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CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. 4683

AN ORDINANCE regarding the Sign Code; and amending Bellevue City Code Sections 22B.10.020(4), 22B.10.030, and 22B.10.140(l); and adding a new Section 22B.10.105.

WHEREAS, the Bellevue City Council recently amended the Land Use Code to eliminate setbacks from classified streets, to add provisions regarding vendor carts and produce stands and to rename the Downtown land use districts; and

WHEREAS, the Bellevue Sign Code references the setbacks from classified streets in determining the size and height of freestanding signs, does not make provisions for produce stand and vendor cart signage, and is now inconsistent with the Land Use Code in the designation of Downtown land use districts; and

WHEREAS, to the extent that the Bellevue Sign Code is inconsistent with the Bellevue Land Use Code, it is the City's obligation to eliminate such inconsistency; and

WHEREAS, the Urban Design policies of the City's Comprehensive Plan designate certain city streets for urban design treatment; and

WHEREAS, the subarea policies and urban design policies for the Downtown together with the Land Use Code regulations for development in the Downtown encourage a pedestrian-oriented building and site development; and

WHEREAS, the Bellevue City Council desires to protect the health, safety, property and welfare of the citizens of the City by providing standards for the design, placement, size and number of all exterior signs and sign structures in the City, now, therefore,

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

Section 1. Section 22B.10.020(4) of the Bellevue City Code is hereby amended to read as follows:

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22B.10.020 Definitions.

...

4. *"Building line"* (legal building line) means a line established by ordinance defining the limits of buildings and/or signs in relation to streets. A building line in some instances may coincide with the property line. "Building line" is sometimes referred to as "required setback line." See Section 22B.10.140I of this code.

Section 2. Section 22B.10.030 of the Bellevue City Code is hereby amended to read as follows:

22B.10.030 Business district signs—Zones OLB, CB, Downtown-O-1, Downtown-O-2, Downtown-R, Downtown-OLB, and Downtown-MU.

A. General.

1. In general, this city takes the view that signs should be scaled to the building to which the sign is related. Accordingly, in the following sections will be found regulations on the area, number and height of signs, which are a function of the size of the building to which the sign is related.
2. Any single occupancy building in the business district shall be permitted the primary signs described in subsections B through F of this section. No more than one freestanding sign is permitted per single occupancy building unless the building faces on more than one street (see subsection D of this section), and is not a part of a multiple building complex.
3. Each enterprise in a multiple occupancy building in the business district shall be permitted the primary signs described in subsections B through E of this section and the incidental signs described in subsection F except that no more than one freestanding sign is permitted per multiple occupancy building unless the building faces more than one street (see subsection D), and is not a part of a multiple building complex.
4. Each enterprise in a multiple building complex in the business districts, which is composed of single and/or multiple occupancy buildings, shall be permitted the primary signs

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described in subsections B through E of this section and the incidental signs described in subsection F except that no more than one freestanding sign is permitted per multiple building complex, unless the building faces on more than one street. (See subsection D.)

- 5. Each enterprise shall display and maintain on-premise street address number identification.
- 6. A multiple building complex encompassing at least fifteen acres may display one complex identification sign along each right-of-way which provides direct access to the complex.

Each sign may not exceed seventy-five square feet in area and fifteen feet in height. Each sign is subject to the sight distance requirements of the Land Use Code. (LUC Section 20.20.830)

- B. 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.

- 1. *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 sign setback of the sign:

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

- 2. *Facade Limitations, Building-mounted Signs, Roof or Canopy-mounted Signs.* The surface area of any building-mounted sign and roof or canopy-mounted sign shall not exceed the figures derived from the following schedule:

Relevant Surface Area or Facade As Determined Pursuant to Subsection 22B.10.020(32) (Sq. Ft.)	Maximum Sign Surface Area for that Facade (Sq. Ft.)
Below 100	26 sq. ft.
100-199	26 sq. ft. + 11% of facade area over 100 sq. ft.
200-499	38 sq. ft. + 12% of facade area over 200 sq. ft.
500-999	75 sq. ft. + 11% of facade area over 500 sq. ft.
1000-1499	131 sq. ft. + 7.5% of facade area over 1000 sq. ft.
1500-2999	169 sq. ft. + 2.5% of facade area over 1500 sq. ft.
Over 3000	206 sq. ft. + 1.5% of facade area over 3000 sq. ft. to a maximum of 300 sq. ft.

In multiple occupancy buildings the facade area for each tenant or user is derived by measuring only the surface area of the exterior facade of the premises actually used by the tenant or user, and the sign displayed by the tenant or user must be located on the facade used to determine the size of the sign, except as provided in this section.

Unused sign surface area for a facade may be used by any tenant or user within the same multiple-occupancy building, if:

- a. The applicant files with the City a written statement signed by the tenant or user permitted to utilize that 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 nondependent sign user will not create a significant adverse impact on dependent sign users of that facade.
- c. The display of the nondependent sign is necessary to reasonably identify the use, and the provisions of this code do not provide the use with adequate sign display options.

In no case may the maximum sign surface area permitted on a building facade be exceeded.

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3. *Sign Height - Building-mounted Signs.* The height of any building-mounted sign shall not extend above the highest exterior wall of the building to which the sign relates.

C. Number of Primary Signs. The permissible number of signs for each user is dependent upon the surface area of the largest single facade of his building. The permitted number of signs is as follows (not including incidental signs):

Surface Area of Largest Facade	Maximum Number of Signs
Less than 999 sq. ft.	2
1000-2999	3
3000 and over	4

Buildings or enterprises with more than three thousand 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.

D. Buildings on More than One Street. Buildings facing on more than one street are entitled to a bonus in primary signing, depending on whether the building is on two intersecting streets or whether it extends through a block so as to face on two different parallel streets, as defined in subsections D1 and D2 following.

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 one hundred feet measured in a straight line between signs. Otherwise, only one freestanding sign must meet the setback limitation under subsection B of this section.

2. *Buildings Facing on Two Parallel Streets.* Single occupancy buildings or tenants of multiple occupancy buildings whose premises extend through a block to face on two parallel streets with customer entrances on each street are permitted the sign area allowed under subsections B1 and B2 of this section, and the sign number under subsection C for each end of the building facing on a street; provided, however, that no

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more than one freestanding sign is permitted per building unless such signs are located on two different streets and are separated more than one hundred feet measured in a straight line between the signs. No more than two freestanding signs are permitted in such case.

E. Types and 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 fifteen 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 successors or assigns may not place a freestanding sign on his property within twenty 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 be "integrated". That is, all elements of the sign must be incorporated in a single design. Auxiliary projections or attachments not a part of a single design are prohibited.
- d. A freestanding sign located between the property line and the building line shall be limited in content and message to identification information only. A freestanding sign located at the building line or behind it may, however, include principal product and/or services information.

2. *Building-mounted Signs.*

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- a. Any building-mounted sign shall not project more than five feet from the face of the building to which the sign is attached. Any structural supports shall be an integral part of the design or concealed from view.
- b. Any building-mounted signs shall be limited in content and message to identifying the building and the name of the firm, or the major enterprise, and principal product and/or service information.

3. *Roof Signs.*

- a. All such signs must 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 signs shall be installed or erected in such a manner that there shall be no visible angle iron support structure.

4. *Canopy Signs.*

- a. All such signs 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 part of the building itself.
- b. All 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 are small signs of a noncommercial nature, intended primarily for the convenience of the public. Included are signs designating restrooms, address numbers, hours of operation, entrances to a building, directions, help wanted, public telephone, etc. Also included in this group of signs are those designed to guide or direct pedestrians or vehicular traffic to an area or place on the premises of a business building or development by means of a directory designating names and addresses only. Such

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signs are not included in the number of primary signs so long as the individual signs do not exceed two square feet in surface area.

- 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 sign administrator subject to the same standards required for granting of a variance as set forth in Section 22B.10.180 of the Bellevue City Code, where the applicant has demonstrated that his premises are so located that on-premises directional signs are inadequate to reasonably apprise the public of the location of the premises. (Ord. 3683, 7-21-86, Section 1)
- H. Gasoline Price Signs. Gasoline price signs shall be located no closer than sixty-five feet from the centerline of the bordering street and must be permanently anchored. Such signs may be freestanding or attached to canopy columns. The sign area shall not exceed twelve square feet, and no more than one such sign for each street frontage is permitted. Gasoline price signs shall not be included in determining the number of primary signs, nor in determining the permissible number of freestanding signs.
- I. Window Signs. The total surface area of all window signs shall not exceed fifteen square feet, or ten 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 facade; provided, that such signs shall not exceed an area total to fifteen square feet, or ten percent of the window area.
- J. Signs for Nonconforming Buildings. There remain in this city some buildings which were built prior to enactment of Bellevue's present setback requirements. Generally, under the City zoning ordinances, these legal nonconforming buildings are allowed to remain unless they are altered or improved. As few of these nonconforming buildings are located behind the building line as determined by ordinances currently in effect, almost no signing would be possible under the foregoing sign code revisions. Therefore, this section provides for a partial relaxation of the standard sign requirements for sign on legal nonconforming buildings, only so long as the buildings remain nonconforming under provisions of the Bellevue zoning code.

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**Permitted Signs on Legally Nonconforming Buildings.** All provisions of the sign code for business district signs apply to signs on nonconforming buildings in the business districts, with the following exceptions:

1. Building-mounted signs may project over the building line, but shall not approach a street closer than five feet. Such signs may extend five feet from the face of the building to which attached and shall have a maximum clearance over sidewalk below of eight feet, six inches.
2. The total sign surface area for signing of individual legal nonconforming buildings shall not exceed forty square feet. (Ord. 3683, 7-21-86, Section 1; Ord. 2970, Subsection 1, 1981; Ord. 2953, Subsection 3, 1981; Ord. 2045, Subsection 2, 1974; prior code Subsection 17.01.030)

**Section 3.** A new Section 22B.10.105 of the Bellevue City Code is hereby added as follows:

**22B.10.105 Vendor Carts and Produce Stands**

- A. **Vendor Cart Signs:** A vendor cart is permitted a maximum of two primary signs having a combined sign area not exceeding twenty square feet. The signage may be attached to the cart and to any awning, umbrella or tent providing weather protection for the cart. The design of the signage shall be integrated with the design of the cart and have a maximum letter size of eighteen inches. Freestanding signs are not permitted.
- B. **Temporary Produce Stands:** Temporary produce stands are permitted two primary signs, one of which may be a freestanding sign. All signs must be removed at the end of the harvest season.
  1. Freestanding signs shall have maximum sign area of twenty square feet and a maximum height of five feet. Freestanding signs located between the property line and the building line may include product information.
  2. Building-mounted signs shall have a maximum sign area of twenty square feet and a maximum letter size of twenty-four inches.

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3. Signage in residential districts shall not be internally illuminated.

C. Permanent Produce Stands: Permanent produce stands shall be permitted the signage of the district in which the stand is located.

Section 4. Section 22B.10.140(I) of the Bellevue City Code is hereby amended as follows:

22B.10.140 Requirements applicable to all signs.

...

I. 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 or Section 20.25A.020, Dimensional Requirements in Downtown Districts. In any area of the City, except the Downtown, where the applicable line is located more than sixty-five 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 sixty-five feet from the centerline of the street and run parallel thereto.

Building Line - Downtown CBD. 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 twenty-five 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 20.25A.

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 sixty-five feet from the centerline of the right-of-way. However, the Director of Community Development may administratively approve a modification of the required building line if

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the result of such modification would be consistent with the policies of the Urban Design Element of the Comprehensive Plan.

Section 5. This ordinance shall take effect and be in force thirty (30) days after passage.

PASSED by the City Council this 25<sup>th</sup> day of July, 1994, and signed in authentication of its passage this 25<sup>th</sup> day of July, 1994.

(SEAL)

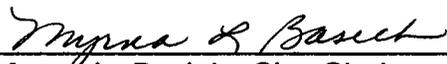
  
Donald S. Davidson, DDS, Mayor

Approved as to form:

Richard L. Andrews, City Attorney

  
Richard L. Andrews, City Attorney

Attest:

  
Myrna L. Basich, City Clerk

Published July 29, 1994