

RESOLUTION NO. 2786

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KIRKLAND APPROVING THE ISSUANCE OF AN AMENDMENT TO AN APPROVED CONDITIONAL USE PERMIT AS APPLIED FOR IN DEPARTMENT OF COMMUNITY DEVELOPMENT FILE NO. CUP-78-26(AMENDMENT), BY KIRKLAND RAMADA TO AMEND THEIR COMPREHENSIVE SIGNING PROGRAM, BEING WITHIN A PROFESSIONAL RESIDENTIAL ZONE, AND SETTING FORTH CONDITIONS TO WHICH SUCH CONDITIONAL USE PERMIT AMENDMENT SHALL BE SUBJECT.

WHEREAS, the Department of Community Development has received an application for a Conditional Use Permit Amendment filed by Kirkland Ramada, the owner of said property described in said application and located within a Professional Residential zone.

WHEREAS, the application has been submitted to the Houghton Community Council who held public hearings thereon at their regular meetings of November 10, 1980 and December 2, 1980, and to the Kirkland Planning Commission who held a public hearing thereon at their regular meeting of December 18, 1980, and

WHEREAS, pursuant to City of Kirkland Ordinance No. 0-2319 concerning environmental policy and the State Environmental Policy Act, this action is exempt from the environmental checklist process, and

WHEREAS, the Houghton Community Council and Kirkland Planning Commission, respectively, after their public hearings and consideration of the recommendations of the Department of Community Development did adopt certain Findings, Conclusions and Recommendations and did recommend approval of the Conditional Use Permit Amendment subject to the specific conditions set forth in said recommendations, and

WHEREAS, the City Council, in regular meeting, did consider the recommendation of the Planning Commission.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Kirkland as follows:

Section 1. The Findings, Conclusions and Recommendations of the Kirkland Planning Commission as signed by the Chairman thereof and filed in the Department of Community Development File No. CUP-78-26(Amendment) are adopted by the Kirkland City Council as though fully set forth herein.

Section 2. The Conditional Use Permit Amendment shall be issued to the applicant subject to the conditions set forth in the Recommendations hereinabove adopted by the City Council.

Section 3. A certified copy of this Resolution, together with the Findings, Conclusions and Recommendations therein adopted shall be attached to and become a part of the Conditional Use Permit Amendment or evidence thereof delivered to the permittee.

Section 4. Nothing in this section shall be construed as excusing the applicant from compliance with any federal, state or local statutes, ordinances or regulations applicable to this project, other than expressly set forth herein.

Section 5. Failure on the part of the holder of the permit to initially meet or maintain strict compliance with the standards and conditions to which the Conditional Use Permit Amendment is subject shall be grounds for revocation in accordance with of Ordinance No. 2183, the Kirkland Zoning Ordinance.

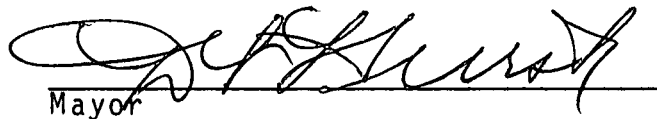
Section 6. Notwithstanding any recommendations heretofore given by the Houghton Community Council, the subject matter of this Resolution and the Conditional Use Permit Amendment herein granted are, pursuant to Ordinance 2001, subject to the disapproval jurisdiction of the Houghton Community Council, and therefore, this Resolution shall become effective only upon approval of the Houghton Community Council or the failure of said Community Council to disapprove this Resolution within 60 days of the date of the passage of this Resolution.

Section 7. Certified or conformed copies of this Resolution shall be delivered to the following:

- (a) Applicant
- (b) Department of Community Development of the City of Kirkland
- (c) Fire and Building Departments of the City of Kirkland
- (d) Public Service Department of the City of Kirkland
- (e) The Office of the Director of Administration and Finance (ex officio City Clerk) for the City of Kirkland.

ADOPTED in regular meeting of the City Council on the 5th day of January, 1981.

SIGNED IN AUTHENTICATION THEREOF on the 5th day of January, 1981..



Mayor

ATTEST:



Director of Administration and Finance
(Ex officio City Clerk)

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DEPARTMENT OF COMMUNITY DEVELOPMENT

ADVISORY REPORT
FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

___ PREPARED BY _____ DATE _____
xx RECOMMENDED BY _____ DATE December 18, 1980
___ ADOPTED BY _____ DATE _____

___ STAFF _____

___ BOARD OF ADJUSTMENT _____

___ HOUGHTON COMMUNITY COUNCIL _____

xx PLANNING COMMISSION _____
Kay Haenig
Kay Haenig, Chairperson

___ CITY COUNCIL AS INCORPORATED IN _____

___ RESOLUTION _____ ORDINANCE

NUMBER R-2786

DATE _____

FILE NUMBER CUP-78-26(Amendment)

APPLICANT Kirkland Ramada (Chriskirk Hospitality Co.)

PROPERTY LOCATION 10530 Northup Way

SUBJECT Amendment to Comprehensive Sign Program (Conditional Use Permit)

HEARING/MEETING DATE January 5, 1981

BEFORE KIRKLAND CITY COUNCIL

EXHIBITS ATTACHED "A" Application "B" Vicinity Map "C1" Site Plan "C2" Site Plan
"D" Proposed Sign "E" Citizen/Governmental Input "F" Photos (to be shown at hearing)

I. SUMMARY

A. DESCRIPTION OF THE PROPOSED ACTION

Kirkland Ramada (Ramada Inn) has applied for an amendment to their comprehensive signing program (Conditional Use Permit No. CUP-78-26). A coordinated sign package was required with the use permits (CUP-UUP-77-19) allowing a motel and two restaurants on the site, near Lake Washington Boulevard, on Northup Way. Existing signage consists of a 60 sq. ft. sign on the south facade and an 18 1/2 sq. ft. sign in a monument on Northup Way. There are other, small directional signs on site.

The Ramada Inn originally proposed two 237.4 square foot face-mounted signs on the south and west faces of the motel with letters mounted directly on the building, rather than on the metal screen shown on Exhibit "D₁".

On November 10, 1980, the Houghton Community Council requested a continuation of the public hearing on this item to allow the applicant and staff to explore alternatives for smaller signs. Two alternatives were submitted - Exhibits "D₂" and "D₃". These alternates have signs measuring 105 square feet each ("D₂"); 105 sq. ft. (south sign - "D₃"), 93 square feet (west sign - "D₃"). The Houghton Community Council recommended approval of Exhibit "D₃" on December 2, 1980.

The maximum allowable signage in the PR zone is 1 sq. ft. of sign per 100 sq. ft. gross floor area. The Ramada's building and use permits indicate gross square footage of 52,000 sq. ft. (4 stories of 13,000 sq. ft. each) - maximum allowable signage is 520 sq. ft. However, since a motel requires a Conditional Use Permit, further limitations on signage may be imposed to ensure compliance with site specific land use policies. The signing C.U.P. issued in 1978 limited the Ramada Inn to 130 sq. ft. of signage. To increase signage, this amendment application is necessary.

Major issues are: compliance with Conditional Use Permit criteria; and Citizen/Governmental Input.

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B. RECOMMENDATIONS

Based on the Statements of Fact, Conclusions and attached Exhibits "A" through "H", staff and the Houghton Community Council recommend approval of the signs shown on Exhibit "D₃".

II. MAJOR ISSUES, FACTS AND CONCLUSIONS

A. Does the use or modification requested fit within the intent of the Kirkland Zoning Ordinance and in the public interest?

1. Applicant's Response.

The request is for illuminated signs on existing hotel (Ramada Inn). There is a need for this identification as the motoring public is unable to identify this facility many times until it is too late to turn off freeway or make sudden lane changes from the outside lane.

2. Statements of Fact.

- a. From Eastbound SR-520, the motel is first visible from four-tenths of a mile away. This point of initial view is past the first "Kirkland - second right" sign.
- b. From Westbound SR-520, the motel and existing south face sign is first visible just before the exit (108th N.E.). Further to the east (toward Redmond), the freeway curves and the motel structure cannot be seen.
- c. The State of Washington, Department of Transportation will be erecting "FOOD-LODGING" signs on Eastbound SR-520 (Lake Washington Blvd. Exit); Westbound SR-520 (108th N.E. exit) and at the intersection of 108th N.E. and Northup Way. These signs will direct travelers toward the Ramada Inn, Denny's and Huwiler's.

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- d. The purpose and intent of sign regulations are stated in the first section (23.32.010) of the Kirkland Zoning Ordinance sign chapter: "The following provisions are instituted to protect the public health, safety and welfare by regulating the use of exterior signs and displays, thus promoting traffic safety, protection of property values and preservation of natural and aesthetic community assets."

3. Conclusions

- a. When the state signs are erected on SR-520, motorists will be informed that food and lodging services are available at or near the 108th N.E. and Lake Washington Boulevard interchanges.
- b. The proposed signs ("D₁") do not fit within the intent of the Kirkland sign regulations. The excessive size of the requested signs serve an advertising, rather than an identification function; and blight a scenic entryway into the City, thereby not preserving a scenic community asset. Therefore, the requested signs ("D₁") are not in the public interest.

The alternative Exhibit "D₃" provides identification for the motel while not blighting this entryway to the City, and by preserving aesthetic assets. Exhibit "D₂" is larger than Exhibit "D₃" and has a greater visual impact since the design protrudes beyond the recessed building facade on each end. Exhibit "D₂" is recommended for denial and Exhibit "D₃" is recommended for approval.

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B. OPERATION OF A PERMITTED BUSINESS IN A RESIDENTIAL ZONE

1. Applicant's Response

The area adjoining this property is commercial. The granting of the permit should not create a hardship or problem for anyone in the area. It will however be most helpful for this property as many of our guests have told us that we are not easy to find and obviously we would like to be seen by those that miss us and go somewhere else.

2. Statements of Fact

This question is not applicable to this application.

3. Conclusions

This question is not applicable to this application.

C. CONTINUATION OF ENLARGEMENT OF A NON-CONFORMING USE (NOT APPLICABLE)

D. USES AND STANDARDS AS DEFINED IN THE LAND USE POLICIES PLAN

1. Statements of Fact

a. Houghton/Bridle Trails Neighborhood - Lakeview Area Economic Activities (pp. 214-15)

Much of the northeast quadrant of the SR-520/Lake Washington Boulevard interchange has already been committed to certain economic activities including large office structures and a restaurant. Due to the availability of adequate public services, easy access to major arterials and to the freeway, and the overall compatibility with adjacent land uses, the northeast quadrant of this interchange can be devoted to commercial activities. The most appropriate use of this land could include such

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activities as office structures, and some freeway oriented uses, such as motel facilities. Limited convenience commercial facilities may be included as part of the office structures or with freeway oriented uses, but not as a primary use. Retail commercial facilities beyond the scope of convenience facilities are not considered appropriate because these kinds of activities should be concentrated in existing major commercial centers (the Central Business District or Totem lake Shopping Center) as well as neighborhood shopping centers. Commercial uses are to be ancillary to other uses at this location. All developments, especially along Lake Washington Boulevard, should include landscaping and other elements to enhance this interchange as an entry to the City. Development potentials for the northwest quadrant are discussed in the Shoreline section and in the Shoreline Master Program. (emphasis added)

b. Economic Activities Policy 5.e. and Discussion (pp. 95-96)

Policy 5.e: "control the use of signs."
Policy Discussion:

There should be control of the use of free-standing signs and the size and number of wall mounted signs. In the competition to achieve increased visibility, commercial activity usually creates a confused array of advertising signs. Strip signing should be restricted to a manner in which the signs inform the motorist of available services without competing for attention or detracting from traffic safety signing.

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c. Public Services/Facilities Policies
(N.E. 85th Interchange Area - pp. 300-
301)

Effective and attractive sign systems are a key element in commercial areas (see Community Goals and Policies Policy 3). The bulk of this information is to be provided by the private businesses themselves. However, a need also exists for the provision of some public signing. Traffic and directional signs are traditional sign responsibilities of the State, County, or City. In order to inform motorists on I-405 of the services available on NE 85th Street, the City should cooperate with the State to provide standardized signs at the appropriate off-ramps. This will eliminate the need for very tall freestanding signs on each business in the Interchange and thus enhance the overall character of the NE 85th Street corridor.

d. Community Policy 3 and Discussion (pp.
15-16).

Policy 3. Develop a coordinated system of street graphics that will more effectively present needed information while protecting Kirkland's aesthetic character.

Discussion: Standardized sign systems serve two key functions. First, they clearly give information about the location and qualities of various public and private facilities and services. Second, they become a part of the visual landscape and are fixed 'markers' in the public mind.

These functions serve public elements such as bus and bicycle routes, municipal parking lots and City Offices as well as private establishments. In the latter case, a somewhat different approach is required due to the compe-

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titive nature of free enterprise. Nevertheless, if carefully considered and uniformly applied, a sign system for the private sector can make individual businesses more visible while preserving an overall aesthetic order. In a coordinated system, signing should be kept to a minimum in terms of the number and size of signs and the overall information load. simplicity and standardization are key to the design of such a sign system in order to make an effective and favorable impression on the public.

2. Conclusions

a. Lakeview Area Economic Activities (pp. 214-15)

The thrust of the latter portion of this policy (landscaping) is to enhance the SR-520/Lake Washington Boulevard interchange as a City entryway. Large signs in the area would not comply with the intent of this policy statement.

b. Economic Activities Policy 5.e. and Discussion (pp. 95-96).

The proposal ("D₁") does not comply with the policy to control size and number of wall-mounted signs. Allowing the proposed signs ("D₁") could lead to additional sign applications for other commercial uses in the area, which could ultimately create "a confused array of advertising signs." Finally, the size of the proposed signs ("D₁") allow them to function as advertising devices - more than signs which "inform the motorist of available services". The latter, informational function will be performed by the State "food-lodging" signs on SR-520 and exit points. The alternatives ("D₂" and "D₃") are smaller in size than the original sign proposal ("D₁") and are more in scale with the structure.

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c. Public Services/Facilities Policies/
N.E. 85th Interchange, pp. 300-301)

Although this policy addresses the N.E. 85th St./I-405 interchange, its implications are pertinent for the SR-520 interchanges. The State signing program is a valuable tool for freeway-oriented commercial uses (such as a motel) which will provide service information to freeway travellers and (through limitations on large on-site signs) uphold the policies discussed in this Section of the Advisory Report.

d. Community Policy 3 and Discussion (pp.
15-16)

Kirkland does not presently have a "coordinated system of street graphics". The State signing program, however, provides the standardized informational signing encouraged in Policy 3. Following installation of the State signs, the additional Ramada Inn signage will not be necessary to provide information about the location of lodging in South Kirkland (Houghton).

e. In summary, the thrust of these Land Use Policies discusses the need for coordinated, carefully designed signs to convey necessary information in an efficient and attractive manner while preventing clutter, distraction, and confusion. A still pertinent conclusion drawn from a policy analysis in the advisory report for the original sign package on the site is as follows: "It is our assessment that the proposed comprehensive sign program is very effective in presenting information to motorists while preserving an overall aesthetic order and avoiding visual clutter and confusion. One key concept which has been embodied in this program is to minimize the number of pieces of information and the overall amount of information conveyed by the various signs."

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E. IS THE SIGN GENERALLY ATTRACTIVE ON ALL VISIBLE SIDES?

1. Applicant's Response: "Yes".

2. Statements of Fact

Individual letters will be mounted directly onto the building.

3. Conclusions.

The signs will be generally attractive on all sides. However, alternative "D₂" would have a raceway protruding 4 feet from the recessed building facade which would be visually incompatible with the building lines and not very attractive. Therefore, Exhibit "D₂" should not be approved.

F. IS THERE ANY BACK SIDE CONSISTING OF OBVIOUSLY VISIBLE BRACES AND STRUCTURES THAT COULD MATERIALLY AFFECT OTHER PROPERTIES?

1. Applicant's Response. "No. All bracing will be concealed by sign background."

2. Statements of Fact.

Bracing will not be visible from other properties.

3. Conclusions.

Bracing will not materially affect other properties.

G. DOES THE BUSINESS DEVELOPMENT UNDER ONE OWNERSHIP HAVE MORE THAN ONE SIGN ORIENTED TO A SINGLE STREET?

1. Applicant's Response. "It will be possible to see more than one elevation depending on where one is viewing the site."

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2. Statements of Fact.

The existing monument sign is oriented to Northup Way. The proposed south face sign can be viewed from Westbound SR-520 and Northup Way, but is placed in a position (near top of structure) to be oriented more to SR-520 than Northup Way. The proposed west face sign can be seen from Northup Way, Lake Washington Boulevard and Eastbound SR-520. However, its' major orientation is to SR-520 and Lake Washington Boulevard rather than to Northup Way.

3. Conclusions.

Two signs are oriented to SR-520, one to eastbound traffic and the other to westbound traffic. The monument sign is designed to be oriented to Northup Way.

H. IS THE SIGN TO SCALE IN SIZE AND HEIGHT WITH THE BUILDING AND THE PREMISES TO WHICH IT IS APPURTENANT?

1. Applicant's Response: "Yes".

2. Statements of Fact.

The proposed signs do not exceed the roof-line.

3. Conclusions.

The proposed signs are in scale in size and height with the motel structure.

I. DOES THE SIGN DEMONSTRATE AN INTEGRAL RELATIONSHIP TO THE DESIGN OF THE BUILDING AND THE PREMISES TO WHICH IT IS APPURTENANT, IN ITS SHAPE, ITS DETAIL, ITS MATERIAL, AND ITS COLOR?

1. Applicant's Response: "Yes, in the design of structure the building and colors were given first consideration."

2. Statements of Fact.

The sign color is white with dark brown sides. The individual letters will be backlit plastic.

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3. Conclusions.

The signs have been designed as an integral part of the motel structure. The white letters will stand out from the red mansard roof instead of blending in as the present red letters do during daylight hours. "D1" will block the upper floor windows.

J. CITIZEN/GOVERNMENTAL INPUT

1. Statements of Fact

- a. A letter (Exhibit "E") was received from the City of Bellevue opposing the additional Ramada Inn signage. A letter from the Department of Transportation was received regarding the freeway service signs.
- b. The Houghton Community Council reviewed the three alternatives (Exhibits "D1", "D2" and "D3") and recommended approval of Exhibit "D3", at their December 2, 1980 meeting.

2. Conclusions.

- a. Since the Ramada Inn lies along the direct Kirkland/Bellevue boundary, any additional signage will have direct impact on properties within Bellevue. Therefore, the City of Bellevue's input should be considered in granting or denying this application.
- b. Freeway service signs will be erected shortly, as stated in the Department of Transportation letter.
- c. The Houghton Community Council recommends approval of Exhibit "D3".

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III. BACKGROUND

A. HISTORY

The Ramada Inn and two adjacent restaurants were approved on August 1, 1977 (CUP-UUP-77-19). This approval required that a Comprehensive sign program be approved prior to occupancy. A sign package (CUP-78-26) for 78.5 square feet was approved on June 19, 1978. The applicant must amend the approved C.U.P. sign package to alter his signage up to 130 sq. ft., the original size limit imposed by CUP-78-26, or to request an increase in sign sizes beyond 130 sq. ft.

B. NEIGHBORHOOD AND ZONING

The area is primarily commercial, with a large office park and the Metro South Kirkland Park and Ride to the north. Area zoning is a mixture of PR (Professional-Residential), PO (Professional Office), PLA 3 (Planned Area 3 - allows office and residential) and FID (Freeway Interchange District overlay). Burgermaster and land to the east is in Bellevue, zoned CB (Community Business). The Ramada Inn site is zoned PR, with an FID overlay.

Property to the east is presently vacant. Land to the north is presently vacant, but the City has received a Planned Unit Development application for a 27-building office project. Hearings are scheduled for this December.

IV. ALTERNATIVES

Many alternatives are available regarding placement, colors and sizes of signs which could be proposed. The State signing program provides an alternative which allows informational signing on SR 520 to direct travellers to food and lodging in the area. The Ramada Inn is allowed 130 sq. ft. of sign under the original CUP.

V. APPENDICES

Exhibits "A" through "H" are attached.

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