



OFFICE OF THE PRESIDENT

April 15, 2015

The Honorable Shari Winstead, Mayor, and  
Members of the City Council  
Ms. Debbie Tarry, City Manager  
City of Shoreline  
17500 Midvale Avenue North  
Shoreline, Washington 98133-4905

Dear Mayor Winstead, Councilmembers, and Ms. Tarry:

Shoreline Community College has been proud to serve our local communities of Shoreline and Lake Forest Park for the past 50 years. Our partnerships with the City of Shoreline, particularly our work around the small business accelerator program, the Shoreline film office, and our successful agreement on a master development plan permit last year, gives us great optimism for the future. Most recently, our Shoreline Scholars program, in partnership with the Shoreline School District, will allow over 50 high-ability students with some financial need to attend the College at no cost of tuition.

I write at this time with the hope of initiating a discussion about the next phase of collaboration between the City of Shoreline and the College. We have three proposals that we would like to ask that the City consider:

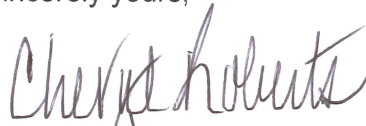
- Street renaming. The College asks that the City rename the portion of North 160th Street between Aurora Avenue North and Greenwood Avenue North as College Way. This renaming would provide greater visibility for the College on Aurora Avenue North and also facilitate way-finding to the College via preferred traffic routes.
- Monument sign on Aurora. The College asks that the City allow us to construct a digital monument sign on the west side of Aurora Avenue North between North 160th Street and the north terminus of Westminster Way North. We have already had conversations with your economic development program manager, Dan Eernisse, regarding possible use of the City's right of way to accommodate the sign. The College would pay for the sign in its entirety, including construction, utilities, and ongoing maintenance. We are also happy to discuss opportunities for display of certain City and community events on the sign.
- Pole banners along North 160th Street ("College Way") and Aurora. Finally, along with the street renaming and monument sign, the College proposes to add a limited number of vinyl banners to existing utility poles along the north side of North 160th Street (or College Way if it is renamed). As with the monument sign, we would pay

for the banners and would reimburse the City or the appropriate utility for the cost of installation. We would also like to place College banners on some of the existing banner mounts along Aurora Avenue North in the vicinity of North 160th Street.

Our hope is that we could work with the City during the remainder of this spring and into the summer so that we could have the above changes in place by the start of our fall term in late September. To that end, we would appreciate knowing the next steps to continue this work. You may contact me at [clroberts@shoreline.edu](mailto:clroberts@shoreline.edu) or (206) 546-4552, and you may also contact Stuart Trippel, Executive Director, Business and Student Support Services, at [strippel@shoreline.edu](mailto:strippel@shoreline.edu) or (206) 546-4672.

As we begin our next 50 years of service to our community, I again want to express our great appreciation to the City of Shoreline and its citizens for the excellent relationship that we have formed and will continue to foster. Thank you for considering our requests above. We hope to hear from you soon.

Sincerely yours,

A handwritten signature in cursive script that reads "Cheryl Roberts".

Cheryl Roberts, Ed.D.  
President

cc: Dan Eernisse, Economic Program Manager,  
City Manager's Office, City of Shoreline  
Stuart Trippel, Executive Director, Business and  
Student Support Services, Shoreline Community College