

Sign Code Update

Action

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June 9, 2026





Direction For Council Consideration

Consider adopting the Sign Code Update Ordinance
No. 9625



Agenda

Background and Project Goals

Outreach Approach

Draft Summary

Council Recap & Response to Feedback

1. Temporary Sign Registration Form
2. Temporary Sign Registration Process
3. Added Flexibility

Sign Code Update Process

Direction



Background and Goals

- Rewrite of existing sign code – BCC 22B.10
 - Reorganized for clarity and consistency
- Legal Framework – U.S. Supreme Court Decision
 - Cannot regulate based on the content of signs
 - Can continue to regulate for form, timing, lighting, etc.

Project Goals



Balance business needs and aesthetic desires



Encourage contemporary design and technology



Simplify and streamline regulations



Align with key court decisions



Outreach Approach Overview

Phase 1 – Listening & Fundamentals (Aug. 2024 – Oct. 2025)

- ✓ Expand awareness of the project
- ✓ Share project objectives and proposed approaches
- ✓ Gather perspectives on project priorities

Phase 2 – Reviewing & Drafting (Dec. 2025 – Apr. 2026)

- ✓ Share key themes/priorities that emerged from phase 1
- ✓ Solicit feedback on recommended code changes

Phase 3 – Action & Implementation (Q2 2026 - Q1 2027)

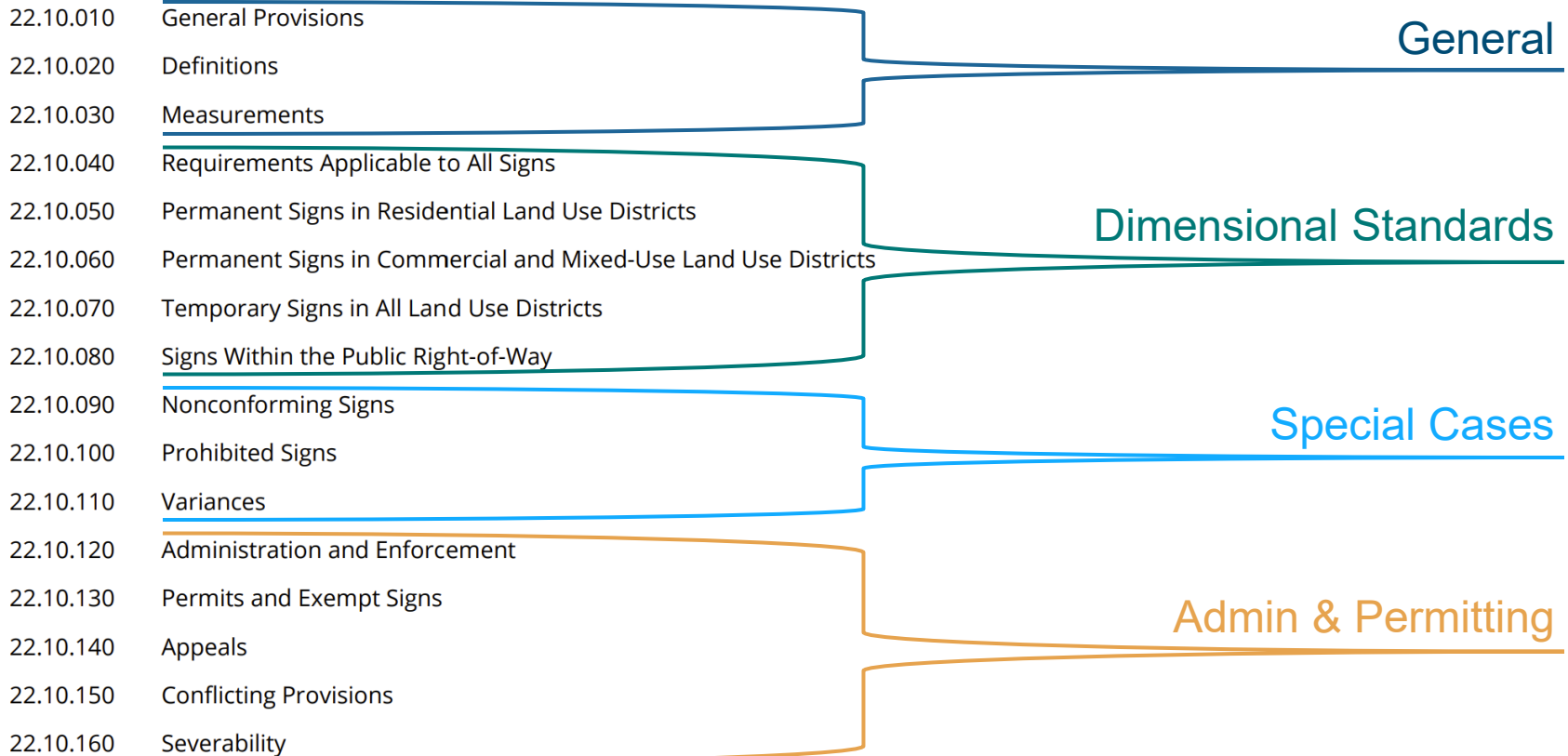
- Expand awareness of new code and impacts
- Focus on community education and public information sessions



Organization

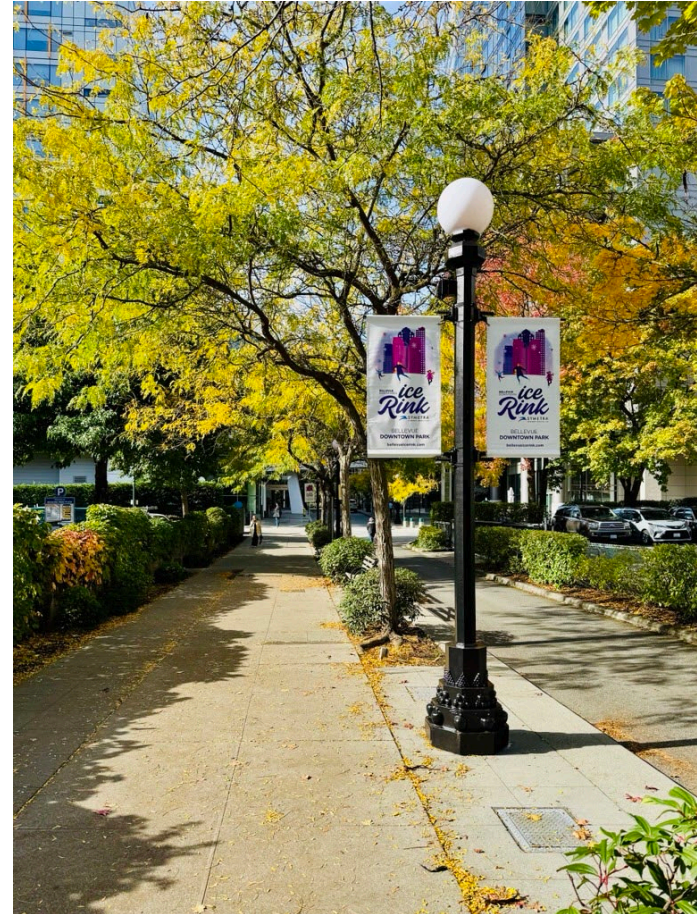
Chapter 22.10 Sign Code

Sections:



Context-Specific Standards

- Increased flexibility to accommodate unique signage needs
 - Support for pole banner program
 - Dick's Drive-in Iconic Signage
 - Adequate signage allowances for hospitals
 - Digital kiosk signage to support tourism and wayfinding
 - Area specific standards (Old Bellevue) remain





Council Recap – April 14

1. Simplify Temporary Sign Registration Form
2. Temporary Sign Registration Requirements
 - No registration when placed on private property
 - Exempt \leq 48 hours
3. Exempt Neighborhood Associations



1. Registration Form

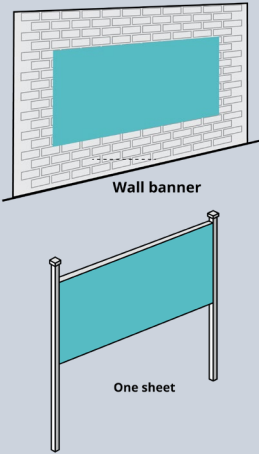

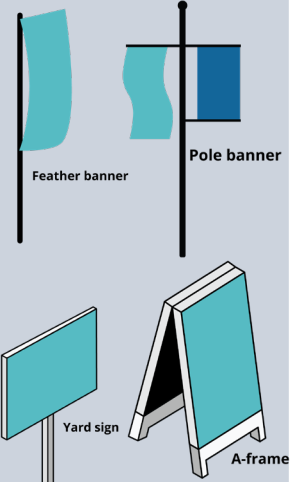
- Less personal information displayed on the face of the sign
 - Registration Number, issued date, expiration date
- Personal information is instead stored in a database
 - Applicant name and phone number



EXAMPLE	
Registration # 26-XX	
Issued Date	June 9, 2026
Expiration Date	October 6, 2026

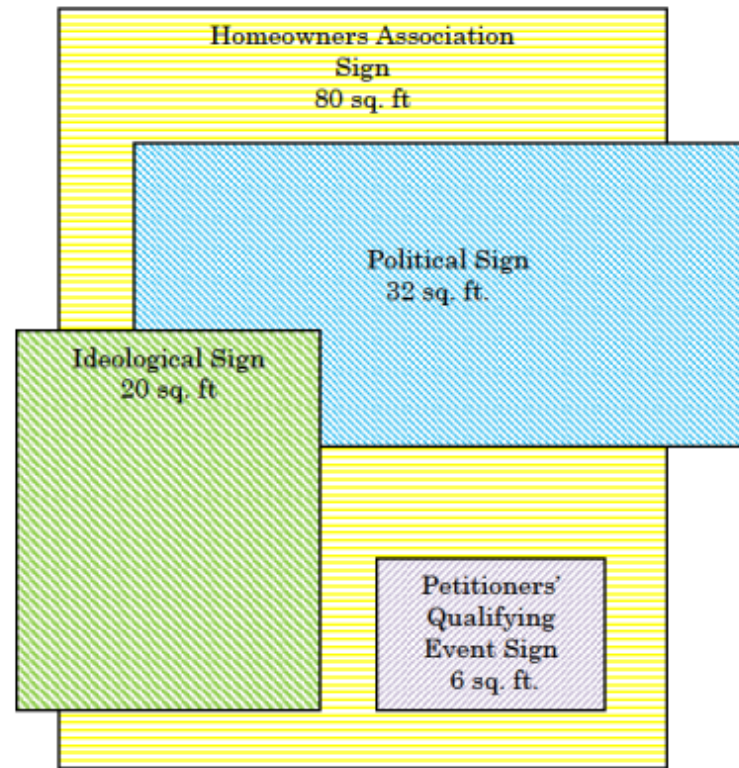
2. Registration Requirements

- Temporary Sign Permit
 - Reviewed by staff, larger temp signs
- Temporary Sign Registration
 - Yard signs in right-of-way only
- Exempt signs
 - Yard signs placed on:
 - Private property; or
 - Right-of-way, for 48 hours or less

Permit	Registration	Exempt
 <p>Wall banner</p> <p>One sheet</p>	 <p>Yard sign</p> <p>(Right-of-Way Only)</p>	 <p>Feather banner</p> <p>Pole banner</p> <p>Yard sign</p> <p>A-frame</p> <p>(Private Property)</p>

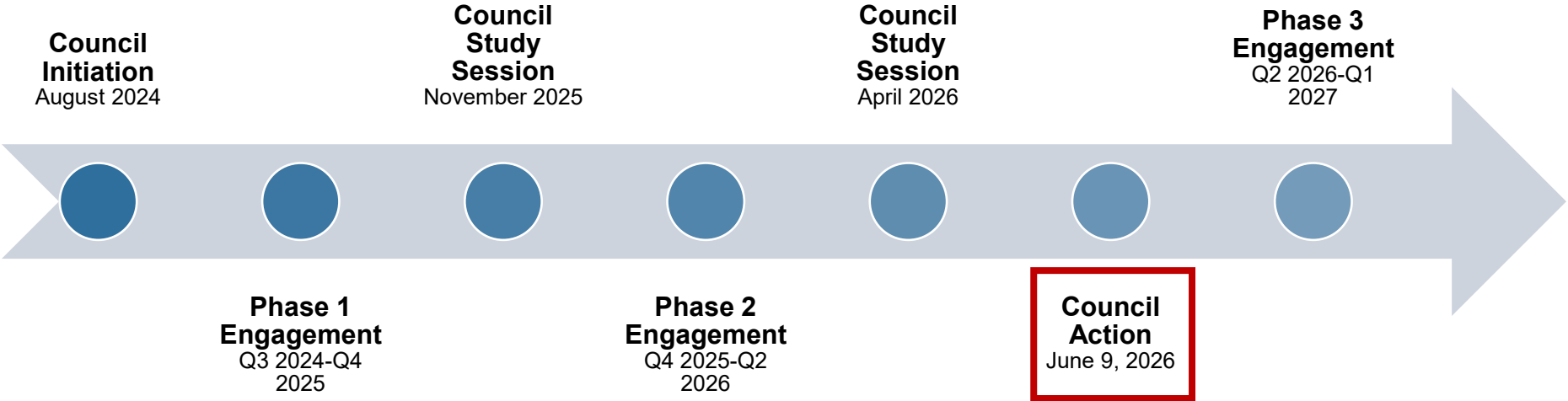
3. Neighborhood Associations

- Additional flexibility provided to support neighborhood associations
 - ✓ No registration required for yard signs placed on private property
 - ✓ All temp signs placed less than 48 hours exempt
- Draft Release and Community Feedback
 - Revised draft to remove registration requirement for majority of temporary signs



*Example of sign regulations that are **not** content-neutral*

Sign Code Update Process





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