

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

AGENDA TITLE: Aurora Square Community Renewal Area – Signage Design Guidelines

DEPARTMENT: Economic Development

PRESENTED BY: Dan Eernisse, Economic Development Manager

Public Hearing

Study Session

Recommendation Only

Discussion

Update

Other

INTRODUCTION

Council designated a 70-acre area around Sears, Central Market, and the WSDOT development as the Aurora Square Community Renewal Area (CRA) in September, 2012. By designating the CRA, Council established that economic renewal is in the public interest, and that City resources can be justifiably utilized to encourage renewal. Subsequently, Council adopted the CRA Renewal Plan to guide City renewal efforts by identifying projects designed to make businesses function better, adding new businesses and residents, and having a positive spillover impact on the entire City.

One of the city-led renewal projects the CRA Renewal Plan identified to spur private development was to “Re-brand Aurora Square and construct iconic signage” On August 10, 2015, Council adopted Ordinance No. 712 (Attachment A) that established a unique sign code for the Aurora Square CRA. Ordinance No. 712 had been recommended by the Planning Commission, and it is designed to help renew Aurora Square by enhancing the signage that businesses can have on buildings and along frontages; by providing the property owners with its first signage design guidelines; by requiring implementation of the design guidelines by a date certain; and by allowing pylon, monument, and way-finding signage to list businesses throughout the CRA lifestyle center area.

DISCUSSION

The overall goal of the sign code amendment is to help renew Aurora Square businesses by accomplishing three sub-goals:

1. **Allows area-wide advertising.** Before Ordinance No. 712 was adopted, signs advertising a business on a different parcel than it is located are considered prohibited billboards. As a result, Aurora Square’s multiple property owners have poorly placed and ineffective signs. Ordinance No. 712 considers the CRA one signage area, thereby allowing Aurora Square businesses to advertise anywhere within the Aurora Square CRA as they would in a single-ownership property. In addition, Ordinance No. 712 provides City-sponsored and community events such as the Shoreline Farmers Market more flexibility in temporary signage.

Approved By:

Project Manager _____

Planning Director _____

2. **Better entrance signage on frontages.** Ordinance No. 712 allows Aurora Square to construct three pylon signs that contain Electronic Message Centers (EMC) at entry points to the center; one each on Aurora Avenue N, N 160th Street, and Westminster Way N. The improved center signage and strategic gateway locations will be especially useful to the lifestyle center once large buildings are built that further block sight lines to the center.
3. **Create cohesiveness.** Aurora Square's multiple property owners have never adopted a master sign plan or branding package that allowed the shopping center to look and function well as a cohesive whole. Ordinance No. 712 established that the owners remove existing pylon signs and install new pylon, monument and way-finding signs by September 1, 2017. In addition, through Ordinance No. 712 Council designated that the Planning Commission would approve the first CRA signage design guidelines and that the signage in the CRA would either have to comply with these guidelines or return to the Planning Commission to amend the CRA Signage Design Guidelines.

Therefore, tonight we launch the discussion that we trust will result in the first adopted set of CRA Signage Design Guidelines.

CRA Signage Design Guidelines

Ordinance No. 712 prescribes that a signage packet be presented to the Planning Commission for approval and adoption as the initial CRA Signage Design Guidelines. A master sign program sets standards for all businesses within the center, and they are commonplace in centers with single ownership. Ordinance No. 712 requires that a CRA Signage Design Guideline packet be established that specifies a common center identity and include a common name along with design specifications that designate common colors, taglines, font and usage. Aurora Square property owners would be able to make future changes to the CRA Signage Design Guidelines through similar Planning Commission action.

The CRA Signage Design Guidelines will guide all new pylon, monument, or way-finding sign installation. Ordinance No. 712 applies to:

- All content on the **CRA Way-finding Sign Posts** within the site so that shoppers will – as one does in a mall – see the same look directing them around the site. Business names shall be on one color, but may be written in trademarked fonts. Logos and business colors may not be used.
- All content on the **CRA Monument Signs**. Because Aurora Square has many entrances, these entry markers provide clear indication that one is entering the same center from N 160th Street as one enters from Westminster Way N. At least 50% of the sign displays the CRA Lifestyle Center's common name. Business names, if displayed, shall be on one color, but may be written in trademarked fonts. Logos and business colors may not be used.
- At least 25% of the **CRA Pylon Signs** shall be used to display the CRA Lifestyle Center's common name. In order to provide faster recognition for drivers, individual businesses, if displayed, are allowed to use their trademarked colors to display their names. Again, no logos are allowed.
- No common design standards would be placed on the **CRA Building Mounted Signs** or the **CRA Under-awning Signs**. However, any use of the CRA Lifestyle

Center's common name shall be controlled by the CRA Design Guidelines in temporary signage or advertising.

CRA Lifestyle Center

The signage guidelines apply to the "CRA Lifestyle Center," which reflects the visionary and inter-related retail, service, and residential uses reflected in the CRA Renewal Plan rather than the historic retail-only use of the area. Similarly, the three strategic street frontages are referred to as the "CRA Lifestyle Frontages."

Facilitating Implementation

In order to facilitate the implementation of the cohesive sign package represented in Ordinance No. 712 and to avoid the stifling inactivity that prompted the designation of the CRA in the first place, the property owners are required to implement Ordinance No. 712 by removing the four existing non-conforming pylon signs by September 1, 2017. In addition, Ordinance No. 712 requires that three new pylon, three new monument, and twelve new internal way-finding signs that conform to the CRA Signage Design Guidelines be installed by the same date, September 1, 2017. Ordinance No. 712 includes a provision that allows the City Manager to grant up to a one-year extension on the installation of the new signage to accommodate active or planned construction. No extension is allowed on the removal of the non-conforming signs.

Aurora Square Brand Report

Staff hired consultant Bullseye Creative, represented tonight by Peter Klauser, to prepare the attached Aurora Square Brand Report (Attachment B). Included in the branding report is the new identity for the center, *Shoreline Place*; the identity is the result of a long process and should be considered a given.

The Planning Commission will be asked to provide guidance on which of the required sign alternatives should be included in the CRA Signage Design Guidelines. The report includes two versions of the required CRA Pylon Signs, the CRA Monument Signs, and the CRA Way-finding Sign Posts. The Commission is free to provide direction to the Staff and the Consultant to provide it with additional alternatives or to include other elements to create a better final document.

RECOMMENDATION

Staff is seeking Commission direction tonight on how to prepare the first CRA Signage Design Guideline document based on the Aurora Square Brand Report, specifically which of the required sign alternatives to include. Staff will return to the Planning Commission at an upcoming meeting with a new document for the Commission's consideration and eventual adoption.

LINKS/ATTACHMENTS

Attachment A – Ordinance No. 712

Attachment B – Shoreline Place Brand Report, Bullseye Creative

ORDINANCE NO. 712

AN ORDINANCE OF THE CITY OF SHORELINE AMENDING THE UNIFIED DEVELOPMENT CODE, SHORELINE MUNICIPAL CODE TITLE 20, CHAPTER 20.50 SUBCHAPTER 8 SIGNS.

WHEREAS, the City of Shoreline is a non-charter optional municipal code city as provided in Title 35A RCW, incorporated under the laws of the State of Washington, and planning pursuant to the Growth Management Act (GMA), Chapter 36.70A RCW; and

WHEREAS, the City has adopted a Comprehensive Plan and a Unified Development Code, Shoreline Municipal Code (SMC), Title 20, to implement the Comprehensive Plan; and

WHEREAS, pursuant to RCW 36.70A.040, the City is required to adopt development regulations to implement the Comprehensive Plan; and

WHEREAS, the City designated the Aurora Square Community Renewal Area in September 2012; and

WHEREAS, pursuant to the State Environmental Policy Act (SEPA), RCW 43.21C, the City adopted Ordinance No. 705 designating the redevelopment of Aurora Square as a Planned Action; and

WHEREAS, the Planning Commission, after required public notice, held a public hearing on January 29, 2015 and, due to technical difficulties, held a second public hearing on March 19, 2015, which considered modifications to the SMC related to the redevelopment of Aurora Square, reviewed the public record, and made a recommendation to the City Council; and

WHEREAS, the City Council, after required public notice, held a study session on June 8, 2015 which considered the modifications to the SMC related to the redevelopment of Aurora Square, including changes to the City's sign code, reviewed the Planning Commission's recommendation and the entire public record; and

WHEREAS, the City has determined that modifications to SMC 20.50 Subchapter 8 Signs will provide for a more cohesive master sign program for Aurora Square that will facilitate successful economic development of the area; and

WHEREAS, pursuant to RCW 36.70A.370, the City has utilized the process established by the Washington State Attorney General so as to assure the protection of private property rights; and

WHEREAS, pursuant to RCW 36.70A.106, the City has provided the Washington State Department of Commerce with a 60-day notice of its intent to adopt the amendments to SMC Title 20;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SHORELINE,
WASHINGTON DO ORDAIN AS FOLLOWS:

Section 1. Amendment of the Unified Development Code, SMC Title 20. The amendments to the Unified Development Code, SMC Chapter 20.50, Subchapter 8 Signs attached hereto as Exhibit A are adopted.

Section 2. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this ordinance or its application to any person or situation be declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of this ordinance or its application to any other person or situation.


Section 3. Effective Date. A summary of this ordinance consisting of the title shall be published in the official newspaper and the ordinance shall take effect five days after publication.


PASSED BY THE CITY COUNCIL ON AUGUST 10, 2015.


Shari Winstead
Mayor

ATTEST:

APPROVED AS TO FORM:


Jessica Simulcik Smith
City Clerk


Margaret King
City Attorney

Date of Publication: August 13, 2015
Effective Date: August 18, 2015

ORDINANCE NO. 712 - Exhibit A

Sign Code Development Regulations – Aurora Square CRA

SMC 20.50.532 Permit required.

E. Applications for property located within the Aurora Square Community Renewal Area, as defined by Resolution 333, shall be subject to SMC 20.50.620.

SMC 20.50.620 Aurora Square Community Renewal Area Sign Standards.

A. Purpose. The purposes of this subsection 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 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 subsection apply.

Map 20.50.620.B—Aurora Square CRA



C. Definitions. The following definitions apply to this subsection:

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|--|--|
| <p><u>CRA</u></p> | <p><u>Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and SMC 20.50.620.B Map.</u></p> |
| <p><u>CRA Building-Mounted Sign</u></p> | <p><u>A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.</u></p> |
| <p><u>CRA Monument Sign</u></p> | <p><u>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</u></p> |

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| | <u>on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.</u> |
| <u>CRA Pylon Sign</u> | <u>A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.</u> |
| <u>CRA Lifestyle Center</u> | <u>That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as inter-related retail, service, and residential use.</u> |
| <u>CRA Lifestyle Frontage</u> | <u>That sections of the streets that directly serves and abuts the CRA Lifestyle Center. The three CRA Lifestyle Frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.</u> |
| <u>CRA Signage Design Guidelines</u> | <u>The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used throughout the CRA Lifestyle Center.</u> |
| <u>CRA Under-Awning Sign</u> | <u>A sign suspended below a canopy, awning or other overhanging feature of a building.</u> |
| <u>CRA Way-finding Sign Post</u> | <u>A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.</u> |
| <u>Electronic Message Center (EMC)</u> | <u>A sign with a programmable, changeable digital message.</u> |
| <u>Portable Sign</u> | <u>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.</u> |
| <u>Temporary Sign</u> | <u>A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.</u> |
| <u>Window Sign</u> | <u>A sign applied to a window or mounted or suspended directly behind a window.</u> |

D. Permit Required.

1. Except as provided in this subsection, 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 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.

3. All CRA pylon, CRA monument, and CRA wayfinding signs shall conform to the CRA Signage Design Guidelines. For all other types of signs, if an applicant seeks to depart from the standards of this subsection, 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 one hundred dollars 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 private signs 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 shall use rectangular areas that enclose each portion of the signage such as words, logos, graphics, and symbols other than non-illuminated background. 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.

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 Signage Design Guidelines. Design and content of the CRA Pylon, CRA Monument, and CRA Wayfinding Sign Posts shall conform to the 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 CRA Lifestyle Center shall comply with the CRA Signage Design Guidelines.

7. Illumination. Where illumination is permitted per Table 20.50.620.E7 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.

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 ten (10) seconds with dissolve transitions. 10% of each hour shall advertise civic, community, educational, or cultural events.

g. 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 | |
|--|--|
| <u>CRA MONUMENT SIGNS</u> | |
| <u>Maximum Sign Copy Area</u> | <u>100 square feet. The Monument Sign must be double-sided if the back of the sign is visible from the street.</u> |
| <u>Maximum Structure Height</u> | <u>Eight (8) feet.</u> |
| <u>Maximum Number Permitted</u> | <u>Two (2) per driveway.</u> |
| <u>Sign Content</u> | <u>At least 50% of the Sign Copy Area shall be used to identify the CRA Lifestyle Center. Individual business names, if shown, shall not include logos and shall be a single common color conforming to the CRA Signage Design Guidelines.</u> |
| <u>Location</u> | <u>At any driveway to a CRA Lifestyle Frontage.</u> |
| <u>Illumination</u> | <u>Permitted.</u> |
| <u>Mandatory Installation</u> | <u>At least one (1) monument sign shall be installed at each of three (3) vehicle entries to the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.</u> |

| <u>CRA WAY-FINDING SIGN POSTS</u> | |
|--|--|
| <u>Maximum Sign Copy Area</u> | <u>Two (2) square feet per business name; no limit on number of businesses displayed.</u> |
| <u>Maximum Structure Height</u> | <u>Ten (10) feet.</u> |
| <u>Maximum Number Permitted</u> | <u>No limit.</u> |
| <u>Sign Content</u> | <u>Individual business names shall not include logos and shall be in a single common color conforming to the CRA Signage Design Guidelines.</u> |
| <u>Location</u> | <u>Anywhere in the CRA Lifestyle Center.</u> |
| <u>Illumination</u> | <u>Not permitted.</u> |
| <u>Mandatory Installation</u> | <u>At least twelve (12) CRA Way-finding Sign Posts shall be installed in the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction within the center.</u> |
| <u>CRA PYLON SIGN</u> | |
| <u>Maximum Sign Copy Area</u> | <u>300 square feet.</u> |
| <u>Maximum Structure Height</u> | <u>25 feet.</u> |
| <u>Maximum Number Permitted</u> | <u>Three (3) pylon signs are allowed.</u> |
| <u>Sign Content</u> | <u>At least 25% of the Sign Copy Area shall be used for identification of the CRA Lifestyle Center. Up to 50% of the Sign Copy Area may be used for a monochromatic Electronic Message Center (EMC). Individual business names, if shown, shall not include logos but may include any color.</u> |
| <u>Location</u> | <u>One sign can be located on each of the CRA Lifestyle Frontages that are directly across from properties with Mixed Business (MB) zoning.</u> |

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| <u>Illumination</u> | <u>Permitted.</u> |
| <u>Mandatory Installation</u> | <u>Three (3) CRA Pylon Signs shall be installed by July 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.</u> |
| <u>CRA BUILDING-MOUNTED SIGN</u> | |
| <u>Maximum Sign Copy Area</u> | <u>Maximum sign area shall not exceed 15% of the tenant fascia or a maximum of 500 square feet, whichever is less.</u> |
| <u>Maximum Structure Height</u> | <u>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> |
| <u>Number Permitted</u> | <u>The sign area per business may be distributed into multiple signs provided that the aggregate sign area is equal to or less than the maximum allowed sign area.</u> <u>Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting shall not exceed 10 percent of tenant's allotted wall sign area.</u> |
| <u>Illumination</u> | <u>Permitted.</u> |
| <u>CRA UNDER-AWNING SIGNS</u> | |
| <u>Maximum Sign Copy Area</u> | <u>12 square feet.</u> |
| <u>Minimum Clearance from Grade</u> | <u>Eight (8) feet.</u> |
| <u>Maximum Structure Height</u> | <u>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.</u> |
| <u>Number Permitted</u> | <u>One (1) per business entrance.</u> |
| <u>Illumination</u> | <u>External only.</u> |

9. Window Signs. Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if non-illuminated 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:

a. Maximum two signs per business;

b. Must contain the business' name and may 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.

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 SMC 20.50.660(l).

3. Outdoor off-premises advertising signs (billboards).

4. Signs mounted on the roof.

5. Inflatables.

6. Signs mounted on vehicles.

G. Nonconforming Signs.

1. All pylon signs in the CRA Lifestyle Center existing at the time of adoption of this subsection are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to one hundred dollars per day for failure to remove 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 10,000sf, two signs for businesses larger than 10,000sf but smaller than 40,000sf, and three signs for businesses larger than 40,000sf;

b. Be limited to 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 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) 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 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 when used to advertise city-sponsored or CRA Lifestyle Center community events.

5. Pole banner signs that 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.

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 contains 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.

CITY OF SHORELINE

Aurora Square Brand Report

October, 2015



Introduction

The Aurora Square project takes into consideration multiple aspects of influence. We understand this project is a **branding** process, not a “rebranding,” in that the property has never truly had it’s own identity. With outsiders of the property considering it to be the “Sears property,” we know there is ample opportunity and need for an entirely new brand identity. While it is currently a mix of retail offerings, it is a shopping center with massive potential to be much more.

Currently, Aurora Square may have a negative connotation with the word “Aurora,” in that the Aurora highway is synonymous with rundown businesses and uncleanliness. However, the Shoreline community is a family and student friendly town that is progressing rapidly. This progression deserves a centralized social environment with a much improved status.

Sears’ shape and position in Aurora Square essentially separates the property into two different centers presenting a challenge. The property has an assortment of shopping options and a diverse collection of ownership groups.

Our objective for the Aurora Square brand is to create an identity that sets the stage for the future of the property, strongly connects to the established demographics, and creates a “heart of Shoreline” connotation that separates itself from Aurora’s negative description.

Demographics

The area around Aurora Square is primarily made up of Shoreline residents, Shoreline Community College students/staff, and Aurora commuters. While the target demographic is not limited to Shoreline residents, we do know that they have a median age of 42 years old, and 65% of Shoreline households are family households. The average household income is \$64,182 with employment at 62% and unemployment only at 4%. These statistics show healthy consumer probability for families.

The demographics surrounding Shoreline Community College students show higher numbers for white and non-hispanic students at 52.3%, while the next closest ethnicity group is Asian/Pacific Islander at 10.8%. The average age of the students leans heavily towards a younger age at 25 years old. These students are primarily commuters being that there is no campus housing and that SCC is a two-year institution, thus making the Shoreline property a to-and-from destination with incredible potential to be a retreat for the students and staff.

Aurora commuters in general are another major target market for the property being that thousands of people use Highway 99 to get to and from their desired destination. This highway serves many purposes for commuters, allowing us to develop demographics based on these purposes. Auto dealers maintain a strong presence on 99 along with numerous auto-related retailers and service providers showing that commuters may also be in need of these services. Asian (primarily Korean) businesses and markets are also concentrated along the highway making the Asian demographic an important target along with the Asian population at SCC.

Competition

Understanding the competition allows us to better develop our goals and objectives in branding the Aurora Square Property. There are different categories of competition that affect the branding process in certain ways. We can consider our direct competition to be the more local retail, services, shopping centers that are in the area, while our indirect competitors could be considered the locations that are still within a respectable radius but also hold many of the aspects that the Aurora Square Property strives to be.

Local Retail/Services

Aurora Avenue North serves as the direct competition for local retail shops and services. As well as big box stores and national chains. However, this major transit route is currently being redesigned and redeveloped to improve not only pedestrian safety and vehicular capacity, but the aesthetics and welcoming nature overall. Aurora Avenue North has an older feel with more traditional retail and dining amenities. It is a road with much diversity and a wide array of different types of businesses ranging from coffee shops to restaurants of varying ethnicities, auto repair shops and home goods stores, large chain stores and smaller businesses. Just down the street from Aurora Square you can find Starbucks, a barbecue restaurant, an auto wholesale store, a paint store, a Mexican restaurant, a Korean restaurant, and a casino.

Other Shopping Centers

Other notable competitors to the Aurora Square property are Northgate Mall, Alderwood Mall, Ballard Downtown, Aurora Village, Edmonds Downtown, Lake City at 125th, and Third Place Commons. Northgate and Alderwood Mall are the closest “malls” in the vicinity of the property. Each offers a one-stop shopping atmosphere that is much more a destination for shoppers, but often limits itself to national chains. Aurora Village is the nearest “shopping center” and features more directly competitive retail offerings in the form of big-box retailers like Home Depot and Costco — the highest competition for Sears.

On the other hand, Edmonds' and Ballard's downtown areas offer a local and eclectic shopping experience in competition of the locally-owned and unique businesses sought by a new Aurora Square property. Lake City at 125th also offers a variety of shops and restaurant options and is considered direct competition in that it is in an easily accessible location and provides the ability for a quick stop, rather than a whole mall experience. Lastly, we feel Third Place Commons offers the social and community aspects of competition that the Aurora Square Property strives to embody.

University Village

While this shopping center has a lot of other competitors between them and Aurora Square, it can be described as one of our indirect competitors that holds the landmark ideals desired for the Aurora Square Property. With over 50 stores ranging from fashion and technology, to services and restaurants. University Village is considered a true "lifestyle center" with greenery and aesthetic walkways, while also boasting local boutiques and national retailers alike. They are family and pet friendly with outdoor seating and abundant colorful flower beds.

Mill Creek Town Center

Another "lifestyle center" that holds similar ideals that Aurora Square aspires to be. This outdoor mall acts as a social core to the Mill Creek area with over 80 retailers and a true park-like setting. The idea of Mill Creek Town Center being a central go-to destination for social activity is extremely appealing to our brand strategy.

Survey of Aurora Square Stakeholders

We surveyed respondents from the Friends of Aurora Square (FOAS) group to find out more about the property's current position and future ideals. We found valuable results that direct our brand strategy in many ways.

Currently, the FOAS group feels the property is very modest, discreet, and quiet with a subdued vibe. When asked whether the property is more colorful or black and white, respondents felt it was more black and white with a very simple look and feel. Challenges the property faces seem to be the current layout, large open asphalt, lack of walkability, and too many property owners. They do feel, however, that it is a great location that hosts strong demographics in families and high income neighborhoods. Its proximity to Shoreline Community College is considered a massive opportunity and its position just off Highway 99 provides space for its own identity away from Aurora businesses.

In the years to come the respondents would like the brand to be more modern, high-tech, and colorful. They would like it to be moderately expensive with a more refined feel. Many of the respondents see the future property with lots of green space and a more park-like atmosphere. Family-friendly amenities such as a playground and patio space are high on the list of wants. Respondents want to see locally-owned businesses that speak to the needs of surrounding demographics in SCC students and Aurora commuters. Even a nightlife atmosphere with a large restaurant that hosts a "hip" bar and family food to give the property a well-deserved "downtown" feeling.

Brand Strategy

In developing our brand strategy, we kept in mind all of the factors presented above and further established concrete goals and objectives to accomplish throughout this process. We want the brand to speak to the City of Shoreline and represent the heart of the city as a beacon of progress and development. We also understand Aurora Avenue holds a negative connotation that has no relationship to Shoreline and its residents. We are striving to avoid this connotation in building our new brand. The property's position next to Shoreline Community College serves as a pinnacle objective for the brand to not only relate to, but to provide a safe and desirable destination for students and staff to enjoy consistently. Because of this association, we envision 160th Street West being transformed into "College Way" in order to tie *Shoreline Place* to the nearby Shoreline Community College. This would increase the visibility of *Shoreline Place* and SCC, from the heavily trafficked Aurora Avenue North.

It is also our goal to set the stage for the future of this property by establishing an ideal of progress and momentum. By incorporating "life" elements such as planters, vibrant art, gathering spaces, and bold messaging, we can accomplish this ideal of progress. This is in line with our recommendation for "*tactical urbanism*" where the Shoreline Farmers Market, food truck corrals, and other events could be moved to the upper lot to begin promoting *Shoreline Place*. It is in the best interest for this brand to represent this progress and provide a vision for the community and push the property's owners to take charge and commit to the challenges that the property faces.

Keywords and Brand Attributes

Throughout the creative process, we used the following themes as guidelines for the brand:

- | | | |
|--------------------|-----------------|----------------|
| 1. Modern | 8. Current | 15. Upscale |
| 2. Colorful | 9. Safe | 16. Cohesive |
| 3. High-Tech | 10. Lively | 17. Distinct |
| 4. Local | 11. Playful | 18. Casual |
| 5. Welcoming | 12. Central | 19. Refined |
| 6. Family Friendly | 13. Spontaneous | 20. Accessible |
| 7. Cool | 14. Community | |

New Brand



Shoreline Place is a strong name which immediately conjures a notion of belonging. All people value a sense of place and seek a spot to call their own. This is the place to be. The property positions itself as a “third place” (after home and work), a social surrounding often thought important for establishing feelings of togetherness in a frequently fragmented society.

In his book, *The Great Good Place*, Ray Oldenburg breaks down the characteristics that define that sense of place. A place must be open and accessible to visitors, and in walking distance for many. Available commerce should be affordable and food and drink, while not essential, are important aspects. A place must be accommodating, meaning it provides the wants of inhabitants and guests — the goal being that everyone feel their needs have been fulfilled. A good place involves regulars who habitually congregate there. It is welcoming and comfortable, and both new friends and old should be found there.

Many of the elements of our brand strategy are represented in the *Shoreline Place* name, bringing people together and creating a community for local residents and students alike.

Shoreline Place is the place to...





SHORELINE
PLACE

PYLON SIGNS

SHORELINE
PLACE

FARMERS MARKET

* SATURDAY *

FRESH GOODS
CRAFTS * MUSIC
FOOD TRUCKS!

Pier 1 imports

Marshalls

Kyoto 駅



SHORELINE
PLACE

Pier 1 imports

Sears Outlet

CKO
kickboxing

SEARS

AUTOMOTIVE CENTER



SHORELINE
PLACE



Apple Store



24
HOUR **FITNESS**

BED BATH & **BEYOND**

J. CREW



MONUMENT SIGNS



SHORELINE
PLACE

15300



SHORELINE
PLACE

15300



Marshalls

SHORELINE
PLACE



WAYFINDING SIGNS



SHORELINE
PLACE



- PIER 1 IMPORTS
- MARSHALL'S
- SHAKE N' GO BURGERS
- AARON BROTHERS
- SEATTLE CHILDREN'S
- KYOTO
- CKO KICKBOXING
- SEARS AUTOMOTIVE



SHORELINE PLACE

←

CENTRAL MARKET

SALVATION ARMY FAMILY STORE

US BANK

SEARS

TROPICAL TAN



SHORELINE PLACE

CENTRAL MARKET

SALVATION ARMY FAMILY STORE

US BANK

SEARS

BED, BATH & BEYOND

TROPICAL TAN

J. CREW



POLE BANNERS





SHORELINE
PLACE

SHORELINE'S
GATHERING
PLACE

Shannon
774-8211

Marshall's

