

1 3. Signs for public facilities indicating danger (~~and/or~~), or providing service or
2 safety information; and

3 4. Properly~~_~~displayed national, state, and institutional flags.

4 C. General Standards for All Signs.

5 1. Signs may be electrical, externally~~_~~illuminated, nonilluminated or may use
6 video display methods when the sign meets the development standards in Section 23.55.005,
7 Video display methods.

8 2. No sign shall have rotating or moving parts that revolve at a speed in excess of
9 seven (~~((7))~~) revolutions per minute.

10 3. No flashing signs shall be permitted.

11 4. Roof signs shall not be permitted.

12 5. No portion of any (~~on premises~~) on-premise or (~~off premises~~) off-premise
13 sign shall be located more than (~~sixty five (65))~~ 65 feet above the elevation of the sidewalk at
14 the street property line closest to the sign, other than for (~~on premises~~) on-premise signs that:

15 a. Identify tenants addressed by subsection 23.55.034.D.1.e; or

16 b. (~~only identify~~) Identify hotels (~~and~~) or public buildings, (~~and where~~
17 ~~such a sign~~)

18 6. Signs permitted by subsections 23.55.034.C.5.a and b shall have no rotating or
19 moving parts and shall meet the other requirements of this (~~section~~) Section 23.55.034.

20 D. (~~On premises~~) On-premise Signs.

21 1. Number and Type of Permitted Signs. The following individual or combination
22 of types and numbers of signs are permitted subject to the standards of this Section 23.55.034:

1 a. Each use may have one ~~((4))~~ pole, ground, projecting or combination
2 sign for each ~~((three hundred (300)))~~ 300 lineal feet, or portion thereof, of frontage on public
3 rights-of-way, except alleys.

4 b. ~~((In addition to the signs permitted by subsection D1a, each))~~ Each use
5 may have one ~~((4))~~ wall, awning, canopy, marquee, or under-marquee sign for each ~~((thirty~~
6 ~~(30)))~~ 30 lineal feet, or portion thereof, of frontage on public rights-of-way, except alleys.

7 c. ~~((In addition to the signs permitted by subsections D1a and D1b, each))~~
8 Each multiple-business center may have one ~~((4))~~ wall, ground, marquee, under-marquee,
9 projecting, or combination sign for each ~~((three hundred (300)))~~ 300 lineal feet, or portion
10 thereof, of frontage on public rights-of-way, except alleys.

11 d. ~~((Among the number and type of permitted signs in subsections D1a,~~
12 ~~D1b and D1c, a maximum of four (4) of these))~~ Each hotel or public building may have wall
13 signs identifying ~~((hotels))~~ the hotel or public ~~((buildings may be))~~ building. If the signs are
14 located more than ~~((sixty five (65)))~~ 65 feet ~~((or more))~~ above the elevation of the sidewalk~~((:)),~~
15 the signs shall meet the following standards:

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18 1) The signs shall not identify more than one tenant located in the
19 building, the building shall not have more than four signs, and each façade shall not have more
20 than one sign as allowed by this subsection 23.55.034.D.1.d. Provided that if the signs identify a
21 tenant meeting the requirement of subsection 23.55.034.D.1.e.2, a hotel, or a public building; and
22 the building is greater than 500 feet in height; then as an alternative to the four signs allowed by
23 this subsection 23.55.034.D.1.d.1, no more than two signs that identify the same tenant and do
24 not exceed the size requirement of subsection 23.55.034.D.2 may be placed on the building.
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2) The Director finds after consulting with the Seattle Design

Commission that sign design, materials, scale, and location relate to the architectural style of the building while preserving the brand design of the establishment; and

3) The sign:

a) Is attached to the building with a mounting system that is not visible beyond the edges of the sign elements; and

b) Does not project above the top or beyond the edge of any wall surface to which the signs are affixed.

e. One tenant per building, other than a hotel or public building, may have wall signs located more than 65 feet above the elevation of the sidewalk identifying the tenant, if the standards of subsection 23.55.034.D.1.d and the following standards are met:

1) The signs are located within the highest 25 percent of the tallest portion of the façade;

2) The tenant has a lease in force for at least 200,000 square feet of gross floor area within the structure on which the signs are proposed;

3) The signs are removed within 90 days after the tenant ceases to occupy at least 200,000 square feet of gross floor area in the building where the signs are located; and

4) The signs are illuminated by halo lighting with a white light source; provided, that signs may be internally-illuminated when the surface on which the sign is mounted is made of glass or other highly-reflective material that would interfere with the appearance of the sign if is halo-lit. Internal illumination is limited to only those letters or sign

1 elements that will appear white when lit. Any illumination shall be designed to ensure that no
2 lighting source or raceway is exposed. The light source shall be no brighter than the equivalent
3 of 30 milliamp neon tubing behind a diffuser panel. The applicant shall provide a signed
4 declaration from the sign manufacturer stating that the illumination does not exceed the limits of
5 this subsection 23.55.034.D.1.e.4.

6 f. ~~((e. Where the principal use or activity on the lot is outdoor))~~ Outdoor
7 retail sales~~((,))~~ uses may have ~~((banner))~~ banners ~~((and))~~ or strings of pennants provided they are
8 maintained in good condition ~~((shall be allowed in addition to the signs permitted by subsections~~
9 D1a, D1b and D1e)).

11 2. Maximum Area of Permitted Signs. There shall be no maximum area limits for
12 ~~((on-premises))~~ on-premise signs~~((,))~~ except; for wall signs on buildings that ~~((signs identifying))~~
13 identify ~~((hotels and public buildings sixty five (65) feet above the elevation of the sidewalk,~~
14 which shall not exceed eighteen (18) feet in length, height or any other direction,)) tenants
15 meeting the requirement in subsection 23.55.034.D.1.e .2, hotels, or public buildings; each sign
16 shall not exceed 324 square feet in area or exceed 18 feet in height. Provided, if any building
17 identified in this subsection 23.55.034.D.2. is greater than 500 feet in height and the applicant
18 chooses to place signs on the building as allowed by subsection 23.55.034.D.1.d.1, the signs
19 shall not collectively exceed a total of 648 square feet in area or individually exceed 18 feet in
20 height.

23 E. ~~((Off-premises))~~ Off-premise Signs.

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Filed by me this ____ day of _____, 2010.

City Clerk