

6a. Staff Report - Shoreline Place Community Renewal Area Sign Code Update

Planning Commission Meeting Date: November 19, 2020

Agenda Item: 6a.

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

AGENDA TITLE: Shoreline Place Community Renewal Area (CRA) Sign Code Update

DEPARTMENT: Planning & Community Development

PRESENTED BY: Nora Gierloff, AICP, Planning Manager

Public Hearing

Study Session

Recommendation

Discussion

Update

Other

INTRODUCTION

The Aurora Square Community Renewal Area (CRA) at the southwest quadrant of S. 160th Street and Aurora Avenue S. was designated in 2012 to spur redevelopment of this prime commercial property. The Aurora Square Community Renewal Area Planned Action adopted in 2015 contains a variety of regulations and standards unique to the CRA, including a separate set of signage standards, intended to shape future development in that area. The area was rebranded as Shoreline Place as part of the development agreement covering the central portion of the site.

The unique sign code for this area supports the vision of a vibrant, mixed use urban village and as redevelopment begins staff is proposing some updates to better serve the development types planned for the site. For example, the proposed changes provide different sign allowances for ground floor retail spaces and the upper story apartments rather than a single sign area per facade.

These proposed amendments to Shoreline Municipal Code (SMC) Title 20 (Development Code) are processed as legislative decisions. Legislative decisions are non-project decisions made by the City Council under its authority to establish policies and regulations. The Planning Commission is the reviewing authority for legislative decisions, they held an open record Public Hearing on the proposed Development Code amendments on July 16th and will make a recommendation to the City Council.

After the hearing staff asked the Shoreline Place property owners to work with their tenants and suggest any final refinements to the proposed changes.

Approved By:

Project Manager _____

Planning Director _____

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BACKGROUND

The City of Shoreline designated a 70-acre area around the Sears, Central Market, and WSDOT complex as the Aurora Square Community Renewal Area in September, 2012. By designating the CRA, Council established that economic renewal would be in the public interest, and that City resources could be justifiably utilized to encourage redevelopment.



- The blue outline is the extent of the CRA.
- The blue shaded area is the extent of Shoreline Place.
- The colored lines show the allowed locations for pylon signs that were adopted in the 2015 sign code (one per frontage).

Council then adopted the Aurora Square Community Renewal Area Planned Action in August 2015. The planned action contains development regulations, design standards, signage standards, residential unit thresholds, commercial building thresholds and other goals and policies to shape future development in that area. With the adoption of the Development Agreement with Merlone Geier Partners for the Sears portion of the site on September 9, 2019 this vision is closer than ever to being realized.

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Public Outreach

A draft of the proposed changes in strikeout/underline format along with a cover letter explaining the reason for the amendments and the update process was mailed and/or emailed to every property owner within the CRA in February. Only Merlone Geier, the Sears site property owners, provided comments on that material. The proposed sign code changes have also been posted on the City's Shoreline Place web page. Notice of the SEPA determination and the Planning Commission discussion were provided to property owners in March.

Additional comment letters were received on the day of the June 4th study session and one person provided oral comments at the meeting, see <https://www.shorelinewa.gov/government/document-library/-folder-5061> for the meeting record.

All tenants and property owners in the CRA were sent a postcard on June 11th notifying them of the update process and the upcoming public hearing in addition to code required hearing notice. See <https://www.shorelinewa.gov/Home/Components/Calendar/Event/15500/182?toggle=all> [past](#) for the July 16, 2020 meeting record, comments and video.

All property owners and commenting parties were emailed notice of this meeting on November 3rd, 2020.

ANALYSIS

As redevelopment of the Shoreline Place begins questions have been raised about how to apply the regulations in SMC 20.50.620 to the proposed new development. Staff reviewed the regulations and proposed a series of changes to support the vision for Shoreline Place, address ground floor retail uses, meet new legal standards, and remove penalties for businesses who did not replace their freestanding signs by the September 2017 deadline. References to Aurora Square have been changed to the new name Shoreline Place.

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Staff has proposed additional changes to the code in response to public comments and questions from the Planning Commission at prior meetings. A strikeout/underline version of Shoreline Place Sign Code showing these proposed changes is included as Attachment A. At the hearing on July 16th the PC distilled its concerns to the following list:

1. How many monument signs should be allowed?

The existing code allows two monument signs per driveway. However, it is difficult to place an 8’ by 12.5’ (100 square foot) sign on each side of a driveway without removing trees or blocking the clear sight triangle required by the Engineering Design Manual for traffic safety.

The PC expressed support for allocating monument signs based on a parcel’s length of street frontage rather than per driveway. This would allow greater flexibility in sign placement and avoid conflicts with clear vision triangles for motorists. Staff’s proposal was to allow 1 sign for any parcel with frontage on a public street whether or not they have a driveway, with larger parcels allowed 2 or 3 signs depending on frontage length.

CRA MONUMENT SIGNS	
Maximum Number Permitted <u>per Parcel per Public Street Frontage</u>	Two per driveway. <u>1 - up to 250 feet. of street frontage,</u> <u>2 - parcels with more than 250 but less than 500 feet of street frontage</u> <u>3 - 500 feet or more of street frontage</u>

Merlone Geier had raised a concern about future land divisions affecting signage entitlements. However, any amount of frontage is permitted one monument sign, subject to spacing requirements, so land divisions could be drawn to retain signage rights. MG has chosen to prepare for redevelopment by dividing its parcel through a binding site plan rather than subdivision.

Staff suggests that we clarify that for binding site plans signage would be calculated based on the parent lot as the intent for these plans is that the individual lots continue to function as an integrated site. The following language is proposed for SMC 20.50.620 E:

12. Binding Site Plans. Signage allowances shall be calculated for the Binding Site Plan as a whole without regard to interior lot lines as it is considered to function as one site.

2. Should there be spacing and setback requirements for monument signs?

Staff researched the freestanding sign regulations for seven nearby cities, see Attachment B. For those that allowed multiple freestanding signs and regulated their spacing the required separation varied between 100 and 250 feet, including 150 feet for Shoreline (outside of the CRA). The two closest existing pylon signs on Shoreline Place site are approximately 180 feet apart.

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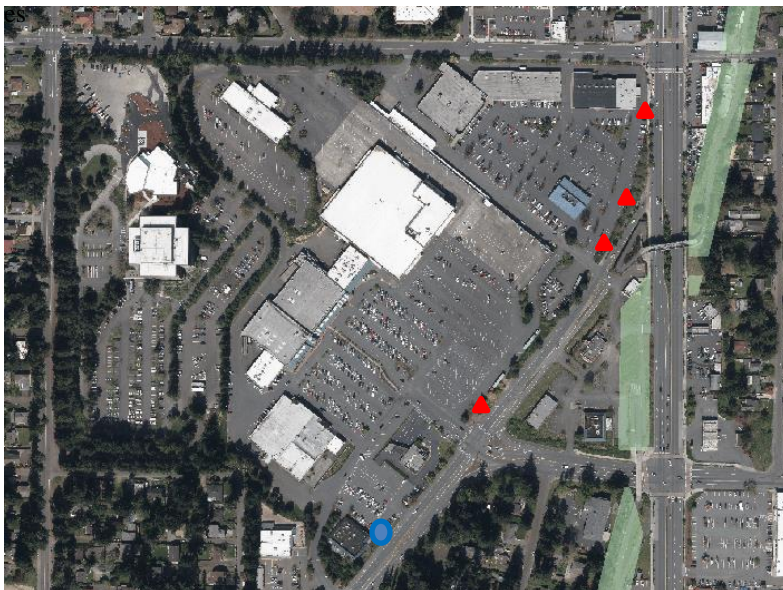
In their most recent comment letter Merlone Geier recommends that monument signs on the same parcel be no closer than 100' apart. Where two properties meet at internal property lines, monument signs could be located no closer than 25' from either side of the internal property line, see Attachment D.

Staff recommends that any spacing requirement be applied equally to monument and pylon signs. Some of the smaller frontages along Westminster are between 130 and 180 feet long, so a 150-foot spacing requirement from neighboring signage could prevent placement of a freestanding sign on their parcel. See below for proposed language that would allow all property owners with street frontage to have at least one monument sign and require that these signs be located at least 100 feet from any other on or off-site monument or pylon sign.

CRA MONUMENT SIGNS	
Location Spacing	At any driveway to a CRA lifestyle frontage. Signs must be separated by at least 100 feet from any other monument or pylon sign.

3. What is the nonconforming status of the existing signs?

There are four pylon signs, one on Aurora and three multi-tenant pylon signs along Westminster, shown on the map below. There is also a monument sign "Super China Buffet" on Westminster. There are no freestanding signs on 160th Street. None of these signs meet the current Shoreline Place sign code and per SMC 20.50.620 D 4. were required to be replaced with conforming signs in 2017.



- Existing pylon and monument sign locations.

Within the CRA boundaries but outside of Shoreline Place there are monument signs for WSDOT on Dayton and Northwest School on Westminster. The proposed changes would clarify that these signs are not required to conform to Shoreline Place design standards and are not required to be replaced.

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4. Should the penalty for failure to install new signs by September 1, 2017 be eliminated?

The existing nonconforming freestanding signs have been amortized, which means that they have been in use long enough for the owners to have recovered their investment in the cost of the sign and therefore the City was able to set a deadline for them to be removed without compensation.

Staff’s proposal is to remove the language requiring mandatory installation of new freestanding signs by 2017 and instead say that no new sign may list a business until any non-conforming sign listing that business is removed or brought into compliance, tying compliance to the redevelopment of the site. The City would still reserve the right to assess fines for alteration of non-conforming signs in violation of the code.

G. Nonconforming Signs.

1. No business may be listed on a pylon, monument, or wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code. All pylon signs in ~~the CRA lifestyle center~~ Shoreline Place existing ~~at on August 10, 2015 the time of adoption of this section~~ are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such 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.

5. Should three or four pylon signs be allowed at Shoreline Place?

The current code allows three pylon signs and requires them to be placed along different street frontages presumably to mitigate their visual impact. The code is silent on how the signs would be allocated between the different parcels and property owners within Shoreline Place.

Staff had proposed that instead one pylon sign be allowed per parcel between five and ten acres in area with a second allowed for parcels over ten acres. Locations would be determined by the property owners. This would allow property owners to make signage decisions independently of each other.

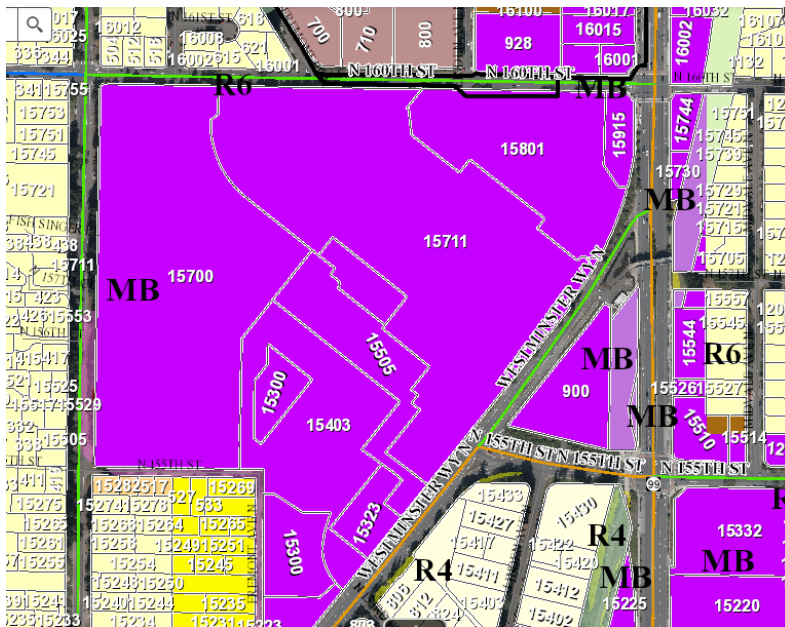
CRA PYLON SIGNS	
Maximum Number Permitted <u>per Parcel</u>	<u>One</u> Three pylon signs are allowed <u>per parcel between five and ten acres in area with a second allowed for parcels over ten acres.</u>
Location	<u>One</u> s Signs can <u>may</u> be located on each of the CRA lifestyle <u>public street</u> frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>

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If the Commission wanted to allow four pylon signs on the site, as requested by ROIC, they could allow two signs per parcel over five acres. While the Merlone Geier site is over ten acres it is subject to a binding site plan so it would not be easily subdivided to create additional pylon sign allowances. The Desimone property is over 5 acres but has only a limited amount of street frontage that is across from R-4 zoning and therefore not eligible for a pylon sign.

Alternative:

Maximum Number Permitted <u>per Parcel</u>	Two Three pylon signs are allowed <u>per parcel over five acres in area.</u>
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- Zoning Designations

6. What should the height limit be for pylon signs?

ROIC has proposed allowing pylon signs taller than 35 feet though they did not suggest a specific number. The PC expressed support for staff's proposal to increase the allowed height of pylon signs to a maximum of 35 feet tall. This could potentially allow reuse of some existing sign structures, decreasing the cost of bringing the signs into compliance. Another option would be to stay with the 25 feet allowed in the current code. In any case the existing street trees and future buildings will limit the visibility of these signs.

CRA PYLON SIGNS	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	Thirty Twenty five feet.

7. Should wall signs be tied to entrances and not be allowed on walls that don't have public entrances?

The proposed code would create a sign allowance for ground floor businesses in addition to the wall signs allowed for the upper residential floors of mixed-use

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buildings. Staff's proposal is to allocate primary signage to walls with public entrances, but also allow smaller signs on walls that are enhanced with transparency, landscaping or architectural design elements.

The 160th Street frontage in the photos below is an example of retail stores that are oriented to the internal parking lot yet have wall signs on the "back" that is facing the street. These blank walls are more of an issue with existing buildings as new buildings would need to meet the design standards at SMC 20.50.250. However, allowing signs on non-storefront walls would be an incentive to enhance those walls beyond the minimum commercial standards in the code.



Merlone Geier's comments in Attachment D provide examples of site conditions such as grade differences that would make it difficult to locate public entrances along some street frontages. Many retailers will think it important to have wall signs facing the street even if they are also listed on monument or pylon signs and being unable to have these signs may make Shoreline Place a less attractive location.

MG supports the proposed transparency, landscaping or architectural design enhancements for signs on non-storefront walls but has suggested that the incentive sign area be increased from .75 square feet to 1 square foot per linear foot of wall. This would be 2/3 of the area allowed for the primary sign rather than half.

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CRA BUILDING-MOUNTED SIGNS	
Maximum Sign Copy Area	<p><u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u></p> <p><u>Ground Floor Side/Rear Walls without Public Entrances: .75 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</u></p> <ol style="list-style-type: none"> 1. <u>Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space; or</u> 2. <u>A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u> 3. <u>Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u> <p><u>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.515 percent of the building elevation fronting the residential use of the tenant fascia or a maximum of 500 square feet, whichever is less.</u></p>

Additional Concerns Raised in Public Comments

Freestanding Sign Copy

An important element to the success of Shoreline Place is to rebrand the former Aurora Village to provide a fresh and cohesive public image. Achievement of this goal is supported by the code requirements to develop freestanding sign design standards that set out a uniform logo, material, color and font for the center signage. A portion of each freestanding sign is required to be devoted to this center identity branding. Staff's proposal is to reduce the amount of sign copy area that must be devoted to Shoreline Place center identity rather than advertising the individual tenants from 50% to 15% for monument signs and 25% to 15% for pylon signs in response to comments from a property owner. Wall signs have no design restrictions.

We have received an additional comment from Merlone Geier that only allowing freestanding sign tenant listings in a uniform font and color rather than the business's design will reduce the attractiveness of the center to tenants. Tenants also place a high value on their brand identities as displayed by their color, font and logo choices. These restrictions may also be disincentives to updating the existing freestanding signs on site when tenants understand that they will be unable to display their brand identity on the new signs.

These type of sign design restrictions are uncommon and speak to the City's desire to create a unique and visually distinctive environment at Shoreline Place. None of our adjacent cities have similar requirements for tenant signage though some do allow additional signage specifically for center identity.

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CRA MONUMENT SIGNS	
Sign Content Design	At least <u>50-15</u> percent of the sign copy area shall be used for center <u>to identification of Shoreline Place</u> the CRA lifestyle center. Individual business names <u>listings</u> , if shown, shall not include logos and shall be a single -common color <u>scheme and font</u> conforming to the <u>Shoreline Place</u> CRA signage design guidelines.

CRA PYLON SIGNS	
Sign Content Design	At least <u>15-25</u> percent of the sign copy area shall be used for <u>center</u> identification of <u>Shoreline Place</u> the CRA lifestyle center. Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names <u>listings</u> , if shown, shall not include logos <u>and must use a color scheme and font conforming to the Shoreline Place signage design guidelines</u> but may include any color.

Options

- A. Adopt the staff proposed changes that retain the emphasis on the Shoreline Place brand identity over the individual tenants; or
- B. Require a uniform Shoreline Place sign design but allow the tenant listings on pylon signs to be in the tenant's choice of color, font and logo; and/or

CRA PYLON SIGNS	
Sign Content Design	At least <u>15-25</u> percent of the sign copy area shall be used for <u>center</u> identification of <u>Shoreline Place</u> the CRA lifestyle center. Up to 50 percent 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.

- C. Require a uniform Shoreline Place sign design but allow the tenant listings on monument signs to be in the tenant's choice of color, font and logo.

CRA MONUMENT SIGNS	
Sign Content Design	At least <u>50-15</u> percent of the sign copy area shall be used for center <u>to identification of Shoreline Place</u> 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.

Proposed Wayfinding Sign Changes

Staff's proposed changes require a 25 foot setback from the street to avoid clutter and competition with the monument and pylon sign locations. Merlone

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Geier has requested clarification about where the setback is measured. As the intent was to avoid competition with other signs and street furniture staff suggests that the setback be measured from the curb line of public streets. No setbacks would be required from the internal private streets.

CRA WAYFINDING SIGN POSTS	
Maximum Sign Copy Area	Two square feet per business name listing; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content Design	Individual business names listings shall not include logos and shall be in a single common color conforming to the CRA Shoreline Place signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	Throughout Shoreline Place Anywhere in the CRA lifestyle center. <u>-Must be set back at least 25 feet from the curb line of public streets.</u>

RECOMMENDATION

Consider policy options and make a Planning Commission recommendation to the City Council. The Planning Commission may choose to amend the proposed language in Attachment A with the alternatives discussed in the staff report, contained in public comments, or other changes.

NEXT STEP

Planning Commission recommendation will be presented to the City Council in early 2021. Staff will return with proposed freestanding sign design guidelines in 2021.

Attachments

- A – Proposed CRA Sign Code Amendments in Strikeout/Underline
- B – Freestanding Sign Regulations in Neighboring Cities
- C – Non-Conforming Pylon Sign Photos
- D – MG Comments dated 10/30/2020

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

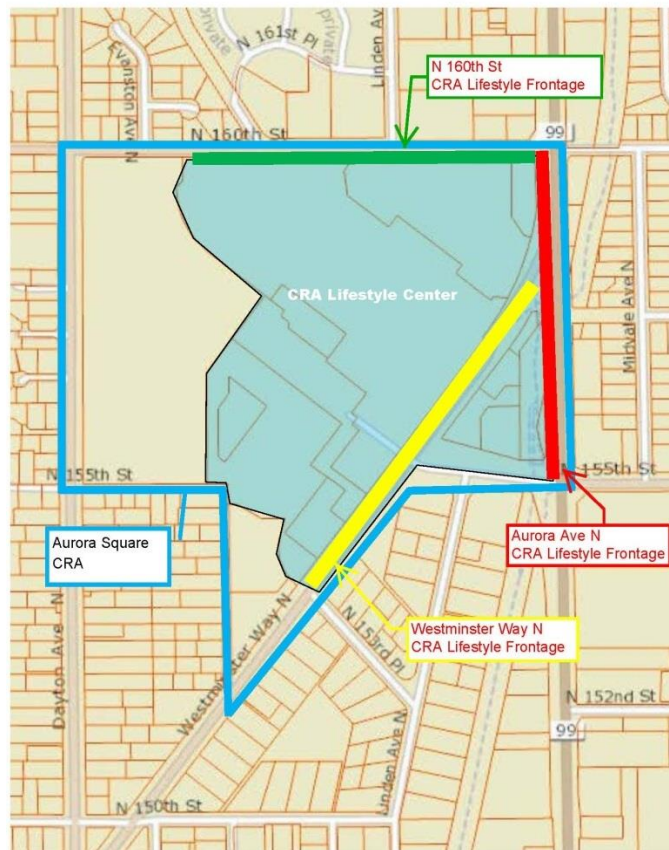
20.50.620 ~~Shoreline Place (Aurora Square Community Renewal Area) sSign sStandards.~~

A. **Purpose.** The purposes of this section 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 ~~Shoreline Place development~~~~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 section apply.

Map 20.50.620.B—Aurora Square CRA



C. **Definitions.** The following definitions apply to this section:

CRA Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and Map 20.50.620.B.

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

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

D. Permit Required.

1. Except as provided in this section, 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~~Shoreline Place 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.

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline

Shoreline Municipal Code

3. All ~~CRA~~-pylon, ~~CRA~~-monument, and ~~CRA~~-wayfinding signs within Shoreline Place shall conform to the ~~CRA-Shoreline Place~~ signage design guidelines. For all other types of unique, sculptural or artistic signs, if an applicant seeks to depart from the standards of this section, 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 \$100.00 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 portion of a private signs, above or below ground, 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 for channel letters or painted signs shall be the total area of all use rectangular areas (each drawn with a maximum of six right angles) that enclose each portion of the signage such as words, logos, graphics, and symbols other than nonilluminated background. Sign area for cabinet signs shall be the entire face of the cabinet. 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 of equal size. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses.

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-Shoreline Place~~ Signage Design Guidelines.** Design and content of the ~~CRA~~-pylon, ~~CRA~~-monument, and ~~CRA~~-wayfinding sign posts within Shoreline Place shall conform to the Shoreline Place~~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 Shoreline Place center identity~~CRA lifestyle center~~ shall comply with the CRA Shoreline Place signage design guidelines.

7. **Illumination.** Where illumination is permitted per Table 20.50.620.E.8 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.

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
 Shoreline Municipal Code

- 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 10 seconds with dissolve transitions. Ten percent of each hour shall advertise civic, community, educational, or cultural events.~~
- fg. 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

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted <u>per Parcel per Public Street Frontage</u>	Two per driveway. <u>1 - up to 250 feet. of street frontage,</u> <u>2 - parcels with more than 250 but less than 500 feet of street frontage</u> <u>3 - 500 feet or more of street frontage</u>

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

Sign Content <u>Design</u>	At least 50-15 percent of the sign copy area shall be used for center to identification of Shoreline Place the CRA lifestyle center. Individual business names listings, if shown, shall not include logos and shall be a single common color scheme and font conforming to the Shoreline Place <u>CRA</u> signage design guidelines.
Location <u>Spacing</u>	At any driveway to a CRA lifestyle frontage. Signs must be separated by at least 100 feet from any other monument or pylon sign.
Illumination	Permitted.
Mandatory Installation	At least one monument sign shall be installed at each of three vehicle entries to the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.
<u>MONUMENT SIGNS OUTSIDE OF SHORELINE PLACE</u>	
<u>Maximum Sign Copy Area</u>	<u>Fifty square feet.</u>
<u>Maximum Structure Height</u>	<u>Six feet.</u>
<u>Maximum Number Permitted</u>	<u>One per parcel with up to 250 ft. of street frontage, two for parcels with 250 feet or more of frontage on the same street. Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>
<u>Sign Design</u>	<u>Conformance to the Shoreline Place signage design guidelines is optional.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>CRA WAYFINDING SIGN POSTS</u>	
Maximum Sign Copy Area	Two square feet per business name listing ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content <u>Design</u>	Individual business names listings shall not include logos and shall be in a single common color conforming to the CRA <u>Shoreline Place</u> signage design guidelines. There is no restriction on font. <u>Directional arrow background may be of a contrasting color.</u>
Location	Throughout Shoreline Place <u>Anywhere in the CRA lifestyle center.</u> Must be set back at least 25 feet from the curb line of public streets.
Illumination	Not permitted. <u>Permitted</u>
Mandatory Installation	At least 12 CRA wayfinding sign posts shall be installed in the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
 Shoreline Municipal Code

	Manager to accommodate active or planned construction within the center.
CRA PYLON SIGNS	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	Thirty <u>Twenty</u> -five feet.
Maximum Number Permitted <u>per Parcel</u>	One <u>Three</u> pylon signs are allowed <u>per parcel between five and ten acres in area with a second allowed for parcels over ten acres.</u>
Sign Content <u>Design</u>	At least 15 <u>25</u> percent of the sign copy area shall be used for <u>center</u> identification of Shoreline Place <u>the CRA-lifestyle center</u> . Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names <u>listings</u> , if shown, shall not include logos <u>and must use a color scheme and font conforming to the Shoreline Place signage design guidelines</u> but may include any color.
Location	One <u>Signs can</u> may be located on each of the CRA-lifestyle <u>public street</u> frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>
Illumination	Permitted.
Mandatory Installation	Three CRA pylon signs shall be installed by July 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.
CRA BUILDING-MOUNTED SIGNS	
Maximum Sign Copy Area	<p><u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u></p> <p><u>Ground Floor Side/Rear Walls without Public Entrances: .75 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</u></p> <ol style="list-style-type: none"> <u>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space;</u> <u>or</u> <u>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u> <u>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u> <p>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.5<u>15</u> percent <u>of the building elevation fronting the residential</u></p>

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

	use of the tenant fascia or a maximum of 500 square feet, whichever is less.
Maximum Structure Height	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>Projecting Signs</u>	<u>Maximum of one projecting sign per public entrance. Maximum size is 4' by 3' or 15% of the business's maximum sign copy area, whichever is smaller.</u>
Number Permitted	The <u>maximum</u> sign <u>copy</u> area per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee</u> signs; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy</u> area. <u>Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u> Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting sign shall not exceed 10 percent of tenant's allotted wall sign area.
<u>Sign Design</u>	<u>Individual business building-mounted signs do not need to meet the Shoreline Place Design Guidelines for color or font.</u>
Illumination	Permitted.
CRA-UNDER-AWNING SIGNS	
Maximum Sign Copy Area	Twelve square feet <u>which does not count against the maximum sign copy area per business</u> .
Minimum Clearance from Grade	Eight feet.
Maximum Structure Height	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.
Number Permitted	One per public <u>business</u> entrance.
<u>Sign Design</u>	<u>Individual business under-awning signs do not need to meet the Shoreline Place Design Guidelines for color or font.</u>
Illumination	External only.

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

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

- a. Maximum ~~two~~one signs per ~~business~~residential building;
- b. ~~Must contain the business's name and m~~May not 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.

11. Retail Leasing Signs. Signs are exempt from permit but subject to the following standards:

- a. Maximum one sign per public street frontage per parcel;
- b. May not be located on the City right-of-way;
- 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 within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum sign area of eight feet wide and four feet tall plus support posts, total height not to exceed eight feet;
- f. No lighting of signs is permitted;

12. Binding Site Plans. Signage allowances shall be calculated for the Binding Site Plan as a whole without regard to interior lot lines as it is considered to function as one site.

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 subsection (I) of this section.
3. Outdoor off-premises advertising signs (billboards).
4. Signs mounted on the roof or projecting above the parapet of the building wall on which it is mounted.

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline

Shoreline Municipal Code

5. Inflatables.
6. Signs mounted on vehicles.

G. Nonconforming Signs.

1. ~~No business may be listed on a pylon, monument, or wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code.~~ All pylon signs in ~~the CRA lifestyle center~~ Shoreline Place existing ~~at on August 10, 2015 the time of adoption of this section~~ are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such 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 10,000 sf, and two signs for businesses larger than 10,000 sf ~~but smaller than 40,000 sf, and three signs for businesses larger than 40,000 sf;~~
- b. Be limited to 32 100-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 two such 60-day periods are allowed in any 12-month period; and

~~d. Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.~~

3. **Construction Signs.** Banner or rigid signs (such as plywood or plastic) for buildings which are under construction. 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

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline

Shoreline Municipal Code

~~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 displayed for no more than 14 days prior and 2 days after community events ~~when used to advertise City sponsored or CRA lifestyle center community events.~~

5. Pole banner signs that are changed semi-annually and mounted on privately owned light poles only 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.~~

Att. A - Proposed CRA Sign Code Amentments in Strikethrough/Underline
Shoreline Municipal Code

~~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 contain 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.~~

Att. B - Freestanding Sign Regulations in Neighboring Cities

Examples of Freestanding Sign Regulations in Neighboring Cities

Where sign regulations vary by zone the most intense retail zone is shown.

Shoreline – Outside of CRA

Area: 100 SF

Height: 12 feet

Number and Spacing: 1 per street frontage, 2 per street frontage allowed if the frontage is greater than 250 ft. and each sign is minimally 150 ft. apart from other signs on same property. Monument signs only, pole signs prohibited.

Lynnwood

Pole Signs

Area: 75 SF plus one-half foot for each lineal foot of street frontage over 250 feet. Any one pole sign shall be no more than 150 SF in area per side. An additional 20 SF of freestanding sign area allowed for each business over one up to an additional 80 SF.

Site Identity: Any multiple business site over 150,000 SF with 10 or more separate businesses allowed 1 additional freestanding sign for identification of the site generally, not to exceed 160 SF in area.

Street Frontage	Signs Allowed
1 – 300 feet	1
301 – 600 feet	2
601 – 900 feet	3
901+ feet	4

Sites which qualify for additional pole signs may substitute monument signs for those additional pole signs. Spacing less than 250 feet apart requires a conditional use permit.

Location. Setback 35 feet from the street right-of-way. 10 feet from any side or rear property line and 25 feet from any property line adjacent to a residential zone.

Height. Maximum of 25 feet in height above the average ground level at the base of the sign for all commercial zones.

Monument Signs

Area: 35 SF at the minimum setback from the street right-of-way plus 2 SF for each additional foot back measured perpendicular to the street, up to a maximum of 75 SF per side.

Number: The total number of monument, ground, and pole signs on a business site shall not exceed the maximum number of pole signs allowed.

Location: The leading edge of monument signs shall be located at least 10 feet from the street right-of-way, at least 10 feet from any side property line and at least 25 feet from any property line adjacent to a residential zone.

Vision Triangle: Monument signs shall not be located within a triangular area at street intersections or street and driveway intersections formed by two points measuring 20 feet back from the point where

Att. B - Freestanding Sign Regulations in Neighboring Cities

the two street right-of-way lines merge or a street right-of-way line and edge of driveway merge and extending a line that connects these two points to complete the triangle.

Height: 6.5 feet high at the minimum setback from the street right-of-way plus 1 foot for each 1.5 feet back in a perpendicular line from the street.

Lake Forest Park

The planned shopping center in the TC zone is a unique and visible community resource and structure. It is the city's desire that signs in the planned shopping center in the TC zone be aesthetically pleasing, architecturally cohesive with the planned shopping center in the TC zone and with signs of other tenants in the planned shopping center in the TC zone, of superior construction, safe for both pedestrian and vehicular traffic and commercially reasonable.

Number and Size: A planned shopping center in the TC zone may have 2 freestanding ground signs, 25 SF in area per side, identifying the name of the shopping center but not the businesses; plus one nonilluminated freestanding ground sign up to 10 feet high and 60 SF per side identifying the businesses; plus one 30 foot high, 300 SF per side freestanding sign at the main entrance listing businesses. The ground signs shall be of a style, material and design as are compatible with the associated buildings. All ground signs and support elements are to be integrated into a single design.

Edmonds

Permanent freestanding signs are discouraged and approved only where the applicant demonstrates by substantial evidence that there are no reasonable and feasible alternative signage methods to provide for adequate identification and/or advertisement.

Area: 56 SF or one-half SF of sign area for each lineal foot of street frontage, whichever is greater, up to 160 SF. Freestanding signs count against the overall allowable permanent sign area. Multiple business or tenant sites are allowed an additional 24 SF of area for each commercial tenant over one up to 160 SF.

Maximum Height. 6 or 14 feet depending on zone.

Location. Freestanding signs shall be located as close as possible to the center of the street frontage on which they are located. Sites on a corner of two public streets may have one sign on the corner instead of a sign for each frontage. Monument signs up to six feet in height may be located in a zoning setback, but not less than five feet from a property line.

Number: One freestanding sign per lot, except in the business and commercial zones where a lot or site has frontage on two arterial streets, one sign per street frontage is permitted.

Mountlake Terrace

Setbacks: Signs may be built to, but may not extend over, any property line. No freestanding sign shall be so placed as to violate the triangular sight area as established by this title

Freestanding and Monument Signs in the Town Center Zone

Area: The greater of 40 SF, or 15 SF plus .0014 SF of sign area for each SF of land area, no maximum.

Height: 30 feet

Att. B - Freestanding Sign Regulations in Neighboring Cities

Number: 1 monument and 1 freestanding per lot. Multiple tenant complexes allowed one additional freestanding sign on any street frontage over 300 lineal feet; provided, no freestanding sign may be closer than 100 feet from another freestanding sign on the same frontage.

Mill Creek

Business District: Retail uses within the community business zone district, on a lot or lots over one acre, one freestanding identification sign per arterial street. The decorative supporting structure and the sign together shall not exceed 50 SF in area; and

- a. 4.5 feet in height for signs that start at grade level, or
- b. 6.5 feet in height for signs that are raised at least 18 inches above grade.

Up to four individual tenants, per side, may be featured on the sign with a minimum of six SF of sign area per tenant. Individual tenant signs shall contain only the name of the business, the type of business and/or a company logo.

One freestanding sign up to 16 SF in area and 42 inches in height for each standalone business greater than 3,000 SF in the commercial center.

Bothell

Number: One sign per each 150 lineal feet of property street frontage.

Area: Maximum of 50 SF.

Height: 6 feet in height and 10 feet in width. For properties with up to 330 lineal feet of street frontage, one of the allowed freestanding signs may be up to 15 feet in height. Other dimensional requirements as specified above shall still apply. No structural support poles or braces shall be visible.

Setbacks: There are no specific setback requirements for on-premises signs; provided, that no sign shall intrude into the sight distance triangle and line of sight.

Freestanding signs may be used both to identify a multitenant center and/or to identify individual tenants within a center, at the property owner's discretion.

Kenmore

Urban corridor, waterfront commercial, and regional business zone signs.

Number and Area: One freestanding sign up to 170 SF is permitted for each street frontage, provided corner lots with a street frontage of less than 100 feet on each street shall be permitted only one.

Multiple-tenant developments with over 300 feet of street frontage on one street may have one additional freestanding sign for each 300 feet of street frontage, or portion thereof. Such signs shall be separated by a minimum of 150 feet, if located on the same street frontage.

On lots where more than one freestanding sign is permitted, the sign area for individual freestanding signs may be combined; provided the combined sign area does not exceed 300 SF.

Height: 25 feet.

Att. C - Non-Conforming Pylon Sign Photos



Animal Hospital Sign – Southbound



Northbound



North Aurora Square Sign – Southbound



Northbound

Att. C - Non-Conforming Pylon Sign Photos



Middle Aurora Square Sign – Southwest bound



Northeast bound

Att. C - Non-Conforming Pylon Sign Photos



South Aurora Square Sign – Southwest Bound

Northeast Bound

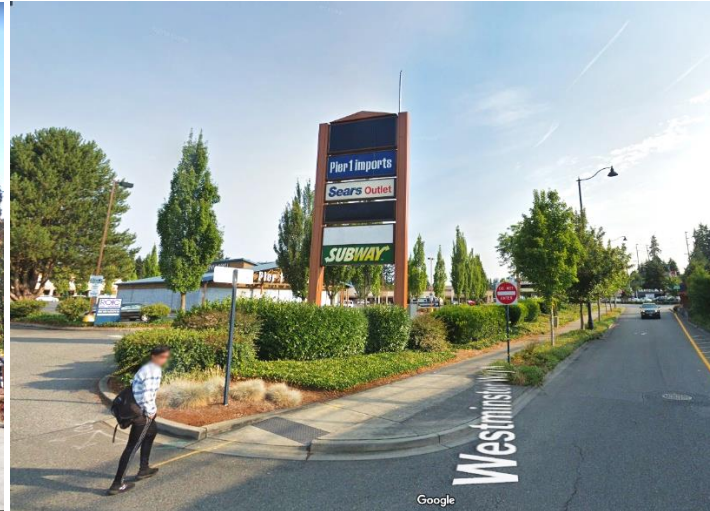


Monument signs are more visible than pylon signs because they are underneath the tree branches rather than at the same height.

Att. C - Non-Conforming Pylon Sign Photos



Existing center signage is most visible from onsite



Scale of pylon sign compared to pedestrian



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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



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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.

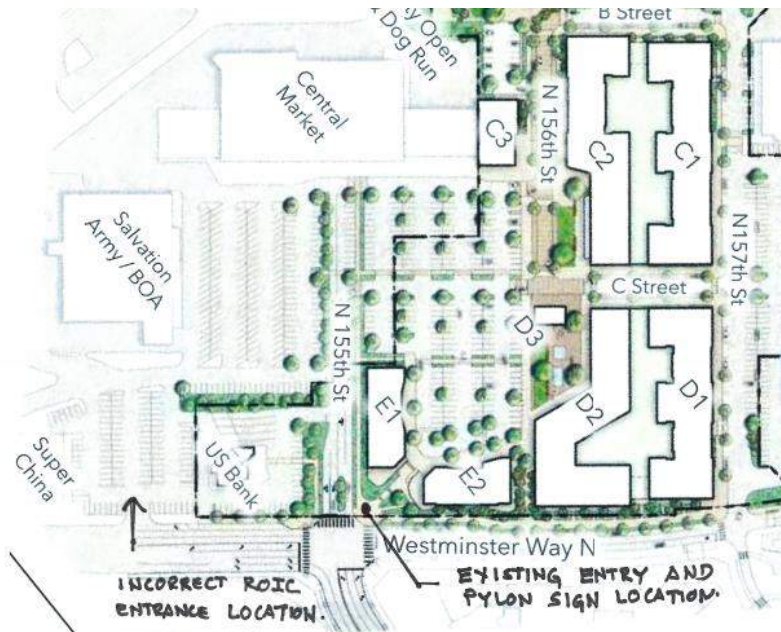
6. ROIC Produced Signage Concepts (Attachment C – CRA Sign Code Update)

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 155th 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 155th & Westminster Way North where it is currently located.

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



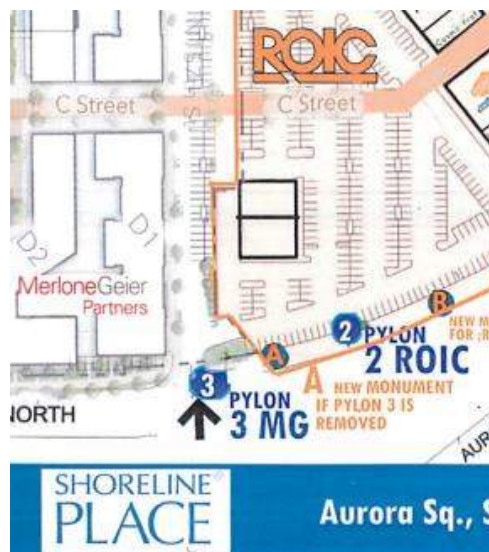
Actual Location MGP Entrance and Pylon Sign



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 157th 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 155th 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



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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 155th 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.

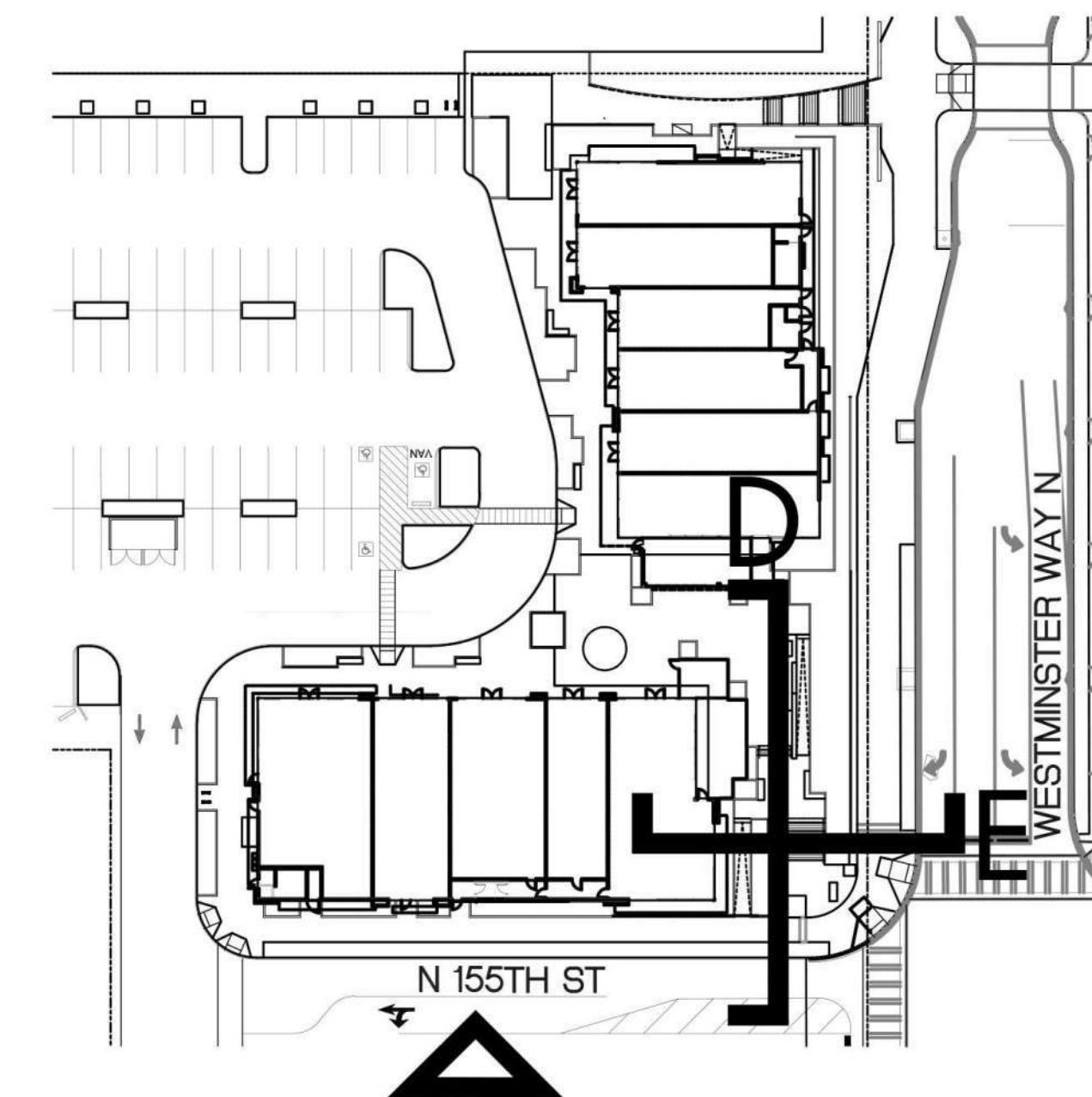
Respectfully,

Glenn Goodman
Vice President, Design & Construction

A handwritten signature in blue ink that reads "Glenn Goodman".

Exhibit A: Concept Drawings for 155th and Westminster Pad Buildings

CC: Jamas Gwilliam, MGP

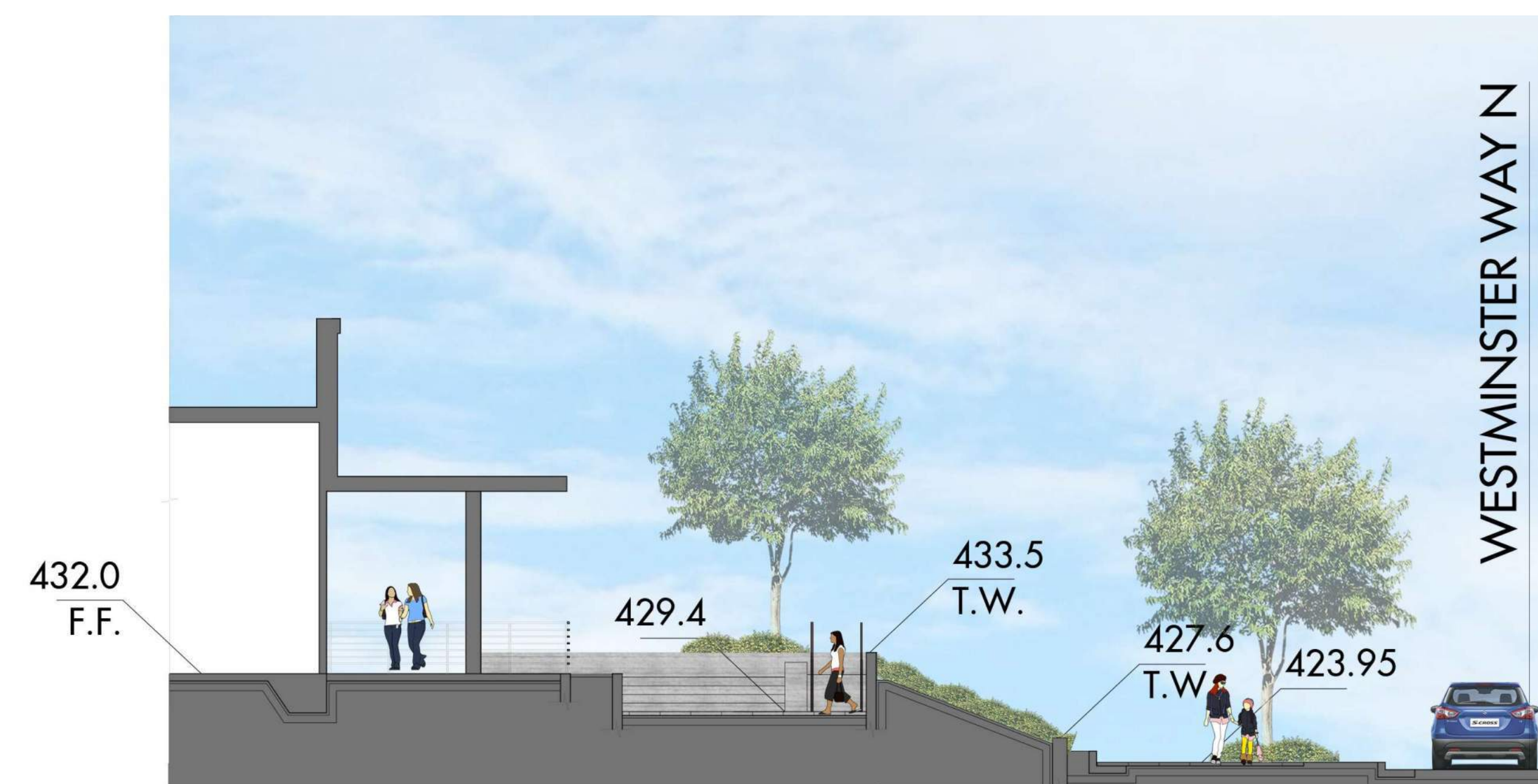


KEY PLAN 

SOUTH ELEVATION ALONG N 155TH STREET ENTRY



SECTION D - N 155TH STREET ENTRY THRU WESTMINSTER PLAZA



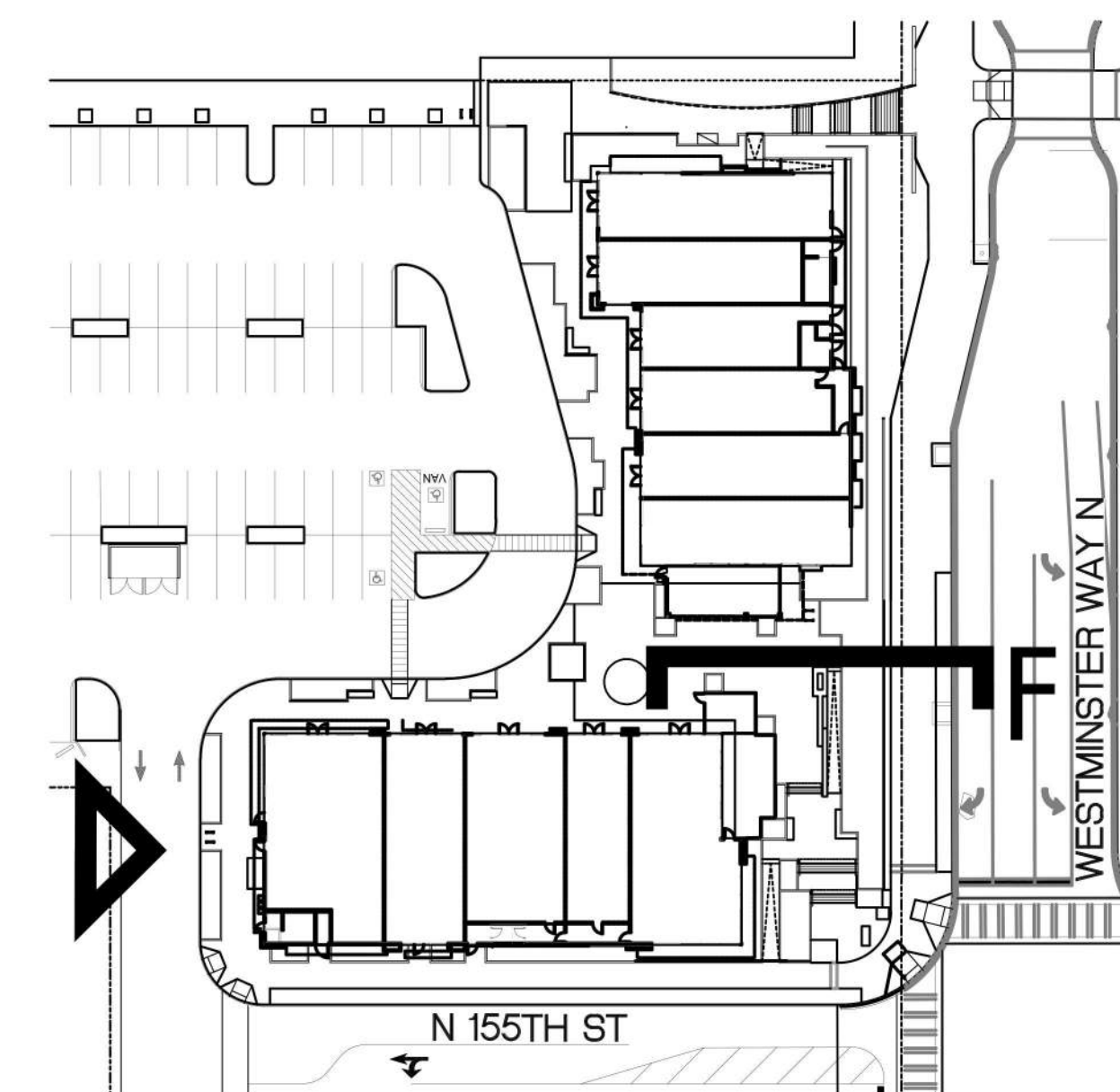
SECTION E - SHOPS E1/PLAZA TO WESTMINSTER WAY N

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1

DATE:	REVISIONS



WEST ELEVATION



KEY PLAN 



SECTION F - WESTMINSTER WAY N THRU PLAZA

DATE:	REVISIONS

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E1

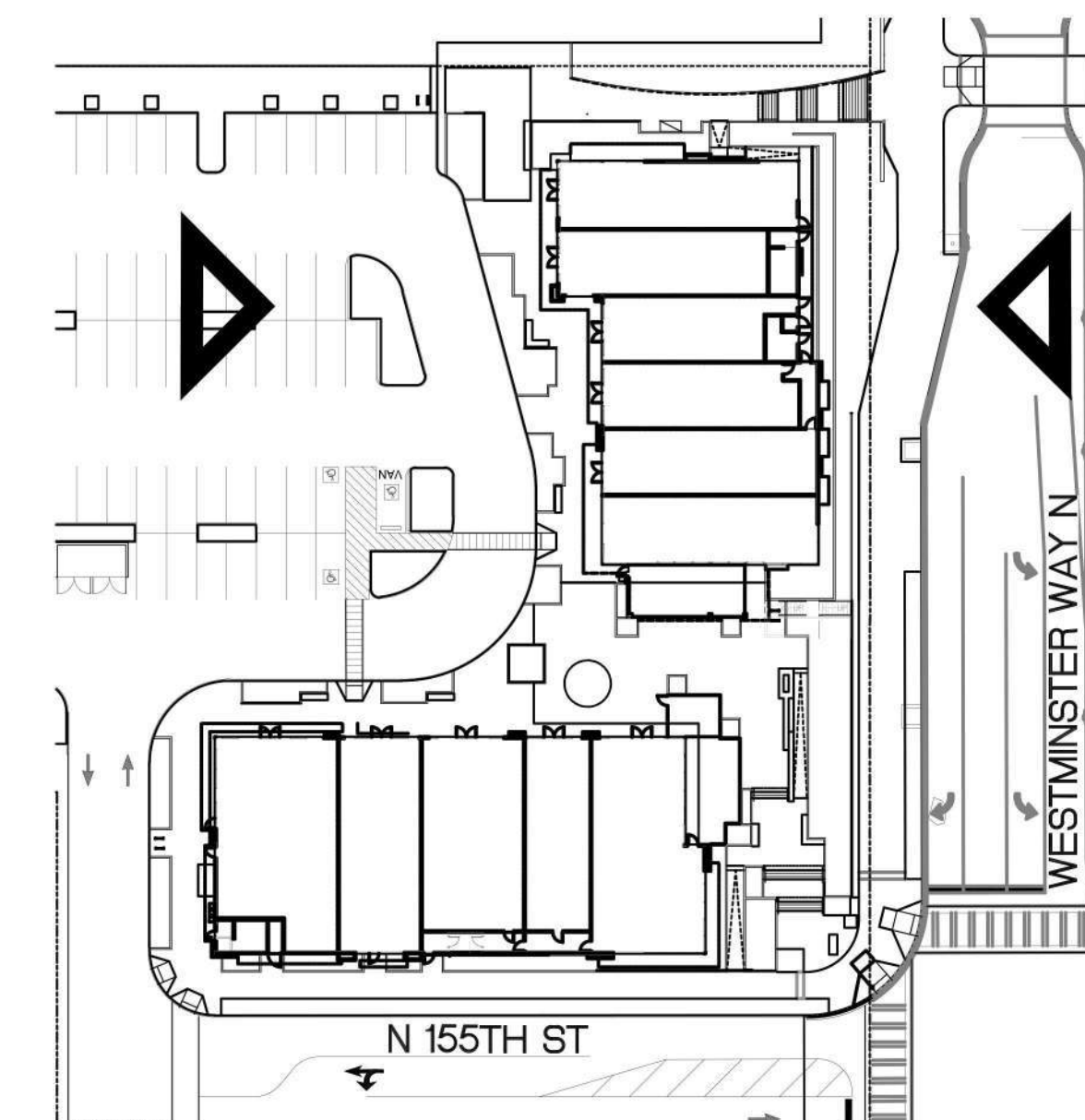
SCALE: 1/8" = 1'-0"



01A



WEST ELEVATION



KEY PLAN 

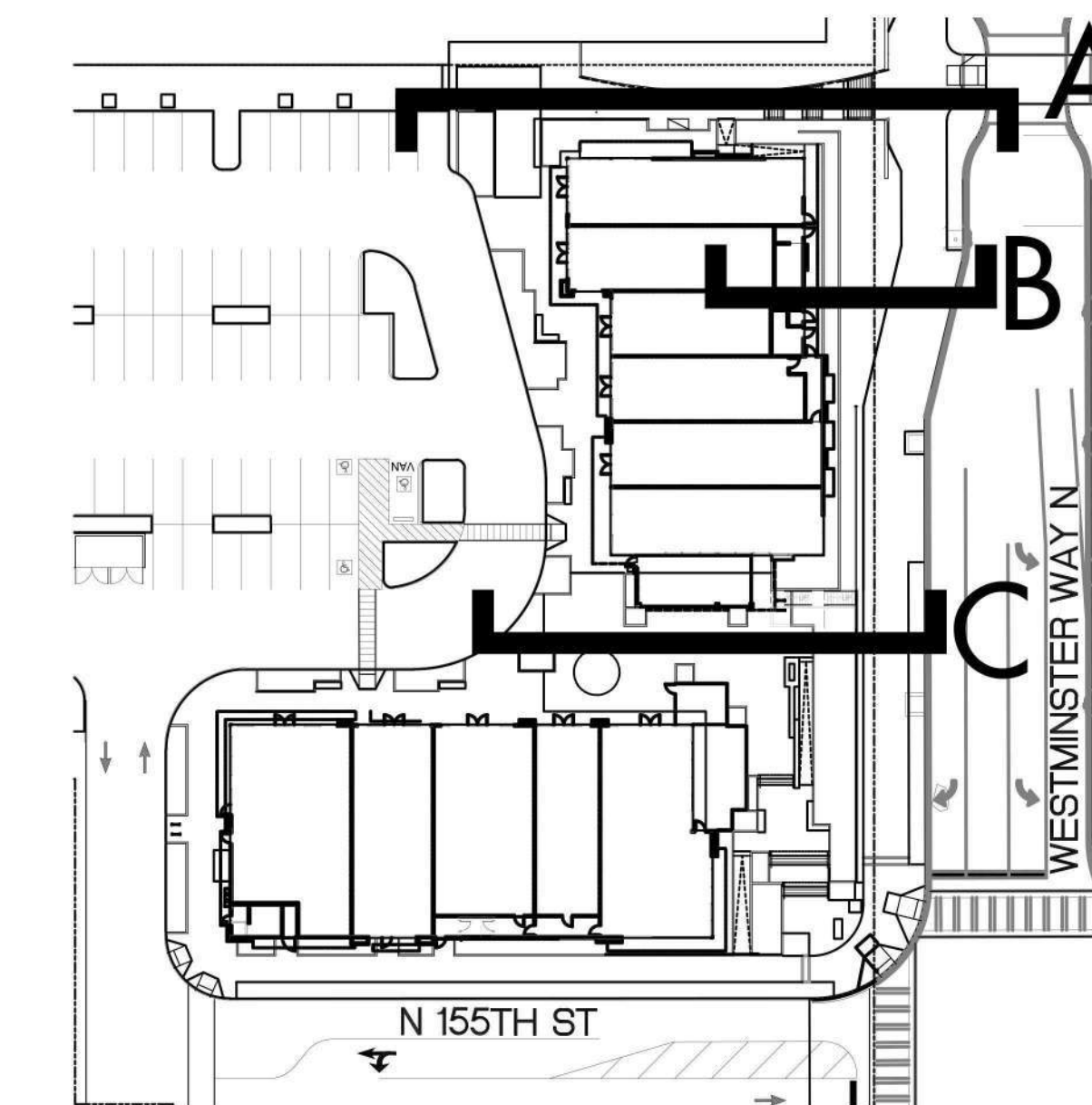


EAST ELEVATION ALONG WESTMINSTER WAY N

DATE:	REVISIONS



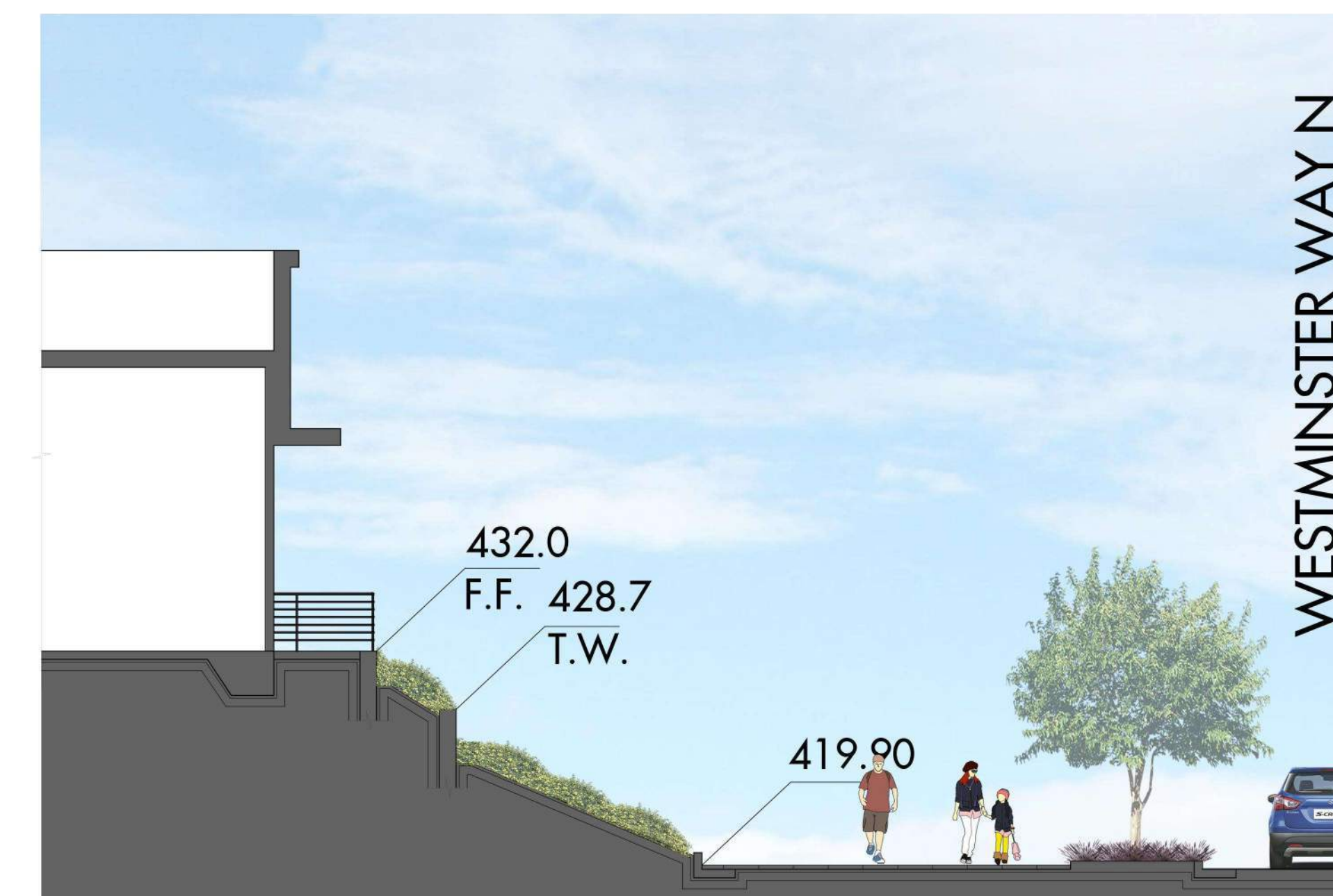
SECTION A - WESTMINSTER WAY N TO PARKING LOT



KEY PLAN 



SECTION C - PLAZA TO WESTMINSTER WAY N



SECTION B - WESTMINSTER WAY N THRU SHOPS E2

PROPOSED EXTERIOR ELEVATION - SHOP BUILDING E2

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