

7a. Staff Report - Community Renewal Area Sign Code Update

Planning Commission Meeting Date: June 4, 2020

Agenda Item: 7a.

PLANNING COMMISSION AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Community Renewal Area (CRA) Sign Code Update
DEPARTMENT: Planning & Community Development
PRESENTED BY: Nora Gierloff, AICP, Planning Manager

<input type="checkbox"/> Public Hearing	<input checked="" type="checkbox"/> Study Session	<input type="checkbox"/> Recommendation
<input type="checkbox"/> Discussion	<input type="checkbox"/> Update	<input type="checkbox"/> Other

INTRODUCTION

The Aurora Square Community Renewal Area (CRA) at the southwest quadrant of S. 150th Street and Aurora Avenue S. was designated in 2012 to spur redevelopment of this prime commercial property. The Aurora Square Community Renewal Area Planned Action adopted in 2015 contains a variety of regulations and standards unique to the CRA, including a separate set of signage standards, intended to shape future development in that area.

The unique sign code for this area supports the vision of a vibrant, mixed use urban village and as redevelopment begins staff is proposing some updates to better serve the development types planned for the site. For example, the proposed changes provide different signage allowances for ground floor retail spaces than apartment buildings to support their different advertising needs.

These proposed amendments to Shoreline Municipal Code (SMC) Title 20 (Development Code) are processed as legislative decisions. Legislative decisions are non-project decisions made by the City Council under its authority to establish policies and regulations. The Planning Commission is the reviewing authority for legislative decisions and is responsible for holding an open record Public Hearing on the proposed Development Code amendment and making a recommendation to the City Council.

The purpose of this study session is to:

- Have a collaborative discussion with the Commission about proposed amendments
- Review the proposed Sign Code Amendments
- Respond to questions regarding the proposed amendments
- Receive feedback from the Commission on the merits of the amendments
- Determine what amendments need more research/analysis
- Identify if there is a need for additional amendments
- Deliberate and, if necessary, ask further questions of staff
- Develop a recommended set of Sign Code Amendments for the Public Hearing

Approved By: **Project Manager** _____

Planning Director _____

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BACKGROUND

The City of Shoreline designated a 70-acre area around the Sears, Central Market, and WSDOT complex as the Aurora Square Community Renewal Area in September 2012. By designating the CRA, Council established that economic renewal would be in the public interest, and that City resources could be justifiably utilized to encourage redevelopment.



Council then adopted the Aurora Square Community Renewal Area Planned Action in August 2015. The planned action contains development regulations, design standards, signage standards, residential unit thresholds, commercial building thresholds and other goals and policies to shape future development in that area. With the adoption of the Development Agreement with Merlone Geier Partners for the Sears portion of the site on September 9, 2019 this vision is closer than ever to being realized.

Public Outreach

A draft of the proposed changes in strikeout/underline format along with a cover letter explaining the reason for the amendments and the update process was mailed and/or emailed to every property owner within the CRA. The proposed sign code changes have also been posted on the City's Shoreline Place web page. Notice of the SEPA determination and this Planning Commission discussion have also been provided to property owners. Only comments from Merlone Geier, the Sears site property owners, have been received to date.

SEPA

The City issued a Determination of Non-significance for the proposed sign code amendments on March 24, 2020. The comment/appeal period ended on April 7, 2020.

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ANALYSIS

As redevelopment of the CRA begins questions have been raised about how to apply the regulations in SMC 20.50.620 to the proposed new development. Staff reviewed the regulations and proposed a series of changes to support the vision for Shoreline Place, address ground floor retail uses, meet new legal standards, and remove penalties for businesses who did not replace their signs by the September 2017 deadline. The most significant changes proposed to the CRA sign regulations are:

- Throughout the code section regulatory language has been changed to be content neutral in compliance with the Reed v. Town of Gilbert Supreme Court decision
- Deletion of changeable electronic message signs
- Deletion of the \$100 per day penalty for failure to install new signage by September 1, 2017
- Clarification for how the sign copy area is calculated
- Allowing one monument sign per driveway rather than two
- Reducing the amount of monument and pylon sign copy area that must be devoted to advertising Shoreline Place rather than the individual tenants
- Monument signs in the CRA but outside of the lifestyle center (WSDOT, NW School for Deaf Children) are not required to advertise Shoreline Place
- Increase in allowed height for the CRA pylon signs from 25 to 35 feet to facilitate reuse of existing sign structures
- Creating a sign allowance for ground floor storefronts in addition to the wall signs allowed for the upper residential floors of mixed-use buildings
- Clarifying that wall signs can use the tenant's font and colors rather than the Shoreline Place design
- Allowing retail leasing signs
- No business may be listed on a new freestanding sign until any non-conforming freestanding sign listing that business is removed or brought into compliance with the sign code
- Duplicate language about exempt signs is removed

A strikeout/underline version of the CRA Sign Code showing these proposed changes with notations explaining the reasoning behind the changes is included as Attachment A.

Development Code Amendment Decision Criteria

SMC 20.30.350 states, "An amendment to the Development Code is a mechanism by which the City may bring its land use and development regulations into conformity with the Comprehensive Plan or respond to changing conditions or needs of the City". Development Code amendments may also be necessary to reduce confusion and clarify existing language, respond to regional and local policy changes, update references to other codes, eliminate redundant and inconsistent language, and codify Administrative Orders previously approved by the Director. Regardless of their purpose, all amendments are to implement and be consistent with the Comprehensive Plan.

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The decision criteria for a Development Code amendment in SMC 20.30.350 (B) states the City Council may approve or approve with modifications a proposal for a change to the text of the land use code when all of the following are satisfied.

B. Decision Criteria. The City Council may approve or approve with modifications a proposal for the text of the Land Use Code if:

1. The amendment is in accordance with the Comprehensive Plan; and

Relevant Comprehensive Plan Policies Regarding Signs and the CRA:

Goal CD I: Promote community development and redevelopment that is aesthetically pleasing, functional, and consistent with the City's vision.

Signs

- CD6. Encourage signage to be complementary in scale to the building architecture and site design.
 - CD7. Discourage multiple or large signs that clutter, distract, or dominate the streetscape of commercial areas.
 - CD8. Be attentive to loss of non-conforming status as an opportunity to remove billboards.
 - CD9. Encourage the consolidation of signs on a single structure where a commercial development includes multiple businesses.
 - CD10. Encourage signs on multi-tenant buildings to be complementary in size and style for all commercial and mixed-use zones.
 - CD11. Discourage signage that is distracting to drivers.
 - CD12. Improve permit process for temporary signs or banners.
- ED12: Revitalize commercial business districts and encourage high-density mixed-use in these areas.
- ED29: Reinvent Aurora Square to help catalyze a master-planned, sustainable lifestyle destination.

Staff Analysis: The proposed amendments seek to balance the goals of reducing visual clutter with creating a strong brand identity for Shoreline Place and the marketing needs and expectations of individual retail tenants. Under the proposed sign regulations greater design consistency is required for the multi-tenant street facing monument and pylon signs than the individual building mounted signs. Building signs are scaled to the area or length of the tenant façade so that they do not dominate the architecture of the building. Temporary signs are available for special events and promotions but are limited in size and duration.

In these ways the proposed amendments implement the relevant Comprehensive Plan guidance listed above.

2. The amendment will not adversely affect the public health, safety or general welfare; and

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Staff Analysis: The amended sign code will continue to further the City's community development and revitalization goals for the CRA by enhancing the marketability of the stores and apartments and improving wayfinding throughout the site. Eliminating changing electronic message boards will remove a source of distraction for drivers on Aurora and Westminster.

3. The amendment is not contrary to the best interest of the citizens and property owners of the City of Shoreline.

Staff Analysis: The Council has determined that redevelopment of the CRA to create housing, jobs, and community serving retail is in the best interest of the City, its residents, and its business community. These amendments seek to support that redevelopment by creating sign types tailored to the mixed-use development types anticipated in the Planned Action. They also remove penalties for property owners who have not installed updated signage by the 2017 deadline in the current code.

RECOMMENDATION

This meeting is for study and discussion purposes only. Staff will bring back a formal recommendation at the public hearing on July 16, 2020.

NEXT STEPS

July 16 – Hold a public hearing and make a Planning Commission recommendation to the City Council.

Attachments

Attachment A - Proposed CRA Sign Code Amendments

Attachment A

20.50.620 Aurora Square Community Renewal Area sign standards.

A. **Purpose.** The purposes of this section are:

1. To provide standards for the effective use of signs as a means of business identification that enhances the aesthetics of business properties and economic viability.
2. To provide a cohesive and attractive public image of the Aurora Square Community Renewal Area lifestyle center.
3. To protect the public interest and safety by minimizing the possible adverse effects of signs.
4. To establish regulations for the type, number, location, size, and lighting of signs that are complementary with the building use and compatible with their surroundings.

B. **Location Where Applicable.** Map 20.50.620.B illustrates the Aurora Square CRA where the sign standards defined in this section apply.

Map 20.50.620.B—Aurora Square CRA



C. **Definitions.** The following definitions apply to this section:

CRA Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and Map 20.50.620.B.

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CRA Building-Mounted Sign	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
CRA Lifestyle Center	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
CRA Lifestyle Frontage	Those sections of the streets that directly serve and abut the CRA lifestyle center. The three CRA lifestyle frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.
CRA Monument Sign	A freestanding sign with a solid-appearing base under at least 75 percent of sign width from the ground to the base of the sign or the sign itself may start at grade. Monument signs may also consist of cabinet or channel letters mounted on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.
CRA Pylon Sign	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
CRA Signage Design Guidelines	The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used on freestanding signs throughout the CRA lifestyle center.
CRA Under-Awning Sign	A sign suspended below a canopy, awning or other overhanging feature of a building.
CRA Wayfinding Sign Post	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
Electronic Message Center (EMC)	A sign with a programmable, changeable digital message.
Portable Sign	A sign that is readily capable of being moved or removed, whether attached or affixed to the ground or any structure that is typically intended for temporary display.
Temporary Sign	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
Window Sign	A sign applied to a window or mounted or suspended directly behind a window.

D. Permit Required.

1. Except as provided in this section, no permanent sign may be constructed, installed, posted, displayed or modified without first obtaining a sign permit approving the proposed sign's size, design, location, ~~display~~, and, ~~where applicable~~, adherence to the CRA signage design guidelines.
2. No permit is required for normal and ordinary maintenance and repair, and changes to the graphics, symbols, or copy of a sign, without affecting the size, structural design or height. Exempt changes to the graphics, symbols or copy of a sign must meet the standards defined herein.

Commented [NG1]: Changing message signs will not be allowed.

Commented [NG2]: Below I have tried to define where these are applicable.

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3. All CRA pylon, CRA monument, and CRA wayfinding signs within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. For all other types of unique, sculptural or artistic signs, if an applicant seeks to depart from the standards of this section, the applicant must receive an administrative design review approval under SMC 20.30.297.

~~4. The City reserves the right to withhold sign permits and to assess the property owner up to \$100.00 per day for failure to install the signs indicated herein by September 1, 2017.~~

Commented [NG3]: These amendments remove the penalty for not previously installing CRA signage.

E. Sign Design.

1. **Sight Distance.** No sign shall be located or designed to interfere with visibility required by the City of Shoreline for the safe movement of pedestrians, bicycles, and vehicles.

2. **Private Signs on City Right-of-Way.** No portion of a private signs, above or below ground, shall be located partially or completely in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter 12.15 SMC and is allowed under SMC 20.50.540 through 20.50.610.

3. **Sign Copy Area.** Calculation of sign area for channel letters or painted signs shall be the total area of all use rectangular areas (each drawn with a maximum of six right angles) that enclose each portion of the signage such as words, logos, graphics, and symbols other than nonilluminated background. Sign area for cabinet signs shall be the entire face of the cabinet. Sign area for signs that project out from a building or are perpendicular to street frontage are measured on one side even though both sides can have copy of equal size. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses.

4. **Building Addresses.** Building addresses should be installed on all buildings consistent with SMC 20.70.250(C) and will not be counted as sign copy area.

5. **Materials and Design.** All signs, except temporary signs, must be constructed of durable, maintainable materials. Signs that are made of materials that deteriorate quickly or that feature impermanent construction are not permitted for permanent signage. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted for permanent signage.

6. **CRA Signage Design Guidelines.** Design and content of the CRA pylon, CRA monument, and CRA wayfinding sign posts within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of the CRA lifestyle center shall comply with the CRA signage design guidelines.

Commented [NG4]: Council will need to approve these.

7. **Illumination.** Where illumination is permitted per Table 20.50.620.E.8 the following standards must be met:

- a. Channel lettering or individual backlit letters mounted on a wall, or individual letters placed on a raceway, where light only shines through the copy.
- b. Opaque cabinet signs where light only shines through copy openings.

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- c. Shadow lighting, where letters are backlit, but light only shines through the edges of the copy.
- d. Neon signs.
- e. All external light sources illuminating signs shall be less than six feet from the sign and shielded to prevent direct lighting from entering adjacent property.

~~f. — EMC messages shall be monochromatic. EMCs shall be equipped with technology that automatically dims the EMC according to light conditions, ensuring that EMCs do not exceed 0.3 foot candles over ambient lighting conditions when measured at the International Sign Association’s recommended distance, based on the EMC size. EMC message hold time shall be 10 seconds with dissolve transitions. Ten percent of each hour shall advertise civic, community, educational, or cultural events.—~~

fg. Building perimeter/outline lighting is allowed for theaters only.



Individual backlit letters (left image), opaque signs where only the light shines through the copy (center image), and neon signs (right image).

8. **Sign Specifications.**

Table 20.50.620.E.8 Sign Dimensions

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted	One Two per driveway.
Sign Content Design	At least 50 15 percent of the sign copy area shall be used to identify the CRA lifestyle center. Individual business names listings, if shown, shall not include logos and shall be a single common color scheme and font conforming to the CRA signage design guidelines.

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Location	At any driveway to a CRA lifestyle frontage.
Illumination	Permitted.
Mandatory Installation	At least one monument sign shall be installed at each of three vehicle entries to the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.
MONUMENT SIGNS OUTSIDE OF THE CRA LIFESTYLE CENTER	
<u>Maximum Sign Copy Area</u>	<u>Fifty square feet.</u>
<u>Maximum Structure Height</u>	<u>Six feet.</u>
<u>Maximum Number Permitted</u>	<u>One per parcel with up to 250 ft. of street frontage, two for parcels with 250 feet or more of frontage on the same street. Signs must be 150 ft. apart from other signs on the same parcel.</u>
<u>Sign Design</u>	<u>Conformance to the CRA signage design guidelines is optional.</u>
<u>Illumination</u>	<u>Permitted.</u>
CRA WAYFINDING SIGN POSTS	
Maximum Sign Copy Area	Two square feet per business name listing ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content <u>Design</u>	Individual business names-listings shall not include logos and shall be in a single common color conforming to the CRA signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	Throughout <u>Anywhere in</u> the CRA lifestyle center. <u>Must be set back at least 25 feet from R-O-W along the CRA Lifestyle Frontages.</u>
Illumination	Not permitted. <u>Permitted</u>
Mandatory Installation	At least 12 CRA wayfinding sign posts shall be installed in the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction within the center.
CRA PYLON SIGN	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	Thirty <u>Twenty</u> -five feet.
Maximum Number Permitted	Three pylon signs are allowed.

Commented [NG5]: For example, WSDOT should not have to follow the CRA sign guidelines.

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Sign Content Design	At least <u>1525</u> percent of the sign copy area shall be used for identification of the CRA lifestyle center. Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names listings, if shown, shall not include logos must use a color scheme and font conforming to the CRA signage design guidelines but may include any color.
Location	One sign can be located on each of the CRA lifestyle frontages that are directly across from properties with Mixed Business (MB) zoning.
Illumination	Permitted.
Mandatory Installation	Three CRA pylon signs shall be installed by July 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.
CRA BUILDING-MOUNTED SIGN	
Maximum Sign Copy Area	<p><u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u></p> <p><u>Ground Floor Side/Rear Walls without Public Entrances: .75 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</u></p> <ol style="list-style-type: none"> <u>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space;</u> <u>or</u> <u>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u> <u>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u> <p><u>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.515 percent of the building elevation fronting the residential use of the tenant fascia or a maximum of 500 square feet, whichever is less.</u></p>
Maximum Structure Height	Not limited. Projecting, awning, canopy, and marquee signs (above awnings) shall clear sidewalk by nine feet and not project beyond the awning extension or eight feet, whichever is less. These signs may project into public rights-of-way, subject to City approval.
Projecting Signs	<u>Maximum of one projecting sign per public entrance. Maximum size is 4' by 3' or 15% of the business's maximum sign copy area, whichever is smaller.</u>

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Number Permitted	The <u>maximum</u> sign <u>copy</u> area per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee</u> signs; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy</u> area. <u>Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u> Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting sign shall not exceed 10 percent of tenant's allotted wall sign area.
<u>Sign Design</u>	<u>Individual business building-mounted signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	Permitted.
CRA UNDER-AWNING SIGNS	
Maximum Sign Copy Area	Twelve square feet <u>which does not count against the maximum sign copy area per business .</u>
Minimum Clearance from Grade	Eight feet.
Maximum Structure Height	Not to extend above or beyond awning, canopy, or other overhanging feature of a building under which the sign is suspended. Signs may project into the public right-of-way subject to City approval.
Number Permitted	One per <u>publicbusiness</u> entrance.
<u>Sign Design</u>	<u>Individual business under-awning signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	External only.

9. **Window Signs.** Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if nonilluminated and do not require a permit under the building code.

10. **A-Frame Signs.** A-frame, or sandwich board, signs are exempt from permit but subject to the following standards:

- a. Maximum ~~two~~one signs per ~~business~~residential building;
- b. ~~Must contain the business's name and m~~ay ~~not~~ be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum two feet wide and three feet tall, not to exceed six square feet in area;

- f. No lighting of signs is permitted;
- g. All signs shall be removed from display when the business closes each day; and
- h. A-frame/sandwich board signs are not considered structures.

11. Retail Leasing Signs. Signs are exempt from permit but subject to the following standards:

- a. Maximum one sign per CRA frontage per parcel;
- b. May not be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum sign area of eight feet wide and four feet tall plus support posts, total height not to exceed eight feet;
- f. No lighting of signs is permitted;

F. Prohibited Signs.

- 1. Spinning devices; flashing lights; searchlights; or reader board signs. Traditional barber pole signs allowed.
- 2. Portable signs, except A-frame signs as allowed by subsection (I) of this section.
- 3. Outdoor off-premises advertising signs (billboards).
- 4. Signs mounted on the roof or projecting above the parapet of the building wall on which it is mounted.
- 5. Inflatables.
- 6. Signs mounted on vehicles.

G. Nonconforming Signs.

- 1. No business may be listed on a CRA pylon, CRA monument, or CRA wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code. All pylon signs in the CRA lifestyle center existing ~~at on August 10, 2015 the time of adoption of this section~~ are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such nonconforming signs ~~as indicated.~~
- 2. Nonconforming signs shall not be altered in size, shape, height, location, or structural components without being brought to compliance with the requirements of this code. Repair and

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maintenance are allowable, but may require a sign permit if structural components require repair or replacement.

~~3. Electronic changing message (EMC) or reader boards may not be installed in existing, nonconforming signs without bringing the sign into compliance with the requirements of this code.~~

H. Temporary Signs.

1. **General Requirements.** Certain temporary signs not exempted by SMC 20.50.610 shall be allowable under the conditions listed below. All signs shall be nonilluminated. Any of the signs or objects included in this section are illegal if they are not securely attached, create a traffic hazard, or are not maintained in good condition. No temporary signs shall be posted or placed upon public property unless explicitly allowed or approved by the City through the applicable right-of-way permit. Except as otherwise described under this section, no permit is necessary for allowed temporary signs.

2. **Temporary On-Premises Business Signs.** Temporary banners ~~are permitted to announce sales or special events such as grand openings, or prior to the installation of permanent business signs. Such temporary business signs~~ shall:

- a. Be limited to one sign for businesses under 10,000 sf, and two signs for businesses larger than 10,000 sf ~~but smaller than 40,000 sf, and three signs for businesses larger than 40,000 sf;~~
- b. Be limited to 32 100 square feet in area;
- c. Not be displayed for a period to exceed a total of 60 calendar days effective from the date of installation and not more than ~~four~~ two such 60-day periods are allowed in any 12-month period; and
- ~~d. Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.~~

3. **Construction Signs.** Banner or rigid signs (such as plywood or plastic) ~~for buildings which are under construction, identifying the architects, engineers, contractors or other individuals or firms involved with the construction of a building or announcing purpose for which the building is intended.~~ Total signage area ~~for both new construction and remodeling~~ shall be a maximum of 32 square feet. Signs shall be installed only upon City approval of the development permit, new construction or tenant improvement permit and shall be removed within seven days of final inspection or expiration of the building permit.

4. Feather flags and pennants ~~displayed for no more than 14 days prior and 2 days after community events when used to advertise City-sponsored or CRA lifestyle center community events.~~

5. Pole banner signs that ~~are changed semi-annually and mounted on privately owned light poles only identify the CRA lifestyle center.~~

6. Temporary signs not allowed under this section and which are not explicitly prohibited may be considered for approval under a temporary use permit under SMC 20.30.295 or as part of administrative design review for a comprehensive signage plan for the site.

Commented [NG6]: Signs may not be regulated based on content.

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~~I. **Exempt Signs.** The following are exempt from the provisions of this chapter, except that all exempt signs must comply with SMC 20.50.540(A), Sight Distance, and SMC 20.50.540(B), Private Signs on City Right-of-Way:~~

- ~~1. Historic site markers or plaques and gravestones.~~
- ~~2. Signs required by law, including but not limited to:
 - ~~a. Official or legal notices issued and posted by any public agency or court; or~~
 - ~~b. Traffic directional or warning signs.~~~~
- ~~3. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in surface area.~~
- ~~4. Incidental signs, which shall not exceed two square feet in surface area; provided, that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.~~
- ~~5. State or Federal flags.~~
- ~~6. Religious symbols.~~
- ~~7. The flag of a commercial institution, provided no more than one flag is permitted per business; and further provided, the flag does not exceed 20 square feet in surface area.~~
- ~~8. Neighborhood identification signs with approved placement and design by the City.~~
- ~~9. Neighborhood and business block watch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.~~
- ~~10. Plaques, signs or markers for landmark tree designation with approved placement and design by the City.~~
- ~~11. Real estate signs not exceeding 24 square feet and seven feet in height, not on City right of way. A single fixed sign may be located on the property to be sold, rented or leased, and shall be removed within seven days from the completion of the sale, lease or rental transaction.~~
- ~~12. City sponsored or community wide event signs.~~
- ~~13. Parks signs constructed in compliance with the parks sign design guidelines and installation details as approved by the Parks Board and the Director. Departures from these approved guidelines may be reviewed as departures through the administrative design review process and may require a sign permit for installation.~~
- ~~14. Garage sale signs not exceeding four square feet per sign face and not advertising for a period longer than 48 hours.~~
- ~~15. City land use public notification signs.~~

Commented [NG7]: This section is redundant with the language at H1 referencing SMC 20.50.610 Exempt Signs. Proposal is to delete this section.

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~~16. — Menu signs used only in conjunction with drive-through windows, and which contain a price list of items for sale at that drive-through establishment. Menu signs cannot be used to advertise the business to passersby; text and logos must be of a size that can only be read by drive-through customers. A building permit may be required for menu signs based on the size of the structure proposed.~~

~~17. — Campaign signs that comply with size, location and duration limits provided in Shoreline Administrative Rules. (Ord. 712 § 1 (Exh. A), 2015).~~

