

**TOWN OF EATONVILLE
PLANNING COMMISSION AGENDA
Monday, June 19, 2017 – 7:00 P.M.
COMMUNITY CENTER
305 CENTER STREET WEST**

Call to Order

Welcome new Planning Commissioner, Shelly Knick.

Roll Call: Bertoia ____ Justice ____ Lambert ____ Miller ____ Knick ____

Town Staff Present: Mayor Schaub, Abby Gribi, Scott Clark, and Kerri Murphy

Pledge of Allegiance

Approval of the Agenda:

Approval of Minutes: May 15, 2017

Communications and Announcements:

 From Public:

 From Commissioners:

New Business:

Public Comments:

Staff Comments:

Commissioner Comments:

Next Meeting: July 3, 2017 Public Hearing

**Town of Eatonville
PLANNING COMMISSION MINUTES
Monday, May 15, 2017
COMMUNITY CENTER
305 CENTER STREET WEST**

CALL TO ORDER

Chairman Lambert called the meeting to order at 7:00 PM.

Welcomed the new Planning Commissioner Shelley Knick.

ROLL CALL

Present: **Commissioners Justice, Knick, Lambert and Miller.**
Commissioner Bertoia was excused.

STAFF PRESENT: Mayor Schaub, Abby Gribi, Scott Clark and Kerri Murphy.

OPENING CEREMONIES

Commissioner Miller led the Pledge of Allegiance.

APPROVAL OF AGENDA

Motion by **Commissioner Justice** to approve. Seconded by **Commission Miller. AIF.**

APPROVAL OF MINUTES

Motion by **Commissioner Justice** to approve the minutes of May 1, 2017. Seconded by **Commissioner Miller. AIF.**

COMMUNICATIONS OR ANNOUCEMENTS

There were no communications or announcements from the public or the commissioners.

OLD BUSINESS

Comprehensive Plan Review – Chapter 18 – Implementation Strategies

Scott Clark, Town Planner explained that this is a proposed new chapter. Chapter 18 is not currently in the comprehensive plan today. This is a proposal that was provided in the earlier effort that was started by the University of Washington students. This is the “Implementation Strategies” chapter and everything that is underlined, all of this is new language for consideration. There is one thing that is a duplicate, and that is Table 15-5 from Transportation, the last table in this chapter. This is one that the planning commission actually covered when we looked at the Transportation chapter and it is just a duplicate here. This is a series of implementation ideas from when the project got started back in 2012 and were suggested items. This is the first opportunity that we have really gotten into this type of discussion for the comprehensive plan. These items list a series of different actions that are suggested to be taken by the Town. The goal for most of them is to take action from 1-5 years.

18.1 Land Use Implementation Strategies

Chairman Lambert explained that the planning commission had just worked on tightening up their zoning code and those types of regulations. This seems like we are trying to go in opposite directions.

Mr. Clark - perhaps and that is something for discussion. This was provided for discussion. This particular chapter is not really necessary in its entirety. It's a suggestion but not a requirement for the comprehensive plan to have this chapter. These are actions that they thought would be helpful at that time. When they first started the process he thought that they held a number of "Open Houses" in order to get feedback from the public. Based on the feedback these are some of the items that came up and some of the ideas that were heard through the process.

Commissioner Miller said that he liked some of the language and gave an example. From the Alder Cutoff Bridge coming into the heart of town, turning right on Washington, clear down past the high school was all commercial. A local developer and the previous planner rezoned property without notifying the owners (Kevin Pegg and Gary Malcolm) that their property would go from commercial to residential. The property owners have paid taxes on commercially zoned property for years only to have it changed to residential. These property owners would like to have their property returned to commercial zoning. They were never notified.

Mr. Clark explained that the planning commission will be working on mapping and changes can be made. He explained that when the Comprehensive Plan goes through a legislative process, looking at comprehensive planning we will be looking at land use designation. If it is site specific that does require notification.

Mayor Schaub thought that this rezone happened during the 2008 Comprehensive Plan update.

Mr. Clark explained that if it's in a legislative process they did have a right to do the rezoning of property. The way the legislative process works, there is notice given in the newspaper and if they miss the notice they have missed their opportunity to say whether they agree with the rezone or not. With this particular proposal, what it's attempting to do is provide more flexibility with regard to commercial uses in the commercial zone. The key is you have to pick the area in which it is going to reside. The floating zone is what it sounds to be, more like an overlay, an additional layer of regulation for this property in this zone.

Mayor Schaub gave an example. Next to the clinic there are 3 empty lots. If someone wanted to come in and create 2 smaller.... You pick the area you want to apply it.

Chairman Lambert asked how this is done.

Mr. Clark said that's the job of the planning commission. He added that it should not be applied on a landowner basis, but maybe look at vacant lots with potential.

Chairman Lambert suggested looking at Washington Avenue N. and Mashell Avenue.

Mr. Clark - yes, with criteria. You have to determine what the criteria would be to apply it. In the discussion, you don't talk about ownership, you look at development pattern. What will improve Eatonville and improve small business.

Mayor Schaub added that this gives a blueprint. The town would still have to go through entire process and look at designation.

Mr. Clark explains that this lays the ground work for the discussion that happens after we are done. Then we come back to this because we decide this is a priority for the town and we want to attract small business. It depends on the community and how specific you want to be in your plan.

Chairman Lambert confirmed that this entire chapter is in some way a "to do" list.

Mr. Clark said yes. This is a direct path to the next actions.

Commissioner Miller wanted to confirm that other municipalities use these same strategies.

Mr. Clark explained that he did not see this as necessary in the plan but it would be helpful. It's one tool. The plan will still say we want to promote small business so there is a number of ways that we can do that when we look at the zoning regulations if we can still find them compliant. The idea is to reduce some of the bigger issues for smaller businesses. "Do we need it?" We need to go through the effort to figure out where does this make sense? If it makes sense everywhere in the zone, then we don't need this overlay we need a revamped zoning ordinance. Does it make sense for Eatonville? Sometimes these are great ideas, but do we need it? Sometimes it's a better strategy to fix the zone. We have some ordinances right now that make you ask if this is the way Eatonville wants to operate. There needs to be a balance of simplicity and complexity.

Commissioner Miller said he would like to give the Chamber of Commerce every opportunity.

Mr. Clark added that you want to do this without sacrificing needs and making it fair for everyone.

Commissioner Miller said he would like to see the Sears building bought and torn down and the road straightened out at Center Street and Mashell Avenue.

Commissioner Justice said there are several businesses that are no longer in operation. Mt. Fitness, Tall Timber, the old Sears building and the Landmark Restaurant.

Mr. Clark asked the commissioners if they were interested in this business overlay?

Commissioners agreed that it makes sense as long as it is done equitably based on a reasonable standard. Based on picking property locations, not owners.

Mr. Clark explained that it is important to have criteria because then you can back up why it was the property that was chosen and not because of who owned it.

Commissioner Knick asked if Eatonville has established a theme for the town.

Town Administrator, Abby Gribi said there isn't one.

Mr. Clark did add that the town does have Design Standards for buildings. It is pretty much a vision of a certain quality. It should have a little more flexibility and there has been some discussion of updating the Design code.

Mayor Schaub said that the code today is pretty confining.

Chairman Lambert said he looks at Chapter 18.1; 1,2 & 3 as loosening the handcuffs and 4 & 5 as tightening them.

Mayor Schaub said he does feel that we need more flexibility.

Chairman Lambert said we need to remember where we are located. People drive a while to get out here where they live. They don't live in Tacoma or Seattle. The town has some high traffic counts. They might stop for gas and a meal but for the most part they just keep driving through town. He asked if the commission did go along with the "Implementation Strategies Chapter" the town would not be locked into it, correct.

Mr. Clark said no. In five years you re-assess and ask if this is still the direction we want to go. In the meantime it helps to give direction. Or maybe you look at it and say there wasn't enough economic development in the corridor that causes these issues to come forward so they can be addressed. A lot of this will be development driven.

Chairman Lambert said he did not have a problem with allowing some of these items but he was a little skeptical about mandating it. He agrees with mixed use as an option.

Mr. Clark explained that what this is offering would be increased densities if you want to do that. It is not required. This would be owner choice. If you wanted to open a clothing store, you would not be required to have any living space above.

Height limit is forty feet high, 3 stories. This is for C-1 zoning.

Commissioner Knick said she thinks that Eatonville is a pretty attractive reverse commute location. It's the ultimate whole living town. And for the folks that don't want to travel to Seattle to work in their tech industry they can work remotely in a top level 3 story building with a great mountain view.

18.2 Housing Minimum of 4 houses per acre

Mr. Clark asked if there has been a development where it was four houses per acre. There is text that suggests that there was a development where the lots were less than that.

Mayor Schaub thought that it may be referring to the proposed Hamilton Development (Mashell Meadows).

Commissioner Miller said that there is not a lot of developable property left in large chunks. Adding that people would find the larger lots more desirable.

Chairman Lambert suggested encouraging the four per acre but not mandating it.

Mr. Clark asked if they thought a quarter acre would be adequate if it was spread out through town. He added that some communities have been pushed to litigation because they are not meeting their goals. If the town says we need to have an average of four, we will need to monitor that to make sure we are accomplishing that. If we are not, we won't be in compliance with the state or the county.

Chairman Lambert said that if you are dictating a quarter acre minimum average and find you have gone sideways on that. Do you have to shut down that development until you have a higher density development come in?

Mr. Clark said that could happen. This is not where we are now nor need to be. Some communities have been pushed to litigation because they are not meeting their goals and have to find a way to do that.

Chairman Lambert said that there was supposed to be some fairly high density development coming in near the Baptist Church that was cottage homes. There have been a number of proposals in his time on the planning

commission to do some high density developments and it's never happened. The only high density development has been the townhomes along Mashell Avenue S. He does not see a rush of developers coming in to do those types of development.

Mr. Clark said that in the plan we really need to have this goal in the plan, the minimum for it just to be in compliance. One way to do it would be to say we are not going to have anything less than a quarter acre. Historically we have had a wider range of sizes. We need to accomplish that or we are not accommodating the growth we need. Then what happens is we are consuming more ground than the minimum standard that is acceptable. We are eating up area that is not agreed to happen in Pierce County and is mandated by the state not to happen in urban areas. We are pushed to do things whether we want to.

Chairman Lambert asked if you have an existing property that has already been zoned whether it's a half acre, one acre or ten acres it's an existing property. As long as you are building on that property and not subdividing you can still build on it.

Mr. Clark answered "yes" as long as the use is allowed in the current zoning.

Chairman Lambert asked if this comes into play if you have an acre, you would have to make it into four lots not three.

Mr. Clark said that is something for discussion. Some communities have minimums and maximums.

Commissioner Miller said he felt that the developer should have the option to do what he feels is best. It's his land. Just because Seattle and Tacoma says this is how we should live, does not mean we have to go down on our knees and accept this.

Mr. Clark said that one of the ways this has been dealt with is using different tools like clustering, open space designs and cottage housing. There are options so you can create some larger spaces to meet those needs. In the way this is provided, you would not have total flexibility as a landowner to determine the complete picture. There would be some responsibilities based on this to put more density.

Abby Gribi asked what the ramifications are if we do not approve this.

Chairman Lambert said that currently there isn't anything like this in our comprehensive plan and you said this entire chapter is not required. Is there a problem if we leave that item out?

Mr. Clark said we can leave it out. If this goes forward to the jurisdictions for review, if they bring it up as a necessary mandate to the plan then we would have to deal with it. Short of that, if they don't bring it up it would not be a problem. Not having that in the plan would not excuse the town from having those mandates in the plan from the county and the state. He added that the county is pretty tight when it comes to urban growth areas. The interest in proper sizing is there. There has been a lot of litigation about the ability or inability to adjust urban growth areas. As these things become more heightened there is more interest in evaluating where everybody is at. Our urban growth area here, the potential annexation area is pretty big and our ability to infill has a lot of capacity. That could come under scrutiny at some point and when it does they are looking hard at numbers.

Commissioner Miller suggested crossing that bridge when we come to it.

Mr. Clark agreed.

Chairman Lambert asked if there was any viable interest currently on developing high density in this area.

Mr. Clark said that currently we are processing multi-family stuff on existing lots.

Commissioner Miller said that in the previous chapter we talked about flexibility and as a developer, you want that flexibility as well.

Chairman Lambert said if we have got interest in higher density development as far as having someone that has the money and is interested in investing in a higher density development in Eatonville then that gives us the flexibility to take other areas in town and say you can have your half acre lot or whatever that number comes out to on average because you have eight units per acre here or whatever number it works out to. Then we can attract higher density development but he has no issue with four units per acre as an average.

Commissioner Miller said that if you have a big money developer coming in they are going to want the highest density possible because all they want is to make money.

Mr. Clark said that is true but only if they are able to sell the properties. It has to be a product they can sell. He asked if the commission wanted to axe 18.2.1.

Chairman Lambert said that he doesn't think that this document hurts the town but also does not know if it helps us either. In his mind the way to achieve this is to find areas where we can have higher density, but something with somebody that has the money is willing to do. If we are going to keep it he would like the word "average" used.

Mayor Schaub felt that this was something that would help us get through the review factor. He agreed with Mr. Clark that they are probably reviewing it as something, especially since it is something that has been out there since 2007 to be implemented into the plan. We could strike it, but we may be putting it back in.

Chairman Lambert said he was more comfortable adding "an average minimum" to the first sentence of the paragraph of 18.2.1. All commissioners agreed.

2. Grants Strategy Committee:

Mr. Clark said if the Mayor and Town Administrator think that might help to get some folks working on that to bring proposals forward, maybe that's helpful.

Chairman Lambert said his personal opinion is that in the past the town has pursued some grants that have cost them a lot more money than they got the value for. He said if the town can find money then we should be looking for it, but usually that free money comes at a pretty steep cost. If the town has a way to create low income housing he is all for it, but how much of town resources are we willing to put into it and what resources do we have to put into it.

Abby Gribi added that she does not think that is a good viable position for town to be in. A developer can come in and do a low income development.

Mayor Schaub said that the town pays attention to the grants that are available and he does not think a committee needs to be created for that.

Mr. Clark suggested that the last sentence under #2 could be struck.

Mayor Schaub feels that "affordable housing" are buzz words.

Chairman Lambert thought it would be a good idea to know where we are at in low income within the town.

Mr. Clark proposed that the "Grants Strategy Committee read as follows: to adopt flexible zoning regulations that provide and promote opportunity for affordable housing including but not limited to programs such as cottage housing...we have that but it should be in the plan.

18.3 Park and Recreation Implementation Strategies

Commissioner Miller said he would like to see Box Car Canyon be opened up as a recreational opportunity. There is a Community Garden located at Rainier Avenue N. They have installed raised garden beds with new soil.

Mr. Clark asked how many people are engaged in the parks in town. How big is the staff that is working in the parks. There are a lot of good ideas but how will this be accomplished. This is a lot of stuff.

Abby Gribi said there is currently no parks maintenance department. There is an opening at this time for a part-time summer help. This is a paid position....great summer job. Monday through Friday, you have to be 18 years old and have had your driver's license for 2 years and \$ 12.00 an hour at 32 hours a week. To date, no one has applied.

Mr. Clark says that this talks about being implemented by citizens. They are good ideas.

Chairman Lambert added that the town just does not have the resources. If you have a group to do this, you don't need it in your comprehensive plan to do it and suggested that we scrap 18.3 altogether.

Mr. Clark added that there are goals and policies in the recreation plan already than to have this much specificity when there is not capacity to implement it.

Commissioner Knick asked if not having this in the plan, would it limit being able to implement it if some citizens did volunteer.

Mr. Clark said no, that would not be a problem. There are those instances where you give it a title and people that are interested in parks; you get a group to come in. You have to figure out how to manage it, who's going to do that?

Mayor Schaub suggested scratching 18.3 altogether.

Mr. Clark suggested revisiting that in 2020.

18.4 Economic Development Implementation Strategies

Chairman Lambert said he thought there were some good ideas in this section but once again where is the money and supervision coming from?

Abby Gribi said that when it comes to internship from high school students and maybe college, if they can get some credits for it, but getting them engaged and actually committed is far and few between.

Commissioner Miller suggested encouraging economic development by making it easy to economically develop. Like getting a building permit in Lewis County. You walk in, they pour you a cup of coffee and you sit down with them, it's easy.

Mr. Clark said that the overall strategy is focusing on partnerships and leveraging volunteer resources. Still the viability of doing that, someone has to direct it and manage it. He felt that this one is a good one to keep but maybe it is too far reaching.

Abby Gribi agreed and asked who would create this volunteer program?

Mr. Clark said that the farmer 's market or the mercantile , when he was driving into town he noticed at Barney's Corner the produce stand that is there with fruits and vegetables. He wondered why that isn't downtown in one of these vacant lots. That would bring people in and traveling if it was here it would bring people into the community....they would get out of their cars and wander around the community. In town would give her more exposure.

Abby Gribi added that it takes a lot to get a Farmer's Market up and started. You need to go through the FDA, be a certified farm.

Maybe look at a Saturday market.

Chairman Lambert said anything we can do to get people to stop is a plus.

Commissioner Justice said they set up for a Saturday market on Washington Avenue N.

Abby Gribi said that who is responsible for everything. Are they allowing dogs? What if someone get bit? If someone had baked goods, what if someone gets sick? Are they connecting with local police and fire? It is more complicated than a kid setting up a lemonade stand.

Chairman Lambert asked if there was anything viable or feasible under 18.4 ?

Abby said the business retention program is challenging.

Mr. Clark felt that was a good goal to have in there.

Abby Gribi said that having planners, architects, engineers, economic development specialist and the Town Mayor...I don't think you could achieve that unless it was on the taxpayer's dime. She said that the Chamber of Commerce does do their luncheons but with the small businesses it is challenging to get them out of their business. They are usually the only people running their business.

Mr. Clark suggested rotating meeting locations and taking the meeting to them.

Abby Gribi felt that it would be more her initiating the meetings.

Mr. Clark said it would be.

Mayor Schaub felt this was more to the Chamber of Commerce to promote that. He could never see that as being governments' responsibility to initiate that, it's to work within that. He added that this type of concept with the business retention program it's more working with the Chamber. Adding language to help promote... making business more user friendly in town.

Chairman Lambert asked does that really have a place in the comprehensive plan? He said that would be government. You need to have working partners to get there.

Mayor Schaub said he could see it in the comprehensive plan but not the detailed implementation exhibit.

Chairman Lambert suggested removing all of 18.4 from the comp plan.

18.5 Transportation Implementation Strategies

Chairman Lambert said that when the "Transportation" Chapter was last discussed, there were issues about the right-of-way and the size of the road.

Mr. Clark suggested it be preference with "where adequate right-of-way exists".

Commissioner Miller that the Eatonville was already a bike friendly town with the speed limit the way it is. (25 mph)

Mr. Clark suggested removing Table 15-5 from this portion of the comp plan and have it read "See Table 15-5".

Mayor Schaub suggested removing # 5, education projects.

Staff Comments:

Abby Gribi announced the final Rim Rock hearing would be this Thursday at 9:00 a.m. at the Pierce County Annex and she will be attending. Also, the town got their right-of-way certified for the SR 161 project. Funds are now being obligated and the construction is moving forward this year for the signal at the intersection of Washington and Center and increasing turning radius.

The next meeting will be June 5, 2017.

Chairman Lambert closed the meeting at 9:00 p.m.

Chairman Lambert

Judy Justice – Co-Chairperson

ATTEST:

Kerri Murphy, Recording Secretary

Chapter 18.06 SIGN REGULATIONS

Sections:

- 18.06.010 Intent.**
- 18.06.020 Scope.**
- 18.06.030 Exempt signage.**
- 18.06.040 Prohibited signage.**
- 18.06.050 Sign permit applications.**
- 18.06.060 Sign permit fees.**
- 18.06.070 Installation requirements and maintenance.**
- 18.06.080 Temporary signs.**
- 18.06.090 Permanent signage design guidelines.**
- 18.06.100 Single-tenant permanent signage.**
- 18.06.110 Multi-tenant permanent signage.**
- 18.06.120 Other permanent signage.**
- 18.06.130 Historic signs.**
- 18.06.140 Nonconforming signs.**
- 18.06.150 Permitting fees.**
- 18.06.160 Removal and disposal of illegal signs on public property or within a public right-of-way.**
- 18.06.170 Voluntary compliance incentive.**
- 18.06.180 Definitions.**
- 18.06.190 Validity.**
- 18.06.200 Savings clause.**

18.06.010 Intent.

The intent of this chapter is to provide minimum standards to safeguard life, health, property and public welfare by regulating and controlling the number, size, design, quality of materials, construction, location, electrification and maintenance of all signs and sign structures; to preserve and improve the appearance of the town as a place in which to live and as an attraction to nonresidents who come to visit or trade; to encourage sound signing practices as an aid to business and for public information, but to prevent excessive and confusing signing displays. (Ord. 2007-19 § 2, 2007).

18.06.020 Scope.

A. All signs shall comply with this chapter unless listed in EMC 18.06.030, Exempt signage.

B. All signs shall require a sign permit prior to being erected, structurally altered, or relocated unless the permitting requirements are specifically waived in this chapter.

C. A sign permit shall not be required for nonstructural and nonelectrical maintenance.

D. Any sign not expressly authorized by or listed as exempt within this chapter is prohibited within the town of Eatonville.

E. All signs shall comply with all applicable provisions of the Eatonville Municipal Code and with state and federal law.

F. Signs to be located along SR 161 may require a WSDOT permit. Such a permit, if required, shall be obtained prior to erecting a sign within the town of Eatonville. (Ord. 2007-19 § 2, 2007).

18.06.030 Exempt signage.

The following signs shall not require a sign permit. The area and number of exempt signs shall not be included in total number or area of signs permitted for any site or use. This shall not relieve the owner of the sign from the responsibility for its erection, maintenance, or removal and its compliance with the provisions of this chapter or any other ordinance.

A. Official flags of the United States, the state of Washington, and other states of the nations, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations; however, flagpoles shall not exceed 50 feet in height.

Setting government or organizational flags apart from all other types of flags is a content driven distinction. To fix this we would need to exempt all flags, provided they conform to the remainder of the chapter.

B. Traffic or other municipal, county, or state signs, signs required by law or emergency, railroad crossing signs, legal notices, and any temporary or non-advertising signs as authorized under policies approved by the town council.

This section could be more accurately described as Governmental signs, with a list of examples. We would remove the reference to advertising.

C. Memorial signs or tablets, names of buildings, stained glass windows and dates of erection when cut into the surface or the facade of the building or when projecting not more than two inches.

D. Signs of public utility companies indicating danger or which serve as an aid to public safety or which show the location of underground facilities or of public telephones.

This would be added to the list of government signs.

E. Flush-mounted wall signs, used to identify the name and address of the occupant for each dwelling, provided the sign does not exceed two square feet of sign area.

F. Single-family decorative signs indicating family name, welcome, home sweet home, or other similar character signs are exempt; provided, that the sign does not in any way relate to a business or organization.

This provision is clearly content driven and should be removed. An option would be to exempt based on size and location (on private property).

G. Signs located in the interior of any building or within an enclosed lobby or court of any building or group of buildings, which signs are designed and located to be viewed exclusively by patrons of such use or uses.

H. Reasonable seasonal decorations within a publicly recognized holiday season.

This provision is content driven and should be removed. An option would be to exempt temporary signs on private property.

I. Historic or commemorative site markers or plaques.

J. Vehicle signs meeting the following conditions:

1. The primary purpose of such vehicle or trailer is not the display of signs.
2. The signs are magnetic, decals or painted upon an integral part of the vehicle or equipment as originally designed, and do not break the silhouette of the vehicle.
3. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used or available for use in the daily function of the business to which such signs relate.

K. Sculptures, fountains, mosaics, and murals which do not incorporate advertising or identification. Any section of art containing advertising or identification shall count against the total number and area of signage.

L. Incidental signs.

Based on the definition set forth later in the chapter, this is content driven and should be modified.

Options include defining this by size, placement and length of time allowed.

M. Banners located at athletic facilities; provided, that such signs are directed inward towards the playing surface(s) and that the banner is in good repair.

N. Barbershop poles of a reasonable size as determined by the planning director.

O. Menu boards. (Ord. 2007-19 § 2, 2007).

This is content driven and should be modified. Options include defining this as a portable sign or board sign and limiting its size, placement, number and display hours.

Other considerations for exempt signs could include signs which are not visible from anywhere except the lot on which they are found, temporary signs in windows and privately maintained traffic control signs within a subdivision with private roads or signs in a parking lot, and signs showing the location of public facilities.

18.06.040 Prohibited signage.

The following signs are prohibited within the town of Eatonville.

A. Roof signs except as permitted in EMC 18.06.100(B)(10).

B. Animated signs.

C. Flashing signs (excludes chasing or blinking low wattage lights outlining a marquee).

D. Signs which purport to be, or are, an imitation of, or resemble an official traffic sign or signal, or which bears the words "stop," "caution," "danger," "warning," or similar words.

This is content driven and should be revised. This could be accomplished by prohibiting signs that cause confusion to motorists by virtue of its size, shape, location, etc. The provision below seems to cover this to a great extent.

E. Signs which, by reason of size, location, movement, content, coloring or manner of illumination may be confused with or construed as a traffic control sign, signal or device, or the light of an emergency or radio equipment vehicle, or which obstruct the visibility of traffic or street sign or signal device.

This provision would need to be reworded slightly. The focus should be on the confusion it could cause to drivers.

F. Signs which are located upon or projecting over public streets, sidewalks, or rights-of-way except when specifically authorized in this title.

G. Signs attached to utility poles and street signs.

H. Signs placed on public property except when specifically authorized in this chapter.

I. Off-premises signs except as provided for in EMC 18.06.120(I).

J. Feather signs except as provided in EMC 18.06.080(M).

K. Billboard signs. (Ord. 2014-06 § 1, 2014; Ord. 2007-19 § 2, 2007).

Possible examples of other signs the Town may want to prohibit – abandoned signs, signs which impede ingress or egress from any door, window or exit.

18.06.050 Sign permit applications.

Applications for permits shall contain the name and address of the owner and user of the sign, the name and address of the owner of the property on which the sign is to be located, the location of the sign structure, drawings or photographs showing the design and dimensions of the sign and details of its proposed placement and such other pertinent information as the town planner may require to ensure compliance with this chapter. Permit applications shall be available for inspection by the public upon request. Upon completion of a permit application, the application shall be acted on within three weeks unless there is a requirement for further time under SEPA. (Ord. 2007-19 § 2, 2007).

The Town should consider using a standard form, as the highlighted term is ambiguous and could lead to problems if certain information is requested from some applicants and not others. The code could also require a building permit be submitted at the same time if the construction of the sign would fall under the building code. This should be true for any other permits required for the

placement of the sign. It should also be clear that the permit fee should be paid at the time the application is submitted.

18.06.060 Sign permit fees.

Sign permit fees shall be set by the town council by resolution. (Ord. 2007-19 § 2, 2007).

18.06.070 Installation requirements and maintenance.

A. Structural Requirements. The town's adopted building code shall govern the structure and erection of signs or flagpoles within the town. Compliance with the building code shall be a prerequisite to issuance of a sign permit under this chapter.

B. Electrical Requirements. The National Electrical Code shall govern electrical requirements for signs within the town. Compliance with the National Electrical Code shall be required by every sign utilizing electrical energy as a prerequisite to issuance of a sign permit under this chapter.

C. Maintenance. All signs, including signs heretofore installed, shall be constantly in a state of security, safety, appearance and repair. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it shall be the duty of the owner and/or occupant for the premises on which the sign is fastened to repair or remove the sign within 10 days of receiving notice from the town planner. The appearance of signs shall be maintained including:

1. Repainting to repair weathered, flaking, or chipped paint; and
2. Replacement of any damaged, faded, or discolored materials; and
3. Maintenance of all lighting.

The maintenance provision should include stronger language for enforcement. It should be clear that the failure to maintain a sign is a violation of the code and punishable in some manner (many towns use the zoning code as a means of enforcement). It should also be clear that once an owner is given notice, if they fail to cure any defects the Town will have the authority to cure the defect and charge the owner for the cost of the repair or removal.

D. Landscaping for Freestanding Signs. All freestanding signs shall include as part of their design landscaping about their base so as to prevent vehicles from hitting the sign and to improve the overall appearance of the installation. The premises surrounding the base of a sign shall be kept free and clear of rubbish and the landscaping shall be maintained in a tidy manner.

E. Inspection. All sign users shall permit the periodic inspection of their signs by the town upon town request.

F. Location. All freestanding signs, permanent or temporary, at a height greater than two and one-half feet and less than eight and one-half feet shall not obstruct the required sight triangle. (Ord. 2007-19 § 2, 2007).

18.06.080 Temporary signs.

Temporary signs are permitted subject to the following conditions:

A. Construction Signs.

This is a content based classification and will need to be changed. The option would be to make an overall rule for temporary signs that would cover constructions signs. Other temporary signs could be regulated by size depending on the location of display (i.e. residential vs. non-residential).

1. Construction signs which are to be displayed for less than 30 days shall be known as "temporary construction signs." Construction signs to be displayed for more than 30 days shall be known as "semi-permanent construction signs."

a. Temporary Construction Signs.

- i. Temporary construction signs shall not require a permit.
- ii. Temporary construction signs shall not exceed 12 square feet in area and six feet in height.
- iii. There is a maximum of two temporary construction signs per lot.
- iv. Temporary construction signs may be displayed only after a building permit for the site is obtained and during the period of construction on the construction site.

b. Semi-Permanent Construction Signs.

- i. Semi-permanent construction signs shall require a sign permit.
- ii. Such signs may be displayed only after a building permit for the site is obtained and during the period of construction on the construction site.
- iii. Only one semi-permanent construction sign is permitted per street frontage.

iv. In all zones other than single-family residential zones, no semi-permanent construction sign shall exceed 32 square feet in sign area (printed copy on one side only) or 10 feet in height, nor be located closer than 10 feet from the property line or closer than 30 feet from the property line of the abutting owner.

v. In single-family residential zones, no semi-permanent construction sign shall exceed 32 square feet in sign area (printed copy on one side only) or 10 feet in height, nor be located closer than five feet from the property line nor be located closer than 10 feet from the property line of the abutting owner.

B. Grand Opening Displays. No sign permit is required. Such temporary signs, posters, banners, strings of lights, clusters of flags, balloons or other air- or gas-filled figures, and searchlights are permitted for a period of seven days only to announce the opening of a completely new enterprise or the opening of an enterprise under new management. All such materials shall be removed immediately upon the expiration of seven days. Such displays are permitted only in commercial zones where the enterprise so advertised is allowed under zoning regulations. Searchlights may be permitted by any business or enterprise, provided the beam of light does not flash against any building or does not sweep an arc less than 45 percent from the vertical.

C. Special Event Signs. No sign permit is required. Such temporary signs may be placed upon private property only and shall not be larger than four square feet. Said signs shall not be posted or attached to telephone poles, power poles, town parks or other public utility facilities. Such signs may be displayed 30 days prior to an event and must be removed within seven days after the event conclusion. The event committee for which the sign is displayed shall be responsible for its removal and subject to the penalties as provided in this chapter. Searchlights may be permitted by any business or enterprise provided the beam of light does not flash against any building or does not sweep an arc less than 45 percent from vertical.

D. Real Estate Signs. No permit is required. All exterior real estate signs must be wood, plastic, or other durable materials. Said signs shall not be posted or attached to telephone poles, power poles, town parks or other public utility facilities. The permitted signs, with applicable limits are as follows:

1. Residential "For Sale" and "Sold" Signs. Such signs shall be limited to one sign per street frontage not to exceed six square feet in sign area, placed wholly on the property for sale, and not to exceed a height of six feet.

2. Residential Directional "Open House" Signs. Such signs shall be limited to one sign per street frontage on the premises for sale and three off-premises signs. However, if a realtor has more

than one house open for inspection in a single development or subdivision, he/she is limited to four off-premises "open house" signs in the entire development or subdivision. Such signs are permitted only during daylight hours and when the realtor or seller or an agent is in attendance at the property for sale. No such sign shall exceed five square feet in sign area.

3. Undeveloped Commercial and Industrial Property "For Sale or Rent" Signs. One sign per street frontage advertising undeveloped commercial or industrial property for sale or rent. The sign shall not exceed 32 square feet in sign area and seven feet in height.

4. Developed Commercial and Industrial Property "For Sale or Rent" Signs. One sign per street frontage advertising a commercial or industrial building for rent or sale is permitted while the building is actually for rent or sale. If one face of the building is less than 10 feet from the property line, the sign shall be placed on the building or in the window. The sign shall not exceed seven feet in height and, if freestanding, shall be more than 15 feet from any abutting property line or a public right-of-way line. Said sign shall not exceed 32 square feet in sign area.

5. Undeveloped Residential Property "For Sale" Signs. One sign per street frontage advertising undeveloped residential property for sale is permitted not exceeding 32 square feet in sign area. Said sign must be placed more than 30 feet from the abutting owner's property line and may not exceed a height of seven feet.

6. Subdivisions approved after the effective date of the ordinance codified in this section are permitted one cluster of flagpoles (not to exceed five flagpoles) in front of sales offices to advertise the new development.

E. Political Signs.

1. No sign permit is required.

2. Political signs shall be removed within 10 days of an election.

3. Political signs shall not exceed 10 square feet in area.

4. Political signs shall not exceed six feet in height.

5. Political signs are prohibited from placement on public property or in the public right-of-way except for election signs when located in parking strips and other landscaped areas where such a strip may be fairly attributed to an adjacent property owner and when that adjacent property owner has personally placed or given permission to place the political sign.

6. Political signs shall be unlit.

7. Political signs shall not be erected or affixed on or to any public property or utility poles and in no event may political signs be erected or affixed by any person on or to any property without the consent of the owner or occupant of such property.

F. Civic Activity Signs. Civic activity signs shall require a permit. Any sign that advertises a civic event open to the public and sponsored by a political subdivision of the state, educational institution, religious institution, civic or fraternal organization, or not-for-profit organization is permitted as follows:

1. Any person or organization desiring to erect a temporary civic activity sign shall make application to the planning director or his/her designee in writing at least 30 days prior to erecting the sign. The planning director may make exception to this timing requirement at his or her discretion.

2. The planning director or his/her designee may grant permission for the installation of an off-site civic activity sign on public property for a period not to exceed 30 days if, in his/her opinion, the proposed display or sign will not adversely affect the neighborhood or create a nuisance to the surrounding area.

3. Civic activity signs shall not exceed 32 square feet and shall not be higher than six feet in height.

All of these are content based and should be revised as set forth above.

G. Community Banners or Cloth Signs. Community banners shall require permits. Such signs may be permitted and extended across the public street by permission of the town planner or approved representative. Such signs may only be placed at town-designated locations and erected by town personnel. Signs may be hung three weeks before an event and must be taken down no later than two days after the event is concluded.

Community banners are not defined in the code, but to the extent this dictates what can be put in the banner, it is content based. The solution would be to prohibit signs that extend across a street unless issued with a permit allowing use of the right of way.

H. Banners. Banners shall require a sign permit. Such signs may be permitted on private property. Banners may be used to advertise a sale, other special events, or for businesses waiting for a permanent sign. Businesses are only allowed one banner per wall with a maximum of two banners per business at any one time. All banners must comply with the following:

This is content based and will need to be revised.

1. Maintenance Standards. All banners must be legible, made of durable materials and must be well maintained.
2. Time Limitation. Banners are limited to two 30-day placements per calendar year.
3. Location on Property. Banners must be located completely on a wall, and tacked down on four corners. Banner size shall be regulated to a maximum of 10 percent of the architectural elevation per wall.

I. A-Board Signs (Sandwich Boards).

1. A-board signs shall require a permit.
2. A-board sign faces shall be a maximum of 48 inches in height by 32 inches in width.
3. Any application for a permit to locate an A-board sign in a public right-of-way shall include in the application a certificate of liability insurance naming the town of Eatonville as additionally insured. The certificate of liability shall be in the form of general commercial liability insurance in a minimum amount of \$1,000,000 per occurrence.
4. A-frame signs may be permitted in a multi-tenant complex if allowed as part of an approved sign program.
5. There shall be a maximum of one A-board per street frontage per business.
6. A-board signs shall allow for a clearance of paved walkways of not less than 42 inches.
7. A-board signs shall be allowed for commercial uses only.

This is a content based distinction and should be removed or revised.

8. A-board signs shall be constructed of metal, wood, chalkboard, or white board and shall be designed to resist wind loads.
9. A-board signs shall be removed when the establishment is not open for business.
10. A-board signs shall be kept in a legible, intact, and well-maintained manner.
11. A-board signs shall not be lit.

12. A-board signs shall be located on or immediately adjacent to the business or building to which the sign is associated.

J. **Garage Sale Signs (Yard Sale, Moving Sale, Patio Sale)**. No sign permit is required. Such signs shall be limited to one sign on the premises and three off-premises signs. No such sign shall exceed four square feet in sign area. The off-site signs shall be attached to a two- to four-foot wooden stake and may be stuck into the ground within a public right-of-way or on private property with that property owner's permission, but shall not obstruct pedestrian paths. Off-site signs shall include the address where the sale is to be located. The sign or signs may be displayed only during the sale and must be removed the day the sale ends. Signs may not be attached to light poles, power poles, street signs, and may not be placed in any parks including welcome point. The person or persons for whom the sign or signs are displayed shall be responsible for its removal and subject to the penalties as provided by this title.

See above comments.

K. **Seasonal Signs**. No sign permit is required. Vendors who receive a temporary business license for seasonal or temporary sales activities (e.g., Christmas trees or fireworks) are permitted one sign not to exceed 20 square feet in sign area. This sign shall be mounted to the booth or trailer used for temporary sales.

See above comments.

L. **Temporary Window Signs**. Temporary window signs shall not cover more than 25 percent of any window and shall be immediately removed or replaced in the event that such a sign deteriorates from its original condition. Temporary window signs may be displayed for no longer than 30 days.

M. **Feather Signs**. Feather signs shall require a sign permit within the downtown and general commercial zoning districts (C-1 and C-2). In addition to all other permitted signs, a maximum of two on-site feather signs may be permitted for each business. Such signs may contain language, design(s) and/or pictures for advertisement, greeting or similar commercial messaging purposes. To preserve the aesthetic value of the town, feather signs shall be prepared in appearance or in fact by design professionals (e.g., graphic designers, professional sign shops). Feather signs shall be:

This is a content based rule and should be removed or revised.

1. A maximum of 14 feet in height.
2. No more than 37.5 inches in width.

3. Located only on the business's private property.
4. A minimum of one foot from driveways and sidewalks (or curb if no sidewalk is present).
5. A minimum of five feet from the side yard lot line.
6. Placed no closer than 10 feet from all signs.
7. Designed and located in a way that does not create a safety hazard (including but not limited to vehicular and/or pedestrian traffic and movement).
8. Kept neat and orderly around the base.
9. Securely anchored in a temporary fashion.
10. Subject to inspection for compliance with all applicable regulations.
11. Businesses with an existing illegal sign shall be prohibited from using feather signs.
12. Feather signs must be replaced once they becomes faded, ripped or tattered as determined by the mayor or his/her designee. (Ord. 2014-06 § 2, 2014; Ord. 2007-19 § 2, 2007).

18.06.090 Permanent signage design guidelines.

A. Administration. The following design guidelines shall be administered by the planning director in addition to the sign regulations contained in this chapter. All signs and sign programs approved shall comply generally with the guidelines in subsection B of this section. Once a sign program is approved, individual signs under that program shall not be reviewed under the design guidelines. If a sign permit is denied because the planning director finds that the sign proposal does not comply with the design guidelines and if the applicant disagrees with the director's finding, they may appeal the decision to the design review board. Until such a board is created, the planning commission shall hear appeals to the design review board. The use of the word "shall" in the design guidelines is obligatory. The use of the word "should" in the design guidelines means that the guideline is a requirement if it is applicable to the particular sign proposal. The planning director or the design review board may use their discretion in review of sign proposals under the design guidelines and shall have the authority to determine in their professional opinion which guidelines apply on a case-by-case basis. Design review board decisions shall be final.

B. Sign Guidelines.

1. Intent.

a. Signs should be used primarily for the purpose of identification or conveying recognition of a particular business or development.

b. Signs should be consistent with building design and surrounding structures, and be appropriate to the type of activity to which they pertain. Design elements such as size, material, lighting, color, lettering style and the number and arrangement of signs should present a professional appearance and a quality of permanence.

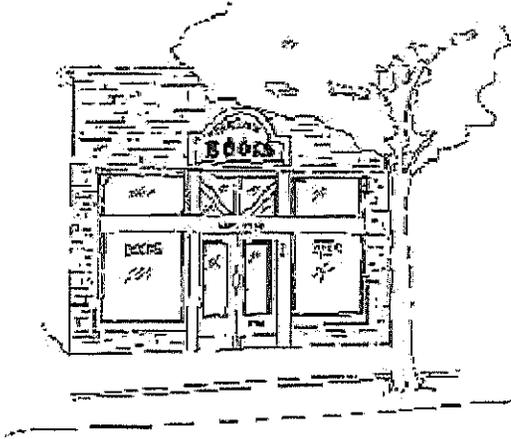


Figure 1: Sign criteria (B)(1)(a) through (g) of this section.

c. The shape of the sign should strive for simplicity with all elements constituting an integrated design with the building and the landscaping.

d. A sign should be legible.

e. A sign should not overshadow its building or surroundings.

f. The scale of a sign should be in proportion with the building or site to which it pertains.

g. For historic landmarks, a sign should be consistent with the historic character and should not obscure significant features.



Leave the rest of building elements



Keep sign proportionately in building

DON'T DO THIS:



Keep sign proportionate scale relative to other elements



Integrate sign around building elements such as windows or canopy

DO THIS:

Figure 2: Sign design criteria of this section.

2. Design Criteria.

a. Sign Message.

i. Signs should be used primarily for the purpose of identification, conveying recognition of a particular enterprise, group of enterprises, or franchise. The sign message shall be the name identification of the business. Project and service information may only be integrated into the primary signs as smaller, secondary copy.

ii. The sign message, if oriented towards automobile traffic, should reflect the speed of traffic and the distance at which the sign is seen.

iii. Use of easily recognized symbols, such as logos, is encouraged.

iv. Signs should provide for good aesthetic presentation of the sign message through careful consideration of color combinations, illumination, sign placement, letter height, proportion and spacing, and by avoiding use of small and/or excessive lettering.

v. The shape of a sign should strive for simplicity with all elements constituting an integrated design.

vi. The use of third party signs is discouraged. If a third party sign is necessary, the size of that sign shall be included in overall allowed square footage for signs permitted under this chapter.

vii. The advertising content of signs should be simplified so that it does not detract from the identification purpose and the legibility of signs.

b. Color.

i. Colors should be used which are complementary and restrained. Bright and brilliant colors should be avoided except for use as accent color. No specific color or combination of colors is prohibited.

ii. Sign colors should be visible without being garish, and consideration should be given to the contrast between sign letters and their background.

iii. Signs should be oriented to the roadway and sidewalks and not toward adjacent residential, recreational, or open space uses.

iv. Franchises are subject to the same signage standards as other commercial uses, and are strongly encouraged to use the minimum amount of signage and building features to convey corporate identity.

c. Illumination.

i. Illumination from or upon any sign shall be shaded, shielded, directed, or reduced so as to avoid undue brightness, glare or reflection of light on private property in the surrounding area, and so as to avoid distracting pedestrians and motorists. "Undue

brightness” is illumination in excess of that which is reasonably necessary to make the sign reasonably visible to the average person on the adjacent street. Illumination, if used, shall be what is known as white or yellow and shall not be blinking, fluctuating, or moving. Light rays shall shine upon only the sign or upon the property on which the sign is located and shall not spill over the property lines in any direction, except by indirect reflection.

ii. Indirect lighting is encouraged.

d. Wall Signs.

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

ii. On multi-tenant buildings wall signs should be evaluated for compatibility as part of a sign program with the building fascia and neighboring signs in terms of size, color, lighting materials, sign style, and quality.

iii. The depth of wall signs on multi-tenant buildings should be consistent.

e. Freestanding Signs.

i. Freestanding signs shall be of a style, material, and design compatible with the associated building.

ii. Berming shall not be used to exceed the maximum allowable height of signs.

iii. The base or support elements of freestanding signs should be integrated with the surrounding environment. Landscaping may be required to buffer such signs.

iv. Freestanding signs should be sited so that they integrate with the location of street trees and other site landscaping, and to avoid obscuring the view of adjacent freestanding signs. (Ord. 2007-19 § 2, 2007).

18.06.100 Single-tenant permanent signage.

A. Number.

1. Each single-tenant business may erect signs not to exceed the maximum number allowed for each type of sign as follows:

a. Freestanding and Projecting Signs. Each single-tenant business may erect one freestanding or projecting sign per street frontage.

b. Wall Signs. Single-tenant businesses may erect one wall sign per building elevation (maximum four).

c. Window Signs. Each business may erect one permanent window sign per window.

d. Marquee Signs. A business may erect a marquee in lieu of a projecting sign and wall sign on that building face.

e. Awning Signs. One awning sign per building face is permitted; however, the number of awnings is not limited.

f. Roof Signs. One roof sign per business may be approved if it meets the requirements of this chapter.

B. Sign Types and Requirements.

1. Freestanding Pole Signs.

a. One pole sign up to 20 feet in height and up to 50 square feet in area may be permitted; provided, that the planning director determines that the sign proposal meets the following criteria:

i. The building to which the pole sign is to be associated existed prior to the adoption of the ordinance codified in this chapter. (New buildings should be designed with other types of signage in mind.)

ii. There are preexisting structural or architectural features which prohibit the effective use of wall, projecting, marquee, and awning signs, and the only possible location for a ground sign would obstruct a required sight triangle or would unavoidably result in the loss of more than one parking stall.

b. A pole sign may not be approved for a business in conjunction with a roof sign on the same street frontage.

c. Maximum sign area shall be based on street frontage as follows:

Parcel Frontage	Maximum Area per face	Maximum Height
< 50 feet	24 square feet	15 feet
50 – 99 feet	36 square feet	20 feet
100 feet and over	50 square feet	20 feet

2. Freestanding Ground Signs.

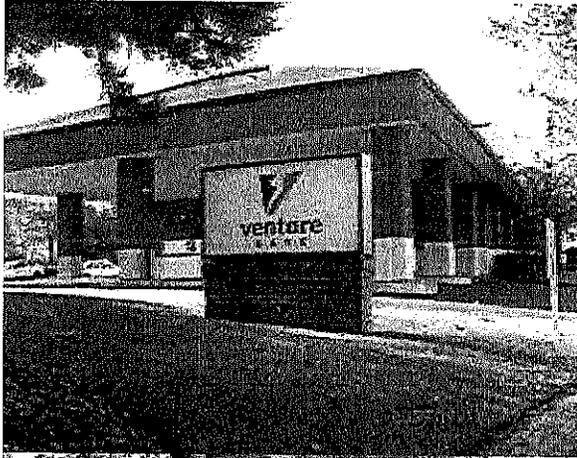
a. Maximum height depends on frontage length:

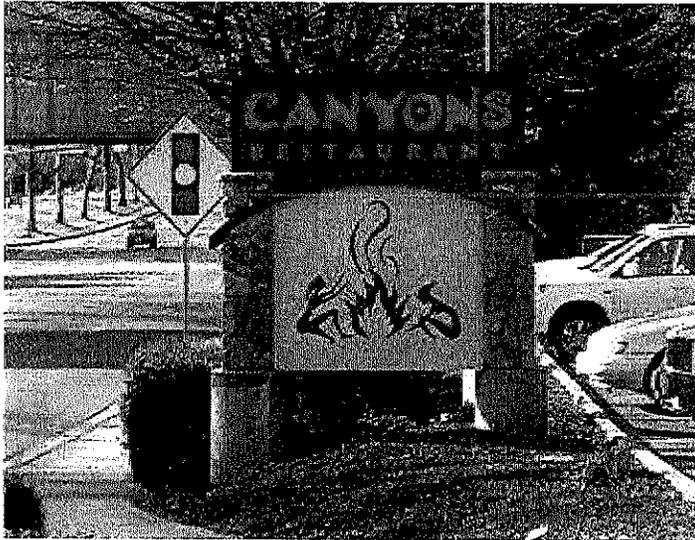
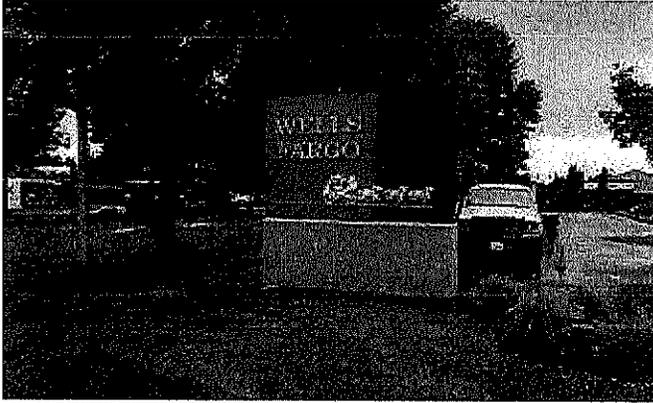
- i. < 50 frontage feet: six feet maximum height;
- ii. 50 – 150 frontage feet: seven feet maximum height;
- iii. > 150 frontage feet: eight feet maximum height;

b. Maximum area:

- i. < 50 frontage feet: 30 square feet per face;
- ii. 50 – 150 frontage feet: 42 square feet per face;
- iii. > 150 frontage feet: 56 square feet per face;

c. Maximum Monument Structure Size. The monument sign structure shall not exceed the allowable sign area by greater than 20 percent.





3. Freestanding monument signs are prohibited.

4. Freestanding pylon signs are prohibited.

5. Projecting Signs.

a. Location. Projecting signs shall be attached to a wall which fronts a street.

b. Maximum Height. The mid-point of a projecting sign shall not be any higher than the mid-point of the second story of the building to which it is attached. In any event, a projecting sign shall be no higher than 25 feet in height above the adjacent ground and shall not be higher than the associated building.

c. Maximum Area. Maximum projecting sign area shall be based on the width of the street-facing wall to which the sign is attached:

Street-Facing Wall Width	Maximum Projecting Sign Area
< 20 feet	16 square feet
20 – 35 feet	25 square feet
> 35 feet	36 square feet

d. Projecting signs shall have a maximum of two sign faces.

e. Projecting signs shall not project more than eight feet from the wall of the building to which the sign is attached and when projecting into a public right-of-way shall not project to within two feet of the curb line.

6. Awnings.

a. Awnings shall not be backlit.

b. The area of signage to be printed on an awning shall not exceed 30 percent of the total area of the exposed face of the awning on which the signage is to be located. The signage area shall be calculated on the smallest rectangle, circle, or spherical figure which will enclose the entire copy area of the sign. Any calculation shall include the area between the letters and lines as well as the area of any devices which are intended to attract attention.

c. Below an awning, one hanging sign up to four square feet in area may be permitted per business per street frontage; provided, that it shall not hang less than eight feet above the sidewalk below.

d. Awnings may project into a public right-of-way but shall not project further than to within two feet of the curb line.

7. Wall Signs. The surface area of any building-mounted sign or canopy-mounted sign shall not exceed the figures derived from the following schedule:

Architectural Building Elevation Wall Area	Maximum Sign Surface Area (For That Wall Area)
Below 100 sq. ft.	18 sq. ft.

Architectural Building Elevation Wall Area	Maximum Sign Surface Area (For That Wall Area)
100 – 199 sq. ft.	18 sq. ft. + 11% of facade area over 100 sq. ft.
200 – 499 sq. ft.	30 sq. ft. + 6% of facade area over 200 sq. ft.
500 – 999 sq. ft.	48 sq. ft. + 6% of facade area over 500 sq. ft.
1,000 – 1,499 sq. ft.	78 sq. ft. + 6% of facade area over 1,000 sq. ft.
1,500 – 2,999 sq. ft.	108 sq. ft. + 3% of facade area over 1,500 sq. ft.
Over 3,000 sq. ft.	153 sq. ft. + 3% of facade area to a maximum of 200 sq. ft.

8. Marquee Signs. Marquees are to be considered a structural part of a building and shall require a building permit. Marquees may project into a public right-of-way but shall not project further than to within two feet of the curb line. Signs which are to be erected on a marquee shall not exceed 30 percent of the background of the face of the marquee to which the sign is affixed.

9. Window Signs. Permanent window signs shall not exceed 30 percent of the total area of the window on which the sign is to be affixed.

10. Roof Signs. Roof signs may be on buildings existing prior to the adoption of the ordinance codified in this chapter in lieu of a wall sign on the building face to which the roof sign is associated; and providing, that the roof sign proposal meets the following criteria:

a. The sign proposal represents a superior design due to the incompatibility of freestanding, projecting, awning, marquee, and wall signs with the architecture of the building or the site.

b. The sign proposal's primary purpose is not to increase sign visibility from a distance greater than that of which a freestanding, projecting, awning, marquee, or wall sign which conforms to the requirements of this title would be visible.

c. The sign area of the roof sign shall not exceed the square foot area which would be allowed for a wall sign on the face of the building to which the sign is associated.

d. A roof sign shall not be approved for a business in conjunction with a pole sign on the same street frontage. (Ord. 2007-19 § 2, 2007).

18.06.110 Multi-tenant permanent signage.

A. Approved Sign Program Required. When more than one business occupies a lot, building, or complex, all signs for businesses on the lot or within the building or complex shall be based on a uniform sign concept approved by the planning director and which conforms to the requirements of this section. All subsequent tenant/unit signs must conform to the approved sign program in addition to sign review criteria contained in this chapter unless a modification from the sign program is requested by the property owners. The sign program shall establish standards and criteria for all signs in the complex that require permits, and shall address, at a minimum, the following:

1. Proposed sign locations.
2. Materials.
3. Type of illumination.
4. Design of freestanding sign structures.
5. Size.
6. Quantity.
7. Uniform standards for nonbusiness signage, including directional and informational signage.

B. Number.

1. Each multi-tenant building may erect the following types of signs not to exceed the maximum number allowed for each type of sign as follows:

- a. Freestanding Signs.

i. Multi-tenant buildings or complexes with less than 300 feet of frontage may have one freestanding sign.

ii. Multi-tenant buildings with 300 feet or more frontage may have two freestanding signs.

iii. Individual businesses are not permitted individual freestanding signs (except for service stations); however, the freestanding sign as permitted for the multi-tenant building or complex may be a ganged sign listing the names of the businesses located in the multi-tenant building or complex.

b. Wall Signs. Each business within a multi-tenant complex may have one wall sign per building elevation (maximum four).

c. Projecting Signs. Projecting signs are permitted on freestanding buildings within a multi-tenant complex.

d. Window Signs. Each business may erect one permanent window sign per window.

e. Marquee Signs. Marquee signs are permitted for theaters within a multi-tenant complex.

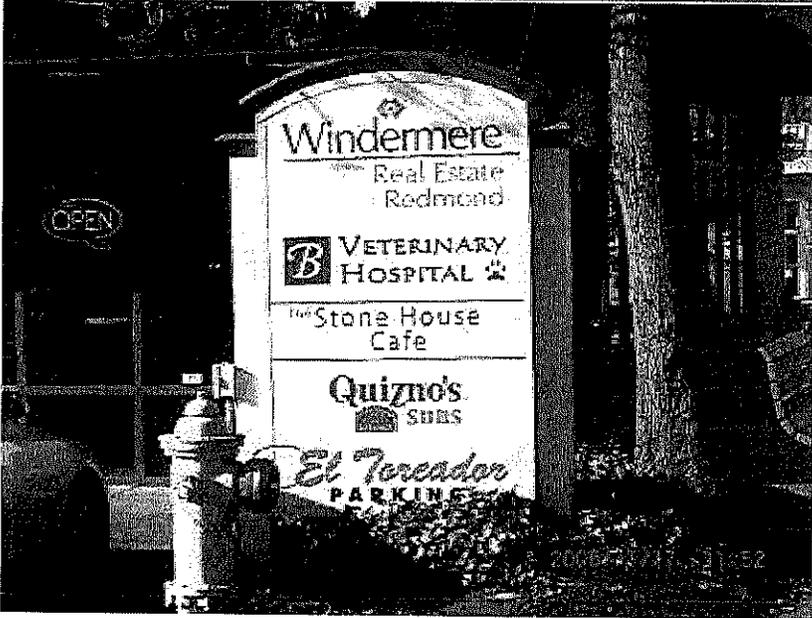
f. Awning signs are permitted.

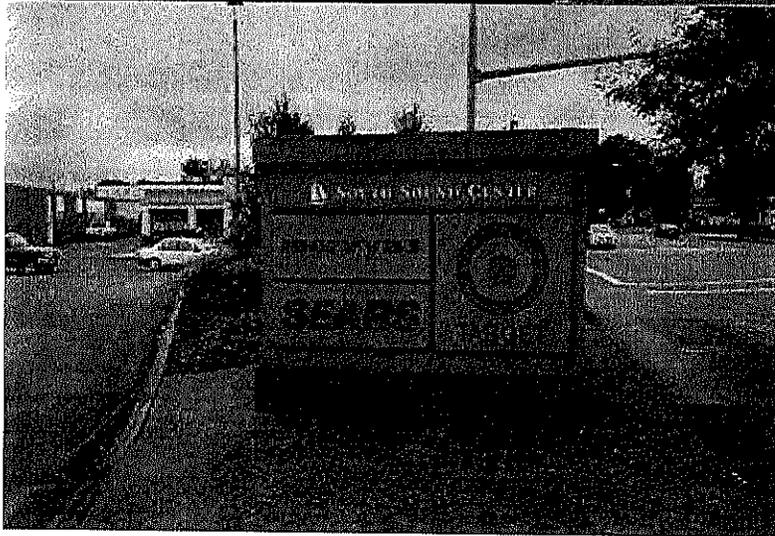
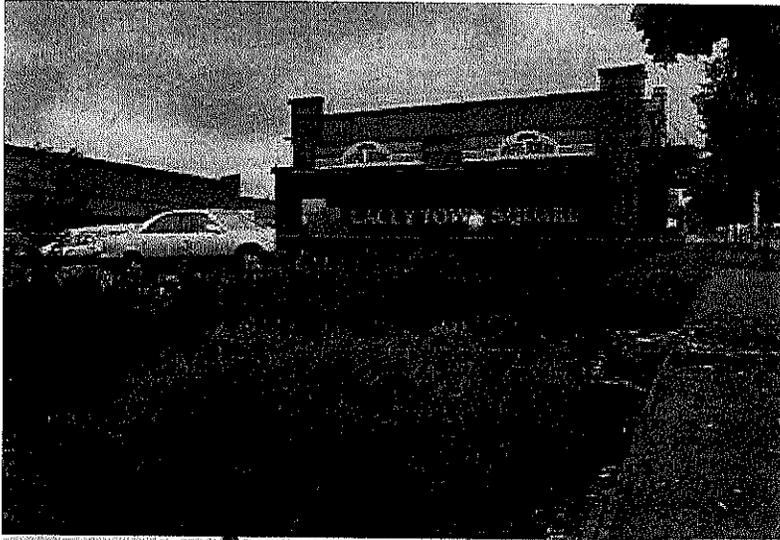
C. Sign Type and Requirements.

1. Freestanding Signs.

a. Ground Signs. Ground signs are permitted as follows:

Total ROW Frontage	Allowable Sign Area	Allowable Sign Structure Size	Maximum Height
< 100 feet	36 square feet	54 square feet	6 feet
100 – 199 feet	56 square feet	78 square feet	7 feet
200 – 299 feet	66 square feet	88 square feet	7 feet
300 feet and over	72 square feet	90 square feet	8 feet





b. Monument and Pylon Signs. Monument and pylon signs are permitted as follows:

Total ROW Frontage	Allowable Sign Area	Allowable Sign Structure Width	Allowable Structure Height
200 – 299 feet	66 square feet	7 feet	18 feet
300 feet and over	72 square feet	8 feet	20 feet



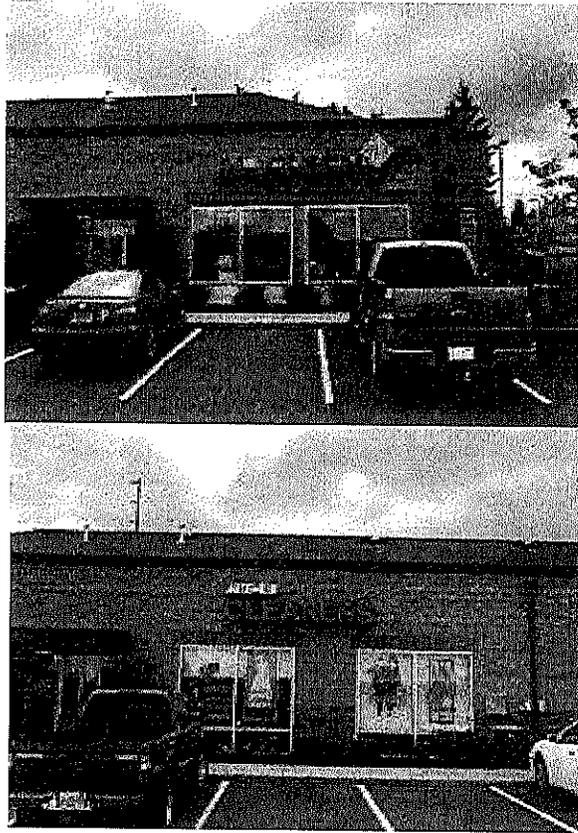
c. Pole signs are prohibited.

d. When more than one freestanding sign is permitted for a multi-tenant complex, the freestanding signs shall be spaced a minimum of 100 feet apart.

2. Wall signs are permitted in accordance with the requirements of EMC 18.06.100(B)(7).



Wall Signs



3. Projecting signs are permitted in accordance with the requirements of EMC 18.06.100(B)(5)(b) and (c).
4. Window signs are permitted in accordance with the requirements of EMC 18.06.100(B)(9).
5. Marquee signs are permitted in accordance with the requirements of EMC 18.06.100(B)(8).
6. Awnings are permitted in accordance with the requirements of EMC 18.06.100(B)(6).
7. Roof Signs. Roof signs are not permitted in multi-tenant complexes. (Ord. 2007-19 § 2, 2007).

18.06.120 Other permanent signage.

A. Service Station Signage.

1. Service stations may have an additional four square feet per face per fuel type (maximum of four fuel types) to advertise fuel prices.

2. Service stations may advertise the brand of gasoline on the side of a service station canopy. Sign lettering shall not exceed 20 inches in height.

3. If a service station is located in a multi-tenant complex, the service station may have an additional freestanding sign (in addition to that allowed for the multi-tenant complex) for the purposes of identification and fuel price display.



B. Subdivision Signage. Up to one permanent single-faced ground sign may be placed per side of a street or driveway per entrance to a subdivision or PUD for the purposes of identifying the name of the development; provided, that the sign(s) be no taller than seven feet in height and 32 square feet per face in text or graphical area. Signs may be located within a public right-of-way if approved by the planning director. The area around such signs shall be landscaped and provision for the maintenance of the landscaped area shall be a condition of approval. Signs shall be constructed of masonry, stone, metal, or wood and, if lit, shall be lit indirectly.

C. Address Signs. Each residence, building, business, or complex of businesses shall display and maintain on-premises street address number identification. The number or letters shall be visible from the street and be at least six but not greater than 12 inches high and of a color contrasting with the background upon which placed. Street address identification signs shall not require a sign permit.

D. Bulletin Boards.

1. Bulletin boards shall require a sign permit.

2. Bulletin boards shall be incorporated into the design of a freestanding or wall sign.

3. If a bulletin board is to be combined into the design of a freestanding or wall sign, an additional 12 square feet in area per face in addition to that which is allowed for the freestanding or wall sign shall be allowed.

4. The bulletin board shall be limited in height to the maximum height of the sign into which it is being incorporated.

5. Bulletin boards may be single- or double-faced.

6. Changing message center signs may be used as a bulletin board subject to the following requirements:

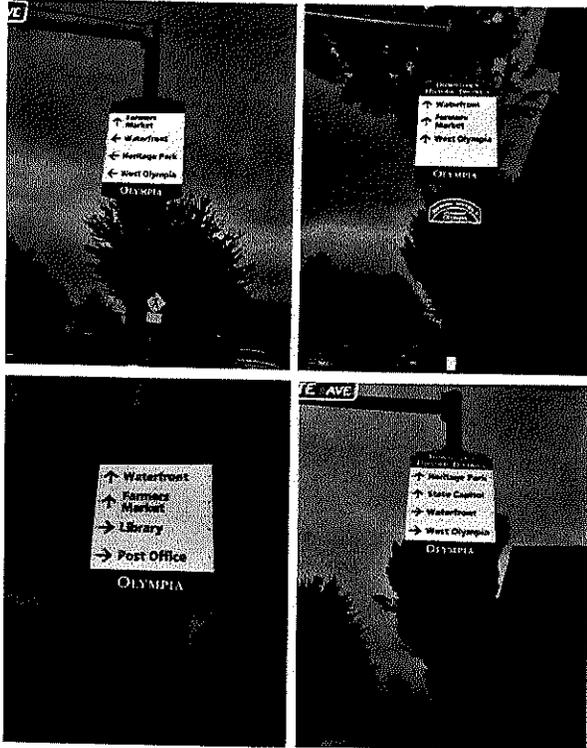
a. Messages on electronic reader boards shall be fixed for a minimum of five seconds.

b. Flashing messages, scrolling messages, and animation are prohibited.

c. In between each five-second fixed message, the sign may switch to the time and temperature which shall be displayed for a minimum of two seconds.



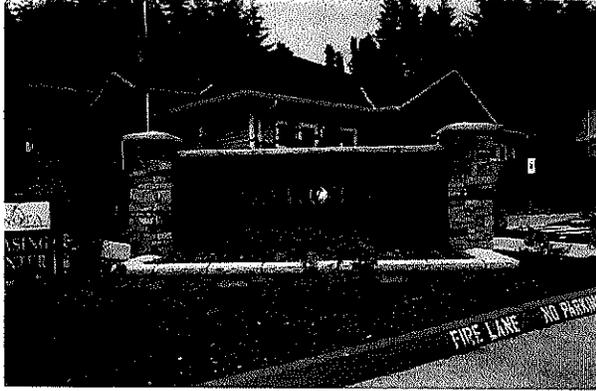
E. Way-Finding Signage. All way-finding signage shall be erected in accordance with a way-finding signage plan to be approved by the planning director. All way-finding signage to be erected within the town shall be of a uniform design concept.



F. Home Occupations. Home occupations located in SF or MF zones are limited to one two-square-foot sign which may be indirectly illuminated.

G. Multifamily Buildings. A multifamily building which is not part of a complex may erect one sign not to exceed 18 square feet in area and five feet in height. Rental information such as name and contact information may be included as a subservient portion of the sign. Signs may be wall-, ground-, or fence-mounted.

H. Multifamily Complexes. Multifamily complexes are permitted two signs per entrance not to exceed 18 square feet in area and five feet in height. Rental information such as name and contact information may be included as a subservient portion of the sign. Signs may be wall-, ground-, or fence-mounted.



I. Off-Premises Signs.

1. Off-premises signs may be erected by any building owner (or business owner in the event of a single-tenant building) who has a single-tenant building or multiple-tenant complex which is not located on an arterial or collector. Such a sign may be placed on private property (in addition to any other signs on that property) with the permission of that property owner and after obtaining a sign permit. There is a maximum of one sign per business and such a sign shall either be consistent with the town's way-finding signage plan or shall be of a similar construction to way-finding signage as follows.

- a. The sign(s) shall be mounted on a pole not to exceed nine feet in height.
- b. The sign(s) shall be of a maximum dimension of 42 inches by 10 inches.
- c. The sign(s) may include the name of the business or service and a directional arrow.

Below is an example of way-finding signage and of the type of sign which would be suitable for use as an off-site sign.



2. A public agency may erect an off-premises sign on town-owned property subject to compliance with the application procedures, sign regulations, design standards, and fees set forth in this chapter. Applications from public agencies to erect off-premises signs on town-owned property shall be reviewed and approved by the town council. The applicant shall have the burden of demonstrating:

- a. The sign meets applicable town sign regulations and design standards;
- b. The applicant's property is subject to site constraints and/or unique circumstances are present that warrant the placement of the off-premises sign on the town's property; and
- c. The sign location and design will: (i) be reasonably consistent with any existing or future development or utility plans; (ii) not create vehicular or pedestrian safety hazards; and (iii) not create an unreasonable impediment to the use of the town's property, or any right-of-way, access or utility easement.

The applicant shall execute a lease in a form satisfactory to the town attorney and approved by the town council. The town council may elect to forward the public agency's sign application to the planning commission for a recommendation, which shall be returned to council in no more than 60 days.

Limiting the use of off-premises signs could be considered a content based restriction, in that it would not allow a similarly situated business owner to obtain a sign permit.

J. Internal Circulation Signage. Such signs may be used to indicate vehicle entrances, exits, drive-thrus, or other instructions, but may not contain commercial advertising. Internal circulation signage shall not require a permit. Maximum two and one-half feet high, maximum two feet width, maximum six-inch-high lettering size and these signs may also be designed to be on poles.

K. Informational Signs. Such signs shall require a permit and may be used for informational purposes only, and not for advertising copy. Such signs may be a maximum of six square feet in size, must be designed in a uniform manner using a single background color and a single color and typeface for wording and may be designed to be on poles. (Ord. 2014-06 § 3, 2014; Ord. 2007-19 § 2, 2007).

18.06.130 Historic signs.

Historic character signs which do not meet certain requirements of this title may be approved on a case-by-case basis by the design review board. (The planning commission shall act as the design review board until such a board is created.) Such sign proposals may be approved if the design review board determines that such a sign meets the following criteria:

- A. The sign proposal would enhance the historic character of the town.
- B. The sign's character is consistent with the architecture and era of the structure to which it is to be associated.
- C. The sign would not have a negative impact on the use of surrounding properties (i.e., the sign would not block views, produce excessive glare, etc.).
- D. The sign proposal is generally consistent with the intent of the permanent signage design guidelines. (Ord. 2007-19 § 2, 2007).

18.06.140 Nonconforming signs.

A. Any sign legally existing at the time of passage of the ordinance codified in this chapter that does not conform to this chapter in use, height, size, or location shall be considered a legal nonconforming use or structure and shall be permitted to continue in such status; provided, that the degree of nonconformity is not increased and until one of the following occurs:

1. Structural repairs are proposed or required which will exceed 50 percent of the total cost of replacement for the sign; or
2. The building or property to which the sign is associated is improved in an amount that exceeds 25 percent of the current county-assessed improvement valuation; or

3. The sign is an abandoned sign.

B. Additionally, nonconforming signs shall be maintained and improved to the highest degree possible including:

1. Repainting to repair weathered, flaking, or chipped paint; and
2. Replacement of any damaged, faded, or discolored materials; and
3. Maintenance of all lighting; and
4. The planting and maintenance of a landscaping area surrounding the base of a freestanding sign. This landscaping area shall be kept free of litter and debris at all times.
5. The failure of an owner to comply with these requirements shall result in a notice of violation and a timeline for which to either comply or remove the nonconforming sign.

This section should also allow for the Town to remove or repair the sign at the owner's expense in the event the owner fails to comply.

C. The burden of demonstrating that a sign is a legal nonconforming sign shall fall on the sign's current owner. (Ord. 2007-19 § 2, 2007).

18.06.150 Permitting fees.

Sign permitting fees shall be set by the town council by resolution. (Ord. 2007-19 § 2, 2007).

This is set forth above and can be removed.

18.06.160 Removal and disposal of illegal signs on public property or within a public right-of-way.

A. Any sign on public property or within a public right-of-way or easement, including utility poles within a public right-of-way or easement, that violates any section of this chapter or the EMC may be removed by the town without notice.

B. If the advertiser can be determined, the town shall store the illegal sign for 30 calendar days after the day the sign was removed and notify the advertiser that the town is storing the sign and the time and location where the sign can be retrieved. The advertiser may retrieve the sign during any working days within this 30-day period.

C. To reimburse the town for the costs of removing and storing the sign, an advertiser retrieving a sign shall pay the town a \$50.00 fee for each sign removed to compensate the town for its costs. This fee is a

reimbursement of town costs and shall not be considered a penalty. This fee shall be paid in addition to any penalty levied.

D. If the town's determination that the sign is illegal is appealed and the decision-maker determines the sign is not illegal, the advertiser shall not have to pay the fee. If the fee has been paid, the town shall reimburse the advertiser. Any appeals of the town's determination that the sign is illegal shall not stay the requirement to comply with the Eatonville Municipal Code.

E. If the advertiser cannot be determined or the sign is not picked up by the advertiser within the time period set by subsection B of this section, removal and disposal of illegal signs, the town shall dispose of the sign. The removal and disposal of signs is an enforcement mechanism and is not a penalty. The placement of illegal signs may be subject to the penalties provided for in Chapter 18.10 EMC in addition to the removal and disposal of illegal signs.

F. The town and its officers, employees, or contractors shall not be responsible for any lost or damaged signs located on public property, public rights-of-way, or public easements while on the property, right-of-way or easement, or in town custody. (Ord. 2007-19 § 2, 2007).

18.06.170 Voluntary compliance incentive.

Any previously permitted sign or any sign which was erected prior to May 23, 1994, which is brought into voluntary compliance with this code prior to May 15, 2009, shall be exempt from all sign permitting fees. (Ord. 2007-19 § 2, 2007).

18.06.180 Definitions.

There are a number of terms defined in this section which should be removed from the code altogether, given the comments above.

"Abandoned sign" means any sign which is located on property which becomes vacant and unoccupied for a period of six months or more, or any sign which relates to any occupant or business unrelated to the present occupant or his business, or any sign which pertains to a time, event, or purpose which no longer applies.

"A-board sign" means a temporary sign made of metal, wood, chalkboard, or white board that is not permanently attached to the ground, is consistent with the standards set forth in EMC 18.06.110(A)(9), and is designed for and oriented toward pedestrians.

“Animated sign” means any sign which includes action or motion or the optical illusion of action or motion, or color changes of all or any part of the sign facing, requiring electrical energy, or set in motion by movement of the atmosphere. Excluded from the definition are public service signs, searchlights and flags.

Arterial Streets. The following streets within the town of Eatonville shall be considered arterial streets for the purposes of regulating off-site signs:

1. Washington Avenue between Orville Road and Larson Street.
2. Larson Street between Washington and Mashell Avenue.
3. Mashell Avenue.
4. SR 161.
5. Center Street to the east of Eatonville Highway.
6. Eatonville Highway.

“Awning” is a temporary or permanent shelter supported entirely from the exterior wall of a building.

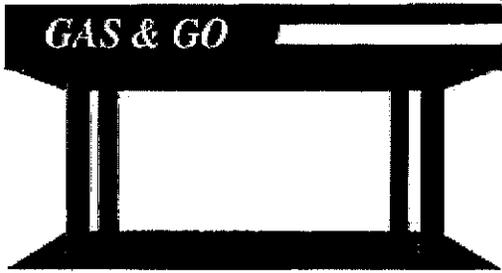
“Banner” means a flexible substrate on which copy or graphics may be displayed.

“Billboard sign” means an outdoor advertising sign or poster panel which advertises products, businesses, and/or services not connected with the site on which the sign is located and which are customarily leased for commercial purposes.

“Building elevation” means the entire side of a building from ground level to the roofline as viewed perpendicular from that side of the building.

“Bulletin board (reader board)” means a sign so designed that the message may be changed by removal or addition of specially designed letters that attach to the face of the sign.

“Canopy sign” means a multisided overhead structure supported by columns, but not enclosed by walls.



Canopy Sign on Freestanding Canopy

“Changing message center sign” means an electronically or electrically controlled sign where different automatic changing messages are shown on the same lamp bank.

“Civic activity sign” means any sign that advertises a civic event open to the public and sponsored by a political subdivision of the state, educational institution, religious institution, civic or fraternal organization, or similar not-for-profit organization.

Collector Streets. The following streets within the town of Eatonville shall be considered collector streets for the purposes of regulating signs:

1. Carter Street.
2. Lynch Street.
3. Center Street to the west of Eatonville Highway.
4. Rainier Avenue.
5. Orchard Avenue.
6. Pennsylvania Avenue.
7. Weyerhaeuser Road.
8. Bergeren Road.
9. Madison Avenue.
10. Alder Street.
11. Antonie Avenue.

“Construction sign” means any sign used to identify the architects, engineers, contractors or other individuals or firms involved with the construction of a building and announce the character of the building or the purpose for which the building is intended.

Fascia Sign. See “Wall sign (fascia sign).”

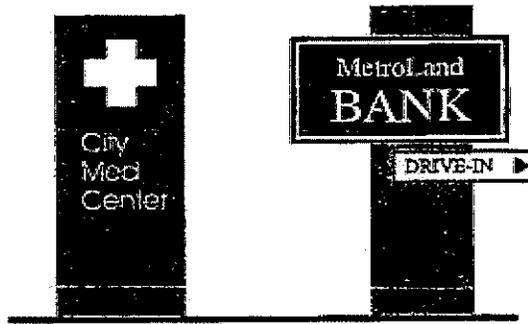
“Feather sign” means a sign made of cloth, plastic or similar material affixed to a pole that is located outdoors. Feather signs are “temporary signs,” securely anchored for safety but not permanently anchored to the ground.



Common Feather Signs

“Flashing sign” means any sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted intermittent light source. Excluded from the definition are public service signs.

“Freestanding sign” means any sign which is supported by one or more uprights, poles or braces in or upon the ground.



Common Freestanding Sign Types:

Monument or Blade Pylon



Pole Ground or Low Profile

“Frontage” means the length of the property line(s) of any single premises along either a public way or other properties on which it borders.

“Garage sale signs,” i.e., yard sales, moving sales, patio sales, means temporary signs used to announce a sale of used items.

“Grade” means the elevation or level of the street closest to the sign to which reference is made, as measured at the street’s centerline, or the relative ground level in the immediate vicinity of the sign.

“Grand opening displays” means temporary signs, posters, banners, strings of lights, clusters of flags, balloons and searchlights used to announce the opening of a completely new enterprise or the opening of an enterprise under new management.

Ground Sign. See “Freestanding sign.”

“Height” or “height of sign” means the vertical distance from the grade to the highest point of a sign or any vertical projection thereof, including its supporting columns.

“Incidental signs” are small signs of a noncommercial nature without advertising intended primarily for the convenience of the public and have a maximum area of three square feet. Included are signs designating restrooms, hours of operation, entrances and exits to buildings and parking lots, help wanted, public telephones, no parking, warning, etc. Also included are labels and brand names directly affixed to consumer products such as the brand name of a garbage container or labels indicating “paper recycling.”

“Informational sign” means a sign within a business park or commercial subdivision indicating only the name of a particular use and the direction in which it is located.

“Internal circulation sign” means a sign used to aid customers in circulation within parking lots of commercial properties.

“Landscaping” means any material used as a decorative feature, such as shrubbery or planting materials, planter boxes, concrete bases, brick work, decorative framing or pole covers, used in conjunction with a sign which expresses the theme of the sign and related structure but does not contain advertising copy.

“Mansard roof” means a sloped roof or roof-like facade architecturally able to be treated as a building wall.

“Marquee” is a permanent roofed structure attached and supported by the building.

“Menu board” means a freestanding sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than 20 percent of the total area for such a sign utilized for business identification.

“Multi-tenant” means a building or complex which houses more than one business or nonresidential tenant.

“Multi-tenant ganged sign” means a single freestanding sign with multiple businesses listed on its face(s).

“Legally existing sign” means a sign which has been issued a sign permit or which was erected prior to May 23, 1994 (the date of adoption for Eatonville’s first sign ordinance).

“Nonconforming sign” means a sign which, whether legally erected or not, does not conform to the requirement of this chapter.

“Off-premises sign” means a permanent sign not located on the premises of the use or activity to which the sign pertains.

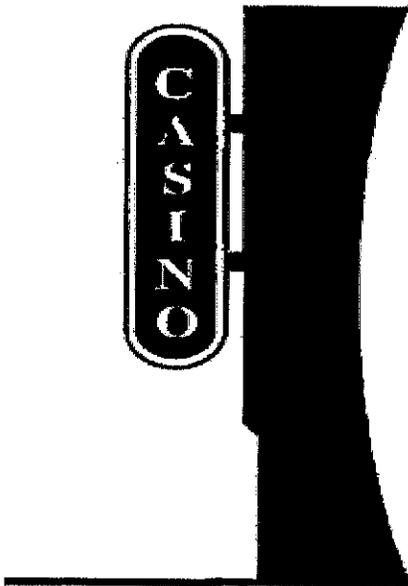
“Parapet” means an extension of a building facade above the structural roof.

Pole Sign. See “Freestanding sign.”

“Political sign” means a sign advertising a candidate or candidates for public elective office, or a political party, or a sign urging a particular vote on a public issue decided by ballot.

“Portable (mobile) sign” means any sign not permanently attached to the ground or to a building or building surface.

“Projecting sign” means a sign other than a wall sign that is attached to or projects more than 18 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.



Projecting Sign

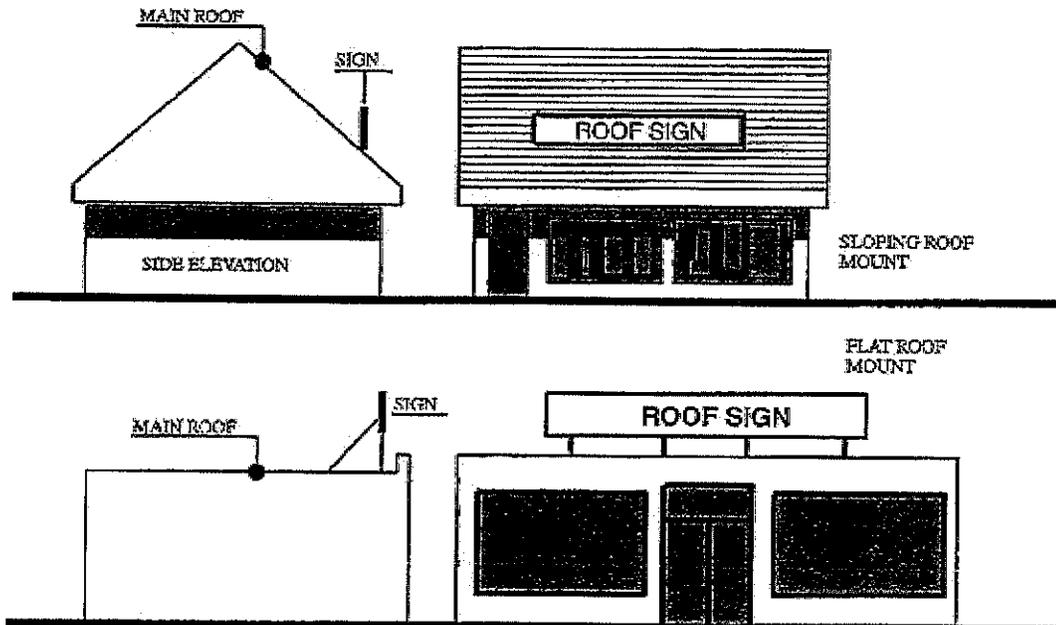
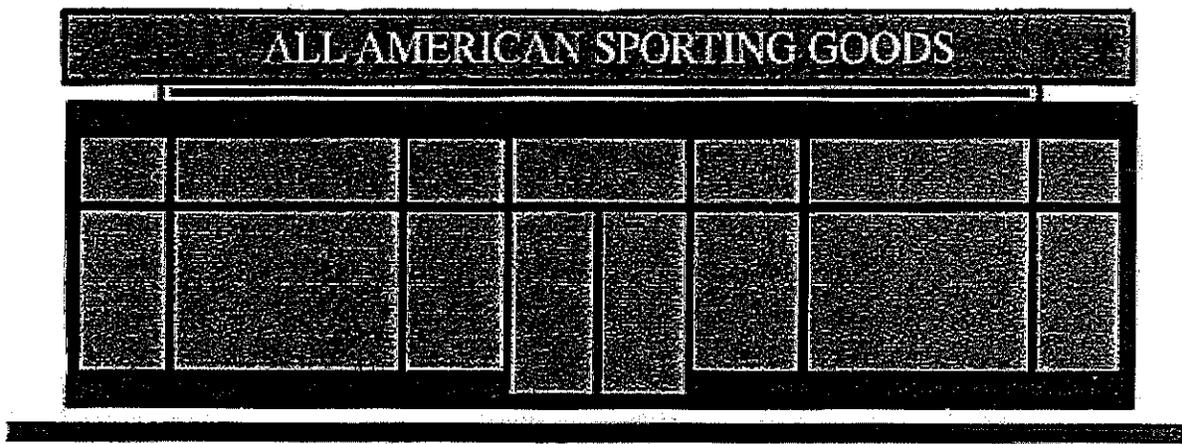
“Public agency” means any agency, political subdivision, or unit of local government of this state including, but not limited to, municipal corporations and school districts; any agency of state government; any agency of the United States; and any Indian tribe recognized as such by the federal government.

“Public service sign” means an electronically or electrically controlled public service sign or portion of a larger sign which conveys only information such as activities, events, time, date, temperature,

atmospheric condition or news of interest to the general public where different alternating copy changes are shown on the same lamp bank matrix.

"Real estate or property for sale, rental or lease sign" means a temporary sign advertising the sale, lease or rental of the property or premises upon which it is located.

"Roof sign" means any sign erected upon, directly above a roof or on top of or above the parapet of a building.

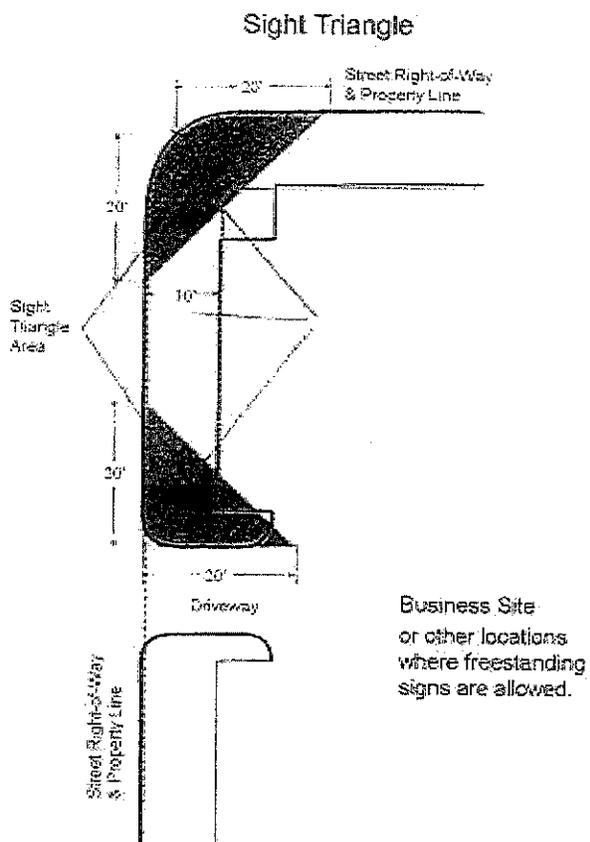


Roof Signs

“Searchlight” means an apparatus containing an electric light and reflector on a swivel for projecting a far-reaching beam in any desired direction.

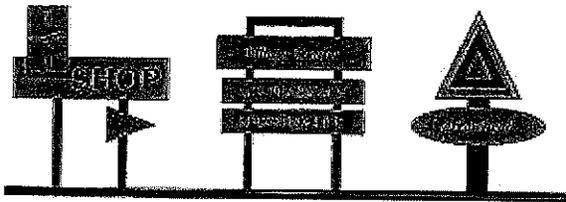
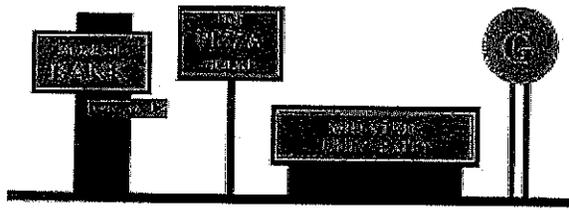
“Seasonal sales sign” means any sign used to advertise a sale of merchandise or other items during a particular holiday season including seasonal fireworks or Christmas holiday sales.

“Sight triangle” means the area in which no sign shall be situated at a height less than 10 feet or greater than three feet. Please see the diagram below.

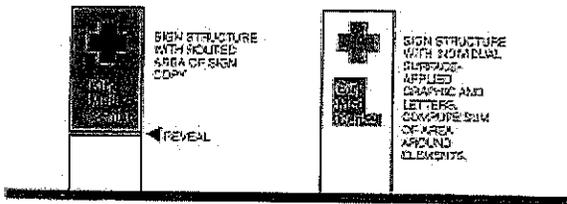


“Sign” means any device visible from a public space that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations.

“Sign area” means the area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The following diagrams demonstrate sign area calculations:



SIGN STRUCTURES



Notes: Sum of shaded areas only represents sign area. Sign constructed with panels or cabinets.

Figure 1003.1(3)

Sign Area – Computation Methodology



COMPUTE AREA INSIDE DEFINED BORDER OR INSIDE CONTRASTING COLOR AREA.



COMPUTE SUM OF AREAS OF INDIVIDUAL ELEMENTS ON WALL OR STRUCTURE.



IN COMPUTING AREA FOR UPPER- AND LOWER-CASE LETTERING, INCLUDE ASCENDERS OR DESCENDERS, BUT NOT BOTH. CALCULATE SUPER ASCENDERS SEPARATELY AS INDICATED.

*Notes: Sum of shaded areas only represents sign area for code compliance purposes.
Examples of signs consisting of individual letters, elements or logos placed on building walls or structures.*

Figure 1003.1(4)

Sign Area – Computation Methodology

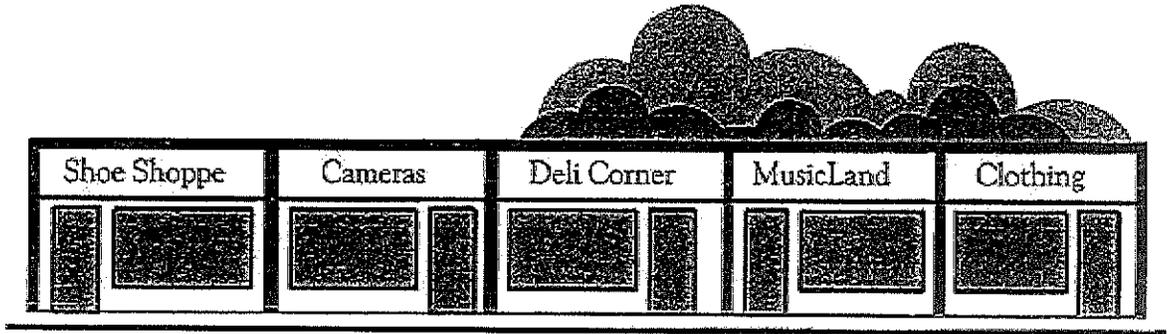
“Special event signs” means temporary signs used to announce a circus, a carnival, festivals or other similar events.

“Temporary sign” means a sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or

not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

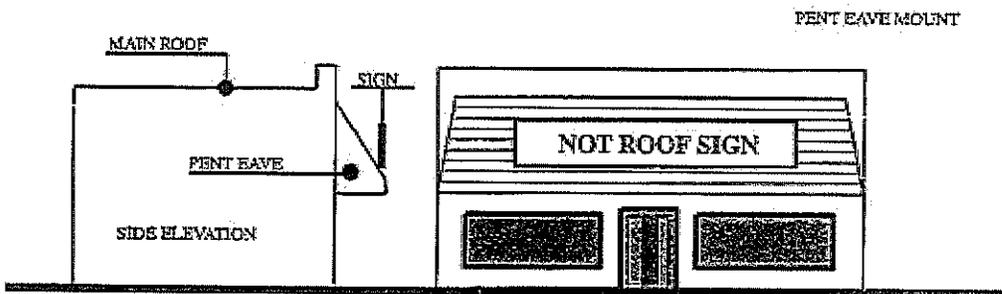
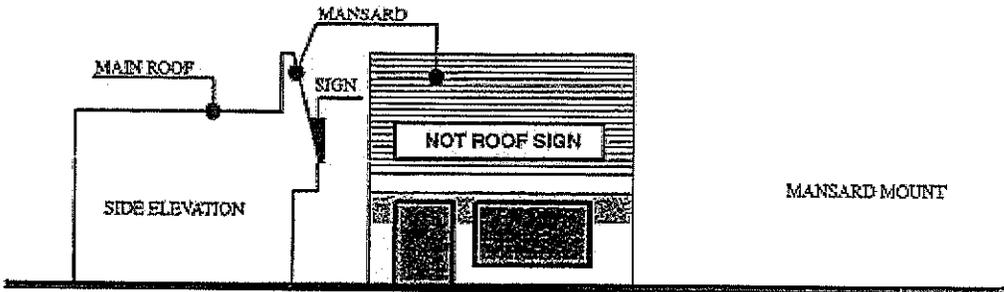
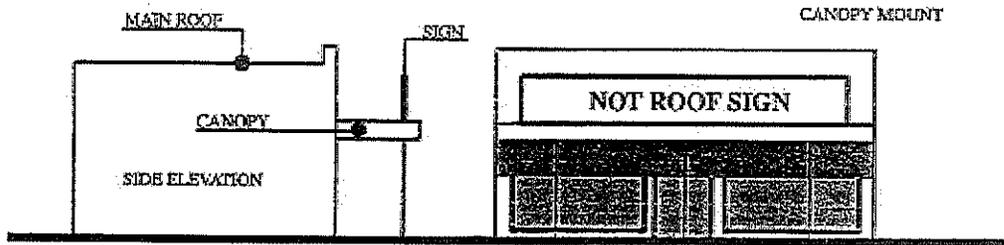
“Wall” means any member or group of members which defines the exterior boundaries of a building and which has a slope of 80 degrees or greater with the horizontal plane. The height of a wall shall be measured as the two-dimensional height from the average finish grade of the particular architectural building elevation adjacent to the wall to the finish roof plane.

“Wall sign (fascia sign)” means any sign attached to or painted directly on the wall, or erected against the wall of a building being parallel or approximately parallel to said wall, and does not exceed a distance of 15 inches from said wall.



WALL OR FASCIA SIGNS ON STOREFRONTS

The following signs shall be considered wall signs.



“Way-finding signage” means signs erected by the town on arterial streets directing the public to public, civic, private or nonprofit facilities. Such signs shall not include the names of specific businesses. (Ord. 2014-06 § 4, 2014; Ord. 2007-19 § 2, 2007).

18.06.190 Validity.

If any section, subsection, paragraph, sentence, clause, or phrase of this chapter shall be declared invalid for any reason whatsoever, such decision shall not affect the remaining portions of this chapter which shall continue in full force and effect, and to this end the provisions of this chapter are hereby declared to be severable. (Ord. 2007-19 § 2, 2007).

18.06.200 Savings clause.

This chapter shall not affect violations of any other ordinance, code or regulation existing prior to the effective date of the ordinance codified in this chapter, and any such violation shall be governed and shall continue to be punishable to the full extent of the law under the provisions of those ordinances, codes or regulations in effect at the time the violation was committed. (Ord. 2007-19 § 2, 2007).

Other considerations for revisions to the Town's sign code:

- 1. There is no provision in the code for variances. Many sign codes contain a variance procedure that allow, upon application, for variances from the code under certain conditions that would render a conforming sign insufficient for the purposes intended.**
- 2. With respect to illumination, the code's restriction is very subjective, which could make it difficult to enforce. There is a measurement of illumination that is used in codes (nits) to limit the brightness of signs. Illuminated signs are also often prohibited in residential zones, but are not in the Town's code.**
- 3. The code does not describe the methods of measurement for purposes of determining size restrictions. It may be helpful to clearly set forth the manner in which signs are measured for compliance purposes.**