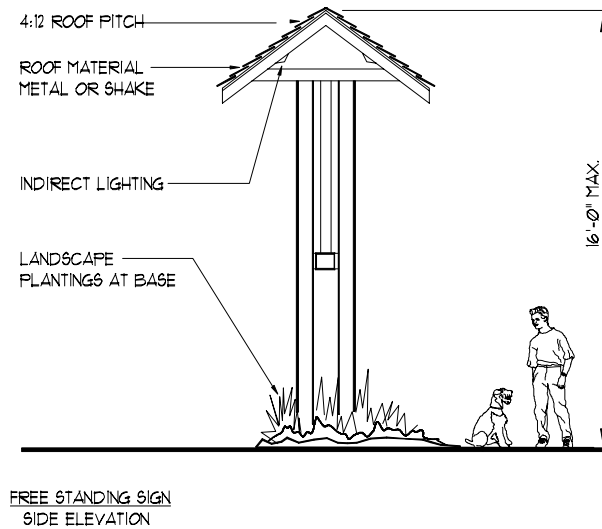


**A. Standards.**

1. Maximum sign area: 32 square feet in Village Center zoning districts and 48 square feet outside the Village Center zoning districts.
2. Maximum height: 16 feet.
3. At least two support structures are required.
4. Support structures for freestanding signs shall be made of or faced with natural materials.

**B. Guidelines.** The use of roof, capital, landscape, or base details is encouraged. (See Figure 18B.100-6)

**FIGURE 18B.100-6**

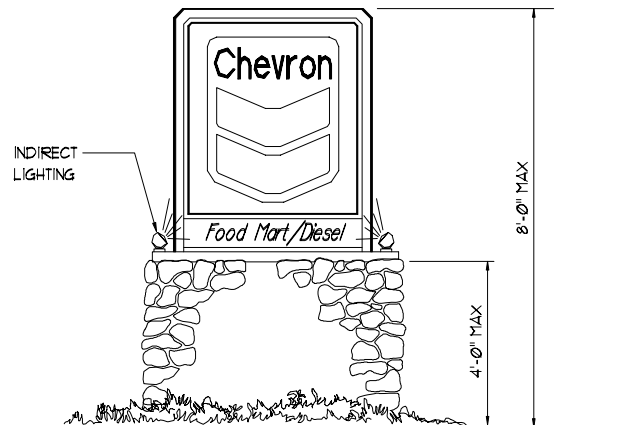


(Ord. 2000-55s § 1 (part), 2000)

**18B.100.050 Design Objective – Monument Signs.**

Design and construct monument signs with natural materials, and that are readable at the speed and distance at which they are viewed. (See Figure 18B.100-7)

**FIGURE 18B.100-7**



**A. Standards.**

1. Maximum sign area: 32 square feet in Village Center zoning districts and 48 square feet outside the Village Center zoning districts.
2. Maximum height: 8 feet.
3. The exterior base structure shall be made or faced with natural materials such as native stone, brick, wood, or timber materials.
4. Locate monument signs outside of driveway sight vision triangles.

(Ord. 2000-55s § 1 (part), 2000)

**18B.100.060 Design Objective – Reader Board Signs.**

Allow reader board signs for advertising or information dissemination only when designed to be an integral part of a freestanding, monument, or wall sign.

**A. Standards.**

1. Reader board signs shall be located within the main identification sign or sign support structure and not attached as an appendage.
2. Materials, colors, and letter styles shall be similar to the sign of which it is a component.
3. Reader board sign area shall not exceed 40 percent of the area of the identification sign.
4. The total area for reader board and identification sign shall not exceed 32 square feet in Village Center zoning districts and 48 square feet outside the Village Center zoning districts.
5. Reader board signs shall not be back lit.

(Ord. 2000-55s § 1 (part), 2000)

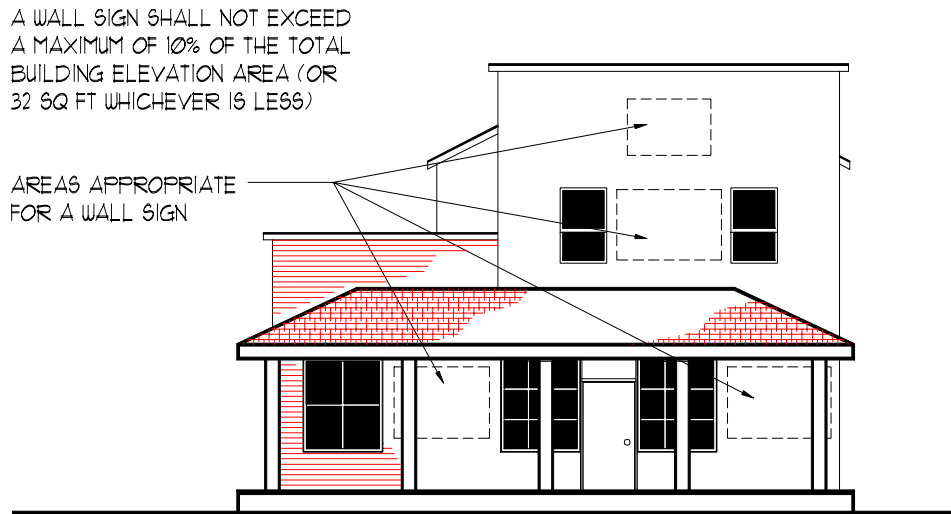
**18B.100.070 Design Objective – Wall Signs.**

Design and construct wall signs to complement the architectural character of on-site buildings that conform to these design standards by using natural materials, indirect lighting, and limiting the number of signs.

**A. Standards.**

1. Wall signs shall be affixed to the building.
2. No more than three wall signs may be affixed to a building elevation.
3. Wall signs shall utilize natural materials such as native stone, wood, or timber materials.
4. Plastic signs are prohibited.
5. Wall signs shall be indirectly illuminated.
6. The total area of wall signs shall not exceed 32 square feet or 10 percent of the total building face area on which it is located (building elevation area includes windows and doors, but does not include roof area), whichever is less. (Figure 18B.100-8)

**FIGURE 18B.100-8**

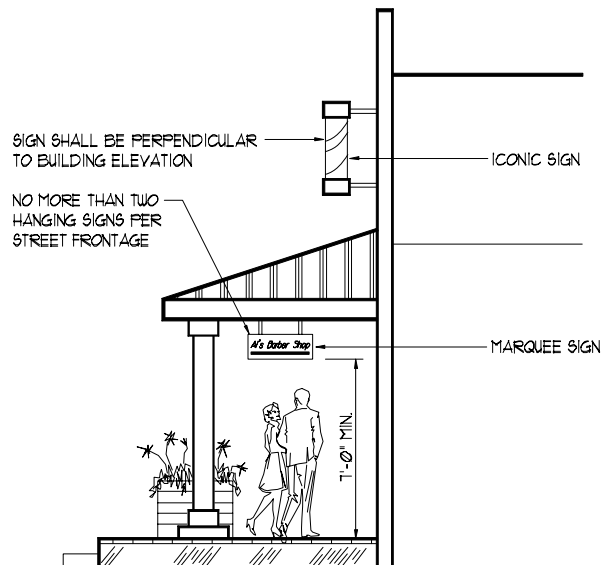


(Ord. 2000-55s § 1 (part), 2000)

**18B.100.080 Design Objective – Iconic Signs.**

Permit the design and construction of iconic signs that reflect the goods and services offered within the building within which they are affixed. Examples of iconic signs observed in the Upper Nisqually Valley include barber shop poles, ice axes, etc. (See Figure 18B.100-9)

**FIGURE 18B.100-9**



**A. Standards.**

1. Iconic signs shall not contain text.
2. Iconic signs shall not exceed a height of 6 feet and a width of 3 feet.
3. Iconic signs maybe attached to freestanding or monument signs or the building but shall not be attached to building extrusions such as eaves, overhangs, covered porches, roofs, or other extruded architectural details.
4. Iconic signs shall not project further than 6 feet from the building to which they are attached.

(Ord. 2000-55s § 1 (part), 2000)

**18B.100.090 Design Objective – Marquee Signs.**

Design and construct marquee signs with the architectural character of on-site buildings that conform to these design standards. Marquee signs may only be adhered to extruded architectural building details, such as, but not limited to porches, marquees, or porticos.

**A. Standards.**

1. Marquee signs shall be installed perpendicular to the front building elevation. (See Figure 18B100-9)
2. Marquee signs shall be no greater than 4 square feet in size.
3. Individual businesses shall have no more than two marquee signs.

(Ord. 2000-55s § 1 (part), 2000)



*Chapter 18B.120*

*SIGN DESIGN – FREDERICKSON*

**Sections:**

**18B.120.010 Purpose.**

**18B.120.015 Exempt Signs.**

**18B.120.020 Prohibited Signs**

**18B.120.030 General Regulations.**

**18B.120.040 Sizes, Types, and Locations of Signs.**

**18B.120.050 Freestanding Sign Height, Width, and Setbacks.**

**18B.120.060 Nonconforming Signs.**

**18B.120.010 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. (Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.015 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 Frederickson 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 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 Frederickson 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.
- (Ord. 2007-85s § 3 (part), 2007; Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.020 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. Canvas canopy signs and backlit canopy signs;
- D. Electronic message signs except time and temperature signs;
- E. Flashing signs;
- F. Iconic signs;
- G. Inflatable signs;
- H. Mechanical signs;
- I. Monopole signs;

- J. Off-premise signs except those located at the major driveways of the business or complex being identified;
- K. Permanent signs on undeveloped sites, except for subdivision 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; and
- T. Video signs.

(Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.030 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 façade area. Refer to 18B.120.040 and .050 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 Multi-tenant/Multi-building Complexes.** 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 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.

(Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.040 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, one 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.
- (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) Multi-family 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.**

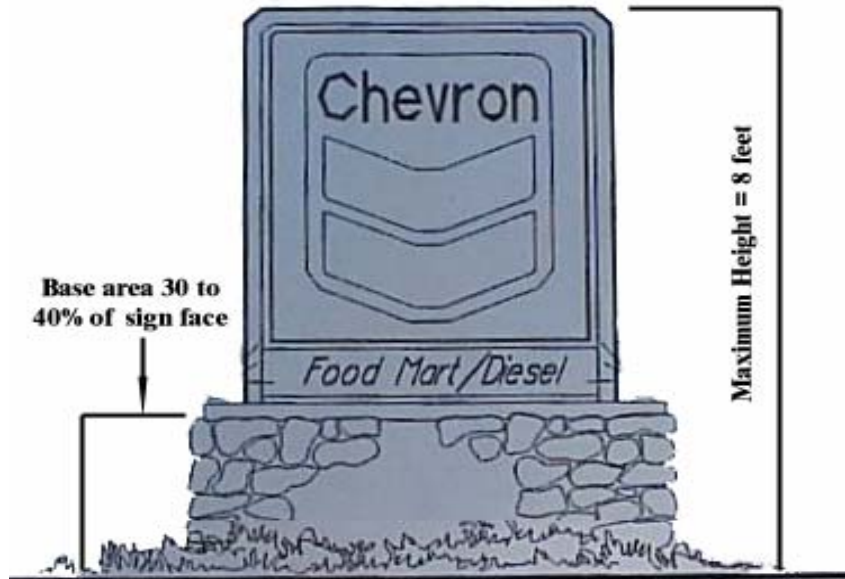
- (1) Office/Business, utility, civic and industrial uses shall be allowed one monument sign having a height of 8 feet or less at each permanent full access driveway to a public street regardless of whether the site is single or multi-tenant. Temporary full access driveways and limited access driveways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

2. **Design.**

- a. Multi-tenant/multi-building complexes shall utilize consistent, uniform 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.
- 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. Exposed light sources shall not be permitted.

**FIGURE 18B.120-1**  
**(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.120.040-1 as follows:

<b>Table 18B.120.040-1. Allowed Sign Area for Freestanding Signs</b>							
<b>Zoning Classifications</b>							
	<b>EC: Employment Center</b>	<b>CE: Community Employment</b>	<b>ES: Employment Service</b>	<b>MUD: Mixed Use District</b>	<b>ROC: Residential/Office-Civic</b>	<b>MHR: Moderate-High Density Residential</b>	<b>MSF: Moderate Density Single-Family SF: Single Family RR: Residential Resource</b>
Maximum square footage of all sign faces per street front on single-tenant sites	40 sq. ft..	40 sq. ft. for industrial use types  80 sq. ft. for all other use types	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 100 sq. ft.	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 100 sq. ft.	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 80 sq. ft.	80 sq. ft. for commercial use types  40 sq. ft. for all other use types	32 sq. ft. per site entrance
Maximum square footage of all sign faces per street front on multi-tenant/multi-building sites	80 sq. ft..	80 sq. ft. for industrial use types  120 sq. ft. for all other use types	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 280 sq. ft.	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 280 sq. ft.	1.5 sq. ft. for each lineal foot of public street front up to a maximum of 180 sq. ft.	80 sq. ft. for commercial use types  40 sq. ft. for all other use types	32 sq. ft. per site entrance
Maximum sign area per individual sign	40 sq. ft..	120 sq. ft.	180 sq. ft.	180 sq. ft.	80 sq. ft.	80 sq. ft.	32 sq. ft.

B. **Building Signs.** Building signs include façade, 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. **Façade Signs.**

a. Single-tenant buildings shall be allowed façade signage on the primary building façade (including one logo) up to the square footage of signage permitted in Table 18B.120.040-2. Single tenant buildings situated on a corner of two public streets will be allowed one additional sign and logo on the façade facing the additional street frontage.

b. Multi-tenant buildings shall be allowed façade signage (including one logo) on the main building elevation for each tenant space up to the square footage allowed by Table 18B.120.040-2. Tenant spaces located at building corners situated on a corner of two public streets shall be permitted one additional façade sign and logo to be placed on the additional wall facing the additional street frontage.

c. Façade signage shall be internally illuminated consisting of individual aluminum channel letters with plastic faces mounted to the building façade. Cabinets shall not be allowed.

d. Text and logos of façade 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.

e. 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 façades.

f. Façade signs shall not exceed 18 inches in thickness.

(1) Façade signage on multi-tenant buildings shall be placed in a uniform manner.

3. **Allowed Façade Sign Area.** All façade signage shall comply with the area requirements set forth in Table 18B.120.040-2 as follows:

<b>Table 18B.120.040-2. Allowed Façade Sign Area</b>							
	EC: Employment Center	CE: Community Center	ES: Employment Service	MUD: Mixed Use District	ROC: Residential/ Office Civic	MHR: Moderate-High Density Residential	MSF: Moderate Density Single Family SF: Single Family RR: Residential Resource
Maximum square footage of building signs on the primary façade <sup>1</sup>	1.5 sq. ft. per lineal foot of building frontage up to a maximum of 150 sq. ft.	1.5 sq. ft. per lineal foot of building frontage up to a maximum of 150 sq. ft.	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 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 150 sq. ft.	1.5 sq. ft. per lineal foot of building frontage up to a maximum of 100 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 façades	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage	70 percent of allowed primary façade signage

<sup>1</sup>Building 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. Lighting shall be limited to external illumination only. Internal illumination is prohibited.
- c. Letter and logo sizing shall not exceed 24 inches in height and 18 inches in thickness.
- d. No portion of the signage shall be allowed to extend above or below the marquee, canopy, or awning to which it is attached.
- e. 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.
- f. Marquee, canopy, and awning signs within multi-tenant/multi-building complexes shall be consistent in color, size, material and letter size with all tenants.

**5. Window Signs.**

- a. The combination of all window signs, temporary and permanent, shall not exceed 20 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.

- C. Central Place Signage.** Freestanding signs within 100 feet of the intersection of 176th Street East and Canyon Road East shall be limited to monument signage promoting the Frederickson Central Place as defined by the Frederickson Community Plan and set forth in Chapter 18J.60, Frederickson Community Plan Area Design Standards and Guidelines. The following standards shall apply to all such signage:

1. **Maximum Size, Quantity and Location.**
    - a. A maximum of one central place sign may be erected at each corner of the intersection of 176th Street East and Canyon Road East.
    - b. Central place signage shall not exceed a height or width of 6 feet.
    - c. Signage shall be located so as not to interfere with sight distance.
  2. **Design.**
    - a. Central place signage shall incorporate stone, brick or masonry with either recessed or applied letter stating "Frederickson Center".
    - b. Central place signage will be illuminated either by backlighting to create a halo lighting effect at the lettering or by ground-mounted, non-glare exterior lighting.
    - c. A landscaped area in front of the signage shall be planted with lawn, low shrubs, and seasonal flowering beds.
  3. **Relation to Other On-Site Signage.** Central place signage is for the purpose of promoting the Frederickson Central Place only, not the individual businesses that may be located there. Accordingly, no business names or other business information shall be stated on the signage. Central place signage shall be excluded for purposes of calculating maximum sign area and quantity pursuant to 18B.120.040 A.
- 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.

(Ord. 2005-23 § 4, 2005; Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.050 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.

(Ord. 2003-94s2 § 2 (part), 2003)

**18B.120.060 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.  
(Ord. 2007-6 § 3 (part), 2007; Ord. 2003-94s2 § 2 (part), 2003)

*Chapter 18B.140*

*SIGN DESIGN – SOUTH HILL*

**Sections:**

**18B.140.010 Purpose.**

**18B.140.015 Exempt Signs.**

**18B.140.020 Prohibited Signs**

**18B.140.030 General Regulations.**

**18B.140.040 Sizes and Types of Signs.**

**18B.140.050 Nonconforming Signs.**

**18B.140.010 Purpose.**

The purpose of this Chapter is to create a sign program for the South Hill 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. (Ord. 2003-11s § 2 (part), 2003)

**18B.140.015 Exempt Signs.**

The provisions for exempt signs set forth within Chapter 18B.10 shall apply except when in conflict with the standards and provisions of Chapter 18E.140. (Ord. 2007-85s § 3 (part), 2007)

**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. All electronic signs, including trailing electronic signs, electronic message signs, time and temperature signs, signs with changing text, and all other electronic signs, except temporary electronic signs used for traffic control purposes within the County or State right-of-way, as approved by the County Engineer or WSDOT;
- T. Video signs.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2003-11s § 2 (part), 2003)

### **18B.140.030 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.140.040-1 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.

(Ord. 2004-52s § 4 (part), 2004; Ord. 2003-11s § 2 (part), 2003)

### **18B.140.040 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.140.040-1.

- 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.
  - e. Window signs shall not cover more than 20 percent of the total window area of any façade.
- B. Monument Signs.**
- 1. **General Requirements.**
    - a. Only one monument sign shall be permitted for single tenant buildings.
    - b. Each multi-tenant complex with less than 20 businesses shall be permitted one monument sign. One additional monument sign shall be permitted if more than 20 businesses are located in the complex.
    - c. Any sign erected within in the required perimeter or parking lot landscape shall not exceed 4 feet in height.
    - d. The total area of each sign shall not exceed the maximum area identified in 18B.140.040-1.
  - 2. **Residential Subdivisions.** One permanent monument sign shall be permitted at each entrance to a residential subdivision in any zone. The maximum size of the monument sign shall be 20 square feet in area and 4 feet in height. Stone or decorative masonry shall be incorporated into the sign structure.
- C. A-Board (i.e., Sandwich Board) Signs.**
- 1. **General Requirements.**
    - 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.
- D. Common Area and Directional Signs.**
- 1. 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.
  - 2. Entrance and exit signs or other similarly worded signs, when used for the sole purpose of controlling traffic, shall be limited to the following:
    - a. Number: Only one sign for each entrance and exit.
    - b. Height: Not to exceed 42 inches in height above ground level. The maximum size shall be four square feet.
    - c. Width: Not to exceed 16 inches in width. The maximum size shall be four square feet.
- E. Temporary Signs.** Banner signs and window signs shall be the only type of temporary sign permitted.
- 1. **General Standards for Temporary Signs.**
    - a. A temporary sign shall not be placed higher than the fascia of the primary building.
    - b. The maximum sign area of a banner sign shall be 60 square feet.
    - c. The vertical clearance under a banner sign shall be 10 feet.
    - d. Banner signs shall not be placed in or over a public right-of-way;
    - e. Banner signs shall not be attached to telephone poles, fences or trees.
    - f. Temporary window signs shall abide by the maximum area set forth under 18B.140.040, Table 1. There shall not be a limit on the number of days window graphics may be displayed.

- 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.
- F. **Menu Reader Boards for Drive-Through Facilities.** A menu board, 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>18B.140.040-1</b>					
<b>Maximum Number, Dimensions, and Location of Signs</b>					
<b>Zoning Classifications</b>					
	<b>EC</b>	<b>MUD, CC, AC, UV</b>	<b>NC, ROC(4)</b>	<b>HRD, MHR</b>	<b>MSF, RR, HSF</b>
<b>MONUMENT SIGNS</b>					
<b>Sign Area</b>					
Single-Tenant Building	56 sf	56 sf	32 sf	24 sf	24 sf
Multi-Tenant/Multi-Building Complex	72 sf	72 sf, plus 2 sf for each business unit, not to exceed 100 sf	56 sf	24 sf, plus 2 sf for each business unit not to exceed 32 sf	24 sf
Residential Development	N/A	24 sf	24 sf	24 sf (1)(2)	20 sf (1)(2)
<b>Sign Height</b>					
Single-Tenant Building	6 ft	6 ft	3 ft	3 ft	3 ft
Multi-Tenant/ Multi-Building Complex	8 ft	8 ft	4 ft	4 ft	3 ft
Residential Development	4 ft	4 ft	4 ft	4 ft	4 ft
<b>BUILDING SIGNS (Wall and Window Signs)</b>					
Maximum square footage of all signs, which shall be located below the roofline for each tenant	For each tenant, by size of tenant's interior square footage: 0-5,000 sf (3)                      20 sf sign 5,001-20,000 sf (3)                30 sf sign 20,001-80,000 sf                    40 sf sign 80,001-200,000 sf                  50 sf sign greater than 200,000 sf          60 sf sign		For each tenant, by size of tenant's interior square footage: 0-5,000 sf (3)                      10 sf sign 5,001-20,000 sf (3)                20 sf sign 20,001-80,000 sf                    30 sf sign greater than 80,000 sf              40 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

**Footnotes.** The following footnotes pertain to the above Table.

- (1) See 18B.140.040 B.2. for subdivision monument sign standards.
- (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.
- (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 maximum allowed size of the monument sign shall be decreased accordingly.
- (4) Signs shall not be permitted to remain lit during non-business hours, consistent with Policy 25.1.8 of the South Hill Community Plan.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2006-9s § 2 (part), 2006; Ord. 2005-23 § 5, 2005; Ord. 2003-11s § 2 (part), 2003)

**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.
- 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.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2003-11s § 2 (part), 2003)

*Chapter 18B.160*

***SIGN DESIGN – MID-COUNTY***

**Sections:**

**18B.160.010 Purpose.**

**18B.160.015 Exempt Signs.**

**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. (Ord. 2005-94s2 § 3 (part), 2005)

**18B.160.015 Exempt Signs.**

The provisions for exempt signs set forth within Chapter 18B.10 shall apply except when in conflict with the standards and provisions of Chapter 18E.160. (Ord. 2007-85s § 3 (part), 2007)

**18B.160.020 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. All electronic signs, including trailing electronic signs, electronic message signs, time and temperature signs, signs with changing text, and all other electronic signs, except temporary electronic signs used for traffic control purposes within the County or State right-of-way, as approved by the County Engineer or WSDOT;
- T. Video signs.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2005-94s2 § 3 (part), 2005)

### **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.

(Ord. 2005-94s2 § 3 (part), 2005)

### **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.
  - e. Window signs shall not cover more than 20 percent of the total window area of any façade.
- B. Monument Signs.**
- 1. **General Requirements.**
    - a. Only one monument sign shall be permitted for single tenant buildings.
    - b. Each multi-tenant complex with less than 20 businesses shall be permitted one monument sign. One additional monument sign shall be permitted if more than 20 businesses are located in the complex.
    - c. Any sign erected within in the required perimeter or parking lot landscape shall not exceed 4 feet in height.
    - d. The total area of each sign shall not exceed the maximum area identified in 18B.160.040-1.
  - 2. **Residential Subdivisions.** One permanent monument sign shall be permitted at each entrance to a residential subdivision in any zone. The maximum size of the monument sign shall be 20 square feet in area and 4 feet in height. Stone or decorative masonry shall be incorporated into the sign structure.
- C. A-Board (i.e., Sandwich Board) Signs.**
- 1. **General Requirements.**
    - 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.
- D. Common Area and Directional Signs.**
- 1. 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.
  - 2. Entrance and exit signs or other similarly worded signs, when used for the sole purpose of controlling traffic, shall be limited to the following:
    - a. Number: Only one sign for each entrance and exit.
    - b. Height: Not to exceed 42 inches in height above ground level. The maximum size shall be four square feet.
    - c. Width: Not to exceed 16 inches in width. The maximum size shall be four square feet.
- E. Temporary Signs.** Banner signs and window signs shall be the only type of temporary sign permitted.
- 1. **General Standards for Temporary Signs.**
    - a. A temporary sign shall not be placed higher than the fascia of the primary building.
    - b. The maximum sign area of a banner sign shall be 60 square feet.
    - c. The vertical clearance under a banner sign shall be 10 feet.
    - d. Banner signs shall not be placed in or over a public right-of-way;
    - e. Banner signs shall not be attached to telephone poles, fences or trees.
    - f. Temporary window signs shall abide by the maximum area set forth under Table 18B.160.040-1. There shall not be a limit on the number of days window graphics may be displayed.

- 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.

<b>18B.160.040-1</b>					
<b>Maximum Number, Dimensions, and Location of Signs</b>					
<b>Zoning Classifications</b>					
	<b>CE</b>	<b>CC</b>	<b>NC</b>	<b>RNC(4)</b>	<b>RSep, RR and SF (4)</b>
<b>MONUMENT SIGNS</b>					
<b>Sign Area</b>					
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	84 sf, 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)
<b>Sign Height</b>					
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
<b>BUILDING SIGNS (Wall and Window Signs)</b>					
Maximum square footage of all signs, which shall be located below the roofline for each tenant	For each tenant, by size of tenant's interior square footage: 0-5,000 sf (3)                      20 sf sign 5,001-20,000 sf (3)                30 sf sign 20,001-80,000 sf                    40 sf sign 80,001-200,000 sf                  50 sf sign greater than 200,000 sf          60 sf sign		For each tenant, by size of tenant's interior square footage: 0-5,000 sf (3)                      10 sf sign 5,001-20,000 sf                    20 sf sign 20,001-80,000 sf                  30 sf sign greater than 80,000 sf            40 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

**Footnotes.** The following footnotes pertain to the above Table.

- (1) See 18B.160.040 B.2. for subdivision monument sign standards.
- (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.
- (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 maximum allowed size of the monument sign shall be decreased accordingly.
- (4) Signs shall not be permitted to remain lit during non-business hours.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2005-94s2 § 3 (part), 2005)

**18B.160.050 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.
- 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.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2005-94s2 § 3 (part), 2005)

*Chapter 18B.180*

*SIGN DESIGN – GRAHAM*

**Sections:**

**18B.180.010 Purpose.**

**18B.180.015 Applicability.**

**18B.180.020 Exempt Signs.**

**18B.180.030 Prohibited Signs.**

**18B.180.040 General Regulations.**

**18B.180.050 Sizes and Types of Signs.**

**18B.180.060 Nonconforming Signs.**

**18B.180.010 Purpose.**

The purpose of this Chapter is to provide sign regulations for the Graham Community Plan that allows business and civic organizations to convey the availability of goods, services, and business locations in a manner that is visually and aesthetically pleasing and in keeping with the rural character of the community. These sign regulations are intended to work in harmony with the Graham Community Plan provisions contained in Title 18J Design Standards and Guidelines. (Ord. 2006-53s § 3 (part), 2006)

**18B.180.015 Applicability.**

The provisions of this Chapter are applied within the Graham Community Plan area of Pierce County. In addition to the provisions of this Chapter, the requirements of Chapter 18B.10 shall also apply. (Ord. 2006-53s § 3 (part), 2006)

**18B.180.020 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 the following types of signs:
  - 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 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. Repainting, cleaning, or other normal maintenance or repair of a sign or sign structure for which a permit has previously been issued.
7. 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.
8. The constructions 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.
9. 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.
10. Incidental not exceeding six square feet in area for each sign. Illumination of these signs shall be permitted as allowed elsewhere in this Section.
11. 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.
12. Governmental or official notices, emblems, or insignia.
13. Community service club signs.
14. Community identification signs, not to exceed four square feet in size.
15. 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.
16. 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.
17. Garage sale signs.
18. Building numbers if the total area is 16 square feet or less.
19. 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.

(Ord. 2007-85s § 3 (part), 2007; Ord. 2006-53s § 3 (part), 2006)

### **18B.180.030 Prohibited Signs.**

The following devices and locations are specifically prohibited:

- A. A-board or sandwich board signs greater than 7.5 square feet on any one side;
- B. Awning signs;
- C. Billboards;
- D. Canvas canopy signs and backlit canopy signs;
- E. Electronic signs, including readerboards, time and temperature signs;
- F. Flashing and blinking signs and objects;

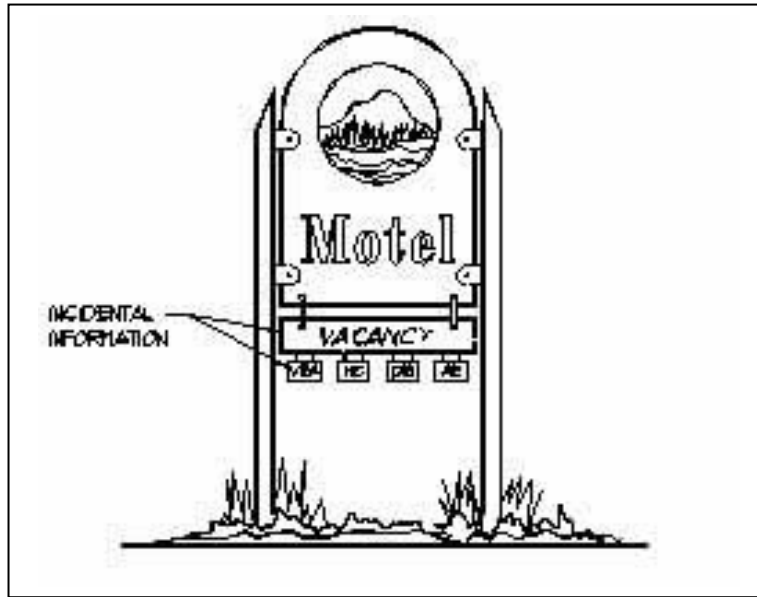
- G. Inflatable signs and objects;
  - H. Mechanical signs;
  - I. Monopole signs;
  - J. Off premise signs;
  - K. Permanent signs on undeveloped sites, except for subdivision signs;
  - L. Portable signs, i.e., trailer readerboards, but not including A-board signs;
  - M. Projecting signs;
  - N. Roof and railing signs;
  - O. Rotating or spinning 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, 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. Streamer, flag and banner signs, except as allowed as a temporary sign;
  - T. Trailing electronic signs;
  - U. Video signs;
  - V. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device or obstruct or interfere with a driver's view approaching, merging or intersecting traffic, or which are an imitation of or resemble official traffic signs;
  - W. Signs within, encroaching upon or overhanging public right-of-way except those approved by the County Engineer pursuant to Chapter 12.28 PCC, "Objects within County Rights-of-Way";
  - X. Signs that result in glare onto adjacent public streets or adjacent properties;
  - Y. Any sign affixed to a utility pole, whether located on private property or within the public right-of-way, pursuant to RCW 70.54.090;
  - Z. 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;
- (Ord. 2006-53s § 3 (part), 2006)

**18B.180.040 General Regulations.**

**A. Sign Information.**

1. Business signs for commercial or industrial uses shall be used for business identification purposes. Incidental information such as the hours of operation, telephone number, credit cards accepted, merchandise available, and the vacancy status is permitted on freestanding or monument signs but incidental information may not exceed 25 percent of the total sign area (see Figure 18B.180-1).

**FIGURE 18B.180-1 – Incidental Information**



2. Signs for civic uses shall be used to identify the name of the agency, district or organization and if applicable, meeting information.
  3. Residential development signs for residential uses shall be used to identify the name of the subdivision or multi-family complex.
  4. Sign information shall be legible, have correct spelling and reflect current information.
- B. **Sign Illumination.** All signs shall be subject to the following provisions:
1. Illumination should be appropriate to sign design.
  2. Illumination should be energy efficient and should be arranged so the light source is shielded from view.
  3. All sign illumination shall be directed to preclude glare visible from public right-of-way and neighboring properties.
  4. Surface brightness or intensity of lighting should not be beyond that necessary for visibility from the public right-of-way.
  5. 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.
  6. Signs shall not be overly bright so as to overshadow signs in the immediate vicinity, cause glare, or create an island of light.
  7. Signs shall not be permitted to remain lit during non-business hours.
  8. Internal and backlit sign illumination for residential development and civic use signs that are allowed in urban and rural residential zones (MHR, SF, R10, R20, RSR) and resource zones (FL, ARL) shall be prohibited. In these cases, signs may be lit through indirect lighting sources (e.g., ground lighting or other lighting fixtures attached to the sign provide illumination).
  9. Internal or backlit sign illumination is permitted for commercial, industrial, or civic use signs in CE, MUD, RAC and RNC zone classifications.

- 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 straight, clean, and 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 times.
- F. **Master Sign Plan for Multi-tenant/Multi-building Complexes.**
1. 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.
  2. 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 Tables 18B.180-1 and 18B.180-2.
  3. Signs within the multi-tenant or multi-building complex shall be consistent in size and location among the multiple tenants of the building (see Figure 18B.180-2).

**FIGURE 18B.180-2 – Wall Signage Placement**



**G. Setbacks.**

1. Signs that have less than 10 feet clearance above the ground shall be setback at least 15 feet from a street property line and 2 feet from an interior property line.
2. Signs that have more than 10 feet clearance above the ground shall be setback 5 feet from a street property line and 2 feet from an interior property line.
3. Signs must comply with all sight triangle provisions outlined in Title 17B PCC, Roads and Bridges.

**H. Design, Character and Color.**

1. Signs shall be constructed with the use of natural materials such as wood, rock, stone or decorative masonry or with products made from recycled materials that look like these natural materials. The emphasis should be on craftsmanship, materials detailing and an organic quality. Wall signs may also utilize some other types of materials, such as metal or resin compounds, provided that these components also portray a rural or rustic look and character.
2. Signs shall be composed of neutral colors that blend in with surrounding buildings and reflect the rural environment. Colors must be complementary and restrained. Bright and brilliant colors shall be avoided except for use as accent color. However, no specific color or combination of colors is specifically prohibited.
3. Sign colors should be visible without being garish, and consideration should be given to the contrast between sign letters and their background.
4. Signs shall be designed with details that reflect a rural or rustic character and to relate to the character of the buildings and/or the uses they identify.
5. Signs should be oriented to the roadway and not toward adjacent residential, recreational, or open space uses.
6. Franchises are subject to the same signage standards as other commercial uses, and shall use the minimum amount of signage and building features to convey corporate identity.

**I. Interference with Visibility.** No sign or sign structure shall be placed or erected in any place or manner where by reason of its position it will obstruct safe visibility of any vehicular, bicycle, equestrian or pedestrian traffic.

**J. Electric Power Lines – Clearance.** Horizontal and vertical clearance of signs or sign structures from energized power lines shall not be less than 12 feet.

**K. Maximum Height – Airport Hazard Areas.** The maximum height for sign or sign structures in airport hazard areas shall be as governed by the Department and/or F.A.A. and/or any other governmental agency having proper jurisdiction. Also refer to Sections 18A.33.160, Overlays, and .180, Airport Overlay Zone Classification, for additional height restrictions.

**L. Neon Signs.**

1. Neon signs that are used for window displays shall be no more that 2 feet by 2 feet in size.
2. Neon in wall signage shall only be utilized for accent of the main sign and shall not be more than 10 percent of the total size of the overall sign.
3. Use of neon in freestanding, monument, iconic and A-board signs and wall murals is prohibited.

(Ord. 2006-53s § 3 (part), 2006)

**18B.180.050 Sizes and Types of Signs.**

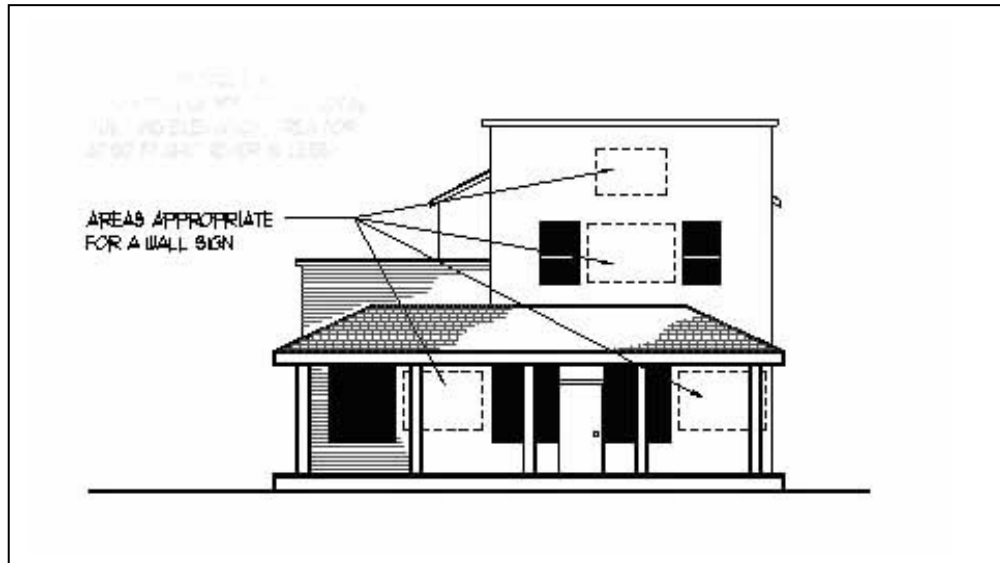
- A. **Building Signage – Wall Signs and Window Signs.** Wall signs shall be permanently attached or affixed in some manner to a building. Window signs may be located inside and affixed to windows of a building, whether temporary or permanent which may be viewed from the exterior of the building.
1. **Commercial, Industrial, Office/Business and Civic Use Categories.**
    - a. Single-tenant buildings shall be allowed wall signage on the primary building façade (including one logo) up to the total square footage allowed in Table 18B.180-1. Single-tenant buildings situated on a corner of two public streets will be allowed one additional sign and logo on the façade facing the additional street frontage up to the maximum of 10 square feet.
    - b. Multi-tenant buildings shall be allowed façade signage (including one logo) on the main building elevation for each tenant space up to the square footage allowed by Table 18B.180-1. Tenant spaces located at building corners situated on a corner of two public streets shall be permitted one additional façade sign and logo to be placed on the other wall facing the second public street up to the maximum allowed for each tenant in a multi-tenant building.
    - c. Individual business signs within a multi-tenant/multi-building complex shall share a similar and uniform location and installation format.
    - d. Wall signs shall not cover any window or door openings.
    - e. Wall signs shall not project beyond the corner of the wall or top of the building to which it is attached.
    - f. Wall signs shall not exceed 18 inches in thickness and shall be designed to conceal the back bracing and framework of structural members.
    - g. Wall signs may be attached flat to, written on, or pinned away from the wall, and may not project from the wall by more than 12 inches.
    - h. Wall signs placed in the space between windows may not exceed in height more than two-thirds of the distance between the top of a window and the sill of the window above, or major architectural details related thereto.
    - i. Window signs shall not cover more than 20 percent of the total window area of any façade.
    - j. Sign area shall be proportional to the street frontage and building façade area and shall occupy no more than 10 percent of the total area of the building façade or the total maximum area allowed in Table 18B.180-1, whichever is less.
    - k. A sign may not cover or interrupt major architectural features. Major architectural features mean any feature such as a beam, building line, or structural feature on a building or structure (see Figure 18B.180-3).
    - l. The total area of all signs per building shall not exceed the maximum identified in Table 18B.180-1.
  2. **Residential Use Categories.** Wall signs and window signs are prohibited.

<b>Table 18B.180-1. Maximum Total Building Sign Area Per Site</b>				
<b>BUILDING SIGNS (WALL AND WINDOW)</b>				
	<b>Urban Zone Classifications</b>		<b>Rural and Resource Land Zone Classifications</b>	
	<b>CE and MUD</b>	<b>MHR and SF</b>	<b>RAC and RNC</b>	<b>Rsv5, R10, R20, RSR, RF, ARL and FL</b>
Maximum square footage of all signs, which shall be located below the roofline for each tenant.	For each tenant: 0-20,000 sf (1)            10 sf sign 20,001-40,000 sf            20 sf sign 40,001-80,000 sf            30 sf sign 80,001-200,000 sf            40 sf sign greater than 200,000 sf    50 sf sign	N/A	For each tenant: 0-5,000 sf                    8 sf sign 5,001-15,000 sf            9 sf sign 15,000-40,000 sf            15 sf sign 40,001-80,000 sf            20 sf sign greater than 80,000 sf    30 sf sign	N/A
Maximum square footage of all sign faces for civic uses in a single tenant building	See above	10 sf	See above	10 sf

(1) 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 maximum allowed size of the monument sign shall be decreased accordingly.



**FIGURE 18B.180-3 – Wall Signage Placement**



**B. Freestanding Pole Signs.**

**1. Commercial and Office/Business Categories.**

- a. Single-tenant buildings shall be allowed one freestanding pole sign.
- b. Each multi-tenant complex with less than 20 businesses shall be permitted one freestanding pole sign. One additional freestanding pole sign shall be permitted if more than 20 businesses are located in the complex. One additional freestanding pole sign may also be allowed if the business complex has direct access from more than one public street.
- c. Freestanding signs shall be constructed using two or more poles with a maximum height of 16 feet, measured at the highest point of the structure (see Figure 18B.180-4). Monopole signs are prohibited.
- d. The total area of each sign shall not exceed the maximum area identified in Table 18B.180-2.

**2. Residential Use Categories.** Freestanding pole signs are prohibited.

**3. Industrial and Civic Use Categories.** Freestanding pole signs are prohibited.

**FIGURE 18B.180-4 – Freestanding Sign**



**C. Monument Signs.**

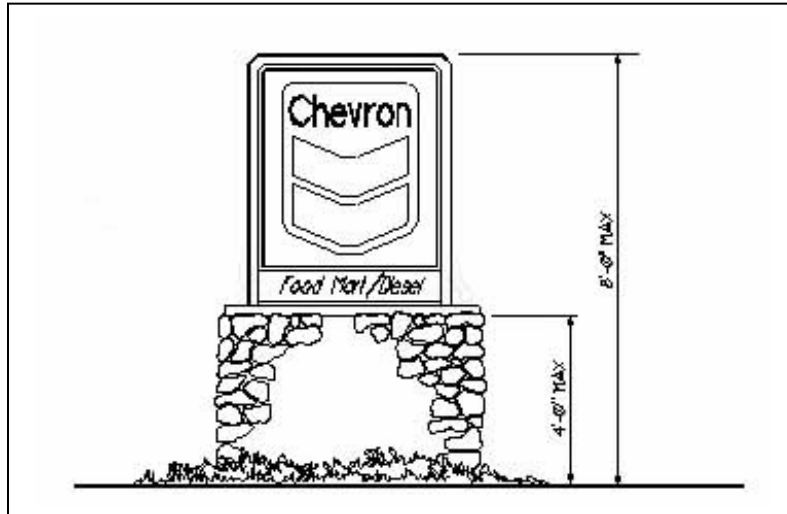
**1. Commercial, Industrial, Office/Business and Civic Use Categories.**

- a. Only one monument sign shall be permitted for single tenant buildings.
- b. Each multi-tenant complex with less than 20 businesses shall be permitted one monument sign. One additional monument sign shall be permitted if more than 20 businesses are located in the complex. One additional monument sign may also be allowed if the business complex has direct access from more than one public street.
- c. The exterior base or side structure shall be made or faced with natural materials such as native stone, brick, wood, or timber.
- d. Maximum height of a monument sign for a business shall be 8 feet in height and the maximum height of the base of the structure shall be 4 feet (see Figure 18B.180-5).
- e. The total area of each sign shall not exceed the maximum area identified in Table 18B.180-2.

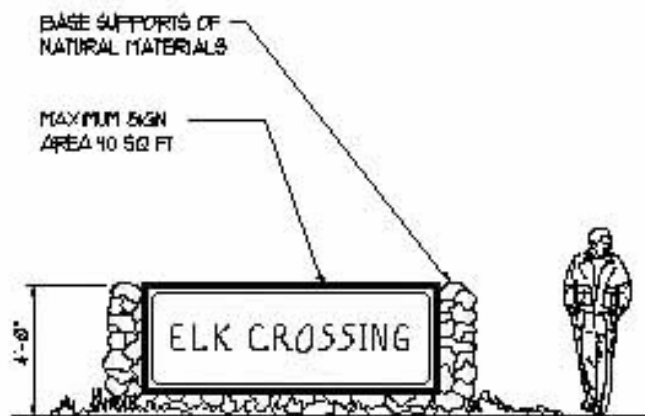
**2. Residential Use Categories.**

- a. One permanent monument sign shall be permitted at each entrance to a residential development (i.e. subdivisions, multi-family complex, etc.) in any zone.
- b. The maximum size of the monument sign (including the base) shall be 40 square feet in area and 4 feet in height (see Figure 18B.180-6).
- c. Stone or decorative masonry shall be incorporated into the sign structure.

**FIGURE 18B.180-5 -- Business Monument Sign**



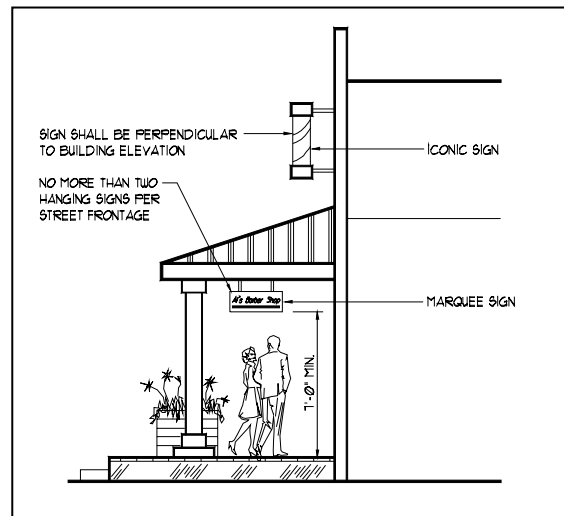
**FIGURE 18B.180-6 – Residential Monument Sign**



- D. **Wall Murals.** Wall murals are a design or representation that is painted or drawn on the exterior surface of a structure and that does not advertise a business, product, service, or activity but does represent a cultural or historic character valued by the community. Examples include a wall mural of historic farming or logging activities.
1. **Commercial and Civic Use Categories.**
    - a. Wall murals shall only be permitted on building façades that do not contain windows, doorways or other openings.
    - b. Wall murals shall not exceed more than 80 percent of the building façade.
    - c. Wall murals must represent elements that convey community historical or cultural values.
    - d. Wall murals shall not cover or interrupt major architectural features. Major architectural features mean any feature such as a beam, building line, or structural feature on a building or structure such as trim or fascia boards or corbels.

2. **Residential Use Categories.** Wall Murals are prohibited.
  3. **Industrial and Office/Business Use Categories.** Wall Murals are prohibited.
- E. **A-Board (also referred to as Sandwich Board) Signs.**
1. **Commercial Use Categories.**
    - a. A-board signs shall be prohibited on single-tenant commercial parcels.
    - b. A-board board signs shall not exceed 36 inches tall and 30 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. **Residential Use Categories.** A-board signs are prohibited.
  3. **Industrial, Office/Business and Civic Use Categories.** A-board signs are prohibited.
- F. **Iconic Signs.** Iconic signs are symbols of the goods and services provided by a business (e.g., a barber pole affixed to a barber shop).
1. **Commercial and Civic Use Categories.**
    - a. Iconic signs shall not contain text.
    - b. Iconic signs shall not exceed an area of more than 3 feet in height by 3 feet in width.
    - c. Iconic signs may be attached to freestanding or monument signs or to buildings but shall not be attached to extrusions such as eaves, overhangs, covered porches, roofs, or other extruded architectural details (see Figure 18B.180-7).
    - d. Iconic signs shall not protrude more than 12 inches from the building to which they are attached.
    - e. Iconic signs must clear sidewalks or the finished ground elevation by at least eight feet vertically.
  2. **Residential Use Categories.** Iconic signs are prohibited.
  3. **Industrial and Office/Business Use Categories.** Iconic signs are prohibited.

**FIGURE 18B.180-7**



- G. **Common Area and Directional Signs.**
1. 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.

2. Entrance and exit signs or other similarly worded signs, when used for the sole purpose of controlling traffic, shall be limited to the following:
  - a. Number: Only one sign for each entrance and exit.
  - b. Height: Not to exceed 42 inches in height above ground level. The maximum size shall be four square feet.
  - c. Width: Not to exceed 16 inches in width. The maximum size shall be four square feet.
- H. **Temporary Signs.** Banner signs and window signs shall be the only type of temporary sign permitted.
  1. **General Standards for Temporary Signs.** Temporary signs shall be limited to wall and window signs. Temporary freestanding or monument signs are prohibited. Temporary signs are subject to the following requirements:
    - a. A temporary sign shall not be placed higher than the fascia of the primary building.
    - b. The maximum sign area of a banner sign shall be 60 square feet.
    - c. The vertical clearance under a banner sign shall be 10 feet.
    - d. Banner signs shall not be placed in or over a public right-of-way;
    - e. Banner signs shall not be attached to telephone poles, fences or trees.
    - f. Temporary wall and window signs shall abide by the maximum area set forth under Table 18B.180-1.
    - g. Temporary signs that cover an existing permanent sign must be removed within 30 days of installation.
    - h. The display of temporary signs is limited to ten consecutive days and may not exceed a total of 30 days per calendar year (except for political signs and temporary signs that cover an existing permanent sign which have different timelines outlined elsewhere in this Chapter).

(Ord. 2006-53s § 3 (part), 2006)

### **18B.180.060 Nonconforming Signs.**

It is the intent of this Section to allow for the continued existence of nonconforming signs subject to the following restrictions:

- A. No sign that had previously been erected in violation of any Pierce County Code shall become a nonconforming sign.
- B. All illegal signs shall be removed prior to the approval of any building or sign permit.
- C. No nonconforming sign shall be changed, expanded or altered in any manner which would increase the degree of its nonconformity, or be structurally altered to prolong its useful life, or be moved in whole or in part to any other location where it would remain nonconforming. For purposes of this Section, normal repair and maintenance, including painting, cleaning, or replacing damaged parts of a sign, shall not be considered a structural alteration.
- D. A nonconforming sign used exclusively by an individual business shall be brought into conformance prior to the approval of any tenant improvement associated with a new business, exterior building expansion or new building construction, except as provided in subsection F. below.

- E. In a multi-tenant business complex all freestanding nonconforming signs shall be brought into conformance prior to the approval of any tenant improvement, exterior building expansion or new building construction associated with the anchor tenant. For purposes of this Section, anchor tenant shall mean that business that occupies the majority of the square footage associated with the complex.
  - F. A property owner may elect to retain one nonconforming on-site sign provided said sign was permitted after January 1987.
  - G. 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.
- (Ord. 2007-85s § 3 (part), 2007; Ord. 2006-53s § 3 (part), 2006)



*Chapter 18B.200*

*SIGN DESIGN – ALDERTON-McMILLIN*

**Sections:**

- 18B.200.010 Purpose.**
- 18B.200.015 Applicability**
- 18B.200.020 Exceptions.**
- 18B.200.025 Prohibited Signs.**
- 18B.200.030 Design Objective – All Signs.**
- 18B.200.035 Sizes and Types of Signs**
- 18B.200.040 Nonconforming Signs.**

**18B.200.010 Purpose.**

The purpose of this Chapter is to provide standards for the design and construction of signs in the Alderton-McMillin Community Plan area. Signs are critical to the success of local businesses as well as to the visual quality of the Orting Valley. Signs should reflect the rural and rustic character of the community, be expressive of the individual business, and be readable at the speed and distance at which they are viewed. (Ord. 2008-26s § 2 (part), 2008; Ord. 2005-54 § 1 (part), 2005)

**18B.200.015 Applicability**

The provisions of Chapter 18B.10 and Chapter 18B.20 shall apply to all signs in the Alderton-McMillin Community Plan area except when superseded by the following standards. (Ord. 2008-26s § 2 (part), 2008; Ord. 2005-54 § 1 (part), 2005)

**18B.200.020 Exemptions.**

Signs exempted from a sign permit are identified under 18B.10.030 B. (Ord. 2005-54 § 1 (part), 2005)

**18B.200.025 Prohibited Signs.**

The following sign types are 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. Billboards;
- C. Backlit canopy signs;
- D. Flashing signs;
- E. Mechanical signs;
- F. Off premise signs, except for directional and temporary signage advertising community events;
- G. Permanent signs on undeveloped sites, except for subdivision signs;
- H. Portable reader boards;
- I. Projecting signs, except as designed as iconic signs;
- J. Rotating signs;
- K. Signs attached to a tree, utility pole, light standard, traffic sign, fire hydrant or any other public facility located within the public right-of-way;
- L. Sign used as a fence or any fence used as a sign;

- M. Signs with more than two sides;
- N. Trailing electronic signs; and
- O. Video signs.

(Ord. 2008-26s § 2 (part), 2008; Ord. 2005-54 § 1 (part), 2005)

### **18B.200.030 Design Objective – All Signs.**

Provide the following standards for the design of signs in the Alderton-McMillin Community Plan area:

#### **A. Standards.**

1. Signs shall be used for business identification purposes. Incidental information such as the hours of operation, telephone number, credit cards accepted, merchandise available, and the vacancy status is permitted on monument and wall signs.
2. Incidental information may not exceed 25 percent of the sign area.
3. Double-sided signs are permitted. The square footage requirement is applied to each side separately.

(Ord. 2005-54 § 1 (part), 2005)

### **18B.200.035 Sizes and Types of Signs.**

- #### **A. Building Signs.** Building signs include façade, window, awning, iconic, canopy, and marquee signs.

##### **1. General Standards.**

- a. Only two types of building signs shall be permitted to be utilized for each single tenant building and multi-tenant/multi-building complex.
- b. All building signs shall comply with the area and dimension requirements set forth in Table 18B.200.035-1. The sign area of an iconic sign is not calculated in the maximum sign area for Building Signs.
- c. Multi-tenant/multi-building complexes shall utilize consistent, uniform signage throughout the complex.

##### **2. Wall and Window Signs.**

- a. Wall signs shall be permanently attached or affixed in some manner to a building.
- b. Individual business signs within a multi-tenant/multi-building complex shall share a similar and uniform location and installation format.
- c. The total area of all signs per building shall not exceed the maximum identified in Table 18B.200.035-1.
- d. No wall sign shall cover any window or door openings.
- e. No wall sign shall project beyond the corner of the wall to which it is attached.
- f. Window signs shall not cover more than 20 percent of the total window area of any façade.

##### **3. 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. Lighting shall be limited to external illumination only. Internal illumination is prohibited.
- c. Letter and logo sizing shall not exceed 24 inches in height and 18 inches in thickness.
- d. No portion of the signage shall be allowed to extend above or below the marquee, canopy, or awning to which it is attached.

- e. 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.
  - f. Marquee, canopy, and awning signs within multi-tenant/multi-building complexes shall be consistent in color, size, material and letter size with all tenants.
  - g. The total area of all signs per building shall not exceed the maximum identified in Table 18B.200.035-1.
4. **Iconic Signs.**
- a. One iconic sign shall be permitted in addition to the allowed building signs.
  - b. Iconic signs shall not contain text.
  - c. Iconic signs shall not exceed a height of 6 feet and a width of 3 feet.
  - d. Iconic signs maybe attached to monument signs or buildings but shall not be attached to building extrusions such as eaves, overhangs, covered porches, roofs, or other extruded architectural details.
  - e. Iconic signs shall not project further than 6 feet from the building to which it is attached.
- B. **Monument Signs.**
1. **General Standards.**
- a. Only one monument sign shall be permitted for single tenant buildings.
  - b. Each multi-tenant complex with less than 20 businesses shall be permitted one monument sign. One additional monument sign shall be permitted if more than 20 businesses are located in the complex.
  - c. Any sign erected within in the required perimeter or parking lot landscape shall not exceed 4 feet in height.
  - d. The exterior base structure shall be made of or faced with natural materials such as stone, brick, or wood.
  - e. The total area of each sign shall not exceed the maximum area identified in Table 18B.200.035-1.
2. **Residential Subdivisions.** One permanent monument sign shall be permitted at each entrance to a residential subdivision in any zone. The maximum size of the monument sign shall be 20 square feet in area and 4 feet in height. Stone or decorative masonry shall be incorporated into the sign structure.

<b>Table 18B.200.035-1 Maximum Number, Dimensions and Location of Signs</b>				
	Zoning Classifications			
	EC, RIC	MSF	RNC, ARL, RF	R10, Rsv5
<b>MONUMENT SIGNS</b>				
<b>Sign Area</b>				
Single-Tenant Building	64 sf	20 sf	32 sf	24 sf
Multi-Tenant/Multi-Building Complex	80 sf	20 sf	32 sf, plus 2 sf for each business not to exceed 40 sf	20 sf, plus 2 sf for each business unit not to exceed 30 sf
Residential Development	N/A	24 sf	24 sf	24 sf (1)(2)
<b>Sign Height</b>				
Single-Tenant Building	8 ft	4 ft	8 ft	4 ft
Multi-Tenant/ Multi-Building Complex	8 ft	4 ft	8 ft	4 ft
Residential Development	4 ft	4 ft	4 ft	4 ft
<b>ICONIC SIGNS (See 18B.200.035 A.4.)</b>				
<b>BUILDING SIGNS (Wall, Window, Marquee, Awning, and Canopy Signs)</b>				
Maximum square footage of all building signs per tenant. All building signs, which shall be located below the roofline	10% of building's street façade or 150 sf, whichever is less.	10% of building's street façade or 32 sf, whichever is less.		

**Footnotes.** The following footnotes pertain to the above Table.

- (1) See 18B.200.035 B.2. for subdivision monument sign standards.
- (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.
- (3) On a corner lot, the percentage shall be calculated off of each street façade.

**C. Rural Industrial Center (RIC) Zoning Classification.**

**1. General Standards.**

- a. Only one monument sign shall be allowed along SR-162 to identify the businesses located within the McMillin RIC. Incidental information such as hours of operation, telephone numbers, and available merchandise shall not be permitted.
- b. Building and freestanding signs shall not be internally illuminated.
- c. Individual monument and wall signs shall be permitted consistent with standards under this Chapter.

**D. Temporary Signs.**

**1. General Standards.**

- a. Permitted temporary signs such as A-Boards and banners shall be permitted under PCC Chapter 18B.20.
- b. Temporary signs erected within ARL and RF zoning districts advertising seasonal agricultural products shall be permitted for up to 90 days.

(Ord. 2008-26s § 2 (part), 2008; Ord. 2005-54 § 1 (part), 2005)

**18B.200.040 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 damaged parts to prolong a sign's useful life shall not be considered a structural alteration 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 adopted 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.

(Ord. 2007-6 § 3 (part), 2007; Ord. 2005-54 § 1 (part), 2005)



*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. (Ord. 2008-51s § 2 (part), 2008)

**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.

(Ord. 2008-51s § 2 (part), 2008)

#### **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.
- (Ord. 2008-51s § 2 (part), 2008)

**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 as a Site Plan Review (SPR) 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.
- (Ord. 2008-51s § 2 (part), 2008)

**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 signs 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.

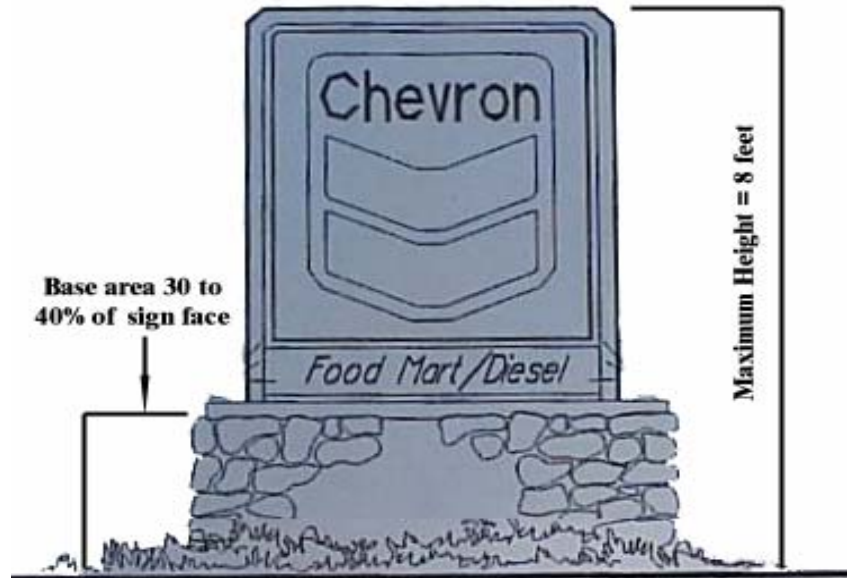
b. **Residential Use Types.**

- (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) Multi-family 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.

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:

<b>Table 18B.240.040-1</b>		
<b>Allowed Sign Area for Freestanding Signs</b>		
<b>Zoning Classifications</b>		
	<b>NC: Neighborhood Center</b>	<b>SF: Single Family</b>
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:

<b>Table 18B.240.040-2 Allowed Facade Sign Area</b>		
	<b>NC: Neighborhood Center</b>	<b>SF: Single Family</b>
Maximum square footage of building signs on the primary facade <sup>1</sup>	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

<sup>1</sup>Building 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 eight square feet.
  - (3) Width: Not to exceed 16 inches in width. The maximum size shall be eight 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.

(Ord. 2008-51s § 2 (part), 2008)

**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.

(Ord. 2008-51s § 2 (part), 2008)

**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.

(Ord. 2008-51s § 2 (part), 2008)