



Sign Code Update

Lunch and Learn Info Session

Charlie Engel, Senior Planner
Development Services Department

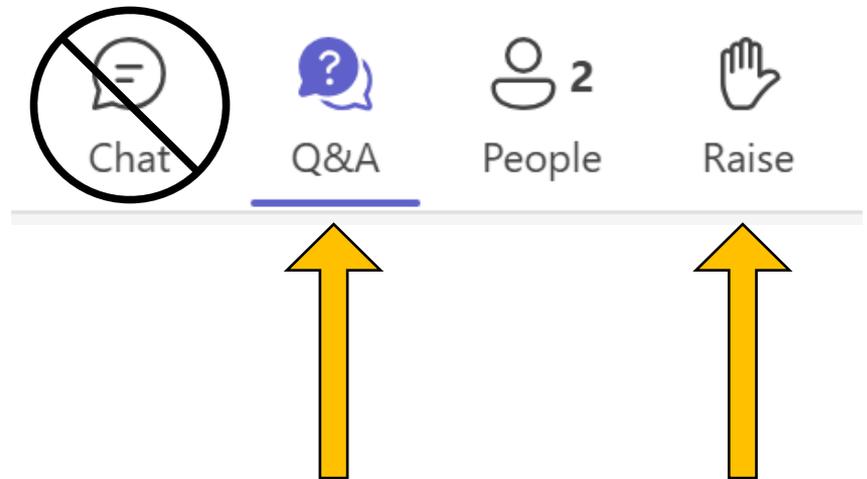
March 16, 2026



City of Bellevue

Teams Webinar 101

- “Chat” feature is disabled for this meeting
- Instead, use the “Q&A” feature to type and submit your questions throughout the presentation
- Opportunity at the end to “raise” hand and unmute to ask questions aloud



Agenda

Background and Scope

Project Goals – Key Priorities

Draft Overview

- Organization
- Key Changes:
 - General
 - Dimensional Standards
 - Special Cases
 - Admin & Permitting

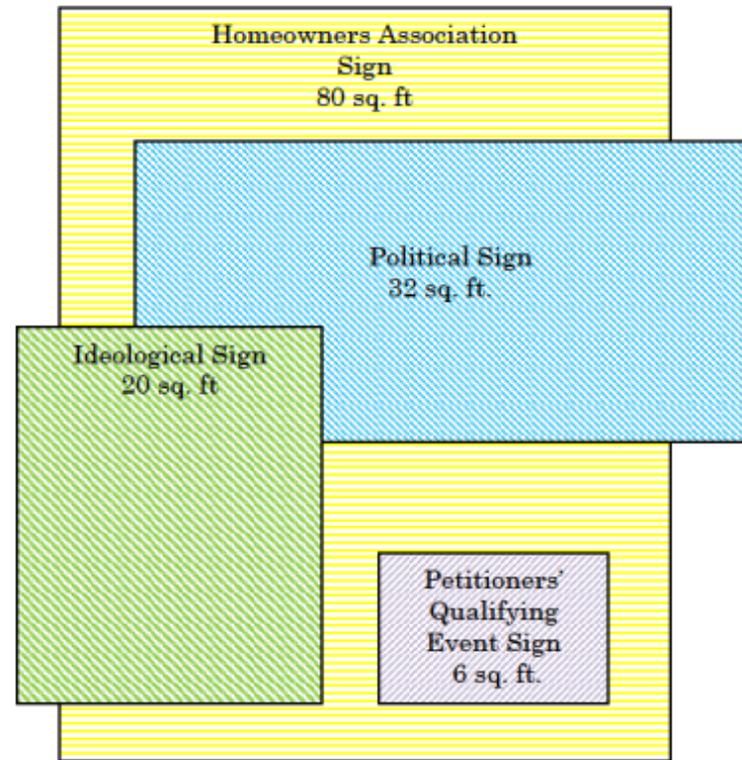
Project Timeline

Discussion and Q&A



Background and Scope

- Council Initiation
August 2024
 - Simplicity & flexibility
 - Consistency
 - Forward looking code
- Rewrite of existing sign code – BCC 22B.10
- Legal Framework - U.S. Supreme Court decision
 - Cannot regulate based on the content of signs
 - Can continue to regulate for form, timing, lighting, etc.



Project Goals



Balance business needs and aesthetic desires



Encourage contemporary design and technology



Simplify and streamline regulations



Align with key court decisions



An illustration of a city street scene. In the background, there are four buildings: a grey one on the left, a red one in the middle, a grey one with a chimney on the right, and a yellow one on the far right. In the foreground, there are storefronts. From left to right: a grey storefront with a 'GRAND OPENING' banner and a 'SALE' sign; a red storefront labeled 'BAKERY' with an 'OPEN' sign; a grey storefront with a 'COMING SOON' banner and a red sign; and a yellow storefront labeled 'SHOP' with a striped awning and a red sign. The sky is light blue with a few white clouds.

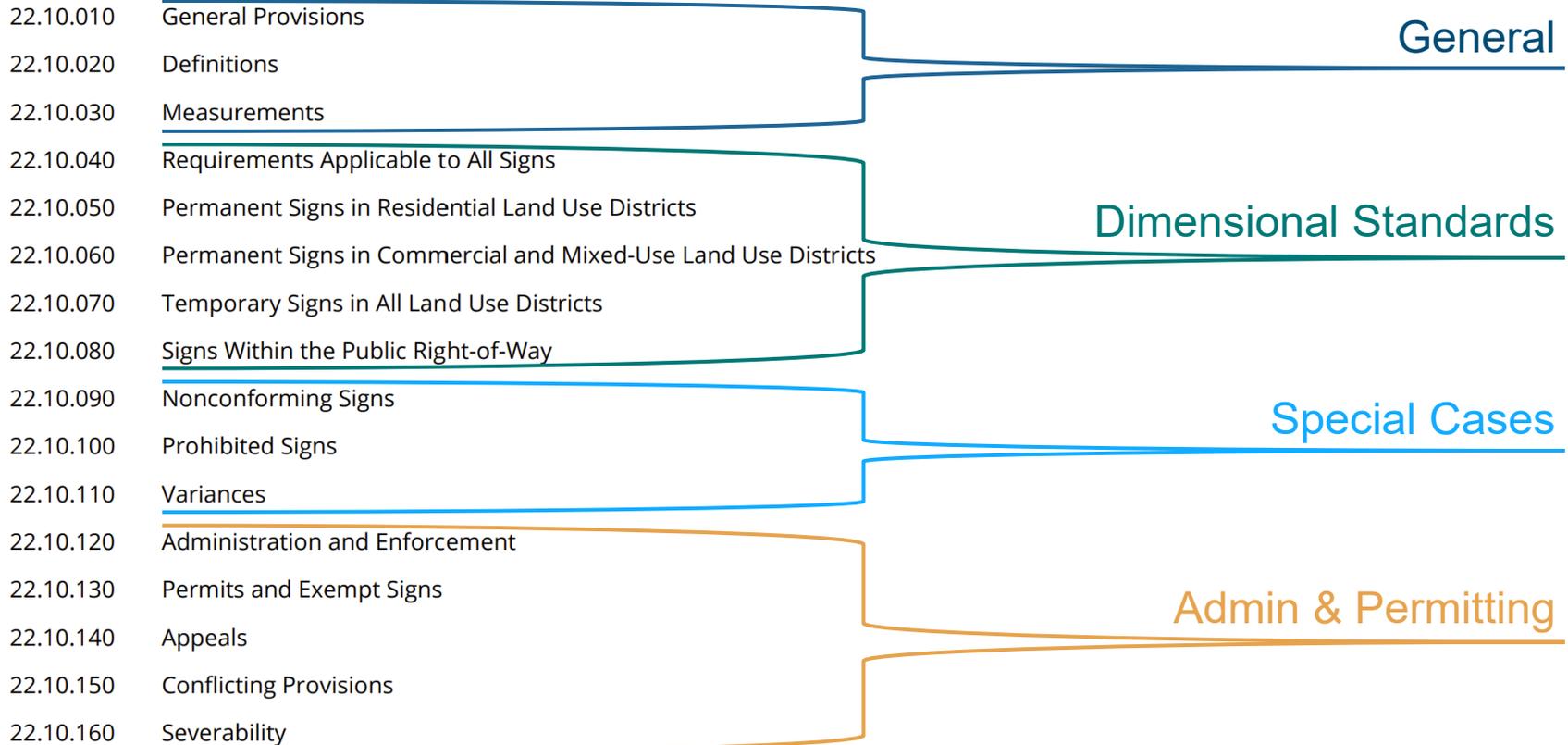
Draft Overview



Organization

Chapter 22.10 Sign Code

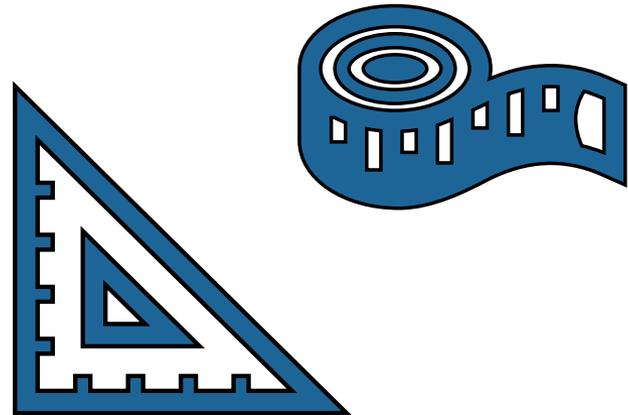
Sections:



General

- General Provisions
 - Clarifies intent and purpose
- Streamlined Definitions
- Measurements (new!)
 - Improved clarity for calculating sign area
 - Support for unique logos and mixed text/graphic signs

Sections	
22.10.010	General provisions
22.10.020	Definitions
22.10.030	Measurements



Dimensional Standards

Sections	
22.10.040	Requirements applicable to all signs
22.10.050	Permanent signs in residential districts
22.10.060	Permanent signs in commercial and mixed-use districts

- Added guidance for removal of abandoned signs, maintenance, and safety requirements
- Continue to limit permanent signage allowed in residential districts
- Area specific standards (Old Bellevue) remain



Dimensional Standards cont.

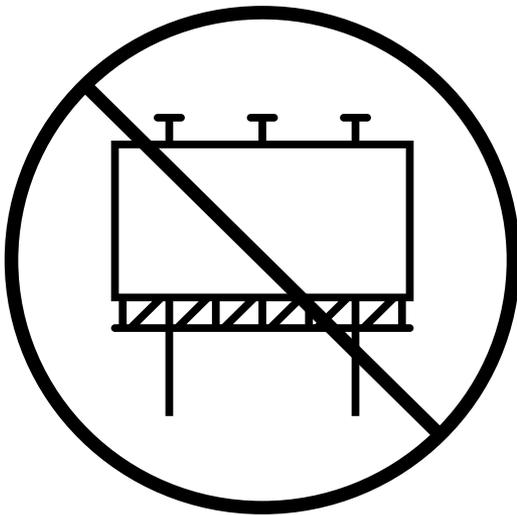
Sections	
22.10.070	Temporary signs in all districts
22.10.080	Signs in the ROW

- Temporary Signs
 - Outlines different sign types
 - Sign area, height, number, location, duration.
- Signs in the Right-of-Way
 - Permanent signage & projections – ROW Permit
 - Temporary signs prohibited in roundabouts and medians.



Special Cases

Sections	
22.10.090	Nonconforming signs
22.10.100	Prohibited signs
22.10.110	Variances

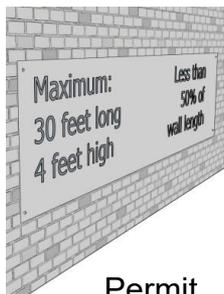


- Nonconforming section reworked for usability
- Prohibited Signs
 - Traffic safety/hazards
 - No billboards (current policy)
- No proposed changes to variances
 - Future clarification on dimensional limitations

Admin and Permitting

- Exempt Signs
- Temporary Sign Permit
 - Reviewed by staff, larger temp signs
- Temporary Sign Registration
 - Applied online/instantly issued

Sections	
22.10.120	Admin & Enforcement
22.10.130	Permits & Exempt Signs
22.10.140	Appeals
22.10.150	Conflicting Provisions
22.10.160	Severability



Permit



Registration



CITY OF BELLEVUE
WASHINGTON

City of Bellevue
450 110th Ave NE
P.O. Box 90012

Applicant Name: Smith, J. **TSR-####**
Applicant Number: (425) 555-5555 **Issued:** 01/01/2026
Expired: 04/01/2026



 CUT ALONG DOTTED LINE AND PLACE ON TOP PORTION ON BACK OF SIGN

Project Timeline





Discussion and Q&A



For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-6164 (voice) or email cengel@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.

