



# Tukwila City Council Agenda

## ❖ COMMITTEE OF THE WHOLE ❖

**Jim Haggerton, Mayor**  
**Steve Lancaster, City Administrator**  
**Dennis Robertson, Council President**

*Councilmembers:* ❖ **Joe Duffie** ❖ **Joan Hernandez**  
❖ **Allan Ekberg** ❖ **Verna Seal**  
❖ **Kathy Hougardy** ❖ **De'Sean Quinn**

**Monday, July 12, 2010, 7:00 PM**

**Tukwila City Hall Council Chambers**

### 1. CALL TO ORDER / PLEDGE OF ALLEGIANCE

#### 2. SPECIAL PRESENTATIONS

- a. A proclamation recognizing the recipient of the 2010 "Treasures of Tukwila" award.
- b. A proclamation recognizing Parks and Recreation Month. **Pg. 1**

#### 3. CITIZEN COMMENT

At this time, you are invited to comment on items **not** included on this agenda (***please limit your comments to five minutes per citizen***). To comment on an item **listed** on this agenda, please save your comments until the issue is presented for discussion.

#### 4. SPECIAL ISSUES

- a. A bond ordinance for Southcenter Parkway construction. **Pg.3**
- b. Budget issues: **Pg.43**
  - (1) Options for decreasing expenditures and increasing revenue to the City to include but not limited to revenue generating regulatory license fee implementation, utility tax changes, business license fee changes, and permitting fee changes. Discussion shall include consideration of the amount and timing of implementation of any new fees or changes to existing fees and/or taxes. (***Discussion in public meeting format.***)
  - (2) Forward ordinances regarding revenue generating regulatory license, utility tax changes, business license fee changes to the next Regular Meeting.
- c. An amendment to the Doak settlement agreement. **Pg.69**
- d. An ordinance updating and expanding the Sign Code. **Pg.101**  
**> Please bring your 6/28/10 C.O.W. packet and Sign Code binder. <**
- e. An ordinance adopting the State Building Code. **Pg.123**
- f. A resolution establishing a Seattle Southside Visitors Center Change Fund. **Pg.137**

#### 5. REPORTS

- a. Mayor
- b. City Council
- c. Staff
- d. City Attorney
- e. Intergovernmental

#### 6. MISCELLANEOUS

#### 7. EXECUTIVE SESSION

#### 8. ADJOURNMENT

**Tukwila City Hall is wheelchair accessible.**

Reasonable accommodations are available at public hearings with advance notice to the City Clerk's Office (206-433-1800/TDD 206-248-2933). This notice is available at [www.ci.tukwila.wa.us](http://www.ci.tukwila.wa.us), and in alternate formats with advance notice for those with disabilities.

**Tukwila Council meetings are audio taped.**

## HOW TO TESTIFY

If you would like to address the Council, please go to the podium and state your name and address clearly for the record. Please observe the basic rules of courtesy when speaking and limit your comments to five minutes. The Council appreciates hearing from citizens, but may not be able to take immediate action on comments received until they are referred to a Committee or discussed under *New Business*.

## COUNCIL MEETINGS

No Council meetings are scheduled on the fifth Monday of the month unless prior public notification is given.

**Regular Meetings:** The Mayor, elected by the people to a four-year term, presides at all Regular Council meetings held on the first and third Mondays of each month at 7 PM. Official Council action in the form of formal motions, adopting of resolutions and passing of ordinances can only be taken at Regular Council meetings.

**Committee of the Whole Meetings:** Council members are elected for a four-year term. The Council president is elected by the Council members to preside at all Committee of the Whole meetings for a one-year term. Committee of the Whole meetings are held the second and fourth Mondays at 7 PM. Issues discussed are forwarded to the Regular Council meeting for official action.

## GENERAL INFORMATION

At each Council meeting citizens are given the opportunity to address the Council on items that are not included on the agenda during *Citizen Comment*. Please limit your comments to five minutes.

**Special Meetings** may be called at any time with proper public notice. Procedures followed are the same as those used in Regular Council meetings.

**Executive Sessions** may be called to inform the Council of pending legal action, financial or personnel matters.

## PUBLIC HEARINGS

**Public Hearings** are required by law before the Council can take action of matters affecting the public interest such as land-use laws, annexations, rezone requests, public safety issues, etc. Section 2.04.150 of the Tukwila Municipal Code states the following guidelines for Public Hearings:

1. The proponent shall speak first and is allowed 15 minutes for a presentation.
2. The opponent is then allowed 15 minutes to make a presentation.
3. Each side is then allowed 5 minutes for rebuttal.
4. Citizens who wish to address the Council may speak for 5 minutes each. No one may speak a second time until everyone wishing to speak has spoken.
5. After each speaker has spoken, the Council may question the speaker. Each speaker can respond to the question, but may not engage in further debate at this time.
6. After the Public Hearing is closed, the Council may discuss the issue among themselves without further public testimony. Council action may be taken at this time or postponed to another date.

# COUNCIL AGENDA SYNOPSIS



-----Initials-----				ITEM No.    <b>4. D.</b>
Meeting Date	Prepared by	Mayor's review	Council review	
<b>06/28/10</b>	<b>BM</b>	<i>(Signature)</i>	<b>RLR</b>	
<b>07/12/10</b>	<b>BM</b>			

## ITEM INFORMATION

CAS NUMBER: **10-073** ORIGINAL AGENDA DATE: **JUNE 28, 2010**

AGENDA ITEM TITLE **Review of the Planning Commission Recommended Draft Sign Code**

CATEGORY  Discussion  Motion  Resolution  Ordinance  Bid Award  Public Hearing  Other  
 Mig Date 7/12/10 Mig Date Mig Date Mig Date Mig Date Mig Date 6/28/10 Mig Date

SPONSOR  Council  Mayor  Adm Svcs  DCD  Finance  Fire  Legal  P&R  Police  PW

SPONSOR'S SUMMARY **In 2007, the City Council identified a need to update the City's sign code because only piecemeal changes had been made since it was adopted in 1982. The City Council formed a Sign Code Advisory Committee to assist in rewriting the sign code. The work of the Committee has been reviewed by the Planning Commission and the Planning Commission Recommended Draft Sign Code is ready for review and consideration by the City Council.**

REVIEWED BY  COW Mtg.  CA&P Cmte  F&S Cmte  Transportation Cmte  
 Utilities Cmte  Arts Comm.  Parks Comm.  Planning Comm.  
 DATE: **6/14/10 CAP, 6/28/10 COW**

RECOMMENDATIONS:  
 SPONSOR/ADMIN. **Department of Community Development**  
 COMMITTEE **No Recommendation on adoption, forward to C.O.W for discussion**

### COST IMPACT / FUND SOURCE

EXPENDITURE REQUIRED	AMOUNT BUDGETED	APPROPRIATION REQUIRED
<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Fund Source: **N/A**  
 Comments: **N/A**

MTG. DATE	RECORD OF COUNCIL ACTION
<b>06/28/10</b>	<b>Forward to 7/12/10 Committee of the Whole meeting</b>
<b>7/12/10</b>	

MTG. DATE	ATTACHMENTS
<b>06/28/10</b>	<b>Informational Memorandum dated June 22, 2010</b>
	<b>Ordinance in draft form</b>
	<b>Sign Code Comparison Matrix</b>
	<b>Minutes from the Community Affairs and Parks Committee meeting of 06/14/10</b>
	<b>Legislative History Index</b>
<b>7/12/10</b>	<b>Informational Memorandum dated 7/2/10, with matrix attachments</b>
	<b>(Please bring your 6/28/10 C.O.W. packet and Sign Code binders)</b>





## **INFORMATIONAL MEMORANDUM**

**TO: Mayor Haggerton  
Committee of the Whole**

**FROM: Nora Gierloff, Deputy DCD Director**

**DATE: July 2, 2010**

**SUBJECT: Sign Code Update**

### **ISSUE**

Continue deliberations on the Planning Commission Recommended Draft Sign Code.

### **BACKGROUND**

At the June 28, 2010 Committee of the Whole Meeting, staff provided an overview of the Planning Commission Recommended Draft Sign Code. After Staff's presentation, the City Council conducted a public hearing and received both written and oral testimony on the Draft Sign Code.

Testimony was received from the following individuals:

- Mon Wig, Owner of Wig Properties
- Pam Carter, Resident
- Nicholas Lee, Wesfield, LLC
- Bob Schofield, Seattle Retail
- Karlyne Iwata, Property Owner
- Jerome Baruffi, Property Owner

Written (both mailed and emailed) comments were also provided from the following individuals/groups:

1. Westfield, LLC, dated June 28, 2010
2. James Adams, BECU dated June 28, 2010
3. Jerome Baruffi, 401 Strander, dated June 25, 2010
4. Letter from NW Sign Council dated June 22, 2010
5. Letter from National Sign Co. dated April 22, 2010

Following closure of the public hearing, the City Council provided guidance to staff on what information they wanted to help Council with their deliberations. The following documents are provided for the Council's review and to supplement the record that was forwarded to the City Council on June 28, 2010:

1. Matrix of substantive comments, both oral and written, provided to the City Council and staff's response to those comments, including suggested changes where applicable.
2. Matrix comparing selected cities sign regulations to Tukwila's Draft Sign Code and existing Sign Code.
3. Example of Digital Display (to be provided at meeting using overhead)

The Council also inquired about the provisions for use of digital displays in residential zones. It was the unanimous consensus of the Sign Code Advisory Committee to allow digital displays, similar to the one found at Foster High School, for institutional uses within residential zones.

The Draft Sign Code, under TMC 19.20.030 provides the same standards that were used for the Foster High School Sign. These standards are as follows:

*One monument sign per premise, as permitted under Section 19.20.030.B, may contain a dynamic feature. The following design standards apply to all dynamic signs installed under this section:*

*a. The image of the sign may not change more frequently than once every ten seconds.*

*b. The image must appear and disappear as one image. The image may not appear to flash, undulate, pulse or portray explosions, fireworks, flashes of light, or blinking or chasing lights, or appear to move toward or away from the viewer, to expand, contract, bounce, rotate, spin, twist, scroll, travel or otherwise portray movement.*

*c. Illumination of the dynamic sign is limited to the hours of 7AM to 10PM.*

*2. Notice of Understanding. The operator of any dynamic sign installed per this subsection must submit a letter to the Director that states the organization understands and agrees to abide by the above requirements.*

## **DISCUSSION**

The goal of tonight's meeting is to continue review of the draft sign code and to provide input to staff on any modifications that Council may want to make regarding the Draft Sign Code. After tonight's meeting, staff will work on a final ordinance to reflect any changes desired by the Council and will bring that back to the Committee of the Whole on August 9, 2010 for review.

At the June 28, 2010 meeting, Council indicated that they may want to hear from the public during their next review of the Draft Sign Code. Since this is a legislative matter the Council President can choose to allow public input during the deliberation process. While input may be allowed, it will not be a public hearing.

## **RECOMMENDATION**

Continue to review of the Draft Sign Code and provide input to staff on City Council modifications. Staff will bring a draft ordinance to the Council for consideration at the August 9, 2010 Committee of the Whole meeting. After the August 9, 2010 meeting the Draft Sign Code, at the Council's discretion, could be forward to the August 16, 2010 Regular Meeting for adoption.

## **ATTACHMENTS**

- A. Matrix of substantive comments, both oral and written, provided to the City Council and staff's response to those comments, including suggested changes where applicable.
- B. Matrix comparing selected cities sign regulations to Tukwila's Draft Sign Code and existing Sign Code.

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
<p>Nicholas Lee, of Westfield Southcenter Mall</p>	<p>Provided comments regarding two items:</p> <p>1) <u>Area of Flush Mounted Signage.</u></p> <p>The Mall is currently allowed to have wall signs of 6% of the area of the exposed building face, up to a maximum of 500 square feet. All other commercial buildings in the City are limited to 150 sf wall signs.</p> <p>Recommended the following change to the draft code:</p> <p><i>TMC 19.32.060 Allowable Modifications Under a Master Sign Program.</i></p> <p>2. <i>Increase in the area of a flush mounted building sign, allowed per Section 19.20.050.A of up to six percent of the exposed building face, up to a maximum of 250 square feet, <u>except for sites larger than 85 areas where the maximum shall be 500 square feet.</u></i></p>	<p>Adoption of this sign code will not make any existing signs at the Mall non-conforming. The City and Mall have a Development Agreement which addresses a wide variety of issues, including signage. The development agreement will be valid until 2018 and then the Mall will be subject to the sign regulations in place at that time. The Mall has noted that they may wish to “opt” in to the new sign code earlier but that decision would be purely voluntary by the Mall.</p> <p>Staff's response to the issues raised by Westfield, assuming they wish to opt in:</p> <p>1) <u>Area of Flush Mounted Signage.</u></p> <p>Westfield brought up this comment to the Planning Commission (PC) during the PC's review. The PC asked staff to research the size of existing wall signs at the Mall out of concern that the original language they were considering would have made some existing wall signs at the Mall non-conforming. The PC then adopted language raising the maximum wall sign size allowed under the master sign program to 250 sf, accommodating all existing wall signs. It was both the PC and Staff's understanding that issue of creating non-conforming wall signs at the Mall had been addressed.</p> <p>Since that time the Mall has proposed a 500 sf sign for the future Seafood City store.</p> <p>Properties not eligible for the master sign program are allowed a wall sign size between 3% and 5% of the wall area, up to a maximum of 150 square feet. Only those properties that are eligible for the Master sign program can get 6% up to a maximum of 250 square feet.</p>

Comment Matrix with Staff Response

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Name and Site	Comments	Staff's Response
	<p>2) <u>Maximum Area and Height of Grand Monument Signs</u></p> <p>Westfield requested that the maximum sign message area be increased up to 500 square feet and maximum height be increased up to 115 feet for Grand Monument Signs. They note that such signage provides needed visibility along I-5 and I-405.</p> <p>Recommended the following change to the draft Code:</p> <p>19.32.060 Allowable Modifications Under a Master Sign Program.</p> <p><i>A. In addition to the above listed modifications, the following addition sign types maybe allowed with BAR approval:</i></p> <p><i>2. Grand Monument Signs, subject to the following standards:</i></p> <p><i>a. Sign message area may be increased up to 100 square feet per side, 200 square feet total and limitation on structure size is removed. <u>For sites over 85 acres, the sign message area may be increased up to 500 square feet per side, 1000 square feet total.</u></i></p>	<p>Not all tenants at properties eligible for the Master Sign Program are capped at a maximum of 250 square feet. Landmark Tenants (Anchor Tenants under the current code) are given a sign allowance of 6% of the exposed building face up to 500 feet square feet.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft</b></li> </ul> <p>2) <u>Maximum Area and Height of Grand Monument Signs</u></p> <p>The Sign Code Advisory Committee recommended that tall signs, such as grand monuments, not be permitted under the new code. However, staff developed the grand monument provision and the PC approved it as part of the draft sign code due to a realization that some properties, such as the Mall, needed larger signage. During the PC public hearing Westfield made a request to increase the size and height of grand monument signs to a greater degree than what they are now proposing to the City Council.</p> <p>The sign size proposed by Westfield is larger than any sign allowed under either the current sign code or the draft sign code including billboards. The Master Sign Program removes any limit on the total area of the sign structure, only the message area is limited. By removing the limit on the area of the sign it provides property owners flexibility to design a creative, lively sign that sparks visual interest for people passing by. Sign message area is not needed to accomplish this goal.</p> <p>There is no limit on the height of grand monument signs, provided the signs are not taller than the building they are used to advertise. As was discussed at the last Council meeting, we</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
	<p><i>b Total height of the sign structure may not exceed the height of the tallest building on the premise, <u>except for sites over 85 acres, the height may exceed the tallest building but shall not exceed 115 feet.</u></i></p>	<p>are using the sign code to provide incentives for development types such as multi-story buildings.</p> <p>At the last Council meeting reference was made to the sign at Factoria Square in Bellevue. Staff contacted Bellevue and reviewed their sign code for sample language regarding mall signage and/or freeway interchange signs. Factoria Mall and the tall sign located on the property were annexed into the City. The existing sign is considered legally non-conforming. Bellevue requires amortization of such signs, but the sign is located along I-405 so it is subject to the Scenic Vistas Act, which would require compensation for its removal. The City of Bellevue permits face and copy changes to the sign, provided it complies with the City's non-conforming regulations. A brand new sign the size of the one in Factoria would not be permitted in Bellevue.</p> <p>Finally, the Draft Sign Code provides an avenue for gateway signage at the Mall. TMC 19.32.080 allows for a Regional Gateway Sign on a property subject to the Master Sign Program that is adjacent to two interstate highways. The intent of this sign is to attract and welcome visitors to the Southcenter area of the City. This sign could be used to meet Westfield's concerns that motorists on I-405 and I-5 do not see the property.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft</b></li> </ul>
James Adams for BECU Corporate Office	Letter requests different standards for corporate headquarters, defined as large single tenant office campuses with a building square footage over 100,000 square feet.	

1 Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
	<p>Recommended the following changes to the draft code:</p> <p>1) Building fascia signage.</p> <p>Allow signage on all sides of the building. Allow a maximum of 500 square feet per sign. Signage should be located as high on the building as possible. Signage may be internally or externally illuminated.</p> <p>2) Pylon Signage</p> <p>If the building only uses 1 or 2 fascia signs it may also have a pylon sign with message on two surfaces. The pylon sign may be up to 20 feet taller than the highest point of the main campus building. The area of the sign would be limited to 200 square feet.</p> <p>3) Entry ID Signage</p> <p>Since the building's main entry is over 100 feet from the street it should be allowed a sign identifying the name of the business</p>	<p>1) Building fascia (wall) signage.</p> <p>The proposed code does not limit the number of wall signs permitted per business or their placement on the wall. Each side of a building that has a public entrance will qualify for a sign. Signage on walls without entrances can qualify for signs by providing design elements such as architectural detailing and transparency. The draft code allows building mounted signs in commercial zones to be illuminated.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation</b></li> </ul> <p>2) Pylon (Pole) Signage</p> <p>The Sign Code Advisory Committee and the Planning Commission wanted to de-emphasize tall pylon signs, especially those taller than their associated buildings. Sign visibility for tall buildings can be achieved by placing the sign on the highest portion of the building wall.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation</b></li> </ul> <p>3) Entry ID Signage; and 4) Driveway Signage</p> <p>Under the draft sign code one freestanding sign is allowed for</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
	<p>at the entry. The sign should be pedestrian focused, not higher on the building than 20 feet above grade and be located within 30 feet of the entrance. Area of the sign would be up to 150 square feet.</p> <p style="text-align: center;">4) Driveway Signage</p> <p>The property has multiple entrances and each driveway should be allowed one sign. Overall graphic area of such sign should not exceed 75 square feet in size.</p> <p style="text-align: center;">5) Promotional Signage</p> <p>Allow temporary signage on the building should be permitted on each side of the building. Signage is allowed to be up for a maximum of 120 days. Signage is limited in size to no more than 50% of the area of the side of the building onto which it is being displayed.</p>	<p>each 400 linear feet of street frontage. The proposed sign code would allow BECU to have a seven foot tall sign with a message area of 60 square feet per side and a total sign area of 80 feet per side. Additionally, TMC 19.12.030 allows for directional signage that is three feet in height with a message area of two square feet per face. There is no restriction on the message on the directional signage.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul> <p style="text-align: center;">5) Promotional Signage (Temporary Signage)</p> <p>During the review process with the Sign Code Advisory Committee it was clear that they did not want to provide avenues for additional temporary signage. The language in the draft code is largely the same language as the existing sign code. The only difference is that each business can qualify for one special event signage every 24 months. This language replaced the grand opening language found in the existing code. Under a special permit, an applicant could install signs that typically would be prohibited under the sign code because they would be considered "carnival in nature".</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul>
<p>Jerome Baruffi for 401 Strander professional</p>	<p>The current sign code only permits the property to have one freestanding sign. Since the property has less than 800 feet of linear frontage on a public street it would qualify for only one</p>	<p>Mr. Baruffi's property represents a unique situation. The property borders on Strander Blvd and Andover Park West but has less than 800 feet of linear frontage combined on both</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
building	monument sign under the draft sign code. Mr. Baruffi requests the ability to install two monument signs.	<p>streets. The site can be accessed from both streets. One of the goals of the Sign Code Advisory Committee was to provide more freestanding signage for properties with large frontage and for corner properties. One of the examples that the Committee looked at was the Acura site at Andover Park West and Baker. The Acura property has several access points on both streets, but under the sign code is only permitted one freestanding sign. The Committee provided a fix for the properties similar to the Acura site, but Mr. Baruffi's property would not benefit from those changes.</p> <p><b><u>Staff Recommendation:</u></b></p> <p><b>Properties with frontage on two public streets will be permitted two freestanding signs, provided the following criteria are met:</b></p> <ol style="list-style-type: none"> <li><b>1. The property has at least 200 linear feet of frontage on each street.</b></li> <li><b>2. Each public street provides direct access into the subject property.</b></li> <li><b>3. The size and height of the sign will be based on the linear frontage found in Table 1 of TMC 19.20.020.</b></li> </ol>
Northwest Sign Council, Not Site Specific	<p>The letter is from the Northwest Sign Council which is the trade association representing the on-premise sign industry in the Pacific Northwest.</p> <p>The letter requested three modifications to the draft sign code:</p> <p style="padding-left: 40px;">1) Height of Monument Signs</p> <p>Request that the maximum height permitted for monument signs be increased, referenced concerns with safety.</p>	<p>1) Height of Monument Signs</p> <p>The proposed sign code will increase the number of freestanding signs permitted per a premise; however the</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
	<p>2) Non-conforming Signs.</p> <p>Requested that a uniform date for the start of the grace period be established in lieu of using the date of the last legal face change.</p>	<p>tradeoff for this increase is that signs be smaller and lower to the ground than pole signs. The idea with reducing the height of freestanding signs was two fold:</p> <ol style="list-style-type: none"> <li>a. Pole signs conflict with street trees and on-site perimeter landscaping. Both the Sign Code Advisory Committee and the Planning Commission reviewed photos and videos that showed this conflict. Monument signs allowed for visibility even when the sign was surrounded by trees.</li> <li>b. Visibility can still be achieved with building mounted signs. The wide range of signs allowed on buildings can provide visibility needed for businesses.</li> </ol> <p>Finally, properties that are eligible for the Master Sign Program can install a sign with a height up to the height of the building.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul> <p>2) Non-conforming Signs</p> <p>The proposed language allows each property to amortize the value of the sign before having to remove the sign. As outlined in the code, compliance with the code is only required if there is a proposed modification to the sign, such as a face change or copy change. When the ten year grace period has expired, the sign can remain with limitations. Adoption of the sign code will not require immediate removal of signs.</p> <p>A uniform compliance date would be easier for staff to administer, however, the trade-off is that it would delay the gradual removal of signs that do not comply with the sign code.</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
	<p>3) Freeway Interchange Signs</p> <p>Allow for freeway interchange signs with Council approval by development agreement outside of the Regional Gateway area.</p> <p>The letter also references some minor edits to the sign code that address technical issues such as lighting and brightness. These suggested comments are minor and staff does intend on inserting them in the code.</p>	<p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul> <p>3) Freeway Interchange Signs</p> <p>The Sign Code Advisory Committee expressed concern with continuing to allow tall signs in the City. As envisioned, the Regional Gateway sign is not intended as a sign for an individual business or businesses, but a sign that markets an entire area. Finally, the language suggested in the letter from Northwest Sign Council does not need to be in the Code. The City Council always has the right to entertain Development Agreements and language to that effect does not need to be in the Code.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul>
<p>Letter and Testimony from Robert Schofield, Various Properties in Southcenter Area</p>	<p>Referenced concern with the monument only provision for freestanding signs. Noted that it would be harder to see signs from a moving vehicle if they were placed lower to the ground. Indicated that businesses located at the rear of properties needed freestanding signage for visibility.</p> <p>Proposed creating a sign district from Strander Blvd to S. 188<sup>th</sup> Street which would allow pylon signs to continue to be used.</p>	<p>The proposed sign code will reduce the freestanding sign area and height for Mr. Schofield's properties. The total number of freestanding signs allowed for many properties has been expanded, however Mr. Schofield's properties don't have the frontage length to use that provision.</p> <p>The proposed code does allow for additional building mounted signs, such as projecting signs, which could provide increased visibility.</p> <p>If the Council does want to consider allowing pole signs along</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
		<p>Southcenter Pkwy, then the number of freestanding signs permitted under the new sign code should be reduced. The idea of allowing more freestanding signs for some properties was balanced with the lower profile of the signs. Allowing additional pole signs beyond what is permitted under the existing sign code should not be permitted.</p> <p>An "opt out" provision could be used to address Mr. Schofield's properties. Under an "opt out" provision properties along Southcenter Pkwy could choose to stay under many of the provisions of the existing sign code. This would allow Mr. Schofield to still utilize freestanding signs, but would also limit his properties from taking advantage of additional sign options and flexibility under the draft code, including the removal of the cap on business signage, ability to utilize a variety of building mounted signs, and flexibility on special event signage.</p> <p><b><u>Staff Recommendation:</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft and Sign Code Advisory Committee Recommendation.</b></li> </ul> <p><b><u>Other Option:</u></b></p> <p><b>An "opt out" provision could be included in the sign code to allow existing businesses to keep pole signs. The opt out provision should only apply to properties fronting along Southcenter Pkwy between Strander Blvd and S. 180<sup>th</sup> St (not S. 188th St).</b></p>
<p>Presentation from Karlyne Iwata, Properties on Southcenter Py</p>	<p>Discusses family history in Southcenter Area of the City. No specific suggestions for sign code.</p>	<p>No response needed.</p>

Comment Matrix with Staff Response

Name and Site	Comments	Staff's Response
<p>Letter from National Sign Company, dated April 22, 2010, not site specific</p>	<p>Letter commented on several items:</p> <ol style="list-style-type: none"> <li>1. Definition of abandoned sign needs to be re-edited.</li> <li>2. Directional sign should be increased to 6 square feet per face.</li> <li>3. Sign permit applications should be completed and approved within 14 days of submittal and in no case shall it take more than 60 days to approve.</li> <li>4. Signs should be valid for 1 year from approval date with ability to extend 180 days.</li> <li>5. Any contractor operation within the City without a business license shall be required to pay a penalty of \$250 and contractors should not have to sign an affidavit that they have read the City sign code.</li> <li>6. Height of freestanding signs should be increased to 25 feet and an area to 150 square feet per face outright. A maximum height of 50 feet and an area of 300 square feet per face should be allowed under the approval of the BAR. Monument signs can be up to a maximum of 100 square feet per side and 12 feet in height.</li> </ol>	<ol style="list-style-type: none"> <li>1. The definition provided by the Planning Commission meets the needs of the City. Many cities use a percentage of value to determine if a sign has been abandoned. Using valuation is cumbersome and difficult to work with.</li> <li>2. The area provided is the same as the current sign code. An applicant can always use one of their permitted freestanding signs as a directional sign, provided it complies with applicable size limitations. The sign code only regulates those signs that are "discernable" from the ROW, adjacent properties or off-site businesses and thus there is no size limit on any signs, including directional, which are not regulated by the sign code.</li> <li>3. The processing time limits are the same as in the current sign code and are consistent with the time limitations found in the Zoning Code. Sign permits are issued on average 5 days after application. The code has to provide a time limit and staff wants to keep the time limit consistent with the zoning and building codes.</li> <li>4. The limits provided in the draft code are identical to the building code.</li> <li>5. The fine amount of \$1000 ensures that sign contractors will not benefit from performing illegal work within the City.</li> <li>6. Using the Master Sign Program an applicant can have two grand monument signs that are no taller than the building. In some cases, such as the Mall, the height of the sign will exceed the 50 feet proposed by National Sign Code. The message area for Grand</li> </ol>

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	<p>7. Number of freestanding signs should be one sign per 300 feet of frontage with a 2<sup>nd</sup> sign allowed for properties over 300 feet of frontage on a corner property.</p> <p>8. Area of wall signs shall be up to 10 percent of the building elevation.</p>	<p>Monument Signs is 100 square feet per face, which is the same maximum for freestanding signs found in the current code. There is no limit on the area of the sign structure. The sign area recommended by National Sign Company exceeds the area limits of the current sign code.</p> <p>7. The draft sign code provides more freestanding signs than the current sign code. Staff is also proposing that modifications be made to address corner properties, see staff comments regarding Mr. Baruffi's letter dated June 25, 2010.</p> <p>8. The area limits under the draft sign code are substantially the same as the current sign code. No entities under the current sign code are permitted a sign area of more than 6 percent.</p> <p><b><u>Staff Recommendation</u></b></p> <ul style="list-style-type: none"> <li>• <b>No Change from Planning Commission Draft</b></li> </ul>
<p>Testimony of Pam Carter regarding Essential Public Facilities</p>	<p>Ms. Carter provided testimony regarding the lack of signage at the Light Rail Station on Southcenter Blvd. Under our current sign code the Station only qualifies for one freestanding sign.</p>	<p>As part of the update process the Sign Code Advisory Committee realized that properties that have a significant street frontage length and corner properties needed additional signage. Under the draft sign code the Light Rail Station would qualify for two monument signs. Additional flexibility could be achieved if essential public facilities, such as the Light Rail Station, were eligible for the Master Sign Program.</p> <p><b><u>Staff Recommendation:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Staff proposes that essential public facilities be allowed to utilize the Master Sign Program.</b></li> </ul>

Comment Matrix with Staff Response

<p>Staff Proposed Changes</p>	<p>Issue</p>	<p>Staff's Comments/Recommendation</p>
<p>Monument Signs</p>	<p>Table 1 of TMC 19.20.020 implies that monument signs may only be located near access points. As written the language could limit the number of freestanding signs a property could have, regardless of whether the property has sufficient frontage. For example if a property has 800 feet of frontage, but only one street entrance it would only be allowed one freestanding sign.</p> <p>The Table also notes that only one freestanding sign is permitted per access point.</p>	<p>The City strives to limit the number of access points on city streets to those needed to serve the use. Too many access points can impact vehicular circulation and hinder pedestrian movement. Requiring that an access point be present to install a sign and limiting an access point to one sign could hinder the City's efforts at access management. Additionally, the lack of access points for a large property does not mean that there is not a need for signage on the property.</p> <p><b><u>Staff Recommendation:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Remove the access point requirement for freestanding signs.</b></li> <li>• <b>Remove the limit on the number of signs permitted per access point.</b></li> </ul>
<p>Parking Garages</p>	<p>Under the draft sign code only parking garages on properties subject to the Master Sign Program are eligible for signage.</p>	<p>Through the update process we had discussed the idea of rewarding certain types of development, one of which is the construction of parking garages. The BECU site includes a parking garage as does the Group Health property along East Marginal Way. The draft code provides a very generous sign allowance for parking garages; however it only applies to those properties that are eligible for the Master Sign Program. Moving the incentive signage for parking garages out of the Master Sign Program would allow BECU, Group Health or any other parking garage that might be constructed in the City to utilize the sign incentive. These signs could advertise the business or be promotional signage as outlined in the BECU email.</p> <p><b><u>Staff Recommendation:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Allow all parking garages in the City to qualify for the parking garage incentive signs allowed in the Master Sign Program</b></li> </ul>



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Staff Proposed Changes	Issue	Staff's Comments/Recommendation
		<p>usage.</p> <p><b><u>Staff Recommendation:</u></b>                      In addition to any emergency messages a billboard company must provide the City a minimum of 28 days for City use. The City shall coordinate a yearly schedule with the billboard company for usage of any billboard(s). Specific administrative rules will still be created by the DCD Director.</p>

The following table compares several items within the draft sign code to the sign codes of Federal Way, Fife, Renton, Seatac, and Seattle.

**Grand Monument Signs**

	Draft Sign Code (Non-Residential)	Federal Way (Commercial)	Fife (Commercial and Industrial Zones)	Renton	Seatac (Commercial/Office/Industrial Zones)	Seattle (Neighborhood and Commercial and Commercial Zones)
Are they allowed?	Yes, sites over 15 acres with at least 200,000 square feet of building face are eligible under the Master Sign Plan.	Yes, within certain zones. Must have a minimum of 250 feet of street frontage, multi-use complex and have an area of at least 15 acres or more.	Not specifically called out, similar signs allowed but permitted as freestanding signs	Not specifically called out, similar signs allowed but permitted as freestanding signs.	Not specifically called out.	Not specifically listed, height increase is allowed for some freestanding signs that are within 100 feet of State Route.
Style	Must have a design that is consistent with the design of the buildings' on the site. Single pole signs are not allowed.	Monument or pole signs are allowed. Pole signs must use more than one pole. Other types of sign styles are listed.				
Height	No taller than the building, with no max ceiling.	Pylon or pole sign, 25 feet tall; Pedestal or monument, 12 feet				
Area of Sign	Message area limited to 100 square feet per side, 200 square feet for all sides. No limit on sign structure size.	200 square feet per face, 400 square feet for all faces. Sign structure area is included in the area formula provided.				
Number of Grand Monument Signs	2 outright	1 outright, provisions for additional signage based on aggregate of frontage provided.				

**Freestanding Signs in Commercial/Industrial Zones**

	Draft Sign Code (Non-Residential)	Federal Way (Commercial)	Fife (Commercial and Industrial Zones)	Renton	Seatac (Commercial/Office/Industrial Zones)	Seattle (Neighborhood and Commercial and Commercial Zones)
Are they allowed?	Yes.	Yes	Yes	Yes	Yes	Yes
Style?	Monument Only	Pedestal or Monument Only.	Not Restricted	Not Restricted.	Freestanding and Monument Signs are permitted. Design Standards for both provided.	Not Restricted
Height	6-8 feet depending on amount of street frontage.	Between 5 and 12 feet. Exact height is a ratio of street frontage.	30 feet for freestanding sign; multi tenant directory allowed to be 12 feet in height.	Various, based on the development style and based on the amount of linear frontage.	15 feet.	30 feet, up to 40 feet if within 100 feet of a State Route.
Area of Sign	Message area ranges from 36-72 per face square feet depending on street frontage.  Total sign area including structure ranges from 54-96 per face square feet depending on frontage.	25- 64 square feet for total sign area. Exact area is a ration of street frontage.	Based on linear frontage, cannot exceed a max of 150 square feet (unclear if this is per face or total)	Various, based on the development style and based on the amount of linear frontage. Ranges from 150 square feet per face to 400 square feet per face.	Eighty five feet of total sign area.	Based on amount of frontage along right of way, minimum of 36 square feet up to a maximum of 300 square feet.
Number of Signs	At least 1, one additional allowed for every 400 feet of frontage. No cap, no access point requirement. Provisions for corner properties provided. No spacing	1 for each street frontage. Additional allowed for each 300 feet of frontage, if automobile access is provided. Maximum per property of 3. Must be spaced out at least 200	1 freestanding sign, plus one multi-tenant directory. Additional freestanding sign allowed for corner properties or are bordered by a 2 <sup>nd</sup> street. No freestanding sign	One for each street.	1 per site, 1 additional sign allowed for each street frontage, provided each sign is separated by at least 100 feet.	1 sign. 1 additional allowed for each 300 feet of frontage.

	requirement.	feet from each other	shall be within 100 feet of another freestanding sign on the site lot.			
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**Freeway Interchange Signs**

	Draft Sign Code (Non-Residential)	Federal Way (Commercial)	Fife (Commercial and Industrial Zones)	Renton	Seatac (Commercial/Office/Industrial Zones)	Seattle (Neighborhood and Commercial and Commercial Zones)
Are they allowed?	Not allowed, but a Grand Monument Sign could accomplish the goal of visibility from freeways.	Yes, only along I-5	Yes, properties with frontage adjacent to a freeway are permitted a freeway interchange sign.	Not Specially listed, special sign provisions are provided for businesses within 1000 feet of SR 167	Not specifically called out.	Not specifically listed, height increase is allowed for some freestanding signs that are within 100 feet of State Route.
Style?		Not restricted.	Note restricted, but the code allows the applicant to pick either a freestanding or wall sign.			
Height		If below I-5 not more than 25 feet above the elevation of the freeway  If the sign is located at an elevation above I-5 the sign can be no taller than 20 feet above the average grade  Sign height can be increased up to a	Not to exceed 40 feet.	IKEA provision allows for some large big boxes to have a 115 feet tall sign.		

		maximum of 40 feet above the average finished ground elevation measured at the mid-point of the base in order to be visible above trees or other obstructions.				
Area of Sign		Based on content: Various between 20 square feet and 300 square feet per face, depending on type of activities.	250 square feet (unclear if its per face or total sign area)			
Number of Freeway Signs		1	1			