



AGENDA

STAFF PRESENTATIONS

PUBLIC COMMENT

SHORELINE CITY COUNCIL VIRTUAL/ELECTRONIC REGULAR MEETING

Monday, February 1, 2021
7:00 p.m.

Held Remotely on Zoom
<https://zoom.us/j/95015006341>

In an effort to curtail the spread of the COVID-19 virus, the City Council meeting will take place online using the Zoom platform and the public will not be allowed to attend in-person. You may watch a live feed of the meeting online; join the meeting via Zoom Webinar; or listen to the meeting over the telephone.

The City Council is providing opportunities for public comment by submitting written comment or calling into the meeting to provide oral public comment. To provide oral public comment you must sign-up by 6:30 p.m. the night of the meeting. Please see the information listed below to access all of these options:



[Click here to watch live streaming video of the Meeting on shorelinewa.gov](#)



Attend the Meeting via Zoom Webinar: <https://zoom.us/j/95015006341>



Call into the Live Meeting: 253-215-8782 | Webinar ID: 950 1500 6341



[Click Here to Sign-Up to Provide Oral Testimony](#)

Pre-registration is required by 6:30 p.m. the night of the meeting.



[Click Here to Submit Written Public Comment](#)

Written comments will be presented to Council and posted to the website if received by 4:00 p.m. the night of the meeting; otherwise they will be sent and posted the next day.

	<u>Page</u>	<u>Estimated Time</u>
1. CALL TO ORDER		7:00
2. ROLL CALL		
(a) Proclamation of Black History Month	<u>2a-1</u>	
3. REPORT OF THE CITY MANAGER		
4. COUNCIL REPORTS		
5. PUBLIC COMMENT		

Members of the public may address the City Council on agenda items or any other topic for three minutes or less, depending on the number of people wishing to speak. The total public comment period will be no more than 30 minutes. If more than 10 people are signed up to speak, each speaker will be allocated 2 minutes. Please be advised that each speaker's testimony is being recorded. Speakers are asked to sign up by 6:30 p.m. the night of the meeting via the [Remote Public Comment Sign-in form](#). Individuals wishing to speak to agenda items will be called to speak first, generally in the order in which they have signed.

6.	APPROVAL OF THE AGENDA		7:20
7.	CONSENT CALENDAR		7:20
	(a) Approval of Minutes of Regular Meeting of January 11, 2021	<u>7a-1</u>	
8.	STUDY ITEMS		
	(a) Discussion on the Preferred Concept for the 175 th Street (Stone Avenue N to I-5) Project	<u>8a-1</u>	7:20
	(b) Discussion on Ordinance No. 897 - Amending Shoreline Municipal Code Section 20.50.620, Aurora Square Community Renewal Sign Standards	<u>8b-1</u>	7:50
9.	ADJOURNMENT		8:20

Any person requiring a disability accommodation should contact the City Clerk's Office at 206-801-2230 in advance for more information. For TTY service, call 206-546-0457. For up-to-date information on future agendas, call 206-801-2230 or visit the City's website at shorelinewa.gov/councilmeetings. Council meetings are shown on the City's website at the above link and on Comcast Cable Services Channel 21 and Ziplly Fiber Services Channel 37 on Tuesdays at 12 noon and 8 p.m., and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m.

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Proclamation Declaring February Black History Month in Shoreline		
DEPARTMENT:	Recreation, Cultural and Community Services		
PRESENTED BY:	Sunni Tolton, Diversity and Inclusion Coordinator		
ACTION:	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	<input checked="" type="checkbox"/> Proclamation

ISSUE STATEMENT:

Harvard educated historian Carter G. Woodson created and proclaimed the first week of February Negro History Week in 1926 in order to raise awareness of the many contributions African Americans have made to the United States and civilization overall. February was also selected because Abraham Lincoln and Frederick Douglass were born in February. The celebration was expanded to a month-long event in 1976 and since then, every U.S. president has officially designated the month of February as Black History Month.

African Americans have influenced and made countless contributions and sacrifices to local, national, and global development in economics, arts and culture, science, medicine, industry, and other areas throughout history to present day. Black History Month highlights that to fully understand U.S. history, we must learn and recognize the role of African Americans which has often been ignored or denied.

The [Association for the Study of African American Life and History \(ASALH\)](#), whose mission is to promote, preserve, and share information about Black culture and history, sets the theme for Black History Month each year. The 2021 [Black History Month](#) theme is “The Black Family: Representation, Identity, and Diversity”, which explores the complexity and rich history of Black families through the African diaspora and its multifaceted dynamics throughout history.

This proclamation recognizes the month of February as Black History Month, a time in which all residents are encouraged to learn and reflect on history and achievements of African Americans and the past and current impacts on our lives.

RECOMMENDATION

Staff recommends that the Mayor announce the issuance of the proclamation.

Approved By: City Manager **DT** City Attorney **MK**



PROCLAMATION

WHEREAS, Black History Month was formally adopted in 1976 to honor and affirm the importance of the achievements Black people have made throughout U.S. history; and

WHEREAS, Black people have made valuable and lasting contributions locally, nationally, and globally; achieving exceptional success in all aspects of society including business, education, politics, science, and the arts; and

WHEREAS, we recognize Black people have been, and continue to be, leaders in the fight against prejudice and racism; advancing the causes of civil rights; and strengthening families and communities; and

WHEREAS, our Black community members bear the worst abuses of racism and anti-Blackness, while continuing to give their time, talents, knowledge, and other resources which contribute to vitality of our community; and

WHEREAS, the City is committed to building an anti-racist community by working in cooperation with our Black community leaders and partners to dismantle institutional racism through meaningful actions; and

NOW, THEREFORE, I, Will Hall, Mayor of the City of Shoreline, on behalf of the Shoreline City Council, do hereby proclaim February 2021 as

BLACK HISTORY MONTH

And encourage all residents to learn more about the history, contributions, and achievements of Black people past and present.

Will Hall, Mayor

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF REGULAR MEETING

Monday, January 11, 2021
7:00 p.m.

Held Remotely via Zoom

PRESENT: Mayor Hall, Deputy Mayor Scully, Councilmembers McConnell, McGlashan, Chang, Robertson, and Roberts

ABSENT: None.

1. CALL TO ORDER

At 7:00 p.m., the meeting was called to order by Mayor Hall who presided.

2. ROLL CALL

Upon roll call by the Deputy City Clerk, all Councilmembers were present.

(a) Proclaiming Dr. Martin Luther King, Jr. Day

Mayor Hall recognized the importance of remembering Dr. King’s work toward social justice and equality through nonviolence and shared information on the City’s efforts to identify and eliminate racism. He urged all people to keep to peaceful expressions of their positions.

3. REPORT OF CITY MANAGER

Debbie Tarry, City Manager, provided an update on COVID-19 and reported on various City meetings, projects and events.

4. COUNCIL REPORTS

Mayor Hall stated that the Council has adopted the 2021 Legislative Agenda and the City has representation in Olympia working to move it forward in this Legislative Session.

Mayor Hall appointed Councilmembers Roberts, Robertson, and Chang to serve on the Parks, Recreation, Cultural Services/Tree Board Application Review Committee.

5. PUBLIC COMMENT

Jackie Kurle, Shoreline resident, suggested areas of focus for the Enhanced Shelter. Additionally, she stressed that sidewalk projects are paramount for safety.

6. APPROVAL OF THE AGENDA

The agenda was approved by unanimous consent.

7. CONSENT CALENDAR

Upon motion by Deputy Mayor Scully and seconded by Councilmember Chang and unanimously carried, 7-0, the following Consent Calendar items were approved:

(a) Approving Minutes of Regular Meeting of December 14, 2020

(b) Approving Expenses and Payroll as of December 24, 2020 in the Amount of \$3,999,844.78

***Payroll and Benefits:**

Payroll Period	Payment Date	EFT Numbers (EF)	Payroll Checks (PR)	Benefit Checks (AP)	Amount Paid
11/15/20-11/28/20	12/4/2020	94461-94662	17168-17177	81267-81272	\$705,009.04
11/29/20-12/12/20	12/18/2020	94663-94864	17178-17187	81329-81334	\$713,530.33
					\$1,418,539.37

***Accounts Payable Claims:**

Expense Register Dated	Check Number (Begin)	Check Number (End)	Amount Paid
11/30/2020	81166	81180	\$135,009.24
11/30/2020	81181	81181	\$20,000.00
11/30/2020	81182	81189	\$76,425.10
12/2/2020	81190	81198	\$27,237.44
12/7/2020	81199	81205	\$54,176.13
12/9/2020	80966	80966	(\$4,279.27)
12/9/2020	81206	81220	\$322,689.38
12/9/2020	81221	81241	\$325,209.50
12/9/2020	81242	81266	\$23,061.28
12/15/2020	81273	81283	\$92,444.95
12/15/2020	81284	81305	\$140,523.73
12/15/2020	81306	81327	\$1,182,865.22
12/20/2020	81328	81328	\$57,861.14
12/22/2020	81335	81362	\$115,627.80
12/22/2020	81363	81380	\$12,453.77
			\$2,581,305.41

- (c) Authorizing the City Manager to Execute an Interlocal Agreement with King County for Provision of District Court Services**
- (d) Adopting Ordinance No. 916 - Extension of Interim Regulations to Allow for Additional Extensions of Application and Permit Deadlines Beyond Those Provided for in the Shoreline Municipal Code Due to COVID-19 Impacts**
- (e) Adopting Ordinance No. 917 - Extension of Interim Regulations for Outdoor Seating**
- (f) Authorizing the City Manager to Execute Contract #9787 with WSP USA, Inc., in the Amount of \$664,972**
- (g) Authorizing the City Manager to Execute an Agreement with the King County Flood Control District Awarding Grant Funds for the Pump Station 26 Improvements Project**
- (h) Authorizing the City Manager to Execute Contract #9697 Surface Water Quality and NPDES Professional Services with Aspect Consulting, LLC, in the Amount of \$300,806**

8. STUDY ITEMS

- (a) Discussing Ordinance No. 910 - Amending Shoreline Municipal Code Chapter 8.12 to Expressly Prohibit Waterfowl Feeding

John Featherstone, Surface Water Utility Manager, introduced Christie Lovelace, Surface Water Program Specialist, who delivered the staff presentation. Ms. Lovelace said human feeding of waterfowl leads to an increased volume of waterfowl waste on the beach and described the water quality impacts of waterfowl feces. She described the process in place to monitor water quality of lakes and ponds in Shoreline and reviewed recent beach closures due to fecal pollution. Ms. Lovelace stated that the foods commonly fed to waterfowl are not healthy for them, and that interactions between birds and humans can become negative. She said the Ordinance would act as the backbone to the education and outreach strategies to be used to discourage feeding in parks, and she displayed an example of the proposed educational materials. She outlined the work with the City Attorney's Office to draft the proposed code amendment language and enforcement strategy, and emphasized that citations would be rare and only in the event of repeat offences.

Ms. Lovelace said the Parks, Recreation, Cultural Services/Tree Board unanimously supports the Ordinance and described the opportunities made available for interested parties to provide public comment. She said the majority of the public comment received was in support of the proposed Ordinance and the financial impact of \$2,300 would be covered by the existing Surface Water Utility budget. Ms. Lovelace said this Ordinance helps address the Council goal of stewardship of the natural environment and said pending Council approval, the Ordinance is scheduled to return as a Consent Item.

Mayor Hall and Councilmembers McGlashan, Roberts, Robertson, and McConnell expressed support for Ordinance No. 910.

Councilmember McGlashan reflected on the negative impact of waterfowl feces in recreation areas and asked what outreach would be made to the private properties at Echo Lake. Ms. Lovelace said the Echo Lake residents are very concerned about water quality, so she is hopeful they will support the Ordinance, but agreed the City should devise strategies to reach those residents with private water access. She said the best conversations happen in person and described the engagement processes currently utilized.

When questioned about why the Ordinance applies specifically to waterfowl, Ms. Lovelace said from the Surface Water perspective, it boils down to protecting water quality, but recognized that there are advantages to thinking about it more broadly.

Councilmember Chang stated that while she understands the reasoning for the Ordinance, she is having a hard time with it, since feeding waterfowl has traditionally been a family activity. She wondered if it would be enough to start the messaging with just signage and education.

Deputy Mayor Scully said he recognizes the problem with feeding waterfowl and supports positive messaging and asked if there have been problems with informal enforcement. Ms. Lovelace said the value of the Ordinance would be that it would give staff the ground to stand on in conversations about problematic behaviors. Deputy Mayor Scully he is hesitant to expand the scope of enforcement authority, and interactions around rule enforcement should not be intimidating. He concluded that he is unwilling to create new penalties without a demonstrated case that without them, it would be impossible to effect the needed change.

Councilmember Roberts asked how much difference the Ordinance will make in terms of expanding bird populations without the support of other jurisdictions. Ms. Lovelace said the largest issue is that waterfowl are waiting on the beach to be fed, and if the feeding is stopped, it will discourage the birds from engaging in interactions with humans and reduce defecation on beaches. She clarified that beach closures are very localized to areas where there is more fecal matter and tend to be in areas where people are recreating.

Councilmember Robertson said she appreciates the education first approach. She recognized the negative effect waterfowl feces has on the environment and the recreation areas and Councilmember McConnell shared her experiences of how waterfowl can become a nuisance when fed regularly.

Mayor Hall said the intent is to set norms for the behavior that is expected in the City, not to create uncomfortable interactions with those charged with enforcement. He reflected that he has not heard about intimidating enforcement for similar laws.

It was agreed that Ordinance No. 910 would return as an Action Item.

(b) Discussing Ordinance No. 918 - Authorizing the Placement of a Ballot Measure on the April 2021 Special Election Ballot to Authorize a Property Tax Bond Measure for Priority Park Improvements and Park Land Acquisition

John Norris, Assistant City Manager, delivered the staff presentation. Mr. Norris reviewed the background and prior discussions relating to the potential Ballot Measure, which stemmed from Council direction to develop a bond measure proposal to fund park improvements and park land acquisition. He listed the bond measure components as priority park improvements, priority park amenities, park land acquisition, and improvement to acquired property and described the financial impacts to residents. Mr. Norris displayed the proposed ballot title, stating that it had been approved by the City Attorney and reviewed by the City's Bond Counsel.

Mr. Norris stated that King County Elections does not automatically create a Voters' Pamphlet for Special Elections, so staff seeks direction on whether the Council would like to consider one and reviewed the associated costs and requirements, including the need for Pro/Con Committees to write statements for the Pamphlet. He outlined the next steps, dependent on the Council's direction, and said staff recommends adoption of Ordinance No. 918, and inclusion in the Voters' Pamphlet. Sara Lane, Administrative Services Director, confirmed that the timing of issuing the debt would be, at the earliest, January 2022, regardless of whether it is placed on the April, or November, ballot.

Deputy Mayor Scully said he fully supports placing a bond measure on the ballot and spoke to the value of the Pro and Con statements. Councilmembers Robertson, McConnell, Chang, and McGlashan expressed support for placement on the April 2021 Ballot. Councilmember Robertson commented that by April voters will be anxious to get outside and enjoy the City's parks, which may help voter turnout. She observed that the budgeting done for the identified projects is a few years old, and the more the work is delayed, the more expensive it will become.

Councilmember Roberts said he does not think the City will meet validation requirements in April and shared his research. He encouraged the Council to consider placement on the November ballot. Councilmember McConnell said she although she is concerned about meeting validation requirements, she will support placement on the April ballot and reflected on the value residents place on parks. Mayor Hall said he would be fine with either date. There was general discussion on the challenges of meeting validation requirements in April and November, and Deputy Mayor Scully said if the decision is to not move forward in April, he would suggest waiting until the validation requirements are reset.

The Council expressed general support for moving forward for Action on Ordinance No. 918 on January 25, 2021 with inclusion of a Voters' Pamphlet. It was reiterated that amendments could be made as to the timing of placement on the ballot.

9. EXECUTIVE SESSION: Litigation and Potential Litigation – RCW 42.30.110(1)(i)

At 8:08 p.m., Mayor Hall recessed into Executive Session for a period of 30 minutes as authorized by RCW 42.30.110(1)(i) to discuss with legal counsel matters relating to litigation and potential litigation. He stated that the Council is not expected to take any final action following

the Executive Session. Staff attending the Executive Session included Debbie Tarry, City Manager; John Norris, Assistant City Manager; and Margaret King, City Attorney.

10. ADJOURNMENT

At 8:38 p.m., Mayor Hall declared the meeting adjourned.

Allison Taylor, Deputy City Clerk

DRAFT

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussion of the Preferred Concept for the 175 th Street (Stone Avenue N to I-5) Project		
DEPARTMENT:	Public Works		
PRESENTED BY:	Tricia Juhnke, City Engineer Leif Johansen, Capital Project Manger		
ACTION:	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input checked="" type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

PROBLEM/ISSUE STATEMENT:

The 2021-2026 Capital Improvement Plan identifies a project along N 175th Street from Stone Avenue N to Interstate 5. The project will maintain levels of service and promote safety by widening the roadway, constructing multi-modal improvements along the full length of the corridor, revising traffic channelization and providing intersection improvements at N 175th Street and Meridian Avenue N.

Over the last two years, staff have completed the preliminary phases of public outreach and developed design concepts. Tonight, staff is presenting a project update and is seeking Council’s support of the preferred design concept. In conjunction with Council’s decision regarding the preferred design concept, staff is looking for direction on the recommendation to include undergrounding of existing overhead utilities as part of the preferred concept. If Council supports this direction, the Project would advance undergrounding design to the 30% design phase.

RESOURCE/FINANCIAL IMPACT:

The 2021-2026Capital Improvement Program includes the summary of funding for the project:

EXPENDITURES

Design

Staff and Other Direct Expenses	\$400,000.00
Preliminary Design Contract	\$1,492,912.00
Final Design Contract	\$2,800,000.00

Right of Way \$6,000,000.00

Construction \$32,300,000.00

TOTAL \$42,992,912.00

REVENUE

WSDOT Surface Transportation Program (STP)	\$3,546,500.00
Transportation Impact Fees (TIF)	\$11,285,218.30
Future Funds	\$28,161,193.70
TOTAL	\$42,992,912.00

The project design is fully funded by an STP grant, which will provide 86.5% of the cost, with TIF funding picking up the remaining 13.5%. Right-of-way costs are expected to be funded with TIF funds as well, and the construction phase is unfunded with TIF available to match for grants.

RECOMMENDATION

No action is required tonight; this item is for discussion purposes only. Staff is seeking Council direction or confirmation on the recommended preferred design concept for 175th Street (Stone Avenue N to I-5) project including proceeding with undergrounding as part of the design.

Approved By: City Manager **DT** City Attorney **MK**

BACKGROUND

The N 175th Street project, from Stone Avenue N to Interstate 5 (see Attachment A, Project Vicinity Map) is intended to support growth and promote safety by widening the roadway, constructing multi-modal improvements along the full length of the corridor, revising traffic channelization, and providing intersection improvements at N 175th Street and Meridian Avenue N. This project is also designated as one of seven growth projects in the City's Transportation Master Plan and is eligible to utilize Transportation Impact Fees (TIF) for local funding match against grant funds.

The N 175th Street Project will provide mobility and safety improvements to pedestrians, cyclists and drivers using this corridor. Planned improvements may include reconstruction of the existing street to provide two traffic lanes in each direction; medians and turn pockets; bicycle lanes; a multi-use path; curb, gutter, and sidewalk with planter strip where feasible; illumination; landscaping; and retaining walls. Intersections with high accident rates will also be improved as part of this project.

On June 4, 2018, Council authorized the City to enter into an agreement with Washington State Department of Transportation (WSDOT) to accept \$3,456,500 in federal grant funds for the design of this project. The staff report for this Council action can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2018/staffreport060418-7d.pdf>.

On January 28, 2019, Council authorized the City Manager to enter into an agreement for engineering consultant services with Perteet, Inc. for analysis, design, assistance in community outreach and stakeholder engagement, preparation of cost estimates, and identification and procurement of right-of-way. The staff report for this Council action can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2019/staffreport012819-7d.pdf>.

On July 13, 2020, staff presented a project update to the City Council which include a summary of the initial phase of project public outreach (Phase 1 Public Outreach) and presentation of the draft design concepts. The staff report for this Council presentation can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2020/staffreport071320-9b.pdf>.

Undergrounding

In addition to the transportation and safety improvements, staff are evaluating undergrounding of the existing overhead power lines as part of the Project. The City has policies supporting undergrounding of overhead power and communications utilities on City projects in the Comprehensive Plan (Comp Plan), the Shoreline Municipal Code (SMC), and the Seattle City Light (SCL) franchise agreement. The Comp Plan calls for the City to "promote the undergrounding of new and existing electric distribution lines... as streets are improved and/or areas are redeveloped..."

SMC Section 13.20.050 designates that undergrounding will occur when (portion relevant to this issue):

- A. The City Council designates for undergrounding a capital improvement or public works project, including sidewalk project and roadway projects, which will disturb existing facilities or will facilitate the installation of a trench for undergrounding facilities.

On March 16, 2020 Council discussed and defined criteria to use in evaluating projects for undergrounding of overhead utilities. The March 16, 2020 staff report can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2020/staffreport031620-9a.pdf>.

DISCUSSION

As noted earlier in this report, the design team used feedback received during the Phase 1 Public Outreach process to establish the community's priorities for the corridor. These priorities were combined with technical analysis of existing conditions and traffic flow to develop two draft design concepts for the roadway corridor and two draft concepts for the 175th Street and Meridian Avenue N intersection. These design concepts were presented to the community during Phase 2 Public Outreach. Public input during Phase 2 was collected to determine how well each of the draft design concepts met the community's priorities.

The draft design concepts included in Phase 2 Public Outreach are as follows:

- Corridor Design Concept A - Shared-Use Path
- Corridor Design Concept B - Buffered Bike Lanes
- Intersection Design Concept - Roundabout Intersection
- Intersection Design Concept - Signalized Intersection

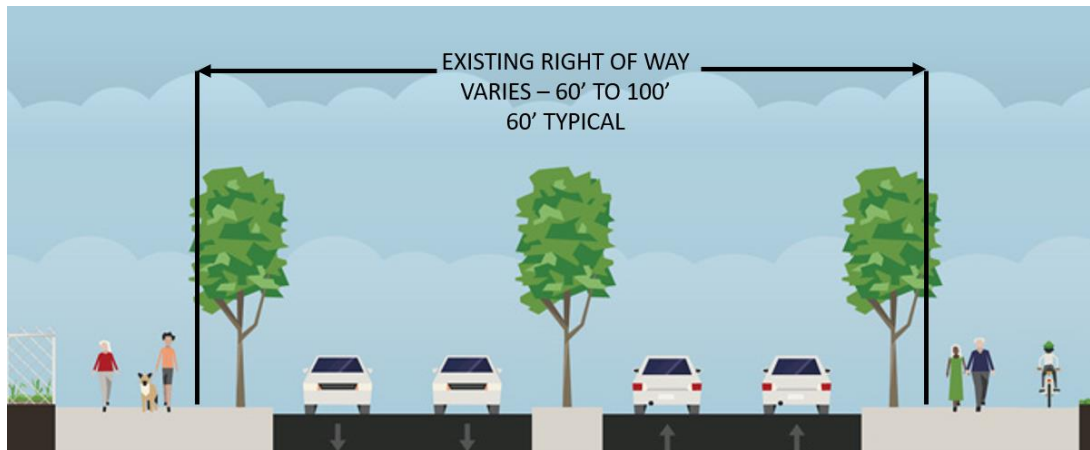
The design concepts were evaluated against the criteria developed from Phase 1:

- Improving pedestrian walkability,
- Improving bus transportation,
- Improving bike facilities,
- Improving traffic flow,
- Improving transportation safety,
- Improving landscaping character, and
- Creating a sense of place.

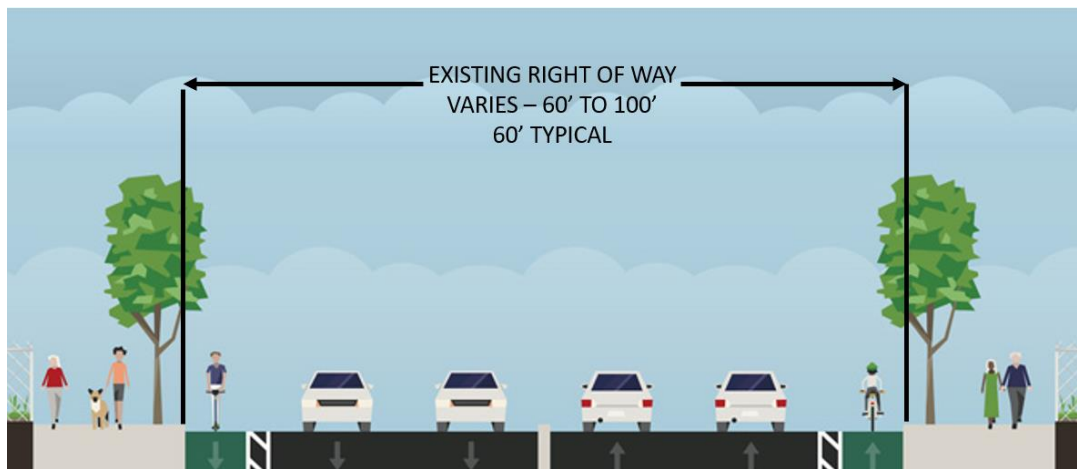
Respondents were not asked to rate concepts for creating sense of place. Staff will ask for feedback on streetscape design elements in future public engagement.

A summary of the Phase 2 Public Outreach can be found at the following link: [175th Street Corridor Improvements Project Phase 2 Outreach Summary](#). The following section of this report provides the outcome of Phase 2 Public Outreach and the preferred concept design by section.

Corridor Design Concepts



Corridor Design Concept A - Shared-Use Path



Corridor Design Concept B - Buffered Bike Lanes

The Phase 2 Public Outreach results of the two corridor design concepts can be found in Attachment B to this staff report. These results rank the design concepts against the evaluation criteria noted above. As can be seen in the results, both corridor design concepts' evaluation criteria were seen as "just right" by a majority of respondents, with some criteria favoring Corridor Design Concept A and some criteria favoring Corridor Design Concept B. The exception to this is the criteria for improving bike facilities for Corridor Design Concept B – Buffered Bike Lanes, where 49% of respondents stated it was "just right" and 45% of respondents stated it was "too much".

Common themes in the written responses specific to Corridor Design Concept A included:

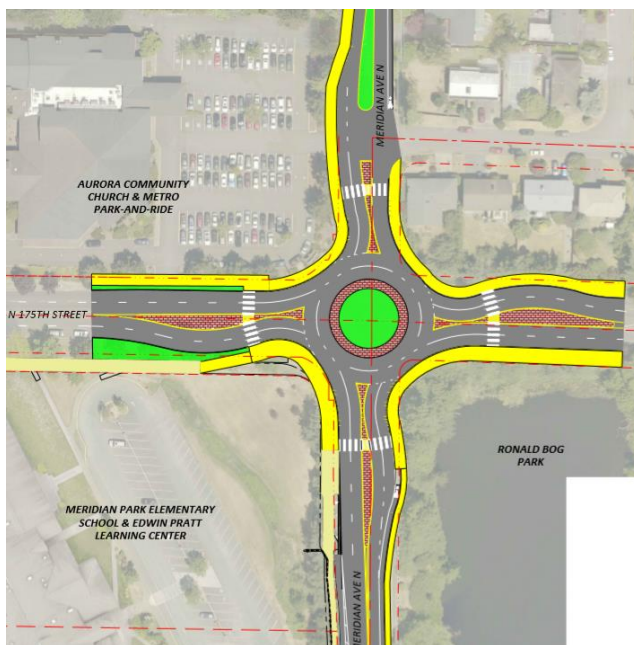
- Concern about people walking, pushing a stroller, or using a wheelchair being in the same space as people biking and the overall safety of a shared-use path.
- Support for the shared use path in Concept A to encourage families to bike off of the road and to reduce vehicle and cyclist conflicts.
- Concern specifically around the shared use path on the hill with higher speed cyclists sharing space with children around the school.

- Support for the center median and the separation it provides for oncoming traffic.
- Concern that the center median is not an efficient use of space and creates landscape maintenance issues.
- Concern over high project costs.
- Belief that the sidewalks for both draft corridor design concepts are too wide.

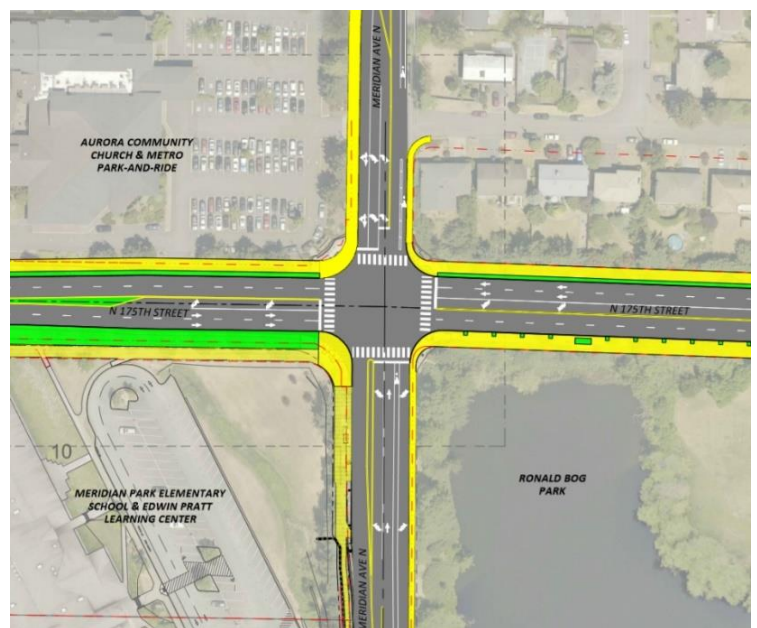
Common themes in the written responses specific to Corridor Design Concept B included:

- Support of the separation of people biking from people walking, pushing a stroller, or using a wheelchair.
- Opposition of adding bike lanes to the corridor.
- Support for a physical barrier between cyclists and vehicles in the buffer area.
- Concern that cyclists have too much exposure to vehicle traffic with the buffered bike lane.
- Concern over high project costs.
- Belief that the sidewalks for both draft corridor design concepts are too wide.

Intersection Design Concepts



Design Concept - Roundabout Intersection



Design Concept - Signalized Intersection

The Phase 2 Public Outreach results of the two intersection design concepts can be found in Attachment C to this staff report. Similar to the corridor design concepts, these results rank the intersection design concepts against the Project evaluation criteria. Over 70% of respondents marked the signalized intersection design concept as “just right” for each evaluation criterion. Responses varied on ranking evaluation criteria, however, about 40 – 50% of respondents marked the concept regarding the evaluation criteria as “just right” for the roundabout concept.

Common themes in the written responses specific to the Roundabout Design Concept included:

- Most responses were in opposition to a roundabout.
- Concerns about a roundabout disrupting the flow of traffic.
- Concern that a roundabout will not provide safe pedestrian crossings for the elementary school students.
- Support for a roundabout and the traffic calming and improved traffic capacity benefits.

Common themes in the written responses specific to the Signalized Design Concept included:

- General support for the signalized concept.
- Desire to see longer turn lanes.
- Desire to see more right turn only lanes.

Phase 2 Public Outreach Key Takeaways

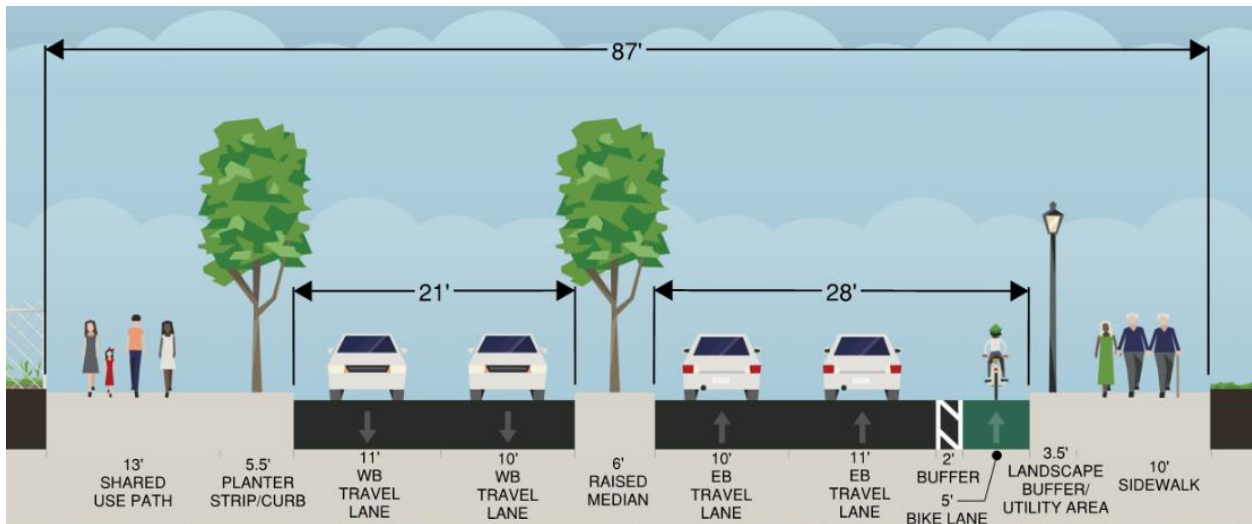
- The community's top three priorities for the corridor are pedestrian walkability, flow of traffic, and transportation safety.
- On average, users selected "just right" for Corridor Design Concept A 69.4% of the time and Corridor Design Concept B 70.5% of the time when weighed against the evaluation criteria with the exception of bikes, which were more divisive.
- There is concern that cyclists will not use the corridor due to the steep slopes and a current lack of bikes using the corridor.
- There is support for saving the existing trees on the corridor and concern over the maintenance of landscaping.
- Most users were against a roundabout due to perceived issues with travel speed, flow of traffic on the corridor, and pedestrian safety.
- The public had several traffic concerns, including a belief that projected future traffic volumes were underestimated and that the concepts do not do enough to improve traffic flow. Conversely, several members of the public raised concern about vehicles speeding along the corridor.

Preferred Design Concept

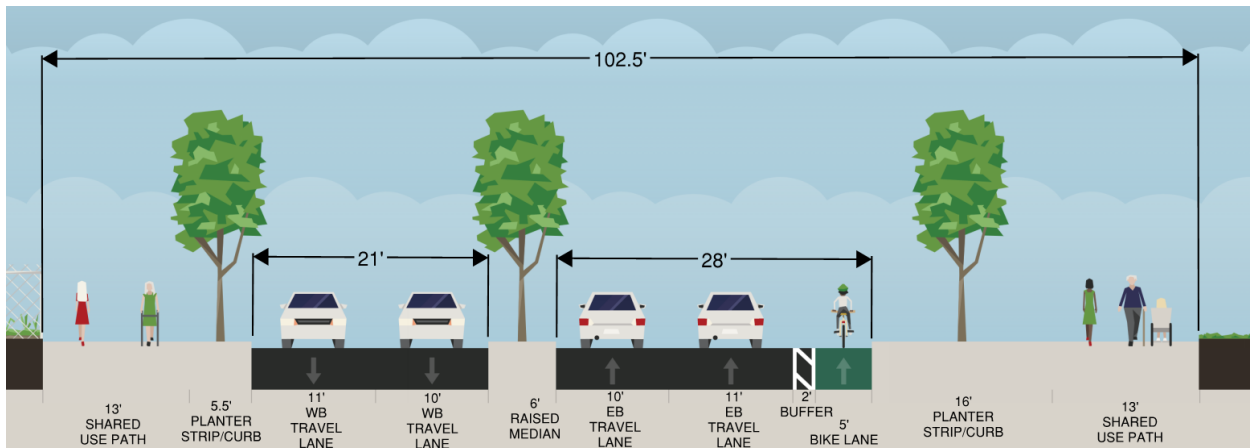
The design team used the public's feedback from Phase 2, combined with technical analysis from the design team, to develop a preferred concept, which is depicted in Attachment D to this staff report. The preferred concept breaks the corridor into three segments, in addition to the intersection at Meridian Avenue N. Details of the preferred concept for the three segments are detailed below.

Stone Avenue N to Meridian Avenue N – Hybrid of Concept A and B

The preferred concept combines Concepts A and B by providing a shared use path in the westbound (uphill) direction and a buffered bike lane on the eastbound (downhill) direction. This addresses both feedback from the public outreach with technical concerns. The hybrid design is represented with the following figures:



Preferred Design Concept Between Stone Avenue N and Wallingford Avenue N



Preferred Design Concept Between Wallingford Avenue N and Meridian Avenue N

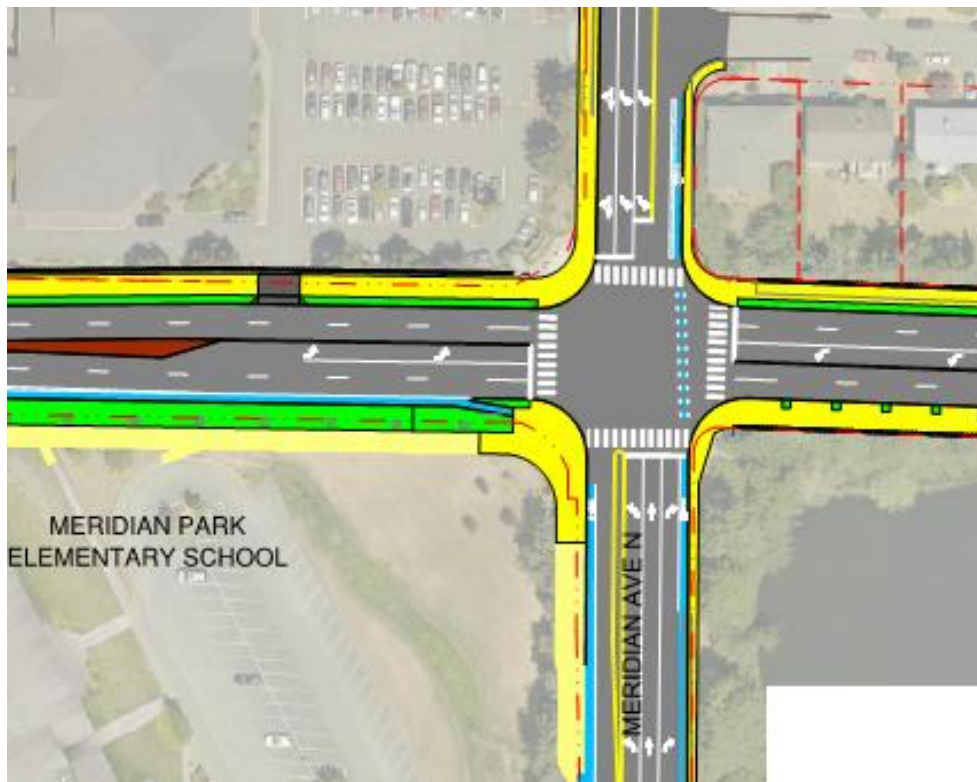
The hybrid includes or addresses the following:

- The eastbound buffered bike lane allows for more experienced or faster cyclists to be separated from pedestrians, especially adjacent to the school. With the westbound shared use path there are fewer concerns with speed differential as a result of the steep hill.
- Allows for a new pedestrian crossing at Ashworth Avenue N.
- The landscape buffer, or amenity zone, between the roadway and sidewalk will vary from 3.5 feet between Stone and Wallingford to 16 feet adjacent to Meridian Park Elementary. This wider amenity zone utilizes the existing sidewalk build recently as part of the school project while attempting to protect the existing trees along this segment.
- The project needs to extend to the West and provide connectivity for cyclists between the project and the Interurban Trail at Midvale Avenue N. This could include the widening of sidewalks and construction of new ramps.
- The specifics of plantings or other treatments in the median or amenity zones will be determined as the design progresses.

Intersection of Meridian Avenue N and N 175th Street – Signalized Intersection

The preferred concept for the intersection is to replace and update the traffic signal rather than constructing a roundabout. Staff still strongly supports and encourages roundabouts because they typically perform better operationally and they significantly improve safety for all users. While improving traffic flow, transportation safety and improving pedestrian walkability are all key objectives of this Project, the traffic signal is the preferred alternative for the following reasons:

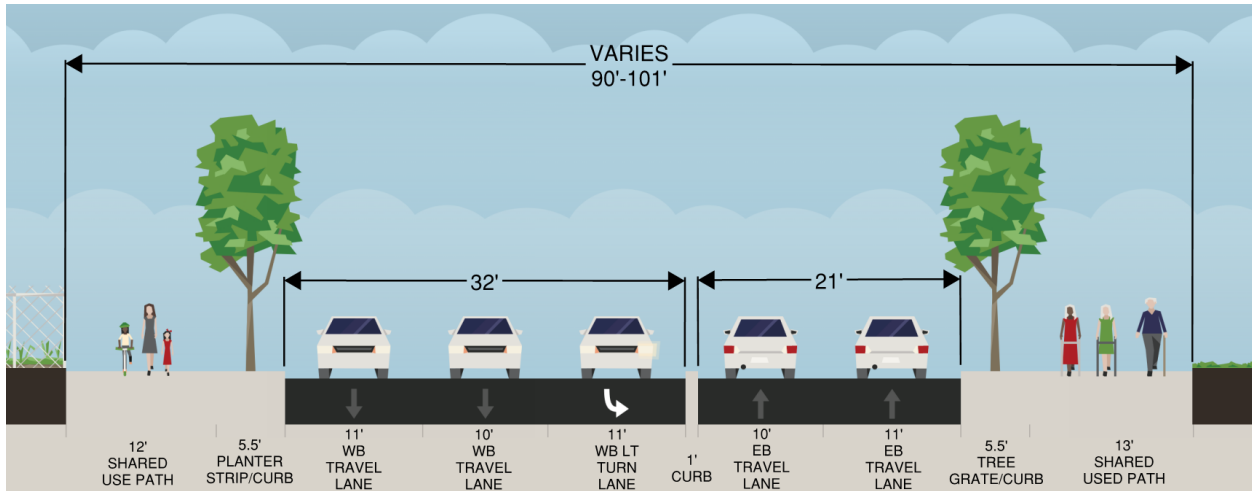
- Minimize impacts to Ronald Bog – a roundabout requires additional space and thus greater impacts to Ronald Bog, which presents challenges from an environmental/sensitive area perspective and would require replacement of the park property. The signal still creates some impacts to the Bog, but they are significantly less than a roundabout.
- Utilizes the shared use path recently constructed adjacent to the school; the traffic signal can be designed and constructed without impacting the new sidewalk constructed within the last two years. The roundabout configuration would require a significant portion of the sidewalk to be reconstructed.
- Proximity to elementary school and bus stop; a signal is more familiar and comfortable to both bicycles and pedestrians in this high use area.



Preferred Design Concept - Signalized Intersection

Meridian Avenue N to I-5 Interchange – Concept A - Shared-Use Path

In this segment, staff recommends that the preferred concept only utilize a shared use path due to potential conflicts with the I-5 on-ramp and as a transition to the I-5 underpass, where there are currently no on-street bicycle facilities as shown below:



Preferred Design Concept Between Meridian Avenue N and I-5

Right-of-Way Acquisition and Construction Cost Estimate

The cost estimates have not been updated for the hybrid alternative but the difference in cost estimate between Corridor Concept A and Corridor Concept B were not significantly different for this phase of design. Staff anticipates the project will need to be constructed in phases. A summary of the cost to complete the project based on three phases are as follows:

Right of Way Cost

Stone Avenue N to Meridian Avenue N	\$ 4,000,000
Intersection of Meridian Avenue N and N 175 th Street	\$ 1,000,000
Meridian Avenue N to I-5 Interchange	\$ 1,000,000

Construction Cost

Stone Avenue N to Meridian Avenue N	\$ 12,000,000
Intersection of Meridian Avenue N and N 175 th Street	\$ 8,300,00
Meridian Avenue N to I-5 Interchange	\$ 12,000,000

Total Cost	\$38,300,000
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Undergrounding

The undergrounding criterion discussed with the City Council on March 16, 2020 has been applied for the N 175th Project with the Project separated into two segments – Stone Avenue N to Meridian Avenue N and Meridian Avenue N to I-5. Table 1 summarizes the information. The criteria are not weighted but provide a visual for discussion.

Takeaways from the criterion and project features include:

- The Project meets the City’s requirements for undergrounding.
- The Project is eligible to use the City’s SCL franchise agreement for undergrounding.
- The project will require relocation of the existing overhead utilities.

- The project will require trenching for (at a minimum) the installation of stormwater conveyance.
- The project is not within an area anticipating re-development, but the segment between Stone Avenue N and Meridian Avenue N has mix of uses including single and multi-family residential, a school, City property and a church.
- The project would continue the undergrounding completed as part of the Aurora project that terminates at City Hall.
- The segment from Meridian Avenue N to I-5 is known to have underlying peat adjacent to Ronald Bog, which may have technical challenges in undergrounding utilities.

Table 1 – Evaluation of Undergrounding Criteria

Undergrounding Criterion N 175 th Street (Stone Avenue N to I-5)		Stone Avenue N – Meridian Avenue N	Meridian Avenue N – I-5
1.	Meet City Code?		
	a. Is there an associated capital project?	Y	Y
	b. Electrical carrying facilities over 35kV?	N	N
2.	Eligible for use of SCL UG Agreement?	Y	Y
3.	Sufficient size?		
	a. Length greater than 500' or one block?	Y	Y
	b. Estimated cost over \$1.5M?	Y	Y
4.	Estimated surcharge cost to Shoreline residents		
	a. Project surcharge less than \$1.00/mo.?	\$0.92 - \$1.29 (\$0.0011/KWH - \$0.0016/KWH)	
	b. Cumulative surcharge less than \$10.00/mo.?	\$6.47 - \$6.84 (\$0.0080/KWH - \$0.0085)/KWH)	
5.	Support redevelopment?		
	a. Within or adjacent to a high-density zoning?	N	N
	b. Is the project on a principal or minor arterial?	Principal	Principal
	c. Facilitate structures closer to the property line?	N	N
	d. Will it support needed electrical system upgrades?	N/A	N/A
6.	Other reasons to support or preclude undergrounding?		
	a. Can the project schedule accommodate undergrounding?	Y	Y
	b. Adjacent to roadways with no overhead utilities?	Y	N
	c. Opportunity to coordinate with other undergrounding projects	Y	N
	d. Other items for consideration?	None	Y (see note 2)

Note 1: The coloring in the table provides a visual cue to help show where the criterion supports or does not support moving forward with undergrounding. Green color coding signifies strong support, yellow signifies medium support and red signifies low or no support.

Note 2: "Other items" include technical challenges (e.g. undergrounding in peat near Ronald bog)

Projected Undergrounding Cost

While the cost of undergrounding is difficult to estimate at this phase of pre-design, staff has worked with SCL to develop a cost estimate based on the concept plans. The estimate provided by SCL contains multiple contingencies and risk factors resulting in a

wide range of \$5,700,000 – \$7,900,000. Calculation of the rate surcharge shown in the Table 2 below represents a “middle of the road” estimate based on the estimates provided by SCL. The total increase on each ratepayer bill will be approximately \$1.10. A better estimate will be available at the 30% design milestone for the Project. This estimated increase would result in a cumulative surcharge of \$6.66 through December 2032 when the existing surcharge for North City sunsets.

Table 2 – Seattle City Light Undergrounding Project Cost Estimate

Project	Surcharge (\$/KWh)	Avg Residential Charge	Sunset Date	Estimated Cumulative Surcharge after Sunset	Estimated Average Cumulative Residential Charge	Estimated Cumulative Surcharge after Sunset (w/ 175 th)	Estimated Average Cumulative Residential Charge (w/ 175 th)
Total (at implementation)	0.0083		NA	0.0069	\$5.55	0.0083	\$6.66
North City Undergrounding	0.0007	\$0.56	Dec-32	0.0062	\$4.99	0.0076	\$6.09
Aurora Phase 1 Undergrounding	0.0017	\$1.37	May-33	0.0045	\$3.62	0.0059	\$4.73
Aurora Phase 2 Undergrounding	0.0018	\$1.45	Dec-37	0.0027	\$2.17	0.0041	\$3.28
Aurora Phase 3A Undergrounding	0.0005	\$0.40	Jul-40	0.0022	\$1.77	0.0036	\$2.87
Aurora Phase 3B Undergrounding	0.0022	\$1.77	Dec-41			0.0014	\$1.10
175 th (Stone to I-5) Undergrounding	0.0014	\$1.10	Dec-50				

Note 1: This table assumes average power consumption used in the March 2020 Staff Report; staff is seeking updated data from SCL.

Note 2: The Estimated Average Cumulative Monthly Surcharge is the amount after the project rolls off (e.g. with 175th Street included, in December 2032, the surcharge drops from \$6.66 to \$6.09, then drops to \$4.73 in May 2033).

Based on the findings of the review of the undergrounding criteria, including the potential cost and impact to Shoreline SCL rate payers, staff recommends that undergrounding be included in the 30% design phase of the Project. This will allow staff to better understand the true cost and impact on this component of the Project.

Council Direction Tonight

Tonight, staff is presenting a project update and is seeking Council’s support of the preferred design concept. In conjunction with Council’s decision regarding the preferred design concept, staff is looking for direction on the recommendation to include undergrounding of existing overhead utilities as part of the preferred concept. If Council supports this direction, the Project would advance undergrounding design to the 30% design phase.

COUNCIL GOAL(S) ADDRESSED

This project supports Council Goal 2: “Improve Shoreline’s infrastructure to continue the delivery of highly-valued public service,” and Council Goal 3: “Continue preparation for regional mass transit in Shoreline.”

RESOURCE/FINANCIAL IMPACT

The 2021-2026 Capital Improvement Program includes the summary of funding for the project:

EXPENDITURES

Design

Staff and Other Direct Expenses	\$400,000.00
Preliminary Design Contract	\$1,492,912.00
Final Design Contract	\$2,800,000.00

Right of Way \$6,000,000.00

Construction \$32,300,000.00

TOTAL \$42,992,912.00

REVENUE

WSDOT Surface Transportation Program (STP)	\$3,546,500.00
Transportation Impact Fees (TIF)	\$11,285,218.30
Future Funds	\$28,161,193.70

TOTAL \$42,992,912.00

The project design is fully funded by an STP grant, which will provide 86.5% of the cost, with TIF funding picking up the remaining 13.5%. Right-of-way costs are expected to be funded with TIF funds as well, and the construction phase is unfunded with TIF available to match for grants.

RECOMMENDATION

No action is required tonight; this item is for discussion purposes only. Staff is seeking Council direction or confirmation on the recommended preferred design concept for 175th Street (Stone Avenue N to I-5) project including proceeding with undergrounding as part of the design.




ATTACHMENTS

- Attachment A: Project Vicinity Map
- Attachment B: Phase 2 Corridor Design Concepts Evaluation Criteria Rating













Attachment C: Phase 2 Intersection Design Concepts Evaluation Criteria Rating
Attachment D: Depiction of Preferred Concept

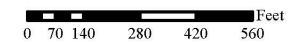
N 175th St Stone Ave N to I-5

Map Feature

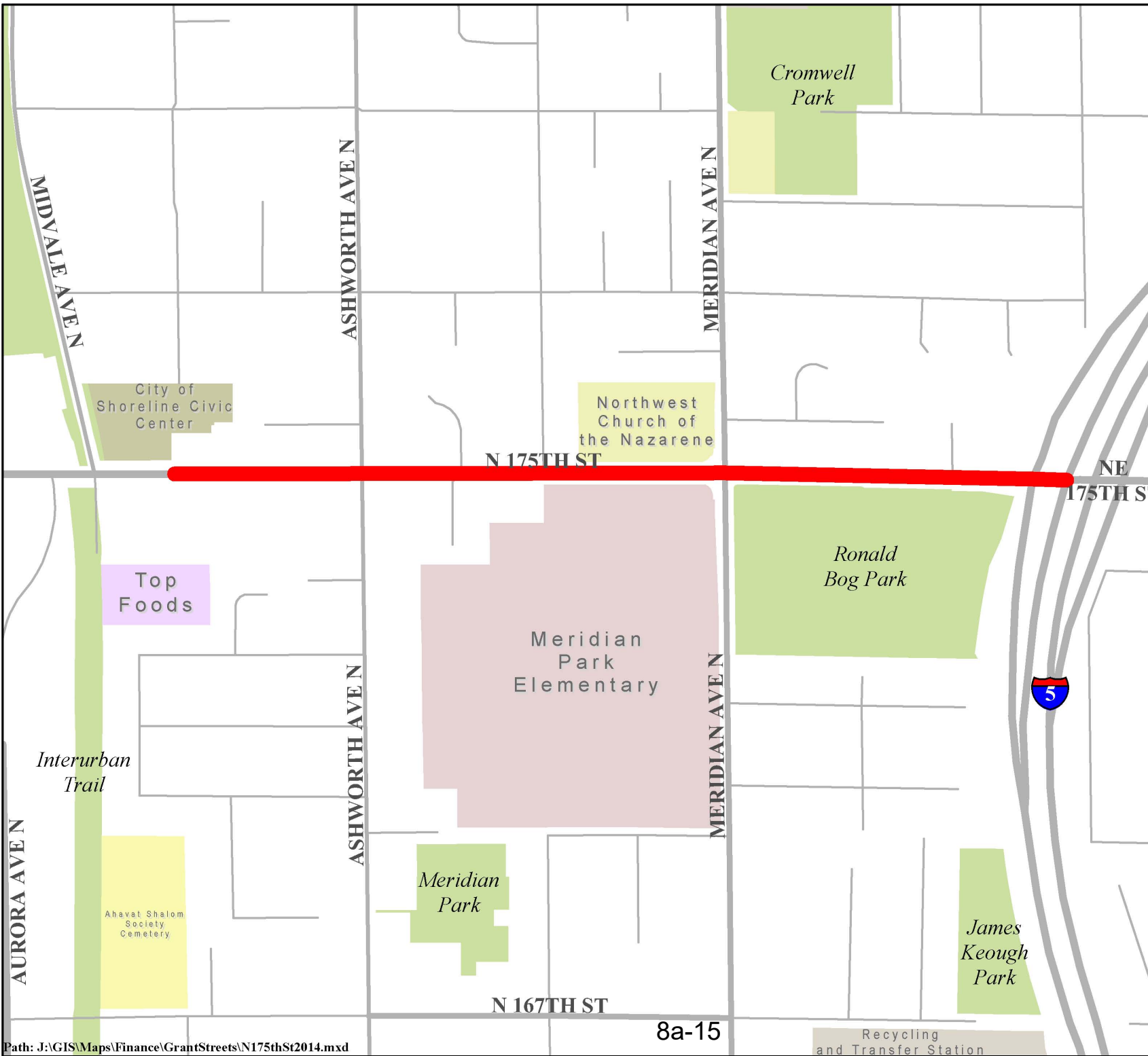
-  N 175th St Project
-  Other City Park
-  City of Shoreline Park

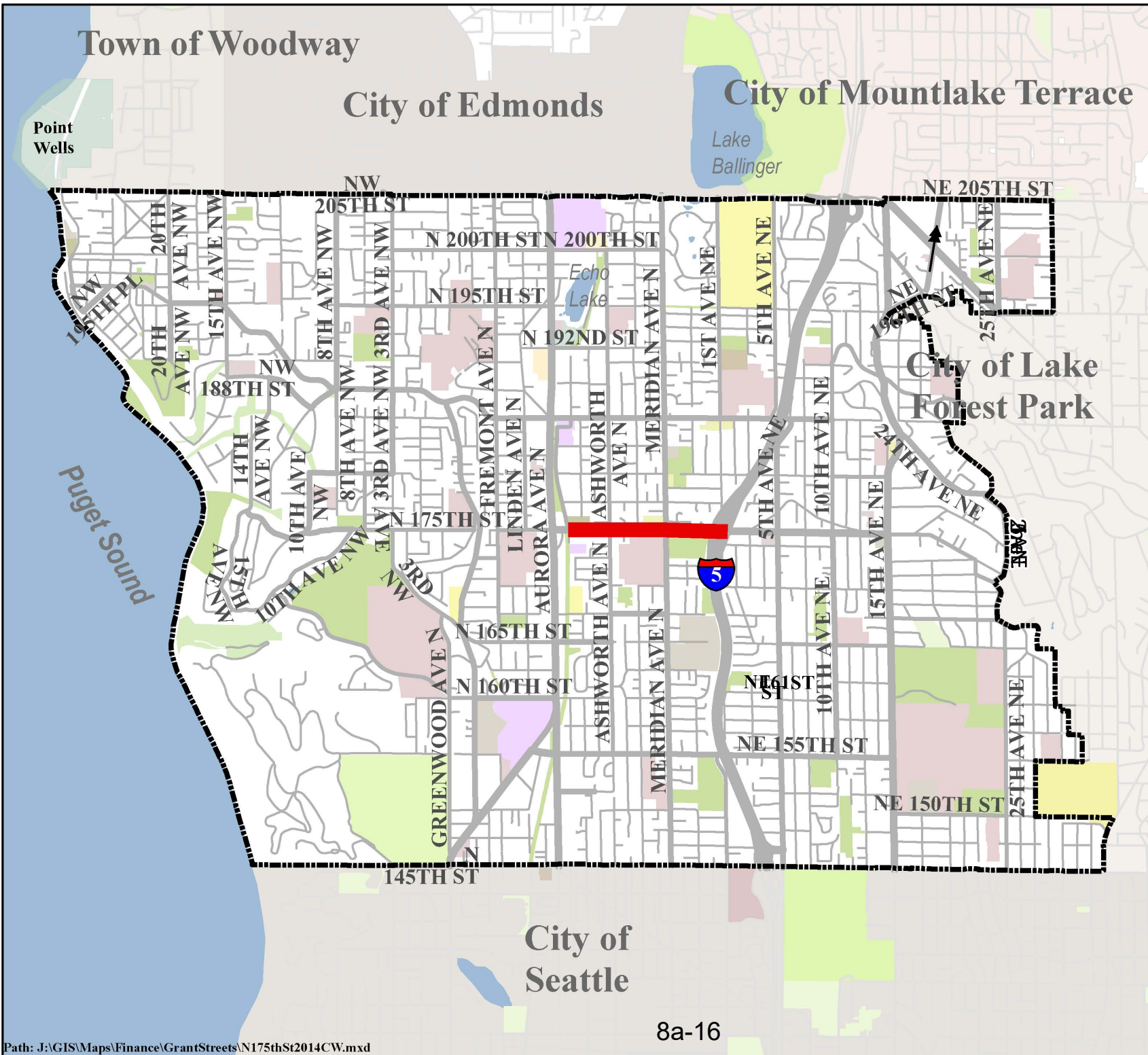
Landmark

-  Cemetery
-  Commercial
-  Facility
-  Golf Course
-  Government
-  Library
-  Open Space
-  Other
-  Recreation
-  Religious
-  School
-  Transportation



User: jclark
Date: 3/11/2014





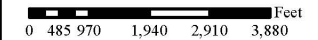
N 175th St Stone Ave N to I-5

Map Feature

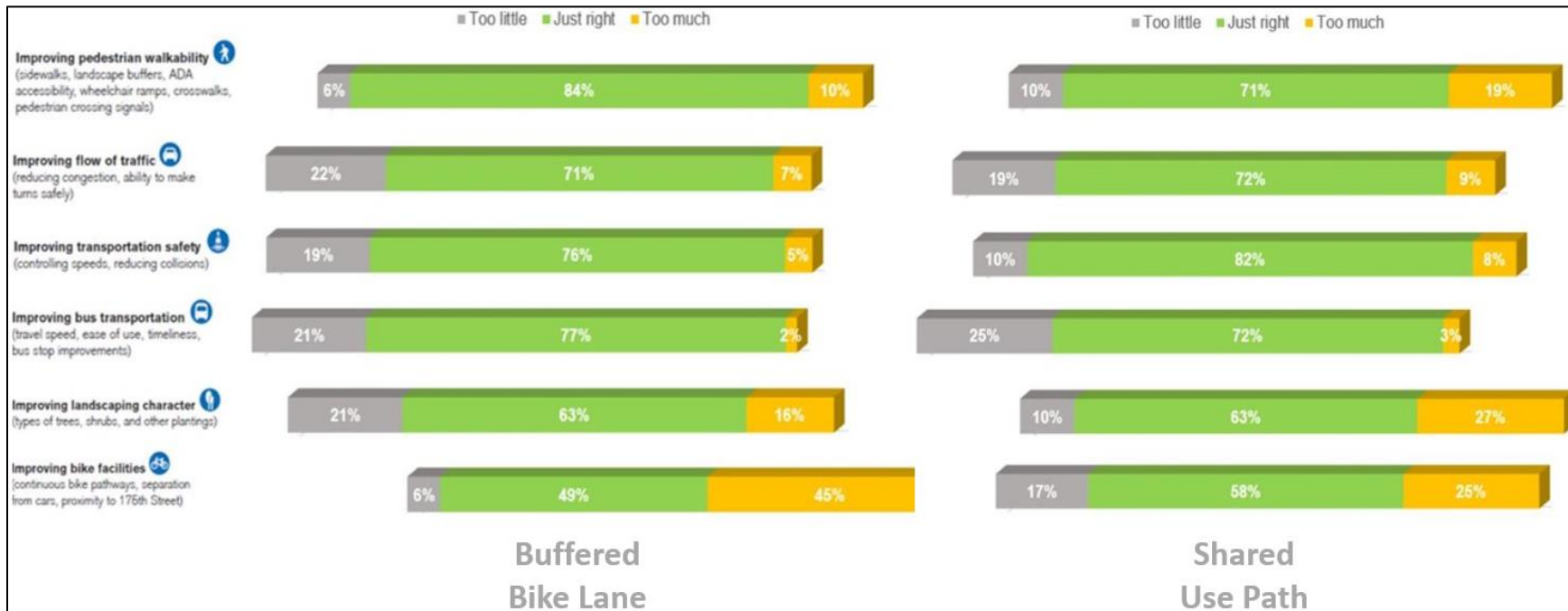
- N175th St Project
- Other City Park
- City of Shoreline Park

Landmark

- Cemetery
- Commercial
- Facility
- Golf Course
- Government
- Library
- Open Space
- Other
- Recreation
- Religious
- School
- Transportation

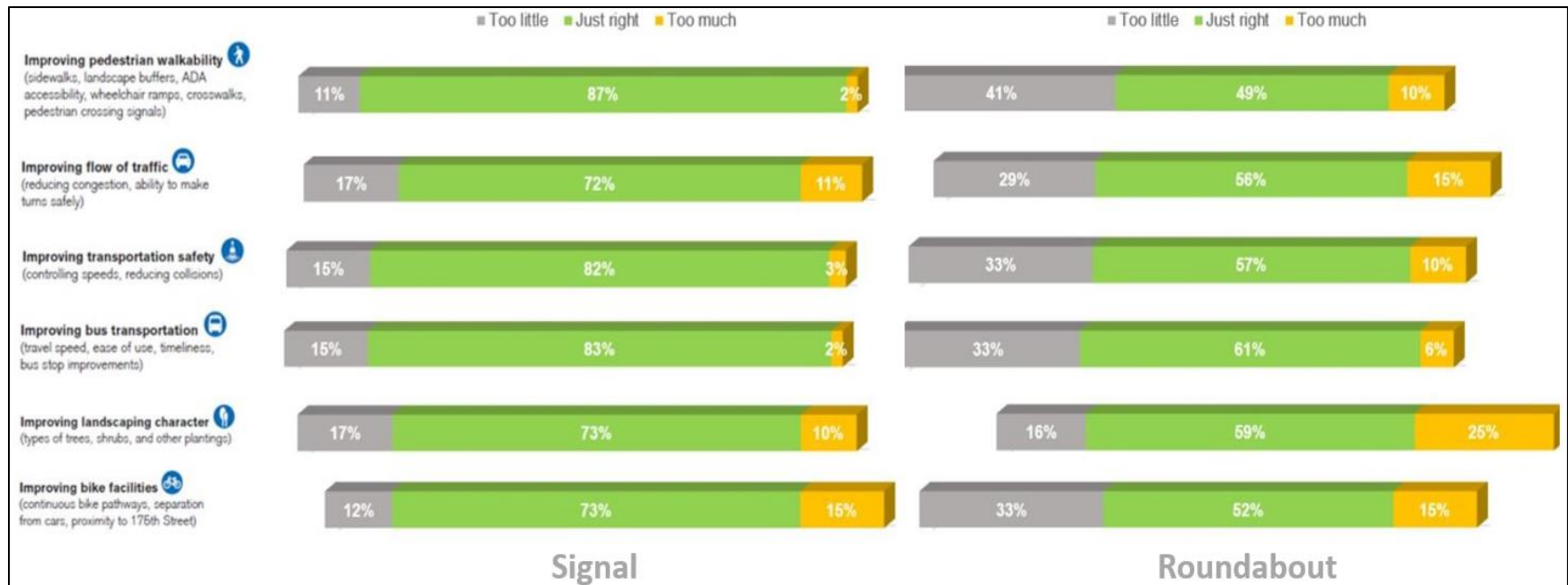


**Phase 2 Public Outreach Results:
Evaluation Criteria Ratings of Corridor Design Concept A – Shared-Use Path and Corridor Design Concept B –
Buffered Bike Lane**

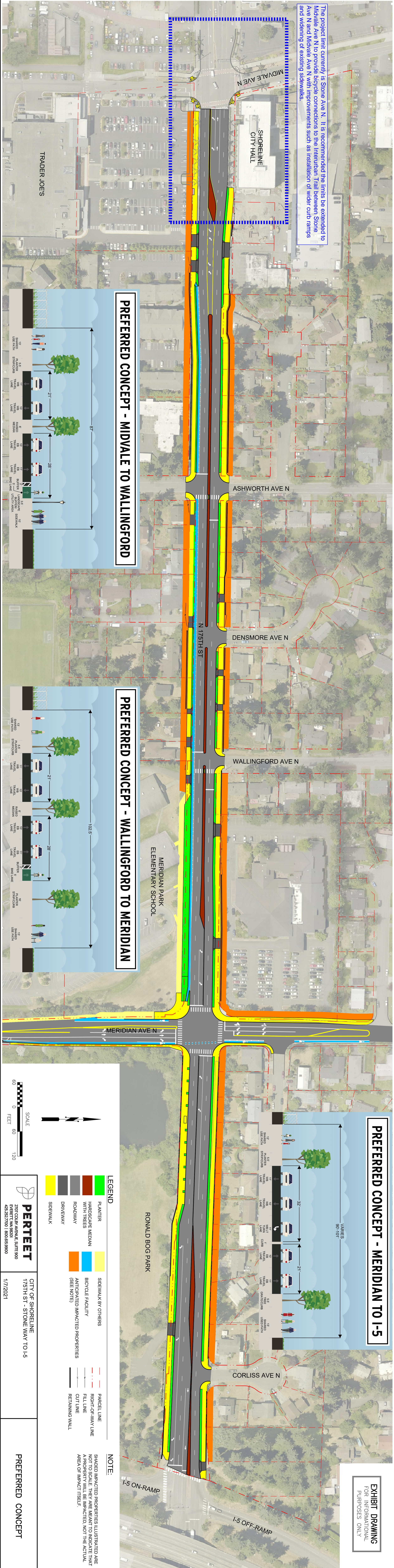


Phase 2 Public Outreach Results:

Evaluation Criteria Ratings of Intersection Design Concept - Roundabout and Intersection Design Concept - Signalized



The project limits currently is Stone Ave N. It is recommended the limits be extended to Midvale Ave N to provide bicycle connections to the Interurban Trail between Stone Ave N and Midvale Ave N with improvements such as installation of wider curb ramps and widening of existing sidewalks.

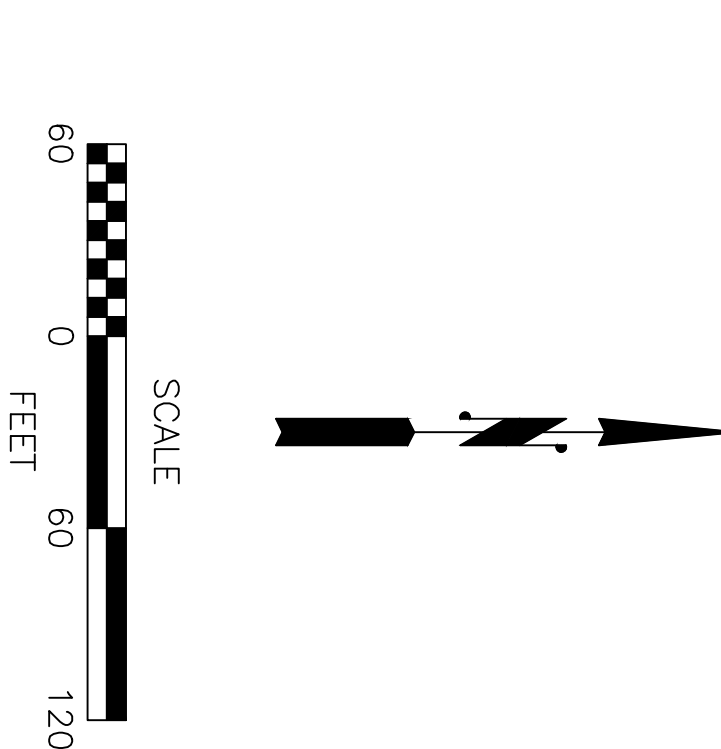
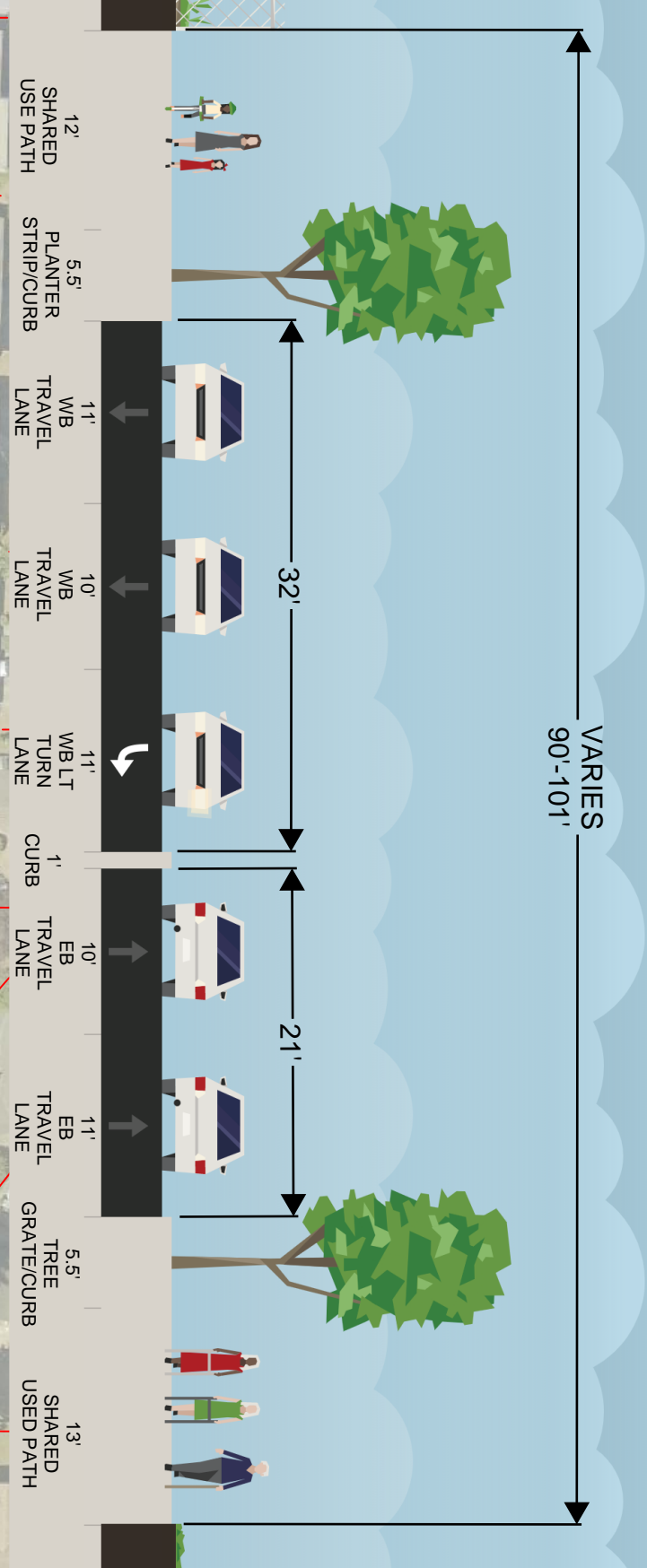
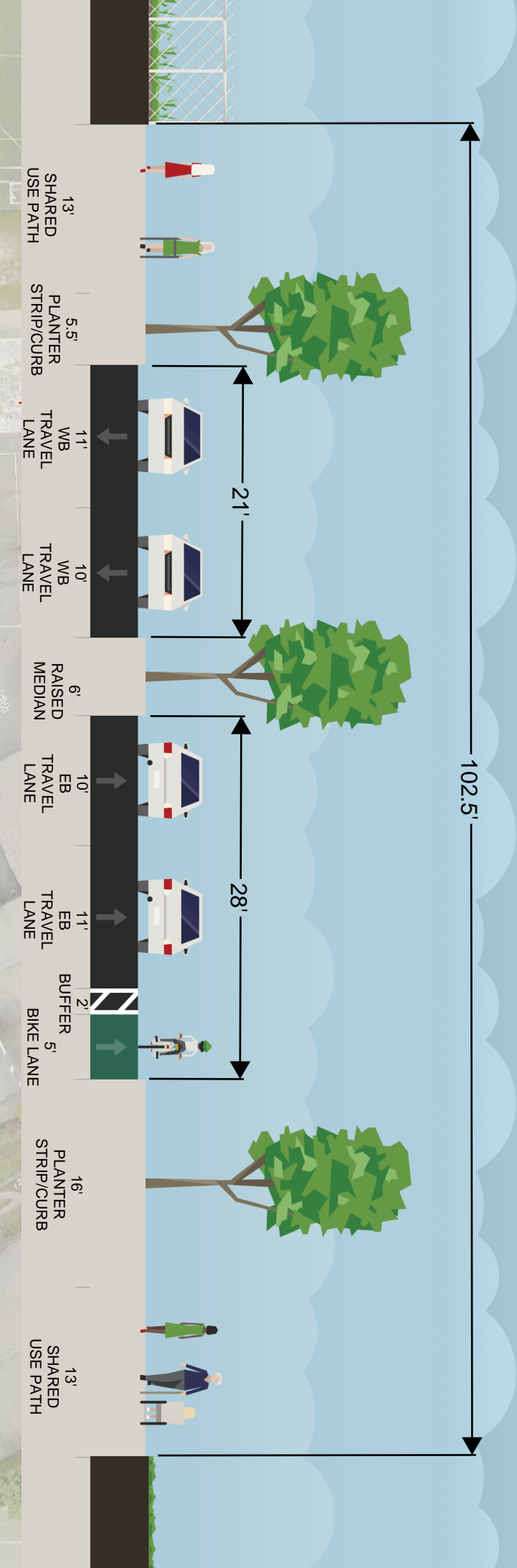
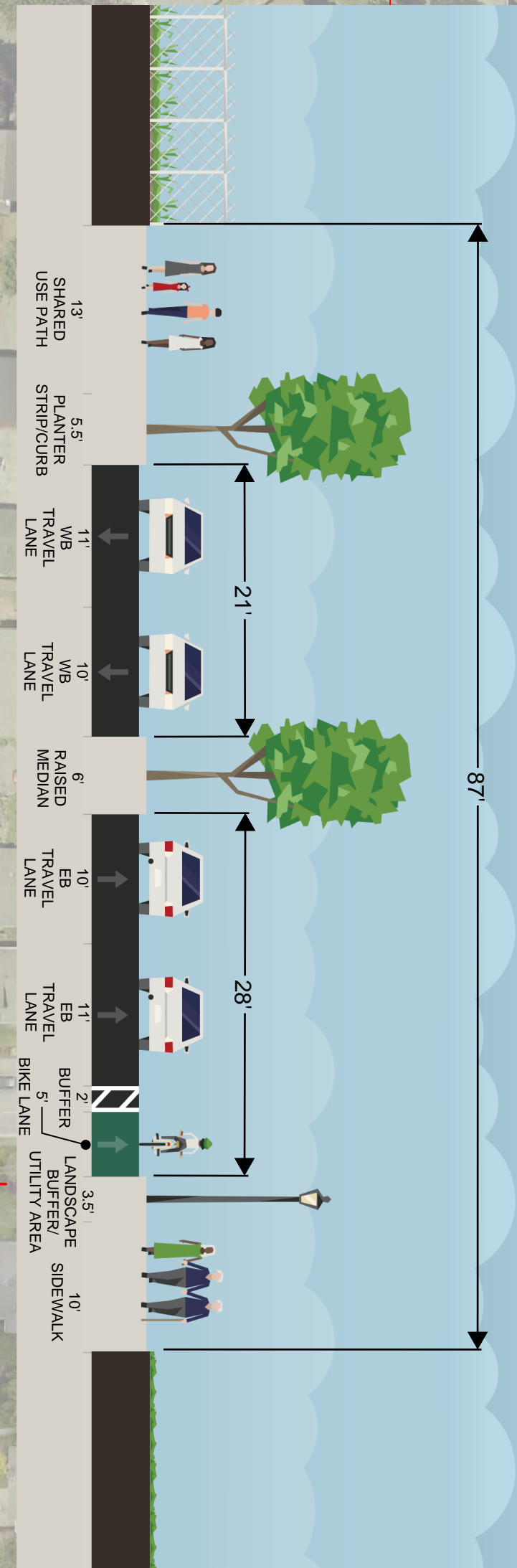


PREFERRED CONCEPT - MIDVALE TO WALLINGFORD

PREFERRED CONCEPT - WALLINGFORD TO MERIDIAN

PREFERRED CONCEPT - MERIDIAN TO I-5

EXHIBIT DRAWING
FOR INFORMATIONAL PURPOSES ONLY



LEGEND

	PLANTER		SIDEWALK BY OTHERS
	HARDSCAPE MEDIAN		BICYCLE FACILITY
	ROADWAY		ANTICIPATED IMPACTED PROPERTIES (SEE NOTE)
	DRIVEWAY		RETAINING WALL
	SIDEWALK		PARCEL LINE
			RIGHT-OF-WAY LINE
			FILL LINE
			CUT LINE

NOTE:
SHADED IMPACTED PROPERTIES ILLUSTRATED ARE NOT TO SCALE. THEY ARE MEANT TO INDICATE THAT A PROPERTY WILL BE IMPACTED, NOT THE ACTUAL AREA OF IMPACT ITSELF.

PERTEET
2707 COLBY AVENUE, SUITE 900
EVERETT, WA 98201
425.252.7700 | 800.615.9900

CITY OF SHORELINE
175TH ST - STONE WAY TO I-5
1/17/2021

PREFERRED CONCEPT

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussion of Ordinance No. 897 - Amending Shoreline Municipal Code Section 20.50.620, Aurora Square Community Renewal Sign Standards
DEPARTMENT:	Planning & Community Development
PRESENTED BY:	Nora Gierloff, AICP, Planning Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

Redevelopment of Shoreline Place would be better supported by a Sign Code that addresses the mixed-use development planned for the site and its multiple property ownerships while creating a consistent brand identity for the project as a whole. Staff is therefore proposing some updates to Shoreline Municipal Code Section 20.50.620, which regards sign standards at Shoreline Place, to better serve the development types planned for the site. Proposed Ordinance No. 897 (Attachment A) would provide for these Development Code amendments. The Development Code amendments were reviewed by the Planning Commission at multiple meetings over the course of 2020 and approved by the Planning Commission on December 17, 2020.

Tonight, the City Council is scheduled to discuss proposed Ordinance No. 897. Proposed Ordinance No. 897 is currently scheduled to be brought back to Council for potential action on February 22, 2021.

RESOURCE/FINANCIAL IMPACT:

There are no direct financial impacts to the City from adoption of these Code amendments. A well-crafted Sign Code that meets business advertising needs will contribute to the financial success of the redevelopment.

RECOMMENDATION

No formal action is required tonight as this is a discussion item. Staff recommends that Council review the Planning Commission's recommended Code amendments. Staff further recommends that Council adopted proposed Ordinance No. 897 when it scheduled to return to Council on February 22, 2021 for potential action.

Approved By: City Manager **DT** City Attorney **JA-T**

BACKGROUND

The City designated a 70-acre area around the Sears, Central Market, and WSDOT complex as the Aurora Square Community Renewal Area (CRA) in September 2012. 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.

Figure 1: Aurora Square CRA with Shoreline Place in Shaded Blue Area



Note: The colored lines show the allowed locations for pylon signs that were adopted in the 2015 sign code (one per frontage).

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) Section 20.50.620, supports the vision of a vibrant, mixed-use urban village. As redevelopment begins in Shoreline Place, staff is proposing some updates to better serve the development types planned for the site. With the adoption of the Development Agreement with Merlone Geier Partners for the Sears portion of the site on September 9, 2019 (see ownership map below), this vision is closer than ever to being realized.

Figure 2: Aurora Square CRA Ownership



Proposed Code Amendments and Planning Commission Review

As redevelopment of the CRA begins, questions have been raised about how to apply the regulations in SMC 20.50.620 to the proposed new development. Staff reviewed the regulations and proposed a series of changes to support the vision for Shoreline Place, address ground floor retail uses, meet new legal standards, and remove penalties for businesses who did not replace their signs by the September 2017 deadline that is included in the current Development Code.

These proposed changes were circulated to the property owners for comment and then reviewed by the Planning Commission in 2020. After careful consideration of the needs of the property owners, tenants, and the City's interests, the Planning Commission recommended the proposed changes shown in Attachment A, Exhibit A to proposed Ordinance No. 897. The Planning Commission's recommendation letter supporting these proposed amendments is attached this staff report as Attachment B.

The Planning Commission initially discussed these proposed amendments on June 4, 2020. The meeting materials and minutes for this meeting can be found at the following link:

<https://www.shorelinewa.gov/Home/Components/Calendar/Event/15494/182?toggle=allpast>.

The Planning Commission then held a Public Hearing on these proposed amendments on July 16, 2020. The meeting materials and minutes for this meeting can be found at the following link:

<https://www.shorelinewa.gov/Home/Components/Calendar/Event/15500/182?toggle=allpast>.

The Planning Commission held a follow up study session on this topic on November 19, 2020. All meeting materials for this meeting are available at the following link: <https://www.shorelinewa.gov/Home/Components/Calendar/Event/15516/182?toggle=all> [past](#).

Finally, the Planning Commission held a second Public Hearing on these amendments on December 17, 2020. All meeting materials for this meeting are available at the following link: <https://www.shorelinewa.gov/Home/Components/Calendar/Event/15520/182?toggle=all> [past](#).

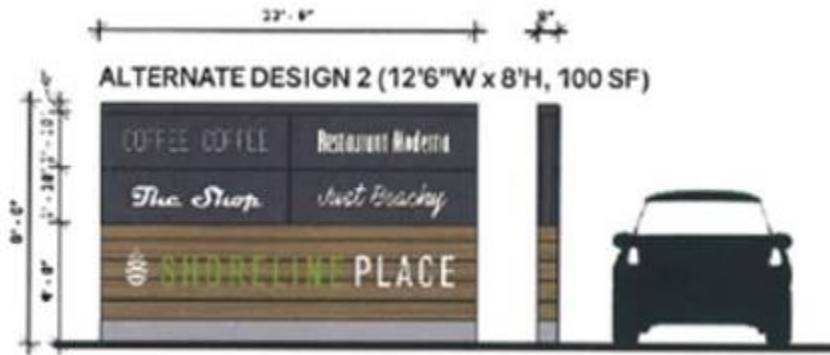
DISCUSSION

The most significant proposed amendments to the sign regulations in SMC 20.50.620 (Attachment A, Exhibit A) are as follows:

- References to “Aurora Square” have been changed to the new name - Shoreline Place.
- Regulatory language has been changed to be content neutral in compliance with the Reed v. Town of Gilbert Supreme Court decision.
- Removal of ‘Electronic Message Center (EMC)’, also known as changeable electronic message signs, from the Code.
- Removal of the \$100 per day penalty for failure to install new signage by September 1, 2017.
- Requirement that no business may be listed on a new freestanding sign until any non-conforming freestanding sign listing that business is removed or brought into compliance with the Code.
- Clarification for how the sign copy area is calculated.
- Clarification that signage will be calculated for a binding site plan as a whole without regard to interior lot lines.
- Allowance for one to three monument signs per parcel based on length of street frontage and subject to spacing requirements, rather than two signs per driveway.
- Allowance for two pylon signs per parcel over five (5) acres, rather than one sign per street frontage This will maintain the current number of four pylon signs. Existing pylon sign locations are shown as red triangles on the photo below.



- Increase in allowed height for the CRA pylon signs from 25 to 35 feet to facilitate reuse of existing sign structures.
- Reduction in the amount of monument and pylon sign copy area that must be devoted to advertising Shoreline Place rather than the individual tenants.
- Allowance for monument and pylon signs to use individual tenant's fonts for the business listings while the signage design guidelines will specify overall design and colors.



- Allowance for ground floor storefronts in addition to the wall signs allowed for the upper residential floors of mixed-use buildings.



- Allowance for unique or sculptural signs with administrative design review.



- Clarification that wall signs can use the tenant's font and colors rather than the Shoreline Place design.
- Allowance for ground floor walls without entrances to have signs if the walls have landscaping, windows or architectural detailing.



- Allowance for retail leasing signs.
- Clarification that monument signs in the CRA but outside of Shoreline Place (i.e., WSDOT property, NW School for Deaf Children property) are not required to advertise Shoreline Place.
- Removal of duplicate language about exempt signs.

Next Steps

If proposed Ordinance No. 897 is adopted by Council, staff will work with the property owners and tenants to develop a set of sign design guidelines that will bring a common design theme to all of the freestanding signage on site. This will create a cohesive image and brand identity for Shoreline Place. These design guidelines would be presented to the City Council for final review and adoption.

STAKEHOLDER OUTREACH

A draft of the proposed Development Code amendments in strikeout/underline format, along with a cover letter explaining the reason for the amendments and the update process, was mailed and/or emailed to every property owner within the CRA in February 2020. Only Merlone Geier, the Sears-site property owners, provided comments on the material. The proposed Development Code amendments have also been posted on the City's Shoreline Place webpage. Notice of the SEPA determination and the Planning Commission discussion were provided to property owners in March.

Comment letters were received by the Planning Commission for their June 4, 2020 study session and one person provided oral comments at the meeting. Additionally, all tenants and property owners in the CRA were sent a postcard regarding the Planning Commission's July 16, 2020 Public Hearing in addition to Code-required hearing notice. All property owners and commenting parties were also emailed notice of the Planning Commission's November 19, 2020 study session and December 17, 2020 Public Hearing, in addition to the Code-required notice. All property owners and commenting parties were also emailed notice of tonight's Council discussion.

COUNCIL GOAL(S) ADDRESSED

Proposed Ordinance No. 897 addresses Council Goal 1, Action Step 2:

Implement the Community Renewal Plan for Shoreline Place including the construction of the intersection improvements at N 155th Street and Westminster Way N, the adoption and implementation of revised signage requirements, and the processing of Phase 1 and 2 permits.

By better addressing the signage needs of businesses, these amendments will support the planned redevelopment of Shoreline Place into a vibrant, mixed-use town center.

RESOURCE/FINANCIAL IMPACT

There are no direct financial impacts to the City from adoption of these Code amendments. A well-crafted Sign Code that meets business advertising needs will contribute to the financial success of the redevelopment.

RECOMMENDATION

No formal action is required tonight as this is a discussion item. Staff recommends that Council review the Planning Commission's recommended Code amendments. Staff further recommends that Council adopted proposed Ordinance No. 897 when it scheduled to return to Council on February 22, 2021 for potential action.

ATTACHMENTS

Attachment A: Proposed Ordinance No. 897

Attachment A, Exhibit A: Amendments to SMC 20.50.620, Aurora Square Community
Renewal Area Sign Standards

Attachment B: Planning Commission Recommendation Letter

ORDINANCE NO. 897

**AN ORDINANCE OF THE CITY OF SHORELINE, WASHINGTON
AMENDING SHORELINE MUNICIPAL CODE SECTION 20.50.620,
AURORA SQUARE COMMUNITY RENEWAL SIGN STANDARDS, TO
SUPPORT THE CITY'S VISION OF A VIBRANT, COHESIVE, MIXED-
USE URBAN VILLAGE.**

WHEREAS, the City of Shoreline is a non-charter optional municipal code city as provided in Title 35A RCW, incorporated under the laws of the state of Washington, and planning pursuant to the Growth Management Act, Title 36.70A RCW; and

WHEREAS, in 2012, the City Council designated an area of commercial property, known as Aurora Square, as a Community Renewal Area (CRA) so as to spur redevelopment; and

WHEREAS, in 2015, the City Council adopted the Aurora Square Community Renewal Area Planned Action Ordinance which included a variety of regulations and standards unique to this CRA, including a separate set of sign standards to provide unified development; and

WHEREAS, on June 4, 2020, the City of Shoreline Planning Commission held a study session to review the proposed CRA sign standards amendments and held a public hearing on July 16, 2020, ultimately returning the proposed amendments to Planning Staff for further development; and

WHEREAS, on November 19, 2020, the City of Shoreline Planning Commission held a study session to review Planning Staff's revisions to the proposed amendments and, on December 17, 2020, a second public hearing was held so as to allow public comment and testimony on the proposed amendments; and

WHEREAS, at the conclusion of the public hearing, the City of Shoreline Planning Commission voted that the proposed amendments recommended by Planning Staff, as amended by the Planning Commission, be approved by the City Council; and

WHEREAS, on February 1, 2021, the City Council held a study session on the proposed CRA sign standards amendments as recommended by the Planning Commission; and

WHEREAS, the City Council has considered the entire public record, public comments, written and oral, and the Planning Commission's recommendation; and

WHEREAS, the City provided public notice of the proposed amendments and the public hearing as provided in SMC 20.30.070; and

WHEREAS, pursuant to RCW 36.70A.370, the City has utilized the process established by the Washington State Attorney General so as to assure the protection of private property rights; and

WHEREAS, pursuant to RCW 36.70A.106, the City has provided the Washington State Department of Commerce with a 60-day notice of its intent to adopt the amendment(s) to its Unified Development Code; and

WHEREAS, the environmental impacts of the amendments to the Unified Development Code resulted in the issuance of a Determination of Non-Significance (DNS) on March 24, 2020, and

WHEREAS, the City Council has determined that the CRA sign standard amendments are consistent with and implement the Shoreline Comprehensive Plan and serve the purpose of the Unified Development Code as set forth in SMC 20.10.020 and the CRA as set forth in the Planned Action Ordinance;

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON DO ORDAIN AS FOLLOWS:

Section 1. Amendment. Section 20.50.620 of the Shoreline Municipal Code, Aurora Square Community Renewal Area Sign Standards is amended as set forth in Exhibit A to this Ordinance.

Section 2. Corrections by City Clerk or Code Reviser. Upon approval of the City Attorney, the City Clerk and/or the Code Reviser are authorized to make necessary corrections to this Ordinance, including the corrections of scrivener or clerical errors; references to other local, state, or federal laws, codes, rules, or regulations; or ordinance numbering and section/subsection numbering and references.

Section 3. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this Ordinance or its application to any person or situation be declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of this Ordinance or its application to any person or situation.

Section 4. Publication and Effective Date. A summary of this Ordinance consisting of the title shall be published in the official newspaper. This Ordinance shall take effect five days after publication.

PASSED BY THE CITY COUNCIL ON FEBRUARY 22, 2021.

Mayor Will Hall

ATTEST:

APPROVED AS TO FORM:

Jessica Simulcik Smith
City Clerk

Julie Ainsworth-Taylor
Assistant City Attorney
on behalf of Margaret King, City Attorney

Date of Publication: , 2021
Effective Date: , 2021

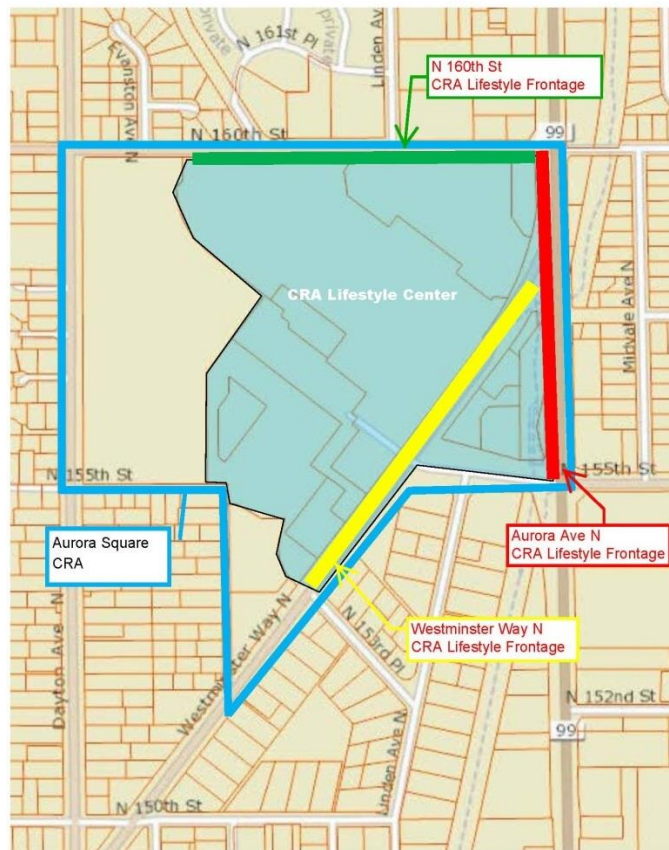
20.50.620 Shoreline Place (Aurora Square Community Renewal Area) Sign Standards.

A. **Purpose.** The purposes of this section are:

1. To provide standards for the effective use of signs as a means of business identification that enhances the aesthetics of business properties and economic viability.
2. To provide a cohesive and attractive public image of the Shoreline Place development Aurora Square Community Renewal Area lifestyle center.
3. To protect the public interest and safety by minimizing the possible adverse effects of signs.
4. To establish regulations for the type, number, location, size, and lighting of signs that are complementary with the building use and compatible with their surroundings.

B. **Location Where Applicable.** Map 20.50.620.B illustrates the Aurora Square CRA where the sign standards defined in this section apply.

Map 20.50.620.B—Aurora Square CRA



C. **Definitions.** The following definitions apply to this section:

CRA	Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and Map 20.50.620.B.
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CRA-Building-Mounted Sign	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
CRA Lifestyle Center <u>Shoreline Place</u>	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
CRA Lifestyle Frontage	Those sections of the streets that directly serve and abut the CRA lifestyle center. The three CRA lifestyle frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.
CRA-Monument Sign	A freestanding sign with a solid-appearing base under at least 75 percent of sign width from the ground to the base of the sign or the sign itself may start at grade. Monument signs may also consist of cabinet or channel letters mounted on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.
CRA-Pylon Sign	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
<u>CRA-Shoreline Place Signage Design Guidelines</u>	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 the CRA lifestyle center <u>Shoreline Place</u> .
CRA-Under-Awning Sign	A sign suspended below a canopy, awning or other overhanging feature of a building.
CRA-Wayfinding Sign Post	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
Electronic Message Center (EMC)	A sign with a programmable, changeable digital message.
Portable Sign	A sign that is readily capable of being moved or removed, whether attached or affixed to the ground or any structure that is typically intended for temporary display.
Temporary Sign	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
Window Sign	A sign applied to a window or mounted or suspended directly behind a window.

D. Permit Required.

1. Except as provided in this section, 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, ~~display~~, and, where applicable, adherence to the ~~CRA~~ Shoreline Place signage design guidelines.
2. No permit is required for normal and ordinary maintenance and repair, and changes to the graphics, symbols, or copy of a sign, without affecting the size, structural design or height. Exempt changes to the graphics, symbols or copy of a sign must meet the standards defined herein.

3. All ~~CRA~~-pylon, ~~CRA~~-monument, and ~~CRA~~-wayfinding signs within Shoreline Place shall conform to the ~~CRA~~-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.

4. ~~The City reserves the right to withhold sign permits and to assess the property owner up to \$100.00 per day for failure to install the signs indicated herein by September 1, 2017.~~

E. **Sign Design.**

1. **Sight Distance.** No sign shall be located or designed to interfere with visibility required by the City of Shoreline for the safe movement of pedestrians, bicycles, and vehicles.

2. **Private Signs on City Right-of-Way.** No portion of a private signs, above or below ground, shall be located ~~partially or completely~~ in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter 12.15 SMC and is allowed under SMC 20.50.540 through 20.50.610.

3. **Sign Copy Area.** Calculation of sign area for channel letters or painted signs shall be the total area of all use rectangular areas (each drawn with a maximum of six right angles) that enclose each portion of the signage such as words, logos, graphics, and symbols other than nonilluminated background. Sign area for cabinet signs shall be the entire face of the cabinet. Sign area for signs that project out from a building or are perpendicular to street frontage are measured on one side even though both sides can have copy of equal size. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses.

4. **Building Addresses.** Building addresses should be installed on all buildings consistent with SMC 20.70.250(C) and will not be counted as sign copy area.

5. **Materials and Design.** All signs, except temporary signs, must be constructed of durable, maintainable materials. Signs that are made of materials that deteriorate quickly or that feature impermanent construction are not permitted for permanent signage. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted for permanent signage.

6. **~~CRA~~-Shoreline Place Signage Design Guidelines.** Design and content of the ~~CRA~~-pylon, ~~CRA~~ monument, and ~~CRA~~-wayfinding sign posts within Shoreline Place shall conform to the Shoreline Place~~CRA~~ signage design guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of the Shoreline Place center identity~~CRA lifestyle center~~ shall comply with the ~~CRA~~Shoreline Place signage design guidelines.

7. **Illumination.** Where illumination is permitted per Table 20.50.620.E.8 the following standards must be met:

- a. Channel lettering or individual backlit letters mounted on a wall, or individual letters placed on a raceway, where light only shines through the copy.
- b. Opaque cabinet signs where light only shines through copy openings.

- c. Shadow lighting, where letters are backlit, but light only shines through the edges of the copy.
- d. Neon signs.
- e. All external light sources illuminating signs shall be less than six feet from the sign and shielded to prevent direct lighting from entering adjacent property.
- f. ~~EMC messages shall be monochromatic. EMCs shall be equipped with technology that automatically dims the EMC according to light conditions, ensuring that EMCs do not exceed 0.3 foot-candles over ambient lighting conditions when measured at the International Sign Association’s recommended distance, based on the EMC size. EMC message hold time shall be 10 seconds with dissolve transitions. Ten percent of each hour shall advertise civic, community, educational, or cultural events.~~
- fg. Building perimeter/outline lighting is allowed for theaters only.



Individual backlit letters (left image), opaque signs where only the light shines through the copy (center image), and neon signs (right image).

8. Sign Specifications.

Table 20.50.620.E.8 Sign Dimensions

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted <u>per Parcel per Public Street Frontage</u>	<p>Two per driveway.</p> <p><u>1 Sign - up to 250 feet. of street frontage.</u></p> <p><u>2 Signs - parcels with more than 250 but less than 500 feet of street frontage</u></p> <p><u>3 Signs - 500 feet or more of street frontage</u></p>

Sign Content <u>Design</u>	At least 50 <u>15</u> percent of the sign copy area shall be used for center <u>to identification of Shoreline Place</u> the CRA lifestyle center . Individual business names <u>listings</u> , if shown, shall not include logos and shall be a single common color <u>scheme</u> conforming to the <u>Shoreline Place</u> CRA signage design guidelines <u>but may include any font</u> .
Location <u>Spacing</u>	At any driveway to a CRA lifestyle frontage . <u>Signs must be separated by at least 100 feet from another monument or pylon sign on the same parcel or 50 feet from another monument or pylon sign on an adjacent parcel.</u>
Illumination	Permitted.
Mandatory Installation	At least one monument sign shall be installed at each of three vehicle entries to the CRA lifestyle center by September 1, 2017 . An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.
<u>MONUMENT SIGNS OUTSIDE OF SHORELINE PLACE</u>	
<u>Maximum Sign Copy Area</u>	<u>Fifty square feet.</u>
<u>Maximum Structure Height</u>	<u>Six feet.</u>
<u>Maximum Number Permitted</u>	<u>One per parcel with up to 250 ft. of street frontage, two for parcels with 250 feet or more of frontage on the same street. Signs must be separated by at least 100 feet from any other monument or pylon sign.</u>
<u>Sign Design</u>	<u>Conformance to the Shoreline Place signage design guidelines is optional.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>CRA WAYFINDING SIGN POSTS</u>	
Maximum Sign Copy Area	Two square feet per business name <u>listing</u> ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content <u>Design</u>	Individual business names <u>listings</u> shall not include logos and shall be in a single common color conforming to the CRA <u>Shoreline Place</u> signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	Throughout Shoreline Place <u>Anywhere in the CRA</u> lifestyle center . <u>Must be set back at least 25 feet from the curb line of public streets.</u>
Illumination	Not permitted . <u>Permitted</u>

Mandatory Installation	At least 12 CRA wayfinding sign posts shall be installed in the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction within the center.
<u>CRA PYLON SIGNS</u>	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	Thirty Twenty-five feet.
Maximum Number Permitted <u>per Parcel</u>	Two Three pylon signs are allowed <u>per parcel over five acres</u> .
Sign Content <u>Design</u>	At least 15 25 percent of the sign copy area shall be used for <u>center identification of Shoreline Place</u> the CRA lifestyle center. Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names <u>listings</u> , if shown, shall not include logos <u>and shall be a common color scheme conforming to the Shoreline Place signage design guidelines</u> but may include any font <u>color</u> .
Location	One <u>Signs can</u> may be located on each of the CRA lifestyle <u>public street</u> frontages that are directly across from properties with Mixed Business (MB) zoning. <u>Signs must be separated by at least 100 feet from another monument or pylon sign on the same parcel or 50 feet from another monument or pylon sign on an adjacent parcel.</u>
Illumination	Permitted.
Mandatory Installation	Three CRA pylon signs shall be installed by July 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.
<u>CRA BUILDING-MOUNTED SIGNS</u>	
Maximum Sign Copy Area	<u>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</u> <u>Ground Floor Side/Rear Walls without Public Entrances: 1 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</u> <u>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space;</u> <u>or</u> <u>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</u> <u>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</u>

	<u>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.515 percent of the building elevation fronting the residential use of the tenant fascia or a maximum of 500 square feet, whichever is less.</u>
<u>Maximum Structure Height</u>	Not limited. Projecting, awning, canopy, and marquee signs (above awnings) shall clear sidewalk by nine feet and not project beyond the awning extension or eight feet, whichever is less. These signs may project into public rights-of-way, subject to City approval.
<u>Projecting Signs</u>	<u>Maximum of one projecting sign per public entrance. Maximum size is 4' by 3' or 15% of the business's maximum sign copy area, whichever is smaller.</u>
Number Permitted	The <u>maximum sign copy area</u> per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee signs</u> ; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy area. Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u> Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting sign shall not exceed 10 percent of tenant's allotted wall sign area.
<u>Sign Design</u>	<u>Individual business building-mounted signs do not need to meet the Shoreline Place Design Guidelines for color or font.</u>
Illumination	Permitted.
GRA-UNDER-AWNING SIGNS	
Maximum Sign Copy Area	<u>Twelve square feet which does not count against the maximum sign copy area per business .</u>
Minimum Clearance from Grade	Eight feet.
Maximum Structure Height	Not to extend above or beyond awning, canopy, or other overhanging feature of a building under which the sign is suspended. Signs may project into the public right-of-way subject to City approval.
Number Permitted	One per <u>public</u> business entrance.
<u>Sign Design</u>	<u>Individual business under-awning signs do not need to meet the Shoreline Place Design Guidelines for color or font.</u>
Illumination	External only.

9. **Window Signs.** Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if nonilluminated and do not require a permit under the building code.

10. **A-Frame Signs.** A-frame, or sandwich board, signs are exempt from permit but subject to the following standards:

- a. Maximum ~~two~~ one signs per ~~business~~ residential building;
- b. ~~Must contain the business's name and m~~ May not be located on the City right-of-way in ~~any of the CRA lifestyle frontages~~;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum two feet wide and three feet tall, not to exceed six square feet in area;
- f. No lighting of signs is permitted;
- g. All signs shall be removed from display when the business closes each day; and
- h. A-frame/sandwich board signs are not considered structures.

11. **Retail Leasing Signs.** Signs are exempt from permit but subject to the following standards:

- a. Maximum one sign per public street frontage per parcel;
- b. May not be located on the City right-of-way;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum sign area of eight feet wide and four feet tall plus support posts, total height not to exceed eight feet;
- f. No lighting of signs is permitted;

12. **Binding Site Plans.** Signage allowances shall be calculated for the Binding Site Plan as a whole without regard to interior lot lines as it is considered to function as one site.

F. Prohibited Signs.

- 1. Spinning devices; flashing lights; searchlights; or reader board signs. Traditional barber pole signs allowed.
- 2. Portable signs, except A-frame signs as allowed by subsection (I) of this section.
- 3. Outdoor off-premises advertising signs (billboards).

4. Signs mounted on the roof or projecting above the parapet of the building wall on which it is mounted.
5. Inflatables.
6. Signs mounted on vehicles.

G. Nonconforming Signs.

1. No business may be listed on a pylon, monument, or wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code. All pylon signs in ~~the CRA lifestyle center~~ Shoreline Place existing ~~at on~~ August 10, 2015 ~~the time of adoption of this section~~ are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such nonconforming signs ~~as indicated.~~
2. Nonconforming signs shall not be altered in size, shape, height, location, copy, or structural components without being brought to compliance with the requirements of this code. Repair and maintenance are allowable, but may require a sign permit if structural components require repair or replacement.
3. ~~Electronic changing message (EMC) or reader boards may not be installed in existing, nonconforming signs without bringing the sign into compliance with the requirements of this code.~~

H. Temporary Signs.

1. **General Requirements.** Certain temporary signs not exempted by SMC 20.50.610 shall be allowable under the conditions listed below. All signs shall be nonilluminated. Any of the signs or objects included in this section are illegal if they are not securely attached, create a traffic hazard, or are not maintained in good condition. No temporary signs shall be posted or placed upon public property unless explicitly allowed or approved by the City through the applicable right-of-way permit. Except as otherwise described under this section, no permit is necessary for allowed temporary signs.
2. **Temporary On-Premises Business Signs.** ~~Temporary banners are permitted to announce sales or special events such as grand openings, or prior to the installation of permanent business signs. Such temporary business signs shall:~~
 - a. Be limited to one sign for businesses under 10,000 sf, and two signs for businesses larger than 10,000 sf ~~but smaller than 40,000 sf, and three signs for businesses larger than 40,000 sf;~~
 - b. Be limited to 32,400 square feet in area;
 - c. Not be displayed for a period to exceed a total of 60 calendar days effective from the date of installation and not more than ~~four~~ two such 60-day periods are allowed in any 12-month period; and
 - d. ~~Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.~~

3. **Construction Signs.** Banner or rigid signs (such as plywood or plastic) for buildings which are under construction, identifying the architects, engineers, contractors or other individuals or firms involved with the construction of a building or announcing purpose for which the building is intended. Total signage area for both new construction and remodeling shall be a maximum of 32 square feet. Signs shall be installed only upon City approval of the development permit, new construction or tenant improvement permit and shall be removed within seven days of final inspection or expiration of the building permit.

4. Feather flags and pennants displayed for no more than 14 days prior and 2 days after community events when used to advertise City sponsored or CRA lifestyle center community events.

5. Pole banner signs that are changed semi-annually and mounted on privately owned light poles only identify the CRA lifestyle center.

6. Temporary signs not allowed under this section and which are not explicitly prohibited may be considered for approval under a temporary use permit under SMC 20.30.295 or as part of administrative design review for a comprehensive signage plan for the site.

I. ~~**Exempt Signs.** The following are exempt from the provisions of this chapter, except that all exempt signs must comply with SMC 20.50.540(A), Sight Distance, and SMC 20.50.540(B), Private Signs on City Right-of-Way:~~

1. ~~Historic site markers or plaques and gravestones.~~

2. ~~Signs required by law, including but not limited to:~~

a. ~~Official or legal notices issued and posted by any public agency or court; or~~

b. ~~Traffic directional or warning signs.~~

3. ~~Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in surface area.~~

4. ~~Incidental signs, which shall not exceed two square feet in surface area; provided, that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.~~

5. ~~State or Federal flags.~~

6. ~~Religious symbols.~~

7. ~~The flag of a commercial institution, provided no more than one flag is permitted per business; and further provided, the flag does not exceed 20 square feet in surface area.~~

8. ~~Neighborhood identification signs with approved placement and design by the City.~~

9. ~~Neighborhood and business block watch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.~~

~~10. — Plaques, signs or markers for landmark tree designation with approved placement and design by the City.~~

~~11. — Real estate signs not exceeding 24 square feet and seven feet in height, not on City right-of-way. A single fixed sign may be located on the property to be sold, rented or leased, and shall be removed within seven days from the completion of the sale, lease or rental transaction.~~

~~12. — City-sponsored or community-wide event signs.~~

~~13. — Parks signs constructed in compliance with the parks sign design guidelines and installation details as approved by the Parks Board and the Director. Departures from these approved guidelines may be reviewed as departures through the administrative design review process and may require a sign permit for installation.~~

~~14. — Garage sale signs not exceeding four square feet per sign face and not advertising for a period longer than 48 hours.~~

~~15. — City land use public notification signs.~~

~~16. — Menu signs used only in conjunction with drive-through windows, and which contain a price list of items for sale at that drive-through establishment. Menu signs cannot be used to advertise the business to passersby; text and logos must be of a size that can only be read by drive-through customers. A building permit may be required for menu signs based on the size of the structure proposed.~~

~~17. — Campaign signs that comply with size, location and duration limits provided in Shoreline Administrative Rules.~~



TO: Honorable Members of the Shoreline City Council

FROM: Laura Mork
Shoreline Planning Commission

DATE: December 23, 2020

RE: Shoreline Place Community Renewal Sign Code Update

The Shoreline Planning Commission has completed its review of the proposed amended regulating signage within the Shoreline Place Community Renewal Area..

The Planning Commission held two (2) study sessions on June 4, 2020 and July 16, 2020, with the later also being a public hearing. The Planning Commission did ask Planning Staff to revise the proposed amendments and presented those revisions on November 19, 2020, with a public hearing on December 17, 2020.

In 2012, the City Council designated Shoreline Place (formerly Aurora Square) as a Community Renewal Area so as to spur redevelopment of this commercial property. In 2015, the Aurora Square Community Renewal Area Planned Action was adopted and contained a variety of regulations and standards unique to the area, including a separate set of signage standards, intended to shape future development in that area. However, after a Development Agreement was entered into for partial development of the area, changes were necessary to better support the vision of a vibrant, mixed use urban village and to better serve the development types planned for the site. The Planning Commission's recommended amendment serve this purpose.

In consideration of the Planning Staff's recommendations, written and oral public testimony, and the decision criteria set forth in SMC 20.30.350, the Planning Commission respectfully recommends that the City Council adopt the proposed Shoreline Place Community Renewal Sign Code Update as attached to this recommendation.