

**Subject: ORD #1492 – Amending
 RMC 25.09.060 – Update of
 Sign Code Matrix**

Proposed Council Action:

This Ordinance is on for First Reading. Review draft ordinance and give direction to staff. Unless directed otherwise, this will return for Second Reading and Adoption on February 21, 2017.

Dept. Origin: Planning Commission
Prepared by: Jennifer Robertson, City Attorney
For Agenda of: February 7, 2017
Exhibits: Ordinance No. 1492

	Initial & Date
Concurred by Mayor:	_____
Approved/form by City Atty:	<u>2-2-17/JSR</u>
Approved by _____ Director:	_____
Approved by Department Head:	_____

INFORMATION / BACKGROUND

The City last updated its sign code in 2012. Since that time, new development in the City has prompted the City to reconsider wall mounted sign and projection sign limitations. The Planning Commission undertook review of this issue, including holding a public hearing on the zoning text amendment on January 18, 2017 to receive community input on the proposal. During the review, the Planning Commission suggested revisions to the proposed amendment, and found that the proposed amendment was consistent with the goals and policies of the City of Ruston Comprehensive Plan.

The sign code update changes the limitations for wall mounted and project signs as follows:

Projecting signs. The regulations for projecting signs have been changed to increase the allowable area from 12 square feet to 48 square feet, with a new 96 square feet maximum (up from a 24 sf maximum). In addition, projecting signs are now limited to having an overall height that does not exceed 50 percent of the height of the building façade to which it is attached.

Wall-mounted signs. The regulations for wall-mounted signs have been changed to add new regulations imposing a maximum height which limits such signs from exceeding fascia, eaves, or cornice height of the building to which it is attached, however, pan-channel signs are allowed to exceed the fascia height by up to one foot.

Note: A "pan-channel sign" is defined under the RMC to be "a sign or sign graphic that is constructed of a three-sided metal channel, usually having a light source contained within the channel. The open side may face inward, resulting in silhouette or halo-style lighting,

or it may face outward to allow full illumination. The open side of the channel may be enclosed with a translucent material.”

FISCAL CONSIDERATION

No direct costs, however, this allows businesses to have more flexibility in their signs which will help those businesses.

BOARD OR COMMITTEE RECOMMENDATION

The Planning Commission recommends approval of Ordinance No. 1492.

RECOMMENDATION / MOTION

This matter is on for First Reading. Review the draft ordinance and give direction to staff. Unless directed otherwise, this will return for Second Reading and Adoption on February 21, 2017.

ORDINANCE NO. 1492

AN ORDINANCE OF THE CITY OF RUSTON RELATING TO LAND USE AND ZONING, MODIFYING THE CITY'S SIGN CODE, REVISING SECTION 25.09.060 TO ALLOW LARGER PROJECTING SIGNS, CHANGING THE MAXIMUM FACE SIZE FROM 12 SQUARE FEET PER FACE TO 24 SQUARE FEET AND THE MAXIMUM SIZE FROM 24 SQUARE FEET TO 48 SQUARE FEET, AND ADDING PROVISIONS REGARDING THE MAXIMUM HEIGHT FOR WALL MOUNTED SIGNS, AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, from time-to-time the City updates its codes as needed to accommodate projects under construction that demonstrate the benefit of a code revision to provide a better configuration or development than is allowed; and

WHEREAS, the City of Ruston finds and declares that outdoor advertising is a legitimate, commercial use of private property adjacent to, and visible from, City streets, roads and highways; and

WHEREAS, outdoor advertising is an integral part of the business and marketing function, and an established segment of the City's economy which serves to promote and protect private investments in commerce and industry; and

WHEREAS, the City last updated its sign code in 2012 and new development in the City has prompted the City to reconsider wall mounted sign and projection sign limitations; and

WHEREAS, the procedure for amending the City's development regulations and zoning text is described in RMC 19.01.011; and

WHEREAS, the City's SEPA Responsible Official issued a determination of non-significance (DNS) on December 27, 2016; and

WHEREAS, the City sent a copy of this proposed ordinance to the Washington State Department of Commerce as per WAC 365-195-620(1) and RCW 36.70A.106; and

WHEREAS, a public hearing on the zoning text amendment was held on January 18, 2017, by the Planning Commission to receive community input on the proposal; and

WHEREAS, the Planning Commission found that the proposed amendment, with some recommended revisions, is consistent with the goals and policies of the City of Ruston Comprehensive Plan; and

WHEREAS, on January 18, 2017 the Planning Commission voted to recommend approval of the proposed sign code text amendment with some revisions; and

WHEREAS, on February 7, 2017, the City Council held the first reading on this Ordinance; and

WHEREAS, on February 21, 2017, the City Council adopted this Ordinance during its regular meeting at second reading; **NOW, THEREFORE**

THE CITY COUNCIL OF THE CITY OF RUSTON DOES HEREBY ORDAIN AS FOLLOWS:

Section 1: Section RMC 25.09.060 is hereby amended to read as follows:

25.09.060 - Sign type matrix.

Sign Type	Allowability Within Specific Zones			Allowable Area	Max Height	Illumination Height	Maximum Quantity	Time Limits	Permit Required	Qualifies for Bonus
	RES	COM/ COM-P	MPD							
	RES	COM/ COM-P	MPD							
A-Board/Portable Sign	No	Yes	Yes	12 square feet total. 6 square feet per face.	4 feet	No	1 per entity per street frontage	May only be displayed during business hours or while an employee or agent is on the premises.	Exempt - (requires a right-of-way use permit and insurance if located within the public right-of-way)	No
A-Board/Portable Sign (Temporary Real Estate Open House)	Yes	Yes	Yes	12 square feet total, 6 square feet per face.	4 feet	No	1 per entity per street frontage	May only be displayed while an employee or agent is on the premises.	Exempt - (requires a right-of-way use permit and insurance if located within the public right-of-way)	No
Awning Sign	No	Yes	Yes	Maximum text height and width subject to RMC 25.09.050, and	N/A	No	Not limited *(1)	N/A	Sign Permit Required	No

				only allowed on vertical faces of awnings or canopies not exceeding 8 inches in height						
Building Address Identification	Yes	Yes	Yes	12-inch maximum text height	N/A	Yes	1 per street frontage	N/A	Exempt	No
Commercial Shopping Center Sign	No	Yes *** (3)	Yes *** (3)	84 square feet	8 feet ***** (4)	Yes	1 per commercial shopping center as defined by RMC 25.09.020	N/A	Sign Permit Required	Yes ** (2)
Construction Sign (Temporary)	Yes	Yes	Yes	32 square feet	8 feet	No	1 per street frontage	Must be removed prior to occupancy	Exempt	No
Flags (Government or noncommercial institution)	Yes	Yes	Yes	N/A	N/A	N/A	1 of each type of flag per site	N/A	Exempt	No
Freestanding Monument Sign	No	Yes	Yes	32 square feet	6 feet	Yes	1 per street frontage	N/A	Sign Permit Required	Yes ** (2)
Murals Not Containing Advertising Copy	Yes	Yes	Yes	N/A	N/A	N/A	N/A	N/A	Exempt	No

Neighborhood Identification Sign	Yes	Yes	Yes	32 square feet	6 feet	Yes	1 per street frontage	N/A	Sign Permit Required	Yes **(2)
Non-governmental and/or Non-institutional Flags or Seasonal Decorations	Yes	Yes	Yes	N/A	N/A	N/A	N/A	Must be removed within seven calendar days of the cessation of the holiday celebration.	Exempt	No
On-premises Instructional Signs	Yes	Yes	Yes	4 square feet	4 feet	Yes	As needed	N/A	Sign Permit Required	No
Political signs	Yes	Yes	Yes	8 square feet	N/A	N/A	N/A	Must be removed from public property within 10 days after the election or event	Exempt.	No.
Projecting Sign	No	Yes	Yes	12-48 square feet per face, 24-96 square feet maximum*, must have minimum clearance of 8 feet when over sidewalk or right-of-way. Maximum projection of 4	May not exceed fascia, eaves or cornice height of the building to which it is attached. <u>In addition, in no case shall</u>	External, Halo, or Pan-Channel Neon only	1 per street frontage	N/A	Sign Permit Required	Yes **(2)

				feet beyond the facade it's attached to.	<u>the overall height of the sign exceed 50% of the height of the building façade to which it is attached.</u>					
Temporary Real Estate Signs - Commercial	Yes	Yes	Yes	12 square feet	6 feet	No	1 per street frontage	Must be removed within seven calendar days of the sale of the advertised real estate	Exempt	No
Temporary Real Estate Signs - Residential	Yes	Yes	Yes	6 square feet	6 feet	No	1 per street frontage	Must be removed within seven calendar days of the sale of the advertised real estate	Exempt	No
Wall Mounted	No	Yes	Yes	32 square feet *(1)	<u>N/A May not exceed fascia, eaves or cornice height of the building to which it is</u>	Yes	Not limited *(1)	N/A	Sign Permit Required	Yes **(2)

					<u>attached, except that individual pan-channel signs may exceed the fascia height by up to one foot.</u>					
Wall Mounted (Home Occupations)	Yes	Yes	Yes	6 square feet	N/A	No	1 per street frontage	N/A	Sign Permit Required	No
Window Sign	No	Yes	Yes	Not more than 50% of the glazing area of any given window. *(1)	N/A	Non-illuminated, Halo or Neon only	Not limited *(1)	N/A	Sign Permit Required	Yes** (2)
Temporary Banner	No	Yes	Yes	20 square feet	6 feet, unless wall mounted, then not to exceed fascia or cornice	No	1 per street frontage	30 calendar days per year	Sign Permit Required	No
* (1) Calculated within the facade maximum as per RMC 25.09.050.										
** (2) See RMC 25.09.050 Sign Area Bonus.										

*** (3) Businesses located within a commercial shopping center (as defined by RMC 25.09.020) may place advertising within a commercial shopping center sign in lieu of an on-site freestanding monument sign.

**** (4) Base and sign structure shall not exceed 8 feet above the average grade of the adjacent right-of-way with the average grade measured along the right-of-way frontage of the sign.

Section 2. Effective date. This ordinance shall take effect and be in force five (5) days after passage and legal publication.

ADOPTED by the City Council of the City of Ruston and attested by the City Clerk in authentication of such passage on this ____ day of _____, 2017.

APPROVED by the Mayor this ____ day of _____, 2017.

Bruce Hopkins, Mayor

ATTEST/AUTHENTICATED:

Judy Grams, City Clerk

APPROVED AS TO FORM:

Office of the City Attorney

FILED WITH THE CITY CLERK: 2-2-2017

PASSED BY THE CITY COUNCIL: _____

PUBLISHED: _____

EFFECTIVE DATE: _____

ORDINANCE NO: 1492