

RESOLUTION NO. 819

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, REQUESTING THE CITY PLANNING COMMISSION TO REVIEW AND RECOMMEND AMENDMENTS TO THE SIGN CODE REGARDING CHANGING MESSAGE SIGNS

WHEREAS, the Revised Code of Washington 36.70A.040 requires the City to adopt development regulations which are consistent with and implement the Comprehensive Plan; and

WHEREAS, the City's Sign Code is codified in the University Place Municipal Code as Title 19. Zoning, 19.75 Signs, and

WHEREAS, on September 6, 2016 and September 19, 2016, the City Council of the City of University Place held study sessions to discuss Planning Commission recommendations for sign code amendments in accordance with City Council Resolution 749, and,

WHEREAS, the City Council desires the Planning Commission to further review and recommend amendments to the sign code with regard to changing message signs, and

WHEREAS, in accordance with Council Rules, directives to the City's Commissions including the Planning Commission are to be in the form of a City Council Resolution, and

WHEREAS, in accordance with Ordinance 338 the purpose of the Planning Commission is to advise the City Council on the following topics: growth management; general land use and transportation planning; long range capital improvement plans; and other matters as directed by the City Council;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:

Section 1. Review and Recommendations Regarding Changing Message Signs. The City Council directs the Planning Commission to review and make recommendations regarding changing message signs in accordance with Council direction given below:

Council Direction: Changing message signs are only allowed in the auto oriented Neighborhood Commercial zone. City Council members expressed the following concerns which should be considered in any recommendation:

- i. Town Center: The City may want a changing message sign for the Town Center Project
- ii. Public Notice: The City may want one or more public notice changing message signs providing digital information. A sign at the intersection of 67th Avenue and Regents Blvd. was mentioned.
- iii. Purpose of Zone: Changing message signs are only allowed in the Neighborhood Commercial zone because it is an auto oriented zone. The Town Center Overlay is a pedestrian oriented zone. Are changing message signs desired in pedestrian oriented zones? For example, should pedestrian scaled changing message signs be allowed in pedestrian-oriented zones?
- iv. Proliferation: Given the density of businesses in some areas, allowing changing message signs could create sign blight and/or become overwhelming.

- v. Shared Signs: A group of businesses such as those in the Narrows Plaza area may benefit from a shared changing message sign. A shared sign could address the equality issue without proliferation of changing message signs.

Section 2. Effective Date. This Resolution shall take effect immediately upon its adoption.

ADOPTED BY THE CITY COUNCIL ON OCTOBER 3, 2016.



Javier H. Figueroa, Mayor

ATTEST:



Emelita Genetia, City Clerk

APPROVED AS TO FORM:



Steve Victor, City Attorney