



ECONOMIC DEVELOPMENT COMMISSION MEETING AGENDA

Wednesday, July 16, 2025, at 8:00 AM

Snoqualmie City Hall, 38624 SE River Street & Zoom

COMMISSION MEMBERS

Commissioners: Joelle Gibson, Kristina Hudson, Nichole Pas, Nick Postiglione, Paula Shively, Gary Skiba, and Adrian Webb.

This meeting will be conducted in person at Snoqualmie City Hall and remotely using Zoom.

Join by Telephone: To listen to the meeting via telephone, please call **253.215.8782** and enter

Webinar ID **818 3767 3145** and Password **0800200121** if prompted.

Press *9 to raise your hand to speak. Raising your hand signals the meeting moderator that you have a comment.

Press *6 to mute and unmute.

Join by Internet: To watch the meeting over the internet via your computer, follow these steps:

- 1) Click this [link](#)
- 2) If the Zoom app is not installed on your computer, you will be prompted to download it.
- 3) If prompted for Webinar ID, enter **818 3767 3145**; Enter Password **0800200121**
- 4) Please confirm that your audio works prior to participating.

CALL TO ORDER & ROLL CALL

PUBLIC COMMENT - *Public comment will be accepted by in-person attendees. Remote attendees may submit written comments to the staff liaison or the city clerk.*

AGENDA APPROVAL

MINUTES

1. Approval of the minutes dated June 18, 2025.

LIAISON REPORTS

NEW BUSINESS

2. Sign Code Discussion

OLD BUSINESS

UPCOMING SCHEDULE

3. Joint meeting with City of North Bend EDC on September 17, 2025.

ITEMS OF COMMISSIONER INTEREST

ADJOURNMENT



ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES JUNE 18, 2025

This meeting was conducted in person at Snoqualmie City Hall and remotely using Zoom.

CALL TO ORDER & ROLL CALL: Chair Kristina Hudson called the meeting to order at 8:00 am.

Commissioners: Kristina Hudson, Nichole Pas, Paula Shively, Gary Skiba, and Adrian Webb were present.

City Staff: Mona Davis, Community and Economic Development Director; Nicole Wiebe, Community Liaison; and Andrew Jongekryg, IT Support.

AGENDA APPROVAL - The agenda was approved as presented.

PUBLIC COMMENT - There was no public comment.

MINUTES

1. The minutes dated May 21, 2025, were approved as presented.

LIAISON REPORTS

Community Liaison Wiebe provided updates on summer events and the Splashpad opening. Commissioner questions followed regarding the website.

NEW BUSINESS

2. Snoqualmie Valley School District Presentation by Michelle Chaney, Career and Technical Education Director. Commission questions followed.

OLD BUSINESS

3. Business Visits Discussion and Review of Questions. Information provided by Director Davis and Community Liaison Wiebe. Action items include commissioner feedback on which businesses they would like to visit so there is no duplication. The deadline for visits to occur to be determined. Discussion followed.

At 8:52 am, Commissioner Postiglione appeared remotely.

Discussion continued including but not limited to the purpose of the visits, what has been done in the past, potential issues surrounding visits particularly this time of year, and the possibility of a joint economic development meeting with North Bend.

UPCOMING SCHEDULE

4. Work Plan Update. Community & Economic Development Director Davis provided an update including cancelling the meeting in August, and potential joint meeting with North Bend in July.

ITEMS OF COMMISSIONER INTEREST

- Signage

ADJOURNMENT

The meeting was adjourned at 9:38 am.

Minutes prepared by Deana Dean, City Clerk.

Recorded meeting audio is available on the city website after the meeting.

Minutes approved at the _____ Economic Development Commission Meeting.



Community Development Department

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MEMORANDUM

To: Economic Development Commission
From: Mona Davis, Community & Economic Development Director
Date of Memo: July 10, 2025
Date of Meeting: July 16, 2025
Subject: Snoqualmie Sign Code – Sandwich Boards (Chapters 17.35.235 and 17.75.025 SMC)

At the last EDC meeting (June 18, 2025), the Commissioners requested additional information on the Sign regulations, particularly around Sandwich Boards.

Sandwich boards are regulated in Chapters 17.35.235 (Historic Overlay Zones and Landmarks) and 17.75.025 (Sandwich Board Signs) of the Snoqualmie Municipal Code and are attached to this memo. Additionally, you may find these codes online at the following links:

Link to Chapter 17.35 Historic Overlay

<https://www.codepublishing.com/WA/Snoqualmie/#!/Snoqualmie17/Snoqualmie1735.html#17.35>

Link to Chapter 17.75 Signs

<https://www.codepublishing.com/WA/Snoqualmie/#!/Snoqualmie17/Snoqualmie1775.html#17.75>

Sandwich boards in either the historic overlays or the landmark district have separate standards and require separate permit and license requirements.

Staff are currently working to update the permit forms and create a submittal checklist for signs to include on the City's website, as well as implement a new fee schedule that would remove fees from various code sections.

ATTACHMENTS:

1. Referenced sign codes

17.35.230 Sign standards.

The following sign standards are established to provide an attractive and inviting pedestrian atmosphere and overall image for downtown Snoqualmie while highlighting and marketing specific businesses and their individuality.

- A. All requirements of Chapter 17.75 SMC apply in addition to the specific standards set forth in this section.
- B. Make signs part of the building's overall architectural concept. The size, material, color, lettering, number and arrangement must be harmonious with the building design. Individually crafted signs are preferable to mass-produced signs or those advertising specific brands. Freestanding pole signs or monument signs are prohibited.
- C. Use lighting that is harmonious with the overall design. Use only external lighting, with no internal or backlit signs. For external lighting, the light source must be directed down, lighting the sign from above, and shielded from view.
- D. Signs must not obscure or detract from the building's architectural features, or those of an adjacent building.
- E. All signs, except approved temporary signs, must be permanently and securely attached, to avoid damage to the building and to ensure safety. Sign supports, poles and other hardware must be the minimum size needed for a safe installation and not overpower the building or the sign itself or detract from other architectural features.
- F. Painted wood or a wood-like material is preferred. Avoid glossy synthetic-looking materials.
- G. Use neon appropriately. This includes small neon signs, with letters no larger than six inches, placed inside show windows or under canopies or awnings. Projecting neon signs are allowed above canopies if they are made of metal in a vintage style suitable to the Sunset era (1920-1930).
- H. A broad variety of colors are appropriate for signs. Make the sign colors part of the overall design of the building. Bright colors must be used only for accent, not for major portions of the sign. No fluorescent (day glo) or similar bright colors may be used.
- I. Allowable sign types and characteristics include:
 - 1. Painted signs, painted either directly on the building or on wood attached to the building.
 - 2. Signs painted on doorways or display windows.
 - 3. Suspended signs under canopies, not to exceed one foot high by three feet wide.
 - 4. Neon, in shop windows, under canopies or projecting in vintage styles.
 - 5. Interpretive or directional signs, as approved by the historic design review board, placed in prominent locations that do not interfere with pedestrian traffic.
- J. Prohibited sign types and characteristics include:
 - 1. Flashing or animated signs, including pennants, banners, streamers or balloons.
 - 2. Signs on roofs or on top of parapets.
 - 3. Backlit or internally lit signs.
 - 4. Fluorescent (day glo) or similar bright colors, or the use of other bright colors as the background color of a sign.
 - 5. Theater type (triangular projecting) marquees.
 - 6. Inflatable signs.

7. Signs or lettering on fabric awnings. Lettering and graphics may be used on the edges of fixed canopies or awnings.

K. Temporary signs are subject to the following:

1. Temporary signs may be allowed on construction or remodeling sites, one per site, 20 square feet or less.
2. Other temporary signs, banners or exterior posters may be used for not more than 60 days, with approval of the historic preservation officer.
3. Coordinated noncommercial banners or flags associated with special events may be permitted for not more than 60 days, with approval of the historic preservation officer.
4. Temporary private public safety signs may be located as needed. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 874 § 2, 2001).

17.35.235 Sandwich board signs within the downtown historic district.

A. In addition to other permitted sign types, one sandwich board sign for commercial purposes may be permitted only for businesses located within the downtown historic district but not having frontage on Railroad Avenue for a sandwich board sign to be located at an approved location within the public right-of-way of Railroad Avenue. In approving proposed locations, the director shall consult with other city departments to ensure that such placement complies with all Washington State Barrier Free regulations and does not interfere with vehicle sight distance upon adjacent streets. Sandwich board signs within the downtown historic district shall conform to all requirements of SMC 17.75.025.

B. A sandwich board sign located within the public right-of-way shall require license issued by the director specifying the approved location and any other special conditions necessary for the safety of pedestrian and vehicular traffic. Such license may only be issued for a sandwich board sign for which a permit is simultaneously issued pursuant to the provisions of SMC 17.75.025. Except as otherwise provided herein, the permit fee and license fees shall both be applicable to sandwich board signs placed within public rights-of-way or upon other publicly owned property.

1. Applications for a sandwich board sign license shall be upon forms prescribed by the director, which shall include the undertaking of the applicant to hold the city and all of its elected and appointed officers, employees and agents harmless against any and all liability of any nature arising out of the placement of the sandwich board sign authorized by the license.
2. Applications for a sandwich board sign license shall include proof of insurance adequate to cover claims of injury or property damage caused by the sandwich board.
3. The approval of the building official shall be endorsed upon the license, certifying that the placement of the sandwich board sign at the approved location complies with the requirements of the Washington State Barrier Free and Americans with Disabilities Act regulations as they now exist or may hereafter be amended.
4. In considering competing applications for the placement of sandwich board signs within public right-of-way or upon other publicly owned property at the same location, preference shall be given to businesses engaged in the sale of goods, food or beverages at retail and open to the public during regularly scheduled hours. If there are more applicants for licenses for a specific location than may be authorized for such location, then licenses shall be awarded up to the maximum number authorized for the location on the basis of lottery or chance under the supervision of the director.
5. Subject to the other provisions of this section, the term of the license shall continue indefinitely from month to month until terminated by the director, subject to payment of the license fee, which shall be \$15.00 per month payable in advance; provided, the city council may from time to time by resolution amend the license fee or establish a differential license fee schedule for various locations or other relevant factors.
6. A license issued pursuant to this subsection shall not constitute a property right for any purpose, and may be terminated at any time by the director for noncompliance with the requirements of this section or the special

conditions of the permit or license, or to grant a license for the same location to another applicant entitled to a preference under this subsection.

C. The city council may by resolution establish and from time to time alter the authorized locations for and number of sandwich board signs allowed within the public right-of-way on Railroad Avenue, and establish any other special requirements for sandwich board signs, on the advice of the director and the building official as to compliance with Washington State Barrier Free regulations. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 911 § 1, 2002).

Chapter 17.75

SIGNS*

Sections:

- 17.75.010 Purpose.
- 17.75.020 General requirements.
- 17.75.025 Sandwich board signs.
- 17.75.030 Sign permit – Application requirements.
- 17.75.040 Variances.
- 17.75.050 Sign permit – Review.
- 17.75.070 Blade signs.

*Code reviser's note: Ordinances 973, 995 and 1026, on file in the city clerk's office, provide interim sign regulations pending an update of the sign code.

17.75.010 Purpose.

The purpose of this chapter is to provide regulations and requirements governing the use and location of signs in order to protect the natural beauty of the city and promote flexibility and originality in business advertising. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 744 § 2, 1995).

17.75.020 General requirements.

The following requirements apply to all signs except authorized traffic and informative signs, signals, or devices:

A. No signs of the flashing or animated variety are permitted in any district, including but not limited to strings of pennants, banners or streamers, wind or electrical animated objects, and balloons.

B. Signs of a commercial nature shall advertise only the business or activity being conducted on the immediate premises.

C. No sign shall be erected at any location where by reason of the position, shape or color of such sign it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device.

D. No sign other than public traffic signs or signals shall be placed within 10 feet of any intersection as measured from the nearest intersection of street right-of-way lines, except sandwich board signs when otherwise permitted by this title.

E. Signs shall be permitted as follows in residential districts:

1. In residential zones, no lighted signs shall be permitted;
2. Signs of not more than 20 square feet shall be permitted to identify multiple-family dwellings, hotels, clubs, lodges, hospitals, and public and similar uses when mounted against the building or more than 10 feet from any property line;
3. Signs identifying home occupations shall not exceed three square feet in area and shall be no closer than 10 feet to any property line or shall be flat against the building.

F. For sale, for rent, and for lease signs are temporarily permitted, not to exceed six square feet in area, if located on the subject premises and located no closer than five feet to any property line.

G. Subdivision Signs. Signs advertising the sale or lease of lots or buildings within new subdivisions of at least two and one-half acres are permitted, provided they are not illuminated and do not exceed 30 square feet in area. Not more than one such sign shall be located at each major approach to the subdivision. The display of such signs shall be limited to a period of two years. Prior to the expiration thereof, the applicant may request an extension from the hearing examiner. The sign shall be removed prior to the expiration of the two-year period or extension thereof. If

the sign has not been removed, the city may enter upon the premises upon which the sign is located and remove such sign at no liability of the city and at the expense of the owner.

H. Public Safety Signs. Temporary private ground or wall signs exclusively relating to the safety of the public (e.g., “no parking today,” “use covered walkway,” “do not enter,” “danger,” “loading zone”) may be located as needed for public safety without limitations as to number, size, or location so far as the requirements of this chapter are concerned.

I. Signs Permitted in Commercial and Industrial Zones. The following signs shall be permitted per property or separate business premises:

1. One sign located flat against a building or marquee shall be permitted per property or separate business premises, provided such sign does not exceed 20 square feet;
2. One post-mounted sign, provided such sign does not exceed 15 feet above the adjacent ground grade and which shall not exceed 20 square feet in area; or one projecting, suspended, or awning sign shall be permitted per property which does not exceed 10 square feet in area and is at least eight feet above the sidewalk, and not more than 15 feet above the adjacent grade, and does not project more than five feet into a public right-of-way;
3. One blade sign.

J. No sign shall be located upon a roof or parapet of a building or structure, except as specifically permitted by SMC 17.35.230; signs shall be located 50 feet or more from any lot in a residential zone and 100 feet from any school ground or public park.

K. No signs except those established and maintained by the city, county, state or federal government, or sandwich board or projecting signs otherwise permitted by this title and complying with all requirements for such signs, shall be located in, project into or overhang a public right-of-way. The owners of sandwich board and projecting signs, including blade signs, that are located in, project into or overhang a public right-of-way shall prior to approval of a sign permit execute and deliver to the city a hold harmless agreement in a form approved by the city attorney, holding the city harmless against any and all claims of any nature whatsoever arising out of the presence of such sign in or over the public right-of-way.

L. Construction Signs. During construction, repair or alteration of a structure, temporary signs which denote the architect, engineer, contractor or builder or which denote the name of the structure and its use or occupants-to-be may be placed within the required yard setbacks as ground or wall signs. Each sign shall be 20 square feet or less in size and no more than one such sign shall be permitted for each architect, engineer, contractor, builder, or denoting the name, use and occupants-to-be of the structure.

M. Bulletin Boards. Bulletin boards used to display announcements of meetings to be held on the premises on which such boards are located shall be permitted for churches, schools, community centers, and public, charitable or institutional uses. Unless otherwise permitted in the zone, such signs shall contain no more than 15 square feet in area. Such signs may be used as wall signs, or ground signs when located a minimum of 10 feet from any property line. One such sign shall be permitted for each use or activity.

N. Temporary Signs.

1. Agricultural Signs. Directional signs to seasonal agricultural crops shall be allowed for a maximum of 45 days. Signs shall maintain a “clear-sight triangle” which is typically a triangle with two 25-foot sides extending from the street corner along the curbs, and shall be out of the public right-of-way. A temporary sign permit shall be obtained for each sign. A sign plan shall be submitted justifying the proposed location(s) as the minimum necessary to direct traffic to the agricultural crop. Signs shall be no larger than 16 square feet.
2. Banners Placed on Street Light Poles. All temporary banner signs displayed on streetlight/road sign poles in the public right-of-way shall:
 - a. Only be attached to streetlight poles or road sign poles with brackets designed for the display of signs;

- b. Display noncommercial copy only;
- c. Require a temporary sign permit or special event permit;
- d. Be limited in duration to 21 days per permit; and
- e. Only be installed and maintained by city staff or the streetlight pole owner, with all installation, maintenance, and removal costs paid by the applicant.

O. Parking Control Signs. Sandwich board signs as defined in SMC 17.75.025 used solely for the purpose of parking control or traffic control on private property may be placed upon the property of the owner of the sign without a permit, provided such signs shall comply with the requirements of SMC 17.75.025(C).

P. Governmental Signs. Governmental signs shall be exempt from the processes and development regulations required by this chapter, and shall be erected and maintained subject to rules and procedures established by the Community Development Director. In all cases, the city retains the right to remove any governmental sign at its sole discretion. (Ord. 1234 § 7, 2020; Ord. 1198 § 22 (Exh. D), 2017; Ord. 911 § 2, 2002; Ord. 769 § 31, 1996; Ord. 744 § 2, 1995).

17.75.025 Sandwich board signs.

A. For purposes of this title, a “sandwich board” sign shall mean a one- or two-faced A-frame style sign that is readily movable and has no permanent attachment to a building, structure or the ground, and may include other styles of freestanding one- or two-sided signs that otherwise meet the requirements for sandwich board signs.

B. In addition to other permitted sign types, one sandwich board sign may be permitted for any commercial purpose when completely upon private property and upon the business premises, provided such sign meets all other requirements of this section.

C. No face of a sandwich board sign, when permitted by this title, shall exceed 24 inches by 36 inches; and further provided, the foregoing notwithstanding, no sandwich board sign shall be of such a size that it intrudes into any area required to be free of impediments pursuant to the Washington State Barrier Free or Americans with Disabilities Act regulations as they now exist or may hereafter be amended. All signs shall be of sound construction and designed to the satisfaction of the building official to withstand high winds.

D. The permit shall be issued by the director, and the fee for the issuance of such permit shall be \$50.00; provided, the city council may from time to time by resolution establish a different fee. The application for such permit shall be upon a form prescribed by the director, and shall include the proposed location and dimensions of the sandwich board sign, a map drawn to a standard scale showing the location of the sign in relation to streets, sidewalks, buildings, and other features within 20 feet, and either a drawing or photograph of the sign. Applications for permits for sandwich board signs shall be exempt from the requirements of other provisions of this title, and shall be processed by the director or designee on an expedited basis. Such permits shall remain valid for an indefinite period so long as the permitted sandwich board sign meets the requirements of this section and is in compliance with any conditions of the permit; and further provided, that in addition to the permit, a valid sandwich board license has been obtained pursuant to SMC 17.35.235(B) and the license fee paid. A legible moisture resistant copy of the approved license shall be affixed to the underside of the sign at all times.

E. Sandwich board signs shall not be affixed to, mounted upon or placed upon vehicles parked within the public right-of-way.

F. 1. The director shall administer the permitting provisions of this section.

2. The building official, the code enforcement officer or any police officer may enforce the provisions of this section relating to unpermitted sandwich board signs.

3. Any sandwich board sign placed in violation of any of the provisions of this section may be summarily removed.

4. Any sandwich board sign removed pursuant to this subsection may be returned to the owner only upon the owner's securing of a permit, and a license if required; provided, any sandwich board sign removed from public or private property more than two times may be destroyed.

G. Willful violation of the requirement to obtain a permit or license for a sandwich board sign, as evidenced by three or more actions to enforce such requirements by removal of any sign owned by the same owner, shall constitute a misdemeanor. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 911 § 3, 2002).

17.75.030 Sign permit – Application requirements.

All permit applications shall include a general land use application; drawings showing all dimensions (size and shape), types of materials, location of the proposed sign on the site, and illumination proposals; information demonstrating conformance with the Uniform Building Code requirements; and the permit fee. Signs within the historic district, except temporary signs, shall also address the design review board criteria for signs, SMC 17.35.230. Any off-premises sign application shall also include written approval by the property owner upon whose property the sign is to be placed. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 744 § 2, 1995).

17.75.040 Variances.

The hearing examiner may issue sign variances upon receipt of written application and detailed plans, provided the subject sign(s) is in keeping with the intent and purposes of this chapter. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 769 § 32, 1996; Ord. 744 § 2, 1995).

17.75.050 Sign permit – Review.

All proposed signs in the historic district shall be reviewed by the design review board except temporary signs, which shall be reviewed by the director. All proposed signs other than those requesting a variance from the requirements of this chapter or those located within the historic district shall be processed by the director following review and comment as specified above, and provided the proposed sign(s) is within the intent and purposes of this chapter, complies with this chapter's provisions, and will not be contrary to the public interest, detrimental to the public welfare or safety, or injurious to property in the vicinity. Signs must be inspected by the building official and must conform with the Uniform Building Code and Uniform Sign Code. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 769 § 33, 1996; Ord. 744 § 2, 1995).

17.75.070 Blade signs.

A. For purposes of this section, a "blade sign" shall mean a rigid projecting or suspended sign that is perpendicular to the building facade, and for which the primary audience is pedestrians.

B. Blade signs shall meet the following requirements:

1. Have a size not exceeding four square feet;
2. Have a minimum vertical clearance of eight feet;
3. Be located under a canopy or awning if the building has one or otherwise be located at a maximum height of 10 feet above the sidewalk. If an existing canopy or awning is too low to allow for proper clearance, the blade sign may be located on the side edge of the canopy;
4. Contain only the business name and a logo or graphic;
5. Be constructed of wood, MDO, MDF or metal;
6. Be rigidly attached to a sign bracket; and
7. Be illuminated only by exterior incandescent lights. (Ord. 1198 § 22 (Exh. D), 2017; Ord. 911 § 4, 2002).