



October 29, 2020

Ms. Nora Gierloff
City of Shoreline
Via Email

RE: Proposed Signage Ordinance Amendment – Shoreline Place

Dear Ms. Gierloff,

It is our understanding that the city is proposing to amend the existing signage ordinance for Shoreline Place, in order to limit signage by tenants on the back or sides of the retail buildings. Additionally, we understand that the city is also discussing the prevention of tenants in using logos or other brand identity on pylons or monuments. In our opinion, both of these decisions would hurt the retailer's businesses, specifically at a time when brick and mortar retail tenants are already hurting.

As the leading retail-focused brokerage in the Northwest, we work with hundreds of retailers in their growth and expansion in the area, and are uniquely qualified to relay what is important to them when choosing locations for their stores and restaurants. Visibility and signage are the first thing tenants ask about, and are concerned with, when choosing a site. Your proposed changes would negatively affect our client's decision on whether to locate in Shoreline Place or not. We respectfully request that you reconsider your proposed changes.

Sincerely,

FIRST WESTERN PROPERTIES, INC.

A blue ink signature of Brennan McClurg, consisting of a stylized 'B' followed by a series of loops and a long horizontal stroke.

Brennan McClurg
President / Principal

A blue ink signature of Stephen Erickson, featuring a stylized 'S' followed by several loops and a long horizontal stroke.

Stephen Erickson
Vice President / Principal