

CITY OF SEATTLE

ORDINANCE _____

COUNCIL BILL _____

..title

AN ORDINANCE relating to land use and zoning; amending Seattle Municipal Code (SMC) Sections 23.55.002, 23.55.003, 23.55.005, and 23.84A.036; and adding new SMC Sections 23.55.052, 23.55.054, 23.55.056, 23.55.057, 23.55.058, and 23.55.060; to establish a sign overlay district and sign regulations for the Seattle Center, including regulations for subareas containing the Seattle Center Arena and the Bressi Garage block.

..body

WHEREAS, on January 11, 2017, the City released a Request for Proposal for the redevelopment of KeyArena (the “Arena”) at Seattle Center as a world-class, multi-purpose sports and entertainment facility; and

WHEREAS, on June 7, 2017, the City selected the Oak View Group Response as the preferred proposal for the renovation of the Arena; and

WHEREAS, on August 14, 2017, the Seattle City Council adopted Resolution 31764 and later signed a Memorandum of Understanding with the Oak View Group addressing actions, permits, approvals, and agreements necessary to accomplish the design, development, construction, lease, financing, management, operation, use, and occupancy of the Arena; and

WHEREAS, Seattle Center leadership has worked with the Oak View Group to create an Initial Sign Plan that describes the amount, types, sizes, and other characteristics of signage that will occur at the Arena and its surroundings, and this Sign Plan has been updated as project design has evolved;

WHEREAS, an Environmental Impact Statement has been completed without appeal, and an Addendum has been published with updates to impact analyses; and

1 WHEREAS, the Oak View Group has obtained or is obtaining all necessary permits and
2 authorizations and is already engaged in Arena renovations; and

3 WHEREAS, The Seattle Center is a large civic cultural center that includes numerous individual
4 cultural and entertainment venues and hosts numerous community events year-round; and

5 WHEREAS, one purpose of this sign overlay district is to regulate signage to promote the health
6 and safety of the general public, and the Seattle Center as a vibrant and valuable
7 community resource for arts, entertainment, sports, and civic events; and

8 WHEREAS, the City's current sign code provisions do not address the signage needs of a
9 modernized Arena at the Seattle Center or other facilities and events at the Seattle Center;

10 NOW, THEREFORE,

11 **BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

12 Section 1. Section 23.55.002 of the Seattle Municipal Code, last amended by Ordinance
13 119239, is amended as follows:

14 **23.55.002 Scope of provisions ((-))**

15 A. The provisions of this ((chapter shall)) Chapter 23.55 apply to signs in all zones,
16 except those zones regulated by Chapter 23.66, Special Review Districts, and except as
17 otherwise provided.

18 B. Signs located in the Shoreline District shall meet the requirements of the Seattle
19 Shoreline Master Program in addition to the provisions of this ((chapter)) Chapter 23.55. In the
20 event that there is a conflict between the provisions of this ((chapter)) Chapter 23.55 and the
21 regulations of the Shoreline Master Program, the provisions of the Shoreline Master Program
22 ((shall)) apply.

1 C. Signs are also regulated by the provisions of Chapter ~~((32))~~ 31 of the Seattle
2 Building Code, ~~((Title 22 of the Seattle Municipal Code))~~ as adopted by Chapter 22.100,
3 including the permit requirements of ~~((that title))~~ Title 22.

4 D. Signs located completely within public rights-of-way ~~((shall be))~~ are regulated by
5 the Street Use Ordinance, Title 15 of the Seattle Municipal Code. Signs projecting from private
6 property over public rights-of-way are also regulated by the Street Use Ordinance, as well as the
7 provisions of this ~~((chapter))~~ Chapter 23.55.

8 E. Signs adjacent to certain public highways and designated scenic routes shall meet
9 the provisions of Section 23.55.042, ~~((of this chapter.))~~ Signs adjacent to state highways may
10 also be regulated by state law or regulations.

11 F. Variances may be permitted from the provisions of this ~~((chapter))~~ Chapter 23.55,
12 except that variances ~~((shall not be))~~ are not permitted from subsection ~~((A of Section))~~
13 23.55.014.A, and variances from Section 23.55.042 ~~((, Off-premises and business signs adjacent~~
14 ~~to certain public highways, shall be))~~ are limited by the provisions of subsection ~~((E of Section-))~~
15 23.55.042.E.

16 G. Measurements provisions for signs are located in Chapter 23.86, Measurements.
17 Section 2. Section 23.55.003 of the Seattle Municipal Code, last amended by Ordinance
18 120466, is amended as follows:

19 **23.55.003 Signs prohibited in all zones ((-))**

20 A. The following signs ~~((shall be))~~ are prohibited in all zones:
21 1. Flashing signs;
22 2. Signs ~~((which))~~ that rotate or have a rotating or moving part or parts that
23 revolve at a speed in excess of seven ~~((7))~~ revolutions per minute;

1 3. Signs attached to or located on stationary motor vehicles, equipment,
2 trailers, and related devices, except for signs not exceeding five ~~((5))~~ square feet in area and
3 relating to the sale, lease, or rent of a motor vehicle to which the signs are attached;

4 4. Portable signs other than readily detachable signs having a fixed base or
5 mounting for the placement and intermittent use of such signs;

6 5. Banners, streamers, strings of pennants, fabric signs, festoons of lights,
7 clusters of flags, wind-animated objects, balloons, searchlights, and similar devices, except:

8 a. ~~((where))~~ Where the principal use or activity on the lot is outdoor
9 retail sales in NC3, C1, C2 and downtown zones, or

10 b. ~~((and except where))~~ Where permitted as temporary signs under
11 Section 23.55.012, or

12 c. As permitted in Part 4 of Chapter 23.55.

13 6. Signs that attempt, or appear to attempt, to direct the movement of traffic
14 or that interfere with, imitate, or resemble any official traffic sign, signal, or device.

15 7. Signs using a video display method, except as provided in ~~((section))~~
16 Section 23.55.005 ~~((, Video display methods))~~ or in Part 4 of Chapter 23.55.

17 Section 3. Section 23.55.005 of the Seattle Municipal Code, last amended by Ordinance
18 124919, is amended as follows:

19 **23.55.005 Video display methods**

20 A. Development standards. Video display may be used on a sign when the sign
21 meets all of the following development standards, except as allowed in Part 4 of Chapter
22 23.55:

23 1. The sign is an on-premises sign;

1 2. The sign is not located in a residential, NC1₂ or NC2 zone, Special
2 Review District, Historical District, Preservation District₂ or shoreline environment;

3 3. The sign meets one of the following criteria:

4 ((i)) a. The sign face is not visible from a street, driveway₂ ((~~or~~)) surface
5 parking area, ((~~and also is not visible from a~~)) or lot that is owned by a different person or
6 entity, in which case the size of the sign is not limited by this subsection 23.55.005.A, and the
7 standards for duration or pause periods and subsection ((A5)) 23.55.005.A.5 ((~~shall~~)) do not
8 apply; or

9 ((ii)) b. The sign area is less than or equal to ((~~one thousand~~
10 ((~~1000~~))) 1,000 square inches and no single dimension of the sign exceeds three ((~~3~~)) feet; or

11 ((iii)) c. The sign meets the standards set out in subsection
12 23.55.005.B, in addition to meeting all other standards of this subsection 23.55.005.A.

13 4. The maximum height for any sign using a video display method ((~~shall~~
14 ~~be fifteen (15))~~) is 15 feet above existing grade. Pole signs using a video display method shall
15 be at least ((~~ten (10))~~) 10 feet above the ground;

16 5. The sign is at least ((~~thirty five (35))~~) 35 linear feet in any direction from
17 any other sign that uses a video display method;

18 6. When located within ((~~fifty (50))~~) 50 feet of a lot in a residential zone,
19 any part of the sign using a video display method is oriented so that no portion of the sign face
20 is visible from an existing or permitted principal structure on that lot;

21 7. Duration: Any portion of the message that uses a video display method
22 shall have a minimum duration of two ((~~2~~)) seconds and a maximum duration of five ((~~5~~))
23 seconds. Calculation of the duration shall not include the number of frames per second used in

1 a video display method. Calculation of the maximum duration shall include the time used for
2 any other display methods incorporated within that portion of the message displayed using a
3 video display method;

4 8. Pause Between Video Portions of Message. There shall be ~~((twenty~~
5 ~~(20)))~~ 20 seconds of still image or blank screen following every message using a video display
6 method;

7 9. Audio speakers ~~((shall be))~~ are prohibited in association with a sign
8 using a video method of display;

9 10. Between dusk and dawn the video display shall be limited in brightness
10 to no more than ~~((five hundred (500) units))~~ 500 nits (candela per square meter) when
11 measured from the sign's face at its maximum brightness; and

12 11. Signs using a video display method may be used after dusk only until
13 ~~((11:00))~~ 11 p.m. or, if the advertising is an on-premises message about an event at the site
14 where the sign is located, for up to one ~~((1))~~ hour after said event.

15 B. In lieu of complying with subsection 23.55.005.A.3, ~~((above,))~~ the Director of
16 SDCI shall allow video display methods on a sign if the sign meets all of the following
17 ~~((additional))~~ development standards:

18 1. The sign is within the area shown on the map attached as Exhibit
19 23.55.005_A and not within a Special Review District, Historic District, Preservation District,
20 residential zone, or shoreline environment;

21 2. The sign is a minimum distance of 15 feet from the curb; and

22 3. The maximum size of the sign is 20 square feet as independently applied
23 to each sign face, including framework and border.

1 C. Video Signs Previously Erected. On-premises signs using the video method of
2 display, that have permits authorizing use of that method of display issued prior to August 1,
3 2001, may continue to use the video method of display authorized in the permit provided that
4 they meet the standards of subsections 23.55.005.A.6 ~~((-11 above))~~ through 23.55.005.A.11
5 within ~~((one hundred eighty (180)))~~ 180 days from ~~((the effective date of the ordinance~~
6 ~~codified in this section))~~ September 9, 2001. Previously erected and permitted signs that use a
7 video method of display located within the area shown on the map attached as Exhibit A ~~((shall~~
8 ~~not be))~~ are not subject to the foregoing standards of this ~~((section))~~ Section 23.55.005 except
9 those in subsection 23.55.005.A.1. If the video method of display is terminated for ~~((one~~
10 ~~hundred eighty (180)))~~ 180 days or the sign is relocated or reconstructed, then the video
11 method of display cannot be used except in conformance with the development standards of
12 this ~~((section))~~ Section 23.55.005.

13 Section 4. A new Part 4, which includes new Sections 23.55.052, 23.55.054, 23.55.056,
14 23.55.057, 23.55.058, and 23.55.060, is added to Chapter 23.55 of the Seattle Municipal Code as
15 follows:

16 **Part 4 Seattle Center Sign Overlay District**

17 **23.55.052 Seattle Center Sign Overlay District purpose and intent**

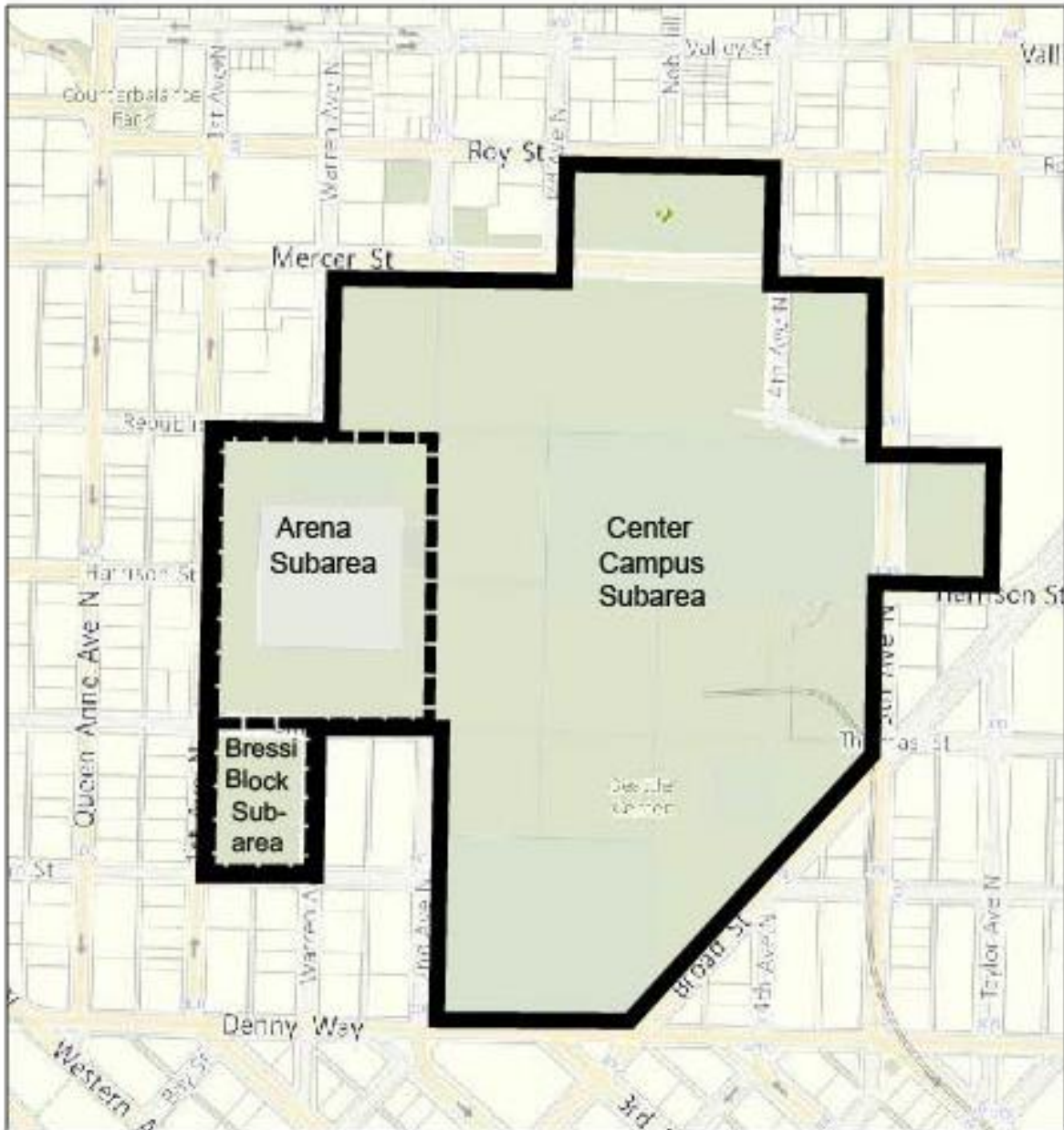
18 In addition to the regulatory purposes described in Section 23.55.001, the purpose of this overlay
19 district is to regulate signage to promote the Seattle Center as a vibrant and valuable community
20 resource for arts, entertainment, sports, and civic events, and to implement the goals and policies
21 of the Seattle Comprehensive Plan. The City recognizes the unique nature of the Seattle Center
22 as a large civic cultural center that includes numerous individual cultural and entertainment
23 venues and hosts numerous community events year-round.

1 **23.55.054 Seattle Center Sign Overlay District and Overlay District subareas established**



2 There is established pursuant to Chapter 23.59 of the Seattle Municipal Code, the Seattle Center
3 Sign Overlay District, as shown on the City’s Official Land Use Map, Chapter 23.32, and Map A
4 for 23.55.054. Three subareas are also established that together comprise the Seattle Center Sign
5 Overlay District: the Arena Subarea located between Republican Street, Thomas Street, 1st
6 Avenue N, and the alignment of 2nd Avenue N; the Bressi Block Subarea located between
7 Thomas Street, John Street, Warren Avenue N, and 1st Avenue N; and the Center Campus
8 Subarea that includes Seattle Center property that is not included in the other subareas. The
9 District and subareas are shown on Map A for 23.55.054.

- 1 **Map A for 23.55.054**
- 2 **Seattle Center Sign Overlay District**

Map A for 23.55.054
Seattle Center Sign Overlay District



LEGEND

-  Overlay district boundary
-  Overlay subarea boundary

3

1 **23.55.056 Application of regulations**

2 Land located within the Seattle Center Sign Overlay District, as shown on Map A for 23.55.054,
3 is subject to the sign regulations of Chapter 23.55, except as provided in this Part 4 of Chapter
4 23.55. In the event of a conflict between the provisions of this Part 4 of Chapter 23.55 and other
5 provisions of Chapter 23.55, the provisions of this Part 4 of Chapter 23.55 apply. For a project
6 that vested to Chapter 23.55 prior to the effective date of the ordinance introduced as Council
7 Bill 119543, the provisions of this Part 4 of Chapter 23.55 may be applied to the project at the
8 election of the project applicant as provided by subsection 23.76.026.G.

9 **23.55.057 Sponsorship signs**

10 Sponsorship signs are permitted on City-owned property located within the Seattle Center Sign
11 Overlay District.

12 **23.55.058 Arena Subarea—Overlay District sign standards**

13 The standards of this Section 23.55.058 apply only within the Arena Subarea of the Seattle
14 Center Sign Overlay District.

15 A. On-premises and sponsorship signs. On-premises and sponsorship signs are
16 permitted within the Arena Subarea. For purposes of this Part 4 of Chapter 23.55, all property
17 located within the Seattle Center Sign Overlay District comprises the premises.

18 B. Number and type of signs allowed.

19 1. Each business establishment may have one Type A on-premises or
20 sponsorship sign (ground, projecting, or combination) sign for each 65 lineal feet, or portion
21 thereof, of lot frontage on public rights-of-way, except alleys.

1 2. Each business establishment may have one Type B on-premises or
2 sponsorship sign (wall, awning, canopy, marquee, or under-marquee) sign for each 65 lineal feet,
3 or portion thereof, of lot frontage on public rights-of-way, except alleys.

4 3. The Arena subarea may have up to 12 pole banner sponsorship signs,
5 which may be double-faced.

6 4. The Arena subarea may have up to 10 sponsorship signs using video
7 display methods, 6 of which may be double-faced.

8 5. The total number of sponsorship signs in the Arena subarea shall not
9 exceed 32 signs, which may be double-faced except for sponsorship sign faces at the roof apex
10 of the Seattle Center Arena.

11 6. Up to 4 sponsorship signs located at the roof apex of the Seattle Center Arena
12 that contains the name of building conferred as a naming right pursuant to authority granted by
13 The City of Seattle. The name of the building may be displayed using text, fonts, or colors
14 chosen by the entity having the naming right, and may be accompanied by display of a logo
15 associated with the building name, if any. The height of the sign is regulated pursuant to
16 subsection 23.55.058.D.4. An Arena may have one roof apex sign face per facade.

17 7. Directional signs that direct pedestrian or vehicular traffic or identify entrances
18 and exits to facilities shall not be sponsorship signs.

19 8. The following signs are permitted in addition to the signs permitted by
20 subsections 23.55.058.B.1 through 23.55.058.B.6:

21 a. Memorial signs or tablets, or signs stating the name of a building
22 or date of construction, if the sign is cut into a masonry surface or constructed of bronze or other
23 noncombustible materials;

- 1 b. Signs warning of danger or providing safety information; and
- 2 c. National and state flags.

3 C. Maximum area of signs

4 1. The maximum area of each face of a ground, projecting, or combination
5 sign is 72 square feet plus 2 square feet for each lineal foot of a parcel’s public street frontage
6 that exceeds 36 lineal feet, to a maximum sign face area of 600 square feet. For purposes of this
7 standard, public street right-of-way does not include alleys.

8 2. The maximum area of each wall sign is 672 square feet, except that signs
9 larger than 672 square feet are permitted if they meet the following conditions:

- 10 a. The sign face is displayed on or visible through a glass wall;
- 11 b. The glass wall has a facade area greater than 5,000 square feet;
- 12 c. The glass wall is not a landmarked feature under Chapter 25.12;

13 and

14 d. The sign does not exceed 30 percent of the area of glass wall.

15 3. The maximum area of a roof sign face is 700 square feet.

16 4. The maximum area of a pole banner sign face is 60 square feet.

17 5. The maximum area for a vegetative wall sign is 1,500 square feet.

18 6. There is no maximum area limit for awning, canopy, marquee, or under-
19 marquee signs.

20 D. Maximum height of signs

21 1. The maximum height for any portion of a projecting or combination sign
22 is 65 feet above grade, or the maximum height limit of the zone, whichever is less.

1 2. The maximum height for any portion of a pole banner sign is 25 feet
2 above grade.

3 3. The maximum height for any portion of a wall, marquee, under-marquee,
4 or canopy sign is the height of the perimeter roof edge at the top of the wall.

5 4. Roof signs are subject to the height limit of the zone, except that if
6 mechanical equipment is located on the roof of a structure that exceeds the height limit of the
7 zone, then a mounted roof sign that provides screening for such mechanical equipment may
8 exceed the height limit of the zone if it meets but does not exceed the height of such mechanical
9 equipment. In the event mechanical equipment is replaced in a manner that increases its height, a
10 roof sign's maximum height may be increased to provide comparable screening of the
11 equipment, provided that the maximum sign area limit per sign face described in subsection
12 23.55.058.C.3 still applies.

13 5. Notwithstanding the definition of ground sign in Section 23.84A.036, the
14 maximum height for any portion of a ground sign in the Arena subarea is 12 feet above grade.

15 E. Changing-image and changing-color signs are permitted.

16 F. Temporary signage. In addition to temporary signs allowed by Section 23.55.012,
17 temporary signs:

18 1. May include wall signs or posters, banners, window signs, window
19 graphics consisting of paint or decals applied directly to windows, signs consisting of LED
20 lights, and signs consisting of light projections on building surfaces.

21 2. May identify or promote an event, an activity, the sale of merchandise, or
22 the sale of business services located within Seattle Center.

23 3. Shall be maintained in a clean, orderly, and sightly condition;

1 4. Shall be no larger than 32 square feet for rigid signs, and 200 square feet
2 for non-rigid signs;

3 5. If the temporary sign is for an event, the sign shall be displayed for no
4 more than 14 days prior to an advertised event and no more than one day after the advertised
5 event. Time limits for temporary signs not associated with an event are controlled by Section
6 23.55.012.

7 G. Illumination

8 1. The light source for externally illuminated signs shall be shielded and
9 directed away from adjacent properties.

10 2. Signs may be electric, externally illuminated, non-illuminated, or use any
11 combination of these features. Signs may use illuminated video display methods if the sign meets
12 the development standards in subsections 23.55.058.G and 23.55.058.H.

13 3. Between dusk and dawn, video displays shall be limited in brightness to
14 no more than 500 nits (candela per square meter), measured as described in subsection
15 23.55.005.A.10.

16 H. Video displays. Except for video displays described in subsection 23.55.058.H.8,
17 standards for video displays are:

18 1. The total duration of multiple video display messages together may not
19 constitute more than 20 seconds of every two minutes.

20 2. Video displays are prohibited between 10 p.m. and 7 a.m. except that
21 video displays are permitted within an hour after an Arena event ends.

1 3. A video display message shall have a minimum duration of two seconds
2 and a maximum duration of ten seconds. Calculation of the duration does not include the number
3 of frames per second used in a video display.

4 4. There shall be ten seconds of still image or blank display following every
5 message using a video display method.

6 5. The maximum height for any video display is 20 feet above existing
7 grade, except the maximum height is 35 feet above grade for video displays on signs described in
8 subsection 23.55.058.C.2.

9 6. Video displays may not exceed 150 square feet, except that video displays
10 may exceed 150 square feet on signs described in subsection 23.55.058.C.2.

11 7. All video displays, except those described in subsection 23.55.058.H.8,
12 shall be set back a minimum distance of 20 feet from the street curb of the nearest right-of-way.

13 8. A video display using only scrolling alphanumeric characters is permitted
14 and may be located adjacent to a right-of-way with no minimum setback, provided that such a
15 sign may not exceed 42 feet in length and 18 inches in height. No more than 21 feet of any such
16 sign face may be directed at the same right-of-way. Any such sign must be at least 8 feet above
17 grade. “Scrolling” means, for purposes of this Part 4 of Chapter 23.55, the movement of
18 alphanumeric characters within a sign display. A video display consistent with this subsection
19 23.55.058.H.8 is not subject to the standards in subsections 23.55.058.H.1 through
20 23.55.058.H.7.

21 I. Signs projecting over a public right-of-way must comply with Section 23.55.004.

22 **23.55.060 Bressi Block Subarea—Overlay District sign standards**

1 The standards of this Section 23.55.060 apply only within the Bressi Block Subarea of the
2 Seattle Center Sign Overlay District.

3 A. On-premises and sponsorship signs. On-premises and sponsorship signs are
4 permitted within the Bressi Block Subarea. For purposes of this Part 4 of Chapter 23.55, all
5 property located within the Seattle Center Sign Overlay District comprises the premises.

6 B. Number and type of signs allowed.

7 1. Each business establishment may have one Type A on-premises or
8 sponsorship sign (ground, projecting, or combination) sign for each 300 lineal feet, or portion
9 thereof, of frontage on public rights-of-way, except alleys.

10 2. Each business establishment may have one Type B on-premises or
11 sponsorship sign (wall, awning, canopy, marquee, or under-marquee) sign for each 300 lineal
12 feet, or portion thereof, of frontage on public rights-of-way, except alleys.

13 3. No more than two sponsorship signs are permitted within the Bressi Block
14 Subarea.

15 4. The following signs are permitted in addition to the signs permitted by
16 subsection 23.55.060.B.1 through 23.55.060.B.3:

17 a. Memorial signs or tablets, or signs stating the name of a building
18 or date of construction, if the sign is cut into a masonry surface or constructed of bronze or other
19 noncombustible materials;

20 b. Signs warning of danger or providing safety information; and

21 c. National and state flags.

22 C. Maximum area of signs. The maximum area of signs is as expressed in Part 1 and
23 Part 2 of Chapter 23.55.

1 D. Maximum height of signs. The maximum height of signs is as expressed in Part 1
2 and Part 2 of Chapter 23.55.

3 E. Changing-image signs are permitted, as expressed in Part 1 and Part 2 of Chapter
4 23.55.

5 F. Temporary signage. Temporary signage is permitted, as expressed in Part 1 and
6 Part 2 of Chapter 23.55.

7 G. Illumination

8 1. The light source for externally illuminated signs shall be shielded and
9 directed away from adjacent properties.

10 2. Signs may be electric, externally illuminated, non-illuminated, or use any
11 combination of these features.

12 H. Video displays. Signs may use video display methods, subject to the provisions
13 expressed in Part 1 and Part 2 of Chapter 23.55.

14 I. Signs projecting over a public right-of-way must comply with Section 23.55.004.
15 Section 5. Section 23.84A.036 of the Seattle Municipal Code, last amended by Ordinance
16 125483, is amended as follows:

17 **23.84A.036 “S”**

18 * * *

19 “Sign” means any medium, including structural and component parts, that is used or
20 intended to be used to attract attention to the subject matter for advertising, identification, or
21 informative purposes.

1 “Sign, advertising” means a sign directing attention to a business, profession,
2 commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the lot
3 where the sign is located.

4 “Sign, awning” means graphics on a fixed awning used or intended to be used to attract
5 attention to the subject matter for advertising, identification, or informative purposes. An
6 awning sign shall not be considered a fabric sign.

7 “Sign, business” means an on-premises sign directing attention to a business,
8 profession, commodity, service, or entertainment conducted, sold, or offered on the lot where
9 the sign is located. This definition shall not include signs located within a structure except
10 those signs oriented so as to be visible through a window.

11 “Sign, canopy” means graphics on a canopy used or intended to be used to attract
12 attention to the subject matter for advertising, identification, or information purposes. A
13 canopy sign shall not be considered a fabric sign.

14 “Sign, changing-color” means any sign where the message background or message is
15 capable of changing color.

16 “Sign, changing-image” means a sign, including a sign using a video display method,
17 which changes its message or background by means of electrical, kinetic, solar, or mechanical
18 energy, not including message board signs. A video display method is a method of display
19 characterized by real-time, full-motion imagery of at least television quality.

20 “Sign, chasing” means a sign that includes one or more rows of lights that light up in
21 sequence.

22 “Sign, combination” means any sign incorporating any combination of the features of
23 freestanding, projecting, and roof signs. The individual requirements of roof, projecting, and

1 pole signs shall be applied for combination signs incorporating any or all of the requirements
2 specified in this Code.

3 “Sign, double-faced” means a sign that has two display surfaces in approximately
4 parallel planes backed against each other or against the same background, one face of which is
5 designed to be seen from one direction and the other from the opposite direction.

6 “Sign, electric” means any sign containing electrical wiring, but not including signs
7 illuminated by an exterior light source.

8 “Sign, externally illuminated” means a sign illuminated by an exterior light source.

9 “Sign, fabric” means a sign made of canvas, cloth, or similar nonrigid material, but not
10 including a canopy sign.

11 “Sign, flashing” means an electrical sign or portion of an electrical sign that changes
12 light intensity in sudden transitory bursts. Flashing signs do not include changing image or
13 chasing signs.

14 “Sign, freestanding” means a pole or ground sign.

15 “Sign, ground” means a sign that is (~~six (6)~~) 6 feet or less in height above ground
16 level and is supported by one (~~(1)~~) or more poles, columns, or supports anchored in the
17 ground.

18 “Sign, identification” means any ground, wall, or roof sign which displays only (1) the
19 name, address, and/or use of the premises, (~~and/or~~) or (2) noncommercial messages, or both.

20 “Sign kiosk” means a small freestanding sign structure visible to the public used for
21 posting small signs.

22 “Sign, land use” means a sign with dimensions of at least (~~eighteen (18)~~) 18 inches by
23 (~~twenty-four (24)~~) 24 inches but smaller than an environmental review sign, constructed of a

1 durable material, required for public notice of proposed land use actions according to Chapter
2 23.76, Procedures for Master Use Permits and Council Land Use Decisions.

3 “Sign, large” means a sign (~~((four-(4)))~~) 4 feet by (~~((eight-(8)))~~) 8 feet, constructed of a
4 durable material.

5 “Sign, large notice” means a sign with dimensions of (~~((four))~~) 4 feet by (~~((eight))~~) 8 feet
6 constructed of a durable material, required for public notice of proposed land use actions
7 according to Chapter 23.76, Procedures for Master Use Permits and Council Land Use
8 Decisions.

9 “Sign, marquee” means a sign placed on, constructed in, or attached to a marquee.

10 “Sign, message board” means an electric sign that has a reader board for the display of
11 information, such as time, temperature, or public service or commercial messages, that can be
12 changed through the turning on and off of different combinations of light bulbs within the
13 display area.

14 “Sign, multiple business center” means an on-premises sign directing attention to a
15 grouping of two or more business establishments that either share common parking on the lot
16 where the sign is located or occupy a single structure or separate structures that are physically
17 attached or both. A multiple business center sign may be used to identify a multiple business
18 center and may identify individual business establishments within a multiple business center
19 but not the products or services offered by the business establishments. (See also (~~((“multiple”))~~)
20 “Multiple business center” and (~~((“sign”))~~) “Sign, business.”)

21 “Sign, off-premises” means a sign relating, through its message and content, to a
22 business activity, use, product, or service not available on the premises upon which the sign is
23 erected.

1 “Sign, off-premises directional” means an off-premises sign used to direct pedestrian or
2 vehicular traffic to a facility, service, or business located on other premises within ~~((one~~
3 ~~thousand five hundred (1,500)))~~ 1,500 feet of the sign, which sign does not include any
4 reference to brand names of products or services whether or not available on such other
5 premises, except the name of the facility, service, or business.

6 “Sign, on-premises” means a sign or sign device used solely by a business
7 establishment on the lot or premises where the sign is located that displays: ~~((either:))~~
8 (1) commercial messages that are strictly applicable only to a use of the premises on which it is
9 located, including signs or sign devices indicating the business transacted, principal services
10 rendered, goods sold or produced on the premises, name of the business, and name of the
11 person, firm or corporation occupying the premises; or (2) noncommercial messages. For the
12 purposes of this definition, “business transacted, principal services rendered, goods sold or
13 produced on the premises” does not include: (a) the sale or donation of a gift card, gift
14 certificate, coupon, or other document that can be exchanged in part or whole for an item or
15 good that is not directly sold or produced or a service rendered where the gift card, gift
16 certificate, coupon, or other document is sold or donated; or (b) access by phone, computer, or
17 any other device to allow a person to obtain an item or good that is not directly sold or
18 produced or a service rendered where the access by phone, computer, or other device is
19 offered. This definition does not include signs located within a structure except those signs
20 oriented so as to be visible through a window.

21 “Sign, on-premises directional” means an on-premises incidental sign designed to direct
22 pedestrian or vehicular traffic.

23 “Sign, pole” means a sign wholly supported by a structure in the ground.

1 “Sign, pole banner” means a sign of non-rigid material or rigid material, which may
2 include a changing-image sign but not a sign using video display methods that is attached to a
3 pole in the Seattle Center Sign Overlay District.

4 “Sign, portable” means a sign that is not permanently affixed and is designed for or
5 capable of being moved, except those signs explicitly designed for people to carry on their
6 persons or that are permanently affixed to motor vehicles.

7 “Sign, projecting” means a sign other than a wall sign, that projects from and is
8 supported by a wall of a structure.

9 “Sign, public” means a sign in the right-of-way that is at least partially funded by
10 public funds and is intended to carry messages of interest to the public.

11 “Sign, roof” means a sign erected upon or above a roof or parapet of a building or
12 structure.

13 “Sign, rotating” means a sign that revolves on a fixed axis.

14 “Sign, side-by-side” means advertising signs that are adjacent to each other on the same
15 plane and facing in the same direction, either on the same structure or within ~~((twenty-five~~
16 ~~(25))~~) 25 feet of one another.

17 “Sign, sponsorship” means a sign identifying or representing a sponsor’s business,
18 product, service, or identity through the use of images, texts, fonts, or colors pursuant to an
19 agreement between the property owner or authorized tenant and a sponsor. A sponsorship sign
20 must identify the event, program, or facility to which the sponsor is providing financial or in-
21 kind support. A sponsorship sign may not contain comparative language, price information or
22 other indications of savings or value, or overt encouragement to take any action with respect to
23 the sponsor, the sponsor’s business, or any other products or services of the sponsor.

1 “Sign, temporary” means any sign that is to be displayed for a limited period of time
2 only, including but not limited to, banners, pennants, streamers, fabric signs, wind-animated
3 objects, clusters of flags, festoons of lights, and searchlights. A temporary sign may be of rigid
4 or non-rigid construction.

5 “Sign, under-marquee” means a lighted or unlighted sign attached to the underside of a
6 marquee.

7 “Sign, vegetative wall” means a wall sign consisting of organic or synthetic plants or a
8 combination thereof and a planting or mounting medium.

9 “Sign, visually blocked” means an advertising sign that is located against or attached to
10 a building, thereby visible from only one ((~~+~~)) direction. To be considered visually blocked,
11 the advertising sign must be within ((~~eight (8))~~) 8 feet of any building wall or walls that are
12 used to block the back side of the advertising sign and the advertising sign cannot project
13 above or beyond the blocking wall or walls.

14 “Sign, wall” means any sign attached to and supported by a wall of a structure, or
15 projected on or onto a wall of a building or structure, or suspended from the roof of a building
16 or structure, with the exposed face of the sign on a plane approximately parallel to the plane of
17 the wall, or any sign painted directly on a building facade.

18 * * *

19 “Spectator sports facility.” See “Theaters and spectator sports facilities” under
20 “Entertainment.”

21 “Sponsor” means a person, corporation, or entity that provides financial or in-kind
22 support for an event, program, or facility.

23 “Sports and recreation, indoor.” See “Entertainment.”

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Section 6. The provisions of this ordinance are declared to be separate and severable. The invalidity of any clause, sentence, paragraph, subdivision, section or portion of this ordinance or any exhibit to this ordinance, or the invalidity of the application thereof to any person or circumstance, shall not affect the validity of any other provisions of this ordinance or its exhibits, or the validity of their application to other persons or circumstances.

1 Section 7. This ordinance shall take effect and be in force 30 days after its approval by
2 the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it
3 shall take effect as provided by Seattle Municipal Code Section 1.04.020.

4 Passed by the City Council the _____ day of _____, 2019,
5 and signed by me in open session in authentication of its passage this _____ day of
6 _____, 2019.

7 _____
8 President _____ of the City Council

9 Approved by me this _____ day of _____, 2019.
10 _____
11 Jenny A. Durkan, Mayor

12 Filed by me this _____ day of _____, 2019.
13 _____
14 Monica Martinez Simmons, City Clerk

15 (Seal)