

**Attachment 1
Items for Discussion
Planning Commission Study Session
Sign Code Update**

1. Create a Creative Sign Category

Purpose:

Provide flexibility for signs that are unique or of special artistic merit by allowing exceptions to the Sign Code that do not require a Master Sign Program. Approval by Planning and Development Director.

Discussion:

- What types of criteria should be considered to qualify for a “creative sign”?
- What types of findings for approval should be established?

2. Establish an Iconic Sign Program

Purpose:

Encourage the preservation of iconic signs that are existing non-conforming signs and not addressed in the Historic Structure Program (CCMC Section 15.05.020). This would be a voluntary program for business owners. The qualifying criteria would be less than that of the Historic Structure Program and would not require compliance with the Secretary of Interior standards. The existing non-conforming sign provisions (CCMC Section 17.330.045) would not apply. The provisions would provide flexibility for the sign to remain, and the sign could be altered. Approval by Planning and Development Director.

Discussion:

- What types of criteria should be considered to qualify for an “iconic sign”?
- What types of findings for approval should be established?

3. Extend Non-Conforming Sign Period of Abandonment/Non-Activity

Purpose:

Allow more time for new tenant occupancy before an existing sign (associated with a prior use) must be removed or made to conform. This provision could provide savings to businesses looking to repurpose existing sign structures.

Discussion:

- What is the appropriate amount of time extension (current 90 days – proposed 180 days)?
- Should there be an allowance for minor changes to copy of the sign without losing existing non-conforming status?
- Should the amount of time extension vary depending on the type of sign (e.g., pole sign, monument sign, etc.)?

4. Signs Extending Above the Roof Line

Purpose:

Consider allowing signs on building architectural elements that act as walls and that extend above the roofline.

Discussion:

- While rooftop signs are prohibited (except some theater and historic signage), should signs on non-roof elements of a building that extend above the roofline be allowed?
- If so, are there any restrictions, besides the general sign code provisions, that should apply?

5. Digital Signs

Purpose:

Discuss whether digital signs should be allowed on private property. Such a provision would be separate from the City Council ordinance allowing digital kiosk advertising on City-owned property.

Discussion:

- Should digital signs be allowed on private property?
- If so, what types of digital signs (moveable copy, animated/full motion, changing static images)?
- If so, are there locations where digital signs should be prohibited due to potential adverse impacts?

6. Expansion of Electronic Message Signs

Purpose:

Electronic message signs are currently permitted if public information is displayed. This commonly also includes signs for gas station prices and for temperature/time. Consider if their allowed use should be expanded to other types of information. This topic needs to be considered in concert with item 5, as “electronic message sign” is a term and type of sign that predates today’s digital and LED signage.

Discussion:

- Should electronic message signs be allowed for other purposes than what is currently allowed?

7. Temporary Signs – Sandwich Board/A-Frame Signs

Purpose:

Sandwich board/A-frame signs are not allowed per the Sign Code. However, they are found throughout the City. Consider if they should be permitted, given their popularity and prevalence, and to support businesses.

Discussion:

- Should sandwich board/A frame signs be permitted?
- If so, for which types of uses should they be permitted?
- If so, consider the option of allowing them in Business Improvement Districts specifically or citywide?
- If so, consider if they should be allowed for only special events or with no such restrictions?
- Note: Legal issues need to be explored – free speech and use of public right-of-way (sidewalks).

8. Temporary Signs – New Business, Banner, and Event Signs

Purpose:

Consider increasing the length of time a temporary sign for a new business can be posted to support those businesses. Currently, the Sign Code allows such signs for 90 days or until a permanent sign is installed. Consider increasing the length of time and/or frequency for a temporary banner sign.

Currently, the Sign Code allows such signs for a maximum of 30 consecutive days not more than four times in a calendar year. Consider increasing the length of time for an event sign to support businesses.

Currently, the Sign Code allows event signs only on the days the event is held and for a “reasonable promotional period in advance and after the event “as determined by the Planning and Development Director.

Discussion:

- Should the frequency/duration of each of these sign types be extended?
- If so, for how frequent/length of time?
- Should the Sign Code specify the number of days before and after an event where an event sign can be displayed, or leave it to the Director’s discretion?