

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Adoption of Ordinance No. 712 - Aurora Square Community Renewal Area Sign Code Amendment
DEPARTMENT:	Economic Development
PRESENTED BY:	Dan Eernisse, Economic Development Manager
ACTION:	<input checked="" type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

Council designated a 70-acre area around the Sears, Central Market, and the WSDOT development as the Aurora Square Community Renewal Area (CRA) in September, 2012. By designating the CRA, Council established that economic renewal is in the public interest, and that City resources can be justifiably utilized to encourage renewal. Subsequently, Council adopted the CRA Renewal Plan to guide City renewal efforts by identifying projects designed to make businesses function better, adding new businesses and residents, and having a positive spillover impact on the entire City.

One of the city-led renewal projects the CRA Renewal Plan identified to spur private development was to “Re-brand Aurora Square and construct iconic signage” Tonight Council will continue its discussion from July 13, 2015 that seeks to implement this goal by amending the City’s sign code in the CRA through proposed Ordinance No. 712.

RESOURCE/FINANCIAL IMPACT:

The 2014 budget included \$125,000 for consultant services to help staff create the Aurora Square CRA Planned Action and the Sign Code Amendment. Additional funding from the Promoting Shoreline funding will create a branding and master signage package to complement the Sign Code Amendment. Once adopted, administering the Sign Code Amendment does not represent a significant financial impact.

RECOMMENDATION

Staff recommends that Council adopt proposed Ordinance No. 712 amending the CRA Sign Code.

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

BACKGROUND

Council designated a 70-acre area around the Sears, Central Market, and WSDOT development as the Aurora Square Community Renewal Area (CRA) in September, 2012. By designating the CRA, Council established that the public's interest is served through economic renewal and that City resources can therefore be justifiably utilized to encourage renewal. Subsequently, Council adopted the CRA Renewal Plan to guide City renewal efforts by identifying projects designed to make businesses function better, to add new businesses and residents, and to have a positive spillover impact on the entire City. The CRA Renewal Plan identified various projects to spur private development, including adoption of a Planned Action Ordinance based on an Environmental Impact Statement (EIS) and a city-led effort to "Re-brand Aurora Square and construct iconic signage"

The Planned Action EIS process provides detailed environmental analysis during formulation of planning proposals rather than at the project permits review stage. In the case of signage, the EIS studied the impacts of exceptional signage in the CRA that would draw together the property owners and support uses such as an entertainment district.

As proposed, the CRA Sign Code Amendment will help renew Aurora Square by enhancing the signage that businesses can have on buildings and along frontages, by providing the property owners with its first signage design guidelines, by requiring implementation of the design guidelines by a date certain, and by allowing pylon, monument and way-finding signage to list businesses throughout the CRA lifestyle center area.

Below is a description of the Aurora Square CRA process to date:

- In September of 2012, Council designated the 70-acre Aurora Square CRA, and thereby established that the public interest is served by economic renewal in Aurora Square.
- In mid-2013, the Aurora Square CRA Renewal Plan was adopted. The CRA Renewal Plan identified 10 representative renewal projects that the City could accomplish itself or partner with others to accomplish. Creating a CRA Planned Action was one of the projects, as it would lower the cost, reduce the time, and increase the predictability of development.
- Later in 2013, Council adopted the 2014 budget which included \$125,000 for consultant services to help staff create the Aurora Square CRA Planned Action.
- In 2014, two consultants were engaged: KPG studied transportation and surface water mitigation, and BERK assisted with the Planned Action Environmental Impact Statement (EIS) process.
- The Aurora Square CRA Draft EIS (DEIS) was published on December 12, 2014, beginning a 30-day comment period.
- On December 18, 2014, a required community meeting using an open house format was held at City Hall. Following the community meeting, staff introduced the DEIS to the Planning Commission at its regularly scheduled meeting.
- On January 12, 2015, the 30-day DEIS comment period ended.

- On January 29, 2015, the required public hearing was held before the Planning Commission, but due to technical issues it was not recorded. Therefore, the public hearing needed to be repeated and the comment period was extended to March 19, 2015.
- On March 3, 2015, a second public hearing for March 19, 2015, was noticed.
- On March 19, 2015, the Planning Commission held its first video-recorded meeting with a public hearing for the Aurora Square CRA DEIS. The Planning Commission considered public comments made during the comment period, heard the staff presentation and recommendation, and made a unanimous recommendation to Council to proceed with the Preferred Alternative.
- On June 8, 2015, Council held its first discussion of the Aurora Square CRA Planned Action Ordinance No. 705 as well as the CRA Sign Code Amendment, proposed Ordinance No. 712.
- On July 13, 2015, Council held its second discussion of proposed Ordinance Nos. 705 and 712 and directed staff to publish the Aurora Square CRA Planned Action FEIS and to bring both ordinances back to Council for adoption.

The staff report for the June 8, 2015 Council discussion, including the CRA Renewal Plan and CRA Planned Action DEIS, can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2015/staffreport060815-8a.pdf>.

The staff report for the July 13, 2015 Council discussion can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2015/staffreport071315-9a.pdf>.

DISCUSSION

The proposal to amend the sign code for the Aurora Square CRA through proposed Ordinance No. 712 (Attachment A) was recommended by the Planning Commission. The overall goal of the sign code amendment is to help renew Aurora Square businesses by accomplishing three sub-goals:

1. **Create cohesiveness.** Aurora Square's multiple property owners have never adopted a master sign plan or branding package that allowed the shopping center to look and function well as a cohesive whole. Proposed Ordinance No. 712 establishes that the City will establish CRA signage design guidelines and that future signage in the CRA will have to comply with these guidelines. Furthermore, it requires the removal of existing pylon signs and installation of new pylon, monument and way-finding signs.
2. **Allows area-wide advertising.** Under the City's current sign code, signs advertising a business on a different parcel than it is located are considered prohibited billboards. As a result, Aurora Square's multiple property owners have poorly placed and ineffective signs. By allowing Aurora Square businesses to advertise anywhere within the Aurora Square CRA while shaping how those signs look and function, the sign code amendment allows Aurora Square

businesses to advertise as they would in a single-ownership property. In addition, proposed Ordinance No. 712 provides City-sponsored and community events such as the Shoreline Farmers Market more flexibility in temporary signage.

3. **Better entrance signage on frontages.** The sign code amendment will also allow Aurora Square to construct three pylon signs that contain Electronic Message Centers (EMC) at entry points to the center; one each on Aurora Avenue N, N 160th Street, and Westminster Way N. The improved center signage and strategic gateway locations will be especially useful to the lifestyle center once large multifamily buildings are built that further block sight lines to the center.

Definitions

The following are a list of the terms used in this discussion and the definitions that will apply in the CRA. When appropriate, the prefix “CRA” is added to types of signs that are allowed throughout the City to reduce confusion and to communicate to staff and applicants that these specific standards and definitions apply only within the Aurora Square CRA.

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 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.
CRA Under-Awning Sign	A sign suspended below a canopy, awning or other overhanging feature of a building.
CRA Way-finding 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.

Design Guidelines for a Center

A master sign program sets standards for all businesses within the center, and they are commonplace in centers with single ownership. Proposed Ordinance No. 712 would require that a CRA Signage Design Guideline packet be established that specifies a common center identity and include a common name along with design specifications that designate common colors, taglines, font and usage.

As the discussion on Aurora Square signage progressed, it became clear that the City could facilitate renewal of the CRA by creating and adopting the initial CRA Signage Design Guideline. As part of the Promoting Shoreline effort, staff already is guiding an on-going, funded effort to brand Aurora Square that includes a paradigm signage package. Therefore, if proposed Ordinance No. 712 is adopted, staff will, unless Council directs otherwise this evening, present the new signage packet to the Planning Commission for approval and adoption as the initial CRA Signage Design Guideline. Aurora Square property owners would be able to make future changes to the CRA Signage Design Guidelines through Planning Commission action.

The CRA Signage Design Guidelines will guide all new pylon, monument, or way-finding sign installation. Proposed Ordinance No. 712 applies to:

- All content on the **CRA Way-finding Sign Posts** within the site so that shoppers will – as one does in a mall – see the same look directing them around the site. Business names shall be on one color, but may be written in trademarked fonts. Logos and business colors may not be used.
- All content on the **CRA Monument Signs**. Because Aurora Square has many entrances, these entry markers provide clear indication that one is entering the same center from N 160th Street as one enters from Westminster Way N. At least 50% of the sign displays the CRA Lifestyle Center’s common name. Business names, if displayed, shall be on one color, but may be written in trademarked fonts. Logos and business colors may not be used.
- At least 25% of the **CRA Pylon Signs** shall be used to display the CRA Lifestyle Center’s common name. In order to provide faster recognition for drivers, individual businesses, if displayed, are allowed to use their trademarked colors to display their names. Again, no logos are allowed.
- No common design standards would be placed on the **CRA Building Mounted Signs** or the **CRA Under-awning Signs**. However, any use of the CRA Lifestyle Center’s common name shall be controlled by the CRA Design Guidelines in temporary signage or advertising.

CRA Lifestyle Center

In both staff reports and presentations from June 8, 2015, and July 13, 2015, staff referred to the area that the CRA Sign Code Amendment will apply as the “CRA Retail Center.” After further consideration, staff elected to change the name of this area to the “CRA Lifestyle Center” to better reflect the visionary and inter-related retail, service, and residential uses reflected in the CRA Renewal Plan rather than the historic retail-only use of the area. Similarly, the three strategic street frontages were changed from “CRA Retail Frontages” to “CRA Lifestyle Frontages.”

Electronic Messaging Centers (EMCs)

EMCs were discussed at length during both the June 8, 2015, and July 13, 2015 Council discussions. At the July 13, 2015 Council meeting, staff received guidance to propose that EMCs be monochromatic, hold messages for ten (10) seconds, have dissolves between messages, and automatically dim in low light according to industry standards.

Staff was instructed by Councilmember Hall to prepare the following amendment to the proposed sign code development regulations (SMC 20.50.620.E.7.f) which lengthens the EMC message hold time:

Proposed Amendment - I move to amend Section 20.50.620.E.7.f of Exhibit A to Ordinance No. 712 by changing the EMC message hold time from ten (10) seconds with dissolve transitions to twenty (20) seconds with dissolve transitions.

CRA Pylon Signs

Similarly, CRA Pylon Signs were discussed at length at both Council discussions. Staff received guidance to propose that when individual businesses are displayed on CRA Pylon Signs, such businesses shall be allowed to use their trademarked colors to display their names, but that no business logos be allowed.

Staff was also instructed by Councilmember Roberts to prepare the following two amendments that affect the CRA Pylon Sign number and locations stated in sign code regulations (SMC 20.50.620.E.8):

Proposed Amendment #1 - I move to amend Section 20.50.620.E.8 of Exhibit A to Ordinance No. 712 by changing the maximum number of allowed pylon signs from three (3) to four (4) pylon signs with one (1) sign allowed on the N 160th Street CRA Lifestyle Frontage, one (1) sign allowed on the Westminster Way N CRA Lifestyle Frontage, and two (2) signs allowed on the Aurora Avenue N CRA Lifestyle Frontage.

Proposed Amendment #2 - I move to amend Section 20.50.620.E.8 of Exhibit A to Ordinance No. 712 by adding a provision in regards to CRA Pylon Signs that limits their location to area on the CRA Lifestyle Frontages that are directly across from properties with Mixed Business (MB) zoning.

Facilitating Implementation

In order to facilitate the implementation of the cohesive sign package represented in proposed Ordinance No. 712 and to avoid the stifling inactivity that prompted the designation of the CRA, Council provided direction at its July 13, 2015 meeting to require the property owners to implement proposed Ordinance No. 712.

Therefore, the proposed CRA Sign Code Amendment requires that the four existing non-conforming pylon signs be removed by property owners in two years. Staff has designated September 1, 2017 as the effective date of this requirement. In addition, Council provided direction to require that three new pylon, three new monument, and twelve new internal way-finding signs that conform to the CRA Signage Design Guidelines be installed by the same date, September 1, 2017. Based on the preference stated by some Councilmembers and the stated preference of the Sears property, staff included a provision in the proposed amendment that allows the City Manager to grant up to a one-year extension on the installation of the new signage. The extension would be allowed to accommodate active or planned construction. No extension is allowed on the removal of the non-conforming signs.

RESOURCE/FINANCIAL IMPACT

The 2014 budget included \$125,000 for consultant services to help staff create the Aurora Square CRA Planned Action and the Sign Code Amendment. Additional funding from the Promoting Shoreline funding will create a branding and master signage package to complement the Sign Code Amendment. Once adopted, administering the Sign Code Amendment does not represent a significant financial impact.

RECOMMENDATION

Staff recommends that Council adopt proposed Ordinance No. 712 amending the CRA Sign Code.

ATTACHMENTS

Attachment A: Proposed Ordinance No. 712

Attachment A, Exhibit A: Proposed CRA Sign Code Development Regulations

ORDINANCE NO. 712

AN ORDINANCE OF THE CITY OF SHORELINE AMENDING THE UNIFIED DEVELOPMENT CODE, SHORELINE MUNICIPAL CODE TITLE 20, CHAPTER 20.50 SUBCHAPTER 8 SIGNS.

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 (GMA), Chapter 36.70A RCW; and

WHEREAS, the City has adopted a Comprehensive Plan and a Unified Development Code, Shoreline Municipal Code (SMC), Title 20, to implement the Comprehensive Plan; and

WHEREAS, pursuant to RCW 36.70A.040, the City is required to adopt development regulations to implement the Comprehensive Plan; and

WHEREAS, the City designated the Aurora Square Community Renewal Area in September 2012; and

WHEREAS, pursuant to the State Environmental Policy Act (SEPA), RCW 43.21C, the City adopted Ordinance No. 705 designating the redevelopment of Aurora Square as a Planned Action; and

WHEREAS, the Planning Commission, after required public notice, held a public hearing on January 29, 2015 and, due to technical difficulties, held a second public hearing on March 19, 2015, which considered modifications to the SMC related to the redevelopment of Aurora Square, reviewed the public record, and made a recommendation to the City Council; and

WHEREAS, the City Council, after required public notice, held a study session on June 8, 2015 which considered the modifications to the SMC related to the redevelopment of Aurora Square, including changes to the City's sign code, reviewed the Planning Commission's recommendation and the entire public record; and

WHEREAS, the City has determined that modifications to SMC 20.50 Subchapter 8 Signs will provide for a more cohesive master sign program for Aurora Square that will facilitate successful economic development of the area; 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 amendments to SMC Title 20;

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

Section 1. Amendment of the Unified Development Code, SMC Title 20. The amendments to the Unified Development Code, SMC Chapter 20.50, Subchapter 8 Signs attached hereto as Exhibit A are adopted.

Section 2. 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 other person or situation.

Section 3. Effective Date. 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 AUGUST 10, 2015.

Shari Winstead
Mayor

ATTEST:

APPROVED AS TO FORM:

Jessica Simulcik Smith
City Clerk

Margaret King
City Attorney

Date of Publication: _____

Effective Date: _____

Attachment A – Exhibit A

ORDINANCE NO. 712

Sign Code Development Regulations – Aurora Square CRA

SMC 20.50.532 Permit required.

E. Applications for property located within the Aurora Square Community Renewal Area, as defined by Resolution 333, shall be subject to SMC 20.50.620.

SMC 20.50.620 Aurora Square Community Renewal Area Sign Standards.

A. Purpose. The purposes of this subsection 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.

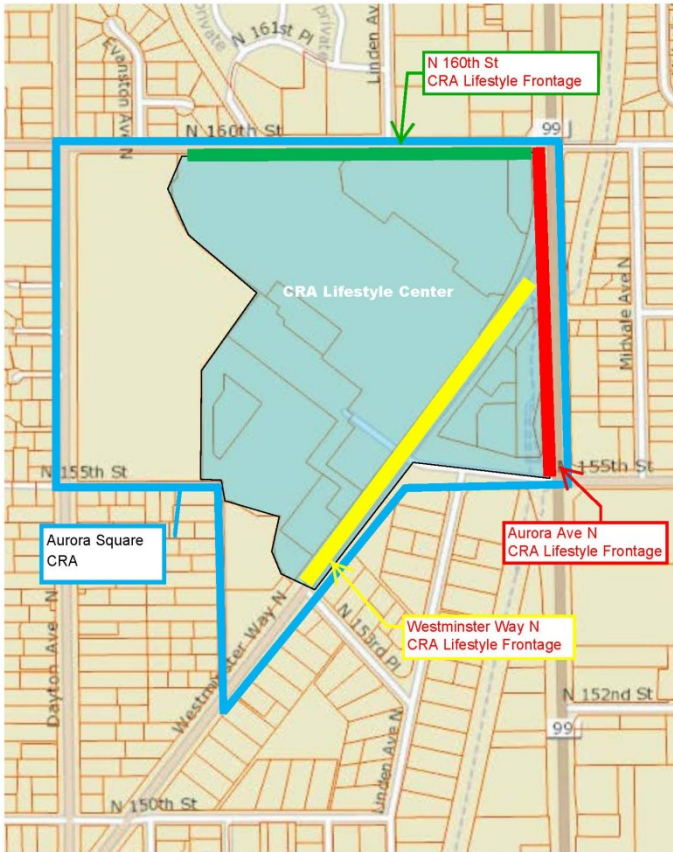
2. To provide a cohesive and attractive public image of the Aurora Square Community Renewal Area lifestyle center.

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 subsection apply.

Map 20.50.620.B—Aurora Square CRA



C. Definitions. The following definitions apply to this subsection:

<p><u>CRA</u></p>	<p><u>Aurora Square Community Renewal Area, as defined by Resolution 333, the Aurora Square Community Renewal Area Plan, and SMC 20.50.620.B Map.</u></p>
<p><u>CRA Building-Mounted Sign</u></p>	<p><u>A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.</u></p>
<p><u>CRA Monument Sign</u></p>	<p><u>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</u></p>

	<u>on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.</u>
<u>CRA Pylon Sign</u>	<u>A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.</u>
<u>CRA Lifestyle Center</u>	<u>That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as inter-related retail, service, and residential use.</u>
<u>CRA Lifestyle Frontage</u>	<u>That sections of the streets that directly serves and abuts the CRA Lifestyle Center. The three CRA Lifestyle Frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.</u>
<u>CRA Signage Design Guidelines</u>	<u>The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used throughout the CRA Lifestyle Center.</u>
<u>CRA Under-Awning Sign</u>	<u>A sign suspended below a canopy, awning or other overhanging feature of a building.</u>
<u>CRA Way-finding Sign Post</u>	<u>A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.</u>
<u>Electronic Message Center (EMC)</u>	<u>A sign with a programmable, changeable digital message.</u>
<u>Portable Sign</u>	<u>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.</u>
<u>Temporary Sign</u>	<u>A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.</u>
<u>Window Sign</u>	<u>A sign applied to a window or mounted or suspended directly behind a window.</u>

D. Permit Required.

1. Except as provided in this subsection, 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 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 shall conform to the CRA Signage Design Guidelines. For all other types of signs, if an applicant seeks to depart from the standards of this subsection, 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 one hundred dollars 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 private signs 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 shall use rectangular areas that enclose each portion of the signage such as words, logos, graphics, and symbols other than non-illuminated background. 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.

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 Signage Design Guidelines. Design and content of the CRA Pylon, CRA Monument, and CRA Wayfinding Sign Posts shall conform to the 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 CRA Lifestyle Center shall comply with the CRA Signage Design Guidelines.

7. Illumination. Where illumination is permitted per Table 20.50.620.E7 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 ten (10) seconds with dissolve transitions. 10% of each hour shall advertise civic, community, educational, or cultural events.
- g. 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.

<u>Table 20.50.620.E.8 Sign Dimensions</u>	
<u>CRA MONUMENT SIGNS</u>	
<u>Maximum Sign Copy Area</u>	<u>100 square feet. The Monument Sign must be double-sided if the back of the sign is visible from the street.</u>
<u>Maximum Structure Height</u>	<u>Eight (8) feet.</u>
<u>Maximum Number Permitted</u>	<u>Two (2) per driveway.</u>
<u>Sign Content</u>	<u>At least 50% of the Sign Copy Area shall be used to identify the CRA Lifestyle Center. Individual business names, if shown, shall not include logos and shall be a single common color conforming to the CRA Signage Design Guidelines.</u>
<u>Location</u>	<u>At any driveway to a CRA Lifestyle Frontage.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>Mandatory Installation</u>	<u>At least one (1) monument sign shall be installed at each of three (3) vehicle entries to the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.</u>

<u>CRA WAY-FINDING SIGN POSTS</u>	
<u>Maximum Sign Copy Area</u>	<u>Two (2) square feet per business name; no limit on number of businesses displayed.</u>
<u>Maximum Structure Height</u>	<u>Ten (10) feet.</u>
<u>Maximum Number Permitted</u>	<u>No limit.</u>
<u>Sign Content</u>	<u>Individual business names shall not include logos and shall be in a single common color conforming to the CRA Signage Design Guidelines.</u>
<u>Location</u>	<u>Anywhere in the CRA Lifestyle Center.</u>
<u>Illumination</u>	<u>Not permitted.</u>
<u>Mandatory Installation</u>	<u>At least twelve (12) CRA Way-finding Sign Posts shall be installed in the CRA Lifestyle Center by September 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction within the center.</u>
<u>CRA PYLON SIGN</u>	
<u>Maximum Sign Copy Area</u>	<u>300 square feet.</u>
<u>Maximum Structure Height</u>	<u>25 feet.</u>
<u>Maximum Number Permitted</u>	<u>Three (3) pylon signs are allowed.</u>
<u>Sign Content</u>	<u>At least 25% of the Sign Copy Area shall be used for identification of the CRA Lifestyle Center. Up to 50% of the Sign Copy Area may be used for a monochromatic Electronic Message Center (EMC). Individual business names, if shown, shall not include logos but may include any color.</u>
<u>Location</u>	<u>One sign can be located on each of the CRA Lifestyle Frontages.</u>

<u>Illumination</u>	<u>Permitted.</u>
<u>Mandatory Installation</u>	<u>Three (3) CRA Pylon Signs shall be installed by July 1, 2017. An extension of up to one (1) year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.</u>
<u>CRA BUILDING-MOUNTED SIGN</u>	
<u>Maximum Sign Copy Area</u>	<u>Maximum sign area shall not exceed 15% of the tenant fascia or a maximum of 500 square feet, whichever is less.</u>
<u>Maximum Structure Height</u>	<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>
<u>Number Permitted</u>	<u>The sign area per business may be distributed into multiple signs provided that the aggregate sign area is equal to or less than the maximum allowed sign area.</u> <u>Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting shall not exceed 10 percent of tenant's allotted wall sign area.</u>
<u>Illumination</u>	<u>Permitted.</u>
<u>CRA UNDER-AWNING SIGNS</u>	
<u>Maximum Sign Copy Area</u>	<u>12 square feet.</u>
<u>Minimum Clearance from Grade</u>	<u>Eight (8) feet.</u>
<u>Maximum Structure Height</u>	<u>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.</u>
<u>Number Permitted</u>	<u>One (1) per business entrance.</u>
<u>Illumination</u>	<u>External only.</u>

9. Window Signs. Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if non-illuminated 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 signs per business;

b. Must contain the business' name and may 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.

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 SMC 20.50.660(I).

3. Outdoor off-premises advertising signs (billboards).

4. Signs mounted on the roof.

5. Inflatables.

6. Signs mounted on vehicles.

G. Nonconforming Signs.

1. All pylon signs in the CRA Lifestyle Center existing at the time of adoption of this subsection are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to one hundred dollars per day for failure to remove nonconforming signs as indicated.

2. Nonconforming signs shall not be altered in size, shape, height, location, 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 10,000sf, two signs for businesses larger than 10,000sf but smaller than 40,000sf, and three signs for businesses larger than 40,000sf;

b. Be limited to 100 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 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) 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 when used to advertise city-sponsored or CRA Lifestyle Center community events.

5. Pole banner signs that 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 contains 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.