



# AGENDA

## PLANNING COMMISSION

### VIRTUAL/ELECTRONIC REGULAR MEETING

Thursday, November 19, 2020  
7:00 p.m.

Held Remotely on Zoom  
<https://zoom.us/j/95004109768?pwd=NjZFUkd1d1g3eit3RWF5TzJkTjBFZz09>

Passcode: 582516

**In an effort to curtail the spread of the COVID-19 virus, the Planning Commission meeting will take place online using the Zoom platform and the public will not be allowed to attend in-person. You may watch a live feed of the meeting online; join the meeting via Zoom Webinar; or listen to the meeting over the telephone.**

**The Planning Commission is providing opportunities for public comment by submitting written comment or calling into the meeting to provide oral public comment. To provide oral public comment you must sign-up by 6:30 p.m. the night of the meeting.**

**Please see the information listed below to access all of these options:**



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**[Click Here to Sign-Up to Provide Oral Testimony](#)**

*Pre-registration is required by 6:30 p.m. the night of the meeting.*



**[Click Here to Submit Written Public Comment](#)**

*Written comments will be presented to Council and posted to the website if received by 4:00 p.m. the night of the meeting; otherwise they will be sent and posted the next day.*

	<u>Estimated Time</u>
<b>1. CALL TO ORDER</b>	7:00
<b>2. ROLL CALL</b>	7:01
<b>3. APPROVAL OF AGENDA</b>	7:02
<b>4. APPROVAL OF MINUTES FROM:</b>	7:03
a. <a href="#">November 5, 2020 Draft Minutes</a>	

#### **Public Comment and Testimony at Planning Commission**

*During General Public Comment, the Planning Commission will take public comment on any subject which is not specifically scheduled later on the agenda. During Public Hearings and Study Sessions, public testimony/comment occurs after initial questions by the Commission which follows the presentation of each staff report. Please be advised that each speaker's testimony is being recorded. Speakers are asked to sign-up by 6:30 p.m. the night of the meeting. Individuals wishing to speak to agenda items will be called to speak first, generally in the order in which they have signed. In all cases, speakers are asked to state their first and last*

*name, and city of residence. The Chair has discretion to limit or extend time limitations and the number of people permitted to speak. Generally, individuals may speak for three minutes or less, depending on the number of people wishing to speak. When representing the official position of an agency or City-recognized organization, a speaker will be given 5 minutes. Questions for staff will be directed to staff through the Commission.*

<b>5. GENERAL PUBLIC COMMENT</b>	7:05
<b>6. STUDY ITEMS</b>	
a. <a href="#"><u>Shoreline Place Community Renewal Area (CRA) Sign Code Update</u></a>	7:10
<b>7. DIRECTOR'S REPORT</b>	7:50
<b>8. UNFINISHED BUSINESS</b>	7:55
<b>9. NEW BUSINESS</b>	7:56
<b>10. REPORTS OF COMMITTEES &amp; COMMISSIONERS/ANNOUNCEMENTS</b>	7:57
<b>11. AGENDA FOR Next meeting – December 3, 2020</b>	7:58
<b>12. ADJOURNMENT</b>	8:00

*The Planning Commission meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2230 in advance for more information. For TTY telephone service call 546-0457.*

**DRAFT**  
**CITY OF SHORELINE**

**SHORELINE PLANNING COMMISSION**  
**MINUTES OF REGULAR MEETING**  
*(Via Zoom)*

November 5, 2020  
7:00 P.M.

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**Commissioners Present**

Chair Mork  
Vice Chair Malek  
Commissioner Callahan  
Commissioner Lin  
Commissioner Rwamashongye  
Commissioner Sager

**Staff Present**

Nora Gierloff, Planning Manager  
Carla Hoekzema, Planning Commission Clerk

**Others Present**

Elliot Weiss, Community Attributes, Inc.

**Commissioners Absent**

Commissioner Galuska

**CALL TO ORDER**

Chair Mork called the regular meeting of the Shoreline Planning Commission to order at 7:00 p.m.

**ROLL CALL**

Upon roll call by Ms. Hoekzema the following Commissioners were present: Chair Mork, Vice Chair Malek, and Commissioners Callahan, Lin, Rwamashongye and Sager. Commissioner Galuska was absent.

**APPROVAL OF AGENDA**

The agenda was accepted as presented.

**APPROVAL OF MINUTES**

The minutes of October 15, 2020 and October 21, 2020 were accepted as presented.

**GENERAL PUBLIC COMMENT**

There were no general public comments.

**STUDY ITEM: HOUSING ACTION PLAN – DRAFT HOUSING TOOLKIT**

## 4a. Draft Minutes from Thursday, November 5, 2020

Ms. Gierloff explained that the Housing Action Plan analyzes the existing housing conditions, evaluates the effectiveness of the current incentives, identifies additional housing tools and types, supports public outreach efforts and develops a prioritized schedule of strategies to address community housing needs. The plan intends to achieve the following goals:

1. Understand how much, what types and where housing is needed in Shoreline.
2. Understand what housing types the market will provide.
3. Understand what households are experiencing housing challenges.
4. Understand where and how additional housing can fit in Shoreline.
5. Review existing housing strategies to see how well they are working, identify gaps, and find opportunities for improvement.
6. Identify new ideas to meet the City's specific needs, including working with community partners.

Ms. Gierloff reviewed that the Commission was briefed on the draft Housing Needs Assessment on July 16<sup>th</sup>, and this study session will focus on the draft Housing Toolkit. Both of the documents will be included in the Housing Action Plan, which will eventually be adopted into the Housing Element of the Comprehensive Plan.

Mr. Gierloff reviewed that the draft Housing Needs Assessment is an analysis of the City's existing housing stock, population demographic trends, housing affordability and forecasted housing needs. Some interesting statistics from the assessment include:

- There are quite a few single-family homeowners, and about 35% low to medium-income renters.
- The upzones around the light rail stations have resulted in a lot of townhouse development, and they are now starting to see apartment development. Interestingly, the development is occurring around the periphery of the MUR zones, rather than in the MUR-70' zone. The townhouses are family sized and offer ownership opportunities.
- Not a lot of new single-family homes are being built in the City because there are on large areas to subdivide.
- There has been a lot of apartment development, generally in the commercial corridors, and about  $\frac{3}{4}$  of them are studios or 1-bedroom apartments. The rapid growth in the rental units is shifting the balance between homeowners and renters.
- A lot of the single-family housing stock is large, older homes, even though people are having fewer children than when the homes were built in the 1950s and 1960s.

Ms. Gierloff advised that the draft Housing Needs Assessment was presented at an online open house, which was combined with an online survey to gather additional information from the City's citizens relative to priorities and challenges. Some smaller focus groups were also conducted to allow more one-on-one discussions. The goal was to be as inclusive as possible and provide multiple avenues for public feedback. The feedback included:

- Affordability was a concern, especially for renters.

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- Housing quality was very important, as was the need to maintain the existing housing stock. It should remain high quality in the years to come.
- There was a desire for more affordable rental housing. A lot of people are being priced out of more expensive rental markets, causing some population shift.
- There was concern about preventing displacement of low-income residents. The high degree of development in the City is good, as it creates more units for the market. However, it can also displace some low-income people from the older housing stock that is getting redeveloped.
- There was a desire to expand access to home ownership. A lot of people want to purchase homes, but only a small number of single-family homes are being developed. People are looking for other alternatives, including condominiums and townhouses.
- There was a desire to create more environmentally-sustainable buildings. Buildings are major contributors to greenhouse gases, and people are looking to choose sustainable alternatives when making housing choices.

Ms. Gierloff said the online open house and survey also invited participants to identify priorities for the Housing Toolkit. There is a lot of single-family housing stock, and the market is providing larger apartment buildings and townhouses, but the City Council is concerned about the “missing middle” housing types that could fit gracefully into the single-family and low to medium-density neighborhoods. The community identified the following priorities:

- **Cottage Housing** – The community expressed that this is a desirable housing type and something that could fit in well in the residential neighborhoods.
- **Accessory Dwelling Units (ADUs)** – It was suggested that ADUs be allowed without ownership restrictions. Currently, there are a lot of restrictions and the option doesn’t work for all properties.
- **Condominiums** – Condos expand opportunities for ownership. For example, condos might be desirable for someone moving out of a single-family home who still wants to own but doesn’t want the maintenance responsibility of a house.
- **Other Housing Types.** Some people mentioned that the City should explore options such as small homes, duplexes, and compact single-family homes as other housing types that could be allowed in the City.

Ms. Gierloff said information gleaned from the open house, survey and focus groups was used to create the draft Housing Toolkit. A regulatory review identified what is being done now and whether or not the regulations are moving the City in the right direction. It also identified potential changes to make sure the tools are fulfilling the gaps in the market-provided housing. She summarized that the Housing Needs Assessment and Housing Toolkit will be incorporated into the draft Housing Action Plan. The Commission will conduct a public hearing on the Housing Action Plan and make a recommendation to the City Council. The goal is to present the plan to the City Council early next year, with final adoption by June of 2021.

**Elliott Weiss, Consultant, Community Attributes, Inc.,** presented the draft Housing Toolkit, which provides a broad array of potential strategies and interventions. He explained that the purpose of the study session is to solicit feedback and questions from the Commission. He is particularly interested in learning what tools have the most potential for positive impact in Shoreline.

Mr. Weiss reviewed that the draft Housing Toolkit includes an introductory section, as well as a section outlining the City's existing tools and ways to make them more effective than they have been previously. It also identifies a number of new tools, including tools that are statutorily legal in Washington State but not yet implemented in Shoreline. He explained that the City may not be able to implement every tool, and stakeholders have identified the following guiding principles as the Commission reviews each option:

- **Equity.** Equity is of paramount importance and will only become more important as the City grapples with the impacts of the pandemic. The City needs to redress historical harms that have been perpetuated against people of color through policy that worked against equitable outcomes in the past.
- **Balance.** They need to consider a diversity of housing types and housing that is affordable to a broad range of people across the spectrum of incomes.
- **Stability.** They need to take care of existing neighborhoods so they remain strong or strengthen over time. They want well-planned, multi-generational neighborhoods that have access to employment opportunities and transit and grow in the same direction as the City's sustainability goals.
- **Representation.** They want to engage Shoreline residents across demographic and economic spectrums to make sure the Housing Action Plan represents all voices in the community.

Mr. Weiss reported that the gentrification and displacement risk across Shoreline neighborhoods was analyzed using a typology that was adapted from a state-of-the-art model the City of Portland used, which employs the following quantitative criteria:

- **Vulnerable Population.** A quantitative analysis was done to define, at the census tract or block group level, whether or not the residents there represent a vulnerable population. Vulnerable population is based on demographic markers, educational attainment, housing tenure (renters versus owners) and median income,
- **Demographic Change.** A quantitative analysis was done to define whether or not demographic change is currently occurring. The analysis was based on the same variables noted above, but added directionality to show the trends over the last several years.
- **Housing Market Condition.** A quantitative analysis was also done to define the direction that the housing market is moving. This analysis looked at appreciation in home values and rents over time.

Mr. Weiss displayed a number of maps that identify areas with vulnerable populations, changing demographics and accelerating housing market conditions. He also provided a map showing the block groups that are most at risk of gentrification. He noted that most of these block groups track with the Interstate 5 corridor and Highway 99. However, the two block groups that show gentrification is ongoing are east of Interstate 5 and near but not immediately adjacent to the station areas. He encouraged the Commissioners to consider these areas as they review the housing strategies. He suggested that rather than applying all of the strategies citywide, some of the strategies could be tailored to places where they will be most effective.

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Commissioner Rwamashongye asked if the analysis provides data that shows displacement as a result of market conditions. An example of this would be a low-income person who can no longer afford to live in a house he/she owns because an adjacent property is redeveloped causing property values and taxes to increase substantially. Mr. Weiss said he doesn't have specific data on people who were displaced due to property tax increases. However, he suspects the map wouldn't look significantly different than the one showing accelerating housing prices and rents since this data aggregates what is going on at the parcel level. If someone builds an expensive home next to an existing older home, the aggregate data will increase and the property taxes will change accordingly. That being said, he agreed to research tax data from the assessor's office to see if any linkages can be found to displacement. However, he cautioned that the assessor doesn't track displacement and it won't be easy to find transactional data that has been aggregated such that it can be used to identify the number of properties transacting versus the increase in property taxes.

Commissioner Rwamashongye noted that, as per the report, persons who pay more than 30% of their monthly income for housing fall into the category of being housing challenged. Based on the City's median income of about \$113,000 per year, those paying more than \$2,800 per month for housing would fall into this category. However, the low-income data provided in the Housing Needs Assessment, which came from the Department of Housing and Urban Development (HUD), includes low-income one-person households with an income of \$41,800 a year or below. He noted that a large number of recent college graduates would fall into that category. Mr. Weiss agreed that most college graduates at entry-level jobs would qualify as low income under HUD's definition because HUD bookmarks everything to the median income. A median income of \$113,000 might not seem high in some extremely wealthy communities, but compared to communities nationally, it is quite high. In many parts of the country, workers at \$20 an hour don't qualify as low-income but are challenged finding affordable housing. The City needs to find strategies to respond to this need. Recent graduates who live on their own and do not need a car do not need the same housing types as a family of four with two vehicles. Hopefully, the strategies will provide a menu of options, some of which may fit this particular need.

Commissioner Rwamashongye commented that, if the City desires to grow from an economic standpoint, it is important to have strategies in place to address the housing needs of recent college graduates. Otherwise, this talented workforce will go elsewhere.

Vice Chair Malek said he would like to see verification of the numbers provided for Area Median Income (AMI). His understanding was that Shoreline was somewhere between \$65,000 and \$80,000 a year, whereas Seattle is somewhere between \$103,000 and \$115,000 per year. He observed that Shoreline used to be considered a bedroom community of Seattle. There were expensive apartments and condominiums in downtown Seattle for younger professionals, but these units weren't attractive for families with children. Shoreline became a fall back for that population, but now the northern end of the Interstate 5 corridor is every bit as attractive as Seattle had once been. There is no reason for most people to go to Seattle on a regular basis. He asked what is meant by the term "dynamic." Mr. Weiss said the term was borrowed from the City of Portland's methodology. For Portland, dynamic means a tract or block where gentrification is ongoing based on the three criteria (vulnerable population, demographic change, and housing market conditions).

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Commissioner Rwamashongye asked if the City has areas that should be zoned to prohibit such things as fragmentation of properties. For example, a lot with a certain area could not be fragmented into two pieces, giving the opportunity to build a mini high rise at some point in the future. Mr. Weiss said it is not one of the tools identified in the draft document, but it is definitely something to consider. It is true that, if gentrification is occurring in areas that are developed predominantly as large lot, single-family residential homes, allowing parcels to subdivide and develop into small-lot, single-family parcels could result in a significantly higher price point than the neighborhood had previously seen.

Chair Mork observed that Shoreline has always drawn people with school age children because of its good school system. She asked how this was addressed in the analysis. Mr. Weiss said it is not one of the criteria in the Displacement Risk Assessment. Demographic markers are included as a criterion, but they are more focused on what portions of households constitute persons of color rather than measures around age or family sizes. However, the Housing Needs Assessment indicated there is a large number of older and younger families, and not a lot in the middle. The City should evaluate this as they consider the various strategies. Some strategies will meet the needs of this middle population better than others. For example, if they want to be a proactive community where the younger residents can find housing opportunities to meet their growing family's needs, they need to look at transition from renter to homeowner programs, etc. He commented that Shoreline's predominantly single-family development pattern means there are legacy housing products that can meet the needs of families if they are affordable.

Mr. Weiss reviewed the list of existing tools that could be tweaked to be more effective:

- **Accessory Dwelling Units.** ADU's are permitted in all of the City's residential zones, but there are a number of restrictions that make the option less effective. The City could ease the parking requirements, eliminate the owner-occupancy requirement, allow some density flexibility, and provide technical assistance programs, such as pre-approved designs, that make it less expensive and time consuming for homeowners to build ADUs. In addition, they could educate homeowners about the benefits and/or financial incentives associated with ADUs. He shared pictures to illustrate how ADUs could be designed to be very sensitive to the context of the neighborhoods they are located in.
- **Deep Green Incentive Program.** The City already has this program in place, but there are a number of restrictive regulations that apply to it. The City could adjust the parking requirements, reduce the minimum lot size to allow for broader participation in the program, and market the program more effectively.
- **Density Bonuses.** The City currently offers a density bonus for affordable units, but it does not apply to single-family projects on lots that can only accommodate one unit, and it is only relevant in residential zones where density limits apply. The City could do some technical feasibility work to figure out if the number of affordable units or level of affordability relative to median income is commensurate with the bonus that is offered. If the City is giving away more than it is getting in affordability, the program could be tailored to ask for a larger percentage of affordable units or units affordable at a lower price point. The City could also clarify how the code departure interacts with existing regulations. For instance, there may be situations where developers might be willing to participate in the program in order to get additional density, but the height limit doesn't allow



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them to make use of the density. Feasibility studies could be done to make sure that the other development regulations are in line with the program or to clarify when you can depart from certain development regulations. The City could better market the program or combine it with other programs such as the Multifamily Tax Exemption (MFTE) Program, which has already been adopted but has sporadic limitations.

- **Development Agreements.** Development agreements are voluntary, negotiated contracts between the City and developers, establishing standards and public benefits the development will provide. The City could focus on development agreements as a means of encouraging redevelopment, particularly catalytic redevelopment on large lots. Also, as one of the conditions of the development agreement, the City could require additional affordable housing units. In addition, the City could prioritize anti-displacement goals that are more aligned with the goal of avoiding or mitigating displacement risks. Because development agreements are voluntary, they could be used specifically where there is going to be large-scale redevelopment of property in areas where the displacement risk is high.
- **Inclusionary Zoning.** The City has some degree of inclusionary zoning, but additional feasibility testing could be done to make sure the provisions are aligned with market realities. This analysis would help the City determine if it is asking for what the market will bear in terms of affordable units. It could also monitor participation, and this feedback could help the City tell if something is not well calibrated. There is an opportunity to add ownership for condominium development and find ways to tailor the program to encourage larger units. When inclusionary zoning is the means by which affordable housing units are being added, they are typically studio and 1-bedroom units. These are important, but only meet a certain demographic slice of Shoreline residents.
- **Multifamily Tax Exemption (MFTE).** Shoreline currently employs this program. Participation has been strong in some places and nonexistent in others. Because income limits are set at the County level, affordable rents are close to the market rate in Shoreline. To address market variations, the City could test the impact of requiring deeper affordability in its most popular neighborhoods. The City's program could be tailored to have different MFTE requirements based on the prevailing rents in each of the zones. The City could also market the program more effectively.
- **Permit Fee Waivers for Affordable Housing.** The City has a form of this program, but it is unclear whether or not it is making a meaningful impact on a developer's pro forma. The City could conduct pro forma analysis to test if the program offers sufficient incentives, and then adjust what it offers in terms of fee waivers or reductions accordingly. The City could also market the program better to raise awareness in the development community.
- **Parking Reductions.** The City offers some parking reduction opportunities, but the combination of unclear guidelines and lack of awareness means that the provision hasn't been as effective as it could be. The City has granted reductions ranging from 2% to 23% to only 8 developments since 2015, which indicates the program has not been widely applied. The 23% is much less than the City could theoretically grant based on the current code. The City could establish clear criteria and revisit parking demand to evaluate reducing or eliminating parking requirements outright,

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particularly in the station areas and for affordable housing projects. Currently, the parking costs are passed along to renters, and the City could consider shared parking agreements and other opportunities that would allow parking to be treated separately from the rent of the units. Chair Mork said the Commission has spent a lot of time talking about parking, and it is likely they will be interested in exploring potential modifications.

- **Planned Action Environmental Impact Statement (EIS).** Planned actions increase certainty and decrease costs in the permitting and entitlement phases of development, and the City has completed four of them. In addition to increasing housing supply and variety, this tool could also be targeted geographically. A planned action could be part of the City's effort to ensure that affordable units are maximally feasible to construct in areas where residents are most at risk of being displaced. They will need to ensure that redevelopment opportunities do not eliminate existing affordable units, but the risk can be mitigated with proper program design.

Commissioner Callahan asked if staff has any updates on the Fircrest property, which is owned by the State. Ms. Gierloff said a funded master planning process is currently in progress. There has been thought about how to master plan the new nursing facility and potential behavioral health facility, and then identify excess land that might be available for other types of development. The deadline for completion of this project will extend into next year.

- **Sales and Use Tax Credit.** This program has been authorized by the State Legislature and is on the City's books, but there is lack of clarity as to what the funds can be used for. Perhaps there is an opportunity to think more proactively and strategically.
- **Surplus Land and Property for Affordable Housing.** The City is allowed to lease or sell underutilized land it already owns to developers for affordable housing. To improve this program, the City could be clearer on what lands are available to be disposed of and consider opportunities for reusing buildings that are structurally sound but currently vacant as affordable housing units. The City could also work with third parties, such as Sound Transit, to develop affordable housing units in the station areas. In addition, the City could consider prioritizing affordable housing projects serving households below 50% AMI.

Commissioner Rwamashongye clarified that, pertaining to the surplus of properties for affordable housing, Sound Transit had to comply with certain Federal rules and regulations associated with the Federal Transportation Authority (FTA) grant. King County recently enacted rules and requirements, but isn't sure if Shoreline has addressed this issue in its Development Code. Mr. Weiss suggested there may be other opportunities for the City of Shoreline to partner with Sound Transit to do larger, catalytic development on adjacent city-owned property. He said he would research what the City would have to do in order to legally surplus property for affordable housing, but it is statutorily enabled statewide.

Next, Mr. Weiss presented the list of new tools that may be relevant to Shoreline's housing needs and goals:

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- **Cottage Housing.** Cottage housing could be a good solution because it meets the needs of a number of demographic segments, but it is not currently allowed in the City. Cottage houses are typically about 1,000 square feet in size, and they are all located on the same lot. They could be a good fit for an aging demographic that doesn't want property maintenance responsibilities and/or doesn't need a large house. They are typically condominiumized and for sale units and are sensitive to the context of single-family neighborhoods. With good site design, not all of the units would be visible from the street level. From the street, these projects appear to be one or two single-family homes that keep with the existing neighborhood development pattern.
- **Density Bonus on Large Single-Family Lots.** A density bonus amendment would permit an additional, separate living unit (not an ADU) on qualifying lots in residential zones R-4 through R-48. With a density bonus provision, the dimensional requirements associated with ADUs would be removed for qualifying lots. For example, a density bonus could be allowed on lots that are larger than the minimum size allowed in the zone such that two units of nearly equal size would be appropriate. An example of when a density bonus might be appropriate is on a ½-acre lot in an R-4 Zone. Rather than requiring a property owner to subdivide the lot to accommodate an extra unit, the unit could be allowed as a density bonus if the lot meets the minimum size requirement and other performance standards.

Ms. Gierloff explained that this option came forward as a suggested Comprehensive Plan amendment. The City Council reviewed it and determined that it should be addressed as a potential tool in the Housing Action Plan.

- **“Missing Middle” – Friendly Zoning.** Most of the City is zoned for residential development, with development currently regulated in terms of units per acre, minimum lot size, maximum height and maximum building coverage. The City also regulates the building footprint with minimum setbacks on all sides in residential zones. Depending on the design and bulk, development types like duplexes, triplexes, townhouses and even small apartment buildings can be compatible with single-family neighborhoods. The City may wish to consider accommodating greater flexibility on density requirements and housing types and regulating these neighborhoods on more flexible measures like floor area ratio.
- **Small Lot Single Family.** Currently, most of the City's residential zones have strict minimum lot sizes that would preclude this option, but it is an increasingly common development type. There is not a lot of land for infill development in the City, but there is clearly strong demand amongst the consumer base for smaller-lot, single-family homes. Many first-time homebuyers can't afford larger lots, and aligning the zoning to allow small-lot development is a way to bridge that gap. Developing appropriate design standards can help support compatibility with existing neighborhoods.
- **Tiny Homes.** These homes can be extremely tiny and a lot of thought is needed when creating development regulations for them. As long as you can find the appropriate place for them to locate, tiny homes can be an appropriate means of bridging the gap to home ownership, particularly for younger, single people who don't have children.

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- **Local Affordable Housing Levy.** As per State Law, voters can authorize a levy to finance affordable housing for households under 50% AMI.
- **Real Estate Excise Tax 2 (REET 2).** This option is authorized by State Law and can be adopted at the local level, as well. As per State Law, Shoreline can impose an additional .25% on real estate transactions, and the funds can be used for capital projects identified in the City's facilities plan element. This is a good way to meet demand for affordable housing segments that aren't typically provided through other programs. Most of the other programs are designed to encourage affordable housing at the 70% to 80% AMI level. Because the REET 2 funds are less restrictive and because they are a result of market rate transactions, the City can choose to put them towards the levels of affordability that aren't going to be provided through the other programs.
- **Down Payment Assistance.** The Washington State Housing Finance Commission offers down payment assistance for income-qualified people, and the City of Shoreline could even establish its own program to supplement the State program. The City can provide information on these programs to low-income residents and potential first-time homebuyers.
- **Homeowner Stability Programs.** These programs focus on minimizing displacement, and the City could provide information to residents, particularly low-income and elderly, on a variety of programs. Programs include foreclosure intervention counseling, home rehabilitation assistance, and mobile home relocation assistance.
- **Partnerships with Affordable Housing Providers.** The City has a number of motivated and well-organized affordable housing providers throughout the region, including the King County Housing Authority, Compass Housing Alliance, Catholic Housing Services, and others. The City could partner with these providers to advance development projects on city-owned lands or to connect them with residents at risk of displacement. Better partnerships make what these providers do more effective.
- **Community Land Trusts.** The City could consider eliminating permit fees or allowing other subsidies, like reduced parking requirements or density bonuses, to promote community land trusts. These trusts could be a good partner for affordable housing development should the City choose to sell or lease surplus land.
- **Housing Incentive Marketing Program.** Shoreline already has several affordable housing programs and has the potential to add more, resulting in a potentially confusing development environment. The City could create a website where City staff, developers and residents could easily view and understand the affordable housing policy landscape and how it effects different areas. The website could both help people understand the policy and present a positive vision for what the programs are meant to achieve.

Mr. Weiss said that, over the coming weeks, he expects to have additional discussions with the Commission as they identify the tools that have the most potential. He will continue to work with staff to

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create the draft Housing Action Plan, using the Housing Needs Assessment and Housing Toolkit as a guide and adding implementation details.

Commissioner Callahan said she is interested in more information and discussion about the short-term rental market (rental of homes or parts of homes for fewer than 30 days via online platforms). There is some research that suggests that an abundance of these types of units can displace the longer-term residents. She questioned if short-term rentals could cause price increases. She noted that, in Seattle, the average per night cost of a short-term rental is \$152. Multiply that by the number of days in a month, and you can easily see how a property owner may decide to use a unit for short-term rental as opposed to leasing it out long-term. The City of Seattle adopted a short-term rental ordinance in 2017, which limits a property owner to a maximum number of short-term rental units. She asked if other cities who are creating housing action plans are addressing the short-term rental market.

Mr. Weiss said he doesn't know what other communities are doing, but he suspects that some are adopting regulations specific to short-term rentals. There are differential impacts across communities associated with short-term rentals, particularly in tourism hot spots. He agreed to look for data on market trends for short-term rentals in Shoreline that could help them understand whether or not there is an incentive for property owners to consider short-term rentals rather than renting on a long-term basis. However, he cautioned that the market data is highly proprietary and difficult to track down.

Commissioner Callahan said she is also interested in learning more about the City's current regulations for short-term rentals. For example, would someone be allowed to purchase five single-family homes and use them as short-term rentals? Ms. Gierloff answered that the City doesn't have a rental housing registration or much in the way of rental housing regulations. There is a real divide between renting out an entire house or apartment and renting out a room. Renting a room can help a homeowner or young family pay their mortgage without displacing anyone; whereas renting an entire unit tends to be investor-driven, which doesn't provide neighborhood support. Commissioner Callahan agreed. She said she would be concerned about removing the owner-occupancy requirement for ADUs if there are no restrictions on the number of short-term rentals. Ms. Gierloff said short-term rentals are extremely difficult to regulate because the platforms are not interested in sharing data or reducing the number of rentals. You have to actually catch people in the act in order to take code enforcement action against them. However, she felt it would be appropriate to discuss the risks and benefits.

Commissioner Rwamashongye commented that \$152 per day for 30 days equates to about \$4,000 a month or \$52,000 a year. Given that the median income in Shoreline is \$113,000, the average person would have to spend nearly half of their income on housing. If you are a renter using the short-term rental approach, you are in trouble. Mr. Weiss said he would provide additional data to clarify the economics. He pointed out that occupancy would reduce the total amount of income associated with a short-term rental, because short-term rentals do not get 100% occupancy. Even in strong markets, the occupancy is reduced by 20% to 40%. However, the point is well taken that there may be a strong incentive to do short-term rentals if you can net significantly more than renting it for the long term.

Commissioner Sager referred to the maps that identify the areas that are at risk of gentrification, particularly the southeast part of the City. If that is already an area that is high risk, it would also be an area where cottages, ADUS and other housing types make sense. She is concerned that, although

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redevelopment can create units that are more affordable, it can also displace the affordable units that are already there. Mr. Weiss agreed. He cautioned that, with all of the potential tools, the City must be wary of the impacts. So many of the tools require the redevelopment of property to produce the affordable units and this may result in a loss of existing affordable units. He suggested that the Commission needs to consider how the tools can work in tandem. For example, cottage housing might not be the best fit in these situations, but it can be a highly effective option when paired with the disposition of City property. The Housing Action Plan shouldn't just advance the options that seem to be most effective on their face, but the tools that can be maximally effective when combined with others.

Chair Mork said she is particularly interested in making sure the City is getting enough benefit in exchange for the incentives it offers. For example, is the City's return for allowing the additional height bonus incentive enough? Is the partial unit fee appropriately set? This will be important information to make sure the City maximizes funding appropriately. She is also interested in everything the City can do to increase sustainability. She likes that Mr. Weiss pointed out the need to provide more information to residents to make them aware of the programs that exist and to promote and enable affordable housing. Lastly, she reminded them that the topic of parking requirements has generated a huge amount of interest by both the Commission and the public.

Vice Chair Malek said he is glad that the Commission will be considering cottages as a potential housing tool. Shoreline is one of the only cities he is aware of that doesn't have it as a menu option. There are good reasons why people are concerned. When you allow cottage housing, you effectively double the density. It is also a legitimate concern that if development gets too varied in an area and it looks to eclectic and hodgepodge, it can diminish property values in surrounding neighborhoods. In addition, some of the cottage housing projects done previously in Shoreline were not well designed. However, all of these concerns can be addressed and should not be considered as a reason to keep it off the menu options. He expressed his belief that cottage housing could address both entry-level housing for a young couple, as well as opportunities for single-persons who are seeking homeownership. It can also provide options for older people who are seeking to downsize from their larger homes but want to remain in the community. There is an outstanding example of cottage home development near Shoreline Community College. The Reserve in Richmond Beach is another good example of cottage home development.

Vice Chair Malek commented that when you compare long-term and short-term rentals, it is important to consider the wear and tear and maintenance that is required for short-term rentals. Many people quickly find out that, if they don't manage their short-term rentals very tightly, they are not profitable. Most short-term rentals in Shoreline require at least a one-month lease.

Commissioner Lin said she understands that the tools are meant to incentivize more housing options and affordability. She asked if the City has a tool in place to require the units that receive an incentive to remain affordable long term. Specifically, if the City offered up surplus land at a reduced price for a low-income development, would the units be required to remain affordable in perpetuity. Mr. Weiss said the answer varies by program. With the MFTE program, there are 10 and 12-year versions, and the affordable units would not be required to remain at 80% AMI after the tax exemption expires. At that point, they could be rented at market rate again. In for sale products, it is entirely possible to develop deed-restricted, affordable, single-family units that would be sold at affordable prices in perpetuity. There are a variety of tools to implement the deed restriction, including a development agreement. If it is broadly agreeable

and important to the Commission, they could make sure that the Housing Action Plan looks at the idea of whether or not units are affordable in perpetuity as a critical question that must be answered in the strategy and implementation plan. The Housing Action Plan could intentionally balance strategies that are short-term focused versus those that are more long-term focused.

Ms. Gierloff advised that a 12-year MTFE is granted for development in the station areas, but there is an additional requirement of 99-year affordability. That may be one reason why no multi-family development, other than townhomes, has been proposed in that area. Developers aren't used to having to deal with a perpetuity requirement for affordability. However, as property values increase, developers will be able to make it work. Mr. Weiss pointed out that 99-year affordability is an additional proactive requirement, but a lot of communities have not structured their MFTE programs in that way.

Ms. Gierloff said another suggestion to think about is whether the City should develop an ownership affordability program that would allow the City to monitor the ongoing resale of an ownership product such as a condominium that has permanent affordability. It would be a lift to develop a program of this type, but it could be worthwhile.

Chair Mork suggested that Mr. Weiss research the group that Chris Gregoire is now leading that is focused on housing affordability. Microsoft provided a lot of seed money for this effort, which is associated with providing more affordable units in the metro area. Recent research shows that if there is a power outage in Seattle, the closest Seattle City Light lineman lives 90 minutes away, and the timeframe for emergency workers to arrive on scene in Shoreline is similar. Housing affordability plays a major role in this situation.

All of the Commissioners commended Mr. Weiss on his outstanding and thorough presentation. They particularly appreciated the details and maps that were provided. Mr. Weiss encouraged the Commissioners to provide additional comments and suggestions to him via Ms. Gierloff or by personally contacting him.

### **DIRECTOR'S REPORT**

There was no Director's Report.

### **UNFINISHED BUSINESS**

There was no unfinished business.

### **NEW BUSINESS**

There was no new business.

### **REPORTS OF COMMITTEES AND COMMISSIONER ANNOUNCEMENTS**

Vice Chair Malek reported that there were hearings on the Point Wells development project on November 4<sup>th</sup> and 5<sup>th</sup>, but he was unable to attend. One was a public hearing before the Town of Woodway Planning Commission, which was similar to the public hearing the Shoreline Planning Commission conducted just

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a few weeks ago. There will be two more hearings at the county level, one on November 12<sup>th</sup> at 9 a.m. and another on November 24<sup>th</sup> at 10 a.m. Both hearings will be virtual. He plans to attend at least one, and perhaps both of these hearings to gather more data. He will also follow up on what transpired at the Town of Woodway's hearing. He said it is good for the Commission to stay abreast of the situation as it makes its way through the process. Collaboration between Woodway and Shoreline will be key to being able to manage a project of this type that could become very unwieldy.

### AGENDA FOR NEXT MEETING

Ms. Gierloff advised that the Commission's November 19<sup>th</sup> agenda will be a study session on Community Renewal Area Signage.

### ADJOURNMENT

The meeting was adjourned at 8:45 p.m.

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Laura Mork  
Chair, Planning Commission

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Carla Hoekzema  
Clerk, Planning Commission

DRAFT



**6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update**

Planning Commission Meeting Date: November 19, 2020

Agenda Item: 6a.

**PLANNING COMMISSION AGENDA ITEM  
CITY OF SHORELINE, WASHINGTON**

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

<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Study Session	<input checked="" type="checkbox"/> Recommendation
<input checked="" 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. 160<sup>th</sup> 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 area was rebranded as Shoreline Place as part of the development agreement covering the central portion of the site.

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 sign allowances for ground floor retail spaces and the upper story apartments rather than a single sign area per facade.

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, they held an open record Public Hearing on the proposed Development Code amendments on July 16<sup>th</sup> and will make a recommendation to the City Council.

After the hearing staff asked the Shoreline Place property owners to work with their tenants and suggest any final refinements to the proposed changes.

Approved By:

Project Manager \_\_\_\_\_

Planning Director \_\_\_\_\_

## 6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update

### 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.



- The blue outline is the extent of the CRA.
- The blue shaded area is the extent of Shoreline Place.
- The colored lines show the allowed locations for pylon signs that were adopted in the 2015 sign code (one per frontage).

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.

## 6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update



### 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 in February. Only Merlone Geier, the Sears site property owners, provided comments on that material. The proposed sign code changes have also been posted on the City's Shoreline Place web page. Notice of the SEPA determination and the Planning Commission discussion were provided to property owners in March.

Additional comment letters were received on the day of the June 4<sup>th</sup> study session and one person provided oral comments at the meeting, see <https://www.shorelinewa.gov/government/document-library/-folder-5061> for the meeting record.

All tenants and property owners in the CRA were sent a postcard on June 11<sup>th</sup> notifying them of the update process and the upcoming public hearing in addition to code required hearing notice. See <https://www.shorelinewa.gov/Home/Components/Calendar/Event/15500/182?toggle=all> [past](#) for the July 16, 2020 meeting record, comments and video.

All property owners and commenting parties were emailed notice of this meeting on November 3<sup>rd</sup>, 2020.

### ANALYSIS

As redevelopment of the Shoreline Place 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 freestanding signs by the September 2017 deadline. References to Aurora Square have been changed to the new name Shoreline Place.

**6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update**

Staff has proposed additional changes to the code in response to public comments and questions from the Planning Commission at prior meetings. A strikeout/underline version of Shoreline Place Sign Code showing these proposed changes is included as Attachment A. At the hearing on July 16<sup>th</sup> the PC distilled its concerns to the following list:

**1. How many monument signs should be allowed?**

The existing code allows two monument signs per driveway. However, it is difficult to place an 8’ by 12.5’ (100 square foot) sign on each side of a driveway without removing trees or blocking the clear sight triangle required by the Engineering Design Manual for traffic safety.

The PC expressed support for allocating monument signs based on a parcel’s length of street frontage rather than per driveway. This would allow greater flexibility in sign placement and avoid conflicts with clear vision triangles for motorists. Staff’s proposal was to allow 1 sign for any parcel with frontage on a public street whether or not they have a driveway, with larger parcels allowed 2 or 3 signs depending on frontage length.

<b>CRA MONUMENT SIGNS</b>	
Maximum Number Permitted <u>per Parcel per Public Street Frontage</u>	<del>Two per driveway.</del> <u>1 - up to 250 feet. of street frontage,</u> <u>2 - parcels with more than 250 but less than 500 feet of street frontage</u> <u>3 - 500 feet or more of street frontage</u>

Merlone Geier had raised a concern about future land divisions affecting signage entitlements. However, any amount of frontage is permitted one monument sign, subject to spacing requirements, so land divisions could be drawn to retain signage rights. MG has chosen to prepare for redevelopment by dividing its parcel through a binding site plan rather than subdivision.

Staff suggests that we clarify that for binding site plans signage would be calculated based on the parent lot as the intent for these plans is that the individual lots continue to function as an integrated site. The following language is proposed for SMC 20.50.620 E:

**12. Binding Site Plans.** Signage allowances shall be calculated for the Binding Site Plan as a whole without regard to interior lot lines as it is considered to function as one site.

**2. Should there be spacing and setback requirements for monument signs?**

Staff researched the freestanding sign regulations for seven nearby cities, see Attachment B. For those that allowed multiple freestanding signs and regulated their spacing the required separation varied between 100 and 250 feet, including 150 feet for Shoreline (outside of the CRA). The two closest existing pylon signs on Shoreline Place site are approximately 180 feet apart.

## 6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update

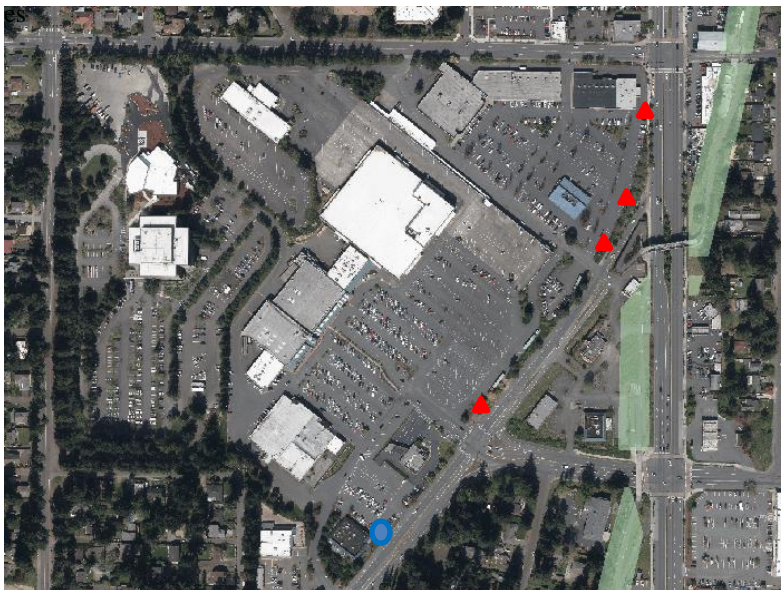
In their most recent comment letter Merlone Geier recommends that monument signs on the same parcel be no closer than 100' apart. Where two properties meet at internal property lines, monument signs could be located no closer than 25' from either side of the internal property line, see Attachment D.

Staff recommends that any spacing requirement be applied equally to monument and pylon signs. Some of the smaller frontages along Westminster are between 130 and 180 feet long, so a 150-foot spacing requirement from neighboring signage could prevent placement of a freestanding sign on their parcel. See below for proposed language that would allow all property owners with street frontage to have at least one monument sign and require that these signs be located at least 100 feet from any other on or off-site monument or pylon sign.

<b>CRA MONUMENT SIGNS</b>	
<del>Location Spacing</del>	<del>At any driveway to a CRA lifestyle frontage. Signs must be separated by at least 100 feet from any other monument or pylon sign.</del>

### 3. What is the nonconforming status of the existing signs?

There are four pylon signs, one on Aurora and three multi-tenant pylon signs along Westminster, shown on the map below. There is also a monument sign "Super China Buffet" on Westminster. There are no freestanding signs on 160<sup>th</sup> Street. None of these signs meet the current Shoreline Place sign code and per SMC 20.50.620 D 4. were required to be replaced with conforming signs in 2017.



- Existing pylon and monument sign locations.

Within the CRA boundaries but outside of Shoreline Place there are monument signs for WSDOT on Dayton and Northwest School on Westminster. The proposed changes would clarify that these signs are not required to conform to Shoreline Place design standards and are not required to be replaced.

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**4. Should the penalty for failure to install new signs by September 1, 2017 be eliminated?**

The existing nonconforming freestanding signs have been amortized, which means that they have been in use long enough for the owners to have recovered their investment in the cost of the sign and therefore the City was able to set a deadline for them to be removed without compensation.

Staff’s proposal is to remove the language requiring mandatory installation of new freestanding signs by 2017 and instead say that no new sign may list a business until any non-conforming sign listing that business is removed or brought into compliance, tying compliance to the redevelopment of the site. The City would still reserve the right to assess fines for alteration of non-conforming signs in violation of the code.

**G. Nonconforming Signs.**

1. No business may be listed on a pylon, monument, or 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~~ Shoreline Place 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 maintenance are allowable but may require a sign permit if structural components require repair or replacement.

**5. Should three or four pylon signs be allowed at Shoreline Place?**

The current code allows three pylon signs and requires them to be placed along different street frontages presumably to mitigate their visual impact. The code is silent on how the signs would be allocated between the different parcels and property owners within Shoreline Place.

Staff had proposed that instead one pylon sign be allowed per parcel between five and ten acres in area with a second allowed for parcels over ten acres. Locations would be determined by the property owners. This would allow property owners to make signage decisions independently of each other.

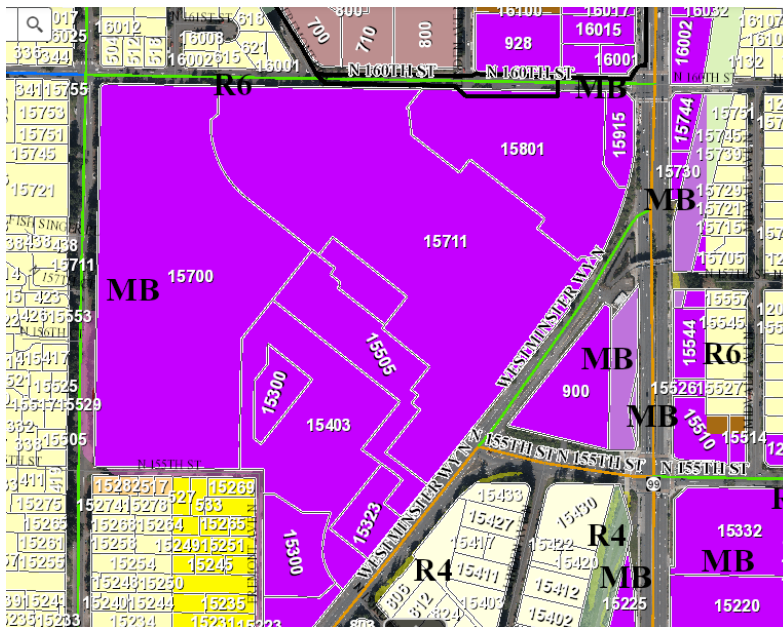
<b>CRA PYLON SIGNS</b>	
Maximum Number Permitted <u>per Parcel</u>	<del>One</del> <u>Three</u> pylon signs <del>are</del> allowed <u>per parcel between five and ten acres in area with a second allowed for parcels over ten acres.</u>
Location	<del>One</del> <u>Signs can</u> <del>may</del> be located on <del>each of the CRA lifestyle</del> <u>public street</u> frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>

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If the Commission wanted to allow four pylon signs on the site, as requested by ROIC, they could allow two signs per parcel over five acres. While the Merlone Geier site is over ten acres it is subject to a binding site plan so it would not be easily subdivided to create additional pylon sign allowances. The Desimone property is over 5 acres but has only a limited amount of street frontage that is across from R-4 zoning and therefore not eligible for a pylon sign.

Alternative:

Maximum Number Permitted <u>per Parcel</u>	<del>Two</del> <del>Three</del> pylon signs <del>are</del> allowed <u>per parcel over five acres in area.</u>
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- Zoning Designations

### 6. What should the height limit be for pylon signs?

ROIC has proposed allowing pylon signs taller than 35 feet though they did not suggest a specific number. The PC expressed support for staff's proposal to increase the allowed height of pylon signs to a maximum of 35 feet tall. This could potentially allow reuse of some existing sign structures, decreasing the cost of bringing the signs into compliance. Another option would be to stay with the 25 feet allowed in the current code. In any case the existing street trees and future buildings will limit the visibility of these signs.

<b>CRA PYLON SIGNS</b>	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	<del>Thirty</del> <del>Twenty</del> five feet.

### 7. Should wall signs be tied to entrances and not be allowed on walls that don't have public entrances?

The proposed code would create a sign allowance for ground floor businesses in addition to the wall signs allowed for the upper residential floors of mixed-use

## 6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update

buildings. Staff's proposal is to allocate primary signage to walls with public entrances, but also allow smaller signs on walls that are enhanced with transparency, landscaping or architectural design elements.

The 160<sup>th</sup> Street frontage in the photos below is an example of retail stores that are oriented to the internal parking lot yet have wall signs on the "back" that is facing the street. These blank walls are more of an issue with existing buildings as new buildings would need to meet the design standards at SMC 20.50.250. However, allowing signs on non-storefront walls would be an incentive to enhance those walls beyond the minimum commercial standards in the code.



Merlone Geier's comments in Attachment D provide examples of site conditions such as grade differences that would make it difficult to locate public entrances along some street frontages. Many retailers will think it important to have wall signs facing the street even if they are also listed on monument or pylon signs and being unable to have these signs may make Shoreline Place a less attractive location.

MG supports the proposed transparency, landscaping or architectural design enhancements for signs on non-storefront walls but has suggested that the incentive sign area be increased from .75 square feet to 1 square foot per linear foot of wall. This would be 2/3 of the area allowed for the primary sign rather than half.



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<b>CRA BUILDING-MOUNTED SIGNS</b>	
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"> <li>1. <u>Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space; or</u></li> <li>2. <u>A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u></li> <li>3. <u>Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u></li> </ol> <p><u>Residential Buildings: Two elevations may have <del>Maximum</del> sign area equal to <del>shall not exceed 2.515</del> 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>

**Additional Concerns Raised in Public Comments**

**Freestanding Sign Copy**

An important element to the success of Shoreline Place is to rebrand the former Aurora Village to provide a fresh and cohesive public image. Achievement of this goal is supported by the code requirements to develop freestanding sign design standards that set out a uniform logo, material, color and font for the center signage. A portion of each freestanding sign is required to be devoted to this center identity branding. Staff’s proposal is to reduce the amount of sign copy area that must be devoted to Shoreline Place center identity rather than advertising the individual tenants from 50% to 15% for monument signs and 25% to 15% for pylon signs in response to comments from a property owner. Wall signs have no design restrictions.

We have received an additional comment from Merlone Geier that only allowing freestanding sign tenant listings in a uniform font and color rather than the business’s design will reduce the attractiveness of the center to tenants. Tenants also place a high value on their brand identities as displayed by their color, font and logo choices. These restrictions may also be disincentives to updating the existing freestanding signs on site when tenants understand that they will be unable to display their brand identity on the new signs.

These type of sign design restrictions are uncommon and speak to the City’s desire to create a unique and visually distinctive environment at Shoreline Place. None of our adjacent cities have similar requirements for tenant signage though some do allow additional signage specifically for center identity.

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<b>CRA MONUMENT SIGNS</b>	
Sign <del>Content</del> Design	At least <del>50-15</del> percent of the sign copy area shall be used <del>for center</del> to identification <del>y</del> of <del>Shoreline Place</del> the <del>CRA lifestyle center</del> . Individual business <del>names</del> listings, if shown, shall not include logos and shall be a <del>single</del> common color <del>scheme and font</del> conforming to the <del>Shoreline Place</del> CRA signage design guidelines.

<b>CRA PYLON SIGNS</b>	
Sign <del>Content</del> Design	At least <del>15-25</del> percent of the sign copy area shall be used for <del>center</del> identification of <del>Shoreline Place</del> the <del>CRA lifestyle center</del> . <del>Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC).</del> Individual business <del>names</del> listings, if shown, shall not include logos <del>and must use a color scheme and font conforming to the Shoreline Place signage design guidelines</del> but may include any <del>color</del> .

### Options

- A. Adopt the staff proposed changes that retain the emphasis on the Shoreline Place brand identity over the individual tenants; or
- B. Require a uniform Shoreline Place sign design but allow the tenant listings on pylon signs to be in the tenant's choice of color, font and logo; and/or

<b>CRA PYLON SIGNS</b>	
Sign <del>Content</del> Design	At least <del>15-25</del> percent of the sign copy area shall be used for <del>center</del> identification of <del>Shoreline Place</del> the <del>CRA lifestyle center</del> . <del>Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC).</del> Individual business <del>names</del> , if shown, shall <del>not include logos but may include any color</del> .

- C. Require a uniform Shoreline Place sign design but allow the tenant listings on monument signs to be in the tenant's choice of color, font and logo.

<b>CRA MONUMENT SIGNS</b>	
Sign <del>Content</del> Design	At least <del>50-15</del> percent of the sign copy area shall be used <del>for center</del> to identification <del>y</del> of <del>Shoreline Place</del> the <del>CRA lifestyle center</del> . Individual business <del>names</del> , if shown, shall <del>not include logos and shall be a single common color conforming to the CRA signage design guidelines</del> .

### Proposed Wayfinding Sign Changes

Staff's proposed changes require a 25 foot setback from the street to avoid clutter and competition with the monument and pylon sign locations. Merlone

**6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update**

Geier has requested clarification about where the setback is measured. As the intent was to avoid competition with other signs and street furniture staff suggests that the setback be measured from the curb line of public streets. No setbacks would be required from the internal private streets.

<b>CRA WAYFINDING SIGN POSTS</b>	
Maximum Sign Copy Area	Two square feet per business <del>name</del> listing; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign <del>Content</del> Design	Individual business <del>names</del> listings shall not include logos and shall be in a single common color conforming to the <del>CRA</del> Shoreline Place signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	<u>Throughout Shoreline Place</u> <del>Anywhere in the CRA lifestyle center.</del> <u>-Must be set back at least 25 feet from the curb line of public streets.</u>

**RECOMMENDATION**

Consider policy options and make a Planning Commission recommendation to the City Council. The Planning Commission may choose to amend the proposed language in Attachment A with the alternatives discussed in the staff report, contained in public comments, or other changes.

**NEXT STEP**

Planning Commission recommendation will be presented to the City Council in early 2021. Staff will return with proposed freestanding sign design guidelines in 2021.

**Attachments**

- A – Proposed CRA Sign Code Amendments in Strikeout/Underline
- B – Freestanding Sign Regulations in Neighboring Cities
- C – Non-Conforming Pylon Sign Photos
- D – MG Comments dated 10/30/2020

**Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline**  
Shoreline Municipal Code

**20.50.620 ~~Shoreline Place ( Aurora Square Community Renewal Area) sSign sStandards.~~**

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 ~~Shoreline Place development~~~~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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<b>CRA Building-Mounted Sign</b>	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
<b>CRA Lifestyle Center Shoreline Place</b>	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
<b>CRA Lifestyle Frontage</b>	<del>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.</del>
<b>CRA Monument Sign</b>	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.
<b>CRA Pylon Sign</b>	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
<b>CRA Shoreline Place Signage Design Guidelines</b>	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 <del>the CRA lifestyle center</del> <u>Shoreline Place</u> .
<b>CRA Under-Awning Sign</b>	A sign suspended below a canopy, awning or other overhanging feature of a building.
<b>CRA Wayfinding Sign Post</b>	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
<b><del>Electronic Message Center (EMC)</del></b>	<del>A sign with a programmable, changeable digital message.</del>
<b>Portable Sign</b>	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.
<b>Temporary Sign</b>	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
<b>Window Sign</b>	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~~ Shoreline Place 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.

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3. All ~~CRA~~-pylon, ~~CRA~~-monument, and ~~CRA~~-wayfinding signs within Shoreline Place shall conform to the ~~CRA-Shoreline Place~~ 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.~~

## 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-Shoreline Place~~ Signage Design Guidelines.** Design and content of the ~~CRA~~-pylon, ~~CRA~~ monument, and ~~CRA~~-wayfinding sign posts within Shoreline Place shall conform to the Shoreline Place~~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 Shoreline Place center identity~~CRA lifestyle center~~ shall comply with the CRA Shoreline Place signage design guidelines.

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**

<del>CRA</del> 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 <u>per Parcel per Public Street Frontage</u>	<del>Two per driveway.</del> <u>1 - up to 250 feet. of street frontage,</u> <u>2 - parcels with more than 250 but less than 500 feet of street frontage</u> <u>3 - 500 feet or more of street frontage</u>

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Sign <del>Content</del> <u>Design</u>	At least <del>50-15</del> percent of the sign copy area shall be used <del>for center to identification of Shoreline Place the CRA lifestyle center.</del> Individual business <del>names listings</del> , if shown, shall not include logos and shall be a <del>single</del> common color <del>scheme and font</del> conforming to the <del>Shoreline Place</del> <u>CRA</u> signage design guidelines.
<del>Location</del> <u>Spacing</u>	<del>At any driveway to a CRA lifestyle frontage. Signs must be separated by at least 100 feet from any other monument or pylon sign.</del>
Illumination	Permitted.
<del>Mandatory Installation</del>	<del>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.</del>
<b><u>MONUMENT SIGNS OUTSIDE OF SHORELINE PLACE</u></b>	
<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 separated by at least 100 feet from any other monument or pylon sign.</u>
<u>Sign Design</u>	<u>Conformance to the Shoreline Place signage design guidelines is optional.</u>
<u>Illumination</u>	<u>Permitted.</u>
<b><u>CRA WAYFINDING SIGN POSTS</u></b>	
Maximum Sign Copy Area	Two square feet per business <del>name listing</del> ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign <del>Content</del> <u>Design</u>	Individual business <del>names listings</del> shall not include logos and shall be in a single common color conforming to the <del>CRA Shoreline Place</del> signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	<del>Throughout Shoreline Place Anywhere in the CRA lifestyle center. Must be set back at least 25 feet from the curb line of public streets.</del>
Illumination	<del>Not permitted.</del> <u>Permitted</u>
<del>Mandatory Installation</del>	<del>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</del>



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	<del>Manager to accommodate active or planned construction within the center.</del>
<b>CRA PYLON SIGNS</b>	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	<del>Thirty</del> <u>Twenty</u> -five feet.
Maximum Number Permitted <u>per Parcel</u>	<del>One</del> <u>Three</u> pylon signs <del>are</del> allowed <u>per parcel between five and ten acres in area with a second allowed for parcels over ten acres.</u>
Sign <del>Content</del> <u>Design</u>	At least <del>15</del> <u>25</u> percent of the sign copy area shall be used for <u>center</u> identification of <del>Shoreline Place</del> <u>the CRA-lifestyle center</u> . <del>Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC).</del> Individual business <del>names</del> <u>listings</u> , if shown, shall not include logos <u>and must use a color scheme and font conforming to the Shoreline Place signage design guidelines</u> <del>but may include any color.</del>
Location	<del>One</del> <u>Signs can</u> <del>may</del> be located on <del>each of the CRA-lifestyle</del> <u>public street</u> frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>
Illumination	Permitted.
<del>Mandatory Installation</del>	<del>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.</del>
<b>CRA BUILDING-MOUNTED SIGNS</b>	
Maximum Sign Copy Area	<u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u> <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> <ol style="list-style-type: none"> <li><u>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space;</u></li> <li><u>or</u></li> <li><u>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u></li> <li><u>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u></li> </ol> <u>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.5</u> <del>15</del> <u>percent of the building elevation fronting the residential</u>

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	<del>use of the tenant fascia</del> or a maximum of 500 square feet, whichever is less.
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.
<u>Projecting Signs</u>	<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>
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>  <del>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.</del>
<u>Sign Design</u>	<u>Individual business building-mounted signs do not need to meet the Shoreline Place Design Guidelines for color or font.</u>
Illumination	Permitted.
<b>CRA-UNDER-AWNING SIGNS</b>	
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 <del>public</del> <u>business</u> entrance.
<u>Sign Design</u>	<u>Individual business under-awning signs do not need to meet the Shoreline Place 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:

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- a. Maximum ~~two~~one signs per ~~business~~residential building;
- b. ~~Must contain the business's name and m~~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 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 public street frontage per parcel;
- b. May not be located on the City right-of-way;
- 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 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;

12. Binding Site Plans. Signage allowances shall be calculated for the Binding Site Plan as a whole without regard to interior lot lines as it is considered to function as one site.

**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.

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5. Inflatables.
6. Signs mounted on vehicles.

### G. Nonconforming Signs.

1. ~~No business may be listed on a pylon, monument, or 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~~ Shoreline Place 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 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

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~~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.

~~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.~~

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~~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.~~

~~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.~~

# Att. B - Freestanding Sign Regulations in Neighboring Cities

## Examples of Freestanding Sign Regulations in Neighboring Cities

Where sign regulations vary by zone the most intense retail zone is shown.

### Shoreline – Outside of CRA

**Area:** 100 SF

**Height:** 12 feet

**Number and Spacing:** 1 per street frontage, 2 per street frontage allowed if the frontage is greater than 250 ft. and each sign is minimally 150 ft. apart from other signs on same property. Monument signs only, pole signs prohibited.

### Lynnwood

#### Pole Signs

**Area:** 75 SF plus one-half foot for each lineal foot of street frontage over 250 feet. Any one pole sign shall be no more than 150 SF in area per side. An additional 20 SF of freestanding sign area allowed for each business over one up to an additional 80 SF.

**Site Identity:** Any multiple business site over 150,000 SF with 10 or more separate businesses allowed 1 additional freestanding sign for identification of the site generally, not to exceed 160 SF in area.

Street Frontage	Signs Allowed
1 – 300 feet	1
301 – 600 feet	2
601 – 900 feet	3
901+ feet	4

Sites which qualify for additional pole signs may substitute monument signs for those additional pole signs. Spacing less than 250 feet apart requires a conditional use permit.

**Location.** Setback 35 feet from the street right-of-way. 10 feet from any side or rear property line and 25 feet from any property line adjacent to a residential zone.

**Height.** Maximum of 25 feet in height above the average ground level at the base of the sign for all commercial zones.

#### Monument Signs

**Area:** 35 SF at the minimum setback from the street right-of-way plus 2 SF for each additional foot back measured perpendicular to the street, up to a maximum of 75 SF per side.

**Number:** The total number of monument, ground, and pole signs on a business site shall not exceed the maximum number of pole signs allowed.

**Location:** The leading edge of monument signs shall be located at least 10 feet from the street right-of-way, at least 10 feet from any side property line and at least 25 feet from any property line adjacent to a residential zone.

**Vision Triangle:** Monument signs shall not be located within a triangular area at street intersections or street and driveway intersections formed by two points measuring 20 feet back from the point where

## **Att. B - Freestanding Sign Regulations in Neighboring Cities**

the two street right-of-way lines merge or a street right-of-way line and edge of driveway merge and extending a line that connects these two points to complete the triangle.

**Height:** 6.5 feet high at the minimum setback from the street right-of-way plus 1 foot for each 1.5 feet back in a perpendicular line from the street.

### **Lake Forest Park**

The planned shopping center in the TC zone is a unique and visible community resource and structure. It is the city's desire that signs in the planned shopping center in the TC zone be aesthetically pleasing, architecturally cohesive with the planned shopping center in the TC zone and with signs of other tenants in the planned shopping center in the TC zone, of superior construction, safe for both pedestrian and vehicular traffic and commercially reasonable.

**Number and Size:** A planned shopping center in the TC zone may have 2 freestanding ground signs, 25 SF in area per side, identifying the name of the shopping center but not the businesses; plus one nonilluminated freestanding ground sign up to 10 feet high and 60 SF per side identifying the businesses; plus one 30 foot high, 300 SF per side freestanding sign at the main entrance listing businesses. The ground signs shall be of a style, material and design as are compatible with the associated buildings. All ground signs and support elements are to be integrated into a single design.

### **Edmonds**

Permanent freestanding signs are discouraged and approved only where the applicant demonstrates by substantial evidence that there are no reasonable and feasible alternative signage methods to provide for adequate identification and/or advertisement.

**Area:** 56 SF or one-half SF of sign area for each lineal foot of street frontage, whichever is greater, up to 160 SF. Freestanding signs count against the overall allowable permanent sign area. Multiple business or tenant sites are allowed an additional 24 SF of area for each commercial tenant over one up to 160 SF.

**Maximum Height.** 6 or 14 feet depending on zone.

**Location.** Freestanding signs shall be located as close as possible to the center of the street frontage on which they are located. Sites on a corner of two public streets may have one sign on the corner instead of a sign for each frontage. Monument signs up to six feet in height may be located in a zoning setback, but not less than five feet from a property line.

**Number:** One freestanding sign per lot, except in the business and commercial zones where a lot or site has frontage on two arterial streets, one sign per street frontage is permitted.

### **Mountlake Terrace**

**Setbacks:** Signs may be built to, but may not extend over, any property line. No freestanding sign shall be so placed as to violate the triangular sight area as established by this title

#### Freestanding and Monument Signs in the Town Center Zone

**Area:** The greater of 40 SF, or 15 SF plus .0014 SF of sign area for each SF of land area, no maximum.

**Height:** 30 feet



## Att. B - Freestanding Sign Regulations in Neighboring Cities

**Number:** 1 monument and 1 freestanding per lot. Multiple tenant complexes allowed one additional freestanding sign on any street frontage over 300 lineal feet; provided, no freestanding sign may be closer than 100 feet from another freestanding sign on the same frontage.

### Mill Creek

**Business District:** Retail uses within the community business zone district, on a lot or lots over one acre, one freestanding identification sign per arterial street. The decorative supporting structure and the sign together shall not exceed 50 SF in area; and

- a. 4.5 feet in height for signs that start at grade level, or
- b. 6.5 feet in height for signs that are raised at least 18 inches above grade.

Up to four individual tenants, per side, may be featured on the sign with a minimum of six SF of sign area per tenant. Individual tenant signs shall contain only the name of the business, the type of business and/or a company logo.

One freestanding sign up to 16 SF in area and 42 inches in height for each standalone business greater than 3,000 SF in the commercial center.

### Bothell

**Number:** One sign per each 150 lineal feet of property street frontage.

**Area:** Maximum of 50 SF.

**Height:** 6 feet in height and 10 feet in width. For properties with up to 330 lineal feet of street frontage, one of the allowed freestanding signs may be up to 15 feet in height. Other dimensional requirements as specified above shall still apply. No structural support poles or braces shall be visible.

**Setbacks:** There are no specific setback requirements for on-premises signs; provided, that no sign shall intrude into the sight distance triangle and line of sight.

Freestanding signs may be used both to identify a multitenant center and/or to identify individual tenants within a center, at the property owner's discretion.

### Kenmore

Urban corridor, waterfront commercial, and regional business zone signs.

**Number and Area:** One freestanding sign up to 170 SF is permitted for each street frontage, provided corner lots with a street frontage of less than 100 feet on each street shall be permitted only one.

Multiple-tenant developments with over 300 feet of street frontage on one street may have one additional freestanding sign for each 300 feet of street frontage, or portion thereof. Such signs shall be separated by a minimum of 150 feet, if located on the same street frontage.

On lots where more than one freestanding sign is permitted, the sign area for individual freestanding signs may be combined; provided the combined sign area does not exceed 300 SF.

**Height:** 25 feet.

**Att. C - Non-Conforming Pylon Sign Photos**



Animal Hospital Sign – Southbound



Northbound



North Aurora Square Sign – Southbound



Northbound

**Att. C - Non-Conforming Pylon Sign Photos**



Middle Aurora Square Sign – Southwest bound



Northeast bound

**Att. C - Non-Conforming Pylon Sign Photos**



South Aurora Square Sign – Southwest Bound

Northeast Bound



Monument signs are more visible than pylon signs because they are underneath the tree branches rather than at the same height.

**Att. C - Non-Conforming Pylon Sign Photos**



Existing center signage is most visible from onsite



Scale of pylon sign compared to pedestrian



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**Fax:** 258 / 259 / 8886

October 30, 2020

Nora Gierloff  
Planning Manager  
City of Shoreline  
17500 Midvale Ave N.  
Shoreline, WA 98133

Dear Nora,

Thank you for affording Merlone Geier Partners (MGP) the opportunity to share our thoughts regarding the CRA sign regulation amendments and commentary that we heard during the July 16, 2020 Shoreline Planning Commission Meeting. While we agree with the majority of the proposed amendments and the recommendations made by our neighbor ROIC, we would like to address a handful of issues that have the potential to negatively impact the Shoreline Place Development as a whole.

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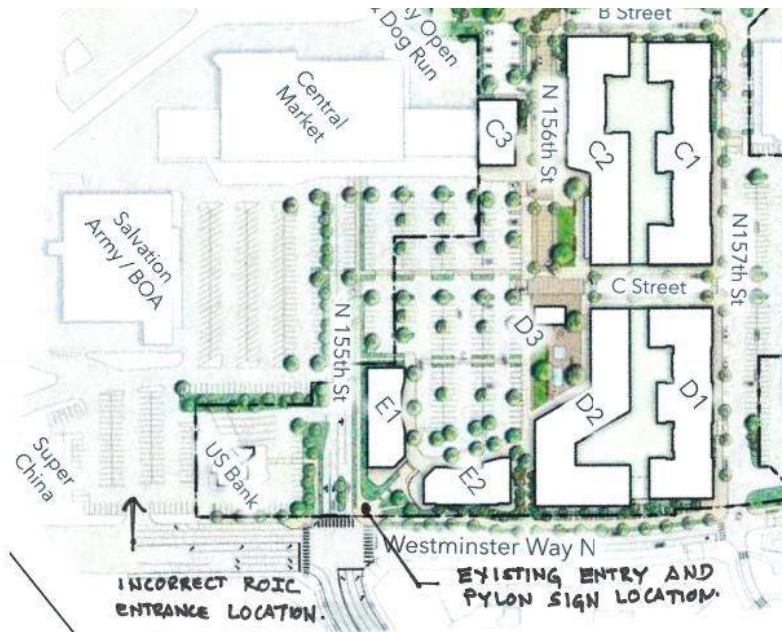
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ROIC Produced Sketch Showing Incorrect Location of Existing Site Entry and Sign



Actual Location MGP Entrance and Pylon Sign

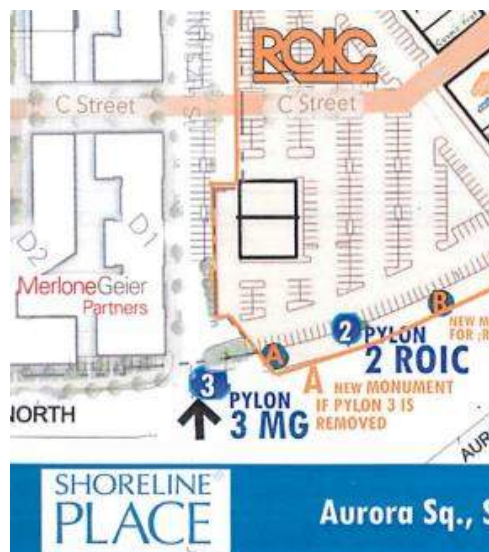




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**ROIC Produced Sketch**



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Thank you again for your efforts during this process and for taking our recommendations into consideration. Once adopted, these amended sign regulations will allow MGP, ROIC and the other owners in the CRA to help the City of Shoreline realize their long-term vision for Shoreline Place. Should you have any questions please feel free to reach out to me.

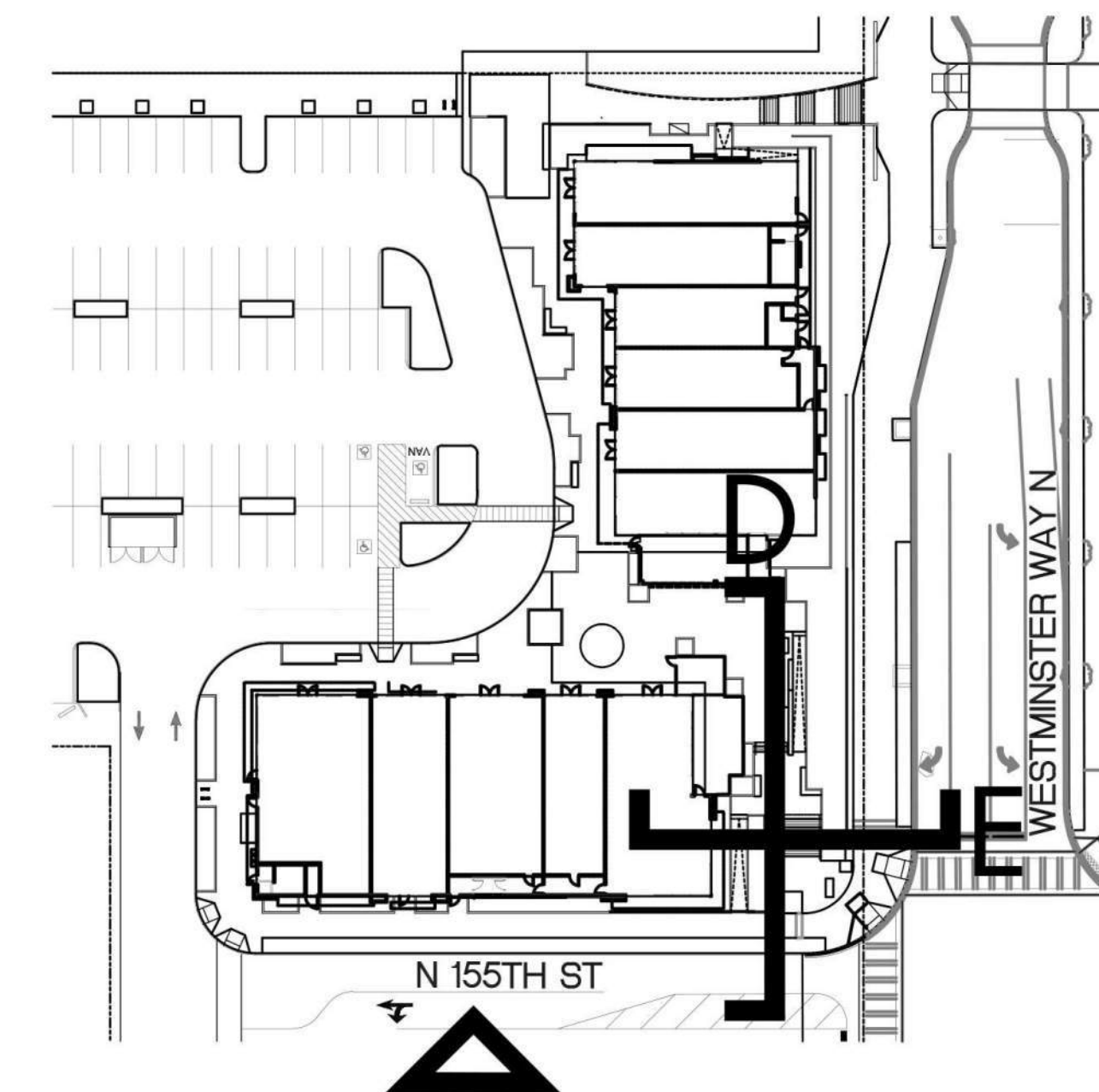
Respectfully,

Glenn Goodman  
Vice President, Design & Construction

A handwritten signature in blue ink that reads "Glenn Goodman".

Exhibit A: Concept Drawings for 155<sup>th</sup> and Westminster Pad Buildings

CC: Jamas Gwilliam, MGP

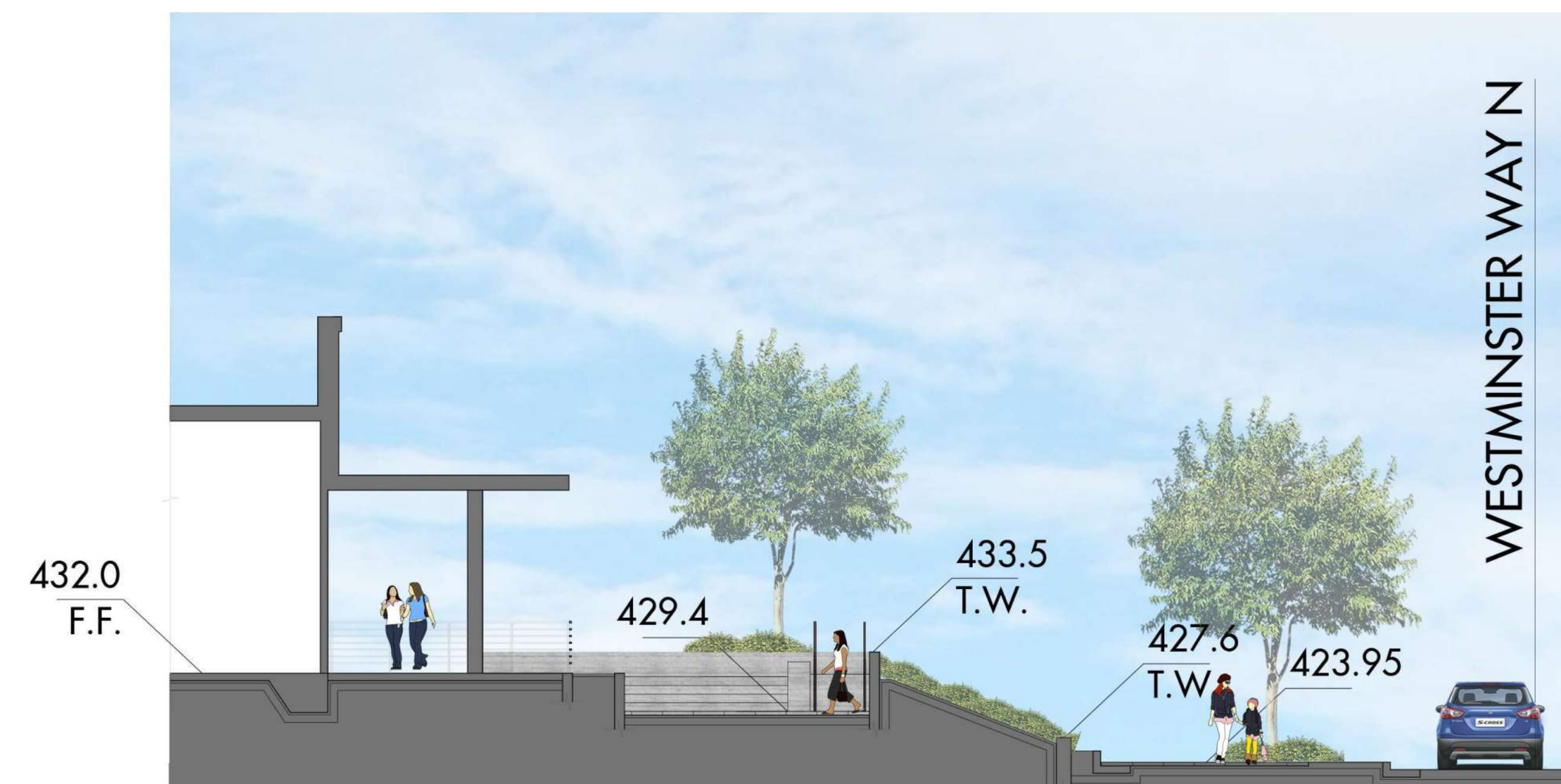


KEY PLAN 

SOUTH ELEVATION ALONG N 155TH STREET ENTRY



SECTION D - N 155TH STREET ENTRY THRU WESTMINSTER PLAZA



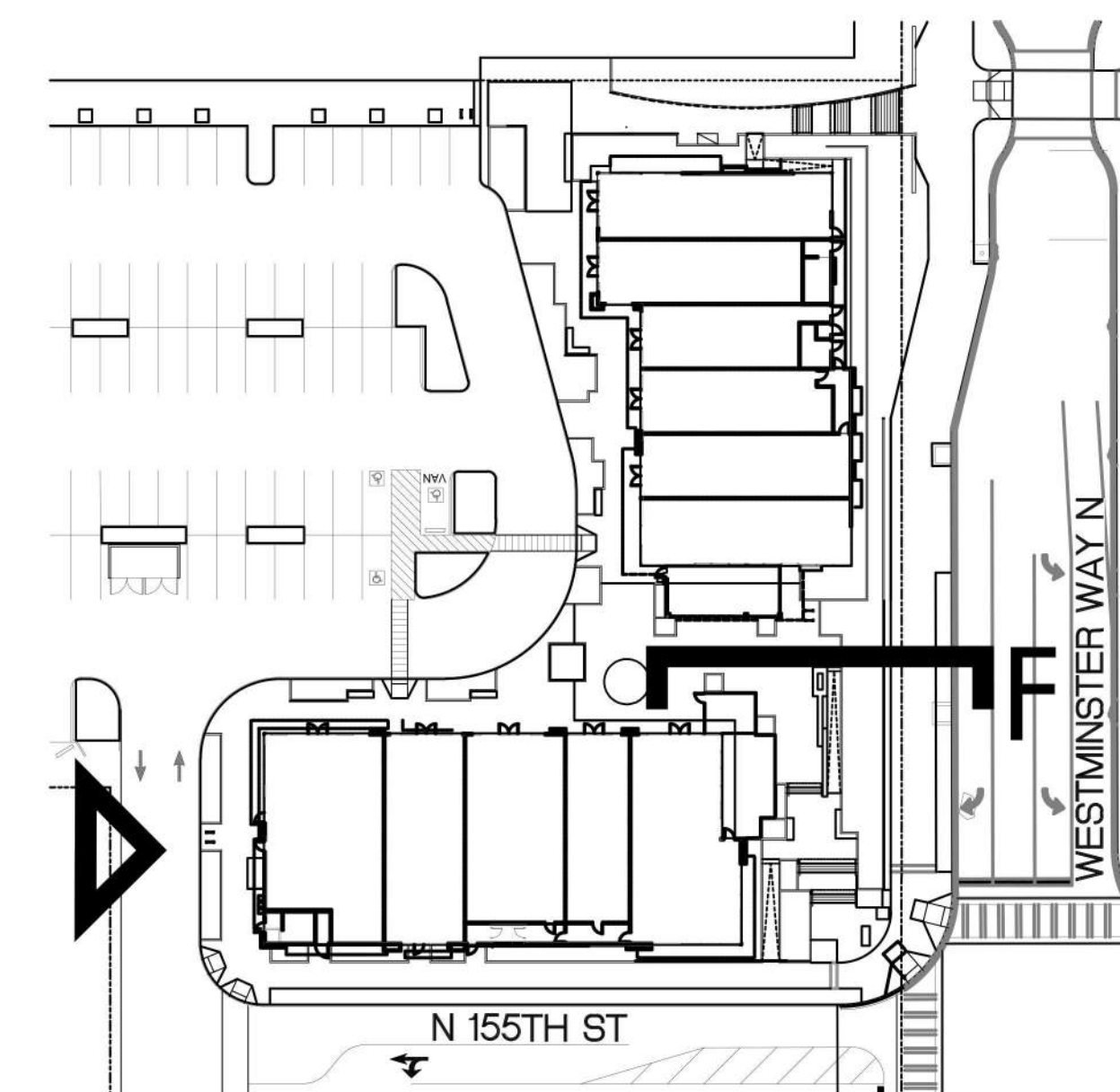
SECTION E - SHOPS E1/PLAZA TO WESTMINSTER WAY N

# PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1

DATE:	REVISIONS



WEST ELEVATION



KEY PLAN 



SECTION F - WESTMINSTER WAY N THRU PLAZA

DATE:	REVISIONS

# PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1

SCALE: 1/8" = 1'-0"

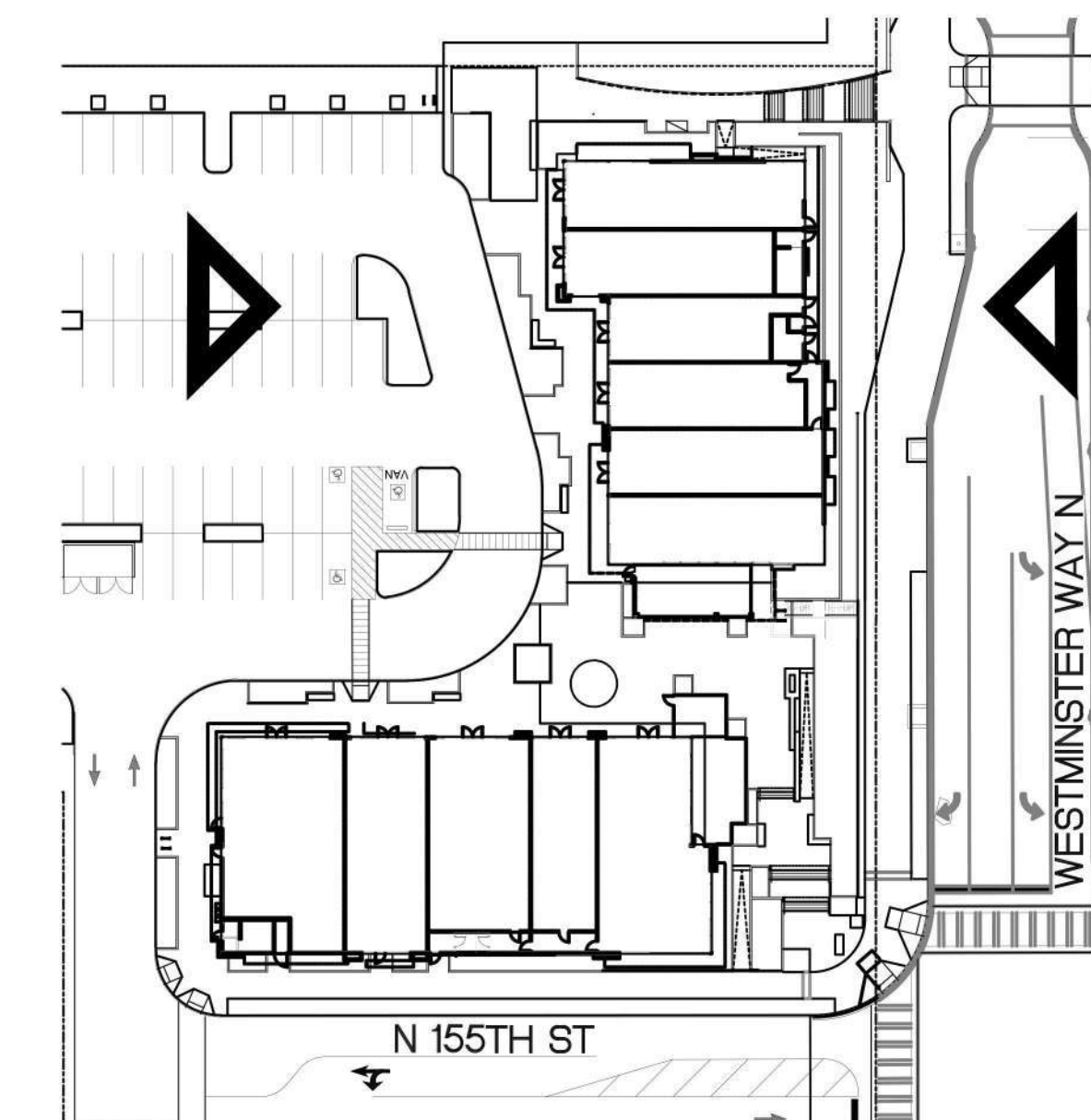


01A

**SHORELINE PLACE**  
Shoreline, Washington



WEST ELEVATION



KEY PLAN 

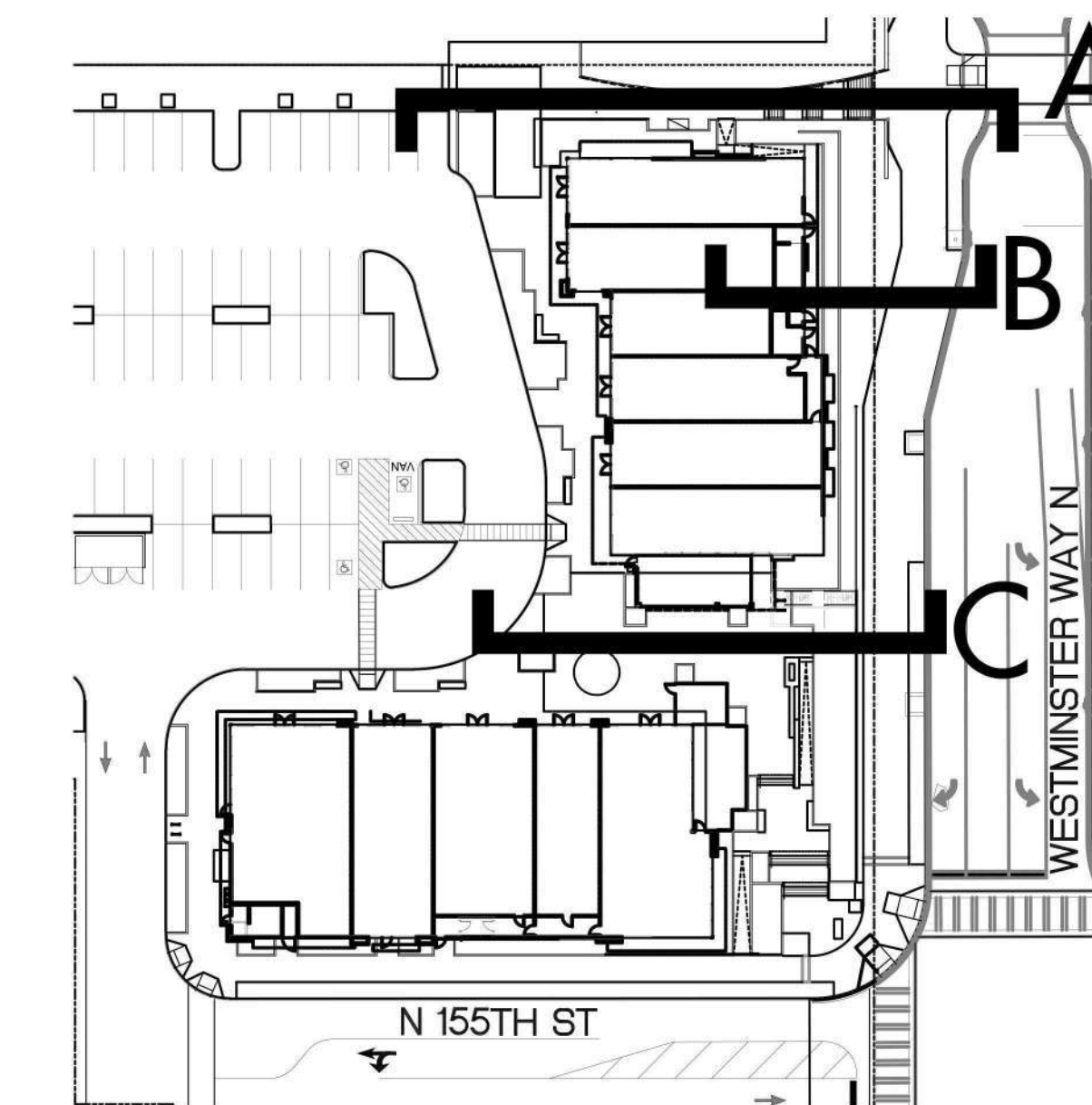


EAST ELEVATION ALONG WESTMINSTER WAY N

DATE:	REVISIONS



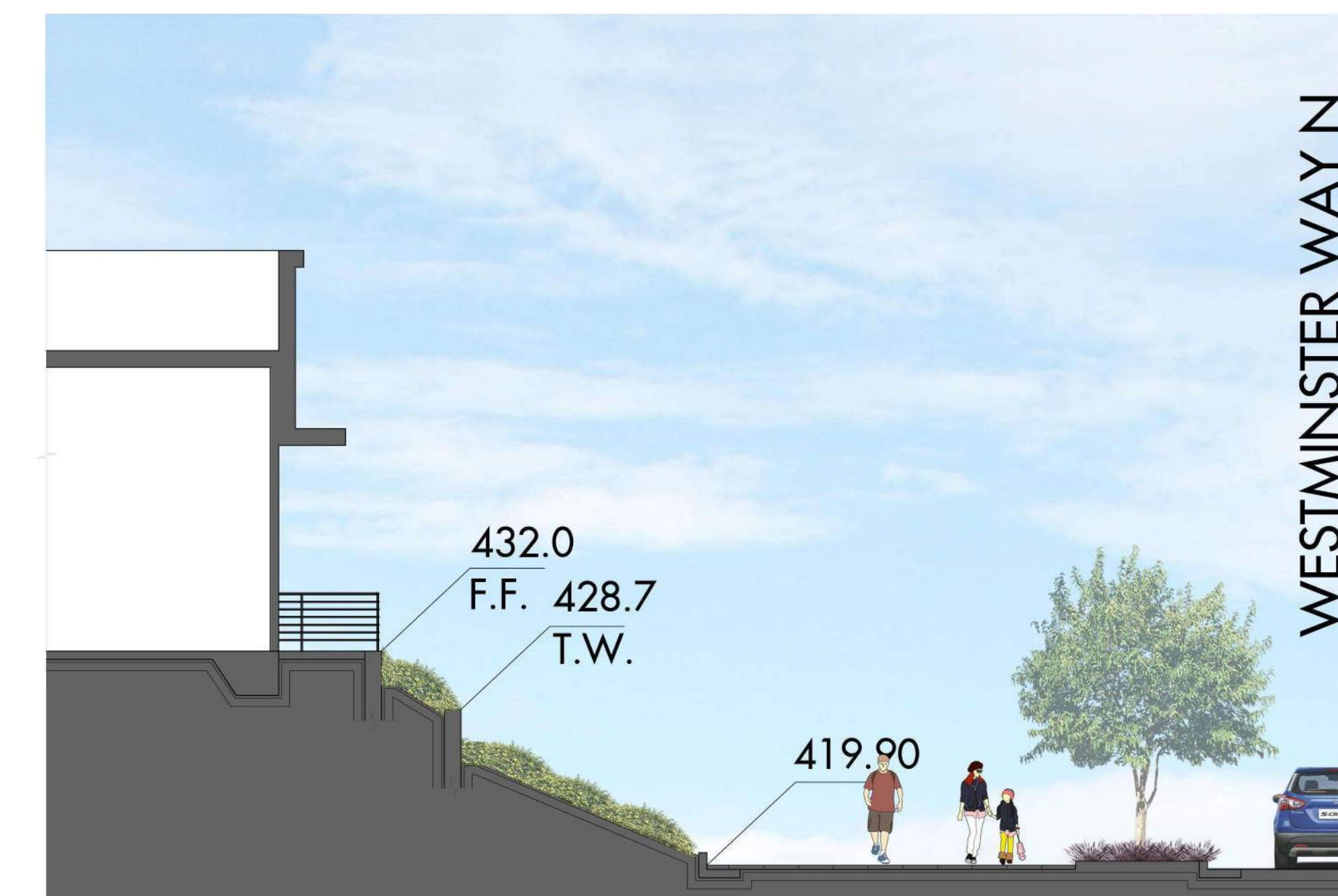
SECTION A - WESTMINSTER WAY N TO PARKING LOT



KEY PLAN 



SECTION C - PLAZA TO WESTMINSTER WAY N



SECTION B - WESTMINSTER WAY N THRU SHOPS E2

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E2

DATE:	REVISIONS



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

**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](mailto:choekzema@shorelinewa.gov) | [www.shorelinewa.gov](http://www.shorelinewa.gov)

---

**From:** Nora Gierloff <[ngierloff@shorelinewa.gov](mailto:ngierloff@shorelinewa.gov)>  
**Sent:** Tuesday, November 3, 2020 2:01 PM  
**To:** Carla Hoekzema <[choekzema@shorelinewa.gov](mailto: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](mailto:kyle@mattispart.com)>  
**Sent:** Friday, October 30, 2020 12:37 PM  
**To:** Nora Gierloff <[ngierloff@shorelinewa.gov](mailto: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 155<sup>th</sup> 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



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

— A MEMBER OF —  
**CHAINLINKS**  
RETAIL ADVISORS





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October 30, 2020

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# CRA Sign Code Update - Public Comment - Merlone Geier Partners



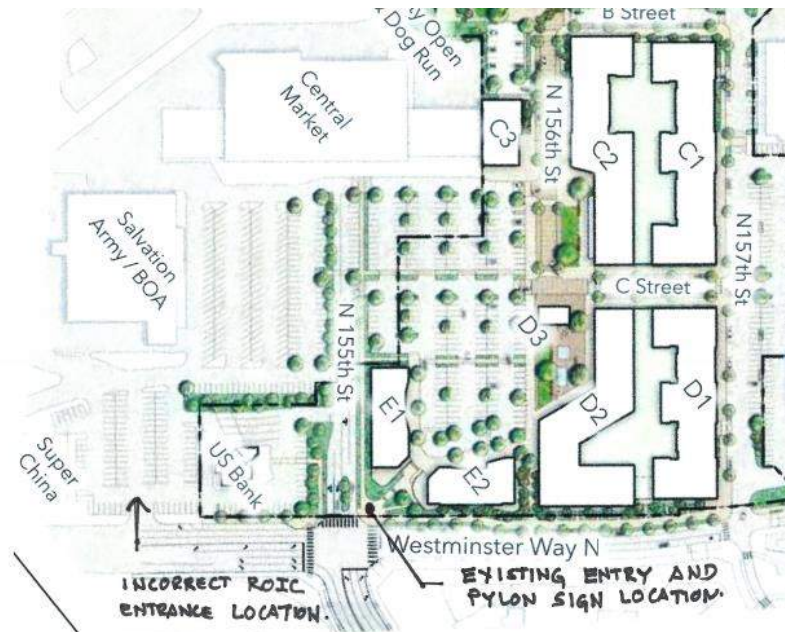
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## ROIC Produced Sketch Showing Incorrect Location of Existing Site Entry and Sign



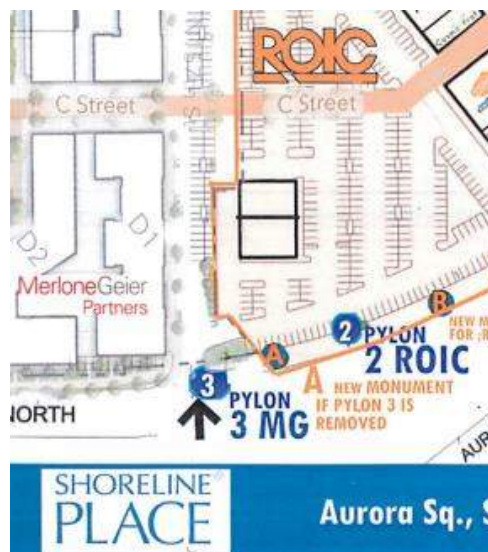
## Actual Location MGP Entrance and Pylon Sign



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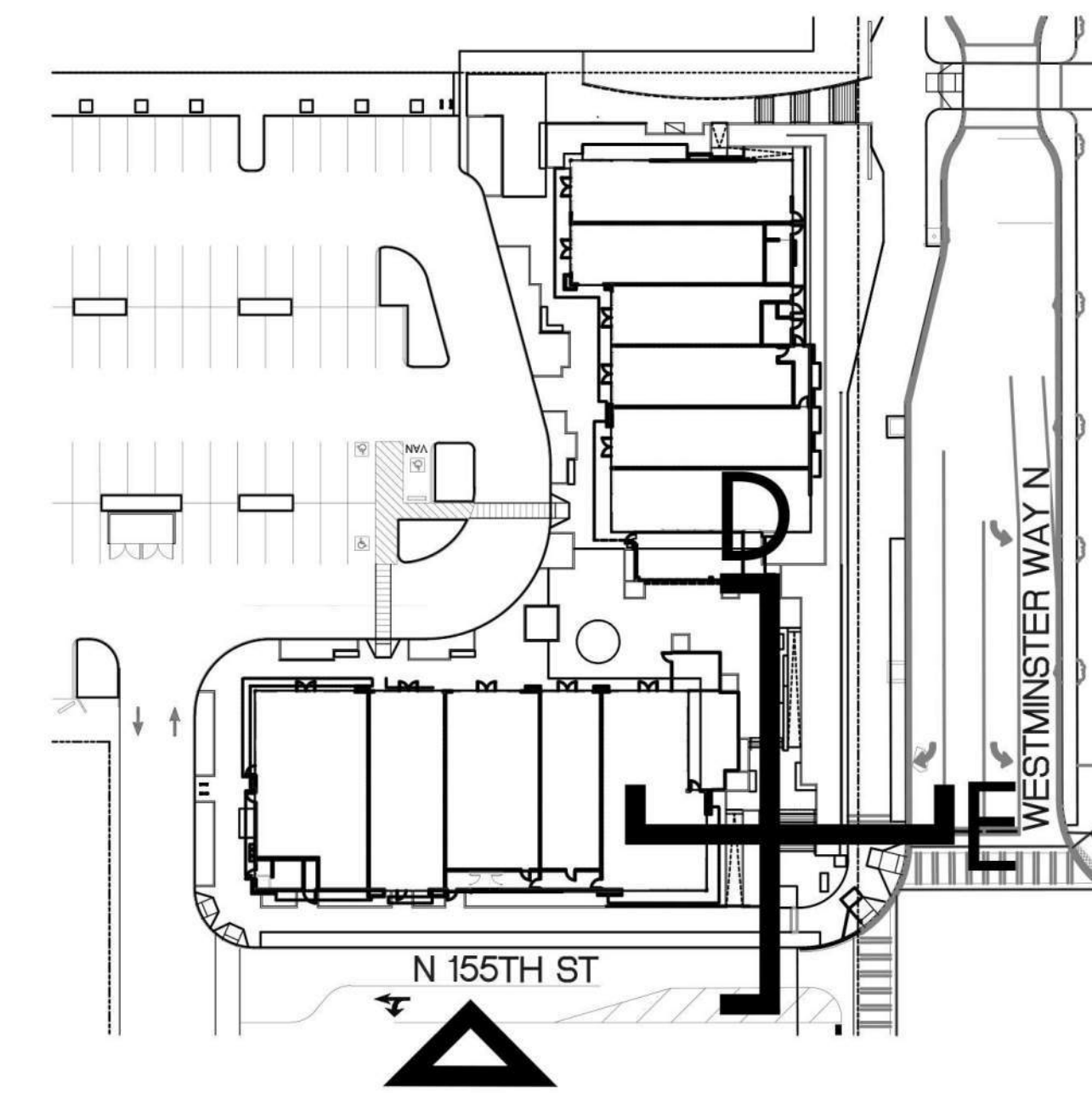
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CC: Jamas Gwilliam, MGP

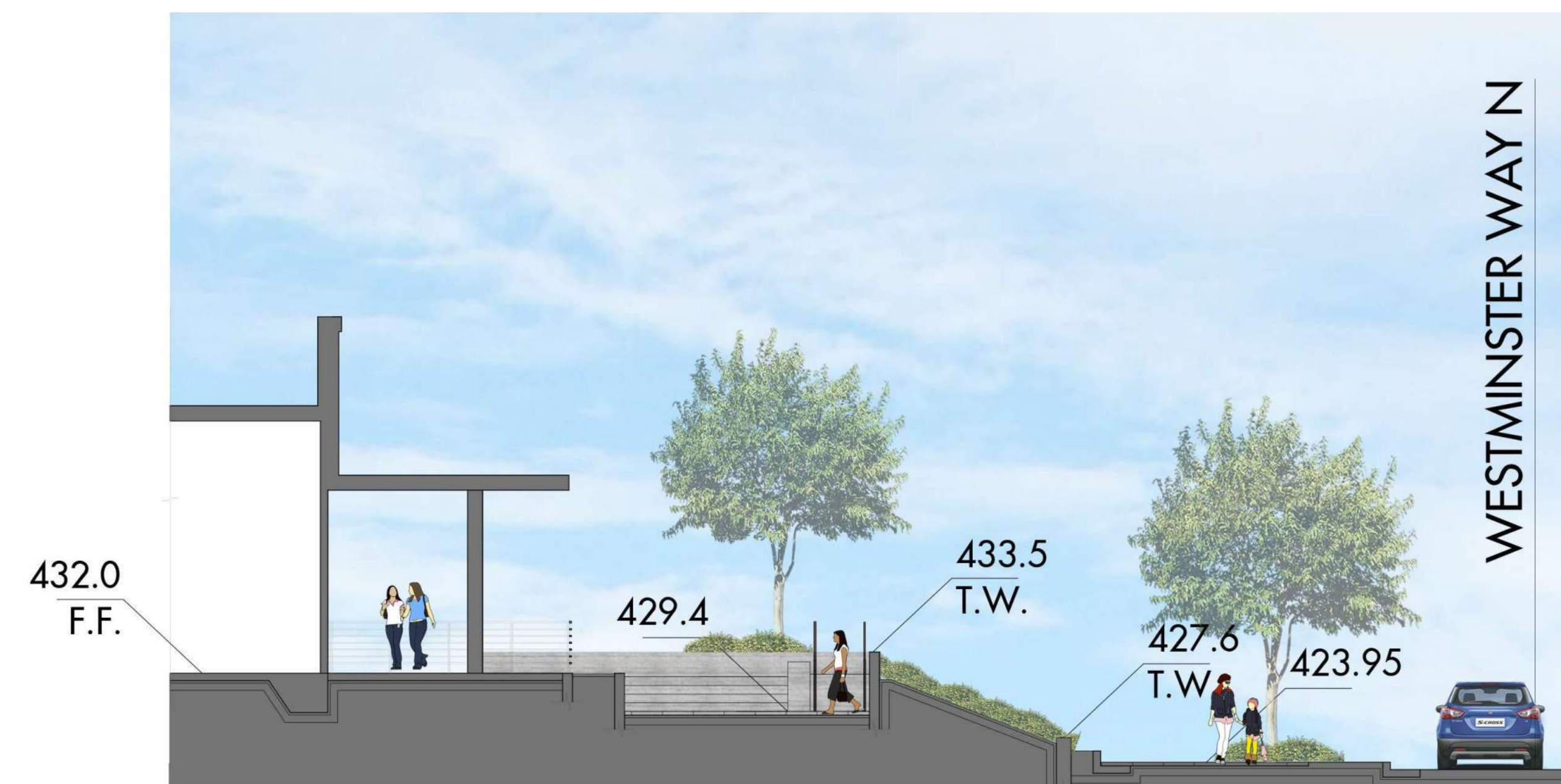


KEY PLAN 

SOUTH ELEVATION ALONG N 155TH STREET ENTRY



SECTION D - N 155TH STREET ENTRY THRU WESTMINSTER PLAZA



SECTION E - SHOPS E1/PLAZA TO WESTMINSTER WAY N

# PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1



DATE:	REVISIONS

SCALE: 1/8" = 1'-0"

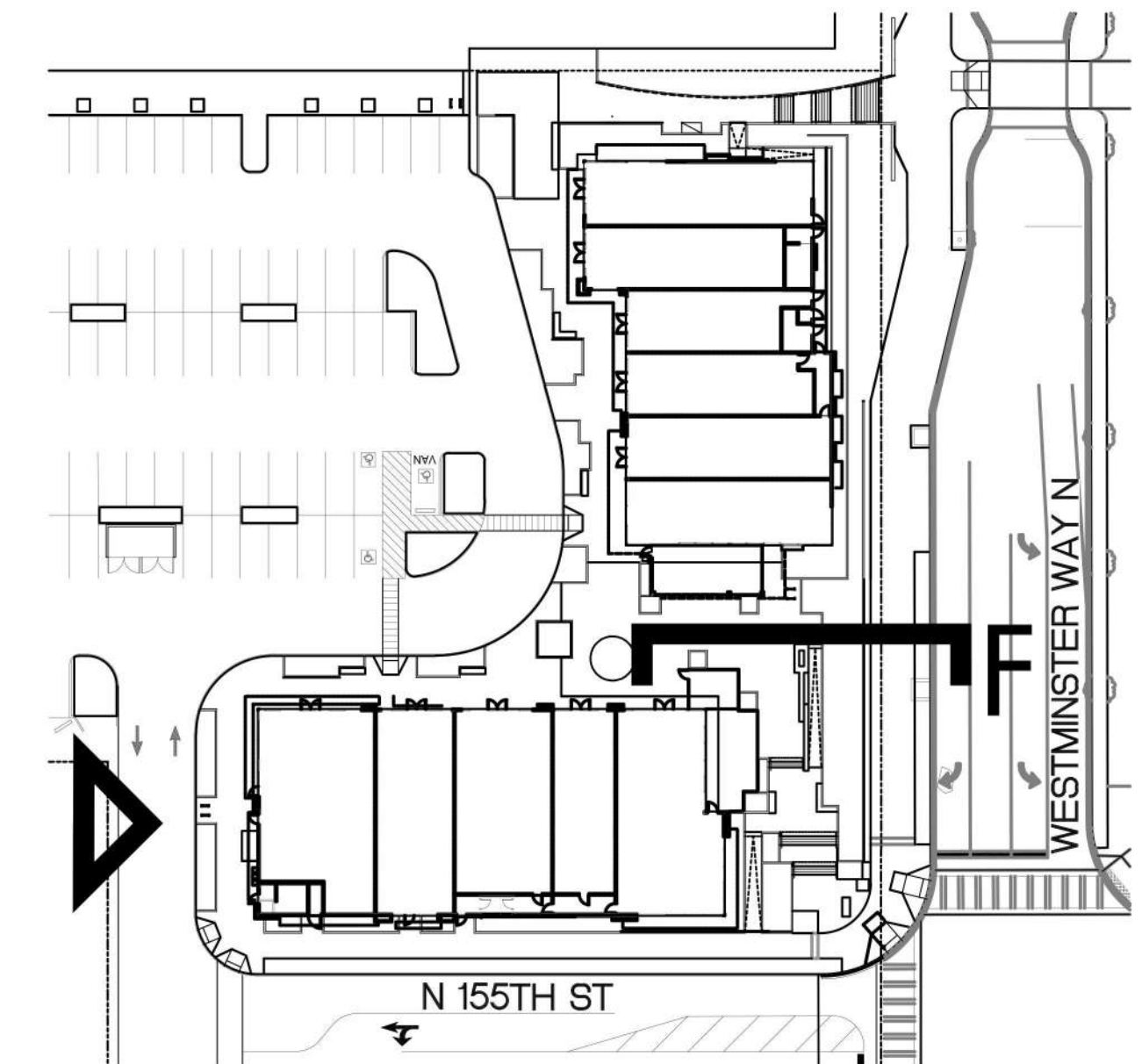


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**SHORELINE PLACE**  
Shoreline, Washington



WEST ELEVATION



KEY PLAN 



SECTION F - WESTMINSTER WAY N THRU PLAZA

DATE:	REVISIONS

# PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1

SCALE: 1/8" = 1'-0"

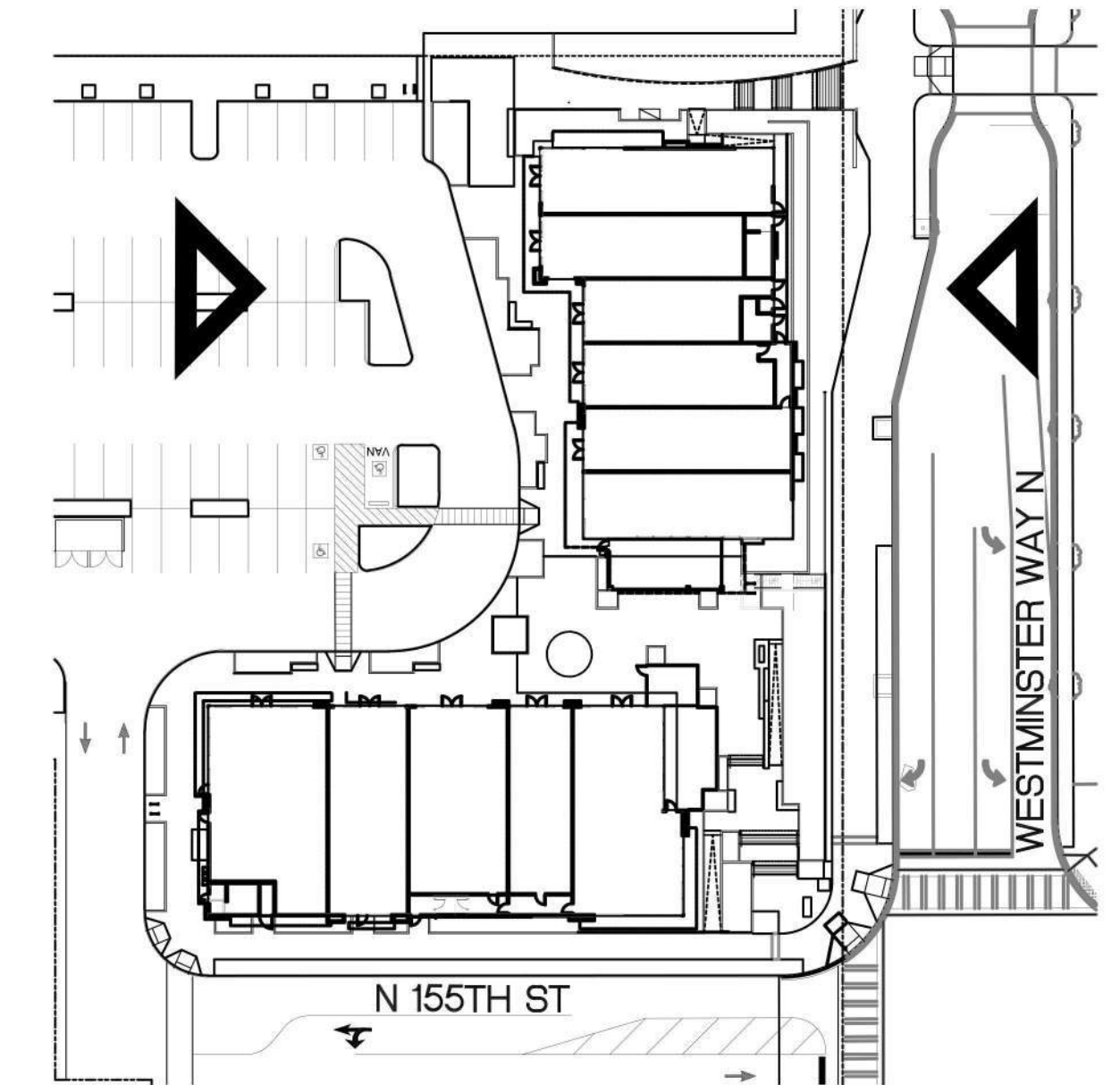


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**SHORELINE PLACE**  
Shoreline, Washington



WEST ELEVATION



KEY PLAN 



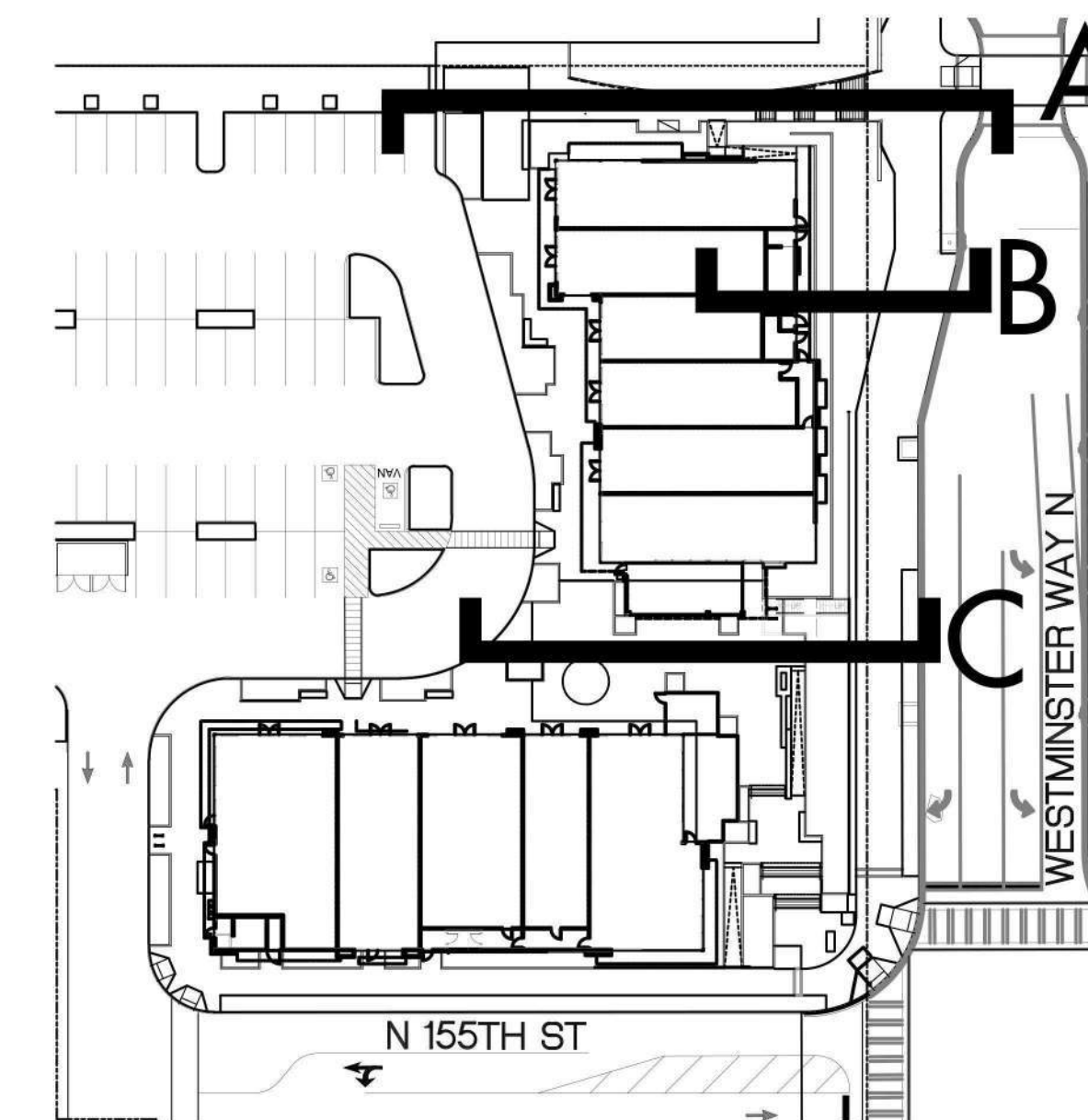
EAST ELEVATION ALONG WESTMINSTER WAY N

DATE:	REVISIONS





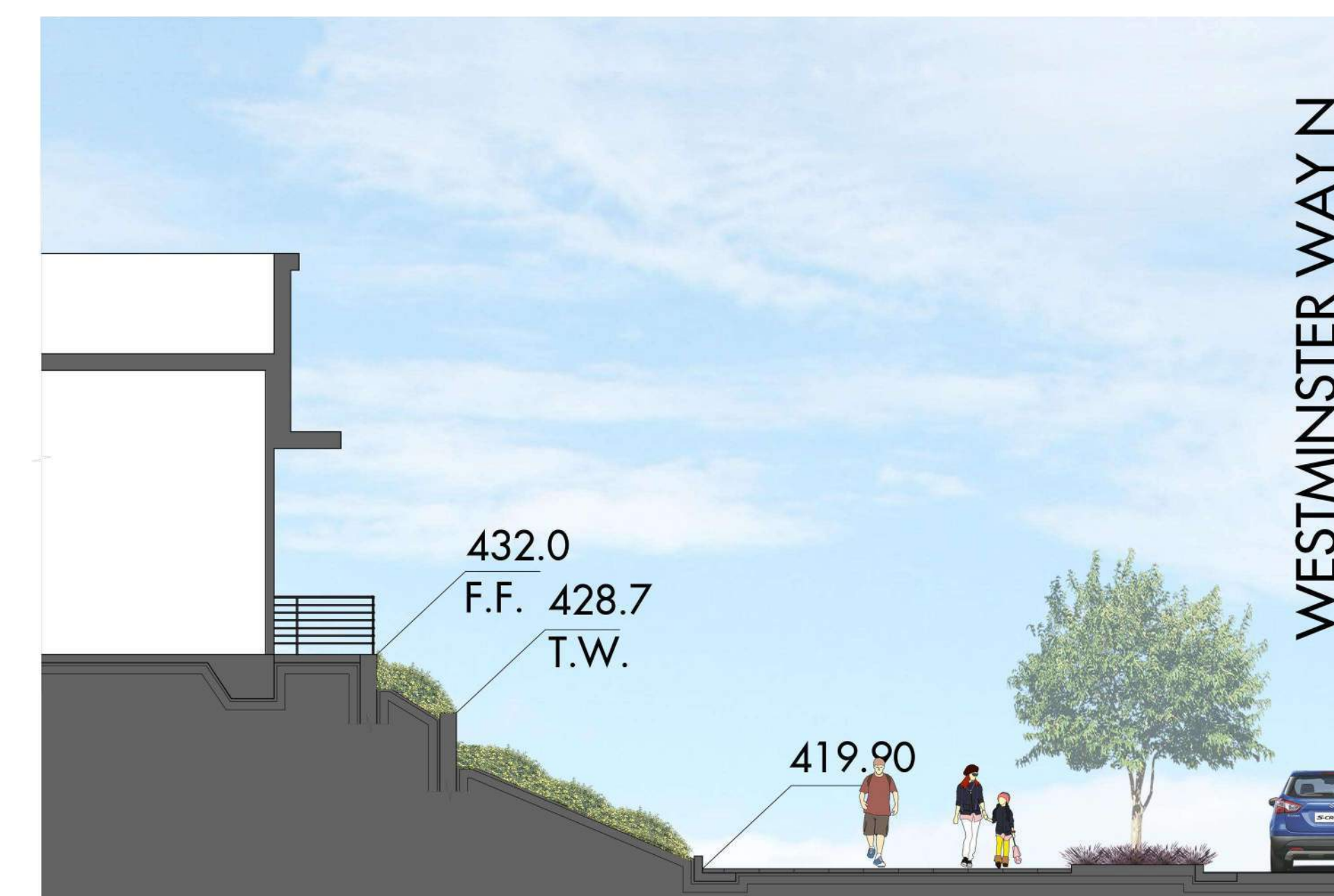
SECTION A - WESTMINSTER WAY N TO PARKING LOT



KEY PLAN



SECTION C - PLAZA TO WESTMINSTER WAY N



SECTION B - WESTMINSTER WAY N THRU SHOPS E2

DATE:	REVISIONS

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E2

SCALE: 1/8" = 1'-0"



02A

**SHORELINE PLACE**  
Shoreline, Washington