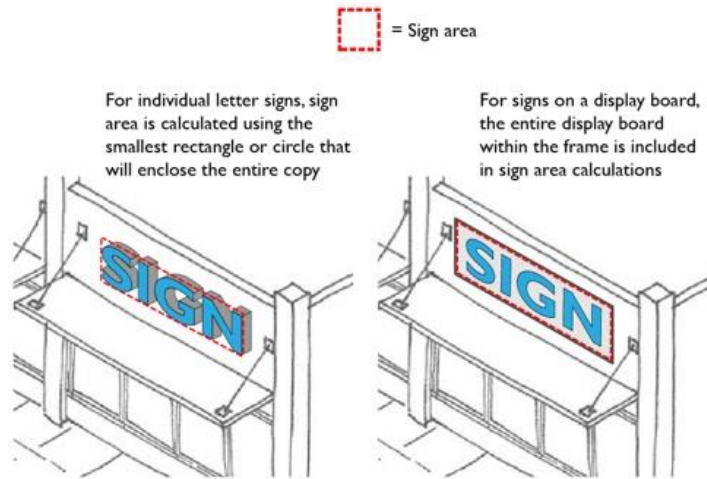


Figure 10.50.050(1)
Clarifying sign area measurement for wall signs.



The dashed outline indicates how the irregular shaped signs below would be calculated



Figure 10.50.050(2)
Clarifying sign area measurement for freestanding signs.

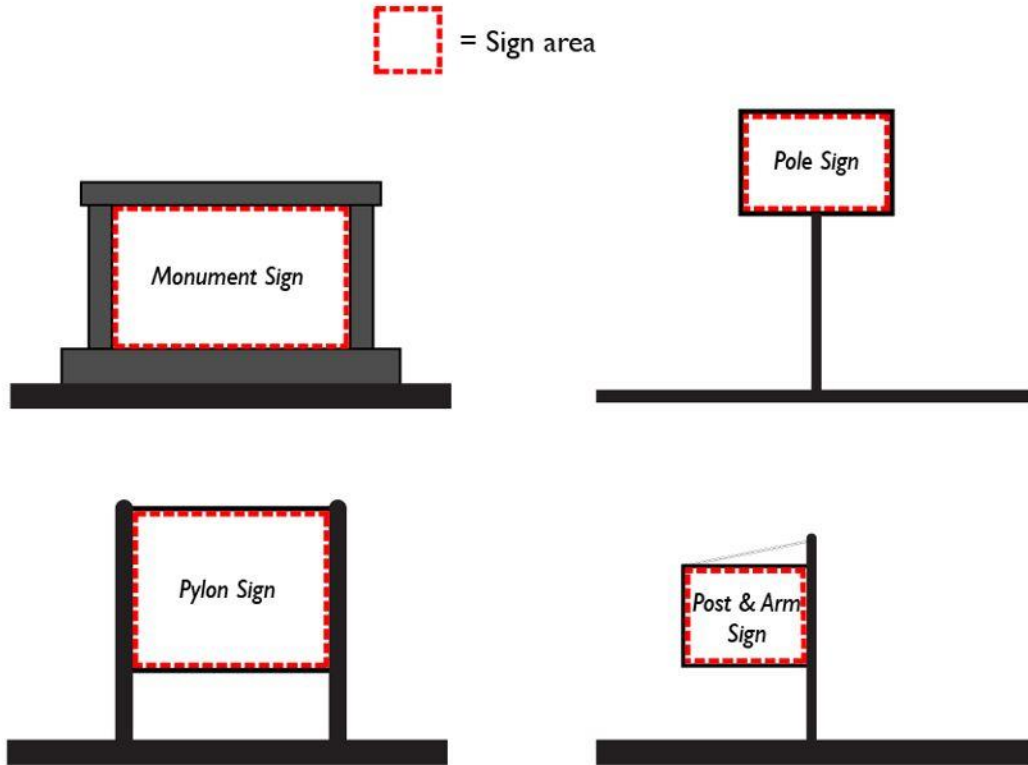
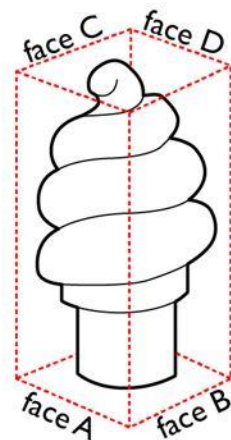


Figure 10.50.050(3)
Clarifying 3D sign area measurement.



$$\text{Total sign area} = (A + B + C + D) \div 2$$

(Ord. 2019-50 § 2 (Exh. A))

10.50.060 Sign illumination.

(1) General Illumination Standards.

(a) For purposes of illumination, all lights attached to a sign in any manner shall not extend more than five feet from the sign structure.

(b) Externally illuminated signs shall be arranged so that no direct rays of light are projected from such artificial source into residences, business, or any street right-of-way.

(c) External sign light fixtures shall complement the design of the sign and building facades or structures associated with the sign.

(d) External sign lighting shall be “full cutoff” and shall not result in direct illumination of the sky and adjacent properties and structures, and shall be designed to minimize reflected glare to adjacent properties and structures.

(e) All internally lit signs are subject to the same brightness limits applied to digital signs, as set forth in WCC 10.50.110(3)(b).

(2) Hours of Illumination.



(a) Any illuminated sign located on a lot adjacent to or across the street from any residential district and that may be visible within 200 feet of any residential zoning district or overlay shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.





(b) Any illuminated sign in a mixed use district (RMU, OMU, CN, WMU, and MRC) shall only be illuminated during normal business hours.


(3) Permitted Sign Illumination Types. Table 10.50.060 below specifies permitted sign illumination types by zone and other requirements.

Table 10.50.060

Permitted signs illumination types.

Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
<p>Channel letter. Light source is internal and light is emitted through the front or face of the letters.</p>		<p>All nonresidential zones except HEO and CD</p>	<p>May be incorporated into a permitted wall, pole, or monument sign</p>
<p>Reverse channel letter. Letter faces are opaque and light source provides halo effect through backlighting.</p>		<p>All zones</p>	<p>May be incorporated into a permitted wall, projecting, pole, or monument sign</p>
<p>Push-through. Letters are cut out of an opaque sign face. Interior light shines through letter faces only. May include a halo effect.</p>		<p>All zones</p>	<p>May be incorporated into a permitted wall, projecting, pole, or monument sign</p>

Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
			
<p>Neon.</p>		<p>All nonresidential zones except CD</p>	<p>May be incorporated into a permitted wall, projecting, window, pole, or monument sign</p>
<p>Internally illuminated cabinet signs. Sign face is illuminated through translucent casing. This includes internally illuminated changeable copy signs.</p>		<p>All commercial and overlay zones except HEO and CD</p>	<p>May be incorporated into a permitted wall, pole, pylon, or monument sign</p>
<p>Digital message signs.</p>		<p>CBD, NWBD, SWBD, CN, I, CSO, IO, PO, RRO, WMU, OMU, CD (not allowed in any residential zone except for permitted nonresidential uses)</p>	<p>Only allowed to be integrated on permitted monument and pole signs per WCC 10.50.110</p>
<p>Internally illuminated awning signs. The awning face is illuminated through the awning material.</p>		<p>Not allowed in any zone</p>	
<p>Externally illuminated sign.</p>		<p>All zones</p>	<p>Illumination techniques shall focus the light on the sign and avoid glare to the sky, streets, sidewalks, and other public spaces, and adjacent uses.</p>

Illumination Type and Description	Example	Permitted zones and overlays	Other requirements
			

(Ord. 2020-35 § 3 (Exh. A); Ord. 2019-50 § 2 (Exh. A))

10.50.070 Signs types permitted by zone.

(1) Nonresidential. In nonresidential zones, all sign types are permitted unless otherwise noted in WCC 10.50.080.

Table 10.50.070(1)

Signs permitted in nonresidential zones.

Sign Type	Commercial Zones						Mixed-Use Zones			Overlay Zones					
	CBD	NWBD	SWBD	CN	CD	I	WMU	OMU	RMU	HEO	CSO	MRC	IO	PO	RRO
Freestanding Signs															
Refer to WCC 10.50.080 and 10.50.090 for freestanding sign design standards.															
Pole sign		P ¹				P ¹									
Monument sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Pylon sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Post and arm sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Internal wayfinding sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Building-Mounted Signs															
Refer to WCC 10.50.080 and 10.50.100 for building-mounted sign design standards.															
Wall sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Projecting sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Awning sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Under-canopy sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

NOTES:

¹ Pole signs are only permitted on properties adjacent to highways north of the Wenatchee River. See Table 10.50.080(1) for additional location standards.

(2) Residential. Table 10.50.070(2) illustrates the types of signs that are allowed for different development/use types in residential zones. Interpretation:

- (a) The letter “P” indicates permitted sign types.
- (b) A blank cell indicates the particular sign type is not permitted.

(c) A number in the cell refers to a condition, listed below the table.

Table 10.50.070(2)

Signs permitted in residential zones.

Sign Type	Development or use type			
	Single-family subdivision	Multifamily complex	Home occupation	Other permitted nonresidential use ⁴
Freestanding Signs				
Refer to WCC 10.50.080 and 10.50.090 for freestanding sign design standards.				
Pole sign				
Monument sign	P ¹	P ¹		P ³
Pylon sign				P ³
Post and arm sign				P ³
Internal wayfinding sign		P		P ³
Building-Mounted Signs				
Refer to WCC 10.50.080 and 10.50.100 for building-mounted sign design standards.				
Wall sign			P ²	P
Projecting sign				
Awning sign				P
Under-canopy sign				P

NOTES:

¹ Single-family subdivisions and multifamily complex. One monument sign is permitted per entrance (and may be located anywhere along the access street), provided said signs do not exceed 25 square feet in sign area and five feet in height.

² One nonilluminated building-mounted sign up to six square feet is permitted for a home occupation.

³ Signs must comply with size and height standards set forth in this chapter, but no more than one sign per lot frontage and signs may not be larger than 25 square feet in sign area and no taller than six feet in height.

⁴ Where sign standards are established as part of a CUP or hospital planned development, those standards apply.
(Ord. 2020-35 § 3 (Exh. A); Ord. 2019-50 § 2 (Exh. A))

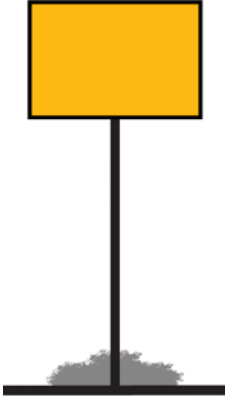


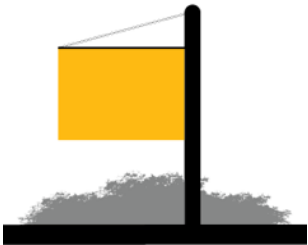
10.50.080 Signs types and standards.


(1) Freestanding Sign Types and Standards. The standards below apply to the specific sign types, where permitted in the applicable districts per WCC 10.50.070.

Table 10.50.080(1)

Freestanding sign types and standards.

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
Pole sign A sign supported by one vertical post	Only allowed on properties adjacent to highways and north of the Wenatchee River 5' minimum setback to property lines, rights-of-way, or	1 pole sign per property street frontage	30'	Same as for monument signs as set forth in WCC 10.50.090(2)(d)


Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
	private drives from the closest element of the sign structure			
<p>Monument sign A sign which is attached to the ground by means of a wide base of solid appearance See WCC 10.50.090(2) for supplemental design standards</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	1 monument sign per property street frontage, except for large properties: Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of property street frontage Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of property street frontage	See WCC 10.50.090(2)(d) On properties adjacent to highways north of the Wenatchee River, and within 50' of a highway right-of-way, the height limit is 30'	See WCC 10.50.090(2)(d)
<p>Pylon sign A sign mounted on at least two posts</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of lot frontage Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of lot frontage	Monument sign standards apply, per WCC 10.50.090(2)(d), except pylon signs are limited to 8' in height On properties adjacent to highways north of the Wenatchee River, 30'	Monument sign standards apply per WCC 10.50.090(2)(d) On properties adjacent to highways and north of the Wenatchee River, 1 sf per linear foot of highway frontage, up to a maximum of 75 sf
<p>Post and arm sign A small sign supported by a post and arm</p> 	5' minimum setback to property lines, rights-of-way, or private drives from the closest element of the sign structure	Speed limit less than 35 mph: 1 monument, pylon, or post and arm sign per 150' of lot frontage Speed limit 35 mph or greater: 1 monument, pylon, or post and arm sign per 200' of lot frontage	5'	10 sf
<p>Internal wayfinding sign A sign used to aid customers and visitors in circulation within parking lots. These signs</p>	May be located in landscaped areas or on pathways provided the	Appropriate number of signs to provide directional assistance	8'	15 sf When such sign types are mounted on

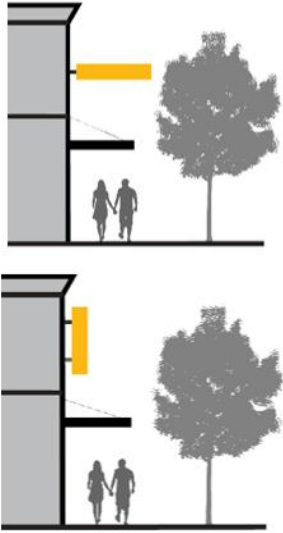

Sign type	Location and setback	Maximum quantity	Maximum height above existing grade	Maximum sign area
<p>could come in the form of monument, pylon, post and arm, or wall sign types See WCC 10.50.090(3) for supplemental design standards See WCC 10.50.020(3)(c) for size-based exemptions</p> 	<p>sign does not inhibit pedestrian movement When such sign types are mounted on buildings, they shall be oriented to a pathway</p>	<p>given size of site and circulation pattern as determined by the director</p>		<p>buildings, they are limited to a maximum of 10 sf</p>

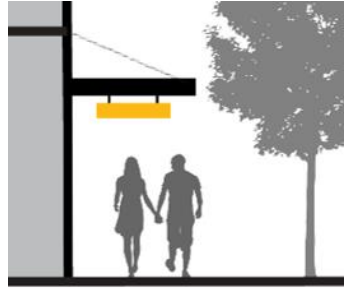
(2) Building-Mounted Sign Types and Standards.

Table 10.50.080(2)

Building-mounted sign types and standards.

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
<p>Wall sign A sign painted directly on the wall, attached to, or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall See WCC 10.50.100(1) for supplemental design standards</p> 	<p>See WCC 10.50.100(1)(b)</p>	<p>1 sign per tenant facade that is visible from an adjacent street, customer parking lot, or alley 1 wall sign is allowed per facade facing a waterfront provided the requirements of the shoreline master program are met See WCC 10.50.100(1)(a) for additional quantity standards</p>	<p>See Table 10.50.100(1)(c)(i)</p>	<p>Signs shall not extend above the building roof line</p>
<p>Projecting sign A sign attached to and extending outward from the face of the building See WCC 10.50.100(2) for supplemental design standards</p>	<p>Minimum 8' vertical clearance above sidewalk or pathway, and minimum 14' minimum vertical clearance when within 5' of a roadway Shall not be located directly over windows</p>	<p>1 sign per facade that is visible from a street, alley, or customer parking lot</p>	<p>See WCC 10.50.100(2)(a)</p>	<p>Signs shall not extend above the building roof line</p>

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
	<p>or in conflict with other signs or architectural features of the building Signs within right-of-way are subject to additional public works standards</p>			
<p>Awning sign A sign that is either attached to, affixed to, or painted on an awning, marquee, or canopy See WCC 10.50.100(3) for supplemental design standards</p> 	<p>Minimum 8' vertical clearance above sidewalk or pathway May be placed on the front, above, or below the awning Signs shall not exceed 2/3 of individual awning or awning width Signs within right-of-way are subject to additional public works standards</p>	<p>1 sign per awning that is visible from a street, alley, or customer parking lot Awning signs may be used as an alternative to a wall sign (both may not be used on same facade)</p>	<p>Same as wall sign standards, see Table 10.50.100(1)(c)(i)</p>	<p>See WCC 10.50.100(3)(a)</p>
<p>Under-canopy sign A sign attached to the underside of an awning, canopy, balcony or arcade See WCC 10.50.100(4) for examples</p>	<p>Minimum 8' vertical clearance above sidewalk or pathway Minimum 1' horizontal clearance from the building and canopy edge Signs within right-of-way are subject to additional public works standards</p>	<p>1 sign per entrance that is visible from a street, alley, or customer parking lot</p>	<p>None</p>	<p>2'</p>

Sign type	Location	Maximum quantity	Maximum sign area	Maximum sign height
				

(Ord. 2019-50 § 2 (Exh. A))

10.50.090 Supplemental freestanding sign design standards.

(1) Landscaping. The base of all freestanding signs shall be landscaped at a ratio of one and one-half square foot of landscaped area per one square foot of sign area.

- (a) Landscaping shall be planted at or surrounding the base of the sign.
- (b) On monument signs, landscaping shall be located and visible from the sides and behind the face of the sign with low lying ground cover in front of the sign per WCC 10.62.060(4)(f).
- (c) The landscaping area shall be a minimum of 36 square feet with no dimension less than six feet.
- (d) Sign landscaping may be counted toward other required landscaping, provided the landscaping meets the applicable requirements of Chapter 10.62 WCC, Landscaping Standards.
- (e) DEPARTURES per WCC 10.50.020(4) will be considered provided the landscaping design complements other site landscaping and enhances the pedestrian environment.

(2) Monument Signs.

- (a) Sign Form. At least 40 percent of the total sign width shall meet the ground plane.

(5) When the footprint of a building containing a business or activity associated with a nonconforming sign is enlarged 200 percent or more, then the sign shall be brought into conformity with this chapter.

(6) When the use of a property containing a legal nonconforming sign changes from one individual use to another, then the sign shall be brought into conformance with this chapter. This provision does not apply to signs that advertise more than one tenant. Table 10.50.150(6) below clarifies under what circumstances a legal nonconforming sign may be retained.

Table 10.50.150(6)

Clarifying when legal nonconforming signs can be retained.

Situation	Can sign be retained? (provided only changes to the sign copy or the replacement of a sign face occurs)
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update	Yes*
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use sells to another owner, but new owner retains business/use name	Yes*
Owner of multi-tenant center erects legal sign to allow advertising for multiple tenants; subject sign becomes nonconforming with subsequent sign code update; individual tenant ceases operation and new business moves in and wants sign changed to add business name	Yes*
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business ceases operation and same owner or new owner opens new business/use using existing building	No
Individual business/use erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use is rebranded (including a change in the name of the business/use); subject rebranded business/use may have same owner or new owner	Yes
Individual business/use or multi-tenant center erects legal sign that becomes nonconforming with subsequent sign code update; subject business/use/center ceases operation; building is demolished and site is redeveloped with a new version of the old business/use or a separate new business or multi-tenant center	No
*Assuming the provisions of WCC 10.50.130 are met.	

(7) A legal nonconforming sign may be removed for maintenance for periods not to exceed 60 calendar days. If removed for a longer period the sign shall comply with the provisions of this chapter upon reinstallation. This does not apply to existing billboards, which once removed for more than 60 calendar days cannot be replaced.

(8) Billboards are subject to the provisions of Chapter 10.72 WCC, Nonconforming Uses, Structures and Lots.

(9) Pole and Pylon Sign Amortization. Notwithstanding any other provisions of this title, an existing nonconforming pole or pylon sign may continue to be used for a period of 10 years after January 10, 2020. No structural alterations may be made after January 10, 2020, and the said pole or pylon signs must be brought into conformity by removal before 10 years after January 10, 2020. This section does not apply to signage which has been determined to be historic under WCC 10.50.140, Historic signs. Nonconforming pole multi-tenant signs or pylon multi-tenant signs are exempted from the amortization provisions of this section. (Ord. 2019-50 § 2 (Exh. A))

10.50.160 Temporary sign standards.

(1) Applicability. All temporary signs are subject to the placement, size, and height requirements of this chapter, and the requirements in the underlying zone. The content of temporary signs is not regulated.

(2) Permitting. A sign permit is not required for temporary signs.

(3) Materials. Temporary signs may be made of any durable material, and the sign face may be of rigid or flexible construction, unless otherwise required by subsection (7) of this section.

(4) Illumination Prohibited. Temporary signs may not be directly illuminated or be provided with any electric service.

(5) Types of Temporary Signs. Subsections (5)(a) through (f) of this section describe the temporary signs. Subsection (6) of this section describes the location where each type is allowed for commercial and noncommercial use.

(a) Type 1. Signs in this category consist of small, temporary yard signs that are typically associated with (but not limited to) the advertisement of real estate, political campaigns, and event announcements. See subsection (7)(a) of this section for standards.

(b) Type 2. Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community events. These may be freestanding (supported by posts on either end) or building-mounted. See subsection (7)(b) of this section for standards.

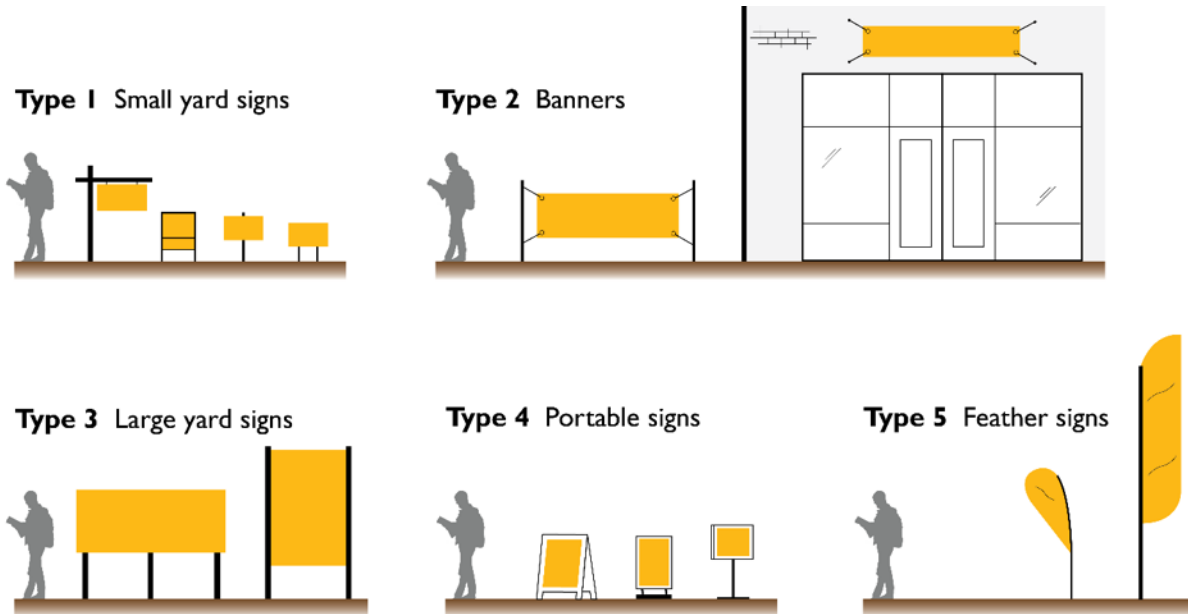
(c) Type 3. Signs in this category are large yard signs typically associated with (but not limited to) the advertisement of land sales, construction activity, and commercial and industrial buildings for rent. See subsection (7)(c) of this section for standards.

(d) Type 4. Signs in this category shall only include portable A-board signs, wind signs, and standing signs as defined by WCC 10.50.030. Signs in this category are typically associated with (but not limited to) the advertisement of retail businesses and announcement of public events. See subsection (7)(d) of this section for standards.

(e) Type 5. Signs in this category are feather signs (also referred to as sail signs). See subsection (7)(e) of this section for standards.

(f) Type 6. Signs in this category include fixed aerial displays, balloons, pennants, spinners, strings of flags, streamers, tubes, and other devices affected by the movement of the air or other atmospheric or mechanical means. See subsection (7)(f) of this section for standards.

**Figure 10.50.160(5)
Examples of temporary sign types.**



(6) Location.

(a) Property Type. General temporary sign type location requirements by private property and public right-of-way are shown in Table 10.50.160(6) below. See subsection (6)(b) of this section for other general requirements and subsection (7) of this section for specific location requirements by zone, signs on sidewalks, relation to business entries, etc.

Table 10.50.160(6)

Temporary sign property location.

	Commercial		Noncommercial	
	Private property	Public right-of-way	Private property	Public right-of-way
Type Allowed	1, 2, 3, 4, 5, 6	1, 4	1, 2, 3, 4, 5, 6	1, 4

(b) Generally.

(i) With the exception of public right-of-way, temporary signs may only be located on public or private property with the property owner's permission.

(ii) Temporary signs attached to building walls shall not be placed in a manner that obstructs any door, fire department sprinkler connection, or address numbers.

(iii) Temporary signs shall not be placed on the roof of a building, or affixed to a permanent sign or its structure, tree, utility pole, or street sign.

(iv) Temporary signs shall not be permanently attached to the ground, a building, or to any other structure, other than what is necessary to secure the sign to prevent theft, wind damage, or safety problems.

(v) Temporary signs shall not be placed in any public park, trail, open space, or other public space, except for those signs placed or authorized by the government, agency, or organization that owns or maintains the land.

(vi) No part of a temporary sign may overhang a paved roadway, bicycle path, parking space, driveway, loading area, or wheelchair access.

(vii) Temporary signs shall not be placed within any roadway median, traffic circle, traffic island, or roundabout.

(viii) Temporary signs in the public right-of-way shall be located at least five feet from any other temporary sign.

(ix) Temporary signs in the public right-of-way shall be located at least 25 feet from traffic signs, signals, wayfinding signs, and other traffic control devices erected by the city or other public authority, except for Type 4 signs in the HEO overlay as provided in subsection (7)(d) of this section.

(x) Refer to WCC 10.50.040 for other location restrictions.

(7) Temporary Sign Requirements by Sign Type. Below are standards for a wide variety of temporary sign types that may be allowed based on the site’s zoning, land use, or context. Adjusted standards for certain activities and events are in subsection (8) of this section.

(a) Type 1 – Small Yard Signs.

(i) Location. May be located in any zone.

(ii) Quantity. Refer to Table 10.50.160(7)(a)(ii).

Table 10.50.160(7)(a)(ii)

Type 1 temporary sign quantity.

Commercial		Noncommercial	
Private property	Public right-of-way	Private property	Public right-of-way
One per business.	One sign may be displayed per customer entrance, and no more than two signs may be displayed per business. Signs must be placed within 15 feet of a customer entrance.	No limit.	No limit, except multiple signs for a single noncommercial purpose must be separated from each other by at least 25 linear feet as measured along the centerline of the right-of-way. Refer to WCC 10.50.160(6)(b) for related standards.

(iii) Size. Maximum sign area is six square feet (per face if two-sided).

(iv) Height. Maximum height of the sign, including supports, is 42 inches above grade, except that post and arm style signs may be up to six feet above grade.

(v) Material. If outdoors, the sign face shall be composed of a rigid material.

(vi) Mounting. Signs shall be supported by posts or stakes which are attached to the ground.

(vii) Duration. Refer to Table 10.50.160(7)(a)(viii).

Table 10.50.160(7)(a)(viii)

Type 1 temporary sign duration.

Commercial		Noncommercial	
Private property	Public right-of-way	Private property	Public right-of-way
90 days per individual sign for a single commercial purpose per calendar year.	No limit except may not be displayed between 30 minutes after sunset and 30 minutes before sunrise.	No limit.	180 days per individual sign for a single noncommercial purpose per calendar year.

(b) Type 2 – Banners.

- (i) Location. May be located in the commercial, mixed-use, and overlay zones.
- (ii) Quantity. One sign may be displayed per property, except properties larger than one acre may have two Type 2 signs and properties larger than five acres may have three Type 2 signs.
- (iii) Size. Maximum sign area for freestanding signs is 18 square feet (per face of two-sided signs). The maximum sign area for building-mounted signs is the same as for wall signs (with internal lighting), established in Table 10.50.100(1)(c)(i) and based on the size of the facade.
- (iv) Height. Maximum height of freestanding signs, including supports, is six feet above grade. Building-mounted signs shall not be placed on or above the roof of a building and shall not be placed over any windows.
- (v) Material. The sign face shall be composed of a flexible material (typically vinyl).
- (vi) Mounting. Signs may be supported by posts or stakes which are attached to the ground or securely attached to the face of a building.
- (vii) Duration. For each property, signs may be displayed for a maximum 45 calendar days per year. A maximum of six separate displays are permitted each year, with a minimum of 10 calendar days of separation between displays. Exception: Type 2 signs may be used for temporary business signs for new businesses (prior to placement of permitted permanent freestanding or building-mounted signs for the property) for a single period of up to 180 days.
- (viii) Noncommercial Adjustments. Noncommercial community banner signs up to 100 square feet in size and 20 feet above grade in height may only be located on public banner poles erected by the city for that use.

(c) Type 3 – Large Yard Signs.

- (i) Location. May be located in any zone under the following conditions:
 - (A) The parcel upon which the sign is displayed has a minimum of 100 feet of lot frontage.
 - (B) The parcel does not contain a permanent freestanding sign with digital or changeable copy.
- (ii) Quantity. One sign may be displayed per property.
- (iii) Size. Maximum sign area is 24 square feet (per face if two-sided).
- (iv) Height. Maximum height of the sign, including supports, is eight feet above grade.
- (v) Material. The sign face shall be composed of a rigid material.

(vi) Mounting. Signs may be only mounted and supported by posts or stakes which are attached to the ground.

(vii) Duration. Unless otherwise specified in this section for the particular location, use, or context:

(A) Type 3 temporary signs may be displayed without limit to duration on properties that are undeveloped or vacant.

(B) In all other cases, signs may be displayed a maximum of one year, with a minimum of 60 calendar days of separation between displays. The minimum separation period applies regardless of whether the previous display reached the maximum duration of display.

(d) Type 4 – Portable Signs.

(i) Location. May only be displayed in the commercial, mixed-use, and overlay zones.

(ii) Quantity.

(A) Commercial Use. One sign may be displayed per customer entrance, and no more than two signs may be displayed per business.

(B) Noncommercial Use. Two signs per lot may be displayed for each single noncommercial purpose.

(iii) Size. Maximum sign area is six square feet (per face if two-sided).

(iv) Height. Maximum height of the sign when placed in its display position, including supports, is four feet above grade.

(v) Material. The sign face shall be composed of a rigid material.

(vi) Placement Standards.

(A) Signs for a commercial use shall be located within 15 feet of a customer entrance.

Exception: Commercial uses fronting on an east-west street in the HEO zone may place up to one sign on a street corner on the same block as the use, provided the sign is within 200 feet of a customer entrance. This sign counts towards the quantity requirement of subsection (d)(ii)(A) of this section.

(B) Signs shall maintain at least 25 feet of separation from other Type 4 temporary signs.

(C) Signs placed on a pathway or sidewalk shall be placed to one side of the sidewalk or pathway and provide a minimum of four feet of unobstructed sidewalk or pathway width. Signs shall not be placed on sidewalks or pathways less than four-feet in width.

(vii) Duration.

(A) Commercial Use. Signs may only be displayed during the period beginning 30 minutes prior to the opening and ending 30 minutes following the closing of the business displaying the sign.

(B) Noncommercial Use. Up to 180 days per individual sign per calendar year.

Figure 10.50.160(7)(d)

Examples of Type 4 temporary signs include A-board, standing, and wind signs

A-board signs and proper Type 4 temporary sign location	Standing and wind signs
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A-board signs and proper Type 4 temporary sign location	Standing and wind signs
 <p>The sign above illustrates a proper location for a Type 4 temporary sign, whereas the sign(s) below are placed in the middle of the sidewalk where it obstructs pedestrian traffic.</p> 	 <p>Type 4 temporary signs may also include standing signs (above) and wind signs (below).</p> 

(e) Type 5 – Feather Signs.

(i) Location. May only be displayed on properties in a commercial or mixed-use zone.

(ii) Quantity. One sign may be displayed per site/property. For sites/properties with more than 100 feet of street frontage, multiple signs are allowed provided there is at least 100 feet of separation between signs.

(iii) Size. Maximum height is 13 feet.

(iv) Design. Signs shall be designed in a uniform manner, including consistent size and shape, where more than one sign is permitted.

(v) Duration. Ninety days per individual sign per calendar year.

(f) Type 6 – Aerial Displays. Such signs are prohibited except where used for an exterior event sign (see subsection (8)(b) of this section).

(8) Adjustment of Standards for Certain Commercial Temporary Signs. Temporary signs associated with construction, exterior events, real estate, and other commercial uses have the following adjustments from the standards in subsection (7) of this section.

(a) Construction Signs. On properties with active construction, temporary signs shall meet the following requirements:

(i) Permitted Sign Types. Types 2 and 3.

- (ii) Quantity. One nonilluminated, double-faced temporary sign is permitted for each lot frontage.
 - (iii) Duration. Temporary signs shall be removed by the date of the issuance of final occupancy for all units on the property.
- (b) Exterior event signs, such as grand opening signs, sale signs, promotional signs, exhibitions, quitting business signs, and other nonpermanent exterior signs used to advertise an event.
- (i) Permitted Sign Types. Types 1-6.
 - (ii) Quantity. There is no limit to the number of exterior event signs that may be displayed at any one time for any one business or tenant.
 - (iii) Applicability and Location. Businesses may only display exterior event signs on-site.
 - (iv) Sign Area Limits. Based on limits set forth for Types 1 through 6 in subsection (7) of this section, but no more than 20 square feet in size.
 - (v) Duration. Exterior event signs (individual signs and/or groups of signs) may be displayed for no more than 60 cumulative days per calendar year per business or tenant.
- (c) Residential Real Estate. Signs associated with residential properties for sale or rent shall comply with the following:
- (i) On Site.
 - (A) Permitted Sign Types. Type 1 and Type 4.
 - (B) Quantity. Limited to one sign per lot frontage on the subject property being sold or rented.
 - (C) Duration. Shall be removed within five calendar days of the final sale or rental.
 - (ii) Off-Site Residential (within a Public Right-of-Way).
 - (A) Permitted Sign Types. Type 1 and Type 4.
 - (B) Location. No further from the subject property than the nearest arterial street intersection.
 - (C) Quantity. No more than one “For Sale” or “For Rent” sign may be used at any street intersection for any one developer, broker, seller or owner.
 - (D) Sign Area. Maximum size of two square feet.
 - (E) Duration. Shall be removed between 30 minutes after sunset and 30 minutes before sunrise.
- (d) Commercial and Industrial Real Estate. Signs associated with commercial and industrial properties for sale or rent shall comply with the following:
- (i) Permitted Sign Types. Types 1 through 3.
 - (ii) Location and Quantity. Limited to one sign per lot frontage on the subject property.
 - (iii) Sign Area. Based on limits set forth for Types 1 through 3 in subsections (7)(a) through (c) of this section, but no more than 16 square feet.
 - (iv) Height. Based on limits set forth for Types 1 through 3 in subsections (7)(a) through (c) of this section, but no more than eight feet above grade for properties adjacent to highways and north of the Wenatchee River and six feet above grade in all other areas.

(v) Duration. Shall be removed within five calendar days of the final sale or rental.

(e) Commercial Temporary Signs in a Residential Zone. Permitted commercial temporary signs in residential zones are limited to:

(i) Residential real estate signs as established in subsection (8)(c) of this section.

(ii) Home occupation signs as established in Table 10.50.070(2).

(9) Special Community Event Signs. The purpose of this provision is to provide for a periodic increase in the number of temporary signs that may be displayed for special community events in Wenatchee.

(a) Qualifying Events. Events sponsored by the city, public or nonprofit agency, and/or multiple Wenatchee-based businesses that are intended to attract tourism activity in Wenatchee.

(b) Period of Applicability. Beginning 10 calendar days prior to the date of the event (or beginning date of a multi-day event) and ending 24 hours following the conclusion of the event.

(c) Additional Temporary Signs Permitted. An unlimited number of temporary signs may be displayed in the CBD, NWBD, SWBD, WMU zones during the period of applicability.

(d) During the period of applicability, all other temporary sign regulations remain in effect.

(e) Maximum duration shall be from one month before the event to five calendar days after the event. (Ord. 2020-35 § 3 (Exh. A); Ord. 2019-50 § 2 (Exh. A))

10.50.170 Violations and authority to remove.

(1) In case any sign shall be installed, erected, constructed or maintained in violation of any of the terms of this title, the director shall notify in writing the owner or lessee thereof to alter such sign so as to comply with this title. Failure to comply with any of the provisions of this chapter shall be deemed a violation and shall be punishable under WCC 10.04.050, Administration and enforcement.

(2) Signs on public property, in public right-of-way, or attached to utility poles deemed to be in violation of this title may be removed by the city without notice.

(3) Neither the city nor any of its agents shall be liable for any damage to the sign when removed under this section.

(4) Nothing in this chapter shall relieve any person, corporation, firm, or entity from responsibility for damages to any other person suffering physical injury or damage to property as a result of the installation, display, maintenance, removal or inspection of any sign authorized under this chapter. The city and its employees and officials shall assume no liability for such injury or damage resulting from the authorization of any permit or inspection implementing the provisions of this chapter.

(5) For all purposes hereinafter, the owner of the premises shall be presumed to be the landowner of all signs thereon, unless the contrary shall appear from facts brought to the attention of the director. (Ord. 2019-50 § 2 (Exh. A))

10.50.180 Severability.

(1) If any section, sentence, clause, phrase, word, portion, or provision of this chapter is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this chapter which can be given effect without the invalid provision.

(2) The invalidation of the application of any section, sentence, clause, phrase, word, portion, or provision of this chapter to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation. (Ord. 2019-50 § 2 (Exh. A))

¹ Prior legislation: Ords. 2007-34, 2010-03 and 2011-30.