



## SEPA THRESHOLD DETERMINATION OF NONSIGNIFICANCE (DNS)

### PROJECT INFORMATION

DATE OF ISSUANCE: **March 24, 2020**  
PROPONENT: **City of Shoreline**  
LOCATION OF PROPOSAL: **Not Applicable - Non Project Action.**  
DESCRIPTION OF PROPOSAL: **The City of Shoreline is proposing to update sign regulations for the Aurora Square Community Redevelopment Area to better address the proposed mixed use development types. For example, the proposed changes provide different signage allowances for ground floor retail spaces than apartment buildings.**  
PUBLIC HEARING OF THE PLANNING COMMISSION: **May 7, 2020**

### SEPA THRESHOLD DETERMINATION OF NONSIGNIFICANCE (DNS)

The City of Shoreline, as lead agency for this proposal, has determined that the proposal, a non-project action (WAC 197-11-774), will not have a probable significant adverse impact(s) on the environment. An environmental impact statement (EIS) is not required under RCW 43.21C.030(2)(c). This decision was made after review of the completed environmental checklist, the City of Shoreline Comprehensive Plan, the City of Shoreline Development Code, and other information on file with the Department. This information is available for public review upon request at no charge.

This Determination of Nonsignificance (DNS) is issued in accordance with WAC 197-11-340(2). The City will not act on this proposal for 14 days after issuance.

RESONSIBLE OFFICIAL: **Rachael Markle, AICP**  
**Planning & Community Development, Director and SEPA Responsible Official**  
ADDRESS: **17500 Midvale Avenue North** PHONE: **206-801-2531**  
**Shoreline, WA 98133-4905**

DATE: 3/19/20 SIGNATURE: 

### PUBLIC COMMENT INFORMATION

Comments on this proposal must be submitted by 5:00 pm by April 7, 2020. Comments may be submitted to Nora Gierloff, Planning Manager, at [ngierloff@shorelinewa.gov](mailto:ngierloff@shorelinewa.gov) or by mail at City of Shoreline Department of Planning and Community Development, 17500 Midvale Avenue North, Shoreline, WA 98012.

### APPEAL INFORMATION

Any aggrieved person may appeal this Threshold Determination by filing within 14 days of issuance as provided in SMC 20.30 Subchapter 4 and SMC 20.30.680 no later than fourteen (14) calendar days after the date of issuance. Appeals must be submitted in writing to the City Clerk with the appropriate filing fee and received not later than 5:00 pm on the last day of the appeal period. The written appeal must contain specific factual objections related to the environmental impacts of the project.

### PROJECT INFORMATION

For more information, including application, documents, and all SEPA related materials, please contact Nora Gierloff.



# SEPA ENVIRONMENTAL CHECKLIST

## ***Use of checklist for nonproject proposals:***

For nonproject proposals (such as ordinances, regulations, plans and programs), complete the applicable parts of sections A and B plus the SUPPLEMENTAL SHEET FOR NONPROJECT ACTIONS (part D). Please completely answer all questions that apply and note that the words "project," "applicant," and "property or site" should be read as "proposal," "proponent," and "affected geographic area," respectively. The lead agency may exclude (for non-projects) questions in Part B - Environmental Elements –that do not contribute meaningfully to the analysis of the proposal.

## **A. Background**

### **1. Name of proposed project, if applicable:**

Aurora Square Community Redevelopment Area (CRA) Sign Code Update

### **2. Name of applicant:**

City of Shoreline

### **3. Address and phone number of applicant and contact person:**

Nora Gierloff, Planning Manager  
(206) 801-2551  
17500 Midvale Avenue N  
Shoreline, WA 98133-4905

### **4. Date checklist prepared:**

March 17, 2020

### **5. Agency requesting checklist:**

City of Shoreline

### **6. Proposed timing or schedule (including phasing, if applicable):**

City Council Adoption June 2020

### **7. Do you have any plans for future additions, expansion, or further activity related to or connected with this proposal? If yes, explain.**

Redevelopment of the CRA is underway. As new businesses and apartments are established their new signage will be regulated by the revised code.

**8. List any environmental information you know about that has been prepared, or will be prepared, directly related to this proposal.**

The Council adopted the Aurora Square Community Renewal Area Planned Action in August 2015. The planned action contains development regulations, design standards, signage standards, residential unit thresholds, commercial building thresholds and other goals and policies to shape future development in that area.

**9. Do you know whether applications are pending for governmental approvals of other proposals directly affecting the property covered by your proposal? If yes, explain.**

A Development Agreement with Merlone Geier Partners for the Sears site was adopted on September 9, 2019. A binding site plan and other land use approvals for the site have been submitted.

**10. List any government approvals or permits that will be needed for your proposal, if known.**

Sign permits will be reviewed and approved by the City as private development occurs.

**11. Give brief, complete description of your proposal, including the proposed uses and the size of the project and site.** There are several questions later in this checklist that ask you to describe certain aspects of your proposal. You do not need to repeat those answers on this page. (Lead agencies may modify this form to include additional specific information on project description.)

This is a non-project action that would update sign regulations for the Aurora Square CRA to better address the proposed development types, see Attachment A. For example, the proposed changes provide different signage allowances for ground floor retail spaces than apartment buildings. The most significant changes proposed to the CRA sign regulations are:

- Throughout the code section regulatory language has been changed to be content neutral in compliance with the Reed v. Town of Gilbert Supreme Court decision
- Deletion of changeable electronic message signs
- Deletion of the \$100 per day penalty for failure to install new signage by September 1, 2017
- Clarification for how the sign copy area is calculated
- Allowing one monument sign per driveway rather than two
- Reducing the amount of monument and pylon sign copy area that must be devoted to advertising Shoreline Place rather than the individual tenants
- Monument signs in the CRA but outside of the lifestyle center (WSDOT, NW School for Deaf Children) are not required to advertise Shoreline Place
- Increase in allowed height for the CRA pylon signs from 25 to 35 feet to facilitate reuse of existing structures
- Creating a sign allowance for ground floor storefronts in addition to the wall signs allowed for the upper residential floors of mixed-use buildings
- Clarifying that wall signs can use the tenant's font and colors rather than the Shoreline Place design
- Allowing retail leasing signs
- No business may be listed on a new freestanding sign until any non-conforming freestanding sign listing that business is removed or brought into compliance with the sign code
- Duplicate language about exempt signs is removed

**12. Location of the proposal.** Give sufficient information for a person to understand the precise location of your proposed project, including a street address, if any, and section, township, and range, if known. If a proposal would occur over a range of area, provide the range or boundaries of the site(s). Provide a legal description, site plan, vicinity map, and topographic map, if reasonably available. While you should submit any plans required by the agency, you are not required to duplicate maps or detailed plans submitted with any permit applications related to this checklist.

Map 20.50.620.B—Aurora Square CRA



**B. ENVIRONMENTAL ELEMENTS**

**1. Earth**

**a. General description of the site:**

(circle one): Flat, **rolling**, hilly, steep slopes, mountainous, other \_\_\_\_\_

The site is currently developed and has some engineered slopes created through prior grading.

**b. What is the steepest slope on the site (approximate percent slope)?**

Approximately 15% slope.

**c. What general types of soils are found on the site (for example, clay, sand, gravel, peat, muck)?** If you know the classification of agricultural soils, specify them and note any agricultural land of long-term commercial significance and whether the proposal results in removing any of these soils.

Varies, recent geologic mapping of King County (Booth and Wisner, 2006) identifies the City as primarily glacially derived or glacially overridden soils and the developed area is underlain with compacted fill.

d. **Are there surface indications or history of unstable soils in the immediate vicinity?** If so, describe.

There are small areas created through prior grading that are designated as slope hazards.

e. **Describe the purpose, type, total area, and approximate quantities and total affected area of any filling, excavation, and grading proposed.** Indicate source of fill.

This is a non-project action and the only ground disturbance would be excavation of footings for future freestanding signs.

f. **Could erosion occur as a result of clearing, construction, or use?** If so, generally describe.

Only minor ground disturbance would result from the excavation of footings for new freestanding signs and the City has erosion control regulations in place such as preparation of a SWPPP prior to issuance of a grading permit.

g. **About what percent of the site will be covered with impervious surfaces after project construction (for example, asphalt or buildings)?**

The site is a shopping center and is largely impervious due to building and parking lot coverage. This would not be affected by the sign code changes.

h. **Proposed measures to reduce or control erosion, or other impacts to the earth, if any:**

This is a non-project action and no additional measures are needed.

## 2. Air

a. **What types of emissions to the air would result from the proposal during construction, operation, and maintenance when the project is completed?** If any, generally describe and give approximate quantities if known.

This is a non-project action and only minor emissions would result from the fabrication and installation of new signage.

b. **Are there any off-site sources of emissions or odor that may affect your proposal?** If so, generally describe.

This is a non-project action and would not be affected by air quality.

c. **Proposed measures to reduce or control emissions or other impacts to air, if any:**

This is a non-project action and no additional measures are needed. The City has a plan and goals to reduce greenhouse gas emissions 80% by 2050.

## 3. Water

a. **Surface Water:**

- 1) **Is there any surface water body on or in the immediate vicinity of the site** (including year-round and seasonal streams, saltwater, lakes, ponds, wetlands)? If yes, describe type and provide names. If appropriate, state what stream or river it flows into.

There are no water bodies within the CRA.

2) **Will the project require any work over, in, or adjacent to (within 200 feet) the described waters?**  
If yes, please describe and attach available plans.

No.

3) **Estimate the amount of fill and dredge material** that would be placed in or removed from surface water or wetlands and indicate the area of the site that would be affected. Indicate the source of fill material.

None.

4) **Will the proposal require surface water withdrawals or diversions?** Give general description, purpose, and approximate quantities if known.

No, this is a non-project action.

5) **Does the proposal lie within a 100-year floodplain?** If so, note location on the site plan.

No.

6) **Does the proposal involve any discharges of waste materials to surface waters?** If so, describe the type of waste and anticipated volume of discharge.

None, this is a non-project action and would not produce wastewater.

**b. Ground Water:**

1) **Will groundwater be withdrawn from a well for drinking water or other purposes?** If so, give a general description of the well, proposed uses and approximate quantities withdrawn from the well. Will water be discharged to groundwater? Give general description, purpose, and approximate quantities if known.

None, this is a non-project action.

2) **Describe waste material that will be discharged into the ground from septic tanks or other sources, if any** (for example: Domestic sewage; industrial, containing the following chemicals. . . ; agricultural; etc.). Describe the general size of the system, the number of such systems, the number of houses to be served (if applicable), or the number of animals or humans the system(s) are expected to serve.

None, this is a non-project action.

**c. Water runoff (including stormwater):**

1) **Describe the source of runoff** (including storm water) and method of collection and disposal, if any (include quantities, if known). Where will this water flow? Will this water flow into other waters? If so, describe.

None, this is a non-project action and future site runoff would continue to be treated prior to discharge.

2) **Could waste materials enter ground or surface waters?** If so, generally describe.

No, this is a non-project action and future water quality will be preserved during construction through the erosion control methods mentioned in B 1 f. and site runoff will continue to be collected and treated.

3) **Does the proposal alter or otherwise affect drainage patterns in the vicinity of the site?** If so, describe.

This is a non-project action.

**d. Proposed measures to reduce or control surface, ground, and runoff water, and drainage pattern impacts, if any:**

This is a non-project action and no additional measures are needed.

**4. Plants**

**a. Check the types of vegetation found on the site:**

- deciduous tree: alder, maple, aspen, other
- evergreen tree: fir, cedar, pine, other
- shrubs
- grass
- pasture
- crop or grain
- Orchards, vineyards or other permanent crops.
- wet soil plants: cattail, buttercup, bullrush, skunk cabbage, other
- water plants: water lily, eelgrass, milfoil, other
- other types of vegetation

**b. What kind and amount of vegetation will be removed or altered?**

None, this is a non-project action.

**c. List threatened and endangered species known to be on or near the site.**

None directly on site, though the City of Shoreline is home to a number of priority species.

**d. Proposed landscaping, use of native plants, or other measures to preserve or enhance vegetation on the site, if any:**

This is a non-project action. Landscape plans including planting of street trees will be developed as the site is redeveloped and/or as frontage improvements are installed as part of private development.

**e. List all noxious weeds and invasive species known to be on or near the site.**

This is a non-project action however the site may contain weeds and blackberries in unmaintained areas.

**5. Animals**

**a. List any birds and other animals which have been observed on or near the site or are known to be on or near the site.**

Examples include:

- birds: hawk, heron, eagle, songbirds, other:
- mammals: deer, bear, elk, beaver, other:
- fish: bass, salmon, trout, herring, shellfish, other \_\_\_\_\_

Birds may pass through the project area or nest in street trees.

**b. List any threatened and endangered species known to be on or near the site.**

None known.

**c. Is the site part of a migration route?** If so, explain.

The larger region is part of the Pacific Flyway for migratory birds.

**d. Proposed measures to preserve or enhance wildlife, if any:**

This is a non-project action and not intended to provide wildlife habitat.

**e. List any invasive animal species known to be on or near the site.**

None known.

## 6. Energy and Natural Resources

**a. What kinds of energy (electric, natural gas, oil, wood stove, solar) will be used to meet the completed project's energy needs?** Describe whether it will be used for heating, manufacturing, etc.

This is a non-project action, however signs will be powered by electricity.

**b. Would your project affect the potential use of solar energy by adjacent properties?**

If so, generally describe.

No, this is a non-project action.

**c. What kinds of energy conservation features are included in the plans of this proposal?** List other proposed measures to reduce or control energy impacts, if any:

This is a non-project action.

## 7. Environmental Health

**a. Are there any environmental health hazards, including exposure to toxic chemicals, risk of fire and explosion, spill, or hazardous waste, that could occur as a result of this proposal?** If so, describe.

No, this is a non-project action.

**1) Describe any known or possible contamination at the site from present or past uses.**

This is a non-project action. Any contamination discovered during redevelopment of the CRA would be remediated at that time.

**2) Describe existing hazardous chemicals/conditions that might affect project development and design.** This includes underground hazardous liquid and gas transmission pipelines located within the project area and in the vicinity.

This is a non-project action.

**3) Describe any toxic or hazardous chemicals that might be stored, used, or produced during the project's development or construction, or at any time during the operating life of the project.**

None, this is a non-project action.

**4) Describe special emergency services that might be required.**

None, this is a non-project action.

**5) Proposed measures to reduce or control environmental health hazards, if any:**

None required, this is a non-project action.

**b. Noise**

**1) What types of noise exist in the area which may affect your project (for example: traffic, equipment, operation, other)?**

This is a non-project action, however there is noise associated with use of the existing roadways that may increase along with future traffic volumes.

**2) What types and levels of noise would be created by or associated with the project on a short-term or a long-term basis (for example: traffic, construction, operation, other)? Indicate what hours noise would come from the site.**

This is a non-project action and the sign changes would not generate additional long term noise.

**3) Proposed measures to reduce or control noise impacts, if any:**

This is a non-project action and no additional measures are needed.

**8. Land and Shoreline Use**

**a. What is the current use of the site and adjacent properties? Will the proposal affect current land uses on nearby or adjacent properties? If so, describe.**

The CRA is currently developed with retail, office and educational uses. The sign code changes are unlikely to affect nearby development.

**b. Has the project site been used as working farmlands or working forest lands? If so, describe.**

How much agricultural or forest land of long-term commercial significance will be converted to other uses as a result of the proposal, if any? If resource lands have not been designated, how many acres in farmland or forest land tax status will be converted to nonfarm or nonforest use?

No, the project area is within a developed urban area.

**1) Will the proposal affect or be affected by surrounding working farm or forest land normal business operations, such as oversize equipment access, the application of pesticides, tilling, and harvesting? If so, how:**

No, the project area is within a developed urban area.

**c. Describe any structures on the site.**

The CRA contains single and multi-story retail, office and educational uses.

**d. Will any structures be demolished? If so, what?**

No structures will be demolished as a result of the sign code changes, but overall redevelopment of the site will require demolition.

**e. What is the current zoning classification of the site?**

The CRA is zoned Mixed Business.

**f. What is the current comprehensive plan designation of the site?**

The CRA is designated Mixed Use 1.

**g. If applicable, what is the current shoreline master program designation of the site?**

The project area is not within the shoreline jurisdiction.

**h. Has any part of the site been classified as a critical area by the city or county? If so, specify.**

No.

**i. Approximately how many people would reside or work in the completed project?**

The sign code changes would not directly affect retail or residential uses.

**j. Approximately how many people would the completed project displace?**

There are currently no residential uses in the CRA.

**k. Proposed measures to avoid or reduce displacement impacts, if any:**

This is a non-project action and no additional measures are needed.

**L. Proposed measures to ensure the proposal is compatible with existing and projected land uses and plans, if any:**

The unique sign code for this area supports the vision of a vibrant, mixed use urban village and as redevelopment begins staff is proposing some updates to better serve the development types planned for the site. The Public Review Draft of the sign code changes was routed for comment to all property owners within the CRA prior to this environmental review.

**m. Proposed measures to reduce or control impacts to agricultural and forest lands of long-term commercial significance, if any:**

None needed.

**9. Housing**

**a. Approximately how many units would be provided, if any? Indicate whether high, middle, or low-income housing.**

None, this is a non-project action.

**b. Approximately how many units, if any, would be eliminated? Indicate whether high, middle, or low-income housing.**

None.

**c. Proposed measures to reduce or control housing impacts, if any:**

This is a non-project action and no additional measures are needed.

**10. Aesthetics**

**a. What is the tallest height of any proposed structure(s), not including antennas; what is the principal exterior building material(s) proposed?**

This is a non-project action. The height limit for pylon signs is proposed to be increased from 25 to 35 feet high to allow reuse of existing signs. Rooftop signs will continue to be prohibited.

**b. What views in the immediate vicinity would be altered or obstructed?**

This is a non-project action. Signs would generally be lower than nearby buildings.

**c. Proposed measures to reduce or control aesthetic impacts, if any:**

Freestanding signs within the lifestyle area of the CRA would be required to use a consistent font and color scheme. Electronic message boards will not be permitted.

**11. Light and Glare**

**a. What type of light or glare will the proposal produce? What time of day would it mainly occur?**

.Signs must be backlit or external light sources shielded to avoid glare.

**b. Could light or glare from the finished project be a safety hazard or interfere with views?**

The site will have street and parking lot lighting so the signs should make a minimal contribution to the overall light and glare. Signs constructed under the new regulations will be similar in scale to existing signs so they should not have any effects on views.

**c. What existing off-site sources of light or glare may affect your proposal?**

Buildings and parking lots on site will continue to have their own light fixtures but that will not affect the sign code changes.

**d. Proposed measures to reduce or control light and glare impacts, if any:**

This is a non-project action and after implementation light and glare will be similar to that existing on site.  
No additional measures are needed.

**12. Recreation**

**a. What designated and informal recreational opportunities are in the immediate vicinity?**

The proposed redevelopment includes the construction of a public plaza and open space.

**b. Would the proposed project displace any existing recreational uses? If so, describe.**

No.

**c. Proposed measures to reduce or control impacts on recreation, including recreation opportunities to be provided by the project or applicant, if any:**

Revised sign regulations will not affect recreation so no mitigation is needed.

**13. Historic and cultural preservation**

**a. Are there any buildings, structures, or sites, located on or near the site that are over 45 years old listed in or eligible for listing in national, state, or local preservation registers? If so, specifically describe.**

None known.

**b. Are there any landmarks, features, or other evidence of Indian or historic use or occupation?**

This may include human burials or old cemeteries. Are there any material evidence, artifacts, or areas of cultural importance on or near the site? Please list any professional studies conducted at the site to identify such resources.

No, this is a non-project action .

**c. Describe the methods used to assess the potential impacts to cultural and historic resources on or near the project site.** Examples include consultation with tribes and the department of archeology and historic preservation, archaeological surveys, historic maps, GIS data, etc.

This is a non-project action for a previously developed site.

**d. Proposed measures to avoid, minimize, or compensate for loss, changes to, and disturbance to resources.** Please include plans for the above and any permits that may be required.

This is a non-project action and no measures are needed.

#### 14. Transportation

**a. Identify public streets and highways serving the site or affected geographic area and describe proposed access to the existing street system.** Show on site plans, if any.

The CRA is bounded by Aurora, Westminster, 160<sup>th</sup>, Dayton and 159<sup>th</sup>. Existing driveways will be maintained.

**b. Is the site or affected geographic area currently served by public transit?** If so, generally describe. If not, what is the approximate distance to the nearest transit stop?

Yes, Rapid Ride serves Aurora Avenue and there is a stop adjacent to the site.

**c. How many additional parking spaces would the completed project or non-project proposal have?** How many would the project or proposal eliminate?

The proposed sign code changes will not have any effect on parking.

**d. Will the proposal require any new or improvements to existing roads, streets, pedestrian, bicycle or state transportation facilities, not including driveways?** If so, generally describe (indicate whether public or private).

The proposed sign code changes will not require transportation improvements.

**e. Will the project or proposal use (or occur in the immediate vicinity of) water, rail, or air transportation?** If so, generally describe.

No.

**f. How many vehicular trips per day would be generated by the completed project or proposal?** If known, indicate when peak volumes would occur and what percentage of the volume would be trucks (such as commercial and nonpassenger vehicles). What data or transportation models were used to make these estimates?

The sign code changes will not affect trip generation on the site.

**g. Will the proposal interfere with, affect or be affected by the movement of agricultural and forest products on roads or streets in the area?** If so, generally describe.

No, the project area is within a developed urban area.

**h. Proposed measures to reduce or control transportation impacts, if any:**

None needed.

#### 15. Public Services

a. **Would the project result in an increased need for public services** (for example: fire protection, police protection, public transit, health care, schools, other)? If so, generally describe.

No, it should have no effect.

b. **Proposed measures to reduce or control direct impacts on public services, if any.**

This is a non-project action and no measures are needed.

#### 16. Utilities

a. Circle utilities currently available at the site:

**electricity, natural gas, water, refuse service, telephone, sanitary sewer**, septic system,  
other \_\_\_\_\_

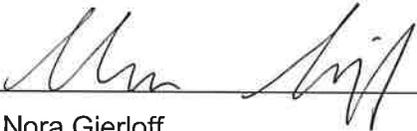
b. **Describe the utilities that are proposed for the project, the utility providing the service, and the general construction activities on the site or in the immediate vicinity which might be needed.**

Electricity may need to be extended to new areas if new signs are constructed as a result of the code changes.

#### C. Signature

The above answers are true and complete to the best of my knowledge. I understand that the lead agency is relying on them to make its decision.

Signature: \_\_\_\_\_



Name of signee: Nora Gierloff

Position and Agency/Organization: Planning Manager, City of Shoreline

Date Submitted: 3/19/2020

## D. Supplemental sheet for nonproject actions

(IT IS NOT NECESSARY to use this sheet for project actions)

Because these questions are very general, it may be helpful to read them in conjunction with the list of the elements of the environment.

When answering these questions, be aware of the extent the proposal, or the types of activities likely to result from the proposal, would affect the item at a greater intensity or at a faster rate than if the proposal were not implemented. Respond briefly and in general terms.

### 1. How would the proposal be likely to increase discharge to water; emissions to air; production, storage, or release of toxic or hazardous substances; or production of noise?

Other than modest noise during construction no effects are anticipated.

#### **Proposed measures to avoid or reduce such increases are:**

Noise from construction would be addressed by existing noise regulations.

### 2. How would the proposal be likely to affect plants, animals, fish, or marine life?

Few direct impacts are expected as a result of implementing this set of code changes. Street trees may not be removed or topped to increase visibility of signage.

#### **Proposed measures to protect or conserve plants, animals, fish, or marine life are:**

Existing street trees will be preserved where possible or replaced if necessary as a result of the building and road reconstruction in the CRA.

### 3. How would the proposal be likely to deplete energy or natural resources?

This is a non-project action, however most signs will be lit and therefore use electricity.

#### **Proposed measures to protect or conserve energy and natural resources are:**

None needed.

### 4. How would the proposal be likely to use or affect environmentally sensitive areas or areas designated (or eligible or under study) for governmental protection; such as parks, wilderness, wild and scenic rivers, threatened or endangered species habitat, historic or cultural sites, wetlands, floodplains, or prime farmlands?

The project area is within a developed urban area and has no regulated critical areas.

#### **Proposed measures to protect such resources or to avoid or reduce impacts are:**

None needed.

### 5. How would the proposal be likely to affect land and shoreline use, including whether it would allow or encourage land or shoreline uses incompatible with existing plans?

The CRA is not within the shoreline. Redevelopment to a higher intensity mixed use center is planned for the site.

**Proposed measures to avoid or reduce shoreline and land use impacts are:**

None are needed as increased density has already been analyzed and mitigated during the subarea planning process.

**6. How would the proposal be likely to increase demands on transportation or public services and utilities?**

The sign code itself will promote the success of the businesses on site but would not independently increase demands.

**Proposed measures to reduce or respond to such demand(s) are:**

No additional measures are needed.

**7. Identify, if possible, whether the proposal may conflict with local, state, or federal laws or requirements for the protection of the environment.**

The redevelopment of the CRA and installation of new signage has been analyzed through a planned action and will not conflict with local, state, or federal laws or requirements for the protection of the environment.



<b>CRA Building-Mounted Sign</b>	A sign permanently attached to a building, including flush-mounted, projecting, awning, canopy, or marquee signs. Under-awning or blade signs are regulated separately.
<b>CRA Lifestyle Center</b>	That portion of the Aurora Square CRA envisioned in the CRA Renewal Plan as interrelated retail, service, and residential use.
<b>CRA Lifestyle Frontage</b>	Those sections of the streets that directly serve and abut the CRA lifestyle center. The three CRA lifestyle frontages are on portions of N 160th St, Westminster Way N, and Aurora Ave N.
<b>CRA Monument Sign</b>	A freestanding sign with a solid-appearing base under at least 75 percent of sign width from the ground to the base of the sign or the sign itself may start at grade. Monument signs may also consist of cabinet or channel letters mounted on a fence, freestanding wall, or retaining wall where the total height of the structure meets the limitations of this code.
<b>CRA Pylon Sign</b>	A freestanding sign with a visible support structure or with the support structure enclosed with a pole cover.
<b>CRA Signage Design Guidelines</b>	The set of design standards adopted by the City that specifies the common name, logo, taglines, fonts, colors, and sign standards used on freestanding signs throughout the CRA lifestyle center.
<b>CRA Under-Awning Sign</b>	A sign suspended below a canopy, awning or other overhanging feature of a building.
<b>CRA Wayfinding Sign Post</b>	A sign with multiple individual panels acting as directional pointers that are suspended from a freestanding post.
<del>Electronic Message Center (EMC)</del>	<del>A sign with a programmable, changeable digital message.</del>
<b>Portable Sign</b>	A sign that is readily capable of being moved or removed, whether attached or affixed to the ground or any structure that is typically intended for temporary display.
<b>Temporary Sign</b>	A sign that is only permitted to be displayed for a limited period of time, after which it must be removed.
<b>Window Sign</b>	A sign applied to a window or mounted or suspended directly behind a window.

Commented [NG1]: Changing message signs will not be allowed.

**D. Permit Required.**

1. Except as provided in this section, no permanent sign may be constructed, installed, posted, displayed or modified without first obtaining a sign permit approving the proposed sign's size, design, location, display, and, where applicable, adherence to the CRA signage design guidelines.
2. No permit is required for normal and ordinary maintenance and repair, and changes to the graphics, symbols, or copy of a sign, without affecting the size, structural design or height. Exempt changes to the graphics, symbols or copy of a sign must meet the standards defined herein.

Commented [NG2]: Below I have tried to define where these are applicable.

3. All CRA pylon, CRA monument, and CRA wayfinding signs within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. For all other types of unique, sculptural or artistic signs, if an applicant seeks to depart from the standards of this section, the applicant must receive an administrative design review approval under SMC 20.30.297.

~~4. The City reserves the right to withhold sign permits and to assess the property owner up to \$100.00 per day for failure to install the signs indicated herein by September 1, 2017.~~

**Commented [NG3]:** These amendments remove the penalty for not previously installing CRA signage.

E. **Sign Design.**

1. **Sight Distance.** No sign shall be located or designed to interfere with visibility required by the City of Shoreline for the safe movement of pedestrians, bicycles, and vehicles.

2. **Private Signs on City Right-of-Way.** No portion of a private signs, above or below ground, shall be located partially or completely in a public right-of-way unless a right-of-way permit has been approved consistent with Chapter 12.15 SMC and is allowed under SMC 20.50.540 through 20.50.610.

3. **Sign Copy Area.** Calculation of sign area for channel letters or painted signs shall be the total area of all use rectangular areas (each drawn with a maximum of six right angles) that enclose each portion of the signage such as words, logos, graphics, and symbols other than nonilluminated background. Sign area for cabinet signs shall be the entire face of the cabinet. Sign area for signs that project out from a building or are perpendicular to street frontage are measured on one side even though both sides can have copy of equal size. Supporting structures such as sign bases and columns are not included in sign area provided that they contain no lettering or graphics except for addresses.

4. **Building Addresses.** Building addresses should be installed on all buildings consistent with SMC 20.70.250(C) and will not be counted as sign copy area.

5. **Materials and Design.** All signs, except temporary signs, must be constructed of durable, maintainable materials. Signs that are made of materials that deteriorate quickly or that feature impermanent construction are not permitted for permanent signage. For example, plywood or plastic sheets without a sign face overlay or without a frame to protect exposed edges are not permitted for permanent signage.

6. **CRA Signage Design Guidelines.** Design and content of the CRA pylon, CRA monument, and CRA wayfinding sign posts within the CRA Lifestyle Center shall conform to the CRA signage design guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of the CRA lifestyle center shall comply with the CRA signage design guidelines.

**Commented [NG4]:** Council will need to approve these.

7. **Illumination.** Where illumination is permitted per Table 20.50.620.E.8 the following standards must be met:

- a. Channel lettering or individual backlit letters mounted on a wall, or individual letters placed on a raceway, where light only shines through the copy.
- b. Opaque cabinet signs where light only shines through copy openings.

- c. Shadow lighting, where letters are backlit, but light only shines through the edges of the copy.
- d. Neon signs.
- e. All external light sources illuminating signs shall be less than six feet from the sign and shielded to prevent direct lighting from entering adjacent property.

~~f. — EMC messages shall be monochromatic. EMCs shall be equipped with technology that automatically dims the EMC according to light conditions, ensuring that EMCs do not exceed 0.3 foot-candles over ambient lighting conditions when measured at the International Sign Association's recommended distance, based on the EMC size. EMC message hold time shall be 10 seconds with dissolve transitions. Ten percent of each hour shall advertise civic, community, educational, or cultural events.~~

fg. Building perimeter/outline lighting is allowed for theaters only.



Individual backlit letters (left image), opaque signs where only the light shines through the copy (center image), and neon signs (right image).

8. Sign Specifications.

Table 20.50.620.E.8 Sign Dimensions

CRA MONUMENT SIGNS	
Maximum Sign Copy Area	One hundred square feet. The monument sign must be double-sided if the back of the sign is visible from the street.
Maximum Structure Height	Eight feet
Maximum Number Permitted	<del>One</del> Two per driveway.
Sign <del>Content</del> Design	At least <del>50</del> 15 percent of the sign copy area shall be used to identify the CRA lifestyle center. Individual business <del>names</del> listings, if shown, shall not include logos and shall be a <del>single</del> common color <del>scheme and font</del> conforming to the CRA signage design guidelines.

Location	At any driveway to a CRA lifestyle frontage.
Illumination	Permitted.
Mandatory Installation	<del>At least one monument sign shall be installed at each of three vehicle entries to the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the vehicle entrance.</del>
<b>MONUMENT SIGNS OUTSIDE OF THE CRA LIFESTYLE CENTER</b>	
Maximum Sign Copy Area	Fifty square feet.
Maximum Structure Height	Six feet.
Maximum Number Permitted	<u>One per parcel with up to 250 ft. of street frontage, two for parcels with 250 feet or more of frontage on the same street. Signs must be 150 ft. apart from other signs on the same parcel.</u>
Sign Design	<u>Conformance to the CRA signage design guidelines is optional.</u>
Illumination	Permitted.
<b>CRA WAYFINDING SIGN POSTS</b>	
Maximum Sign Copy Area	Two square feet per business <del>name listing</del> ; no limit on number of businesses displayed.
Maximum Structure Height	Ten feet.
Maximum Number Permitted	No limit.
Sign Content/Design	Individual business <del>names listings</del> shall not include logos and shall be in a single common color conforming to the CRA signage design guidelines. <u>There is no restriction on font. Directional arrow background may be of a contrasting color.</u>
Location	<del>Throughout</del> <u>Anywhere in</u> the CRA lifestyle center. <u>Must be set back at least 25 feet from R-O-W along the CRA Lifestyle Frontages.</u>
Illumination	<del>Not permitted.</del> Permitted
Mandatory Installation	<del>At least 12 CRA wayfinding sign posts shall be installed in the CRA lifestyle center by September 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction within the center.</del>
<b>CRA PYLON SIGN</b>	
Maximum Sign Copy Area	Three hundred square feet.
Maximum Structure Height	<del>Thirty</del> Twenty five feet.
Maximum Number Permitted	Three pylon signs are allowed.

Commented [NG5]: For example, WSDOT should not have to follow the CRA sign guidelines.

Sign <del>Content</del> Design	At least <del>15</del> 25 percent of the sign copy area shall be used for identification of the CRA lifestyle center. <del>Up to 50 percent of the sign copy area may be used for a monochromatic electronic message center (EMC). Individual business names listings, if shown, shall not include logos. must use a color scheme and font conforming to the CRA signage design guidelines but may include any color.</del>
Location	One sign can be located on each of the CRA lifestyle frontages that are directly across from properties with Mixed Business (MB) zoning.
Illumination	Permitted.
Mandatory Installation	<del>Three CRA pylon signs shall be installed by July 1, 2017. An extension of up to one year can be granted by the City Manager to accommodate active or planned construction at or near the pylon locations.</del>
<b>CRA BUILDING-MOUNTED SIGN</b>	
Maximum Sign Copy Area	<p><del>Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.</del></p> <p><del>Ground Floor Side/Rear Walls without Public Entrances: .75 square feet of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:</del></p> <ol style="list-style-type: none"> <li><del>1) Transparent glazing between the heights of 3' and 8' along at least 50% of the tenant space; or</del></li> <li><del>2) A trellis with live, irrigated landscaping along at least 50% of the tenant space; or</del></li> <li><del>3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.</del></li> </ol> <p><del>Residential Buildings: Two elevations may have Maximum sign area equal to shall not exceed 2.5-4.5 percent of the building elevation fronting the residential use of the tenant facade or a maximum of 500 square feet, whichever is less.</del></p>
Maximum Structure Height	Not limited. Projecting, awning, canopy, and marquee signs (above awnings) shall clear sidewalk by nine feet and not project beyond the awning extension or eight feet, whichever is less. These signs may project into public rights-of-way, subject to City approval.
Projecting Signs	<del>Maximum of one projecting sign per public entrance. Maximum size is 4' by 3' or 15% of the business's maximum sign copy area, whichever is smaller.</del>

Number Permitted	The <u>maximum sign copy area</u> per business may be distributed into multiple <u>wall, projecting, awning, canopy or marquee</u> signs; provided, that the aggregate sign area is equal to or less than the maximum allowed sign <u>copy area</u> . <u>Signs must be placed on the building elevation used to calculate their maximum sign copy area.</u>  Maximum of one projecting sign per tenant, per fascia. Maximum sign area of projecting sign shall not exceed 10 percent of tenant's allotted wall sign area.
Sign Design	<u>Individual business building-mounted signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	Permitted.
<b>CRA UNDER-AWNING SIGNS</b>	
Maximum Sign Copy Area	Twelve square feet <u>which does not count against the maximum sign copy area per business</u> .
Minimum Clearance from Grade	Eight feet.
Maximum Structure Height	Not to extend above or beyond awning, canopy, or other overhanging feature of a building under which the sign is suspended. Signs may project into the public right-of-way subject to City approval.
Number Permitted	One per <u>public business</u> entrance.
Sign Design	<u>Individual business under-awning signs do not need to meet the Design Guidelines for color or font.</u>
Illumination	External only.

9. **Window Signs.** Window signs are permitted to occupy maximum 25 percent of the total window area. Window signs are exempt from permit if nonilluminated and do not require a permit under the building code.

10. **A-Frame Signs.** A-frame, or sandwich board, signs are exempt from permit but subject to the following standards:

- a. Maximum ~~two~~ one signs per ~~business/residential~~ building;
- b. ~~Must contain the business's name and m~~ ay not be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum two feet wide and three feet tall, not to exceed six square feet in area;

- f. No lighting of signs is permitted;
- g. All signs shall be removed from display when the business closes each day; and
- h. A-frame/sandwich board signs are not considered structures.

11. Retail Leasing Signs. Signs are exempt from permit but subject to the following standards:

- a. Maximum one sign per CRA frontage per parcel;
- b. May not be located on the City right-of-way in any of the CRA lifestyle frontages;
- c. Cannot be located within the required clearance for sidewalks and internal walkways as defined for the specific street classification or internal circulation requirements;
- d. Shall not be placed in landscaping, within two feet of the street curb where there is on-street parking, public walkways, or crosswalk ramps;
- e. Maximum sign area of eight feet wide and four feet tall plus support posts, total height not to exceed eight feet;
- f. No lighting of signs is permitted;

**F. Prohibited Signs.**

- 1. Splnning devices; flashing lights; searchlights; or reader board signs. Traditional barber pole signs allowed.
- 2. Portable signs, except A-frame signs as allowed by subsection (I) of this section.
- 3. Outdoor off-premises advertising signs (billboards).
- 4. Signs mounted on the roof or projecting above the parapet of the building wall on which it is mounted.
- 5. Inflatables.
- 6. Signs mounted on vehicles.

**G. Nonconforming Signs.**

- 1. No business may be listed on a CRA pylon, CRA monument, or CRA wayfinding sign until any existing non-conforming freestanding sign listing that business is removed or brought into compliance with the requirements of this code. All pylon signs in the CRA lifestyle center existing at on August 10, 2015 the time of adoption of this section are considered nonconforming and shall be removed by September 1, 2017. The City reserves the right to assess the property owner up to \$100.00 per day for failure to remove or bring into compliance such nonconforming signs as indicated.
- 2. Nonconforming signs shall not be altered in size, shape, height, location, or structural components without being brought to compliance with the requirements of this code. Repair and

maintenance are allowable, but may require a sign permit if structural components require repair or replacement.

~~3. Electronic changing message (EMC) or reader boards may not be installed in existing, nonconforming signs without bringing the sign into compliance with the requirements of this code.~~

#### H. Temporary Signs.

1. **General Requirements.** Certain temporary signs not exempted by SMC 20.50.610 shall be allowable under the conditions listed below. All signs shall be nonilluminated. Any of the signs or objects included in this section are illegal if they are not securely attached, create a traffic hazard, or are not maintained in good condition. No temporary signs shall be posted or placed upon public property unless explicitly allowed or approved by the City through the applicable right-of-way permit. Except as otherwise described under this section, no permit is necessary for allowed temporary signs.

2. **Temporary On-Premises Business Signs.** Temporary banners ~~are permitted to announce sales or special events such as grand openings, or prior to the installation of permanent business signs. Such temporary business signs shall:~~

- a. Be limited to one sign for businesses under 10,000 sf, ~~and two signs for businesses larger than 10,000 sf but smaller than 40,000 sf, and three signs for businesses larger than 40,000 sf;~~
- b. Be limited to ~~32 400~~ square feet in area;
- c. Not be displayed for a period to exceed a total of 60 calendar days effective from the date of installation and not more than ~~four two~~ such 60-day periods are allowed in any 12-month period; and

~~d. Be removed immediately upon conclusion of the sale, event or installation of the permanent business signage.~~

3. **Construction Signs.** Banner or rigid signs (such as plywood or plastic) ~~for buildings which are under construction, identifying the architects, engineers, contractors or other individuals or firms involved with the construction of a building or announcing purpose for which the building is intended. Total signage area for both new construction and remodeling shall be a maximum of 32~~ square feet. Signs shall be installed only upon City approval of the development permit, new construction or tenant improvement permit and shall be removed within seven days of final inspection or expiration of the building permit.

Commented [NG6]: Signs may not be regulated based on content.

4. Feather flags and pennants ~~displayed for no more than 14 days prior and 2 days after community events when used to advertise City sponsored or CRA lifestyle center community events.~~

5. Pole banner signs that ~~are changed semi-annually and mounted on privately owned light poles only identify the CRA lifestyle center.~~

6. Temporary signs not allowed under this section and which are not explicitly prohibited may be considered for approval under a temporary use permit under SMC 20.30.295 or as part of administrative design review for a comprehensive signage plan for the site.

~~I. **Exempt Signs.** The following are exempt from the provisions of this chapter, except that all exempt signs must comply with SMC 20.50.540(A), Sight Distance, and SMC 20.50.540(B), Private Signs on City Right-of-Way:~~

- ~~1. Historic site markers or plaques and gravestones;~~
- ~~2. Signs required by law, including but not limited to:
 
  - ~~a. Official or legal notices issued and posted by any public agency or court; or~~
  - ~~b. Traffic directional or warning signs.~~~~
- ~~3. Plaques, tablets or inscriptions indicating the name of a building, date of erection, or other commemorative information, which are an integral part of the building structure or are attached flat to the face of the building, not illuminated, and do not exceed four square feet in surface area.~~
- ~~4. Incidental signs, which shall not exceed two square feet in surface area; provided, that said size limitation shall not apply to signs providing directions, warnings or information when established and maintained by a public agency.~~
- ~~5. State or Federal flags.~~
- ~~6. Religious symbols.~~
- ~~7. The flag of a commercial institution, provided no more than one flag is permitted per business; and further provided, the flag does not exceed 20 square feet in surface area.~~
- ~~8. Neighborhood identification signs with approved placement and design by the City.~~
- ~~9. Neighborhood and business block watch signs with approved placement of standardized signs acquired through the City of Shoreline Police Department.~~
- ~~10. Plaques, signs or markers for landmark tree designation with approved placement and design by the City.~~
- ~~11. Real estate signs not exceeding 24 square feet and seven feet in height, not on City right-of-way. A single fixed sign may be located on the property to be sold, rented or leased, and shall be removed within seven days from the completion of the sale, lease or rental transaction.~~
- ~~12. City-sponsored or community-wide event signs.~~
- ~~13. Parks signs constructed in compliance with the parks sign design guidelines and installation details as approved by the Parks Board and the Director. Departures from these approved guidelines may be reviewed as departures through the administrative design review process and may require a sign permit for installation.~~
- ~~14. Garage sale signs not exceeding four square feet per sign face and not advertising for a period longer than 48 hours.~~
- ~~15. City land use public notification signs.~~

**Commented [NG7]:** This section is redundant with the language at H1 referencing SMC 20.50.610 Exempt Signs. Proposal is to delete this section.



