

ORDINANCE NO. 08-19

AN ORDINANCE of the City of Richland amending Richland Municipal Code Chapter 27.02 related to signs.

WHEREAS, the City of Richland has need, from time to time, to amend the Richland Municipal Code (RMC) to eliminate conflicts and ambiguities, and to bring local ordinances into alignment with state and federal law; and

WHEREAS, Title 27 of the Richland Municipal Code addresses Richland's sign code; and

WHEREAS, in response to legal developments affecting speech protected by the First Amendment, the City has need to update Title 27 of the RMC to come into compliance with *Reed v. Town of Gilbert* and its progeny.

NOW, THEREFORE, BE IT ORDAINED by the City of Richland as follows:

Section 1. Richland Municipal Code Chapter 27.02, entitled Purpose, as enacted by Ordinance No. 3-89 and last amended by Ordinance No. 40-10, is hereby amended to read as follows:

Chapter 27.02

PURPOSE

Sections:

27.02.010 ~~General intent and purpose~~ Legislative statement.

27.02.020 Legislative findings.

~~27.02.020~~ 030 Master planned communities.

27.02.040 Severability.

27.02.010 ~~General intent and purpose~~ Legislative statement.

Richland's sign code provides standards specifying the type, number, size, location, and lighting of signs in the various zones of the city. The intent of the standards in this title is:

- A. To encourage the design of signs that attract and invite rather than demand the public's attention, and to curb the proliferation of signs;
- B. To encourage the use of signs that enhance the visual environment of the city;
- C. To promote the enhancement of business and residential properties and neighborhoods by fostering the erection of signs complementary to the buildings and uses to which they relate and which are harmonious with their surroundings;

- D. To protect the public interest and safety;
- E. To protect the right of a business to identify its premises and advertise its projects through the use of signs without undue hindrance or obstruction; ~~and~~
- F. To encourage streetscapes that are more pleasant and interesting; ~~and through the use of banners that promote community festivals, events and holidays and are not intended for the advertising of commercial goods, services or businesses.~~
- G. To reduce the distractions, obstructions and hazards to pedestrians and automobile traffic caused by an excessive number, excessive size or height, inappropriate means of illumination or movement, indiscriminate placement, overconcentration, or unsafe construction of signs.

27.02.020 Legislative findings.

In conjunction with the adoption of the purposes set forth above and the regulations of this title, the city council makes the following findings:

A. Unlike oral speech, signs may cause harm by taking up space, obstructing views, distracting motorists, displacing alternative uses of land, and endangering the safety of persons or property. The city has a substantial and compelling interest in all of the purposes set forth above and has a substantial and compelling interest in regulating signs in such a way that harms caused by signs might be reduced or mitigated.

B. Regulation of the size, height, number and spacing of signs throughout the city is necessary to protect the public safety, to ensure compatibility of signs with surrounding land uses, to enhance the business and economy of the city, to protect public investment in streets and highways, to maintain a tranquil environment in residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically appealing environment, to provide ample, meaningful opportunities for person who desire to display information by means of a sign to have their information seen and understood, and to provide for the orderly and reasonable display of advertising and other messages for the benefit of all persons in the city.

C. These regulations do not apply to every form and instance of visual speech that may be displayed anywhere within the jurisdictional limits of the city. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one of more of the purposes set forth above.

D. These regulations do not entirely eliminate harms that may be created by the installation and display of signs. Rather, they attempt to strike an appropriate balance that preserves ample channels of communication by means of visual display while reducing and mitigating the extent of the harms caused by signs.

E. Some signs have aspects that make identifying such signs by description impossible without referring to other functional characteristics. For instance, an off-premise sign is

one that contains a message related to a facility, service, or business located on premises other than the site of the sign itself. Off-premise signs are commonly large freestanding structures that are designed to stand out and apart from their surroundings. If they are allowed to proliferate, they can cause confusion and implicate greater impacts on safety and aesthetics compared to signs located on the site of the referred-to facility, service or business. It is essential to public safety and the public welfare to regulate off-premises signs. Wherever a sign is described, in part, by referring to the function it serves, the provisions of this title that regulate such signs are designed to be content neutral with respect to the content of the speech appearing on said sign.

F. These regulations are neither intended nor designed to restrict or control signs for the purpose of promoting or stifling any message that might appear on them.

27.02.020030 Master planned communities.

A development agreement entered by the city under the authority of RCW 36.70B.170 through 36.70B.210, governing development of a master planned community, may provide that the procedures, standards and other provisions of the agreement shall supersede or otherwise modify the provisions of this title. For purposes of this section, “master planned community” shall mean an integrated development over 1,000 acres in size, developed under unified control according to a master plan, that provides for a mix of residential, commercial, civic, and recreational uses.

27.02.040 Severability.

If any clause, sentence, paragraph, section or part of this title shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remaining portions hereof, but shall be confined to the clause, sentence, paragraph, section or part thereof directly involved in the controversy in which such judgment shall have been rendered.

Section 2. Richland Municipal Code Chapter 27.04, entitled Application for Sign Permit, as enacted by Ordinance No. 3-89, is hereby amended to read as follows:

**Chapter 27.04
APPLICATION FOR SIGN PERMIT**

Sections:

27.04.010 Application process.

27.04.020 Application – Required information.

27.04.030 Permits required – ~~Exceptions~~ Exemptions.

27.04.010 Application process.

A. Permits. No sign governed by the provisions of this code shall be erected, altered, or relocated by any person, firm, or corporation without a permit issued by the city.

1. Application for a sign permit shall be made in writing to the sign code administrator on

forms furnished by that office. The sign code administrator and the city building inspector shall determine the conformity of the sign design to the ordinances and codes of the city of Richland, and if found in conformance, shall issue the sign permit.

2. A sign permit shall become null and void if the work for which the permit was issued has not commenced within 180 days of its issuance.

3. No new permit shall be required for normal maintenance or repair of a sign or sign structure for which a permit has been previously issued.

4. The sign code administrator may revoke the permit for any sign which is erected or altered in violation of the terms, conditions, and requirements of this code or of the terms and conditions specified in such permit. Appeal from denial or revocation of a sign permit or from failure of the sign code administrator to act on a permit application may be taken to the city council.

B. Special Sign Permits. Application for a special sign permit shall be made in writing to the sign code administrator on forms provided by that office. Special sign permits may be granted upon demonstration of meeting the following criteria:

1. Literal interpretation and application of the provisions of this code will not allow reasonable ~~identification and/~~opportunity for a sign or ~~advertising signs~~;

2. Granting of a special sign permit will not result in more signs being constructed than would normally be allowed under the provisions of this code;

3. Granting of a special sign permit will not affect the ability of adjacent users to comply with the provisions of this code;

4. The special sign permit requested will not result in a sign which exceeds the dimensional provisions of this code by more than 35 percent; and

5. Documentation is made, to the satisfaction of the city, that the special sign permit requested is the minimum exception to the provisions of this code necessary ~~to reasonably identify/advertise~~ for the subject intended use, and the permit will not result in a prohibited sign.

Upon a finding by the city that the above criteria have been met, a special sign permit will be issued. Where the special permit will result in a sign which does not exceed the dimensional provisions of this code by more than 15 percent, the permit shall be processed by the sign code administrator.

Where the special sign permit will result in a sign which exceeds the dimensional provisions of this code by more than 15 percent, the permit application shall be forwarded

to the ~~physical~~ planning commission for consideration. The commission shall make a finding based on the above criteria and may approve, deny, or modify the permit as the commission deems appropriate.

In cases where the sign code administrator or the ~~physical~~ planning commission has denied a special sign permit, the applicant may appeal such decision to the city council.

C. Temporary Sign Permits. Application for a temporary sign permit shall be made in writing to the sign code administrator on forms furnished by that office. If a need for a temporary sign permit exists, the sign code administrator shall determine conformity of the temporary sign design with applicable codes/ordinances of the city of Richland and then request the building inspector to issue the temporary permit. Temporary sign permits shall be valid for 60 days unless specified otherwise in this title.
~~Temporary sign permits shall be valid for 30 days unless specified otherwise in this title.~~

D. Sign Permit Fees. Fees for sign permits shall accompany the permit application and are based upon size of the sign as follows:

SIZE	FEE
Less than 25 sq. ft. in surface area	\$20.00
25 sq. ft. and larger surface area	\$40.00
Freeway interchange sign greater than 25 feet in height	\$100.00
Fees associated with special sign permits are as follows:	
Administrative permit application	\$25.00
Permit requiring physical planning commission approval	\$50.00
Appeal to city council	\$25.00
Temporary sign permit	\$5.00

27.04.020 Application – Required information.

A. General Requirements. Applications for permit shall be made on the application for sign permit form(s) furnished by the sign code administrator. In addition to the information presented on the application form(s), the applicant shall provide such other pertinent information as the sign code administrator may require to ensure compliance with applicable ordinances and codes. For example, the sign code administrator may require supporting calculations prepared by a civil or structural engineer licensed in the state of Washington verifying safe stress levels or the stability of the sign. All costs associated with obtaining the required information shall be paid by the applicant.

27.04.030 Permits required – ~~Exceptions~~Exemptions.

Sign permits are required for most permanent and temporary signs. Permit requirements and ~~exceptions~~ exemptions are specified below:

A. Permanent Signs. A separate permit shall be required for a sign or signs for each business entity and/or a separate permit for each group of signs on a single supporting structure installed simultaneously. Thereafter, each additional sign erected on the structure must have a separate permit. ~~Exception~~ A sign permit is not required for the following ~~signs or displays~~:

~~1. Traffic or pedestrian control signs or signals or signs indicating scenic or historic points of interest, which are erected by or on the order of a public officer in performance of his public duty.~~

12. Signs required by law.

~~3. The flag of a government or the flag of a noncommercial institution such as a school.~~

24. Exterior signs or displays not visible from streets or ways open to the public.

35. Signs in the interior of a building which are not visible from any public property or rights-of-way.

46. Plaques, tablets, or inscriptions ~~indicating the name of a building, its date of erection, or other commemorative information~~ which are an integral part of the building structure or are attached flat to the face of the building, which are not illuminated and do not exceed 10 square feet in surface area.

~~7. Sculptures, foundations, mosaics, and design features which do not incorporate advertising or identification.~~

58. ~~Incidental s~~Signs less than two square feet in surface area.

~~9. Private traffic control signs less than six square feet in surface area.~~

610. Signs which are painted or mounted on delivery vehicles or other operable commercial vehicles which are generally and primarily used for transportation of commerce.

B. Temporary Signs. The erection, construction, posting, or placement of temporary signs shall require a temporary sign permit. ~~Exception:~~ The following temporary signs shall not require a permit:

1. ~~Official public or legal notices.~~ Signs required by law.

~~2. Seasonal decorations during the appropriate holiday season.~~

~~3. The flag of a commercial institution, provided no more than one flag is flown per~~

~~business premises, the flag does not exceed 20 square feet in surface, and the flag is left loose to fly in the breeze.~~

24. Sandwich board signs worn by a person while walking the public ways of the city.

~~5. Political campaign signs, provided such signs are erected or placed in accordance with the provisions of this code.~~

36. Changing of ~~the advertising copy or message on~~ a theater marquee or similar sign.

~~7. A sign advertising sale, rental, or lease of the premises upon which the sign is located, provided only one sign per street frontage is erected on any parcel of real estate and they do not exceed six square feet in surface area.~~

4. Temporary window signs.

5. Signs displayed on a lot with property for sale or rent, provided:

a. That only one such sign is permitted for each public street upon which the property for sale or rent fronts;

b. That in the event a sign qualifies for this exemption, a second temporary sign is also exempt if located within 1,000 feet, measured as the shortest straight line between the property line of the property for sale or rent and the site of the second exempt sign; and

c. That such signs shall not exceed the measurement limitations specified in RMC 27.08.030.

6. Signs displayed on a lot where construction is taking place, provided:

a. That they are removed prior to occupancy approval of the building;

b. That only one such sign is permitted for each public street upon which the construction project fronts; and

c. That such signs shall not exceed the measurement limitations specified in RMC 27.08.020.

7. Noncommercial signs that are made of paper, vinyl, plastic or other non-durable material and which are designed and intended to be displayed for a short period of time, provided that they conform with the sight obstruction requirements of Chapter 12.11 RMC, do not interfere with or obstruct any traffic control device or in any other manner interfere with the control of traffic on the streets of the city, and are not larger than thirty-two (32) square feet in area.

~~8. A sign not exceeding 32 square feet in surface and identifying the architects, engineers, and contractors of any work actually under construction.~~

~~9. Window signs which are temporary in nature.~~

~~10. Community service signs.~~

C. Number of Signs. ~~Signs~~ Except as provided at RMC 27.08.020, signs not requiring a permit and temporary signs shall not be included as part of the maximum number of signs permitted by this code.

D. Attachments to Signs. Ancillary devices, displays, and attachments not originally a part of the sign for which a permit was issued shall not be added to an existing sign except as provided in this code and pursuant to another sign permit issued by the building inspector.

Section 3. Richland Municipal Code Chapter 27.06, entitled Definitions, as enacted by Ordinance No. 3-89, and last amended by Ordinance No. 15-11, is hereby amended to read as follows:

Chapter 27.06 DEFINITIONS

Sections:

- 27.06.020 Architectural blade.
- 27.06.025 Awning.
- 27.06.027 Banner ~~—Community.~~
- ~~27.06.028 —Banner —Sponsored.~~
- 27.06.030 Billboard.
- 27.06.035 Building facade.
- 27.06.040 Building line.
- 27.06.045 Bulletin board.
- 27.06.047 Business center.
- 27.06.050 Canopy.
- 27.06.052 Channel letters.
- 27.06.055 Curb line.
- 27.06.060 Freeway.
- 27.06.065 Grade.
- 27.06.070 Height.
- 27.06.075 Marquee.
- ~~27.06.080 —Multiple business center.~~
- 27.06.085 Projection.
- 27.06.090 Property line.
- 27.06.095 Readerboard.
- 27.06.100 Sign.
- 27.06.102 Sign, abandoned.
- 27.06.105 Sign, awning.
- ~~27.06.110 —Sign, business district identification.~~
- 27.06.112 Sign, can.

- 27.06.115 Sign, canopy.
- 27.06.120 Sign, changing image.
- 27.06.125 Sign, chasing.
- 27.06.130 Sign, combination.
- 27.06.135 Sign, commercial construction.
- ~~27.06.140 Sign, directional.~~
- 27.06.145 Sign, double-faced.
- 27.06.150 Sign, electric.
- 27.06.155 Sign, externally illuminated.
- 27.06.160 Sign, fabric.
- 27.06.165 Sign, flashing.
- 27.06.170 Sign, freestanding.
- 27.06.175 Sign, freeway interchange.
- ~~27.06.180 Sign, identification.~~
- ~~27.06.185 Sign, incidental.~~
- ~~27.06.190 Sign, industrial.~~
- 27.06.195 Sign, marquee.
- 27.06.200 Sign, message board.
- ~~27.06.205 Sign, noncommercial and public service.~~
- 27.06.210 Sign, nonconforming.
- 27.06.215 Sign, off-premises.
- ~~27.06.220 Sign, off-premises directional.~~
- 27.06.225 Sign, on-premises.
- ~~27.06.230 Sign, political.~~
- 27.06.235 Sign, portable.
- 27.06.240 Sign, primary.
- 27.06.245 Sign, projecting.
- ~~27.06.250 Sign, residential district identification.~~
- 27.06.255 Sign, roof.
- 27.06.260 Sign, rotating.
- ~~27.06.265 Sign, subdivision.~~
- 27.06.270 Sign, temporary.
- ~~27.06.275 Sign, temporary merchandising.~~
- 27.06.280 Sign, under marquee.
- 27.06.285 Sign, wall.
- 27.06.290 Sign, window.
- 27.06.292 Sign, window – permanent.
- 27.06.293 Sign, window – temporary.
- 27.06.295 Sign structure.
- 27.06.300 Single business.
- 27.06.305 Special sign permit.
- 27.06.310 Structure.
- 27.06.315 Surface area.
- 27.06.320 UniformInternational Building Code.

27.06.325 Uniform Sign Code.

27.06.330 Visible.

27.06.020 Architectural blade.

“Architectural blade” means a roof or projecting sign with no legs or braces, and designed to look as if a part of the building structure.

27.06.025 Awning.

“Awning” means a protective covering of non-collapsible, rigid construction attached to a structure, the surface of which has a pitch sloping away from the structure.

27.06.027 Banner –Community.

“Banner, ~~community~~” means a single- or double-faced sign, made of non-durable material and attached to a utility pole located within or adjacent to a public right-of-way. ~~Community banners are used to promote specific districts or areas within the city or community festivals, events or holidays. Community banners do not contain any advertising material or identify any specific business.~~

27.06.028 Banner –Sponsored.

~~“Banner, sponsored” means a single- or double-faced sign, made of nondurable material and attached to a utility pole located within or adjacent to a public right-of-way. Sponsored banners include information relating to specific districts or areas within the city or community festivals, events, or holidays and which also include the name and/or logo of a sponsoring business operating within the city of Richland. No more than one-quarter of the banner face can be devoted to the name and/or logo of a sponsoring business.~~

27.06.030 Billboard.

“Billboard” means a ground, wall, or roof sign erected, constructed, or maintained for the purpose of displaying outdoor advertising by means of pictorial or reading matter attached thereto or posted thereon and available by means of rental to persons other than the owner or lessee of the sign.

27.06.035 Building facade.

“Building facade” means that portion of any exterior elevation of a building extending from the grade of the building to the top of the parapet wall or eaves for the entire width of the building elevation.

27.06.040 Building line.

“Building line” means a line established by ordinance beyond which no building may extend.

27.06.045 Bulletin board.

“Bulletin board” means a board for messages for uses of the premises on which the board is erected and not intended for view from the dedicated street right-of-way. A bulletin board is not a sign.

27.06.047 Business center.

“Business center” means a grouping of multiple business establishments having defined boundaries or shared facilities, including but not limited to: shared common parking, shared access drives, buildings that are physically attached or connected to each other, common ownership, or businesses that are part of the same master plan, binding site plan or commercial site plan. For the purposes of determining sign regulation, properties included within a business center shall be considered as a single premises.

27.06.050 Canopy.

“Canopy” means a non-rigid, retractable or non-retractable, protective covering located at the entrance to a structure.

27.06.052 Channel letters.

“Channel letters” means three-dimensional individually cut letters or figures, typically made from metal or plastic and affixed to a structure.

27.06.055 Curb line.

“Curb line” means the line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the city engineer.

27.06.060 Freeway.

“Freeway” means an expressway with full control of access.

27.06.065 Grade.

“Grade” means 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.

27.06.070 Height.

“Height” means the vertical distance from the grade to the highest point of a sign.

27.06.075 Marquee.

“Marquee” means a permanent roofed structure attached to and supported by a building and projecting over property thereunder.

~~**27.06.080 Multiple business center.**~~

~~“Multiple business center” means a grouping of two or more business establishments which either share common parking on the lot where they are located, and/or which occupy a single structure or separate structure which are physically attached. Shopping centers are considered to be multiple business centers.~~

27.06.085 Projection.

“Projection” means the distance by which a sign extends beyond the building wall.

27.06.090 Property line.

“Property line” means the line denoting the limits of legal ownership of property.

27.06.095 Readerboard.

“Readerboard” means 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.

27.06.100 Sign.

“Sign” means any medium, including structure and component parts, which is used or intended to be used to attract attention to the subject matter for advertising, identification, or informative purposes.

27.06.102 Sign, abandoned.

“Sign, abandoned” means any sign located on property that is vacant and unoccupied for a period of six (6) months or more.

27.06.105 Sign, awning.

“Sign, awning” means graphics on a fixed awning used or intended to be used to attract attention to the subject matter for advertising, identification, or information purposes. An awning sign shall not be considered a fabric sign.

~~27.06.110 Sign, business district identification.~~

~~“Sign, business district identification” means an off-premises sign which gives the name of a business district or industrial park and which may list the names of individual businesses within the district or park.~~

27.06.112 Sign, can.

“Sign, can” means a sign that contains all text and/or logo symbols within a single enclosed cabinet that may or may not be illuminated.

27.06.115 Sign, canopy.

“Sign, canopy” means graphics on a canopy used or intended to be used to attract attention to the subject matter for advertising, identification, or information purposes. A canopy sign shall not be considered a fabric sign.

27.06.120 Sign, changing image.

“Sign, changing image” means a sign which changes its message or background by means of electrical, kinetic, solar or mechanical energy, not including message board signs.

27.06.125 Sign, chasing.

“Sign, chasing” means a sign which includes one or more rows of lights which light up in sequence.

27.06.130 Sign, combination.

“Sign, combination” means any sign incorporating any combination of the features of freestanding, projecting and roof signs. The individual requirements of roof, projecting and pole signs shall be applied for combination signs incorporating any or all of the requirements specified in the code.

27.06.135 Sign, Commercial.

A sign, display, or device designed, intended or used to encourage or promote purchase or use of goods or services.

~~**27.06.135 Sign, construction.**~~

~~“Sign, construction” means an information sign which identifies the architect, engineers, contractors and other individuals or firms involved with the construction of a building, or announcing the character of the building or enterprise, which is erected during the building construction period.~~

~~**27.06.140 Sign, directional.**~~

~~“Sign, directional” means a single or double-faced sign not exceeding six square feet in surface area designed to guide or direct pedestrian or vehicular traffic to an area, place, or convenience.~~

27.06.145 Sign, double-faced.

“Sign, double-faced” means a sign which has two display surfaces in approximately parallel planes backed against each other or against the same background, one face of which is designed to be seen from one direction and the other from the opposite direction.

27.06.150 Sign, electric.

“Sign, electric” means any sign containing electrical wiring, but not including signs illuminated by an exterior light source.

27.06.155 Sign, externally illuminated.

“Sign, externally illuminated” means a sign illuminated by an exterior light source.

27.06.160 Sign, fabric.

“Sign, fabric” means a sign made of canvas, cloth, or similar non-rigid material.

27.06.165 Sign, flashing.

“Sign, flashing” means an electrical sign or portion of an electrical sign which changes light intensity in sudden transitory blasts. Flashing signs do not include changing image or chasing signs.

27.06.170 Sign, freestanding.

“Sign, freestanding” means a sign that is supported by one or more poles, columns, or supports anchored in the ground.

27.06.175 Sign, freeway interchange.

“Sign, freeway interchange” means an on-premises freestanding sign ~~which identifies or advertises a use~~ located within the prescribed distance from the right-of-way boundary of a grade separated interchange that is designed and placed to attract the attention of freeway and interchange traffic.

~~**27.06.180 Sign, identification.**~~

~~“Sign, identification” means any ground or wall sign which only displays the name,~~

~~address, and/or use of the premises.~~

~~27.06.185 Sign, incidental.~~

~~“Sign, incidental” means a sign less than two (2) square feet 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 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.~~

~~27.06.190 Sign, industrial.~~

~~“Sign, industrial” means an off-premises sign which identifies an industrial land development or gives the name of the group of industrial structures.~~

27.06.195 Sign, marquee.

“Sign, marquee” means a sign placed on, constructed in or attached to a marquee.

27.06.200 Sign, message board.

“Sign, message board” means an electric sign which has a readerboard for the display of information, ~~such as time, temperature, or public service or commercial messages,~~ which can be changed through the turning on or off of different combinations of light bulbs within the display area.

~~27.06.205 Sign, noncommercial and public service.~~

~~“Sign, noncommercial and public service” means any sign devoted to religious, charitable, cultural, governmental or educational messages, including but not limited to the advertising of events sponsored by a governmental agency, school, church, civic or fraternal organization, or other organizations not engaged in activities for profit. [Ord. 3-89].~~

27.06.210 Sign, nonconforming.

“Sign, nonconforming” means a sign which is not in conformance with the provisions of this code.

27.06.215 Sign, off-premises.

“Sign, off-premises” means a sign relating, ~~through its message and content,~~ to a business activity, use, product, or service not available on the premises upon which the sign is erected.

~~27.06.220 Sign, off-premises directional.~~

~~“Sign, off-premises directional” means an off-premises sign used to direct pedestrian or vehicular traffic to a facility, service, or business located on other premises. The message of such sign shall not include any reference to brand names of products or services, whether or not available on such other premises; provided, that the name of the facility, service or business may be used.~~

27.06.225 Sign, on-premises.

“Sign, on-premises” means a sign ~~which displays messages which are strictly applicable only relating~~ to a lawful business activity, use, ~~of product, or service available on~~ the premises upon which ~~it is located, including signs or the~~ sign devices indicating the ~~business transacted, principal services rendered, goods sold or produced on the premises, name of business, and name of the person, firm or corporation occupying the premises is~~ erected. Such definition shall not include signs located within a business establishment except signs oriented so as to be visible through a window.

~~**27.06.230 Sign, political.**~~

~~“Sign, political” means signs advertising a candidate for public, elective office or a political party, or signs urging a particular vote or action on a public issue decided by ballot, whether partisan or nonpartisan.~~

27.06.235 Sign, portable.

“Sign, portable” means a sign which is not permanently affixed and is designed for or capable of being moved, and is constructed of wood, metal, or plastic durable materials containing a hinge mechanism for folding (commonly referred to as sandwich board or a-frame signs). Portable signs to do not include ~~except~~ those signs explicitly designed for people to carry on their persons or which are permanently affixed to motor vehicles.

27.06.240 Sign, primary.

“Sign, primary” means any sign which is not exempt from provisions of this title. ~~This term includes virtually all signs of a business nature.~~

27.06.245 Sign, projecting.

“Sign, projecting” means a sign other than a wall sign which projects from and is supported by a wall of a structure.

~~**27.06.250 Sign, residential district identification.**~~

~~“Sign, residential district identification” means an off-premises sign which gives the name of a group of residential structures, such as a subdivision or cluster development.~~

27.06.255 Sign, roof.

“Sign, roof” means a sign erected upon or above a roof or parapet of a building or structure.

27.06.260 Sign, rotating.

“Sign, rotating” means any sign that revolves on a fixed axis.

~~**27.06.265 Sign, subdivision.**~~

~~“Sign, subdivision” means a sign used to identify a land development which is to be or was accomplished at essentially one time.~~

27.06.270 Sign, temporary.

“Sign, temporary” means any sign which is to be displayed for a limited period of time

only, including but not limited to banners, pendants, streamers, fabric signs, wind animated objects, clusters of flags, festoons of lights and search lights. A temporary sign may be of rigid or non-rigid construction.

~~27.06.275 Sign, temporary merchandising.~~

~~“Sign, temporary merchandising” means a temporary sign attached to a storefront window and used to advertise a particular event, product or service.~~

27.06.280 Sign, under marquee.

“Sign, under marquee” means a sign attached to the underside of a marquee.

27.06.285 Sign, wall.

“Sign, wall” means any sign painted, attached or erected against the wall of a building or structure, with the exposed face of the sign on a plane parallel to the plane of the wall to which it is attached. The sign shall not extend above any adjacent parapet or roof of the supporting building, nor project more than 18 inches from the wall.

27.06.290 Sign, window.

“Sign, window” means any sign located inside and affixed to or inside and within three feet of windows of a building, which may be visible from the exterior of the building.

27.06.292 Sign, window – permanent.

“Sign, window – permanent” means any window sign designed to withstand fading, chipping or peeling over time that is not constructed of cloth, canvas, vinyl, paper, plywood, fabric, or other lightweight material.

27.06.293 Sign, window – temporary.

“Sign, window – temporary” means any window sign that is composed of ink, paint or other applied product which is not designed to withstand fading, chipping or peeling over time or that is constructed of cloth, canvas, vinyl, paper, plywood, fabric, or other lightweight material not well suited to provided a durable substrate.

27.06.295 Sign structure.

“Sign structure” means any structure which supports or is designed to support any sign as defined in this chapter. A sign structure may be a single pole or may be an integral part of the building.

27.06.300 Single business.

“Single business” means a building with one enterprise on a separate parcel of land.

27.06.305 Special sign permit.

“Special sign permit” means a permit which allows a sign to exceed dimensional standards and which is issued only after special review and finding that it meets criteria allowing for such exception.

27.06.310 Structure.

“Structure” means anything constructed or erected, the use of which requires location on the ground or attachment to something having location on the ground.

27.06.315 Surface area.

“Surface area” means the greatest area of a sign visible from any one viewpoint, 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.

27.06.320 UniformInternational Building Code.

“UniformInternational Building Code” means the UniformInternational Building Code (U|BC), promulgated by the International Conference of Building Officials, as adopted by the city.

27.06.325 Uniform Sign Code.

“Uniform Sign Code” means the Uniform Sign Code, promulgated by the International Conference of Building Officials, adopted by the city.

27.06.330 Visible.

“Visible” means capable of being seen (whether or not legible) without visual aid by persons of normal visual acuity.

Section 4. Richland Municipal Code Chapter 27.08, entitled Code Provisions, as enacted by Ordinance No. 3-89, and last amended by Ordinance No. 15-11, is hereby amended to read as follows:

**Chapter 27.08
CODE PROVISIONS**

Sections:

27.08.010 General standards for signs.

27.08.020 Standards specific to temporary signs.

~~27.08.020-030~~ Standards specific to ~~zones~~ permanent signs.

~~27.08.030~~ 040 Special provisions.

~~27.08.040 Temporary political signs.~~

27.08.050 Substitution of message.

27.08.010 General standards for signs.

Signs shall be constructed and maintained in compliance with this chapter, the city building code, and all other applicable ordinances. The allowable type of signs, their placement, and other limitations shall be according to the standards established in this section. Provisions for the various use districts under the city comprehensive zoning ordinance may establish standards in addition to, or more restrictive than, the standards in this section.

A. General Provisions.

1. Structural. The structure and erection of signs within the city of Richland shall be governed by the current edition of the Uniform Sign Code as adopted by the city of Richland and by the currently applicable [Uniform International](#) Building Code as adopted by the city of Richland. Compliance with these adopted codes shall be prerequisite to issuance of a sign permit.

2. Electrical. Electrical requirements for signs within the city of Richland shall be governed by the requirements, standards, rules, and regulations established by the state of Washington and adopted by the city of Richland (Chapter 296-46 WAC). Compliance therewith shall be required by every sign utilizing electrical energy as a prerequisite to issuance of a sign permit.

3. Light and Glare from Signs. Illumination from or upon any sign shall be shaded, shielded, directed, or reduced so as to avoid brightness, glare, or reflection of light in excess of that recommended by the Illumination Society of America to avoid unreasonable distraction by pedestrians or motorists. Illumination shall not exceed that necessary to make the sign visible to the average person on the street adjacent to the sign.

4. Maintenance. All signs shall be constantly maintained in a state of security, safety, and repair. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it shall be the duty of the owner and/or occupant of the premises on which the sign is fastened to repair or remove the sign within five days after receiving written notice from the sign code administrator.

5. Obstruction. No sign shall be located so as to physically obstruct any door, window, or exit from a building. No sign shall be located so as to be hazardous to a motorist's ingress and egress from parking areas or any way open to the public. No sign shall be located so as to be hazardous to a pedestrian's access to any way open to the public.

6. Inspection. All sign users shall permit periodic inspection of their sign(s) by the city upon request.

7. Conflicting Provisions. Whenever any provisions of this title overlap or conflict with regard to size or placement of a sign, the more restrictive provision shall apply.

B. Specific Provisions.

1. Freestanding Signs. A freestanding sign may be located at the property or building line, provided it complies with Chapter 12.11 RMC (Intersection Sight Distance) and the sign is located entirely behind the property or building line.

2. Building Mounted Signs. Wall signs shall not extend above the point of intersection of the building wall to which the sign is attached and the building roof except that wall signs may extend to the top of a parapet wall. Wall signs and projecting signs may project over public property within the limits established in Chapter 27.10 RMC (Measurements). The

structural support for projecting signs shall be an integral part of the sign design or shall be concealed from view. All structural support for projecting signs shall be entirely from the building wall or parapet from which the sign projects.

3. Marquee Awnings or Canopy Signs. Marquee awnings or canopy signs shall be mounted flat against the face of the marquee or canopy and shall not extend below the bottom face to which attached. One **identification** sign per user is permitted on the underside of a marquee or canopy. Such **identification** signs shall be mounted perpendicular to the building face and located at the main entrance of use. No other projecting signs relating to the user shall be visible from beneath the marquee or canopy.

~~4. Gasoline Price Signs. Gasoline price signs shall be located entirely within the property boundaries of the station use and shall be permanently mounted. Gasoline price signs shall not be included in determining the permissible number of freestanding signs.~~

~~45.~~ Window Signs. Window signs shall not be included in determining the number of primary signs nor in determining the permissible sign area for each facade.

~~56.~~ Roof Signs. All roof signs shall be constructed 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. Roof signs shall be erected in such a manner that there is no visible support structure.

C. Signs Prohibited in All Zones. Except where otherwise provided in this chapter, the following signs or displays are prohibited:

1. Signs which are an imitation of or resemble an official traffic sign or signal.

2. A sign that moves or gives the appearance of moving and any sign which flutters, undulates, swings, rotates, oscillates or otherwise moves by natural or artificial means, including any pennant but excluding banners displayed in compliance with the provisions of this title.

~~32.~~ Signs which, by reason of their size, location, movement, **content**, coloring, or manner of illumination, may be confused with or construed as a traffic control sign, signal, or device, or the light of an emergency vehicle, or which obstruct the visibility of any traffic or street sign or signal device.

~~43.~~ Signs or displays consisting of strings of lights, spinners, twirlers or propellers, flashing, rotating, or blinking lights, flares, balloons, bubble machines, and similar devices of a carnival nature, or containing elements creating sound or smell.

~~4. Signs identifying activities, products, businesses, or services which have been discontinued for more than 60 days on the premises upon which the signs are located.~~

~~5. Private signs on utility poles.~~ Abandoned signs, except as authorized by RMC 27.08.030(I).

6. Signs on utility poles.

~~7~~6. Search lights, banners, clusters of flags, posters, pennants, and streamers.

~~8~~7. Billboards.

~~8. Directional signs nonofficial in nature.~~

9. Signs for which a permit is required and which are erected, altered, or relocated without, or in violation of, the terms and conditions of a current and valid permit issued by the city of Richland.

~~10. Window signs containing material unrelated to the merchandise for sale or service performed by the person or business on whose premises or property the sign is located~~
Except as otherwise permitted herein, off-premises commercial signs.

~~11. Off-premises signs.~~ Except as otherwise permitted herein, portable signs.

~~12. Portable signs.~~

Prohibited signs and displays are subject to removal and abatement by the city at the expense of the persons owning or maintaining such sign or display as provided in Chapter 27.12 RMC.

D. Signs Projecting Over Public Right-of-Way.

1. Projecting signs extending over public right-of-way shall be erected with clearance and projection limitations as set forth in Chapter 27.10 RMC (Measurements); provided, that in no case shall any sign be permitted to extend beyond the curb line.

2. If a public need arises, any sign permitted to extend over public right-of-way shall be removed or altered within 10 days of receiving written notice from the sign code administrator.

E. Signs Near Intersections. All signs located at street or driveway/street intersections shall be placed so as not to constitute a safety hazard and shall be constructed to comply with the requirements of Chapter 12.11 RMC (Intersection Sight Distance). Freestanding signs located at street intersections may be placed at the property line or building line subject to the limitations above.

~~F. Temporary Signs Permitted. Permissible temporary signs and their applicable limitations are as follows:~~

27.08.020 Standards specific to temporary signs.

A. Purpose. The city finds that the proliferation of temporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. The purpose of these regulations is to limit distractions to the traveling

public and minimize aesthetic blight and litter caused by temporary signs by allowing temporary signs only in the time, place and manner specified in this section.

B. General Requirements of Temporary Signs. Temporary signs are allowed only in compliance with the provisions of this section.

1. Except as otherwise permitted herein, a temporary sign may be displayed for no more than 180 days per calendar year; temporary signs related to an event may be displayed for no longer than 180 consecutive days per calendar year and must be removed no later than fourteen (14) days after the event.

~~Construction Signs. These may be erected after a building permit has been obtained and may remain displayed on the construction site for the duration of construction. Only one such sign (which may be double faced) is permitted per construction project for each public street upon which the project fronts. Measurement limitations shall be in accordance with Table 27.10.020(D). General construction signs shall be removed upon completion of construction. Construction signs in single-family residential zones shall be removed by the date of first occupancy.~~

~~2. Grand Opening and Special Event Displays. Signs, posters, banners, strings of lights or flags, balloons and search lights are permitted for a period of 30 days only to announce the opening of a completely new enterprise or the opening of an enterprise under new management. In addition, every business is permitted to utilize these displays for one other special event each year. Such displays are not exempt from permit requirements and are permitted only in districts where the enterprise so advertised is allowed under district zoning regulations.~~

~~3. Real Estate Signs. All exterior real estate signs shall be of durable material. The permitted signs and their limits are:~~

2. The following elements are prohibited on temporary signs:

a. Any form of illumination, including flashing, blinking, or rotating lights;

b. Animation;

c. Reflective materials; and

d. Attachments, including, but not limited to, balloons, ribbons, speakers, etc.

3. Temporary signs may be placed in the right-of-way if they meet all of the following standards:

a. The sign must be placed entirely outside of the roadway;

b. The sign must not be placed in medians, traffic islands, roundabouts, or other areas within the roadway;

- c. The sign must not obstruct pedestrian or wheelchair access to the sidewalk;
- d. The sign must not be placed in parking spaces, pedestrian pathways, or bicycle paths;
- e. The sign must remain portable and may not be attached or anchored in any way to trees or to public property including, but not limited to, utility or light poles, parking meters, fences, or pavement.

4. Public Spaces. Temporary signs shall not be placed in any public park, trail, open space, or other public space, except for those signs placed by the City.

5. Chapter 27.12 RMC notwithstanding, the city may promptly remove or cause to be removed any temporary signs that do not comply with any requirement of this title.

C. Residential Zoning Districts and Uses. Temporary signs on property or on the exterior of a structure located within a residential zoning district or dedicated to a residential use are allowed in compliance with the following:

1. Single Family and Medium Density Zoning Districts. Temporary signs are allowed in single family (R-1-12, R-1-10) and medium density (R-2, R-2S) zoning districts in compliance with the following:

- a. The sign is for a non-commercial purpose;
- b. The sign is constructed of durable material;
- c. The sign must be a freestanding sign;
- d. Only one sign is allowed per street frontage; and
- e. A sign may not exceed six (6) square feet in size. If the sign is post-mounted on the ground, it shall not exceed five (5) feet in height. If the sign is stake-mounted or portable, it shall not exceed three (3) feet in height.

2. Temporary Signs in Multi-family Residential Zoning Districts and Approved Manufactured Home Parks. Temporary signs on property or on the exterior of a structure located within a multi-family residential (R-3) zoning district and manufactured home parks are allowed in compliance with the following:

- a. The sign is for a non-commercial purpose;
- b. The sign is constructed of durable material;
- c. The sign must be a freestanding sign;
- d. Only one sign is allowed per street frontage; and
- e. A sign may not exceed six (6) square feet in size. If the sign is post-mounted on the

ground, it shall not exceed five (5) feet in height. If the sign is stake-mounted or portable, it shall not exceed three (3) feet in height.

3. Notwithstanding anything in this title to the contrary, the standards of this subsection apply to residential uses located in non-residential zoning districts.

D. Temporary Signs in Non-residential Zoning Districts.

1. Temporary Signs on property or on the exterior of a structure located within a non-residential zoning district or dedicated to a non-residential use are allowed in compliance with the following:

a. One wall sign is allowed per building, not to exceed sixteen (16) square feet in size.

b. The sign is constructed of durable material;

c. The sign is not illuminated;

d. One freestanding sign is allowed per street frontage;

e. A freestanding sign may not exceed sixteen (16) square feet in size. If the sign is post-mounted on the ground, it shall not exceed five (5) feet in height. If the sign is stake-mounted or portable, it shall not exceed three (3) feet in height.

2. Notwithstanding anything in this title to the contrary, the standards of this subsection apply to non-residential uses located in residential zoning districts.

~~Residential For Sale and Sold Signs. Limited to one sign per street frontage and in conformance with measurements required by Table 27.10.020(D).~~

~~b. Residential Directional Open House Signs. The number of open house signs permitted, both on-premises and off-premises, shall be a prerogative of the sign code administrator. Open house signs are permitted only during open house hours.~~

~~c. Commercial and Industrial Property for Sale or Rent Signs. One sign per street frontage shall be permitted while the building or part thereof is actually for sale or rent. Dimensioning shall conform to Table 27.10.020(D).~~

~~d. Residential Land Subdivision Sale Signs. Limited to one double faced sign placed at right angle to the street or two signs parallel to the street dimensioned per Table 27.10.020(D). Such signs shall be removed after 12 months or when 90 percent of the houses in the subdivision are sold or occupied, whichever is shorter.~~

~~e. Subdivision Directional Signs. Limited to four signs and placed only by the developer or residents of the subdivision at locations designated by the sign code administrator. The signs shall bear only the name of the subdivision and a directional arrow. Signs shall be maintained by the developer and removed at the end of one year or when 90 percent of the subdivision is occupied, whichever first occurs.~~

~~f. Undeveloped Residential Property or Acreage for Sale Signs. For sale signs for undeveloped multiple-family zoned property or for undeveloped, unsubdivided single-family acreage, which may be legally divided into four or more single lots, shall meet the same limitations as those for undeveloped commercial and industrial property for sale signs as set forth in subsection (F)(3)(c) of this section.~~

~~4. Political Campaign Signs. Refer to RMC 27.08.040.~~

~~a. Off-Premises Signs. Off-premises signs shall be placed only after securing the consent of the owner or tenant of the property upon which the sign is placed. Placement locations of off-premises signs shall be approved by the sign code administrator. Off-premises signs, when located off the public right-of-way, shall observe setback requirements and shall be located to conform with sight obstruction requirements of Chapter 12.11 RMC. Signs identifying a group of businesses in a defined area, such as a shopping center or mall, may be located in the public right-of-way. Such signs shall include space for at least four businesses and the name of the business area. No business name shall be listed more than once on a business area sign. [Ord. 3-89].~~

27.08.020030 Standards specific to zones permanent signs.

A. Floodplain, Agricultural, Public Reserve, Single-Family, and Duplex Residential Zones. This subsection shall apply to all areas zoned floodplain (FP), agricultural (AG), public reserve (PR), suburban agriculture (SAG), and all areas zoned suburban residential (R-1) through high-density residential (R-2).

~~1. Residential Uses. Residential uses are permitted identification signs, indicating only the name of the occupant and/or street address of the unit. One (1) permanent sign may be displayed at a premises for which a home occupation permit has been issued pursuant to Chapter 23.42 of this code. The sign must comply with the size limitations set forth in Table 27.10.020(A).~~

~~2. Signs for Other Permitted Uses. Signs for nonresidential uses permitted in the district shall be limited to identification signs, except that home occupations shall be limited to the size limitations set forth for residential identification signs in Table 27.10.020(A).~~

~~23. Permanent Subdivision of Neighborhood Designation Signs. Signs shall One (1) permanent sign may be displayed at each entrance to a subdivision or recognized neighborhood, up to a maximum of four signs. The sign must be unobtrusive, in keeping with the character of the neighborhood, and constructed of quality materials, as approved in advance by the sign code administrator. The signs must comply with the size and location limitations of Chapter 27.10 RMC, Measurements.~~

~~34. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.~~

B. Apartments and Manufactured Home Parks. This subsection shall apply to all areas zoned multiple-family residential (R-3) and all approved manufactured home parks.

1. ~~Sign Regulations~~. Apartment buildings and manufactured home parks are permitted one ~~identification~~ (1) building-mounted sign and one (1) freestanding sign per street frontage. For the purpose of determining the limit on number of signs for apartments, a single apartment complex, regardless of the number of buildings, shall be considered one "building."

2. One permanent sign may be displayed at each entrance to a subdivision or recognized neighborhood, up to a maximum of four (4) signs. The sign(s) must be unobtrusive, in keeping with the character of the neighborhood, and constructed of quality materials, as approved in advance by the sign code administrator. The signs must comply with the size and location limitations of Chapter 27.10 RMC, Measurements.

3.2. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.

C. Neighborhood Business Districts. This subsection shall apply to all areas zoned neighborhood business (C-1).

1. Except as provided in subsection (C)(2) of this section, permitted signs and their regulation shall be the same as those zoned limited business (C-LB).

2. Where signs for permitted uses are not visible to residential uses, or are located more than 200 feet from residential uses, the size limitations of the C-2 and C-3 zoning districts shall apply.

3. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.

D. Limited Business District. This subsection shall apply to all areas zoned limited business (C-LB) with the exception that apartment buildings in the limited business district shall be regulated by subsection (B) of this section.

1. Permitted signs are as follows: No more than one freestanding ~~business-identification~~ sign is permitted unless the property faces on more than one street or unless the property contains multiple buildings that house multiple businesses. In such cases, each street frontage shall be permitted one freestanding ~~business-identification~~ sign or each building shall be permitted one freestanding ~~business-identification~~ sign, whichever is greater. One building mounted ~~business-identification~~ sign is permitted per street frontage on each building.

2. Buildings Facing on More Than One Street. Buildings or building complexes on street corner locations are permitted a maximum of one freestanding sign per street frontage; provided, that each freestanding sign must be located on a different street and must be more than 100 feet apart, measured in straight line between signs. Buildings or building complexes which extend through a block to face on two parallel streets are permitted one freestanding sign per street frontage.

3. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.

E. General Business Districts. This subsection shall apply to all areas zoned commercial recreation (C-R), retail business (C-2), or general business (C-3).

1. Permitted Signs. Permitted signs and their regulations in the retail business, commercial recreation, commercial winery and general business districts shall be the same as those in the limited business district (subsection (D) of this section) with the following additions:

a. Freeway interchange signs are permitted, provided such signs are located on the freeway side of a line 350 feet from and parallel to the interchange right-of-way. The interchange right-of-way shall begin at a point along the freeway 1,500 feet from the center of the street passing over and under the freeway.

~~b. Freestanding signs which incorporate the features of an automatic changing sign or an electronic changing sign may, when assuring 25 percent of the message will be devoted to public service-time-temperature, exceed the maximum size allowed by 15 percent.~~

~~b~~b. Where freeway interchange signs are permitted or where more than one freestanding sign is permitted, the total allowable surface area may be increased by a multiplier of two; provided, that no individual freestanding sign shall exceed 240 square feet in surface area.

~~d~~d. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.

F. Central Business District. This subsection shall apply to all areas zoned central business district (CBD).

1. Permitted Signs. Permitted signs and their regulations in the central business district shall be the same as those in the limited business district (subsection (D) of this section) with the following additions:

~~a. Freestanding signs which incorporate the features of an automatic changing sign or an electronic changing sign may, when assuring 25 percent of the message will be devoted to public service-time-temperature, exceed the maximum size allowed by 15 percent.~~

~~b~~ba. Where more than one freestanding sign is permitted, the total allowable surface area may be increased by a multiplier of two; provided, that no individual freestanding sign shall exceed 240 square feet in surface area.

~~e~~eb. All signs shall be in accordance with Chapter 27.10 RMC, Measurements.

2. Supplemental Sign Standards for the Uptown District – Purpose. These supplemental sign standards are put in place to encourage the installation and maintenance of signs that complement and enhance the ~~Googie/Populuxe~~ style of architecture that is prevalent in the Uptown Shopping Center. Signs located within the uptown district as defined in RMC 23.22.040, Plate 2, shall comply with the following standards and with all sign standards applicable in the central business district. Wherever there is conflict between

general sign standards applicable to the central business district and the following specific sign standards, the following specific sign standards shall control:

a. All signs shall be constructed of durable, weather resistant and easily maintainable materials. No exposed or painted construction grade plywood is permitted on any sign;

b. Whenever signs are placed on an awning or a roof, the applicant shall demonstrate that the awning or roof is able to support the imposed loads of the proposed sign, or that the design of the roof or awning supporting the sign incorporates adequate structural elements to support the sign;

c. Any channel letters included on any sign shall not exceed a maximum size of 16 inches in width and 24 inches in height;

~~d. Any corporate or business logo/symbol included on any sign shall not exceed a maximum size of 12 square feet and a maximum width or height of four feet;~~

ed. Structural supporting elements shall be incorporated in such a fashion so that they appear to be an integral architectural and aesthetic element of the sign;

fe. Roof signs shall meet the following criteria:

i. Roof signs may extend up to a maximum of five feet above the intersection of the sign and the building wall or parapet wall. Roof signs may be attached to or placed above a mansard type roof;

ii. Signs attached to a mansard shall be placed in a structure or box extending from the perimeter of the sign face back to the building wall or parapet or mansard roof. Said box shall be either perpendicular to the plane of the sign face or perpendicular to the main building wall.

iii. The base of any channel letters shall extend a minimum of 18 inches above the top of the parapet or building wall supporting the mansard.

iv. No backlit or internally illuminated or "can" type signs shall be permitted on the roof of any building.

gf. When constructed in conjunction with an awning, "architectural blade" type signs mounted on a building wall may project horizontally a maximum of six feet over the public sidewalk. Where there is no awning present, "blade" type signs may project horizontally a maximum of four feet over the public sidewalk. In all cases the lowest portion of any blade sign shall be placed at least eight feet in height above the public sidewalk.

hg. Signs may be located on the face of an awning subject to the following criteria:

i. If the sign is a "can" type then the sign box should be constructed to extend from the perimeter of the sign face back to the edge of the fascia a maximum distance of 12 inches.

- ii. The sign must be installed so that the base is flush with the bottom of the awning.
- iii. The height of the sign face shall not be more than 150 percent of the height of the awning fascia.

G. Industrial and Manufacturing Districts. This subsection shall apply to all areas zoned limited manufacturing (I-1), medium industrial (I-M), and heavy manufacturing (M-2).

1. Permitted Signs. Permitted signs and their regulations shall be the same as those in the central business, commercial recreation, and general business districts (see subsections (E) and (F) of this section) ~~except for permanent industrial park or subdivision designation signs. For the purpose of this subsection, "industrial park or subdivision" shall mean a tract of land which is subdivided and developed according to a comprehensive plan and for use by a community of industries, with streets and utilities installed before sites are sold or leased to prospective occupants.~~

2. All signs shall be in accordance with Chapter 27.10 RMC, Measurements

H. Permanent Signs at Fuel Stations and Fuel Stations/Mini-Marts. In addition to signage otherwise permitted herein, a lawfully established automobile service station or fuel station/mini-mart may have one (1) additional sign that meets the requirements of Chapter 27.10 RMC, Measurements, per street frontage. The sign must be permanently mounted.

I. Permanent on-premises sign(s) on property that is vacant and unoccupied for a period of six (6) months or more shall be removed or maintained in lieu of removal. When the property owner elects to maintain in lieu of removal, the sign(s) and supporting structure shall be maintained in accordance with the following:

a. Signs shall be kept free of rust, dirt and chipped, cracked or peeling paint.

b. All hanging, dangling, torn or frayed parts of signs shall be promptly repaired and graffiti and unauthorized attachments shall be removed.

c. Burned-out illumination shall be replaced immediately.

d. Sign areas shall be kept free and clear of all noxious substances, rubbish, and weeds.

e. If a sign is removed from its supporting structure for longer than sixty (60) days, the supporting structure shall be removed.

f. Any sign deemed unsafe by a Building Official shall be removed or fixed within three (3) days of written notice.

27.08.030040 Special provisions.

The following special provisions are provided to address situations posing unique signage requirements:

A. Signs Subject to Approval by the Planning Commission. The following signs may be

approved by the planning commission, provided they meet the criteria listed, unless waived by the commission:

1. Freestanding, off-premises signs located at the entrance ~~of to~~ a business center area ~~and identifying a group of businesses by name~~ will be allowed if the following criteria exist:

a. When the businesses do not have adequate ability to allow their patrons to see their business location by using allowable signage in this chapter.

b. Permission to locate the sign has been given, in writing, by the property owner where the sign is to be located.

c. The sign meets the structural requirements of the Uniform Sign Code.

d. The sign may be lighted.

e. Letters ~~in the business listing~~ may not be greater than eight inches in height.

f. The sign must be made of a durable material.

g. The sign must not exceed 15 feet in height.

h. The sign may not exceed 45 square feet.

~~i. The sign must allow all businesses to be listed.~~

~~ji.~~ The sign may be double faced.

~~kj.~~ The sign must not be located in a residential zone.

~~2. Locator map signs located near entrances to the city may be allowed subject to the following criteria:~~

~~a. The map is designed to show different types of land usage in the city.~~

~~b. The map should also list location of all emergency facilities located in the city.~~

~~c. The sign must not exceed 60 square feet in total size.~~

~~d. The sign may not exceed 10 feet in total height.~~

~~e. Permission to locate the sign must be given, in writing, by the property owner.~~

~~f. A pullout area must be located by the sign to allow people to pull off the roadway to read the sign.~~

~~g. The sign must meet the structural criteria of the Uniform Sign Code.~~

~~h. The sign must be of durable material.~~

~~i. The sign must be lighted.~~

~~j. The sign must not be located in a residential zone.~~

~~3. Business location directory signs may be allowed subject to the following criteria:~~

~~a. All businesses located in the area for which the directory pertains are allowed to be listed.~~

~~b. The sign must conform to the structural criteria of the Uniform Sign Code.~~

~~c. The sign does not exceed 48 square feet.~~

~~d. The sign can be multifaced.~~

~~e. The sign does not exceed five feet in height.~~

~~f. The sign is not located in such a place that it will obstruct either pedestrian or automobile traffic.~~

~~g. The sign must be placed at least three feet to the right or left of the entrance into any building, or eight feet from the building face.~~

~~h. The sign must not be located in a residential zone.~~

42. Freestanding signs on high school or college campuses may be allowed in addition to those signs permitted under Table 27.10.020(A), subject to the following criteria:

a. Only one sign, not exceeding 64 square feet in area, may be permitted.

b. The sign shall not exceed 20 feet in height.

c. The sign shall meet minimum building setback requirements so that it will not obstruct either pedestrian or automobile traffic.

d. The sign shall be oriented so that it does not directly face adjacent residential properties.

e. If the sign contains an electronic reader board or is otherwise illuminated, all lighting shall be turned off between the hours of 10:00 p.m. and 7:00 a.m.

f. Notice of the public meeting held to review an application for a freestanding sign shall be provided through posting of the site at the proposed sign location.

B. Signs Subject to Approval by the City Manager or ~~His~~ Designee. Signs may be approved by the city manager or ~~his~~ designee subject to the criteria set forth herein:

1. ~~Business center on-premises and off-premises signs will~~ One (1) freestanding sign within 500 feet of an entrance to a business center may be allowed, subject to if the

following criteria ~~are met~~:

- a. ~~The sign~~ shall be located within 500 feet of an entrance into the business center or shall be located on a property that is included within the business center.
- b. The sign is located within a C-2, C-3, or B-C zoning district.
- c. Permission to locate the sign has been given to the sign permit applicant, in writing, from the property owner where the sign is to be located.
- d. If the business center is five acres in area, or less, or contains less than 100,000 square feet of gross floor area of retail business uses the maximum sign size permitted under this section is 150 square feet and the maximum sign height is 25 feet. If the business center totals more than five acres, and contains more than 100,000 square feet of gross floor area of retail business uses, the maximum sign size is 240 square feet and the maximum sign height is 40 feet. If the business center totals 40 acres or more, and contains more than 200,000 square feet of gross floor area of retail business uses, the maximum sign size is 350 square feet and the maximum sign height is 50 feet.
- e. ~~Business-center signs~~ ~~The sign~~ may double ~~their~~ ~~its~~ otherwise allowable size in square feet when ~~they are~~ located on the freeway side of a line 350 feet from and parallel to the interchange right-of-way. The interchange right-of-way shall begin at a point along the freeway 1,500 feet from the center of the street passing over and under the freeway. Signs constructed pursuant to the provisions of this subsection may be constructed to 80 feet in height; provided, that any ~~business-center~~ sign must be located more than 300 feet from a single-family residential zoning district (R-1 or R-2); and further provided, that any ~~business-center~~ sign increased in size as provided by this section shall not be eligible for further sign size increases as provided for in RMC 27.08.~~029030~~(E)(1)(~~ab~~).
- f. ~~Business-center signs~~ ~~The sign~~ shall be non-illuminated or internally illuminated only and shall not include any electronic reader boards or flashing signs.
- g. The maximum size of a ~~business-center~~ sign ~~issued under this section~~ shall be determined as follows:
 - i. Fifty square feet shall be allotted for each business ~~represented on in~~ the ~~sign~~ ~~business center~~ plus 50 square feet ~~for the business-center name~~, but in no case shall a ~~business center~~ sign exceed the size limitations identified in subsection (B)(1)(d) of this section. ~~Business-center signs~~ ~~Signs issued under this section~~ that may double in size by virtue of their proximity to a grade separated interchange as specified in subsection (B)(1)(e) of this section may allot 100 square feet for each business ~~represented on the sign plus 100 square feet for~~ in the business center name ~~plus 100 square feet~~.
- h. No portion of a ~~business-center sign devoted to a single business~~ ~~sign~~ shall exceed 100 square feet in area or 200 square feet in area if the sign meets the criteria contained in subsection (B)(1)(e) of this section. No portion of a ~~business-center sign devoted to a~~

~~single-business sign~~ shall be less than 10 percent of the total sign area as determined in subsection (B)(1)(g) of this section.

i. A business center that totals less than five acres in area shall be permitted a maximum of one sign, either on- or off-premises. Business centers five acres and larger but less than 40 acres shall be permitted a maximum of two ~~business-center~~ signs, but only one such sign shall be off-premises. Business centers 40 acres or larger shall be permitted a maximum of three ~~business-center~~ signs, but only one such sign shall be off-premises.

j. ~~Businesses~~ A business located in a business center that ~~are named on a business center~~ has erected a sign under this section shall not be allowed additional freestanding ~~business-identification~~ signs on the same street or highway frontage that the ~~business center~~ sign is located on.

k. Freestanding ~~business-center~~ signs issued under this section must be separated from other freestanding signs on the same frontage by a horizontal distance of at least twice the total height of the two signs.

~~l. All business-center signs shall include the name of the business center. At least 10 percent of the total sign area shall be devoted to the name of the business center.~~

~~m.~~ Applicants for a business center sign shall submit an application that identifies all of the properties that are to be included within a proposed business center and shall identify the size, location and number of all proposed ~~business-center~~ signs. Additionally, an agreement signed by all property owners included within the proposed business center shall accompany said application for a proposed ~~business-center~~ sign. The agreement shall specify that the property owners:

i. Agree to be included within the proposed business center;

ii. Agree to the boundaries of the proposed business center. Business centers shall consist of properties that are adjacent to or abutting each other. (Properties that are separated only by a public right-of-way are considered to be adjacent to each other for the purposes of this section.);

iii. Agree to the proposed name of the business center;

iv. Agree to the number and locations of all proposed ~~business-center~~ signs; and

v. Provide for an entity which shall be responsible for determining ~~which businesses within the business center are included on the business-center signs and~~ how maintenance of the signs will be provided.

Said agreement shall be signed and recorded and shall be binding upon the current and future owners of the property within the proposed business center.

~~2. Freestanding off-premises directional signs for an individual business or organization~~

~~will be allowed when a freestanding off-premises business area sign is not allowable and the following criteria are met:~~

~~a. Locating the entrance to the business can only be determined with the use of such sign.~~

~~b. Permission to locate such sign must be given in writing by the property owner where the sign is to be located and must be approved by the sign code administrator.~~

~~c. The sign may be lighted.~~

~~d. The sign does not exceed 20 square feet.~~

~~e. Only one sign per entrance will be allowed, with a maximum of two for each business.~~

~~f. The letters for the name of the business shall be not less than four or more than eight inches in height.~~

~~g. The sign does not carry any other type of advertising except as to the name and location of the business.~~

~~h. The height of the sign does not exceed eight feet.~~

~~i. The sign must meet the structural criteria of the Uniform Sign Code.~~

~~j. The sign may be double faced.~~

32. Portable signs located immediately in front of a business will be allowed when the following criteria are met:

a. No such sign will be allowed on city right-of-way or real property; provided, however, that such signs are allowed in the Parkway and Uptown Overlay Districts.

b. The sign is up only during business hours.

c. The sign is placed in such a manner that it is at least four feet from the building and two feet from the curb.

d. The sign is placed at least three feet to the right or the left of the entrance to the building or eight feet from the building face.

e. No portion of any portable sign shall be closer than 10 feet to another portable sign.

f. The sign will be placed in the same location each time and anchored in such a manner as it meets the criteria set forth in the Uniform Sign Code.

g. The sign will meet the structural criteria set forth in the Uniform Sign Code.

h. The sign must not exceed five feet in height.

i. The sign must not exceed 12 square feet.

~~j. The sign must not be the primary sign of the business.~~

kj. Only one such sign will be allowed per business.

lk. The sign must be made of a durable material and be maintained according to this code.

43. ~~Community b~~Banners may be erected over city streets ~~will be allowed~~ when the following criteria are met:

a. ~~Community b~~Banners shall generally be made of non-durable material ~~and used for a relatively short period of time.~~

b. ~~Community b~~Banners will be allowed over city streets ~~are allowed~~ only in preselected locations approved by the city manager or ~~his~~ designee.

c. ~~Community b~~Banners must meet a general physical condition approval of the administrator.

~~d. Street banners are for the announcing of public or charitable events.~~

ed. Duration of exhibiting a ~~community~~ banner is limited to one (1) week ~~prior to a specific event, and must be removed promptly after the event's conclusion.~~

~~f. Community banners for long-term events may stay in place for the duration of the event so long as the event does not exceed four months and the banner remains unweathered.~~

ge. Any banner over a city street must be a minimum of 16 feet from the street surface.

f. Any banner must be for a non-commercial use or purpose.

54. Streetside ~~community~~ banners will be allowed when the following criteria are met:

a. Generally pole mounted banners shall be made of nondurable material such as woven fabric or approved plastic material.

~~b. Streetside banners either designate business area within the city, announce a public or charitable event, promote economic development, or are seasonal decoration.~~

eb. Streetside banners shall only be displayed for as long as the banners remain in good condition. Banners that are weathered beyond their intended use, as determined by the city manager or ~~his~~ designee, shall be removed or replaced.

c. Duration of exhibiting a streetside banner is limited to one (1) week.

~~d. Special event banners will follow the same time criteria as in subsection (B)(5)(c) of this section.~~

ed. Any banner on a pedestrian right-of-way must be a minimum of eight (8) feet from the sidewalk surface.

fe. These banners must meet all safety standards and codes for both pedestrian and vehicular traffic.

gf. The decision as to the appropriateness, size, location, and physical conditions of streetside banners will be that of the city manager or his designee.

hg. Streetside community banners shall be located only on the following designated street sections:

- i. Columbia Center Boulevard from Columbia Park Trail south to city limits;
- ii. Columbia Park Trail from east city limits to SR 240 Overpass and from Queensgate Drive to Malibu Private Road;
- iii. Columbia Point Drive;
- iv. Duportail Street from Queensgate Drive to Keene Road;
- v. Fowler Street from east city limits to Georgia Avenue;
- vi. Gage Boulevard from east city limits to Keene Road;
- vii. George Washington Way from I-182 to McMurray Street;
- viii. Jadwin Avenue from George Washington Way to Stevens Drive;
- ix. Keene Road, from approximately 1,200 feet east of Queensgate Boulevard to approximately 600 feet west of Queensgate Boulevard;
- x. Kennedy Road between Duportail Street and west city limits;
- xi. Lee Boulevard from Howard Amon Park to Thayer Drive;
- xii. Leslie Road from Gage Boulevard to the abandoned railroad right-of-way;
- xiii. Queensgate Drive from Keene Road to Truman Avenue;
- xiv. Spaulding Avenue from Columbia Park Trail to Fowler Street;
- xv. Sprout Street;
- xvi. Stevens Drive between Lee Boulevard and Williams Boulevard and between the bypass highway and Horn Rapids Road;
- xvii. Swift Boulevard from George Washington Way to Long Avenue;
- xviii. Symons Street from George Washington Way to Jadwin Avenue;

- xix. Tapteal Drive from Steptoe Street to Columbia Center Boulevard;
- xx. Torbett Street from George Washington Way to Jadwin Avenue;
- xxi. Truman Avenue;
- xxii. Van Giesen Street from George Washington Way to Jadwin Avenue; and between Alder Avenue and Wright Avenue;
- xxiii. Wellsian Way from Aaron Drive to Lee Boulevard; and
- xxiv. Williams Boulevard from George Washington Way to Jadwin Avenue;
- xxv. Streetside banners may also be permitted on street sections in addition to those included in the above list, if such street section(s) is the determination of the city manager or ~~his~~ designee that the street section is primarily located in an area that abuts commercial land uses.

~~6. Sponsored banners shall be subject to the criteria set forward in subsection (B)(4) of this section and shall be subject to approval by the Richland city council or their designee.~~

75. Streetside signs will be allowed when the following criteria are met:

a. Signs shall be of durable construction.

b. ~~Announce public or charitable event, or are seasonal decorations~~ Duration of exhibiting a streetside sign is limited to one (1) week.

~~c. The allowable duration of exhibiting will be the same time criteria as in subsection (B)(5)(c) of this section, with the exception of designation of business area signs. Business area designation signs may remain in place as long as they are accurate.~~

~~d.~~ Any streetside sign extending over a pedestrian right-of-way must be a minimum of eight feet from the sidewalk surface.

~~e.~~ Any sign of this nature which extends over a vehicular right-of-way must be a minimum of 16 feet above the roadway surface.

~~f.~~ All signs must meet public safety standards and codes.

~~g.~~ The decision as to the ~~appropriateness~~, size, location and physical conditions of streetside signs will be that of the sign code administrator.

27.08.040~~050~~**Temporary political signs** Substitution of message.

A non-commercial message may be substituted, in whole or in part, for any other message displayed on any sign which conforms to this title without consideration of message content. Such substitution of message may be made without any additional approval, permitting, registration or notice. Any on-site commercial message may be

substituted for any other on-site commercial message.

~~A. Purpose.~~

~~1. The purpose of this section is to protect the city from visual pollution or litter resulting from the posting of election signs beyond election campaign periods, while at the same time protecting the citizens' right to express political ideology and support of particular candidates or public issues freely.~~

~~2. Any political sign which is erected within the city of Richland shall be the sole responsibility of the individual or group erecting such sign. Such sign or signs shall comply with all laws of the state of Washington with regard to the information that must be contained thereon, and in the event that there appears thereon no name for the group or individual sponsoring such sign, the individual or organization on whose behalf the sign is erected as determined by the message inscribed thereon shall be responsible for the sign.~~

~~3. Public Notice Unaffected. Nothing in this section shall be construed to prohibit the placement of public notices required by law.~~

~~B. Political Headquarters Signs.~~

~~1. Party Headquarters. On premises political signs are permitted on the premises of political headquarters located in the business districts and in commercial and manufacturing districts, so long as the signs meet the requirements of those districts.~~

~~2. Headquarters for Candidate or Ballot Issue. On premises political signs are permitted on the premises of the headquarters of a candidate for elective public office or on the headquarters of persons supporting or opposing a public issue decided by ballot, when such headquarters are located in the business districts and in commercial and manufacturing districts.~~

~~C. Placement of Temporary Political Signs.~~

~~1. It is unlawful for any person to place, paste, paint, affix, or fasten on any utility pole, or on or immediately adjacent to the sidewalk, roadway, or on any public building or structure, or in any dedicated public park, any such sign, poster, or bill, or other advertising device when such facilities are located on public property or within public easement.~~

~~2. Signs, posters, or bills promoting or publicizing candidates for public office or issues that are to be voted upon in a general or special election may be displayed on private property with the expressed permission of the owner or person entitled to possession thereof.~~

~~3. No temporary political sign placed on private property shall exceed 32 square feet in area.~~

~~4. All temporary political signs shall observe the following minimum setbacks along public streets:~~

~~a. Where sidewalks are provided, signs shall be located so that no portion thereof shall be closer than one foot from the sidewalk, on either side.~~

~~b. Where no sidewalk exists, signs shall be located a minimum of five feet from the curb, or where no curb exists, from the roadway or parking area edge.~~

~~c. At street intersections, signs exceeding 30 inches in height shall be located a minimum of 20 feet from the intersection, as measured along the street.~~

~~5. No political sign shall in any way interfere with or obstruct any traffic control device or in any other manner interfere with the control of traffic on the streets of the city of Richland.~~

~~D. Duty to Remove Temporary Political Signs.~~

~~1. It is the duty of a political candidate to remove those temporary political signs authorized by his/her committee within 24 hours of being notified by the sign code administrator to do so.~~

~~2. It is the duty of the responsible officer of a political committee proposing or opposing a ballot issue to remove its temporary political signs within 24 hours of being notified by the sign code administrator to do so.~~

~~3. Removal of Signs Following Election. Any such sign, poster, or bill shall be removed within 10 days following an election. It shall be the responsibility of the above campaign officer or responsible official to have the signs, posters, or bills removed.~~

~~E. Abatement.~~

~~1. The display of any political sign in violation of this section shall be presumed to have been done at the direction and request of the campaign officer or responsible official.~~

~~2. If any political candidate or committee fails to remove his/her/its temporary political signs within 24 hours of being informed by the sign code administrator to do so, the administrator may, with the consent of the rightful occupier of the land upon which the temporary political sign is posted, or pursuant to a lawfully issued warrant, enter upon such land and remove such sign.~~

~~3. No person, after proper demand is made pursuant to a lawful warrant, shall fail to permit the sign code administrator to enter promptly and to remove such sign. The cost of such entry and abatement shall be paid by the candidate or political committee whose sign is removed; provided, the rightful occupier of the land rather than a candidate or political committee shall be liable for such costs if the candidate or political committee is denied access to a sign to effect its removal.~~

~~4. The sign code administrator may request the assistance of the city attorney in procuring search warrants or recovering costs enforcing this section. [Ord. 3-89; Ord. 23-94].~~

Section 5. Richland Municipal Code Chapter 27.10, entitled Measurements, as enacted by Ordinance No. 3-89, and last amended by Ordinance No. 04-09, is hereby amended to read as follows:

Chapter 27.10 MEASUREMENTS

Sections:

27.10.010 General provisions.

27.10.020 Tables.

27.10.010 General provisions.

Measurement of signs regulated by this code shall be in accordance with the definitions set forth in Chapter 27.06 RMC (Definitions) and with Tables 27.10.020(A), (B), and (C); ~~and (D).~~

27.10.020 Tables.

The following tables are hereby incorporated in this code:

A. Table 27.10.020(A) – General Provisions;

B. Table 27.10.020(B) – Specific Provisions; and

C. Table 27.10.020(C) – Maximum Number of Signs. and

~~D. Table 27.10.020(D) – Temporary Signs.~~

MEASUREMENTS

**TABLE 27.10.020(A)
– GENERAL PROVISIONS**

ZONING DISTRICT	TYPE OF SIGN	MAXIMUM NO. OF SIGNS ALLOWED	MAXIMUM HEIGHT OF SIGN	MAXIMUM SIZE OF SIGN	FORMULA FOR COMPUTING MAX. SIGN AREA (SIZE)	MINIMUM SETBACKS
B-C, C-2, C-3, CBD, CR, I-1, I-M, M-2	Bldg. Mounted	Varies – See Table 27.10.020(C)	Height of bldg.	300 sq. ft.	20% of largest facade	
	Freestanding	1 per street frontage ^(b)	30 ft.	240 sq. ft.	12 x square root of F (F = longest building wall)	Center 2/3 of frontage or 15 feet from side property lines
C-1, C-LB, <u>CW</u> and <u>WF</u> CW	Bldg. Mounted	1 per street frontage or user	Height of bldg.	100 sq. ft.	10% of building facade.	
	Freestanding	1 per street frontage ^(b)	20 ft.	40 sq. ft.	1 sq. ft. per foot of building frontage	Center 2/3 of frontage or 15 feet from side property lines
R-3	Bldg. Mounted	1 per street frontage	15 ft.	32 sq. ft.	2 sq. ft. per dwelling	
	Freestanding	1 per street frontage ^(b)	8 ft.	32 sq. ft.	2 sq. ft. per dwelling	Building setback
	Res. ID Sign			2 sq. ft.		

ZONING DISTRICT	TYPE OF SIGN	MAXIMUM NO. OF SIGNS ALLOWED	MAXIMUM HEIGHT OF SIGN	MAXIMUM SIZE OF SIGN	FORMULA FOR COMPUTING MAX. SIGN AREA (SIZE)	MINIMUM SETBACKS
R-2, R-1M, R-1L, R-1, SAG, AG, FP, PR and PUD	Signs for Nonresidential Uses (Bldg. Mounted)	1	25 ft.	50 sq. ft.		
	<u>Bldg. Mounted Signs for Nonresidential Uses (Freestanding) (Wall signs)</u>	1	16 ft.	32 sq. ft.		Building setback or 0 if 150 ft. away from any residence
	Subdivision or Neighborhood Designation <u>Signs located near entrance to subdivision or neighborhood</u>	1 per entrance, maximum of 4 per subdivision/neighborhood	4 ft.	32 sq. ft.		Between building line and property or within right-of-way if okayed by city engineer.

- (a) In multiple-business centers, the facade area for each tenant or user is derived by measuring only the surface of the exterior of the premises actually used by the tenant or user.
- (b) Where more than one sign is permitted, there shall be a minimum distance of 100 feet between signs.

MEASUREMENTS

**TABLE 27.10.020(B)
– SPECIFIC PROVISIONS**

TYPE OF SIGN	MAXIMUM SIZE/AREA	FORMULA	MAXIMUM HEIGHT	MAXIMUM PROJECTION ALLOWED	MINIMUM SETBACK	MINIMUM CLEARANCE	OTHER
Wall Signs	Varies per zone	Varies per zone	Top of bldg. wall	18 inches	N/A	8' if sign projects more than 6 inches	May project over public property
Projecting Signs	Varies per zone	Varies per zone	1' above bldg. wall	– 8' from bldg. face – 30" over public sidewalks	N/A	10'	
Marquee and Canopy Signs	Varies per zone	Varies per zone	1' above face attached to	1' from face attached to	N/A	10'	
Identification Signs under Marquees and Canopies	6 sq. ft.	N/A	N/A	N/A	N/A	8'	Maximum of 2' below canopy or marquee
Gasoline Price Signs <u>authorized by RMC 27.08.030(H)</u>	12 sq. ft.	N/A	N/A	N/A	Behind Property Line	N/A	1 per street frontage

TYPE OF SIGN	MAXIMUM SIZE/AREA	FORMULA	MAXIMUM HEIGHT	MAXIMUM PROJECTION ALLOWED	MINIMUM SETBACK	MINIMUM CLEARANCE	OTHER
Window Signs	15 sq. ft. or 10% of window area, whichever is less	N/A	N/A	N/A	N/A	N/A	
Freeway Interchange Signs	240 sq. ft.	12 x square root of F (F = longest building wall)	80'	N/A	Behind Property Line	N/A	
Industrial Park/Subdivision Signs	100-sq. ft./entrance	N/A	30'	N/A	Behind Property Line	N/A	May be within right-of-way with approval of city engineer

MEASUREMENTS

**TABLE 27.10.020(C)
– MAXIMUM NUMBER OF SIGNS**

(C-2, C-3, CBD, CR, CW, I-1, I-M, and M-2 ZONES)

SURFACE AREA OF LARGEST BUILDING FACADE	MAXIMUM NUMBER OF SIGNS
Less than 500 square feet	3
500 square feet – 1,499 square feet	4
1,500 square feet – 2,999 square feet	5
Over 3,000 square feet	6

ADDITIONAL PROVISIONS:

- Building located at intersection – add one sign.
- Buildings with more than 3,000 sq. ft. on one facade are permitted one sign for each clearly differentiated business use with a separate exterior entrance, in addition to the six allotted above.
- Where the maximum number of signs allowed above is not sufficient to allow at least one sign for each tenant or user of a building, the maximum number shall be increased to ensure that all tenants or users are allowed on building-mounted signs.

**MEASUREMENTS
TABLE 27.10.020(D)
—TEMPORARY SIGNS**

TYPE OF SIGN	MAXIMUM AREA	MAXIMUM HEIGHT	MINIMUM SETBACK	MAXIMUM PROJECTION ALLOWED	OTHER
Construction Signs— General	64 sq. ft.	10 sq. ft.	10 ft. from property line	N/A	
Construction Signs— Single-Family Residential	8 sq. ft.	N/A	10 ft. from property line	N/A	
Residential— For Sale or Sold	6 sq. ft.	N/A	Wholly on property	N/A	
Residential Directional— Open House	6 sq. ft.	N/A	Wholly on property for one (1)	N/A	Directional may be placed along property of public right-of-way
Commercial and Industrial Property for Sale or Rent	32 sq. ft.	8 sq. ft.	15 ft. from property line	N/A	
Residential Land Subdivision	32 sq. ft.	8 sq. ft.	30 ft. from abutting owner's property line	Not beyond building line	
Residential Land Subdivision Directional	4 sq. ft.	N/A	N/A	N/A	Placement maximum 1 mile distance from entrance
Political	32 sq. ft.		Totally behind sidewalk or 5 feet from curb		

Section 6. Richland Municipal Code Section 27.12.010, entitled Administration and inspection, as enacted by Ordinance No. 3-89, and last amended by Ordinance No. 31-03, is hereby amended to read as follows:

27.12.010 Administration and inspection.

A. Administration. The sign code administrator shall be the community development director ~~deputy city manager for community and development services~~ or his designee. The sign code administrator is authorized and directed to enforce and carry out all provisions of this code, and for that purpose is authorized to formulate, adopt, and enforce rules, regulations, and procedures consistent with the purposes and requirements of this code.

B. Inspection. The sign code administrator may, with the consent of the occupant or owner, or pursuant to a lawfully issued warrant, enter or inspect any building, structure, or premises in the city, upon which, or in connection with which a sign, as defined by this code, is located for the purpose of inspection of the sign, its structural integrity, and to ensure compliance with the provisions of this code.

Section 7. This ordinance shall take effect the day following its publication in the official newspaper of the City of Richland.

PASSED by the City Council of the City of Richland, Washington, at a regular meeting on the 5th day of February, 2019.


ROBERT J. THOMPSON
Mayor

ATTEST:


MARCIA HOPKINS, City Clerk

APPROVED AS TO FORM:


HEATHER KINTZLEY, City Attorney

Date Published: February 10, 2019