



**PLANNING COMMISSION
PUBLIC HEARING
AGENDA**

Thursday, January 21, 2016
7:00 p.m.

Council Chamber • Shoreline City Hall
17500 Midvale Ave North

	<u>Estimated Time</u>
1. CALL TO ORDER	7:00
2. ROLL CALL	7:01
3. APPROVAL OF AGENDA	7:02
4. APPROVAL OF MINUTES	7:03
a. January 7, 2016 Meeting Minutes	

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. In all cases, speakers are asked to come to the podium to have their comments recorded, 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.

5. GENERAL PUBLIC COMMENT	7:05
6. PUBLIC HEARING	7:10
a. Light Rail Systems / Facilities Development Code Amendments Package 2	
• Staff Presentation	
• Public Testimony	
7. STUDY SESSIONS	
a. Shoreline Place Sign Package	7:30
• Staff Presentation	
• Public Comment	
8. DIRECTOR'S REPORT	8:15
9. UNFINISHED BUSINESS	8:20
10. NEW BUSINESS	8:22
11. REPORTS OF COMMITTEES & COMMISSIONERS/ANNOUNCEMENTS	8:25
a. Pt. Wells Subcommittee	
b. Light Rail Subcommittee	
12. AGENDA FOR FEBRUARY 4, 2016	8:27
a. Study item on Light Rail Systems / Facilities Development Code Amendments Package 3; Interim Vice Chair Election	
13. ADJOURNMENT	8:30

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. For up-to-date information on future agendas call 801-2236

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DRAFT

CITY OF SHORELINE

**SHORELINE PLANNING COMMISSION
MINUTES OF REGULAR MEETING**

January 7, 2016
7:00 P.M.

Shoreline City Hall
Council Chamber

Commissioners Present

Chair Pro Tem Craft
Commissioner Maul
Commissioner Montero
Commissioner Mork
Commissioner Moss-Thomas

Staff Present

Rachael Markle, Director, Planning and Community Development
Steve Szafran, Senior Planner, Planning and Community Development
Julie Ainsworth Taylor, Assistant City Attorney
Lisa Basher, Planning Commission Clerk

Commissioners Absent

Commissioner Malek

CALL TO ORDER

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

ROLL CALL

Upon roll call by the Commission Clerk the following Commissioners were present: Chair Pro Tem Craft and Commissioners Maul, Montero, Moss-Thomas and Mork. Commissioner Malek was absent.

APPROVAL OF AGENDA

The agenda was accepted as presented.

APPROVAL OF MINUTES

The minutes of December 17, 2015 were adopted as presented.

GENERAL PUBLIC COMMENT

No one in the audience indicated a desire to provide general comments.

STUDY ITEM: Sound Transit Permitting – Special Use Permits (SUP) and Legislative Processes

Staff Presentation

Director Markle advised that this is a continuation of the study session that was started on December 17th, when there were some questions about the City's options for reviewing Sound Transit projects, what a SUP could and could not do, and what the proposed development regulations actually covered. The purpose of tonight's discussion is to address these questions, as well as any others the Commissioners may have prior to the public hearing.

Director Markle explained that the purpose of the amendments is to identify the development standards that will apply to the design of the light rail facilities and systems in Shoreline. The amendments, as well as the Staff Report, outline the different sections of the Shoreline Municipal Code (SMC) Title 20 that would apply to the design of the stations, garages, and any other associated structures. The purpose is also to create a permitting process to review and approve the design of light rail facilities and systems in Shoreline. Although these facilities are not currently allowed uses in the City, they are considered essential public facilities and the City needs to come up with a process to allow them.

As was discussed at the last meeting, Director Markle reviewed that stations, garages and a large part of the system will be located in Washington State Department of Transportation (WSDOT) right-of-way, which is currently unzoned. Sound Transit will also acquire property that is currently in the Residential 6 (R-6) and Mixed Use Residential 70 (MUR-70') zones to accommodate the facility. Because the City's code is based largely on the premise that the zoning of a property controls what development regulations apply, it is necessary for the City to come up with a way to clearly articulate to Sound Transit what the zoning will be and what development regulations will apply.

Director Markle said that, although the current code allows light rail stations to be approved via a development agreement, it has been determined this is not the appropriate mechanism. Most of the City's other processes are inappropriate, as well, as they do not allow an applicant to vary from the code standards, which is necessary because the station facilities will not be able to meet all of the standards of the R-6 and MUR-70' zones. For example, it is likely that the station will be taller than the 35 feet allowed in the R-6 zone. Staff is proposing an amendment that would allow light rail facilities, garages and stations in all zone subject to a SUP. As per the Comprehensive Plan, the SUP process is to be used to locate Essential Public Facilities in zones where they are not typically allowed and are not totally compatible with the existing land uses.

Director Markle pointed out that the Development Agreement process is currently listed as a legislative process. However, State Law requires a quasi-judicial process for proposed development that is located on a property that is owned by a single applicant. A quasi-judicial process allows for a public hearing, but does not allow the decision makers to have communications regarding the proposal outside of the hearing. She summarized that the proposed amendment would be consistent with both the Comprehensive Plan and State Law.

Director Markle recalled that, at their last meeting, staff reviewed several options for who the hearing body should be and who should make the final decision. However, staff is recommending the City's

current SUP process, which has the Hearing Examiner conducting the hearing and making the final decision. She briefly reviewed the other options, as outlined in the Staff Report, and explained that a code amendment would be required to change the way a SUP is processed. For example, the Commission could recommend that the SUP process be changed holistically or the changes could be specific to Essential Public Facilities or specific to light rail facilities and systems. She specifically asked the Commissioners to provide direction on the details of the process so that appropriate information could be provided in the Staff Report that is prepared for the public hearing.

Director Markle recalled that, at their last discussion, there appeared to be some confusion as to what a SUP would decide, and questions were raised about how it would be used in order to weigh in on the design of the station. She provided an illustration from the North City Water District's SUP, which used the same criteria that would be used for light rail facilities. She pointed out that very little detail is needed to process a SUP, and the intent is to complete the permit very early in the process so that the special conditions and requirements identified in the permit can be incorporated into the design. She reviewed that the primary information needed for a SUP application includes: what is or are the intended uses of the site/sites; where generally will these uses be located on the site in relation to existing uses in the area; what development regulations cannot be complied with in order to accommodate the Essential Public Facility; and what does the agency propose to do to enable the facility to meet the SUP criteria. She emphasized that design review requires more details and an entirely different process. The purpose of the SUP is to either demonstrate that the use meets the criteria for a Special Use as is, or to identify the parts of the code cannot be complied with, as well as what can be done to offset any impacts or the inability to meet certain standards of the code.

Director Markle briefly reviewed how the North City Water District's application complied with SUP Criteria as follows:

- **Criteria 1. The use will provide a public benefit or satisfy a public need of the neighborhood, district or City.** The Water District complied with this criterion by saying the immediate neighborhood would benefit from an open greenbelt, increased setbacks, sidewalks and landscape buffers. Prior to the Water District, the property was developed as a church site, and some of the sidewalk was nonexistent. The completed project will result in sidewalks, additional landscaping and art.
- **Criteria 3. The Special Use will not materially endanger the health, safety and welfare of the community.** The Water District pointed out that their new facility would have more of a presence than what existed with the previous church. They are installing security cameras and the generator will be housed in sound-proof enclosure.

Again, Director Markle said that, as currently proposed, the Sound Transit projects would use the same criteria to condition the station, garages, and rail line in order to fit into the single-family neighborhood. It may be that the mitigation identified in Sound Transit's Environmental Impact Statement (EIS) can be reiterated as part of their criteria. The City can also impose additional conditions on a project to address other impacts that are identified through additional analysis and public testimony.

Director Markle said it has not been decided exactly when in the process of design that Sound Transit would apply for a SUP, but staff is suggesting it would be sometime after 30% design. At that point, Sound Transit should have enough detail but not be too far in the design process that any conditions that might come out of the City's review would cause redesign.

Director Markle explained that in addition to determining a process to allow for the use, it is also important to clearly identify the regulations that govern the design of these sites & structures. Staff considered drafting new regulations that are specific to the light rail facilities & structures, but ultimately determined that the existing regulations for design are appropriately detailed. However, if the Commission would like to introduce a new design requirement specific to light rail stations, garages or the system, now is the time to do it.

Director Markle walked the Commission through the codes that are intended to apply to all light rail stations and facilities (Page 25 of Staff Report) as follows:

- SMC 20.50.020(C) – Dimensions of the MUR-70' zone. The front setbacks would be 15 feet on 185th, 10 feet on non-arterials, and zero feet on arterials. The side and rear setbacks would be 5 feet, and the base height would be 70 feet. The maximum hardscape allowed would be 90%. With the exception of height, the dimension requirements are consistent with all other commercial zones.
- Commercial Design Standards. Staff reviewed codes from other cities that pertain to light rail to determine if changes are needed to the existing commercial design standards to guide the design of the stations and garages. Just a few minor changes were identified and some minor amendments were made during the 185th Street Station process. She advised that the Commercial Design Standards allow for administrative design review, and talk a lot about site frontage, which includes how the structures abut property lines or the sidewalk. For example, it requires buildings over 45 feet in height to be stepped back 20 feet, as well as a 12-foot minimum ceiling height for the first 20 feet of ground level interior space. The standards also require that 50% of the ground façade be windowed, primary entries be on the street, weather protection, and limited surface parking on frontages. The chapter also outlines specific requirements for outdoor lighting, corner lots, internal walkways, public places, utility and mechanical equipment, building design and materials.
- Tree Conservation. Most of the trees will be located in the Interstate 5 right-of-way and will be impacted by the light rail project. However, the City's tree regulations are geared more towards smaller sites throughout the City and particularly apply to single-family properties. Applying the current requirement that 20% (or 30% within a critical area) of the trees must be retained will be difficult and agreements via a SUP will be a necessity. Tree replacement will also be a subject of the SUP, as the current code requires a 1:1 replacement when removing conifers that are 12 inches or less and other trees that are 8 inches or less. For larger trees, an additional replacement tree is required for each additional 3 inches of tree. Sound Transit will be removing a lot of trees, and the current code requirements may not work. However, they can be used as a starting place, and Sound Transit can respond to the requirement as part of the SUP.

- Other Applicable Regulations. The City's current code requirements for parking, access and circulation will not have a lot of applicability for the Sound Transit projects. They allow the Director to decide the requirements for regional land uses, and there is not a lot of guidance. She anticipates that parking, circulation and access will be a significant topic of conversation as the projects move forward. The City's current landscaping requirements provide general guidance that will be applicable as a starting place, and Sound Transit can explain why they can or cannot meet the requirements as part of the SUP process. Signage for the Sound Transit uses will be unique, and staff is proposing to start with the MUR-70' sign code standards.

Again, Director Markle invited the Commissioners to identify development regulations, particularly in the commercial design standards or tree code, that need to be changed to specifically address the coming of stations, garages and light rail facilities. This will allow staff to prepare a Staff Report for the public hearing, which is scheduled for January 21st. The City Council is scheduled to adopt the amendments on February 29th.

Director Markle advised that additional amendments related to light rail will come forward in February, but staff is still working with Sound Transit to learn more about the timing of their permits and processes. The amendments were previously presented to the Commission and mainly have to do with trees and three plans (construction management plan, parking management plan, multi-modal access plan) the City would like the applicant to submit.

Director Markle specifically asked the Commissioners to provide feedback on the proposed public process and the use of the commercial design standards as the starting point for regulating light rail facilities and systems. She also invited them to raise any additional comments and questions they might have.

Public Comment

No one in the audience indicated a desire to comment.

Commission Discussion

Commissioner Moss-Thomas said she supports staff's proposal, and expressed her belief that having the SUP go before the Hearing Examiner is the most logical approach. She referred to the Commercial Design Standards and asked if a 15-foot setback would still be required along 185th Street even if the facility is designed to face a side street and not 185th Street. Mr. Szafran answered affirmatively and explained that the intent is to reserve enough space for 185th Street to be widened at some point in the future to meet increased traffic demand. Commissioner Moss-Thomas commented that the 15-foot setback would be a requirement of any building that is adjacent to 185th Street regardless of which direction the building faces.

Commissioner Moss-Thomas said she understands that building articulation will be an issue with the parking garage. She asked if it would be possible for the City to apply other standards or conditions, such as how the outside building materials are designed, when building articulation is not practical. These standards could apply to all buildings that have parking structures on the lower floors and not just

to the light rail garage. Chair Pro Tem Craft suggested that Commissioner Moss Thomas' concern about building articulation could be addressed via SMC 20.50.250(B), which states that parking structure facades fronting public streets shall apply to this subsection only as material, color, texture or opening modulations and not as offset modulations. While the City cannot require building articulation, this provision would allow the City to require conditions that would make the building aesthetically pleasing to the public. Director Markle added that other design features included in the Commercial Design Standards also speak to the attractiveness of the building beyond just articulation, modulation and rooflines. When applying all of the regulations, the result will be an attractive building without modulation. She also reminded the Commission that there will be a public design review process to identify guiding principles of design. If the City is still not satisfied after all of the standards have been applied, they could comment on their concerns. However, Sound Transit would not be required to address the concerns. There may be some avenue to provide input on design via the SUP process, as well.

Chair Pro Tem Craft referred to the code requirements described earlier by Director Markle and noted that Sound Transit may ask to have some level of mitigation. There will be some opportunity, under the SUP, for the City to trade with Sound Transit on elements that might create a more aesthetically pleasing design of the parking garage. Director Markle agreed that if Sound Transit cannot meet standards, such as articulation or tree retention/replacement, they could offer to add public art or incorporate other design elements to mitigate. Commissioner Moss-Thomas observed that requiring a SUP gives the City more flexibility versus the standard prescriptive. If Sound Transit cannot meet a standard for a particular reason, the City can still require that they figure out how to mitigate it appropriately.

Commissioner Mork asked why access is not covered in the Commercial Design Standards. Director Markle said it is covered, but it does not specifically address transit-centric uses. It does cover more than the driveway to and from the site; it also addresses public transit access and outlines level of service standards for bicycle and pedestrian facilities. Director Markle said staff could bring back more information on the requirements for access for transit, which may be addressed in the Transportation Master Plan. Chair Pro Tem Craft asked that the information be provided to the Commissioners prior to the public hearing. Commissioner Mork agreed that would be helpful and said it would be to the City's advantage to have enough "meat" in the code to require, at a minimum, that the applicant trade something else for it.

Commissioner Montero referred to Subchapter 4 in SMC 20.60.140, which covers both pedestrian and bicycle access within the station subarea. Mr. Szafran advised that the current code will require Sound Transit to do frontage improvements that include sidewalks, amenity zones, curbs and gutters; but it does not go further than their own property. Commissioner Mork stressed that access will be key to the success of the project, and the City should maintain the most ability to condition appropriate multimodal access of all kinds.

Commissioner Mork referred to SMC 20.50.225 and asked staff to explain what is meant by "administrative design review." Director Markle said administrative design review allows for flexibility on the design standards, but not the dimensional standards. If a developer cannot or does not want to meet one of the design standards, they can present their request in the form of an application. This is common with modulation standards, as applicants often request to use textures and materials in order to

give the illusion of modification. Via an administrative review, staff can deem the proposal as equivalent and acceptable. Commissioner Mork asked how an administrative review would apply to a SUP. Director Markle answered that it would still be an administrative process that occurs just prior to a building permit and is another feature that could be used to talk about design. The difference is that with a SUP, it is impossible for an applicant to meet the criteria. With administrative design review, the applicant can meet the criteria, but wants the City to consider an alternative. Commissioner Mork asked if the administrative design review would allow the City more ability to review a proposal. Director Markle said it is designed to benefit the designer by allowing for more creativity.

Commissioner Mork asked how the traffic and construction management plans would enter into the SUP process. Director Markle answered that there is mixed opinion on whether or not it is too soon in the process to require these two plans. A SUP needs to happen before the project gets too deep in the design. It may be appropriate to delay these plans until later in the process, but they need to have this conversation with Sound Transit to better understand when they will have these answers. While they may not be needed at the 30% design level, they will be needed before construction can start.

DIRECTOR'S REPORT

Director Markle did not have any items to report.

Assistant Attorney Ainsworth Taylor recalled that the Commission discussed the City's marijuana/cannabis regulations on December 17th. She reminded them that the State has two marijuana structures: medical marijuana (or cannabis) and recreational marijuana. The specific issue before the Commission at their last meeting was the siting requirements for recreational marijuana (Rec 21 approved) facilities. However, the discussion also included a provision relative to medical marijuana cooperatives that will replace collective gardens, and the Commission forwarded a recommendation to the City Council that the separation requirement between recreational and medical marijuana uses should be less than 1,000 feet.

Assistant Attorney Ainsworth Taylor referred to an email she sent to the Commissioners subsequent to their recommendation, which explained that the 1,000-foot buffer requirement comes from the State Statute, itself, and the City does not have the authority to reduce and/or adjust the buffer. She explained that when the Liquor/Cannabis Control Board reviews applications for siting and licensing medical marijuana operations, they must make sure there is a 1,000-foot buffer between the uses. While State Law allows the City to reduce the buffer for recreational marijuana retail uses, it does not have this same authority for medical marijuana uses. She said the issue would be noted in the Commission's letter to the Council, as well as in the Staff Report that accompanies the Commission's recommendation.

UNFINISHED BUSINESS

The Commission discussed that, with the resignation of Commissioner Scully, Commissioner Craft would assume the role of Chair Pro Tem. It was noted that they typically elect new officers at the end of March after new appointments and reappointments have occurred. Chair Pro Tem Craft indicated he would not be available to chair the January 21st meeting and suggested the Commission appoint someone to serve as chair pro tem for that meeting.

COMMISSIONER MONTERO MOVED THAT THE COMMISSION APPOINT COMMISSIONER MOSS-THOMAS AS CHAIR PRO TEM FOR THE JANUARY 21, 2016 MEETING. COMMISSIONER MORK SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY.

NEW BUSINESS

There was no new business.

REPORTS OF COMMITTEES AND COMMISSIONERS/ANNOUNCEMENTS

Commissioner Montero reported that he and Commissioner Malek would meet with representatives from the Richmond Beach Neighborhood Association next week for an update on their perspective of what is going on at Point Wells. There is no new information to report regarding the subject at this time.

AGENDA FOR NEXT MEETING

Mr. Szafran advised that the January 21st meeting agenda includes a public hearing on the Sound Transit Permitting Amendments, which were discussed earlier in the meeting. In addition, Dan Ernissee will be present to lead a study session relative to the Shoreline Place sign package. He reported that the City Council gave the Planning Commission the authority to look at the design of the signage for this project, which is formerly known as the Community Renewal Area (CRA).

ADJOURNMENT

The meeting was adjourned at 7:59 p.m.

Easton Craft
Vice Chair, Planning Commission

Lisa Basher
Clerk, Planning Commission

Planning Commission Meeting Date: January 21, 2016

Agenda Item 6a

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

AGENDA TITLE: Public Hearing on Using the Special Use Permit Process for Approving Light Rail Facilities/Systems as Essential Public Facilities and Determination of Development Regulations Applicable to Development of Light Rail Facilities/Systems
DEPARTMENT: Planning & Community Development
PRESENTED BY: Rachael Markle, AICP, Director
Steve Szafran, AICP, Senior Planner

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|--|--|--|
| <input checked="" type="checkbox"/> Public Hearing | <input type="checkbox"/> Study Session | <input type="checkbox"/> Recommendation Only |
| <input type="checkbox"/> Discussion | <input type="checkbox"/> Update | <input type="checkbox"/> Other |

INTRODUCTION

The purpose of this public hearing is to:

- Provide additional information to the Commission about the Special Use Permit process as it would relate to light rail systems/facilities and the specific development regulations that would apply to the development of light rail systems/facilities;
- Answer any outstanding questions the Commission may have;
- Hear public testimony; and
- Forward recommended Development Code amendments for adoption by the City Council.

DISCUSSION

Currently, the Code specifies that light rail transit systems/facilities require a Development Agreement. However, the Development Agreement, as defined by State law, is not designed to accommodate variances from the underlying zone’s regulations. The application of several of Shoreline’s regulations to the development of light rail facilities/systems may be very difficult or impossible for light rail systems/facilities to achieve. Light rail systems/facilities are defined as Essential Public Facilities per RCW 36.70A.200 <http://app.leg.wa.gov/RCW/default.aspx?cite=36.70A.200>. Essential Public Facilities cannot be precluded. Therefore, the City needs to use a process, by which in this case Sound Transit, can request deviations from the City standards in order to establish, construct and operate light rail systems/facilities.

Staff recommends using the Special Use Permit (SUP) process which is identified in the Comprehensive Plan for siting essential public facilities (LU60 through LU65), instead of the Development Agreement process. Staff also recommends that the procedural process for approving a Special Use Permit remain consistent with SMC 20.30.330.

At the January 7th meeting, staff explained the difference of a quasi-judicial process (the Special Use Permit process) and the legislative process (the Development Agreement process). Staff explained that Comprehensive Plan land use policy LU 62 establishes that a Special Use Permit is to be used to site Essential Public Facilities.

The Special Use Permit process would be used to:

- Locate the light rail systems/facilities as an essential public facility in zones where this use would be prohibited;
- Use criteria to condition the light rail systems/facilities to be more compatible with adjacent land uses; and
- Approve deviations from the regulations as appropriate to accommodate the light rail systems/facilities as essential public facilities.

Staff has recommended that a Special Use Permit is the most appropriate method of approving Sound Transit's light rail systems/facilities. Further, Washington State Law directs the City to use a quasi-judicial process such as a Special Use Permit process when making decisions in regards to a specific party. RCW 42.36.010 states:

Quasi-judicial actions of local decision-making bodies are those actions of the legislative body, planning commission, hearing examiner, zoning adjuster, board of adjustment, or boards which determine the legal rights, duties, or privileges of specific parties in a hearing or other contested case proceeding. Quasi-judicial actions do not include the legislative actions adopting, amending, or revising comprehensive, community, or neighborhood plans or other land use planning documents or the adoption of area-wide zoning ordinances or the adoption of a zoning amendment that is of area-wide significance.

At the January 7 meeting, staff presented options the Commission could recommend about how the SUP may be approved. The Commission could hold the public hearing with Council approval; the Hearing Examiner could hold the public hearing with Council approval; or the Council could hold the public hearing and approve the permit. SMC Table 20.30.060 is the summary of Type C actions, notice requirements, review authority, decision making authority and target time limits for decisions. As noted in Table 20.30.060, the review and decision making authority is assigned to the Hearing Examiner. Staff recommends keeping the approval process the same which is Hearing Examiner public hearing and decision making authority.

Development Regulations that apply to Light Rail Systems/Facilities

While the City's Development Code includes standards to regulate much of the construction activities associated with the light rail facilities/systems, it is unclear how to apply them without zoning. Development Code amendments that establish which development regulations apply to light rail systems/facilities, especially when located on land that is not zoned, which is primarily various types of right of way are also the subject of tonight's public hearing.

At the January 7th meeting, staff recommended a list of specific existing development regulations that would apply to the design of light rail systems/facilities such as stations, parking garages, and associated accessory structures. Those development regulations include:

1. SMC 20.50.020(2) - Dimensional standards of the MUR-70' Zone;
2. SMC 20.50.220 through 20.50.250 – Commercial design standards;
3. SMC 20.50.290 through 20.50.370 – Tree conservation, and clearing and site grading standards;
4. SMC 20.50.380 through 20.50.440 – Parking, access, and circulation;
5. SMC 20.50.450 through 20.50.520 - Landscaping;
6. SMC 20.50.530 through 20.50.610 – Signs for the MUR-70' Zone;
7. SMC 20.60 Adequacy of Public Facilities;
8. SMC 20.70 Engineering and Utilities Development Standards; and
9. SMC 20.80 Critical Areas.

C. The Light Rail Transit System/Facility improvements located between the stations shall comply with the applicable sections below:

1. SMC 20.50.290 through 20.50.370 – Tree conservation, and clearing and site grading standards;
2. SMC 20.50.450 through 20.50.520 – Landscaping;
3. SMC 20.60 Adequacy of Public Facilities;
4. SMC 20.70 Engineering and Utilities Development Standards; and
5. SMC 20.80 Critical Areas.

Planning Commission's request for additional information

While staff presented to the Commission most of the Development Code sections that apply to the design of light rail systems/facilities, two chapters of the Development Code were not explained in detail. The Planning Commission asked for additional information regarding these: Chapter 20.60 Adequacy of Public Facilities and Chapter 20.70 Engineering and Utilities Development Standards and any other requirements related largely to multi modal access that would be required. These chapters and requirements are listed and explained in more detail below:

20.60.030 Adequate Wastewater - All development proposals shall be served by a public wastewater disposal system, including both collection and treatment facilities.

This section ensures that when the City issues building permits for all new development the disposal system for the project has been approved by the Department as being consistent with adopted rules and regulations of the applicable government, agency, or district. The City partners with Ronald Wastewater to complete this review.

20.60.040 Adequate Water Supply – All development proposals shall be served by an adequate public water supply system.

For the issuance of a building permit for the stations and/or parking garages, Sound Transit must demonstrate that:

1. The existing water supply system available to serve the site complies with the requirements of adopted rules and regulations of the applicable government, agency, or district.
2. The proposed improvements to an existing water system or a proposed new water supply system have been reviewed by the Department and determined to comply with the design standards and conditions specified above.

If adequate water supply is unavailable at the time Sound Transit submits their building permits, Sound Transit will be responsible for making the necessary improvements to provide the required water supply to their facilities. The City partners with North City Water and Seattle Public Utilities to complete this review.

20.60.050 Adequate Fire Protection – All new development shall be served by adequate fire protection.

This section ensures that all new development has an adequate water supply to meet or exceed the City's construction and building codes which includes the International Fire Code. This section also requires adequate access to the development be established to provide life safety/rescue and that other fire protection requirements be met. Adequate fire protection must be in place at the time occupancy for the stations and/or parking garages. The City partners with Shoreline Fire to provide this review.

20.60.070 Adequate Surface Water Management System – All new development shall be served by an adequate surface water management system.

This section ensures that all new development meets or exceeds the standards set forth in the City's Surface Water Management Code and any other adopted standards related to stormwater. Any required surface water improvement plan must be approved by the Director.

20.60.140 Adequate Streets – The purpose of this chapter is to set forth specific standards providing for the City's compliance with the concurrency requirements of the State Growth Management Act (GMA), Chapter 36.70A RCW. The GMA requires that adequate transportation capacity is provided concurrently with development to handle the increased traffic projected to result from growth and development in the City. The purpose of this chapter is to ensure that the City's transportation system shall be adequate to serve the future development at the time the development is available for occupancy without decreasing current service levels below established minimum standards.

This Chapter provides the bulk of the requirements related to multi modal access. SMC 20.40.140 establishes the City's concurrency requirements as measured by level of service (LOS) standards for intersections. Additionally, this Chapter establishes a Level of Service D standard for pedestrians and bicyclists within light rail station subareas. Further, this Chapter provides the City with the authority to require applicant's for projects that would generate 20 or more new trips during the p.m. peak hour to prepare a transportation impact analysis (TIA). This analysis is used to determine if a project will impact the City's level of service standards for vehicles, pedestrians, and bicyclist. If the LOS will be reduced below these standards, then the applicant will need to mitigate the impacts or change the project to meet the adopted LOS or the project will not be permitted. The proposed Sound Transit light rail systems/facilities will generate more than 20 p.m. peak trips and will be subject to these requirements. Although the City does not have a LOS in the Development Code for public transit, the TIA can be used to analyze impacts the project will have on public transit.

20.60.150 Adequate Access – All lots shall have access to a public right-of-way by direct access to a right-of-way; an easement recorded with the county that meets the standards of this section; or an access tract that meets the standards of this section.

This Chapter ensures that all new development has direct access to a public right of way and includes access for emergency services and other required services. SMC 20.60.150 also allows the City to require new development to have pedestrian facilities that connect from the public right of way to building entrances; connect to other commercial developments, and to provide safe access from parking areas to buildings.

20.70.010 Purpose – The purpose of this chapter is to establish engineering regulations and standards to implement the Comprehensive Plan and provide a general framework for relating the standards and other requirements of this Code to development.

All applications for development must comply with this Chapter which implements the Goals and Policies of the Comprehensive Plan in regards to dedications, streets, frontage improvements, surface water facilities, sidewalks, walkways, paths, trail, and utilities.

20.70.020 Engineering Development Manual – The Engineering Development Manual adopted pursuant to SMC 12.10.100 includes processes, design and construction criteria, inspection requirements, standard plans, and technical standards for engineering design related to development.

The Engineering Development Manual is an administrative document that defines the types of physical improvements an applicant must install in conjunction with a development proposal. The EDM specifies, street widths, street layout, street grades, intersection design, site distance, driveway locations, sidewalk placement and standards, length of cul-de-sacs, turnarounds, streetscape specifications such as trees, landscaping, benches, and other amenities, surface water and storm water specifications, traffic control and safety markings, sign, signals, street lights, turn lanes, and other various right-of-way improvements.

20.70.110 Purpose – The purpose of this subchapter is to provide guidance regarding the dedication of facilities to the City.

Through the development of property, the City may require certain dedication of property for things such as right-of-way, stormwater facilities, open space, and easements across private property.

20.70.120 Dedication of Right-Of-Way

When a development is proposed, the City may require right-of-way dedication. Right – of-way dedication may be necessary to accommodate motorized and nonmotorized transportation (additional travel lanes, sidewalks, bike lanes). In many cases around the City, the improved street is not built out to the full right-of-way width. As development occurs, the City requires that the property owner dedicates right-of-way and makes the necessary frontage improvements.

20.70.140 – Dedication of Stormwater Facilities

The City is responsible for the maintenance, including performance and operation, of drainage facilities which the City has accepted for maintenance. The City may require the dedication of these facilities. In some cases, the City may assume maintenance of privately maintained drainage facilities only if conditions have been met such as:

- All necessary upgrades to the facilities to meet current City standards have been completed;
- All necessary easements or dedications entitling the City to properly maintain the drainage facility have been conveyed to the City;
- The Director has determined that the facility is in the dedicated public road right-of-way or that maintenance of the facility will contribute to protecting or improving

the health, safety and welfare of the community based upon review of the existence of or potential for:

- Flooding;
- Downstream erosion;
- Property damage due to improper function of the facility;
- Safety hazard associated with the facility;
- Degradation of water quality or in-stream resources; or
- Degradation to the general welfare of the community

20.70.150 – Dedication of Open Space

The City may accept dedications of open space and critical areas which have been identified and are required to be protected as a condition of development. Typically, a property owner is required to dedicate open space for multi-family development or public space in a commercial development.

20.70.160 – Easements and Tracts

The purpose of this section is to address easements and tracts when facilities on private property will be used by more than one lot or by the public in addition to the property owner(s). The City requires easements for ingress and egress, drainage facilities, sidewalks or paths between neighborhoods, schools, shopping centers, and other easements for public use. Tracts are used for facilities that are used by a broader group of individuals. Tracts typically include private streets and critical areas.

20.70.210 Purpose - The purpose of this subchapter is to classify streets in accordance with designations of the Comprehensive Plan and to ensure the naming of new streets and assignment of new addresses occur in an orderly manner.

20.70.220 – Street Classification

Streets are classified in the Transportation Master Plan which includes arterial and nonarterial streets. The type of street dictates what kind of improvements are required, the volume of traffic the street can handle, and the Level-of-Service, or delay, at the intersections.

20.70.230 – Street Plan

Streets are designed and located per the adopted plans in the Transportation Master Plan and Engineering Development Manual. The street plan will show street widths, sidewalk widths, bike facilities, amenity zones, and parking areas.

20.70.240 – Private Streets

Some local access streets may be private if conditions are met. Typically, a residential subdivision may request to have a private street as access. The conditions include:

- The private streets is in a tact or easement
- A covenant for maintenance has been approved by the City of Shoreline The street will remain open for emergency and public services
- The private street will not hinder public street circulation
- The private street is adequate for fire access needs

20.70.250 – Street Naming

This section ensures that public and private streets are named and numbered appropriately, building addresses are assigned during building permit issuance, and building addresses are easily seen and comply with adopted building and fire codes.

20.70.310 Purpose – The purpose of this subchapter is to provide safe and accessible transportation facilities for all modes of travel as described in the Comprehensive Plan, Transportation Master Plan, and the Parks, Recreation and Open Space Plan.

This section of the code explains what kind of transportation improvements must be made as development occurs. These improvements are the responsibility of private property owners when they apply for a development permit.

20.70.320 Frontage improvements – Standard frontage improvements shall be upgraded or installed pursuant to standards set forth in the Transportation Master Plan Street Classification Map, the Master Street Plan adopted in Chapter 12.10 SMC, and the Engineering Development Manual for the specific street which is substandard to satisfy adequate public roadways required for subdivisions by Chapter 58.17 RCW and Chapter 20.30 SMC, Subchapter 7, and to mitigate direct impacts of land use approvals.

Frontage improvements are required for commercial, multifamily, and some single-family developments. Standard frontage improvements consist of right-of-way dedication, curb, gutter, sidewalk, amenity zone and landscaping, drainage improvements and pavement overlays up to one-half of each right-of-way abutting a property as defined in the Master Street Plan. The street master plan dictates how wide the right-of-way shall be and how wide the sidewalk improvement is. Additional improvements may be required to ensure safe movement of traffic, including pedestrians, bicycles, transit, and nonmotorized vehicles. The improvements can include transit bus shelters, bus pullouts, utility undergrounding, street lighting, signage and channelization. As defined in SMC 20.70.320, the proposed Sound Transit light rail systems/facilities would require frontage improvements.

20.70.330 Surface water facilities – All development and redevelopment as defined in the Stormwater Manual shall provide stormwater drainage improvements that meet the minimum requirements of Chapter 13.10 SMC.

20.70.340 Sidewalks, walkways, paths and trails – This section restates sidewalks are required pursuant to SMC 20.70.320 and adds more information regarding where and how sidewalks, paths and trails are to be constructed.

SMC Subchapter 5. 20.70.410-430 establishes when new and existing service connections, including telephone, cable television, electrical power, natural gas, water, and sewer, are to be installed and/or placed underground. SMC 20.70.430(A) states

that undergrounding shall be limited to the service connection and new facilities located within and directly serving the development from the public right of way excluding existing or relocated street crossings. SMC 20.70.430(B) states that undergrounding of service connections and new electrical and telecommunication facilities shall be required for all new nonresidential construction, which is the category light rail systems/facilities would fall under.

Tonight's Meeting & Next Steps

The Commission is being asked to gather community input on Attachment A and forward a recommendation to Council regarding a specific Development Code process and regulations that will apply to light rail systems/facilities. Staff has identified existing regulations that should be applicable to light rail stations, garages and associated facilities. To ensure that the design of the stations, garages and associated facilities meets Shoreline's expectations, the Commission may amend Attachment A.

Staff is preparing to bring another set of Development Code amendments, Package 3, to the Planning Commission related to light rail systems/facilities. Package 3 will likely include additional provisions for: multi modal access; construction management; parking management; neighborhood traffic planning; and trees. Package 3 represents an opportunity to consider additional amendment concepts that may arise as part of tonight's public hearing and discussion.

TIMING AND SCHEDULE

- February 8, 2016 - City Council discussion
- February 29, 2016 - City Council adoption

RECOMMENDATION

Staff recommends amending the Development Code as noted in Attachment A.

ATTACHMENT

Attachment A – Draft Development Code Amendments related to Light Rail Systems/Facilities

Links to Study Session Materials:

December 17, 2015 Planning Commission Meeting

<http://shorelinewa.gov/Home/ShowDocument?id=24695>

January 7, 2016 Planning Commission Meeting

<http://shorelinewa.gov/Home/ShowDocument?id=24809>

20.30.330 Special use permit-SUP (Type C action).

A. Purpose. The purpose of a special use permit is to allow a permit granted by the City to locate a regional land use on unclassified lands, unzoned lands, or when not specifically allowed by the zoning of the location, but that provides a benefit to the community and is compatible with other uses in the zone in which it is proposed. The special use permit ~~is~~ may be granted subject to conditions placed on the proposed use to ensure compatibility with adjacent land uses.

B. Decision Criteria (applies to all Special Uses). A special use permit shall be granted by the City, only if the applicant demonstrates that:

1. The use will provide a public benefit or satisfy a public need of the neighborhood, district or City or region;
2. The characteristics of the special use will be compatible with the types of uses permitted in surrounding areas;
3. The special use will not materially endanger the health, safety and welfare of the community;
4. The proposed location shall not result in either the detrimental over-concentration of a particular use within the City or within the immediate area of the proposed use, unless the proposed use is deemed a public necessity;
5. The special use is such that pedestrian and vehicular traffic associated with the use will not be hazardous or conflict with existing and anticipated traffic in the neighborhood;
6. The special use will be supported by adequate public facilities or services and will not adversely affect public services to the surrounding area or conditions can be established to mitigate adverse impacts;
7. The location, size and height of buildings, structures, walls and fences, and screening vegetation for the special use shall not hinder or discourage the appropriate development or use of neighboring properties;
8. The special use is not in conflict with the policies of the Comprehensive Plan or the basic purposes of this title; and

6a. Light Rail Facilities - Attachment A

9. The special use is not in conflict with the standards of the critical areas regulations, Chapter 20.80 SMC, Critical Areas, or Shoreline Master Program, SMC Title 20, Division II.

Table 20.40.140 Other Uses

NAICS #	SPECIFIC USE	R4- R6	R8- R12	R18- R48	TC-4	NB	CB	MB	TC-1, 2 & 3
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REGIONAL										
	School Bus Base	S-i	S-i	S-i	S-i	S-i	S-i	S-i	S-i	
	Secure Community Transitional Facility							S-i		
	Transfer Station	S	S	S	S	S	S	S	S	
	<u>Light rail transit facility/system</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>	<u>S-i</u>
	Transit Bus Base	S	S	S	S	S	S	S	S	
	Transit Park and Ride Lot	S-i	S-i	S-i	S-i	P	P	P	P	
	Work Release Facility							S-i		

P = Permitted Use	S = Special Use
C = Conditional Use	-i = Indexed Supplemental Criteria

20.40.160 Station area uses.

Table 20.40.160 Station Area Uses

NAICS #	SPECIFIC LAND USE	MUR-35'	MUR-45'	MUR-70'
OTHER				
	Animals, Small, Keeping and Raising	P-i	P-i	P-i
	Light Rail Transit System/Facility	<u>P-i S-i</u>	<u>P-i S-i</u>	<u>P-i S-i</u>
	Transit Park and Ride Lot		S	P
	Unlisted Uses	P-i	P-i	P-i

Supplemental Index Criteria

20.40.438 Light rail transit system/facility.¹

A. A light rail transit system/facility shall be approved through a development agreement Special Use Permit as specified in SMC 20.30.355. (Ord. 706 § 1 (Exh. A), 2015).

B. A Light Rail Transit System/Facility stations and parking garages shall conform to the required standards below:

1. SMC 20.50.020(2) - Dimensional standards of the MUR-70' Zone;
2. SMC 20.50.220 through 20.50.250 – Commercial design standards;
3. SMC 20.50.290 through 20.50.370 – Tree conservation, and clearing and site grading standards;
4. SMC 20.50.380 through 20.50.440 – Parking, access, and circulation;
5. SMC 20.50.450 through 20.50.520 - Landscaping;
6. SMC 20.50.530 through 20.50.610 – Signs for the MUR-70' Zone;
7. SMC 20.60 Adequacy of Public Facilities;
8. SMC 20.70 Engineering and Utilities Development Standards; and
9. SMC 20.80 Critical Areas.

C. The Light Rail Transit System/Facility improvements located between the stations shall comply with the applicable sections below:

1. SMC 20.50.290 through 20.50.370 – Tree conservation, and clearing and site grading standards;
2. SMC 20.50.450 through 20.50.520 – Landscaping;
3. SMC 20.60 Adequacy of Public Facilities;
4. SMC 20.70 Engineering and Utilities Development Standards; and
5. SMC 20.80 Critical Areas.

D. Modification of 20.40.438 (B) and (C) Requirements. If the applicant demonstrates that compliance with one or more of the requirements set forth in this Section 20.40.438(B) and (C) is impracticable, would result in reduced public benefits, or alternative actions could meet or exceed the intended goals of such requirements, then the City may waive or modify such requirements as part of the Special Use Permit process.

20.50.480 Street trees and landscaping within the right-of-way – Standards.

- A. When frontage improvements are required by Chapter 20.70 SMC, street trees are required ~~in~~for all commercial, office, public facilities, industrial, multifamily ~~zones~~ developments, and for single-family subdivisions on all arterial streets.
- B. Frontage landscaping may be placed within City street rights-of-way subject to review and approval by the Director. Adequate space should be maintained along the street line to replant the required landscaping should subsequent street improvements require the removal of landscaping within the rights-of-way.
- C. Street trees and landscaping must meet the standards for the specific street classification abutting the property as depicted in the Engineering Development Guide including but not limited to size, spacing, and site distance. All street trees must be selected from the City-approved street tree list. (Ord. 581 § 1 (Exh. 1), 2010; Ord. 406 § 1, 2006; Ord. 238 Ch. V § 7(B-3), 2000).

Planning Commission Meeting Date: January 21, 2016
Agenda Item 7a

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

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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;

ORIGINAL

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:

<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>

	<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>

<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>

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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.

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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...

7a. Shoreline Place Sign Package Attachment B

CITY OF SHORELINE / AURORA SQUARE • Brand Report • October 1, 2015





PYLON SIGNS









MONUMENT SIGNS









WAYFINDING SIGNS









POLE BANNERS





