

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Gateway Master Plan
DEPARTMENT: Planning and Development Services
PRESENTED BY: Andrea L. Spencer, Planner
Tim Stewart, Director

PROBLEM/ISSUE STATEMENT:

The City of Shoreline adopted its first Comprehensive Plan in 1998. This plan establishes vision and direction for development of the city for the following twenty years. One of the vision statements in the plan reads:

"Each road and waterway into the City will have special treatment signaling entry into Shoreline. Gateways are defined by plantings, signage, three dimensional art, etc."

To accomplish this goal, City Council established a work plan goal to adopt a Gateway Master Plan. Public workshops were held during July and September 2002 to gather input for development of this plan, and in early October a draft *Gateway Policy and Guideline Manual* (Attachment A) and *Development Code Amendment* (Attachment B) were made available for public review and comment. The Planning Commission conducted a public hearing on November 7, 2002 on both the Gateway Plan and associated Development Code Amendment and recommended approval of both articles (minutes from the meeting are located in Attachment C). Soon these two items will be before City Council for final adoption, and once adopted they will serve as a guide to implementation of the Comprehensive Plan vision.

FINANCIAL IMPACT:

The allotted budget for Gateway master plan development is \$50,000. Approximately \$32,000 of these funds have been utilized to develop this plan. Therefore, roughly \$18,000 remains in the budget to develop detailed design concepts for the top priority gateway sites. At this time there is \$100,000 each year in the CIP budget for years 2003, 2004, and 2005 for the construction of gateways (for a total construction budget of \$300,000).

RECOMMENDATION

No action is required. Staff seeks general comments and direction about the draft document including comments about the use of all or a part of the proposed gateway site at Westminister and Dayton.

Approved By:

City Manager 

City Attorney 

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INTRODUCTION

The City's Comprehensive Plan indicates that "every entry into the city should receive special treatment." Therefore the fundamental purpose of having gateways in Shoreline is to: announce boundaries, create identity and character, provide recognition of place, and establish a sense of place. City Council has chosen to implement the vision by adopting a Council Goal to create a gateway master plan.

BACKGROUND

The last formal presentation to City Council regarding the Gateway Plan occurred in June 2002. During this meeting Council provided direction for a design theme with an emphasis on simplicity, and confirmed the proposed process for completing the project. In July and September 2002 the Planning Commission and Parks Recreation and Cultural Services Advisory Committee came together to host two public workshops to gather input from citizens and provide further direction for plan development. Staff utilized the feedback received at these two workshops and developed the draft Policy and Guideline Manual for Gateways. The plan was made available in October 2002 for public review and comment. The Planning Commission held a public hearing in November 2002, and, with a few minor modifications to the plan, unanimously recommended approval.

DISCUSSION

PROJECT PRODUCTS

Implementation of the "master plan" for gateways has taken the form of three separate products:

- 1. Gateway Policy and Guideline Manual**

Identifies gateway locations, design principles, and site prioritization.

- 2. Development Code Amendment**

A sign code exemption for gateway construction in accordance with the Manual.

- 3. "30% Design Drawings"**

Development of more specific design concepts for the top priority gateway sites, of which there are six identified in the Gateway Policy and Guideline Manual.

Items 1 and 2 are nearly complete and City Council adoption of these documents is anticipated on January 27, 2003. Staff has chosen to not proceed with the 30% design drawings for the top priority sites until Council has been provided the opportunity to review them. Once confirmation from Council has been received, staff will proceed with this work.

GATEWAY MANUAL PURPOSE

The following serves as a brief summary of the information presented in the Gateway Policy and Guideline Manual (Attachment A). The page number in the manual where each topic starts is included in parenthesis after the subheading below.

Identifies Gateway Locations and Hierarchy (Attachment A, Page 2)

The Comprehensive Plan identifies a number of sites that are appropriate for gateways. In addition to this, analysis has shown that there are a few additional sites that warrant a gateway type treatment. In summary there are 23 sites that are included in the gateway plan. These sites have been organized into four separate categories:

Primary

These are the most prominent sites that require the most elaborate solution.

Secondary

Sites that have visual importance but do not need a highly elaborate design solution.

Tertiary

Sites that are significant to announce our boundary but are likely to keep the existing "Welcome to Shoreline" signage.

Other

Sites that have visual importance for Shoreline, but also have significance for our neighboring jurisdictions.

Outlines Policies for Theme and Design (Attachment A, Page 16)

The policy manual outlines the theme and design that should be carried throughout all gateways. The reader will find that overall the design principles specify that new gateways should emulate the existing gateway construction at 145th and Aurora, but should incorporate additional elements such as the City's logo and have the potential to be customized with other features. The customization is outlined by the "Essential" and "Auxiliary" elements section of the plan where it details that gateways should be customized with features that create visual interest.

Provides Direction for Implementation (Attachment A, Page 22)

During public workshops with the Planning Commission and PRCS Advisory Committee six gateway sites were identified that should be given priority over the rest when construction funding becomes available. Quick design sketches in the plan illustrate the scope of what can be accomplished at each of the top sites and how the design principles can be translated to each. These drawings are the starting point for the 30% Design Drawing phase of the master plan development. The document outlines two design options for the top gateway site at Westminster and Dayton, one that utilizes the entire site and the second that indicates only the southern portion of the site be used for a gateway element allowing redevelopment of the remainder of the site. Staff is seeking direction from Council regarding which scope is the most appropriate for gateway design.

Summarizes Significant Project Events (Attachment A, Page 37)

The plan provides the reader with a historical perspective of events that occurred in the development of the plan.

PLANNING COMMISSION RECOMMENDATION

The Planning Commission held a public hearing on the Gateway Policy and Guideline Manual on November 7, 2002, and overall the Commission was very satisfied with the contents of the plan. They recommended a few improvements to the document that included modifying the site ranking/hierarchy to be more logical and added certain clarification language to the policies. The document contained in Attachment A is reflective of all the suggested changes made by the Planning Commission. Further, Planning Commission unanimously recommended approval of the Development Code Amendment to allow a sign code exemption for gateways that are constructed in accordance with the Gateway Manual (see Attachment B). Minutes from the Planning Commission hearing are in Attachment C.

ALTERNATIVE USE OF THE WESTMINSTER AND DAYTON SITE.

One policy question that remains unanswered is the size of the proposed site on City property at the corner of Westminster and Dayton. The site is currently occupied by a vacant garage building. Council has four alternatives:

- Direct staff to proceed with 30% design of the entire site for a gateway.
- Direct staff to proceed with a 30% design of a small part of the site for a gateway.
- Direct staff to return to Council with more information about the site before direction is given, or
- Direct staff to remove this site from consideration as a Gateway site.

Although staff has not yet formed an opinion about this question, a number of neighbors have supported the use of the entire site for a gateway. Staff would appreciate any direction Council could provide on this matter.

NEXT STEPS

It is anticipated that City Council will consider formal adoption of the Gateway Policy and Guideline Manual and associated Development Code Amendment at the January 27, 2003 regular meeting.

After plan adoption, staff will proceed with 30% design drawings for the top six gateway sites. It is anticipated that these 30% design drawings will be used to provide detailed direction for implementation of the CIP during 2003-2005. At this time staff is seeking confirmation of the top priority sites.

RECOMMENDATION

No action is required. Staff seeks general comments and direction about the draft document including comments about the use of all or a part of the proposed gateway site at Westminster and Dayton.

ATTACHMENTS

- Attachment A: Gateway Policy and Guideline Manual
- Attachment B: Development Code Amendment: Sign Code Exemption for Gateways
- Attachment C: Planning Commission Minutes- November 7, 2002

Attachment A: Gateway Policy and Guideline Manual

DRAFT GATEWAY POLICY AND PROCEDURE MANUAL

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I. INTRODUCTION

I.A. WHY GATEWAYS?

The City of Shoreline adopted its first Comprehensive Plan in 1998. This plan establishes visions and direction for development of the city for the following twenty years. One of the vision statements in the plan reads:

“Each road and waterway into the City will have special treatment signaling entry into Shoreline. Gateways are defined by plantings, signage, three dimensional art, etc.”

Historically, the majority of development in Shoreline occurred while it was an unincorporated area within King County, and did not foster civic identity and sense of place. The fundamental purpose of having gateways in Shoreline is to provide clear announcement of the City's boundaries, provide a strong physical identity/theme that matches the City's character, and provide recognition and sense of place for Shoreline as a city.

Actualization of the gateway vision established by the Comprehensive Plan began with the installation of “Welcome to Shoreline” signs at nearly every entry point into the City. In addition, street signs along our boundaries have been updated to incorporate the City's logo. These two actions have made significant steps to identify Shoreline as a place of its own.

The “welcome” and upgraded street signs serve to meet the mechanical goal of boundary recognition established by the Comprehensive Plan, but do little to establish a sense of place or signify any of Shoreline's unique characteristics. In order to implement the full vision established by the Comprehensive Plan the City Council created a work plan goal in 2001 to adopt a gateway master plan during 2001-2002. Late in 2001 staff began work on developing a plan for gateway implementation. This document is the summary of this effort and will set the groundwork for the next phase, implementation (*City Council has established another work plan goal for 2002-2003, to implement the gateway plan. Council has provided funding in the Capital Improvement Project budget for this purpose*).

I.B. PURPOSE OF PLAN

This plan serves four purposes: Identifies gateway locations and their hierarchy (Section II), outlines policies for gateway theme and design (Sections III and IV), provides direction for implementation (Section V), and summarizes significant project events to help the reader understand the evolution of the project (VI).

This plan reviews how all gateway locations were identified and classified into similar groups. A preferred design alternative and gateway theme was developed after information-gathering meetings were held with City Council, Planning Commission, and Parks Recreation and Cultural Services Advisory Committee. During meetings with these groups, implementation preferences were gathered to determine which gateways would be constructed first.

Draft Gateway Policy and Procedure Manual

II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

II.A. GATEWAY LOCATIONS

The Comprehensive Plan indicates that every entry into the city should receive special treatment that indicates one has arrived somewhere special. With this in mind, an inventory was made of nearly every entry point into the city. This list of more than 20 sites became the point from which work on the gateway plan began, and is contained in the tables following this discussion (pages 5, 7, 9, and 11).

The gateway sites are numbered in the tables; this is not a ranking but rather a reference system so that the reader can find the corresponding site on the maps located on pages 13 and 15. The tables also contain other useful information such as site analysis notes that indicate which corner of the intersection is appropriate for the gateway, adjacent land uses, and general site characteristics.

II.B. GATEWAY HIERARCHY

The list of identified gateways is an extensive one. The sites were analyzed and grouped into similar categories based on need for visual identity and likely land availability. A "hierarchy of gateway importance" was produced as a result of this analysis.

The hierarchical categories with descriptions are:

- Primary:** *Prominent sites that need the most elaborate gateway solution.*
- Secondary:** *Sites that have visual importance but do not need a highly elaborate design solution.*
- Tertiary:** *Sites that are likely to keep the existing "Welcome to Shoreline" signage (although there is potential for minor upgrades).*
- Other:** *Sites that have visual importance for Shoreline. These sites may have significance for other jurisdictions as well, and signage primarily for our city may not be appropriate.*

The following tables (pages 5, 7, 9, and 11) are organized via this categorization (one table for each type). The map on page 13 illustrates each of the gateway sites with a symbol indicating the gateway treatment that has been recommended for it (note that the numbers on the map correspond to the numbering from the tables on pages 5, 7, 9, and 11).

Generalized design solutions for each hierarchy category are presented in Section IV of this plan.

Draft Gateway Policy and Procedure Manual

II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

II.C. GATEWAY IMPLEMENTATION PLAN—PHASE I 2003-2005

The City Council has allotted funds in the Capital Improvement Project (CIP) budget for construction of gateways during 2003 to 2005. Information-gathering workshops in September 2002 were used to understand which gateways were most important and therefore should be constructed with the CIP funding over the next three years. Public comments indicated that 6 to 8 sites warrant some level of special gateway treatment at this time. Surveys were conducted to determine which sites were of highest priority. The Planning Commission and PRCS Advisory Committee ranking of sites indicated that there were nine “top sites,” and these have been flagged in the following tables (pages 5, 7, 9, 11) with an asterisk in the “Key Gateway” column.

Staff used this information and conducted field research to determine which of the nine sites identified could be easily implemented over the next three years. After analysis, staff determined that there are six likely candidates for construction with the CIP funds during 2003-2005, and these projects have been identified in the following tables (pages 5, 7, 9, 11). In the column labeled “projects that are recommended for immediate construction” are given the key “C” in the “Gateway Funding Source” column (although as designs are further developed and costs are more accurately estimated this number may change). Note that all but three projects identified by the two Boards have received this designation. The reason for not including three of the Board identified projects in the “C” category is as follows:

- N 145th / Aurora—This gateway is already constructed, and a private developer could complete construction on the NW corner of intersection.
- N 205th / Aurora—Aurora corridor improvements are forthcoming and future construction may impact a gateway that is constructed now.
- N 205th / I-5 Interchange—Inter-jurisdictional issues make implementation difficult. Shoreline-specific signage is not appropriate, and it is likely that the gateway solution will only include landscape improvements.

The map on page 15 illustrates only the projects that could be constructed over the next three years with CIP funding (i.e. it shows those sites that have received the “C” funding designation). The reader will note that this map is a simplified version of the one included on page 13 (which illustrates all the gateway sites).

Draft Gateway Policy and Procedure Manual
II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

SITE MATRIX: PRIMARY GATEWAYS

GATEWAY LOCATIONS AND ANALYSIS

Primary Gateways

Map Key #	Key Gateway in Current Comp Plan?	Location	Gateway Funding Source	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
1	Yes *	N 205th St / Aurora	P	Commercial	SW corner	Modified version of 145th & Aurora gateway (wall and signage) - keep low, don't use vertical elements
2	No *	Westminster Way @ Dayton Ave	C	Residential	South corner of City owned property.	City owned parcel. This site was not identified in Comprehensive Plan as "key" because City did not own it at the time of Plan adoption. Site could accommodate primary gateway and openspace. Two alternatives: (1) totally dedicated to public use and (2) space shared between City gateway and a development.
3	Yes *	N 145th St / Aurora	D	Commercial	NW corner	Gateway installation existing on northeast corner. Options exist for cooperation with a private developer to install gateway element on northwest corner.
4	Yes *	I-5 @ NE 145th St & 5th Ave NE	C	Residential / Freeway	Transit shelter and NE corner	Explore options to enhance the bus shelter with the horizontal top cap of the larger Secondary Sign. Alternatively, construct gateway element wall and incorporate a "bus shelter" type feature as part of it. Area permits adding pedestrian amenities around the shelter itself. Also, replace existing Shoreline sign on 5th with the smaller Secondary Gateway Sign version.
5A	Yes *	I-5 @ NE 175th St	C	Freeway	On WaDOT property west of I-5 &/or on City property	Small version of Primary Gateway.
5B	Yes *	I-5 @ NE 175th St	C	Freeway	On WaDOT property east of I-5 &/or on City property	Small version of Primary Gateway.

* Note: Selected by the PRCS Advisory Committee and Planning Commission as top nine gateways for construction.

Gateway Funding Source Legend

C Capital Project ("Phase I:" Part of \$300,000 planned in the CIP in 2003-2005).

P Piggyback on another City project (such as Aurora improvements).

D It is likely a private developer or other party will contribute funds for gateway construction.

No immediate funding is available.

TBD Possible funding sources include: CIP, grants, developer contributions, civic group sponsorship, etc.

Draft Gateway Policy and Procedure Manual
II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

SITE MATRIX: SECONDARY GATEWAYS

GATEWAY LOCATIONS AND ANALYSIS

Secondary Gateways

Map Key #	Key Gateway in Current Comp Plan?	Location	Gateway Funding Source	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
6	No	NW 205th St / 8th Ave NW	TBD	Residential	SW corner	Due to limited right-of-way area small version of secondary sign is appropriate.
8	No *	N 205th St / Meridian N	C	Residential	SW or SE corner	Due to limited right-of-way area small version of secondary sign is appropriate.
10	No *	NE 205th St / 15th Ave NE	C	Commercial	West side of 15th, at existing sign location	Due to limited right-of-way area small version of secondary sign is appropriate. There is potential to later work in conjunction with any redevelopment that occurs on the SW corner of intersection to do a larger more prominent installation.
11	No	N 145th St / Interurban	P	Commercial / Residential	Trail entry	Coordination with Interurban Trail project - could incorporate architectural elements from "essential elements" for nice pedestrian/bike space
12	Yes *	145th St N / 15th Ave NE	C	Commercial	NE corner - in approximate location as existing sign	Due to limited right-of-way area small version of secondary sign is appropriate.
13	Yes	NE 145th St / Bothell Way NE	D	Commercial	NW corner only, incorporate in front of McDonald's landscaping	Site presents an opportunity to install a larger version of the secondary gateway type. Potential to possibly integrate the existing landscape elements with the gateway.
15	No	NW 205th St / 3rd Ave NW	TBD	Residential	SW corner	Due to limited right-of-way area and location tertiary signage is appropriate.
17	No	N 145th St / Meridian	TBD	Residential	NE corner	Due to limited right-of-way area and location tertiary signage is appropriate.

* Note: Selected by the PROCS Advisory Committee and Planning Commission as top nine gateways for construction.

Gateway Funding Source Legend

- C** Capital Project ("Phase I:" Part of \$300,000 planned in the CIP in 2003-2005).
- P** Piggyback on another City project (such as Aurora improvements).
- D** It is likely a private developer or other party will contribute funds for gateway construction.
- TBD** No immediate funding is available.
Possible funding sources include: CIP, grants, developer contributions, civic group sponsorship, etc.

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II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

SITE MATRIX: TERTIARY GATEWAYS

GATEWAY LOCATIONS AND ANALYSIS

Tertiary Gateways

Map Key #	Key Gateway in Current Comp Plan?	Location	Gateway Funding Source	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
7	No	N 205th St / Fremont N	TBD	Residential	SW past driveway, possible median	Due to limited right-of-way area small version of secondary sign is appropriate.
9	No	NE 205th St / 1st Ave NE	TBD	Residential	SW corner	Due to limited right-of-way area small version of secondary sign is appropriate.
14	No	NW 205th St / 20th Ave NW	TBD	Residential	SW corner	Due to limited right-of-way area and location tertiary signage is appropriate.
16	No	NE 205th St / 5th Ave NE	TBD	Residential	SW corner (on lower part of slope)	Due to limited right-of-way area and location tertiary signage is appropriate.
18	No	145th St N / 25th Ave NE	TBD	Residential	NW corner	Due to limited right-of-way area and location tertiary signage is appropriate.
19	No	NE Perkins Way @ City limits	TBD	Residential	North side of Perkins, Seattle Christian School property	Due to limited right-of-way and location tertiary signage is appropriate.
20	No	24th Ave NE @ City limits	TBD	Residential	North side before driveway after the corner of 24th	The large painted median in street could be used as a gateway focal point, potential for city beautification with landscaping and incorporation of tertiary signage. Alternatively, the existing sign could simply be replaced with the new tertiary design

Gateway Funding Source Legend

- C** Capital Project ("Phase I:" Part of \$300,000 planned in the CIP in 2003-2005).
- P** Piggyback on another City project (such as Aurora improvements).
- D** It is likely a private developer or other party will contribute funds for gateway construction.
- TBD** No immediate funding is available.
Possible funding sources include: CIP, grants, developer contributions, civic group sponsorship, etc.

Draft Gateway Policy and Procedure Manual
II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

SITE MATRIX: OTHER GATEWAYS

GATEWAY LOCATIONS AND ANALYSIS

Other Gateways

Map Key #	Key Gateway in Current Comp Plan?	Location	Gateway Funding Source	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
21	Yes *	NE 205th St / I-5	TBD	Freeway	Medians	Interjurisdictional boundary: City of Mountlake Terrace and Shoreline. Also a main exit from I-5 to the City of Edmonds. Because of visual clutter interchange and further distraction is not desired, signage should not be used. A collaborative landscape plan may be appropriate.
22	No	NW 205th St / SR 104	TBD	Commercial / Freeway	Landscape medians, center of roadway	Interjurisdictional boundary: City of Edmonds and Shoreline. Collaborative landscape plan and possible signage for the two cities may be appropriate.
23	No	N 195th St / I-5 Southbound ped bridge	TBD	Freeway	Overhead	Decorative treatments could be made to overhead pedestrian bridge to signify Shoreline's gateway theme.

* Note: Selected by the PRCS Advisory Committee and Planning Commission as top nine gateways for construction.

Gateway Funding Source Legend

- C Capital Project ("Phase I:" Part of \$300,000 planned in the CIP in 2003-2005).
- P Piggyback on another City project (such as Aurora improvements).
- D It is likely a private developer or other party will contribute funds for gateway construction.
- TBD No immediate funding is available.
Possible funding sources include: CIP, grants, developer contributions, civic group sponsorship, etc.

II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY






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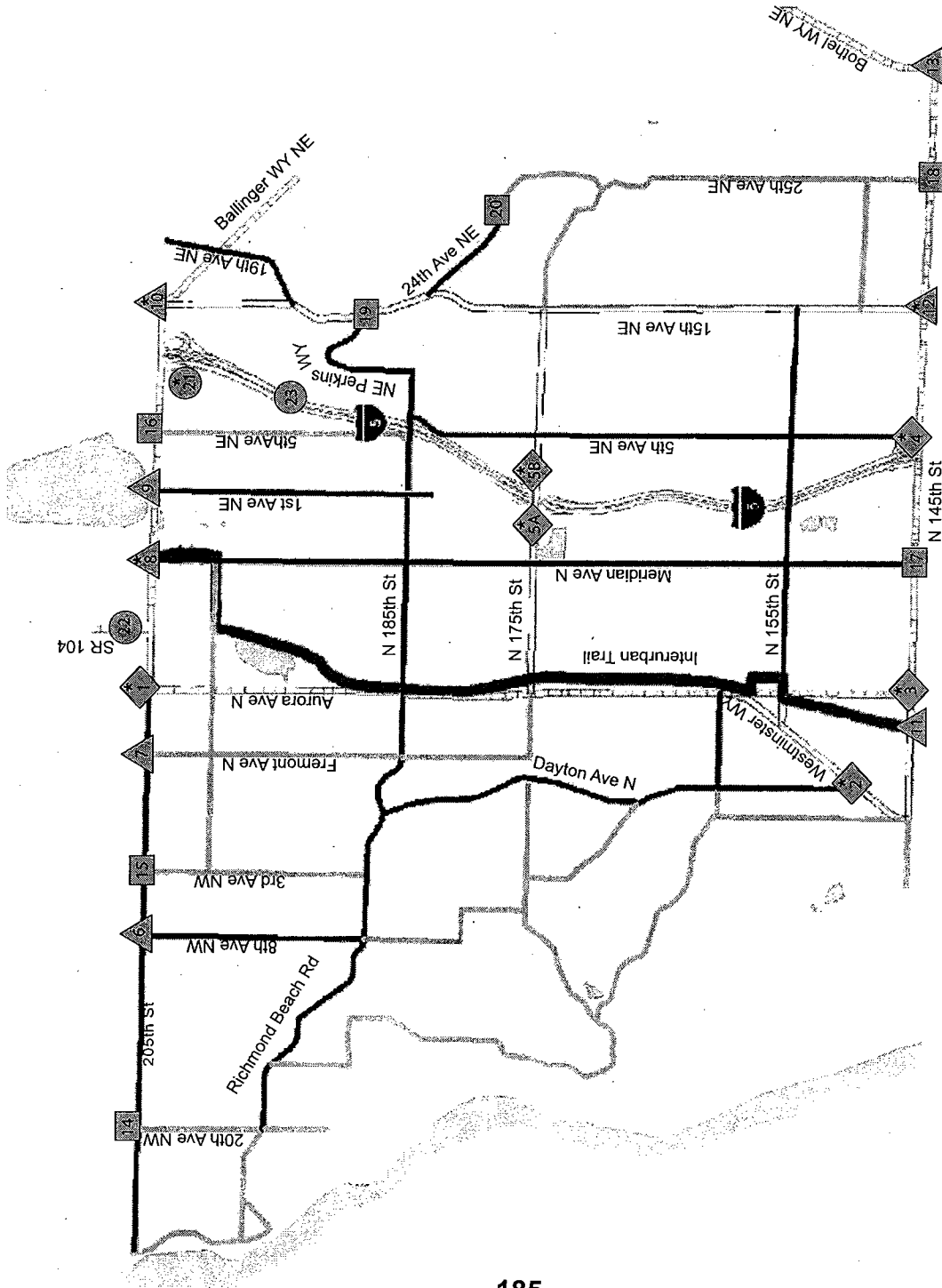
ALL GATEWAY LOCATIONS



Current Identified Gateway Locations and Scale

Legend

-  Primary scale gateway (Major Alternative)
 -  Secondary scale gateway (Alt. B, C, D, or E)
 -  Tertiary scale gateway (Existing signage or Alt. A)
 -  Gateway where sign or logo isn't appropriate
 -  * Selected by the PRCS Advisory Committee and Planning Commission as top nine gateways for construction.
- NOTE: Numbers correspond with Gateway Locations and Analysis matrix.



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Draft Gateway Policy and Procedure Manual
II. GATEWAY LOCATIONS, CLASSIFICATION, AND SITE PRIORITY

**MAP:
GATEWAYS IDENTIFIED FOR CONSTRUCTION
WITH CAPITAL IMPROVEMENT PROJECT FUNDING**



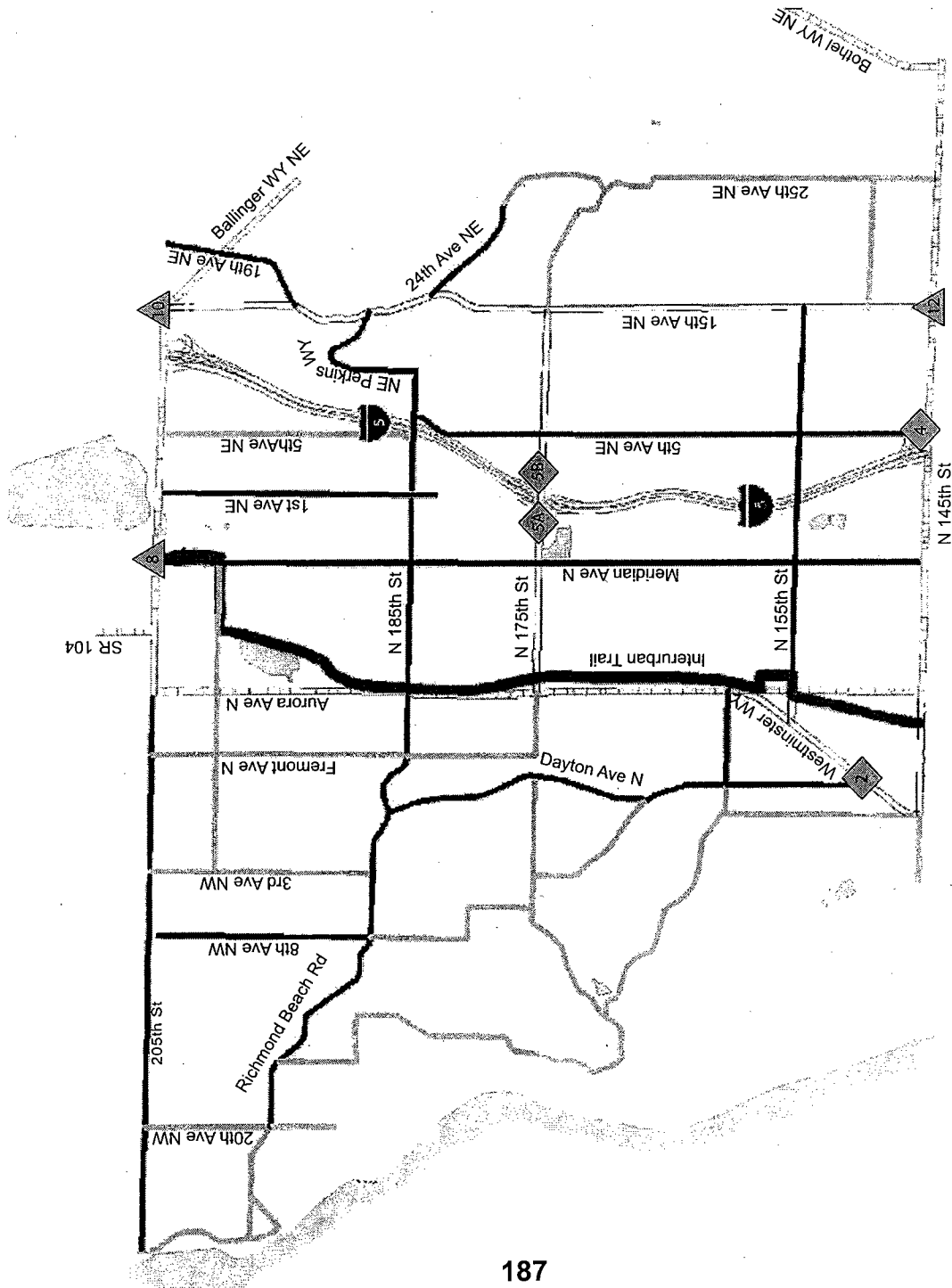
Capital Project Gateways

Legend

-  Primary scale gateway (Major Alternative)
-  Secondary scale gateway (Alt. B, C, D, or E)

NOTE: PRCS Advisory Committee and Planning Commission selected nine gateways for construction. Of those nine, these seven will be a Capital Project which is \$300,000 planned in the CIP over the next 3 years.

NOTE: Numbers correspond with Gateway Locations and Analysis matrix.



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III. GATEWAY POLICIES

III.A. GENERAL PRINCIPLES

During the public workshops discussions took place about general guiding principles for gateways. These comments have been synthesized into the following policies for implementation.

Gateway Identification and Classification Policies:

- ❖ The list of gateway sites contained within is not meant to be exhaustive. A gateway site can be added if the site meets the Comprehensive Plan's definition of gateway.
- ❖ At this time the gateways have been placed into a general hierarchy or categorization scheme. This classification indicates the minimum gateway treatment that is necessary to implement the Comprehensive Plan's vision. At any time a gateway can be upgraded to a higher classification (i.e. a "Secondary" site can be upgraded to a "Primary").

Gateway Design, Construction, and Maintenance Policies:

- ❖ The materials used in gateway construction shall be durable and maintainable.
- ❖ Gateway elements such as signs, landscaping, and lighting shall be maintained in the same manner as the rest of the City's infrastructure.
- ❖ Installation of landscape elements at gateways will require that there is a means to irrigate the plant materials.

Gateway Coordination Policies:

- ❖ Gateways can be constructed or funded by other sources than those outlined in this policies and procedures manual. Private developers shall be encouraged to coordinate and contribute to gateway development.
- ❖ When a gateway is to be constructed as part of a private development, the City shall negotiate with the developer to collect fees for municipal construction of the gateway. If the developer opts to construct the gateway independently, the proposed design shall first be reviewed and approved by the Planning Commission to ensure essential gateway elements are included.
- ❖ As capital projects are implemented this plan shall be referenced. Where possible, the construction of gateways should be incorporated as part of the project. Where this is not feasible, the construction of capital projects shall not preclude construction of gateways identified in this plan in the future.
- ❖ Coordination with Neighborhood groups shall be encouraged.
- ❖ Coordination with the 1% for art program shall be encouraged.
- ❖ Explore partnerships with Washington State Department of Transportation to enhance the interstate where it is adjacent to Shoreline.
- ❖ As parks signage is replaced it shall have coordinating elements with this plan.
- ❖ Promote coordinated use of essential gateway elements at internal locations of the city where commercial or shopping districts begin.

III. GATEWAY POLICIES

III.B. DESIGN PRINCIPLES

Information was gathered about design preferences at the two public workshops. Gateway theme and design concepts were discussed at length, and the following general principles were distilled from the meeting:

- ❖ The City's logo is attractive and should be expressed.
- ❖ The existing gateway on the northeast corner of Aurora and 145th is considered to be a successful gateway design that is embraced by the community and provides the kind of identity fitting the City.
- ❖ Because no two locations are alike, each gateway shall be customized and modified as needed while still retaining the fundamental design elements. Each site provides different opportunities and may also have constraints due to limited right-of-way, utilities, or other site conflicts.

III.B.1. DESIGN PRINCIPLES: ESSENTIAL ELEMENTS

Many comments were made during public workshops regarding the "required" elements to establish a sense of place for Shoreline. These comments were synthesized into the "Essential Element Principles" below. All gateways shall incorporate each of these principles.

- ❖ **Principle: Gateways shall incorporate northwest elements.**
A northwest style can be reflected in gateways with such items as:
 - Wood
 - Timbers
 - Native Plantings
 - Water
 - Mountains
- ❖ **Principle: Gateways shall evoke a sense of strong foundation.**
This could be achieved through the use of:
 - Brick
 - Flagstone
 - River rock
 - Other similar materials
- ❖ **Principle: Gateway design shall be context sensitive.**
The site will determine the size, shape, and placement of any gateway element. Gateways will be manipulated to incorporate site features and amenities.
- ❖ **Principle: Gateways shall create visual interest and have harmonious proportions.**
Incorporate elements of asymmetry, variety, height, and depth.

III. GATEWAY POLICIES

III.B.1. DESIGN PRINCIPLES: ESSENTIAL ELEMENTS *continued...*

❖ **Principle: Gateways shall provide place recognition.**

Gateways should create a sense of place by incorporating the City's logo in all sites either literally (actual logo used) or figuratively (the "living logo," planting of three evergreen trees and use water or other elements that give the impression of water).

❖ **Principle: Gateways shall utilize components such as color, contrast, and visibility.**

Primary gateways shall reflect this by:

- Use of prominent lettering that reads "City of Shoreline."
Typeface (consistent across all primary gateways shall be a strong visual element of gateways and should be of a proportionally large size as well as easily distinguished from the background element).
- Use of lighting for night visibility.
- Introduce color elements from the City's logo (blue and green).

Secondary and Tertiary gateways shall reflect this by:

- Use of the City's color logo in signage.

III.B.2. DESIGN PRINCIPLES: AUXILIARY ELEMENTS

In addition to the "essential elements" many "auxiliary" elements were identified during public workshops. Auxiliary elements are those features that can customize a gateway site and make it look different than a similar installation across town.

❖ **Principle: Elements can be introduced to provide gateways with an individual style and sense of "whimsy."**

Sample elements include, but are not limited to:

- Trellis Feature
- Flags
- Seasonal displays
- Landscaping upgrades
- Hanging planter baskets
- Street furniture
- Pedestrian amenities
- Plaza space and use of unique paving materials
- Informational kiosks

III. GATEWAY POLICIES

III.B.2. DESIGN PRINCIPLES: AUXILIARY ELEMENTS *continued*...

❖ **Principle: Gateways are places of pride.**

Elements can be added to gateways if more funds become available.

If funds become available for gateways from grants, 1% for art, or other sources, these can be used to upgrade existing gateways.

❖ **Principle: Gateways may include additional signage.**

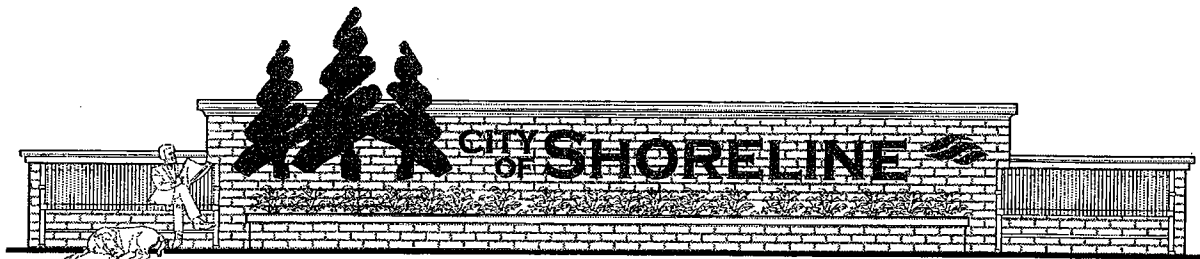
This could include such items as:

- Site markers or plaques such as population indicators
- Neighborhood identification signs with placement and design approved by the city.
- Temporary signs for City sponsored events displayed for no more than two weeks.
- Other temporary signage can be incorporated at a gateway through the use of a temporary sign permit.

IV. DESIGN OPTIONS FOR EACH GATEWAY CLASSIFICATION

The following vignettes show how the essential design elements can be translated to each of the gateway categories. These designs are generalized, and it is the intention that each design will be modified to make it unique.

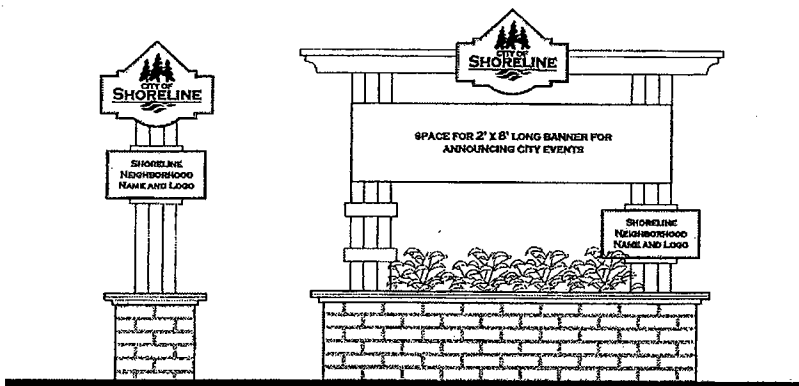
IV.A. PRIMARY GATEWAYS



Primary gateway

The Primary design solution is the grandest of the four gateway solutions. Essential elements are included through the use of contrasting lettering, city logo elements, and brick to create a sense of permanency.

IV.B. SECONDARY GATEWAYS



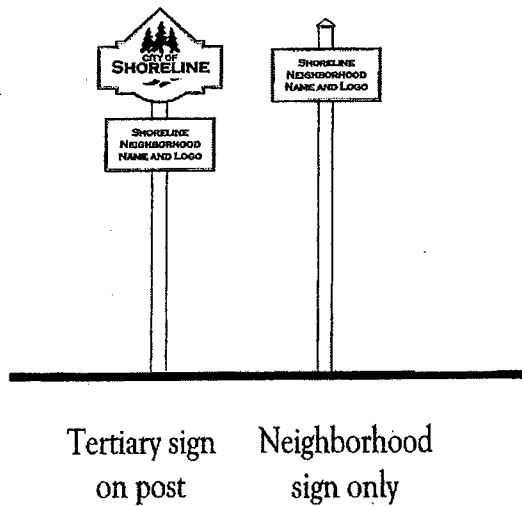
Secondary sign
where space is limited

Secondary sign
where space allows

The secondary design solutions shall be used in areas where space is limited or where need for visual impact is less. These designs contain similar elements as the primary gateways such as the use of brick and the presence of the City's logo.

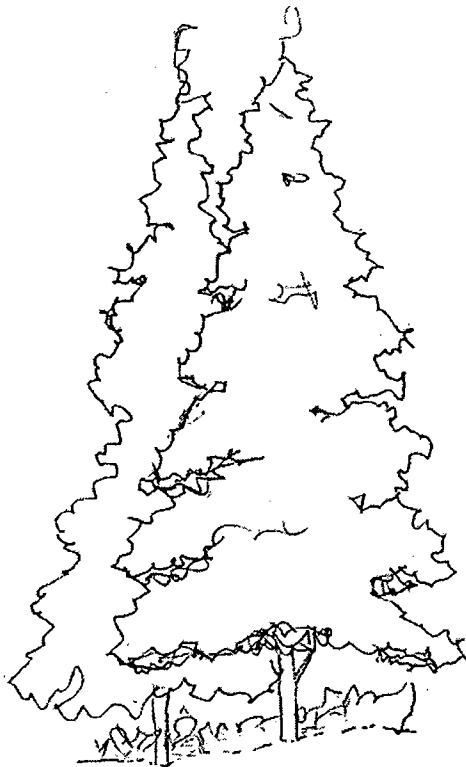
IV. DESIGN OPTIONS FOR EACH GATEWAY CLASSIFICATION

IV.C. TERTIARY GATEWAYS



This design solution shows how the existing "Welcome to Shoreline" signs can be slightly modified to make consistent with this plan. Note that the existing neighborhood signs can be incorporated onto the same base as the tertiary sign (it is not the intent of this plan to redesign the neighborhood signage, but rather incorporate it as part of the gateway element).

IV.D. OTHER GATEWAYS



This treatment includes landscaping as suited to each site. This option will be used when city identity is inappropriate, such as at interjurisdictional locations. This sketch is intended to show that "other gateways" can be improved with landscaping enhancements to beautify locations that are significant for multiple jurisdictions.

Draft Gateway Policy and Procedure Manual

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

As indicated in Section II.C of this document, there are six sites that have been identified that should receive immediate attention. These sites could be constructed with the City's Capital Improvement Project budget over the next three years.

The top priority sites and their classification are:

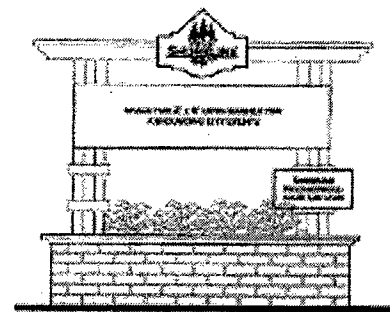
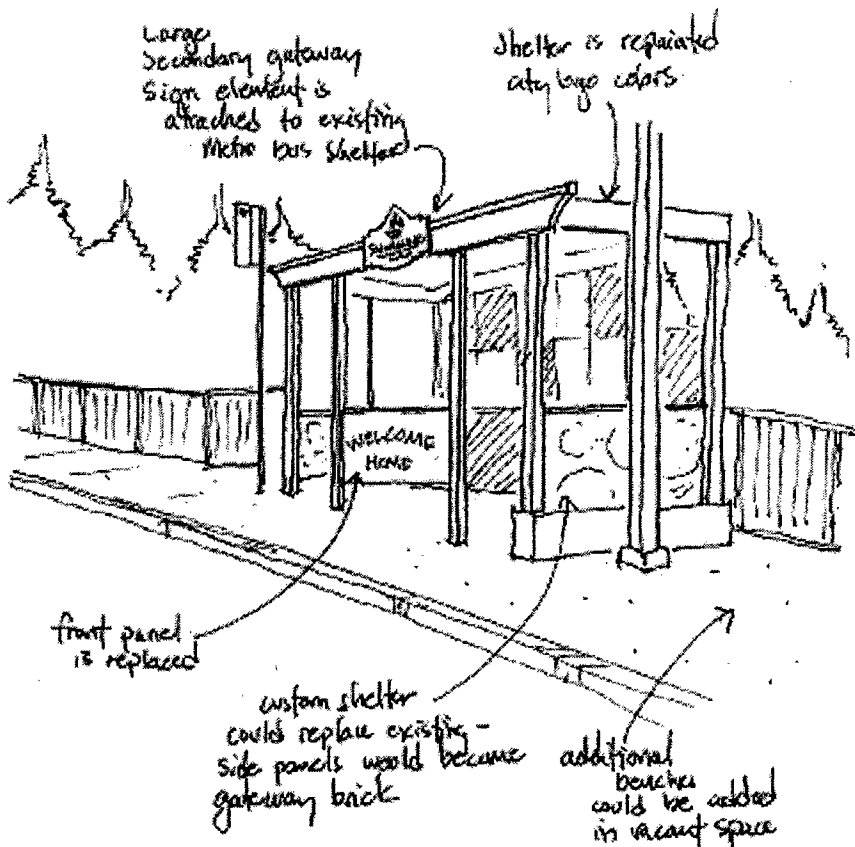
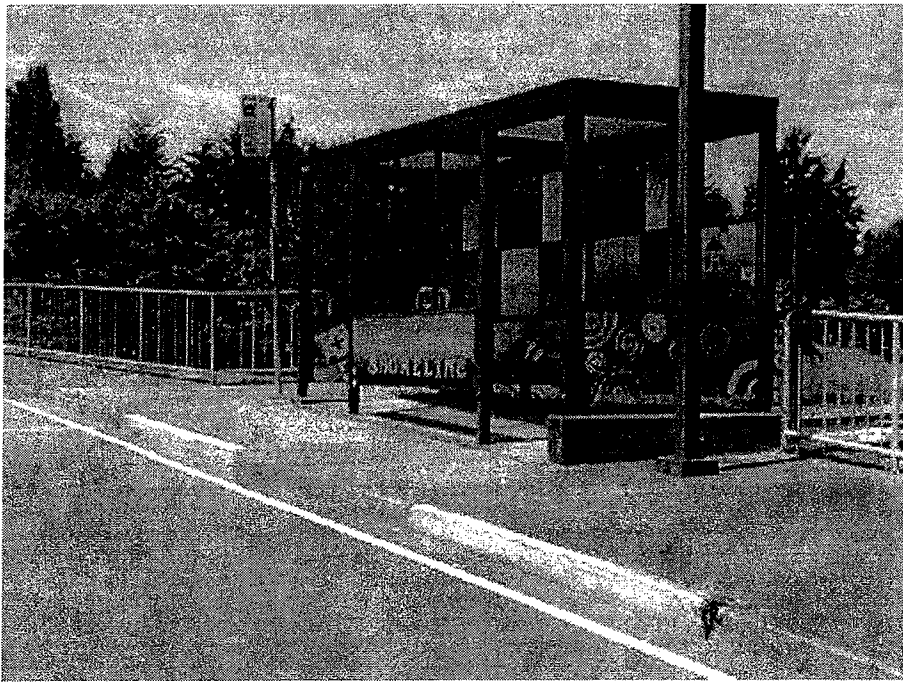
- 5TH NE / N 145TH STREET & I-5 (a Primary and Secondary installation)
- WESTMINSTER / DAYTON & N 150TH (Primary)
- N 175th STREET / I-5 East and West Sides (Primary)
- MERIDIAN / N 205TH STREET (Secondary)
- 15TH STREET NE / N 205TH STREET (Secondary)
- 15TH STREET NE / N 145th STREET (Secondary)

These sites have been studied in more detail and sketches have been prepared to show how gateways may be accommodated at each site (a photograph and sketch of each site with new proposed gateway elements follows).

The reader should note that these vignettes are the first drafts of how essential and auxiliary gateway elements can be translated to the highest priority sites. Please provide comments about the presented design alternatives so they may be refined for the final plan.

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.A. 5TH NE / N 145TH STREET & I-5

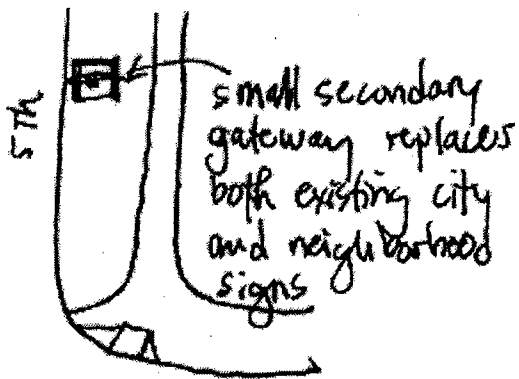
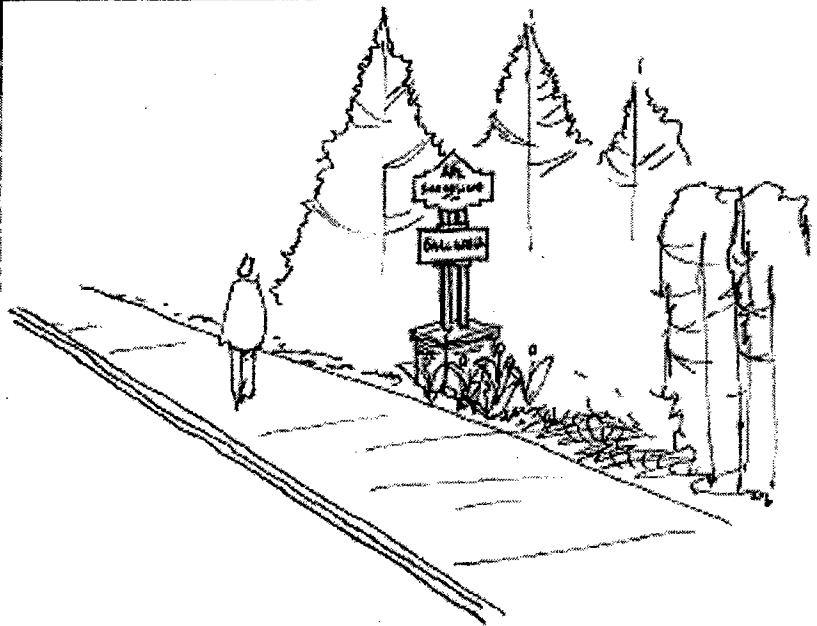
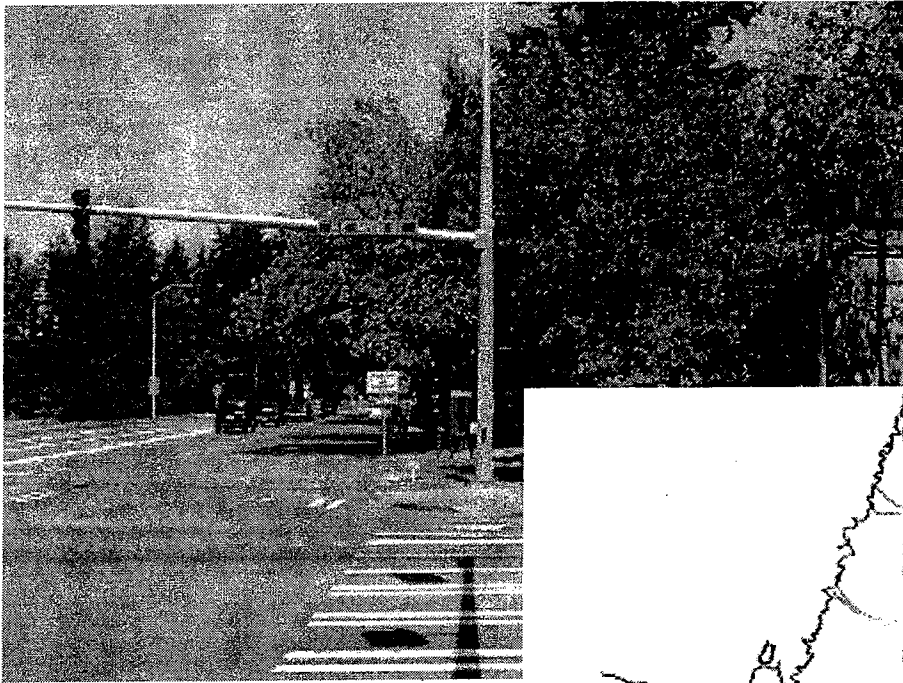


Large Secondary Gateway Sign

GATEWAY TREATMENT CONCEPT

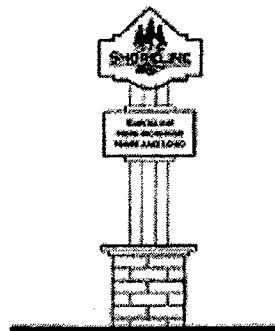
Custom Bus Shelter

Location: 145th St N & 5th Ave NE



145TH

conceptual plan of
gateway east side of
5th @ 145th

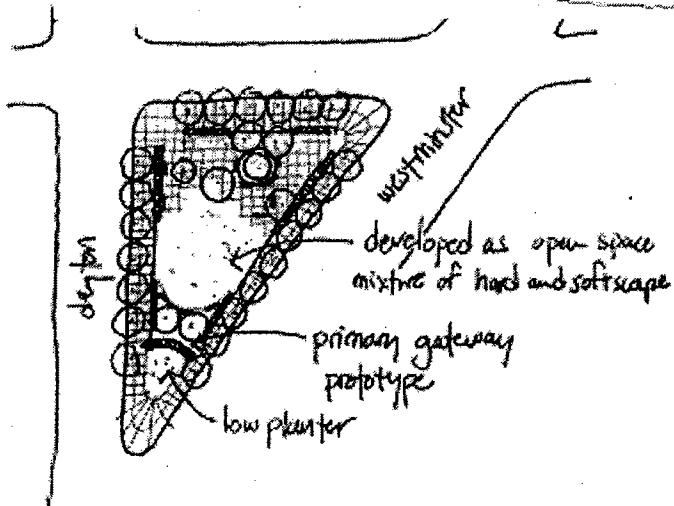
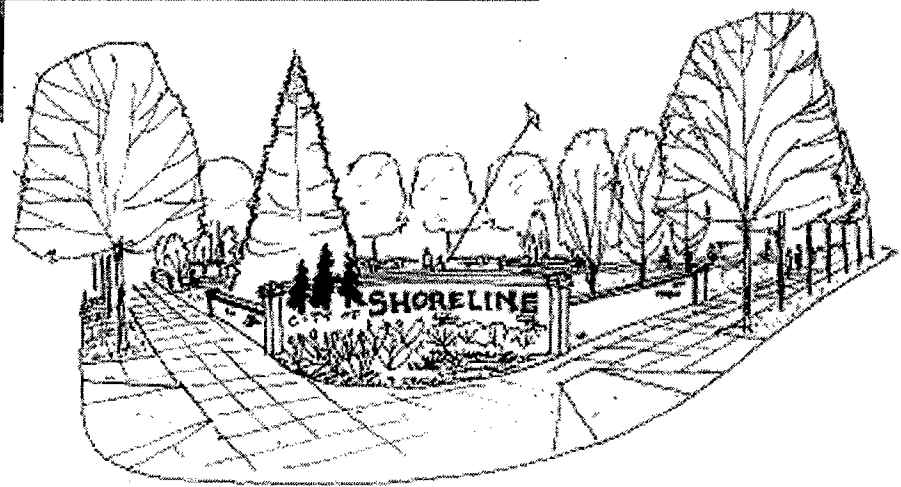
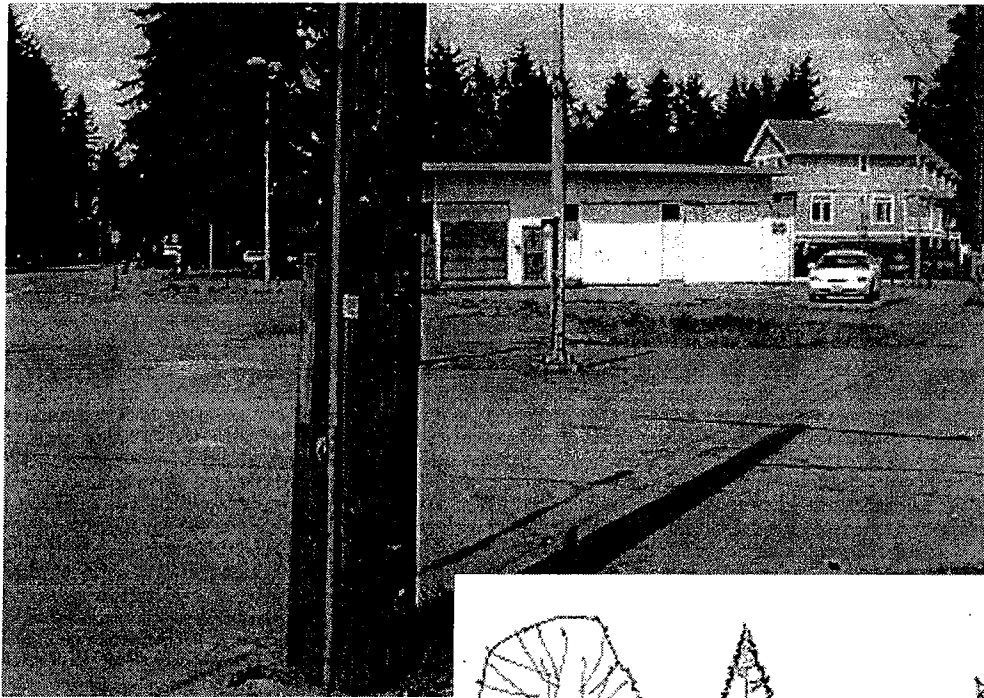


Small Secondary
Gateway Sign

GATEWAY TREATMENT CONCEPT
Gateway East side of 5th & 145th
Location: 145th St N & 5th Ave NE

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

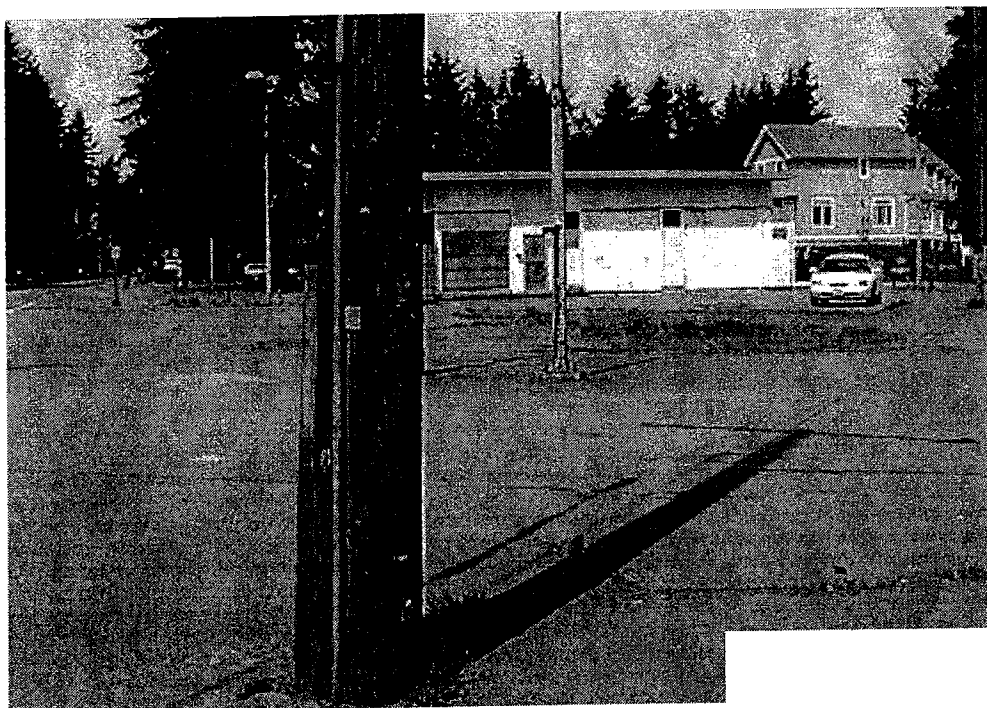
V.B. WESTMINSTER / DAYTON & N 150TH



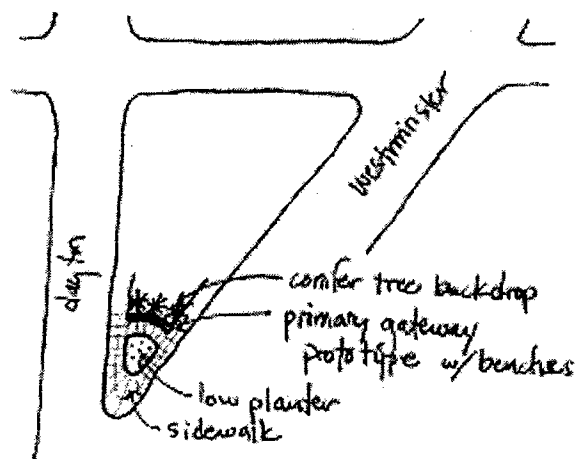
Primary Gateway

Conceptual option -
using all available property
(plan sketch)

GATEWAY TREATMENT CONCEPT
Concept A - City utilizing entire property
Location: Westminster Way @ Dayton Ave



Primary Gateway

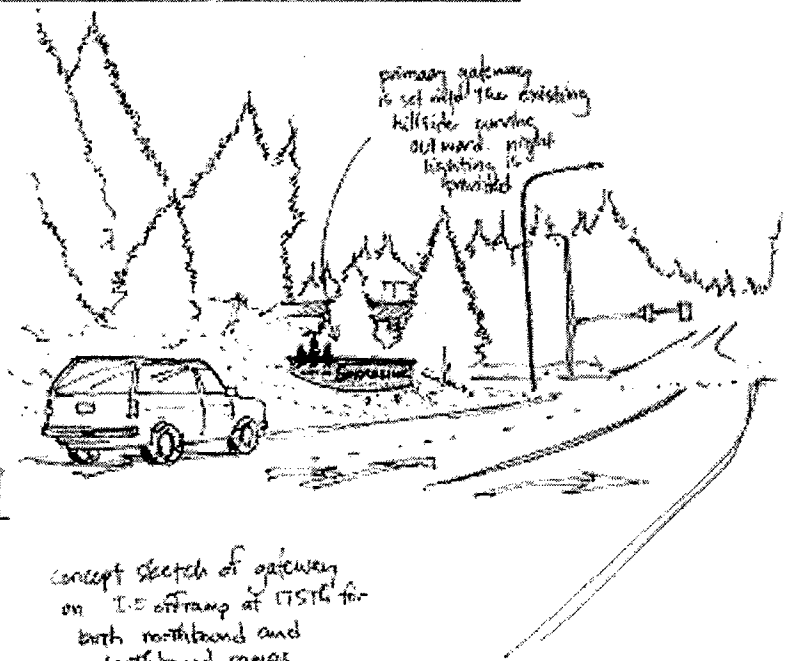
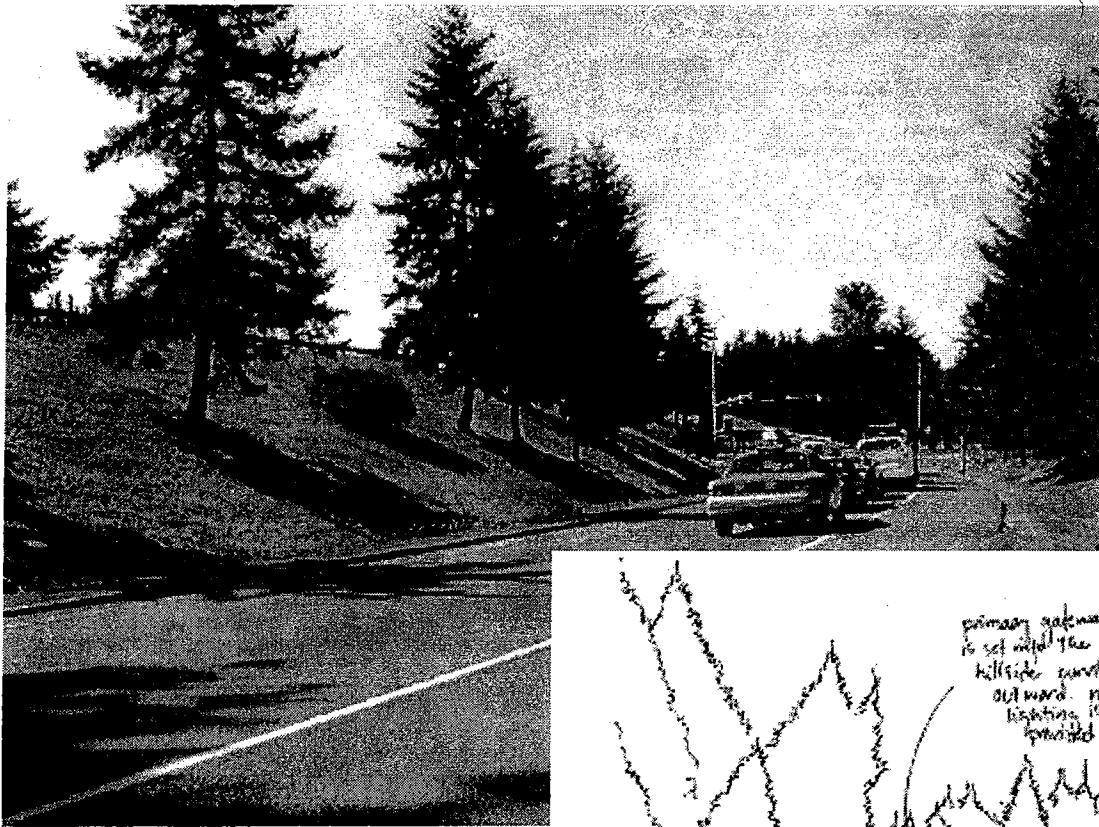


Conceptual option -
using south portion of property
(plan sketch)

GATEWAY TREATMENT CONCEPT
Concept B - City using south portion of property
Location: Westminster Way @ Dayton Ave

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.C. N 175th STREET / I-5



Primary Gateway

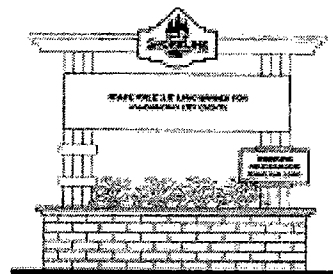
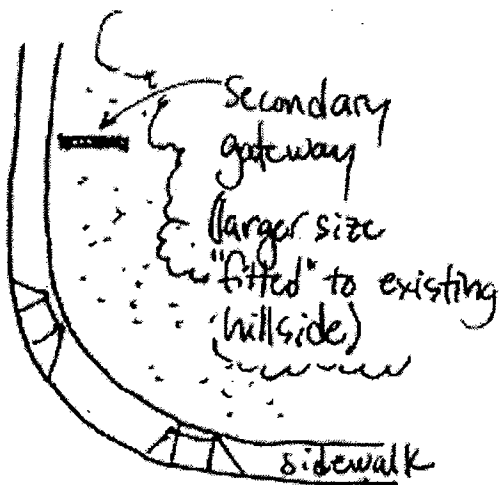
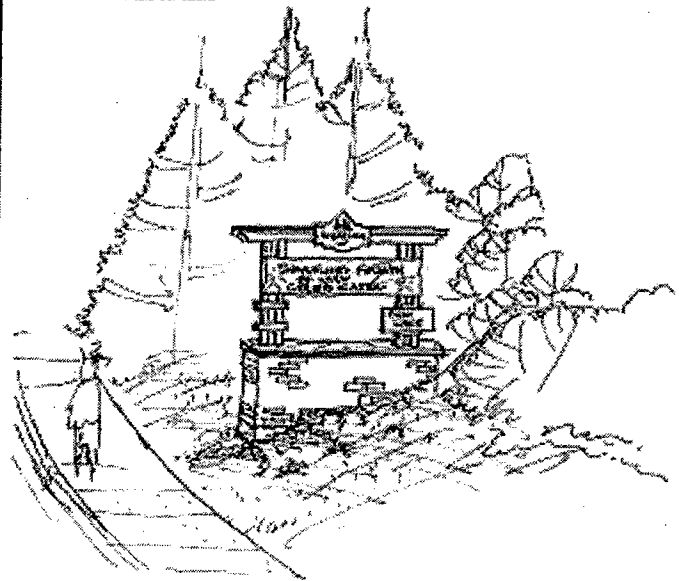
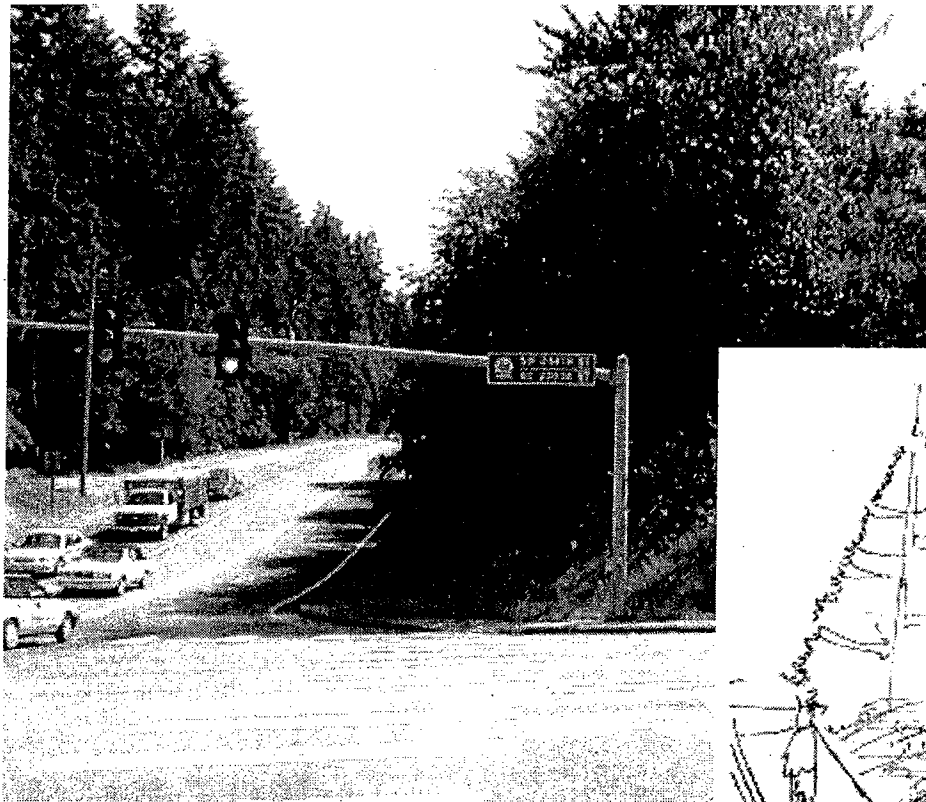


concept sketch of gateway on I-5 off-ramp at 175th for both northbound and southbound ramps

GATEWAY TREATMENT CONCEPT
Location: I-5 at NE 175th Ave.

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.D. MERIDIAN / N 205TH STREET



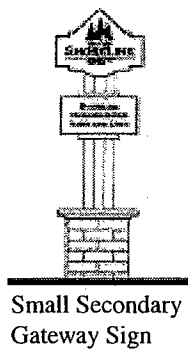
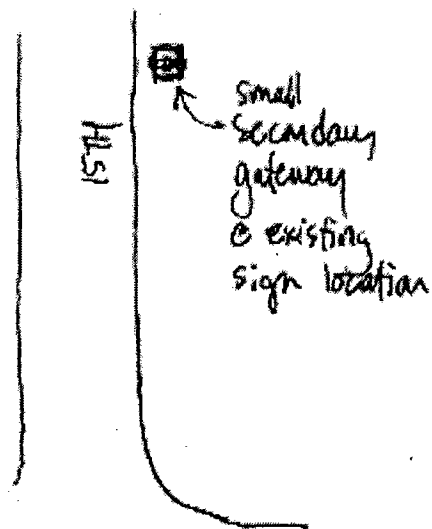
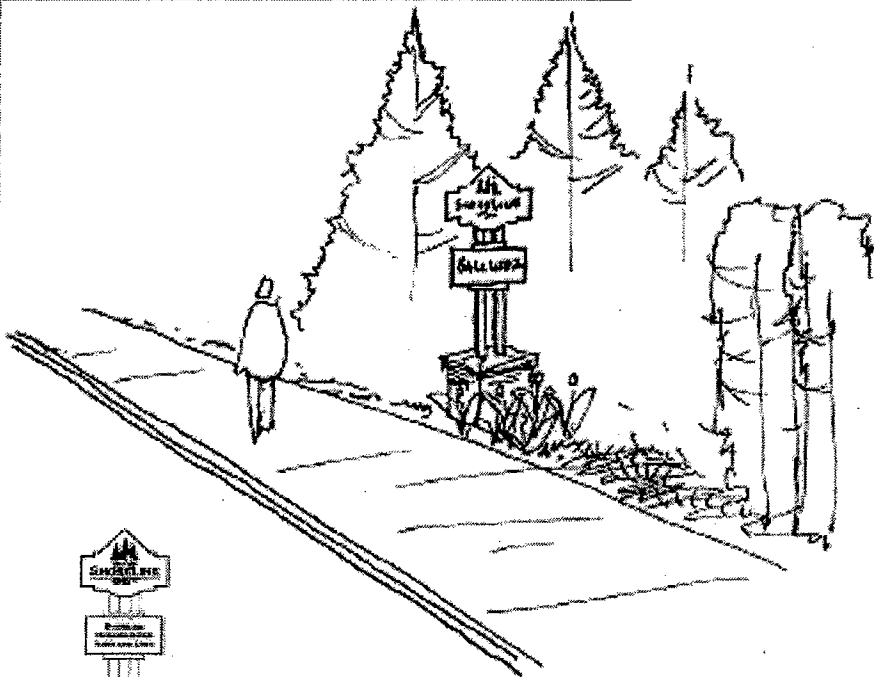
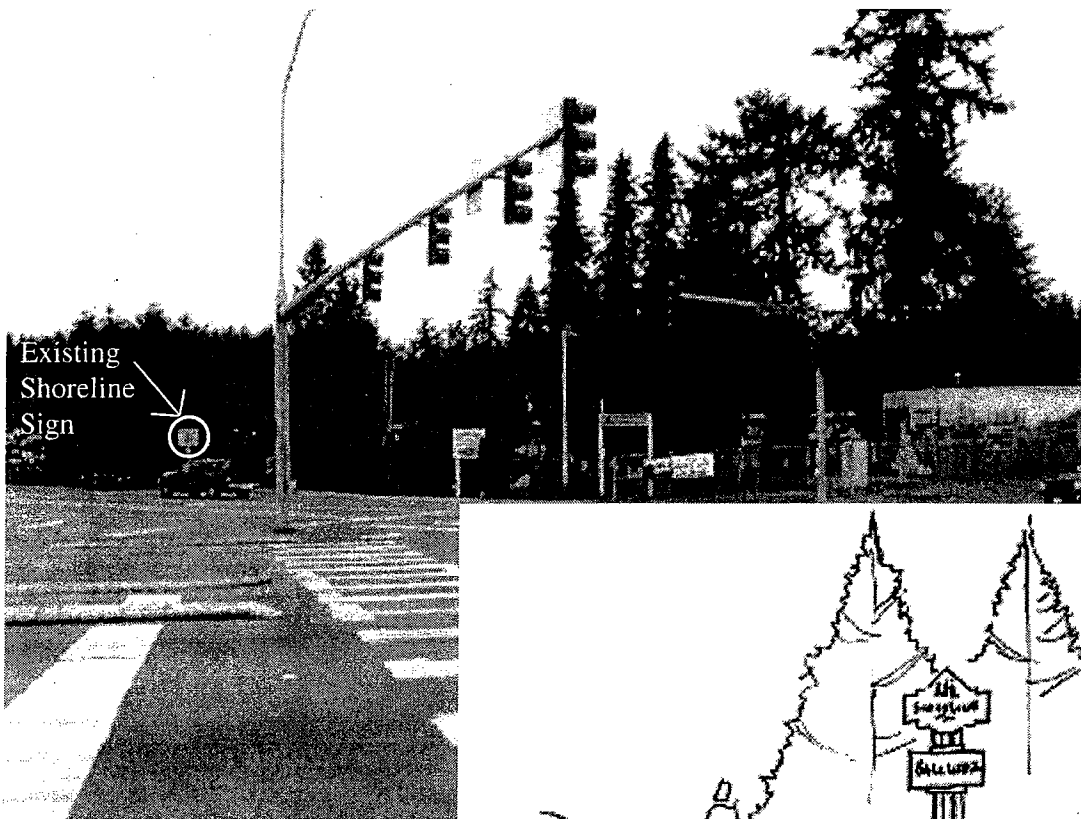
Large Secondary
Gateway Sign

Conceptual plan of
gateway - SW corner
of 205th and Meridian

GATEWAY TREATMENT CONCEPT
Location: NE 205th St. & Meridian N

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.E. 15TH STREET NE / N 205TH STREET

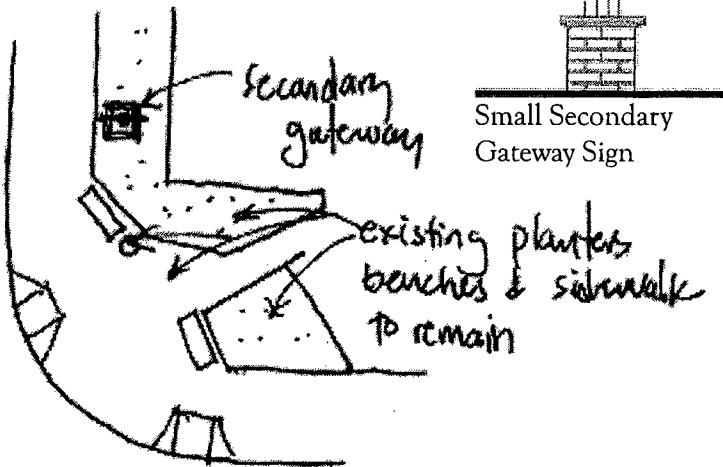
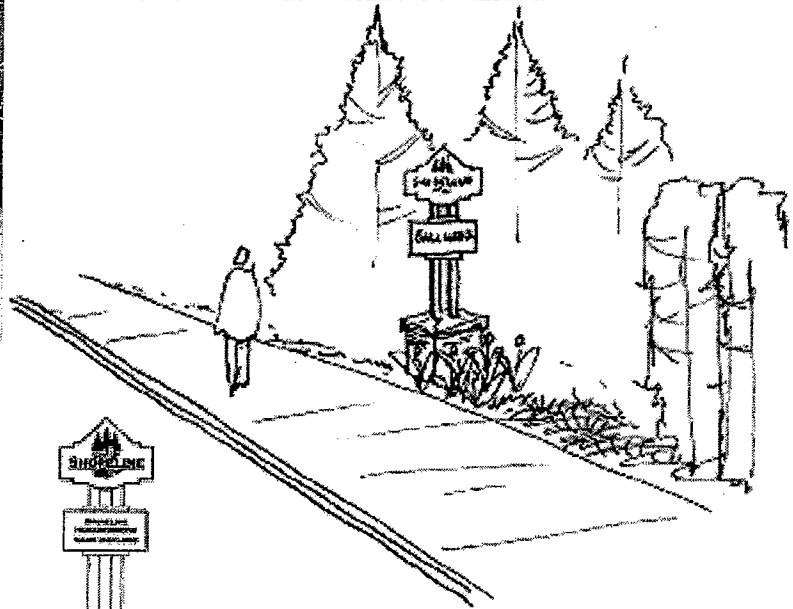
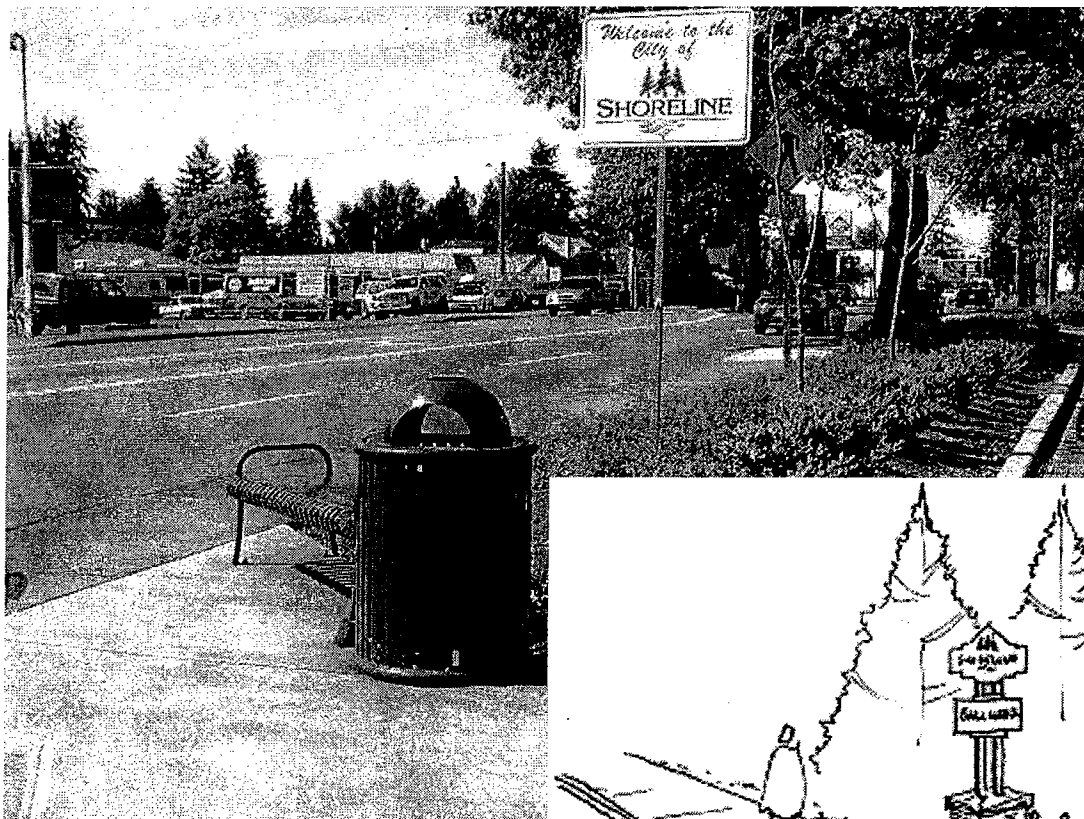


conceptual plan of gateway west side of 15th Ave.

GATEWAY TREATMENT CONCEPT
Location: NW 205th & 15th Ave NE

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.F. 15TH STREET NE / N 145TH STREET



conceptual plan of
gateway - NE corner
of 145th and 15th

GATEWAY TREATMENT CONCEPT
Location: 145th St. N & 15th Ave NE

VI. SIGNIFICANT EVENTS: PROGRESS & HISTORY OF GATEWAYS

EVENT	RESULT
1998 Adoption of Shoreline's First Comprehensive Plan.	Vision statement in the Plan indicates a need to enhance Shoreline's gateways to support the identity of the city. The plan outlines that every entry into the city should have a "special treatment." A map is produced indicating where key gateways may be established.
2001 City Council establishes a work-plan goal to adopt a Gateway Master Plan during 2001-2002 ("City Council Goal #5")	Staff begins developing a work program to accomplish this goal.
October 15, 2001 City Council Workshop	A proposed project process and timeline is presented to City Council. Council provides staff with feedback and staff proceeds with project.
June 3, 2002 City Council Workshop	Images of every gateway location were presented to the Council. The design team introduced the theme concept that could be carried throughout the City's gateways: "Shoreline is home." City Council indicated that this was an appropriate concept. They also added that they would like to see the simplicity of the existing gateway installation by Walgreen's at N 145 th ST and Aurora carried throughout the plan. Council members also expressed a desire to see the City's logo incorporated into gateway design.
2002 City Council establishes a work-plan goal to implement the Gateway Plan during 2003 ("City Council Goal #9")	Funding in the City's Capital Improvement Project budget is approved. During years 2003, 2004, and 2005 \$100,000 has been set aside each year for gateway construction

VI. SIGNIFICANT EVENTS: PROGRESS & HISTORY OF GATEWAYS

July 25, 2002 Public Open House #1 Hosted by Planning Commission and Parks Recreation and Cultural Services Advisory Committee	This meeting was used to gather information about gateway design preference and hierarchy. Board members filled out preference surveys to provide staff with an indication about which gateways were most important for the city, and therefore which sites should be constructed first. Comments were made that in general the design solution that was most desirable is that which is similar in style to the installation at N 145 th and Aurora (the Walgreen's site).
September 26, 2002 Public Open House #2 Hosted by Planning Commission and Parks Recreation and Cultural Services Advisory Committee	This meeting was used to confirm gateway hierarchy and implementation order (the survey results from the last meeting). In addition, design alternatives were presented based on the "Walgreen's" prototype. The board also discussed the design elements that are most crucial for incorporation into the City's gateways. The boards returned to the theme "Shoreline is home."
November 7, 2002 <i>Public Hearing on Gateway Plan</i>	Presentation of the Draft Gateway Plan for Public Comment. Planning Commission recommends approval of draft plan with minor modifications. In addition, PC recommends approval of Development Code Amendment to include gateways as part of the sign code exemptions.
January 6, 2003 <i>Anticipated City Council Meeting Workshop</i>	Presentation of the Draft Gateway Plan for City Council review. <i>Result forthcoming</i>
January 27, 2003 <i>Anticipated City Council Meeting Regular Meeting</i>	Anticipated adoption date of the Gateway Plan. <i>Result forthcoming</i>

Attachment B:
Development Code Amendment:
Sign Code Exemption for Gateways



Concept of Proposed Development Code Amendment:

It is proposed that Section 20.50.610 of the Shoreline Municipal Code (the "Development Code") will be amended to create a sign code exemption for gateways. Only those gateways that are constructed in accordance with the guidelines of the Gateway Policy and Procedure Manual will be exempt from meeting sign code requirements. The amendment proposes to only add clarification for gateways and does not change any other portions of the Code.

The legislative format of the amendment is as follows. *In "legislative format" additions to the code are noted with underlines and deletions to the code are noted with ~~strikethrough~~; note there is no deletions proposed as part of this amendment.*

Actual Proposed SMC Amendment Language:

20.50.610 Exempt Signs.

N. Gateway signs constructed in compliance with the Gateway Policy and Procedure Manual.

**Attachment C:
Planning Commission Minutes
November 7, 2002**

CITY OF SHORELINE

SHORELINE PLANNING COMMISSION SUMMARY MINUTES OF REGULAR MEETING

November 7, 2002
7:00 P.M.

Shoreline Conference Center
Board Room

PRESENT

Chair Doennebrink
Vice Chair Harris
Commissioner Gabbert
Commissioner Kuboi
Commissioner McClelland
Commissioner Piro
Commissioner Sands

STAFF PRESENT

Tim Stewart, Planning & Development Services Director
Andrea Spencer, Planner, Planning & Development Services
Wendy Barry, Parks & Cultural Services Director
Lanie Curry, Planning Commission Clerk

ABSENT

Commissioner Doering
Commissioner MacCully

1. CALL TO ORDER

The regular meeting was called to order at 7:00 p.m. by Chair Doennebrink.

2. ROLL CALL

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

3. APPROVAL OF AGENDA

COMMISSIONER PIRO MOVED TO APPROVE THE AGENDA AS PROPOSED.
COMMISSIONER SANDS SECONDED THE MOTION. THE MOTION CARRIED
UNANIMOUSLY.

4. APPROVAL OF MINUTES

THE COMMISSION MOVED TO ACCEPT THE MINUTES OF OCTOBER 17, 2002 AS AMENDED. MOTION CARRIED UNANIMOUSLY.

5. PUBLIC COMMENT

There was no one in the audience who desired to address the Commission during this portion of the meeting.

6. REPORTS OF COMMISSIONERS

None of the Commissioners had reports to share during this portion of the agenda.

7. STAFF REPORTS

a. Legislative Public Hearing on Gateway Master Plan

Chair Doennebrink provided a brief bio of Ms. Spencer's training and experience. He advised that she has a bachelor's degree in landscape architecture and a master's degree in regional planning. She worked for Mountlake Terrace for two years as a planner, and has been with the City of Shoreline a little over two years. Her specialties are database reporting of statistics for use in the City's buildable lands reporting, and she has an interest in GIS. She conducted all of the research for the city-wide reconciliation project that was completed in July of 2000. She also received her American Institute of Certified Planners Certification (AICP) this past spring.

Ms. Spencer advised that gateways are a way to announce that one has arrived to the City of Shoreline, and they also help establish a sense of place. The City's Comprehensive Plan establishes that every entryway into the City should receive some kind of special treatment. This special treatment could be plantings, signage, three-dimensional art, etc.

Next, Ms. Spencer provided a brief overview of the process that was used to get to the point they are at today. This includes a vision statement that was adopted in 1998 as part of the Comprehensive Plan. In addition, the City Council established a goal in 2001 stating that they want to create a gateway master plan. They provided funding for this work to occur. She recalled that staff started this process by conducting two public workshops where the Planning Commission and the Parks, Recreational and Cultural Services Committee met together as a group to hear some design ideas and provide directions for the plan. The plan that is before the Commission at this time is the result of that effort.

Ms. Spencer said this plan has been titled "The Gateway Policy and Procedure Manual." It contains information as to the location, classification and prioritization of all of the gateway sites. It provides some general guidelines for gateway implementation and gives some ideas regarding the essential and auxiliary design elements that could be included in a plan.

It also provides some general design options to illustrate how the essential and auxiliary elements can be translated to actual designs for the top sites. She referred to the map that identifies all of the gateway locations and the types of treatment that would be received at each location. Ms. Spencer explained that the types of gateways have been divided into the following categories: primary, secondary and tertiary. She noted that starting on Page 20, the plan shows how the essential and auxiliary elements could be translated into design features for the various types of gateways.

Ms. Spencer said that during the process there was a lot of talk about "Shoreline being home," and they want the gateways to reflect a sense of permanency. The use of brick and solid straight lines for the primary treatments helps to connote that idea.

Ms. Spencer said that for the secondary treatments, they have used the same "sense of permanency" concept and translated that to a smaller base that is more context sensitive for areas where there is a lot less right-of-way available or where larger structures are not appropriate. The City logo and some vegetation could be used, and there is also a possibility of incorporating neighborhood signage to provide further definition of location.

Ms. Spencer emphasized that every location into the City of Shoreline already has a "Welcome to the City of Shoreline" sign. The tertiary plan talks about how this design can be upgraded into a more consistent element that matches some of the other gateway types. There are also several entrances into the City of Shoreline that are shared with neighboring jurisdictions. For example, 205th and I-5 is a place where people head to Mountlake Terrace, Edmonds and Shoreline. Perhaps there is some way the City can upgrade these gateway types with landscape improvements in cooperation with other jurisdictions.

Ms. Spencer provided slides depicting how the treatments can be translated to sites. One slide depicted the secondary gateway location at Meridian and 205th, and illustrated clearly how the essential and auxiliary design elements can be translated into an actual site while being cognizant of place and fitting the gateway treatment in with the topography of the site.

In addition to adoption of the policy and procedure manual, Ms. Spencer advised that an amendment to the development code would also be necessary so that gateway implementation is a little bit easier. The proposal on the table is to add gateway signs to the list of exempt signs in the development code.

Ms. Spencer reported that at this time, the staff and consultant have gathered public information and created a draft plan for consideration. The purpose of this meeting is to conduct a public hearing on the issue. She noted that no written comments were received during the comment period. However, subsequently, staff received two separate comments. One was from Patty Hale on behalf of the two neighborhood associations, and the other was from Mr. Barta. At this time, the staff is seeking direction and suggestions for strengthening or improving the plan. Staff will use the recommendations to finalize the plan and forward it to the City Council in January 2003 for adoption.

Ms. Spencer said staff recommends that the Planning Commission hold the public hearing, consider any testimony, and develop a recommendation for adoption of the Gateway Policy and Procedure Manual, as well as the proposed development code amendment. She suggested that the Commission review the definitions for the gateway types, confirm the language as proposed and indicate whether or not the locations are appropriate. She also suggested that they carefully review the auxiliary and essential design elements to make sure they articulate the design theme and character that is desired for the City.

Chair Doennebrink reviewed the rules and procedures for the public hearing, and opened the hearing for public comment.

Bob Barta, 15703 – 1st Ave NW, referred to a handout he provided to each of the Commissioners containing his comments on the gateway issue. He said there are three basic ideas he would like to touch on regarding the value of gateways. He said he would like to share his vision for the future of gateways in Shoreline.

Mr. Barta said that in the background information provided by staff, two values have been identified—a sense of identity and a sense of unity. He said that a sense of identity fosters involvement from neighborhood associations in maintaining Shoreline as a pleasant place to live. A sense of unity fosters participation in neighborhood association activities that enhance the quality of living in Shoreline. It encourages involvement in neighborhood block watches, which promotes self-reliance.

Mr. Barta said he spoke with Ms. Spencer about modifying the gateway that is proposed at Dayton Ave North and Westminster Way by adding an appropriate wall or extension of the current planter to accommodate the neighborhood name of “Westminster Triangle” on the south side and “Highland Terrace” on the west side. This would promote community involvement in neighborhood associations. Mr. Barta said that this gateway location is a good place for the City to show off its gateway philosophy. Because of the central market, this area is becoming quite a community place, and there are a lot of events for people to go to.

In talking about the future, Mr. Barta suggested that while gateways would provide an immediate value to the present, the value would extend into the future, as well. He predicts that there will be an increase in the amount of people and cars on the roads, and he sees more and more people staying in the City rather than driving somewhere else because of traffic congestion. Whatever is approved, it will be a great investment for the future and will help people enjoy the City.

In conclusion, Mr. Barta complimented the Commission, especially Chair Doennebrink, for the way they conducted the joint meeting between the Planning Commission and the Parks Board to make sure that everyone’s ideas were considered.

Anthony Poland, 2433 NW 198th, said that he addressed the City Council previously regarding the issue of the gateway master plan. In light of the recent elections and the fact that the City has lost a lot of the funding that would have been available to them, perhaps this is not a good use of City funds. He noted that City staff has reported that some serious budget cuts are forthcoming.

He said he was hoping that the Council would take action to cut this program prior to the Commission spending a significant amount of time on it. He suggested that this program would probably be one of the first things the Council would have to cut in the future.

Mr. Poland said that if the plan does go forward, the Commission should recognize that the community is diverse and there are many different concepts for "sense of place." There is no way they can make everyone happy. He said he does not think they will ever get the sense of place they are looking for. There are a lot of City needs, and he did not feel they should spend their money on gateways at this time.

THE PUBLIC HEARING WAS CLOSED.

COMMISSIONER PIRO MOVED THAT THE COMMISSION RECOMMEND APPROVAL OF THE DRAFT GATEWAY POLICY AND PROCEDURE MANUAL. COMMISSIONER SANDS SECONDED THE MOTION.

Commissioner Piro said he was happy to see how this manual has evolved, and how much it reflects the Commission's previous discussion of the issues that concerned them. A lot of the questions and issues raised by the Commission were addressed well.

Commissioner McClelland questioned whether gateway signs would be exempt from the sign code. Ms. Spencer answered that if the Commission approves the proposed development code amendment, the gateway signs would become exempt from the sign code requirements. Commissioner McClelland questioned why the City's signs should be exempt. Ms. Spencer referred to the list of exemptions in the development code, and noted that gateway signs are consistent with the other signs that are listed as exemptions. It is important to be clear that only those installations that are in compliance with the gateway manual would be exempted.

Commissioner Kuboi questioned who the staff envisions will use the proposed document. He expressed his concern about enforceability. Ms. Spencer answered that most of the gateways that have been identified would be developed by the City. The manual would govern the public works and planning department as they try to implement the plan. Commissioner Kuboi said the manual implies that some, if not many, of the signs could be constructed by private entities as mitigation for some other project. He said he does not see sufficient language in the document to communicate the specific requirements. He suggested that the proposed document might not be very enforceable because compliance requirements are very unclear.

Ms. Spencer suggested that the Commission think about policies that could be included that clearly identify the requirements for private development of the gateways. Commissioner Kuboi said that the policy and procedure manual should apply to both the private and public development of the gateways. If the goal is to use signage as a way to evoke community and unity, they need to start by having the consultant elaborate as to what the minimum requirements should be. He referred to paragraph 3.B.1 on Page 17. The last sentence in the first paragraph states, "all gateways shall incorporate these principles." Ms. Spencer explained that all of the listed principles would have to be met. However, the bulleted statements under each of the principles identify methods by which to achieve the principles.

Commissioner Kuboi said that when he looks at documents such as the one being proposed, he considers whether or not it could be abused or misinterpreted to result in a product that is inconsistent with the original intent. He questioned whether they want to allow so much flexibility amongst all of the primary sites that, theoretically, each one of them could look different. Or should they require a basic design for all of the sites? There are examples provided in the document illustrating the design the City has in mind, but there is nothing in the document that would require the use of this design.

Mr. Stewart pointed out that all of the signs would require a permit, so they will be reviewed as far as details, construction, location, layout, materials, etc. before they are constructed. Secondly, he said that all of the gateway projects are likely to be capital improvement projects. Usually, this entails a very detailed public participation process, City Council review, and final approval by the City Council at a public meeting. All of the specific details the Commission has expressed concern about will be reviewed both by the technical engineer when a permit is issued and by the City Council who will review the aesthetic design.

Commissioner Kuboi agreed that if the City were to develop the gateways, then his comments probably wouldn't apply. But, if private development of the sites would also be allowed, then they need to be a little bit more prescriptive in identifying the minimum expectations. Mr. Stewart expressed his opinion that it would not be prudent to preclude a private developer from funding and improving some of the gateway sites. The document provides guidelines for the development of the gateways. If a proposal is found to be inconsistent with the guidelines, it would not be approved.

Commissioner Piro suggested that the Commission focus on Item 3.B on Page 17, which outlines the design principles. He suggested that perhaps additional verbiage could be added to satisfy Commissioner Kuboi's concerns. Perhaps there should be a more standard character identified for the signs, so that they are not so varied and thus lose the whole function of why they exist.

Commissioner Gabbert inquired if it is possible for all of the signs to be constructed by the City, even though a private developer might contribute money for the project. Perhaps a fund for this purpose could be established by the City so that they could have more control over the design. Mr. Stewart answered that this would be possible. For example, the City currently has a fund for in-lieu of sidewalks. However, while most of the gateways will be developed as public projects, there may be some opportunities to capitalize on private/public partnerships.

Commissioner Gabbert recalled the concern he raised at the joint workshop between the Planning Commission and the Parks Board. If a private developer is going to develop the gateway, the Planning Commission should have a chance to review what is being proposed and make a recommendation to the City Council. Mr. Stewart said this could be done by requiring some type of permit for gateway development rather than just exempting gateways from the requirements. The permit could require a Planning Commission hearing and recommendation to the City Council.

Vice Chair Harris inquired if a mechanism could be provided that would allow a neighborhood group to fund the development of one of the small secondary gateways. However, he agreed that they should be controlled and built according to the City's guidelines.

Commissioner McClelland recalled that at the first joint meeting they had regarding this issue, they discussed the possibility of creating a matrix. She displayed a sample matrix on the overhead and suggested that a matrix would help the Commission visualize the implementation of the gateway plan. Separate columns could identify location, ownership of property, the type of gateway, and funding for each of the gateways. She specifically suggested that all of the possible funding sources should be listed on the matrix. The matrix could also identify the action that would set each of the gateway developments in motion, as well as incentives that could be allowed to private developers. Commissioner McClelland concluded that not only would a matrix of this type provide a visual picture of the plan, it would also strengthen the document.

Commissioner Kuboi inquired if the scope of contract with the consultant would allow some of the additional features recommended by the Commission to be added to the document. Ms. Spencer advised that staff has the ability to change the document as per the direction of the Commission. This could be done internally, or they could ask the consultants to do the work.

Commissioner Piro said he did not realize that the document was supposed to include such things as funding mechanisms. He said he views the document as a design guideline. He suggested that funding is beyond the scope of what they have asked the consultant to consider. Perhaps the staff could add this additional language on their own. Considering the comment from the second public speaker about the likelihood of signs being funded in the future, he said he would not want the contract with the consultant to be increased in dollar value to accommodate any additional features.

Ms. Spencer explained that the intent of the document is to set up an expectation and master plan for how all gateways would be implemented over the next 20 or 30 years. As funding becomes available for implementation of the gateways, the document would guide the design. The scope of the contract did not include the establishment of all of the details related to cost and funding.

Commissioner Piro suggested that an additional coordination policy be added to Page 16 as follows:

“When a gateway is to be constructed as part of a private development, the City shall negotiate with the developer to collect fees for municipal construction of the gateways. If the developer opts to construct the gateway independently, the proposed design shall first be reviewed and approved by the Planning Commission to ensure essential gateway elements are included.”

Mr. Stewart said his preference would be to place this verbiage in the policy manual. Before the permit is issued for the construction of the sign, this would be a condition that would have to be met. Mr. Stewart agreed that the reasonable and practical way to address the problem is to make the change as proposed by Commissioner Piro. The Commission agreed.

Commissioner McClelland inquired where the 1 Percent for the Arts Program would be administered. Ms. Barry responded that the 1 Percent for the Arts Program is administered through the Parks, Recreation and Cultural Services Department, and the policies and framework have been developed over the past year. Construction projects that are eligible have been identified. An Art Planning Subcommittee was formed to create an annual art plan and the selection process for each of the projects was identified. Their initial conversations focused on the Interurban Trail since this will be a significant capital project in 2003. However, she noted that arts selection committees would be appointed for each of the projects.

Commissioner McClelland inquired who would be responsible to coordinate the funding sources such as 1 Percent for the Arts, neighborhood funds, etc. Ms. Barry said there a couple of ways to do this. The Parks, Recreation and Cultural Services Advisory Committee and staff will be working with the Finance, Public Works and Planning Departments on a team basis to develop a capital improvement program. When the Parks, Recreation and Cultural Services Advisory Committee gets together with the Art Planning Subcommittee, they will review the entire capital improvement program. That is the logical time for them to determine how the identified funds can be allocated. The policy allows for funds to be pooled if there are no covenants or restrictions attached. It does not require that all funding established in a current year be spent. It can be saved over for another year.

Commissioner McClelland reported that she attended a session at the APA Planning Conference at which the head of the King County 1 Percent for the Arts was the presenter. She mentioned that, in addition to pieces of freestanding art, they also include building materials and architectural design as a type of art. The Commission agreed that this concept was interesting, and the Westminster Triangle gateway project is the type of development that would lend itself to this concept. Ms. Barry noted that the policy allows and encourages artist made building parts. She said the King County Arts Commission would be speaking to representatives from a variety of departments to educate the City staff and project managers, as well as the arts subcommittees.

Chair Doennebrink said he met with Ms. Spencer a few days ago to discuss neighborhood signs. He suggested that language be added stating, "Where there is an entrance to a neighborhood, the neighborhood sign should be less than a City sign, but more than an event sign." Secondly, Chair Doennebrink said he discussed with staff the amount of traffic that goes through each of the gateway points. He said he reviewed the City's average weekday traffic counts at each of the gateway sites. He posted this data on the overhead projector for the Commission's information.

Chair Doennebrink noted that all six of the primary gateway sites have average weekday traffic counts of 10,000 or more. The secondary sites all have traffic counts in the thousands. The two that perhaps should be placed in the tertiary group instead of the secondary group are Fremont and 1st NE Streets, since their traffic counts are much lower than the others. The traffic counts for the tertiary group are less than 3,000 per day, with the exception of the Perkins Street site which was much higher. He suggested that perhaps this site needs special treatment. He noted that there is no gateway site proposed for 25th NE at Ballinger even though the traffic counts for this street are high.

He concluded that in addition to changing Fremont and 1st NE to tertiary sites, they should also change 3rd NW and Meridian North to secondary sites. 25th NE at Ballinger should also be added as a secondary gateway site. The 19th NE and 25th NE at 205th should be studied further for possible inclusion as a gateway site.

Chair Doennebrink pointed out that the six primary gateway sites are the ones that have been identified for funding next year. When money comes available, it would go towards development of the secondary gateway sites next. Therefore, the categorization of the gateway sites into the three groups is important.

Ms. Spencer recalled that the vision statement in the Comprehensive Plan states that each road would receive some type of special treatment. Chair Doennebrink has pointed out the locations that would have the most visibility based on traffic flow.

The Commission requested clarification as to what other factors went into the initial categorization of the gateways. Ms. Spencer answered that the characteristic and designation of the streets was a factor in this process. Commissioner Piro suggested that it would also be important to balance these sites geographically throughout the City. Chair Doennebrink suggested that perhaps the categories could be further defined on Page 2.

Commissioner McClelland referred to Patricia Hale's e-mail. Chair Doennebrink said this letter talks about the visibility of the proposed sign coming off of 175th to the east. Ms. Hale suggests that if they provide a sign on the west side, they should also provide one on the east side, as well. The Commission agreed that Ms. Hale's suggestion is reasonable and noted that the traffic counts are almost the same in either direction. Ms. Spencer provided a drawing to clarify Ms. Hale's concern. She explained that Ms. Hale pointed out that, as proposed, only the people coming off of the freeway would be able to enjoy the sign.

Commissioner Sands suggested that if the sign is placed in a location that would make it visible to people getting off the freeway, that would be appropriate. But if you are traveling from Aurora over to North City, that area is all part of Shoreline. Because you don't leave Shoreline, there is no reason to be welcomed back into the City.

Commissioner Piro pointed out that the gateway signs that are proposed on 175th Ave are in the center of the City rather than at the City limits. He questioned whether or not these should really be considered gateways. He suggested that perhaps these should be called something other than gateway signs. The Commission noted that the proposed signs do not actually say "Welcome to Shoreline." They just say "Shoreline" so they can be used in both types of situations.

Ms. Spencer recalled that the Commission previously commented that they wanted to allow enough flexibility in the document for neighborhood identification signs to be incorporated into the gateways. She noted that Page 19 of the proposed document addresses this issue.

Commissioner Sands said he really likes the fact that the proposed document is a little bit nebulous. He did not think the City should get into legislating what the signs can look like. Having some policy guidelines and the appropriate City entities review the permitting process and adding the two lines that were suggested by Commissioner Piro would be more than sufficient to make sure that the intent is followed through, when and if the gateways are developed. He recommended that the Commission forward the document to the City Council with a recommendation for approval, with the additional language that was proposed by Commissioner Piro.

COMMISSIONER SANDS PROPOSED THAT THE MOTION BE AMENDED TO INCLUDE THE ADDITIONAL LANGUAGE PUT FORTH BY COMMISSIONER PIRO. COMMISSIONER PIRO ACCEPTED THE AMENDMENT TO THE MOTION.

Commissioner Kuboi inquired if staff anticipates any problems dealing with the creativity factor. If not, then he would support the document as proposed. Mr. Stewart answered that he does not anticipate any problems.

Commissioner Kuboi pointed out that the example shown for the secondary sign design seems to be scaled more to pedestrians than cars. Ms. Spencer said that people driving by this location now are able to see the existing signs, and the proposed new signs would be of the same scale. The signs can be sized up, where necessary and appropriate, as well. Commissioner Kuboi said the current signs are mounted just adjacent to the curb, and the document proposes that the new signs be placed four to six feet further in from the street, which will likely make them harder to see. If the driving factor for placement of the signs is based on traffic, the small secondary gateway sign design that is being proposed would not be any better than the existing sign, and it could be worse if located further off from the curb. He suggested that the consultant be asked to come up with a visual example of a space constrained secondary sign that would be better visible to automobile traffic. Ms. Spencer pointed out that the design provided in the example on Page 32 could address this issue. She noted that visible lettering was one of the key design principles, and this could perhaps be more specific to require lettering that is visible from the vehicle.

Commissioner Gabbert recommended that the gateway sign that is proposed for I-5 and 175th Ave be moved further back on the eastside of I-5 as per Ms. Hale's request.

The Commission reviewed the traffic count data that was provided by Chair Doennebrink and then discussed the sites that were identified in each of the three categories. They agreed that the 3rd NW and Meridian sites should be moved to the secondary gateway category. Also, the 25th and Ballinger site should be identified as a secondary gateway. The Fremont and Meridian sites should be reclassified as tertiary gateways. They agreed that the intersections of 205th and 19th NE and 205th and 25th NE should be studied further to determine what type of treatment, if any, is appropriate.

COMMISSIONER PIRO AMENDED HIS MOTION TO INCLUDE A MAP CHANGE TO IDENTIFY THE FREMONT AND 1ST NE SITES AS TERTIARY GATEWAYS AND THE 3RD NW, MERIDIAN, PERKINS AND 25TH NE AT BALLINGER SITES AS SECONDARY GATEWAYS, AND THAT STAFF DO SOME MORE STUDY ON THE SITES AT 205TH AND 19TH NE AND 205TH AND 25TH NE. COMMISSIONER SANDS AGREED TO THE AMENDMENT.

Commissioner McClelland noted that the words “are the same” in the third bullet on Page 17 should be changed to “are alike.” She also noted that the word “Northwest” does not need to be in quotations. She suggested that trellises be identified as a desirable auxiliary element. The Commission agreed.

THE MOTION CARRIED 6-1, WITH COMMISSIONER KUBOI OUT OF THE ROOM AT THE TIME OF VOTING.

COMMISSIONER SANDS MOVED THAT THE DEVELOPMENT CODE CHANGE BE APPROVED AS PROPOSED. VICE CHAIR HARRIS SECONDED THE MOTION.

THE MOTION CARRIED UNANIMOUSLY.

b. Announcements

Ms. Spencer announced that the City Council unanimously approved the Planning Commission’s recommendation for the Hollywood Casino Proposal. The appeal period ends November 18. Chair Doennebrink added that one of the Council Members said that the reason the Council supported the proposal was because the Planning Commission unanimously accepted it. This indicates the Council’s high regard for the Commission.

Ms. Spencer said the special use permit for the critical areas on the Aegis Project was approved by the City Council by a vote of 3 to 2. This is for the southern portion of the project. The appeal period ends on November 11. Mr. Stewart explained that the permit for the south building was issued under the current development regulations. The north building is being constructed under the development regulations now in place. There are various court actions still pending on the project.

Mr. Stewart advised that the budget process is before the City Council at this time. He reported that the City Council is looking at funding challenges. As a result of reductions in State funding, the long-term fiscal projections are that there will be serious issues in terms of funding City operations and capital budgets. The City Manager has recommended a budget that includes some reductions from the current budget. One recommendation is to not fund any outside consultant money for sub-area planning. In prior years this line item was \$75,000, and last year it was used for the Central Shoreline Subarea Planning Process.

Mr. Stewart said that because of the downturn in the economy, there has been a slow down in the permitting revenues. This is causing the staff to evaluate both their current and future budget. He said he has informed the City Council that the staff is taking a number of actions to adjust to the downturn. They propose that the vacant staff position be held open. They have also eliminated all of the planned review they had farmed out to contract reviewers. They will limit the outside consultant contracts for specialized services such as forestry, wetlands, and other critical area reviews.

They are also investigating whether it would be cost effective to have the City staff provide the plumbing and electrical service inspections that are now provided by the County and the State. In addition, adjustments are being made to the work program.

Mr. Stewart advised that the City Council has already held two public hearings on the budget, and another one will be held on November 12th. They will then deliberate on November 25th and make a final decision shortly after that. The final budget adoption is scheduled for the first meeting in December.

Mr. Stewart said that traditionally, the City of Shoreline has adopted very conservative fiscal policies. For example, there is a reserve development services fund of over \$500,000 that they have built up exactly for this type of downturn in the economy.

Commissioner McClelland inquired about the possibility of Fircrest closing. She felt this could be an economic boost to the City if the State and the owners of the property were willing to sell to the City. Mr. Stewart advised that there are two activities going on right now related to this issue. There is a master plan process underway that is funded by the State to look at the property continuing as an essential public facility. Secondly, the legislature is considering options for the sale of Fircrest. This might offer an opportunity for the City and the State to partner to develop a subarea plan for the adaptive reuse of the facility for the benefit of the State and the City. This would put the facility back on the tax roles and provide an opportunity for a much higher density mixture of uses. He concluded by stating that the City will continue to work with the legislators to facilitate the decision to transfer the facility out.

Commissioner McClelland suggested that the Planning Commissioners all visit the new cottage housing project (Madrona) that was spoken of at the last meeting. Chair Doennebrink answered that this issue would be discussed at the first meeting in December.

Vice Chair Harris said he spoke with neighbors of the Madrona Cottage Housing Project for an hour and a half one night. The logic of the project or whether it is good or bad is not an issue. The issue is that they feel that the City forced a de facto zoning change on them.

8. PUBLIC COMMENT

Bob Barta, 15703 – 1st Ave NW, expressed his opinion that the proposed gateway projects would provide a sense of unity and identity for the residents of Shoreline. He referred to a comment made previously by a gentleman in the audience regarding the diverse living standards of the citizens of Shoreline. He suggested that the people living in the less expensive neighborhoods are just as proud of their neighborhoods as the more wealthy areas.

Mr. Barta pointed out that the Public Works Department could be involved with this project, and the money could be kept rotating within the City. The Council of Neighborhoods could also provide resources. There is a lot of talent in the City that can be utilized. It is important to involve the individual neighborhoods in the gateway projects, as well, to utilize the various talents of the citizens. He concluded by stating that the gateways would provide visible reminders to citizen's everyday about what makes Shoreline a desirable place to live. If people do not feel a sense of identity, they will be less likely to take care of the City.

9. UNFINISHED BUSINESS

There was no unfinished business scheduled on the agenda.

10. NEW BUSINESS

There was no new business scheduled on the agenda.

11. AGENDA FOR NEXT MEETING

Mr. Stewart reported that there would be some proposed amendments to the Development Code scheduled on the Commission's next agenda. He noted that the Development Code could be amended by proposals brought forward by the Planning Director, the Planning Commission and the City Council. Out of the six or seven proposed amendments that have been submitted for review, there are a few the staff will recommend they consider for a public hearing and recommendation to the City Council. There will be a set of others that staff is not recommending move forward. The Planning Commission will review these items at the next meeting to determine whether or not they want to bring these forward. They have to do with recreational vehicles and the number of cars that are allowed to be parked outside single-family homes. There is also a technical amendment regarding the former Richmond Beach Library that would allow this facility to be converted to office use. The property has been purchased, and there has been discussion with the neighborhood.

12. ADJOURNMENT

The meeting was adjourned at 9:00 p.m.

Brian Doennebrink
Chair, Planning Commission

Lanie Curry
Clerk, Planning Commission