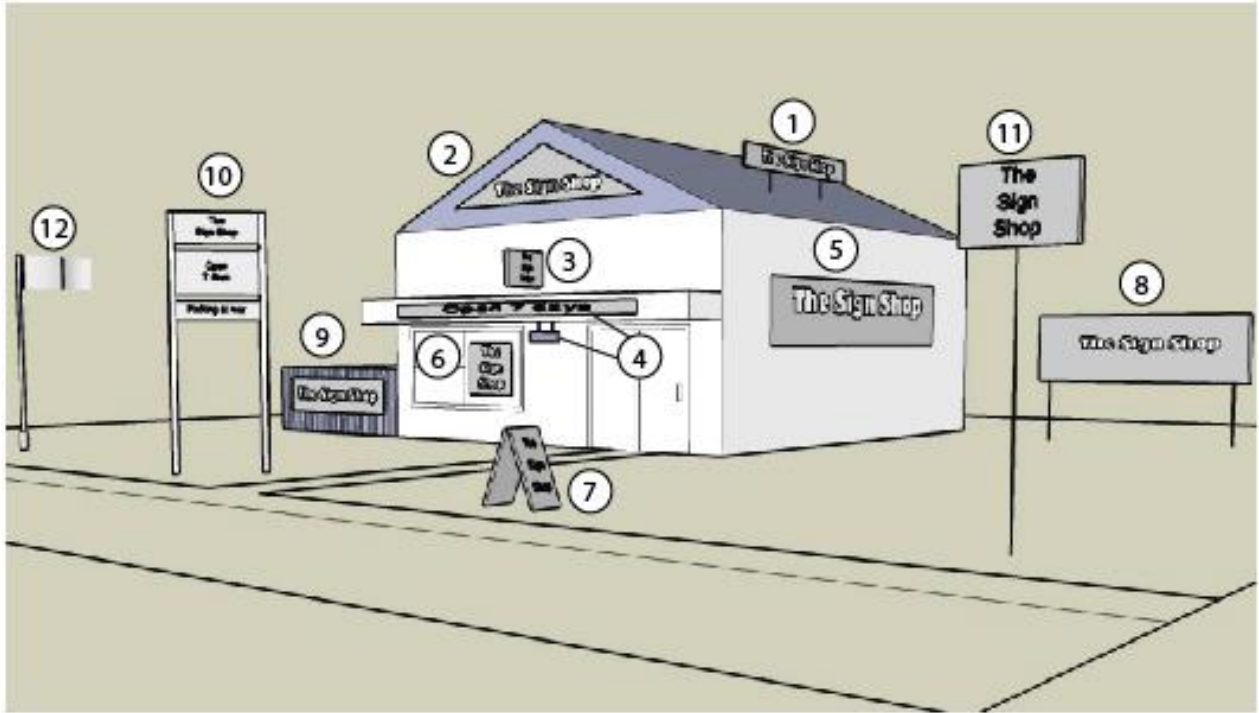


# Olympia Sign Code Update

## *Public Participation Plan*



City of Olympia  
Community Planning & Development  
601 4<sup>th</sup> Avenue East | Olympia, WA 98501  
PO Box 1967 | Olympia, WA 98507-1967

## Background

The City of Olympia has not updated its sign code in several years. The existing sign code can be confusing to understand by businesses and the public, and can be challenging to administer for city staff. The Community Planning & Development (CP&D) Department had been considering updating the sign code for several years in order to increase clarity.

In June 2015, the United States Supreme Court issued a [decision](#) related to temporary signs in the Reed et al v. Town of Gilbert, Arizona (Reed v. Gilbert) case, which provided direction to cities, towns, and counties regarding regulation of signs, particularly for temporary signs, in regard to content and freedom of speech. Because of the Supreme Court ruling it is imperative that the City of Olympia update or rewrite its sign code. In addition, there have been changes in the sign industry and newer types of signs are becoming more common. The City of Olympia should consider these signs and determine how to address them.

## Timeline

CP&D has incorporated development of a new sign code into its work plan for 2016 and into 2017. This work is anticipated to begin in September 2016 and conclude within 9-12 months. The timeline will incorporate input from residents, businesses, and stakeholders.

## Public Participation Plan

Public engagement is an integral part of this planning process. Active engagement is needed from all interested parties including residents, businesses, and sign companies. City staff is proposing the follow outreach methods:

### Advisory Committee

Two advisory committees will be convened. A technical advisory committee (TAC) will consist of people representing a wide variety of interests (e.g. the sign industry, businesses (big, small, and minority owned), realtors, the building department, and the Coalition of Neighborhood Associations). A policy advisory committee (PAC) will focus on the policy direction of the revised sign code update and consist of members of the Planning and Heritage Commissions, the Design Review Board, and others (e.g. neighborhood association representatives, the Economic Development Council, Chamber of Commerce, Olympia Downtown Association, and West Olympia Business Association). Actual committee membership will be based upon interest and availability of the organizations.

### Public Meetings

There will be multiple public meetings to share progress and accept feedback during the sign code development process.

### **Comment Forms**

Comment forms will be available at public meetings and on the project webpage. Other opportunities to obtain input will be considered, such as conducting a survey, using social media, or through Oly Speaks.

### **Webpage**

The webpage will contain information about the sign code development process, timeline, opportunities to get involved or provide comments, and materials related to the work being conducted.

### **Planning Commission & Other Advisory Committees**

Community Planning & Development staff anticipate bringing a draft Sign Code to the Olympia Planning Commission in the spring of 2017. The Commission may have briefings on the proposal in March or April.

CP&D staff may provide briefings or seek feedback from other City of Olympia Advisory Committees, such as the Heritage Commission, for portions of the proposed sign code.

The Planning Commission will hold a public hearing on the proposal before making a recommendation to City Council.

### **City Council Committees**

CP&D staff will provide periodic briefings to City Council Committees throughout the process.

### **City Council**

The Olympia Planning Commission will make a recommendation to the City Council on the Sign Code Update. The Council may hold an additional public hearing on it but is not required to do so. It is anticipated that Council will make a decision regarding the Sign Code Update as early as summer 2017.

### **How to get Involved**

For more information on how to get involved, please contact Joyce Phillips, Senior Planner, at 360-570-3722 or [jphillip@ci.olympia.wa.us](mailto:jphillip@ci.olympia.wa.us).

Information is available on the city website at:

**ADD LINK**

Sign Code Revisions - DRAFT 07/06/2016		2016				2017								
Project Schedule and Outreach Plan		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Project Steps														
1. Assemble Project Team														
2. Understand General Topics to Address														
3. Review Existing Codes and Standards														
4. Amend Existing Codes and Develop New Codes														
5. Public Review & Adoption Process														
6. Ensure Successful Implementation														
Outreach Tools														
Project Webpage														
Project e-newsletter or Social Media														
Oly Speaks Survey														
Utility Bill Insert														
Project Display- Second Floor Permitting Area														
Technical and Policy Advisory Committees														
Land Use & Environment Committee														
Planning Commission														
Heritage Commission														
Design Review Board														
Coalition of Neighborhood Associations														
City Council														
Citywide														
Advisory Committees														
Interested Parties														
Decision-makers & Advisory Committees														