

Sign Code Update

City Council Study Session

September 28, 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 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

