



## Planning Commission

### Sign Code Update - Deliberations

**Agenda Date:** 11/19/2018  
**Agenda Item Number:**  
**File Number:** 18-1096

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**Type:** decision **Version:** 1 **Status:** Passed

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#### **Title**

Sign Code Update - Deliberations

#### **Recommended Action**

Move to recommend approval of the draft sign code, including repealing the existing sign code and amendments to definitions and design review chapters of the Olympia Municipal Code.

#### **Report**

##### **Issue:**

Discussion on the draft Sign Code Update.

#### **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:**

Work to update the sign code began in late 2016, primarily in response to the US Supreme Court case known as Reed v. Town of Gilbert, AZ, which addressed sign content and standards for temporary signs. The City also wanted to update the sign code in order to increase clarity, provide more consistency across standards and zoning districts, and to streamline and simplify the code.

An advisory committee was used to consider policy changes to how the city addresses signs, changes in the sign industry and new sign types, and options to provide more clarity in the code. The committee was made up of businesses, neighborhood representatives, the sign industry, and community members. The committee met seven times with its final meeting devoted to review of a draft sign code. Comments on that draft led to the first public draft, which was issued in July of 2018.

The City held an Open House on the draft sign code in August of 2018. Additionally, newsletters and email announcements were sent to subscribers, committee members, and interested parties. Comments received since the issuance of the first draft were considered and revisions were made. The second public draft was issued and posted to the Sign Code Update webpage on Friday, September 21, 2018.

A third and final draft was released on October 25, 2018, in response to comments and questions received on the second draft. This third draft is the public hearing draft.

**Neighborhood/Community Interests (if known):**

At the Public Hearing conducted on November 5, 2018 public comment was provided. One of the issues raised concerned safety and the frequency with which an electronic message on a sign can change. The Planning Commission asked staff to provide traffic accident data that was related to the existing signs that contain an electronic message and to request similar information from the City of Lacey, if possible.

Both Olympia and Lacey can provide accident data. However, neither jurisdiction had a way of tracking whether or not a nearby sign was a factor in the accident.

**Options:**

1. Recommend approval of the proposed revisions to amend Chapter 18.02, repeal Chapter 18.42, adopt 18.43, amend Chapters 18.120, 18.145, and 18.150.
2. Recommend approval of the proposed revisions to amend Chapter 18.02, repeal Chapter 18.42, adopt 18.43, amend Chapters 18.120, 18.145, and 18.150, with amendments proposed by the Planning Commission.
3. Do not recommend approval of the proposed revisions to amend Chapter 18.02, repeal Chapter 18.42, adopt 18.43, amend Chapters 18.120, 18.145, and 18.150.

**Financial Impact:**

None.

**Attachments:**

Electronic message sign webpage

Comparison of other cities

Message Change Information