SIGN CODE ISSUES

Senior Planner Smith summarized the agenda report and reviewed the Sign Code Committee’s recommendations as well as several other requests submitted by Scott Rollins, RE/MAX Community Realty, Ellensburg School District, and Catholic Credit Union.

Council discussed the motions made by the Sign Code Committee outlined as follows:

Motion #1: The Committee recommended to the City Council that the current limitations in the Sign Code regarding pennants, balloons, flags, or other displays of nondurable material be amended to restrict only that their display conform to the height restrictions for the zone in which such displays are located.

Motion #2: The Committee recommended the current Sign Code language that pertains to exterior banners and posters be amended to include only two main restrictions. First, that each business be limited to display no more than seven exterior banners/posters at any one time. Second, that display of such exterior banners/posters conform to the height restrictions for the zone in which they are located. The Committee also recommended a maximum limitation of 250 square feet for all exterior banners/posters in use at any one time.

Motion #3: The Committee recommended new language to allow A-frame/sidewalk signs in the commercial and industrial zones, as well as continue their use in the Central Commercial (CC) and Central Commercial II (CC-II) zones where they have been consistently allowed. The size of the signs in the commercial and industrial zones are keyed to a 4’ x 8’ sheet of plywood, while the CC and CC-II sidewalk signs remain unchanged as to their maximum size of 3’ x 2’

Motion #4: The Committee recommended the City Council pursue the concept of an electronic message board sign with the following features:

- The electronic sign would be for the purpose of limited application for announcement of community events;
The electronic sign would be allowed in only one main entryway location in the community.

The electronic sign would be under the ownership of the City of Ellensburg.

The operation of the sign would take place under a cooperative arrangement with other community organizations.

Further, a draft proposal to include location, size and operating policies be subject to review by this Committee and the general public through an open public process prior to implementation of the sign.

Council discussed that the City should own the electronic sign to control content and placement of the sign. The electronic sign could be limited to the Public Reserve (P-R) zone and public right-of-way at either interchange.

Representatives from the Ellensburg School District discussed their request for an electronic reader board at the second entrance (heading east on Capitol Avenue) of the new school’s parking lot. Council asked for additional information regarding the sign to be presented at the next regular meeting.

Council consented to pursuing proposed ordinance language for motions 1, 2, and 3. Council also consented to having a draft ordinance presented on the next agenda to allow the Ellensburg School District sign. The proposed ordinance could also contain language for community electronic message board signs in the P-R zone or public right-of-way that would be owned and operated by a public entity.

Council discussed the request from Kevin Keno, Branch Manager of the Catholic Credit Union, for an interpretation of the City Code. There is a reader board inside their drive-up canopy intended to be seen by credit union members only, not from public rights-of-way, which he feels is exempt from the Sign Code. Staff has indicated that in order for this type of sign to be allowed, the Council would need to adopt new language in the City Code to outline the specific circumstances in which such electronic message boards would be allowed on a commercial basis.

Council consented to including this issue in the proposed ordinance to allow electronic message boards with a three square foot limit, directed to on premise viewing only during business hours.

Scott Rollins and Roger Weaver discussed their letters in the agenda regarding changes to sign regulations in the Residential Office (R-O) zone which would allow larger signs.

Council consented to including an amendment in the proposed ordinance to allow larger signs in the R-O zone consistent with the commercial zones along Mountain View Avenue.

**ADJOURN** Adjourn at 9:23 p.m. O’ Brien
Affirmed

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Mayor

ATTEST: ________________________________

City Clerk