

# Aurora Square Community Renewal Area Sign Code Amendment Ordinance No. 712

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# Project-based Renewal Plan



***Re-brand Aurora Square and construct iconic signage for Aurora Square . . . .***

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.

***Establish special or business improvement district with appropriate signage . . . .***

DRAFT

ated 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.

The City anticipates that it will form a number of partnership agreements to accomplish renewal projects that both help Aurora Square function better and provide significant public benefit. In the pages that follow, the CRA Renewal Plan identifies a number of these high value Public-Private Renewal Projects.

## CITY-LED RENEWAL PROJECTS

Master planning identified a number of projects that the City of Shoreline can accomplish on its own. Following the adoption of this CRA Plan, the City will initiate action on these projects according to assigned priority and available resources. While this list is ambitious, as time passes and needs arise and available resources may be augmented further.

- Analyze and account for...
- A Planned...

- Place applicable Renewal Projects into the Traffic Mitigation Plan, Budget, and Infrastructure...
- Place applicable Renewal Projects into the...

Get the message out: we are...

# CRA Sign Code Process

- June 8 and July 13: Council Discussions
- Studied through FEIS process
- Published July 24 with FEIS

# Recap: CRA Pylon Signs

- Three signs
  - Aurora
  - 160<sup>th</sup>
  - Westminster
- Name of center
- No logos, but full color names



# Recap: CRA EMC Signs

- Only on pylon signs
- Monochromatic
- 10 second message hold
- Dissolve transitions



# Recap: CRA Monument Signs

- Two allowed at each driveway
- Must include name of center
- Business names monochromatic



# Recap: CRA Wayfinding Signposts

- Allowed throughout the site
- No limit on number
- Monochromatic names



# Recap: Signage mandate

- September 1, 2017 deadline
  - remove old pylon signs
  - install new pylon and monument signs
- Possible 1-year extension





# Recent enhancement

## Master CRA sign package

- City will prepare initial package
- Planning Commission will approve
- Owners can amend in future

Tonight:  
Staff has prepared for Council approval  
of Ordinance No. 712



# EMC hold time amendment

*I move to amend Section 20.50.620.E.7.f of Exhibit A to Ordinance No. 712 by changing the EMC message hold time from ten (10) seconds with dissolve transitions to twenty (20) seconds with dissolve transitions.*



# EMC hold time comparison



[30 seconds](#)

[10 seconds](#)

[5 seconds](#)

# Pylon sign number amendment

*I move to amend Section 20.50.620.E.8 of Exhibit A to Ordinance No. 712 by changing the maximum number of allowed pylon signs from three (3) to four (4) pylon signs with one (1) sign allowed on the N 160<sup>th</sup> Street CRA Lifestyle Frontage, one (1) sign allowed on the Westminster Way N CRA Lifestyle Frontage, and two (2) signs allowed on the Aurora Avenue N CRA Lifestyle Frontage.*



# Pylon sign location amendment

*I move to amend Section 20.50.620.E.8 of Exhibit A to Ordinance No. 712 by adding a provision in regards to CRA Pylon Signs that limits their location to area on the CRA Lifestyle Frontages that are directly across from properties with Mixed Business (MB) zoning.*



Map 20.50.620.B—Aurora Square CRA



Map 20.50.620.B—Aurora Square CRA

