

Number of signs proposal

2022-01-19

Commented [JO1]: We will have a graphic to illustrate this

The number of signs for a particular business, activity or building is controlled in order to:

- To most effectively provide for the visibility of businesses and activities,
- To reduce the proliferation of unnecessary signs and visual clutter,
- Ensure that the District's architectural resources are not obscured,
- To provide for pedestrian wayfinding,
- To avoid message duplication, and
- To present a pleasing visual experience for the pedestrian.

To achieve the objectives above, the number of signs is based on allowing signs that provide viewing and wayfinding from at least 2 viewpoints:

1. A pedestrian's viewpoint walking along a sidewalk adjacent to a building's façade (one sign or sign face for each direction) and,
2. A pedestrian's viewpoint from across the street. (directly facing the main building façade).

Based on this rationale, the maximum number of types of signs are stated below.

One (1) Permanent building sign or building plaque or medallion per building (See Section d.).

Commented [NG2]: Example?

And

One (1) sign facing a pedestrian travelling toward the business along the adjacent sidewalk in either direction. This could be either a blade sign per address (See Section e.) or signs on the face of awnings or canopies perpendicular to the building front (See Section k)

And

One (1) sign band for the building and one (1) sign band for a business or activity entry. Alternatively, one sign band and one sign on an awning or canopy facing the street may be permitted. (See Section f.)

And

One (1) Ground floor window sign per business (See Section g.). Businesses located on a street intersection may have one window sign per building face. Additionally, a business may have additional neon signs per Section g.iii.

Commented [JO3]: We're still discussing the possibility of one sign on each side of a business entry.

And

Signs necessary for wayfinding to upper story businesses. A building may have one (1) tenant directory (See Section i.). Plus, each upper story business may have one window sign. (See Section g)

And

One (1) wall sign per façade of an existing building only where the primary purpose of the sign is for pedestrian wayfinding for a business that provides service to walk-in customers (such as a bank, retail shop, salon, or restaurant).

And

One (1) Sandwich board sign per business provided it meets the provisions of these guidelines and Seattle Department of Transportation standards.

And

Other miscellaneous signs and banners of a temporary nature that meet the ,