Guidelines for Community Event Special Use Sign Permits

Purpose
The Community Event Special Use Sign Permits provides flexibility in temporary signage regulations to publicize community events in recognition of the unique requirements of such events. To be eligible to apply for the permit the event must be:

- Local
- Open to the public with equal opportunity for anybody to attend.
- Organized by a not-for-profit organization

These guidelines are adopted to provide direction to applicants and staff for applying for, reviewing and issuing Community Event Special Use Sign Permits and to promote the equitable issuance of Community Event Special Use Sign Permits.

A Community Event Special Use Sign Permit allows signage opportunities for temporary signage for community events beyond which MMC 17.80.120(I) – which regulates signage for non-commercial events – provides for.

With the permit community event signage becomes subject to the conditions attached to the permit and to the requirements of MMC 17.80.120(I). **Even with the permit, event sponsors are encouraged to use the minimum number and size of signs and limit the duration they are on display necessary to promote their event.**

The guidelines themselves are flexible, allowing staff discretion when evaluating and issuing permits so issues unique to a specific community event can be addressed. Deviations from the guidelines are to be expected.

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Types of Community Events
Community events have been divided into three types. The type of event determines which guidelines are applicable. The types of events are:

**One-time events:** Events lasting 1-3 consecutive days occurring no more frequently than once a year.

**Recurring events:** Events occurring more than once a year that follow a regular schedule (e.g. every Wednesday during the summer).

**Non-site-specific events:** Events that do not necessarily occur at a set location during set hours and may take place over an extended period of time (e.g. registration for Little League Baseball).

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Portable Signs

Time and Duration of Display

**One-time events:** Signs may be put out on display up to 2 weeks before the event

**Recurring events:** Signs may be put out on display up to 1 day before each occurrence of the event.
Non-site-specific events: In any calendar year, signs may be out for 28 days total. The 28 days may be split up so they do not run consecutively.

Signs may be on display 24 hours a day during the days they are allowed. For all event types, signs are to be removed no later than 10 a.m. the day following the event or an occurrence of the event.

Number and Preferred Sign Locations

On private property
Portable community event signs placed on private property are subject to the regulations in MMC 17.80. A Community Event Special Use Sign Permit cannot modify these regulations. Those regulations allow 1 sign per lot, with a maximum height of 4 feet and a maximum area of 8 square feet per side. MMC 17.80 also prohibits attaching signs to fences, trees and utility/street light/traffic light poles.

In the right-of-way

- A maximum of 15 portable signs for each community event may be placed in the right-of-way.
- All signs shall comply with MMC 17.80.120 regulations except those related to:
  - Number
  - Location
  - Time and duration of display.

The attached list (Attachment 1) and map (Attachment 2) identify the preferred locations for portable signs in the right-of-way. The sites have been selected because of their high visibility and the high volume of vehicular traffic that passes by. Signs may only be located at these preferred sites unless special circumstances regarding the nature of the event or its location warrant placing signs at non-preferred locations.

No more than one (1) sign per event shall be located at any of the preferred locations, except two (2) signs may be allowed at the following intersections:
- SR525 and Beverly Park Road (northwest corner as that is the only corner within City limits);
- SR525 and Harbour Pointe Blvd. S;
- SR525 and Harbour Pointe Blvd. N;
- SR525 and Paine Field Blvd.;
- SR 525 and 84th Street SW;
- SR525 and 5th Street; and
- SR526 (84th St. SW) and Paine Field Blvd.

Banners

General Banner Rules
1. Banners may not be located in the right-of-way except for those placed in City-owned banner structures (see rules below for use of city-owned banner structures).
2. Banner shall not be put up more than two (2) weeks before the first day of the event.
3. Banner shall be taken down by 10 a.m. the day after the event, or in the case of recurring events, by 10 a.m. the day after the last occurrence of the event.
4. Banners for recurring events and non-site-specific events can be on display a maximum of four (4) weeks in any calendar year.
5. **Maximum number allowed:**
   a. Five (5) banners per event
   b. One (1) banner per lot.

6. **Maximum size allowed:** 45 square feet.

7. **Maximum height allowed:** 8 feet to top of banner, except when attached to a building or located in a city-owned banner structure. If attached to a building banner may not extend above the roof eave.

8. Must be attached to a building or placed between poles/stakes or placed in a city-owned banner structure.

9. May not be attached to fences, utility/street light/traffic light poles, trees or other vegetation.

10. May not create a safety hazard or block sight distance for drivers at intersections.

**Use of City-owned Banner Structures**
The only banners allowed in the right-of-way are banners placed in city-owned banner structures which are located at Locations 8, 11, 16 and 12 on Attachment 2: Map of Preferred Locations.

To use a city-owned banner structure:
1. A Community Event Special Use Sign Permit must be obtained.
2. **The banner shall not contain a commercial, political or religious message.**
3. The applicant shall put the banner up and take it down in a timely manner as stated in the permit. The City of Mukilteo may remove the banner if it is not taken down by the approved end date. The City shall not be responsible for any loss or damage occurring from such removal. If the City removes the signs the applicant may be charged $50 and will be ineligible to use a banner structure for the remainder of the calendar year and for the entire subsequent calendar year.
4. If an applicant applies to use multiple structures at the same time the City may limit how many and which structures can be used if there other applications to use a structure for dates that overlap with this application.

**Appeals**
Applicants may administratively appeal the application of these guidelines for Community Event Special Use Sign Permits. Appeals shall be made to the Mukilteo City Administrator within 14 days from issuance or denial of the permit. Appeals shall be in writing and shall include:
- The applicants name, address and telephone number; and
- A written statement of grounds for the appeal and the facts upon which the appeal is based; and
- The relief sought, including the specific nature and extent and attached map if needed; and
- A copy of the original Community Event Special Use Sign Permit application that was submitted.

There is no fee to appeal application of these guidelines to the City Administrator. The City shall respond to submitted appeals within ten (10) business days of receipt of the application.
Attachment 1: List of Preferred Locations for Portable Signs and Banners in the Right-of-way

**5th Street**
1. Lamar Drive
2. Prospect Avenue
3. Loveland Avenue
4. SR525

**SR525**
5. Front Street
6. 5th Street
7. Goat Trail Road
8. 76th Street SW
9. 84th Street SW
10. 92nd Street SW
11. Paine Field Blvd./Harbour Place
12. Harbour Pointe Blvd. N
13. Chennault Beach Road
14. Harbour Pointe Blvd. S
15. Beverly Park Road

**SR526 (84th St. SW)**
16. Paine Field Blvd.

**Harbour Pointe Blvd.**
17. SR525
18. 47th Place W
19. Chennault Beach Road
20. St. Andrews Drive
21. Clubhouse Lane
22. Double Eagle Drive
23. Possession Way
24. Harbour Reach Drive
25. SR525

**Beverly Park Road**
26. SR525
27. Harbour Heights Drive
28. Lincoln Way
29. 47th Place W
Attachment 2: Map of Preferred Locations for Portable Signs in the Right-of-way (north)
Attachment 2: Map of Preferred Locations for Portable Signs in the Right-of-way (south)