

CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. 6849

AN ORDINANCE relating to signs; Amending Sections 22B.10.025 and 22B.10.030 of the Bellevue City Code (BCC) to incorporate and regulate the new Mixed Use Land Use Districts (UC, MU-H, MU-M, and MUR-M) into the City's Sign Code, Chapter 22B.10 BCC; Repealing Section 83 of Ordinance No. 6839; Amending the effective date of Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839, relating to certain amendments to development regulations concerning signs; Providing for severability; and Establishing an effective date.

WHEREAS, the City Council will adopt, concurrent with this Ordinance, separate ordinances to create a new Part 20.25R in the Bellevue Land Use Code (LUC) and to provide for the use, development, and rezone of properties located in the Wilburton Transit Oriented Development (TOD) Area; and

WHEREAS, the Wilburton Land Use Code Amendments (LUCA) and related rezones will advance the Wilburton vision, goals, and policies contained in the City's Comprehensive Plan; and

WHEREAS, the Wilburton LUCA and related rezones will create four new Mixed Use Land Use Districts (UC, MU-H, MU-M, and MUR-M); and

WHEREAS, consistent with the Washington State Growth Management Act, Chapter 36.70A RCW, the City Council has by separate ordinances adopted updates to the Comprehensive Plan and other development-related codes and regulations as appropriate to respond to and accommodate changing conditions and needs of the City; and

WHEREAS, the City's Sign Code, Chapter 22B.10 BCC, establishes standards for the design, placement, size, and maintenance of all exterior signs and sign structures in the City for purpose of permitting and encouraging the design of signs which are responsive to the needs of the public in locating a business establishment by identification, address, and product and/or serves information; and

WHEREAS, the City Council reviewed the proposed amendments to Chapter 22B.10 BCC at a study session on June 17, 2025; and

WHEREAS, the City desires to amend Chapter 22B.10.BCC to incorporate the new Mixed Use Land Use Districts (UC, MU-H, MU-M, and MUR-M) into the Sign Code, Chapter 22B.10 BCC; and

WHEREAS, the City of Bellevue has complied with the State Environmental Policy Act (SEPA), Chapter 43.21C RCW, and the City's Environmental Procedures Code, Chapter 22.02 BCC; and

WHEREAS, on March 4, 2025, the City Council adopted Ordinance No. 6839 relating to design review; and

WHEREAS, Sections 77 through 108 of Ordinance No. 6839 provided for amendments to certain development regulations relating to signs; and

WHEREAS, Section 83 of Ordinance No. 6839 proposes to amend Subsection 20.20.590.I.2.b.iv of the Land Use Code; and

WHEREAS, the Wilburton LUCA deletes subsection 20.20.590.I.2.b.iv of the Land Use Code; and

WHEREAS, City Council desires to repeal and delete section 83 of Ordinance No. 6839 in order to be consistent with the Wilburton LUCA; and

WHEREAS, Section 110 of Ordinance No. 6839 provided that Sections 77 through 108 of Ordinance No. 6839 shall "automatically take effect and be in force on the effective date of the next ordinance adopted by the City Council that amends, repeals, or replaces Chapter 22B.10 of the Bellevue City Code"; and

WHEREAS, while this Ordinance contains amendments to Chapter 22B.10 BCC, the City Council does not desire that Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839 take effect simultaneously with this Ordinance; and

WHEREAS, instead of taking effect on the same date as this Ordinance, the City Council desires that Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839 take effect on the effective date of the next ordinance adopted by the City Council that amends, repeals, or replaces Chapter 22B.10 of the Bellevue City Code; Now, therefore:

THE CITY COUNCIL OF THE CITY OF BELLEVUE, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. The foregoing recitals are hereby adopted by the City Council as findings of fact supporting and explaining the legislative intent behind the adoption of this ordinance.

Section 2. Section 22B.10.025 of the Bellevue City Code is hereby amended to read as follows, with all other provisions of Section 22B.10.025 that are omitted below, as indicated by an ellipsis, remaining unchanged:

22B.10.025 Design review.

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B. Applicability.

1. Where Design Review Applies.

- a. Affected Land Use or Overlay Districts. The provisions of this section are applicable in the following land use or overlay districts as provided for in the Land Use Code:
 - i. Downtown, except DT-OLB;
 - ii. CB and NMU (community business and neighborhood mixed use);
 - iii. NB (neighborhood business);
 - iv. OLB-OS and OLB-2 (office limited business – open space and office limited business 2);
 - v. Development in transition areas as defined in the Land Use Code;
 - vi. BelRed land use districts, except BR-GC unless design review is available per LUC 20.25D.030.C.2, as now or hereafter amended;
 - vii. EG-TOD (Eastgate transit oriented development);
 - viii. EM-TOD-H (East Main transit oriented development – high) and EM-TOD-L (East Main transit oriented development – low); and
 - ix. UC (Urban Core), MU-H (Mixed-Use Highrise), MU-M (Mixed-Use Midrise), and MUR-M (Mixed-Use Residential Midrise).

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E. Design Criteria. Applications for design review are evaluated according to the following criteria:

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3. Downtown, BelRed, East Main Land Use Districts, and Mixed-Use Land Use Districts (All DT, except DT-OLB, and All BR).
 - a. The primary signage for any building or business shall comply with the appropriate design guidelines for downtown, LUC 20.25A.140 et seq., East Main, LUC 20.25Q.130 et seq., Mixed Use, LUC 20.10.398, and BelRed, LUC 20.25D.150, land use districts, as now or hereafter amended, pursuant to the procedures set forth therein. Signage within downtown, East Main, and Mixed-Use land use districts shall be pedestrian-oriented unless the sign is permitted as an upper level high-rise sign.

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Section 3. Section 22B.10.030 of the Bellevue City Code is hereby amended to read as follows, with all other provisions of Section 22B.10.030 that are omitted below, as indicated by an ellipsis, remaining unchanged:

22B.10.030 Business, commercial, manufacturing and medical institution land use district signs – OLB, OLB-2, OLB-OS, EG-TOD, CB, NMU, DT-O-1, DT-O-2, DT-MU, DT-R, DT-OB, DT-OLB, EM-TOD-H, EM-TOD-L, UC, MU-H, MU-M, MUR-M, GC, LI, MI, and BelRed land use districts, except BR-ORT.

- A. General. The following provisions govern signs in the OLB, OLB-2, OLB-OS, EG-TOD, CB, NMU, DT-O-1, DT-O-2, DT-MU, DT-R, DT-OB, DT-OLB, EM-TOD-H, EM-TOD-L, UC, MU-H, MU-M, MUR-M, GC, LI, MI, and all BelRed land use districts, except BR-ORT, and may be modified through design review as described in BCC 22B.10.025, as now or hereafter amended.

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- B. Dimensional Limitations. Except as otherwise specifically allowed herein, all signs shall conform with the setback, area, and height limitations set forth in this section.

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3. Sign Area Limitations – Building-Mounted, Upper-Level High-Rise, Roof or Canopy-Mounted Signs. Unless otherwise provided in this section, the surface area of any building-mounted, upper-level high-rise, roof or canopy-mounted signage shall not exceed the figures derived from the following schedule.

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- c. Unused sign surface area for a facade may be used by any enterprise within the same multiple occupancy building or by any enterprise within the same multiple building complex located within all downtown, East Main, and Mixed-Use land use districts and BelRed BR-OR-1, BR-OR-2, BR-RC-1, BR-RC-2, and BR-MO-1 land use districts, if:

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C. Number of Primary Signs.

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- 3. In multiple occupancy buildings, or multiple building complexes located within any downtown, East Main, or Mixed-Use land use district or within BelRed BR-OR-1, BR-OR-2, BR-RC-1, BR-RC-2 and BR-MO-1 land use districts, unused primary sign allotment for one enterprise may be used by any enterprise within the same multiple occupancy building, or by any enterprise within the same multiple building complex located within a downtown land use district or the BelRed land use districts listed above, if:

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- e. Unused allotments may not be transferred between downtown land use districts, East Main land use districts, Mixed-Use land use districts, and BelRed land use districts.

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Section 4. Repealing Section 83 of Ordinance No. 6839. Section 83 of Ordinance No. 6839 is hereby repealed and deleted in its entirety.

Section 5. Amending the Effective Date for Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839. Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839 shall neither take effect nor be in force on the effective date of this Ordinance. Instead, Sections 77 through 82 and Sections 84 through 108 of Ordinance No. 6839 shall automatically take effect and be in force on the effective date of the next ordinance adopted by the City Council that amends, repeals, or replaces Chapter 22B.10 of the Bellevue City Code. To the extent that Section 110 of Ordinance No. 6839 conflicts with Section 5 of this Ordinance, then Section 5 of this Ordinance shall control.

Section 6. Severability. If any section, subsection, paragraph, sentence, clause, or phrase of this Ordinance is declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining parts of this Ordinance.

Section 7. Effective Date. This Ordinance shall take effect and be in force thirty (30) days after adoption and legal publication.

Passed by the City Council this _____ day of _____, 2025 and signed in authentication of its passage this _____ day of _____, 2025.

(SEAL)

Lynne Robinson, Mayor

Approved as to form:
Trisna Tanus, City Attorney

Robert Sepler, Assistant City Attorney

Attest:

Charmaine Arredondo, City Clerk

Published: _____