



## CITY OF MERCER ISLAND

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# Temporary Signs in Business Areas

This handout provides a summary of temporary sign regulations for Mercer Island commercial areas. For additional information, please see Mercer Island Municipal Code section 19.06.020 or contact Development Services at (206) 275-7605.

The following signs are prohibited:

### **1. Banners**

- a. Shall be no larger than 48 square feet; however, no business may display more than 10 square feet of banner per 10 feet of business façade as measured by that portion of the building facing the access street, up to a maximum of 48 square feet, but always in proportion to the business building.
- b. Shall be limited to one banner per side of the business as it faces and is accessible to the public.
- c. Shall be attached to the building housing the business.
- d. May hang for up to 30 days at one time, but no more than a total of 120 days per calendar year on a side of the business designated for display. Any side of a business must be free of any banner for a period of no less than 14 days before the next banner is hung.
- e. Shall be professionally produced by a person skilled in the art of graphic design.
- f. Shall be hung in a manner which does not obstruct traffic or a view of any other business.
- g. Shall be well maintained.

### **2. A-Frames**

Each licensed business may post one A-frame sign either on property owned or controlled by the business or in the public right-of-way, subject to the following conditions:

- a. Shall not exceed 60 inches above the ground and shall not exceed 24 square feet in area; provided both sides of the A-frame shall be counted in calculating the sign's area.
- b. May be used on a daily basis, but only during business hours.
- c. If in the public right-of-way, shall be located within 100 feet of the business displaying the sign provided it does not create a traffic safety or maintenance problem or impede pedestrian travel.
- d. Shall be professionally produced by a person skilled in the art of graphic design.
- e. Shall be well maintained.

### **3. Streamers, Flags, or Pennants Attached to a String or Wire**

- a. May be used a maximum of two times per year for a maximum of seven days each time.
- b. Shall be attached to the building housing the business displaying the streamer.
- c. Shall not obstruct vehicular or pedestrian traffic or obstruct a view of any other business.
- d. Shall be well maintained.

### **4. Window Signs**

- a. Area Limitation: Permanent and temporary window signs are limited to maximum 25 percent of the window area.
- b. Integration with Window Display: Every effort should be made to integrate window signs with window display.

### **5. Real Estate Signs**

Signs advertising the sale, rental or lease of property are allowed subject to the following:

- a. One real estate sign per street frontage is allowed on property being offered for sale, rental, or lease.
- b. Three real estate A-frame signs may be posted in the public right of way for the purpose of advertising an open house or directing the public to a multi-family dwelling in which there is a dwelling unit available for rental or lease. Such signs may be posted only during those hours that a real estate or rental agent is actually present at the property being advertised and shall be removed when the sales or rental office closes each day.
- c. Real estate A-frame signs posted in the public right-of-way shall be located so as not to create a traffic safety or maintenance problem or impede pedestrian traffic.

### **6. Political Signs and Signs in the Public Right-of-Way**

Political signs and other signs located in rights-of-way shall be subject to the following conditions:

- a. Signs may not be placed on public property except for publicly owned rights-of-way.
- b. Signs may be placed on rights-of-way adjacent to a single-family dwelling only with permission of the adjoining property owner.
- c. Signs shall not create a traffic safety or maintenance problem, and the city may remove and dispose of any signs that do constitute a problem.
- d. Signs placed on public property shall be freestanding and shall not be attached to any structure or vegetation. Signs attached to utility poles, traffic signs, street signs, or trees are specifically forbidden.
- e. Signs shall be either an A-frame design or shall be attached to a stake driven into the ground well clear of tree roots, irrigation lines and any other underground vegetation or structures that could be damaged by such a stake.
- f. A temporary sign, other than a political sign, may only be erected for a maximum of 90 days during any 365-day period.