RESOLUTION NO. 147

A RESOLUTION OF THE CITY OF SHORELINE, WASHINGTON ADOPTING THE NEIGHBORHOOD IDENTIFICATION SIGN PROGRAM

WHEREAS, neighborhoods in the City of Shoreline have requested assistance in the design and installation of signs to identify their neighborhood; and
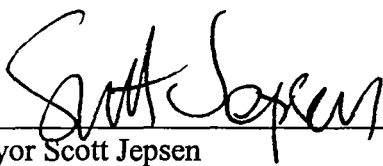
WHEREAS, there is a need for a clear and uniform approach to neighborhood signage; and

WHEREAS, at its March 4, 1998 meeting the Council of Neighborhoods reviewed and approved the Neighborhood Identification Sign Program;

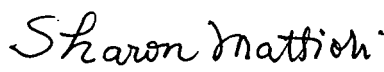**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON AS FOLLOWS:**

Section 1. Authorization. The City Council hereby adopts the Neighborhood Identification Sign Program.

ADOPTED BY THE CITY COUNCIL ON March 23, 1998.

_____
Mayor Scott Jepsen

ATTEST:

_____
Sharon Mattioli, CMC
City Clerk

DRAFT

NEIGHBORHOOD IDENTIFICATION SIGN PROGRAM GUIDELINES

The City of Shoreline has initiated a neighborhood sign program in response to requests from the community and to improve neighborhood identity. To ensure clarity neighborhood signs will be limited to neighborhoods recognized by the City and will be provide uniformity in size, number and format. The intent of this program is to provide direction to those neighborhoods wishing to erect signage on City Rights-of-Way that identifies and demarcates their community as a part of the City of Shoreline. Neighborhoods are encouraged to develop individualized wording and/or neighborhood logo to express neighborhood individuality. The Neighborhood Identification Sign Program is not intended to prohibit other approaches to enhancing neighborhood identity through murals, gateways, or other creative expressions of neighborhood pride.

Goals
- Provide an opportunity for each neighborhood to identify itself.
- Allow for neighborhood individuality while assuring consistent design standards for all neighborhood identity signs in the City.
- Meet City sign codes, approval, and maintenance standards.
- Simplify application and installation procedures without permits.

Criteria for Signs

Location
- In public rights-of-way. This is usually the area outside of the street and sidewalk, typically in a grassy area next to the sidewalk or shoulder.
- On major neighborhood thoroughfares, larger than residential streets or along streets that border two neighborhoods. Neighborhood identity signs will not be permitted on I-5, Aurora Avenue, 205th, 175th or 145th because of the density of existing traffic and signage throughout those corridors.
- Along the street and at least 100 feet within the neighborhood boundary. Again, this is to provide a clear visual line and avoid conflict with traffic signals and signage at intersections.
- Specific locations for signs will be determined in advance by a neighborhood representative in consultation with staff of Public Works Customer Response Team and the Office of Neighborhoods.
- For reference a neighborhood map delineating neighborhood boundaries is available from the Office of Neighborhoods

Installation
- For safety reasons City of Shoreline contracted staff will be required to install the signs. Staff may modify sign locations slightly at the time of installation as necessary.
- The neighborhood association will supply neighborhood identification signs.
- Cost for cedar posts and County installation service is approximately $35 per sign and shall be included in the Mini-Grant request.

Number
- Each neighborhood may install up to 8 signs within its neighborhood boundaries.

Size
- Signs may be either 24 x 18 inches or 36 x 24 and oriented horizontally

Design
- Signs should include City standard green and or blue reflective colors in any combination on a white reflective background The white background was selected because it conflicts less with other public information signs and shows up better in wooded neighborhoods.
- Use at least .08 gauge aluminum sign material.
- Use the City of Shoreline Logo (Attachment A) that is 4 inches in diameter and located in the bottom 1/3 of the sign area.
- Groups are invited to work with City Graphic designer to develop ideas and a template for their neighborhood identification sign.

Language
There is no required wording. However, sign copy must be approved in advance by the Office of Neighborhoods.

City Logo
For the purposes of consistency and identity, neighborhood identification signs need to use the City of Shoreline logo as an element. The logo must be reproduced exactly as indicated in Attachment A.

Application
Neighborhood Groups recognized by the City Council may submit a Mini-Grant Proposal application form with 1) detailed plans for developing design for neighborhood identification signage or, if already existing, the sign's design, colors, wording, and dimensions accurately drawn and 2) a map clearly indicating the proposed locations to install the signs to: Neighborhood Coordinator, Shoreline Office of Neighborhoods, 17544 Midvale Avenue North, Shoreline, WA 98133. For more information call 546-8564

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TWO COLORS
trees-PMS 347
type & underline-PMS 293
waves-40% screen of 293 to
10% screen of 293

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A solid fill of PMS 293 may be used in
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10% screen of 293 when certain
printing limitations require it.

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ONE COLOR
Waves contain an 80% screen to
10% screen.

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ONE COLOR
A solid fill may be used in place of the
80% screen to 10% screen when
certain printing limitations require it.