

SUMMARY and FISCAL NOTE*

Department:	Dept. Contact/Phone:	CBO Contact/Phone:
Construction and Inspections	Gordon Clowers/4-8375	Christie Parker/4-5211

* Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.

1. BILL SUMMARY

1. Legislation Title:

AN ORDINANCE relating to land use and zoning; amending Seattle Municipal Code (SMC) Sections 23.55.002, 23.55.003, 23.55.005, and 23.84A.036; and adding new SMC Sections 23.55.052, 23.55.054, 23.55.056, 23.55.057, 23.55.058, and 23.55.060; to establish a sign overlay district and sign regulations for the Seattle Center, including regulations for subareas containing the Seattle Center Arena and the Bressi Garage block.

2. Summary and background of the Legislation:

The proposal would amend the Land Use Code to define a sign overlay district allowing tailored sign code provisions for the Seattle Center. The Arena is an important part of Seattle Center that is proposed for renovation, which is a catalyst for this proposal. The current sign code provisions do not fit well with the needs of a modernized Arena facility at the Seattle Center. The proposal allows a mix of different types and amounts of signs that will support signage needs for Seattle Center like wayfinding, event-announcement, Arena naming and sponsorship, and other purposes, with limits that will prevent excessive proliferation of signs. These signs will identify the Arena and its amenities, promote future Arena events, and improve wayfinding to the Arena consistent with: the adopted intent of the sign standards in the Land Use Code; the signage plan as analyzed in the Arena Environmental Impact Statement; and the Comprehensive Plan goals and policies.

The sign overlay district would include three subareas: one for the grounds of the Arena and the adjacent area to the north containing the Northwest Rooms, one for the Bressi Garage block south of the Arena, and a third subarea containing the balance of the Seattle Center campus. Any additional sign overlay provisions for the Seattle Center campus subarea could be proposed in a later phase of work.

The proposal includes provisions to protect the public interest and safety:

- ***Allow a variety of sign types*** - including video display signs and changing image and changing color signs;
- ***Manage the number of signs allowed*** - per linear foot of the property's public right-of-way frontage;
- ***Limit the maximum size of signs*** – varies by sign types;
- ***Apply maximum sign height limits;***

- **Allow temporary signs** - the proposal accommodates temporary signs in a variety of different forms, including signs using projected light on building surfaces;
- **Adjust standards for video displays’ size and duration** – video could be used in larger signs on Arena grounds, with individual messages that extend to 10 seconds duration;
- **Limit light emission from illuminated signs;** and
- **Define a new type of sign - vegetative wall sign** - consisting of plants arranged in a container on a wall, that may occur in this sign overlay district.

The Seattle Center’s management, because the City owns the property, will continue to have authority to approve all signs. The Seattle Center has published policy documents about Center signage, including the Seattle Center Corporate Sponsorship Guidelines, Seattle Center Century 21 Signage Guidelines, and the Seattle Center Perimeter Campus Readerboard Operating Guidelines.

2. CAPITAL IMPROVEMENT PROGRAM

a. Does this legislation create, fund, or amend a CIP Project? ___ Yes X No

3. SUMMARY OF FINANCIAL IMPLICATIONS

a. Does this legislation amend the Adopted Budget? ___ Yes X No

Note: See table in Section 3(b) of estimated revenue.

b. Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?

The proposal would lead to an increased volume of signs needing review and approval by SDCI staff, consisting of approximately 36 signs of existing types, plus approximately 12 proposed pole signs with changing-image signs to serve as temporary banner signs. Permit reviews for these would incrementally increase SDCI staff sign permit reviews. Fees for reviews are anticipated to adequately cover departmental costs with current staffing levels. Sign permit reviews are typically completed within 1-3 hours. Fees are calculated based on sign area. The estimated fee revenue from this proposal, shown below, is calculated based on the current fee schedule and is not net new fee revenue.

Number of Signs	Sign Size	Fee estimate
7	650 sq. ft. and up	\$ 24,495.25
1	500 to 550 sq. ft.	\$ 1,547.25
1	450 to 500 sq. ft.	\$ 1,405.25
1	400 to 450 sq. ft.	\$ 1,227.75
1	250 to 300 sq. ft.	\$ 870.25
8	150 to 200 sq. ft.	\$ 3,061.80

13	100 to 150 sq. ft.	\$ 3,083.15
16	32 to 100 sq. ft.	\$ 2,880.50
48		\$ 38,571.20

While the proposal includes new sign types and a new subarea overlay district, no changes to the permit tracking system, Accela, are anticipated. Sign-related permitting and tracking functions could be accommodated within Accela as occurs today. Sign reviewers expect that the anticipated signage could be properly categorized within current definitions, with notes about distinctive sign elements to be recorded in notes fields in the system.

c. Is there financial cost or other impacts of *not* implementing the legislation?

No financial impact to the City of not implementing the legislation is anticipated. However, different sign rules than proposed might negatively affect public information communication and visual aesthetic qualities at the Arena and its grounds.

4. OTHER IMPLICATIONS

a. Does this legislation affect any departments besides the originating department?

Seattle Center will be affected by the proposed Land Use Code regulations. The proposal was prepared in consideration of an Initial Sign Plan, which was prepared with participation of the Seattle Center and is recognized by Council.

b. Is a public hearing required for this legislation?

Yes. A public hearing will be held for this legislation, likely in early 2019.

c. Does this legislation require landlords or sellers of real property to provide information regarding the property to a buyer or tenant?

No.

d. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?

Yes. A public notice will be published in the paper(s) of record.

e. Does this legislation affect a piece of property?

Yes. The legislation would affect the western portion of the Seattle Center in the vicinity of the Arena including the nearby parking garage south of the Arena.

f. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities?

SDCI identifies no implications related to the principles of the Race and Social Justice Initiative, given its focus on modifying sign allowances for a portion of the Seattle Center. The proposal will accommodate signage enhancements to the Arena and its outdoor spaces that are provided for the enjoyment of the general public. As a result, the Arena and its outdoor spaces could evolve into a more attractive entertainment hub with a wider range of public recreational opportunities.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).

No new initiative or major programmatic expansion is identified.

List attachments/exhibits below: None.