



ADMINISTRATIVE ORDER #113940-051209

SITE – SPECIFIC CODE INTERPRETATION

CODE SECTION: Exception 20.50.540(B)(1)

I. ISSUE: Request to waive height limit on a building mounted sign.

II. FINDINGS:

- Shoreline Municipal Code (SMC) Section 20.50.540.B restricts the height of building mounted signs as follows: *Not to extend above the building parapet, eave line of the roof, or the windowsill of the second floor, whichever is less.*”
- The exception under SMC 20.50.540(B)(1) allows the Director to waive the restrictions if the applicant can demonstrate that signs are an integral part of the architecture and site design.
- This building is a two-story, single-tenant building, but the building facades have very little vertical surface that is large enough to accommodate a sign.
- The roof eave architecture is emphasized and the area below the second story buildings is slanted inwards at such an angle as to make sign installation impractical. Placing the sign above the second story windows on the face of the eave also communicates that the entirety of the building is occupied by one tenant and makes the sign stand out rather than blend into the façade of the building.
- The other logical location for a business sign over the main entrance is already occupied with the address.

III. CONCLUSIONS: The stated purposes of the sign code, under SMC 20.50.530, include protection of the aesthetic welfare of the City and effective use of signs. The architecture of the building is architecturally emphasized with a flat eave façade above the second story windows. Drawing the eye to this portion of the building by putting the signage above the second floor windows but not to extend above the top of

the eave facade fits better with the design of the building to identify the business without losing the sign in the rest of the building detail.

- IV. DECISION:** Chase Bank may place its three building-mounted signs on eave facade façade below the top of the eave, subject to the size restrictions of the code.

original signed by Joe Tovar 5/12/09

Director's Signature

Date

Juniper Nammi

05/12/09

Prepared by

Date