

Chapter 18.06

SIGN REGULATIONS

Sections:

18.06.010 Intent.

18.06.020 Scope.

18.06.030 Exempt signage.

18.06.040 Prohibited signage.

18.06.050 Sign permit applications.

18.06.060 Sign permit fees.

18.06.070 Installation requirements and maintenance.

18.06.080 Temporary signs.

18.06.090 Permanent signage design guidelines.

18.06.100 Single-tenant permanent signage.

18.06.110 Multi-tenant permanent signage.

18.06.120 Other permanent signage.

18.06.130 Nonconforming signs.

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

18.06.150 Voluntary compliance incentive.

18.06.160 Definitions.

18.06.170 Validity.

18.06.180 Savings clause.

18.06.010 Intent.

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

18.06.20 Scope.

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

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

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

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

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

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

18.06.030 Exempt signage.

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

A. Flags shall be considered as exempt signage, provided they do not conflict with any other provision of this chapter.

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

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

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

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

F. Historic or commemorative site markers or plaques.

18.06.040 Prohibited signage.

The following signs are prohibited within the town of Eatonville.

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

B. Signs which purport to be, or are, an imitation of, or resemble an official traffic sign or signal, or which bears the words “stop,” “caution,” “danger,” “warning,” or similar words, or any sign which causes confusion for motorists.

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

D. Signs attached to utility poles and street signs.

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

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

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

18.06.050 Sign permit applications.

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

18.06.060 Sign permit fees.

Sign permit fees shall be set by the town council by resolution and shall be due at the time of application. (Ord. . 2007-19 § 2, 2007).

18.06.070 Installation requirements and maintenance

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

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

C. Maintenance. All signs, including heretofore installed, shall be constantly in a state of security, safety, and repair. Failure to maintain any permitted sign as required in this title is a violation of the zoning code and shall be subject to costs for repair or removal. Any sign found to be so improperly maintained or insecurely fastened or otherwise dangerous, shall be the duty of the owner and/or occupant of the premises on which the sign is fastened to repair or remove the sign within ten (10) days of receiving notice from the town planner.

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

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

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

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

18.06.080 Temporary Signs

Temporary signs are permitted subject to the following conditions:

A. All temporary signs, including semi-permanent construction signage, shall conform to the provisions of this title. No temporary sign may impede on the site triangle, public ingress or egress, right of way, or threaten the safety of the public as determined by the town planner and shall not exceed more than 36 square feet without requiring a permit from the town.

18.06.090 Permanent signage design guidelines.

Permanent signs are permitted subject to the following conditions:

A. Sign Guidelines.

1. Intent
 - a. A sign should be legible.

- b. A sign should not overshadow its building or surroundings.
- c. The scale of a sign should be in proportion with the building or site to which it pertains.
- d. For historic landmarks, a sign should be consistent with the historic character and should not obscure significant features.

Don't Do This



Dwarf the rest of building elements

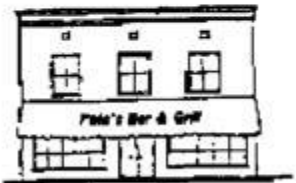


"Apply" sign indiscriminately to a building

Do This



Keep with a reasonable scale relative to other elements



Incorporate sign as part of building elements such as awning or canopy

Figure 1. Sign design criteria of this section.

2. Design Criteria.

a. Sign Message

i. Signs should be used primarily for the purpose of identification, conveying recognition of a particular enterprise, group of enterprises, or franchise. The sign message shall be the name identification of the business.

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

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

b. Color

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

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

c. Illumination

i. Illumination from or upon any sign shall be shaded, shielded, directed, or reduced so as to avoid undue brightness, glare or reflection of light on private property in the surrounding area, and so as to avoid distracting pedestrians and motorists. "Undue brightness" is illumination in excess of that which is reasonably necessary to make the sign reasonably visible to the average person on the adjacent street. Illumination, if used, shall be what is known as white or yellow and shall not be blinking, fluctuating, or moving. Light rays shall shine upon only the sign or upon the property on which the sign is located and shall not spill over the property lines in any direction, except by indirect reflection.

ii. Indirect lighting is encouraged.

d. Wall Signs.

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

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

e. Freestanding Signs

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

- ii. Berming shall not be used to exceed the maximum allowable height of signs.
- iii. The base or support elements of freestanding signs should be integrated with the surrounding environment. Landscaping may be required to buffer such signs.
- iv. Freestanding signs should be sited so that they integrate with the location of street trees and other site landscaping, and to avoid obscuring the view of adjacent freestanding signs. (Ord. 2007-19 § 2, 2007).

18.06.100 Single-tenant permanent signage.

A. Number.

1. Each single-tenant business may erect signs not to exceed the maximum number allowed for each type of sign as follows:
 - a. Freestanding and Projecting Signs. Each single-tenant business may erect one freestanding or projecting sign per street frontage.
 - b. Wall Signs. Single-tenant businesses may erect one wall sign per building elevation (maximum four).
 - c. Window Signs. Each business may erect one permanent window sign per window.
 - d. Marquee Signs. A business may erect a marquee in lieu of a projecting sign and wall sign on that building face.
 - e. Awning Signs. One awning sign per building face is permitted; however, the number of awnings is not limited.
 - f. Roof Signs. One roof sign per business may be approved if it meets the requirements of this chapter.

B. Sign Types and Requirements.

1. Freestanding Pole Signs.
 - a. One pole sign up to 20 feet in height and up to 50 square feet in area may be permitted; provided, that the planning director determines that the sign proposal meets the following criteria:
 - i. The building to which the pole sign is to be associated existed prior to the adoption of the ordinance codified in this chapter. (New buildings should be designed with

other types of signage in mind.)

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

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

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

Parcel Frontage	Max. Area per face	Max Height
<50 ft.	24 ft. ²	15 ft.
50-99 ft.	36 ft. ²	20 ft.
+100 ft.	50 ft. ²	20 ft.

2. Freestanding Ground Signs.

a. Maximum height depends on frontage length:

i. < 50 frontage feet: six feet maximum height;

ii. 50 - 150 frontage feet: seven feet maximum height;

iii. > 150 frontage feet: eight feet maximum height;

b. Maximum area:

i. < 50 frontage feet: 30 ft.² per face;

ii. 50 - 150 frontage feet: 42 ft.² per face;

iii. > 150 frontage feet: 56 ft.² per face;

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

3. Freestanding monument signs are prohibited.

4. Freestanding pylon signs are prohibited.

5. Projecting Signs.

- a. Location. Projecting signs shall be attached to a wall which fronts a street.
- b. Maximum height. The mid-point of a projecting sign shall not be any higher than the mid-point of the second story of the building to which it is attached. In any event, a projecting sign shall be no higher than 25 feet in height above the adjacent ground and shall not be higher than the associated building.
- c. Maximum area. Maximum projecting sign area shall be based on the width of the street-facing wall to which the sign is attached:

Street-facing Wall Width	Max. Projecting Sign Area
< 20 ft.	16 ft. ²
20 – 35 ft.	25 ft. ²
> 35 ft.	36 ft. ²

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

6. Awnings.

- a. Awnings shall not be backlit.
- b. The area of signage to be printed on an awning shall not exceed 30 percent of the total area of the exposed face of the awning on which the signage is to be located. The signage area shall be calculated on the smallest rectangle, circle, or spherical figure which will enclose the entire copy area of the sign. Any calculation shall include the area between the letters and lines as well as the area of any devices which are intended to attract attention.
- c. Below an awning, one hanging sign up to four square feet in area may be permitted per business per street frontage; provided, that it shall not hang less than eight feet above the sidewalk below.
- d. Awnings may project into a public right-of-way but shall not project further than to within two feet of the curb line.

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

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

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

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

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

- The sign proposal represents a superior design due to the incompatibility of freestanding, projecting, awning, marquee, and wall signs with the architecture of the building or the site.
- The sign proposal's primary purpose is not to increase sign visibility from a distance greater than that of which a freestanding, projecting, awning, marquee, or wall sign which conforms to the requirements of this title would be visible.

18.06.110 Multi-tenant permanent signage.

A. Approved Sign Program Required. When more than one business occupies a lot, building, or

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

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

B. Number.

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

a. Freestanding Signs.

- i. Multi-tenant buildings or complexes with less than 300 feet of frontage may have one freestanding sign.
- ii. Multi-tenant buildings with 300 feet or more frontage may have two freestanding signs.
- iii. Individual businesses are not permitted individual freestanding signs (except for service stations); however, the freestanding sign as permitted for the multi-tenant building or complex may be a ganged sign listing the names of the businesses located in the multi-tenant building or complex.

C. Sign Type and Requirements.

1. Freestanding Signs

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

Total Right-of-way Frontage	Allowable Sign Area	Allowable Sign Structure Size	Maximum Height
< 100 ft.	36 ft. ²	54 ft. ²	6 ft.
100 – 199 ft.	56 ft. ²	78 ft. ²	7 ft.
200 – 299 ft.	66 ft. ²	88 ft. ²	7 ft.
300 ft. and above	72 ft. ²	90 ft. ²	8 ft.

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

Total Right-of-way Frontage	Allowable Sign Area	Allowable Sign Structure Width	Allowable Structure Height
200 – 299 ft.	66 ft. ²	7 ft.	18 ft.
300 ft. and above	72 ft. ²	8 ft.	20 ft.

c. Pole signs are prohibited.

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

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

3. Projecting signs are permitted in accordance with the requirements of EMC 18.01.100(B)(5)(b) and (c).

4. Window signs are permitted in accordance with the requirements of EMC 18.06.100(B)(9).

5. Marquee signs are permitted in accordance with the requirements of EMC 18.06.100(B)(8).

6. Awnings are permitted in accordance with the requirements of EMC 18.06.100(B)(6).

7. Roof Signs. Roof signs are not permitted in multi-tenant complexes. (Ord. 2007-19 § 2, 2007).

18.06.120 Other permanent signage.

A. Service Station Signage

1. Service stations may have an additional four square feet per face per fuel type (maximum of four fuel types) to advertise fuel prices.
2. Service stations may advertise the brand of gasoline on the side of a service station canopy. Sign lettering shall not exceed 20 inches in height.
3. If a service station is located in a multi-tenant complex, the service station may have an additional freestanding sign (in addition to that allowed for the multi-tenant complex) for the purposes of identification and fuel price display.

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

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

D. Bulletin Boards.

1. Bulletin boards shall require a sign permit.
2. The bulletin board shall be limited in height to the maximum height of the sign into which it is being incorporated.
3. Bulletin boards may be single or double faced.
4. Changing message center signs may be used as a bulletin board subject to the following requirements:
 - a. Messages on electronic reader boards shall be fixed for a minimum of five seconds.
 - b. In between each five-second fixed message, the sign may switch to the time and temperature which shall be displayed for a minimum of two seconds.

E. Way-Finding Signage. All way-finding signage shall be erected in accordance with a way-finding

signage plan to be approved by the planning director. All way-finding signage to be erected within the town shall be of a uniform design concept.

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

G. Multifamily Buildings. A multifamily building which is not part of a complex may erect one sign not to exceed 14 square feet in an area and five feet in height. Signs may be wall-, ground-, or fence-mounted.

H. Multifamily Complexes. Multifamily complexes are permitted two signs per entrance not to exceed 14 square feet in area and five feet in height. Signs may be wall-, ground-, or fence-mounted.

I. Off-Premises Signs.

1. Off-premises signs may be erected by any building owner (or business owner in the event of a single-tenant building). Such a sign may be placed on private property (in addition to any other signs on that property) with the permission of that property owner and after obtaining a sign permit. There is a maximum of one sign per business and such a sign shall either be consistent with the town's way-finding signage plan or shall be of similar construction to way-finding signage as follows:

a. The sign(s) shall be mounted on a pole not to exceed nine feet in height.

b. The sign(s) shall be of a maximum dimension of 42 inches by 10 inches.

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



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

18.06.130 Nonconforming Signs.

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

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

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

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

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

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

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

B. If the advertiser can be determined, the town shall store the illegal sign for 30 calendar days

after the day the sign was removed and notify the advertiser that the town is storing the sign and the time and location where the sign can be retrieved. The advertiser may retrieve the sign during any working days within this 30-day period.

C. To reimburse the town for the costs of removing and storing the sign, an advertiser retrieving a sign shall pay the town a \$50.00 fee for each sign removed to compensate the town for its costs. This fee is a reimbursement of town costs and shall not be considered a penalty. This fee shall be paid in addition to any penalty levied.

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

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

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

18.06.150 Voluntary Compliance Incentive

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

18.06.160 Definitions

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

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

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

1. Washington Avenue between Orville Road and Larson Street.

2. Larson Street between Washington and Mashell Avenue.

3. Mashell Avenue.

4. SR 161.

5. Center Street to the east of Eatonville Highway.

6. Eatonville Highway

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

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

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

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

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

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



Canopy Sign on Freestanding Canopy

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

Collector Streets. The following streets within the town of Eatonville shall be considered collector

streets for the purposes of regulating signs:

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

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

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

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

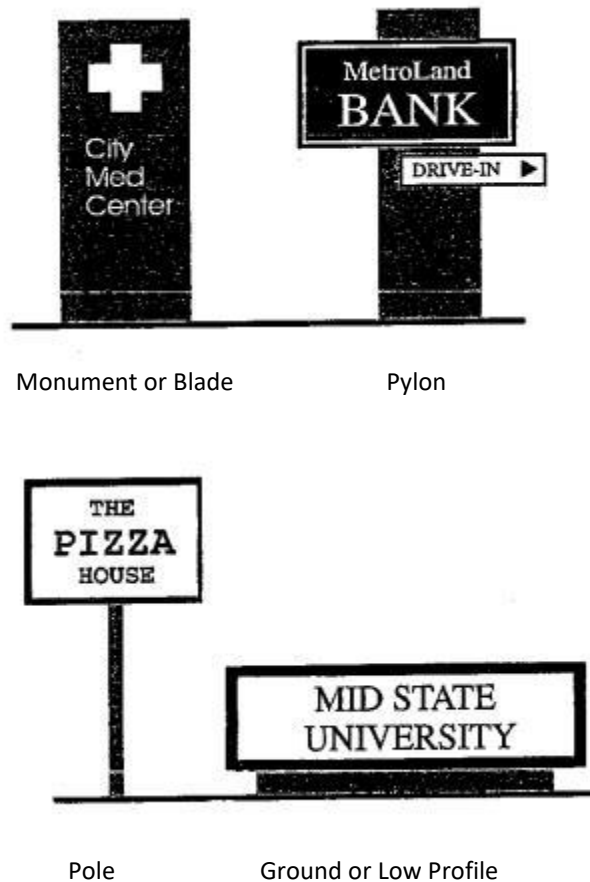


Common Feather Signs

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

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

Common Freestanding Sign Types:



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

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

Ground Sign. See “Freestanding sign.”

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

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

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

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

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

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

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

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

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

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

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

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

Pole Sign. See “Freestanding sign.”

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

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

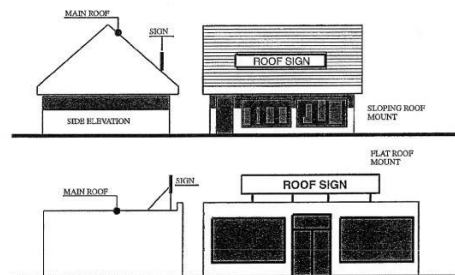
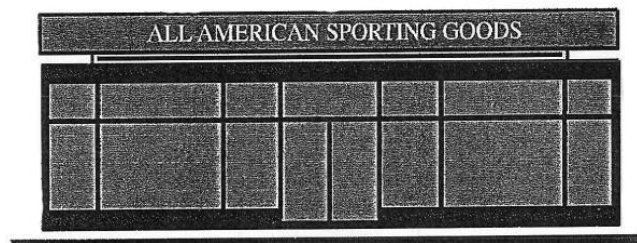


Projecting Sign

“Public service sign” means an electronically or electrically controlled public service sign or portion of a larger sign which conveys only information such as activities, events, time, date, temperature, atmospheric condition or news of interest to the general public where different alternating copy changes are shown on the same lamp bank matrix.

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

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



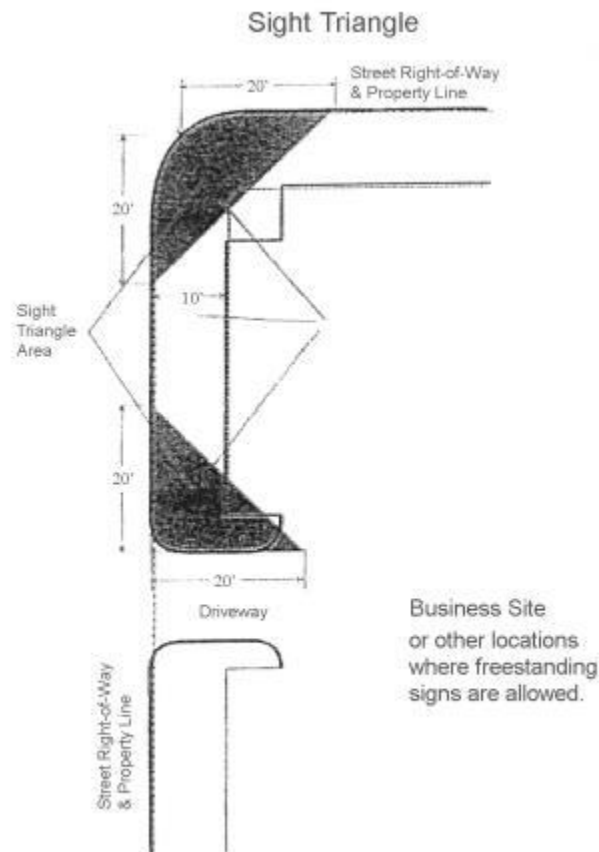
Roof Sign

“Searchlight” means an apparatus containing an electric light and reflector on a swivel for projecting

a far-reaching beam in any desired direction.

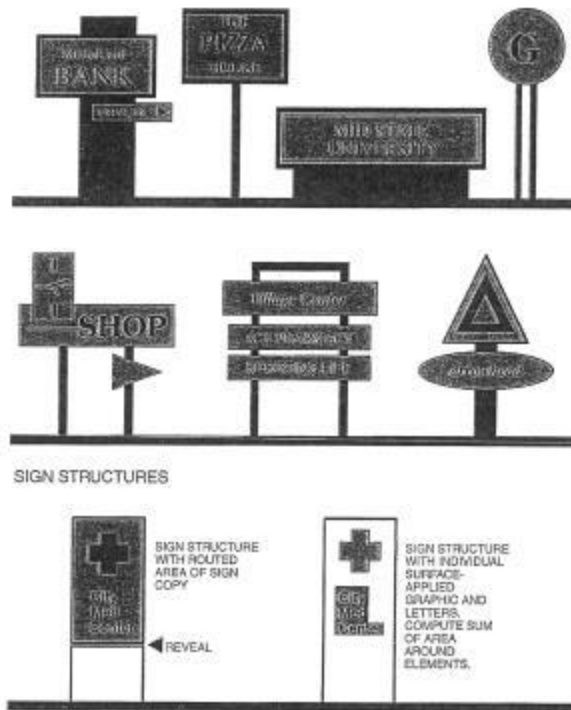
“Seasonal sales sign” means any sign used to advertise a sale of merchandise or other items during a particular holiday season including seasonal fireworks or Christmas holiday sales.

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



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

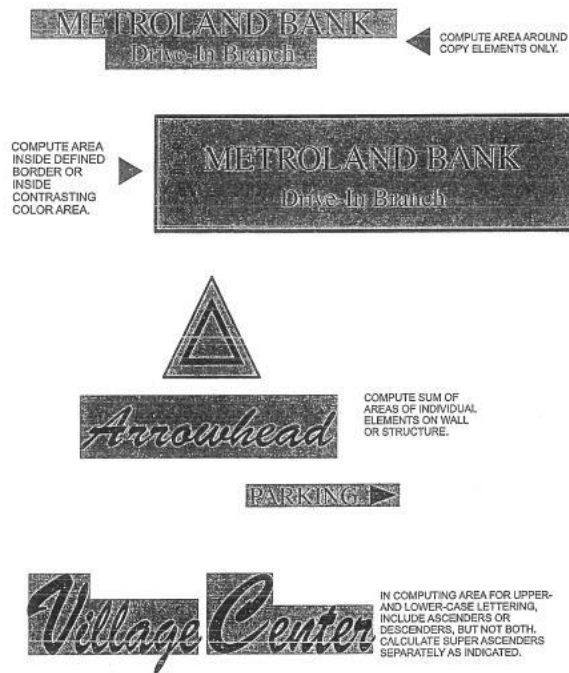
“Sign area” means the area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The following diagrams demonstrate sign area calculations:



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

Figure 1003.1(3)

Sign Area – Computation Methodology



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

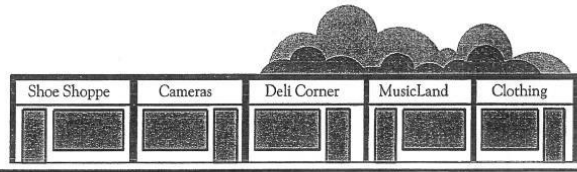
Figure 1003.1(4)

Sign Area – Computation Methodology

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

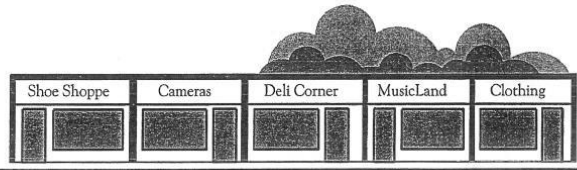
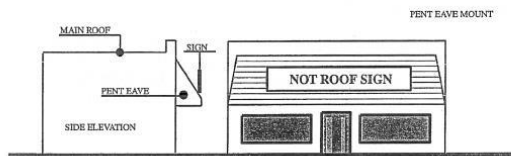
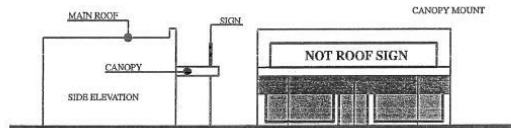
“Wall” means any member or group of members which defines the exterior boundaries of a building and which has a slope of 80 degrees or greater with the horizontal plane. The height of a wall shall be measured as the two-dimensional height from the average finish grade of the particular architectural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

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



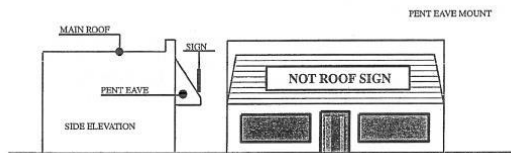
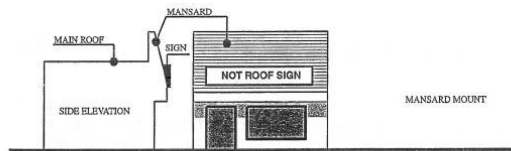
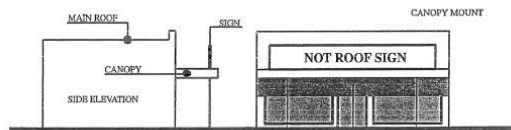
WALL OR FASCIA SIGNS ON STOREFRONTS

The following signs shall be considered wall signs.



WALL OR FASCIA SIGNS ON STOREFRONTS

The following signs shall be considered wall signs.



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

18.06.170 Validity.

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

18.06.180 Savings Clause

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