



CITY OF EDMONDS

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DEVELOPMENT SERVICES DEPARTMENT • PLANNING DIVISION

March 6, 2014

TO: Tracie Skiles / Berry Neon / newpermits@berrysignsystems.com

RE: Planning Division comments for building permit file **BLD 2014 0079** » Bartell's Flag Pole

Greetings,

Thank you for submitting a building permit application for **flag pole** at **23028 100th Avenue West (Bartell's)** in the **BN** zone. I have re-reviewed the above building permit application for the Planning Division and it was found that the following information, corrections, or clarifications will need to be addressed before the Planning Division review can continue.

1. **Design:** I'm trying to determine how to review this proposal – is it a sign permit? If so, ECDC Chapter 20.60.005 offers the following definitions:

“Commercial sign” is a sign displayed for the purpose of identifying a commercial use, or advertising a service, product, business or venture that is offered for trade or sale.

“Pole signs” are freestanding signs where the structural support for the sign is a pole(s). Pole signs may include community event banners where the banner is supported by at least two poles that are permanently attached to the ground (“pole-mounted community event banners”).

“Sign” is any structure, device or fixture that is visible from a public place, that incorporates graphics, symbols, or written copy for the purposes of conveying a particular message to public observers, including wall graphics or identification structures.

“Sign area” is the maximum actual area of a sign that is visible from any single point of observation from any public vantage point. Supporting structures which are part of a sign display shall be included in the calculation of the sign area.

Unfortunately, pole signs are not permitted along the Westgate/SR-104 Corridor per ECDC Chapter 20.60.020.L. I'm wondering if the goal is to have a banner/flag similar to what PCC has installed across the street? If so, their sign package was reviewed and approved by the Architectural Design Board (ADB) and a condition of approval was made so that the banners do not display text or a commercial image, but rather coordinate with and enhance the site design. Would you like additional information on the ADB's design review process for a proposal that would include wall-mounted (not pole-mounted) banners? Please elaborate on the proposal.

Please submit a written response to the above, along with any revised plans to your Permit Coordinator. If you have any questions, please do not hesitate to contact me. I look forward to working with you on this project.

Sincerely,

Gina Janicek :: Associate Planner

City of Edmonds Development Services Department

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cc: BLD 2014 0079