

# Sign Code BCCA

## Council Study Session

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# Direction

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Consider initiating work on the Sign Code  
Bellevue City Code Amendment



# Agenda

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BCCA Goals



Reed v. Town of Gilbert



BCCA Overview



Collaboration & Outreach



Schedule



# BCCA Goals

- Ensure code meets business needs & aesthetic desires
- Allow contemporary design & technology
- Simplify & Streamline code
- Align with Reed v. Town of Gilbert & other court decisions

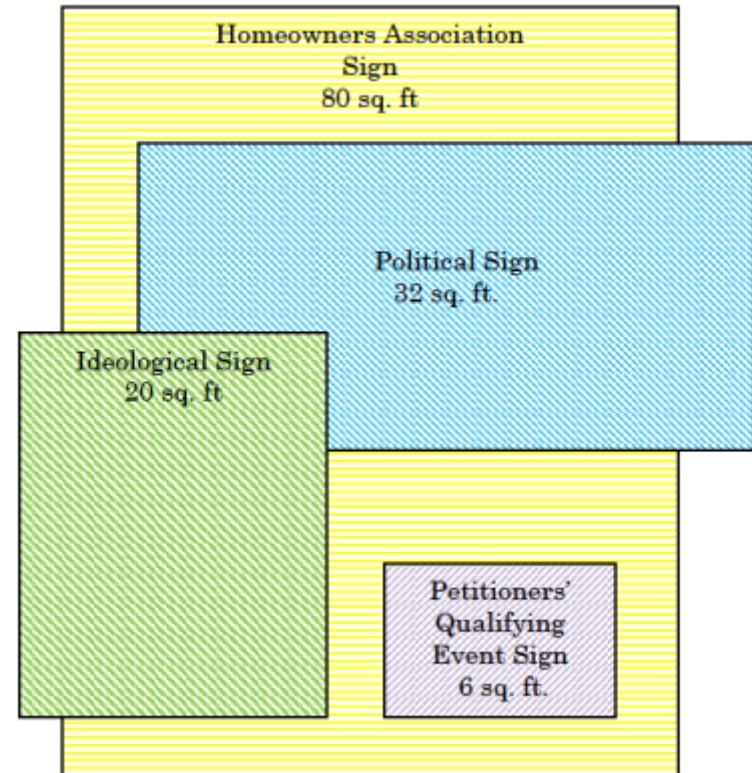


# Reed v. Town of Gilbert et al.

- U.S. Supreme Court decision holding that local sign codes generally:
  - Cannot regulate based on the content of non-commercial signs
  - Must regulate all non-commercial signs of the same type in the same manner



# Reed v. Town of Gilbert et al.



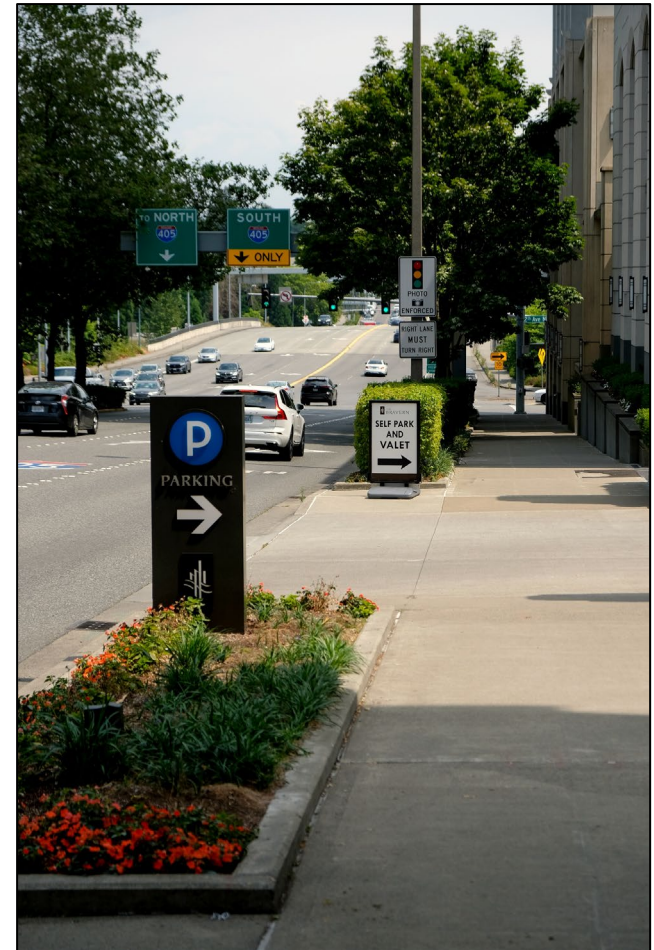
# BCCA Overview

- Can continue to regulate signs for:
  - Form
  - Location
  - Timing
  - Lighting
  - Safety
- Anticipated to be complete re-write of existing code
- Address concerns from community



# BCCA Overview

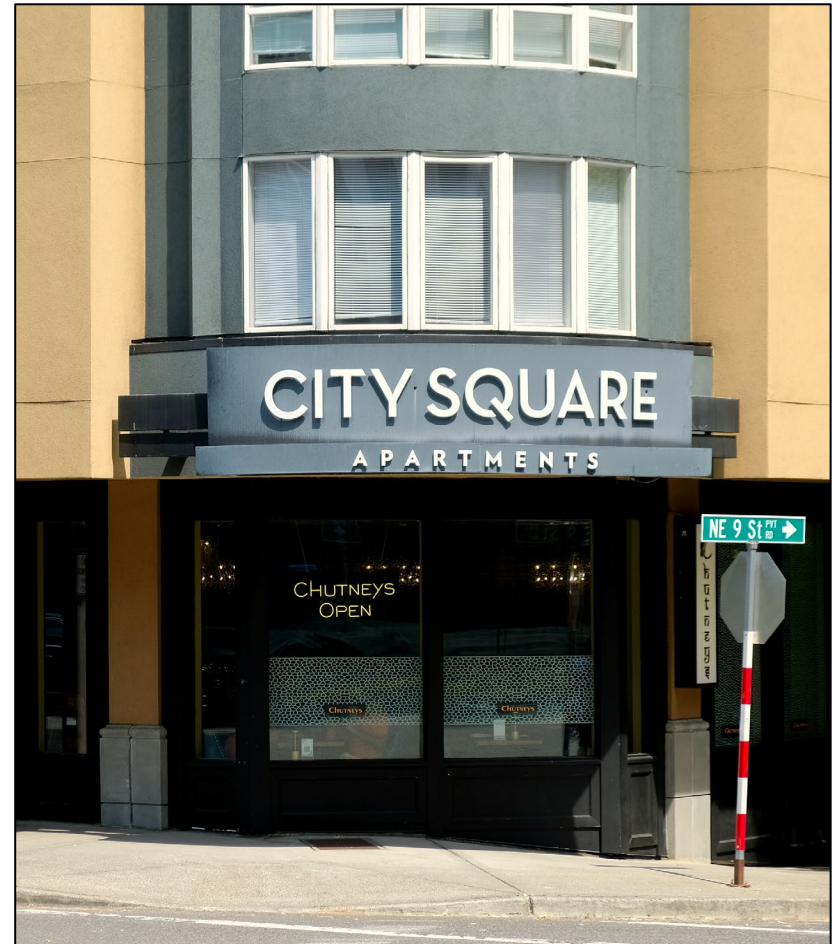
- Known business community desires
  - Additional street-level signage
  - Off-site directional signs
  - Allow portable signs
  - Consistency across commercial districts
  - Simplicity in permitting
  - Event signage





# Internal Collaboration

- Co-led by DSD & CAO due to high level of legal analysis required
- Involvement from Econ. Dev., Land Use, Trans. & Code Compliance teams
- Consultant to assist with legal & code analysis

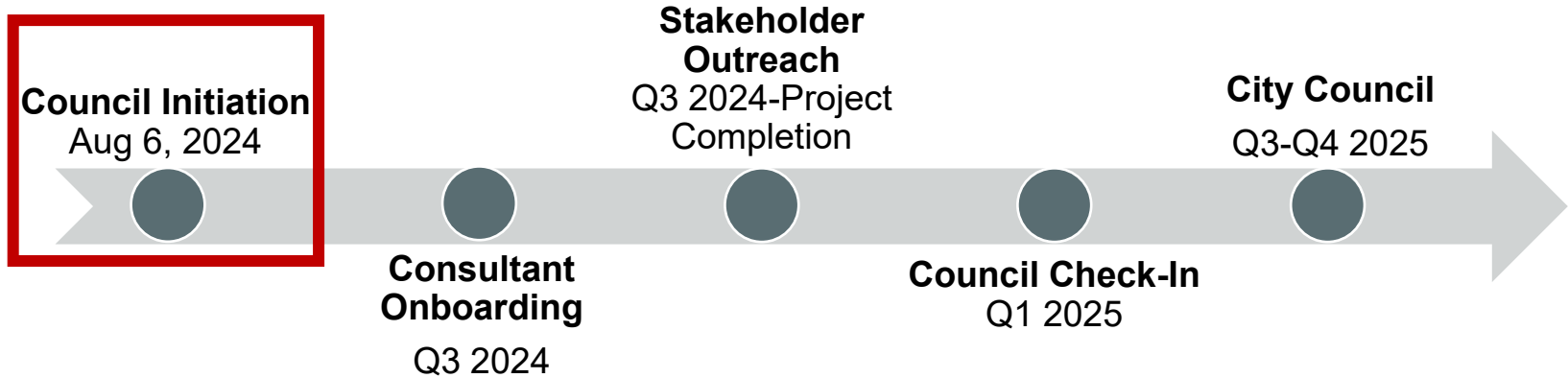


# Planned Outreach

- BCCA process
- BDC
- Business community
- Neighborhood assoc.
- Internal stakeholders
- Online presence
- City newsletters



# Anticipated Schedule



# Direction

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