

October 30, 2020

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

Dear Nora,

Thank you for affording Merlone Geier Partners (MGP) the opportunity to share our thoughts regarding the CRA sign regulation amendments and commentary that we heard during the July 16, 2020 Shoreline Planning Commission Meeting. While we agree with the majority of the proposed amendments and the recommendations made by our neighbor ROIC, we would like to address a handful of issues that have the potential to negatively impact the Shoreline Place Development as a whole.

**1. Retail Leasing Signs (Staff Report Page #5)**

Response: Page #5 of the Staff Report lists “Allowing retail leasing signs in response to comments from a property owner”. We would like to make sure that these signs do not fall under the “Temporary Signs” definition which allows signs “for a limited period of time”. We would like to suggest that the City add “Leasing Signs” as a definition under Section C of Shoreline Municipal Code 20.50.620, and allows these Leasing Signs to act like permanent signs.

**2. Proposed Wayfinding Sign Revisions (Staff Report Page #8 & Attachment A – CRA Sign Code Update CRA / Wayfinding Sign Posts)**

Response: Under this section, the Staff Report requires “a 25 foot setback from the street”. Please define “Street” and where the measurement would be taken from. Is this the centerline, face of curb or property line at the right-of-way? We are used to it being from the face of curb. We are also concerned that if this dimension is taken from the right-of-way line, the pedestrian wayfinding signs will be too deep into the property losing the effectiveness of the directional signage. MGP would like to recommend language keeping these signs out of the clear sight triangle but no closer than 10’ to a pedestrian entrance to the site.

**3. CRA Monument Signs – Sign Design (Attachment A – CRA Sign Code Update)**

Response: MGP is in support of the proposed revisions contained within the Sign Design

section but request modifications to the language that prohibit individual business logos, colors or fonts. As retail leasing experts, we can attest to the fact that it is extremely important for retail tenants to maintain brand identity. Not allowing a tenant to have their standard signage/logos may adversely affect the various shopping center owners' ability to lease up vacant or otherwise available space. Additionally, we would recommend review of this restriction with the City Attorney in light of the *Reed v. Town of Gilbert* Supreme Court decision.

**4. CRA Pylon Signs – Sign Design (Attachment A – CRA Sign Code Update)**

Response: MGP is in support of the proposed revisions for the Sign Design section but request modifications to the language that prohibits individual business color schemes or fonts. Similar to our CRA Monument Sign response above, not allowing a tenant to have its standard signage/logos may adversely affect the various shopping center owners' ability to lease up vacant or otherwise available space.

**5. CRA Building Mounted Signs for Ground Floor Businesses (Attachment A – CRA Sign Code Update)**

Response: MGP is in support of the proposed revisions for the Maximum Signage Copy section but request modifications to the language limiting Ground Floor Side / Rear Walls without Public Entrances to .75 square feet of sign area per lineal foot of wall. Signage meeting this criteria will appear out of scale in relationship to the scale of the architectural features supporting said signs. MGP recommends increasing the allowable size to 1 square foot of sign area per lineal foot of wall. Please see Exhibit A to this memo for reference.

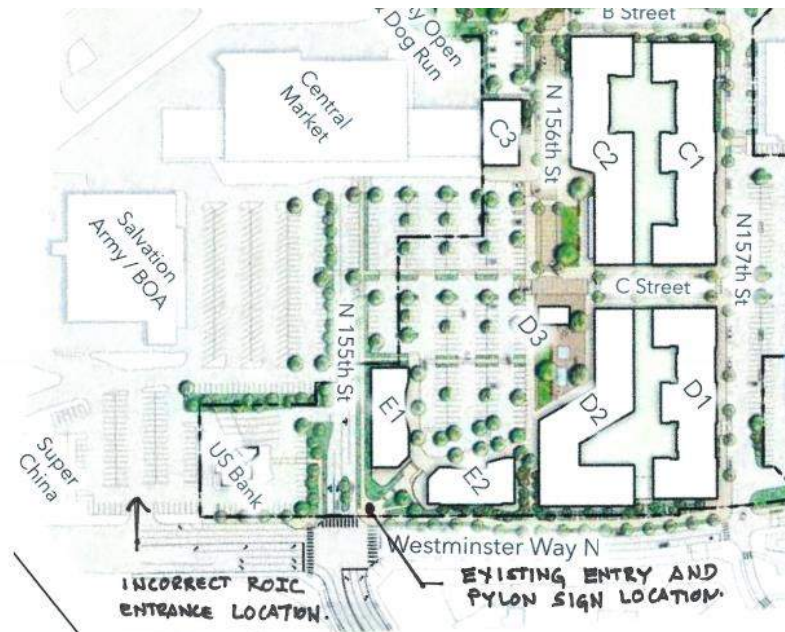
**6. ROIC Produced Signage Concepts (Attachment C – CRA Sign Code Update)**

Response: We appreciate ROIC's comments and agree with them in general. The site plan on page #3 of the ROIC Signage Concept package (included below) appears to be altered and incorrectly shows the location of the existing Merlone Geier pylon sign and driveway at the 155<sup>th</sup> and Westminster Way North entrance to Shoreline Place. MGP is requesting language be added to the Shoreline Municipal Code section 20.50.620 Aurora Square Community Renewal Area Sign Standards requiring the Westminster Way North pylon sign to be located at the signaled intersection at 155<sup>th</sup> & Westminster Way North where it is currently located.

**ROIC Produced Sketch Showing Incorrect Location of Existing Site Entry and Sign**



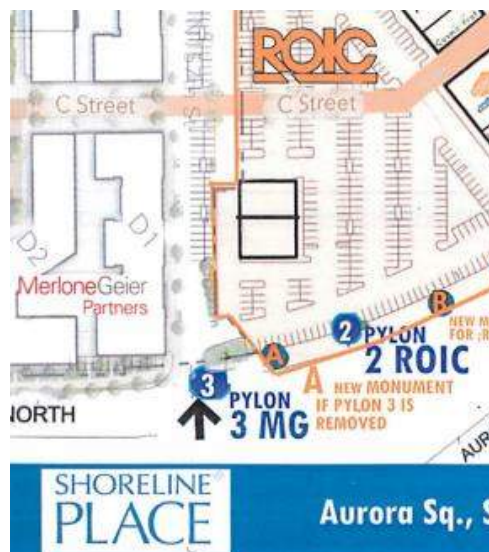
**Actual Location MGP Entrance and Pylon Sign**



### 7. ROIC Produced Signage Concepts (Attachment C – CRA Sign Code Update)

Response: Page #4 of the ROIC Signage Concept package (see below) suggests the removal of MGP's pylon sign along Westminster Way N at the 157<sup>th</sup> entry and the introduction of a new monument sign on ROIC's property in exchange for the removed sign. MGP rejects MGP is not willing to accept the removal of our pylon sign while granting an additional monument sign to ROIC.

#### ROIC Produced Sketch



### 8. Ground Floor Wall Mounted Signs (7/16/2020 Planning Commission Minutes)

Response: During the July 16, 2020 Planning Commission hearing, Commissioner Galuska made comments opposing additional ground floor signage on the rear/sides of the shop buildings. Commissioner Galuska indicated that he wanted the City to “require or at least encourage public entrances along the sidewalk”. It is important to note that such a requirement could have significantly unintended consequences as it does not take into account such factors as the difference in elevation / finished grade between buildings and adjacent sidewalks. One example of this is seen along Westminster Way N. and 155<sup>th</sup> Street where the existing site grades would not allow for building entrances out to the public street. Existing grade differentials between the sidewalks and the proposed finish floors of the buildings range from 5.5 to more than 13 vertical feet between the two. As such, there is no option other than to turn the entrances of the buildings inward to the site.

Due to this situation, allowing signs to only be placed over business entrances will be detrimental to the health of these tenants. Industry experts and tenants alike, require signage facing adjacent

streets from as many directions as possible, including on the rear of buildings when necessary. This is one of the most important needs of any retail tenant and without street facing signage, tenants will have great difficulty being successful. MGP is hereby requesting that the Planning Commission act in support of the proposal to allow signage on the rear and sides of a building.

We have attached as Exhibit A several drawings showing actual design grades along with conceptual building elevations for proposed retail buildings at the corner of 155<sup>th</sup> and Westminster Way North (in accordance with the Shoreline Place Development Agreement Concept Plan). For visual clarity, we have left all street fronting trees off of these exhibits.

As noted in the exhibits, the intent is for the tenant signage to compliment the building architecture while emphasizing the intended use of the building itself and encourage visitors to the businesses represented by the tenant signage.

**9. Monument Sign Spacing (7/16/2020 Planning Commission Minutes)**

Response: In the July 16, 2020 Planning Commission meeting, Commissioners Sager and Callahan discussed the need to limit the spacing of monument signs throughout the property. Recognizing that this is a somewhat challenging measurement to apply a standard to within the context of the municipal code, MGP referenced other shopping centers in our portfolio in order to make an informed recommendation. As a result, MGP recommends that monument signs on the same parcel be no closer than 100' apart. Where two properties meet at internal property lines, monument signs shall be located no closer than 25' from either side of the internal property line.

Thank you again for your efforts during this process and for taking our recommendations into consideration. Once adopted, these amended sign regulations will allow MGP, ROIC and the other owners in the CRA to help the City of Shoreline realize their long-term vision for Shoreline Place. Should you have any questions please feel free to reach out to me.

Respectfully,

Glenn Goodman  
Vice President, Design & Construction

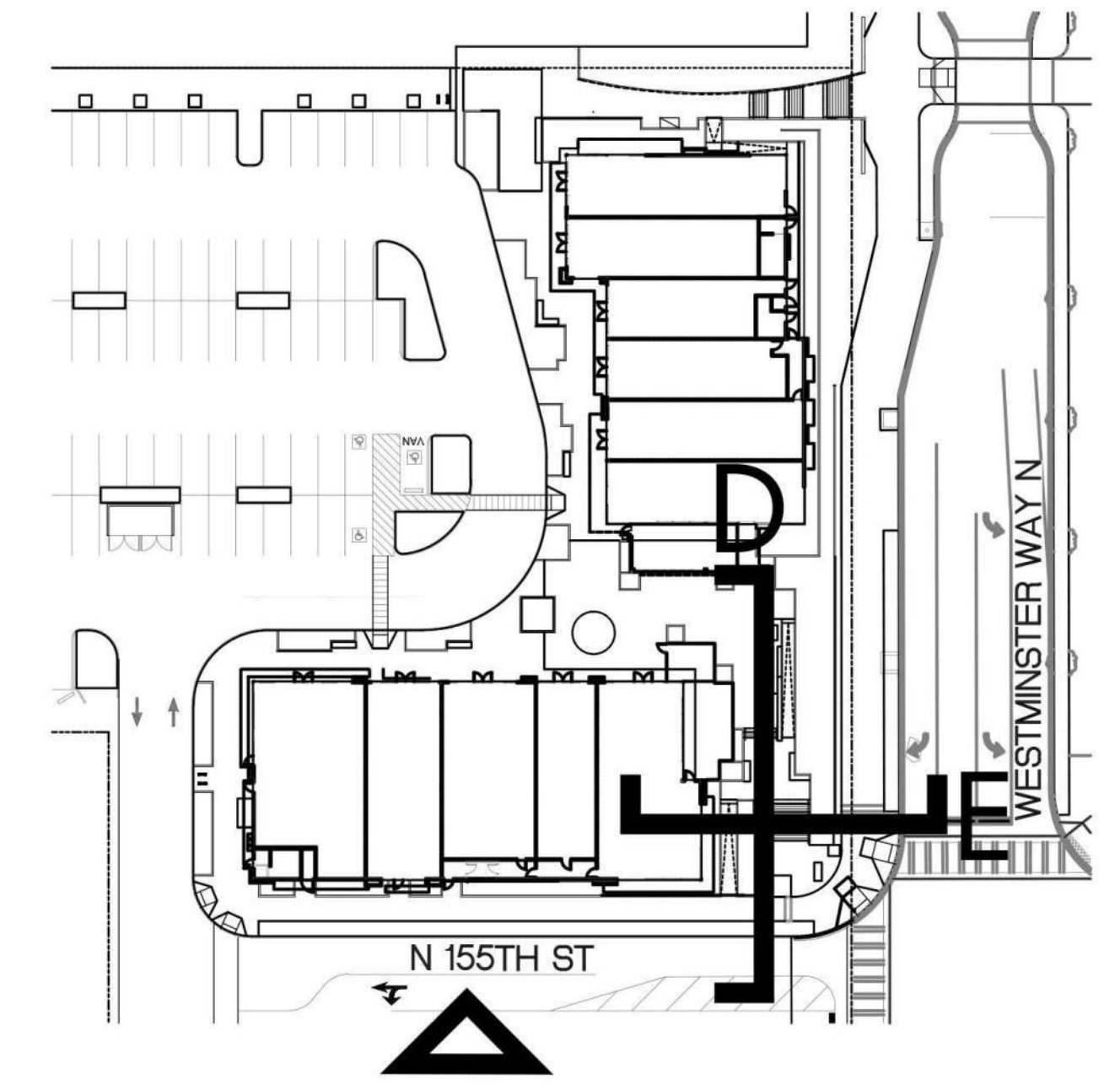


Exhibit A: Concept Drawings for 155<sup>th</sup> and Westminster Pad Buildings

CC: Jamas Gwilliam, MGP



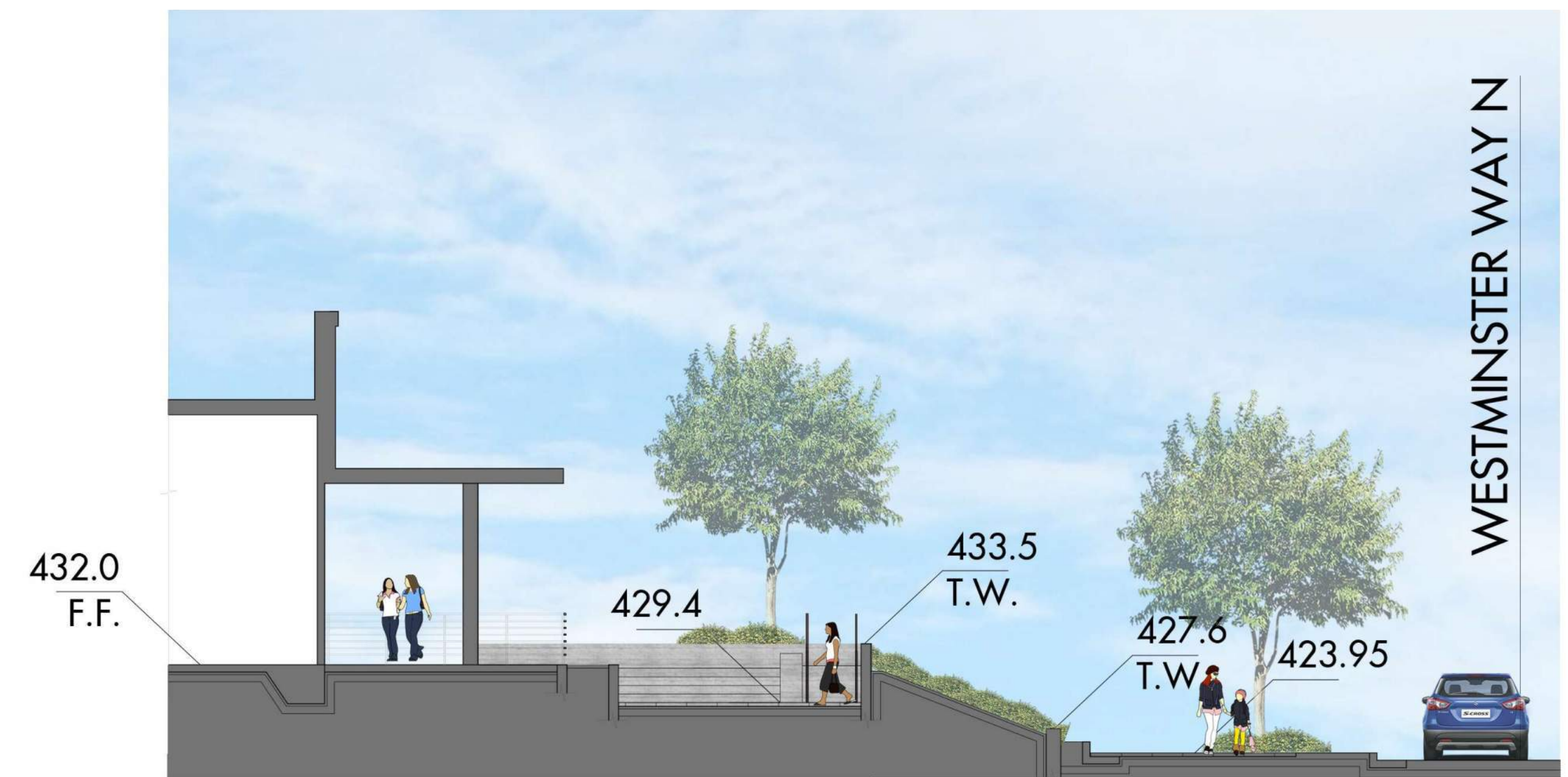
SOUTH ELEVATION ALONG N 155TH STREET ENTRY



KEY PLAN 



SECTION D - N 155TH STREET ENTRY THRU WESTMINSTER PLAZA

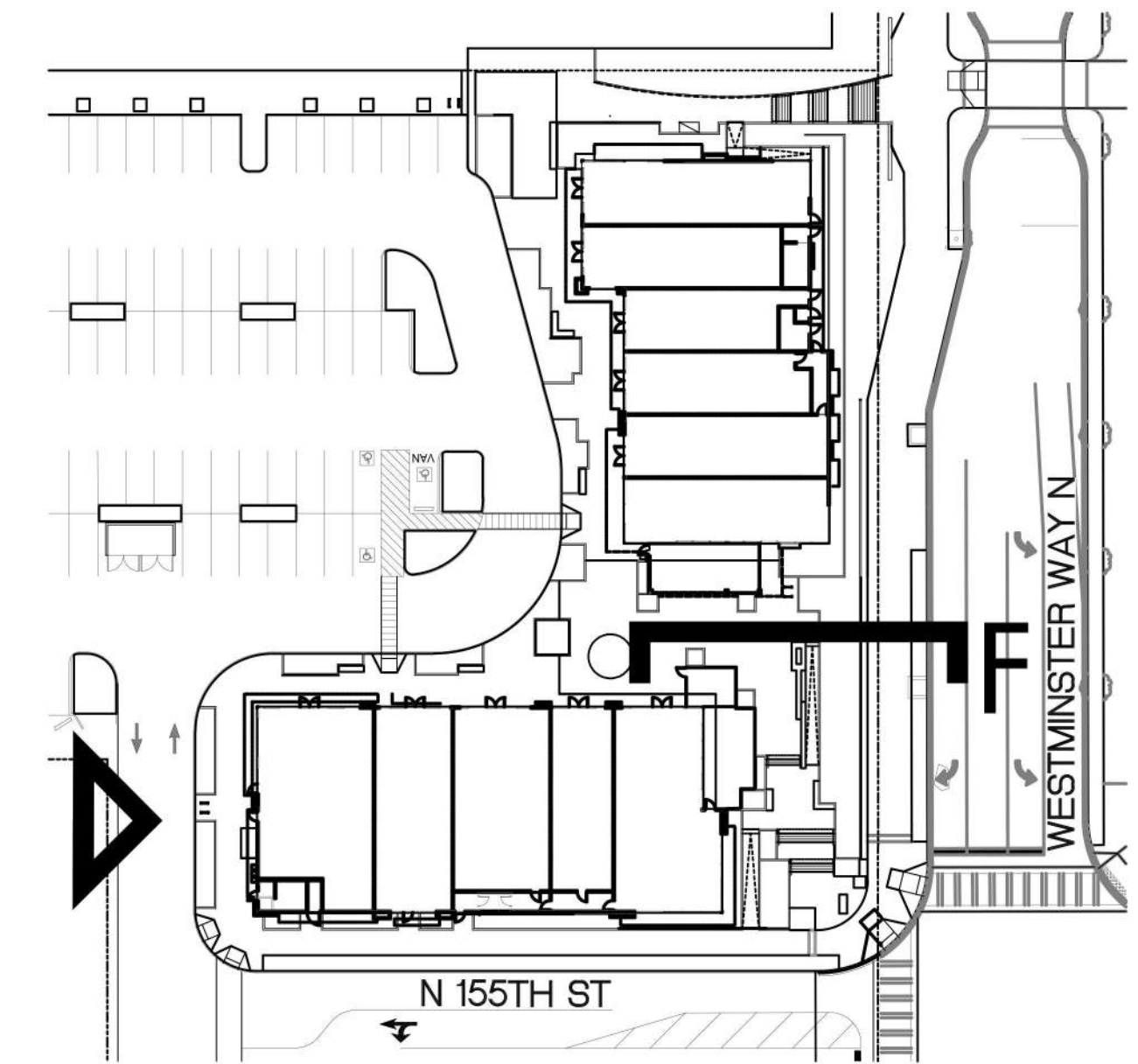


SECTION E - SHOPS E1/PLAZA TO WESTMINSTER WAY N

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1



WEST ELEVATION



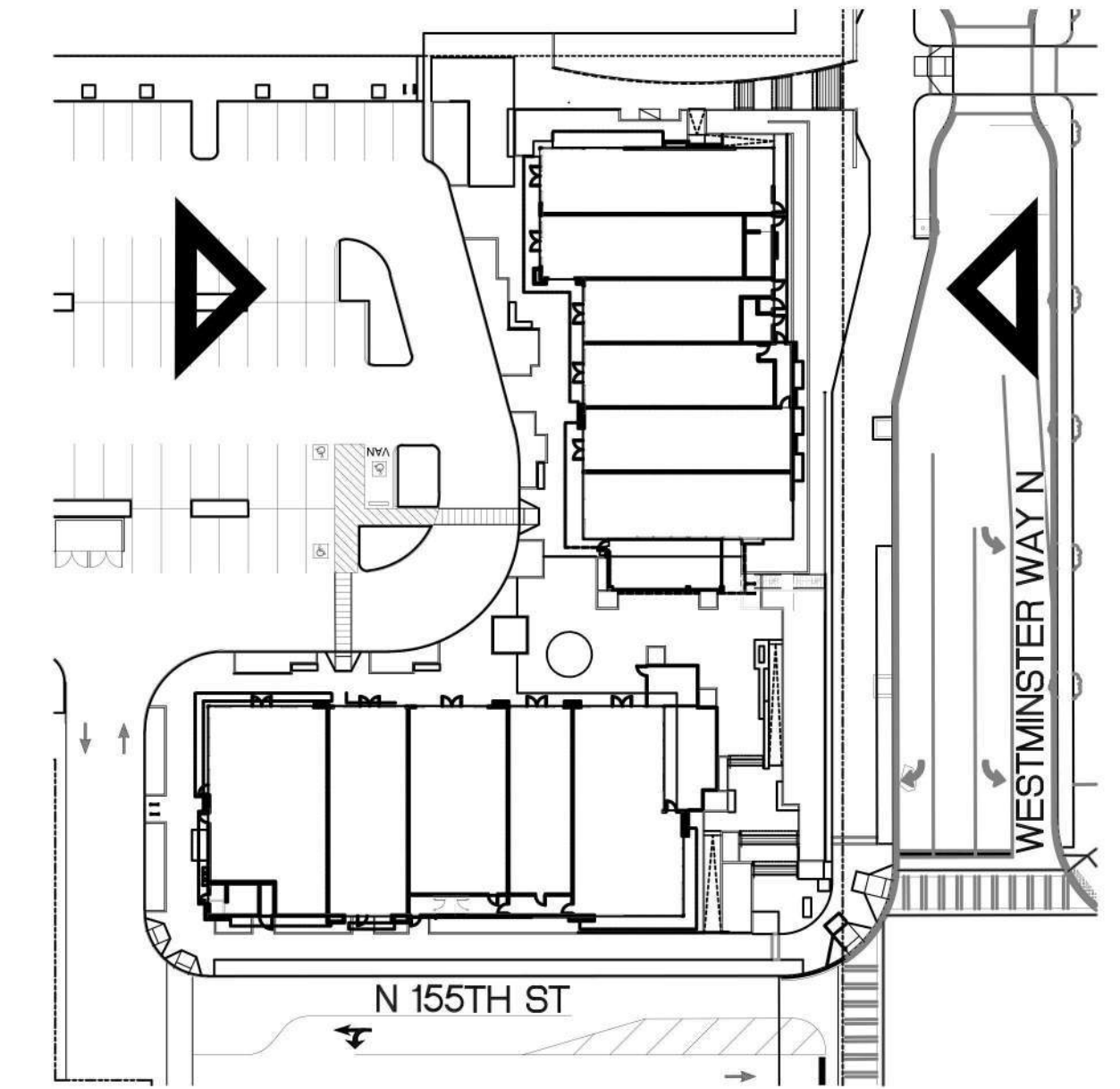
KEY PLAN 



SECTION F - WESTMINSTER WAY N THRU PLAZA



WEST ELEVATION



KEY PLAN 



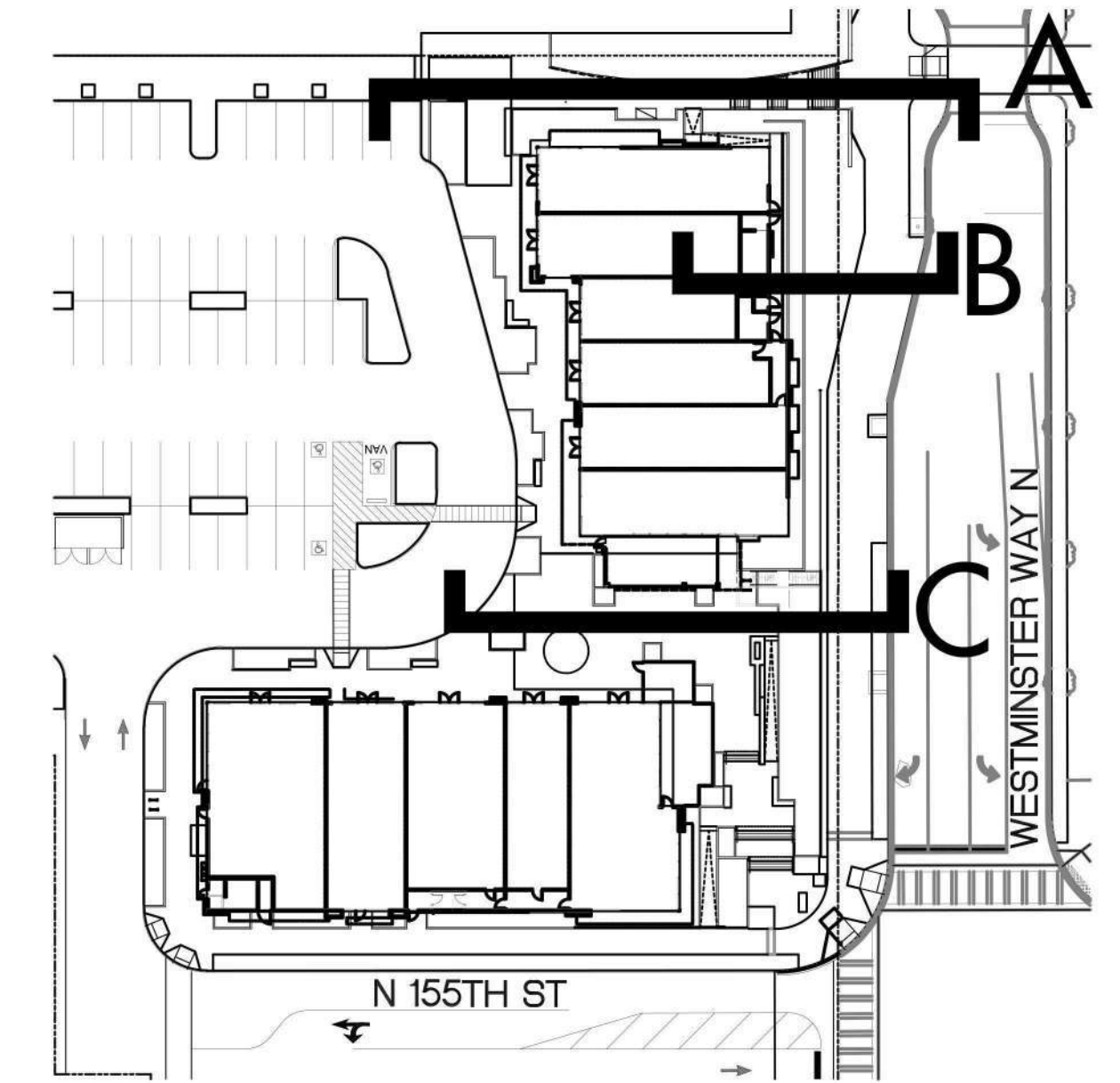
EAST ELEVATION ALONG WESTMINSTER WAY N

DATE:	REVISIONS





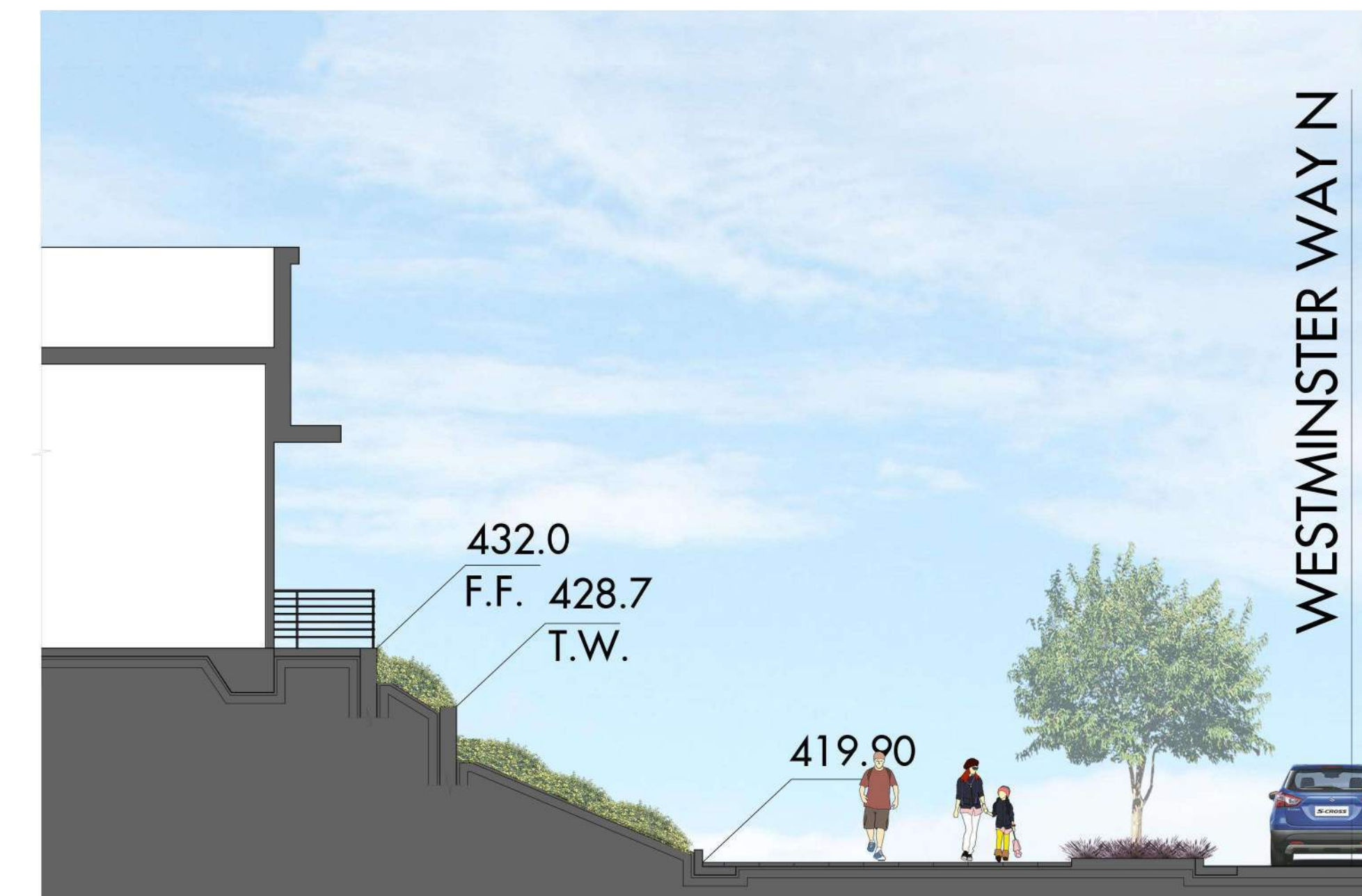
SECTION A - WESTMINSTER WAY N TO PARKING LOT



KEY PLAN 



SECTION C - PLAZA TO WESTMINSTER WAY N



SECTION B - WESTMINSTER WAY N THRU SHOPS E2

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E2

DATE:	REVISIONS