

## Bigger is Better

Bigger is not always better. However, there is no doubt the City's bigger land use notice signs are better. The Planning & Development Services Department is very excited to start using the new signs designed by Planning and Public Works staff and built in-house by the Public Works department.

The new signs are not only four times larger than the older signs but their bright orange background makes them more noticeable. They are also more informative than the old signs because they are interactive. Each sign has a QR code that when scanned on your smart phone takes you directly to the development projects webpage of the City's website. On that page you will be able to find detailed information about the development application.

State law and the City's land use code require public notice of land use development applications. The City uses several methods to distribute the notice in order to ensure all affected parties have a good chance of knowing about the development application.

Notices are published in the Everett Herald as a legal advertisement. They are mailed to all property owners within 300 feet of the project site. In addition, notices are posted to the City website. And finally, a sign is posted on the site of the proposed project.

Snohomish Municipal Code specifies a minimum sign size of 24 inches by 36 inches for the on-site signs. For years, that has been the size of these notices. With the new interactive signs exceeding this minimum requirement by four times we believe the signs will be more noticeable and thus more effective.

As with all land use notice signs, these are not intended to be read in full from a moving vehicle. Applicable laws require far too much information on the signs to make that a safe idea. These signs are intended to attract attention, so that interested parties can either pull over and read the sign safely, or contact the City to learn more.