

July 16, 2020

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

Nora,

Thank you for the opportunity to comment on the Community Renewal Sign Code Update. We support the “Proposed Changes” noted on pages 3 through 9 of the July 16 meeting Staff Report with the following observations:

1. Monument Sign locations should not be limited to entries as in some cases mid-block monuments are well suited especially in the mixed-use context. A monument sign mid-block on Westminster Way between the E and D blocks of MGP’s parcel is an example of that application. The “alternate approach” on page 4 is not an appropriate resolution as larger blocks may be subdivided over time thereby reducing frontage and the associated monument signage rights.
2. It is also worth noting that on page 4 of the staff report the last sentence incorrectly states that “Ownership of the Westminster and 160th Street frontages is fragmented within three driveways on parcels owned by Merlone Geier, two owned by ROIC and one owned by the Desimone Trust.” The correct allocation of driveways on Westminster Way includes Desimone/Danieli (one entry), China Buffet/RLD Group (one entry), Merlone Geier Partners (three entries). Along 160th the allocation of driveways includes ROIC (two entries) and Merlone Geier Partners (one entry).
3. The “alternative approach” on page 6 faces a similar challenge to the alternate for monument signs given the possibility for future subdivision reducing the size of parcels.

We look forward to continuing our work with the City of Shoreline to advance the vision of the CRA and Shoreline Place.

Respectfully,

Jamas Gwilliam
Vice President, Development