

ATTACHMENT B:
Redmond Zoning and Municipal Code – Annual Cleanup
City Council Issues Matrix for January 5, 2020

Discussion Issues

Issue	Discussion Notes	Status
Project Scope, Schedule, and Contract		
<p>1. The sizes for signage need to be reduced in the multi-occupant / mixed-use locations to take into consideration percentages across the entire frontage of the building in relation to overall building design and the number of businesses housed in said building. Additionally, the City needs to update the figure drawing examples to include multi-occupant / mixed-use spaces / density zones, as currently the Zoning Code only provides stand-alone buildings examples?</p> <p>For this current review of the Annual Redmond Zoning and Municipal Code Cleanup, include an addition to RZC 21.44.020.E.3 General Sign Design Standards - Sign Legibility: “Vertically-stacked typography of Latin characters is prohibited as they are difficult to read due to varying letter widths and ligatures creating accessibility barriers.” (Forsythe)</p>	<p><u>City Council Discussion</u></p> <p>Councilmembers began their review of the Annual Code Cleanup during their December 8, 2020 Committee of the Whole – Planning and Public Works. The annual “cleanup” addresses minor changes to the City code to improve its accuracy, clarity, and administration in conformance with adopted plans, policies, and regulations.</p> <p>Councilmember Forsythe expressed interest in a variety of aspects related to sign design standards, particularly for signs installed within the urban centers and mixed-use developments.</p> <ul style="list-style-type: none"> • The universal accessibility and legibility of signs including use of serif versus sans serif fonts; • Language around # square feet per lineal foot of building frontage up to # square feet and up to # percentage of building frontage; • LED/low energy requirement for all illuminated signs with solar power highly encouraged; and • Lumen output measurement for high density area illuminated signs. <p>Councilmember Forsythe suggested, for the current review of the Annual Code Cleanup series, including “vertically-stacked typography of Latin characters is prohibited as they are difficult to read due to varying letter widths and ligatures creating accessibility barriers” within RZC 21.44.020.E.3 General Sign Design Standards – Sign Legibility.</p> <p><u>Staff Response/Recommendation</u></p> <p>The minor amendment to RZC 21.44.010 is recommended to clarify the respective sign standards for Marymoor Village design districts (MDD1 - MDD5). These were not previously indicated in RZC 21.44.010 Signs and Street Graphics. Because of the unique variety of uses allowed for in Marymoor Village, the current sign code does not provide specificity regarding allowed sign types and associated design standards.</p>	<p>Opened 12/8/ 2020</p>

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	<p>In the interim, staff has relied on the design standards for signs located in the Downtown zones. New development closest to the future light rail station (MDD1) has implemented the standards consistent with the Riverbend zone (RVBD) while development in the remaining Marymoor Village design districts (MDD2, MDD3, MDD4, and MDD5) has implemented the standards consistent with the Anderson Park zone (AP). For consistency of administration and establishing predictability, the proposed amendments align with the operational approach. This issue was first identified during the administration of the Marymoor Village code for a private development (November 14, 2019).</p> <p>The RZC speaks to sign legibility under RZC 21.44.020.E.3 as follows:</p> <p>RZC 21.44.020.E.3. Sign Legibility.</p> <ol style="list-style-type: none"> a. Use a brief message. Signs should use the fewest words possible. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is more attractive. Signs should be used primarily for the purpose of identification or conveying recognition of a particular development or business. The primary sign message shall contain only the business name. If secondary signage is needed to describe the business use, it should be the same size or smaller than the primary business message. Other information, such as product listing, services, slogans, phone numbers, internet information, third-party advertising, etc. shall be placed inside the windows or on permitted temporary signs for communication purposes, rather than on the exterior building façade or on a freestanding or monument sign. b. Ensure legibility. An effective sign should do more than attract attention; it should communicate its message clearly, and be ensured to be easy to read. c. Use easy-to-read lettering styles. Avoid hard-to-read, intricate typefaces. Typefaces that are difficult to read reduce the sign's ability to communicate. d. Avoid spacing letters and words too close together. Crowding of letters, words, or lines will make any sign more difficult to read. e. Use significant contrast. If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read. 	

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	<p>f. Use symbols and logos. Pictographic images will usually register more quickly in the viewer's mind than just a written message. Logos and graphics are encouraged if they meet the purpose and intent of the Sign Design Standards and the sign area allowed under the Sign Code.</p> <p>Staff surveyed federal, state, and local development codes and other regulations and standards to learn what is commonly or locally administered. Few local governments, with the exception of Leavenworth due to its Bavarian design approach, include sign design standards specific to letter style, type, or font. The following information describes standardization of signage recommended for accessibility, for wayfinding and interpretive signage installed in national parks, and signage installed in accordance with the City of Seattle's design guidance.</p> <p>1. Citation from ADA Standards for Accessible Design – Chapter 703 Signs</p> <p>703.5.2 Case. Characters shall be uppercase or lowercase or a combination of both.</p> <p>703.5.3 Style. Characters shall be conventional in form. Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms.</p> <p>2. Citation from National Parks Service:</p> <p>Typeface. Typefaces for the UniGuide Standards were selected for their high legibility. Based on SEG D recommendations, two classic faces were chosen: the sans-serif face Frutiger, initially designed for ease of reading on road guide signs, and Rawlinson (and its variation NPS Roadway) which was developed specifically for the National Park Service. Tests on Rawlinson show that it is a very readable font.</p> <p>Although decorative fonts appeal to some because of their historic reference, they are to be avoided. Variations of Rawlinson and Frutiger (e.g., light, extra bold,</p>	

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	<p>condensed, expanded, italic, etc.) are generally to be avoided. In keeping with SEGD guidelines, words of all uppercase letters should be used sparingly because they are difficult to read.</p> <p>3. Citation from City of Seattle Design Guidelines</p> <p>SIGNAGE</p> <p>1. Scale and Character: Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs. Signage should be compatible in character, scale, and locations while still allowing businesses to present a unique identity.</p> <p>2. Coordination with Project Design: Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.</p> <p>Additional research regarding requested changes to the City’s sign code will be provided in context of the background of the current code and opportunities for alignment with state and federal guidelines. Consideration will be made for scoping this item such as during the 2021 Annual Code Cleanup or Zoning Code Rewrite project, based on staff capacity. Presently, the majority of staff’s work is focused on housing and reducing barriers to affordable Transit Oriented Development (TOD), reinforcing environmental protections, and reducing the cost of doing business through clear and consistent code language that responds to the community vision.</p>	
<p>2. Provide additional information regarding the Planning Commission’s discussion of Affordable Housing, identified in the Planning Commission’s Nov. 18, 2020 Final Report and Issues Matrix. (Kritzer)</p>	<p><u>City Council Discussion</u></p> <p>During the City Council’s December 8, 2020 Committee of the Whole – Planning and Public Works, Councilmember Kritzer requested description of the Planning Commission’s discussion of RZC 21.76.030.E.3 Application Requirements – Fee Exemptions specific to affordable housing.</p>	<p>Opened 12/8/ 2020</p>

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	<p><u>Staff Response/Recommendation</u></p> <p>Commissioner East asked for clarification regarding the 5-year clause within RZC 21.76.030.E.3.b.ii regarding application fee exemption for affordable housing. She requested information describing conditions after the five-year period including in the event that the occupant’s income remained the same during the timeframe.</p> <p>Commissioner East was confirming that tenants would not be evicted abruptly and without notice at the end of the five-year period and that the amendment would not change the requirements of the code section. Staff confirmed that legal notice would be required for any changes to the housing that would impact tenants in alignment with housing statues (state and county). Staff confirmed that the proposed amendment made no changes to the code beyond the intended clarification, and was not imposing any new restrictions, requirements, or substantive changes. Staff also confirmed that the recent developments taking advantage of this incentive are long-term affordable housing projects, not anticipated to return to market rate after the five-year period. The two projects have been and are being developed with A Regional Coalition for Housing (ARCH) and City funding, further limiting opportunities for market rate conversion.</p> <p>Commissioners Shefrin, Captain, and Rajpathak also asked:</p> <ul style="list-style-type: none"> • Whether this section of the Redmond Zoning Code was limited to non-profit organizations? • Whether people living with the housing unit during the five-year period would be turned out at the end of the period? • Whether the five-year provision affects ARCH such as when a home purchaser is not found? <p>In response to the Commissioner’s questions, staff provided the following:</p>	

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	<ul style="list-style-type: none"> • Exemption is available for projects voluntarily providing affordable housing units beyond the required affordable housing amounts that are based on citywide and neighborhood-based regulations; • The Code Administrator may extend the designated 5-year clause such as through a Development Agreement with the applicant; • Otherwise, after five years, the additional affordable units -- beyond those required to meet citywide and/or neighborhood-based affordable housing requirements -- could revert to market rate units in alignment with housing statutes; and • Common use of this code provision has been by developments funded by non-profit agencies such as ARCH or by the City whereby, the affordability level has been maintained. Though, the code provision is not limited to non-profits. Due to project scale and long-term returns, non-profits and non-profit/profit partnerships are most common. For-profit developers tend to build affordable housing into market rate projects and instead exercise other tools such as the Multi-Family Tax Exemption (MFTE). 	