



## Planning Commission

### Sign Code Update Briefing

**Agenda Date:** 4/17/2017  
**Agenda Item Number:** 6.C  
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#### **Title**

Sign Code Update Briefing

#### **Recommended Action**

Information only. No action requested.

#### **Report**

##### **Issue:**

Discussion on the Sign Code Update, including the current status and next steps.

#### **Staff Contact:**

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

#### **Presenter(s):**

Joyce Phillips, Senior Planner

#### **Background and Analysis:**

Progress on the sign code update has been steady. 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 was formed, 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 met again in January, February, and April. 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 January meeting focused on temporary sign issues. In February we focused the discussion on building mounted sign types, such as wall, awning, marquee, projecting, and window signs. In April the primary topic area was freestanding signs. The group plans to meet at least two more times - once to discuss outstanding sign issues that did not fit into an earlier topic covered, and once to review draft code language.

The committee's comments and responses are being used to help inform the development of a draft code. We intend to work our way down into more detail as the analysis continues. Staff is also considering sign codes of adjacent jurisdictions, those from similar cities, and looking at model signs codes to help develop code language. Committee members are engaged and providing useful comments. Summaries of the committee comments on the topics discussed are attached.

**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:**

Information only.

**Financial Impact:**

None. This work is included in the Community, Planning and Development work plan and base budget for 2017.

**Attachments:**

January meeting comments  
February meeting comments  
April meeting comments