DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT
ENVIRONMENTAL COORDINATOR
450 110th Ave NE., P.O. BOX 90012
BELLEVUE, WA 98009-9012

OPTIONAL DETERMINATION OF NON-SIGNIFICANCE (DNS) NOTICE MATERIALS

The attached materials are being sent to you pursuant to the requirements for the Optional DNS Process (WAC 197-11-355). A DNS on the attached proposal is likely. This may be the only opportunity to comment on environmental impacts of the proposal. Mitigation measures from standard codes will apply. Project review may require mitigation regardless of whether an EIS is prepared. A copy of the subsequent threshold determination for this proposal may be obtained upon request.

File No. 07-118158 AB

Project Name/Address: Amendments to the City of Bellevue Sign Code Relating to Hospitals located In any land use district and Ambulatory Healthcare Centers located in a Medical Institution District.

Planner: Toni Pratt and Lacey Madche

Phone Number: 425-452-5374

Minimum Comment Period: 14 days

Materials included in this Notice:

- [x] Blue Bulletin
- [x] Checklist
- [ ] Vicinity Map
- [ ] Plans
- [ ] Other:

CITY OF BELLEVUE
ENVIRONMENTAL CHECKLIST
(Integrated SEPA/GMA Process)

A. BACKGROUND INFORMATION

PROPOSAL TITLE: Amendments to the Sign Code Relating to Hospitals located in any land use district and Ambulatory Healthcare Centers located in a Medical Institution District.

PROPERTY OWNERS' NAME: N/A

PROPOSAL LOCATION (street address and nearest cross street or intersection as well as a legal description if available): Applies to all property within the City of Bellevue, specifically including property located in Medical Institution Districts.

PROPONENT'S NAME: City of Bellevue, Department of Planning and Community Development

CONTACT PERSON'S NAME: Lacey Madche, Legal Planner

CONTACT PERSON'S ADDRESS: Department of Planning and Community Development
City of Bellevue
P.O. Box 90012
Bellevue, WA 98009-9012

CONTACT PERSON'S PHONE: 425-452-6134

BRIEF DESCRIPTION OF THE PROPOSAL'S SCOPE AND NATURE:

1. **General description:** The proposal is to amend the Bellevue Sign Code sections 22B.10.020, 22.10.025, 22B.10.030, and 22B.10.110 to (a) create a definition for the terms Hospital and Ambulatory Healthcare Center, (b) amend sign code requirements for Hospitals located in any land use district and Ambulatory Healthcare Centers located in a Medical Institution District, and (c) amend reference from Institution to Medical Institution.

2. **Site acreage:** Applies to all property situated in the City of Bellevue, specifically including property zoned Medical Institution (MI).

3. **Number of dwelling units/buildings to be demolished:** N/A

4. **Number of dwelling units/buildings to be constructed:** N/A

5. **Square footage of buildings to be demolished:** N/A

6. **Square footage of buildings to be constructed:** N/A

7. **Quantity of earth movement (in cubic yards):** N/A

8. **Proposed land use:** This proposal would allow readily visible signage for Hospitals located in any land use district and for Ambulatory Healthcare Centers located in a Medical Institution District and would otherwise ensure the City's Hospitals and Ambulatory Healthcare Centers have the signage necessary to locate and access such facilities.

9. **Design features, including building height, number of stories and proposed exterior materials:** N/A

10. **Other:** N/A

Proposed timing or schedule (including phasing, if applicable):

City Council final action on the proposal is anticipated on June 4, 2007.

Do you have any plans for future additions, expansion, or further activity related to or connected with this proposal? If yes, explain.

If the proposal is approved, it is anticipated that Hospitals and Ambulatory Healthcare Centers will request signage consistent with the proposed regulations.

List any environmental information you know about that has been prepared, or will be prepared, directly related to this proposal.

N/A.

Do you know whether applications are pending for governmental approvals of other proposals directly affecting the property covered by your proposal? If yes, explain. List dates applied for and file numbers, if known.

There may be pending applications for governmental approvals of other proposals in Medical Institution Districts and the extent to which such proposals may be affected by the proposed regulations is dependent on vested dates and applicability of the proposed regulations.

List any government approvals or permits that will be needed for your proposal, if known. If permits have been applied for, list application date and file numbers, if known.

Adoption of Ordinance relating to proposed regulations by the Bellevue City Council.

B. Environmental Elements

Discussion of the individual Environmental Elements is not required for GMA actions per WAC 197-11-235.3.b.

C. SUPPLEMENTAL SHEET FOR NONPROJECT ACTIONS (do not use this sheet for project actions)

SUMMARY

Project Summary: The proposal is to amend the Bellevue Sign Code sections 22B.10.020, 22.10.025, 22B.10.030, and 22B.10.110 to (a) define the terms Hospital and Ambulatory Healthcare Center, (b) amend sign code requirements for Hospitals located in any land use district and Ambulatory Healthcare Centers located in a Medical Institution District, and (c) amend reference from Institution to Medical Institution.

Environmental Summary per WAC 197-11-235(3)(b):
State the proposal's objectives: The proposal's objective is to allow readily visible signage for Hospitals located in any land use district and for Ambulatory Healthcare Centers located in a Medical Institution District.

Specify the purpose and need to which the proposal is responding: The purpose of the proposal is to ensure the City's Hospitals and Ambulatory Healthcare Centers have the signage necessary for the public and transport agencies to locate and access such facilities. The proposed Sign Code amendment would address these needs.

State the major conclusions, significant areas of controversy and uncertainty: Although the proposal allows for an increase in signage for Hospitals and Ambulatory Healthcare Centers, the relatively modest increase will not result in significant adverse impacts. No controversy exists related to this proposal.

State the issues to be resolved, including the environmental choices to be made among alternative courses of action: Two alternative courses of action include: (1) amend the Bellevue Sign Code sections 22B.10.020, 22.10.025, 22B.10.030, and 22B.10.110 to (a) create a definition for the terms Hospital and Ambulatory Healthcare Center, (b) amend sign code requirements for Hospitals located in any land use district and Ambulatory Healthcare Centers located in a Medical Institution District, and (c) amend reference from Institution to Medical Institution; or (2) a final no action alternative, which would result in no amendment to the Sign Code (otherwise precluding Hospitals and Ambulatory Healthcare Centers from displaying increased signage). In terms of environmental impacts, the two alternatives are not significantly different.

State the impacts of the proposal, including any significant adverse impacts that cannot be mitigated: The proposal is a nonproject action to allow an increase in allowable signage area and number of signs for Hospitals and Ambulatory Healthcare Centers. There are no significant adverse impacts resulting from that action. The proposal will not create additional impervious surface such that potential significant adverse impacts would be increased.

Describe any proposed mitigation measures and their effectiveness: No specific development is being approved with this proposal. No significant environmental impacts have been identified, therefore no mitigation measures are proposed. Future sign permits shall be subject to the City's existing Sign Code regulations, including design review, which will ensure that the impacts of additional signage allowed under the proposal, if any, are not significant.

1. **How would the proposal be likely to increase discharge to water; emissions to air; production, storage, or release of toxic or hazardous substances; or production of noise?**

   The proposed code amendment will not increase the potential impacts to water, air and earth resources or noise production.

   Proposed measures to avoid or reduce such increases are: N/A

2. **How would the proposal be likely to affect plants, animals, fish or marine life?**

   The proposed code amendment will not increase the potential impacts to plants and animals.

   Proposed measures to protect or conserve plants, animals, fish or marine life are: N/A

3. **How would the proposal be likely to deplete energy or natural resources?**

   No adverse impacts to energy or natural resources are anticipated.

   Proposed measures to project or conserve energy and natural resources are: N/A

4. **How would the proposal be likely to use or affect environmentally sensitive areas or areas designated (or eligible or under study) for governmental protection; such as parks, wilderness, wild and scenic rivers, threatened or endangered species habitat, historic or cultural sites, wetlands, floodplains, or prime farmlands?**

   The proposal will not affect any environmentally sensitive areas or areas designated for governmental protection.

   Proposed measures to protect such resources or to avoid or reduce impacts are: N/A

5. **How would the proposal be likely to affect land and shoreline use, including whether it would allow or encourage land or shoreline uses incompatible with existing plans?**

   The proposal will not affect any shoreline areas.

   Proposed measures to avoid or reduce shoreline and land use impacts are: N/A

6. **How would the proposal be likely to increase demands on transportation or public services and utilities?**

   The proposal will not increase demands on transportation or public services and utilities.

   Proposed measures to reduce or respond to such demand(s) are: N/A

7. **Identify, if possible, whether the proposal may conflict with local, state, or federal laws or requirements for the protection of the environment.**

No conflicts are known or anticipated.

D. The above answers are true and complete to the best of my knowledge. I understand that the lead agency is relying on them to make its decision.

Signature Larry L. Madere

Date Submitted 5/02/07

CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. _____

AN ORDINANCE Amending Sections 20B.10.020, 22B.10.025, 22B.10.030, and 22B.10.110 of the Bellevue Sign Code Relating to Hospital and Ambulatory Health Care Center Signage, and Amending Reference from Institution to Medical Institution; providing for severability, and establishing an effective date.

WHEREAS, it is in the public interest for the City of Bellevue to allow readily visible signage for Hospitals located in any land use district and for Ambulatory Healthcare Centers located in a Medical Institution District; and

WHEREAS, the City of Bellevue seeks to ensure its Hospitals and Ambulatory Healthcare Centers have the signage necessary to access to such facilities; and

WHEREAS, the City of Bellevue has complied with the State Environmental Policy Act (SEPA), Chapter 43.21C RCW, and the City's Environmental Procedures Code, BCC 22.02; now, therefore,

THE CITY COUNCIL OF THE CITY OF BELLEVUE, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. Section 20B.10.020 of the Bellevue Sign Code is hereby amended as follows:

22B.10.020 DEFINITIONS

Ambulatory Health Care Center. A medical institution building which is designated for delivery of a range of health care and high acuity specialty care services and is not licensed as a Hospital.

Area or Surface Area. The greatest area of a sign, visible from any one viewpoint, enclosed within not more than three circles, rectangles or squares, or any combination of these forms which produces the smallest area, excluding sign support structure which does not form part of the sign proper or of the display. "Surface area" includes only one face of a multiple-faced sign.

Architectural blade. A roof sign or projecting sign with no exposed legs or braces, designed to look as though it could have been part of the building structure rather than something suspended from or standing on the building.

Banner. A sign intended to be temporary, made of flexible, sturdy material and affixed to a building or other structure (excludes flags).

Barricade Sign. A sign affixed to construction barricades during the construction period.

Billboard. Outdoor advertising signs containing a message, commercial or otherwise, unrelated to any use or activity on the property on which the sign is located, but not including directional signs as defined herein. Billboards do not include signs that are specifically permitted to be located in the public rights of way or off the site of the property on which the activity is located pursuant to this Chapter 22B.10.

Building Line - Boulevards for Urban Design Treatment. The building line for signs for any property outside the limits of the Downtown and abutting a street designated by the Urban Design Element of the Comprehensive Plan as a boulevard to be given urban design treatment shall be 65 feet from the centerline of the right-of-way. However, the Director of Planning and Community Development may administratively approve a modification of the required building line if the result of such modification would be consistent with the policies of the Urban Design Element of the Comprehensive Plan.

Building Line - Downtown. The building line for signs for any property within the limits of the downtown and abutting a street classified by Land Use Code Section 20.25A.115, Design Guidelines - Building/Sidewalk Relationships, shall be 25 feet from the property line. However, the Director of Community Development may administratively approve a modification of the required building line if the result of such modification would be consistent with the Urban Design policies of the Comprehensive Plan and the requirements of Land Use Code Section 20.25.A.

Building Line - General. Except as otherwise provided in this code, the building line for signs shall be the setback required for the property by Land Use Code Section 20.20.010, Dimensional Requirements Chart, Section 20.25A.020, Dimensional Requirements in Downtown Districts, Section 20.25L.030, Dimensional Requirements for OLB-OS or any other special or overlay district dimensional requirements applicable to the specific property or use. In any area of the city, except the Downtown, where the applicable line is located more than 65 feet from the centerline of the city street on which it faces, the building line shall, for purposes of limiting size or placement of signs under this code, be deemed to begin 65 feet from the centerline of the street and run parallel thereto.

Building mounted sign. A single or multiple-faced sign attached to the face of a building or marquee.

Canopy. A freestanding structure affording protection from the elements to persons or property thereunder.

Canopy sign. Any sign erected upon, against or directly above a canopy.

Construction Barricade. A structure set up to obstruct access to a construction site.

Construction Period. The time between issuance of a building permit and issuance of Certificate of Occupancy.

Construction sign. An information sign which identifies the architect, engineers, contractors and other individuals, or firms involved with the construction of a building, and/or announces the character of the building or enterprise, and which is erected during the building construction period.

Directional sign. A single or double-faced sign not exceeding six square feet in surface except as provided in BCC 22B.10.115 for major institutions, major office buildings, and major mixed use complexes and in BCC 22B.10.030 for the downtown, which is designed to guide or direct pedestrian or vehicular traffic to an area, place or convenience.

Director. The Director of the Department of Community Development or his or her designated representative.

Enterprise. An enterprise is the owner, tenant, user, or other occupant of a structure seeking signs under this Sign Code.

Entertainment/Public Assembly Use. Those uses permitted in any Downtown Land Use District classified as Indoor Public Assembly, Motion Picture or Theater by the Bellevue Land Use Code Recreation Use Chart Section 20.10.440.

Façade. The area of that continuous front, side or back surface, including doors and windows, but excluding any roof area and structures or elevators or air conditioning equipment thereon; provided, that in the case of a roof sign, the surface area or facade shall be the area of that continuous front, side or back surface immediately beneath the roof, including doors and windows, but excluding the roof area and structures for elevators or air conditioning thereon.

Freestanding sign. A single or multiple-faced sign, supported from the ground by one or more columns, uprights or braces.

Freeway Corridor. A corridor paralleling each side of the freeway, with a width of 375 feet on each side of the freeway right of way. The freeway corridor does not include land within the boundaries of the downtown, as defined in the Land Use Code.

Grade. 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.

Halo Lighting. A method of sign illumination that consists of a light source external to the sign or sign elements and mounted behind the sign or sign elements. The sign elements of a sign illuminated through halo lighting shall be opaque, so that the light does not appear to emit from within or through the sign elements.

Height. The vertical distance from the grade to the highest point of a sign or any vertical projection thereof, including its supporting columns, or the vertical distance from the relative ground level in the immediate vicinity of the sign.

High Rise Building. A building with a roofline that is equal to, or exceeds, 75 feet above the average finish grade.

Hospital. A building requiring a liense pursuant to Chapter 70.41 RCW and designed and used for the medical, surgical diagnosis, treatment and housing of persons under the care of doctors and nurses and including ancillary uses such as cafeterias, florists and patient and visitor related services. Rest homes, nursing homes, convalescent homes and clinics are not included.

~~**Hospital facility.** A building or buildings designed and used for medical treatment, surgical diagnosis and housing persons under the care of doctors and nurses. Rest homes, nursing homes, convalescent homes and clinics are not included.~~

Illegal sign. Any sign which does not comply with the requirements of this code within the city limits as they now or hereafter exist, and which does not have a nonconforming sign permit under BCC 22B.10.200.B.2.

Incidental sign. Small signs, two square feet or less in surface area, of a noncommercial nature, intended primarily for the convenience of the public. Included are signs designating restrooms, address numbers, hours of operation, entrances to buildings, directions, help wanted, public telephone, etc. Also included in this group of signs are those designed to identify an area or place on the premises of a business building or development by means of a directory designating names and addresses only.

Institution, Major A use such as a H~~h~~ospital, convention center, performing arts center, college, or sports arena, or a major office building or mixed use complex containing 300,000 gross square feet or more, located in the downtown.

Lease-up/Sales Period. The time between issuance of Certificate of Occupancy (CO) or Temporary Certificate of Occupancy (TCO) and when the building becomes substantially leased up or until substantially all the units in the building are sold. For purposes of this definition, the period shall be the longer of six months from CO/TCO or 95% occupancy or sale. The Director may approve an extension if deemed necessary.

Marquee. A covering structure projecting horizontally from and attached to a building, affording protection from the elements to persons or property thereunder.

Multiple building complex. A group of structures housing more than one type of retail business, office or commercial venture and generally under one ownership and control.

Multiple occupancy building. A single structure housing more than one type of retail business office or commercial venture.

Noncommercial public service sign. Noncommercial signs devoted to religious, charitable, cultural, governmental or educational messages, including, but not limited to the advertising of events sponsored by a governmental agency, a school, church, civic or fraternal organization or other organizations engaged in activities for profit.

Office building. An office building in the PO and O land use districts as defined by the Bellevue Land Use Code.

Parapet. That portion of a building wall which extends above the roof of the building.

Penthouse. A structure on top of a building roof such as houses an elevator shaft or similar form.

Permanent Signage. Signage affixed to a building or property and intended for the life of the project.

Political sign. Signs advertising a candidate or candidates for public elective office, or a political party, or signs urging a particular vote on a public issue decided by ballot.

Portable sign. A sign which has no permanent attachment to a building or the ground, including A-frame signs, pole attachments, and mobile signs.

Primary sign or signs. All signs of a user which are not exempt (see BCC 22B.10.130), or which do not come within the category "incidental signs" (see definition in this section), or which do not come within the category "directional signs" (see definition in this section). The term "primary sign" is intended to include virtually all signs of a commercial nature.

Property line. The line denoting the limits of legal ownership of property.

Readerboard. A sign or part of a sign on which the letters are readily replaceable such that the copy can be changed from time to time at will.

Roof sign. Any sign erected upon, against or directly above a roof or on top of or above the parapet of a building, including a sign affixed to any structure erected upon a roof, including a structure housing building equipment.

Sign. Any letters, figures, design, symbol, trademark or device intended to attract attention to any activity, service, place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever. Sources of light used primarily to illuminate a sign, or a building, or grounds surrounding the building, shall not be considered signs themselves; provided, however, that sources of light used primarily to attract attention to the light itself or as a decorative feature of the display shall be considered as part of the sign. Excluded from the definition are official traffic signs or signals, sheriff's notices, court notices or official public notices, the flags of a government or noncommercial institution, signs not visible from the street or sidewalk or way open to the public (see BCC 22B.10.130 for more detailed treatment of exempt signs), and religious symbols.

Sign Code. Chapter 22B.10 of the Bellevue City Code.

Sign Master Plan. A plan for the design and placement of all signs intended for a project site, for the life of a project.

Single occupancy building. A commercial building or structure with one major enterprise, generally under one ownership. A building is classified as "single occupancy" only if: (a) it has only one occupant; (b) it has no wall in common with another building; and (c) it has no part of its roof in common with another building.

Street. Any automobile thoroughfare so designated by city ordinance. "Street" includes portions thereof used for parking.

Subdivision signs. Signs used to identify a land development, which is to be or was accomplished at essentially one time.

Substantial remodel. As defined in the Land Use Code.

Surface area. See "Area or Surface Area of Sign."

Temporary Event. The advertising of a grand opening, change in ownership/management, substantial remodel, or going out of business sale.

Temporary sign. A nonpermanent sign intended for use for a limited period of time. Types of temporary signs are: Construction signs, grand opening displays, real estate signs, and political signs. (See BCC 22B.10.120).

Upper-level high rise sign. A sign located on a high rise building more than 75 feet above average grade, except as provided in this chapter.

Way open to public. Any paved or unpaved exterior areas on private property open to the general public for pedestrian or vehicular ingress and egress into a site or between sites that are open to and provide services to the public.

Window sign. All signs located inside and affixed to or within three feet of windows of a building, whether temporary or permanent, lighted or unlighted, which may be viewed from the exterior of the building. The term does not include merchandise located within three feet of a window. (See BCC 22B.10.030.I).

Section 2. Section 22B.10.025 of the Bellevue Sign Code is hereby amended as follows:

22B.10.025 DESIGN REVIEW

A. **Purpose**. Design review is a discretionary administrative decision used to ensure that signs comply with the policies set forth below:

B. **Applicability**.

1. **Where Design Review Applies**

a. **Affected Land Use or Overlay Districts**. The provisions of this section are applicable in the following land use of overlay districts:

i. DNTN (All Downtown districts);

ii. CB (Community Business);

iii. NB (Neighborhood Business);

iv. OLB-OS (Office Limited Business --- Open Space); and

v. Development in Transition Areas as defined in the Land Use Code.

Signs within the land use and overlay districts set forth above ~~must~~ shall also comply with all other provisions of this Chapter 22B.10 and provisions applicable to signs that are contained in the Land Use Code (Title 20 BCC).

b. **Affected Permits, Approvals and Sign Types**. The provisions of this section also apply to the following permits, approvals and sign types irrespective of the land use district within which they are located:

i. Signs for any development required to have design review by ordinance (except Factoria);

ii. Planned Unit Developments;

iii. Conditional Uses; and

iv. Freeway Corridor Signs.

Signs requiring the permits/approvals or signs of the type set forth above ~~must~~ shall also comply with all other provisions of this Chapter 22B.10 and provisions applicable to signs that are contained in the Land Use Code (Title 20 BCC).

2. When Design Review Applies

a. Upon adoption of this Code, no sign governed by this Code shall be erected, altered or relocated in any new building(s) or project(s), or on existing building(s) or project(s) located in a design district or originally approved through PUD or conditional use processes pursuant to the Land Use Code, without design review approval as described in this Section.

b. Signs erected, altered or relocated within an existing building(s) or project(s) outside of any design district and originally approved through any permitting process under the Land Use Code other than through a PUD or conditional use process shall not be subject to the design review requirements of this Section, but shall comply with all other applicable provisions of this Sign Code.

c. A property owner or his or her authorized agent may choose at any time to submit an application for design review for an existing building or project where a design review application has not previously been approved.

C. **Applicable Procedure**. A design review application is reviewed and approved by the Department of Planning and Community Development through the design review process described in LUC 20.30F. Requests to amend a previously-approved sign master plan, as well as proposals for new signage which are regulated by an existing sign master plan, require approval of a Land Use Exemption (LUX).

D. **Design Review Application Submittal Requirements**. Applications for design review shall include the following elements:

1. Location;

2. Lighting;

3. Letter size, type & style;

4. Type (i.e. blade, neon, individual letter);

5. Color(s);

6. Material(s);

7. Sign placement (relationship of all signs to one another on building and/or tenant facades); and

8. Overall signage concept for Construction Period, Initial Lease-up Period, and Permanent Signs.

The Director may waive specific submittal requirements determined to be unnecessary for review of a specific application.

E. **Design Criteria**. Applications for design review are evaluated according to the following criteria:

1. **General Requirements**.

a. Signs shall enhance the overall appearance, image and design character of the building and site.

b. Signage shall be simple and clear so as not to distract moving traffic.

c. Signs shall be architecturally integrated by relating scale, location, sign type, style and materials to the architectural style and size of the building or tenant facade.

d. Signage is prohibited at the upper levels of high rise buildings, with exceptions for a hotel/motel ~~use~~or a Hospital when the design is compatible with building architecture, and for enterprises occupying at least 180,000 net sq. ft. of building floor area as permitted by 22B.10.030.E.

e. Placement of signage shall not obscure or overlap architectural elements.

f. Signs in commercial development with multiple businesses shall be compatible.

g. Signs shall provide information and be consistent with the character of the community.

h. Signs shall be incorporated into commercial and public centers that make them appear and function cohesively.

i. Perimeter areas of major commercial and public centers shall use appropriate signs to blend with surrounding development and to be compatible with surrounding residential neighborhoods.

j. Any awning which projects less than 3 feet from the face of a building is classified as a sign. The entire awning face will be calculated as sign area.

k. Glass buildings shall incorporate a sign band into the building design to avoid difficult and impractical application of signage to spandrel glass.

l. Application of multiple signs to one building shall be consolidated or arranged so as not to result in a scattered appearance.

m. Illuminated signs shall be oriented away from adjoining residential development.

n. Signage shall be in accord with the Comprehensive Plan.

o. Individual letter signage is preferred. Other types of signage may be approved if the design of the sign, including the quality and durability of materials used, is determined to achieve an equivalent result.

In addition to the above, signs located within the land use districts below ~~must~~ shall also comply with the criteria set forth for such district.

2. **Community Retail Districts (CB, NB)**.

a. Signs shall be of a type face that can be made as individual letters or a letter type shall be chosen to accommodate the individual letter format. Exceptions may be made for registered trademarks or logos that cannot be manufactured as individual elements.

b. Auto oriented signage shall have a maximum letter size of 36".

c. When auto oriented signage is proposed, it shall be accompanied by pedestrian oriented signage.

d Signage shall be oriented to face the major direction of pedestrian movement in the area of the sign.

3. **Downtown Districts (All DNTN)**.

a. The primary signage for any building or business shall comply with the Design Guidelines: Building/Sidewalk Relationships now or as hereafter amended pursuant to the procedures set forth therein.

b. Pedestrian oriented signage shall use lettering and graphics no larger than 24 inches and shall be located within the first two floor levels of the building. 24 inches may be an average size when upper and lower case lettering is used. Logos and first-letter capitals may be up to 30" if consistent with applicable design review criteria.

c. Illumination shall be coordinated in multi-sign or multi-tenant buildings.

d. High rise signs (other than a hotel/motel ~~uses~~or a Hospital). Signs permitted at the upper levels of high rise buildings pursuant to Section 22B.10.030 shall comply with the following requirements:

i. Signs shall not project above the top of the surface to which they are affixed, nor beyond the edge of any surface to which they are affixed;

ii. Signs shall use logos and lettering no larger than 8 feet in height;

iii. Cabinet and box signs are prohibited;

iv. Signs shall be mounted to the building with a mounting system that is not visible beyond the edges of the sign elements;

v. Signs shall be designed and located to preserve the integrity of the building roof form; and

vi. Sign illumination shall be limited to 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 halo-lit. Internal illumination is limited to only those letters or sign elements that will appear white when lit. Any illumination shall be designed to ensure no exposed lighting source or raceway. The light source shall be no brighter than the equivalent of 30 milliamp neon tubing behind a diffuser panel. The applicant shall provide a signed certification from the sign manufacturer declaring that the illumination meets the limits of this subsection.

4. **Downtown - Old Bellevue (DNTN-OB)**. The Downtown requirements above apply to the DNTN-OB except as modified herein, provided that the following criteria shall not apply to signs for an Entertainment/Public Assembly Use within the DNTN-OB district:

a. Sign letters shall not exceed 18", provided that logos and first-letter capitals may be up to 24" if consistent with applicable design review criteria.

b. Awnings shall be opaque or a deep, rich color, and shall be scaled to the development.

c. Signs shall generally not be placed above the first floor level.

d. Auto oriented signs are not permitted except as directional signage to vehicular entries.

e. Cabinet, box and freestanding signs are prohibited.

5. **Freeway Corridors**. In addition to criteria applicable in the underlying land use district, signs within freeway corridors are subject to the following design criteria:

a. Letter height shall generally not exceed 42", provided that logos and first-letter capitals may exceed this limit if consistent with applicable design review criteria.

b. Sign length shall not exceed 1/3 of the building facade. When multiple signs are to be placed on a building face this ratio will include all signs.

Additional variation in size may be considered by the Director pursuant to the decision criteria of this section.

Section 3. Section 22B.10.030 of the Bellevue Sign Code is hereby amended as follows:

22B.10.030 BUSINESS, COMMERCIAL, MANUFACTURING AND MEDICAL INSTITUTIONAL DISTRICT SIGNS - ZONES OLB, OLB-OS, CB, DOWNTOWN-O-1, DOWNTOWN-O-2, DOWNTOWN-MU, DOWNTOWN-R, DOWNTOWN-OB, DOWNTOWN-OLB, GC, LI, AND MI

A. **General** - The following provisions govern signs in the OLB, OLB-OS, CB, all Downtown, GC, LI and MI

I districts, and may be modified through design review as described in Section 22B.10.025.

1. **Sign Scale.** Signs shall be scaled to the building to which the sign is related.

2. **Sign Allocation – Single Occupancy Buildings.** Any single occupancy building in the above districts shall be permitted the number of primary signs described in subsection C of this section. No more than one of the allowed primary signs may be a freestanding sign unless the single occupancy building faces on more than one street. If the single occupancy building faces on more than one street, see subsection D of this section to determine the number of allowed freestanding signs.

3. **Sign Allocation – Multiple Occupancy Buildings:** Each enterprise with an exterior entrance in a multiple occupancy building in the above districts shall be permitted the number of primary signs described in subsection C of this section. No more than one freestanding sign is permitted per

multiple occupancy building facing on only one street. If the multiple occupancy building faces on more than one street, see subsection D of this section to determine the number of allowed freestanding signs.

4. **Address Number.** Each enterprise shall display and maintain on premises street address number identification. Such identification shall not be included in the number of primary signs.

5. **Multiple Buildings on 15 Acres or More:** A multiple building complex encompassing at least 15 acres may display one complex identification sign along each right-of-way which provides direct access to the complex. Each sign shall not exceed 75 square feet in area and 15 feet in height.

B. **Dimensional Limitations**. Except as otherwise specifically allowed herein, all signs shall conform with the setback, area, and height limitations set forth in this section.

1. **Setback Limitations: Freestanding Signs.** Except as otherwise provided in this section, the size of any freestanding sign shall not exceed the following limits, based on the setback of the sign from the property line:

Setback	**Maximum Area**
Between property line and building line	25 sq. ft.
On building line, or behind it	75 sq. ft.

2. **Sign Height: Freestanding Signs.** Except as otherwise provided in this section, the height of any freestanding sign shall not exceed the following limits, based on the setback of the sign:

Setback	**Maximum Height**
Between property line and building line	5 ft.
On building line, or behind it	15 ft.

3. **Sign Area Limitations: Building mounted, upper-level high rise, roof or canopy-mounted signs.** Unless otherwise provided in this section, the surface area of any building-mounted, upper-level high rise, roof or canopy-mounted signage shall not exceed the figures derived from the following schedule.

Relevant Surface Area or Facade Area As Determined Pursuant to Subsection 22B.10.020	Maximum Sign Surface Area for that Facade
Below 100 sq. ft.	26 sq. ft.
100 - 199 sq. ft.	26 sq. ft. + 11% of facade area over 100 sq. ft.
200 - 499 sq. ft.	38 sq. ft. + 12% of facade area over 200 sq. ft.
500 - 999 sq. ft.	75 sq. ft. + 11% of facade area over 500 sq. ft.
1,000 - 1,499 sq. ft.	131 sq. ft. + 7.5% of facade area over 1,000 sq. ft.
1,500 - 2,999 sq. ft.	169 sq. ft. + 2.5% of facade area over 1,500 sq. ft.
Over 3,000 sq. ft.	206 sq. ft. + 1.5% of facade area over 3,000 sq. ft. to a maximum of 300 sq. ft.

For other than upper-level high rise signs and signs for an Entertainment/Public Assembly Use, in multiple occupancy buildings the facade area for each enterprise is derived by measuring only the surface area of the exterior facade of the premises actually used by the enterprise, and the sign displayed by the enterprise ~~must~~shall be located on the facade used to determine the size of the sign, except as provided in this section.

For upper-level high rise signs, sign size may be up to 300 square feet, regardless of façade size. For Entertainment/Public Assembly Use signs, the Director may approve through design review sign area not to exceed a maximum of 400 square feet per sign, provided that the total sign area of building-mounted signs on Entertainment/Public Assembly Uses shall not exceed 35 percent of the surface area of the enterprise's façade on which the signs are located.

Unused sign surface area for a facade may be used by any enterprise within the same multiple occupancy building, or by any enterprise within the same multiple building complex located within a Downtown Land Use District, if:

a. The applicant files with the City a written statement signed by the enterprise that earned the sign area under this code permitting the applicant to utilize the unused sign surface area.

b. The display of a sign on that facade by the applicant will not create a significant adverse impact on other users of that facade.

c. The display of the applicant's sign is necessary to reasonably identify the enterprise, and the provisions of this code do not provide the enterprise with adequate sign display options.

d. In no event may sign surface area transferred under this provision be used for an upper-level high rise sign. Unused upper-level high rise sign or Entertainment/Public Assembly Use sign surface area may not be transferred for use for any other sign, regardless of enterprise or location.

4. **Sign Height: Building-mounted Signs.** No building-mounted sign shall be placed on the upper levels of a high rise building, installed on the rooftop or extend above the height of the building to which it is attached, provided that hotels and motels may have signs at upper levels of a high rise building, rooftop mounted signs, and signs extending above the height of the building, and further provided that signs complying with Section 22B.10.030.E may be placed at the upper levels of high rise buildings.

C. **Number of Primary Signs.**

1. General. The permissible number of signs for each single occupancy building is dependent upon the surface area of the largest single facade of the building. The permissible number of signs for each enterprise in a multiple occupancy building is dependent upon the surface area of the largest single façade of the portion of the building occupied by the enterprise applying for the sign permit. An enterprise in a multiple occupancy building ~~must~~shall have an exterior entrance to be allowed primary signage pursuant to this section C, except as provided in subsections 2 and 3. The permitted number of signs is as follows:

Surface Area of Largest Facade	**Maximum Number of Signs**
Less than 999 sq. ft.	2
1,000 - 2,999 sq. ft.	3
3,000 sq. ft. and over	4

Buildings or enterprises with more than 3,000 square feet on any face, with several clearly differentiated departments, each with separate exterior entrances, are permitted one sign for each different department with a separate exterior entrance, in addition to the four allotted.

2. Upper-level high rise signs. One enterprise occupying at least 180,000 net square feet in a single high-rise building within the downtown may earn two upper-level high rise signs for placement on the building in which such enterprise is located, regardless of whether such enterprise has an exterior entrance. Such signs ~~must~~shall comply with section 22B.10.030.E.2. Such signs are in addition to other signs allowed under

this section 22B.10.030. Both signs ~~must~~shall be used by the same enterprise.

3. Transfer of Unused Allotment. In multiple occupancy buildings, or multiple building complexes located within any Downtown Land Use District, unused primary sign allotment for one enterprise may be used by any enterprise within the same multiple occupancy building, or by any enterprise within the same multiple building complex located within a Downtown Land Use District, if:

   a. The applicant files with the City a written statement signed by the enterprise that earned the primary sign under this code permitting the applicant to utilize the unused primary sign allotment.

   b. The display of a sign by the applicant will not create a significant adverse impact on the primary signs of other enterprises in the building.

   c. The display of the applicant's sign is necessary to reasonably identify the enterprise, and the provisions of this code do not provide the enterprise with adequate sign display options.

   d. In no event may unused primary sign allotment transferred under this provision be used for an upper-level high rise sign. Unused upper-level high rise or Entertainment/Public Assembly Use sign allotment may not be transferred for use for any other sign, regardless of enterprise or location.

D. **Buildings on More than One Street.** Buildings facing on more than one street are entitled to a bonus in the number of primary signs, as follows:

1. **Buildings on Intersecting Streets.** When a building is located on intersecting streets, two freestanding signs are permitted if they are located on two different streets and are separated more than 100 feet measured in a straight line between signs. Otherwise, only one freestanding sign is permitted. The second freestanding sign is in addition to the primary signs allowed under subsection C of this section.

2. **Buildings Facing on Two Parallel Streets.** Single occupancy buildings facing on two parallel streets, or enterprises within multiple occupancy buildings whose premises extend through a block to face on two parallel streets with customer entrances on each street, are permitted the number of primary signs under subsection C for each end of the building or premises facing on a street.

E. **Types of Placement of Primary Signs.** The permissible types of primary signs, their placement and other limitations are as follows:

1. **Freestanding Signs.**

a. Freestanding signs shall be wholly located within the center two-thirds of the frontage of the property on the street or 15 feet from the adjacent property line, whichever provides the longer distance from the closest part of the sign to the adjacent property line; provided, however, that a freestanding sign may be located within five feet of the property line with the written consent of the title holder of the adjacent property. If such consent is obtained, the consenting party or his or her successors or assigns may not place a freestanding sign on his or her property within 20 feet of the first freestanding sign.

b. A freestanding sign located at the property line shall be wholly behind the property line, and a freestanding sign located at the building line shall be wholly behind the building line..

c. Any freestanding sign ~~must~~shall be integrated. That is, all supports or sign elements shall be an integral part of the design. Auxiliary projections or attachments not a part of a single design are prohibited, unless approved through Design Review..

d. Landscaping shall be provided at the base of all freestanding signs, as required by BCC 22B.10.140.F..

2. **Building-mounted Signs.**

a. Signs shall not project more than five feet from the face of the building to which the sign is attached. However, an exception may be made for the main building sign or tenant sign if it meets the following criteria:

1. The sign ~~must~~shall be of a scale and orientation designed to address pedestrian or vehicular traffic; and

2. The sign ~~must~~shall not pose a traffic safety hazard; and

3. The bottom of the sign ~~must~~shall measure at least 8.5 feet from finish grade.

4. For all signs, structural supports shall be compatible with the design or concealed from view.

b. Building-mounted signs shall only identify the building and the name of the firm, or the major enterprise, and principal product and/or service information.

c. For other than upper-level high rise signs, building-mounted signs displayed by an enterprise shall be located on a façade attached to a portion of the building occupied by the enterprise, except as provided in sections 22B.10.030(B) and 22B.10.030(C).

d. No portion of a sign for an Entertainment/Public Assembly Use shall be located more than 85 feet above average finished grade. Signs for an Entertainment/Public Assembly Use located more than 75 above average finished grade shall not be considered upper-level high rise signs.

e. Upper-level high rise signs. Building mounted signs may be located at the upper levels of high-rise buildings if they meet the following criteria, in addition to other applicable provisions of this Code:

1. The sign is for a hotel/motel ~~use~~ or a Hospital, and otherwise complies with all applicable provisions of this Code; or

2. Two upper-level high rise signs may be placed on any high-rise building within the downtown, provided:

i. Only a single enterprise that occupies at least 180,000 net sq. ft. of building floor area within the building on which the signs are mounted may place an upper-level high rise sign;

ii. Signs shall be limited to the name and/or logo of the enterprise placing the sign;

iii. In no event may the sign area of each sign exceed 300 square feet;

iv. The signs shall be located on the two facades of the building most oriented to I-405, with no more than one upper-level sign on any façade; and

v. The sign shall comply with the requirements of Section 22B.10.025.

Upper level high rise signs shall be removed within 90 days after the enterprise ceases to occupy at least 180,000 net square feet in the high-rise building on which the sign is located.

3. **Roof and Canopy Signs.**

a. All such signs ~~must~~shall be manufactured in such a way that they appear as an architectural blade or penthouse and are finished in

such a manner that the visual appearance from all sides is such that they appear to be a part of the building itself

b. All roof and canopy signs shall be installed or erected in such a manner that there shall be no visible angle iron support structure.

F. **Incidental Signs.** Incidental signs, as defined in Section 22B.10.020, are permitted and are not included in the number of primary signs.

G. **Directional Signs.** Directional signs shall not exceed six square feet in sign surface area and may be located only on the premises to which the sign is intended to guide or direct pedestrian or vehicular traffic, except that off-premises directional signs may be approved by the Director subject to the same standards required for granting of a variance as set forth in BCC 22B.10.180, where the applicant has demonstrated that his or her premises are so located that on-premises directional signs are inadequate to reasonably apprise the public of the location of the premises. Directional signs shall not be included in determining the number of primary signs.

H. **Window Signs.** The total surface area of all window signs shall not exceed 15 square feet, or 10 percent of the window area. Such signs shall not be included in determining the number of primary signs, nor in determining the permissible sign area for each façade; provided, that such signs shall not exceed an area total to 15 square feet, or 10 percent of the window area.

I. **Signs for Legally Nonconforming Buildings.** All provisions of this section apply to signs on nonconforming buildings in the districts governed by this section, except that building-mounted signs may project over the building or property line, but shall not extend closer than five feet to the back of the curb. Such signs shall extend no more than five feet from the face of the building to which they are attached and shall have a maximum clearance over the sidewalk below of eight feet, six inches. The total sign surface area for signing of individual legal nonconforming buildings shall not exceed 40 ~~square feet.~~

Section 4. Section 22B.10.110 of the Bellevue Sign Code is hereby amended as follows:

22B.10.110 HOSPITAL AND AMBULATORY HEALTHCARE CENTER SIGNS.

A. **General.** The provisions of BCC 22B.10.030 apply to signs displayed at a H~~h~~ospital located ~~facility~~ in any land use district, or an Ambulatory Healthcare Center located in a Medical Institution District, except as specifically provided otherwise in this section.

B. **Freestanding Signs.**

1. **Number.** In addition to the number of freestanding signs permitted by BCC 22B.10.030, a H~~h~~ospital ~~facility~~ may display a freestanding sign

at each access designed and utilized ~~primarily~~ by ~~emergency~~ vehicles accessing the emergency department.~~.~~

2. **Location**. A freestanding sign identifying emergency access may be located adjacent to that access, provided however, that ~~the setback requirements of BCC 22B.10.030.B and of Land Use Code Section 20.20.020 for classified streets and~~ the sight distance requirements of the Transportation Development Code (Chapter 14.60 BCC) ~~Land Use Code Section 20.20.830 must~~shall be met.

3. **Size**. Each freestanding sign at a H~~h~~ospital ~~facility~~ access may be up to 75 square feet in sign area and up to 15 feet high.

C. Directional Signs. Directional signs for Hospitals located in any Land Use District and for Ambulatory Healthcare Centers located in a Medical Institution District ~~located on the premises~~ may be up to 25 square feet in sign area and freestanding directional signs may be up to 10 feet in height. Such signs ~~must be~~shall be located at least 50 feet from a primary sign or from another freestanding directional sign.

Section 5. If any section, subsection, paragraph, sentence, clause, or phrase of this ordinance is declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining parts of this ordinance.

Section 6. This ordinance shall take effect and be in force five (5) days after legal publication.

PASSED by the City Council this _____ day of _____, 2007, and signed in authentication of its passage this _____ day of _____, 2007.

(SEAL)

_____
Grant S. Degginger, Mayor

Approved as to form:

Lori M. Riordan, City Attorney

_____
Mary Kate Berens, Deputy City Attorney

Attest:

_____

Myrna L. Basich, City Clerk

Published _____