

## **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:**        ☐ Ordinance        ☐ Resolution        ☐ Motion  
                 ☒ Discussion        ☐ 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>.



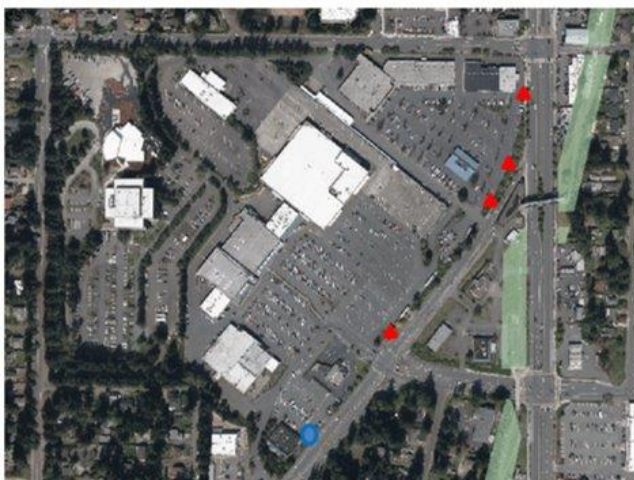
The Planning Commission held a follow up study session on this topic on November 19, 2020. All meeting materials for this meeting are available at the following link: <https://www.shorelinewa.gov/Home/Components/Calendar/Event/15516/182?toggle=all> past.

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.

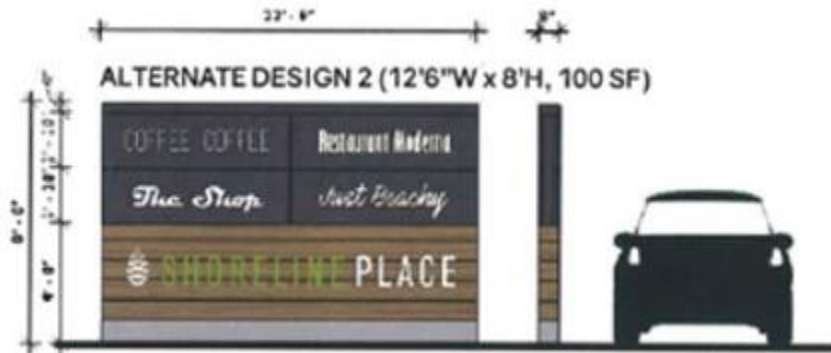
### **DISCUSSION**

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 155<sup>th</sup> 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.**

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Mayor Will Hall

ATTEST:

APPROVED AS TO FORM:

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Jessica Simulcik Smith  
City Clerk

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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.

<b>CRA-Building-Mounted Sign</b>	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
<b><del>CRA Lifestyle Center</del><u>Shoreline Place</u></b>	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
<b><del>CRA Lifestyle Frontage</del></b>	<del>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.</del>
<b><del>CRA-Monument Sign</del></b>	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.
<b><del>CRA-Pylon Sign</del></b>	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
<b><del>CRA-Shoreline Place Signage Design Guidelines</del></b>	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 <del>CRA lifestyle center</del> <u>Shoreline Place</u> .
<b><del>CRA-Under-Awning Sign</del></b>	A sign suspended below a canopy, awning or other overhanging feature of a building.
<b><del>CRA-Wayfinding Sign Post</del></b>	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
<b><del>Electronic Message Center (EMC)</del></b>	<del>A sign with a programmable, changeable digital message.</del>
<b>Portable Sign</b>	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.
<b>Temporary Sign</b>	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
<b>Window Sign</b>	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**

<b>CRA MONUMENT SIGNS</b>	
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><del>Two per driveway.</del></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>

<del>Sign Content</del> <u>Design</u>	At least <del>50-15</del> percent of the sign copy area shall be used for <del>center to identification of Shoreline Place the CRA lifestyle center.</del> Individual business <del>names listings</del> , if shown, shall not include logos and shall be a single common color <del>scheme</del> conforming to the <u>Shoreline Place CRA signage design guidelines but may include any font.</u>
<del>Location</del> <u>Spacing</u>	<del>At any driveway to a CRA lifestyle frontage. 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.</del>
Illumination	Permitted.
<del>Mandatory Installation</del>	<del>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.</del>
<b><u>MONUMENT SIGNS OUTSIDE OF SHORELINE PLACE</u></b>	
<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>
<b><u>CRA WAYFINDING SIGN POSTS</u></b>	
Maximum Sign Copy Area	Two square feet per business <del>name listing</del> ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
<del>Sign Content</del> <u>Design</u>	Individual business <del>names listings</del> shall not include logos and shall be in a single common color conforming to the <u>CRA Shoreline Place signage design guidelines. There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	<u>Throughout Shoreline Place. Anywhere in the CRA lifestyle center. —Must be set back at least 25 feet from the curb line of public streets.</u>
Illumination	<del>Not permitted.</del> <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.
<b><u>CRA PYLON SIGNS</u></b>	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	<del>Thirty</del> Twenty-five feet.
Maximum Number Permitted <u>per Parcel</u>	<del>Two</del> Three pylon signs are allowed <u>per parcel over five acres.</u>
Sign <del>Content</del> <u>Design</u>	At least <del>15</del> 25 percent of the sign copy area shall be used for <u>center</u> identification of <del>Shoreline Place</del> 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 <del>names</del> listings, 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 <del>font</del> <u>color.</u>
Location	<del>One</del> <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.
<b><u>CRA BUILDING-MOUNTED SIGNS</u></b>	
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 <del>Maximum</del> sign area <del>equal to</del> shall not exceed <del>2.5</del>15 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</u> sign <u>copy</u> area per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee</u> signs; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy</u> area. <u>Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u>  <del>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.</del>
<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.
<b>GRA-UNDER-AWNING SIGNS</b>	
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> <del>business</del> 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 nonconforming 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 32 100-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~~ 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.