

ORDINANCE NO. 1736

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BONNEY LAKE, PIERCE COUNTY, WASHINGTON, AMENDING SECTION 15.28.020.G.1 OF THE BONNEY LAKE MUNICIPAL RELATED TO THE DEFINITION OF GOVERNMENTAL SIGNS; PROVIDING FOR SEVERABILITY AND CORRECTIONS; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, the National League of Cities' Community Showcase Banner program is offered to members at no-cost through a partnership with CGI Digital; and

WHEREAS, CGI Digital works with the local jurisdiction to recruit area businesses to sponsor local governmental banners;

WHEREAS, in exchange for its sponsorship, the business name or logo is featured on the bottom thirty-percent (30%) of the banner; and

WHEREAS, the City desires to clarify that a governmental sign does not lose its designation as a governmental if the sign is sponsored by a non-governmental agency; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BONNEY LAKE, WASHINGTON, ORDAINS AS FOLLOWS:

Section 1. Section 15.28.020.G.1 of the Bonney Lake Municipal Code is hereby amended to read as follows:

15.28.020 Definitions.

"Government sign" means any temporary or permanent sign erected and maintained by the city, county, state, or federal government ~~for~~ to included but not limited to traffic signage, direction; official public notices, informational signage, such as notice of land use action signs or signs relating to an emergency,; ~~temporary signs posted at city posting locates locations,;~~ banners, or for directional signage to any school, hospital, historical site, or public service, property, or facility. A government sign does not lose it designation as a "government sign" if it also contains sponsorship information which is ancillary to the sign's primary message; provided that the sign is still owned and maintained by the city county, state, or federal government.

Section 2. Severability. If any section, sentence, clause, or phrase of this Ordinance should be held to be unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this Ordinance.

Section 3. Publication. This Ordinance shall be published by an approved summary consisting of the title.

Section 4. Corrections. Upon the approval of the city attorney, the city clerk, and/or the code publisher is authorized to make any necessary technical corrections to this ordinance, including but not limited to the correction of scrivener's/clerical errors, references, ordinance numbering, section/subsection numbers, and any reference thereto. Provided, however, that nothing in this section allows the city attorney, the city clerk, and/or the code publisher to change the intent of this Ordinance.


Section 5. Effective Date. This Ordinance shall be effective five days after publication as provided by law.

ADOPTED by the City Council of the City of Bonney Lake and attested by the City Clerk in authentication of such passage on this 27th day of May 2025.

APPROVED by the Mayor this 27th day of May 2025.


Terry Carter, Mayor

AUTHENTICATED:


Sadie A. Schaneman, MMC, City Clerk

AB_25-22
Passed: 5/27/2025
Valid: 6/10/2025
Published: 6/5/2025
Effective Date: 6/10/2025
This Ordinance totals <u>2</u> page(s)

City of Bonney Lake, Washington
City Council Agenda Bill (AB)

Agenda Item Type: Ordinance	Agenda Bill Number & Ordinance/Resolution/Motion Number: AB25-22/Ordinance D25-22	
Department/Division Submitting: Public Services	Presenter: Leslie Harris/Jason Sullivan	City Strategic Goal Category: None

Agenda Subject: Sign Code Amendment – Governmental Signs.

Full Title/Motion: An Ordinance Of The City Council Of The City Of Bonney Lake, Pierce County, Washington, Amending Section 15.28.020.G.1 Of The Bonney Lake Municipal Related To The Definition Of Governmental Signs; Providing For Severability And Corrections; And Establishing An Effective Date.

Administrative Recommendation: Approve.

Short Background Summary (Use a memo to write a full history): The Proposed Ordinance Would Amend The Definition Of Governmental Signs In The City’s Sign Code To Allow The City To Participate In The National League Of Cities’ Community Showcase Banner Program. Please See The Attached Briefing Memo For More Details.

Attachments: Ordinance D25-22, Briefing Memo, And Planning Commission Recommendation.

BUDGET INFORMATION

Budgeted Amount: **Current Balance:** **Expenditure Amount Needed:** **Budgeted Balance Difference:**

Budget Explanation:

COMMITTEE, BOARD & COMMISSION REVIEW

Public Hearing Date: 5/14/2025 **Name Of Committee/Commission Public Hearing Was Done At:** Planning Commission

Date & Name Of Committee/ Commission Meeting	Return To Committee/ Commission/Board	Council Workshop Discussion	Consent Agenda	Council Full Issues
Date: 5/20/2025 Name: CDC	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes
Date: Name:	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
Date: Name:	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes

Hearing Examiner Review:

Preparer sent affected Department Director(s) copy of AB	<input type="checkbox"/> Administrative Services <input type="checkbox"/> Court <input checked="" type="checkbox"/> Executive
	<input type="checkbox"/> Finance <input type="checkbox"/> Police <input checked="" type="checkbox"/> Public Services

COUNCIL ACTION

Workshop Date(s):	Public Hearing Date(s): 5/14/2025
Meeting Date(s): 5/27/2025	Tabled To:

APPROVALS

Department Director: <i>Jason Sullivan</i>	Mayor: <i>Terry Carter</i>	Date Reviewed By City Attorney (if applicable):
--	--------------------------------------	--



Executive Department Memorandum

Memo Date: May 9, 2025

Staff Contact: Leslie Harris, Assistant to the City Administrator

Title: Municipal Code Update – Government Sign Definition

The City of Bonney Lake is a member of the National League of Cities (NLC). NLC is an organization comprised of city, town, and village leaders that are focused on improving the quality of life for their current and future constituents. As a member, the city can participate in NLC partnership programs such as the NLC Community Showcase Banner Program.

The NLC Community Showcase Banner program is offered to members at no-cost through a partnership with CGI Digital. CGI Digital works with the local jurisdiction to recruit area businesses to sponsor a banner. In exchange for its sponsorship, the business name or logo is featured on the bottom 30 percent of the banner.

Currently, the city has streetscape banners displayed along our main streets and key corridors such as SR 410 and Main Street. The banners are nearing the end of its lifecycle as the colors are fading. The banner program through NLC gives the city a no-cost solution to replace the banners on an annual basis and garner participation by the business community.

Streetscape banners are considered a “Government sign” under the City’s Sign Code (Ch. 15.28 BLMC) and exempt from regulations. These banners would be under the description of “temporary signs posted at city posting locates”. The City Attorney recommends that the definition be updated before launching the sponsorship program to clarify that sponsorship information being included on the sign does not remove the government sign designation.

Public Services Director Jason Sullivan has included a revised Ordinance in the packet for review by the Planning Commission.

Example of banners with business logos:



The following information is in response to questions from Planning Commissioners at its April 2 meeting:

- *How does the program work for non-profit organizations, and what is the cost for their sponsorship?*

A free banner is allocated to the city, police, fire, and the chamber. CGI Digital will assess others based on pole availability during the sponsor campaign. The cost of sponsorship is typically a little more than \$2/day.

- *What is the cost of the program.*

The cost of sponsorship is typically a little more than \$2/day. CGI Digital will provide graphic design, hardware, and printing as part of the cost-free program to the city.

- *Who can participate?*

Businesses, nonprofits, and organizations are invited to participate in the program.

- *How long are they in rotation?*

Banners are displayed for a one-year rotation. The business can keep their banner to display at their physical location.

- *Does someone who wants to join the program mid-year have to wait for the next cycle?*

Yes, however this typically does not happen as CGI Digital will announce a last chance opportunity once the banners are installed if there are still poles available. If this does occur, CGI Digital will make a note to ask them for the next year.



Planning
Commission

Memo

Date : May 14, 2025
To : Mayor and City Council
From : Grant Sulham, Planning Commission Chair
Re : **Ordinance D25-22**

On May 14, 2025, the Planning Commission conducted a Public Hearing on Ordinance D25-22, which would amend the definition of governmental signs in the City's sign code to allow the City to participate in the National League of Cities' Community Showcase Banner program. The Planning Commission voted 7-0-0 to recommend that the City Council adopt Ordinance D25-22.