City of Sequim

Downtown Plan



City of Sequim
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Executive Summary



The documents assembled for consideration for adoption comprise the following:

- A brief, easy to read collection of **policies** that establish a city center with various districts.
- Policies address land use, intensity of development, economics, transportation, housing, parks and other issues.

Essentially, the concept is to enlarge to idea of downtown into a city center that embraces other districts, along with focusing new, mixed-use development into a compact, walkable core. Investments in streets and sidewalks, public spaces, and civic facilities would reinforce the center. Higher density residential development surrounding the core would, over time, support a wider array of goods and services, restaurants and galleries.

Gateway districts leading into the core would signal to visitors that they were arriving at special place that would offer an authentic, small town feel with unique buildings and businesses. Currents residents and new residents would find choices in housing close to the center so that they could be less dependent on the automobile if they so chose. Pioneer Park would realize its potential as a distinctive, accessible green space with mature trees and a celebration of heritage. Finally, the character and utility of Seal Street is enhanced with right-of-way improvements for continued shared-use by patrons of downtown as well as those accessing adjacent businesses and residences. While there is no specific design proposed for street improvements, the street will continue to be an important pedestrian connection to Cedar Street from Washington Street and may have increased value and an expanded public role with the redevelopment of adjacent property and future development of a new City Hall.

In order to implement these policies, we have provided recommended for **actions** ranging from short term to mid range to long term. Some of these actions call for working with other parties, including the private sector, as the City cannot be expected to accomplish everything on its own. It must have multiple partners.

We have also provided the City with **new land use regulations** for the downtown core and two adjacent districts. This is not merely a re-working of the current commercial zoning, but is one that recognizes the unique nature of downtown and its role in the region. Included are **design standards and guidelines** for site design, building design and sign design are also included to assist in the evaluation of new and renovated buildings so that they contribute positively to the character of downtown. A new zoning map establishes city center districts. These do not follow exactly previous districts, but recognize and evolving and transforming downtown that has a new set of directions.

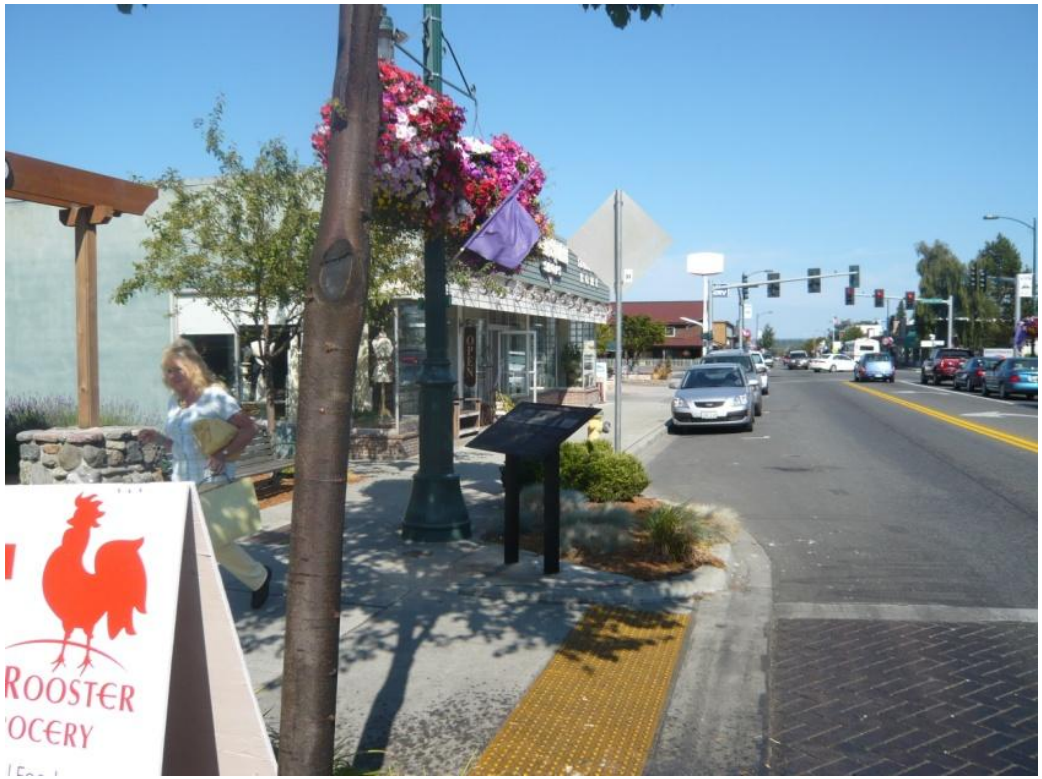
We have included two maps, a zoning district map for the city center and a street typology map that suggests functions and future enhancements. Both should help guide public and private decision-making that will create a strong, lively and appealing downtown.



We have also provided background reports that support the policies and implementation tools that we have recommended.

I speak for the entire planning team when I say that we have thoroughly enjoyed working with the Council, the staff, and the community on this most important effort tin guiding the future of Sequim. We have rarely come across a community that is so cooperative and well-organized with so many bright, passionate and entrepreneurial people.

I. Objectives



- Ensure that the downtown continues to serve as the center of culture, commerce and civic life for the residents of Sequim.
- Encourage new investment in buildings and businesses within and near downtown to provide employment and an enhanced tax base.
- Build upon the natural assets of the area as well as the friendly, small town qualities that have attracted people to live near downtown Sequim.
- Strengthen the variety and quality of available goods and services within downtown.
- Develop a clear, consistent message about the unique attributes of downtown.
- Recognize that the residents and merchants of downtown are both important as “stewards” of the livability and quality of life in the community.

II. Policies

A. Land Use and Intensity

1. The highest intensity of commercial and residential development should be concentrated in a compact, walkable, downtown core within a larger city center of neighborhoods and districts.



2. The downtown core should be surrounded by higher density housing, as well as neighborhood services, increasing the walk-in population that will sustain commercial and cultural vitality.

3. The gateways leading into downtown should provide complementary services for downtown that may require automobile-orientation.

4. Residential neighborhoods within the city center should have modest infill development to retain their small town character and scale. Cottage housing and Accessory Dwellings are an appropriate way to achieve this.



5. Within the downtown core, and the districts immediately flanking it, a mixture of uses is desired. But this does not mean that every building must contain a mix of uses.

6. In return for providing tangible public amenities, increased development intensity should be allowed, up to a maximum, so that both variety and predictability are possible.

7. In order to maintain a level of intensity appropriate to the small town image of Sequim, new development should not exceed four stories in height. It is expected that this will provide a desirable degree of new investment.

B. Transportation

1. Because Washington Street and Sequim Avenue within the downtown core are such prime shopping streets and great destinations for pedestrians and bicyclists, methods should be used to redirect some cross-town traffic to other routes. Improved east-west circulation should be accomplished by enhancing intersections at certain locations along Sequim Ave, such as Spruce and Prairie Streets.

2. A hierarchy of street types should be pursued to guide decisions on capital investments, operations, frontage improvements, parking, and other issues related to streets and sidewalks.

3. Parking should be viewed as a shared resource that is managed, balanced with demand, and maintained to ensure use by customers of downtown businesses. The City should encourage shared parking agreements and review its parking requirements to ensure that parking is not over-supplied and is provided in a way that adds to the ambiance of downtown.

4. The use of bicycles and electric scooters should be encouraged. Bicycle parking should be available in convenient locations throughout the downtown core. Bicycle lanes should be added to certain streets designated as safe streets to schools. Alleys should be considered travel routes that are shared by multiple modes.

5. Over time, a by-pass through the southern portion of the city center should be developed that would better accommodate traffic not destined for downtown. This should be done in a way that fits within the context of the city center and anticipated new development in the southeast sector of the city center.





C. Economic Development

1. There should be an active program to retain existing businesses in downtown and attract new ones, especially those that serve unmet needs or serve adjacent neighborhoods.

2. The appeal of a variety of restaurants and fresh food should be used as a springboard to promote downtown and build upon its agrarian heritage.

3. Programming of events and festivals and extending and coordinating the hours of operation for businesses within downtown for residents and visitors will solidify its identity and image as a destination.

4. The City should support and nurture broad-based organizational efforts to provide events, promote businesses, market downtown and bring together the many diverse interest groups in the community that have an interest in the health and vitality of downtown.

5. The City should leverage investment in a new city hall to attract other development that will strengthen downtown.

6. Actively pursue the addition of a unique, destination hotel for the downtown that can contribute to its ambience and identity and offer a level of amenities and choices not available elsewhere.

7. Actively pursue the addition of a movie theatre or other entertainment venue in the downtown core to serve as an amenity for the larger community and as an anchor to support downtown retail and restaurants.

8. The City should implement a "Main Street" program for the downtown core, using the principles and approach of the National Trust for Historic Preservation.







D. Community Character

1. Entries into the downtown core should be clear and dramatic, offering a sense of crossing a threshold into a special place – the heart of Sequim as a community.

2. Streetscapes should encourage safe, convenient and appealing pedestrian movement throughout the downtown, connecting businesses to each other and to surrounding districts.

3. Building design should emphasize pedestrian-oriented features on the ground floor and contribute to the quality and character of sidewalks and public spaces.

4. Develop design standards for private development that offer a blend of predictability with flexibility, so that buildings and tenants can express their own individual character.

5. Encourage businesses to add elements such as artful signs, displays, and lighting that reinforce the pedestrian-orientation of downtown and as a unique destination in the region.

6. Public buildings should be prominent and dramatic pieces of architecture that can serve as landmarks and symbols of community life.





E. Housing

1. The City should encourage higher density residential development in and around the downtown to reinforce demand for goods and services and provide a built-in population to observe and activate the streets and public spaces. The City should explore a range of incentive programs to encourage new investment and reduce barriers.

2. Residential neighborhoods within the city center should have modest infill development to retain their small town character and scale. Cottage housing and accessory dwellings are an appropriate way to achieve this.





F. Capital Facilities

1. The City Hall and other major civic buildings should be located in the downtown core so that they can help energize nearby businesses, provide nighttime activities and reinforce the downtown core as the civic and social heart of the community.

2. Emphasize the importance of key intersections, including entries to the downtown core and the intersection of Washington and Sequim with enhanced streetscape, signalization (or methods that involve smooth traffic flow without signals) and enhanced pedestrian crossings.

3. Seal Street should be improved for its continued role as shared-space for pedestrians, motorists, delivery trucks, and service vehicles. Street elements to be considered should include new amenities, increased user safety, access to adjoining property, continuity with the alley, and improved visual character for this central space.

4. Pedestrian routes and corridors should be planned, managed, and expanded over time into a comprehensive network. This network should include wider sidewalks with trees, pedestrian-scaled-lighting and furnishings, through-block passageways, and activated alleys that can function as safe and attractive walking routes.

5. Add to the way finding system to inform people about the location of parking.

6. As parking inventory is evaluated and demand for parking increases, the City should identify opportunities to provide more public parking throughout the city center.







G. Parks and Recreation

1. With an appropriate re-design, Pioneer Park can anchor the east end of the downtown core as a verdant town green, hosting events as well as providing passive recreational choices.
   The park could connect to Etta Street and create a continuous, quiet pedestrian route south of Washington Street.

2. Depending on the location and site design of a new City Hall, add design enhancements to Cedar Street as well as Seal Street to complement a new public forecourt/plaza at City Hall to enhance the space for potential public events and passive activities throughout the year.





H. Utilities

1. Identify and prioritize projects to replace all under sized and out dated water lines, sanitary sewer lines and fire hydrants in the City Center.

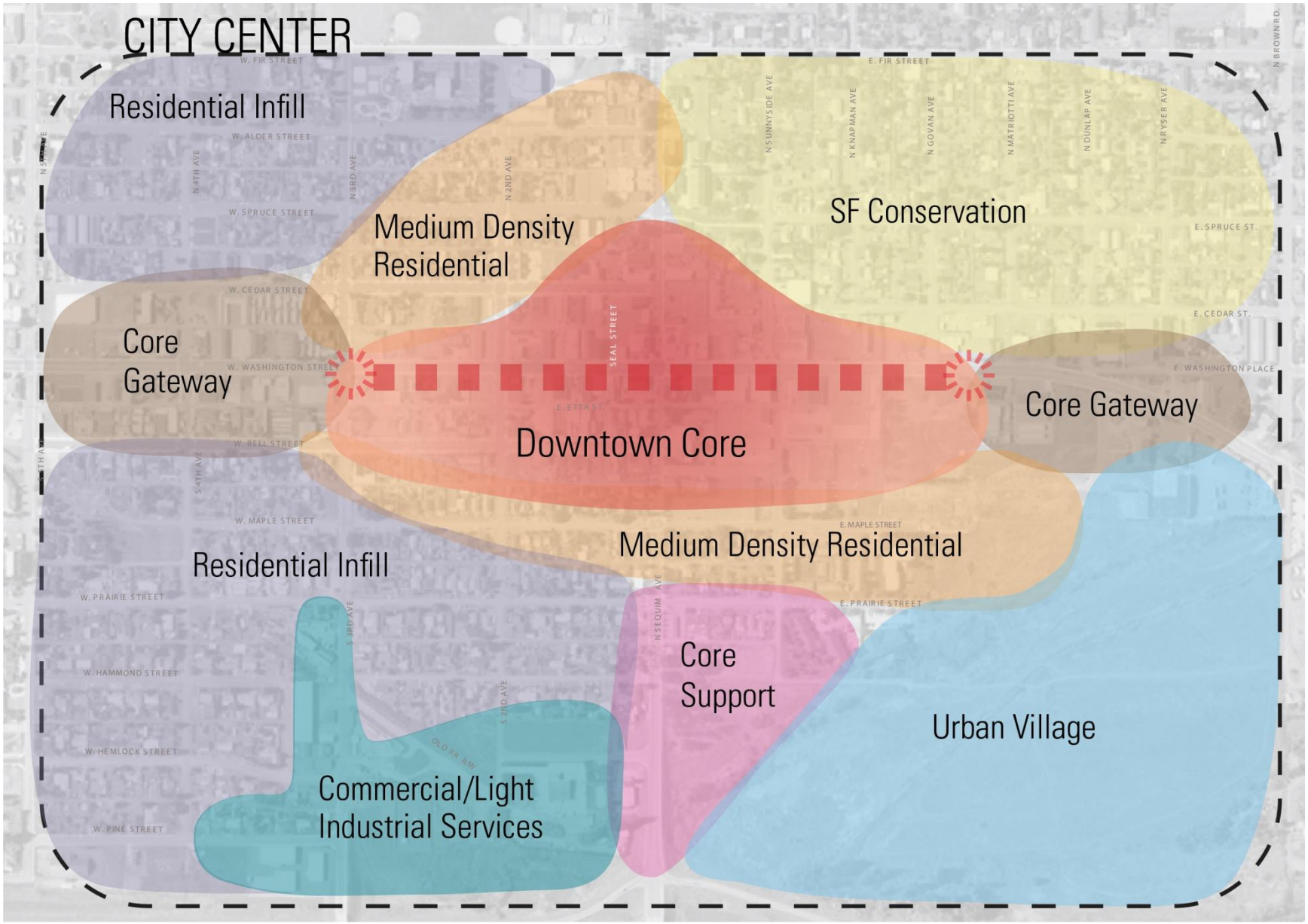
2. Create and develop a stormwater management plan and system for the City Center.

3. Continue the development and distribution of the "purple pipe" reclaimed water system throughout the City Center.



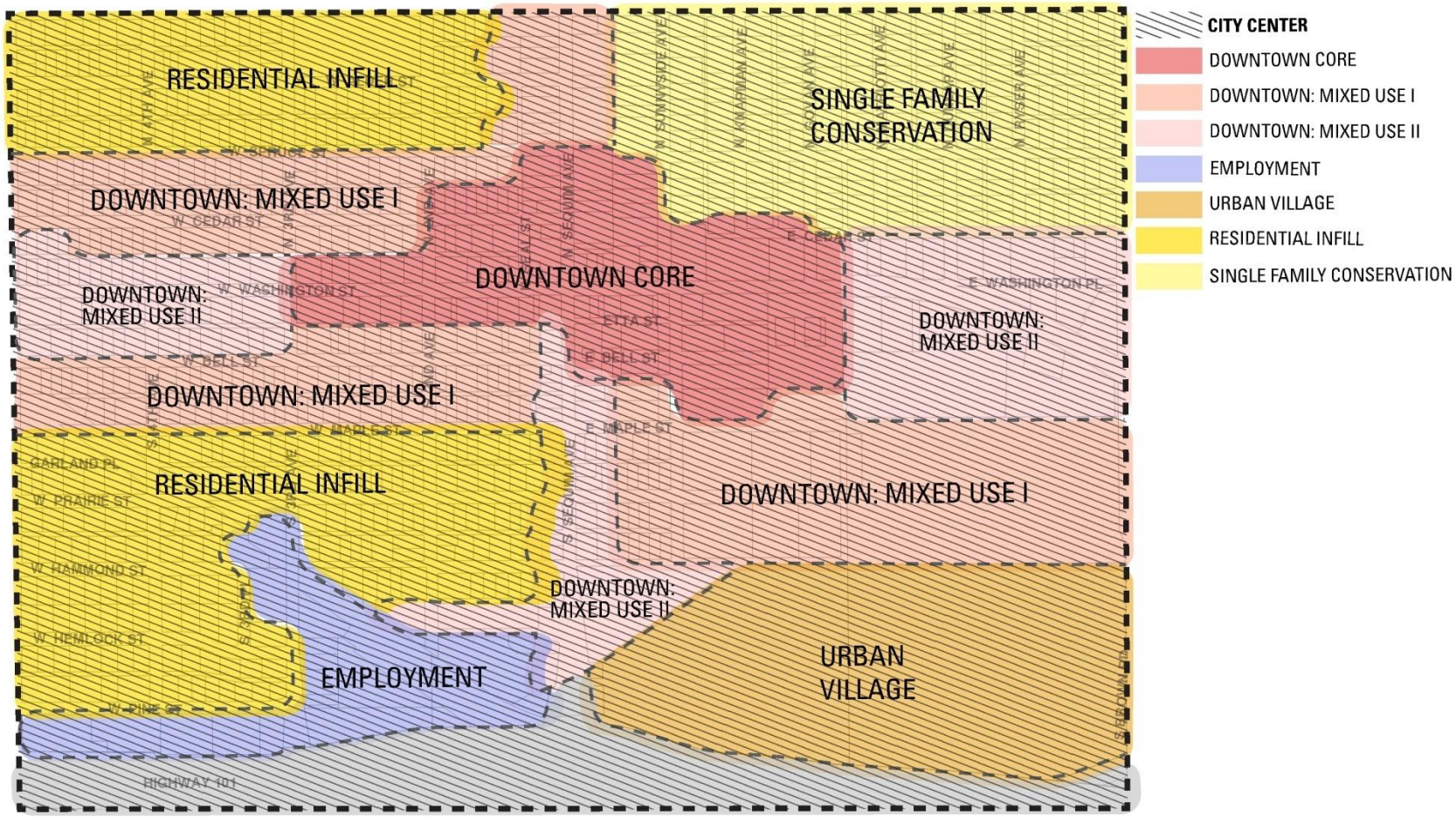


III. Plan Concept



Land Use Plan

DOWNTOWN LAND USE



IV. Action Matrix: Short, Mid, and Long Range

SHORT TERM STRATEGIES 1-3 years		
	Lead Entity	Potential Partners
Foster coordination of downtown businesses	Chamber of Commerce	
Coordinate marketing	Downtown Organization	Downtown Merchants, Visitors Association, etc
Coordinate to extend business hours	Downtown Organization	Downtown Merchants
Develop a business retention and recruitment program	City of Sequim	
Create and implement a Downtown Housing Program	City of Sequim	
Programming of events and festivals	Local private organizations	City of Sequim
Focus on Food by emphasizing markets and restaurants in the downtown	City of Sequim	Downtown Merchants
Better align parking supply with demand (shared parking, parking maximums)	City of Sequim	
Prioritize Downtown Streetscape Improvements	City of Sequim	
Enhance sidewalk amenities such as flower baskets, coordinated street furniture, etc.		Downtown Merchants
Provide bike parking		Downtown Merchants
Restripe Bell and Cedar to angled parking		Downtown Merchants
Evaluate Sequim/2nd Avenue couplet		

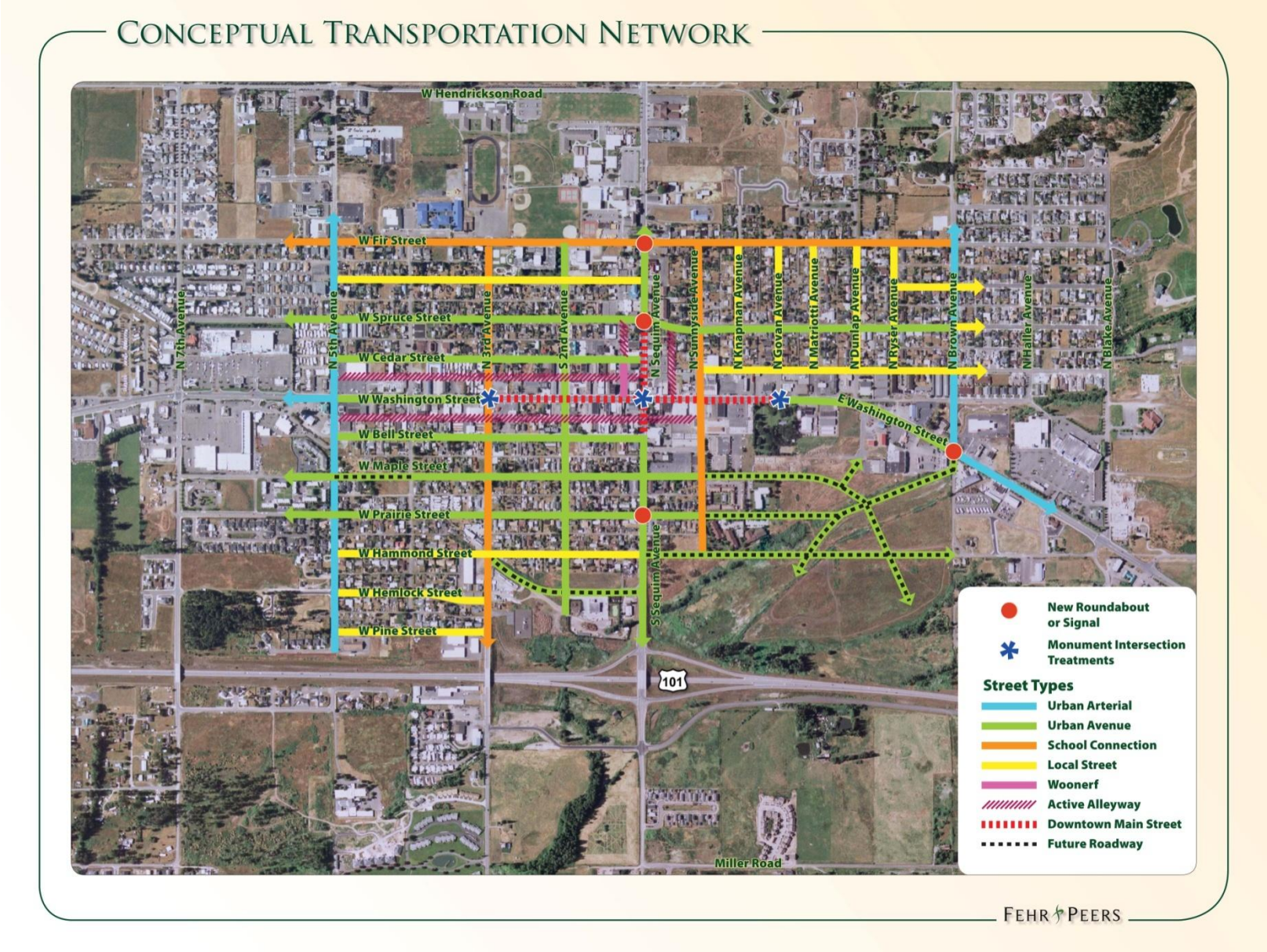
SHORT TERM STRATEGIES 1-3 years		
	Lead Entity	Potential Partners
Evaluate strategies for on-street parking on Washington Ave (consider handicap parking)		
Improve Parking and Way-finding signage		
Revise zoning and add design guidelines for districts	City of Sequim	
Highlight the 100% Corner	City of Sequim	Arts/Parks/Historic Society
Identify treatment for Intersection		Downtown Merchants
Optimize Sequim/Washington signal timing and phasing		
Leverage City Hall Redevelopment	City of Sequim	Private Developers
Enhance the attraction and function of Seal Street as a shared-use public space that accommodates pedestrians and slow-moving vehicles while maintaining access to private properties and uses.	City of Sequim	Federal/State Grant Agency

MID-TERM STRATEGIES 3-7 years		
	Lead Entity	Potential Partners
Start and Implement a Main Street Program	City of Sequim	Main Street Program
Stripe bike lanes on select school connection streets		Federal/State Grant Agency
Bracket the Core	City of Sequim	
3rd/Washington western gateway		Federal/State Grant Agency
Washington Street eastern gateway (near Pioneer Park)		Federal/State Grant Agency
Create a Secondary Pedestrian Spine	City of Sequim	
Create pedestrian spine south of Washington Street		Federal/State Grant Agency
Partner with Cinema Developer	City of Sequim	Private Developers
Flank the Core with Low-Rise Higher Density Housing	City of Sequim	Private Developers
Sequim Avenue intersection improvements with Fir, Spruce, and Washington		Federal/State Grant Agency
Redesign Washington Street to add pedestrian spaces and amenities	City of Sequim	

LONG TERM STRATEGIES 7+ years		
	Lead Entity	Potential Partners
Create other pedestrian spines – north of Washington, east of Sequim Avenue	City of Sequim	Federal/State Grant Agency
Identify additional locations for bicycle parking		
Identify pedestrian cross-circulation easements in downtown		
Construct southern bypass road	City of Sequim	Federal/State Grant Agency, Burrows Development
Re-design Pioneer Park and its surrounding connections	City of Sequim	Parks
Pursue development of a downtown hotel	Development Community	City of Sequim

Refer to Exhibit B of Ordinance 2011-016 for the Land Use Regulations.

V. Street Typology Map



Chapter 18.57 Downtown Districts

18.57.010 Purpose
18.57.020 Prohibited Uses
18.57.030 Development Intensity
18.57.040 Development Bonuses
18.57.050 Maximum Building Height
18.57.060 Set-to and Set-back Lines
18.57.070 Parking Standards
18.57.080 Design Standards and Guidelines Applicable to Downtown

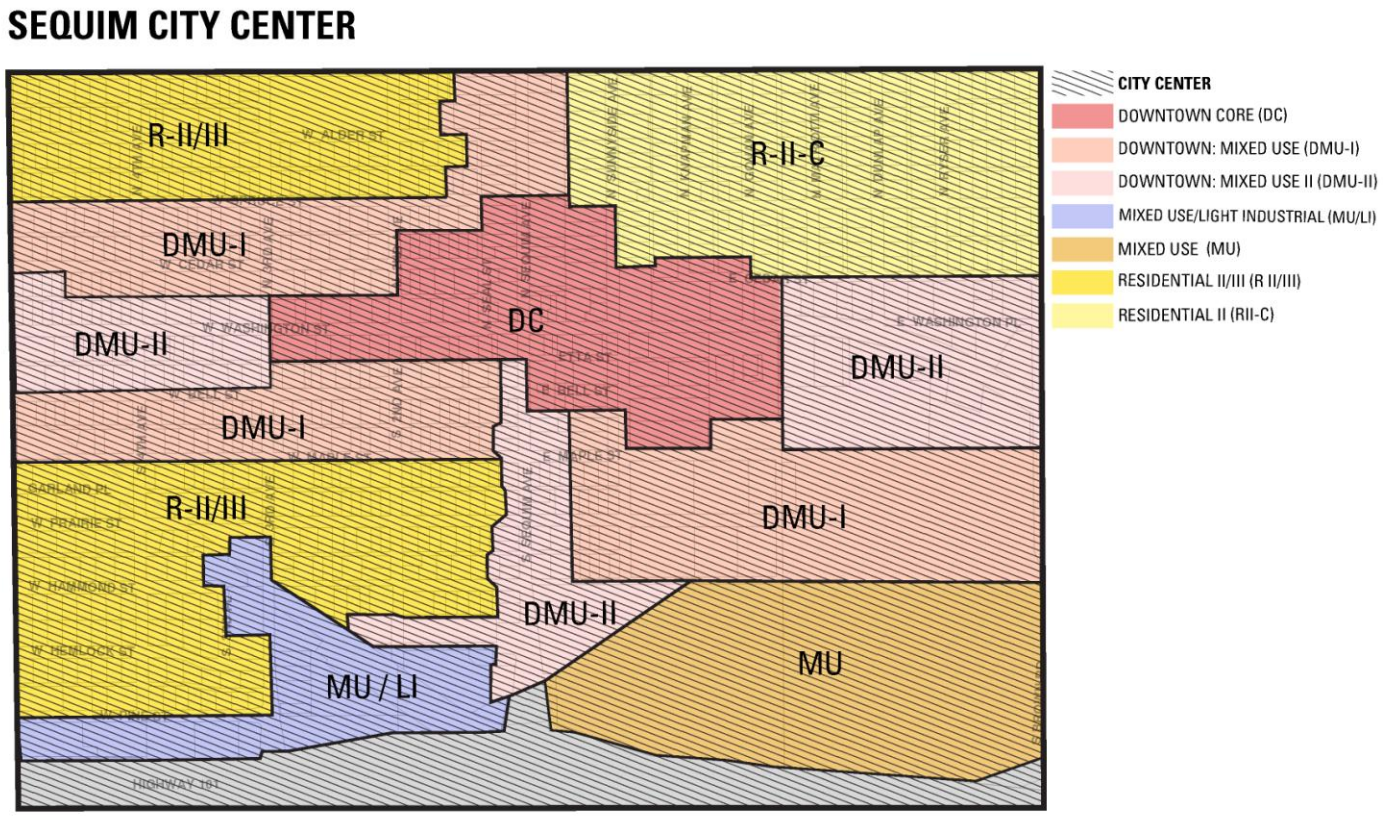
18.57.010 Purpose

The purpose of these districts is to create a lively and diverse downtown, oriented to both nearby neighborhoods and the larger community, with a mixture of uses, including retail, services, restaurants, institutions, and higher density residential. While multi-story buildings are allowed, both new development and expansion of existing buildings should exhibit bulk and scale that respects their proximity to adjacent residential patterns having a lower height. Over time, in the Downtown Core and Downtown Mixed Use 1 districts, auto-oriented uses would gradually disappear, sidewalk-fronting buildings would predominate, and visible surface parking lots would be replaced with parking behind buildings or within structures. The Downtown Mixed-Use 2 District provides auto-oriented good and services as a transitional district into the downtown core. All development within all three districts should contribute to enhancing safety, comfort, and visual appeal for pedestrians.

The districts referenced in these provisions consist of:

- Downtown Core
- Downtown Mixed-Use 1
- Downtown Mixed-Use 2

Zoning Map:



18.57.020 Prohibited Uses

Because these districts are intended to encourage a wide mixture of uses, only those uses that are not permitted are listed below. Nonetheless, the Planning Director retains the authority to determine if any proposed use does not comport with the intent of the district.

Uses Prohibited in All Three Districts:

Adult entertainment
Gasoline stations and car washes
Half-way houses and rehabilitation centers
Jails and other detention or correction facilities
Kennels
Manufacturing and fabrication
Sales, leasing, servicing, or repair of vehicles, unless entirely within a structure
Warehousing, including mini-storage

A. Additional uses Prohibited in the Downtown Core and Mixed Use 1 districts:
Outdoor storage of inventory, materials or supplies, unless behind a building or along an alley

B. Additional Uses Prohibited in the Downtown Core:
Residential use on the ground level (except in rear 40% of commercial building or in a rear, secondary building)
Commercial uses with drive-through windows or service kiosks

18.57.030 Development Intensity

Floor Area Ratio

Floor Area Ratio is a method of calculating allowable floor area within a development. The FAR multiplied by the parcel size equals the amount of allowable floor area that can be built. (Example: a parcel size of 10,000 sf multiplied by an FAR of 2 equals 20,000 sf of allowable floor area.)

Within these three districts the following Maximum FAR's are permitted:

	Non-Residential Use		Residential Use		Combined
District	Basic	With Bonuses	Basic	With Bonuses	
Downtown Core	1.0	2.0	1.0	2.5	3.5
Downtown Mixed Use 1	0.5	1.0	1.0	2.0	2.5
Downtown Mixed Use 2	0.3	0.7	0.7	1.5	2.0

Notes:

1. In a combined FAR, the maximum FAR for each use category shall not be exceeded.
2. Hotels and motels are considered residential uses for the purpose of FAR.
3. Floor area for purpose of calculating allowable FAR includes all structures on a site. However, the following spaces may be deducted from allowable floor area:
    - Floor area devoted to parking
    - Elevators and mechanical spaces
    - Exterior decks, porches and arcades open to the air.
    - Any space devoted to a bonus feature
    - Any space below average finished grade around the perimeter of the building.
4. All development must comply with any applicable design standards and guidelines for this district.

18.57.040 Development Bonuses

If a development incorporates amenities from the lists below, the FAR may be increased through a discretionary review process intended to ensure that each included amenity both satisfies its design criteria and serves the intended purpose in the proposed location.

A. Minor Amenities

Each feature from the following list may allow an increase of 0.3 FAR from the Basic Allowable FAR to the Maximum FAR.

1. Canopy over the Public Sidewalk
   Inclusion of a canopy amenity is required to achieve any FAR of 2.0 or greater in any project. A permanent structure (durable permanent construction, typically glass and steel) extending over the sidewalk a minimum of 5 feet in width and extending, along at least 75% of a building's frontage. The height above the sidewalk shall be between 8 and 10 feet, provided that the minimum clearance under canopy-hung signs shall be 7'6".
2. Additional Streetscape Features
   Seating, trees, pedestrian-scaled lighting, and special paving in addition to any that are required by the design standards and guidelines.
3. Common Courtyard or Green
   This space shall be available to tenants or residents of the development. It shall be an area equal to at least 4% of the floor area of the building. There should be both paved areas and landscaping, with planting consuming at least 30% of the area. Seating and pedestrian-scaled lighting shall be provided.
4. Alley Enhancements
   Pedestrian-scaled lighting, special paving, and rear entrances intended to encourage pedestrian use of the alley.
5. Upgraded Materials on Building
   Use of brick and stone on the building façades that face streets and alleys.
6. Shared Driveway
   This amenity would involve sharing a single curb cut with an adjacent property and require any necessary cross easement agreement to be made between property owners.

B. Major Amenities

Each Public Amenity from the following list may allow an increase of 0.5 FAR from the Basic Allowable FAR up to the Maximum FAR.

1. Exterior Public Space
   This space shall be available to the public at least for the period between 7am and dusk. It shall be an area equal to at least 2% of the total interior floor space of the development. No dimension shall be less than 10 feet. Landscaping, textured paving, pedestrian-scaled lighting, and seating shall be included.
2. Public Art or Water Feature
   Each feature must be appraised at a value that is at least 2% of the value of building construction. Documentation of building costs and appraised value of the art or water feature shall be provided. The feature may be installed with the development or may contribute a like amount to an established city fund.

3. Through-Block Pedestrian Connection
   A walkway at least 8 feet wide allowing the public to walk between a street and an alley or another street. The walkway shall be flanked with planting and pedestrian-scaled lighting.
4. Structured Parking
   All required parking shall be contained within a structure.
5. Contribution to a Cultural Facility within the City Center
   Cultural facilities shall include a public library, museum or community center.
   The contribution shall be an amount equal to or exceeding 2% of the value of building construction. Documentation of building costs shall be provided.

18.57.050 Maximum Building Height

Downtown Core: 45 feet

Downtown Mixed Use 1 and 2: 38 feet

Notes:

1. The minimum height of the first (ground level) floor of any building in the Downtown Core district shall be 13 feet.
2. Floors above 35 feet in the Downtown Core and above 25 feet in the Downtown Mixed Use 1 and 2 districts shall be set back from any facade along a street by at least seven feet.
3. Roof forms, including parapets, towers, pitched and curved shapes that do not contain habitable space may exceed the height limit, but by no more than 5 feet measured from the mid-point of the roof form.

18.57.060 Set-to and Set-back Lines

In the Downtown Core, the first floor of commercial building facades facing streets shall be placed within 5 feet of the back of the right-of-way.

In the Downtown Mixed Use 1 and 2 districts, the first floor of buildings containing ground floor residential shall be set back from the right-of-way by at least 7 feet, but no more than 15 feet.

18.57.070 Parking Standards

A. Residential Uses

Residential Type	Minimum Requirement
Senior Housing*	0.5 space per unit
Studios	0.5 space per unit
One-Bedrooms and Greater	1.0 space per unit
Hotels and Motels	1.0 space per room

* Restricted by deed to persons over 62 years of age.

B. Commercial and Other Uses

One off-street parking stall shall be provided for each 500 square feet of interior floor area. Exemption from parking requirements: Retail uses less than 2500 sf.

C. Off-Site Parking

Some or all of the parking requirement may be satisfied on off-site lots, so long as the parking is located within 600 feet of the use.

D. Shared Parking

If residential and non-residential uses within a development share parking, the Director may reduce the total amount of required parking by up to 20%.

E. Location of Parking

Within these three districts, off-street surface parking is not allowed to be adjacent to Washington Street or Sequim Ave.

18.57.080 Design Standards and Guidelines Applicable to Downtown

Design Standards and guidelines for the downtown districts described in this section are adopted by reference, but are contained in another document.

A. Site Design

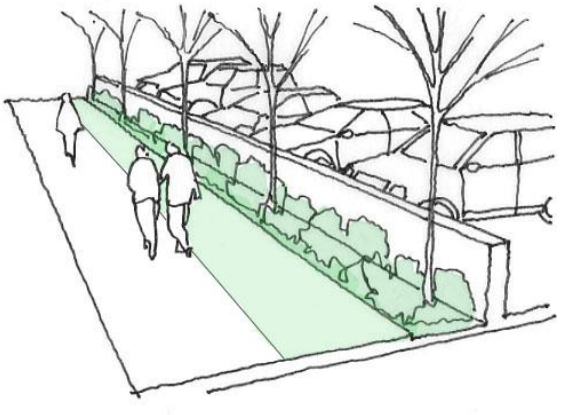
1. Parking Lot Screening and Landscaping

Intent: To soften the visual effect of asphalt and parked cars on downtown.

a. One tree, min 2" caliper, required per 6 parking stalls
b. Low fence or decorative wall (24"- 42" high) with shrubs along any street frontage planted at a sufficient density to create a full visual screen at maturity.
c. Chain link fencing and razor ribbon are not allowed

Examples of low wall and landscaping





2. Parking Lot Lighting
   Intent: To reduce glare and spillover of light.

   a. For lots greater than twenty stalls, one light required per twenty stalls
   b. Fixture height shall be no greater than 25’
   c. Cut-off type fixtures required
   d. A photometric plan that demonstrates that all lighting and glare will illuminate only within property boundaries shall be submitted for all new lots.

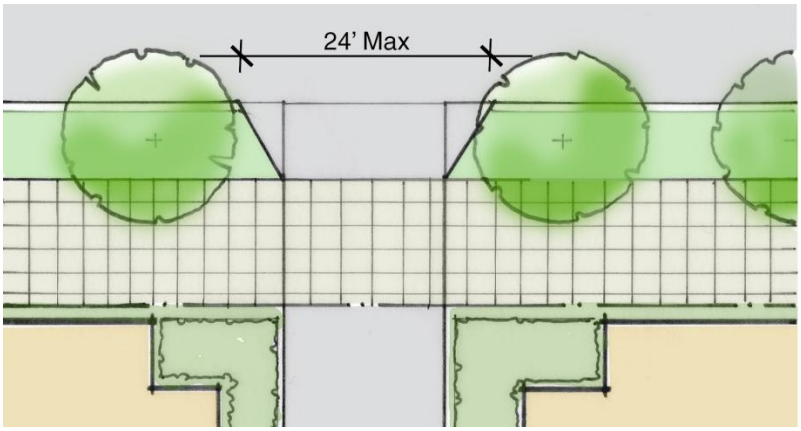
Examples of cut off light fixtures



3. Curb Cuts

Intent: To reduce the disruption of pedestrian movement by vehicles.

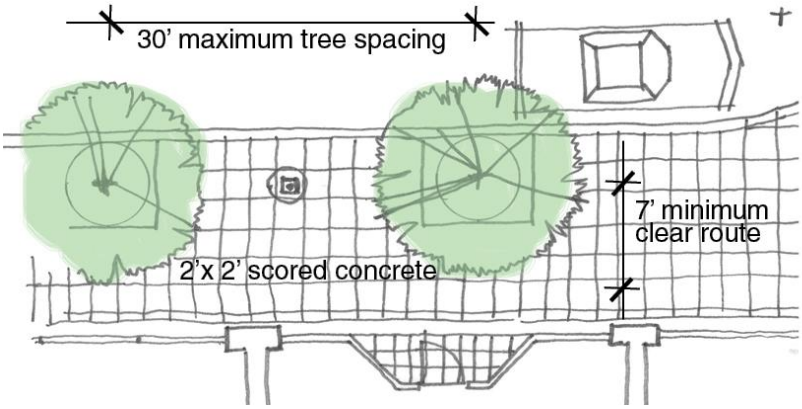
a. No curb cuts allowed along Washington in the Downtown Core District
b. No more than one curb cut per street frontage allowed elsewhere, (see minor amenity FAR bonus)
c. Maximum curb cut width is 24’



4. Sidewalk/Frontage Improvements

Intent: To provide clear expectations of private contributions to streetscape.

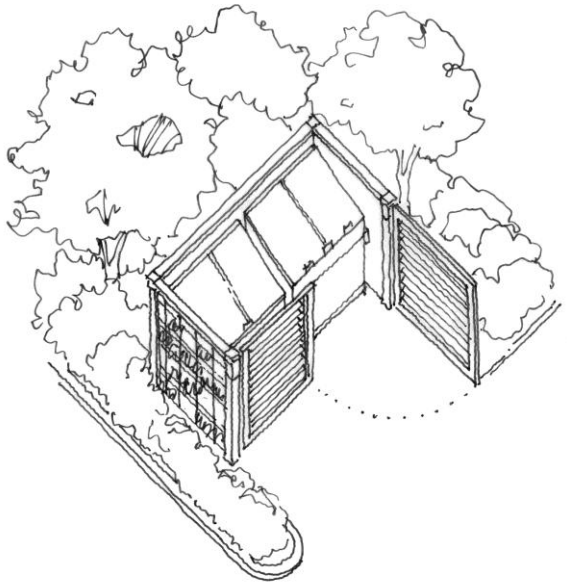
a. 2’ x 2’ scored concrete surface
b. Minimum 7’ wide, unobstructed walking route
c. Street trees, minimum 2 ½” cal, 30’ maximum spacing



5. Screening of Trash Areas
   Intent: To reduce the visual effects of trash collection containers.

   a. Solid, opaque enclosure is required
   b. Planting is also required where there is any street frontage

   Screening trash areas with enclosures and landscaping.



B. Building Design

1. Ground Level Transparency
   Intent: To ensure good visual connectivity between the interior activities within buildings and the streets and sidewalks to contribute to a socially dynamic environment and promote natural self-policing with many eyes on the street.
   a. Minimum of 75% along Washington and Sequim in the Downtown Core
   b. Minimum of 20% along other streets
   c. Measured between 2' and 10'
   d. Mirrored, highly reflective, and darkly tinted glass not permitted.

Pedestrian level transparency.

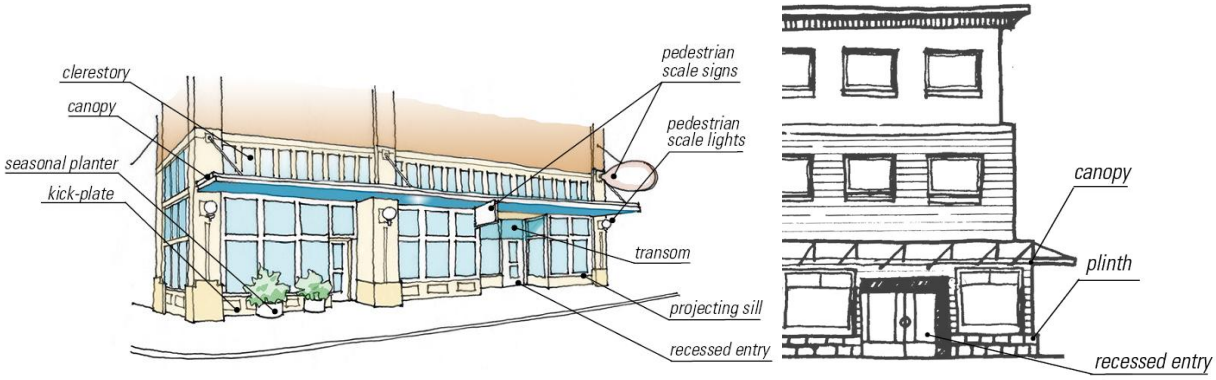


2. Ground Level Architectural Features
   Intent: Ensure that new building provide rich and varied experiences for people walking by.

   a. All new buildings in the Core District along Washington Ave shall include overhead weather protection (canopy or awning) at a minimum of 5 feet in width over the sidewalk on 75% of the facade.

   b. Street-facing facades shall include a minimum of four of the following:
   - Kickplate below windows 24" to 30" in height with projecting sill
   - Plinth: A continuous course of masonry or architecturally-finished concrete at the base of an exterior wall, with a height ranging from 16" - 32."
   - Canopy or awning, minimum 5 feet in width over sidewalk
   - Recessed entry door
   - Decorative lighting fixtures
   - Clerestory above primary display windows
   - Planters for seasonal planting
   - Decorative tilework
   - Pedestrian-scaled signs

- Flower baskets
- Sidewalk-facing garden (residential buildings only)
- Other unique or artful element



c. Treatment of blank walls longer than 30 feet, if facing a street, at least two shall be required:
   - Vegetation
   - Artwork/Mural
   - Seating
   - Architectural details
     (e.g. tilework, board and batten, fine-grained score pattern)

Examples of blank wall treatments.



d. Vinyl awnings, half-round awnings, and awning that are principally designed to cast intense light downward or to provide signage are not permitted.

e. Materials used at ground level are expected to be long-lasting and durable and contribute positively to the pedestrian experience. Plywood, corrugated metal, and concrete block that is either split-face or unpolished are not allowed on facades facing a pedestrian-oriented street or alley.

Example of high quality ground level building materials



3. Upper Floor Architectural Features

Intent: To ensure that new buildings offer visual interest as seen from a distance and contribute to the character of the townscape.

At least two of the following shall be required above the first floor:

- Belt course of masonry
- Overhang or projection
- Offsets in wall
- Balconies or decks
- Change in color or materials
- Bay windows
- Stepback(s)



4. Roofline
   Intent: To create distinct profile on the skyline.

   a. Flat roofs shall include a prominent cornice that creates a shadow and caps the edge of the roof.
   b. Pitched roofs shall be in the range 6:12 to 12:12



5. Screening Rooftop Mechanical Equipment
   Intent: To reduce the visual impact of mechanical equipment on roofs.

   Mechanical equipment shall be screened by an extended parapet wall or other roof forms that are integrated into the building's architecture.



C. Sign Design



1. Pedestrian Scale
   Intent: To encourage projecting and wall signs that are scaled and designed to attract pedestrians' interest, yet not overwhelm a building's facade.

   a. Signs within these three districts shall be oriented to people walking, not driving in vehicles.
   b. Pole signs shall not be allowed in these three districts.
   c. Projecting signs shall not exceed 16 square feet in area; maximum allowed sign extension from the building façade is 4 feet, provided that no sign shall extend to within two feet or less of the street curb edge; projecting signs shall be installed between 7 feet 6 inches and 14 feet above grade on the façade of entry or primary pedestrian street.
   d. Wall signs shall be allowed as provided in 18.58.110E provided that the allowed wall sign area shall be reduced by an amount equal to any permitted projecting sign that is installed.

2. Relationship to Building Design
   Intent: To ensure that signs respect the character of buildings.

   Signs should not obscure architectural features.



3. Whimsical and Artful Elements
   Intent: To encourage creativity and expressing individual businesses

   Signs should be highly graphic with features that boldly symbolize the identity of the business.

