

CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. 6288

AN ORDINANCE amending the Bellevue City Code relating to the Sign Code, amending a portion of Chapter 22B.10 of the Bellevue City Code to ensure consistency with the Comprehensive Plan Update and improve clarity and usability, which includes the following amendments: modifying the requirement that an enterprise located within a high-rise building must occupy at least 180,000 net square feet and that corporate headquarters must occupy at least 120,000 square feet to place or maintain two signs on a high-rise building, providing for severability, and establishing an effective date.

WHEREAS, the Comprehensive Plan was originally adopted in 1993 and updated in August 2015; and

WHEREAS, the Comprehensive Plan previously discouraged high-rise signs in Downtown by only allowing them for hotels, motels and logos that are compatible with building design; and

WHEREAS, the Comprehensive Plan was updated to remove limitations on the types of uses that were permitted to have high-rise signs and maintain the public view by limiting the total number of signs and requiring compliance with design standards; and

WHEREAS, the Land Use Code Amendment would make high-rise signs a more accessible marketing and branding tool for building owners and tenants which supports the City Council's "Open for Business" vision and commitment to economic prosperity for all; and

WHEREAS, this amendment is a Comprehensive Plan consistency change that is exempt from the requirements of State Environmental Policy Act (SEPA), Chapter 43.21C RCW, and the City's Environmental Procedures Code, (Chapter 22.02 BCC); and

WHEREAS, the City Council finds that the proposed amendments are consistent with the Comprehensive Plan, enhance the public safety and welfare, and are not contrary to the best interest of the citizens and property owners of the City of Bellevue; now, therefore,

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

Section 1. Section 22B.10.020 Definitions of the Bellevue City Code is hereby amended to delete the definition of "Corporate Headquarters" as follows:

22B.10.020 Definitions

....

~~“Corporate Headquarters” means the place from which the trade or business is principally managed and directed.~~

....

Section 2. Section 22B.10.025.E.1.d of the Bellevue City Code is hereby amended as follows:

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

1. General Requirements.

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d. Signage is prohibited at the upper levels of high-rise buildings, except with exceptions for hotel/motel uses when the design is compatible with building architecture, and for enterprises occupying at least 180,000 net square feet, or corporate headquarters occupying at least 120,000 net square feet, of building area as permitted by BCC [22B.10.030.E.2](#).

Section 3. Section 22B.10.030.C.2 of the Bellevue City Code is hereby amended as follows:

C. Number of Primary Signs

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2. Upper-Level High-Rise Signs (other than hotel/motel signs). One enterprise occupying at least ~~75,000~~180,000 net square feet, ~~or one corporate headquarters occupying at least 120,000 net square feet,~~ in a single high-rise building within the downtown may earn two upper-level high-rise signs for placement on the building in which such enterprise is located, regardless of whether such enterprise has an exterior entrance. Such signs must comply with subsection E.2 of this section. Such signs are in addition to other signs allowed under this section. Both signs must be used by the same enterprise.

Section 4. Section 22B.10.030.E.2 of the Bellevue City Code is hereby amended as follows:

E. Placement of Primary Sign

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2. Building Mounted Signs

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e. Upper-Level High-Rise Signs (other than hotel/motel signs). Building-mounted signs may be located at the upper levels of high-rise buildings if they meet the following criteria, in addition to other applicable provisions of this code:

~~i. The sign is for a hotel/motel use and otherwise complies with all applicable provisions of this code; or~~

ii. i. Two upper-level high-rise signs may be placed on any high-rise building within the downtown, provided that:

(a) Only a single enterprise that occupies at least 75,000 net square feet of the high-rise building on which the sign is located ~~at least 180,000 net square feet, or a single corporate headquarters that occupies at least 120,000 net square feet, of building floor area within the building on which the signs are mounted~~ may place an upper-level high-rise sign;

(b) Signs shall be limited to the name and/or logo of the enterprise placing the sign;

(c) In no event may the sign area of each sign exceed 300 square feet;

(d) The signs shall be located on the two facades of the building most oriented to I-405, with no more than one upper-level sign on any facade; and

(e) The sign shall comply with the requirements of BCC 22B.10.025. Upper-level high-rise signs shall be removed within 90 days after the enterprise ceases to occupy at least 75,000 ~~180,000~~ net square feet; ~~or within 90 days after the corporate headquarters ceases to occupy at least 120,000 net square feet,~~ in the high-rise building on which the sign is located.

Section 5. 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 6. Effective Date. This ordinance shall take effect and be in force five (5) days after adoption and legal publication.

1524-ORD
05/12/16

Passed by the City Council this _____ day of _____, 2016 and
signed in authentication of its passage this _____ day of _____,
2016.

(SEAL)

John Stokes, Mayor

Approved as to form:
Lori M. Riordan, City Attorney

Robert A. Hyde, Deputy City Attorney

Attest:

Kyle Stannert, City Clerk

Published: _____