



Planning Commission Sign Code Update Briefing

Agenda Date: 3/5/2018
Agenda Item Number: 6.B
File Number: 18-0184

Type: information **Version:** 1 **Status:** Filed

Title

Sign Code Update Briefing

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion of the draft sign code update status.

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:

The City is developing a new sign code, in part to address recent court decisions related to signs and sign content. This is also an opportunity to address sign types that were not previously included, address changes in the sign industry, and to simplify and streamline the code.

A Policy Advisory Committee (PAC) was formed to provide a broad variety of opinions and input regarding sign issues. These comments were used to help shape the draft code. The PAC discussed a wide variety of topics, including commercial and non-commercial speech (content) pertaining to both temporary and permanent signage. Staff and consultants then used those comments to shape the content of a draft sign code.

The PAC met twice in February of 2018. At the first meeting it discussed the policy changes between the current code and the code under development. After that meeting more revisions were made to the draft language, which was then sent electronically to the PAC. The PAC had two weeks to review the draft code, then met to discuss the draft in more detail. Revisions to the code language based on the PAC review are underway. Staff anticipates releasing a public draft later in March. Once the public draft is issued, broader public outreach will occur. Ultimately, a draft will be finalized and a public hearing will be scheduled before the Planning Commission. Staff anticipates the public hearing will occur in late spring or early summer of this year.

Neighborhood/Community Interests (if known):

There are multiple groups with interest in signage. The PAC was designed to represent a diverse set of viewpoints. It is expected that an even broader variety of viewpoints will be shared in the public process and that modifications to the draft code will be made in response to those public comments.

The intent is that the sign code balance the interests of businesses, patrons trying to find those businesses, neighborhoods, residents, and the community. Related issues, such as historic preservation and the downtown zoning and design guideline revisions as a result of the City's Downtown Strategy are also being considered.

Options:

None. Information only.

Financial Impact:

The development and adoption of a new sign code is included in the CPD base budget.

Attachments:

Sign Code Update Webpage
Biggest Policy Changes Summary