



City Council Study Session

AGENDA

Revised

May 1, 2017

4:30 pm – 6:30 pm

Call to Order

Estimate time

Topics

- Discussion: Sign Code Update **4:30 pm**
- Discussion: Regional Stormwater **5:15 pm**
- Discussion (Forterra): Getting Growth Right Public Opinion Research **5:45 pm**

Adjournment

City Council meetings are wheelchair accessible. American Sign Language (ASL) interpretation is available upon request. Please phone (425) 295-0500 at least 48 hours in advance. Assisted Listening Devices are also available upon request.



Memorandum

Date: May 1, 2017

To: City of Sammamish City Council

From: Jeff Thomas, Director, Department of Community Development

Re: Sign Code Amendments

Background

The Department of Community Development has drafted amendments to Chapters 21A.15, 21A.45, 21B.15, and 21B.45 of the Sammamish Municipal Code (SMC), which contain sign regulations for the City as a whole as well as the Town Center. This effort is in response to the decision in the 2015 United States Supreme Court case of *Reed v. Gilbert*, which found content-based sign regulations, of which the SMC contains many, are an unconstitutional restriction of free speech.

Project Update

City staff held five meetings with the Planning Commission between December, 2016, and April, 2017, to review and discuss proposed amendments to the sign code. Focus areas for those meetings included:

1. **Compliance with *Reed v. Gilbert*.** The City's general and Town Center subarea sign codes contains many content-based regulations that must be replaced with content-neutral regulations to bring it into compliance with *Reed v. Gilbert*.
2. **Need for improved code enforcement mechanisms.** Code enforcement staff have expressed frustration regarding the difficulty of enforcing a complicated and lengthy code, as well as with the City's inability to appropriately punish repeat offenders.
3. **Code clean-up.** The City's code includes many previously identified regulations that require revision, including redundant, out-of-date, and/or self-contradictory programs and provisions.

Substantive Changes Recommended by the Planning Commission

Staff proposed and the Planning Commission recommended the following substantive amendments to the sign code, including changes required to bring the code into compliance with *Reed v. Gilbert*:

1. **Non-Commercial Temporary Signs:** Sammamish's existing sign code has specific regulations concerning location, duration, and size for temporary community event, fundraising, and political signs. Due to the *Reed v. Gilbert* decision, the City of Sammamish can no longer regulate temporary signs in this manner, and must treat non-commercial signs equally regardless of message. In the Commission's recommended amendments, the general framework of the content-based regulation (for example, permitted location, duration, and size) has been preserved, but in other cases regulations and sign categories (including political, fundraising, and community event signs), have been merged, changed, and/or eliminated. The intention of the amendments is to ensure that the public will continue to be able to use and place temporary signs in a similar manner as has been previously allowed.

In addition, in response to concerns about sign pollution, staff proposed and the Planning Commission recommended, a ban on non-commercial temporary signs within a 150-foot radius

of the center of an intersection. The code will include a process by which a right-of-way ~~item # 1~~ may be issued for placement of temporary signs within the 150-foot radius for unique situations.

2. **Community Banner Program:** There is no code language regarding who may or may not use the community banner program; it has operated based on administrative rules limiting use of the program to 501(c)(3) organizations. Though this is a permissible form of regulation, as a result of Reed v. Gilbert, the City must allow any qualifying organization to use the program while maintaining limited control over what is written on the banners. The Planning Commission was presented with a range of options for revising the community banner program in the context of Reed v. Gilbert, and determined that limiting use of the banner to events sponsored or hosted by the City is the most appropriate approach.
3. **Town Center wall signs:** In response to concerns about the wall sign area allowed in Town Center, staff proposed, and Planning Commission recommends, amendments to allow a minimum guaranteed wall sign area of 10 square feet and a maximum of 320 square feet to supplement the 10% area requirement. Previously, wall signs within Town Center were limited to 24 square feet.
4. **Other changes:** In response to an issue raised by a citizen, staff proposed, and the Planning Commission recommended, increasing the number of permanent monument signs allowed per major entrance to a residential development from one to one two-sided or two one-sided signs. In addition, the number of temporary off-site directional signs allowed per residential development has been reduced from six to two.

A summary of all substantive changes, along with all other attachments are included in the packet for the May 2, 2017 City Council meeting.

Future Work Items

Several individuals and groups have provided comments during Planning Commission meetings regarding areas of the sign code that were beyond the scope of work for this update. The City Council may propose adding these issues to DCD's work program in the future.

- **Public Art and Murals.** Murals are currently regulated in the City through the regulations for wall signs. While regulations concerning public art and murals have not changed in the amendments proposed by staff in this sign code update, there is interest in discussing options for expanding the program in the future.
- **Electronic Reader Board Program.** The Electronic Reader Board Pilot program, which was established in 2009 and expired in 2014, allowed high schools on 228th Avenue to install electronic reader boards. Two of the three eligible high schools installed electronic reader board signs. Because the program has expired, City Council direction and action is required for its renewal.
- **Community Banner Program.** While the Commission produced a recommendation regarding future use of the Community Banner program, they also urged the City Council to consider alternate uses of the program, including transferring it to the Arts Commission to serve as a forum for public art.

Process

In addition to discussing the proposed amendments to the sign code at its May 1, 2017, study session, City Council will hold a public hearing on May 2, 2017, discuss the issue again at its May 9, 2017 study session and hold a second reading and vote on adoption at its May 16, 2017, meeting.



Memorandum

Date: April 26, 2017
To: City Council
From: Kellye Hilde, Planning Manager
 Steve Leniszekski, Public Works Director
Re: Regional Stormwater for the Town Center Subarea – Council Briefing Summary

On April 3, 2017 staff presented an overview to City Council on the feasibility and approach to managing stormwater through the use of regional facilities within the Sammamish Town Center. On May 1, 2017 staff will be back in front of City Council to continue the discussion and receive direction on how to proceed with developing viable design and funding options in coordination with private development for the implementation of a Town Center regional stormwater system.

Background:

The Town Center Plan was adopted in 2008, with implementing regulations adopted in late 2010 and early 2011. Last spring, staff met with the City Council in small groups to provide an update on Town Center development. The intent of these meetings was to discuss the current “opportunities and challenges” facing the City as Town Center development progresses.

As an outcome of these meetings, a list of short, moderate and long term strategies were identified. City Council directed staff to proceed with implementation of the short term strategies, which included hiring a consultant team to assist staff with studying regional stormwater and its potential implementation within the Town Center. A contract with KPG was approved by City Council on December 13, 2016.

Introduction to Regional Stormwater:

Regional stormwater facilities are designed to detain and/or treat stormwater runoff from multiple projects, providing development with an alternative solution to on-site stormwater management for each project. Many regional facilities are administered through city-sponsored programs with private development often assisting in financing the facilities.

Regional stormwater has many advantages, including reduced initial capital construction costs, reduced long term maintenance and operating costs, improved water quality and the potential for a facility to serve as a recreational amenity for the community. In addition, by eliminating the need for every development to locate and construct its own stormwater facility, regional stormwater facilities allow each development greater flexibility in the planning and design of their site, making the task of ensuring the continuity of neighborhood character significantly less complicated.

Regional Stormwater Solutions:

In evaluating the feasibility of a regional stormwater solution for Town Center, staff and the consultant team interviewed local jurisdictions who have successfully planned, funded, designed and implemented regional facilities within their communities. The Cities of Bothell, Redmond and Issaquah provided a detailed overview

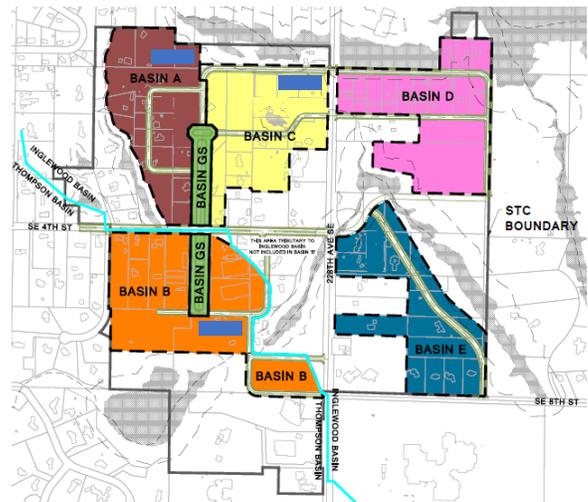
of how their facilities were designed and constructed to meet development demands while adhering to the goals and policies of their respective subarea plans. Additionally, Redmond and Bothell developed a funding plan to guide the design and construction of their projects by utilizing capital improvement funds, utility revenue bonds, stormwater utility fees, capital facility charges, grants and private contributions. In summary, each jurisdiction implemented a unique solution for regional stormwater, demonstrating that regional facilities can be funded, designed and implemented utilizing a variety of methods.

Regional Stormwater for the Sammamish Town Center:

Stormwater detention and treatment requirements are largely based on the amount of tributary impervious surface. Generally speaking, the more impervious surface area within a basin, the more stormwater detention and treatment are required. The amount of impervious surface allowed within each basin is determined by City code and for the Town Center that ranges from 20% to 90%.

Based on topography, the Town Center subarea is divided into six sub-basins. Basins A, B, C, and GS (Green Spine) were further analyzed as these areas will most likely be the first to develop.

A regional stormwater option for the Town Center could provide one facility to fully detain and treat all runoff from each tributary basin. This option is particularly advantageous for future private development because there would be no requirement to provide stormwater detention/treatment on each subject parcel, so long as the development is still subject to the current or similar stormwater regulations.



Developments would still be required to assess feasibility and implement onsite low impact development best management practices such as dispersion, installation of pervious pavement and limited infiltration. Additionally, wetland and stream hydrology within the Town Center would need to be maintained.

Funding:

The estimated cost of these facilities will range from \$7.5 to \$10.5 million dollars each. The City may consider partnering with private development to develop a strategy to fund the design and construction of one or all of these facilities. Funding a regional stormwater solution can be achieved through a variety of methods, including but not limited to utilizing capital improvement funds, utility revenue bonds, stormwater utility fees, capital facility charges, latecomer agreements and grants.

Discussion Topics:

Staff are seeking early input from the City Council on how to proceed with the planning and future discussions related to the potential implementation of a Town Center regional stormwater system. Discussion items for the May 1, 2017 City Council Study Session include:

- Should the Town Center Team continue to study the option of implementing regional stormwater facilities where opportunities become available with private development?
- Would City Council like staff to further explore financing options to support a public/private partnership for regional stormwater?
- Is there additional information the staff or consulting teams could provide on regional stormwater facilities?



Memorandum

Date: May 1, 2017

To: City Council

From: Lyman Howard, City Manager

Re: Forterra – Getting Growth Right Public Opinion Research

Attachment: A - Forterra Scope of Work

Introduction

Forterra is an organization dedicated to land conservation, stewardship and community building in the State of Washington. The organization was founded in 1989 as the Cascade Land Conservancy and remained as such until 2011 when its name changed to Forterra.

City staff had the recent opportunity to meet with Forterra staff to discuss a public opinion research project they are leading, in partnership with the cities of Redmond, Kirkland and Issaquah. This project focuses on gaining a deeper understanding of citizen perceptions on growth and developing strategies for partnering cities to effectively communicate with citizens on this and related topics. Each partnering city is contributing \$40,000 to this project - a scope of work is detailed in Attachment A.

On May 1, Forterra staff will make a brief presentation to City Council, introducing this project and answer related questions. City Council may discuss their potential interest in partnering with Forterra and the three other east side cities on this project.

Additional information on Forterra is available at: www.forterra.org

Scope of work: Getting Growth Right Public Opinion Research

Project Overview

In partnership with east side cities including Issaquah, Redmond, and Kirkland, Forterra, and the polling firm EMC plan to undertake a public opinion research effort with the following objectives:

1. Identify the main challenges, opportunities, and concerns that communities have around issues of growth and transformation;
2. Gain deeper understanding of resident attitudes towards the various facets of change that accompany growth in their cities and around the region;
3. Develop messaging and communication strategies for participating cities to engage more effectively with residents on topics of land use, planning, and growth management.

Project Elements

Task 1, Steering group: Forterra will convene meetings of a project steering group consisting of elected officials, city staff, and EMC. The steering group will provide input on and direction for the public opinion research, as well as give feedback on messaging and communication strategies.

Task 2, Structured conversation: Forterra will convene one structured conversation among a group of elected officials from participating cities and other jurisdictions of similar demographic profile. The purpose is to identify major growth-related challenges and opportunities in the participating cities and sub-region. Forterra and EMC will incorporate the information gained through this conversation into the design of the public opinion research.

Task 3, Focus groups: EMC will conduct a series of focus groups with residents of cities at the edge of the growth boundary and cities closer in and further along the path of development. The aim will be to uncover current attitudes about life on the eastside, perceptions and values related to change, and how reactions to change and growth differ — and perhaps evolve — from place to place. The focus groups will produce localized insights into how residents perceive growth in their immediate vicinity.

Task 4, Regional poll: EMC will conduct a region-wide poll of registered voters. The poll will be designed to learn the following:

- Attitudes regarding living in the region
- Priorities/most pressing problems for the region as perceived by residents
- Test concerns about housing/affordability
- Support for values/specific elements of the Growth Management Act
- Where people think growth should go

Exhibit 1

- What cities should do (both regionally and then in own city)
- Feedback to a sample of messaging developed from themes discovered in the focus groups

Task 5: Messaging and communication strategies. In partnership with the steering group, Forterra and EMC will draw upon the public opinion research findings to develop themes and messages for cities to communicate more effectively to their residents on the topics of growth and community transformation.

Deliverables:

- 3 steering group meetings
- 1 structured conversation among elected officials
- 4 focus groups
- 1 telephone poll
- Final memoranda summarizing findings and providing messaging and communication recommendations

Timeline

Structured conversation	April 2017
Focus Groups	April 2017
Poll Data Collection	April 2017
Initial Topline Results	May 2017
Draft Report	May 2017
Final Report	June 2017
(Public Engagement contingent on a 4 th city	July-September 2017)

Budget

Each participating city will contribute \$40,000 to support the project, with a total budget of \$120,000 (\$160,000 with the participation of Sammamish).