

6a. Staff Report - Shoreline Place Signage Design Guidelines

Planning Commission Meeting Date: October 7, 2021

Agenda Item: 6a

PLANNING COMMISSION AGENDA ITEM

CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Shoreline Place Signage Design Guidelines

DEPARTMENT: Planning & Community Development

PRESENTED BY: Andrew Bauer, Planning Manager

Public Hearing

Study Session

Recommendation Only

Discussion

Update

Other

INTRODUCTION

The City is continuing its effort to revitalize the Aurora Square Community Renewal Area (CRA). A Development Agreement was approved in 2019 and is anticipated to break ground in 2022 for the multi-phased redevelopment of Shoreline Place which includes the former Sears property. Establishing a unique identity and branding for Shoreline Place with signage has been part of the vision for the CRA since its inception in 2012.

Tonight, staff will present and is seeking feedback on the Draft Shoreline Place Signage Design Guidelines, intended to implement a cohesive identify and branding for Shoreline Place.

BACKGROUND

The City designated a 70-acre area around the Sears, Central Market, and WSDOT complex as the Aurora Square CRA in September 2012 (Resolution No. 333). By designating the CRA, the City Council established that economic renewal would be in the public interest, and that City resources could be justifiably utilized to encourage redevelopment. A subset of the site devoted to retail and housing uses was designated as the CRA Lifestyle Center, which has been rebranded with the current name of Shoreline Place.

Approved By: Project Manager _____ Planning Director _____

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Figure 1 – Aurora Square CRA



The City Council subsequently adopted the Aurora Square CRA 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 the CRA.

The unique sign code for the CRA, which is codified in Shoreline Municipal Code (SMC) 20.50.620, supports the vision of a vibrant, mixed-use urban village and regulates sign allowances for types of signs, quantities, size, height, and locations. Amendments to the CRA sign code were reviewed by the Planning Commission in 2020 and were adopted by the Council in February 2021 (Ordinance No. 897).

The sign code for the CRA identifies the Shoreline Place parcels and the requirement that these parcels comply with the Shoreline Place Signage Design Guidelines (Sign Design Guidelines). The Sign Design Guidelines are defined as “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 Shoreline Place” (SMC 20.50.620.C). Sign concepts were developed in 2016 as part of a broader branding strategy for Shoreline Place. However, Sign Design Guidelines have not been adopted.

In 2019 the City entered into a Development Agreement with Merlone Geier Partners for redevelopment of the former Sears portion of Shoreline Place. Now with redevelopment

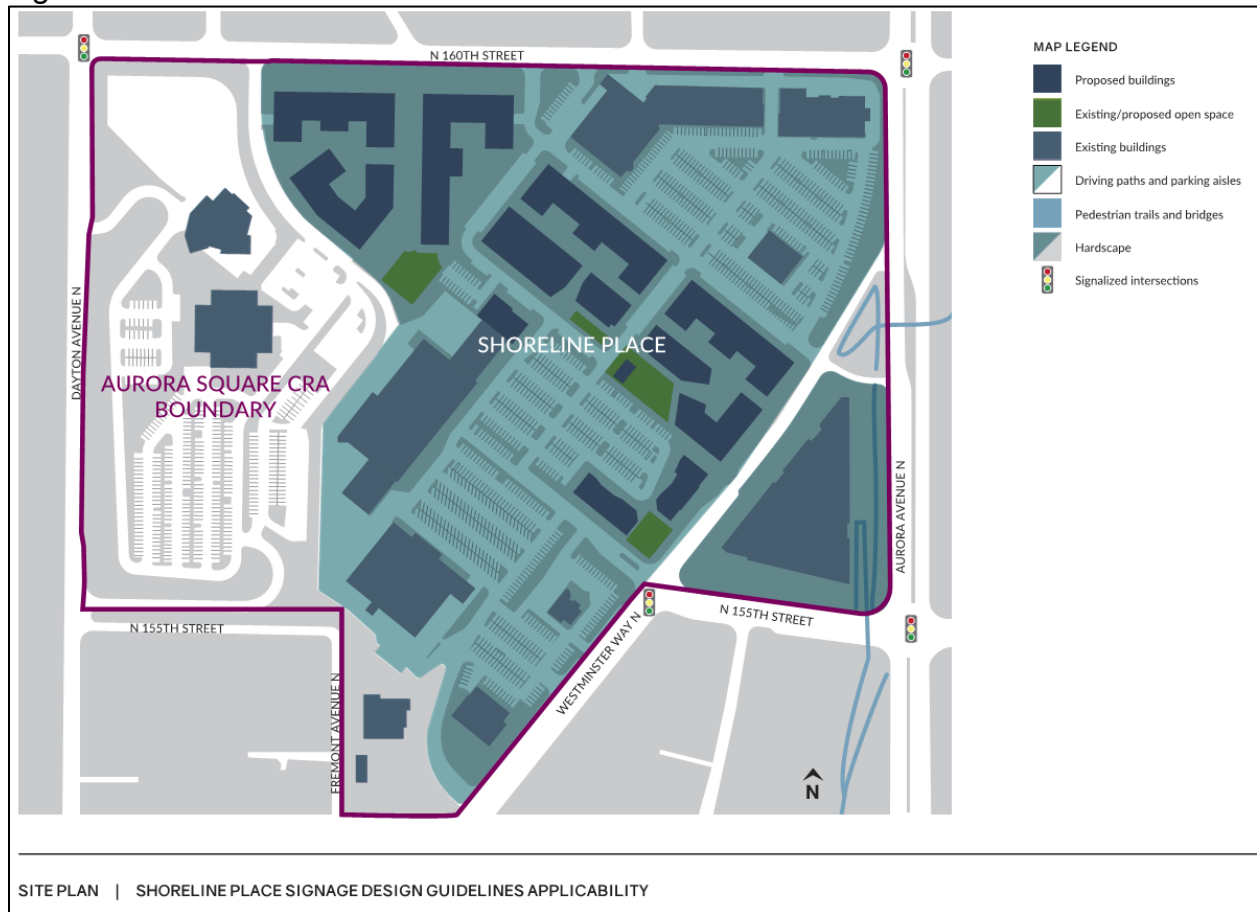
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of a significant portion of Shoreline Place nearing realization, Draft Sign Design Guidelines have been developed, incorporating the Shoreline Place name established for the CRA and branding presented with the Sears property Development Agreement.

SHORELINE PLACE SIGNAGE DESIGN GUIDELINES

The Sign Design Guidelines (Attachment A) will establish the unified branding and design for new signs within the Shoreline Place properties as shown in Figure 2 below.

Figure 2 – Shoreline Place



Some key highlights of the Draft Sign Design Guidelines include:

- Implementation of a cohesive brand and design for Shoreline Place. Required signs will dedicate at least 15% of the sign area to be used for the Shoreline Place identification.
- The guidelines apply only to areas within the Shoreline Place properties.
- New signs or existing signs that are altered, will need to be consistent with the Sign Design Guidelines in accordance with SMC 20.50.620 Shoreline Place (Aurora Square Community Renewal Area) sign standards.
- The guidelines apply to pylon, monument, wayfinding, and under-awning signs. While other types of signs are encouraged to be consistent with the guidelines, it will not be a requirement.

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- The guidelines do not change existing signage allowances related to the number of signs, sizes, height, or location, which were topics of the February 2021 updates to the Shoreline Place sign standards in SMC 20.50.620.
- Review for consistency with the guidelines will occur as part of the City's sign permit review process and will be completed administratively without additional fees beyond the typical sign permit fees.
- Provide sufficient detail for consistency in fabrication of signs.

COMPREHENSIVE PLAN CONSISTENCY

Adoption of the Design Guidelines would further implement the CRA sign code and would be consistent with the following goals and policies of the Comprehensive Plan:

Goal LU VI: Encourage pedestrian-scale design in commercial and mixed-use areas.

Goal LU VII: Plan for commercial areas that serve the community, are attractive, and have long-term economic vitality.

Goal LU VIII: Encourage redevelopment of the Aurora corridor from a commercial strip to distinct centers with variety, activity, and interest.

Goal CD I: Promote community development and redevelopment that is aesthetically pleasing, functional, and consistent with the City's vision.

Policy CD6: Encourage signage to be complementary in scale to the building architecture and site design.

Policy CD10: Encourage signs on multi-tenant buildings to be complementary in size and style for all commercial and mixed-use zones.

Policy ED6: Work to reinvigorate economically blighted areas in Shoreline by establishing Community Renewal Areas with associated renewal plans.

Policy ED7: Enhance existing neighborhood shopping and community nodes to support increased commercial activity, neighborhood identity, and walkability.

Policy ED29: Reinvent Aurora Square to help catalyze a master-planned sustainable lifestyle destination.

STAKEHOLDER INVOLVEMENT

On August 24, 2021, property owners within Shoreline Place were provided a detailed explanation of the Draft Design Guidelines and provided access for review and comment.

On September 1, 2021, staff held a virtual meeting for the Shoreline Place property owners and presented the Draft Design Guidelines and solicited questions and comments. Three people attended the virtual meeting, representing ownership interests

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from two of the properties. One comment was provided at the meeting and related to the contrast and visibility of the shade of green potentially being difficult to see on some of the signs. No written comments were received.

SCHEDULE AND PROCESS

Staff will compile feedback and direction from the Planning Commission and will work to make any necessary refinements to the Draft Design Guidelines. Once refinements are complete, staff anticipates bringing back the Draft Design Guidelines for action at a future meeting. The Planning Commission is the final decisionmaker. The Design Guidelines will be an administrative rule which implement the Development Code and as such a public hearing is not required prior to action by the Planning Commission.

RECOMMENDATION

There is no staff recommendation at this time. Staff is seeking comments and feedback from the Planning Commission on the Draft Shoreline Place Signage Design Guidelines in Attachment A.

ATTACHMENTS

Attachment A – Draft Shoreline Place Signage Design Guidelines



SHORELINE PLACE

DRAFT SIGNAGE DESIGN GUIDELINES AUGUST 9, 2021

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PURPOSE

These Shoreline Place Signage Design Guidelines ("Design Guidelines") specify the common name, logo, taglines, fonts, colors, and sign standards used on freestanding signs throughout Shoreline Place to provide a cohesive and attractive public image of the Shoreline Place development.

The Design Guidelines are intended to work in conjunction with the Shoreline Place (Aurora Square Community Renewal Area) sign standards adopted in Shoreline Municipal Code (SMC) Section 20.50.620. Where conflicts may exist between the Design Guidelines and adopted sign standards, the adopted sign standards shall prevail.

REQUIREMENT

All pylon, monument, wayfinding, and under-awning signs within Shoreline Place (as depicted on page 5) shall conform to these 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 (SMC 20.50.620.D.3).

Design and content of the pylon, monument, and wayfinding signs within Shoreline Place shall conform to these Shoreline Place Signage Design Guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of Shoreline Place center identity shall comply with the Shoreline Place Signage Design Guidelines (SMC 20.50.620.E.6).

ALTERATION OF EXISTING SIGNS

Pursuant to SMC 20.50.620.D, 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, and, where applicable, adherence to the Shoreline Place Signage Design Guidelines.

Alterations to graphics, symbols or copy of a sign shall comply with these Design Standards regardless of whether a permit is required.

ALLOWED SIGN DESIGN & CONSTRUCTION

The following tenant identity sign types are permitted within these design guidelines.

- 1 Individual face-lit channel letters with integral face retainer
- 2 Individual halo-lit letters
- 3 Individual dual-lit channel letters with integral face retainer
- 4 Non-illuminated dimensional aluminum channel letters
- 5 Freestanding face-lit letters with aluminum returns (no vinyl trim caps) mounted on canopy
- 6 Mixed media signs (employing two or more fabrication and/or illumination methods)
- 7 Aluminum panel with cut-thru letters backed with acrylic faced in day/night vinyl (dark gray/black during day, letter faces glow white at night)
- 8 1/2" thick flat cut-out aluminum letters and logos with painted finish
- 9 1/4" thick flat cut-out aluminum letters and logos with painted finish
- 10 1" thick push-thru acrylic letters and logos
- 11 1/2" thick push-thru acrylic letters and logos

IDENTIFICATION SIGNS

PYLON SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with etched branding element complemented by dark gray tenant panels and a matching dark gray spine with the green and white Shoreline Place logo.

Shoreline Place Signage Design Guidelines - Attachment A

Tenant panels feature internally illuminated brand logotype letters in white acrylic only (no brand colors). Shoreline Place logo to also be illuminated. Tenant panel construction to be cut-thru aluminum with white acrylic-backed messaging; Shoreline Place logo/Logotype construction to be 1" thick push-thru acrylic construction.

MONUMENT SIGNS

MULTI-TENANT MONUMENT SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with applied 1/2" thick aluminum Shoreline Place lettering complemented by dark gray tenant panels. Tenant panels feature internally illuminated brand logotype letters in white acrylic only (no brand colors). Tenant panel construction to be cut-thru aluminum either 1/2" thick push-thru acrylic or backed with white acrylic.

SINGLE-TENANT MONUMENT SIGN/OPTION A/B

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat cladding, white tenant name/logotype (logos and brand colors not allowed), dark gray tenant name panel. Illuminated cabinet construction allowed; tenant name must be cut-thru aluminum either acrylic-backed or using 1/2" thick acrylic push-thru letters.

Tenant panels: (1) total per side (Option A)
Individual Tenant Letters: (1) set per side (Option B)

Address number positioned on the street-facing side of the sign and Address numbers to be 1/4" thick painted aluminum (white).

WAYFINDING SIGNS

VEHICULAR WAYFINDING SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with dark gray directional panels, Message panel construction to be cut-thru aluminum with either 1/2" thick push-thru acrylic or backed with white acrylic. Green acrylic arrows and white acrylic lettering.

Tenant panels: Up to (6) panels total per side.

Messaging will include major locations within Shoreline Place and are not intended for tenant use (exceptions may be made for anchor or fixture tenants such as Central Market) or regular updating. Text size is appropriate for low-speed vehicular use. Signs are internally illuminated.

PEDESTRIAN WAYFINDING SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with upper dark gray information cabinet and internal illumination. An abbreviated Shoreline Place graphic-only logo is etched or applied to each face below the information panels.

Content of information panels to be determined. At least one panel will include a site map with major destinations identified. A tenant directory will likely be included as well. Shoreline Place logo is integrated into the upper illuminated information cabinet

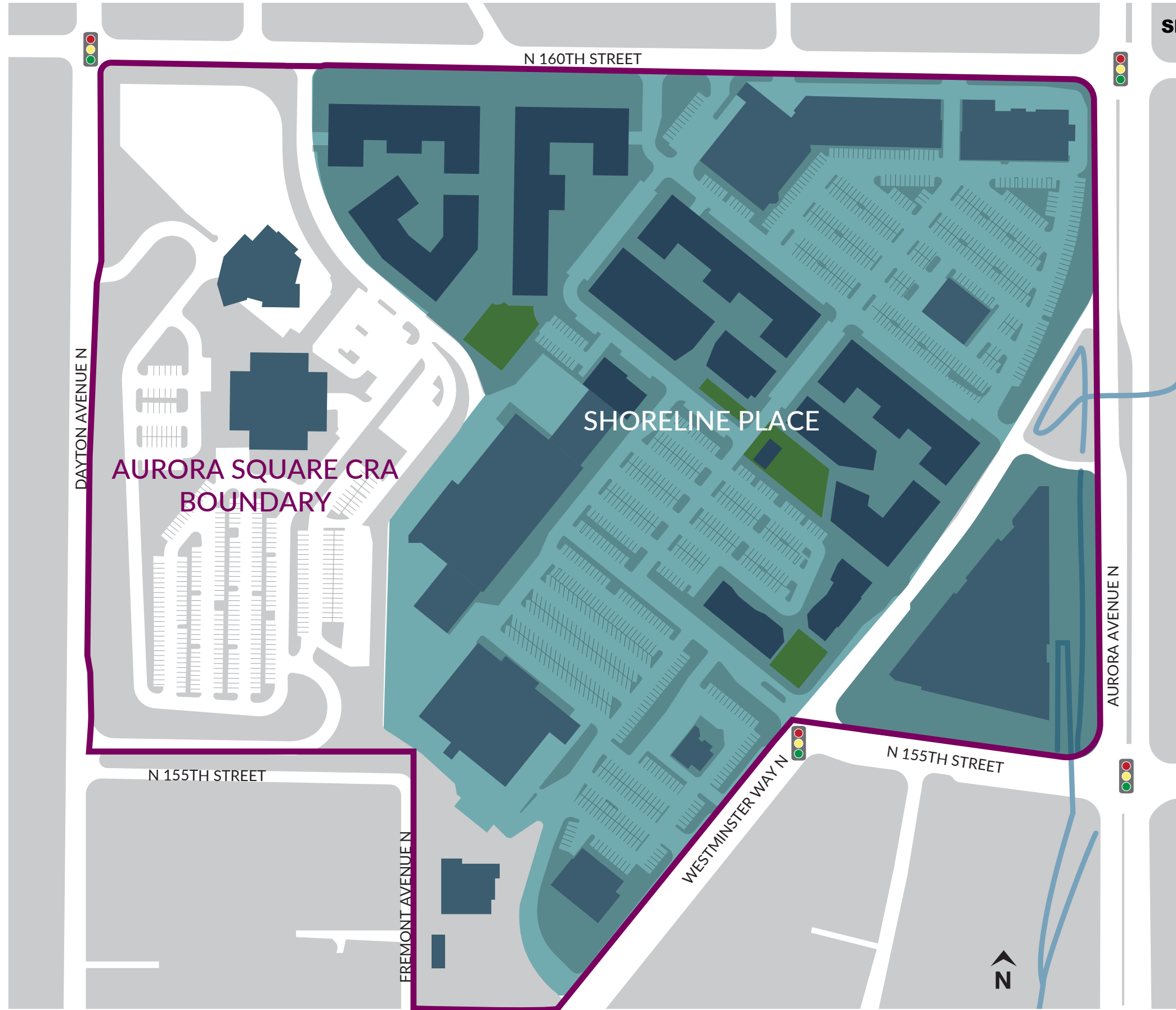
Construction of information panels to be confirmed and may be basic locking case construction for simple updating. Information panels could also be dynamic touchscreens with interactive directory information. On-site advertising is allowed per the Shoreline Municipal Code and could potentially share space with screens used as pedestrian directories.

UNDER-AWNING SIGN

Composite wood slat-clad sign body with applied 1/2" thick painted aluminum Tenant Name/Logotype (White). (logos and brand colors not allowed). An abbreviated Shoreline Place graphic-only logo is etched or applied to each face.

Signs are illuminated using indirect lighting

Shoreline Place Signage Design Guidelines - Attachment A



MAP LEGEND

- Proposed buildings
- Existing/proposed open space
- Existing buildings
- Driving paths and parking aisles
- Pedestrian trails and bridges
- Hardscape
- Signalized intersections

The Shoreline Place Signage Design Guidelines shall apply within Shoreline Place, as depicted to the left.

MATERIALS & COLORS



Iron Ore (SW 7069)
Sherwin Williams
Eggshell Finish



Gecko (SW 6719)
Sherwin Williams
Eggshell Finish



Extra White (SW 7006)
Sherwin Williams
Eggshell Finish



CountryWood (NW13)
Trespa (or similar)



Mesquite (1LB677)
Davis Concrete



LED Optimized Letter Block WH51
Acrylite



Translucent film(s) to match project green
(SW 6719 Gecko)

PROJECT FONT

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SUPPORTING FONT

Akzidenz-Grotesk Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

* Departures from colors or materials may be allowed, subject to Director approval, due to unavailability or discontinuation of specific colors or materials. Departures shall match prescribed colors and materials as closely as possible.

LOGOS

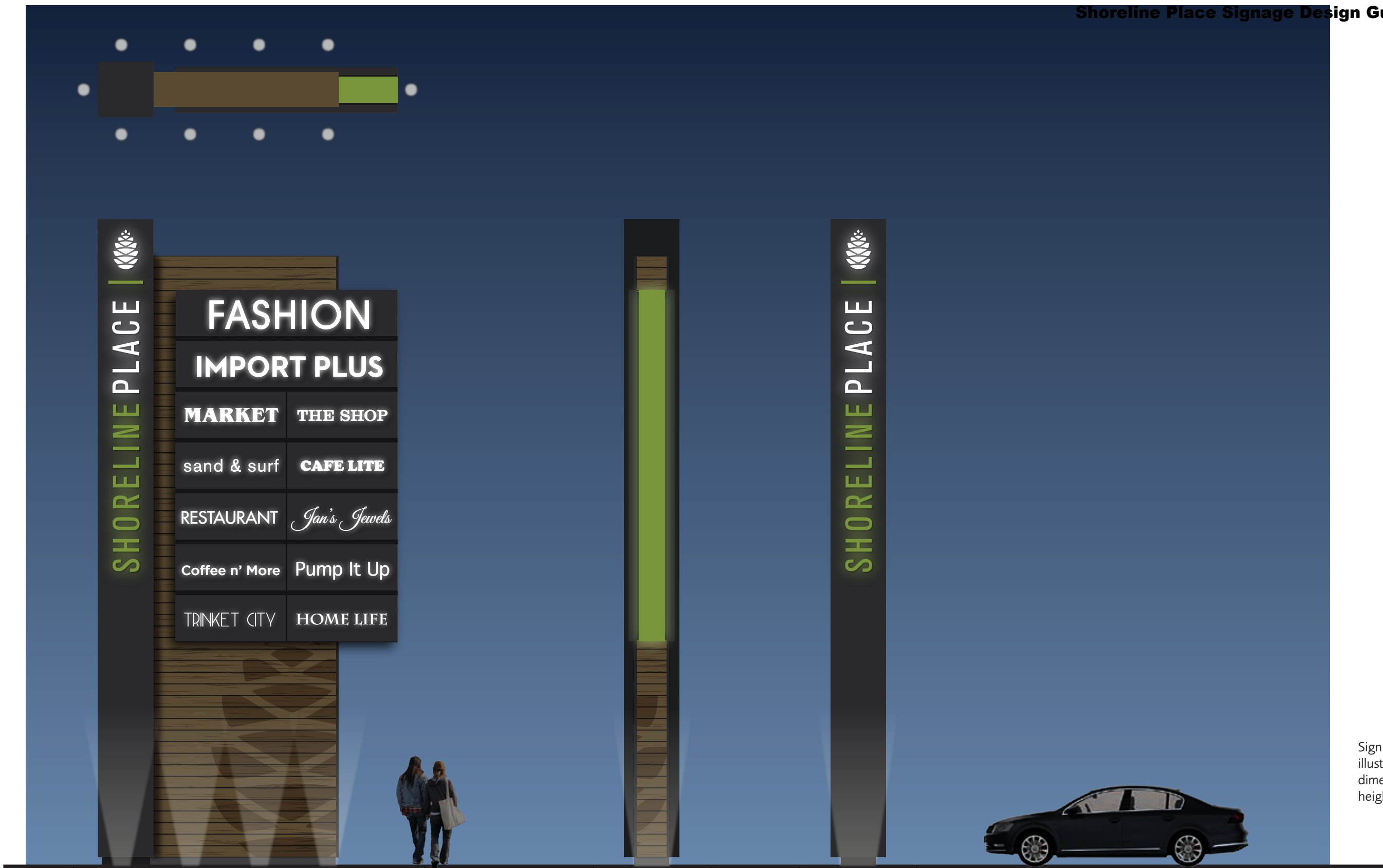
Both are shown over a dark gray background to ensure the white parts of the logo are visible; dark gray is not a part of the logo



Full logo



Partial logo



Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.

ELEVATION
SCALE: 3/16"=1'-0"

Shoreline Place Signage Design Guidelines - Attachment A

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.

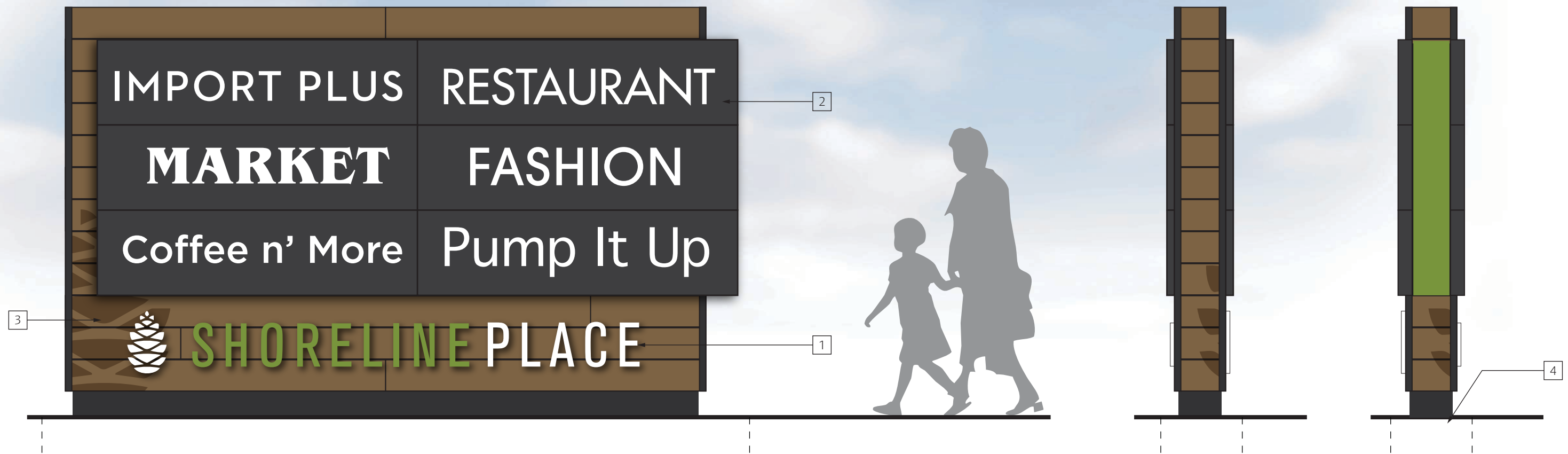
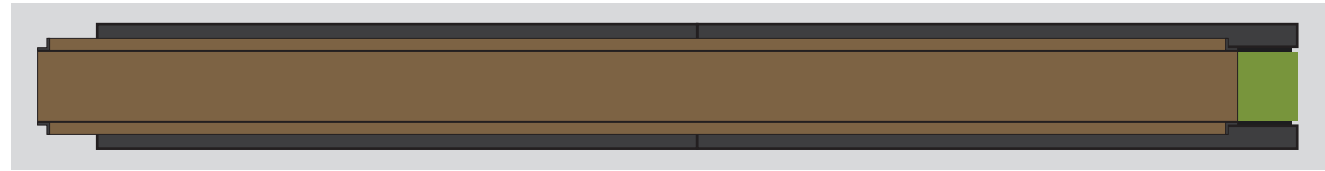


ELEVATION
SCALE: 3/16"=1'-0"

Shoreline Place Signage Design Guidelines - Attachment A

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1/2"=1'-0"

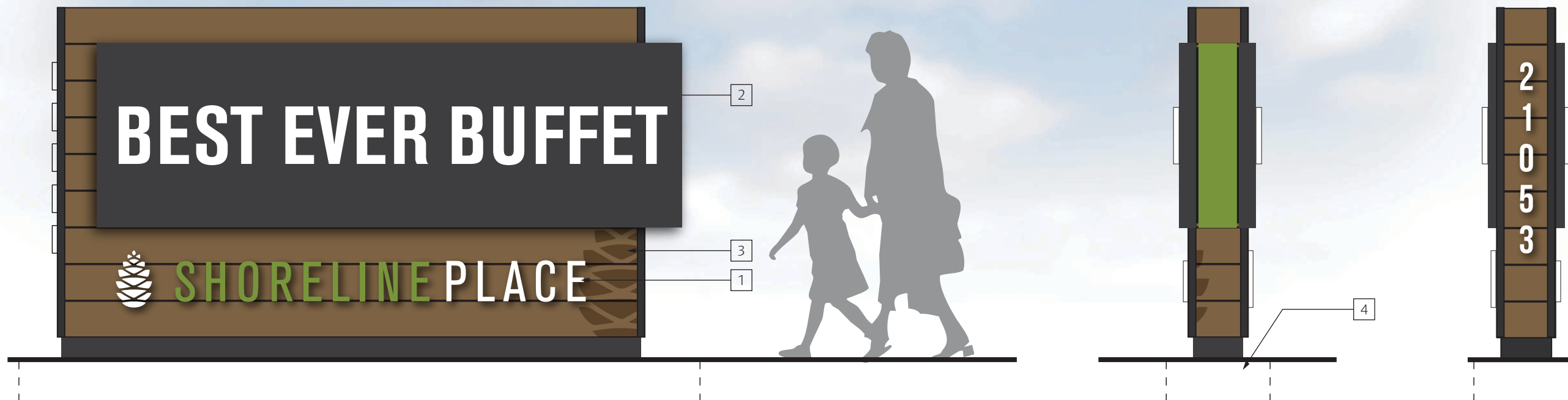
Shoreline Place Signage Design Guidelines - Attachment A

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



TOP VIEW



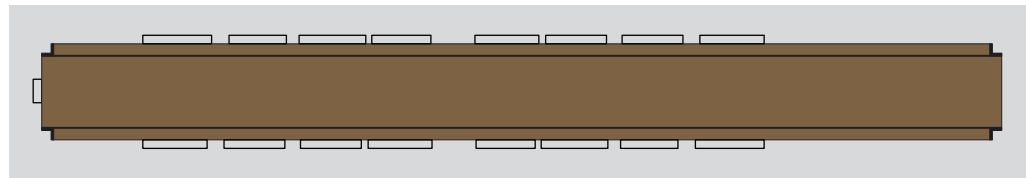
ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

Shoreline Place Signage Design Guidelines - Attachment A

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

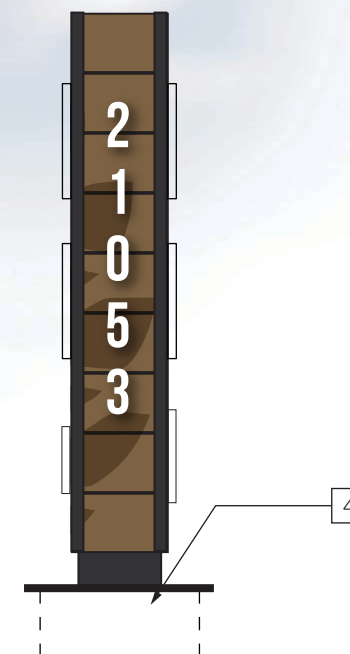
Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



TOP VIEW



ELEVATION
SCALE: 1/2"=1'-0"



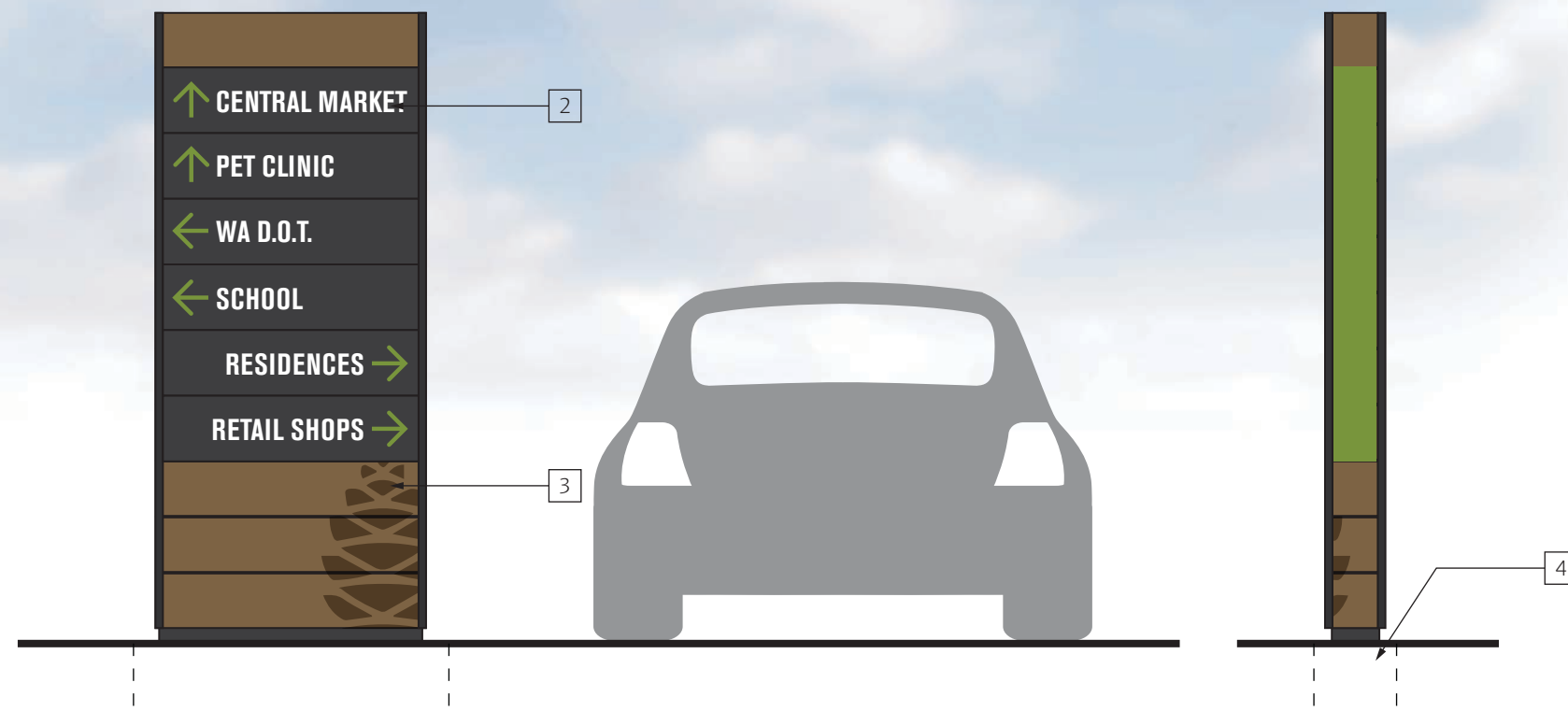
SIDE VIEW

Shoreline Place Signage Design Guidelines - Attachment A

- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base



Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



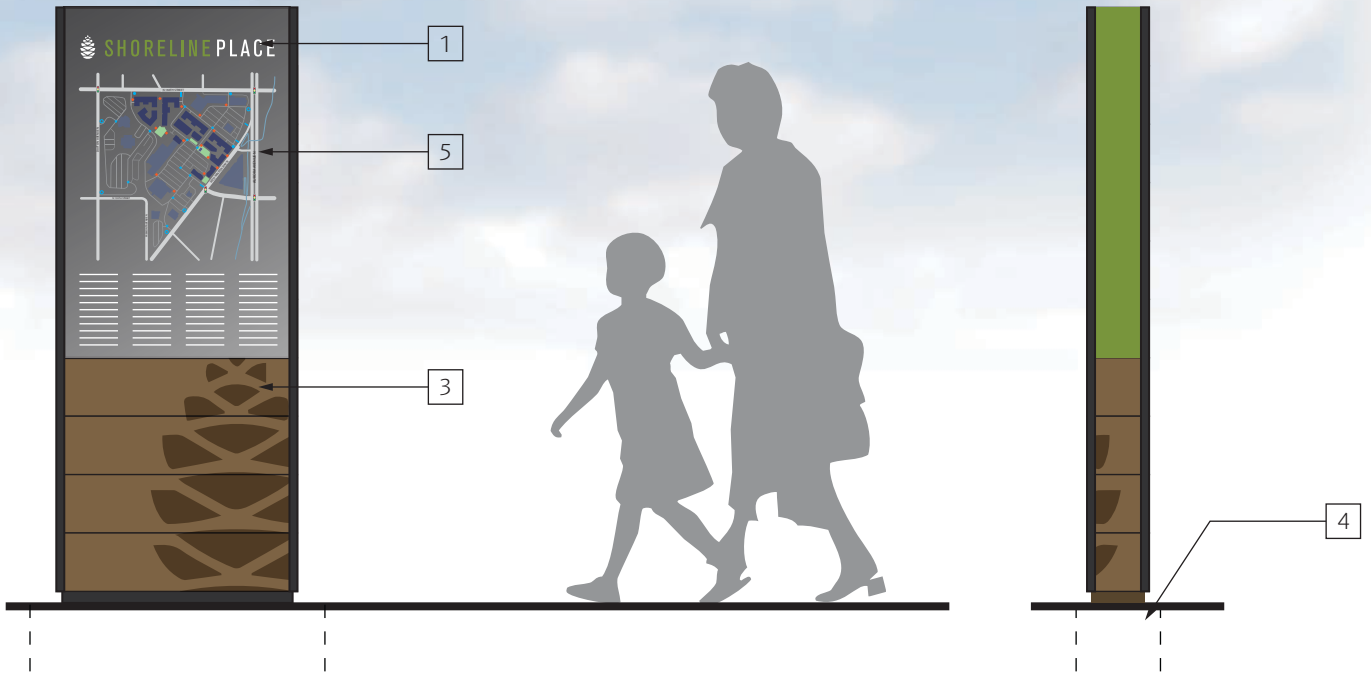
ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

Shoreline Place Signage Design Guidelines - Attachment A

- 1 Shoreline Place icon and identity
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base
- 5 Illuminated map graphics and glass face

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

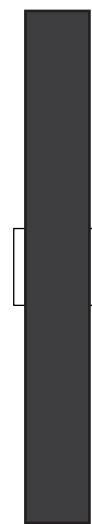
3 Trespa panels with etched branding

6 Applied dimensional copy

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1"=1'-0"



SIDE VIEW

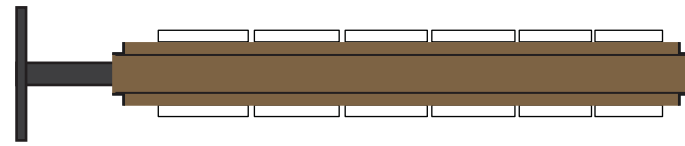


CONTEXT ELEVATION
SCALE: 1/2"=1'-0"

3 Trespa panels with etched branding

6 Applied dimensional copy

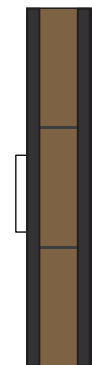
Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



TOP VIEW



ELEVATION
SCALE: 1"=1'-0"



SIDE VIEW



CONTEXT ELEVATION
SCALE: 1/2"=1'-0"