Sign Code Update

Plan Commission Hearing
October 11, 2017
Project Background

• Updates to SMC 17C.240-Signs
• Limited Project Scope
  – Content Neutrality
  – Respond to City Council Moratorium
  – Staff Recommendations
Content Neutrality

• U.S. Supreme Court Decision

• Need to Read

• Focused on:
  – Intent and purpose statements
  – Exemptions and prohibitions
  – Temporary sign categories
Council Moratorium

- Emergency Ordinance 35490
  - Passed April 10, 2017
  - Extended October 9, 2017
  - Expires April 10, 2018

- Moratorium on the relocation of off-premise signs into areas having a Center and Corridor zoning designation or located in an historic district

- SMC 17C.240.250 (B)(2) Public Works Exception – allows existing billboards to relocate to accommodate a public works project
Staff Recommendations

• Nine docketed changes
  1. SMC 17C.240.140 (E & G) – Sign Face Area
  2. SMC 17C.240.230 - Table 17C.240-2
  3. SMC 17C.240.240 (G)(2)– Grand Opening Displays
  4. SMC 17C.240.240 (H)– Directional Signs
  5. SMC 17C.240.240 (J) - Electronic Message Center Signs, Table 17C.240-4
  6. SMC 17C.240.240 (D)– Signs Attached to Buildings or Structures
  7. SMC 17C.240.250 – Off Premises Signs
  8. SMC 17C.240.250 – Off Premises Signs
  9. SMC 17C.240.290 – Bonus Allowance for Outstanding Design

• Reorganization of sections
Proposed Changes

• Edits for grammar, organization and clarity
• Addition of intent statement*
• Rewrite of purpose statement*
• Addition of a definitions section
• Updated list of exemptions and prohibitions*
• Clarification on measuring sign face area*
Proposed Changes

• Reorganization of 17C.240.240 – Additional Standards in all Zones
  – Section 17C.240.240 Sign Placement and Location Restrictions
  – Section 17C.240.241 Building Mounted Wall Signs
  – Section 17C.240.242 Roof Mounted Signs
  – Section 17C.240.243 Freestanding Signs
  – Section 17C.240.244 Temporary Signs
  – Section 17C.240.245 Sandwich Board Signs
  – Section 17C.240.246 Community Banners
  – Section 17C.240.247 Electronic Message Centers
Proposed Changes

• “Rooftop” and “pitched roof” signs were combined into “roof mounted signs”
• Directional signs are allowed to use 25% of the sign area for a logo, image, or other copy
• Temporary sign categories were eliminated
  – New definition of temporary sign focusing on materials rather than time limitations
  – Regulations will be based on the property’s zoning category rather than sign type
  – 180 day time limit on all temporary signs
  – Definition of abandoned temporary sign and language requiring their removal
Proposed Changes

• Sandwich board signs
  – Moved into a separate section
  – Expanded eligibility beyond businesses
  – Eliminated requirement to notify the City
  – Changed placement distance from entrance to building or location

• Community Banners
  – Moved into a separate section
  – Eliminated requirement that they be reviewed by the arts commission was removed
Proposed Changes

• Electronic Message Center Signs
  – Removed flashing sign column
    • Flashing signs are prohibited under 17C.240.070
  – Clarified EMC’s not allowed in downtown zones
    • Supported by Downtown Plan
  – Clarified procedure for measuring brightness
Proposed Changes

• Off Premises Signs
  – Clarified which off-premises signs qualify as non conforming
  – Replaced outdoor advertising display with off-premises sign
  – Clarified the meaning of roadway
  – Restricted relocation of billboards to sites that do not have center or corridor zoning and are not located in an historic district

• Bonus Allowance for Outstanding Design section was replaced with Exception section
Updated Graphics

Multiple Cabinets

Figure 4
Sign Face Measurements

Sign Face Area = [D][E] + [F][G] + [H][I]

(Area of Cabinet A) + (Area of Cabinet B) + (Area of Cabinet C) = Sign Area
Updated Graphics

Vision Clearance Area

Vertical Clear View Zone
Updated Graphics

Diagonal Corner Signs

FIGURE 9
Diagonal Corner Signs

- Allowable extension of diagonal corner signs
- Allowable extension of projecting signs

Roadway
Curb
Property Line

Signs Extending into the Right-of-Way

- Allowable extension into right-of-way for diagonal signs.
- Maximum extension into right-of-way for signs 50 sqft in area.
- Maximum extension into right-of-way for signs 100 sqft in area.
Updated Graphics

Placement of Portable Signs

Placement of Temporary Signs

FIGURE 10b
Placement of Portable Signs in the R-O-W

* = Where no curb is present, distance must be 5’ from edge of roadway.
Post Workshop Changes

• 17C.240.210 (B) Temporary Signs
  – Remove 180 day time limit

• 17C.240.250 (B)(2)(e) Off-Premises Signs
  – Include Neighborhood Retail and residential zones in the list of zones not eligible for relocation of off-premises signs
Other Future Code Changes

- 17A.020 – Definitions
- 17C.370.030(F)(11) – Existing Neighborhood Commercial Structures in Residential Zones
- 17C.340.110 (E) – Home Occupations Development Standards
Public Outreach

• Work Group
  – Members included: Community Assembly Rep, Plan Commission Rep, Real Estate Rep, Sign Code Industry Rep, Staff
• Met four times July-August
• Agenda Topics Included
  – Purpose and Intent Statement
  – Prohibitions and Exemptions
  – Off-Premises Signs
  – Bonus Allowance for Outstanding Design
  – Temporary Signs
  – Current Planning Changes
Public Outreach

- Project webpage - July
- Work group – July-August
- Billboard focus group – September 5
- Website
  - Blog
  - Virtual Open House - September 12-14
  - Chat with a planner - September 12 & 14
  - Facebook Live - September 13
- Newspaper article
- Community Assembly Land Use Committee presentation – September 21
Timeline

April - May  Internal staff audit and baseline draft development
May 8  City Council Briefing
June 14  Plan Commission workshop #1
June-August  Work Group review and recommendations
September 12-14  Virtual Open House
September 13  Plan Commission workshop #2
September 14  Submittal to Washington State Department of Commerce
September 27  Plan Commission workshop #3
September 28  City Council Study Session
October 11  Plan Commission Hearing
November 6  Council Advance Briefing
November 13  Council First Reading
November 20  Council Hearing and adoption