

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

**AGENDA TITLE:** Proposed Amendment to the Development Code – Sign Code  
**DEPARTMENT:** Planning and Development Services  
**PRESENTED BY:** Tim Stewart, Director  
Kim Lehmborg, Planner II

**PROBLEM/ISSUE STATEMENT:** Under Shoreline Development Code Section 20.50.550(C), off-site signs are prohibited. As staff has worked through design of the Aurora Corridor Project (hereafter "Project"), it has been noted that the Project will result in the removal of several existing off-site signs. The signs are allowed at present as a nonconforming use since they were in place prior to the effective date of SMC 20.50.550(C). However, once removed, the signs cannot regain their nonconforming status, and will be prohibited under the current Code. This proposed amendment to the Development Code allows an exception to the prohibition against off-site signage for businesses that have access from, but not frontage on, a commercial street. To use the exception, the business would have to enter into a joint access agreement and develop a joint sign package with the property that has commercial street frontage, through which access is gained.

Planning Commission held a public hearing October 21, 2004, and recommended approval of the amendment as originally proposed by staff. However, since the Commission noted that the proposal could be somewhat confusing to administer, staff has come up with alternative clarifying language, as presented in Ordinance 369.

**ALTERNATIVES ANALYZED:** The following options are within Council's discretion and have been analyzed by staff:

1. The Council could choose not to adopt the amendment to the Development Code.
2. The Council could adopt the amendment as recommended by staff by adopting Ordinance No. 369 (Attachment A).
3. The Council could propose an alternative to the proposed amendment.

**FINANCIAL IMPACTS:**

4. There are no direct financial impacts to the City of the proposed amendment.

**RECOMMENDATION**

The Planning Commission and staff recommend adoption of an amendment to allow exception to the off-site signage prohibition. Staff recommends that Council consider adoption of Ordinance No. 369, (Attachment A), but defer the decision to adopt the Ordinance until the Council meeting of January 24th.

Approved By: City Manager  City Attorney 

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## **SUMMARY**

Amendments to the Development Code are processed as legislative decisions. Legislative decisions are non-project decisions made by the City Council under its authority to establish policies and regulations. The Planning Commission is the review authority for legislative decisions and is responsible for holding an open record/public hearing on the proposed amendment and making a recommendation to the City Council.

An amendment to the Development Code may be used to bring the City's land use and development regulations into conformity with the Comprehensive Plan, or to respond to changing conditions or needs of the City. Development Code Section 20.30.100 states that "Any person may request that the City Council, Planning Commission, or Director initiate amendments to the Development Code." Development Code amendments are accepted from the public at any time and there is no charge for their submittal. Here, two businesses located on Aurora requested the Director initiate an amendment to 20.30.550(C). The Director has initiated this amendment for consideration at this time due to its potential to lessen the impact of the Aurora Corridor Project on affected businesses.

The proposed Code amendment before the Council allows an exception to the prohibition of off-site signs for properties that do not front on a commercial street, but rather share access with properties that have commercial street frontage. The exception would be subject to approval of a joint sign package with the property that fronts on the street, and would also be subject to all of the size and design requirements in the Code. Attachment I contains the proposed Code amendment language.

## **PUBLIC COMMENT**

The City advertised the availability of the proposed amendment for review and comment on October 7<sup>th</sup>, 2004. The written comment period began on October 7<sup>th</sup> and ended on October 21<sup>st</sup>, 2004. The Planning Commission held a Public Hearing on October 21<sup>st</sup>, 2004 (Meeting Minutes are Attachment B). One letter from Jim Abbott of Gateway Plaza was distributed at the Public Hearing (Attachment C). Jim Abbott also commented on the proposed amendment, questioning how it would relate to his project.

**Environmental Review:** The City has issued a Determination of Non-Significance (DNS) for this non-project action. The environmental checklist is available for review.

## **ANALYSIS**

**Background/Discussion:** As staff and consultants have worked with property and business owners to design the Aurora and Interurban Trail projects, several sign related issues have arisen. One of the key issues applies to properties that do not front (abut) Aurora but that have access from Aurora via another parcel. These businesses are impacted because they cannot post signs on this busy arterial street.

Two locations in particular have requested staff to develop this proposed amendment to the Development Code. The first example, as demonstrated by Exhibit D-1, shows the nonconforming signs of Denny's, Sherwin Williams, Pizza Hut, and the vacant Dairy Queen (all located on Joshua Green Corporation's property (hereafter "JGC") at 155<sup>th</sup> and Aurora). These businesses currently have nonconforming signs on Seattle City Light right-of-way (which is the green/grassy strip between Aurora and the JGC properties) that were installed prior to incorporation. Should the trail project or Aurora require removal of these signs, these parcels

would not be allowed to install replacement signs on the SCL property because the Code does not allow for replacement of non-conforming signs (See Attachment E, Sign Code, Section 20.50.590).

The second example involves Goldie's and 24 Hour Fitness. Goldie's will be losing their left turn access with the Aurora project. However, Goldie's is one parcel south of the proposed signalized intersection at 152nd and Aurora. If southbound Goldie's customers turned left at the 152nd signal, they could access Goldie's via 24 Hour Fitness' driveway, immediately east and abutting the Goldie's parcel. There is mutual gain to be made by creating an easement for access to Goldie's from 24 Hour Fitness, and with this proposed Code change, 24 Hour Fitness would be allowed to add a directional sign on Goldie's property (a photo of this location is shown in Attachment D-2).

There are other examples of nonconforming off-site signs including the QFC sign at 183<sup>rd</sup> (see Attachment D-1 for photo). Another property that has expressed interest in having a sign on Aurora is Top Foods. The proposed amendment requires the property without frontage to attain legal access via an easement across the abutting property. As we move forward with design and right-of-way acquisition on the next stage of Aurora and with the North Central Interurban Trail, we expect to continue to address these requests/situations.

As demonstrated in the Planning Commission meeting minutes (Attachment B), there was some confusion as to whether the amendment as originally proposed would result in enormous signs if enough properties were involved. Although the Commission ultimately recommended the amendment as originally proposed, staff has come up with alternative wording that helps to clarify what the amendment intends to allow. See Attachment F for the originally proposed amendment language.

Staff has recommended slightly different amendment language, found in Attachment A, Ordinance 369, that allows the participating properties to use the sign regulations as though they were one property. Treating the properties involved as if they were one property allows for consolidation of signage, and in some circumstances larger signs, without allowing a glut of enormous signs. For properties with more than one business and 250 linear feet of frontage, mall-type signs are allowed, up to a maximum of 100 square feet of sign face and 20 feet in height. (See Code Section 20.50.570, contained in Attachment E.) This provision is intended to clarify that the exception would not allow a doubling up of all allowable signage. For properties that do not have the required 250 feet of frontage for mall signs, the maximum sign allowance would be that allowed under Code Section 20.50.540.B. A joint sign would be a maximum of 50 square feet.

For examples of how the amendment would work, see Attachment D. In Example 1 (Attachment D-3), Business A, with 140 feet of frontage on Aurora, shares access with Business B, which has no Aurora Avenue frontage. With a joint access and sign agreement, one 50 square foot monument sign could be installed on Business A property, with signage for Business B. In addition, Business B could install a 50 square foot sign along the 152<sup>nd</sup> Street frontage, with signage for Business A. If the lot on the corner also shared access, it could have a 100 square foot mall sign on the 152<sup>nd</sup> Street frontage for all of the businesses.

In the other example, (Attachment D-4), Property Owner A has 550 feet of frontage along Aurora. Businesses B, C, D and E have no frontage along Aurora. With a joint access and sign agreement, Property Owner A could install two 100 square-foot mall signs along Aurora, containing signage for all of the businesses. The two signs would have to be located at least 150 feet apart.

Note that Exception 20.50.540(B)(1) of the Sign Code (Attachment E) allows waiver of the sign dimensional standards if the Director finds that the signage is an integral part of the architecture and site design. This allows for flexibility in the dimensional restrictions while encouraging good design.

**Decision Criteria.** Under SMC 20.30.350, the City Council may approve or approve with modifications a proposal for the text of the Development Code if:

1. The amendment is in accordance with the Comprehensive Plan; and
2. The amendment will not adversely affect the public health, safety or general welfare; and
3. The amendment is not contrary to the best interest of the citizens and property owners of the City of Shoreline. (

**Conformance with Shoreline Comprehensive Plan**

- Comprehensive Plan Policy CD18: *Consolidate signs on a single structure where a commercial development includes multiple businesses.*
- Policy CD16: *Discourage multiple or large signs that clutter, distract, and dominate the streetscape of commercial areas.*
- Policy CD5: *Ensure that development relates, connects, and continues design quality and site functions from site to site in ... commercial areas.*
- Policy ED37: *Encourage and promote business districts by creating physical plans to improve the appearance and function of their streets...signage...etc.*
- Policy ED26: *Ensure that sufficient land use and zoning provisions support businesses*

This amendment to the Development Code is consistent with the Economic and Community Development policies in the Comprehensive Plan. The amendment is aimed at supporting planned, consolidated signage and managing large signs. Additionally, all signs to which the proposed amendment would apply must comply with Code requirements for placement, size, and monumentation. Further, the proposed amendment is not likely to adversely affect the public, nor does it appear to be contrary to the best interest of the citizenry.

**RECOMMENDATION**

The Planning Commission and staff recommend adoption of an amendment to allow exception to off-site signage prohibition. Staff recommends that Council consider adoption of Ordinance No. 369, (Attachment A), but defer the decision to adopt the Ordinance until the Council meeting of January 24th.

**ATTACHMENTS**

- Attachment A Ordinance #369
- Attachment B Minutes from October 21, 2004 Planning Commission Meeting
- Attachment C Public Comment Letter Received at Public Hearing
- Attachment D Photos & Examples
  - D-1 Westminster & QFC photo
  - D-2 Goldie's & 24-hour Fitness photo
  - D-3 Example 1 (Goldie's & 24-hour Fitness)
  - D-4 Example 2 (Westminster)
- Attachment E SMC 20.50, Subchapter 8, Sign Code
- Attachment F Originally proposed amendment language

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**ORDINANCE NO. 369**

**AN ORDINANCE OF THE CITY OF SHORELINE, WASHINGTON AMENDING THE DEVELOPMENT CODE CHAPTER 20.50.550 TO ALLOW AN EXCEPTION TO OFF-SITE SIGN PROHIBITION**

WHEREAS, the City adopted Shoreline Municipal Code Title 20, the Development Code, on June 12, 2000; and

WHEREAS, the Shoreline Municipal Code Chapter 20.30.100 states "Any person may request that the City Council, Planning Commission, or Director initiate amendments to the text of the Development Code"; and

WHEREAS, the Director proposed this amendment as a way to mitigate some of the impacts of the Aurora Corridor Project on businesses along the corridor; and

WHEREAS, the Planning Commission developed a recommendation on the proposed amendment; and

WHEREAS, a public participation process was conducted to develop and review amendments to the Development Code, including:

- A public comment period on the proposed amendments was held from October 8, 2004 to October 21, 2004; and
- The Planning Commission held a public hearing and formulated its recommendation to Council on the proposed amendments on October 21, 2004; and

WHEREAS, a SEPA Determination of Nonsignificance was issued on October 21, 2004 in reference to the proposed amendment to the Development Code; and

WHEREAS, the proposed amendment was submitted to the State Department of Community Development for comment pursuant WAC 365-195-820; and

WHEREAS, the Council finds that the amendment adopted by this ordinance is consistent with and implements the Shoreline Comprehensive Plan and complies with the adoption requirements of the Growth Management Act, Chapter 36.70A. RCW; and

WHEREAS, the Council finds that the amendment adopted by this ordinance meets the criteria in Title 20 for adoption of amendments to the Development Code;

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

**Section 1. Amendment.** Shoreline Municipal Code Section 20.50.550(C) is amended as set forth in Exhibit A, which is attached hereto and incorporated herein.

**Section 2. Severability.** Should any section, paragraph, sentence, clause or phrase of this ordinance, or its application to any person or circumstance, be declared unconstitutional or otherwise invalid for any reason, or should any portion of this ordinance be preempted by state or federal law or regulation, such decision or preemption shall not affect the validity of the remaining portions of this ordinance or its application to other persons or circumstances.

**Section 3. Effective Date and Publication.** A summary of this ordinance consisting of the title shall be published in the official newspaper and the ordinance shall take effect five days after publication.

**PASSED BY THE CITY COUNCIL ON JANUARY 24, 2005.**

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Ronald B. Hansen  
Mayor

**ATTEST:**

**APPROVED AS TO FORM:**

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Sharon Mattioli, CMC  
City Clerk

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Ian Sievers  
City Attorney

Date of Publication:  
Effective Date:



## EXHIBIT A

### 20.50.550 Prohibited signs.

C. Off-site identification and signs advertising products not sold on premises.

Exception 20.50.550(C)(1): Off-site signage may be allowed in commercial zones if the Director approves a joint sign package between the owners of two or more adjoining properties sharing common access. In determining the total allowable size for all of the signs in the joint sign package, the Director will use the total area of signs that would be allowed for all of the participating properties as if they were one property. The proposed signs must meet all applicable development standards of this code.

# CITY OF SHORELINE

## SHORELINE PLANNING COMMISSION SUMMARY MINUTES OF REGULAR MEETING

October 21, 2004  
7:00 P.M.

Shoreline Conference Center  
Board Room

### PRESENT

Chair Harris  
Commissioner Sands  
Commissioner McClelland  
Commissioner Phisuthikul  
Commissioner MacCully

### STAFF PRESENT

Tim Stewart, Director, Planning & Development Services  
Andrea Spencer, Senior Planner, Planning & Development Services  
Kirk McKinley, Aurora Corridor Project Manager  
Kim Lehmborg, Planner II, Planning & Development Services  
David Pyle, Planner I, Planning & Development Services

### ABSENT

Vice Chair Piro  
Commissioner Hall  
Commissioner Kuboi

### CALL TO ORDER

The regular meeting was called to order at 7:00 p.m. by Chair Harris, who presided.

### ROLL CALL

Upon roll call by the Commission Clerk, the following Commissioners were present: Chair Harris, Commissioners Sands, McClelland, Phisuthikul and MacCully. Vice Chair Piro, Commissioner Hall and Commissioner Kuboi were excused.

### APPROVAL OF AGENDA

The Commission unanimously approved the agenda as written.

### APPROVAL OF MINUTES

The minutes of September 16, 2004, September 28, 2004 and September 29, 2004 were approved as written. The minutes of September 30, 2004 were approved as changed.

## **GENERAL PUBLIC COMMENT**

There was no one in the audience who desired to address the Commission.

## **STAFF REPORTS**

Mr. Stewart introduced David Pyle, a new City Planner, and advised that he would be working with the Planning Commission in the future. He explained that he had been a Technical Assistant working at the front counter for the past year and has now been promoted to the Planner I position.

### **Type L Legislative Public Hearing on Development Code Amendments**

Chair Harris reviewed the rules and procedures for the public hearing.

#### **Sign Code**

Mr. Stewart provided the staff report for the proposed amendments to the sign code section of the Development Code. He recalled that one of the 38 points identified for the Aurora Project was to work with property owners as the project was developing to minimize impact. As staff has worked with property owners, they have encouraged them to consolidate access points so that some of the curb cuts could be eliminated. As part of this effort, the property owners without street frontage have expressed an interest in moving their signs out onto Aurora Avenue. In addition, there are a number of situations on Aurora Avenue where there are legally existing non-conforming off-premise signs. He advised that the proposed amendment is a result of staff's discussions with private property owners. It would, in effect, allow property owners to consolidate their signs into a single sign package if there were a common access agreement between the property owners.

Mr. Stewart shared an example of how this concept might work. He referred to the properties where the Goldie's Casino and 24-Hour Fitness businesses are located. If the proposed amendment were adopted, these two businesses would be able to develop a common access agreement, and that would permit 24-Hour Fitness to join with Goldie's existing sign on Aurora Avenue. He emphasized that the total amount of signage allowed would not be increased.

Mr. McKinley said the goal of the proposed amendment is to respond to some of the issues the property owners have raised as the City has negotiated for right-of-way. He said the example provided by Mr. Stewart is a good one. He said another example of where this concept could be applied is at the northwest corner of 155<sup>th</sup> Street and Aurora Avenue. The green strip of property in front of the Pizza Hut, Denny's and Dairy Queen is owned by Seattle City Light. The businesses have an arrangement with Seattle City Light to place signs in this right-of-way, but the signs are actually non-conforming at this time. The proposed amendment would allow these property owners to address the non-conforming situation.

Commissioner McClelland inquired if the proposed amendment would be applicable citywide or just along the Aurora Avenue Corridor. Mr. Stewart said the amendment would apply citywide, but only for

those situations where a formal joint access and sign package agreement has been approved. These two agreements would have to be submitted to the City concurrently.

Commissioner McClelland clarified that the proposed amendment would require the signs to comply with all of the allowable sign dimensions. She questioned if there would be some type of limitation on how large a sign could be if numerous properties join together. Mr. Stewart explained that the length of the property frontage is the relative factor that determines signage. Ms. Lehmberg added that the signs would still be subject to the height and size restrictions. She said the intent of the proposed amendment is that the Planning Director would approve consolidated sign proposals, and staff would conduct a design review.

Commissioner McClelland questioned if the City would have the ability to contain a proposed sign structure so that it does not become overwhelming. She also questioned if each sign would have to be proportionate to the allowable structure. Ms. Lehmberg said the City's dimensional requirements are quite restrictive to begin with. She said it would be difficult to imagine a situation where there would be a significant number of properties located behind another a property on a commercial street.

Commissioner MacCully questioned if the signage that exists at Aurora Village, some of which is fairly significant in size, would meet the City's current sign standards. Mr. Stewart said the Aurora Village signage that is on 205<sup>th</sup> Street is over the allowed height limit and has been grandfathered.

Commissioner Sands inquired if each of the businesses in a partnership would be able to have the largest sign allowed by the code, or would they all be required to meet one sign dimension requirement. Ms. Lehmberg said each business would be able to have a sign equal to the size they would be allowed without consolidation. However, the sign must still meet the height requirements. Commissioner Sands inquired if there would be area limitations for the consolidated signs. Ms. Lehmberg said this would be considered as part of the design review. Commissioner Sands said it is also possible that one sign could end up being much larger, area wise, than what an individual property owner could have. Ms. Lehmberg agreed.

Commissioner Sands clarified that the only way the City would be able to regulate the size of the sign would be through the design review process. Mr. Stewart said that, in the past, the staff has allowed deviations from the standard. However, the notion would be to try and consolidate the signs in a tasteful, appropriate manner. Mr. Stewart summarized that the proposed amendment would encourage property owners to work together to provide common access. The benefit of doing this would be the ability to bundle the signs into a common package, as well.

Chair Harris noted that the overall size limitations for the signs would be subjective, since there would be no fixed overall limitation for area. Mr. Stewart pointed out that the maximum size allowed for a single business monument sign is 50 square feet. A sign for consolidated sign for multiple tenants would be allowed up to 100 square feet in size. Commissioner MacCully pointed out that the maximum sign size allowed under the current signage rules is 100 square feet, regardless of the number of tenants. He inquired if the proposed amendment would allow for a sign to be larger than 100 square feet in size. Mr. Stewart answered that the proposed ordinance would limit the size of a consolidated sign to 100

square feet. However, the current ordinance does allow an exception when a sign package is integrated into the architecture of the building, and the proposed ordinance would not change this flexibility.

Commissioner Sands referred to the last three lines of Section 20.50.550.C. He said that, according to the proposed language, if each business were allowed to have a sign up to 50 square feet and there were four businesses, the code would allow a sign up to 200 square feet in size. The result of the proposed amendment could be a sign that is three or four times larger than what is currently allowed. Mr. Stewart explained that there are two important qualifiers that must be considered. First, the proposed amendment would only impact the ability to construct a sign off site. Right now, the City would not allow 24-Hour Fitness to place a sign on Goldie's property. Second, Mr. Stewart pointed out that the sign must meet all applicable development standards. He explained that the staff would look at the two parcels as if they were one. They would add up the variables that allow for increases in signage, such as frontage width, to determine the size of sign that would be allowed. The sign could then be located on the frontage that is most preferential. He said he does not believe the amendment would allow a sign to go beyond the guidance of 100 square feet in size.

Mr. Stewart referred to the table that outlines and describes how large signs can be. It indicates that freestanding signs, monument signs, and shopping center mall signs must advertise more than one business and are limited to a maximum of 100 square feet in size. This same limit would apply if the proposed amendment were approved. Mr. Stewart explained that the current code provides flexibility that allows the director to waive restrictions if an applicant can demonstrate that the signs are an integral part of the architecture and sign design. This flexibility would allow some opportunity for creativity when reviewing integrated sign proposals. He said that the City has allowed exceptions to the sign standards upon occasion, and the proposed amendment would include an exemption that would permit the staff to be flexible when applying the off-site sign requirements.

Commissioner MacCully pointed out that many large projects try to require consolidation of access, since the more access points along a commercial street, the higher the probability for accidents. He said he believes allowing larger signs would be a good trade off for property owners consolidating their access points. He suggested that the issue could be clarified by placing language into the "prohibited signs" section that said something about the 100-square foot limitation.

**Jim Abbott, 16218 – 6<sup>th</sup> Avenue Northwest**, said he is one of the owners of the Gateway Plaza property located between 183<sup>rd</sup> and 185<sup>th</sup> Streets. He explained that his property is considered one parcel but the plans are to develop it into two buildings. He said that they have a current proposal with Seattle City Light for two off-site signs along Aurora Avenue North. There would be one for each building, with multiple tenants advertising on each. He questioned how the proposed amendment would impact his ability to accomplish the necessary signage for each of the buildings on a single site. In addition, Mr. Abbot said it appears that the proposed amendment would be limited to properties that are abutting. However, he noted that the Gateway property does not actually abut with the Seattle City Light property.

Commissioner Phisuthikul asked Mr. Abbot if the two proposed signs would be limited to 100 square feet each. Mr. Abbot said he believes they would be no larger than 100 square feet. He clarified that he

does not plan to provide off-site signage for all of the tenants of the two buildings. He briefly described the proposed design of the two signs.

Commissioner Phisuthikul pointed out that the proposed amendment would allow 100 square feet for each sign. Mr. Stewart clarified that the current sign code would allow a monument sign up to 100 square feet in size plus each tenant would be allowed a wall mounted sign up to 25 square feet in size. Commissioner Phisuthikul summarized that regardless of the number of tenants, the sign size would still be limited to 100 square feet. Mr. Stewart agreed, but he explained that each 150 feet of property frontage is entitled to have one monument sign. Mr. Abbott pointed out that their frontage width is close to 600 feet.

Commissioner McClelland suggested that the proposed amendment and the situation described in Mr. Abbott's letter to the Commission are not related to each other. The amendment is related to a situation where two property owners share an off-site sign. Mr. Abbott's concern is related to one owner having signage for tenants. Mr. Stewart said the difference is where the signs could be located. If the proposed amendment were not adopted, the signs would not be allowed off-site on the Seattle City Light right-of-way. He clarified that if the amendment were approved, Mr. Abbott would have to have a joint agreement with Seattle City Light before the off-site sign would be allowed. Mr. Stewart recalled that there has been some discussion by the owners of the Gateway property about the possibility of obtaining an access easement over Seattle City Light right-of-way. The proposed amendment would permit the sign to be constructed on the right-of-way as part of the joint access effort. Mr. Stewart said the size of the signage would not change as a result of the proposed amendment. The only thing that would change would be the ability to locate the sign off site on the abutting property.

Commissioner McClelland clarified out that the proposed amendment was specifically written for property owners who may have limited or no frontage. The criteria would allow an off-site sign if it meets the development standards, if there is combined frontage, and if one of the property owners has limited access to the street frontage. She said she is still not sure how Mr. Abbott's situation is related to the proposed amendment since his property is under a single-ownership. Mr. Stewart clarified that in Mr. Abbott's case there would be two owners, Mr. Abbott and Seattle City Light. Commissioner McClelland pointed out that Seattle City Light does not have a sign on their property. Mr. Stewart pointed out that, currently, there are signs for existing businesses in the area located within this right-of-way. They are considered pre-existing and non-conforming and would be allowed to continue. Commissioner McClelland pointed out that these signs would be removed when the Gateway property is redeveloped. The Gateway Project would face Aurora Avenue, with the Interurban Trail in front of it. Seattle City Light would continue to own the right-of-way. Therefore, there would be 100 feet of Seattle City Light right-of-way and a portion of Midvale Avenue between Aurora Avenue and the Gateway Project.

Commissioner Sands said that if the Gateway property were two separate parcels with two separate owners, they would be allowed two separate signs, which is exactly what Mr. Abbott is asking for now. The question is whether the City should require him to jump through numerous "hoops" to get two signs or just allow two signs because he is developing two large buildings.

Commissioner MacCully recalled that Mr. Stewart has indicated that monument signs would be limited to 100 square feet in size, but that the size is also driven by the total amount of frontage on the property. That being the case, he pointed out that if the frontage of a property were 600 feet, four monument signs of 100 square feet each would be allowed. Mr. Stewart explained that monument signs are allowed one per street frontage per property if they are at least 150 feet apart. If the frontage were greater than 250 feet, two monument signs would be allowed if the signs were a minimum of 150 feet apart.

Commissioner MacCully said it appears that Mr. Abbott's question is related to whether or not he would be allowed to place his sign off site. Mr. Stewart said that the current sign code would not allow this to happen. In addition, the proposed amendment does not answer whether Mr. Abbott's sign package would be approved. However, if the proposed amendment were approved and Mr. Abbott enters into an agreement with Seattle City Light for joint access, he would also be able to provide a joint sign package on the Seattle City Light right-of-way.

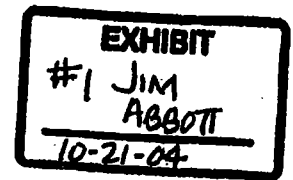
Since the proposed amendment appears to apply to situations that involve public right-of-way, Commissioner McClelland inquired if property owners would be able to enter into an agreement that would allow signs to be placed on City-owned property, as well. Mr. Stewart explained that the proposed amendment would only apply to those cases where a joint access agreement has been worked out. Commissioner Sands said it appears that the amendment could apply to City property, as well. Mr. Stewart agreed, but pointed out that the City would have to enter into an agreement with the property owner.

### Tent City

Mr. Stewart briefly reviewed the staff report for the proposed amendment related to Tent City. He recalled that the issue of "tent city" was discussed by the Commission last year when Ginger Botham suggested that there be a formal notice requirement in place. He explained that, right now, tent cities are allowed under a temporary use permit, with no public notice requirement. However, when Tent City worked with a local church community in the past, they voluntarily reached out to the community by holding neighborhood meetings.

Mr. Stewart advised that after the Planning Commission last reviewed the issue of tent cities, there was a situation in Bothell where a tent city was being proposed by the County government rather than by a local institution. In this case, there was no outreach program. The City Council expressed their concern that a similar situation could occur in Shoreline. Therefore, they suggested that the Planning Commission review the issue again. Staff is now proposing that the ordinance be amended to require formal public notice and outreach for tent city proposals. The proposed amendment would change the use standards so that a tent city would be an indexed use that would require conditional use permit notification. The amendment would also extend the time period for decision making from 15 days to 90 days. Staff believes the proposed amendment would provide sufficient advance notice. The intended outcome is that the sponsoring entity and neighborhood would be able to work together to resolve issues.

Commissioner Sands pointed out that the proposed amendment would require public notice, but there would be no opportunity for public comment. He questioned the purpose of notifying the public if there



# GATEWAY PLAZA TIC

1501 N. 200<sup>TH</sup> STREET  
SHORELINE, WA 98133  
206-533-2191 FAX 206-533-2196

October 18, 2004

Shoreline Planning Commission  
17544 Midvale Avenue N.  
Shoreline, WA 98133

Attn: Lanie Curry

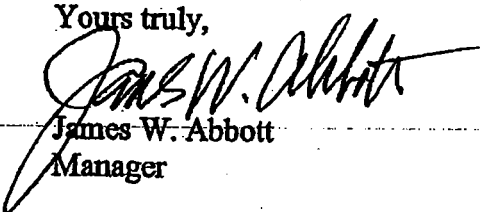
RE: Code Amendment Regarding Off-site Signing

Ladies and Gentlemen:

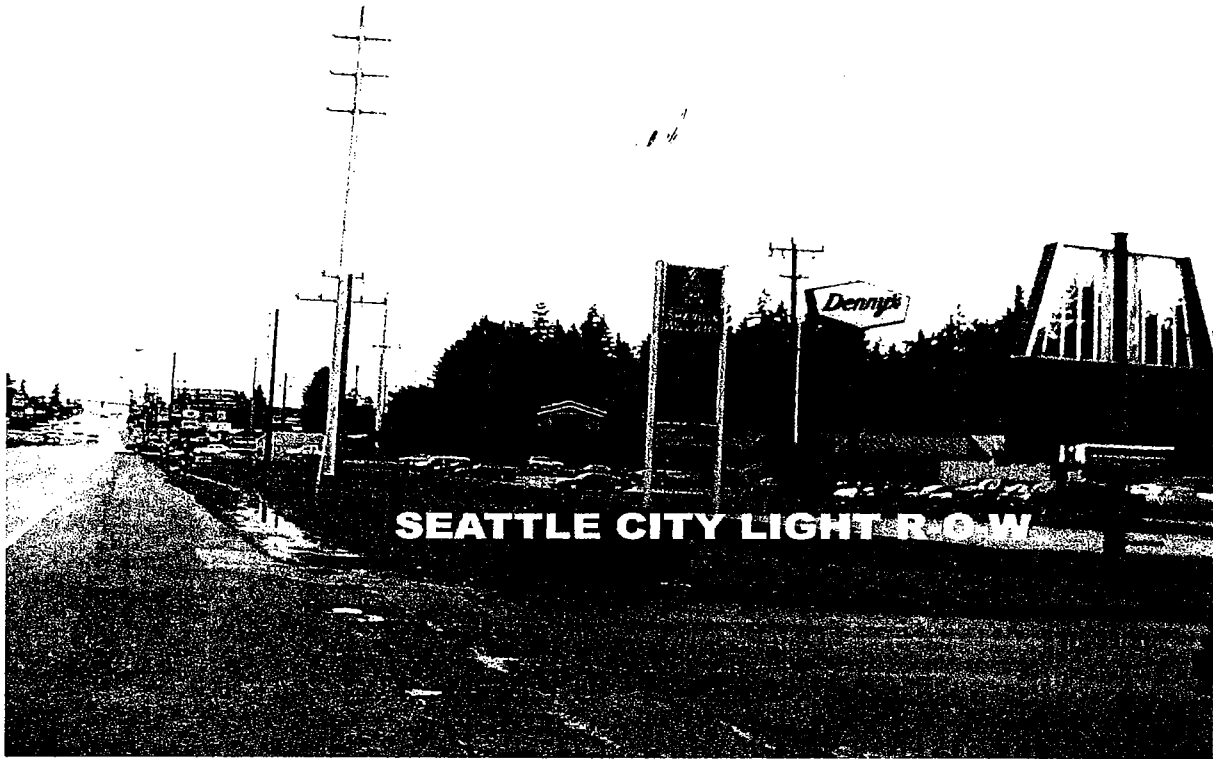
We request a clarification in the proposed amendment to permit a single sign structure on the property abutting Aurora Avenue for each building on the off-Aurora site which occupies a separate business. For example, Gateway Plaza consists of two separate buildings, each of which will house one or more individual businesses. We are requesting two sign structures on the Seattle City Light Right of Way which abuts Aurora Avenue.

Thank you for your consideration.

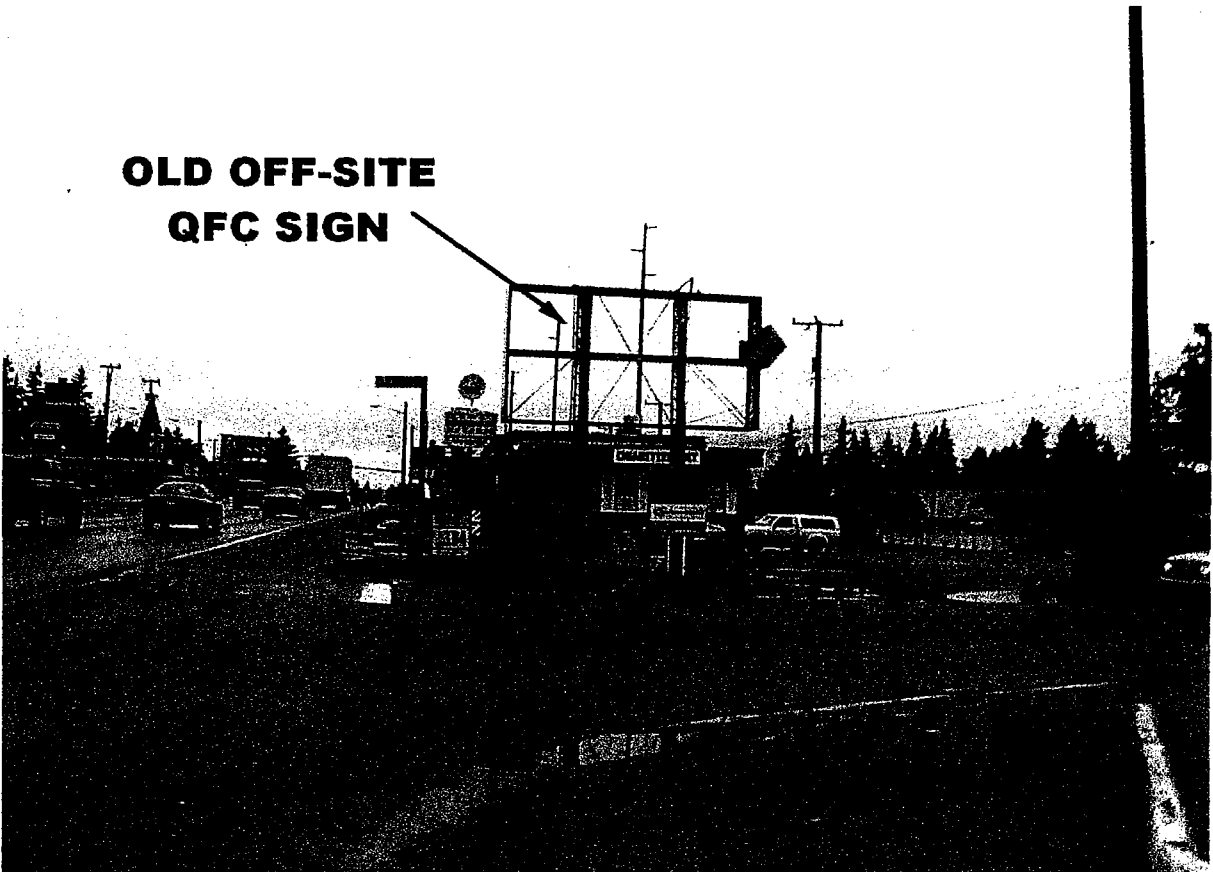
Yours truly,

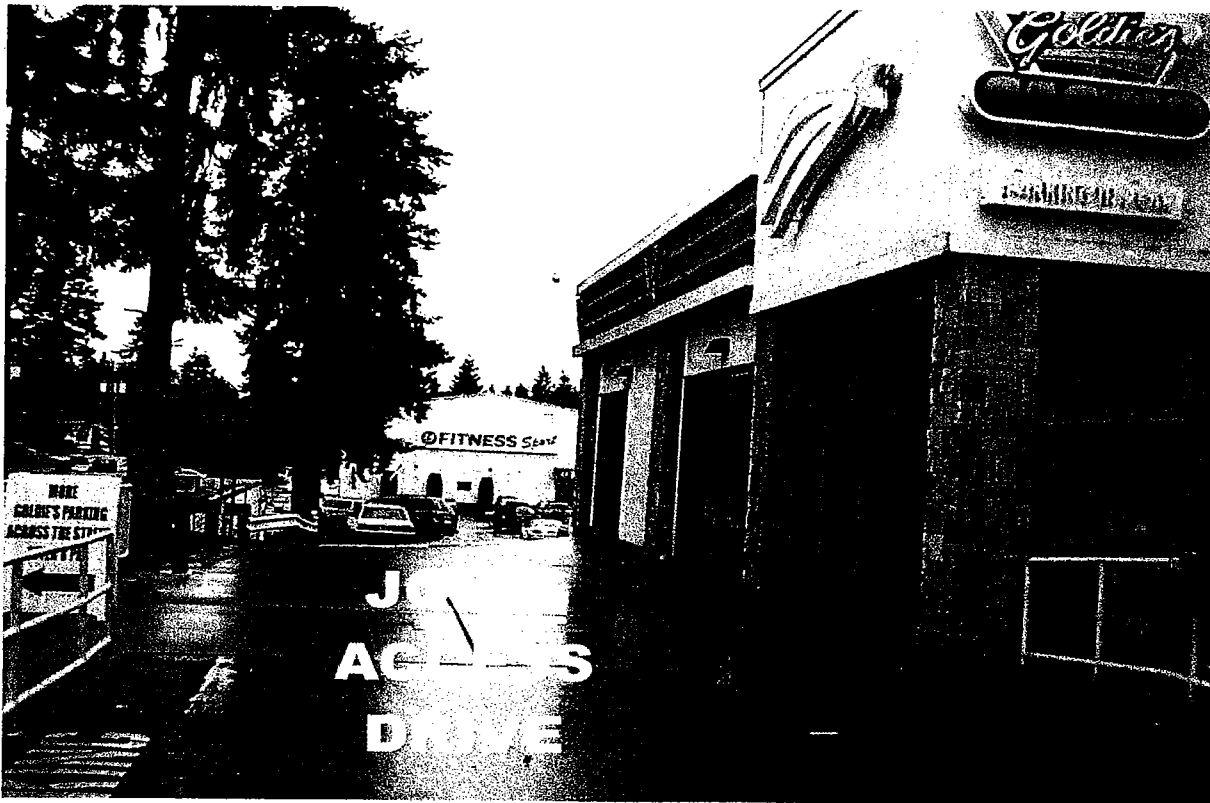
  
James W. Abbott  
Manager





**OLD OFF-SITE  
QFC SIGN**





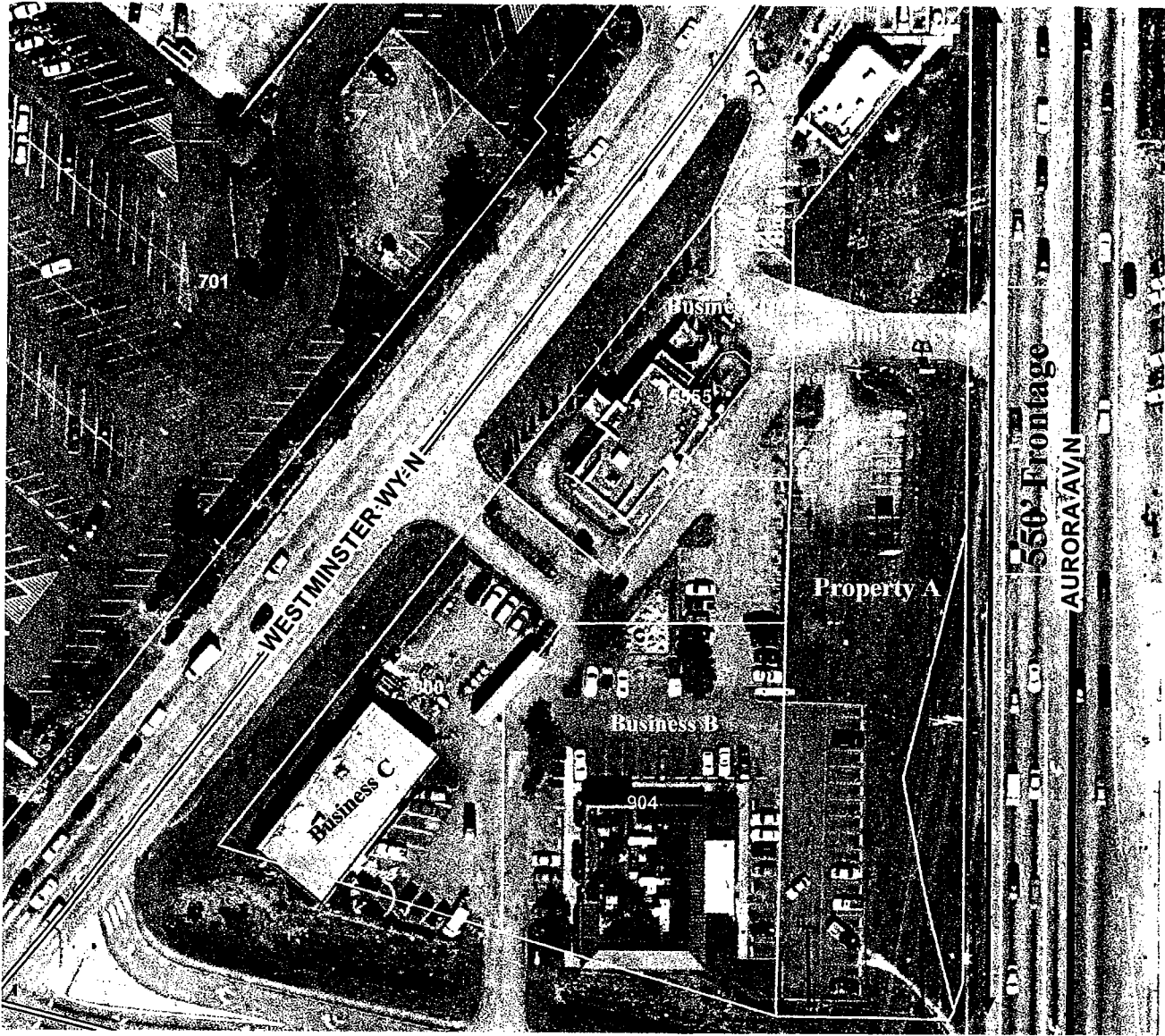
**24—HOUR FITNESS & GOLDIES CASINO**



**EXAMPLE**

With 140 feet of frontage along Aurora, the two properties could share one 50 square foot monument sign. 24-Hour Fitness could also have another sign on the 152nd Street frontage, including signage for Goldies.

*Note: This graphic is for example purposes only. Dimensions shown are approximate.*



EXAMPLE

These properties have common access through Seattle City Light property. The SCL frontage is 550 along Aurora. With a joint sign package, the properties could have two 100 square foot mall type signs along Aurora, spaced 150 feet apart.

The code also allows for signage on each street frontage for the individual properties.

*Note: This graphic is for example purposes only. Distances shown are approximate*

# Signs

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**20.50.530 Purpose.**

The purposes of this subchapter are:

- A. To provide standards for the effective use of signs as a means of identification that enhances the aesthetics of business properties, economic viability, and safety of the commercial districts.
- B. To protect the public interest and safety by minimizing the possible adverse effects of signs on nearby properties, traffic safety, and aesthetic welfare of the City.
- C. To establish regulations for the type, number, location, size, and lighting of signs that are complementary with the building use and harmonious with their surroundings. (Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(A), 2000).

**20.50.535 Thresholds – Required site improvements.**

The purpose of this section is to determine how and when the provisions for site improvement cited in the General Development Standards apply to development proposals. These provisions apply to all multifamily, nonresidential, and mixed-use construction and uses.

Full site improvements are required for parking, lighting, landscaping, walkways, storage space and service areas, and freestanding signs if a development proposal is:

- Completely new development;
- Expanding the square footage of an existing structure by 20 percent; or
- The construction valuation is 50 percent of the existing site and building valuation.

Note: For thresholds related to off-site improvements, see SMC 20.70.030. (Ord. 299 § 1, 2002).

**20.50.540 Sign standards.**

- A. 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.

## B. Table.

Table 20.50.540B – Standards for Signs

property may use a combination of the four types of signs listed below.

	All Residential (R) Zones	NB and O	CB, RB, and I
<b>FREESTANDING SIGNS:</b>			
Maximum Area Per Sign Face	4 sq. ft. monument sign (home-occupation) 25 sq. ft. (nonresidential use, residential subdivision or multifamily development) 32 sq. ft. (schools)	Only Monument Signs are Permitted: 25 sq. ft.	Monument Signs: 50 sq. ft. Shopping Center/Mall Signs: Malls must have more than 1 business, max. 100 sq. ft.
Maximum Height	42 inches	6 feet	20 feet Shopping Center/Mall: 20 feet Monument: 8 feet
Maximum Number Permitted	1 per street frontage	1 per street frontage and 150 ft. apart. Two per street frontage if the frontage is greater than 250 ft. and each sign is minimally 150 ft. apart from other signs.	1 per street frontage per property and 150 ft. apart.
Illumination	External only: Maximum 6 feet from the sign display	Permitted	
<b>BUILDING-MOUNTED SIGNS:</b>			
Maximum Sign Area	Same as for Freestanding Signs	25 sq. ft. (each tenant) Building Directory 10 sq. ft. 25 sq. ft. for building name sign. See Figure 20.50.580.	
Canopy or Awning	Sign shall be maximum 25% of the canopy vertical surface Note: Counts toward total allowable signage.		
Maximum Height (ft.)	Not to extend above the building parapet, eave line of the roof, or the windowsill of the second floor, whichever is less.		
Number Permitted	1 per street frontage	1 per business located on street frontage Note: One building-mounted sign per facade facing street frontage or parking lot.	
Illumination	External illumination only	Permitted	Permitted
<b>PROJECTING SIGNS FROM A BUILDING:</b>			
Maximum Sign Area	6 sq. ft. Nonresidential uses, schools, residential subdivision or multifamily development	12 sq. ft.	
Minimum Clearance from Grade	9 feet		
Maximum Height (ft.)	Not to extend above the building parapet, eave line of the roof, or the windowsill of the second floor, whichever is less.		
Number Permitted	1 per street frontage		1 per business located on street frontage

	All Residential (R) Zones	NB and O	CB, RB, and I
<b>DRIVEWAY ENTRANCE/EXIT:</b>			
Maximum Sign Area	4 sq. ft. Nonresidential uses, schools, residential subdivision or multifamily development	4 sq. ft.	
Maximum Height	42 inches		
Number Permitted	1 per driveway		

*Exception 20.50.540(B)(1): If the applicant demonstrates that signs are an integral part of the architecture and site design, the Director may waive the above restrictions.*

- C. 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 example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted.
- D. Window signs are permitted to occupy maximum 25 percent of the total window area.
- E. Street numbers should be installed on all buildings and will not be counted towards the permitted sign area.
- F. Freestanding signs under six feet in height can be at the property line without overhanging sidewalks or blocking sight distance requirements. All other signs must meet building setback requirements.
- G. All externally illuminated signs shall shield adjacent properties from direct lighting. (Ord. 352 § 1, 2004; Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(B), 2000).

### **20.50.550 Prohibited signs.**

- A. Spinning devices; flashing lights; pennants.

*Exception 20.50.550(A)(1): Traditional barber signs allowed only in NB, O, CB, RB and I zones.*

- B. Portable signs.

*Exception 20.50.550(B)(1): One sidewalk sandwich board sign per business allowed only in NB, O, CB, RB and I zones and must be located next to the curb edge of a sidewalk in such manner so not to interfere with the opening of parking car doors. An unobstructed passage of 48 inches shall be maintained for wheelchair travel on a sidewalk.*

- C. Off-site identification and signs advertising products not sold on premises.
- D. Outdoor advertising signs (billboards).
- E. Signs mounted on the roof. (Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(C), 2000).



**20.50.560 Site-specific sign standards – Monument signs.****A. Location.**

- Minimum Distance From Existing or Planned Public Sidewalk or Public Right-of-Way, Whichever is Closest to the Sign: zero feet if under six feet in height, five feet if over six feet in height.
- Distance from Interior Property Line: 20 feet. If this setback not feasible, the Director may modify the requirement, subject to the approval of a signage plan.

**B. Mounting.** Solid base under at least 75 percent of sign width. Must be double-sided if the back is visible from the street.**C. Landscaping.** Low shrubs or floral displays. Provide a perimeter strip at least two feet wide around the base of the sign or a four-foot-wide strip of lawn or an alternate landscaping scheme as approved. (Ord. 352 § 1, 2004; Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(D-1), 2000).**20.50.570 Site-specific sign standards – Shopping center/mall type signs in CB, RB, and I Zones.**

Site must be occupied by more than one business and have at least 250 linear feet of frontage. Sites occupied by only one business may have a mall-type sign when a monument sign would interfere with safe visibility as designated in SMC 20.50.540. A specific shopping center/mall signage plan is mandatory. The submittal requirements are available from the department.

**A. Location.**

- Minimum Distance From Public Right-of-Way: five feet.
- Distance from Property Line: 20 feet. Minimum distance from interior property line: 20 feet. If this setback not feasible, the Director may modify the requirement, subject to the approval of a signage plan.

**B. Mounting.** Single-post mounting is discouraged unless the post is an architectural feature reflecting the architecture of building(s) or other site elements.

- C. **Landscaping.** Planting bed with small trees, shrubs, and/or floral displays, provided there is at least 50 square feet of landscaped area with trees, bushes, flowers, shrubs, or 100 square feet of lawn.

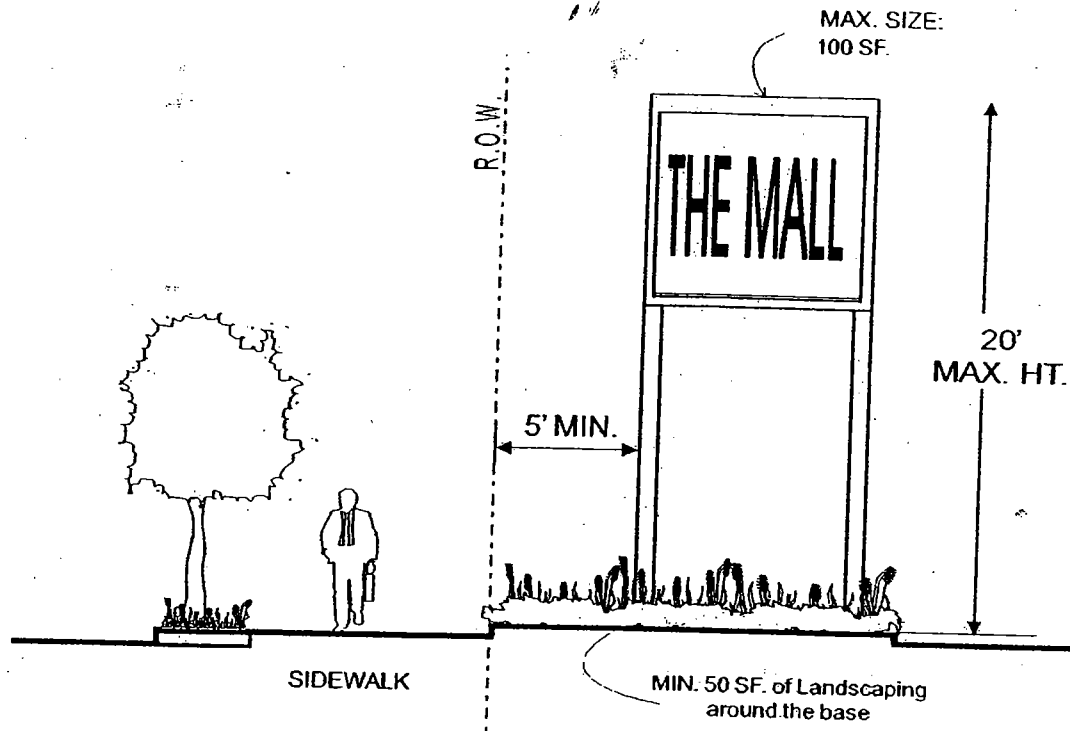


Figure 20.50.570: Mall Sign.

(Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(D-2), 2000).

### 20.50.580 Multi-tenant sign bonus and guidelines.

Tenant signs in multiple tenant buildings must be similar in mounting location, configuration, materials, and construction.

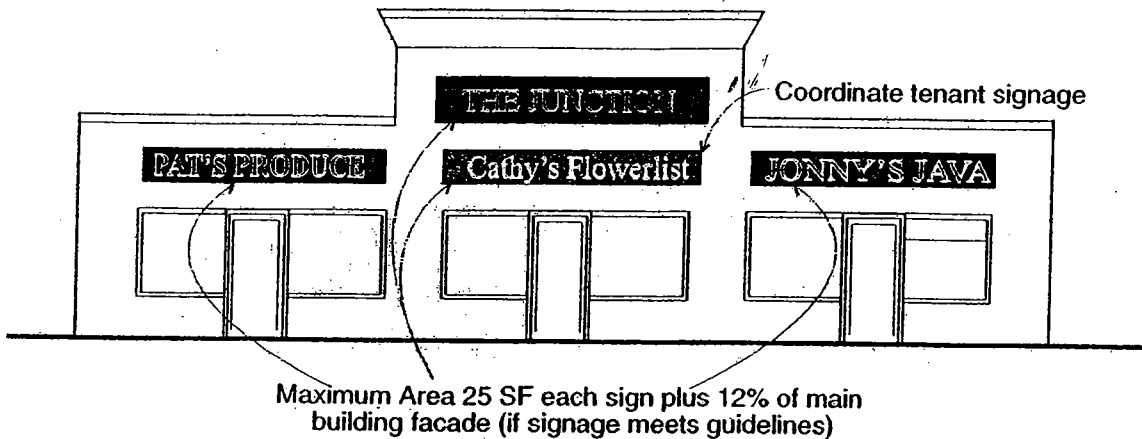


Figure 20.50.580: Building-Mounted Sign.

(Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(D-3), 2000).

### 20.50.590 Nonconforming signs.

- A. Nonconforming signs shall not be structurally altered without being brought to compliance with the requirements of this Code.
- B. Outdoor advertising signs (billboards) now in existence are declared nonconforming and may remain subject to the following restrictions:
  1. Shall not be increased in size or elevation, nor shall be relocated to another location.
  2. Shall be kept in good repair and maintained in a neat, clean, attractive, and safe condition. Grounds surrounding a billboard shall be kept free of debris, litter, and unsightly vegetation.
  3. **Removal.** Any outdoor advertising sign not meeting this Code shall be removed within 30 days of the date when an order by the City to remove such sign is given. (Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(E), 2000).

### 20.50.600 Temporary signs.

Temporary signs are allowed subject to a temporary use permit; and provided, that no more than one such permit shall be issued at any time per business occupancy, nor shall more than four such permits be issued to any one business during any 12-month period. (Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(F), 2000).

**20.50.610 Exempt signs.**

- A. Historic site markers or plaques, gravestones, and address numbers.
- B. Signs required by law, including but not limited to:
  - 1. Official or legal notices issued and posted by any public agency or court; or
  - 2. Traffic directional or warning signs.
- C. 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, which are nonilluminated, and which do not exceed four square feet in surface area.
- D. 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.
- E. State or Federal flags.
- F. Religious symbols.
- G. The flag of a commercial institution, provided no more than one flag is permitted per business premises; and further provided, the flag does not exceed 20 square feet in surface area.
- H. Neighborhood identification signs with approved placement and design by the City.
- I. Neighborhood and business blockwatch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.
- J. Plaques, signs or markers for landmark tree designation with approved placement and design by the City.
- K. Existing signs that only replace the copy face and do not alter the size or structure of the existing sign.
- L. Real estate signs for single-family residences.
- M. City-sponsored event signs up for no more than two weeks.
- N. Gateway signs constructed in compliance with the Gateway Policy and Guideline Manual. (Ord. 319 § 1, 2003; Ord. 299 § 1, 2002; Ord. 238 Ch. V § 8(G), 2000).

**20.50.550 Prohibited signs.**

- C. Off-site identification and signs advertising products not sold on premises.  
Exception 20.50.550(C)(1): Off-site signage may be allowed in commercial zones if the Director approves a joint sign package between the owners of two or more adjoining properties sharing common access from a commercial street. In determining the total allowable size for all of the signs in the joint sign package, the Director will use the total area of signs that would be allowed for all of the participating properties if they were not proposing a joint sign package. The proposed signs must meet all applicable development standards of this code.

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