



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

Land Use & Environment Committee

Sign Code Update Briefing

Agenda Date: 1/19/2017
Agenda Item Number: 5.B
File Number: 17-0009

Type: discussion **Version:** 1 **Status:** Filed

Title

Sign Code Update Briefing

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the briefing and discuss the sign code update. No action requested.

Report

Issue:

Whether to discuss the sign code update, including progress to date and projected timeline to complete the draft sign code.

Staff Contact:

Joyce Phillips, Senior Planner, Community Planning and Development, 360.570.3722

Presenter(s):

Joyce Phillips, Senior Planner, Community Planning and Development

Background and Analysis:

Since meeting with the Land Use and Environment Committee in September 2016, progress on the sign code update has been steady. As you may recall, the sign code is being updated primarily in order to address issues identified in the US Supreme Court case of Reed, et al. v. Town of Gilbert, AZ, but also in order to streamline the code to make it easier to read, understand, and administer.

The City entered into a contract, after going through a Request for Proposals process, for legal and graphic consulting services to help meet the timeframe of the code update. Ogden Murphy Wallace PLLC, with BERK Consulting, was the successful team for the work. A Policy Advisory Committee has been created, made up of community members, businesses, and the sign industry, to provide input on sign issues and policy direction. The Advisory Committee had its first meeting in November and will meet again in January. At the first meeting the group discussed high-level sign issues, careful not to get weighed down in too much detail early in the process. We asked members to consider broad policy questions and followed up with a homework assignment after the meeting. The

responses will be used to help inform the development of a draft code. We intend to work our way down into more detail as the analysis continues.

Neighborhood/Community Interests (if known):

Some community members have asked to be kept informed of the sign code progress and a few have provided comments for consideration. Issues to date have focused on temporary signs, unique circumstances, fairness, and reducing sign clutter through better enforcement of noncompliant signs.

Options:

Discussion only.

Financial Impact:

None. This work is included in the CP&D work plan and base budget for 2017.

Attachments:

None