



# City of Tukwila

Jim Haggerton, Mayor

## Department of Community Development

Jack Pace, Director

### STAFF REPORT TO THE BOARD OF ARCHITECTURAL REVIEW PREPARED August 15, 2014

**HEARING DATE:** August 28, 2014

**NOTIFICATION:** Notice of Application and Notice of Public Hearing was mailed to surrounding property owners and tenants on July 14th, 2014.

**FILE NUMBER:** L14-0042 (Master Sign Program)

**REQUEST:** Approval of Master Sign Program for the Parkway Supercenter.

**LOCATION:** King County Parcels 2623049110, 3523049005, 88335100000, 2623049079

**ASSOCIATED PERMITS:** None.

**SEPA DETERMINATION:** Exempt

**COMPREHENSIVE PLAN AND ZONING DESIGNATION:** Tukwila Urban Center - Commercial Corridor (TUC-CC)

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**EXHIBITS:**

- A. Site Sign Plan of Parkway Supercenter
- B. Details of Grand Monument Signs 1 and 2
- C. Details of Proposed New Monument Sign
- D. Details of Wall Elevations, 17300 Southcenter Parkway
- E. Details of Wall Elevations, 17790 Southcenter Parkway
- F. Parkway Supercenter Master Sign Program Tenant Agreement

## **FINDINGS**

### **Background**

In August of 2010, the City adopted a new sign code to replace a sign code that had been in place for over 25 years. In adopting a new sign code, the city council found that large commercial complexes in the Tukwila Urban Center and the Tukwila South Districts have "...unique sign needs which requires a code that provides flexibility". To provide this flexibility, the City Council created a process called a Master Sign Program. Tukwila Municipal Code (TMC) 19.32.010 states that the intent of the Master Sign Program is to "...provide a voluntary process to allow for adaptation of the standard provisions of the Sign Code to the specific needs of larger sites. The signs provided through this process must be integrated into a cohesive design and communication approach for the site, while continuing to meet the overall intent of the Sign Code...".

Two categories are eligible for the Master Sign Program:

1. Sites of 15 acres or more, developed with one or more buildings, totaling at least 200,000 square feet; or
2. Essential Public Facilities within commercial or industrial zones.

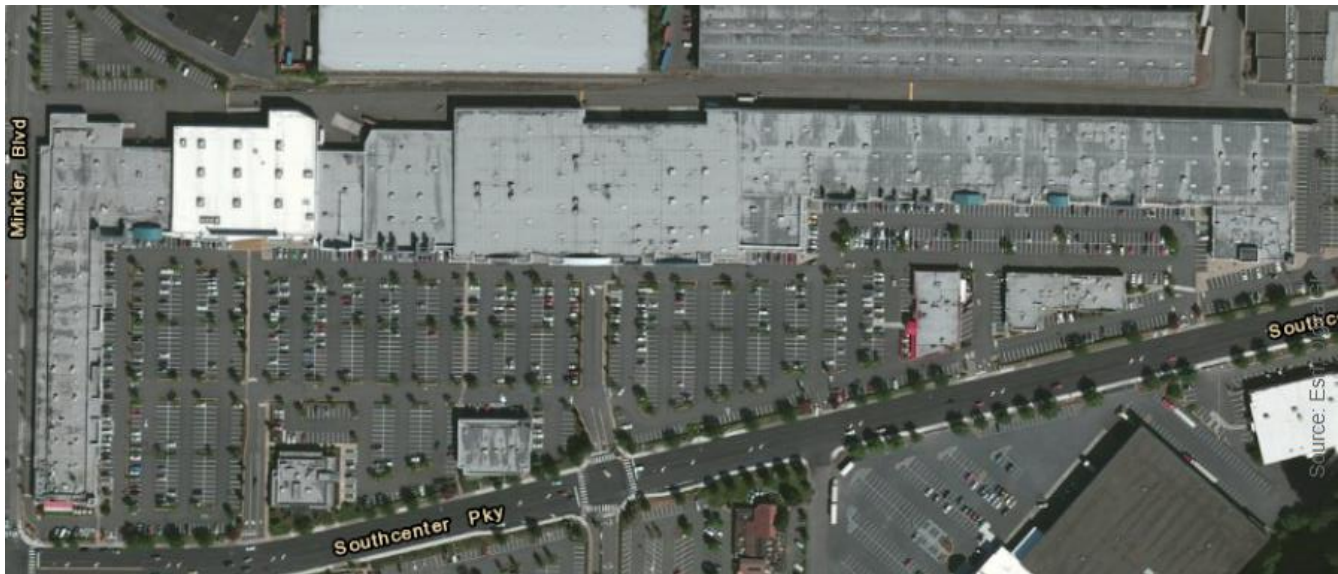
The Master Sign Program is voluntary. The owner of a premise eligible for the Master Sign Program can choose to be governed under the prescribed Sign Code regulations found in TMC 19.20 or make application for the greater flexibility available under TMC 19.32. Kimco Realty, owner of Parkway Supercenter, has submitted a Master Sign Permit Application for review by the City.

### **Existing Development**

The Parkway Supercenter development is located along Southcenter Parkway within the City's Urban Center, at the intersection of Minkler Blvd. The premise includes four parcels (King County Parcels 2623049110, 3523049005, 8833510000, 2623049079) that have a total land area of 30.98 acres. The premise contains five buildings with a total building area of over 416,550 square feet. Thus, the project is eligible for the Master Sign Program under TMC 19.32.020 (1).

The site contains a mix of uses, including restaurants and retail. The largest tenants on the site are Sports Authority, Best Buy, Old Navy, Ross and Macy's Furniture Gallery.

As seen in the aerial photo below, the project is bordered by two streets, Minkler Blvd. and Southcenter Pkwy. Both streets provide access to the premise. While the site is bordered by both streets, most customers access the site from Southcenter Pkwy.



*Aerial Photo of Parkway Supercenter Property*

### **Sign Code Regulations**

Title 19 of the TMC allows for two types of permanent signs, building mounted and freestanding. A building mounted sign is "...a sign permanently attached to a building and includes flush mounted sign, awning signs, projecting signs, etc. (TMC 19.080.065)". As seen in the definition of building mounted signs, the City allows a wide range of building mounted sign types. A freestanding sign is "...a sign supported by one or more uprights, poles or braces installed on a permanent foundation, not attached to a building or other structure (TMC 19.02.130)". The City's standard sign code provisions only allow monument type freestanding signs. The maximum height for a monument sign is eight feet.

### **Prescribed Code Regulations**

The following outlines the standard signage allowed on sites in commercial and industrial zones without going through the Master Sign Program:

- *Wall and Awning Face Signs:* Each business may have one flush mounted wall sign or an awning face sign per public entrance. Thus, if a business has two public entrances it would be eligible for two wall or awning face signs. The size of the wall or awning face sign is based on the total area of the wall on which it is displayed. If a wall does not have a public entrance it could still qualify for a flush mounted wall sign if the building incorporates certain design elements. This wall sign is based on the total wall area, but is reduced 50 percent compared to what would be permitted if the wall had a public entrance.
- *Projecting Sign:* One projecting sign is permitted for each business. The maximum size of the sign is 20 square feet for one side and 40 square feet for all sides.
- *Corner Projecting Sign:* Parkway Supercenter is not eligible for a corner projecting sign.
- *Canopy-Edge Sign:* If a canopy is installed, each business could substitute a canopy edge sign for the allowed projecting sign. A canopy edge sign can be 12 inches tall and the total length is limited to two-thirds of the canopy length.

- *Under Awning/Canopy Sign:* Each business may also install an under canopy sign over an adjacent public or private sidewalk. No sign shall exceed three square feet in size.
- *Awning/Canopy Side Sign:* Each awning or canopy side may have one sign located on it. The sign shall not exceed 40 percent of the awning/canopy side area.
- *Permanent Window Signs:* Each window that provides direct line of sight into the building may have window signs that do not exceed ten percent of the total window area.
- *Pole Banners:* Pole banners on the light poles are permitted.

Freestanding Signage

The number of freestanding signs permitted on the site is based on the total amount of frontage along public streets. The site has over 3,000 linear feet of frontage along two public streets. Based on this frontage, the site is allowed to have seven total freestanding signs.

Allowable Sign Area	Total Allowable Sign Size	Maximum Height	Setback
72 square feet per side/144 square feet total.	96 square per side/192 square feet total	8 feet	Five Feet

Existing Signage on Premise

Flush Mounted Wall Signs



*Existing Flush Mounted Wall Sign on the Property*

Each tenant on the site has at least one flush mounted wall sign. The sizes of the signs are on the total exposed building face where the sign is located.

**All wall signs on the site conform to the new code.**

## Freestanding Signage

There are two grand monument signs on the property. These signs are visible from Southcenter Parkway and are 25' tall with a total area of 198 square feet (99 square feet per side). These signs are not permitted under the current code, unless approved as part of a Master Sign Program.

## Master Sign Program

The applicant has proposed a comprehensive sign package for their premise. The applicant's narrative on the proposed Master Sign Program is found in Exhibit F. TMC 19.32.060 allows a wide range of deviation from the prescribed sign requirements found in TMC 19.20; however the applicant has only requested following three modifications.

1. Allow two of their existing monument signs as grand monument signs. This would permit the two existing grand monument signs to be considered conforming signs.
2. Installation of one monument sign that does not comply with the standard "width" requirement of 15 feet allowed under TMC 19.20.040 (4)), to allow a width of 16 feet.
3. Flush mounted wall signs up to six percent of the exposed building face, up to a maximum of 250 square feet.

**Modification 1:** Consider the two existing freestanding signs as grand monument signs thus making them conforming signs.

The two grand monument signs located on the property were conforming when they were originally installed. Due to the adoption of the new Sign Code they become non-conforming and are permitted to remain indefinitely. Copy changes can occur until August 25, 2020, without having to bring the sign into conformance. Sites within the TUC and TVS are permitted to have up to two grand monument signs provided they are approved as part of the Master Sign Program.



*One of the existing grand monument signs on the premise.*

Per TMC 19.32.060(B)(2), Grand monument signs are allowed, subject to the following standards:

- a. Grand monument signs may be allowed only within the TUC and TVS zones.
- b. Each grand monument sign would substitute for one of the monument signs the premises is eligible to install under Section 19.20.040.
- c. Any poles or columns supporting the sign must have an architectural treatment such as brick, stone or wood cladding that is consistent with the design of the buildings on site.
- d. Sign message area may be increased up to 100 square feet per side, 200 square feet total and the limitation on structure size is removed. For sites over 85 acres, the sign message area may be increased up to 500 square feet per side, 1000 square feet total.
- e. The sign structure must be set back from the side and rear property lines of the premise a distance equal to the height increase requested or five feet, whichever is greater. The minimum front setback is the smaller of the front yard required in the zoning district or the height increase requested.
- f. Total height of the sign structure may not exceed the height of the tallest building on the premises, except for sites over 85 acres, the height may exceed the tallest building but shall not exceed 115 feet.
- g. No more than two grand monument signs are allowed per premises.

The table below summarizes the proposed development standards for the grand monument sign and compares them to the applicable code requirements. The proposed grand monument signs comply with all code requirements (See Exhibit B).

	Grand Monument Sign 1	Grand Monument Sign 2
Proposed Area	99 square feet (198 square feet for all sides).	99 square feet (198 square feet for all sides).
Maximum Permitted Area (TMC 19.32.060 (d))	100 square feet (200 square feet for all sides).	100 square feet (200 square feet for all sides).
Proposed Height	25'	25'
Maximum Height (TMC 19.32.060 (f))	44' (No taller than tallest building on site).	44' (No taller than tallest building on site).
Proposed Setback from nearest property line.	25'	25'
Required Setback from nearest property line (TMC 19.32.060 (e))	15'	15'
Materials Proposed	Brick to match buildings on site.	Brick to match buildings on site.
Materials Required (TMC 19.32.060 (c))	Any poles or columns supporting the signs must have an architectural treatment such as brick, stone or wood cladding that is consistent with the design of the building on site.	Any poles or columns supporting the signs must have an architectural treatment such as brick, stone or wood cladding that is consistent with the design of the building on site.

## **Modification 2: Width of Monument Sign**

Exhibit C shows the proposed freestanding sign on the premises. The modification requested for the proposed freestanding sign is to allow a sign wider than the 15 foot limit required for all monument signs, proposed to be 16'.

Per 19.32.060(A)(1), the monument sign area can be increased up to 25 percent and no increase in height is permitted. The applicant has proposed to meet the height and area requirements and is proposing deviations from the maximum width requirements. The proposed deviations meet the intent of the existing Sign Code and since a 25 percent increase in area is allowed but no change in height, the only way to get the sign area increase is by allowing a wider sign.

The sign will have materials consistent with the design of the grand monument signs currently located on the premises.

## **Modification 3: Wall mounted signs**

The applicant has requested that current and future tenants be allowed a size deviation. For premises up to 85 acres in size, the flush-mounted building sign can be increased to six percent of the exposed building face, up to a maximum of 250 square feet (TMC 19.32.060 (a)). Exhibits D and E show the fascia dimensions for each tenant and the maximum allowable sign area under this deviation.

The total number of signs is one per public entrance, with incentive wall signs on walls that do not contain public entrances, provided they meet architectural criteria listed under TMC 19.20.050.F.4

## **Master Sign Permit Criteria**

The criteria for reviewing a Master Sign Permit Application is found in TMC 19.32.040. Staff response is below.

- 1. The Master Sign Program meets the intent of the Sign Code as well or better than the signage allowed under the standard code provisions.*

With very few exceptions, the applicant is complying with the standard code provisions of the sign code. The applicant is only requesting three modifications under the Master Sign Program, specifically to consider two existing freestanding signs as two grand monument signs, to increase the width of one proposed monument sign, and to increase the size of tenants' wall mounted signage.

The proposed monument sign is less than eight feet in height and the area of each monument sign is below what is permitted by code. The request is for two grand monument signs that are 25 feet in height, while they could be 44 feet under the Master Sign Program.

- 2. The requested deviations from the code respond to the specific characteristics of use on the premises.*

The site contains over two dozen businesses, all of which desire signage. The use of the grand monument signs allows for smaller tenants to utilize freestanding signage. The site also has multiple entrances.

Approving the grand monument signs will allow the two existing signs on the property to be considered conforming signs. The requested widening of the proposed monument sign is to create a better sign design.

The Parkway Supercenter property is deep and there is parking in between the building and the public street. Allowing the wall signs to be larger than standard size allowed under the Sign Code will provide tenants with better visibility of their store locations from the street. Under the Master Sign Program, the wall sign size can be up to 6% of the exposed building face, up to a maximum of 250 square feet.

- 3. The program complies with the applicable standards of this Chapter.*

Majority of the wall signs comply with the standard code provisions. Where deviations are requested, they comply with the modifications permitted under the Master Sign Program.

- 4. The existing and proposed signage is integrated with an overall lighting scheme for the project site to create a safe, lively, and inviting night-time environment if the site is in a commercial zone.*

The existing lighting for the shopping complex has been layered to provide a safe and convenient shopping environment. All freestanding signs are lit and lights are located above and around walkways. Store fronts are illuminated and parking lot lights have been installed.

- 5. No sign-related code enforcement violations on the premises for at least one year prior to submitting the Master Sign Program application.*

There have been no sign related code enforcement violations on this property for the last year.

- 6. The program must contain a schedule for the removal of all non-conforming signs on the premise within three years from the date of Master Sign Program approval.*

The only non-conforming signs on the premises are the two grand monument signs. They will become conforming if the Master Sign Program is approved.

## **CONCLUSION**

1. The site is eligible for the Master Sign Program because it is over 15 acres in area and has building space in excess of 200,000 feet.
2. With over 3000 square feet of frontage on two public streets, the site is eligible for seven monument signs.
3. The premise is located in the Commercial Corridor district of the Tukwila Urban Center zone and thus is eligible to have two monument signs converted into grand monument signs.
4. The design of the two grand monument signs complies with applicable code standards.



5. The proposed monument signs meet the modifications permitted under the Master Sign Program.
6. All flush mounted signs currently comply with the City's sign regulations and will continue to meet the requirements allowed under an increased size deviation through the Master Sign Program.
7. The proposed Master Sign Program presents a uniform, clear, and comprehensive approach to signage on the property. The freestanding signs all have a similar design to one another. This design is consistent with the finishes of the buildings on the site. The building mounted signage has been integrated into the overall design of the building architecture.

## **RECOMMENDATION**

Staff recommends approval of the following three proposed modifications under this Master Sign Program:

- a) The two existing freestanding signs along Southcenter Parkway are allowed as grand monument signs thus making them conforming signs.
- b) The width of the new proposed sign along Minkler Blvd is allowed to be 16 feet.
- c) The flush-mounted building signs can be increased to six percent of the exposed building face, up to a maximum of 250 square feet (TMC 19.32.060 (a)).

### **Informational Items**

1. Sign and electrical permits may be required for each individual sign approved under this Master Sign Program.
2. The following regulations are directed specifically to tenants of the Parkway Supercenter by the property owner, and are to be part of a binding agreement between the property owner and tenant (Exhibit F). These guidelines fall within the requirements of the Tukwila Sign Code, except for the allowed time periods for Temporary Signs (see below).
  - i) Directional Signs
    - a. The property contains several internal directional signs. Given that these signs are not visible from the public right of way, they are not subject to the City's sign regulations.
  - ii) Menu/ATM/Directory Signs
    - a. Any one menu shall not exceed eighteen (18) square feet. Signs shall be placed in a manner that will not impair or obstruct automobile or pedestrian traffic.
    - b. Any one ATM/Directory sign shall not exceed eight (8) square feet.
    - c. Signs shall be placed in a manner that will not impair or obstruct automobile or pedestrian traffic.
  - iii) Entrance and Service Door Signs
    - a. White cut vinyl lettering on glass doors within limits set by property owner:
    - b. 144 square inches per entrance in lettering not to exceed 2" in height, indicating hours of business, emergency telephone numbers, security sticker, etc.
    - c. All lettering shall be white vinyl lettering on face of door.
    - d. Door must be typical non-customer type for receiving merchandise at rear of building.

iv) Temporary Signs

- a. The property owner intends to allow the use of temporary signage within a limited capacity:  
“Banners are allowed for coming soon, grand opening, or store closing advertisements only as directed by property owner. Banners shall be permitted to be up for a maximum of 30 consecutive days, after which they must be removed for a minimum of 30 consecutive days before a new banner is installed.” (Exhibit F).

Staff clarification regarding temporary signs

A Temporary Sign Permit will be required from the City for each proposed temporary sign. *Temporary signs may remain in place for not more than 30 days per calendar quarter. A temporary sign permit from the city is required for each separate display of signage within the calendar quarter.*

TMC 19.24.040 and 19.24.050 requires certain requirements be met for temporary signs, and *are not* allowed deviation from the code under a Master Sign Program.

19.24.040 Temporary Signs in Commercial and Industrial Zones

- A. *Each business is permitted up to two temporary signs per temporary sign permit.*
- B. *The total area of all temporary signs displayed under a permit may not exceed 64 square feet in sign face area.*
- C. *Temporary signs may be either flat cloth or vinyl banners, or flat plastic or cardboard rigid signs.*
- D. *Temporary signs may remain in place for not more than 30 days per calendar quarter. A temporary sign permit from the City is required for each separate display of signage within the calendar quarter.*

19.24.050 General Provisions for all Temporary Signs

- A. *Placement. Temporary signs may only be placed on the wall fronting the tenant space of the applicant that has been issued the temporary sign permit or on the associated premises. The sign must be securely attached, either to the wall if located on the building, or securely tied to stakes located in a landscaped area. Display of temporary signs in any other manner, except as outlined by this code, is strictly forbidden.*
- B. *Setbacks. All temporary signs not attached to buildings shall be placed a minimum of five feet from all property lines. No temporary sign more than three feet in height shall be placed within the sight distance triangle of a vehicular access point, unless it can be demonstrated the sign will not pose a safety issue by reducing visibility.*