



CITY OF WHITE SALMON

SIGN PERMIT APPLICATION

White Salmon Municipal Code Chapter 15.12: Signs

☐ Temporary Sign \$25.00 ☐ Permanent Sign \$100.00
Regular maintenance on a sign without altering the original sign will not require to submitting of a new sign permit application.

Date: _____ Applicant: _____

Name of Business: _____

Nature of Business: _____

Mailing Address of Applicant: _____

Physical Address of Business: _____

Phone Number: _____

Email: _____

Zoning of Property: _____

Type of Sign: ☐ Affixed ☐ Freestanding ☐ Illuminated ☐ Projecting

Dimensions of Proposed Sign: _____

Dimensions of Building Face: _____

If Affixed, describe method: _____

If Illuminated: Contractor's Name _____

Electrical Permit No: _____

If Freestanding, list the lot footage: _____

Describe materials used for the sign construction: _____

Describe in detail the placement of the sign: _____

A drawing of the building face indicating placement of the sign must be provided. A photograph, exact replica or drawing of the sign must also be provided. Once complete information is provided, the Building/Planning Department will provide you with a staff report upon the review of your application. If application is denied, Applicant may apply to the Planning Commission for a variance. Please use the attached sign ordinance for your reference in preparing this application.

Applicant Signature: _____

FOR CITY USE:

☐ APPROVED

☐ DENIED

Date: _____

Building Official Signature: _____

Date: _____

Associate Planner Signature: _____

“15.12.010 - Definitions.

As used in this chapter: (A) "Abandoned sign" means a sign no longer pertaining to the business on the premises and will be removed within ninety days after closure of business. (B) "Awning" means a temporary or moveable shelter supported by the exterior wall of a building and composed of fabric, metal or suitable material with a supporting rigid framework. (C) "Billboard sign" means a frame or structure on which advertising space is available for rent, in the form of nonpermanent advertising. (D) "Building face" means the area of a building side, from ground line to building top, including door and window space. (E) "Flashing sign" means one designed to give forth an artificial light with inconsistent intensity or color when in use. (F) "Franchise sign" means a prototype sign advertising a franchise company. (G) "Freestanding sign" means one not affixed to any structure and which is self-supporting. (H) "Ground level" means the ground surface directly below the proposed sign. (I) "Illuminated sign" means one designed to give forth an artificial light. (J) "Neglected sign" means a sign rendered ineffective due to prolonged and increasing disrepair. (K) "Neon sign" means any sign illuminated with neon gas. (L) "Product specific" means pertaining to a single product, brand or service and containing a trademark not owned or franchised by the business owner. (M) "Projecting sign" means one not flush to a structure at all points. (N) "Reflective sign" means one designed to cast back light from other sources. (O) "Sign" means any identification, description, illustration, symbol or device which is freestanding, affixed, painted, or has relief upon an awning, building, structure or land, which communicates a message or idea, or identifies, or directs attention to a product, place, activity, person, institution or entity. (P) "Window sign" means any interior or exterior sign which faces the outside and which is seen from the exterior that is placed on a window surface or within three feet of the window surface.

15.12.020 - Regulations provided to businesses.

A copy of this chapter and amendments shall be provided to each new business operator when applying for business license.

15.12.030 - Sign approval-Business license required.

Permanent commercial signs may only be erected by the holder of a valid city business license.

15.12.040 - Variance from requirements.

One may apply to the Planning Commission for a Variance.

15.12.050 - Appeal from variance disapproval-Procedure.

If a variance is not approved, the applicant may appeal to the city council by filing a written notice of appeal with the city clerk-treasurer and the planning commission at least five business days prior to the next regularly scheduled council meeting. The council will review the appeal for a final decision.

15.12.060 - Requirements applicable to signs.

A sign in the city must conform with the following requirements:

- A. It shall pertain to the commercial use on the site.
- B. It shall be compatible in design, quality, workmanship, and done to a professional level of quality as stated in this chapter.
- C. Freestanding signs not affixed to the building, but on the property, are limited to one in number, and shall not exceed a height of sixteen feet above ground level, one square foot of sign per linear foot of site frontage. Freestanding signs may not extend into the right-of-way and shall not exceed forty square feet per sign, with two usable sides. One side of a freestanding sign will be included in the eight percent of maximum signage, as listed in subsection H of this section.
- D. Signs projecting from the buildings or structures are limited to one per business and have a maximum of two usable sides. Minimum height from ground level is eight feet. Signs must be securely attached. The method of attachment must be approved by the building department. Signs eight feet to fourteen feet aboveground may extend for maximum projection of four and one-half feet and a maximum surface of six square feet per side.

Signs fourteen feet to twenty feet aboveground may extend six feet from the building with a maximum surface area of twenty square feet per side. One side of projecting sign will be included in the eight percent of maximum signage as listed in subsection H of this section.

- E. Corner signs shall be placed ten feet back from the property lines.
- F. No new sign shall be placed so as to obstruct the view of existing signs from the lane of traffic.
- G. Signs which are in place may be permitted to remain; for exceptions, see subsection B of Section 15.12.080.
- H. The total area of signs allowed on the primary face shall not exceed eight percent of the building face. The total area of signs allowed on a second building face shall not exceed four percent of the building face.
- I. If a corner business has three building faces, the sign allowed on the second building face may be increased to eight percent of that building face. If a third sign is placed on the third face, it shall not exceed four percent of that building face.
- J. The total amount of product-specific signage allowed on the primary building face shall not exceed six square feet. The total amount of product-specific signage allowed on the secondary building face shall not exceed three square feet. No more than three product-specific signs are allowed on any building face.
- K. No sign shall extend above the roof line.
- L. Maximum size of any sign will be one hundred twenty square feet.
- M. Window signs will be included in all square foot calculations.

5.12.070 - Temporary signs.

- A. Signs not intended for permanent use will be removed after fourteen days of erection, or sooner if the purpose is served shall be permitted. An extension of time may be applied for through the planning commission.
- B. Signs advocating special events sponsored by civic organizations are considered temporary.
- C. Approval is not required for temporary signs; however, they may be subject to review by the planning commission.
- D. Exterior temporary signs may not exceed four square feet.
- E. Real estate signs may only be placed on premises for sale for ninety days with limit of one sign per street frontage.
- F. Exempt signs will include civic signs (Mayfest, voting, etc.), will be applied for and approved by City staff, if posted for more than fourteen days.
- G. Business advertisement (real estate or otherwise) will pay an annual fee, to be established by the planning commission, per business for temporary signs, excluding city business license holders.

15.12.080 - Nonconforming signs.

- A. Signs erected on property not directly related to the place of business are nonconforming.
- B. Subsequent to the sale of a business, or substantial design change, nonconforming signs shall be removed and only be replaced with a sign as designated in Section 15.12.060, within one year from date of the business license issuance to the new owner or the change in signage.

15.12.090 - Noncommercial signs.

Directional signs may be allowed where it is in the public interest to provide directions to a noncommercial service agency or facility. Entities desiring such sign may apply to the planning commission.

15.12.100 - Prohibited signs designated.

- A. It is unlawful for any person to erect, place, replace or significantly alter any sign that is not conforming and prior approved.
- B. Signs may not be spotlighted or indirectly lighted in such manner that it is detrimental to pedestrian or vehicle traffic.
- C. No off-premises commercial advertising or commercial directional signs are allowed.
- D. Billboards shall be prohibited.
- E. Abandoned and neglected signs shall be removed within a period of ninety days after notification by the city. Decision may be appealed to the city council.
- F. There shall be no strobe or flashing signs.