

Instructions to reader: This chapter amends [EMC 19.36](#). You can locate proposed changes to the city’s code with a vertical bar in the left hand margin. Words struck through are proposed for deletion; words that are underlined and highlighted are proposed additions. For a summary of the effect of the changes to this chapter, please visit the Rethink Zoning Library at <https://everettwa.gov/2453/Rethink-Zoning-Library>.

Amend Chapter 19.36 Signs

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19.36.010 Purpose and applicability.

- A. Purpose and Intent. The intent of this chapter is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent sign standards and requirements and to:
- Promote the goals and policies of the comprehensive plan;
 - Promote economic vitality of the city’s business districts and corridors;
 - Ensure that signs are compatible with the desired character and identity of Everett and its various districts and corridors;
 - Promote the free flow of traffic and protect pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
 - Prevent property damage, personal injury, and litter from signs which are improperly constructed, poorly maintained, or of flimsy materials;
 - Protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape;
 - Provide consistent sign design standards;
 - Promote signs that are designed appropriate to the site’s existing and planned context, including the size and characteristics of the site, and the envisioned character of the applicable area per adopted plans;
 - Prevent visual clutter and provide an improved visual environment for the citizens of and visitors to the city; and
 - Enable the fair and consistent enforcement of these sign regulations.
- B. User Guide. The sign standards in this chapter are contained within Sections 19.36.040, 19.36.050 and 19.36.060. To determine which sign standards apply to a particular piece of property, the user will need the following information:
- Zoning of the property. Refer to the city’s zoning map.
 - Applicable sign category. Refer to Table 36-1 in this chapter. The table assigns a sign category for each use zone. This category is A, B, C or D.
 - For freestanding and wall signs, see Table 36-2 in Section 19.36.040 for specific standards applicable to each sign category.
 - For other sign types and general development standards, see Section 19.36.050.
 - For temporary signs, see Section 19.36.060.

19.36.020 Permit administration.

- A. Permits Required. Except as exempted in subsection B of this section, no sign shall be erected, re-erected, attached, structurally altered, or relocated by any person, firm or corporation without a sign permit issued by the city. Sign permit applications shall be submitted to the building official, with approval required by the planning department. All signs shall be subject to review by the city engineer to determine that there will be no hazards created for motorists or pedestrians.
- B. Exemptions and Exceptions.
1. Exemptions. The following signs and activities are exempt from regulation under this chapter:
 - a. Regulatory, identification or directional signs installed by, or at the direction of, a government entity;
 - b. Signs required by law;
 - c. Official public notices or official court notices;
 - d. Signs or displays not visible from streets, rights-of-way, sidewalks or parking areas open to the public;
 - e. In nonresidential zones, the flag of government or noncommercial institutions such as a school. Flags in residential zones up to twenty-four square feet. In residential zones, one flagpole shall be allowed. In all zones the maximum height of flagpoles shall be in accordance with the height standard of the underlying zone;
 - f. Point-of-purchase advertising displays, such as product dispensers or vending machines;
 - g. "No trespassing," "no dumping," "no parking – tow-away," "private" and other informational warning signs which do not exceed six square feet in surface area;
 - h. Structures intended for separate use such as dumpsters and recycling containers; provided, that no advertising oriented to the public right-of-way is attached to such structures;
 - i. Reasonable seasonal decorations within the appropriate public holiday season, or civic festival season. Such displays shall be removed promptly at the end of the season;
 - j. Sculptures, fountains, mosaics, murals and design features;
 - k. Postal signs;
 - l. Historic site markers or plaques, gravestones and address numbers mounted flush on the wall of a building;
 - m. Lettering or symbols painted directly onto or flush-mounted magnetically onto a licensed and operable motor vehicle operating in the normal course of business;
 - n. Billboards. Billboards are regulated pursuant to Chapter 16.20;
 - o. Repair, cleaning, repainting or other normal maintenance activities, and other changes that do not alter the sign structure.
 2. Exceptions—Signs Not Requiring Permits. The following types of signs are not required to obtain a sign permit, but must be in conformance with all other requirements of this chapter and other applicable city ordinances:
 - a. Portable signs meeting the requirements of this chapter;
 - b. Nonelectric signs not exceeding two square feet in area in single-family residential zones;
 - c. Incidental signs;
 - d. Directional signs not exceeding six square feet in area, the sole purpose of which is to provide for pedestrian and vehicular traffic direction.
 3. Exemptions From Overall Permitted Sign Area Requirements. The following types of signs shall not be computed in the overall sign area requirements of this chapter:
 - a. Incidental signs;
 - b. Directional signs;
 - c. Interior-oriented signs;
 - d. Temporary signs meeting the requirements of this chapter;
 - e. Temporary window displays and painted window signs;
 - f. Street numbering of buildings;
 - g. Portable, window and temporary signs shall not be included in maximum sign area in Table 36-2.

- C. Signs Visible from Interstate 5. Any sign that is within six hundred sixty feet of Interstate 5 may require approval from the Washington State Department of Transportation (Chapter 468-66 WAC) in addition to a sign permit from the city. The applicant is responsible for obtaining approval from the state prior to review by the city.
- D. Administrative Modification of Sign Standards.
 - 1. The intent of the modification process is to provide design flexibility options that may not be possible through strict application of the sign standards. This process may not be used to allow a sign that is otherwise prohibited by this chapter. The requirements of this chapter may be modified by the planning director using the review process described in Title 15, except for the following:
 - a. Standards for electronic changing message signs;
 - b. Overall sign height for freestanding signs (sign category A only).
 - 2. Administrative Modification Review Criteria. The director shall use the following applicable review criteria to evaluate the modification request:
 - a. The modification request is due to unusual conditions related to sign visibility needs for a specific building or lot. Unusual conditions may include building size, sign location and distance from the street;
 - b. The modification will not create a traffic or pedestrian safety hazard;
 - c. The modification will not adversely impact adjacent properties;
 - d. The proposed sign or signs are part of an integrated design for the site that includes building design, landscaping and other site improvements;
 - e. The proposed modification will not create visual clutter or distract motorists; and
 - f. The size and scale of the proposed signage are compatible with the character of the surrounding area.
 - 3. Conditions. The director may impose conditions necessary to mitigate impacts of the proposed sign or signs, including the following:
 - a. Landscaping necessary to provide aesthetic treatment or screening of any prominent sign components;
 - b. Limitations on sign illumination;
 - c. Other restrictions that are necessary to protect views, promote compatibility with surrounding land uses, or limit impacts on adjacent properties, driveways, sidewalks or streets.
- E. Administrative Guidelines and Graphic Information. The planning director is authorized to promulgate administrative guidelines and graphic materials to illustrate requirements of this chapter or to provide examples of signs that are permitted or prohibited by this chapter. Such materials may be revised periodically at the discretion of the director.

19.36.030 General requirements.

- A. Prohibited Signs. The following signs are prohibited:
 - 1. Signs or sign structures which by coloring, shape, design or location resemble or conflict with traffic control signs or devices;
 - 2. Signs that create a safety hazard for pedestrian or vehicular traffic, as determined by the city engineer or building official;
 - 3. Revolving signs, signs with flashing, rotating, or blinking lights. This includes signs with a changing light intensity or brightness, or which are so constructed and operated as to create an appearance or illusion of motion or animation;
 - 4. Signs that move by force of wind, including feather or sail signs, electrical power, or mechanical means;
 - 5. Signs attached to public property without permission of the government agency owning the same, including, without limitation, trees, utility poles, street lights;
 - 6. Privately installed signs that restrict use or activity of any public right-of-way without permission from the city;

7. Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign. (This does not apply to signs or lettering on buses, taxis or vehicles operating during the normal course of business, or vehicles which are advertising themselves for sale);
 8. Displays of banners, clusters of flags, posters, pennants, ribbons, streamers, strings of lights, spinners, twirlers or propellers, flashing, rotating or blinking lights, strobe lights, flares, balloons or inflated signs over twenty-four inches in diameter, and similar devices of a carnival nature; except those signs that are permitted in accordance with this chapter;
 9. Searchlights and beacons;
 10. Roof signs, including statues, figures, or objects;
 11. Signs employing exposed electrical conduits, ballast boxes, or other equipment;
 12. Fabric awning signs and backlit awning signs;
 13. Signs for home occupations;
 14. Flags in residential zones exceeding twenty-four square feet.
- B. Maintenance. All signs and components thereof must be maintained in good repair and in a safe, neat, clean and attractive condition. The premises surrounding a freestanding sign shall be free and clear of rubbish and shall meet the requirements for protective islands and/or landscaping in this chapter. The owner of the lot upon which the sign is located shall be responsible for sign maintenance.
- C. Abandoned Signs—Hazardous Signs. Abandoned signs shall be removed by the owner or lessee of the premises upon which the sign is located within six months of abandonment. Signs which constitute a safety hazard to the public shall be removed or made safe immediately.
- D. Sign Enforcement—Violations—Penalties.
1. Enforcement. The planning director, or the planning director’s designee, shall have authority to administer, implement, and enforce this chapter. The planning director or planning director’s designee may promulgate regulations consistent with this chapter. The authority of the planning director is not exclusive and is concurrent to another’s lawful authority to enforce the provisions of this chapter, including, without limitation, the jurisdiction of the Everett police department to enforce provisions of this code.
 2. Violations. It is a violation of this chapter to fail to comply with or to be in conflict with any provision of this chapter. It shall be a separate offense for each and every day during which any violation of any of the provisions of this chapter is committed, continued, or permitted.
 3. Penalties.
 - a. Any person, firm, corporation, or association or any agent thereof who violates any of the provisions of this chapter shall be subject to the provisions of Chapter 1.20.
 - b. Any violation of any provision of this chapter constitutes a public nuisance which the city can abate by an action in county superior court. The costs of such action shall be taxed against the violator.
 - c. Penalty and enforcement provisions provided in this chapter are not exclusive, and the city may pursue any remedy or relief it deems appropriate.
 4. Removal. Signs not meeting the requirements of this chapter are subject to removal by the city. This includes the following:
 - a. Signs located on public or private property that create an immediate threat to the safety of the public.
 - b. Signs that create an imminent danger to persons or property.
 - c. Signs placed in the public right-of-way that do not meet the requirements of this chapter.
 - d. Unauthorized signs placed on any utility pole, public property, public building or public structure, or on any traffic sign.
 - e. Signs placed within the right-of-way without the permission of the abutting property owner may be removed by the abutting property owner or the city.
 - f. Temporary signs placed within the public right-of-way that may otherwise be allowed by this chapter, but which are in a degraded or dilapidated state due to age, exposure to the elements, or damage may be removed by the city. This includes signs that are illegible.

- g. The planning director or his/her designee will attempt to contact the owner after removal of signs. The owner may contact the planning director or his/her designee to retrieve any signs removed. Failure to retrieve within fourteen days from date of removal will result in disposal by the city. The city shall not be responsible for damages or loss incurred during the removal or storage of any sign.
- E. Sign Owner Responsibility. By installing any sign in the city of Everett, whether or not a permit is required, the owner of the sign acknowledges responsibility for compliance with this chapter, for the safety of the sign, and for any and all damage to property or injury to person resulting from the sign.

19.36.040 Sign categories—Freestanding signs—Wall signs.

- F. General. Table 36-1 specifies sign categories for all use zones within the city. The specific regulations pertaining to each sign category are contained in this section. These standards apply to permanent signs. Where there is a conflict between the general and specific regulations, the more specific regulations shall control.
- G. Instructions for Tables 36-1 and 36-2. First, determine the property’s zoning from the city’s zoning map. Then, refer to Table 36-1 to determine which sign category applies to that zone. Use Table 36-2 to determine sign requirements applicable to permanent freestanding and wall signs. Also refer to the applicable footnotes and detailed requirements listed for the UMMU zone in this section. Where a sign is not regulated by a zone or sign category, see the development standards in Section 19.36.050 for specific sign types.

Table 36-1 Sign Categories for Use Zones

Use Zone	Sign Category
A-1AG ; R-S; R-1; R-2; R-1(A) ; R-2(A)	D ⁽¹⁾
R-3(L); R-3, R-4; R-5; UR-UR3; UR4	C ⁽²⁾
B-1; B-2(B); C-2(3); W-C; M-S; M-M; M-1; M-2; UM(4); ULI(5) NB, LI1^{(3) (5)}, LI2, HI, MU (Within Metro Everett)⁽⁴⁾	B
B-2; BMU; E-1; MUO; C-1; C-1R-B, MU (Outside of Metro Everett)	A

Footnotes for Table 36-1:

- (1) Sign category C for permitted nonresidential uses in these zones.
- (2) Sign category D for single-family detached and two-family (duplex) dwellings in these zones.
- (3) Sign category D for residential ~~uses~~dwelling unit.
- (4) See subsection C of this section for additional sign standards applicable to the ~~UMMU~~ zone. for Metro Everett.
- (5) Sign category B for nonresidential and mixed-use buildings. Sign category C for residential buildings.

Table 36-2: Freestanding Signs and Wall Signs

FREESTANDING SIGNS ⁽⁷⁾⁽⁸⁾						WALL SIGNS ⁽⁴⁾⁽¹⁰⁾
SIGN CATEGORY	Maximum Number (1)	Maximum Area in square feet (s.f.)	Min. Setback from Lot Line Abutting the Street ROW	Interior Setback (feet)	Max. Height (feet)	Maximum Size (s.f.) (3)
A ⁽⁹⁾	1 sign for every 300 feet of street frontage or fraction thereof up to a maximum of 4 signs for the entire site	75 s.f. plus an additional 25 s.f. for each additional business on a lot having more than 1 business up to a maximum area of 150 s.f. ⁽²⁾	Monument signs: 3' from back of sidewalk ⁽¹²⁾ ; Freestanding pole signs: 10'	10	25 ⁽⁹⁾	Greater of 48 s.f. or 15% of the area of the building facade up to a maximum of 300 s.f.
B	1 sign for every street frontage (6)	40 s.f. ⁽²⁾	Monument signs: 5'; Freestanding pole signs: 10'	10	20 ⁽⁹⁾	Greater of 32 s.f. or 15% of the area of the building facade up to a maximum of 100 s.f.
C ⁽⁴⁾⁽¹¹⁾	1 sign for every street frontage	All uses other than SFR, duplex, home occupation or B&B house: 32 s.f. ⁽⁵⁾	1 foot setback for every 1 foot of sign height	10	10	All uses other than SFR, duplex or home occupation: greater of 24 s.f. or 15% of the area of the building facade up to a maximum of 40 s.f.
		SFR or duplex: 2 s.f.		None		SFR or duplex: 2 s.f.
D ⁽⁴⁾⁽¹¹⁾	1 sign per unit	2 s.f. ⁽⁵⁾	None	10	4	2 s.f. ⁽⁵⁾

Footnotes for Table 36-2:

- (1) Interstate 5, SR 526, alleys, vacant, or unimproved right-of-ways are not considered street frontages for calculating the number of allowable freestanding signs.
- (2) If two or more signs are permitted, the signs may be combined into one sign up to twice the maximum amount allowed for one sign.
- (3) Awning signs shall be considered to be wall signs for the purpose of determining allowable sign area. Also refer to the requirements in this chapter for projecting signs, canopy signs and window signs.
- (4) Projecting signs are prohibited in sign categories C and D.
- (5) Bed and breakfast house in sign categories C and D: one freestanding sign is permitted. The sign shall be a maximum of twelve square feet and shall have a minimum setback of ten feet from the abutting right-of-way. In sign category D, one wall sign is permitted up to a maximum of twenty-four square feet.

- (6) In the ~~UMMU~~ zone, freestanding signs shall be prohibited. For additional standards applicable to the ~~UMMU~~ zone, see subsection C of this section.
 - (7) All freestanding signs must provide a landscape/protective island around the base of the sign. Refer to Section 19.36.050.
 - (8) A single commercial use on a corner lot with a street frontage of less than one hundred feet on both streets shall be permitted only one freestanding sign.
 - (9) Monument type signs shall be limited to eight feet in height.
 - (10) Backlit cabinet signs are limited to twenty square feet in sign categories A and B and six square feet in the ~~UMMU~~ zone. For sign categories C and D, backlit cabinet signs are prohibited.
 - (11) For sign categories C and D, internal illumination is prohibited except for electronic changing message centers. See Sections 36.050.C and I.
 - (12) If no sidewalk is present, monument signs shall be set back three feet from the property line.
- H. Special Regulations for the ~~UMMU~~ Zone- within Metro Everett only. Signage in the ~~UMMU~~ zone in Metro Everett shall conform to sign category requirements in Tables 36-1 and 36-2 unless otherwise stated in this section.
11. Illumination Standards.
 - a. Backlit signs with letters or graphics on a plastic sheet (cabinet signs) are prohibited unless otherwise noted.
 - b. Backlit logos under six square feet or individual backlit letters are permitted.
 - c. Externally lit signs are encouraged.
 12. Wall Signs.
 - a. Wall signs shall be designed and located appropriate to the building's architecture. For example, wall signs must not cover windows, building trim or ornamentation.
 - b. Wall signs may not extend above the building parapet, soffit, the eave line or the roof of the building, or the windowsill of the second story. Exception: individual letters may extend above the building parapet, soffit or eave line by a maximum of eighteen inches. There shall be no backing material or exposed/visible supports.
 - c. Wall signs should be mounted plumb with the building, with a maximum protrusion of one foot, unless the sign incorporates sculptural elements or architectural devices. The sign frame shall be concealed or integrated into the building's architectural character in terms of form, color, and materials.
 13. Upper Story Wall Signage. In the event of a conflict with other provisions of this chapter, the requirements in this section shall prevail.
 - a. One upper story sign may be permitted per building facade for nonresidential and mixed-use buildings. Such signs are in addition to other permanent signs allowed pursuant to sign category B.
 - b. Each upper story wall sign shall not exceed one hundred ninety square feet.
 - c. Upper story wall signs shall be limited to logo and/or name only.
 - d. Upper story wall signs shall be located forty feet or more above the elevation of the sidewalk or alley, but may not extend above the building parapet, soffit, the eave line or the roof of the building. Signs shall be mounted so as to not obstruct any window, building trim, ornamentation or other significant architectural detail.
 - e. Upper story wall signs shall be limited to channel lettering and/or logos, with halo lighting effects. Lighting may be used to accent signs. Electronic message center signs and cabinet signs are prohibited.

19.36.050 Development standards for specific sign types.

The following standards shall apply in addition to the standards listed elsewhere in this chapter. For signs that meet the definition of more than one sign type, the planning director shall determine which standards apply based on the sign's function, location and orientation.

A. Freestanding Signs.

1. Minimum Lettering.
 - a. A minimum lettering height of six inches for the primary tenant or entity and three inches for secondary tenant or entity is required for readability.
 - b. Freestanding signs for individual businesses are encouraged to include the street address number.
2. Freestanding signs must have a substantial base that is at least half as wide and thick (measured horizontally) as the sign itself. Sign bases must have an architectural treatment that incorporates materials similar to the sign and/or building.
3. Protective Islands Around Sign Base. At the time of installation, all freestanding signs shall include protective islands and curbing to prevent vehicles from hitting the sign structure and to improve the overall visual appearance of the structure. Protective islands shall be designed and constructed so as to provide protection at least three feet in all directions from the sign structure and shall be landscaped in accordance with the following standards:
 - a. Install one square foot of landscaping at the base of the sign per one square foot of sign face.
 - b. Landscaping shall include a decorative combination of ground cover and shrubs to provide seasonal interest in the area surrounding the sign.
 - c. The city may reduce the landscaping requirement where the signage incorporates stone, brick, or other decorative materials.
4. Location. Freestanding signs shall not be located within the public right-of-way.
5. Identification Signs for Residential Development. Each entrance to a subdivision development or manufactured home park may have a freestanding or fence-mounted identification sign up to twenty-four square feet in area. The height of such signs shall not exceed four feet.

B. Wall Signs.

1. Location and Design.
 - a. Wall signs shall not cover windows, building trim, or ornamentation. This includes blank areas above canopies, areas between vertical piers or columns or blank areas on a gabled roof.
 - b. Upper Story Wall Signs Outside ~~the UM Zone~~ Metro Everett. Tenants on upper levels may include window signs or wall signs placed on the facade above the business, provided the permitted sign square footage shall be shared with the tenant below.
2. Maximum Height. Wall signs may not extend above the roof of the building. Exception: within sign categories A and B, individual letters may extend above the building parapet, soffit or eave line by a maximum of eighteen inches. There shall be no backing material or exposed/visible supports.

C. Electronic Changing Message Signs. For any sign which meets the definition of electronic changing message sign, as defined in this title, the following provisions shall apply:

1. The sign category for the zone in which the sign is proposed must allow for internal illumination of signs, except as provided in subsection (C)(8) of this section.
2. The maximum sign area for an electronic changing message center shall be as listed in Table 36-3.
3. Any form of technology may be used for electronic changing message signs. However, animation, movement or video imaging is prohibited.
4. Electronic changing message signs shall maintain a 2-1-2 transition frequency. "2-1-2" means a message display time of a minimum of two seconds, a transition time between messages of a maximum of one second, followed by a message display time of a minimum of two seconds with all segments of the total message to be displayed within ten seconds. Displays which scroll onto the signboard must hold for a minimum of two seconds including scrolling.
5. Brightness Limits.

- a. Integrate automatic dimming capability that adjusts to the brightness of ambient light at all times of the day and night;
 - b. Daytime, based on the time from sunrise to sunset as calculated for Everett, WA: five thousand maximum nits (a measure of luminance that will keep signage balanced with surrounding landscape); and
 - c. Nighttime, based on the time from sunset to sunrise as calculated for Everett, WA: one hundred fifty maximum nits (a measure of luminance comparable to typical nighttime signage and consistent with the Illuminating Engineering Society of North America (IESNA)).
 - d. Light Trespass Standards. Adopt a trespass limit of one-tenth foot-candle at the property line of any park or residential property.
6. All changing message signs shall be constructed as an integral part of a permanent sign constructed on site. "Integral" shall be considered to be incorporated into the framework and architectural design of the permanent sign.
7. Video boards shall be prohibited.
8. Schools and Religious Facilities in Residential Zones. One electronic changing message sign may be approved for a school or religious facility located in areas designated sign category C or D, subject to Review Process II, if it meets all of the following criteria and conditions:
- a. The sign shall not be located closer than one hundred feet from any existing residence located within a residential zone and shall be of such light intensity to not cause any disruption of surrounding residential uses;
 - b. The sign shall display only one color for the message and one color for the background within each message;
 - c. Sign display shall not change more frequently than one time per hour;
 - d. There shall be no transition effects, including scrolling or other movement, allowed between messages;
 - e. The sign shall not be used for commercial purposes;
 - f. The sign shall not be operated as a video board;
 - g. The sign shall not be illuminated between ten p.m. and six a.m.;
 - h. A sign permit is required. The planning director shall have the authority to condition or deny an electronic changing message sign if it would be incompatible with neighborhood aesthetic character; and
 - i. The maximum sign area and maximum area of the electronic changing message component of the sign shall comply with Table 36-3.

Table No. 36-3

Arterial Classification	Sign Category A	Sign Category B	Sign Category C		Sign Category D	
	ECM sq. ft. ⁽²⁾	ECM sq. ft. ⁽²⁾	Total sq. ft. ⁽¹⁾	ECM sq. ft. ⁽²⁾	Total sq. ft. ⁽¹⁾	ECM sq. ft. ⁽²⁾
Principal Arterial	Lesser of 50% of sign area or 40 sq. ft.	Lesser of 50% of sign area or 24 sq. ft.	32	24	24	18
Minor/Collector			24	18	20	15

Footnotes for Table 36-3:

- (1) Total area for entire sign.
- (2) Total area for electronic changing message component of sign.

"ECM" means electronic changing message

- D. **Portable Signs.** Portable signs allowed in sign categories A and B. The following regulations shall apply to all portable signs:
1. Portable signs shall not exceed eight square feet per side or forty-two inches in height.

2. No more than one portable sign may be displayed per entity.
 3. All portable signs shall be located on the premises which they are serving unless located on the public sidewalk, in which case a minimum six-foot clear zone is provided. The intent of this requirement is to allow for safe and unobstructed use of the sidewalk by pedestrians.
 4. Signs shall be located directly in front of the sponsoring entity during business hours only.
 5. Signs shall be located so as not to create a traffic safety hazard by obstructing the vision of motorists on private property or public right-of-way.
 6. Owners of such signs shall assume liability for damage or injury resulting from their use and shall provide the city with an appropriate legal document satisfactory to the city attorney holding the city harmless and indemnifying the city for such resulting loss and/or injury.
 7. Portable signs shall be nonilluminated.
 8. Portable signs shall be displayed only during business hours.
- E. Window Signs. Window signs meeting the following conditions are allowed for commercial uses:
1. Maximum Size. Permanent and temporary window signs are limited to a maximum of twenty-five percent of the window area. Every effort should be made to integrate window signs with window display.
 2. Materials. Window signs constructed of neon, stained glass, gold leaf, cut vinyl, and etched glass are allowed. Painted signs shall display the highest level of quality and permanence as determined by the city.
 3. Internally lit neon or stained glass window signs are allowed, provided they meet the above sign standards and there is no more than one sign for each fifteen feet of building frontage.
 4. Window signs shall not be included in the calculation of sign area for wall signs.
- F. Projecting Signs. Projecting signs are allowed for sign categories A and B and may be used in conjunction with wall signs. Projecting signs shall meet the following standards:
1. Projecting signs shall not exceed twenty-four square feet in area. Exception: In the UMMU zone in Metro Everett, there shall be no size limitations for projecting signs on designated transit-oriented development (TOD) streets or pedestrian streets unless otherwise noted herein.
 2. Projection.
 - a. Horizontal oriented signs: no more than eight feet.
 - b. Vertically oriented signs: no more than three feet.
 - c. Signs may project into a public right-of-way for storefront buildings, subject to a right-of-way use permit.
 - d. Minimum clearance above grade shall be eight feet.
 - e. Projecting signs shall not extend above the building parapet, soffit, the eave line or the roof of the building except that a vertically oriented neon sign on Hewitt Avenue may project up to twenty-five percent above the roofline.
 - f. Projecting signs shall not revolve or rotate and/or employ moving or flashing lights except on Hewitt Avenue east of Grand Avenue if the sign conforms to other applicable standards and does not create excessive glare as determined by the city.
 3. Structural Support. Projecting signs shall be supported only with ornamental structural supports; guy wires and angle iron are prohibited.
 4. Number of Signs. One primary sign on each street.
 5. Location. Projecting signs shall not be located directly over windows or in conflict with other signs or architectural features of the building as determined by the city.
- G. Canopy and Awning Signs.
1. Canopy and awning signs may be used in place of permitted wall signs, provided they meet the following conditions:
 - a. Location. Signs may be placed on the front, above, or below the canopy.
 - b. Clearance. Signs shall be placed a minimum of eight feet above the sidewalk or walkway.
 2. Under-Canopy Signs.

- a. Signs placed under canopies are in addition to allowable wall signs and shall meet the following requirements:
 - i. Projection. Under-canopy signs shall have one foot minimum between the sign and the outer edge of the marquee, awning, or canopy and between the sign and the building facade.
 - ii. Clearance. Under-canopy signs shall maintain a minimum clearance of eight feet between the walkway and the bottom of the sign, or as approved by the city engineer.
 - iii. Number and Size. One sign is permitted per street frontage. Under-canopy signs shall not exceed six square feet in area.
 - iv. Under-canopy signs shall be mounted perpendicular to the customer entrance so as to be visible from the sidewalk.
- H. Interior-Oriented and Directional Signs. On-premises directional signs shall be allowed provided:
 - 1. Interior-Oriented Signs.
 - a. Each sign shall be oriented to persons who are already upon the premises; and
 - b. Signs shall not be designed or located so as to be intentionally legible from the abutting street right-of-way or residentially zoned properties; and
 - c. Each sign shall not exceed thirty-two square feet in area; and
 - d. Signs shall not be internally illuminated unless other signs for the use of the property are permitted to be internally illuminated by the sign category for that particular use; and
 - e. Each sign shall be located a minimum of ten feet from any street right-of-way; and
 - f. A sign permit shall be required if the sign is illuminated or if it exceeds six square feet in area.
 - 2. Directional Signs.
 - a. Directional signs shall not exceed six square feet in area per side and four feet in height.
 - b. Advertising shall be limited to incidental graphics such as trade names and trademarks.
- I. Sign Illumination.
 - 1. Permitted Sign Illumination. For sign categories C and D, only external illumination is permitted. For sign categories A and B, all signs may be internally or externally illuminated. Examples of internal lighting include:
 - a. Signs with individual backlit letters. Such signs may consist of individual letters mounted on a wall (containing necessary wiring through the wall) or individual letters placed on a raceway, where light shines only through the letters.
 - b. Opaque signs with backlit letters or logos. In such signs, light only shines through letter or logo openings.
 - c. Halo lighting, where letters are backlit, but light shines only through the edges of the letters.
 - d. Neon (letters and accessory graphics).
 - e. Electronic changing message signs, consistent with the standards of this chapter.
 - f. Cabinet signs, where permitted, when the lighting element is contained entirely within the cabinet housing.
 - 2. Performance Regulations. The light directed upon, or internal to, any sign shall be shaded, shielded or directed so that the light intensity or glare shall not adversely affect surrounding or facing premises, or adversely affect safe vision of operator of vehicles moving on public or private roads, highways or parking areas, or adversely affect safe vision of pedestrians on a public right-of-way. Glare and intense lighting of signs shall not shine on, or directly reflect into, residential structures. Externally lit signs shall not be directed towards the sky.
- J. Other Requirements.
 - 1. Signs within areas under the jurisdiction of the shoreline master program shall comply with the requirements of the underlying zoning and sign category, and the following standards:
 - a. Billboards are prohibited in shoreline areas.
 - b. Conceptual sign plans and designs shall be submitted for review and approval at the time of shoreline permit approval.

- c. All signs shall be located and designed to minimize interference with vistas, viewpoints, and visual access to the shoreline.
 - d. When feasible, signs shall be mounted flush with the building or awning. No sign, other than directional signs, shall be placed in a required view corridor or vista unless mounted flush against the building.
 - e. Overwater signs or signs on floats or pilings shall be permitted only when related to water dependent uses.
 - f. Signs marking historical or cultural sites must be approved by the historical commission.
 - g. Lighted signs shall be hooded, shaded, or directed downward onto the site and away from surrounding properties or watercourses.
 - h. Signs within the municipal watershed shoreline designation shall be limited to directional signs only.
 - i. Signs within areas designated urban conservancy or urban conservancy agriculture shall be limited to interpretive and public access signs.
2. ~~Aquatic Zone- Signs within Shoreline Master Program jurisdiction.~~ Signs for water dependent uses shall comply with the sign category of the landward adjacent zone. Standards for educational and interpretive signs shall be determined through the shoreline ~~substantial development or conditional use permit process requirements.~~

19.30.060 Temporary signs.

These standards apply to all signs meeting the definition of temporary signs in this title. For portable signs, see Section 36.050.D.

A. General Requirements for Temporary Signs.

- 1. No sign shall obstruct or impair access to a public sidewalk, public or private street or driveway, traffic control sign, bus stop, fire hydrant, bench or any type of street furniture, or otherwise create a hazard.
- 2. Duration. All temporary signs shall be removed within seven days following the event or activity being promoted.

B. Temporary Signs in Public Right-of-Way.

- 1. Location. Temporary signs are prohibited from being placed within roundabouts, medians, shoulders, travel lanes and areas of the public right-of-way that are not accessible by a sidewalk or pedestrian walking path. Temporary signs shall not be located in right-of-way adjacent to public property owned or under the control of a unit of federal, state or local government, or special purpose district such as a school, park, public utility, port or library district, unless otherwise approved by the unit of government or special purpose district.
- 2. Safety. All temporary signs shall be placed in a manner that is safe for all users of public right-of-way. Temporary signs shall not block access to structures or parked cars, and shall not block vehicular sight distance at corners or intersections.
- 3. Residential Zones. Temporary signs in residential zones are limited in size to four square feet total, and shall not exceed three feet in height from the ground when displayed.
- 4. Nonresidential Zones. Temporary signs in nonresidential zones are limited in size to six square feet total, and shall not exceed three feet in height from the ground when displayed.
- 5. Temporary signs shall only be placed in the right-of-way if the sign owner has permission from the owner of the abutting property.

C. Temporary Signs on Private Property.

- 1. All signs placed on private property shall have the consent of the property owner or person in control of the property, such as a tenant. The property owner or person in control of the property may remove the sign(s) without notice. For residential uses in any zone, no more than four signs visible from the public right-of-way per lot are allowed. The total size of all signs combined shall be limited to six square feet total.

2. Temporary Signs in Residential Zones. Maximum height of all temporary signs shall be six feet. For nonresidential uses, no more than one sign visible from the public right-of-way per tenant space is allowed. The sign shall be limited to six square feet in size.
3. Temporary Signs in Nonresidential Zones. Maximum height of all temporary signs shall be six feet, except for temporary banners placed on a building.
 - a. For nonresidential uses, no more than one sign visible from the public right-of-way per tenant space is allowed. The sign shall be limited to six square feet in size.
 - b. Temporary Banners on Buildings. Not more than one temporary banner per tenant space may be permitted. The maximum size for temporary banners shall be thirty-two square feet for a duration not to exceed thirty days during any consecutive three-hundred-sixty-five-day period.
4. Signs that exceed the height or size requirements herein are considered permanent signs and must meet the standards of the applicable sign category in this chapter.

19.36.070 Removal of nonconforming signs.

- A. All existing signs within the city which are not in compliance with the requirements of this chapter upon the effective date of the ordinance codified in this title are considered to be nonconforming signs. Nonconforming signs shall be made to conform with the requirements of this section under the following circumstances:
 1. When any sign for which a sign permit is required by this section is proposed to be installed on a premises upon which is located a nonconforming sign or signs, one nonconforming sign shall be removed or brought into conformance with this section for each new sign installed for a particular business.
 2. Portable signs which do not conform with the requirements of this section shall be removed within six months of the effective date of this title or, if located within an area being annexed to the city, within six months of the effective date of annexation, whichever is later.
 3. Whenever a building, or portion thereof, upon which is located a nonconforming roof sign, is proposed to be expanded or remodeled, all nonconforming roof signs located on that portion of the building being remodeled or expanded shall be removed or brought into compliance with this chapter if such expansion or remodel adds to the building the lesser of:
 - a. Ten percent or more of the gross floor area of the existing building;
 - b. One thousand square feet gross floor area;
 - c. A value for the new construction or remodeling greater than or equal to ten percent of the assessed value of the existing building.
 4. ~~5~~ Whenever any modification is to be made to the structure, frame or support of any nonconforming sign, such nonconforming sign shall be removed or brought into conformance with this title. Adding a new sign face to a nonconforming sign which does not modify the shape, size or any structural element of a nonconforming sign shall be permitted, except that conversion to an electronic changing message sign is prohibited.
 5. ~~6~~ Whenever the facade of a building upon which is located a nonconforming wall sign or nonconforming projecting sign is remodeled or renovated, all nonconforming wall signs located on the portion of the facade being renovated shall be brought into conformance with this chapter.
 6. ~~7~~ Whenever a lot upon which is located a nonconforming sign is the subject of an application which requires Review Process III, IV or V as set forth in EMC Title 15, Local Project Review Procedures, the review authority may require removal of any nonconforming sign as a condition of approval.
 7. ~~8~~ Exception for Multi-Tenant Shopping Centers Using a Shared Freestanding Sign. When an individual tenant applies for a permit to install or modify a wall sign, a nonconforming freestanding sign on the site need not be brought into compliance with the standards in this chapter.
- B. Any sign which has been designated historic pursuant to ~~Chapter EMC 19.3328~~ of this title shall not be required to be removed by this section.