

CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. 584

ORIGINAL

AN ORDINANCE regulating the erection of signs, billboards and other advertising devices; providing for the issuance of permits and setting standards therefor; amending Ordinance Nos. 280 and 504; and amending Chapter 17.04 of Bellevue City Code.

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

Section 1. Section 1 of Ordinance No. 504 and Section 17.04.010 of Bellevue City Code are each amended to read as follows:

17.04.010 Definitions. COMMERCIAL SIGN: The term "commercial sign" shall mean any exterior sign, billboard, banner, streamer or other device for advertising or attracting attention of prospective patrons, customers, users, purchasers of property or recipients of service for sale or hire; and without limiting the foregoing shall include all signs not specifically included within the definitions of Non-commercial, public and real estate signs defined below, and shall specifically include political signs advertising candidates or issues.

NON-COMMERCIAL SIGN: The term "non-commercial sign" shall mean any exterior residential nameplate, ornamental or otherwise, erected for the purpose of identifying a residence; or permanent sign for naming and identifying an institution, semipublic, public or recreational development or building, or an apartment building or a subdivision.

PUBLIC SIGN: The term "public sign" shall mean a sign of interest and benefit to the general public, such as a directional sign designating routes or location; traffic control signs such as "Stop," "Speed Limit," etc., safety signs such as "School Crossing," "Bus Loading," etc.; special event signs or devices such as "Firemen's Ball," Fourth of July or Christmas decorations, "U.G.N." or "Red Cross" drives, etc.

REAL ESTATE SIGN: The term "real estate sign" shall mean any sign employed by real estate brokers or agents or home owners for the purpose of attracting attention to real estate.

LICENSING OFFICIAL: The term "licensing official" shall mean the city official designated by the Manager by administrative order, who shall issue permits, establish regulations, be charged with the enforcement of this chapter, and who shall make such other administrative determinations as are required hereunder.

Section 2. Section 2 of Ordinance No. 280 and Section 17.04.020 of Bellevue City Code are each amended to read as follows:

17.04.020 Sign permit--When required. A permit from the licensing official shall be required for the erection and maintenance of any exterior public sign.

Section 3. Chapter 17.04 of Bellevue City Code is hereby amended by adding thereto Sections 17.04.071 and 17.04.072, which shall read as follows:

17.04.071 Duties of Licensing Official. Duties of the licensing official:

1. Applications for the erection of exterior signs shall be filed with the licensing official. Such applications shall be accompanied by drawings which clearly delineate the sign - its size, shape, materials, color, lettering, number and wattage of lights, or other devices which are a part of the installation. The drawings shall show the method of fastening or anchoring the sign to a building or the footing and foundation and column designed for free-standing signs.

2. The licensing official shall review the drawings and inspect the site or the building upon which the sign is to be applied and determine that the anchoring or fastening methods are sufficiently safe and meet the requirements of the City Building Code.

3. The licensing official shall forward copies of plans and sign applications to the City Planning Department and no sign permit shall be issued until approval of the sign has been received from the Planning Department.

17.04.072 Standards. Duties of the Planning Director or his authorized representative:

1. Standards for Sign Approval. Each permitted sign should improve its vicinity, create a focal point or desirable space termination within its sphere of influence, not block an existing focal point, or clash in color or design with other developments in its vicinity. The Planning Department shall review and evaluate each sign application according to the following criteria:

- a. A permitted sign shall generally be equally attractive on all visible sides. There shall be no back side consisting of obviously visible braces and structure that could materially affect other properties.
- b. A permitted sign shall not incorporate any flashing or blinking lights or glare lighting or moving lights to the degree that it would be unreasonably distracting and/or detrimental to other properties, pedestrians or motorists.

- c. Signs employing color shall not combine garish or unpleasant colors. Colors used shall be reasonably compatible with color in the surrounding vicinity.
- d. A permitted sign is primarily informative. It employs a recognized design symbol identifying the location of a building or a business, using a minimum of extraneous visual distractions.
- e. Each business development under one ownership shall have not more than one principal sign oriented to a single street. Existing business developments under one ownership, revising their signs, shall have not more than one principal sign oriented to a single street.
- f. A permitted sign shall be to scale in size and height with the building and the premises to which it is appurtenant.
- g. A permitted sign shall be an integrated part of the design of the building and premises to which it is appurtenant, in its shape, its detail, its materials, and its color. Free-standing signs shall be permitted only in circumstances where signs on the building are clearly ineffective.
- h. Changes in an existing sign shall require the same review and approval as a new sign.

2. The denial of a sign application based on the application of the above standards may be appealed by the applicant to the Board of Adjustment for review and determination.

Section 4. This Ordinance shall take effect and be in force ~~five~~ ~~xxxxxx~~ on the 18th day of May, 1963.

PASSED by the City Council on this 2nd day of April, 1963, and signed in authentication of its passage this 2nd day of April, 1963.

Scott McDermott
 Scott McDermott
 Mayor

(SEAL)

Approved as to Form:

Joseph S. Miller
 Joseph S. Miller
 City Attorney

Attest:

Jean S. Scholer
 Jean S. Scholer
 City Clerk

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 CITY OF BELLEVUE
 DATE 4-3-63
 CITY CLERK Peterson & Miller, Syc.