



City of Shoreline
Planning & Development Services Dept.

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ADMINISTRATIVE ORDER #000073 062905
INTERPRETATION OF DEVELOPMENT CODE

CODE SECTION: 20.50.540(B) (1)

REQUEST:

The applicant has proposed three shopping center/mall type signs at the Gateway Shopping Center. Two signs are located along Aurora Avenue and one sign is located along N.185th Street. The main pylon sign is 27 feet high and approximately 232 square feet in area. The Bartell's pylon is 23 feet, 8 inches high and approximately 190 square feet in area. The N. 185th Street pylon is 19 feet, 6 inches high and approximately 72 square feet in area.

FINDINGS:

The two pylon sign along Aurora Avenue exceed code requirements in terms of height and sign area. The maximum height allowed is 20 feet and the maximum sign area for each sign is 100 square feet. Code Section 20.50.540(B)(1) states that the sign requirements may be waived if the applicant demonstrates that the signs are an integral part of the architecture and site design.

The proposed signs incorporate a variety of building materials that are found on the buildings at Gateway Center. CMU block for the posts, tan and green sheet metal framing the sign and architecturally similar angles make up the top of the sign. All three of the signs are similar in shape and appearance with CMU block posts, tan sheet metal at the sides of the sign, green sheet metal at the top of the sign with a horizontal "GATEWAY" on top of each sign. Based on the elevation changes along Aurora Avenue, the signs should appear to be at the same height, even though there is a difference of approximately 3 feet between the two signs. Substantial landscaping will be located adjacent to all three of the signs.

DECISION:

The applicant has redesigned these signs to more closely resemble the architecture and design of the buildings located within Gateway Center. The signs are now more substantial and form a cohesive development. In addition, with the addition of the signs, the overall site design package will further the effort the City has put forth in the enhancement of the Aurora Corridor. For the above stated reasons, staff recommends approval of the sign package.

original signed by Tim Stewart 6/29/05

Director's Signature

Date

