

D# 54 SIGN CODE AMENDMENTS

General Description

This proposal would evaluate amendments to the sign regulations intended to accomplish three things: 1) streamline and simplify the code to apply citywide by: creating common definitions and standards and making the rules easier to understand and implement for staff and the public, 2) improve the quality and character of signs within the City, and 3) reduce the number of sign variances and modifications needed in the downtown.

Impact Analysis

Effect on rate of growth, development, and conversion of land as envisioned in the Plan

The rate of growth, development, and conversion of land would not be affected by this code provision.

Effect on the City's capacity to provide adequate public facilities

This proposal is to amend the sign regulations. The City's capacity to provide adequate public facilities would not be affected.

Effect on the rate of population and employment growth

This proposal is modifying rules for signage and the City's rate of population and employment growth would not be affected due to the proposal.

Whether Plan objectives are being met as specified or remain valid and desirable

The Comprehensive Plan objectives would remain unchanged. The proposal will assist in further implementing the following policies:

Objective CD-Q: Commercial signs in Renton should be regulated by citywide standards.

Policy CD-115. Sign regulations should direct the type, size, design, and placement of signs in order to ensure reasonable aesthetic and safety considerations.

Policy CD-116. Billboards that are out of scale with surrounding buildings and uses, should be removed.

Policy CD-117. All bulky and unusually large or tall signs should be eliminated.

Policy CD-118. Sign placement should be limited to on-site locations.

Policy CD-119. Signs should be regulated as an integral part of architectural design. In general, signs should be compatible with the rest of the building and site design.

Policy CD-120. Consolidate signage for mixed-use development

Policy CD-121. Locate signage to reduce light and glare impacts to residential areas.

Policy CD-122. Interpretive and directional signs for major landmarks, neighborhoods, and viewpoints should be established to enhance community identity.

Effect on general land values or housing costs

The effect of altering the sign regulations is not anticipated to have an adverse effect on land value or housing costs.

Whether capital improvements or expenditures are being made or completed as expected

The amortization program will have staffing impacts in 5 years in order to implement and follow up on removal. There are no capital improvements or expenditures associated with this proposal.

Consistency with GMA, the Plan, and Countywide Planning Policies

This proposal is consistent with the statewide Growth Management Act (GMA) as well as the Countywide Planning Policies.

Effect on critical areas and natural resource lands

Critical areas and natural resource lands would not be impacted by the proposed sign code changes.

Effect on other considerations

This proposal will have an impact on non-conforming signage in portions of the Rainier Avenue corridor and as part of the standardization Citywide will increase sign allowances in the downtown and reduce allowable freestanding and projecting signage elsewhere.

Staff Recommendation

Staff recommends that the Sign Regulations be revised in order to streamline and simplify the Code and that the Sign Regulations apply citywide, except in specified districts such as the Auto Mall. Staff further recommends that common definitions and standards be developed and adopted. SEPA environmental review would still be required.

Implementation Requirements

Sections in Title 4 of the City Code should be amended to reflect this proposal. These code sections are as follows:

RMC 4-3-100, Urban Design Regulations

RMC 4-4-100, Sign Regulations

RMC 4-11-190, Definitions