

Shoreline Place (CRA) Sign Code Update

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City Council
February 1, 2021



Aurora Square/Shoreline Place/CRA

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Proposed General Changes

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- Content neutral language in compliance with Reed v. Town of Gilbert Supreme Court decision
- Can specify the size, type and number of signs allowed but cannot dictate sign copy.
- Clarify sign area calculation

Proposed General Changes

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- No business on a new freestanding sign until any old freestanding sign listing that business is removed or brought into compliance
- Deletion of the \$100/day penalty for not installing new signs by September 1, 2017

Proposed General Changes

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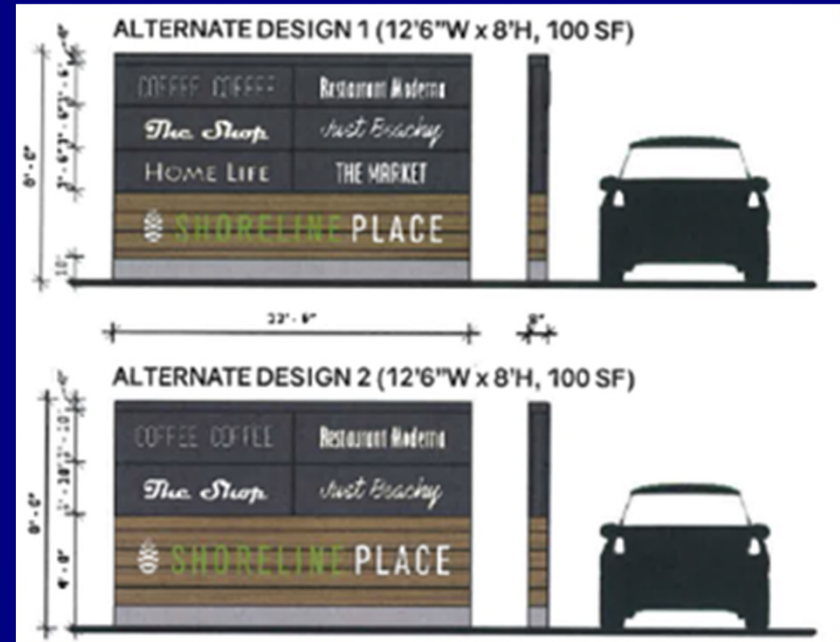
- Allow unique or sculptural signs with administrative design review



Proposed Monument Sign Changes

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- Reduce sign area advertising Shoreline Place v. tenants from 50% to 15%
- Common design and color, no logos



Proposed Monument Sign Changes

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- Allow Retail Leasing Signs



Proposed Monument Sign Changes

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- Monument signs for WSDOT, NW School for Deaf Children not required to advertise Shoreline Place



Proposed Monument Sign Changes

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- Allow 1 per 250' of street frontage up to a maximum of 3 signs per parcel per street
- Signs must be 100' apart on same parcel or 50' apart from a sign on a neighboring parcel

Proposed Pylon Sign Changes

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- Deletion of changeable electronic message signs
- Reduce percentage of pylon sign area advertising Shoreline Place versus tenants from 25% to 15%

Proposed Pylon Sign Changes

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- Increase height for the CRA pylon signs from 25 to 35 feet so existing sign structure can be reused



Proposed Pylon Sign Changes

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- 2 Pylon signs for each parcel over 5 acres
- Same total number, more flexible locations
 - MGP site over 10 acres but subject to a binding site plan so not easily subdivided.
 - Desimone property over 5 acres but frontage across from R-4 zoning, not eligible for pylon

Pylon Sign Locations

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Proposed Wall Sign Changes

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- Additional sign allowance for ground floor storefronts in addition to the wall signs allowed for apartments



Proposed Wall Sign Changes

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- Larger signs allowed on walls with public entrances
- Wall signs can use the tenant's font and colors rather than the Shoreline Place design



Proposed Wall Sign Changes

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Ground floor walls without entrances can have signs if they put in windows, landscaping or architectural detailing.



Proposed Wayfinding Sign Changes

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- 25 foot setback from the street to avoid clutter and competition with the monument and pylon sign locations



Proposed Temporary Sign Changes

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- Allowing one or two banner signs per business depending on store size.
- Limiting each banner to 32 square feet.

Next Steps

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- Identify any Council proposed code changes
- Return to Council February 22
- Develop sign design guidelines for Shoreline Place later in 2021

