Council Meeting Date: January 27, 2003 **Agenda Item: 8(a)**

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Adoption of Resolution No. 202- Gateway Policy and Guideline Manual and Adoption of Ordinance No. 319- Development Code Amendment Related to Gateways
DEPARTMENT:	Planning and Development Services
PRESENTED BY:	Andrea L. Spencer, Planner Tim Stewart, Director

PROBLEM/ISSUE STATEMENT:
On January 6, 2003 the City Council met and discussed the status of the gateway master plan project. During this meeting Council discussed the Gateway Policy and Guideline Manual as recommended by Planning Commission (Planning Commission held a public hearing on the document on November 7, 2002). The manual implements the gateway vision outlined in the Comprehensive Plan by:

1. Identifying Gateway Locations & Hierarchy
2. Outlining Policies for Theme and Design
3. Providing Direction for Implementation
4. Summarizing Significant Project Events

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 (30% design) for the 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

Staff recommends that Council adopt Resolution No. 202, adoption of the Gateway Policy and Guideline Manual. Staff also recommends that Council adopt Ordinance No. 319, a Development Code amendment to include gateways constructed in accordance with the Policy and Guideline Manual in the list of sign code exemptions.

Approved By: City Manager City Attorney

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INTRODUCTION

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- Exhibit A) and *Development Code Amendment* (Attachment B-Exhibit A) 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. These two items are now before City Council for final adoption, and once adopted they will serve as a guide to implementation of the Comprehensive Plan vision.

BACKGROUND

City Council met on January 6, 2003 to provide feedback on the near final gateway plan document. The goal of that workshop was to provide general comments on the plan, confirm the priority gateway sites, and give feedback on scope of design for the Westminster/Dayton Gateway site. Staff utilized this direction to further refine the plan to the version now contained in Attachment A, Exhibit A. Based on Council's feedback a minor reordering of the priority gateway sites was made. Also staff will be expanding on the two designs presented for the Westminster/Dayton site so that Council can have more information before determining the appropriate design for this gateway. The next step for this project is adoption of this manual, and to facilitate this Staff has drafted Resolution No. 202 (Attachment A) for Council's use.

Planning Commission and Staff have also recommended approval of a Development Code amendment to add gateways to list of Sign Code Exemptions. The current list of exempt signs includes signage such as neighborhood identification signs and other historic site markers. Gateways are similar in spirit to this type of signage and therefore it was appropriate to add them to this exemption list. The reader should note that only those gateways that are constructed in accordance with the Policy and Guideline Manual would be eligible for this exemption. Staff has drafted Ordinance No. 319 (Attachment B) for Council to use to adopt this Development Code Amendment.

RECOMMENDATION

Staff recommends that Council adopt Resolution No. 202, adoption of the Gateway Policy and Guideline Manual. Staff also recommends that Council adopt Ordinance No. 319, a Development Code amendment to include gateways constructed in accordance with the Policy and Guideline Manual in the list of sign code exemptions.

ATTACHMENTS

Attachment A: Resolution 202 Adopting Gateway Policy and Guideline Manual
Attachment B: Ordinance 319 Development Code Amendment to Sign Code

RESOLUTION NO. 202

A RESOLUTION OF THE CITY OF SHORELINE, WASHINGTON, ADOPTING THE GATEWAY POLICY AND GUIDELINE MANUAL AND DIRECTING STAFF TO PROCEED WITH DETAILED DESIGN FOR THE PRIORITY GATEWAY SITES

WHEREAS, on November 23, 1998, the City of Shoreline adopted a Comprehensive Plan and established a vision for City Gateways; and

WHEREAS, City Council established a work plan goal in 2002 to implement the vision established by the Comprehensive Plan for gateways; and

WHEREAS, the Planning Commission held a public hearing on November 7, 2002 to consider comments on the draft Gateway Policy and Guideline Manual and recommended approval of the draft plan with minor modifications; and

WHEREAS, the City Council reviewed the draft Gateway Policy and Guideline Manual and provided feedback for further revisions on January 6, 2003;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON AS FOLLOWS:

Section 1. The Gateway Policy and Guideline Manual as shown in Exhibit A is hereby adopted.

ADOPTED BY THE CITY COUNCIL ON JANUARY 27, 2003.

_____
Mayor Scott Jepsen

ATTEST:

_____
Sharon Mattioli, CMC
City Clerk

EXHIBIT A
GATEWAY POLICY AND GUIDELINE MANUAL

CITY OF SHORELINE

GATEWAY POLICY AND GUIDELINE MANUAL

January 27,2003

Planning and Development Services

with Gateway Designs and Sketches by:

KPG

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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.

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 4-7).

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 9 and 11. 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 4-7) are organized via this categorization. The map on page 9 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 4-7).

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

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."

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 eight likely candidates for construction with the CIP funds during 2003-2005, and these projects have been identified in the following tables (pages 4-7) labeled with heading "Priority Gateways" (although as designs are further developed and costs are more accurately estimated this number may change). Staff recommended all but three projects identified by the two Boards. 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 11 illustrates only the projects that could potentially be constructed over the next three years with CIP. The reader will note that this map is a simplified version of the one included on page 9 (which illustrates all the gateway sites).

SITE MATRICES: PRIORITY AND FUTURE GATEWAYS

Priority Gateways					
Map Key #	**Location**	**Gateway Category**	**Adjacent Land Use**	**Gateway Improvement Location**	**Site Analysis and General Notes**
1	Westminster Way @ Dayton Ave N	Primary	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 a thte time of Plan adoption. Site could accommodate primary gateway and open space. Two alternatives: (1) totally dedicated to public use and (2) space shared between City gateway and a development.
2	I-5 @ NE 145th St & 5th Ave NE	Primary and Secondary	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.
3	I-5 @ NE 175th St (west)	Primary	Freeway	On WSDOT property west of I-5 and/or on City property	Small version of Primary Gateway
4	I-5 @ NE 175th St (east)	Primary	Freeway	On WSDOT property east of I-5 and/or on City property	Small version of Primary Gateway
5	N 205th St / Meridian Ave N	Secondary	Residential	SW or SE corner	Due to limited right-of-way area small version of secondary sign is appropriate.

SITE MATRICES: PRIORITY AND FUTURE GATEWAYS

Priority Gateways

Map Key #	Location	Gateway Category	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
6	N 205th St / 15th Ave NE	Secondary	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.
7	N 145th St / 15th Ave NE	Secondary	Commercial	NE corner – in approximate location as existing sign	Due to limited right-of-way area small version of secondary sign is appropriate.
8	NE 195th St / I-5 Southbound ped bridge	Other	Freeway	Overhead	Decorative treatments could be made to overhead pedestrian bridge to signify Shoreline's gateway theme.

Other Future Gateways

Map Key #	Location	Gateway Category	Adjacent Land Use	Gateway Improvement Location	Site Analysis and General Notes
9	N 205th St / Aurora Ave N	Primary	Commercial	SW Corner	Modified version of 145th & Aurora gateway (wall and signage) – keep low, don't use vertical elements
10	N 145th St / Aurora Ave N	Primary	Commercial	NW Corner	Gateway installation existing on northeast corner. Options exist for cooperation with a private developer to install gateway element on NW corner.
11	NW 205th St / 8th Ave NW	Secondary	Residential	SW Corner	Due to limited right-of-way area small version of secondary sign is appropriate.

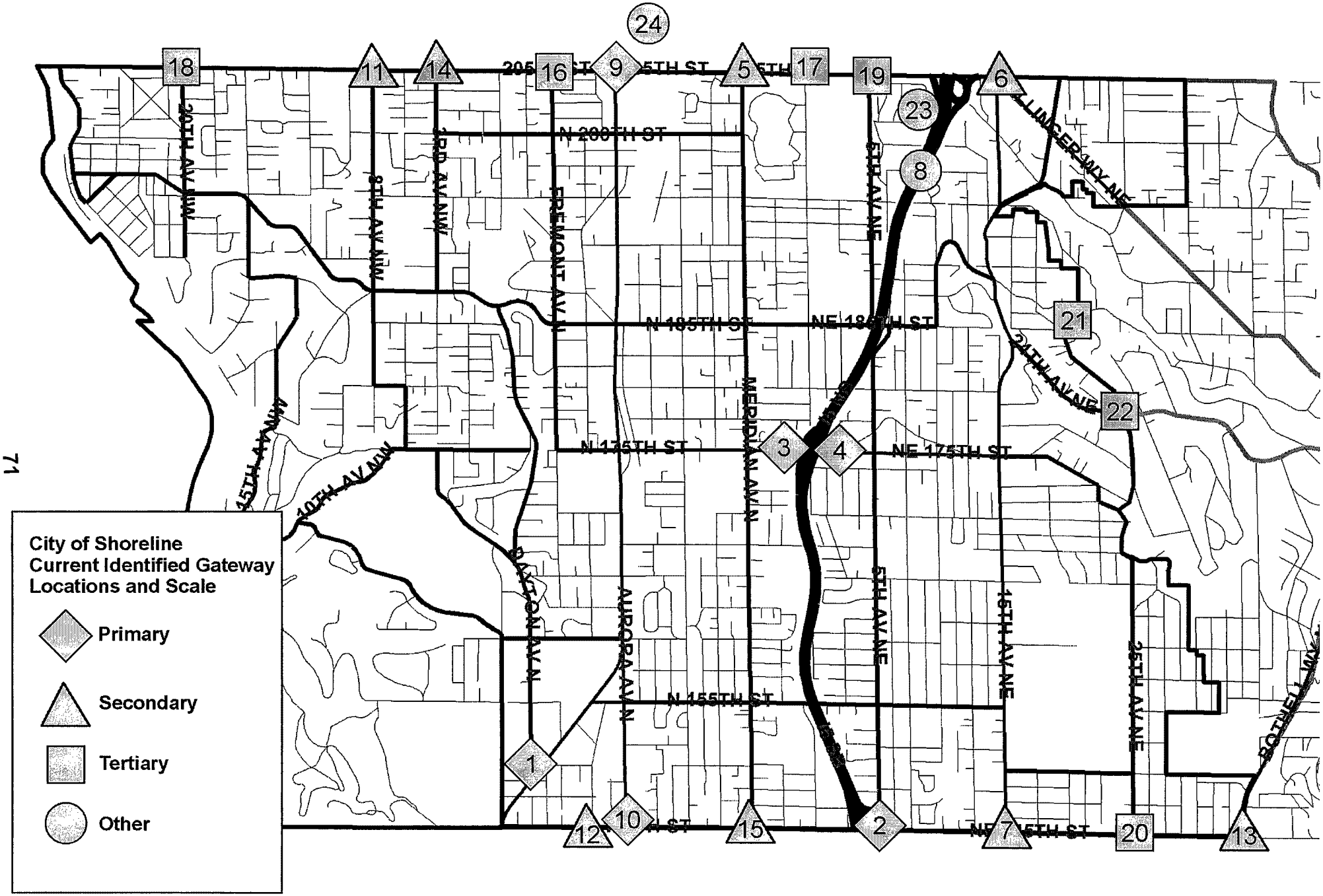
SITE MATRICES: PRIORITY AND FUTURE GATEWAYS

Other Future Gateways					
Map Key #	**Location**	**Gateway Category**	**Adjacent Land Use**	**Gateway Improvement Location**	**Site Analysis and General Notes**
12	N 145th St / Interurban Trail	Secondary	Commercial/ Residential	Trail Entry	Coordination with Interurban Trail project - could incorporate architectural elements from "essential elements" for nice pedestrian/bike space
13	N 145th St / Bothell Way	Secondary	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.
14	NW 205th St / 3rd Ave NW	Secondary	Residential	SW corner	Due to limited right-of-way area small version of secondary sign is appropriate
15	N 145th St/ Meridian Ave N	Secondary	Residential	NE corner	Due to limited right-of-way area small version of secondary sign is appropriate
16	N 205th St / Fremont Ave N	Tertiary	Residential	SW past driveway, possible median	Due to limited right-of-way area small version of tertiary sign is appropriate
17	NE 205th St / 1st Ave NE	Tertiary	Residential	SW corner	Due to limited right-of-way area small version of tertiary sign is appropriate
18	NW 205th St / 20th Ave NW	Tertiary	Residential	SW corner	Due to limited right-of-way area small version of tertiary sign is appropriate
19	NE 205th St / 5th Ave NE	Tertiary	Residential	SW corner (on lower part of slope)	Due to limited right-of-way area small version of tertiary sign is appropriate
20	145th St NE / 25th Ave NE	Tertiary	Residential	NW corner	Due to limited right-of-way area small version of tertiary sign is appropriate
21	NE Perkins Way @ City Limits	Tertiary	Residential	North side of Perkins, Seattle Christian School property	Due to limited right-of-way area small version of tertiary sign is appropriate

SITE MATRICES: PRIORITY AND FUTURE GATEWAYS

Other Future Gateways					
Map Key #	**Location**	**Gateway Category**	**Adjacent Land Use**	**Gateway Improvement Location**	**Site Analysis and General Notes**
22	24th Ave NE @ City Limits	Tertiary	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
23	NE 205th St / I-5	Other	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.
24	NW 205th St / SR 104	Other	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.

MAP:
ALL GATEWAY LOCATIONS
(PRIORITY AND FUTURE)


City of Shoreline
Current Identified Gateway
Locations and Scale
Primary
Secondary
Tertiary
Other
N 200TH ST
N 185TH ST
NE 185TH ST
N 175TH ST
NE 175TH ST
N 155TH ST
NE 145TH ST
20TH AV NW
8TH AV NW
3RD AV NW
FREMONT AV N
15TH AV NW
10TH AV NW
DAYTON AV N
AURORA AV N
MERIDIAN AV N
5TH AV NE
15TH AV NE
21ST AV NE
25TH AV NE
LINDEN AV NE
BOTHELL WAY
1
2
3
4
6
8
9
10
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22
23
24

MAP:
PRIORITY GATEWAYS ONLY

25TH AV NE
LINGER MY NE
24TH AV NE
15TH AV NE
NE 175TH ST
5TH AV NE
NE 185TH ST
MERIDIAN AV N
N 185TH ST
N 175TH ST
N 165TH ST
N 145TH ST
205TH ST
206TH ST
N 200TH ST
AURORA AV N
FREMONT AV N
DAYTON AV N
3RD AV NW
8TH AV NW
10TH AV NW
15TH AV NW
20TH AV NW
City of Shoreline
Priority Gateway
Locations and Scale
Primary
Secondary
Other

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.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.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.

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.

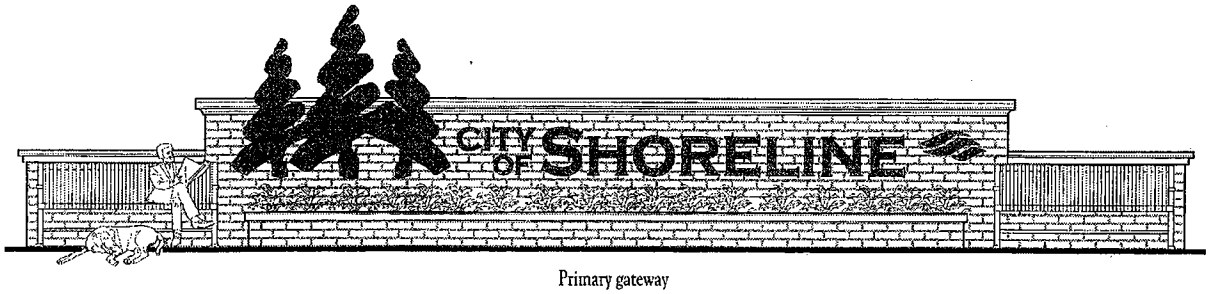
III.B.2. DESIGN PRINCIPLES: AUXILIARY ELEMENTS

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

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.

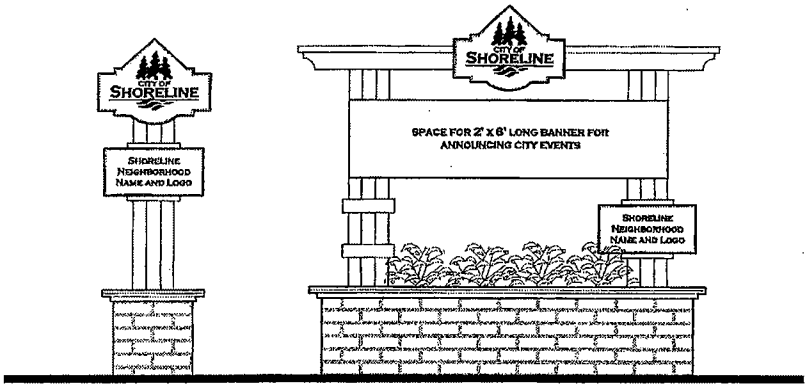
IV.A. PRIMARY GATEWAYS



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

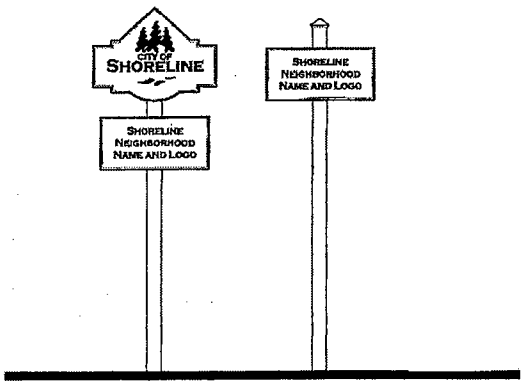


Secondary sign where space is limited

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.C. TERTIARY GATEWAYS

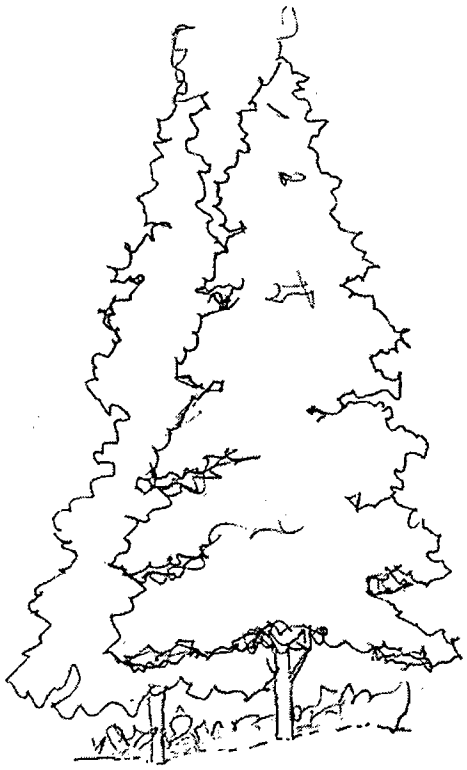


Tertiary sign on post

Neighborhood sign only

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.

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:

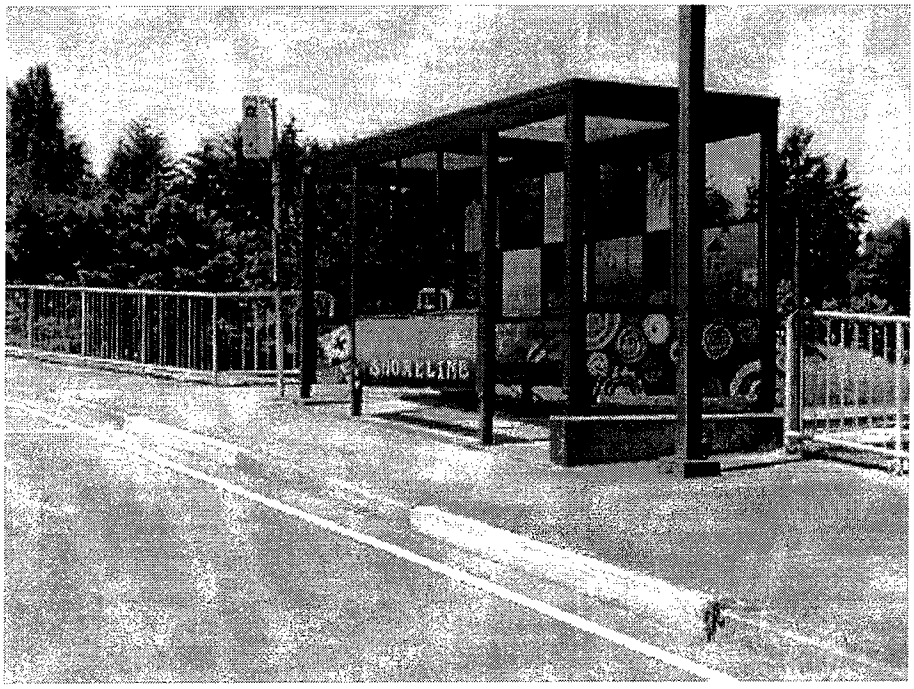
- 5TH NE / N 145TH STREET & I-5 (a Primary and Secondary installation)
- WESTMINSTER / DAYTON & N 150TH (Primary)
- N 175th STREET / I-5 East and West Sides (Primary)
- MERIDIAN / N 205TH STREET (Secondary)
- 15TH STREET NE / N 205TH STREET (Secondary)
- 15TH STREET NE / N 145th STREET (Secondary)
- 195TH / I-5 SOUTHBOUND Pedestrian Bridge (Other- No preliminary sketch available at this time).

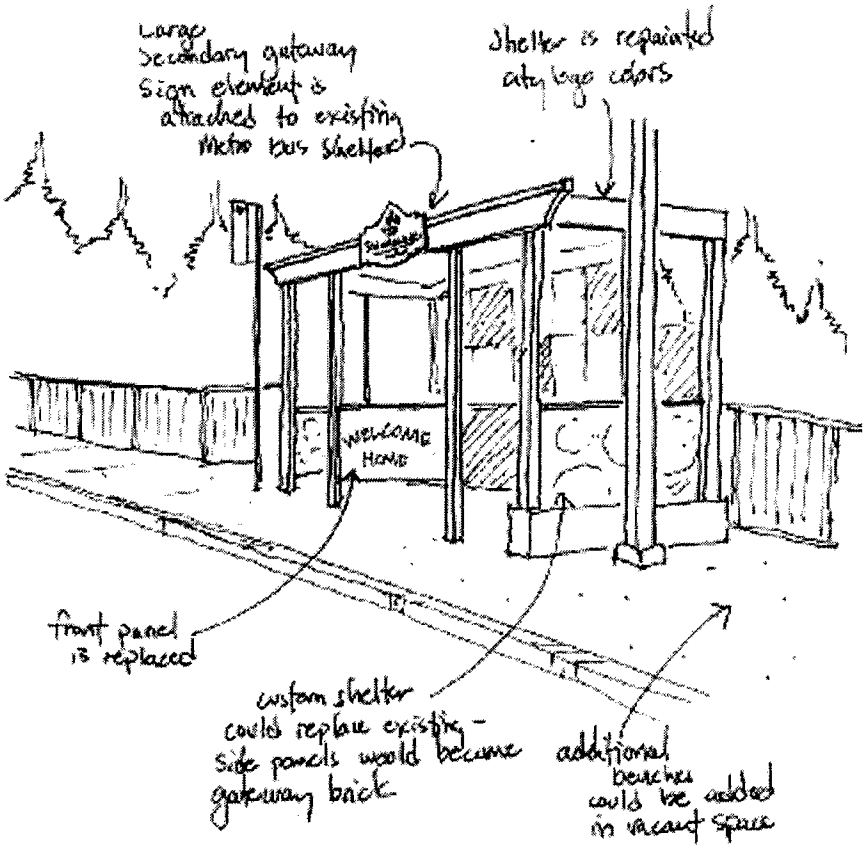
These sites have been studied in more detail and sketches have been prepared to show how gateways may be accommodated at each site (a photograph and sketch of each site with new proposed gateway elements follows).

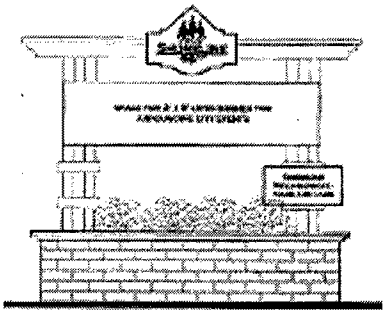
The reader should note that these vignettes are the first drafts of how essential and auxiliary gateway elements can be translated to the highest priority sites. The next phase of the project will be to develop detailed designs for these sites.

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

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

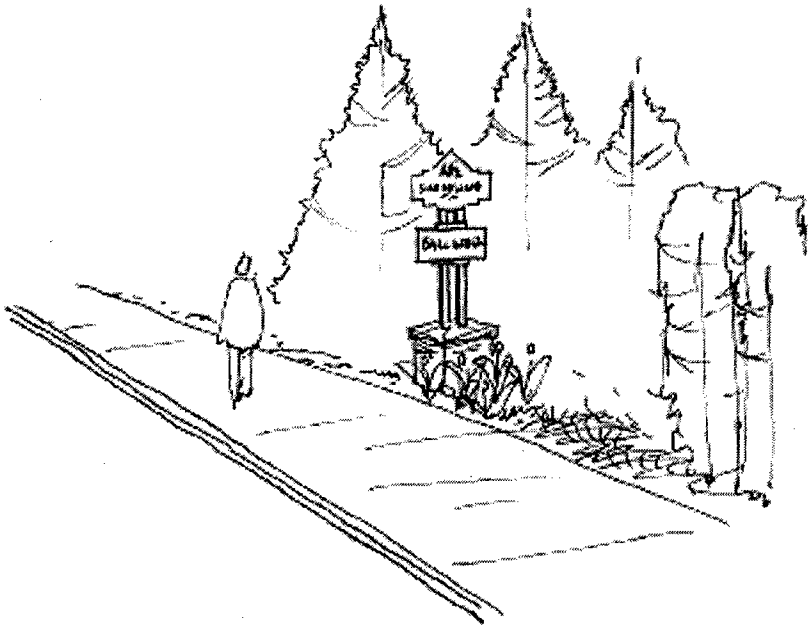


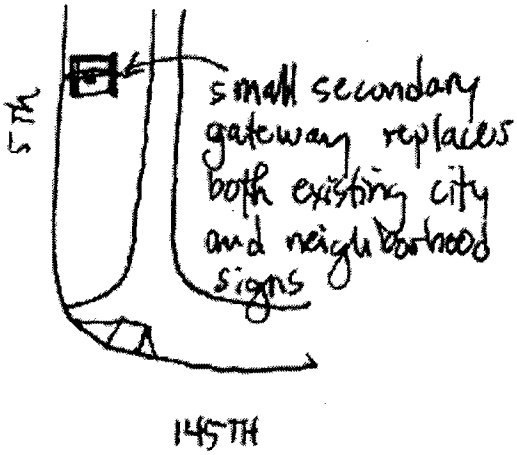


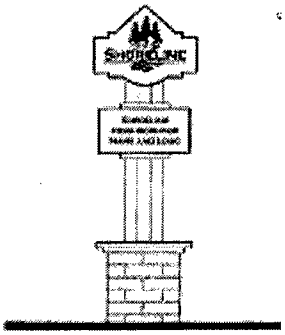


Large Secondary
Gateway Sign

GATEWAY TREATMENT CONCEPT
Custom Bus Shelter
Location: 145th St N & 5th Ave NE







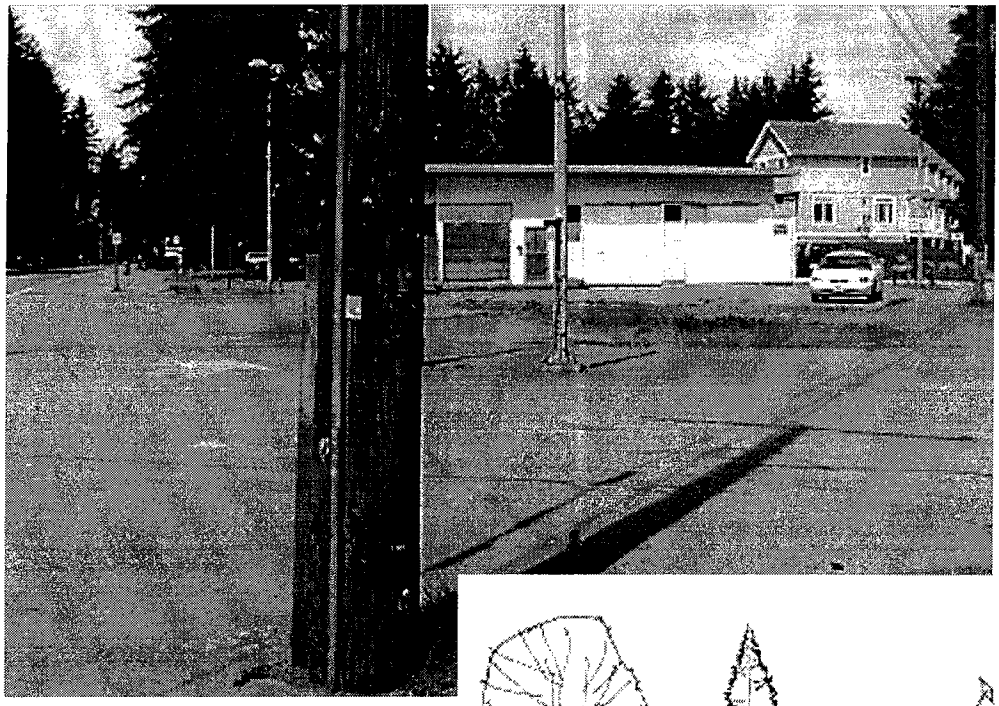
Small Secondary
Gateway Sign

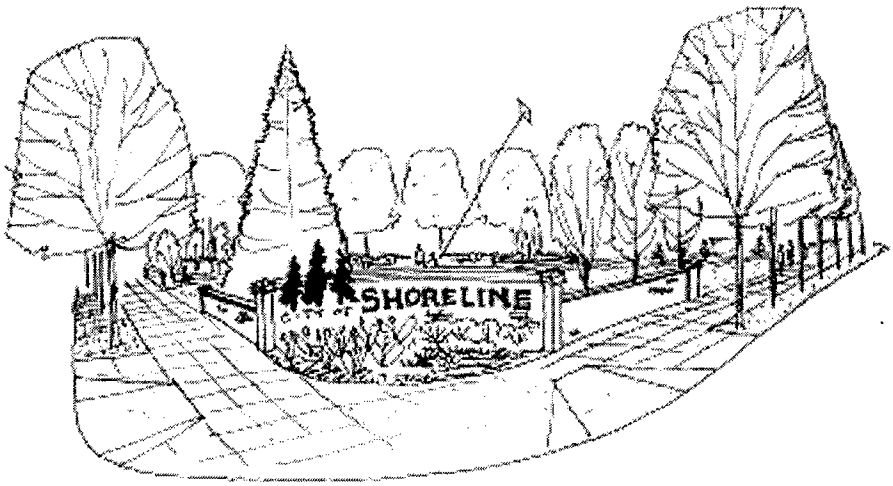
conceptual plan of gateway east side of 5th & 145TH

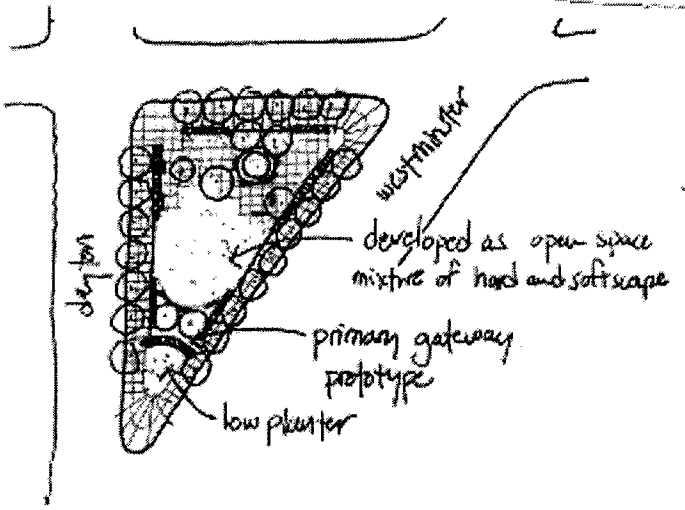
GATEWAY TREATMENT CONCEPT
Gateway East side of 5th & 145th
Location: 145th St N & 5th Ave NE

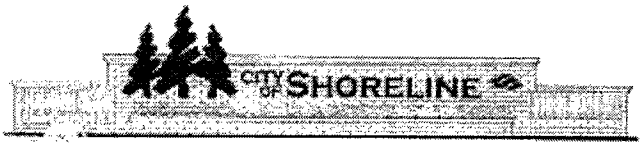
V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.B. WESTMINSTER / DAYTON & N 150TH





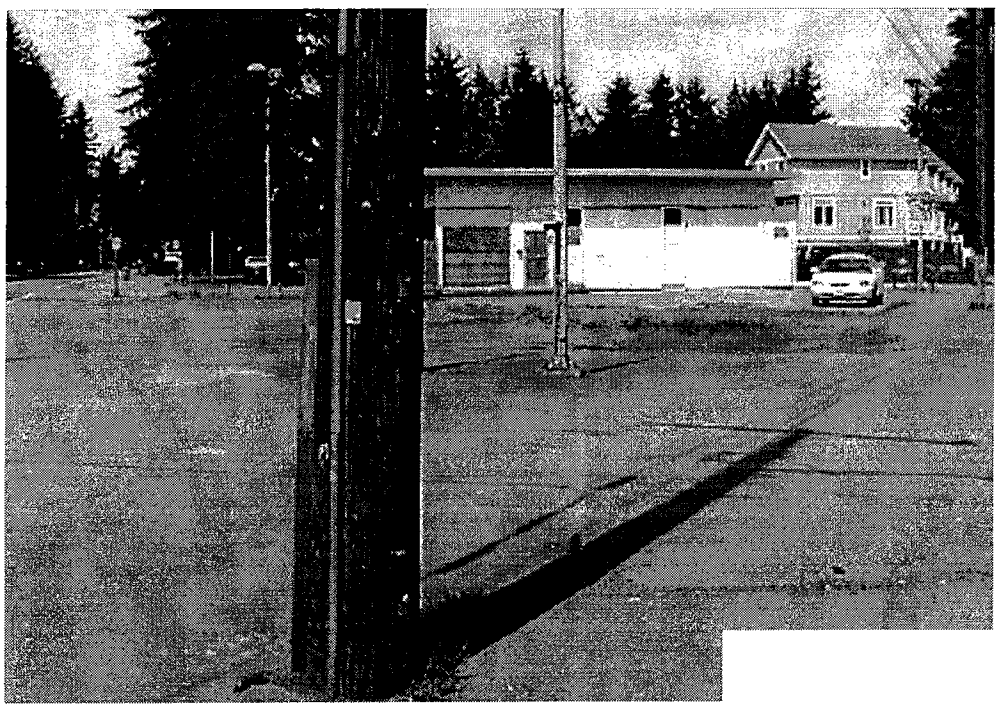


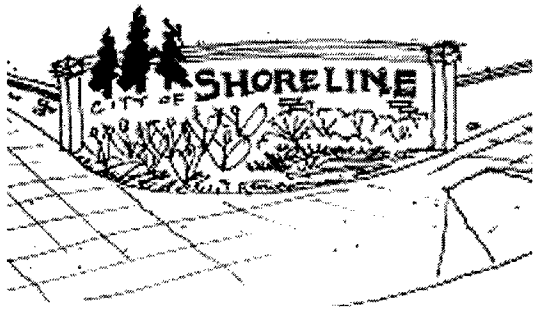


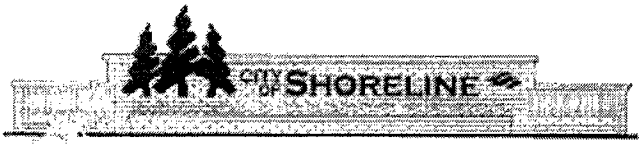
Primary Gateway

Conceptual option -
using all available property
(plan sketch)

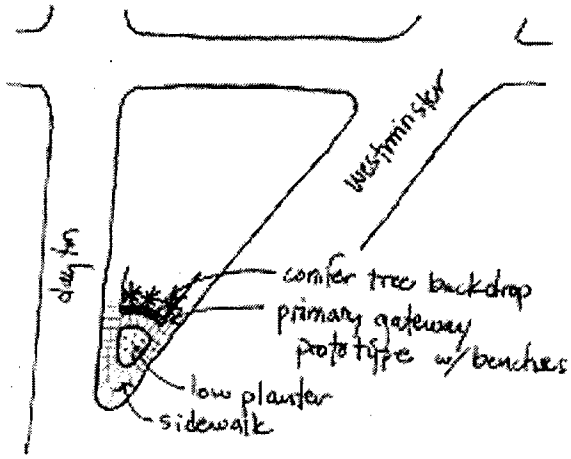
GATEWAY TREATMENT CONCEPT
Concept A - City utilizing entire property
Location: Westminster Way @ Dayton Ave







Primary Gateway



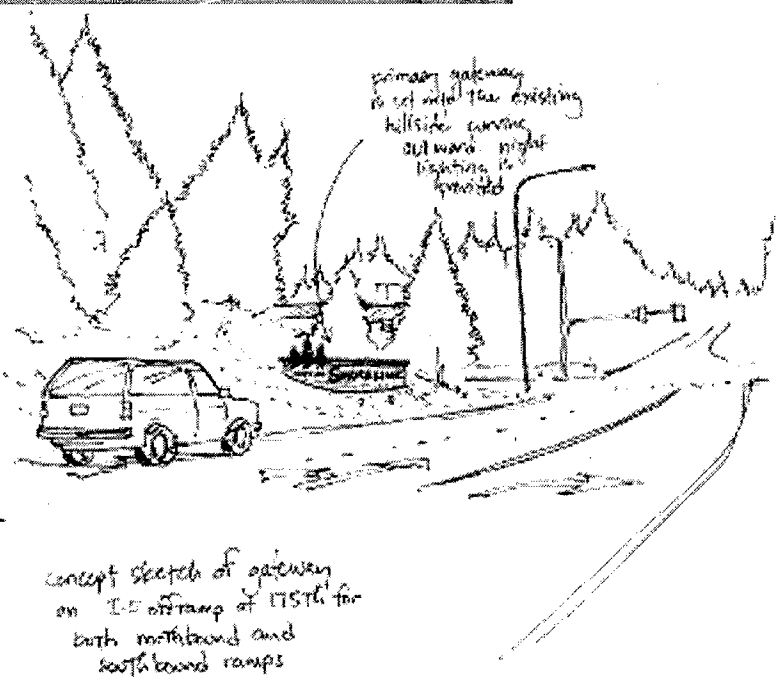
Conceptual option -
using south portion of property
(plan sketch)

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

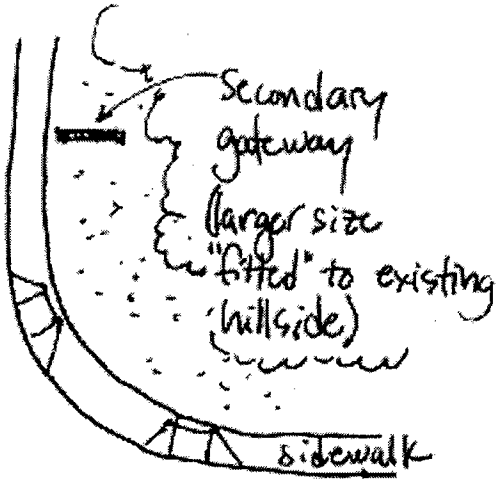
Primary Gateway



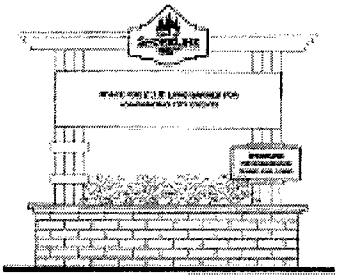
GATEWAY TREATMENT CONCEPT
Location: I-5 at NE 175th Ave.

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

V.D. MERIDIAN / N 205TH STREET



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

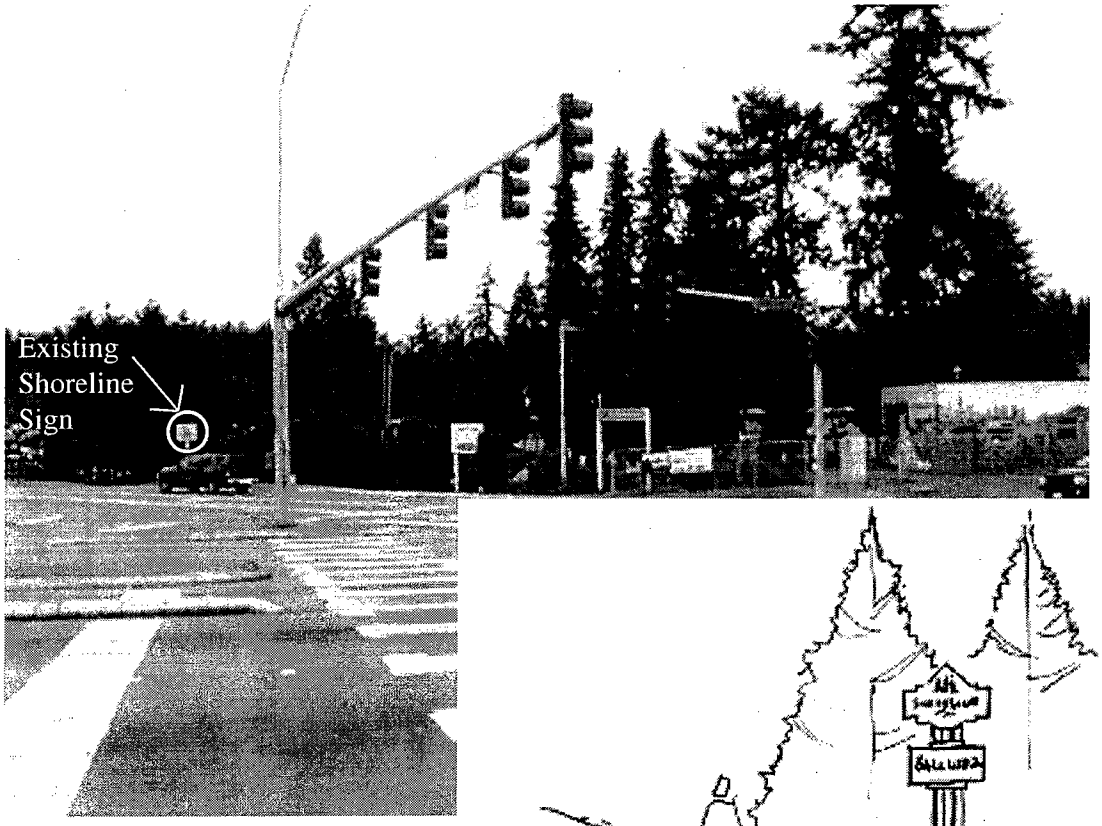


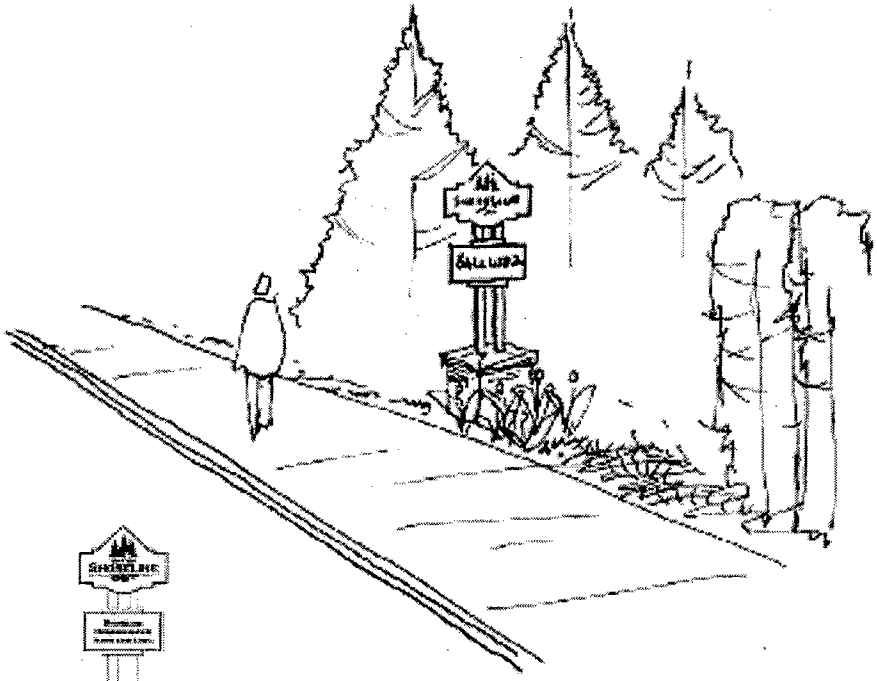
Large Secondary
Gateway Sign

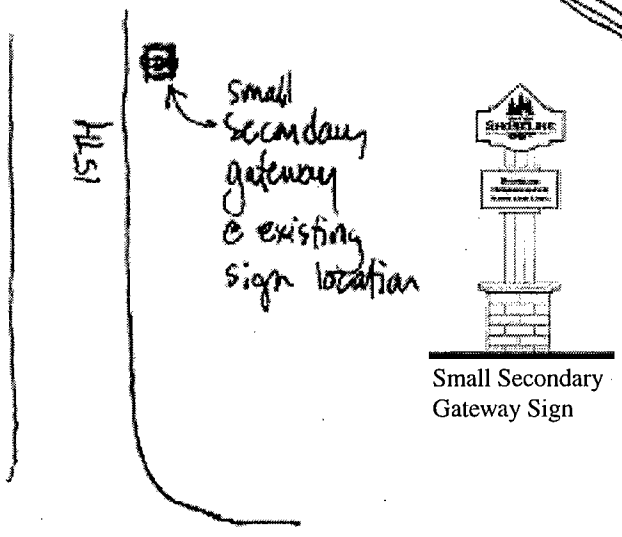
GATEWAY TREATMENT CONCEPT
Location: NE 205th St. & Meridian N

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

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







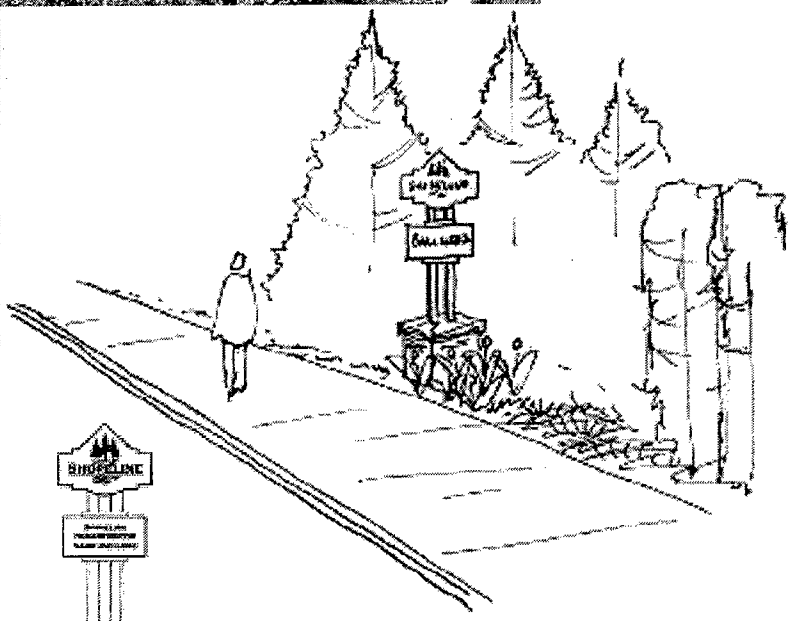
Small Secondary
Gateway Sign

conceptual plan of
gateway west
side of 15th Ave.

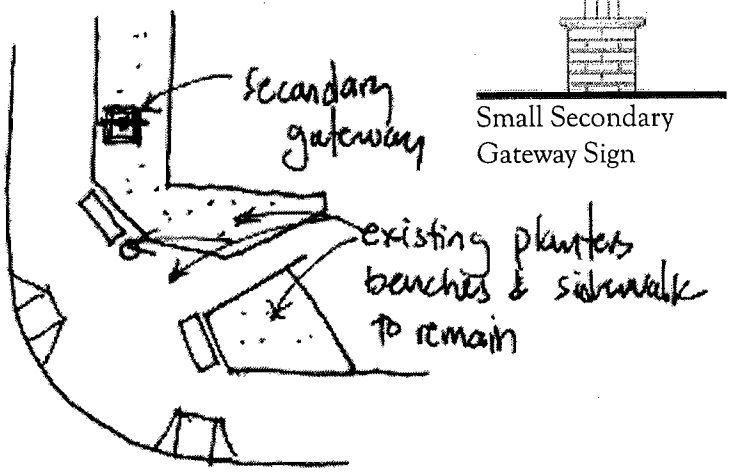
GATEWAY TREATMENT CONCEPT
Location: NW 205th & 15th Ave NE

V. CONCEPT SKETCHES FOR TOP GATEWAY SITES

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



Small Secondary Gateway Sign



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 145th 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 145th 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 Public Hearing on Gateway Plan	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 City Council Meeting Workshop	Presentation of the Draft Gateway Plan for City Council review.
January 27, 2003 *Anticipated City Council Meeting* *Regular Meeting*	Adoption date of the Gateway Plan. Resolution No. 202 Ordinance No. 319

ORDINANCE NO. 319

AN ORDINANCE OF THE CITY OF SHORELINE, WASHINGTON AMENDING SIGN EXEMPTION PROVISIONS TO INCLUDE GATEWAY SIGNS CONSTRUCTED IN ACCORDANCE WITH THE GATEWAY POLICY AND GUIDELINE MANUAL; AND AMENDING SHORELINE MUNICIPAL CODE SECTION 20.50.610

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

WHEREAS, the City has completed a review of its development regulations in accordance with the Washington State Growth Management Act (GMA), RCW36.70A.130, which states "[e]ach comprehensive land use plan and development regulation shall be subject to continuing review and evaluation by the county or city that adopted them"; and

WHEREAS, the City developed the Gateway Policy and Guideline Manual to implement the vision established by the Comprehensive Plan; and

WHEREAS, the Planning Commission conducted a public hearing on November 7, 2002 and developed a unanimous recommendation for approval of this Development Code amendment; and

WHEREAS, a SEPA exemption determination was made based on the provisions of WAC 197.11.800(20); and

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

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

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

Section 1. Amendment. Shoreline Municipal Code Chapter 20.40 is amended as set forth in Exhibit A, which is attached hereto and incorporated herein.

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

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

after publication.

PASSED BY THE CITY COUNCIL ON JANUARY 27, 2003.

Mayor Scott Jepsen

ATTEST:

Sharon Mattioli, CMC
City Clerk

APPROVED AS TO FORM:

Ian Sievers
City Attorney

Date of Publication: January 30, 2003
Effective Date: February 4, 2003

20.50.610 Exempt signs.

A. Historic site markers or plaques, gravestones, and address numbers.

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

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

2. Traffic directional or warning signs.

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

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

E. State or Federal flags.

F. Religious symbols.

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

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

I. Neighborhood and business blockwatch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.

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

K. Existing signs that only replace the copy face and do not alter the size or structure of the existing sign.

L. Real estate signs for single-family residences.

M. City-sponsored event signs up for no more than two weeks.

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

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