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
  – Expires November 22, 2017

• 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
Work Group

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

• July-August
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 14
- Newspaper article
- Community Assembly Land Use Committee presentation – September 21
Timeline

April - May    Internal staff audit and baseline draft development

June 14      Plan Commission workshop and appointment of Work Group members

June-August  Work Group review and recommendations

September 12-14   Virtual Open House

September 13  Plan Commission workshop

September 14  Submittal to Washington State Department of Commerce for 60 day review (prior to Council Action)

October 11   Plan Commission Hearing

TBD          Council Briefing at PED

November 6   Council Advance Briefing

November 13  Council First Reading

November 20  Council Hearing and adoption