

Joyce Phillips

From: Chris Clare <chris@tanrepublic.com>
Sent: Friday, October 19, 2018 11:02 PM
To: Joyce Phillips
Subject: Sign Code Update Comment

Feather flags should be allowed by any and all businesses as per lacey code allowing 1 advertising sign per 100 ft of street frontage. Of which if a business/building has 250ft of frontage 2 signs would be allowed. This may allow some businesses who dont have signs in existing marquees the ability to advertise. Visibility is key to a business's survival which in turn helps the city with any and all taxes paid by said business.

Tan Republic It's logo and Name are Registered Trademarks of Tan Republic Franchise Company LLC - Every Location is Independently Owned and Operated, to find your nearest location check us out online @ www.tanrepublic.com/locations/

Joyce Phillips

From: David Krueger <dkrueger@wigproperties.com>
Sent: Thursday, October 11, 2018 10:42 AM
To: Joyce Phillips
Cc: Leshya Wig
Subject: Comments: Olympia Sign Code - Second Public Draft
Attachments: Street View.JPG; Street Tree Distance.JPG

Hello Joyce,

Thank you for sharing the link to the second draft of the new Olympia Sign Code. We believe the changes that have been made will truly help businesses grow and thrive in Olympia. Thank you for your ongoing support and guidance through this process.

I have had a chance to review the second draft and have only a few comments that I would like to share with you and the City of Olympia.

Section 18.43.070 Permanent Sign Types and Standards

Q. Shopping Center Sign.

3. I like the idea that the copy area shall include the name of the shopping center, if included on the sign. I just want to make sure I understand that IF you choose to put the shopping center's name on the sign that it would need to be part of the copy area (not in addition to the maximum allowable 100 sq. ft.), but it is not a requirement to include the shopping complex name. Basically the 100sf can be used for tenants only if preferred?

4. Location: to be put in a landscaped area. We would like clarification here that states you can "create" (put in) a landscape area if one does not exist or expand one (if needed) in order to accommodate the sign's footprint. This could include the removal of a portion of the parking lot or parking stall (as long as the minimum required amount of parking stalls for the center stays at or above the required amount).

6. The visibility of the sign is paramount to its success and the success of the businesses occupying the sign. If a sign cannot be seen then there will be an immediate diminishing return on the investment of such sign when installed. We would request that any street tree within 115' of the sign can be removed and relocated, on a cumulative caliper for caliper basis, to another area of the property. I.e. if the tree to be removed has an 8" caliper (at chest height - 4.5') then a tree or trees with the cumulative balance of 8" must be planted elsewhere on the property (this could be two 4" caliper trees or a 4" and two 2" calipers for example). Please see the attached street photo of an example of this potential blockage (first attachment "Street View"). A car heading north west on Cooper Pint Road would not be able to see the Shopping Center Sign at all due to the street tree blocking its visibility. Please see the second attachment (Street Tree Distance). This shows the distance between this street tree and the potential location for a new Shopping Center Sign. As you can see the distance is +/-105' so we have safeguarded the length request to 115'. We very much appreciate beautiful landscaping and trees and are happy to introduce them to other areas of the property. We just want to make sure the new Shopping Center Sign is seen and achieves the goal of better business identification.

Please contact me with any questions or requests. We look forward to continuing the dialogue on the new Olympia Sign Code with you and the City of Olympia.

Thanks,



Wig Properties LLC

David Krueger

4811 - 134th Place SE | Bellevue, WA 98006

Office 425-641-2044 x102 | Cell 206-679-6717 | Fax 425-865-8648

www.wigproperties.com

The information in this message may be proprietary and/or confidential, and protected from disclosure. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify me immediately by replying to this message and deleting it from your computer.

From: Joyce Phillips [mailto:jphillip@ci.olympia.wa.us]

Sent: Monday, September 24, 2018 3:24 PM

To: Joyce Phillips

Subject: Olympia Sign Code - Second Public Draft

You are receiving this email as an "Interested Party" for the City of Olympia Sign Code Update. If you no longer wish to receive these emails please contact Joyce at jphillip@ci.olympia.wa.us and ask to be removed from this distribution list.

The second draft of the new Olympia Sign Code has been posted to the project webpage (olympiawa.gov/signcode). Please feel free to review it and provide additional feedback. It is still draft and I do expect to make changes based on additional public comments. There will be a briefing before the Planning Commission on Monday, October 1, 2018 before the public hearing is held (tentatively scheduled for Monday, November 5, 2018). Thank you.

Joyce Phillips, AICP, Senior Planner

City of Olympia | Community Planning and Development

601 4th Avenue East | PO Box 1967, Olympia WA 98507-1967

360.570.3722 | olympiawa.gov

Note: Emails are public records, and are potentially eligible for release.





Ruler

Line Path Polygon Circle 3D path 3D polygon

Measure the distance between two points on the ground

Map Length: 105.57 Feet

Ground Length: 105.70

Heading: 330.39 degrees

Mouse Navigation Save Clear

Joyce Phillips

From: Karen Messmer <karen@karenmessmer.com>
Sent: Monday, November 14, 2016 7:09 AM
To: Joyce Phillips
Subject: Sign code update and walking/cycling access

Follow Up Flag: Follow up
Flag Status: Completed

Hello Joyce - Two items on sign code.

1. I see that there is an item on the Planning Commission agenda regarding sign code update. I have noticed over many years that the placement of signs has created barriers for people who walk and bicycle.

Signs are often placed on sidewalks where they block the sidewalk or make it narrow. The impact ranges from inconvenience to tripping hazards. ADA access is lost sometimes at intersections where a sign blocks the ADA ramp. Also, signs for garage sales or real estate end up out in a bike lane. Even temporary uses like this can present dangerous situations for cyclists. I am not sure what language needs to be made more clear about this, but I would appreciate your attention to this as the code is reviewed.

2. We currently have a strict limit on lighted information signs at schools - they cannot change more frequently than at certain intervals.

Periodically the Olympia High School sign is reprogrammed and it starts to flash and change out of compliance with the code. We end up calling them directly or sometimes contacting the City. This is a residential area with lots of walking and crossing movements on North Street. The safety of all people who walk in this area should not be compromised by a flashing sign that motorists are distracted by. Also, the flashing sign would bring a 'commercial' character to an area that is residential. There is also a limitation on the timing of the changing message on the auto mall sign that is visible from the 101 freeway. Similar concerns for this one, only it relates in this case to distracted driving.

I would like to be kept in the loop on the code review as it moves forward.

Thank you

Karen Messmer

Joyce Phillips

From: reisterbrau@gmail.com
Sent: Saturday, November 19, 2016 1:06 PM
To: Joyce Phillips
Cc: Kenneth Reister
Subject: Olympia sign policy

Follow Up Flag: Follow up
Flag Status: Completed

I want to provide some input on the sign policy.

While streamlining the policy might sound nice that isn't necessarily what is needed. Enforcement of existing sign policy basically ended my wife's business at 113 Thurston Ave. The front of the building is more than 20 feet from the sidewalk and basically invisible to passers-by on Capitol way and Washington Street

The deal is properties, locations, and businesses are not all the same.

Existing policy states "In no case shall signs be more than 20 (twenty) feet from the front wall of the business." The front wall of My wife's business was more than 20 feet from the sidewalk. This made placement of a sandwich board sign at the sidewalk out of compliance. The city enforced this rule after some difficult fellow complained. This led to decreased business and eventual failure of the business just because of one person complaining. On top of that it was obvious that the city practiced selective enforcement of the policy. Other businesses were habitually out of compliance but did not suffer the enforcement that my wife's business received. The city refused to permit any variance in the policy.

A case of a free standing sign that I suspect is out of compliance with the sign policy is the sign for Music 5000 on Pacific avenue. Perhaps the City allowed a variance for Music 5000 but would not at 113 Thurston Avenue.

All situations are different. Streamlining is not necessarily the best solution. Please consider the many exceptions that exist for business owners.

Kenneth Reister

Sent from Mail for Windows 10

Joyce Phillips

From: Karen Messmer <karen@karenmessmer.com>
Sent: Tuesday, April 11, 2017 7:36 PM
To: Joyce Phillips
Subject: Re: Sign Code Committee Meeting - comment on digital signs

Joyce -

I saw a comment in the notes from one of the meetings sign code about the freeway sign for the auto mall. The comment was that the length-of-time that the message be held static is too long.

When the limitations were originally put in place, it was because of the safety concerns. There is information available on the distraction that these digital signs cause for drivers. The purpose of the digital signs is to distract drivers to read their (sometimes lengthy) message. Below are some links to articles and materials about this topic. I don't think the sign code group or the planning commission should be making judgements about this without a thorough consideration of safety. We are learning more about distracted driving from cell phone use - and the evidence is clear that concentrating on something other than the driving task at hand will lead to crashes.

This is of special concern to me as well near schools, where we have people walking, cycling, and crossing city streets. The school digital signs are currently limited to prevent distracted driving and I do not want to see changes to those limits.

Thanks

Karen Messmer
Olympia Safe Streets Campaign

Summary of some of the research findings at Scenic America

<http://www.scenic.org/billboards-a-sign-control/digital-billboards/112-digital-billboard-safety-studies>

Article in Huffington Post - makes the argument that there is enough evidence to ban digital signs on roadways.
http://www.huffingtonpost.com/dave-meslin/driven-to-distraction-the_b_5563176.html

On 4/10/2017 11:33 AM, Joyce Phillips wrote:

Today's sign code committee meeting will be in **City Hall Room 207** from 1:30 – 3:30 p.m.
Joyce

Joyce Phillips, AICP, Senior Planner
City of Olympia | Community Planning and Development
601 4th Avenue East | PO Box 1967, Olympia WA 98507-1967
360.570.3722 | olympiawa.gov

Note: Emails are public records, and are potentially eligible for release.



Joyce Phillips

From: Karen Messmer <karen@karenmessmer.com>
Sent: Monday, May 22, 2017 7:29 AM
To: Joyce Phillips
Subject: Re: Sign Code comments

Hello Joyce -

As the sign code work continues here are my concerns:

Safety for people who are walking and bicycling. Also general traffic safety for drivers as well. Distracted driving is now known to cause crashes and the most vulnerable of our roadway users are people walking and bicycling. I am regularly seeing cars drifting into the bicycle lane or onto the shoulder of the roadway as they apparently are looking at their phones or being distracted in some other way. We must not assume that signs that 'attract attention' over-ride the importance of safety.

Preserving sidewalk space for walking. Temporary sandwich board sign and other types of signs must not be allowed to be placed into the space that we have created for people to walk. This appropriates the sidewalks for commercial use when these spaces need to be dedicated to walking. Special attention needs to be paid to ADA access and that has specific rules. In addition, we need to provide appropriate space in downtown, for example, for folks to comfortably walk without having to continuously dodge and walk around obstructions.

I regularly see real estate sandwich board signs placed in residential neighborhoods in the middle of a sidewalk. This essentially blocks walking area and anyone in a wheelchair or with a walker would need to push the sign aside somehow to proceed.

Commercialization of residential neighborhoods. Some uses such as schools and churches are allowed in residential neighborhoods. This has been a long standing tradition in planning and zoning. However, this does not mean, in my opinion, that these uses should be allowed to have commercial-scale advertising and lighting that can intrude on the residential character of the neighborhood. There are many ways for schools to communicate with the public and with their students, families and staff. They have successfully done this for many years. We should not bring commercial scale signage into neighborhood simply because they are available.

Thanks

Karen Messmer

On 5/19/2017 10:07 AM, Joyce Phillips wrote:

The Sign Code Policy Advisory Committee will meet today at 2:00 p.m. in Olympia City Hall in Room 207. There is no formal agenda but we will discuss the ten questions posed in the attached document. You are welcome to attend and listen and/or to respond to the ten questions and email your responses to me by June 5th. Thank you!
Joyce

Joyce Phillips, AICP, Senior Planner
City of Olympia | Community Planning and Development
601 4th Avenue East | PO Box 1967, Olympia WA 98507-1967
360.570.3722 | olympiawa.gov

Note: Emails are public records, and are potentially eligible for release.



Joyce Phillips

From: JacobsOly@aol.com
Sent: Monday, May 22, 2017 1:58 PM
To: Joyce Phillips
Subject: Sign Code Update Comments

Hi Joyce -- Thanks for inviting public comments on the sign code update and specifically on the "remaining issues and questions".

I do have some thoughts which I hope might be useful to the committee.

1. Decision Criteria. The most basic suggestion I'd offer is to take a step back and discuss the values or criteria that the group wants to use to make its decisions. This is normally the first step in a comprehensive process like this one, but it is not too late for the group to do this. It should help the decision process proceed more smoothly than the ad hoc, incremental approach that has been used to date.

I would personally suggest that the sign regulations be based on a benefit/cost model (both terms broadly defined).

All signs have a cost to the community in terms of visual clutter and distraction. For each category of sign, I'd suggest that signs be allowed if the public benefits of the signs outweigh the public costs.

For instance, traffic signs are justified because we judge that the benefits (accidents avoided) are greater than the costs (visual clutter). And of course the traffic staff looks at the number and type of signs in order to minimize visual clutter, in addition.

The same would be true for signs warning of public health (polluted ground) and safety (high voltage).

Another example would be signs to help the public find a facility or business. We need to be able to find these, and addresses alone are not sufficient. In the case of businesses, I'd suggest that name and type of business (Joe's Lock Shop) would be justified.

However, many of the commercial signs now allowed go farther. "Bayview Market" helps us find a building, but "asparagus 1.99 lb" is primarily a benefit to the business, not the public. And other avenues are available for advertising products/services and prices.

I'd say the same thing about signs for public facilities. I pass the OHS sign on North Street frequently. I believe it is justified that there be a sign saying "Olympia High School" because it helps people find the school. But "spring fling" or "state volleyball champs" does not provide information that public needs and therefore should not be allowed on the sign, in my opinion.

This approach provides a decision criterion that would help the committee develop and defend its recommendations.

2. Animated Signs. Any kind of movement multiplies the negative effects of signs exponentially. Movement is very distracting. And as a result it increases the risk of traffic accidents (how often have we all heard about that moving sign along I-5?) and decreases our enjoyment of our city. It also multiplies the cost of signs, which helps sign companies and large firms,

but disadvantages the smaller, more poorly capitalized companies. An exception for theater marquees in a theater district might be in order, but even there I'm unconvinced that movement does more good than harm.

3. Tiny Screens. Tiny screens such as those in ATMs and gas pumps are not a problem in my opinion because they do not affect the general public.

4. Billboards. I think we still have four billboards in the city. It seems obvious that these large signs are an unwarranted intrusion into the public's space. Billboards can be gotten rid of without cost to the city if the owners are given enough time to remove them that their investments are covered, e.g., 25 years. Keith Stahley has had experience with this in another jurisdiction. How much more pleasant our city would be without these monsters!

5. Heritage Signs. I think there is some value in allowing historic signs to remain (or be re-installed), even if they would no longer be allowed under current codes. The one that comes to mind is the old Jack's Shoe Repair sign that used to hang over this business on Columbia Street. It is a wonderful old design and would add to the attractiveness of this historic area. I hope it will be reinstalled some day.

I would be glad to discuss these ideas with staff or committee members.

Best,

Bob Jacobs
352-1346

Joyce Phillips

From: Karen Messmer <karen@karenmessmer.com>
Sent: Monday, April 16, 2018 12:27 PM
To: Joyce Phillips
Subject: Re: sign code potential changes on Planning Commission agenda
Attachments: FINALREPORT10-18-GJA-JW.pdf

Joyce -

Is there any separate research that is not funded by the Sign Research Foundation? It looks like this is a group that is funded by the outdoor sign industry. See attached review of previous research.

I am concerned that this is the only safety related research being used as basis for changing regulation on reader boards.

Karen Messmer

On 3/3/2018 10:54 PM, Joyce Phillips wrote:

Hi, Karen.

Here is some of the information related to electronic signs, safety, and hold times. I believe the consultants may have more information, too.

Joyce

<http://www.signresearch.org/wp-content/uploads/Digital-Signage-Traffic-Safety-A-Statistical-Analysis.pdf>

<http://www.signresearch.org/wp-content/uploads/Digital-Signage-Traffic-Safety-Executive-Summary.pdf>

From: Karen Messmer [karen@karenmessmer.com]
Sent: Thursday, March 01, 2018 3:49 PM
To: Joyce Phillips
Subject: Re: sign code potential changes on Planning Commission agenda

Thanks Joyce -

What I am looking for is more reasoning behind any lighted sign recommendations. Research findings, data from other cities, case studies. This background is needed when the word 'safety' is used.

I look forward to your more detailed response and I hope you feel better soon.

Karen Messmer

On 3/1/2018 12:35 PM, Joyce Phillips wrote:

Hi, Karen.

I am under the weather and out of the office - but will respond in more detail as soon as I can - hopefully tomorrow afternoon or Saturday. And this is just a briefing to update the OPC - once the public draft is out (hopefully in March/April) there will be more public outreach and public comment - and probably at least one more OPC briefing before a public hearing.

Joyce

From: Karen Messmer [karen@karenmessmer.com]

Sent: Tuesday, February 27, 2018 3:56 PM

To: Joyce Phillips

Subject: sign code potential changes on Planning Commission agenda

Hello Joyce - I have copied some text below from the attachment in the 3/5 Planning Commission meeting packet titled 'Biggest Policy Changes Proposed'

I have a specific interest in the lighted changing signs that flash messages - whether at schools or commercial businesses. I believe these messages are distracting to drivers, just as we know that phone use is distracting. I would like to better understand the language 'Safety standards for changing messages allow more frequent messages.'

Can you tell me what these safety standards are and where I can find them?

I have safety concerns about flashing and signs. And for schools, I have concerns that since they are located in residential areas, we are 'commercializing' these neighborhood areas with flashing and moving sign images.

Thank you

Karen Messmer

Current code

Hold time for public service signs at academic schools is five minutes. The hold time is three minutes for the Development Identification Electronic Reader board Sign for the sign at the Auto Mall.

Proposed changes

Safety standards for changing messages would allow more frequent messages. Proposing ten second minimum hold time, with no more than three messages in any one minute.

--

I dream of a better tomorrow,
where chickens can cross the road
and not be questioned about their motives.

--
I dream of a better tomorrow,
where chickens can cross the road
and not be questioned about their motives.

--
"The greatest enemy of knowledge is not ignorance,
it is the illusion of knowledge."
Stephen Hawking

Joyce Phillips

From: Karen Messmer <karen@karenmessmer.com>
Sent: Monday, April 16, 2018 2:40 PM
To: Joyce Phillips
Subject: Electronic signs compendium of research - sign code considerations

Joyce - this compendium of research on electronic signs is compelling.

Karen Messmer

<http://www.scenic.org/storage/PDFs/billboard%20safety%20study%20compendium%20updated%20ofebruary%202018.pdf>

Joyce Phillips

From: James Carpentier <James.Carpentier@signs.org>
Sent: Friday, May 11, 2018 10:47 AM
To: Joyce Phillips
Cc: David Hickey; Patti King
Subject: RE: sign code update

You are welcome Joyce. Let me know if you have any questions.

Have a great weekend!

James

From: Joyce Phillips [mailto:jphillip@ci.olympia.wa.us]
Sent: Friday, May 11, 2018 11:22 AM
To: James Carpentier <James.Carpentier@signs.org>
Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>
Subject: RE: sign code update

Thank you for the information, James. I will review it along with the opposing views sent to me earlier.

Your proposed solution of the window signs issues is essentially the same as what I plan to propose to the planners here next week. I believe they will agree that it is a much simpler approach and will be more in line with the way most businesses treat window signs anyway.

Hope you have a nice weekend!
Joyce

From: James Carpentier <James.Carpentier@signs.org>
Sent: Thursday, May 10, 2018 5:45 PM
To: Joyce Phillips <jphillip@ci.olympia.wa.us>
Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>
Subject: RE: sign code update

Hello Joyce,

Your response is appreciated! Here are my thoughts and recommendations on your issues.

WINDOW SIGNS

Your regulatory scheme makes a distinction with "permanent" window signs and "temporary" window signs. Staff needs to first determine if the window sign is permanent or temporary. The definition below for a temporary sign does not provide clear direction. Administration of this distinction would be a challenge. An owner could have a "permanent" sign that he does not want to utilize and replaces that sign with a "temporary" window sign. The sign area for the permanent sign would have been sized based on the "permanent" window sign that is no longer utilized. The wall sign that was installed may have poor legibility due to this requirement. I could think of a number of other scenarios that would make the administration of this approach more than a challenge.

We suggest that the city simplify and make no distinction between permanent and temporary window signs and remove section K. Most jurisdictions do not make a distinction if a window sign is permanent or temporary due to the administration challenges.

It is important to remember that window signs are a very affordable and effective method to advertise.

REGULATING ELECTRONIC MESSAGE CENTERS (EMC)

The important distinction for safety and EMCs is danger vs. distraction. Studies that have been done by the FHWA (attached and our summary of the study) and others discovered that glance rates at EMCs are shorter than the government declared dangerous glance rate of 2 seconds. See the attached presentation slides 23 and 24 for additional information. (This presentation was for the City of Vacaville CA). The glance rates for EMCs in the FHWA study were around 1 second, well under the government declared dangerous glance rate of 2 seconds. I have attached the FHWA study along with our summary of that study.

I have also attached the only on-premise EMC traffic study and the Sign Research Foundation's summary of that study. This study states the following on page viii:

~~"The results of this study provide scientifically based data that indicate that the installation of digital on-premise signs does not lead to a statistically significant increase in crashes on major roads."~~

We are in support of the proposed hold times of 10 seconds, since traffic studies indicate that hold times in that range are not "dangerous." A hold time of 3 or 5 minutes does not allow for a school or business to utilize this technology. Important to note that the 40 or so DOT's that allow EMCs adjacent to freeways have hold time in the 3 to 5 second range.

~~K. Window signs. A sign permanently mounted on a window (for example a neon sign) or permanently painted on the window, is considered a building mounted sign and subject to the standards for such. Exception: Signs indicating whether a use is open or closed for business are not subject to these standards.~~

G. Window Signs

1. Permits - not required
2. Aggregate shall not exceed 40% of window space.

Sign, Temporary. Any sign, banner, pennant, valance or advertising display intended to be displayed for only a limited period of time.

From: Joyce Phillips [mailto:jphillip@ci.olympia.wa.us]

Sent: Wednesday, May 09, 2018 12:39 PM

To: James Carpentier <James.Carpentier@signs.org>

Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>

Subject: RE: sign code update

Hi, James.

The biggest hold up on releasing the draft is around window signs and the portions of our current code we want to keep related to them – and how we can simplify it. We currently treat “permanent” and “temporary” window signs differently without clearly identifying what the difference is between them. It’s been bothering me because I feel like the confusion is still present in the internal draft and I don’t want that. I have a meeting with the current planners next Wednesday to try to resolve that issue.

The other issue I am dealing with currently has to do with the frequency with which public service signs and the few electronic signs we have can change the message. We currently limit it to once every three minutes for the Auto Mall sign along Highway 101 and limit schools to once every 5 minutes. I am not sure if we have other standards for other commercial signs in our current code. I was proposing one standard for all – no more than once every ten seconds with no more than three per minute. HOWEVER – a couple of people from the community are quite concerned by that and are requesting no change. I was sent a “Compendium of Recent Research Studies on Distraction from Commercial Electronic Variable Message Signs (CEVMS)” paper dated February 2018 that I am reviewing.

Everything else seems to be fairly ready for an initial public draft.

Thanks!

Joyce

From: James Carpentier <James.Carpentier@signs.org>
Sent: Monday, May 07, 2018 12:54 PM
To: Joyce Phillips <jphillip@ci.olympia.wa.us>
Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>
Subject: RE: sign code update

Hello Joyce,

Just checking in to see if you have any updates.

Thanks

James

From: Joyce Phillips [<mailto:jphillip@ci.olympia.wa.us>]
Sent: Wednesday, April 11, 2018 4:40 PM
To: James Carpentier <James.Carpentier@signs.org>
Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>
Subject: RE: sign code update

Hi, James.

I don’t have anything scheduled at the moment. The Policy Advisory Committee met last week to give me comments on the internal review draft, although only four members could attend. I have asked those who were not there to submit any comments for me to consider by April 24th. I hope to have a public review draft ready in about a month or so, which will be posted to the City’s Sign Code Update webpage. I am going through the materials you provided me at the end of February too.

Please feel free to keep checking back in.
Thanks!
Joyce

Joyce Phillips, AICP, Senior Planner
City of Olympia | Community Planning and Development
601 4th Avenue East | PO Box 1967, Olympia WA 98507-1967
360.570.3722 | olympiawa.gov

Note: Emails are public records, and are potentially eligible for release.

From: James Carpentier <James.Carpentier@signs.org>
Sent: Thursday, April 05, 2018 5:05 PM
To: Joyce Phillips <jphillip@ci.olympia.wa.us>
Cc: David Hickey <David.Hickey@signs.org>; Patti King <pking@nwsigncouncil.org>
Subject: sign code update

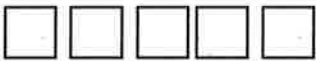
Hello Joyce,

Just following up to find out when you plan on having your next meeting for the code update.

thanks

James B Carpentier AICP
Director State & Local Government Affairs

1001 N. Fairfax Street, Suite 301
Alexandria, VA 22314
(480) 773-3756 Cell
www.signs.org | www.signexpo.org
james.carpentier@signs.org



Joyce Phillips

From: David Krueger <dkrueger@wigproperties.com>
Sent: Monday, August 06, 2018 9:21 AM
To: Joyce Phillips
Cc: Leshya Wig
Subject: Comments on City of Olympia - Draft Sign Code

Follow Up Flag: Follow up
Flag Status: Completed

Hello Joyce,

Thank you for reaching out to us regarding the first draft of the new Olympia Sign Code. As an owner of two commercial properties in what will be the Business & Commercial Corridor Zone, we appreciate the opportunity to provide our feedback on the proposed new Olympia Sign Code.

We very much appreciate the great partnership we have had with the City of Olympia. The first draft of the Sign Code has some great opportunities for the commercial businesses to help better identify themselves and let fellow citizens know where they are! Our goals align with the City and its "Purpose" for the new Sign Code found in Section 18.43.010 "(2) promote the efficient and economical use of signs with special focus on the needs of the particular area". We are fully invested in the success of the great businesses that make up our commercial properties and thus are recommending the following changes to the draft of the new Olympia Sign Code:

Section 18.43.030 Permits and Authorization

- A. Permit Application. The City should use its best efforts to provide approval or comments on a permit application within 3 business days of submittal. I have heard on more than one occasion from a small business that they are waiting to hear back from the City on their sign permit.

Section 18.43.050 Prohibited Signs

- C. Inflatable Signs. We believe the limited use of Inflatable Signs should be allowed in the Business & Commercial Corridor Zone as well for short time periods and subject to particular design standards. This will help promote a "Grand Opening" for a business and also help to periodically ramp up a business' exposure in an effort to increase business.

Section 18.43.070 Permanent Sign Types and Standards

- C. Blade Signs. These are referenced elsewhere in the Sign Code as well but I couldn't find a direct reference that states a Blade Sign will not count against the allowable building signage for a business located in a multiple occupancy building (with exterior entrances like a retail shopping center). Blade Signs contribute to a feeling of place-making, improve the pedestrian experience (so they can stay under the canopies and still identify what businesses they are passing), and help with way-finding.

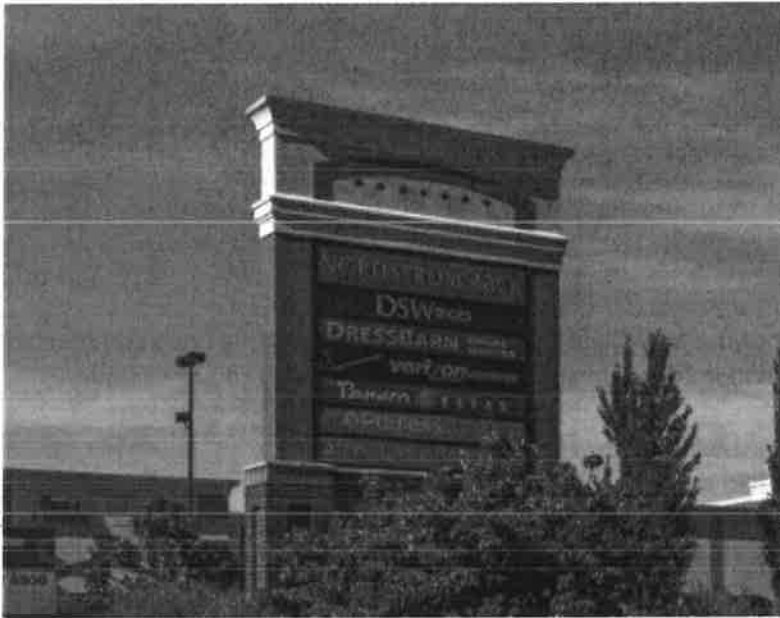
Section 18.43.070 Permanent Sign Types and Standards

- J. Entrance/Exit Signs. 3. Maximum size change to 10 square feet (5 square feet per side for double sided signs). The larger surface area will allow for more complete and easy to read messaging.

Section 18.43.070 Permanent Sign Types and Standards

- K. Freestanding Signs. 3. Height a. Exceptions. The allowance of a pole sign should include the Business & Commercial Corridor Zone. Visibility is of the utmost importance for signage. A pole sign will allow a potential visitor to clearly see the location and adjacent entrance for a business. Also a pole sign will avoid many obstructions that a low monument sign does not (for example other cars, box trucks, pedestrians, foliage, etc.). This will allow for safer driving

conditions by providing clear line of site for a driver looking for a particular business. Allowing a Pole Sign drives home the overall goal for the new Sign Code to provide "special focus on the needs of the particular area". Pole signs or raised monument signs can be subject to particular design criteria and require high quality materials and finishes and only be permitted in retail properties that have a minimum of 15 or more demised spaces. Please see below an example of the high quality appearance a pole sign can bring to the community.



Section 18.43.070 Permanent Sign Types and Standards

N. Pole Signs. 1. Sign Structure. Include Business & Commercial Corridor Zone.

Section 18.43.070 Permanent Sign Types and Standards

General Question: I did not notice the maximum allowable square footage for an entrance monument sign (a sign that would have multiple tenants listed) and how many are allowed (i.e. one per entrance). Can you please let me know where I missed the code for these types of signs?

Section 18.43.080 Temporary Sign Type and Standards

A. Banners. 2. Size. A minimum allowable square footage of 32sf should be permitted to protect those business with a smaller store front.

Section 18.43.080 Temporary Sign Type and Standards

B. Sandwich Board/Pedestal Signs. 3. Placement. d. A sign should be allowed within 275' from the public entrance to the business. This will allow for exposure to the City sidewalk and not just the internal sidewalk of a shopping center. Please see below an example for the need of such a distance.



Section 18.43.080 Temporary Sign Type and Standards

H. Window Signs. 1. The maximum amount of window space that can be covered should be 35% of the total storefront area. 65% of the windows on a continuous storefront (in a multi-tenant building) shall remain transparent. This allows for multiple types of business to benefit from more (or less) window coverage as needed for their business but at the same time protects a desired amount of glass as transparent.

Section 18.43.080 Temporary Sign Type and Standards

K. 1. Duration. Does this contradict 18.43.080 B. 4. where it states sandwich board/pedestal signs may be placed outside during business hours, 365 days a year? This is very important to allow the most amount of flexibility to the businesses for placement of temporary signs.

Section 18.43.090 Sign Zones

Table 43-1: Sign Types Allowed in Sign Zones. Both Feather and Inflatable signs should be allowed in the Business & Commercial Corridor Zone for a limited period of time and based on particular design guidelines. It is imperative and also reasonable and equitable that businesses in this district are afforded the same rights to appropriately advertise their business as those businesses found in the Auto Mall Zone.

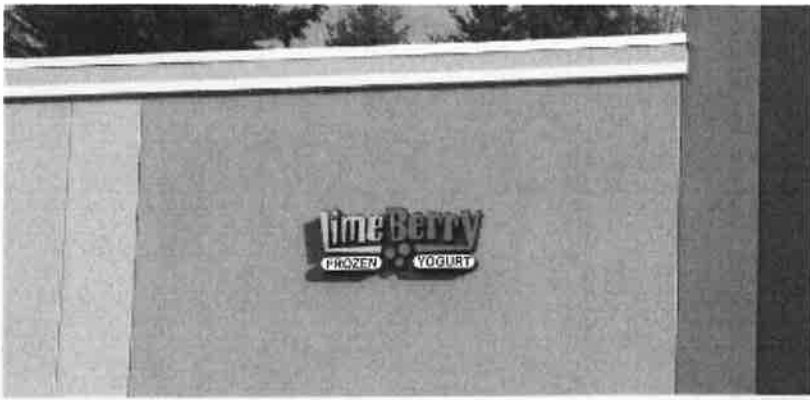
Section 18.43.120 Business and Corridor Sign Zone

- A. Permanent sign regulations in Business & Corridor Sign Zone. 1. For Commercial Uses. a. Freestanding Signs: Identification Signs for Individual Uses: All Individual Uses in all zoning districts should be allowed the 200 square foot (or 100 square feet per side) size allotment.

Section 18.43.120 Business and Corridor Sign Zone

- A. Permanent sign regulations in Business & Corridor Sign Zone. 1. For Commercial Uses. b. 1. A maximum of 1.5 square foot of sign area for every 1 linear foot. With a minimum allowable square footage of 50sf permitted to protect those business with a smaller store front. Below are 2 examples of smaller businesses that were very negatively affected (both went out of business) due to the maximum allowable square footage of their sign being too small:

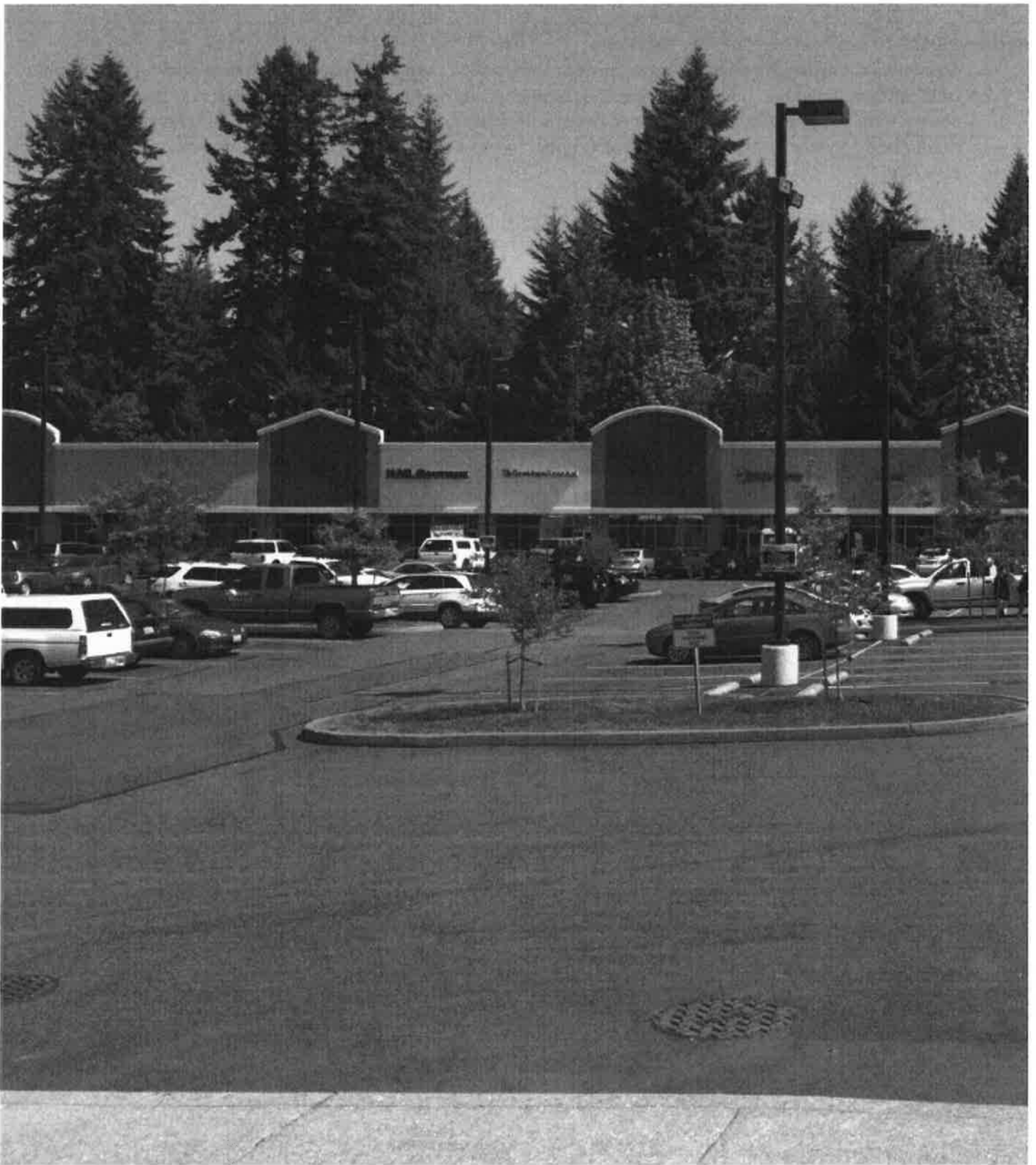






Section 18.43.120 Business and Corridor Sign Zone

Permanent sign regulations in Business & Corridor Sign Zone. 1. For Commercial Uses. b. 2. Tenants with less than fifty feet of front wall width, in multiple tenant buildings that are 50 feet or more from the street shall be allowed a ratio of 2 **square feet** of sign area for every 1 linear foot. It is of the utmost importance for tenants to be seen from the street. The below photo gives an example from the City sidewalk. It is very difficult to read the various tenant's signs:



Section 18.43.120 Business and Corridor Sign Zone

Table 43-7. Window Signs. As stated above the maximum amount of window space that can be covered should be 35% of the total building's windows in a continuous multiple tenant building. 65% of the windows in the continuous building shall remain transparent. This allows for multiple types of business to benefit from more (or less) window coverage as needed for their business but in the same time protects a desired amount of the building's glass to be transparent.

Section 18.43.120 Business and Corridor Sign Zone

B. Sign Regulations Specific to Business & Corridor Sign Zone. 1. We believe all properties should have allowable pole signs or raised monument signs per the comments above. And a. These poles signs may be up to 400 square feet in size or 200 square feet in size per side when double sided. Some of the benefits of pole signs are mentioned above and the overall size is very import when dealing with multiple tenants who wish to occupy the pole sign.

We look forward to discussing the above comments with you in more detail. Please let me know when a good time would be for us to connect either by phone or in person.

Thanks,



Wig Properties LLC

David Krueger

4811 - 134th Place SE | Bellevue, WA 98006

Office 425-641-2044 x102 | Cell 206-679-6717 | Fax 425-865-8648

www.wigproperties.com

The information in this message may be proprietary and/or confidential, and protected from disclosure. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify me immediately by replying to this message and deleting it from your computer.

Joyce Phillips

From: Jackie Kiter <jackiekiter@hotmail.com>
Sent: Friday, August 24, 2018 12:46 PM
To: Joyce Phillips
Subject: Sign Code Update Comment

Hello,

RE: Political Signage in neighborhoods.

A neighbor put up a large billboard 10 ft in the air, during the last election, and after.
Please limit the size of political signs in neighborhood front lawns.

(If not included).
Thank you.

Jackie Kiter

Sent from Mail for Windows 10

Joyce Phillips

From: Pamala Gasaway <pam@businesspropertydevelopment.com>
Sent: Monday, August 27, 2018 4:15 PM
To: Joyce Phillips; Cari Hornbein
Cc: Ryan Haddock; Roger Belanich
Subject: RE: Sign Code Update, Project No. 16-9074

Joyce:

I'm sorry but I will not be able to attend tomorrow night's meeting.
I hope that you will strongly consider the two suggestions that I have below.

90% of the lineal measurements of the premises so that the signs do not run into own another in a building with multiple tenants.

Maximum 200 sq.ft. for larger spaces

A tenant of 20 lineal feet of the premises would have the ability to put up a sign of 18' wide (and some businesses are even smaller than 20')

With a 18' wide sign but not taller than 3' the max the total signage would be 54 sq.ft. That is a maximum but you know that not all businesses will fill the 18'x3' space.

Plus, each tenant would need the approval of the Landlord for their individual signage and the Landlord could monitor the size that would fit on the building.

The code recommendation of 1' or 1.5' for a 18' lineal foot space cannot be read from the middle of the parking lot.

Suggestion for Business and Corridor Sign Zone:

18.43.120.A.1.b. Building Mounted Signs

The size of the sign will be dictated by the size of the Tenant's premises:

- The width of the sign shall be no more than 90% of the lineal measurements of the Tenant's premises.
- Height maximum 3'
- Total sign area cannot be more than 200 sq.ft.

ALSO:

It would be appreciated if you could add to the code:

Each Tenant sign permit must have Landlord's approval

The City should not even look at a permit if the design has not first been approved by the Landlord. We have run into problems with sign permits being approved but they do not meet the Landlord's code.

Thank you for your considerations which I hope you will take seriously.

Pam

Pamala K. Gasaway, RPA
Property Manager
BUSINESS PROPERTY DEVELOPMENT
22020 17TH Ave. SE, Suite 200
Bothell, Washington 98021
425-485-4850 or 206-623-6230
Cell: 206-919-8020
FAX: 425-485-5796

From: Joyce Phillips [mailto:jphillip@ci.olympia.wa.us]
Sent: Tuesday, August 14, 2018 10:25 AM
To: Pamala Gasaway
Subject: RE: Sign Code Update, Project No. 16-9074

Hi, Pamala.

I did want to respond to your first comment. The intent is that the amount of building mounted signage allowed in the Downtown Sign Zone is calculated the same way it is in the Business & Corridor Sign Zone – 1 square foot of sign area for each one foot of building wall width for the tenant space – up to a maximum of 200 square feet in the Downtown Sign Zone. However it did not clearly state that, so I appreciate your pointing that out. It will be corrected in the next version of the draft that is posted.

I am also considering some sort of a revised provision related to small tenant spaces, especially when setback from the street by parking areas. It likely will not be tied to the size of the sign band since that can vary widely across different sites in the city. Perhaps some sort of a minimum square footage.

Thanks for your comments! Please keep following our progress as we get closer to a public hearing.

Joyce

Joyce Phillips, AICP, Senior Planner
City of Olympia | Community Planning and Development
601 4th Avenue East | PO Box 1967, Olympia WA 98507-1967
360.570.3722 | olympiawa.gov

Note: Emails are public records, and are potentially eligible for release.

From: Pamala Gasaway <pam@businesspropertydevelopment.com>
Sent: Monday, August 06, 2018 2:55 PM
To: Joyce Phillips <jphillip@ci.olympia.wa.us>; Cari Hornbein <chornbei@ci.olympia.wa.us>
Subject: Sign Code Update, Project No. 16-9074

Please note my comments and suggestions on the attached for the new Sign Code Update.

Pam

Pamala K. Gasaway, RPA
Property Manager
BUSINESS PROPERTY DEVELOPMENT
22020 17TH Ave. SE, Suite 200
Bothell, Washington 98021
425-485-4850 or 206-623-6230
Cell: 206-919-8020
FAX: 425-485-5796

Roger M. Belanich
Business Property Development, LLC

22020 - 17th Ave. S.E., Suite 200, Bothell, Washington 98021 (425) 485-4850 or (206) 623-6230 FAX (425) 483-1811

August 6, 2018

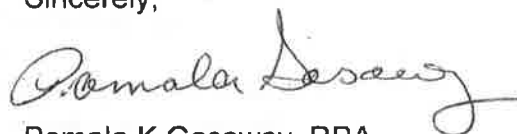
Cari Hornbein, Senior Planner
City of Olympia
chornbei@ci.olympia.wa.us

RE: Sign Code Update, Project No. 16-9074

Please note a copy of a memo I sent to Joyce Phillips on July 18th as our response to the new Sign Code Draft.

Please feel free to contact me if you have any questions for me regarding this matter.

Sincerely,



Pamala K Gasaway, RPA
Property Manager
Cell: 206-919-8020

cc:
Joyce Phillips, Senior Planner
City of Olympia
jphillip@ci.olympia.wa.us

Date: July 18, 2018
To: Olympia Sign Code Update, Project No. 16-9074
From: Pamala Gasaway, Property Manager
Business Property Development
Phone: 425-485-4850

Size of Signage:

Why is the Downtown Sign Zone allowed a maximum up to 200 sq.ft. and the Business Sign Zone (commercial shopping centers) is only allowed 1 sq.ft. of sign area for every 1 linear foot of front wall space? This seems to be discrimination

We understand the City's position of excessive signage. However, the City also needs to review the signage as ADVERTISEMENT & DIRECTIONS for each business that they collect taxes from. If a Tenant does not have adequate signage they will not survive .

I have an example of Black Sheep Yarn Boutique. To meet the code the sign is 8.42' (101") on a 20' wide sign band. This sign is so small you can barely read it from the parking lot let along the street.

Each developer has their own sign code for Tenant's individual sign with the goal of keeping the signs uniform in placement and design such as: (however they must also meet the City Code)

- Building restrictions of height, width and placement.
 - We always require signs to be no more that 90% of the linear feet so the signs do not run into one another.
 - The sign band height or less depending on gutters, awnings etc. usually 90% to restrict signs being from edge to edge.
 - Example: For Black Lake Village
 - 20 linear feet premises– sign cannot be more than 18' wide
 - Sign ban is 4' – Sign cannot be higher than 3.6' ft.
 - Sign cannot be more than 64.8 sq.ft. Maximum.
 - Much less than the 200sf Max for Downtown!
 - The bottom of the sign must be place at the bottom of the height restriction (to keep all signs level across the sign band) and the sign centered within the width of the premises (linear measurement)

Suggestion for Business and Corridor Sign Zone:

18.43.120.A.1.b. Building Mounted Signs

The size of the sign will be dictated by the size of the Sign Band:

- The width of the sign shall be no more than 90% of the lineal measurements of the Tenant's premises or sign band area.
- The height of the sign shall be no more that 90% of the height of the sign band area
- Total sign area cannot be more than 200 sqft.

ALSO:

It would be appreciated if you could add to the code:

Each Tenant sign permit must have Landlord's approval

The City should not even look at a permit if the design has not first been approved by the Landlord. We have run into problems with sign permits being approved but they do not meet the Landlord's code.



STATE ENVIRONMENTAL POLICY ACT
DETERMINATION OF NONSIGNIFICANCE
(SEPA DNS)

Community Planning & Development
601 4th Avenue E. - PO Box 1967
Olympia WA 98501-1967
Phone: 360.753.8314
Fax: 360.753.8087
cpdinfo@ci.olympia.wa.us
www.olympiawa.gov

Project Name/Number: Sign Code Update, Project No. 16-9074

Description of Proposal: The proposed sign code is intended to streamline and simplify the current sign code (OMC 18.42), address new sign types and issues raised in the US Supreme Court case of Reed v. Town of Gilbert, AZ and other pertinent court cases and decisions. The update will address changes in the sign industry over the last several years, including newer types of signs that are becoming more common but that the current code does not address. It will provide standards for four proposed sign zones within the City (Downtown, Auto Mall, Business & Corridor, and Residential) in a content neutral manner. Draft code amendments can be viewed on the City's website by clicking on the following link: <http://olympiawa.gov/city-services/building-permits-and-inspections/sign-code.aspx>

Location of Proposal: Citywide

Proponent: City of Olympia Community Planning and Development Department

Representative: Joyce Phillips, Senior Planner

Lead Agency: City of Olympia

SEPA Official: Cari Hornbein, Senior Planner
Phone: 360-753-8048
E-Mail: chornbei@ci.olympia.wa.us

Date of Issue: Friday, August 3, 2018

Threshold Determination: The lead agency for this proposal has determined that this action probably will not have a significant adverse impact upon the environment. Therefore, an Environmental Impact Statement is not required under RCW 43.21C.030(2)(C). The environmental review and SEPA threshold determination of this proposed action are based upon the environmental checklist and related information on file with the City. This information can be viewed on the City's website (see link above) or is available to the public on request.

This DNS is issued under Washington Administrative Code 197-11-340. The City of Olympia will not act upon this proposal prior to the appeal deadline.

Comments regarding this Determination of Non-Significance (DNS) should be directed to the SEPA Official at the address above.

COMMENT DEADLINE: 5:00 p.m., FRIDAY, AUGUST 17, 2018

APPEAL PROCEDURE: Pursuant to RCW 43.21C.075(3) and Olympia Municipal Code 14.04.160(A), this DNS may be appealed by any agency or aggrieved person. Appeals must be filed with the Community Planning and Development Department at the address above within twenty-one (21) calendar days of the date of issue. Any appeal must be accompanied by a \$1,000.00 administrative appeal fee.

APPEAL DEADLINE: 5:00 p.m., FRIDAY, AUGUST 24, 2018

Issued by:

CARI HORNBEIN, SENIOR PLANNER
SEPA OFFICIAL