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ARTICLE I

PURPOSE AND GENERAL PROVISIONS

SECTION 405.005 – PURPOSES AND INTENT

A. PURPOSES AND INTENT

The purposes and intent of these sign regulations are:

1. To encourage the effective use of signs as a means of communication in the City;

2. To maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth;

3. To improve pedestrian and traffic safety;

4. To minimize the possible adverse effect of signs on nearby public and private property; and

5. To enable the fair and consistent enforcement of these sign restrictions.

B. AUTHORITY

This sign Chapter is adopted under the zoning authority of the City of Washington in furtherance of the more general purpose set forth under the Zoning Code as contained in Chapter 400 of the Washington Municipal Code.

C. PROVISIONS TO GOVERN

The provisions of this Chapter shall govern the construction, alteration, repair and maintenance of all signs and outdoor display structures for on-premises signs.

D. ZONING CODE PRECEDENCE

Where more restrictive in respect to location, use, size or height of signs and outdoor display structures, the limitations of the zoning code of **Chapter 400** and the regulations of this chapter affecting required light and ventilation requirements and use of land shall take precedence over the regulations of the Washington City Code.

SECTION 405.010 – PLANS, SPECIFICATIONS AND PERMITS REQUIRED

A. SIGN PERMIT REQUIRED FOR CONSTRUCTION

If a sign requiring a permit under the provisions of this Chapter is to be placed, constructed, erected or modified on a lot or parcel, the owner of the lot shall secure a sign permit with the Zoning Administrator or his/her designee prior to the construction, placement, erection, or modification of such a sign in accordance with requirements of **Article V, Section 405.065** of this Chapter.

B. PERMIT TO BE MAINTAINED

The property owner shall maintain in force, at all times, a sign permit for such sign in accordance with Section **405.075**.

C. NO SIGNS IN PUBLIC RIGHTS-OF-WAY

No signs shall be erected in the public right-of-way except in accordance with Section **485.080**.

ARTICLE II

INTERPRETATION, APPLICABILITY, AND DEFINITIONS

SECTION 405.015 – INTERPRETATION AND APPLICABILITY

A. INTERPRETATION

Words and phrases not defined in this Section but defined in the zoning ordinance of the City shall be given the meanings set forth in such ordinance. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this Chapter.

B. APPLICABILITY

Except as otherwise provided for in **Article III, Section 405.055** of this Chapter, the provisions of this Chapter shall govern the installation, erection, painting or display of any outdoor sign or sign which is designed to be seen by the public from out of doors.

SECTION 405.020 – DEFINITIONS

Words and phrases used in this Chapter shall have the meanings set forth in this Section.

ANIMATED SIGNS
: Signs that flash or move or otherwise change at intervals more frequently than once each six (6) seconds. Any sign that utilizes the appearance of movement using lighting to depict action or to create a special effect or scene.

ATTENTION GETTING DEVICE
: Any pennant, propeller, spinner, ribbon, streamer, searchlight, balloon, inflatable sign (static), figurine, statue, or other similar device or ornamentation designed to or having the effect of attracting the attention of potential customers or the general public. An attention getting device shall be considered a sign and shall meet all requirements of this ordinance for a sign.

AWNING SIGN
: Any sign attached to, in any manner or otherwise made a part of any awning or awning-like structure which projects beyond a building or extends along and projects beyond the wall of the building, generally designed and constructed to provide protection from the weather.

BANNER
: Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one (1) or more edges. National flags, State or municipal flags, or the official flag of any institution shall not be considered banners.

BEACON

Any light with one (1) or more beams directed into the atmosphere or directed at one (1) or more points not on the same lot as the light source; also, any light with one (1) or more beams that rotate or move.

BUILDING MARKER

Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.

BUILDING SIGN

Any sign attached to any part of a building, as contrasted to a freestanding sign.

CANOPY SIGN

Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

CHANGEABLE COPY SIGN

A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight (8) times per day shall be considered an animated sign and not a changeable copy sign for purposes of this Chapter. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a changeable copy sign for purposes of this Chapter.

COMMERCIAL MESSAGE

Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

DIRECTIONAL SIGN

A sign which is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property (except as otherwise provided for in this Article) to which or on which the public is directed.

ELECTRONIC MESSAGE DISPLAY

An electrically activated changeable sign capable of displaying words, symbols, figures, graphic, or photographic or video images and whose variable message and/ or graphic presentation capability can be electronically programmed and changed by remote or automatic means Also known as an Electronic Message Center, typically uses light emitting diodes (LEDs) as a lighting source. If any indoor such signs are visible from a public right-of-way, they will be subject to all conditions and standards of this ordinance.

FLASHING SIGN

Signs that have flashing lights or intermittent illumination shall be limited to emergency or warning signs installed for traffic control, including signs that draw attention to speed limits, stop signs, fire stations, school zones and similar governmental or public uses.

FLAG

Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.

FREESTANDING SIGN
Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure.

INCIDENTAL SIGN
A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "telephone" and other similar directives.

MARQUEE
Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

MARQUEE SIGN
Any sign attached to, in any manner, or made part of a marquee.

NITS- Nits are the standard unit of brightness for electronic and digital signage. It is a measure of the light being emitted by the sign in contrast to footcandles which measure the brightness of the surface area or object that is being lighted.

NON-CONFORMING SIGN
Any sign that does not conform to the requirements of this Chapter.

OBSOLETE SIGN
Any sign that is no longer relating to current activities on a premises or lot.

ON-PREMISES SIGN
A sign, display, device, figure, painting, drawing, message, plaque, poster or other thing designed, intended or used to advertise or inform of activities conducted on the property upon which they are located, or services and products therein provided.

OFF-PREMISES SIGN
An outdoor sign, display, device, figure, painting, drawing, message, plaque, poster, billboard, or other thing designed, intended or used to advertise or inform the traveling public of an establishment, products, services, entertainment, or other information which is not sold, produced, or furnished upon the property in which the sign is located, excluding political campaign signs on residential property.

PARKING DIRECTION SIGN
A sign indicating the entrance or exit to a parking lot.

PARKING REGULATION SIGN
A sign stating the regulations for use of a parking lot or individual or groups of parking spaces therein.

PENNANT
Any lightweight plastic, fabric, or other materials, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

PERSON

An organization, association, company, corporation, firm, or partnership, singular or plural, of any kind.

PORTABLE SIGN

Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to "A" or "T" frames; menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

PRINCIPAL BUILDING

The building in which is conducted the principal use of the lot on which it is located. Lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other clearly accessory uses shall not be considered principal buildings.

PROJECTING SIGN

Any sign affixed to a building or wall in such a manner that its leading edge extends more than six (6) inches beyond the surface of such building or wall.

RESIDENTIAL SIGN

Any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such service at such location conforms to all requirements of the Zoning Code.

ROOF SIGN

Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.

ROOF SIGN, INTEGRAL

Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six (6) inches.

SETBACK

The distance from the property line to the nearest part of the applicable building or structure measured perpendicularly to the property line.

SIGN

Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

SUBDIVISION SIGN

A permanent ground sign identifying a subdivision entry, subdivision name and/or street names within the subdivision.

SUSPENDED SIGN

A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

TEMPORARY SIGN

Any sign that is used only temporarily and is not permanently mounted.

TIME AND TEMPERATURE SIGN

Electronic sign that provides intermittent data regarding the current time and temperature by means of illuminated numbers.

WALL SIGN

Any sign attached parallel to, but within six (6) inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one (1) sign surface.

WINDOW SIGN

Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

ARTICLE III

DESIGN AND LOCATION REQUIREMENTS

SECTION 405.025 – COMPUTATIONS

The following principles shall control the computation of sign area and sign height.

A. COMPUTATION OF AREA OF INDIVIDUAL SIGNS

The area of a sign face (which is also the sign area of a wall sign or other with only one (1) face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such face or wall otherwise meets Zoning Code regulations and is clearly incidental to the display itself.

B. COMPUTATION OF AREA OF MULTI-FACED SIGNS

The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces visible from any one (1) point. When two (2) identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than forty-two (42) inches apart, the sign area shall be computed by the measurement of one (1) of the faces.

C. COMPUTATION OF HEIGHT

The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of:

1. Existing grade prior to construction; or

2. The newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

D. COMPUTATION OF MAXIMUM TOTAL PERMITTED SIGN AREA FOR A LOT

The permitted sum of all individual signs on a lot shall be computed by applying the formula contained in Table B, Maximum Total Sign Area, to the lot frontage, or principal building face area, as appropriate, for the zoning district in which the lot is located. Lots fronting on two (2) or more streets are allowed the permitted sign area for each street frontage. However, the total sign area that is oriented toward a particular street may not exceed the portion of the lot's total sign area allocation that is derived from the lot frontage or building face on that street.

SECTION 405.030 – SIGNS ALLOWED ON PRIVATE PROPERTY WITH AND WITHOUT PERMITS

A. PERMITTED SIGNS

Signs shall be allowed on private property in the City in accordance with and only in accordance with **Table A** in **Section 405.035** below. If the letter "A" appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning districts represented by that column. If the letter "P" appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning districts represented by that column. Special conditions may apply in some cases. If the letter "N" appears for a sign type in a column, such a sign is not allowed in the zoning districts represented by that column under any circumstances.

B. PERMITTED SIGNS SUBJECT TO QUALIFICATIONS

Although permitted under the previous paragraph, a sign designated by a "P" or "A" in **Table A** in **Section 405.035** shall only be allowed if the sum of the areas of all building and freestanding signs on the lot conforms with the maximum permitted sign area as determined by the formula for the zoning district and/or highway/street in which the lot is located as specified in **Tables B, C-1 and C-2**.

SECTION 405.035 – DESIGN, CONSTRUCTION AND MAINTENANCE

A. PERMITTED TYPES AND STANDARDS

All signs shall be designed, constructed and maintained in accordance with the permitted types and standards as set forth in Tables A, B, C-1, and C-2 in this Section and all signs shall comply with applicable provisions of Title V, the Building Code of the City of Washington.

B. MATERIALS AND METHOD OF ATTACHMENT

Except for banners, flags, temporary signs and window signs conforming in all respects with the requirements of this Chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building or another structure by direct attachment to a rigid wall, frame or structure.

C. MAINTENANCE

All signs shall be maintained in good structural condition, in compliance at all times with all Building and Electrical Codes, and in conformance with this Chapter and those of Chapter 400 as applicable.

Table A. Permitted Signs By Type And Zoning District					
Sign Type	**R-1A,B, C&D/ R-2**	**R-3**	**C-1/ C-2**	**C-3**	**M**
Freestanding/Ground					
Subdivision	P	P	P	P	P
On-premise	P	P	P	P	P
Other	A	P	P	P	P
Wall/Building					
Banner	N	N	P	P	P
Building marker	A	A	A	A	A
Canopy	N	N	P	P	P
Identification	A	A	A	A	A
Incidental	N	A	A	A	A
Marquee	N	N	P	P	P
Projecting	N	N	P	P	P
Residential	A	A	NA	NA	NA
Roof	N	N	N	P	N
Suspended	N	N	N	A	N
Temporary	N	N	P	P	N
Wall	N	N	P	P	P
Window	N	N	A	A	N
Miscellaneous					
Banner	N	N	P	P	N
Flag	A	A	A	A	A
Portable	N	N	P	A	N

A=Allowed without sign permit N=Not Allowed
P=Allowed only with sign permit NA= Not Applicable

Table B.
Maximum Total Sign Area Per Lot By Zoning District

The maximum total area of all wall and/or building signs except incidental, building marker, identification, flags and window signs shall not exceed the lesser of the following:

	R-1A,B,C, & D	**R-2**	**R-3**	**C-1/ C-3**	**C-2**	**M**
Maximum # of total square feet	1	2 (1 / unit)	100	NA	NA	NA
Percentage of principal building face area	NA	NA	NA	5%	5%	5%
Square feet of signage per linear foot of street frontage	NA	NA	NA	2	4	2

NA = Not Applicable

Table C-1.
Maximum Total Sign Area For Permanent Freestanding On-Premises Signs By Zoning District And/Or Highway/Street

The maximum area of all permanent freestanding on-premises signs shall not exceed the lesser of the following:

Zoning District/ Corridor	R-1A, B, C&D/ R-2	R-3	C-1/ C-2/ C-3	C-1/C-2 Hwy 47 &/or 100	C-3	M-1/ M-2
Maximum # of total square feet	8	32	75	250	75	100
Square footage of signage per linear footage	NA	NA	1.5	2	NA	1.5

NA = Not Applicable

Table C-2.
Maximum Height For All Permanent Freestanding On-Premises Signs By Zoning District And/Or Highway/Street

The maximum area of all permanent freestanding on-premises signs shall not exceed the less of the following:

Zoning District/ Corridor	R-1A, B, C&D/ R-2	R-3	Commercial along Hwy A	Commercial along Hwy 100 and 47	All other C-1 & C-2 areas	C-3	M
Maximum height in feet	6	8	25	50	20	15	20

D. PLANNED DEVELOPMENT DISTRICTS

Signage within Planned Development Districts (PD-R, PD-C, PD-I, and PD-MXD) are subject to the standards and permit requirements of Tables A, B, C-1, and C-2 above depending on whether the existing or proposed PD district is residential, commercial, or industrial in nature and the density of the development and shall be permitted, permitted by permit, or not allowed (for example, the standards of Table A for a planned residential development at R1-A density would apply to that PD-R district). Requirements for a Comprehensive Sign Plan in accordance with the provisions of Section 405.045 herein shall apply whether required by this Chapter and Section or by the provisions of the Planned Development District regulations of **Chapter 400, Section 400.115**.

SECTION 405.040 – SUBDIVISION SIGNS

The following requirements and standards shall apply for all subdivision signs:

A. TYPE, NUMBER, AND SIZE

1. All subdivision signs shall be ground signs.

2. There shall not be more than two (2) residential subdivision signs for each point of vehicular access to the development.

3. Subdivision signs shall not exceed thirty-two (32) square feet in area for each exposed face.

B. LOCATION

1. Subdivision signs may be located in any required yard, out of the City right-of-way or located in a right-of-way island with the permission of the City.

2. Signs located adjacent to an arterial or collector roadway shall be set back a minimum of ten (10) feet from the right-of-way and shall not interfere with vehicular sight distance.

C. MAINTENANCE

Responsibility for maintenance of all subdivision signs is that of the developer or subdivision association.

SECTION 405.045 – COMPREHENSIVE SIGN PLAN

No permit shall be issued for an individual sign requiring a permit unless and until a Comprehensive Sign Plan for the lot on which the sign will be erected has been submitted to the Zoning Administrator and approved by the Zoning Administrator as conforming to this Section.

A. COMPREHENSIVE SIGN PLAN

A Comprehensive Sign Plan is required for all development where one (1) or more signs require a permit.

1. Single Lot

   For any single-lot on which the owner proposes to erect one (1) or more signs requiring a permit the owner shall submit to the Zoning Administrator a comprehensive sign plan containing the following:

   a. An accurate plot plan of the lot, at such scale as the Zoning Administrator may reasonably require;

   b. Location of buildings, parking lots, driveways, and landscaped areas on such lot;

   c. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot(s) included in the plan under this Chapter; and

   d. An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not, except that incidental signs need not be shown.

2. Two or More Contiguous Lots

   The following requirements and standards shall apply for all situations where:

   a. The owners of two (2) or more contiguous (disregarding intervening streets and alleys) lots or the owner of a single lot with more than one (1) building (not including any

accessory building) wish to file with the Zoning Administrator a comprehensive sign plan for such lots;

b. The owners and/or tenants of larger commercial, industrial, or mixed-use developments comprised of multiple-lots and/or leased spaces within buildings wish to file with the Zoning Administrator a comprehensive sign plan;

c. The Comprehensive Sign Plan shall contain all of the information required for single lots as specified in **Section 405.045, A, 1, a through d** above and shall also specify standards for consistency among all signs on the lots affected by the plan with regard to: color scheme, lettering or graphic style, lighting, location of each sign on the buildings, material, and sign proportions.

d. In such multiple lots or larger development situations, a comprehensive sign plan conforming with the provisions of this Section, a twenty-five percent (25%) increase in the maximum total sign area shall be allowed for each included lot. This bonus shall be allocated within each lot as the owner(s) elects.

3. Showing window signs on Comprehensive Sign Plan

   A common signage plan or master signage plan including window signs may simply indicate the areas of the windows to be covered by window signs and the general type of the window signs (e.g. paper affixed to the window, painted, etched on glass, or some other material hung inside window) and need not specify the exact dimension or nature of every window sign.

4. Limit on number of freestanding signs under common signage plan

   The Comprehensive Sign Plan, for all lots with multiple uses or multiple users, shall limit the number of freestanding signs to a total of one (1) for each street on which the lots included in the plan have frontage and shall provide for shared or common usage of such signs.

5. Other provisions of master or Comprehensive Sign Plan

   The Comprehensive Sign Plan may contain such other restrictions as the owners of the lots may reasonably determine.

6. Consent

   The Comprehensive Sign Plan shall be signed by all owners or their authorized agents in such form as the Zoning Administrator shall require.

7. Procedures

   A Comprehensive Sign Plan shall be included in any development plan, site plan, planned development plan, or other official plan required by the City for the proposed development and shall be processed simultaneously with such other plan.

8. Amendment

A master or common signage plan may be amended by filing a new master or common signage plan that conforms with all requirements of the ordinance then in effect.

10. Existing signs not conforming to Comprehensive Sign Plan

If any new or amended common signage plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into conformance, within three (3) years, all signs not conforming to the proposed amended plan or to the requirements of this Chapter in effect on the date of submission.

11. Binding effect

After approval of a Comprehensive Sign Plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision of this Chapter. In case of any conflict between the provisions of this Chapter, this Chapter shall control.

SECTION 405.050 – SIGNS IN THE PUBLIC RIGHT-OF-WAY

No signs shall be allowed in the public right-of-way, except for the following:

A. PERMANENT SIGNS

1. Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic;

2. Information signs of a public utility regarding its poles, lines, pipes, or facilities; and

3. Awning, projecting, and suspended signs projecting over a public right-of-way in conformity with the conditions of **Section 405.035, Table A** of this Chapter.

B. EMERGENCY WARNING SIGNS

Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the public right-of-way.

C. SIGNS ILLEGALLY INSTALLAED OR PLACED

Any sign installed or placed on public property, except in conformance with the requirements of this Section, shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the City shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

SECTION 405.055 – SIGNS EXEMPT FROM REGULATIONS UNDER THIS CHAPTER

A. SIGNS EXEMPT

The following signs shall be exempt from regulation under this Chapter:

1. Any public notice or warning required by a valid and applicable Federal, State, or local law, regulation or ordinance.

2. Any sign inside a building, not attached to a window or door that is not legible from a distance of more than three (3) feet beyond the lot line of the lot or parcel on which such sign is located.

3. Works of art that do not include a commercial message.

4. Traffic control signs on private property, such as stop, yield, and similar signs, the face of which meet Department of Transportation standards and which contain no commercial message of any sort.

SECTION 405.060 – GROUND SIGNS

A. APPLICATION

The following shall apply to all ground signs in all zoning districts:

1. No more than one (1) ground sign relating to products and/or services within a building shall be permitted per lot or premise.

2. One (1) ground sign shall be allowed per each street fronting on the lot.

3. Ground signs containing a commercial message must pertain to the business or enterprise operating on the lot on which the ground sign is located.

4. Ground signs shall not be located in the public right-of-way except for approved subdivision signs.

ARTICLE IV

PERMIT REQUIREMENTS

SECTION 405.065 – GENERAL PERMIT PROCEDURES

The following procedures shall govern the application for, and issuance of, all sign permits under this Chapter, and the submission and review of Comprehensive Sign Plans.

A. APPLICATIONS

All applications for sign permits of any kind and for approval of master or common signage plan shall be submitted to the Zoning Administrator or his/her designee on an application form or in accordance with application specifications published by the Zoning Administrator.

B. COMPLETENESS

Within five (5) business days of receiving an application for a sign permit or for a common or master signage plan, the Zoning Administrator shall review it for completeness. If the Zoning Administrator finds that it is complete, the application shall then be processed. If the Zoning Administrator finds that it is incomplete, the Zoning Administrator shall, within such five (5) day period, send to the applicant a notice of the specific ways in which the application is deficient, with appropriate references to the applicable Sections of this Chapter.

C. ACTION

Within seven (7) business days of the submission of a complete application for sign permit, the Zoning Administrator shall either:

1. Issue the sign permit, if the sign(s) that is the subject of the application conforms in every respect with the requirements of this Chapter and of the applicable master or common signage plan; or

2. Reject the sign permit if the sign(s) that is the subject of the application fails in any way to conform to the requirements of this Chapter and of the applicable master or common signage plan. In case of a rejection, the Zoning Administrator shall specify in the rejection the Section or Sections of the Chapter or applicable plan with which the sign(s) is inconsistent.

D. ACTION ON PLAN

On any application for approval of a Comprehensive Sign Plan, the Zoning Administrator shall take action on the applicable plan by one (1) of the following dates:

1. Fourteen (14) days after the submission of a complete application if the application is for signs for existing buildings; or

2. On the date of final action on any related application for building permit, site plan, or development plan for signs involving new construction.

3. On or before such applicable date, the Zoning Administrator shall either:

a. Approve the proposed plan if the sign(s) as shown on the plan and the plan itself conforms in every respect with the requirements of this Chapter; or

b. Reject the proposed plan if the sign(s) as shown on the plan or the plan itself fails in any way to conform to the requirements of this Chapter. In case of a rejection, the Zoning Administrator shall specify in the rejection the Section or Sections of this Chapter with which the plan is inconsistent.

SECTION 405.070 – PERMITS TO CONSTRUCT OR MODIFY SIGNS

A. SIGNS REQUIRING A PERMIT

Signs identified as "P" on **Table A** in **Article III, Section 400.035** shall be erected, installed, or created only in accordance with a duly issued and valid sign construction permit from the Zoning Administrator. Such permits shall be issued only in accordance with the following requirements and procedures.

1. Permit for new sign or for sign modification

   An application for construction, creation, or installation of a new sign or for modification of an existing sign shall be accompanied by detailed drawings to show the dimensions, design, structure, and location of each particular sign, to the extent that such details are not contained on a Comprehensive Sign Plan then in effect for the lot. One (1) application and permit may include multiple signs on the same lot.

2. Inspection

   The Zoning Administrator shall cause an inspection of the lot for which each permit for a new sign or for modification of an existing sign is issued during the sixth (6th) month after the issuance of such permit or at such earlier date as the owner may request. If the construction is not substantially complete at the time of inspection, the permit shall lapse and become void. If the construction is complete and in full compliance with this Chapter and with the Building and Electrical Codes, the Zoning Administrator shall affix to the premises a permanent symbol identifying the sign(s) and the applicable permit by number or other reference. If the construction is substantially complete but not in full compliance with this Chapter and applicable Codes, the Zoning Administrator shall give the owner or applicant notice of the deficiencies and shall allow an additional thirty (30) days from the date of inspection for the deficiencies to be corrected. If the deficiencies are not corrected by such date, the permit shall lapse. If the construction is then complete, the Zoning Administrator shall affix to the premises the permanent symbol described above.

SECTION 405.075 – SIGN PERMITS – CONTINUING

The owner of a lot containing signs requiring a permit under this Chapter shall at all times maintain in force a sign permit for such property. Sign permits shall be issued for individual lots, notwithstanding the fact that a particular lot may be included with other lots in a common signage plan.

ARTICLE V

SUPPLEMENTARY SIGN REGULATIONS

SECTION 405.080 – GENERAL PROVISIONS

The general provisions as set forth below apply to all types of signs:

A. BUILDING CODE REQUIREMENTS

All signs shall comply in every respect with the Building Code, Chapter 500 of the Washington Municipal Code, including, but not limited to:

1. No sign shall be erected, displayed, or maintained so as to obstruct any fire escape, any required exit way, window or door opening used as a means of egress, or to obstruct any other means of egress required by the Building Code of the City of Washington; and

2. No sign shall be erected, displayed, or maintained in a manner that interferes with any opening required for ventilation under the Building Code of the City of Washington.

B. PROJECTION INTO RIGHT-OF-WAY

Except as may be specified in **Article III, Section 405.035, Tables A, B, C-1 and C2** in this Chapter, no sign shall project beyond a right-of-way line, except for the following:

a. Wall signs, provided that such signs extend over a public sidewalk and has a bottom clearance of not less than eight (8) feet.

b. Projecting signs, provided that such signs extend over a public sidewalk; not extend more than three (3) feet into the right-of-way; and has a bottom clearance of not less than eight (8) feet.

c. Signs mounted on or under a canopy, awning or marque which is permitted to project into a right-of-way, in accordance with **Article III** of this ordinance, and where the bottom edge of the sign is not less than eight (8) feet above the sidewalk or pedestrian way.

d. Banner signs, provided that such signs shall not project into the right-of-way by more than two (2) feet and have a bottom clearance of not less than fourteen (14) feet. The structure to which the banner signs are attached (e.g., light standard) shall be able to withstand the additional wind load caused by such sign per the Washington Building Code.

C. SIGN ILLUMINATION

a. Internal and external illumination of signs shall concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

b. Internally or back-lit cabinet signs shall be prohibited within in any City Historic District, design review area, or any other district or properties listed on the National Register of Historic Places or any historic landmark, unless determined as contributing element to the historic district or landmark.

D. MISCELLANEOUS ADVERTISING OBJECTS PROHIBITED

No goods, wares, merchandise or other attention-getting object, other than a sign as defined herein shall be used as an advertising object. This provision shall not be construed so as to prohibit the display of motor vehicles for sale or other outdoor storage and display of merchandise permitted by this ordinance.

E. SIGNS NOT TO CONSTITUTE TRAFFIC HAZARD

No sign shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop," "go," "look," "danger," "one-way," "yield" or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic. Sign placement shall be in accordance with the requirements contained in **Chapter 400, Section 400.195, G, "Visibility at Intersections".**

F. ELECTRICAL HAZARDS

No freestanding sign shall be erected within eight (8) feet of any line conductors, service drops or power lines.

G. FLASHING SIGNS

Flashing Signs shall not be animated or have intermittent illumination or flashing lights, except where permitted for emergency signs.

SECTION 405.085 – ELECTRONIC MESSAGE DISPLAYS

A. PURPOSE

These regulations provide standards and procedures for the safe and appropriate use of electronic message display signs. The regulations are intended to ensure the use of such signs will not have a detrimental effect on the surrounding area or the public welfare, and will be consistent with the purpose and intent of this Chapter.

B PROCEDURES

Electronic message display signs shall be subject to the site plan review and approval processes of **Chapter 400, Article IV**.

C. MODES OF OPERATION

The following modes of operation are described for electronic message signs:

1. Static - Signs which include no animation or effects simulating animation.

2. Fade - Signs where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases in intensity to the point of legibility.

3. Dissolve - Signs where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.

4. Traveling - Signs where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.

5. Scrolling - Signs where the message is changed by the apparent vertical movement of the letters or graphic elements of the message.

D. STANDARDS

The following describes standards for the installation and use of electronic message display signs:

1. Zoning Districts: Electronic message display signs shall be permitted in the C-1, C-2, C-3, M-1, M-2 and PD-C, and PD-I Zoning Districts subject to meeting the standards and criteria described herein. Exceptions may be granted for churches, schools, government agencies and institutional uses located in any zoning district.

2. Size: The area of the electronic display panel shall not be more than eighteen (18) square feet in size or fifty (50) percent of the total area of the sign, whichever is more restrictive.

3. Height: The maximum height, as measured from the prevailing grade to the top of the electronic message display panel on a ground mounted or freestanding sign, shall vary according to the location, as follows:

    a. Twelve (12) feet maximum height where located adjacent to major and collector streets and highways, as described on the City of Washington Street Classification Map.

    b. Ten (10) feet maximum height where located adjacent to collector streets as described on the City of Washington Street Classification Map.

    c. Eight (8) feet maximum height where located within 300 feet of any residential use or facility, or any hotel or lodging use, and where such sign is visible from such property as determined through the site plan review and approval processes of **Chapter 400, Article IV**.

    d. The maximum height of such signs in any other location otherwise permitted by this Section shall be no greater than 10 feet in height to the top part of the electronic sign panel.

6. Hours of Operation: Where electronic message display signs may face residential property in adjacent residential zoning districts, such displays shall be turned off by 10:00 p.m. or by a time established in conjunction with the site plan review and approval process.

7. Sign Type: Electronic message display signs may be incorporated into freestanding signs or wall mounted signs;

8. Number: Only one (1) electronic message display sign shall be allowed as part of a shopping center sign and only one (1) such sign shall be permitted per street frontage for a shopping

center. For individual uses, only one (1) electronic message display sign shall be permitted on the premises per use.

9. Distance from Residential Use: Electronic message displays signs shall not be located within 100 feet of any residence or residential zoning district as measured from the sign to the property line of the residential use.

10. Distance from Other Signs: Electronic message display signs must be spaced a minimum of 150 feet from other electronic message display signs.

F. LIGHTING INTENSITY AND COLOR

Daytime lighting intensity must automatically re-set to a lower level for night time hours. To ensure compliance with this Section, the sign must have an automatic brightness control linked to ambient light levels.

1. Brightness. Electronic message display shall come equipped with dimming technology that automatically adjusts the display's brightness based on ambient light conditions and comply with maximum night time brightness level.

2. Electronic message display signs shall be not exceed a maximum illumination of 300 NITS during nighttime ours (between dusk and dawn) and a maximum illumination of 5,000 NITS during daylight hours or the maximum illumination during nighttime hours may only be 10% of the maximum illumination of daytime hours, whichever is more restrictive.

3. Displays that use large background areas of bright white or other high intensity colors are prohibited.

G. Exemptions

The following shall not require a sign permit:

1. Temporary governmental signs, including emergency warning signs, traffic control signs, special event signs, temporary information signs or similar applications using electronic message displays.

2. Electronic "Open" or "Closed" type signs displayed in windows of businesses provided they are no more than two (2) square feet in size.

H. Exceptions

The following types of electronic signs shall be permitted for approved uses subject to obtaining a sign permit:

1. Gasoline price signs with electronic price numbers shall be permitted for service stations and fueling centers where incorporated into permitted on- premise signs.

2. Time and temperature signs that provide illuminated numbers only may be located in commercial districts. Such signs may be integrated with signs that identify the primary property use or be installed as independent signs provided the electronic display panel

does not exceed eight (8) square feet in area and is in conformance with height standards described in this Section.

I. PROHIBITED ELECTRONIC MESSAGE SIGNS

1. Electronic message display signs shall be prohibited within any City Historic District, design review area, or any other districts or properties listed on the National Register of Historic Places or any locally designated historic landmark, unless determined as a contributing element to the historic district or landmark.

2. Off-premise signs, billboards, portable signs and temporary signs, except where permitted by this Chapter.

SECTION 405.090 – TEMPORARY SIGN PERMITS (PRIVATE PROPERTY)

A. TEMPORARY SIGN PERMIT REQUIRED

Temporary sign permits on private property shall be allowed only upon the issuance of a temporary sign permit, which shall be subject to the following requirements:

1. A temporary sign permit shall allow the use of a temporary sign for a specified thirty (30) day period.

2. Only five (5) temporary sign permits shall be issued to the same property on the same lot in any calendar year.

3. A temporary sign shall be allowed only in districts with a letter "P" for "temporary signs" wall/building or "P" for "other" freestanding/ground on **Table A, in Article III, Section 400.035** of this Chapter and subject to all of the requirements for temporary signs as noted therein.

SECTION 405.095 – NON-CONFORMING SIGNS

A. PRE-EXISTING SIGNS

The lawful use of an on-premise sign existing immediately prior to the date of the passage of this Chapter adopting these on-premise sign regulations, or any subsequent amendments hereto, may remain in place, although such on-premise sign does not conform to the provisions of this Chapter.

B. LIMITATIONS ON PRE-EXISTING NON-CONFORMING SIGNS

No existing on-premise sign permitted by this Chapter in the district in which such on-premise sign is located, except when required to do so by law or ordinance, shall be enlarged, extended, reconstructed or structurally altered, unless such sign is changed to one permitted in the district in which such on-premise sign is located.

SECTION 405.100 – REMOVAL OF UNSAFE, OBSOLETE AND NON-CONFORMING SIGNS

A. UNSAFE SIGNS

If any sign is found to be unsafe or insecure or is a menace to the public, the City shall give written notification to the owner of the property to which such sign is erected or affixed to remove or alter such unsafe or unsecured sign within ten (10) days upon receipt of notification. Upon failure to comply with such notice within the time specified, the City shall find the owner of the sign in violation and take appropriate legal action to remove or repair said sign. The City may cause any sign that is an immediate peril to persons or property to be removed summarily and without notice.

B. OBSOLETE SIGNS

1. Any obsolete sign, not including sign structure, that does not advertise an existing business or a product shall be taken down and removed by the owner of the property to which the obsolete sign is attached within thirty (30) days of tenant or owner moving from the lot or premises.

2. A sign structure, not being used for ninety (90) days or which has been replaced, shall be taken down and removed.

3. At the termination of a business or commercial enterprise, all signs pertaining thereto shall be removed from public view within ninety (90) days of such termination.

4. Upon failure to comply with such notice within the time specified, the City shall cause for removal of such sign, and any expense incidental thereto shall be paid by said owner.

C. ALTERATION AND MAINTENANCE OF NON-CONFORMING SIGNS

Any non-conforming sign shall be brought into compliance when the following occurs:

1. Damage to a sign which requires repairs which will exceed fifty percent (50%) of the replacement value of the sign;

2. Required maintenance which will exceed fifty percent (50%) of the replacement of the sign;

3. A change in ownership or tenancy which requires a new certificate of occupancy for the premises on which a legal non-conforming sign is located; or

4. Remodeling which encompasses more than fifty percent (50%) of the display frontage of the business to which the sign relates.

SECTION 405.105 – VIOLATIONS

A. Actions Constituting Violations

Any of the following shall be a violation of this Chapter and shall be subject to the enforcement remedies and penalties provided by this Chapter, by the Zoning Code, and by State law:

1. To install, create, erect, or maintain any sign in a way that is inconsistent with any plan or permit governing such sign or the lot on which the sign is located;

2. To install, create, erect or maintain any sign requiring a permit without such permit;

3. To install, create, erect, and maintain any sign in a way that is inconsistent with any plan or permit governing such sign or the lot on which sign is located;

4. To fail to remove any sign that is installed, created, erected, or maintained in violation of this Chapter, or for which the sign permit has lapsed; or

5. To continue any such violation. Each such day of a continued violation shall be considered a separate violation when applying the penalty portions of this Chapter.

B. NUMBER OF VIOLATIONS

Each sign installed, created, erected, and maintained in violation of this Chapter shall be considered a separate violation when applying the penalty portions of this Chapter.

SECTION 480.110 – MULTIPLE TENANTS PER BUILDING.

A. GROUND SIGNS

Multiple tenants shall not be permitted individual ground signs along street frontage of common premises.

B. SIGNAGE RELATED TO BUILDING FACE

Whenever there is more than one (1) occupant in any building, each individual tenant is allowed the allotted square footage for the building face area or street frontage, of the individual leased or owned space, whichever is less.

SECTION 405.115 – OFF-PREMISES SIGNS AND BILLBOARDS ON PRIMARY HIGHWAYS

A. DEFINITIONS

As used in this Section, the following terms shall have these prescribed meanings:

OFF-PREMISES SIGNS AND BILLBOARDS
All signs and billboards within the City which are subject to the regulations set forth in Sections 226.500—226.600, R.S. Mo., 2000.

ADDITIONAL DEFINITIONS
The definitions of words and phrases contained in Section 226.510, R.S. Mo., 1994 are hereby adopted and incorporated by reference and shall apply whenever such word or phrase is used in this Section.

B. APPLICABILITY TO THIS CHAPTER AND STATE STATUTE

Notwithstanding the provisions of any other Section of this Chapter to the contrary, the provisions of this Section shall apply to all off-premises signs and billboards on primary highways. All provisions of other Sections of this Chapter, which are not inconsistent with this Section or with Chapter 226, Sections 226.500—226.600, R.S. Mo. and applicable rules established by the Missouri Department of Transportation and the Missouri Highway and Transportation Commission (and which may be amended from time to time), shall remain in full force and effect with respect to off-premises signs and billboards on primary highways. To the extent any Sections of this Chapter may be inconsistent with applicable State law or rules and regulations as applied to off-premises signs and billboards on primary highways, the provisions of State statutes and rules and regulations shall apply.

C. REGULATIONS FOR PRIMARY HIGHWAYS

The following regulations shall apply to off-premises signs and billboards on primary highways:

1. Lighting

    a. No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any sign. No flashing, intermittent, or moving light or lights will be permitted except scoreboards and other illuminated signs designating public service information, such as time, date, or temperature, or similar information, will be allowed.

    b. External lighting, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main traveled way of the interstate or Federal-aid primary highway and the lights are not of such intensity so as to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle.

    c. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.

    d. The maximum average lighting intensity level for such sign shall be twenty (20) foot-candles.

2. Size of signs

    a. The maximum area for any one (1) sign shall be one thousand two hundred (1,200) square feet with a maximum height of thirty (30) feet and a maximum length of sixty (60) feet, inclusive of board and trim but excluding the base or apron, supports, and other structural members.

    b. The maximum size limitations shall apply to each side of a sign structure, and signs may be placed back to back, double-faced, or in V-type construction with not more than two (2) displays to each facing, but sign structure shall be considered as one (1) sign.

3. Spacing of signs

a. Non-freeway Federal-aid primary highways. No structure shall be erected within five hundred (500) feet of an existing sign.
b. The spacing between structure provisions of this Section do not apply to signs which are separated by buildings, natural surroundings, or other obstructions in such a manner that only one (1) sign facing located within such distance is visible at any one time. Directional or other official signs or those advertising activities on the property on which they are located, including products sold, shall not be counted, nor shall measurements be made from them for the purpose of compliance with spacing provisions.

c. No sign shall be located in such a manner as to obstruct or otherwise physically interfere with the effectiveness of any official traffic sign, signal, or device or obstruct or physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting traffic.

d. The measurement in this Section shall be minimum distances between outdoor advertising sign structures measured along the nearest edge of the pavement between points directly opposite the signs along each side of the highway and shall apply only to outdoor advertising sign structures located on the same side of the highway involved.

4. Setbacks, safety clearances and height.

In order to provide a safety zone to prevent injury to persons or damage to property from collapse of signs caused by acts of God or other causes, each sign shall have a minimum setback of at least ninety (90) feet:

a. From its nearest edge to the right-of-way of any primary highway; and

b. From all property lines and from all roofed structures, overhead electrical lines and public rights-of-way, from all points of the sign.

c. In order to further provide a safety zone to prevent injury or property damage from collapse of billboards caused by acts of God or other causes, each off-premises billboard shall have a maximum height, measured from the ground to the highest point of such off-premises billboard, of thirty-five (35) feet. In addition, the applicant for permit shall present documentation to the reasonable satisfaction of the Building Inspector that the applicant has secured the legally enforceable right to prevent the erection of structures within the setback zones. No City building permit shall be issued for construction of any building or structure within the setback zone for any sign.

5. Setbacks from residential areas.

No sign shall be located within five hundred (500) feet of land zoned for residential or agricultural purposes.

6. Lighting and fencing

Before a permit is issued, the applicant shall receive approval for a plan for lighting and fencing around the sign to ensure that the structure will be safe and secure from vandals if deemed necessary and appropriate. Such plans shall be reviewed and approved by the Building Inspector.

7. Nuisances.

   Any sign which, because of a lack of maintenance, upkeep, vandalism, accumulations of litter, refuse or debris, or the deterioration of lighting or fencing, become unsightly or unsafe is hereby declared to be a nuisance and shall be subject to abatement by the City in the same manner as all other nuisances on private property.

8. Permits.

   a. The City shall not issue a permit for any new sign without a permit having first been issued by the Missouri Department of Transportation.

   b. The City shall charge a permit fee of five hundred dollars ($500.00) for the initial inspection of the sign but shall not charge any subsequent permit or inspection fee for such sign. This provision shall not prohibit the City from imposing a business license tax on such sign.

   c. Before a permit is issued, the applicant shall submit the following certifications from the appropriate licensed professional:

      (1) Certification from a licensed soils engineer that the soil and subsoil is capable of accepting the projected loads;

      (2) Certification from the licensed electrical engineer as to the electrical portion of the sign;

      (3) Certification from a licensed structural engineer as to the structural strength of the sign; and

      (4) A certified outboundary survey from a licensed surveyor of the site and its setback and clearance zone.

   d. Before a permit is issued the applicant shall submit a sign survey to indicate the relative vertical and horizontal distances between the proposed sign and all other signs within five hundred (500) feet.

9. The provisions of the Chapter, **Sections 405.005 - 405.100** shall apply to all signs regulated by this Section.

10. Owners of all signs regulated by this Section shall be required to submit biennially an inspection report from a licensed structural engineer as to the structural integrity of the sign. Such certification shall be supplied to the City on or before June first (1st) of each year that such certification is required. Failure to submit such certification shall result in the immediate revocation of the permit for the sign.

11. The provisions of this Section apply to the erection, alteration, construction, reconstruction and maintenance of all signs in areas zoned either "C-1", "C-2", "C-3", "M-1", "M-2", “PD-C”, or “PD-I” within the City.