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MEMO

To	City of Lake Stevens Melissa Place	Date	October 30, 2019
From	Steve Bullock, MG2 Peter Kahn, Costco	Project	City of Lake Stevens New Costco Warehouse
Cc			

RE Deviation Request for Signage and Site Lighting

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The attached package includes all the submittal requirements necessary to approve two deviation requests. One for wall mounted signage in excess of the maximum allowed per code. The second for site light fixtures to be mounted 15% higher than allowed by code.

The following are The City of Lake Stevens code sections that govern these two matters along with our responses for how we believe we comply with these guidelines.

Sign Deviation

Code Section LSMC 14.38.100 describes the City's standards for signage. The excerpts below are those portions of the sign code which pertain specifically to Wall Mounted Signs in the Commercial zone.

14.38.100 Signs

(d) *Projecting/Suspended Signs, Wall Signs, and Window Signs.*

(1) *Table 14.38-IV establishes the dimensional and quantitative requirements for projecting/suspended signs, wall signs, and window signs.*

(3) *Wall Signs.*

(i) *Wall signs shall be generally located in the storefront area above the main entrance along primary facades and beneath the roofline or cornices on secondary facades; **We comply***

(iii) *Wall signs shall be generally centered between defined architectural elements and may not extend beyond defined architectural features; **We comply***

(iv) *Wall signs may be located on building focal points, if the sign does not extend beyond defined architectural features; **We comply***



(v) *Wall signs shall not project more than 10 inches from the building;*

We comply

(vi) *Wall signage may be located on awnings and marquees or similar structures only when the design of the building facade prohibits wall signs on the storefront facade and the signage does not extend beyond defined architectural features; and NA*

(vii) *The wall sign area calculation is defined in Table 14.38-IV and the maximum area will be based on the size of the associated gross business area, as follows:*

c. *Over 15,001 gross square feet: 192 square feet. This is the subject of our Deviation Request*

Table 14.38-IV Sign Standards

<i>Sign Type¹</i>		<i>CD²</i>
<i>Wall³</i>	<i>Sign Area</i>	<i>Main: 15% of building facade Secondary: 10% of building facade We comply</i>
	<i>Maximum Number</i>	<i>1 per facade⁴ 3 facades may have signs We comply</i>

Notes:

3. *Wall sign calculation: the facade area (first 12 feet of the building height) multiplied by the total facade length or leasable frontage for multi-tenant buildings (example: [12 x 30 = 360] [360 x 15% = 54 sq. ft.]). The sign calculation for second story signage would be the leasable frontage multiplied by the height of the story (example: [12 x 20 = 240] [240 x 15% = 36 sq. ft.]).*

4. *Building over 15,000 gross square feet, with a primary facade length over 100 linear feet, may have two signs along the primary facade for the primary businesses and one sign per enclosed secondary business. Sign area for all signs will be included in the maximum sign area.*

Response: Costco's Sign proposal complies with all the above code sections with the exception of 14.38.100.d.3.vii.c which limits the sign area for the building to a maximum of 192 sf regardless of the size of the building.

In designing the exterior of a Costco warehouse, we intentionally use the building materials and colors to create areas around the building that can be used as a backdrop for our wall mounted signage. We also pay particular attention to the scale of these areas. For any building, a sign that is too large or too small creates problems related to readability and clarity. We want Costco's warehouse signage to be properly scaled with the building to minimize legibility concerns. We are also concerned with having signs that are too big and become offensive. To that end, we are proposing only two "Costco" signs along with a secondary "Tire Center" sign on the eastern warehouse façade. The Fuel facility will have two signs located on its east and south facades as well. Additional informational/directional signage is also proposed.

Based on our design approach described above and the fact that the size of our building would allow us more sign area (325' x 12' allows over 585 sf of signage), we respectfully request, consistent with LSMC 14.68.124, the planning director allow signage for the Costco project including 2 warehouse "Costco" signs, 2 gas station "Costco" signs and various directional signage including "Tire Center" that total under 450 sf. This is because the final design demonstrates exceptional design related to integrating the signage into the overall design of the building and the site. The signage will improve the legibility and aesthetics of the building and the signage for those traveling along Hwy 9 while minimizing impact to the surrounding neighborhood. Our responses to LSMC 14.68.124 which allows Deviations such as this are provided below.

14.68.124 Incentive Provisions for Exceptional Efforts.

- a) *To encourage the integration of signage into the visual framework of its location, special consideration may be given to signs of exceptional design. Special consideration may, at the Planning Director's discretion, result in a relaxation of the number, dimensional and locational standards specified in this chapter. No other standards may be relaxed. This is not to be confused with a variance. It is to be based on an exceptional effort toward creating visual harmony between the sign, the building(s), and the site.*

Response: Costco's proposed sign package is integrated into the design of the building and the neighboring community. All signage is oriented towards Hwy 9 and is scaled to be consistent with the design and size of the building creating visual harmony between the sign, the building, the site and the surrounding community.

b) *Petitions for consideration of signs pursuant to this section shall be made to and decided by the Planning Director. The petition and application shall be presented with the entire sign plan to the Design Review Board with a narrative outlining the proposed plan addressing, but not limited to, the following:*

1) *How the components of the sign improve legibility, readability, and aesthetics;*

Response: The proposed signage is integrated into the design of the building. It is sized to minimize legibility concerns from surrounding roads without being garish or offensive. As demonstrated by the fact that it falls within the size that is allowed by the LSMC (15%) of the first floor elevation shows that we are respecting the scale standard made by the community. It is only because there is an additional maximum size limitation that we need to ask for this deviation.

2) *The relationship of the proposed sign to the community vision for the zone, as expressed in the Comprehensive Plan, intent of the zone, and Development Design Guidelines. In the Central Business District in particular, signs designed to enhance the historic character of downtown may be given special consideration;*

Response: This site is located within the 20 St Subarea Plan and is designated for commercial development. Our proposed signage is consistent with the community vision and zone classification we are located in

3) *Relationship of the sign to the immediate surroundings, including existing and proposed buildings, other signs, and landscape;*

Response: As noted previously all the signs are oriented towards Hwy 9 and will not adversely impact adjacent residential development. We believe Costco's sign proposal is consistent with this criteria.

4) *Relationship of the sign to the business that the sign is to promote; and*

Response: The proposed signs are intentionally placed to assist people coming to the site and then navigating the site. Signage on the SE corner of the building directs drivers to the site. The smaller sign at the NE corner of the building directs customers to the front door of Costco's warehouse. Signage on the Gas Station directs customers to that facility.

5) *A colored rendering, showing the proposed sign, dimensions of the sign, and location of the sign.*

Response: See the attached drawings and the perspectives

Light Fixture Height Deviation

Code Section LSMC 14.38.080 describes the City's standards for site lighting. The excerpts below are those portions of the sign code which pertain specifically to site lighting in the Commercial zone.

14.38.080 Lighting

(c) Height Standards.

- (1) Lighting fixtures used in parking lots shall not exceed a maximum height of 30 feet. **We are requesting a Deviation***
- (2) Lighting fixtures over 16 feet in height shall be fitted with a full cut-off shield. **We comply***
- (3) Lighting fixtures along sidewalks and paths shall not exceed a maximum height of 16 feet. **We comply***

Response: Costco requests an Administrative Deviation to allow the site light poles and fixtures to be 15% taller than what the code provides (as allowed in LSMC 14.16C.120 see below) for allowing for a 34.5' tall fixture height. Taller fixture height will allow for fewer fixtures ultimately needed and with a reduction in fixtures, there is a reduction in energy use. This is one of the many facets of Costco's sustainability approach. Limiting our fixture height to 30' would result in a 25% increase in the number of fixtures we will need to install on the site and the amount of energy needed to run them. With the taller fixtures, we are committed to using full cut off fixtures where needed to ensure no light spillage will occur onto adjacent properties. See below for how we comply with the Deviation criteria.

14.16C.120 Administrative Authority.

- a) Purpose. The intent of this section is to allow the Community Development Director (Director) certain defined flexibility and discretionary authority to consider minor alterations to zoning code regulations including dimensional, parking, landscape and design standards related to sites and/or situations with unique characteristics when the proposed modification provides an equivalent or superior standard to the intended dimensional regulation or design standard.*
- b) Administrative Deviation. The Director or designee may authorize administrative deviations to development regulations up to 15 percent of a quantifiable development standard when situations arise where alternatives to the standards may better accommodate existing conditions, address unique circumstances or allow for more cost-effective solutions without adversely affecting safety, aesthetics, or altering the character of the neighborhood or site. Applications for administrative deviations shall follow the procedures for a Type I review pursuant to Chapter 14.16B, Part I. Any applicant requesting*

consideration of a deviation shall demonstrate, at a minimum, how the request complies with the following criteria:

- 1) *The deviation will achieve the intended result of the standards with a comparable or superior design and quality of improvement;*

Response: Costco's proposal will comply with the City's limitations on light spillage to adjacent properties. As such, the taller fixtures will achieve the intended result of the standard while reducing the amount of raw materials needed for additional fixture and reducing the amount of energy needed to light the parking lot.

- 2) *The deviation will not adversely affect public safety or the environment;*

Response: Costco's will not adversely affect public safety or the environment. In our opinion, it will provide better more even light coverage than shorter poles will.

- 3) *The deviation will not adversely affect the aesthetic appearance of the project; and*

Response: The deviation will not adversely affect the aesthetic appearance of the project. The number of light poles with our proposal will be roughly 35 where 48 would be required at the lower height.

- 4) *The alteration will not be detrimental to surrounding properties in the immediate vicinity.*

Response: The full cut-off fixtures will ensure that the taller fixtures will not be detrimental to surrounding properties. If in completing our photometric plan we have spillage that does not comply with City requirements we will lower the poles that are causing the problem to 30'.

Response: In short, the proposed deviation will achieve the intention of the standard; It will not adversely affect public safety or the environment; It will not adversely affect the aesthetic appearance of the project; and it will not be detrimental to the surrounding properties.

Please feel free to contact me at 206-962-6614 or email me at steve.bullock@mg2.com if you have any questions.

Sincerely,



Steve Bullock
MG2