

Memorandum

TO: Sign Code Advisory Committee

FROM: Brandon J. Miles, Senior Planner

RE: Purpose Section of the new Sign Code

DATE: June 5, 2008

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At the first meeting of the Sign Code Advisory Committee (Committee), staff presented the City's current "purpose" section of the existing sign code. The "purpose" section of the sign code indicates the City's intent when it adopts specific legislation and can assist in clarifying ambiguities or unforeseen circumstances. Staff also presented the purpose sections for the sign codes for Seatac, Auburn, and Seattle.

Following the Committee's discussion from the first meeting, staff has crafted the following purpose section for consideration by the Committee.

Proposed Purpose Section

The overall purpose of this Code is to enhance the City's aesthetic character, to promote the public health, safety and general welfare and to increase the effectiveness of the visual communication in the City. To this end, the following more specifically articulate this purpose:

1. Signs that attract and invite rather than demand the public's attention and along the City's streetscapes.
2. City streets that appear orderly and safe because clutter is minimized.
3. Signs that enhance the visual environment of the City because they are in harmony with building architecture and landscape design.
4. Business identification that is not hindered by regulatory standards.
5. Typical communication and civic discussion is fostered in the City's residential neighborhoods.
6. High quality construction materials, fine architectural detailing, harmonious proportionality, and serve a pedestrian environment.