

Carla Hoekzema

Subject: FW: [EXTERNAL] Shoreline Sign Code Amendments

Carla Hoekzema | City of Shoreline Planning and Community Development | Administrative Assistant III | 17500 Midvale Ave North | Shoreline, WA 98133 Phone 206.801.2514 | Fax 206.801-2788
choekzema@shorelinewa.gov | www.shorelinewa.gov

From: Nora Gierloff <ngierloff@shorelinewa.gov>
Sent: Tuesday, November 3, 2020 2:01 PM
To: Carla Hoekzema <choekzema@shorelinewa.gov>
Subject: Fw: [EXTERNAL] Shoreline Sign Code Amendments

Hi Carla, this email is for the November 5th PC meeting.

From: Kyle Herting <kyle@mattispart.com>
Sent: Friday, October 30, 2020 12:37 PM
To: Nora Gierloff <ngierloff@shorelinewa.gov>
Subject: [EXTERNAL] Shoreline Sign Code Amendments

CAUTION: This email originated from outside of the City of Shoreline. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good Morning Nora,

My name is Kyle Herting and I'm a commercial broker here in Seattle with Mattis Partners. It is my understanding that the City of Shoreline is currently in the process of amending the signage ordinance for Shoreline Place. I've heard that the city is trying hard to limit or not allow signs at all on the rear or sides of the retail buildings. Without signage, drivers along Westminster Way or 155th will not be able to know which shop tenants are within the property. Based upon the projects site constraints these signs are imperative to the tenants in the center and the success of such tenants. We represent over 30 national tenants such as Chick Fil A, Habit Burger, Taco Bell, AT&T, SPOUTS Farmers Market and so on. I am writing to voice my opinion on the matter and strongly urge the City of Shoreline to reconsider their position on the matter. Would be more than happy to jump on a call to discuss, thank you again for the time and look forward to seeing what the city's decision on this is.

Kyle Herting | Senior Associate



MATTIS PARTNERS

1000 2nd Ave Suite 2420 | Seattle, WA 98104
Office: 206-641-9500 | **Mobile:** 253-241-0876
www.mattispart.com | kyle@mattispart.com

— A MEMBER OF —
CHAINLINKS
RETAIL ADVISORS