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 standard

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

- Emergency Ordinance 35490
  - Passed April 10, 2017
  - Expires November 22, 2017

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

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

• Added Definitions section
Work Group

• Members
  – Community Assembly Rep
  – Plan Commission Rep
  – Real Estate Rep
  – Sign Code Industry Rep
  – Staff

• July-August
Proposed Changes

• Edits for grammar, organization and clarity
• Addition of intent statement *
• Rewrite of purpose statement *
• Updated list of exemptions and prohibitions *
• Clarified language measuring sign face area *
Proposed Changes

• “Rooftop” and “pitched roof” signs were combined into “roof mounted signs”*

• Temporary sign categories were eliminated
  – New definition focusing on materials rather than time limitations*
  – Regulations will be based on the property’s zoning category rather than sign type*
  – New definition for abandoned temporary signs and language regarding their removal
  – 180 day time limit for all temporary signs
Proposed Changes

• Sandwich board signs were moved into a separate section and the requirement to notify the City was eliminated*

• Community Banners were moved into a separate section and the requirement that they be reviewed by the arts commission was removed*
Proposed Changes

• Off Premises Signs*
  – Clarified which off premises signs qualify as non conforming
  – 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
Proposed Changes

• Reorganization of 17C.240.240 – Additional Standards in all Zones
  – Section 17C.240.170 Sign Placement and Location Restrictions
  – Section 17C.240.180 Building Mounted Wall Signs
  – Section 17C.240.190 Roof Mounted Signs
  – Section 17C.240.200 Freestanding Signs
  – Section 17C.240.210 Temporary Signs
  – Section 17C.240.220 Sandwich Board Signs
  – Section 17C.240.230 Community Banners
  – Section 17C.240.240 Electronic Message Centers
Proposed Changes

• New section to include all sign related definitions*
• Changes to Vision Clearance Areas
• Update graphics
Public Outreach

• Project page - July
• Work group – July-August
• Billboard focus group – September 5
• Website
  – Blog
  – Video
  – 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
October 11     Plan Commission Hearing
November 6     Council Advance Briefing
November 13    Council First Reading
November 20    Council Hearing and adoption