

17.35.230 Sign standards.

The following sign standards are established to provide an attractive and inviting pedestrian atmosphere and overall image for downtown Snoqualmie while highlighting and marketing specific businesses and their individuality.

- A. All requirements of Chapter 17.75 SMC apply in addition to the specific standards set forth in this section.
- B. Make signs part of the building's overall architectural concept. The size, material, color, lettering, number and arrangement must be harmonious with the building design. Individually crafted signs are preferable to mass-produced signs or those advertising specific brands. Freestanding pole signs or monument signs are prohibited.
- C. Use lighting that is harmonious with the overall design. Use only external lighting, with no internal or backlit signs. For external lighting, the light source must be directed down, lighting the sign from above, and shielded from view.
- D. Signs must not obscure or detract from the building's architectural features, or those of an adjacent building.
- E. All signs, except approved temporary signs, must be permanently and securely attached, to avoid damage to the building and to ensure safety. Sign supports, poles and other hardware must be the minimum size needed for a safe installation and not overpower the building or the sign itself or detract from other architectural features.
- F. Painted wood or a wood-like material is preferred. Avoid glossy synthetic-looking materials.
- G. Use neon appropriately. This includes small neon signs, with letters no larger than six inches, placed inside show windows or under canopies or awnings. Projecting neon signs are allowed above canopies if they are made of metal in a vintage style suitable to the Sunset era (1920-1930).
- H. A broad variety of colors are appropriate for signs. Make the sign colors part of the overall design of the building. Bright colors must be used only for accent, not for major portions of the sign. No fluorescent (day glo) or similar bright colors may be used.
- I. Allowable sign types and characteristics include:
 - 1. Painted signs, painted either directly on the building or on wood attached to the building.
 - 2. Signs painted on doorways or display windows.
 - 3. Suspended signs under canopies, not to exceed one foot high by three feet wide.
 - 4. Neon, in shop windows, under canopies or projecting in vintage styles.
 - 5. Interpretive or directional signs, as approved by the historic design review board, placed in prominent locations that do not interfere with pedestrian traffic.
- J. Prohibited sign types and characteristics include:
 - 1. Flashing or animated signs, including pennants, banners, streamers or balloons.
 - 2. Signs on roofs or on top of parapets.
 - 3. Backlit or internally lit signs.
 - 4. Fluorescent (day glo) or similar bright colors, or the use of other bright colors as the background color of a sign.
 - 5. Theater type (triangular projecting) marquees.
 - 6. Inflatable signs.

7. Signs or lettering on fabric awnings. Lettering and graphics may be used on the edges of fixed canopies or awnings.

K. Temporary signs are subject to the following:

1. Temporary signs may be allowed on construction or remodeling sites, one per site, 20 square feet or less.
2. Other temporary signs, banners or exterior posters may be used for not more than 60 days, with approval of the historic preservation officer.
3. Coordinated noncommercial banners or flags associated with special events may be permitted for not more than 60 days, with approval of the historic preservation officer.
4. Temporary private public safety signs may be located as needed. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 874 § 2, 2001).

17.35.235 Sandwich board signs within the downtown historic district.

A. In addition to other permitted sign types, one sandwich board sign for commercial purposes may be permitted only for businesses located within the downtown historic district but not having frontage on Railroad Avenue for a sandwich board sign to be located at an approved location within the public right-of-way of Railroad Avenue. In approving proposed locations, the director shall consult with other city departments to ensure that such placement complies with all Washington State Barrier Free regulations and does not interfere with vehicle sight distance upon adjacent streets. Sandwich board signs within the downtown historic district shall conform to all requirements of SMC 17.75.025.

B. A sandwich board sign located within the public right-of-way shall require license issued by the director specifying the approved location and any other special conditions necessary for the safety of pedestrian and vehicular traffic. Such license may only be issued for a sandwich board sign for which a permit is simultaneously issued pursuant to the provisions of SMC 17.75.025. Except as otherwise provided herein, the permit fee and license fees shall both be applicable to sandwich board signs placed within public rights-of-way or upon other publicly owned property.

1. Applications for a sandwich board sign license shall be upon forms prescribed by the director, which shall include the undertaking of the applicant to hold the city and all of its elected and appointed officers, employees and agents harmless against any and all liability of any nature arising out of the placement of the sandwich board sign authorized by the license.
2. Applications for a sandwich board sign license shall include proof of insurance adequate to cover claims of injury or property damage caused by the sandwich board.
3. The approval of the building official shall be endorsed upon the license, certifying that the placement of the sandwich board sign at the approved location complies with the requirements of the Washington State Barrier Free and Americans with Disabilities Act regulations as they now exist or may hereafter be amended.
4. In considering competing applications for the placement of sandwich board signs within public right-of-way or upon other publicly owned property at the same location, preference shall be given to businesses engaged in the sale of goods, food or beverages at retail and open to the public during regularly scheduled hours. If there are more applicants for licenses for a specific location than may be authorized for such location, then licenses shall be awarded up to the maximum number authorized for the location on the basis of lottery or chance under the supervision of the director.
5. Subject to the other provisions of this section, the term of the license shall continue indefinitely from month to month until terminated by the director, subject to payment of the license fee, which shall be \$15.00 per month payable in advance; provided, the city council may from time to time by resolution amend the license fee or establish a differential license fee schedule for various locations or other relevant factors.
6. A license issued pursuant to this subsection shall not constitute a property right for any purpose, and may be terminated at any time by the director for noncompliance with the requirements of this section or the special

conditions of the permit or license, or to grant a license for the same location to another applicant entitled to a preference under this subsection.

C. The city council may by resolution establish and from time to time alter the authorized locations for and number of sandwich board signs allowed within the public right-of-way on Railroad Avenue, and establish any other special requirements for sandwich board signs, on the advice of the director and the building official as to compliance with Washington State Barrier Free regulations. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 911 § 1, 2002).