



Shelton City Council
Study Session Agenda
February 27, 2024 – 6:00 p.m.
Civic Center & Virtual Platform

A. Call to Order

B. Roll Call

C. Study Agenda

1. 2024 Work Plans – Presented by City Manager Mark Ziegler
2. Temporary Signage Discussion – Presented by City Manager Mark Ziegler

D. New Items for Discussion

E. Adjourn

The City of Shelton is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Council meeting, please call (360) 432-5103 at least 48 hours in advance of the meeting.



2024 Looking Ahead

(Items and dates are subject to change)

<p>Tues. 3/5 6:00 p.m.</p>	<p>Regular Meeting</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Payroll Warrants/Meeting Minutes <p>Presentations</p> <ul style="list-style-type: none"> • Proclamation – American Red Cross Month <p>Business Agenda</p> <ul style="list-style-type: none"> • Resolution No. 1320-0224 Acceptance of TIB Grant for Olympic Highway North Improvements <p>Action Agenda</p> <ul style="list-style-type: none"> • Resolution No. 1311-0124 Work Order for Pavement Condition Index (PCI) Study • Resolution No. 1315-0124 Stormwater Vehicle Purchase • Parks Advisory Board Appointment • Mason County Garbage Rates • Memorandum of Understanding with Mason County for .09 Funds • Meadows Edge Final Plat • Contract for Designated Crisis Responder Services <p>Administration Report</p> <ul style="list-style-type: none"> • 	<p>Packet Items Due: 2/23 @ 5:00 p.m.</p>
<p>Tues. 3/12 6:00 p.m.</p>	<p>Study Session</p>	<p>Study Agenda</p> <ul style="list-style-type: none"> • Emergency Management Basics 	<p>Packet Items Due: 3/8 @ noon</p>
<p>Tues. 3/19 5:45 p.m.</p>	<p>SMPD Meeting</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Meeting Minutes <p>Business Agenda</p> <ul style="list-style-type: none"> • <p>Action Agenda</p> <ul style="list-style-type: none"> • <p>Administration Report</p> <ul style="list-style-type: none"> • 	<p>Packet Items Due: 3/8 @ 5:00 p.m.</p>
<p>Tues. 3/19 6:00 p.m.</p>	<p>Regular Meeting</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Payroll Warrants/Meeting Minutes <p>Presentations</p> <ul style="list-style-type: none"> • January Financial Status Report <p>Business Agenda</p> <ul style="list-style-type: none"> • Resolution No. 1321-0224 ADA Transition Plan Contract, Transpo • Library Deck Grant Acceptance • Ordinance No. 2020-0224 Frontage Improvement Charge & Transportation Impact Fee Updates 	<p>Packet Items Due: 3/8 @ 5:00 p.m.</p>

		<p>Action Agenda</p> <ul style="list-style-type: none"> Resolution No. 1320-0224 Acceptance of TIB Grant for Olympic Highway North Improvements <p>Administration Report</p> <ul style="list-style-type: none"> 	
Tues. 3/26 6:00 p.m.	Study Session	<p>Study Agenda</p> <ul style="list-style-type: none"> International Property Maintenance Code 	Packet Items Due: 3/22 @ noon
Tues. 4/2 6:00 p.m.	Regular Meeting	<p>Consent Agenda</p> <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes <p>Presentations</p> <ul style="list-style-type: none"> <p>Business Agenda</p> <ul style="list-style-type: none"> <p>Action Agenda</p> <ul style="list-style-type: none"> Resolution No. 1321-0224 ADA Transition Plan Contract, Transpo Library Deck Grant Acceptance Ordinance No. 2020-0224 Frontage Improvement Charge & Transportation Impact Fee Updates <p>Administration Report</p> <ul style="list-style-type: none"> 	Packet Items Due: 3/22 @ 5:00 p.m.
Tues. 4/9 6:00 p.m.	Study Session	<p>Study Agenda</p>	Packet Items Due: 4/5 @ noon
Tues. 4/16 6:00 p.m.	Regular Meeting	<p>Consent Agenda</p> <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes <p>Presentations</p> <ul style="list-style-type: none"> February Financial Status Report <p>Business Agenda</p> <ul style="list-style-type: none"> <p>Action Agenda</p> <ul style="list-style-type: none"> <p>Administration Report</p> <ul style="list-style-type: none"> 	Packet Items Due: 4/5 @ 5:00 p.m.
Tues. 4/23 6:00 p.m.	Study Session	<p>Study Agenda</p>	Packet Items Due: 4/19 @ noon

Other – TBD

- Public Hearing Ordinance No. 1990-0522 Amending SMC 17.12
- Project and Funding Authorization for Wallace Kneeland/Shelton Springs Intersection Improvements
- Height Limit Ordinance
- Resolution No. 1305-1123 AMI Project Award
- Resolution No. 1316-0124 Interlocal Agreement with Mason County for Reimbursable Work, Supplies and Services
- Resolution No. 1317-0224 Police Vehicle Purchase



2024 CITY WIDE WORK PLAN

Administration Department

Annual Programs

2024 Major Projects

Project Name Project Description Project Manager/Budgeted amount

Citywide photo identifications	Implement a citywide employee photo identification program to have a standard form of identification that employees can use when interacting with the public. Strategic Goal: Community Safety	Mary Ricker/\$1,500
Comprehensive Plan communications/engagement support	Provide communications/engagement support for the Comprehensive Plan update, to help our community get involved in the update process. Strategic Goal: Engage the Community	Mary Ricker/None

Community events	<p>Have a City table/presence at a minimum of three community events (ex: Expo & Bite of Mason County, career fairs at Shelton High School/Olympic College, Shelton Farmers Market) to connect with residents outside of the Civic Center.</p> <p>Strategic Goal: Engage the Community</p>	Mary Ricker/\$300
Communicate ongoing City operations	<p>Continue to communicate stories regarding ongoing, routine City operations across all departments, with a goal of telling a more complete story of City government.</p> <p>Strategic Goal: Engage the Community</p>	Mary Ricker/None
New digital community tour	<p>Work with CGI to complete updated video tour of Shelton</p> <p>Strategic Goal: Engage the Community</p>	Donna Nault & Mary Ricker/None
Labor negotiations- All three employee groups	<p>Fairly negotiate labor contracts with Police, Customer Service, and Public Employees Guilds. Typical three-year cycle.</p> <p>Strategic Goal: Clearly define the future</p>	LeAndra Sharp/\$30,000
Update asset list WCIA coverage purposes	<p>Reconcile list of City assets to clearly identify coverage limits and liabilities to the City</p> <p>Strategic Goal: Community Safety</p>	LeAndra Sharp/None
Semi-monthly payroll	<p>Configure payroll and establish process for semi-monthly payroll for all City staff</p> <p>Strategic Goal: Clearly define the future</p>	LeAndra Sharp/\$6,000

Citywide Safety Program	<p>Emergency management planning to continue services through natural disasters</p> <p>Strategic Goal: Community Safety</p>	LeAndra Sharp/\$5,000
Northcliff Neighborhood Park Improvements	<p>To develop a paved ADA walking path(s) to and from the play structure along with installing irrigation system and benches.</p> <p>Strategic Goal: Community Safety & Engage the Community</p>	Jordanne Krumpols/\$20,000 -SMPD
Movies in the Park	<p>Continued city sponsored community event through the summer of showing 5-6 movies on Friday nights at Kneeland Park.</p> <p>Strategic Goal: Engage the Community</p>	Jordanne Krumpols/\$2,500
Library Deck	<p>Complete repairs to the main deck of the library, which include the waterproof membrane, replace railings, replacing the fascia and rake boards, and painting.</p> <p>Strategic Goal: Community Safety</p>	Luke Manning/\$140,000
Civic Center Security Upgrades	<p>Install a security gate on the police department side for the police vehicles and secure staff entrance.</p> <p>Strategic Goal: Community Safety</p>	Luke Manning/\$200,000
Civic Center UPS	<p>Replace end of life uninterruptured power supply system to provide critical operations including 911 center powered during outages.</p> <p>Strategic Goal: Community Safety</p>	Luke Manning/\$80,000

Finance Department

On-going and Annual Programs

<u>Project Name</u>	<u>Project Description</u>	<u>Project Manager/Budgeted amount</u>
High Quality Service	(Clearly Define The Future-Focus on workforce development and succession planning). Continuation from prior years. Cross train finance staff so that there is coverage for all critical functions, develop reference tools for individual jobs such as procedure manuals and encourage professional development activities amongst finance staff members.	Mike/Finance Staff
Budget and Reporting Transparency	(Clearly Define The Future-Develop and maintain transparent long range financial plans across funds). The software OpenGov was not continued due to cost and limited use. Develop a budget tool to create next year’s budget that is reliable and compatible with Tyler; likely Excel.	Mike and select Finance Staff/City Staff

2023 Major Projects

<u>Project Name</u>	<u>Project Description</u>	<u>Project Manager/Budgeted amount</u>
Manage Lifecycle of Assets	(Community Safety-Manage full lifecycle of community assets). Update Capital Assets Policy and approval as well as working with departments, complete listing and annual update process and schedule of all City assets, current value, and useful life. Including a listing and annual update process and schedule of all City small and attractive assets.	Finance/City Departments

Plan Strategically	(Community Safety-Manage full lifecycle of community assets). Explore options to invest in the replacement of City vehicles that are able to be budgeted and planned for and keep employees in safe and reliable vehicles that serve the public well. By exploring a leasing model, we will compare it to the ER&M fund that was presented in 2022 by FCS Group.	Finance/City Departments
Plan Strategically	(Engage The Community-Proactively communicate the "what and why" with internal and external communication stakeholders). Continue the process of reviewing, creating and updating over-arching City Financial Policies that include credit card user agreements, travel reimbursement and purchasing policies.	Mike/City Leadership In 2023 the EFT and LGIP polices relating to city finances were updated.
Financial Management	(Engage The Community-Engage local partners in planning efforts and encourage feedback & Clearly Define The Future-Plan Proactively, Develop and maintain transparent long range financial plans across funds). Through budget development and the consideration of ending fund balance, plan for the future sustainability of city finances. Plan for the expiration of the TBD sales tax. Plan for capital replacement of city infrastructure (General Fund).	Mike/City Leadership

Internal Efficiency efforts

Project Name	Project Description	Project Manager/Budgeted amount
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Improve Financial Management	(Engage The Community-Invest in technology that enables timely and high quality services). Develop ways to communicate with business regarding Business and Occupation tax to hold businesses accountable for accurate filing. This may be accomplished through emails and mailed letters checking on status.	Finance Staff/Information Technology

Financial Management	(Engage The Community-Invest in technology that enables timely and high quality services). Work with Tyler Technologies to correct the Fixed Assets program to meet the needs of the City. Continuing this project from 2023.	Mike/Finance Staff
Information Technology	(Engage The Community-Invest in technology that enables timely and high quality services). Explore opportunities to add a second IT employee to assist with help desk; achieve some savings by reducing contract with Right! Systems.	Mike/IT Systems Administrator
Information Technology	(Engage The Community-Invest in technology that enables timely and high quality services). Develop a plan for replacement of city information technology equipment and a long-range budget for computers, devices and network infrastructure.	Mike/IT Systems Administrator

Police Department

Department Goals 2024

GOAL	STRATEGIC OBJECTIVE	ACTION PLAN –ACTIVITIES	TIMELINE FOR COMPLETION	PERFORMANCE MEASURE	BUDGET IMPACT
Recruitment and Retention	Develop a robust recruitment strategy with incentives to attract, recruit, and retain top candidates for SPD.	<ul style="list-style-type: none"> • Identify media / advertising platforms. • Develop recruitment message for platforms and deliver / post. • Develop non-monetary incentives (training, team building, advancement opportunities) to encourage employees to stay. 	2024-2028 (Ongoing)	<p>Larger pool of qualified applicants.</p> <p>Reduced attrition rate.</p> <p>Increased involvement in SPD development/decision making at all levels.</p>	Budget impact will be dependent on potential monetary incentives offered and costs associated with training and officer development.
Officer Wellness Program	Develop an all-encompassing Officer Wellness Program that complies with WASPC standards.	<ul style="list-style-type: none"> • Form wellness team consisting of all staff levels. • Policy and Program Development. • Training and Rollout. • Complete Defensive Tactics / Training Room. 	2024	<p>Improvement of department morale.</p> <p>Officers’ mental and physical health, less injuries, suicide prevention.</p> <p>Employee retention</p>	<p>Minimal during program development.</p> <p>Positive budget impact due to reduced injuries and increased retention of officers.</p>

Employee Development	Develop succession plans and maintain exceptionally qualified staff.	<ul style="list-style-type: none"> • Identify officers career opportunities and ambitions. • Provide frequent opportunities for police fundamentals and leadership training for all employees. • Budget classroom and online training opportunities for employees seeking advancement. 	2024-2028 (Ongoing)	<p>Increase in knowledge, skills, and abilities of all employees.</p> <p>Increased efficiency and continuity of services/operations</p>	Minimal, as training through WCIA members is free and the SPD training budget will help officers attend advanced training.
Community Relations	Develop programs, communications, and relationships with the community to further enhance SPD's mission with the community.	<ul style="list-style-type: none"> • Citizens Academy • National Night Out 	2024	Increased community participation and interactions.	Minimal budget impact.
WASPC Accreditation Maintenance	The objective of law enforcement agency accreditation is to professionalize the law enforcement industry by providing a review process for agencies to be certified as operating under industry best practices and standards.	<ul style="list-style-type: none"> • Complete Annual Assessment on selected WASPC standard • Complete and keep up to date on required annual and bi-annual performance standards. • Cross train all SPD supervisors on accreditation standards 	2024-2028 (Ongoing)	<p>Successful re-accreditation and maintaining best practices.</p> <p>Supervisors</p>	Minimal budget impact.

Technology	Seek out and implement technology that will maximize our effectiveness and better serve the Shelton Community	<ul style="list-style-type: none"> • Implement an online reporting program once Spillman is updated to the appropriate level. • SPD Twitter account 	2024	<p>Increased accuracy in crime reporting</p> <p>Increased efficiency in daily operations</p> <p>Increased communications to the public regarding public safety issues.</p>	Minimal budget impact.
Major Crimes Investigations and Evidence /Records Keeping Processes	<p>Enhance our criminal investigation process by formulation a co-agency Major Crime Investigative Team with MCSO.</p> <p>Identify areas in evidence and records that need strengthening and highlight positive or innovative programs within SPD.</p>	<ul style="list-style-type: none"> • Major Crimes Investigation Team formation, MOU development. • Implementation of investigative team. • Loaned Executive Management Assistance Program (LEMAP) assessment through WASPC. 	2024	<p>Increased personnel on scene with the ability to investigate multiple facets of the incident efficiently and effectively promoting a better overall investigation.</p> <p>Increased efficiency and speed with evidence and records management.</p> <p>Increased job satisfaction</p>	<p>Increased Detective OT, dependent on callout activity.</p> <p>Base price for LEMAP assessment \$2000.00</p>

Public Works Department

Department Goals 2024

GOAL	STRATEGIC OBJECTIVE	ACTION PLAN –ACTIVITIES	TIMELINE FOR COMPLETION	PERFORMANCE MEASURE	BUDGET IMPACT
Proactive Maintenance	Plan and develop projects and programs to move away from the current reactive maintenance and replacement practices, to completing well planned proactive asset replacement and maintenance work.	<ul style="list-style-type: none"> • Complete a study of the replacement costs for EM&R assets to adequately allocate funds. • Renew/Replace the Transportation Benefit District (TBD) funding that ends in 2026 and supplement street fund revenue. Increase self-performed city maintenance projects and leverage ex. funding to obtain grant funds. • Develop a schedule to replace aging machinery and equipment at the sewer lift stations and treatment plants. 	<p>2024</p> <p>2024-2027</p> <p>2024-2028</p>	<ul style="list-style-type: none"> • Water/sewer/storm/street funds adequately allocate funding for equipment purchases. • PW Crews proactively prepare for upcoming street maintenance activities. Pavement condition rating is maintained & does not continue to decline. Length of gravel roadways and alleys is reduced. • Aging machinery, and equipment is replaced before end of life to increase reliability, safety, and reduce life cycle cost. 	<ul style="list-style-type: none"> • An updated EM&R replacement schedule may increase departmental interfund transfers. • An updated pavement condition rating report is to be completed in 2024. AWC is lobbying Legislature to revise TBD RCW provisions. Completed City/County maintenance projects. Add additional maintenance worker(s) and an engineering technician. • Include equipment replacement funding in yearly budgets, as outlined in updated comprehensive plan, as current rate funds allow.
Employee Development	Develop succession plans and maintain exceptionally qualified staff.	<ul style="list-style-type: none"> • Provide frequent opportunities for technical, supervisor, customer service, and safety training. 	2024-2030	<ul style="list-style-type: none"> • Increase in knowledge, skills, and abilities of employees. 	<ul style="list-style-type: none"> • Minium budget impacts, especially when using group and online coursework.

		<ul style="list-style-type: none"> Budget classroom and online training for all positions to allow rapid learning prior to senior staff departing. 	2024-2030	<ul style="list-style-type: none"> Identify mandatory and optional training in yearly performance reviews. 	<ul style="list-style-type: none"> Adjust yearly budgets for a small increase in employee training budgets, as needed.
Emergency Management	Develop a robust emergency management program that can withstand challenges and quickly respond to manmade or natural disasters to ensure the continuity of water, sewer, transportation, and storm drainage services	<ul style="list-style-type: none"> Build the GIS asset management database for quick access and in-depth knowledge of City assets. Prepare an emergency fuel management plan. Prepare an emergency power generation plan. FEMA Incident Command System Training (ICS) for all staff that would respond in an emergency. Emergency Operations Center organization chart. City emergency communications plan. City emergency water distribution plan. Conduct Emergency Management tabletop exercises with other departments and agencies every 6 months. Coordinate with Police and Fire Department in the update of the Emergency Management Plan (EMP) and Continuity of Operations Plan (COOP). Emergency management webpage. 	<p>2024-2030</p> <p>2024-2025</p> <p>2024-2025</p> <p>2024-2026</p> <p>2024</p> <p>2024-2026</p> <p>2024-2028</p> <p>2025-2030</p> <p>2026-2030</p> <p>2024-2030</p>	<ul style="list-style-type: none"> GIS attributes are field mapped and a correct up to date database is assembled for each utility. Fuel storage, use, & distribution plan. Generators, battery backup for critical infrastructure. Employees acquire ICS 100, 200, 700, & 800. EOC employees acquire ICS 300 & 400. ICS chart identifying employees in key positions. Cell phone priority calling, backup cell network, CB's, interconnect w/ 911 & County EOC. Mobile treatment trailers and distribution plan. Conduct PW tabletop response exercises. Develop what-if scenarios to practice tabletop exercises applicable to the City of Shelton. Yearly emergency management group exercises with City, County, Fire District, and other agencies to practice incident command system (ICS) roles/responsibilities. 	<ul style="list-style-type: none"> The GIS technician and maintenance staff to field survey and update the system. City staff, minimal cost. City staff & consultant, minimal cost. ICS 100, 200, 700, & 800 are online. ICS 300 & 400 are both week-long classroom courses. City staff, minimal cost. City staff, minimal cost. Replace ex. CB radio system as budget allows. Water department to budget (3) trailers over multiple years. Robust emergency City and Community planning would require adding a part-time emergency manager position (contract employee) at a cost of \$40k per year. A consultant is needed to update the EMP and COOP plans and provide training at a cost of \$30k. Increase PW Admin. Assistant position to full time, and additional \$40k per year.

				<ul style="list-style-type: none"> • General information for homeowners to prepare for events & city response information. 	
Public Outreach	Develop outreach programs to increase the public understanding of the street, wastewater, water, and storm drain projects, systems, programs, and utility bills.	<ul style="list-style-type: none"> • Develop informational handouts for each utility. • Conduct classroom and group tours of City facilities. • Staff provides information booth at community events. • Increase the amount of information on the Public Works homepage, such as project updates, waterline flushing, street sweeping routes, snow plowing and sanding routes, backflow, etc. 	<p>2024-2025</p> <p>2024-2030</p> <p>2024-2030</p> <p>2024-2030</p>	<ul style="list-style-type: none"> • Create color tri-fold brochures. • Number of tours held each year. • Number of events attended by city staff. • All ongoing City projects are updated monthly. Staff to coordinate with the City Communications Specialist to add website information. MyCivic system is installed, community members are using, and staff responding to online community work requests. 	<ul style="list-style-type: none"> • Minimal budget impact. • Minimal budget impact. • Minimal budget impact. • Increase PW Admin. Assistant position to full time, and additional \$40k per year.
Environment	Minimize negative impacts on the environment resulting from any Public Works activities.	<ul style="list-style-type: none"> • Proactively exceed all environmental permit standards in the stormwater, potable water, and wastewater treatment systems. • Identify operations that could have negative impacts on the environment and implement mitigation measures where feasible • Review and document compliance requirements for NPDES Phase II Permit 	<p>Ongoing yearly goal.</p> <p>Ongoing yearly goal.</p> <p>Ongoing yearly goal.</p>	<ul style="list-style-type: none"> • Continue to receive minimal or no permit violations. • Educate staff and community on the storm water and wastewater NPDES implementation plans. • Current permit requirements are being met. 	<ul style="list-style-type: none"> • Water and wastewater budget impacts are minimal. Storm water current regulatory compliance efforts have been budgeted. • Minimal budget impacts. • Stormwater Technician completes the required inspections and State reporting. New permit in 2024 will add additional requirements.

Technology	Use of hardware and software systems to increase the productivity, transparency, efficiency, and knowledge of city employees for the benefit of the community.	<ul style="list-style-type: none"> • Continue to upgrade the City work order system (EAM), customer reporting, and geographic information system (GIS) to enable City staff to provide quality service to all City customers • Walk by radio read water meter reading system. • Fixed based radio read water meter reading system 	<p>2024-2026</p> <p>2024-2025</p> <p>2026-2027</p>	<ul style="list-style-type: none"> • Successful interactive GIS and Asset • Management systems are in place • Meter readings are collected by walking or driving by meters. • System is upgraded to a central antennae collection system. 	<ul style="list-style-type: none"> • GIS system installation is underway using a GIS consultant and City Technician to set up and manage the system. • Project installation is budgeted for FY 2024 at \$2.5 million. • Project is planned for FY 2026/27.
Policies, Practices, and Procedures	Develop ordinances, administrative procedures, and internal policies that provide clear guidance, standards, and expectations that will improve processes and efficiency, communication, and increase credibility and trust.	<ul style="list-style-type: none"> • Update and revamp all chapters in the Engineering Design & Construction Standards • Develop Standard Operating Procedures (SOPs) or policies for tasks that may not be intuitive, have multiple steps, and/or have specific requirements, etc., such as project development (from creating project name to RFQ for design, to bidding for construction, and closeout), creating project folders and subfolders (both physical files and digital files), digital document naming conventions, etc. • Continue to update templates, forms, and other 	<p>2024-2025</p> <p>2024-2030</p>	<ul style="list-style-type: none"> • Reduction in questions from developers due to the Standards being easy to follow and clearly communicated. • Digital documents and file structure are clearly labeled in a consistent manner. Staff spends less time searching for examples or trying to re-invent the wheel, and more time focusing on more important tasks. 	<ul style="list-style-type: none"> • Staff are completing the updates with some assistance from outside consultants. • Staff time when available

		documents for both private and public development.	2024-2030	<ul style="list-style-type: none"> • Staff is able to confidently utilize a document knowing that it is up to date with current information and/or requirements. 	<ul style="list-style-type: none"> • Staff time and costs needed for the City Attorney to review and approve each document as updates are made.
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Community and Economic Development Department

On-going and Annual Programs

Project Name Project Description Project Manager/Budgeted amount

Hazardous Structure Abatement	<p>The City has committed \$80,000 to abating dangerous structures. Abatement costs will be filed as a lien to the property; as liens are satisfied, the proceeds will replenish the fund.</p> <p>Strategic Goal: Proactively protect our citizens; Encourage pride in local neighborhoods.</p>	Will Gano/\$80,000 per year
Community Cleanup	<p>The City will conduct a Spring Cleaning, hosting dumpsters in various neighborhoods and locations around the City to encourage property owners to tidy up their properties.</p> <p>Strategic Goal: Encourage pride in local neighborhoods.</p>	Will Gano/\$20,000 per year

Housing Affordability Initiative	<p>Create a portfolio of housing options at all affordability levels, including through the creation of: mandatory inclusionary set-asides, multi-family tax exemptions (MFTE), employer-provided housing credits, bonus unit allowances, and a new multifamily zoning district.</p> <p>Strategic Goal: Promote an environment that encourages housing at all levels</p>	Jae Hill/none
Shelton Creative Arts District	<p>Implementing a goal of the 2015 Community Vision & Action Plan, the City will begin infrastructure and design work for turning Cota Street into the hub of a vibrant arts district. This project will obtain a number of one-time and ongoing sources to create a financing portfolio including grant funding, tax increment financing, and private investment.</p> <p>Strategic Goal: Implement elements of the Downtown Visioning Plan</p>	Jae Hill/none

Internal Efficiency efforts

Project Name Project Description Project Manager/Budgeted amount

EnerGov Implementation	<p>Continued implementation of the EnerGov permitting system with all of its associated modules and reporting. Create an internal training program for staff.</p> <p>Strategic Goals: Provide high quality and timely services; Invest in Smart Technology</p>	Jill Dickinson/varies
Animal Licensing Modernization	<p>Implement an electronic animal shelter management system and proactively contact pet owners for renewal of licenses.</p> <p>Strategic Goal: Improve Financial Management.</p>	<p>Leavi Hinchcliff</p> <p>Cost, \$1000/yr est.</p> <p>Revenue, \$15,000/yr est.</p>

Chapter 20.38

SIGNS

Sections:

- 20.38.010 Intent.
- 20.38.020 Definitions.
- 20.38.030 Temporary signs.
- 20.38.040 Permanent signs—Permit required—Exemptions.
- 20.38.050 Permanent signs—Application requirements.
- 20.38.060 Permanent signs—Signage plan required.
- 20.38.070 Permanent signs—Prohibited signs.
- 20.38.080 Permanent signs—Construction and design standards.
- 20.38.090 Permanent signs—Maintenance.
- 20.38.100 Signs allowed per zones of the city.
- 20.38.120 Permanent signs—Nonconforming signs.
- 20.38.130 Violation—Penalty.

20.38.010 Intent.

The intent of this chapter is to provide minimum standards to safeguard life, health, property and public welfare by regulating the number, size, design, quality of materials, construction, location, electrification and maintenance of signs and sign structures. (Ord. 1985-0322 § 2, 2022)

20.38.020 Definitions.

For the purpose of this chapter, definitions as defined herein and certain abbreviations, terms, phrases, words and their derivatives shall be construed as specified in this section.

“Abandoned sign” means any sign that no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, and/or for which no legal owner can be found. A permanent sign is presumed abandoned three hundred sixty-five days after permanent closure of the associated business or enterprise.

“Animated sign” means any sign which includes action or motion or the optical illusion of action or motion, or color changes of all or any part of the sign facing, requiring electrical energy, or set in motion by movement of the atmosphere.

“Awning” or “canopy” means a temporary shelter supported entirely from the exterior wall of a building. See Figure 1.

“Blade sign” means a temporary sign constructed of cloth, canvas, plastic fabric, or similar light-weight, nonrigid material and supported by a single vertical pole. Blade signs are also referred to as “feather banners” or “teardrop signs.”

“Changing message center sign” means an electronically or electrically controlled sign where different automatic changing messages are shown on the same lamp bank.

“Flashing sign” means any sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted intermittent light source.

“Freestanding sign” or “pole sign” means any sign which is supported by one or more uprights, poles or braces in or upon the ground, that is greater than forty-two inches from the ground to the top of the sign. See Figure 1.

“Freeway-oriented sign” means a freestanding or pole sign that is allowed for certain properties fronting State Route 101.

“Frontage” means the linear distance of property along a street or highway.

“Ground sign” means a sign supported by a wide base of solid appearance that is a minimum of one-half the sign width. See Figure 1.

“Height” or “height of sign” means the vertical distance to the highest point of a sign or any vertical projection thereof, including its supporting columns. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.

“Landscaping” means any material used as a decorative feature, such as shrubbery or planting materials, planter boxes, concrete bases, brick work, decorative framing or pole covers, used in conjunction with a sign.

“Mansard roof” means a sloped roof or roof-like facade architecturally able to be treated as a building wall.

“Marquee” means a permanent roofed structure attached to, and supported by, the building.

“Multiple building complex” means a group of structures each housing at least one retail business, office, commercial venture or independent or separate part of a business which shares the same lot, access and/or parking facilities.

“Multiple occupancy building” means a single structure housing more than one retail business, office or commercial enterprise.

“Off-premises sign” means a sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located.

“Permanent sign” means a sign that is constructed of durable material such as wood, stone, or metal, securely anchored to the ground or support structure, that is intended to remain for an indefinite period of time.

“Projecting sign” means a sign which projects twelve inches or more from, and is supported by, a wall of a building or structure. See Figure 1.

“Roof sign” means any sign erected upon, against or directly above a roof or on top of or above the parapet of a building. A sign shall be considered a flush-mounted sign if it is erected upon a mansard roof, or any other surface meeting the definition of a wall, as contained in the International Building Code. See Figure 1.

“Searchlight” means an apparatus containing an electric light and reflector on a swivel for projecting a far-reaching beam in any desired direction.

“Shopping center” means a commercial development whereupon there are located a number of commercial activities in separate ownership or lease, in which there are appurtenant shared facilities, such as parking and pedestrian mall, and which is designed to provide a single area in which the public can obtain varied products and services.

“Sidewalk or sandwich board sign” means a portable sign having a maximum height of forty-two inches, and a maximum width of twenty-four inches.

“Sign” means any medium, including structural and component parts, that is used or intended to be used to attract attention to the subject matter for advertising, identification, entertainment, or informative purposes. The scope of the term “sign” does not depend on the content of the message or image conveyed.

“Sign area” means the entire area of a sign on which copy is to be placed. Only one side of a double-faced sign shall be included. The area of painted signs, individual letter signs and other indirectly illuminated signs shall be calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. Any such calculation shall include the areas between letters and lines, as well as the areas of any devices, illuminated or nonilluminated, which are intended to attract attention.

“Structural alteration” means any action that changes the height, size or shape of the sign or any action that affects the base or support(s) of the sign. When a sign is structurally altered, it ceases to be a legal nonconforming sign and must conform with the provisions of this chapter.

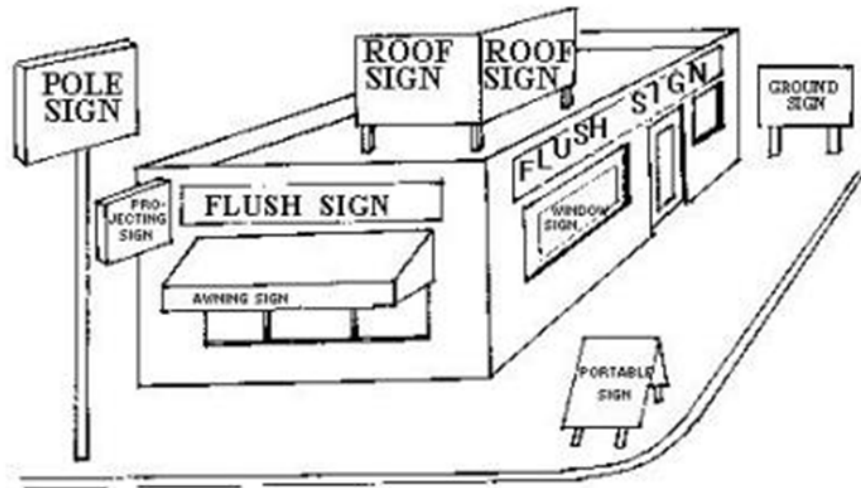
“Temporary sign” means any sign, banner, pennant, valence, flag, searchlights, balloons or other air-filled or gas-filled figures or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without frame, intended to be displayed for a limited period of time only.

“Wall” means any member or group of members which defines the exterior boundaries of a building and which has a slope of sixty degrees or greater with the horizontal plane. The height of a wall shall be measured as the two-dimensional height from the average finished grade of the particular architectural building elevation adjacent to the wall to the finish roof plane.

“Wall sign” or “flush sign” means any sign attached to or painted directly on the wall, or erected against the wall of a building being parallel or approximately parallel to said wall; and does not exceed a distance of twelve inches from said wall. A permanent sign located inside and affixed to or within three feet of an exterior window shall be considered a wall sign. See Figure 1.

“Window sign” means any sign, picture, symbol or combination thereof, not meeting the above definition of “wall sign,” placed inside a window or upon the window panes or glass, and is visible from the exterior of the window. See Figure 1.

Figure 1



(Ord. 1985-0322 § 2, 2022)

20.38.030 Temporary signs.

Temporary signs that comply with the following provisions are allowed in all zones of the city:

- A. The maximum size of a temporary sign shall be ~~thirty-two~~sixteen square feet.
- B. Temporary signs shall be made of weather-resistant materials and shall be firmly anchored to the ground or structure or able to stand freely without toppling or blowing over. Signs and parts of signs that are blown or carried away from their intended location may be collected and disposed of as litter.
- C. Temporary signs shall be maintained in good repair.
- D. Temporary signs associated with a special or time-limited event shall be removed within five business days of the conclusion of the event or use with which they are associated. Temporary political campaign signs shall be

removed in accordance with Washington State Department of Transportation regulations, which are incorporated by reference.

E. Temporary signs shall not be used as the only sign advertising for an on-premises commercial, office, or retail use for longer than ninety consecutive days. After that time, a permanent sign shall be required.

F. No temporary sign shall be located so as to create a traffic safety hazard by interfering with the vision of drivers. Signs shall be placed in such a manner so as not to interfere with the opening of car doors, bus stops, loading zones, or pedestrian traffic.

G. No more than four temporary signs are allowed per parcel or parcel frontage.

H. Temporary signs shall not be placed in such a manner as to harm immature or newly planted landscaping.

I. Temporary signs shall not be attached to utility poles, street trees, benches, or any other public improvement on public property or right-of-way.

J. Temporary signs shall not resemble official traffic control or public safety signs in such a manner as to cause potential confusion to the traveling public.

K. Sandwich board signs for businesses in the CR-V, CR-G, LI-C, DT, and GC zones shall be placed on the sidewalk or right-of-way edge directly in front of the advertising business only and within ten feet of the building entrance for the business. Sandwich board signs shall not be displayed on corners. Signs shall be displayed during business hours only. Sandwich board signs shall be limited to a maximum area of eight square feet each side and a maximum height of forty-two inches. Sandwich board signs shall be permanently painted, of reasonable aesthetic quality, and contain no moving parts, illumination, or changeable copy.

L. Temporary signs placed on private property shall require the permission of the property owner.

M. Temporary signs in violation of this chapter are subject to removal by the city after notice and opportunity to voluntarily remove the signs. Temporary signs removed by the city shall be stored for one week and subject to claiming by the owner or responsible party. (Ord. 1985-0322 § 2, 2022)

20.38.040 Permanent signs—Permit required—Exemptions.

A. No permanent sign of more than two square feet in sign area shall be erected, structurally altered or relocated without a sign permit issued by the city. No sign permit shall be issued unless the sign installer has a valid Washington State contractor's license. Fees for obtaining sign permits shall be as established by the city council.

B. The following permanent signs shall be exempt from the permit requirement:

1. Memorial signs or tablets, names of buildings, and dates of erection when cut into the surface or the facade of the building or when permanently attached or integral to the materials of the building and projecting not more than two inches;
2. Signs regulated by the Manual on Uniform Traffic Control Devices and other public service or directional signs that are no larger than three square feet in surface area;
3. Driveway entrance/exit signs with a maximum of four square feet in area and forty-two inches in height;
4. Window signs; provided, that illuminated window signs occupy no more than twenty percent of any single window area and nonilluminated window signs occupy no more than fifty percent of any single window area. In this context, a window area shall be defined as the total area between mullions or frames rather than the total area between muntins or artificial grids.

C. Painting, repainting or cleaning of a sign or the changing of the message on an already permitted permanent sign unless a structural change is made. (Ord. 1985-0322 § 2, 2022)

20.38.050 Permanent signs—Application requirements.

Applications for sign permits shall contain, at a minimum:

- A. The name and address of the applicant;
- B. The name, address and written consent of the owner of the property on which the sign is to be located, if different than the applicant;
- C. The location of the building, structure or lot to which sign is to be attached, the proposed location of the sign structure, drawings or photographs showing the design and dimensions of the sign and details of its proposed placement and other pertinent information such as materials to be used, colors, and weight as the administrator of this chapter may require to ensure compliance with this chapter and other applicable ordinances. (Scale as specified by the city);
- D. Name and license number of the individual or firm erecting the structure;
- E. Evidence of compliance with the National Electrical Code, if the sign is lit or electrified;
- F. An approved signage plan as per Section 20.38.060. (Ord. 1985-0322 § 2, 2022)

20.38.060 Permanent signs—Signage plan required.

No sign permit shall be issued unless a signage plan for the zone lot on which the sign will be erected has been submitted to the city and approved as conforming with this section.

- A. A signage plan shall be included in any development plan, site plan, planned unit development plan, or other official plan required by the city for the proposed development, and shall be processed simultaneously with such other plan.
 - 1. A signage plan shall include any or all of the following as required by the city:
 - a. An accurate plot plan of the zone lot, at such scale, detail and accuracy as the city may require;
 - b. Location of buildings, parking lots, driveways, and landscaped areas on such zone lot;
 - c. Individual signs, the height of signs and the number of freestanding signs allowed on the zone lot(s) included in the plan under this chapter;
 - d. An accurate indication on the plot plan of the proposed location and size of each present and future sign of any type, whether requiring a permit or not, except that exempt and temporary signs need not be shown;
 - e. An indication of all window signs proposed if any. The standard signage plan may simply indicate the areas of the windows to be covered by the window signs, and the general type of the window signs (e.g., paper affixed to window, painted, etched on glass, or some other material hung inside the window) and need not specify the exact dimension or nature of every window sign. (Ord. 1985-0322 § 2, 2022)

20.38.070 Permanent signs—Prohibited signs.

The following permanent signs are prohibited, not eligible for sign permits, and subject to abatement:

- A. Roof signs;
- B. Animated or flashing signs;
- C. Signs which purport to be, or are, an imitation of, or resemble an official traffic sign or signal, which create a potential threat to the public safety;

D. Signs which, by reason of their size, location, movement, coloring or manner of illumination, may be confused with the light of an emergency or radio equipment vehicle, or which obstruct the visibility of traffic or street sign or signal device as determined by the city;

E. Off-premises signs;

F. Abandoned signs. (Ord. 1985-0322 § 2, 2022)

20.38.080 Permanent signs—Construction and design standards.

A. All signs must meet the standards provided in the Shelton Municipal Code.

B. The color, design, materials, and scaling of permanent signs shall generally coordinate with and complement the accompanying primary structure.

C. Illumination from or upon any sign shall be shaded, shielded, directed or reduced so as to avoid undue brightness, glare or reflection of light on private or public property in the surrounding area, and so as to avoid unreasonably distracting pedestrians or motorists. Illumination, if used, shall be white or yellow and shall not be blinking, fluctuating or moving.

D. All freestanding and ground signs shall include, as part of their design, landscaping about their base so as to improve the overall appearance of the installation. This landscaping must include vegetation and may include other materials and components such as brick or concrete bases, planter boxes, or decorative framing. Grass or other low lying vegetation may satisfy this requirement for ground signs within a reasonable clear vision area surrounding the sign as approved by the city.

E. Changing message center signs are allowed only for noncommercial uses and shall not exceed a size of thirty square feet or a maximum of one per parcel. Changing message center signs shall have a maximum luminance of five thousand nits in the daytime and one hundred nits (or shut off) one-half hour before sunset and one-half hour after sunrise. Signs shall include auto-dimming features with light-sensory capabilities to dim the sign to allowable luminance levels during nighttime hours. No motion is allowed except for a fade in of the next message with the fade transition being no more nor less than one and one-half seconds. Fade transition is required rather than instantaneous message changes to avoid sudden or startling flashes of light. Minimum hold between messages shall be ten seconds, plus one and one-half second transition fade. Changing message center signs shall be designed for local on-site control and programming. The applicant shall provide a written certificate from the sign manufacturer that the nighttime light intensity has been factory preset not to exceed allowable levels under this section, and that this setting is protected from end-user modification by password-protected software or other method that ensures compliance. (Ord. 1985-0322 § 2, 2022)

20.38.090 Permanent signs—Maintenance.

All signs, including signs heretofore installed, shall be maintained in a state of security, safety, appearance and repair. If any sign is found not to be so maintained or is insecurely fastened or otherwise dangerous, it shall be the duty of the owner and/or occupant of the premises on which the sign is fastened to repair or remove the sign after receiving notice from the city or to make other arrangements for repair or removal satisfactory to the city. The premises surrounding a freestanding sign shall be free and clear of rubbish and landscaping area maintained in a tidy manner. (Ord. 1985-0322 § 2, 2022)

20.38.100 Signs allowed per zones of the city.

A. Commercial and Industrial Districts. The following permanent signs are allowed in the MU, CR-V, CR-G, DT, ME, GC, CI, and I zoning districts subject to the provisions of this chapter:

1. Ground Signs. Ground signs, where practical, are the preferred signage type in commercial and industrial areas and shall be permitted subject to Table 20.38.170, and the following criteria:

a. Area Calculation. Each site shall be allowed one ground sign, along each street frontage, of area equal to or less than three-tenths square foot of area per lineal frontage foot of parcel frontage on the right-of-way to which the sign is oriented not to exceed eighty square feet and the maximum height related to area as per Table 20.38.100;

- b. Ground signs within thirty lineal feet of street intersections or driveways shall not exceed forty-two inches in height;
- c. If any one right-of-way frontage is more than three hundred lineal feet, a second ground sign is permitted on that frontage if placed more than one hundred fifty feet from the first ground sign. Total area of all ground signs along the frontage shall not exceed in area three-tenths square foot per lineal feet of frontage and no individual sign shall exceed eighty square feet in area;
- d. Corner Parcels.
 - i. For corner parcels with two arterial street frontages and entrances on both streets which are also a part of a multi-building complex, a sign placed at the corner of the property can be a two- or three-faced sign; or
 - ii. For a corner parcel with two arterial street frontages and entrances on both streets and which is also a multi-building complex, ground signs are permitted at each entrance.

Table 20.38.100
Maximum Allowed Area and Height of Ground Signs

Maximum Sign Area	Maximum Sign Height
up to 40 sq. ft.	72 inches
up to 60 sq. ft.	84 inches
up to 80 sq. ft. (maximum allowed sign area)	96 inches

- 2. Freestanding Signs. Freestanding signs are permitted only where it can be demonstrated that ground signs are not feasible due to topography, landscaping and/or natural vegetation, building locations/setbacks, adjacent land uses, or other physical restraints not created by acts of the property owner. Freestanding sign design, including height, shall be subject to design approval by the city. Allowed area for freestanding signs shall be three-tenths square feet on each face per lineal foot of street frontage to which the sign is oriented. Maximum height shall be eighteen feet. Freestanding signs may not be placed in a required side yard or within ten feet of a street right-of-way;
- 3. Wall Signs. The allowed surface area of a wall sign shall be one and one-quarter square foot per lineal foot of building or tenant space frontage along the street, access road, or common parking area, to which the sign is to be oriented up to the first one hundred such feet. Frontage feet in excess of one hundred lineal feet shall result in additional allowed wall sign area on a ratio of one square foot of sign area per lineal foot. Allowable sign area is not transferable from one facade to another;
- 4. Projecting Signs. A sign which projects twelve inches or more from, and is supported by, a wall of a building or structure, shall not project over six feet from the face of the building, or more than seventy-five percent of the distance between the property line and the curb line, whichever measurement is less. Such signs shall not exceed twenty square feet per sign face and shall have a minimum clearance of eight feet above any public sidewalk or walkway. In no cases will projecting signs and wall signage be allowed on the same building or tenant space facade.

Any sign that projects over the public right-of-way shall require a right-of-way permit. An application and payment of the applicable permit fee shall be submitted to the city prior to any installation of such sign;
- 5. Freeway-Oriented Signs. For the purposes of this chapter, “freeway” is defined as Highway No. 101. Parcels with freeway frontage are permitted freeway-oriented signs under the following criteria:

- a. Buildings more than one hundred feet from the property line common with freeway right-of-way may have a freeway-oriented sign;
 - b. The freeway-oriented sign must be within thirty-five and one hundred feet of the property line common with freeway right-of-way;
 - c. Maximum area shall not exceed two square feet per lineal frontage foot of the building with a maximum of one hundred fifty square feet;
 - d. Maximum height for freeway-oriented signs shall be thirty-five feet;
6. Signage on Awnings and Marquees. Signage is allowed on awnings and marquees in commercial and industrial zones of the city. Such signage shall be limited to thirty percent coverage of the face of the marquee or the exposed surface of the awning. The signage area shall be calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. Any such calculations shall include the areas between letters and lines as well as the areas of any devices which are intended to attract attention. In no cases will awning or marquee signage and wall signage be allowed on the same building facade except that signs hanging under the awning or marquee of less than three square feet shall be allowed;
7. Shopping Center Signs. A shopping center (more than ten acres in size and more than one hundred thousand square feet in gross floor area of buildings) is permitted one identification type sign per street frontage. Such signage shall be subject to the following:
- a. Such shopping center signs shall be ground signs unless it can be demonstrated that ground signs are not effective due to topography, landscaping and/or natural vegetation, building locations/setbacks, adjacent land uses, or other physical restraints not created by acts of the property owner. Shopping center ground signs may be up to two hundred square feet in area and twenty feet in height,
 - b. If allowed, freestanding shopping center signs shall not exceed two hundred square feet in area, thirty feet in height, and must be located at least twenty feet from all property lines and rights-of-way.
- B. Neighborhood Residential District. Nonresidential uses in the NR zone, including churches, schools, and uses in the neighborhood commercial nodes, are allowed signage subject to the following provisions:
1. All signs shall be constructed of a natural material such as wood or stone and shall not be internally illuminated.
 2. Ground Signs. Ground signs shall be permitted as in subsection B of this section, with the following exceptions:
 - a. Area Calculation. Each site shall be allowed one ground sign of area equal to or less than one-tenth of one square foot of area per lineal frontage foot of parcel frontage of the right-of-way to which the sign is oriented, not to exceed twenty-four square feet and a maximum height of five feet.
 3. Wall Signs. Wall signs are permitted under same requirements applied to commercial and industrial zones.
 4. Projecting Signs. Projecting signs are permitted under same requirements applied to commercial and industrial zones.
 5. Signage on Awnings and Marquees. Signage on awnings and marquees is permitted under same requirements applied to commercial and industrial zones.
- C. Historic Structures, Properties or Districts. All signage on structures and their sites, or on other properties, which are listed on any national, state or local historic register or list, or within any district or area identified by the city, state or federal governments, as a historic preservation district or any similarly labeled district or area, shall be subject to design review and approval by the historic preservation board of the city.

D. Provisions Common to All Zones.

1. Sight Distance. In addition to the setback requirements in this chapter, no freestanding or ground sign shall be located in the triangular area(s) measured fifteen feet by fifteen feet where a driveway enters onto a street or property line, or any other area which may obstruct the vision of motorists so as to create a safety hazard. Additionally, all signs are subject to the public works standards regarding sight distances.
2. Buildings Facing on Two Parallel Streets. Single or multiple occupancy buildings whose premises extend through a block to face on two parallel streets and housing customer entrances on each street are permitted ground signs per street frontage as per Section 20.38.100(A)(1); provided, however, that each sign must be located on different street frontages and separated by more than one hundred feet measured in a straight line between the signs. (Ord. 1985-0322 § 2, 2022)

20.38.120 Permanent signs—Nonconforming signs.

Any legal nonconforming permanent sign may be maintained in use as long as it remains in good repair. Any maintenance or repair to the sign that requires materials and/or labor of more than twenty-five percent of the sign structure's value upon application and requiring a city-issued sign permit shall necessitate compliance with current code. (Ord. 1985-0322 § 2, 2022)

20.38.130 Violation—Penalty.

A. Any person who willfully violates, disobeys, omits, neglects or refuses to comply with or resists the enforcement of this chapter or its provisions shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not in excess of one thousand dollars or by imprisonment in jail for not to exceed ninety days or by both such fine and imprisonment. Each day that a violation exists shall constitute a separate offense. The erector, owner or user of an unlawful sign or the owner of the property on which an unlawful sign is located and who maintains such violation may each be found guilty of a separate offense and suffer the penalties herein provided.

B. Prior to charging a misdemeanor, the city shall first attempt to secure voluntary correction from the owner or responsible party. (Ord. 1985-0322 § 2, 2022)