

Aurora Square Community Renewal Area  
Planned Action Ordinance No. 705  
Sign Code Ordinance No. 712

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City Council



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# Project-based Renewal Plan



## RENEWAL PLAN

The September 1967 Grand Opening of the City of Shoreline's Sears was heralded with great fanfare. After 45 years the Sears store and its surroundings are in need of renewal, and the City of Shoreline is seeking renewal partners.

## AURORA SQUARE CRA

The Shoreline City Council designated the 70+ acre Aurora Square area as a Community Renewal Area (CRA) where economic renewal would clearly deliver multifaceted public benefits. Now that the CRA and Renewal Plan is established, the City is empowered to partner with private enterprise to encourage 21st century renewal.

DRAFT

## THE CRA TOOLKIT

The Council's action to designate Aurora Square as a CRA provides a toolkit of powers that the City intends to utilize to bring renewal to the CRA.

### PROPERTY OWNERSHIP

- With a CRA, a city is allowed to buy, lease, condemn, acquire, and dispose of real property with the intent to be resold to private parties for economic development.
- Although allowed by State statute, the Shoreline City Council expressly prohibited the use of condemnation to cure economic blight in the Aurora Square CRA.
- With a CRA, a city can hold, clear, or improve real property not only for public facilities, but also for eventual private use and ownership.

### PLANNING AND ZONING

- With a CRA, a city can use its resources to master plan private property or create a special district with unique rules.
- In a CRA, the city can create a Subarea Plan utilizing a planned action SEPA review to expedite the process and lower costs for future project permits.

### PRIVATE PARTNERSHIPS

- In a CRA, a city can identify partners to develop all or part of a property prior to purchasing the property, and it can also dictate how the property will be used by the eventual owner.
- With a CRA a city can select a buyer that agrees to further the area's goals.
- The CRA expands the public purposes for contracts and other instruments needed to correct blight.

### BUILDING INFRASTRUCTURE

- Without a CRA, a city can only close, vacate, and rearrange streets for city purposes, but with a CRA, these purposes are expanded for economic development.
- Only with a CRA in place can a city...

"The CRA toolkit can be used to make a worthy project pencil."

# DEIS Process

- December 12: Published DEIS
- December 18: Community meeting
- December 18: Introduced to PC
- January 29: Public Hearing before PC
- March 19: Recorded Public Hearing before PC
- June 8: Council Discussion

# Recap: Planned Action Alternative

- Growth Alternative 3 preferred
  - Additional 1,000 units
  - 500,000sf commercial



# Recap: Transportation

- Prioritized mitigation identified
- Need for Westminster Way N design study

# Recap: Stormwater

- Typical on-site mitigations
- Partnership with Shoreline Community College on regional solution
- Need for feasibility study

# Recap: Light, Noise and Glare

- No change to sound ordinance
- Sign Code Amendment
  - Ordinance No. 712



# Recap: CRA Sign Code

- Signage to unite the CRA
  - Branding for retail center
  - Way-finding signs to and within site
- Signage to support Vision 2029
  - Dining, entertainment, events

# Unifying signs: Monument



# CRA Monument

- 1 or 2 at each entry
- Center name at least 50%
- Business names monochrome

# Unifying signs: Way-finding



# CRA Way-finding

- Unlimited number on-site
- Business names monochrome

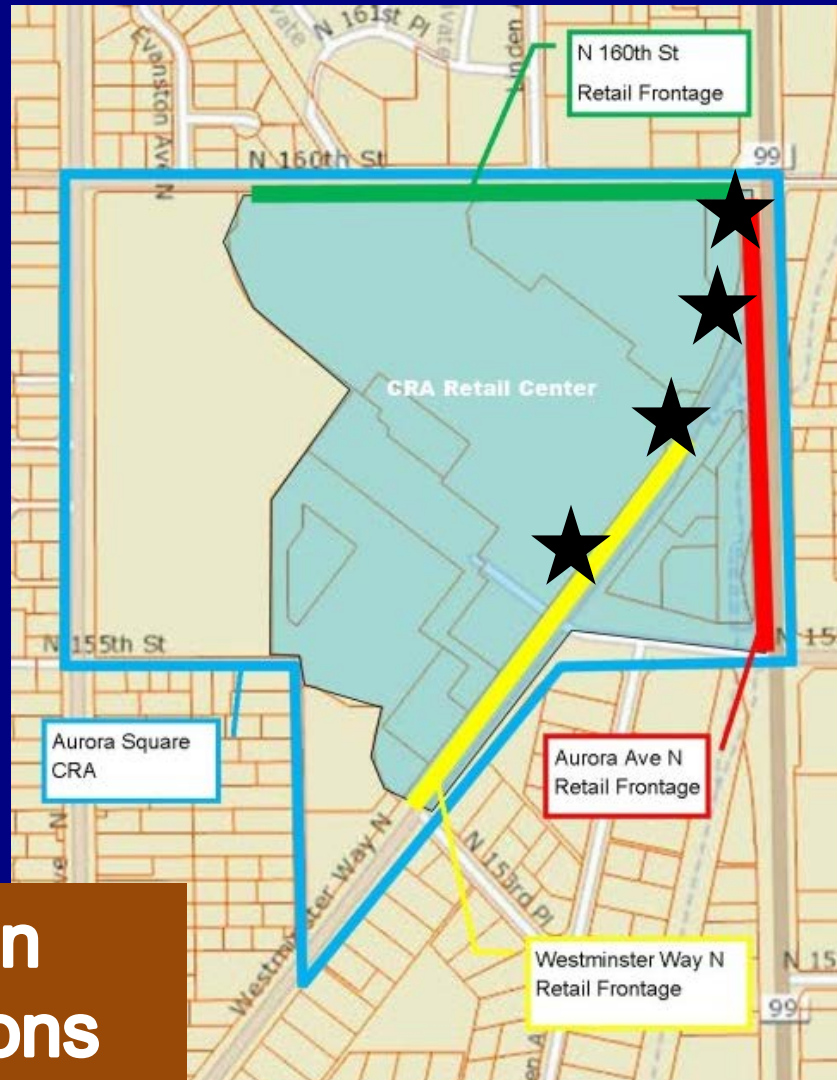


# Unifying signs: Pylon





Existing pylon  
signage



**Existing pylon  
signage locations**



# CRA Pylon

- 1 each on Westminster, Aurora, and N 160<sup>th</sup>
- 25% or more center name
- 50% or less electronic message
- Business names in full color, no logo

# Guidance: electronic messaging

## a) Hold time

- Current 20 seconds?
- 10 seconds?
- 5 seconds?



# EMC hold time comparison



[30 seconds](#)

[10 seconds](#)

[5 seconds](#)

# Guidance: electronic messaging

## b) Color

– Monochrome or Full color?



# Guidance: pylon signage

How should individual businesses be displayed?

– Monochrome or full color?



# Guidance: implementation

When should sign code be implemented?

On deadline or at redevelopment?

Poll: ROIC, Sears, Desimone, and Zhang



# Why consider a deadline?

- Ensures property owner collaboration
- Ensures visible private investment
- 3 large retail owners see need for new signs
- Step toward new CC&R agreements
- Appropriate given City's investment in CRA

# Why keep at redevelopment?

- Path of least resistance and risk
- Could be confused as anti-business
- Veterinarian would lose pylon sign
  - Could make exception



# Guidance: implementation

How should sign code be implemented?

1. Implemented at redevelopment
2. Require removal of pylon signs in 2 years
3. Require removal plus installation of pylon, monument and way-finding signs in 2 years

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