

Ordinance No. 123543

Council Bill No. 116985

AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating to signs within the Sand Point Overlay District.

CF No. _____

Date Introduced:	<u>Oct. 4, 2010</u>	
Date 1st Referred:	To: (committee)	<u>Parks and Seattle Center</u>
Date Re - Referred:	To: (committee)	
Date Re - Referred:	To: (committee)	
Date of Final Passage:	Full Council Vote:	
<u>Feb. 22, 2011</u>	<u>9-0</u>	
Date Presented to Mayor:	Date Approved:	
<u>Feb. 23, 2011</u>	<u>2-28-11</u>	
Date Returned to City Clerk:	Date Published:	T.O. <input checked="" type="checkbox"/> Fr. <input type="checkbox"/>
<u>2-28-11</u>		
Date Vetoed by Mayor:	Date Veto Published:	
Date Passed Over Veto:	Veto Sustained:	

The City of Seattle - Legislative Department

Council Bill/Ordinance sponsored by: _____

SgB

Councilmember

Committee Action:

1/20/11 HELD

2/3/11 PASS AT AMENDED 3-0 SB, BH, TR

2/22/11 Full Council PASSED 9-0

This file is complete and ready for presentation to Full Council. Committee: *SgB*
(initial/date)

Law Department

Law Dept. Review

OMP Review

City Clerk Review

Electronic Copy Loaded

Indexed

ORDINANCE 123543

AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating to signs within the Sand Point Overlay District.

WHEREAS, in 1997 the City Council passed Ordinance 118624 creating the Sand Point Overlay District (“Overlay District”) to guide reuse of properties and buildings from the former Naval Air Station Sand Point, and to integrate the property into the City of Seattle as a multi-purpose regional center that provides expanded opportunity for recreation, education, arts, cultural, and community activities, increased public access to the shoreline and enhanced open space and natural areas, opportunities for affordable housing and community and social services, and expanded opportunity for low-impact economic development uses; and

WHEREAS, the Overlay District allows for non-residential uses that are not normally permitted in the underlying residential zones, but are permitted due to the unique nature of the district, and which permitted uses were most recently updated in 2008 by Ordinance 122829, which did not include any updates to existing sign standards appropriate for this district; and

WHEREAS, in 2004 the City hired a consultant to develop a signage and wayfinding master plan for Warren G. Magnuson Park (“Magnuson Park”), in which the Overlay District is located, that included an inventory and analysis of existing signs and a separate public review process, which resulted in a Final Signage and Wayfinding Master Plan governing commercial and non-commercial signs for the entire Magnuson Park, all of which are unique to the Overlay District; and

WHEREAS, the current underlying single-family and multifamily zones within the Overlay District do not adequately regulate signs for permitted uses in the Overlay District, which includes park area and uses, multifamily uses in new and historic structures, and historic industrial and office buildings that now house educational, environmental, and cultural organizations that are not generally permitted in the underlying zones; and

WHEREAS, this unique combination of uses and historic structures in the Overlay District requires sign standards that are different from the types of signage allowed for residential or commercial uses that are found outside of the Overlay District, as well as for other parks within those residential zones, to balance the City’s interests in aesthetics, safety, and communication; and



1
2 WHEREAS, the need to modify the existing regulations for signs within the Overlay District has
3 increased significantly as buildings have been renovated and new public and private
4 commercial uses have been located within the Overlay District; and

5 WHEREAS, the buildings within the Overlay District are oriented toward streets and rights-of-
6 way internal to Magnuson Park and the Overlay District and not towards Sand Point Way
7 NE, the main arterial abutting the Overlay District, and have made wayfinding for the
8 mix of uses allowed in the Overlay District problematic; and

9 WHEREAS, the new regulations for signs in the Overlay District will allow for greatly
10 improved visitor wayfinding once visitors enter the Overlay District off of Sand Point
11 Way NE; and

12 WHEREAS, the purposes of the Sign Code are to regulate commercial signs and to protect the
13 public interests in avoiding driver distraction and visual blight caused by signs, while
14 allowing needed communication with the public through signs that invite rather than
15 demand the public's attention, and encouraging the use of signs that enhance the visual
16 environment of the city; NOW, THEREFORE,

17 **BE ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

18 Section 1. Subsections 23.55.014A and B of the Seattle Municipal Code, which
19 subsections were last amended by Ordinance 121477, are amended as follows:

20 **23.55.014 Off-premises signs**

21 A. Advertising Signs.

22 1. No advertising sign shall be erected, or constructed, unless an existing
23 advertising sign is relocated or reconstructed at a new location. An advertising sign may be
24 relocated or reconstructed if:

25 a. The existing advertising sign was lawfully erected and after the
26 effective date of the ordinances codified in this section, is registered to pursuant to subsection F
27 of this section;



1 b. The advertising sign is located on a site or in a zone where it is not
2 permitted, except as provided in subsection A.1.c of this ~~((s))~~ Section 23.55.014;

3 c. In each calendar year one advertising sign which is located on a site or
4 in a zone where it is permitted may be relocated or reconstructed if a citizen submits a written
5 request for relocation to the Director;

6 d. The reconstructed or relocated advertising sign will be a permitted use
7 and will conform with all ordinances of the City at its new location;

8 e. The construction permit for the relocated or reconstructed advertising
9 sign is issued during the pendency of the demolition permit for the existing sign;

10 f. The advertising sign face does not increase in size; and

11 g. The advertising sign is relocated to an area with the same or more
12 intensive zoning. Areas in which advertising signs are allowed are listed below from least intense
13 to most intense zoning, and zones listed on the same line are considered of the same intensity.
14 Zones which do not allow advertising signs shall be considered less intense zones for the purpose
15 of relocation. This list is for purposes of this criterion only.

16	Downtown Mixed Residential/Commercial (DMR/C)	Least Intense
17	Commercial 1 and 2 (C1 and C2)	
18	Downtown Zones (Except	
19	DMR/R and DMR/C	
20	Industrial Zones (I)	Most Intense



1 h. The number of relocated advertising signs does not exceed twelve
2 ~~((12))~~ structure locations per year or ~~((twenty-four ()))~~24~~(())~~ sign face locations per year,
3 excluding relocations pursuant to subsection G of this ~~((s))~~Section 23.55.014.

4 2. For purposes of relocation, sign owners maintain the right to relocation.

5 3. Wall signs cannot be relocated.

6 4. Maximum Sign Face Area. The maximum total area of any advertising sign in
7 Commercial 1 and 2, Industrial and Downtown (except Downtown Mixed
8 Residential/Commercial) zones shall be ~~((six hundred seventy-two ()))~~672~~(())~~ square feet, with a
9 maximum vertical dimension of ~~((twenty-five feet ()))~~25~~(())~~ feet and a maximum horizontal
10 dimension of ~~((fifty feet ()))~~50~~(())~~ feet, provided that cutouts and extensions may add up to
11 ~~((twenty))~~20 percent ~~((20%))~~ of additional sign area. The maximum total area of any
12 advertising sign in Downtown Mixed Residential/Commercial (DMR/C) zones shall be ~~((three
13 hundred ()))~~300~~(())~~ square feet, except for visually blocked signs which may be a maximum of
14 ~~((six hundred seventy-two ()))~~672~~(())~~ square feet.

15 5. All advertising signs shall be located at least ~~((fifty feet ()))~~50~~(())~~ feet from any
16 lot in a residential zone, and at least ~~((five hundred feet ()))~~500~~(())~~ feet from any public school
17 grounds, public park, or public playground, or community center, except for off-premises signs
18 allowed under Section 23.55.032.G. For purposes of this section, a public park or public
19 playground means a park or playground at least one ~~((1))~~ acre in size and a community center
20 must be publicly owned.

21 6. No variances shall be permitted from the provisions of this subsection A.

22 B. Off-premises Directional Signs. The maximum area of any off-premises directional
23 sign shall be ~~((one hundred ()))~~100~~(())~~ square feet, with a maximum vertical dimension of ~~((ten
24
25
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1 ~~feet-)~~10(~~(+)~~) feet and a maximum horizontal dimension of ~~((twenty feet-)~~20(~~(+)~~) feet, except
2 for off-premises signs allowed under Section 23.55.032.G.

3
4 Section 2. A new Section 23.55.032 of the Seattle Municipal Code is added as follows:

5 **23.55.032 Signs in the Sand Point Overlay District.**

6
7 A. Sign regulations within this section apply to subareas B and C in the Sand Point
8 Overlay District, as described in Section 23.72.004 and depicted on Map A for Section
9 23.72.004. Sign regulations in the underlying zones continue to apply to all uses in subarea A.
10 The regulations in this Section 23.55.032 supersede the sign regulations for the underlying zone
11 in subareas B and C, except when a residential use is allowed in subarea B the sign regulations
12 for the underlying zone in that subarea shall apply.

13
14 B. Signs in the Sand Point Historic District portion of the Sand Point Overlay District
15 subareas B and C, as depicted in Map B for Section 23.72.004, are permitted when consistent
16 with the provisions of this section and undertaken in a manner consistent with the Sand Point
17 Historic Properties Reuse and Protection Plan, dated April 1998, or successor plans, as
18 documented by a letter of approval from the Sand Point Historic Preservation Coordinator, or
19 any successor agency decision maker, certifying that the erection of the proposed sign is
20 consistent with the plan.

21
22 C. Signs shall be stationary and shall not rotate.

23 D. The following types of signs are prohibited:

- 24
25 1. Flashing image signs;
26 2. Signs with changing-images;
27 3. Message board signs; or
28

1 4. Off-premises signs, except as provided in subsection 23.55.032.G.

2 E. Signs may be externally illuminated, or non-illuminated, except as provided in
3 subsection 23.55.032.G. Electric signs that include individually cut letters, numbers, or figures
4 are permitted when affixed to a building or structure, except as provided in subsection
5 23.55.032.G. For any use located on a lot in subarea B, when located within 50 feet of an
6 abutting lot in subareas A or C, permitted electrical or externally illuminated signs are required
7 to be oriented so that no portion of the sign face is visible from:
8

- 9 1. an existing or permitted principal structure on the abutting lot in subarea A; or
10 2. an existing or permitted principal structure on the abutting lot in subarea C,
11 unless the use of the structure is a non-conforming use at the time of the effective date of this
12 ordinance.
13

14 F. On-Premises Signs.

15 1. The following on-premises signs are permitted in addition to the signs
16 permitted by subsections 23.55.032.F.2 and F.3:

17 a. Memorial signs or tablets, and the names of buildings and dates of
18 building erection when cut into a masonry surface or constructed of bronze or other
19 noncombustible materials, up to a maximum of 5 square feet;

20 b. Signs for public facilities indicating danger and/or providing service or
21 safety information;

22 c. National, state, county, city and institutional flags. In addition, flags are
23 permitted for a non-profit organization not meeting the definition of an Institution in Seattle
24 Municipal Code Section 23.84.
25
26



1 2. The number and type of on-premises signs allowed for business establishments
2 in subarea B and subarea C of the Sand Point Overlay District are as follows:

3 a. Each individual business establishment is permitted one projecting sign
4 oriented to pedestrians on each building façade occupied by that business on public rights-of-
5 way and publicly-owned roadways. The maximum area of this sign is 16 square feet.

6 b. Each individual business establishment is permitted one of the
7 following types of signs for each 300 linear feet, or portion thereof, of building façade occupied
8 by that business establishment on public rights-of-way and publicly-owned roadways. These
9 signs are:
10

- 11 i. wall;
- 12 ii. ground;
- 13 iii. projecting;
- 14 iv. awning;
- 15 v. canopy;
- 16 vi. marquee, or
- 17 vii. under-marquee.
- 18
- 19

20
21 The maximum area for any of these signs is 48 square feet each. The sign shall be located on the
22 portion of the structure that is on the public right-of-way or publicly owned roadway and
23 occupied by the business establishment.

24 c. A business establishment with more than 300 linear feet of a building
25 façade on a public right-of-way or publicly owned roadway is permitted to have one additional
26 sign of the type permitted under subsection 23.55.032.F.2.b. A business establishment that is
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28



1 permitted to have two signs under this subsection 23.55.032.F.2.c may combine the two signs
2 into one of the type of signs permitted under subsection 23.55 032.F.2.b, up to a maximum total
3 combined area of 96 square feet.

4 d. Sign Height.

5 (1) The maximum height for any portion of a pedestrian oriented
6 projecting sign permitted under subsection 23.55.032F.2.a is 10 feet above existing grade.
7

8 (2) The maximum height for any portion of a projecting sign that is not a
9 pedestrian oriented sign permitted under subsection 23.55.032.F.2.a is 50 feet above existing
10 grade, or the height of the top of the wall, excluding any cornice, of the structure to which the
11 sign is attached, whichever is less.

12 (3) The maximum height for any portion of a wall, awning, canopy,
13 marquee, or under-marquee sign is 20 feet or the height of the top of the wall, excluding any
14 cornice of the structure to which the sign is attached, whichever is greater.
15

16
17 3. Multifamily structures in subarea C of the Sand Point Overlay District are
18 allowed to have identification signs as follows:
19

20 a. One identification sign is permitted on each façade of a building
21 containing a multifamily use on public rights-of-way and publicly-owned roadways. Such signs
22 may not be located within 50 feet of each other.

23 b. Identification signs may be wall, ground, projecting, awning, canopy,
24 marquee, or under-marquee.
25

26 c. The maximum area of each identification sign is 24 square feet.
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1 d. The maximum height for any portion of a wall, projecting, awning,
2 canopy, marquee, or under-marquee identification sign is 20 feet or the height of the top of the
3 wall, excluding any cornice, whichever is greater.

4 G. Off-Premises Signs.

5 Two types of off-premises signs are allowed in the Sand Point Overlay District: “Off-
6 premises directional signs”, and “Sand Point District signs.”
7

8 1. “Off-premises directional signs” are allowed, subject to the provisions in
9 subsection 23.55.032.G.3. The maximum area for each off-premises directional sign face is 24
10 square feet per sign face. Only Sand Point Overlay District property owners may install off-
11 premises directional signs.
12

13 2. “Sand Point District signs” are signs installed by Sand Point Overlay District
14 property owners listing the names of buildings or subareas and the organizations and businesses
15 located within those buildings or subareas. Sand Point District signs are allowed in lieu of
16 business district identification signs, which are prohibited. The maximum area for each off-
17 premises Sand Point District sign is 48 square feet per sign face. The maximum area for any
18 portion of a Sand Point District sign that lists an individual business or other nonresidential use is
19 16 square feet per sign face.
20

21 3. Off-premises directional signs and Sand Point District signs are allowed as
22 follows:

23 a. Signs permitted under this subsection 23.55.032.G shall be ground
24 signs;
25

26 b. The provisions of subsection 23.55.014.B do not apply; and
27
28



1 c. If a Sand Point District sign lists more than one individual business or
2 other nonresidential use, the overall area devoted to such messages shall be at least 8 square feet
3 smaller than the part of the sign identifying the name of the building or the subarea;

4 d. The signs shall comply with subsections 23.55.014 E.1.a, dispersion
5 standards for directional sign faces and business district identification signs, 23.55.014 E.2, no
6 roof signs, 23.55.014 E.3, lighting, and 23.55.014 E.4, height. Subsection 23.55.014 E.1.b does
7 not apply.
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9 I. Sign kiosks are allowed as provided in subsections 23.55.015 B, C, D and E.

10 J. Signs shall conform to Section 23.55.016, Light and glare from signs.
11

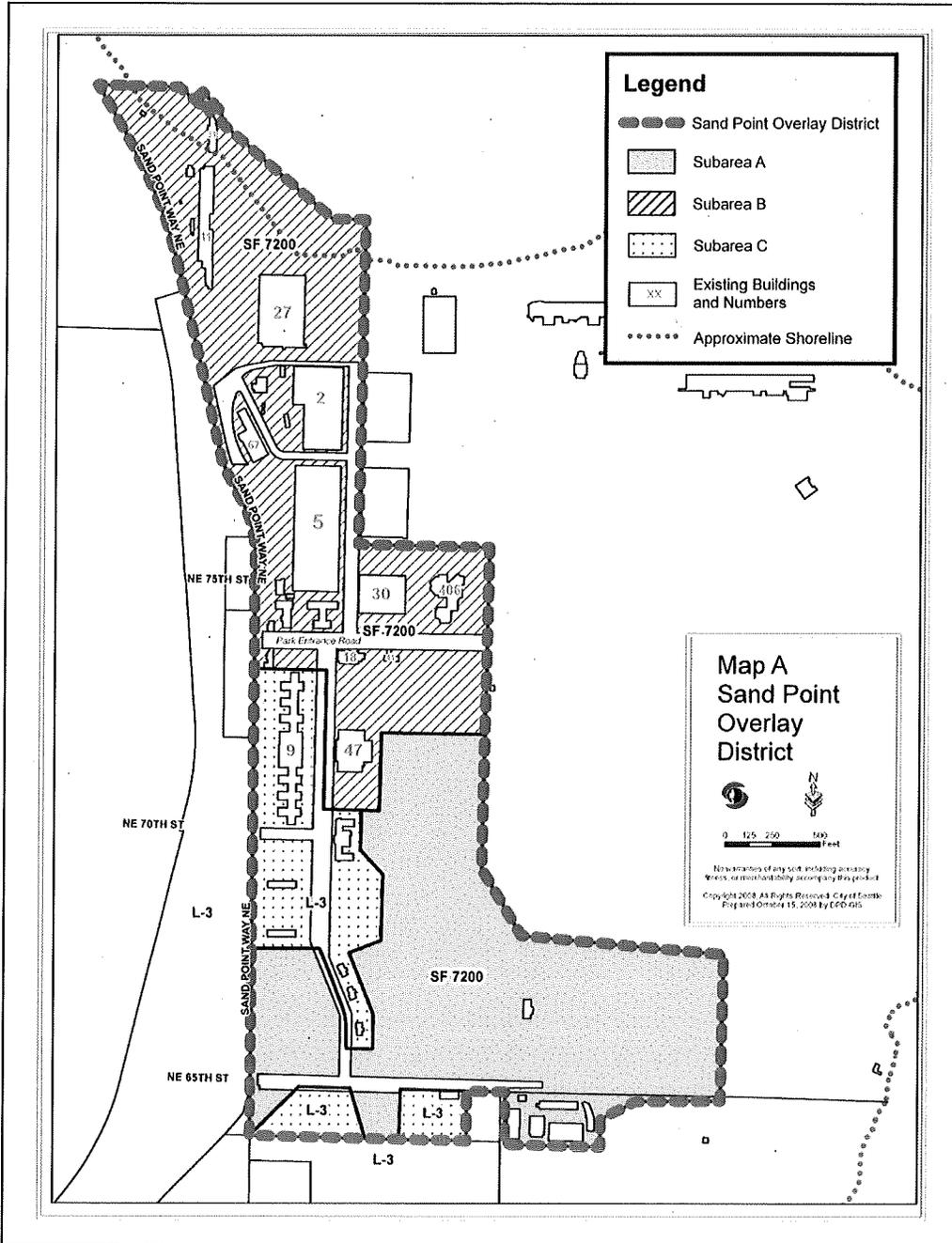
12
13 Section 3. Maps A and B for Section 23.72.004, which were adopted by Ordinance
14 122829, are amended as follows:

15 **23.72.004 Sand Point Overlay District established.**

16 There is hereby established pursuant to Chapter 23.59 of the Seattle Municipal Code,
17 the Sand Point Overlay District, including three subareas: - A, B, and C. Subarea A includes one
18 area zoned Single Family 7200 (SF 7200), Subarea B includes one area zoned SF 7200, and
19 Subarea C includes three areas zoned LR3, as shown on the City's Official Land Use Map,
20 Chapter 23.32, and Map A for 23.72.004. The Sand Point Overlay District includes the Naval
21 Station Puget Sound Sand Point Historic District, shown on Map B for 23.72.004 ~~((and))~~ which
22 is eligible to be listed on the National Register of Historic Places.
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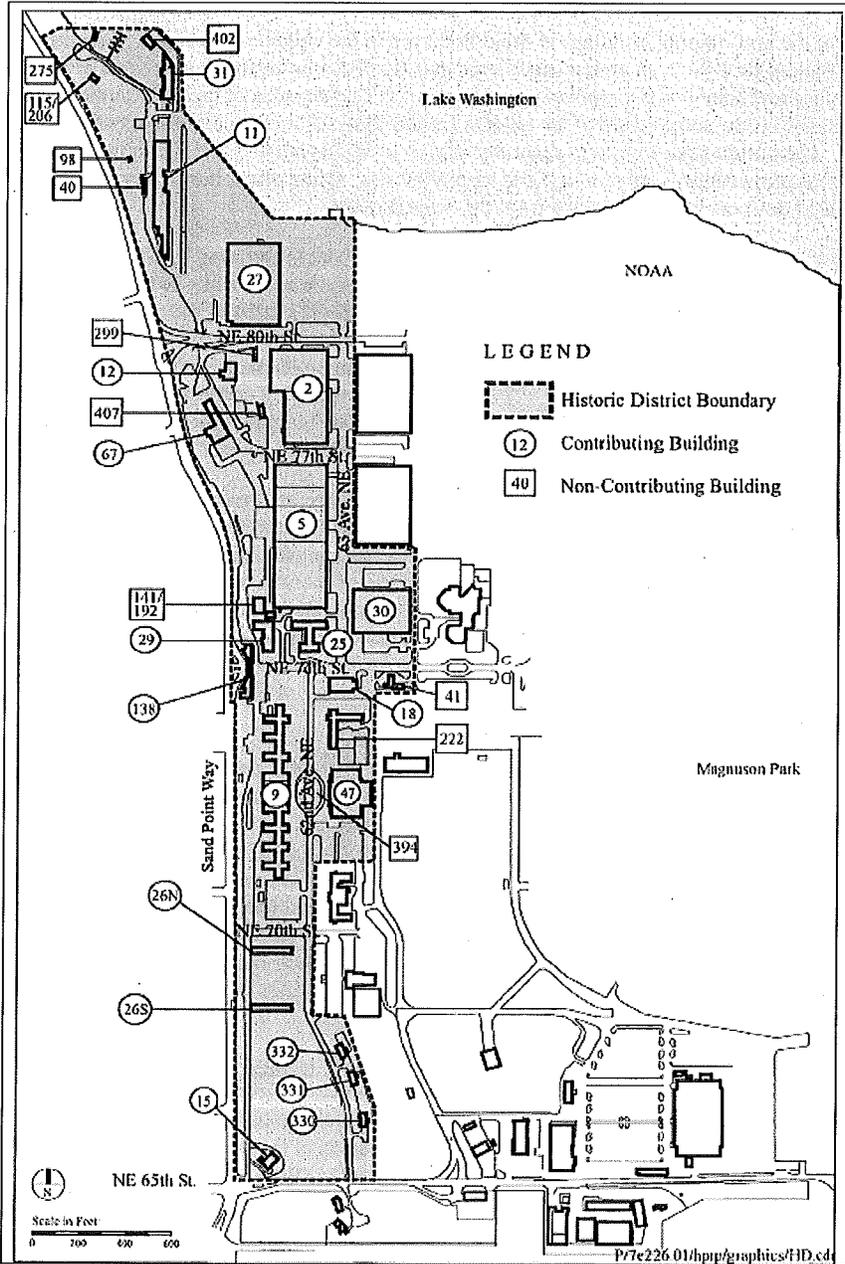
Map A for 23.72.004 – Sand Point Overlay District



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Map B for 23.72.004 – Naval Station Puget Sound Sand Point Historic District



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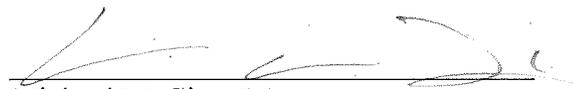


1
2 Section 4. This ordinance shall take effect and be in force 30 days from and after its
3 approval by the Mayor, but if not approved and returned by the Mayor within ten days after
4 presentation, it shall take effect as provided by Municipal Code Section 1.04.020.
5

6
7 Passed by the City Council the 22nd day of February, 2011, and
8 signed by me in open session in authentication of its passage this
9 22nd day of February, 2011.
10

11
12 
13 President _____ of the City Council

14 Approved by me this 28th day of February, 2011.
15

16
17 
18 Michael McGinn, Mayor

19 Filed by me this 28th day of February, 2011.
20

21 
22 City Clerk

23
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27
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(Seal)



FISCAL NOTE FOR NON-CAPITAL PROJECTS

Department:	Contact Person/Phone:	CBO Analyst/Phone:
Parks and Recreation	Nathan Torgelson/ 684-0343	Jennifer Devore/ 615-1328

Legislation Title:

AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating to signs within the Sand Point Overlay District.

• **Summary of the Legislation:**

The Department of Parks and Recreation is proposing to amend the Land Use Code (Title 23) to allow for an increase in the number and size of signs permitted in the Sand Point Overlay District (Overlay District). The amendment would expand the number and type and increase the size of on-premises signs permitted within the Overlay District, and provide standards for the lighting of signs. The proposal would allow off-premises directional signs and 'Sand Point District signs' (in lieu of business district identification signs) which may list the names of organizations and businesses within sub-districts or buildings within the Overlay District.

• **Background:**

The amendments would allow signs primarily within the campus area of the Sand Point Overlay District where former naval buildings are being reused for institutional and commercial activities. Due to the existing historic street layout, number of buildings, and increased activities within this area, sign development standards are needed which permit larger and more signs than are permitted under existing zoning (Single Family 7200 and Lowrise 3). The buildings within the Overlay District are oriented toward streets and rights-of-way internal to the Sand Point Overlay District and away from Sand Point Way NE, the main arterial abutting the Overlay District.

Larger signs will ensure improved wayfinding for visitors to the district for one-time and daily activities. Allowing larger signs will lead to a reduction in the number of sandwich board signs that currently are intended to help park visitors find desired locations but in fact the overabundance of sandwich boards leads to difficulties finding the germane sign. The proposal is consistent with the Signage and Wayfinding Master Plan for Warren G. Magnuson Park (2004) and the Sand Point Historic Properties Reuse and Protection Plan (1998).

- *Please check one of the following:*

This legislation does not have any financial implications.

This legislation has financial implications.



Anticipated Revenue/Reimbursement: Resulting From This Legislation:

Fund Name and Number	Department	Revenue Source	2010 Revenue	2011 Revenue
TOTAL			TBD	TBD

Notes: The Department of Planning and Development will receive increased revenue from an increase in the possible number of sign permit applications. The increase is not expected to be significant. Financial implications will be revisited once the final legislation is approved and when the likely number of future tenants at Sand Point is determined.





Dec 16, 2010

Seattle Department of Planning and Development

Land Use Information Bulletin

A Twice-Weekly Bulletin Announcing Land Use Applications, Decisions, Hearings, and Appeals
www.seattle.gov/dpd

NOTICE OF PROPOSED TEXT AMENDMENT AND CITY COUNCIL PUBLIC HEARING

Area: **Address:**

Project: **Zone:** **Notice Date:** 12/16/2010

The Seattle Department of Parks and Recreation is proposing amendments to the Land Use Code governing permitted signage within the Sand Point Overlay District (District) at Magnuson Park. If adopted, Council Bill 116985 would create a new section of the Sign Code (Seattle Municipal Code Section 23.55) specifically for permitted uses within the Sand Point Overlay District. The proposed regulations would govern the number and type of signs that would be permitted for any use within the District. The proposed regulations would also govern the location of signs on a building, their maximum size, the method of lighting and other standards that address the unique character of the District. The legislation would also revise existing sign code standards that would allow for offsite wayfinding signage for permitted uses within the District.

PUBLIC HEARING

The City Council's Parks and Seattle Center Committee will hold a public hearing to take comments on the proposal on January 20, 2011 at 9:30am. The hearing will be held in Council Chambers, 2nd floor, Seattle City Hall, 600 Fourth Avenue. The entrances to City Hall are located on the west side of Fifth Avenue, and the east side of Fourth Avenue, between James and Cherry Streets. For those who wish to testify, a sign-up sheet will be available outside the Council Chamber at 9:00 am.

Questions concerning the public hearing may be directed to Michael Jenkins, Council Central Staff, by calling (206) 615-1674 via e-mail at: michael.jenkins@seattle.gov or Phil Roewe, by calling (206)684-8801 or via email at: philip.roewe@seattle.gov.

Print and communications access is provided on prior request. Please contact Phil Roewe at (206) 684-8801 as soon as possible to request accommodations for a disability.

Written Comments

For those unable to attend the public hearing, comments will be accepted through 5:00 p.m. January 20, 2011. Please send comments to:

Councilmember Sally Bagshaw
Legislative Department
600 Fourth Avenue Floor 2
PO Box 34025
Seattle, WA 98124-4025

INFORMATION AVAILABLE

Copies of the proposal are available online at: <http://www.seattle.gov/parks/Magnuson/> or from the DPD Public Resource Center, 700 5th Avenue, Suite 2000 in the Seattle Municipal Tower, 684-8467. The Public Resource Center is open 8:00 a.m. to 4:00 p.m. on Monday, Wednesday, Friday and 10:30 a.m. to 4:00 p.m. on Tuesday and Thursday.

A copy of the legislation, Council Bill 116985, can also be found on the City Clerks' website,
<http://www.seattle.gov/leg/clerk/>.

Questions regarding the proposal or requests for electronic copies may be directed to Nathan Torgelson at (206)
684-0343 or nathan.torgelson@seattle.gov.

ORDINANCE

1
2 AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code
3 amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating
4 to signs within the Sand Point Overlay District.

5 WHEREAS, in 1997 the City Council passed Ordinance 118624 creating the Sand Point Overlay
6 District (“Overlay District”) to guide reuse of properties and buildings from the former
7 Naval Station Air Station, and to integrate the property into the City of Seattle as a multi-
8 purpose regional center that provides expanded opportunity for recreation, education,
9 arts, cultural, and community activities, increased public access to the shoreline and
10 enhanced open space and natural areas, opportunities for affordable housing and
11 community and social services, and expanded opportunity for low-impact economic
12 development uses; and

13 WHEREAS, the Overlay District allows for non-residential uses that are not normally permitted
14 in the underlying residential zones, but are permitted due to the unique nature of the
15 district, and which permitted uses were most recently updated in 2008 by Ordinance
16 122829, which did not include any updates to existing sign standards appropriate for this
17 district; and

18 WHEREAS, in 2004 the City hired a consultant to develop a signage and wayfinding master plan
19 for Warren G. Magnuson Park (“Magnuson Park”), in which the Overlay District is
20 located, that included an inventory and analysis of existing signs and a separate public
21 review process, which resulted in a Final Signage and Wayfinding Master Plan governing
22 commercial and non-commercial signs for the entire Magnuson Park, all of which are
23 unique to the Overlay District; and

24 WHEREAS, the current underlying single-family and multifamily zones within the Overlay
25 District do not adequately regulate signs for permitted uses in the Overlay District, which
26 includes park area and uses, multifamily uses in new and historic structures, and historic
27 industrial and office buildings that now house educational, environmental, and cultural
28 organizations that are not generally permitted in the underlying zones; and

WHEREAS, this unique combination of uses and historic structures in the Overlay District
requires sign standards different from the underlying residential zones and parks within
those zones and different from other commercial zones to balance the City’s interests in
aesthetics, safety, and communication; and

WHEREAS, the need for signs and wayfinding within the Overlay District has increased
significantly as buildings have been renovated and new public and private commercial
uses have been located within the Overlay District; and

WHEREAS, the buildings within the Overlay District are oriented toward streets and rights-of-
way internal to Magnuson Park and the Overlay District and not towards Sand Point Way

THIS VERSION IS NOT ADOPTED



1 NE, the main arterial abutting the Overlay District, and have made wayfinding for the
2 mix of uses allowed in the Overlay District problematic; and

3 WHEREAS, proposed signs in the Overlay District will allow for greatly improved visitor
4 wayfinding once visitors enter the Overlay District off of Sand Point Way NE; and

5 WHEREAS, the purposes of the Sign Code are to regulate commercial signs and to protect the
6 public interests in avoiding driver distraction and visual blight caused by signs, while
7 allowing needed communication with the public through signs that invite rather than
8 demand the public's attention, and encouraging the use of signs that enhance the visual
9 environment of the city; NOW, THEREFORE,

10 **BE ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

11 Section 1. Subsections 23.55.014A and B of the Seattle Municipal Code are amended as
12 follows:

13 **23.55.014 Off-premises signs**

14 **A. Advertising Signs.**

15 1. No advertising sign shall be erected, or constructed, unless an existing
16 advertising sign is relocated or reconstructed at a new location. An advertising sign may be
17 relocated or reconstructed if:

18 a. The existing advertising sign was lawfully erected and after the
19 effective date of the ordinances codified in this section, is registered to pursuant to subsection F
20 of this section;

21 b. The advertising sign is located on a site or in a zone where it is
22 not permitted, except as provided in subsection A.1.c of this ~~((s))~~Section 23.55.014;

23 c. In each calendar year one advertising sign which is located on a
24 site or in a zone where it is permitted may be relocated or reconstructed if a citizen submits a
25 written request for relocation to the Director;
26
27
28

THIS VERSION IS NOT ADOPTED



1 d. The reconstructed or relocated advertising sign will be a
2 permitted use and will conform with all ordinances of the City at its new location;

3 e. The construction permit for the relocated or reconstructed
4 advertising sign is issued during the pendency of the demolition permit for the existing sign;

5 f. The advertising sign face does not increase in size; and

6 g. The advertising sign is relocated to an area with the same or more
7 intensive zoning. Areas in which advertising signs are allowed are listed below from least intense
8 to most intense zoning, and zones listed on the same line are considered of the same intensity.
9 Zones which do not allow advertising signs shall be considered less intense zones for the purpose
10 of relocation. This list is for purposes of this criterion only.

13	Downtown Mixed Residential/Commercial (DMR/C)	Least Intense
14	Commercial 1 and 2 (C1 and C2)	1
15	Downtown Zones (Except	1
16	DMR/R and DMR/C	V
17	Industrial Zones (I)	Most Intense

18 h. The number of relocated advertising signs does not exceed twelve
19 ~~((12))~~ structure locations per year or ~~((twenty-four (24)))~~ sign face locations per year,
20 excluding relocations pursuant to subsection G of this ~~((s))~~Section 23.55.014.

21 2. For purposes of relocation, sign owners maintain the right to relocation.

22 3. Wall signs cannot be relocated.

23 4. Maximum Sign Face Area. The maximum total area of any advertising sign
24 in Commercial 1 and 2, Industrial and Downtown (except Downtown Mixed
25 Residential/Commercial) zones shall be ~~((six hundred seventy-two (672)))~~ square feet, with a
26



1 maximum vertical dimension of ~~((twenty-five feet-))~~25(~~(')~~) feet and a maximum horizontal
2 dimension of ~~((fifty feet-))~~50(~~(')~~) feet, provided that cutouts and extensions may add up to
3 ~~((twenty))~~20 percent ~~((20%))~~ of additional sign area. The maximum total area of any
4 advertising sign in Downtown Mixed Residential/Commercial (DMR/C) zones shall be ~~((three~~
5 ~~hundred-))~~300(~~(')~~) square feet, except for visually blocked signs which may be a maximum of
6 ~~((six hundred seventy two-))~~672(~~(')~~) square feet.

8 5. All advertising signs shall be located at least ~~((fifty feet-))~~50(~~(')~~) feet
9 from any lot in a residential zone, and at least ~~((five hundred feet-))~~500(~~(')~~) feet from any public
10 school grounds, public park, or public playground, or community center, except for off-premises
11 signs allowed under Section 23.55.032. For purposes of this section, a public park or public
12 playground means a park or playground at least one ~~((1))~~ acre in size and a community center
13 must be publicly owned.

15 6. No variances shall be permitted from the provisions of this subsection A.

16 B. Off-premises Directional Signs. The maximum area of any off-premises directional
17 sign shall be ~~((one hundred-))~~100(~~(')~~) square feet, with a maximum vertical dimension of ~~((ten~~
18 ~~feet-))~~10(~~(')~~) feet and a maximum horizontal dimension of ~~((twenty feet-))~~20(~~(')~~) feet, except
19 for off-premises signs allowed under Section 23.55.032.

24 Section 2. A new Section 23.55.032 of the Seattle Municipal Code is added as follows:

25 **23.55.032 Signs in the Sand Point Overlay District.**

26 A. Sign regulations within this section apply to subareas B and C in the Sand Point
27 Overlay District, as described in Section 23.72.004 and depicted on Map A for Section
28

THIS VERSION IS NOT ADOPTED



1 23.72.004. Sign regulations in the underlying zones continue to apply to all uses in subarea A.

2 The regulations in this Section 23.55.032 supersede the sign regulations for the underlying zone
3 in subareas B and C, except when a residential use is allowed in subarea B the sign regulations
4 for the underlying zone in that subarea shall apply.

5 B. Signs in the Sand Point Historic District portion of the Sand Point Overlay District
6 subareas B and C, as depicted in Map B for Section 23.72.004, are permitted when consistent
7 with the provisions of this section and undertaken in a manner consistent with the Sand Point
8 Historic Properties Reuse and Protection Plan, dated April 1998, or successor plans, as
9 documented by a letter of approval from the Sand Point Historic Preservation Coordinator
10 certifying that the erection of the proposed sign is consistent with the plan.

11 C. Signs shall be stationary and shall not rotate.

12 D. No flashing, changing-image, or message board signs are permitted.

13 E. Signs may be externally illuminated, or non-illuminated, except as provided in
14 subsection 23.55.032.H. Portions of signs that are individually cut letters, numbers, or figures
15 may be electric signs, but not changing image signs, when affixed to a building or structure,
16 except as provided in subsection 23.55.032 H. For any use located on a lot in subarea B, when
17 located within 50 feet of an abutting lot in subareas A or C, permitted electrical or externally
18 illuminated signs are required to be oriented so that no portion of the sign face is visible from:
19

20 1. an existing or permitted principal structure on the abutting lot in subarea A; or
21 2. an existing or permitted principal structure on the abutting lot in subarea C,
22 unless the use of the structure is a non-conforming use at the time of the effective date of this
23 ordinance.
24

25 F. Off-premises signs are prohibited, except as provided in subsection 23.55.032.H.
26
27
28

THIS VERSION IS NOT ADOPTED

1 G. On-Premises Signs.

2 1. The following on-premises signs are permitted in addition to the signs
3 permitted by subsections 23.55.032.G.2, G.3 and G.4:

4 a. Memorial signs or tablets, and the names of buildings and dates of
5 building erection when cut into a masonry surface or constructed of bronze or other
6 noncombustible materials, up to a maximum of 5 square feet;

7 b. Signs for public facilities indicating danger and/or providing service or
8 safety information;

9 c. National, state, and institutional flags.

10 2. The number and type of on-premises signs allowed for business establishments
11 in subarea B and subarea C of the Sand Point Overlay District are as follows:

12 a. Each individual business establishment is permitted one projecting sign
13 oriented to pedestrians on each building façade occupied by that business on public rights-of-
14 way and publicly-owned roadways. The maximum area of this sign is 16 square feet.

15 b. Each individual business establishment is also permitted one of the
16 following types of signs on each 300 linear feet, or portion thereof, of building façade occupied
17 by that business establishment on public rights-of-way and publicly-owned roadways. These
18 signs are:

19 i. wall;

20 ii. ground;

21 iii. projecting

22 iv. awning;

23 v. canopy;

1 vi. marquee, or

2 vii. under-marquee.

3 The maximum area of each of these signs is 48 square feet each. Business establishments entitled
4 to more than one sign under this subsection 23.55.032.G.2.b may combine signs to achieve larger
5 square footage. The maximum total area for any sign permitted under these provisions is 100
6 square feet.
7

8 c. Sign Height.

9 (1) The maximum height for any portion of a projecting sign is 50
10 feet above existing grade, or the height of the wall, excluding any cornice, of the structure to
11 which the sign is attached, whichever is less.
12

13 (2) The maximum height for any portion of a wall, awning,
14 canopy, marquee, or under-marquee sign is 20 feet or the height of the top of the wall, excluding
15 any cornice of the structure to which the sign is attached, whichever is greater.
16

17 3. Identification signs for multifamily structures in subarea C of the Sand Point
18 Overlay District are allowed as follows:

19 a. One identification sign is permitted on each façade of a building
20 containing a multifamily use on public rights-of-way and publicly-owned roadways. Such signs
21 may not be located within 50 feet of each other.

22 b. Identification signs may be wall, ground, projecting, awning, canopy,
23 marquee, or under-marquee.

24 c. The maximum area of each sign is 24 square feet.
25
26
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THIS VERSION IS NOT ADOPTED



1 d. The maximum height for any portion of a wall, projecting, awning,
2 canopy, marquee, or under-marquee sign is 20 feet or the height of the top of the wall, excluding
3 any cornice, whichever is greater.

4 H. Off-Premises Signs.

5 1. Off-premises directional signs are allowed, subject to the provisions in
6 subsection 23.55.032.H.3. The maximum area for each off-premises directional sign face is 24
7 square feet per sign face. Only Sand Point Overlay District property owners may install off-
8 premises directional signs.
9

10 2. "Sand Point District signs" are signs installed by Sand Point Overlay District
11 property owners listing the names of buildings or subareas and the organizations and businesses
12 located within those buildings or subareas. Sand Point District signs are allowed in lieu of
13 business district identification signs, which are prohibited. The maximum area for each off-
14 premises Sand Point District sign is 48 square feet per sign face.
15

16 3. Off-premises directional signs and Sand Point District signs are allowed as
17 follows:

- 18 a. Signs permitted under this subsection 23.55.032.H shall be ground signs;
19 b. The provisions of subsection 23.55.014.B do not apply; and
20 c. The maximum area for any portion of a Sand Point District sign that lists
21 an individual business or other nonresidential use is 16 square feet per sign face. If a Sand Point
22 District sign lists more than one individual business or other nonresidential use, the overall area
23 devoted to such messages shall be at least 8 square feet smaller than the part of the sign
24 identifying the name of the building or the subarea;
25
26
27
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1 d. The signs shall comply with subsections 23.55.014 E.1.a, dispersion
2 standards for directional sign faces and business district identification signs, 23.55.014 E.2, no
3 roof signs, 23.55.014 E.3, lighting, and 23.55.014 E.4, height. Subsection 23.55.014 E.1.b does
4 not apply.

5 I. Sign kiosks are allowed as provided in subsections 23.55.015 B, C, D and E.

6 J. Signs shall conform to Section 23.55.016, Light and glare from
7 signs.
8

9 Section 3. Maps A and B for Section 23.72.004 are amended as follows:

10 **23.72.004 Sand Point Overlay District established.**

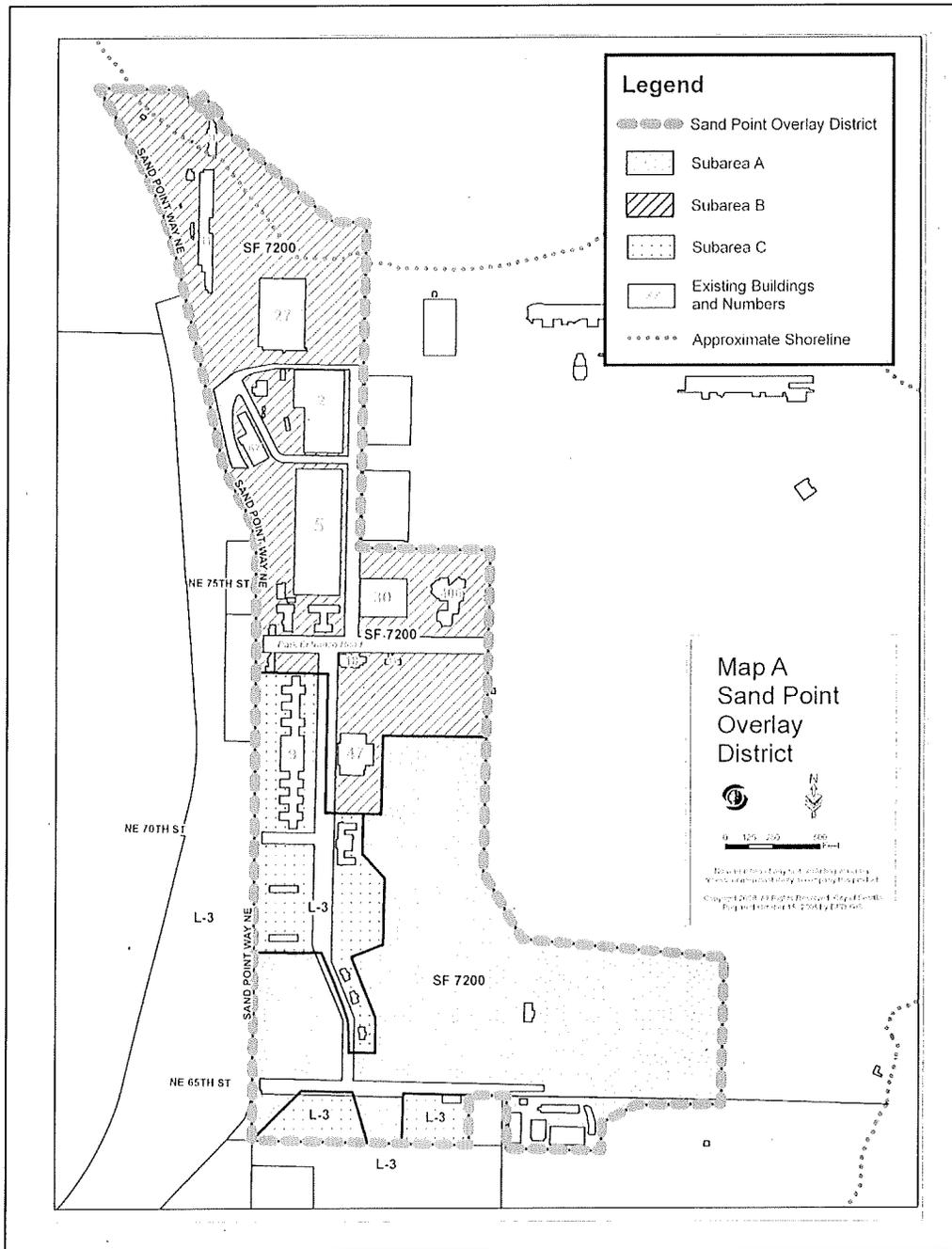
11 There is hereby established pursuant to Chapter 23.59 of the Seattle Municipal Code,
12 the Sand Point Overlay District, including three subareas: - A, B, and C. Subarea A includes one
13 area zoned Single Family 7200 (SF 7200), Subarea B includes one area zoned SF 7200, and
14 Subarea C includes three areas zoned L3, as shown on the City's Official Land Use Map,
15 Chapter 23.32, and Map A for 23.72.004. The Sand Point Overlay District includes the Naval
16 Station Puget Sound Sand Point Historic District, shown on Map B for 23.72.004 ~~((and))~~ which
17 is eligible to be listed on the National Register of Historic Places.
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THIS VERSION IS NOT ADOPTED



Map A for 23.72.004 – Sand Point Overlay District

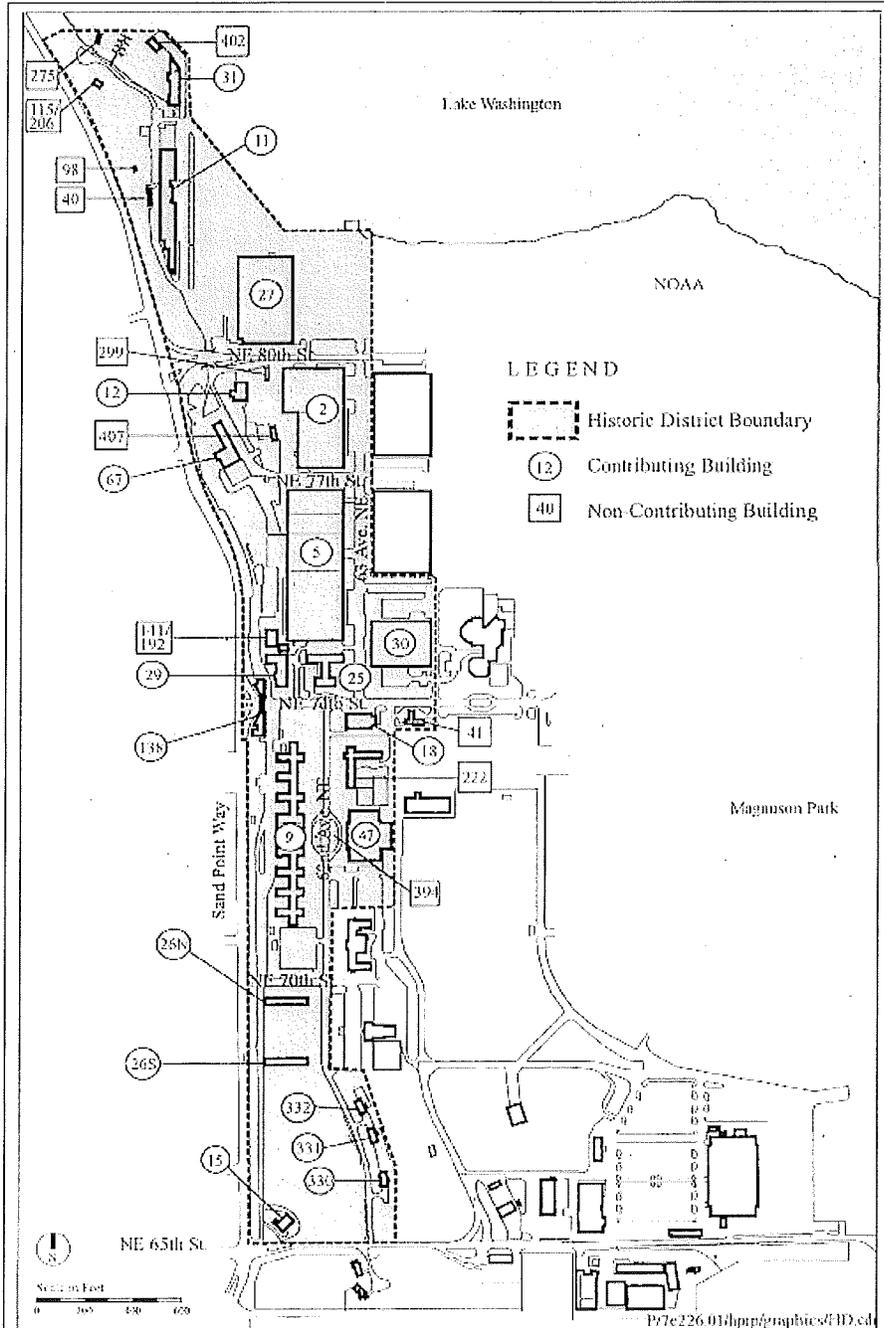
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THIS VERSION IS NOT APPROVED



Map B for 23.73.004 – Naval Station Puget Sound Sand Point Historic District



THIS VERSION IS NOT ADOPTED



1 Section 4. This ordinance shall take effect and be in force 30 days from and after its
2 approval by the Mayor, but if not approved and returned by the Mayor within ten days after
3 presentation, it shall take effect as provided by Municipal Code Section 1.04.020.

4 Passed by the City Council the ____ day of _____, 2010, and
5 signed by me in open session in authentication of its passage this
6 ____ day of _____, 2010.

7
8
9
10 _____
11 President _____ of the City Council

12 Approved by me this ____ day of _____, 2010.

13
14 _____
15 Michael McGinn, Mayor

16 Filed by me this ____ day of _____, 2010.

17
18
19 _____
20 City Clerk

21 (Seal)

THIS VERSION IS NOT ADOPTED





City of Seattle
Office of the Mayor

September 21, 2010

Honorable Richard Conlin
President
Seattle City Council
City Hall, 2nd Floor

Dear Council President Conlin:

I am pleased to transmit the attached proposed Council Bill that amends the Land Use Code to allow an increase in the number and size of signs permitted in the Sand Point Historic Overlay District at Warren G. Magnuson Park.

The proposed Land Use Code amendments allow signs where former naval buildings are being reused for institutional and commercial activities. Due to the existing historic street layout, the number of buildings, and increased activities within this area, sign development standards are needed which permit larger, and an increase in the number of, signs than are permitted under existing zoning (Single Family 7200 and Lowrise 3). It is anticipated that the new code provisions will reduce the overall number of signs at the park, as it will no longer be necessary to have the abundance of sandwich boards which are currently used to guide people to desired locations. The code amendments are consistent with the Signage and Wayfinding Master Plan for Warren G. Magnuson Park (2004) and the Sand Point Historic Properties Reuse and Protection Plan (1998).

New sign regulations will ensure improved wayfinding for visitors to the district for one-time and daily activities. Thank you for your consideration of this legislation. Should you have questions, please contact Nathan Torgelson at 684-0343.

Sincerely,

Michael McGinn
Mayor of Seattle

cc: Honorable Members of the Seattle City Council



FILED
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11 MAR -7 AM 10:08
CITY CLERK

STATE OF WASHINGTON – KING COUNTY

--SS.

267917
CITY OF SEATTLE, CLERKS OFFICE

No. 123542,43,44,45

Affidavit of Publication

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12th day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

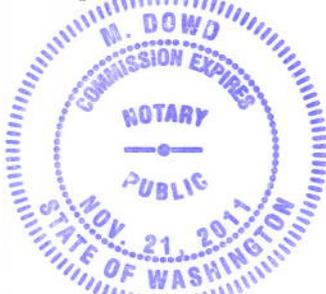
The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:TITLE ONLY ORDINANCE

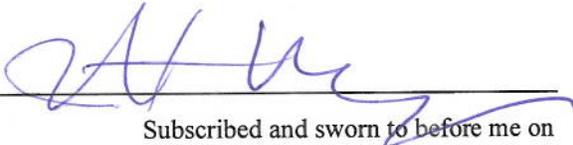
was published on

03/03/11

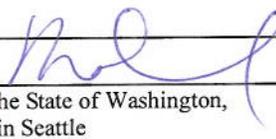
The amount of the fee charged for the foregoing publication is the sum of \$ 54.60, which amount has been paid in full.



Affidavit of Publication


Subscribed and sworn to before me on

03/03/11


Notary public for the State of Washington,
residing in Seattle

State of Washington, King County

City of Seattle

TITLE-ONLY PUBLICATION

The full text of the following ordinances, passed by the City Council on February 22, 2011, and published here by title only, will be mailed upon request, or can be accessed at <http://clerk.seattle.gov>. For further information, contact the Seattle City Clerk at 684-8344.

ORDINANCE NO. 123542

AN ORDINANCE relating to the State Route 99 Alaskan Way Viaduct and Seawall Replacement Program; entering into certain agreements with the State of Washington as provided in RCW 39.34.080, RCW Chapter 47.12, and other applicable law; and ratifying and confirming certain prior acts.
ORDINANCE NO. 123543

AN ORDINANCE relating to land use and zoning and signs in the Seattle Municipal Code amending Sections 23.55.014 and 23.72.004 and adding a new Section 23.55.032 relating to signs within the Sand Point Overlay District.

ORDINANCE NO. 123544

AN ORDINANCE relating to the Seattle Department of Parks and Recreation; authorizing the Superintendent to amend and restate the existing Operation and Maintenance Agreement between the Seattle Department of Parks and Recreation and the Seattle Art Museum, concerning their roles in operation and maintenance of portions of Alaskan Way Boulevard and Myrtle Edwards Park that are operated as part of the Olympic Sculpture Park.

ORDINANCE NO. 123545

AN ORDINANCE appropriating money to pay certain audited claims and ordering the payment thereof.

Date of publication in the Seattle Daily Journal of Commerce, March 3, 2011.

3/3(267917)