

## Notice Date: December 12, 2016

### Notice of Deferred UZDP Decision on Signage

#### UZDP2014-00263

**Project Description:** Deferred decision regarding a Unified Zone Development Plan (UZDP) signage program. The City and the applicant (TRF Pacific, LLC) agreed to defer decision on a signage program to a future date following UZDP approval. The applicant originally applied for UZDP approval on December 5, 2014; the application included the signage program as Exhibit #20. Following a review to confirm that a complete application had been received, the City issued a letter of completeness to the applicant on December 18, 2014 establishing a vesting date of December 17, 2014. On December 23, 2014, the City issued a Notice of Application / SEPA Notification, which identified a public comment period from December 23, 2014 through January 16, 2015. A public open house was held for this project on April 20, 2015. The City of Sammamish issued a decision on the UZDP application on May 12, 2015. The Notice of Decision was issued on May 12, 2015 and public notice was provided via: mailed notice to property owners within 500 feet of the subject site, a sign posted on the subject site, and by placing a legal notice in the local newspaper. An appeal period ran from May 12, 2015 through June 2, 2015; no appeals were filed. The UZDP application was Approved with Conditions.

The City has reviewed the comprehensive site signage program. **This Notice of Type 2 Land Use Decision was issued on December 12, 2016** and was mailed to property owners within a 1,000 foot radius of the subject parcels, published as a legal notice in the local newspaper, and posted on the site. **The site signage for this UZDP has been Approved with Conditions.**

**Applicant:** TRF Pacific, LLC, Tim Russell; [trussell@trfpac.com](mailto:trussell@trfpac.com) 206-985-0100

**Public Comment Period:** December 23, 2014 through January 16, 2015 (Now Closed).

**Project Location:** 300 Block of 228th Avenue SE, Sammamish WA

**Tax Parcel Numbers:** 7527050010, 7527050020, 7527050030

**Existing Environmental Documents:** Critical Areas Affidavit; SEPA checklist; Critical Areas report, by Osborn Pacific Group, Inc.; Technical Information Report by CEKO; Traffic Impact Analysis by TSI; Development Plan Set, by CEKO; Geotechnical Report (and amendment) by GEO; Env. Assessment by ERM.

**Other Permits Required:** Commercial Sign Permits

**SEPA Review:** Based on the submitted application and available information the City issued a SEPA Determination of Non-significance (DNS) for this project on May 12, 2015 through the optional DNS process as specified in WAC 197-11-355. A copy of the SEPA threshold determination as published on May 12, 2015 may be obtained upon request.

**Decision Appeal Period:** **December 12, 2016 through January 3, 2016**

**Staff Member Assigned:** Doug McIntyre, AICP, Senior Planner; [dmcintyre@sammamish.us](mailto:dmcintyre@sammamish.us) 425-295-0528

*Inquiries regarding the application, comment period, decision and appeal process as well as requests to view documents pertinent to the proposal, including environmental documents may be made at the Sammamish City Hall at 801 - 228th Ave SE, Sammamish, WA 98075 (Tel: 425.295.0500) during normal business hours, Monday through Friday, 8:30 a.m. to 5:00 p.m.*

*Note: Mediation of disputes is available pursuant to SMC 20.20. Requests for mediation should be made as soon as it is determined the disputed issue(s) cannot be resolved by direct negotiation. Please contact the Department of Community Development for additional information on the Land Use Mediation Program.*



## Findings / Conclusions / Decision

### The Village

### Unified Zone Development Plan – Deferred Decision on Signage

### UZDP2014-00263

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**APPLICANT:** TRF Pacific, LLC  
(Tim Russell, Representative)  
2608 2<sup>nd</sup> Avenue, Suite 100  
Seattle, WA 98104

**PARCEL NUMBER(S):** 7527050010, 7527050020, 7527050030

**REGARDING:** Unified Zone Development Plan - Signage

**DECISION:** The Deferred Unified Zone Development Plan Decision on Signage is Approved Subject to Conditions

**DATE OF DECISION:** December 12, 2016

**PROPOSAL:**

As part of its UZDP application, the applicant sought approval of a comprehensive site signage program for a mixed-use development located on an approximately 6.43 acre site in the northwest quadrant of the Sammamish Town Center. The City and the applicant (TRF Pacific, LLC) agreed to defer the UZDP decision on a comprehensive site signage program to a future date. The UZDP was approved with conditions on May 12, 2015. This deferred decision is on site signage only.

**SUMMARY OF DECISION:**

The Deferred Unified Zone Development Plan (UZDP) Decision on Signage is approved, subject to conditions. This decision is based on the findings of fact, conclusions herein, applicant provided information, and project file.

A SEPA Determination of Non-Significance (DNS) was issued concurrent with the original UZDP and preliminary Binding Site Plan (BSP) approvals on May 12, 2015.

## **FINDINGS:**

Based on information provided by the applicant, case file, Sammamish Municipal Code (SMC), and Sammamish Comprehensive Plan (SCP), the City of Sammamish Director of Community Development finds:

### *General Description / Property Characteristics:*

1. The project, identified as the "The Village," is a mixed-use development located on an approximate 6.43 acre site in the center of the Sammamish Town Center. The development includes approximately 115,000 square feet of commercial space located within the boundaries of the development proposal site. The development also includes the creation of approximately 159 dwelling units (apartment) on the development proposal site;
2. The project site is located within the Sammamish Town Center Sub-Area;
3. The eastern two lots within the development proposal site are zoned Town Center B (TC-B), while the western two lots are zoned Town Center A1 (TC-A1). The development proposal site is bounded on the north and south by the TC-B zone. To the southeast of the site, is the TC-A3 zone, and to the west and southwest of the site is the TC-A1 zone;
4. The applicant (TRF Pacific, LLC) submitted a complete application for UZDP and BSP land use approval on December 17, 2014. The City issued a letter of completeness on December 18, 2014 (Exhibit 1);
5. The complete application included a site signage program as Exhibit #20 (Exhibit 2);
6. On December 23, 2014, the City issued a Notice of Application / SEPA Notification (Exhibit 3), which identified a 21-day public comment period from December 23, 2014 through January 16, 2015;
7. The City issued a Notice of Open House and held an open house for the public on April 20, 2015 pursuant to SMC 20.05.037 (Exhibit 4);
8. The City issued a decision on the UZDP application on May 12, 2015 (Exhibit 5). The Notice of Decision was issued on May 12, 2015 and public notice was provided via: mailed notice to property owners within 500 feet of the subject site, a sign posted on the subject site, and by placing a legal notice in the local newspaper. An appeal period ran from May 12, 2015 through June 2, 2015; no appeals were filed. The UZDP application was Approved with Conditions;
9. The project consists of several commercial building areas, totaling approximately 115,000 square feet of commercial space, on five structural levels that climb the existing topography, from the lowest level adjoining 228th Avenue SE to the western border on 225th Place SE, terraced up the SE 4th Street grade;
10. The City and the applicant agreed to defer the decision on a comprehensive site signage program to a future date following UZDP approval;

### *SEPA Review / Determination:*

11. A SEPA checklist was submitted by the applicant on December 5, 2014 (attached hereto as Exhibit 5), which evaluated potentially adverse environmental impacts;

12. A SEPA Determination of Non-Significance (DNS) was issued for the project on May 12, 2015 (Exhibit 6). The SEPA review was conducted using the Optional SEPA process pursuant to WAC 197-11-355. A 21-day comment period was provided from December 23, 2014 through January 16, 2015; following the SEPA determination, a 21-day appeal period ran from May 12, 2015 to June 2, 2015. No appeals were filed;
13. Chapter 197-11 WAC – SEPA Rules, together with SMC 20.15 governs the processing of SEPA reviews;

*Zoning / Project Review:*

14. Unified Zone Development principles are established pursuant to SMC 21B.95.050 and provide authority for the City to use flexibility in the review of a UZDP land use application to achieve the objectives of the Town Center Plan and UZDP through other means than those specified;
15. A goal of the Town Center Sub-Area Plan is to develop a regulatory program and other implementation measures that are timely, flexible, predictable, fair to all, and that result in superior development (Town Center Goal LU-5);
16. An objective of the Town Center Sub-Area Plan is to recognize that market dynamics create new development and that the implementation strategy, including development regulations, should be written to afford a reasonable degree of flexibility while addressing important public policy issues (Town Center Policy LU-5.2);
17. Signage located in Town Center is regulated pursuant to the sign standards in Chapter 21B.45 SMC;
18. An intent of Chapter 21B.45 SMC is to support a full range of signs necessary to support commercial services in the Town Center;
19. Pursuant to SMC 21B.45.020, specific sign standards and design requirements may be further established through a UZDP;
20. A Type 2 Sign Design Review is required pursuant to SMC 21B.45.080 to ensure consistent overall signage design as well as unique and long-lasting signs;
21. UZDP land use applications are processed as Type 2 permits, pursuant to SMC 20.05.020;
22. Commercial signage is an integral part of a successful commercial development and provides a strong presence for commercial tenants who rely upon visibility to draw customers onto the site and into their stores;
23. The sign standards in SMC 21B.45, including strict size requirements, are incompatible with the commercial uses approved under the UZDP. The applicant has submitted a comprehensive site signage plan which proposes high quality, cohesive signage that exceeds size requirements in several instances;
24. The revised comprehensive site signage plan (Exhibit 7), submitted on September 20, 2016 and revised on November 16, 2016, and December 5, 2016, is consistent with the site signage program submitted with the complete application, with a specific minor discrepancy identified in Finding #26 and Conclusion #4 below;

25. A tenant-specific signage program for Metropolitan Market (commercial tenant of the Phase 1 commercial space approved under the UZDP) was submitted on September 13, 2016 and revised on November 11, 2016, is consistent with the site signage program submitted with the complete application (Exhibit 8);
26. The sign identified as "Sign EX-01" in the comprehensive site signage plan (Exhibit 7) is inconsistent with SMC 21B.45.110(4)(b) due to the inclusion of a tenant-specific sign. The tenant-specific sign will be removed;
27. A commercial sign permit will be required for all signs approved with modifications to standards, pursuant to SMC 21B.45.090(2)(a).

**ANALYSIS / CONCLUSIONS:**

The following conclusions are based on the requirements of SMC 21B.95.060, Chapter 21B.45 SMC, the findings set forth above, applicant provided information, and the contents of the project file. Accordingly, the City of Sammamish Director of Community Development concludes:

1. The Village underwent a significant amount of design review as part of the UZDP, Binding Site Plan, and SEPA review associated with this land use approval. In particular the City focused on site design, the design of the site at the intersection of 228<sup>th</sup> Avenue SE and SE 4<sup>th</sup> Street, and evaluation of the proposed mix of uses and densities within the development proposal site. The City anticipates that additional design review related to specific details of the site development, such as signage, will be required prior to issuance of future permits;
2. UZDP approval was granted on May 12, 2015 based on the applicant's demonstration that all of the criteria in SMC 21B.95.060 and SMC 21B.95.050 were met;
3. The comprehensive site signage program proposes commercial signs that are the minimum necessary to be commercially viable, while demonstrating appropriateness in scale, character, and design;
4. The sign identified as "Sign EX-01" in the comprehensive site signage plan (Exhibit 7) is inconsistent with SMC 21B.45.110(4)(b) due to the inclusion of a tenant-specific sign. Removal of the tenant-specific sign from the larger Sign EX-01 will make Sign EX-01 a conforming sign;
5. Sign design may be reviewed and approved as part of a unified site development plan review consistent with Chapter 21B.95 SMC, provided that the following are met, pursuant to SMC 21B.45.090:

*(a) Specific sign designs approved as part of a unified site development plan will require a building permit, but will not require additional design review at the time of building permit application when in accordance with the approved unified site development plan; or*

The comprehensive site signage program (Exhibit 7) and associated tenant-specific signage program (Exhibit 8) identify signs which will be subject to subsequent commercial sign permits.

*(b) Additional design standards and guidelines may be adopted through the review process, subject to specific design review of signs at the time of building permit application.*

*Additional design standards and guidelines adopted through the review process shall govern all subsequent sign design reviews including replacement signs.*

The signs included in the comprehensive site signage program (Exhibit 7) and associated tenant-specific signage program (Exhibit 8) set appropriate sign sizes, locations, quantities, and design which are consistent with the Town Center Sub-Area Plan Goals and Policies and support successful commercial development in Town Center. The design standards and guidelines established through the comprehensive site signage program, and consistent with the Type 2 Design Review process as demonstrated in Conclusion #5 below, shall govern all subsequent sign design reviews for this project.

6. A Type 2 Design Review requires compatibility with the following criteria, outlined in SMC 21B.45.140 "Compatibility and design review":

a) *Architectural Compatibility. The signs shall be compatible in size, proportion, shape, character, and quality of design with the exterior architecture of the premises and other structures in the immediate area.*

All signs in Exhibits 7 and 8 are compatible in size, proportion, shape, character, and quality of design with the architectural design of the project and its immediate vicinity. The proposed signs use a variety of high quality materials, including Cedar planks, aluminum plating, channel lettering with semi-gloss finish, concrete, and appropriate lighting features, which will reflect a natural feel that is appropriate for the setting and context.

b) *Simplicity. To the extent feasible, the sign should be graphic and with limited use of words, with the design emphasis on simplicity of style. A simple design or abstract graphic design is preferred. Similarly, a simple sign frame and supporting structure is preferred.*

All signs have been designed to be of a high quality aesthetic with simple designs that do not clutter the visual appearance of the project. Muted colors and clean fonts provide a simple design, consistent with the Town Center Sub-Area Plan Goals and Policies.

c) *Target Audience. Only one sign per building facade should be designed for vehicle and pedestrian use. Signs that are targeted primarily to serve pedestrians are generally preferred over signs targeted for both pedestrian and vehicle audiences.*

Way-finding signs have been designed and located to minimize clutter and remain an effective tool to direct pedestrians and vehicles to their appropriate locations. High quality pedestrian way-finding signs are located along pedestrian pathways to direct pedestrians.

d) *Identification. A commercial sign should be designed for the primary purpose of identifying a business or office.*

All signs are designed either for the primary purpose of identifying a business or office or the commercial development itself, i.e. Sammamish Village.

e) *Fewer Signs. In the use of the total sign allowance at a particular premises, the use of a minimum number of signs is preferred to the use of many signs, so that a cluttered effect is avoided.*

The comprehensive site signage program proposes the minimum number of signs necessary to support a successful commercial development in Town Center and reduce a cluttering effect resulting from the quantity of signs.

- f) *Shape, Size, and Orientation.* The shape of a sign should not conflict with the architectural lines of its setting. Signs should be directed toward the passing motorist or pedestrian. No sign should be designed to be readable or to attract motorists from a great distance.

All signs have been designed and located to appropriately fit with the architectural form and appearance of each structure it is associated with. No signs are designed to be readable from a great distance, as the sizes are limited to the minimum necessary.

- g) *Illumination and Colors.* A sign must not overpower its surroundings through hue, saturation, or brilliance or close combination of incompatible colors. Sources of illuminations shall be screened from public view and shall be designed to avoid glare onto a street or adjacent property.

All signs are designed with locally-appropriate colors, including grays, brown tones, and other muted, natural colors. The use of illumination proposed in Exhibits 7 and 8 conforms to the Town Center Code, SMC 21B.45.110(2). Most signs are proposed to be internally illuminated.

- h) *Landscaping.* Signs shall be placed with consideration for existing and future growth of trees and other landscaping. A monument sign reviewed under this section must be placed in a landscaped area or planter, with landscaping maintained.

All proposed signs have been placed with consideration for existing and future growth of trees and other landscaping. Both monument signs have been located in landscaped areas, which will be maintained.

- i) *Compatibility with Adjacent Uses.* The design, illumination, and location of a sign shall not impair the visibility or the design quality of existing, conforming signs, adjacent buildings, or adjacent uses.

In no instance does a proposed sign impair the visibility or design quality of neighboring signs, uses, or structures.

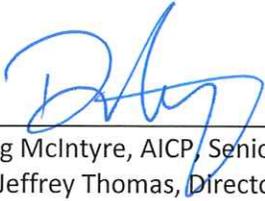
#### **SUMMARY:**

The comprehensive site signage program, as proposed and conditioned, meets the criteria identified for the approval of a comprehensive site signage program, consistent with the approved UZDP.

#### **DECISION / CONDITIONS OF APPROVAL:**

The City of Sammamish Director of Community Development conditionally approves the Unified Zone Development Plan Signage Program for The Village project as follows:

1. The applicant shall comply with all federal, state, or local statutes, ordinances, rules, or regulations in effect on December 17, 2014, as applicable to this project;
2. Any subsequent signs proposed outside of the approved comprehensive site signage program (Exhibit 7) and/or the tenant-specific signage program for Metropolitan Market (Exhibit 8) shall be reviewed and approved under the signage regulations in effect on the date of a complete application;
3. The sign identified as "EX-01" in the comprehensive site signage program contains a tenant-specific sign, which shall be removed and replaced with a solid, blank aluminum cabinet.



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Doug McIntyre, AICP, Senior Planner  
For Jeffrey Thomas, Director of Community Development

12/12/16  
Date

**EXHIBIT LIST:**

1. Letter of Completeness, dated December 18, 2014
2. Original site signage program submittal (Exhibit #20 of Complete Application)
3. Notice of Application / SEPA notification, dated December 23, 2014
4. Notice of Open House, dated April 20, 2015
5. Notice of Decision, dated May 12, 2015
6. SEPA Threshold Determination of Non-significance, dated May 12, 2015
7. Revised comprehensive site signage program, dated December 5, 2016
8. Tenant-specific site signage program (Metropolitan Market), dated November 11, 2016