

ORDINANCE NO. 15-11

AN ORDINANCE OF THE CITY OF RICHLAND
amending Title 27: Signs, related to adding definitions and
amending sign standards for Central Business District.

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

Section 1.01 Richland Municipal Code Title 27:Signs - Chapter 27.04 entitled
definitions, as enacted by Ordinance No. 3-89 and amended by Ordinance No. 09-02
and 22-06 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.
- 27.06.105 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, 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.
- 27.06.295 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 Uniform Building Code.
- 27.06.325 Uniform Sign Code.
- 27.06.330 Visible.

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.

27.06.112 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.

Section 1.02 Section 27.08.020 of the Richland Municipal Code, entitled Standards specific to zones, as enacted by Ordinance No. 3-89 and amended by Ordinance Nos. 14-04 and 04-09 is hereby amended to read as follows:

Section 27.08.020 Standards specific to zones.

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.

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).

3. Permanent Subdivision of Neighborhood Designation Signs. Signs shall be unobtrusive, in keeping with the character of the neighborhood, and constructed of quality materials, as approved in advance by the sign code administrator.

4. 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 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. 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. ~~Central Business and~~ General Business Districts. This subsection shall apply to all areas zoned commercial recreation (C-R), retail business (C-2), ~~central business district (CBD)~~, or general business (C-3).

1. Permitted Signs. Permitted signs and their regulations in the retail business, ~~central 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.

c. 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. 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. 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.

c. 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 Google/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 sixteen inches (16") in width and twenty-four inches (24") in height;
- d. Any corporate or business logo/symbol included on any sign shall not exceed a maximum size of twelve (12) square feet and a maximum width or height of four feet (4');
- e. 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;
- f. Roof signs shall meet the following criteria:
 - 1. Roof signs may extend up to a maximum of five feet (5') 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;
 - 2. 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.
 - 3. The base of any channel letters shall extend a minimum of eighteen inches (18") above the top of the parapet or building wall supporting the mansard.
 - 4. No backlit or internally illuminated or "can" type signs shall be permitted on the roof of any building.
- g. When constructed in conjunction with an awning, "architectural blade" type signs mounted on a building wall may project horizontally a maximum of six feet (6') over the public sidewalk. Where there is no awning present, "blade" type sides may project horizontally a maximum of four feet (4') over the public sidewalk. In all cases the

lowest portion of any blade sign shall be placed at least eight feet (8') in height above the public sidewalk.

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

1. 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 twelve inches (12").
2. The sign must be installed so that the base is flush with the bottom of the awning.
3. The height of the sign face shall not be more than one-hundred fifty percent (150%) 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 subsection (C) 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. [Ord. 3-89; Ord. 14-04; Ord. 04-09].

Section 1.03 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, at a regular meeting on the 7th day of June, 2011.

JOHN FOX
Mayor

ATTEST:

APPROVED AS TO FORM:

MARCIA HOPKINS
City Clerk

THOMAS O. LAMPSON
City Attorney

Date Published: June 12, 2011