



Land Use & Environment Committee

Sign Code Update Briefing

Agenda Date: 5/18/2017
Agenda Item Number: 6.A
File Number: 17-0501

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

Title

Sign Code Update Briefing

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the information. Briefing only. No action requested.

Report

Issue:

Whether to receive an update on the status and issues being discussed for the new sign code.

Staff Contact:

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

Presenter(s):

Joyce Phillips, Senior Planner

Background and Analysis:

Since the update in March, staff and the consulting team have been diligently working on development of the new sign code. Staff met with the Policy Advisory Committee (PAC) on April 10 to discuss freestanding signs (see attachment for a summary of topics raised). The next meeting has been set for May 19 and will focus on sign issues that didn't fall into one of the categories previously discussed. The PAC discussed temporary signs in January 2017, building mounted signs in February 2017, and freestanding signs in April 2017. The PAC anticipates meeting again in June to review draft code language.

Staff and the consulting team have a planned approach for the organization and content of the new code. The intent is to use parts of our current code, model code language from the two model sign codes that have been produced since the Reed v. Town of Gilbert, AZ, U.S. Supreme Court case decision was issued, and a few example local government sign codes from Western Washington as the basis for the new code. This is, of course, in addition to the comments and feedback from the PAC members and their organizations, as well as the public comments received to-date. Project staff

has met with our current sign code administrators and code enforcement officers to get a better understanding of concerns and instances of the code where more clarity or simplicity is desired, as well as to inquire about specific questions about organizing the new code.

The Policy Advisory Committee and Technical Advisory Committee (TAC) will review draft code language. The TAC will look at the code with the purpose of ensuring proposed language is consistent with other requirements, such as building and electrical codes. We anticipate making changes based on PAC and TAC comments before broadly sharing a public draft. More outreach and public comment is planned and anticipated at that time, when there is proposed language to review.

Neighborhood/Community Interests (if known):

We know the sign code and its enforcement is important to many members of the community. We've given presentations about the Sign Code Update to the Coalition of Neighborhoods, West Olympia Business Association, the Olympia Downtown Association, and a detailed briefing on the work at the April 17, 2017, Olympia Planning Commission public meeting. We have passed out comment cards, are keeping the web page up to date, and are accepting email comments about signs. We fully expect to provide more outreach to gather more public input before taking a draft to public hearing.

Options:

Information only. No action requested.

Financial Impact:

None. Funding for this work is part of the Community Planning and Development Department's base budget.

Attachments:

Freestanding Signs Meeting Summary