



STAFF REPORT

DATE: May 25, 2016
TO: Planning Commission
FROM: Eric Mendenhall, Senior Planner
RE: **Zoning Code Text Amendment—Interchange Commercial Sign Code**

I. BACKGROUND

There are three sign code amendments proposed. The first will modify grammar to clarify applicability of section 18.44.230 to only signs in the Neighborhood Commercial and mixed use developments in commercial zones.

The other two amendments, City staff were approached by John Deere to update the Interchange Commercial sign code to allow for additional signage onsite. City staff took the proposal to the Community Development Committee for review and recommendation. The CD Committee sponsored the text amendment with recommendation for staff to review the code. The Planning Commission met under two separate meetings to discuss the proposal. Staff has prepared an amendment that represents the outcome of the study session of May 4, 2016.

Staff is recommending amendments to the IC sign code to allow for additional wall signage for larger buildings and for a frontage monument sign that will allow businesses to better identify themselves in the auto-oriented zone.

II. SUMMARY OF PROPOSED AMENDMENTS

The specific amendments are summarized as follows:

A. Proposed amendment to allow freeway frontage signs (SMC 18.44.245(B)(1)(a)(ii) and SMC 18.44.245(C)(1)(c).

This amendment allows for properties along the freeway to have an identifying sign along their local frontage road. This sign is intended to be a monument style sign, smaller in size than the other freestanding sign that is oriented for freeway visibility, but will be able to inform customers of their drive entrance.

B. Proposed amendments to allow additional signage for larger buildings in the IC district (SMC 18.44.245(C)(2)).

The proposed amendments would increase the number of wall signs allowed on large buildings. The proposed increase is based on total façade area of the building. The proposed amendment will allow two additional signs for mid-sized buildings and four additional signs for large buildings. The large building size was based off of the tractor dealership to quantify need ad illustrated at the study session. The mid-sized building allotment is based on ½ the size of the large building allocation.

C. Proposed amendment to clarify language for signs regulated in the Neighborhood Commercial and any mixed-use development (SMC 18.44.230).

The proposed amendment only changes the grammar of the title. No substantive changes are proposed. This change clarifies the applicability of this section to all signs in the Neighborhood Commercial district, and to all mixed-use developments in a commercial district.

III. COMPREHENSIVE PLAN

The following pertinent sections and policies related to the amendment are presented below:

COMMUNITY CHARACTER ELEMENT

- 1.1 Encourage development which enhances the human, pedestrian scale, creating a sense of community and place.
- 1.2 Endeavor to maintain a complete community, consistent and compatible in character and design, containing housing, shops, work places, schools, parks, civic facilities, and community services essential to the daily life of residents.
- 1.3 In concert with the Sumner citizens and business community, maintain design guidelines and a design code, as appropriate, which address streetscape, landscape, and building design. Materials and methods of construction should be specific to the region, exhibit continuity of history and culture, and compatibility with the climate, protect historic and archaeological resources, and promote the community's character and identity.

IV. ANALYSIS

The proposed amendments are consistent with the City of Sumner’s Comprehensive Plan. The proposed amendments further those goals and policies by promoting businesses in Sumner and protecting the community character by limiting the amount of signs allowed to be better represented of Sumner’s community.

The proposed clarifying amendments also helps staff better review and apply the sign code and is clearer for applicants and business that are looking to establish themselves in Sumner.

V. CONCLUSION

The amendments are necessary to provide clarification and to allow for additional signage on mid-sized to larger commercial buildings to better communicate code requirements and to help business advertise their operations within the City limits.

VI. RECOMMENDATION

Staff recommends that the Planning Commission recommend approval of the amendments as presented in Exhibit A.

VII. NEXT STEPS

City Council will hold a public hearing and consider these amendments on **November 2, 2015**.

VIII. EXHIBITS

- Exhibit A: Draft Ordinance
- Exhibit B: Public Hearing Notice
- Exhibit C: Determination of Non-significance
- Exhibit D: Majority Opinion