

# 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
  - Reed v. Town of Gilbert (2015)
- 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

## Primary Building Wall

## Primary Building Wall

FIGURE 1:  
Primary and Secondary Building Walls

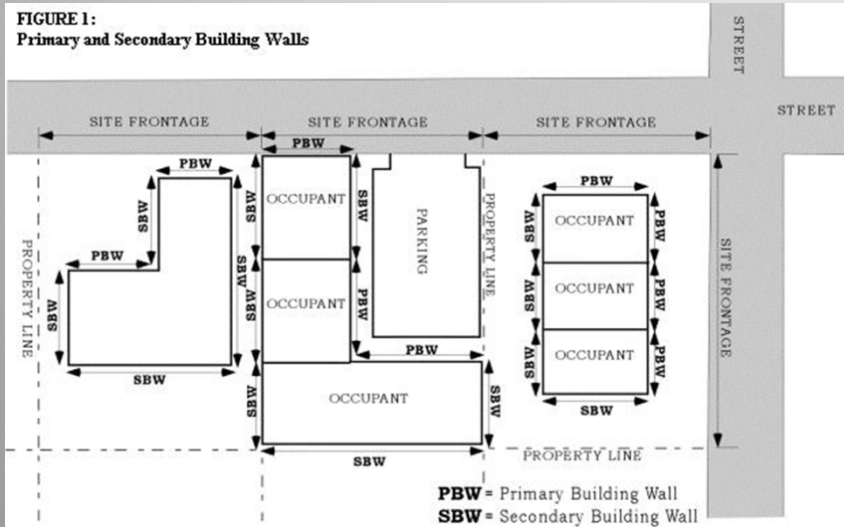
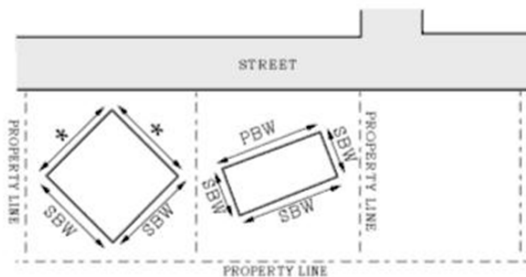
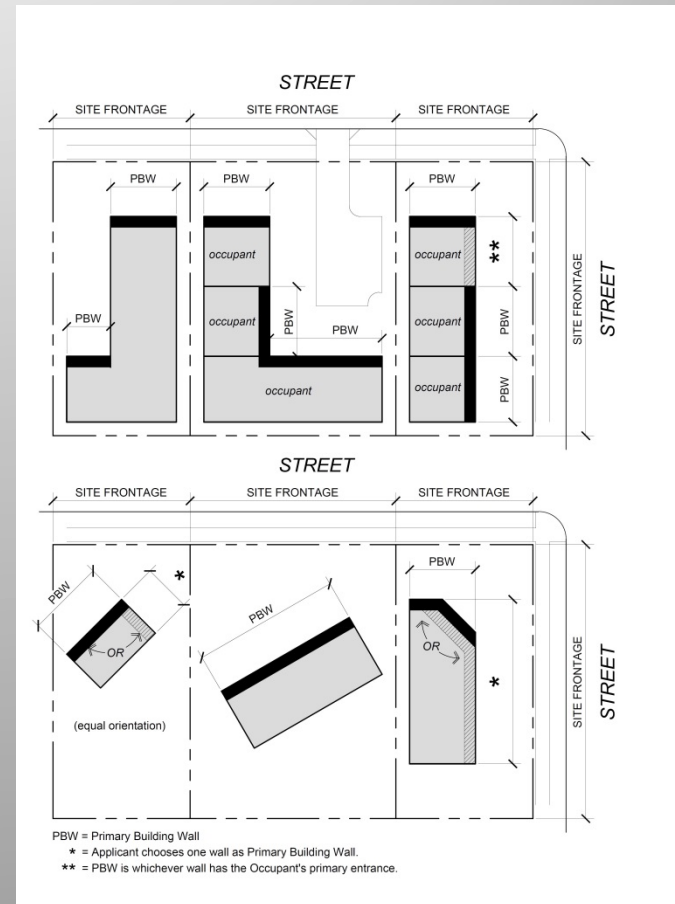


FIGURE 8a  
Building Wall Orientation



**PBW** = Primary Building Wall  
**SBW** = Secondary Building Wall  
\* Equal orientation - applicant chooses one for primary wall and one for the secondary wall



# Updated Graphics

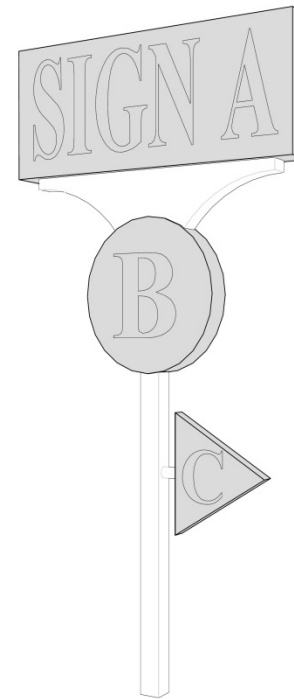
## Multiple Cabinets

**FIGURE 4**  
**Sign Face Measurements**



$$\text{Sign Face Area} = [D][E] + [F][G] + [H][I]$$

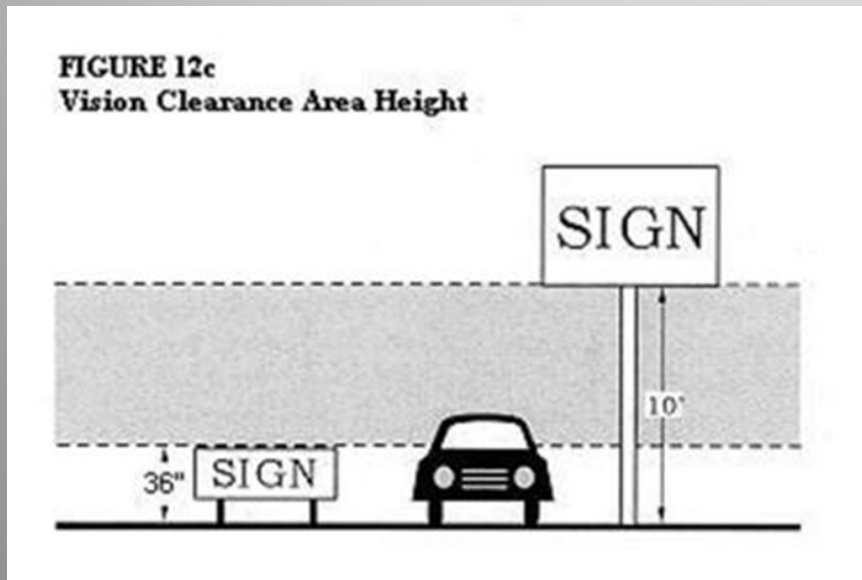
## Multiple Cabinets



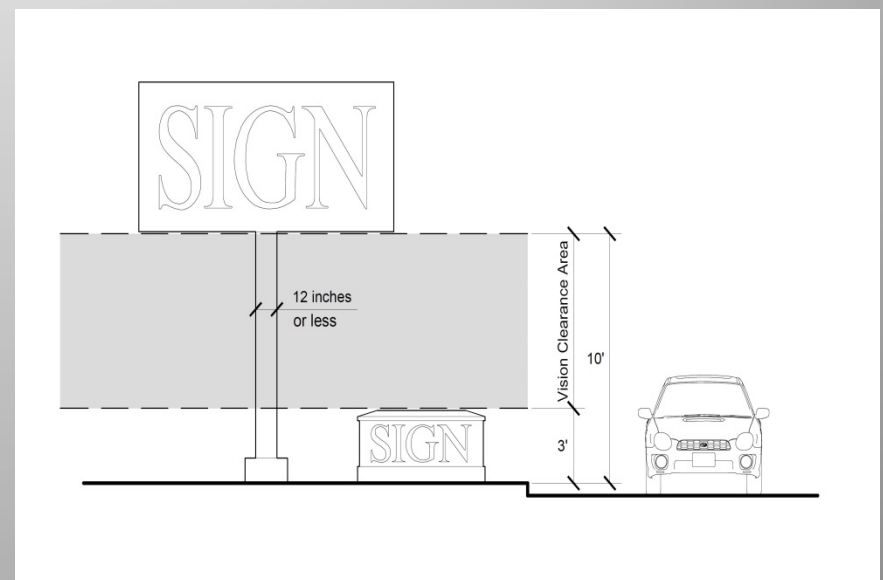
$$(\text{Area of Cabinet A}) + (\text{Area of Cabinet B}) + (\text{Area of Cabinet C}) = \text{Sign Area}$$

# Updated Graphics

## Vision Clearance Area



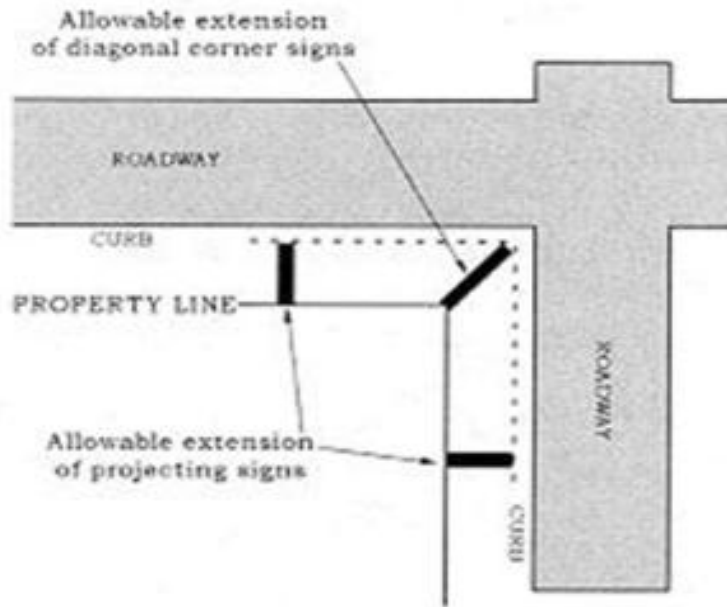
## Vertical Clear View Zone



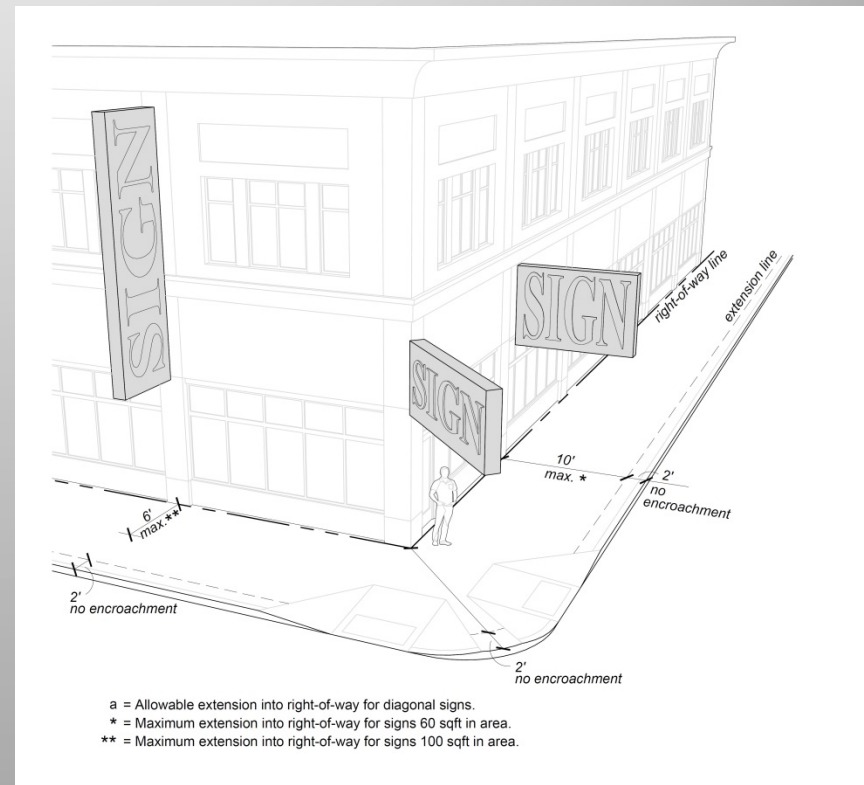
# Updated Graphics

## Diagonal Corner Signs

**FIGURE 9**  
**Diagonal Corner Signs**

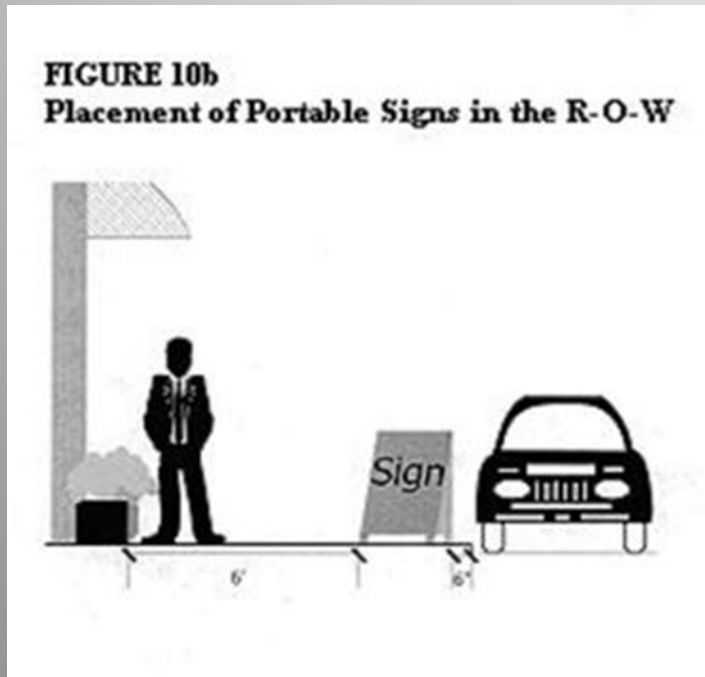


## Signs Extending into the Right-of-Way

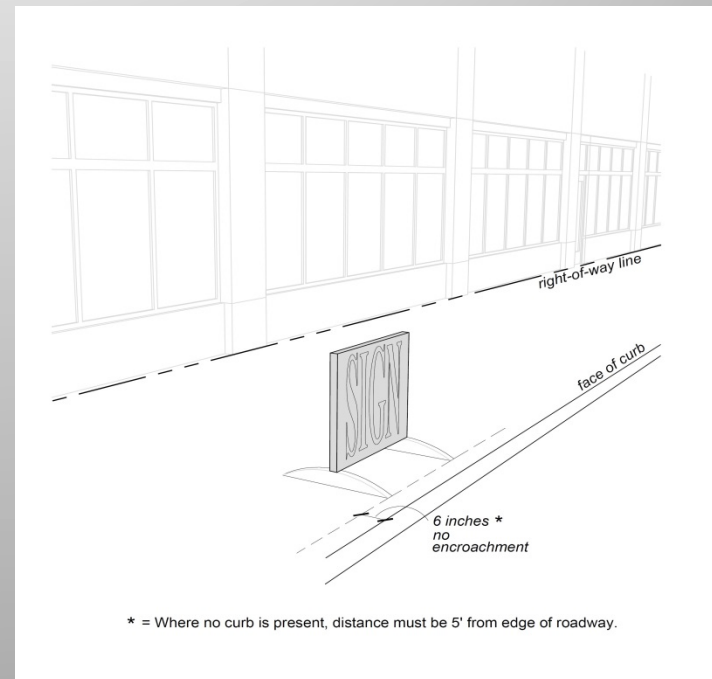


# Updated Graphics

## Placement of Portable Signs



## Placement of Temporary Signs





# 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

