

Sign Code Update

Plan Commission Workshop

September 13, 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
 - 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

