

# MACKENZIE.

October 14, 2022

City Of Arlington  
Attention: Amy Rusko | Planning Manager  
238 N Olympic Avenue  
Arlington, WA 98223

Re: **Project Roxy**  
*Monument Signage Variance Design Narrative*  
Project Number 2200174.00

Dear Amy:

Monument signs have a vital role in conveying location information to the public. They can be considered a versatile, functional type of sign providing an asset for a business while increasing visibility for site entrances and wayfinding. Per AMC 20.6.650, the current height limitation for signage in the Light Industrial zone is 6'. The proposed monument signs for this project are 9'. We are requesting a variance to the allowed height based on three main points that are unique to our project site.

First, the location of our project is directly next to the neighboring zoning overlay (Highway Commercial) along 172nd Street NE. This zone allows for a maximum sign height of 15'. The proposal of a 9' monument sign allows for a transition between the two zones in height. This creates an appropriate transition along the 172nd corridor and allows the signage for this site to not get lost when directly adjacent to much more dominant signage. This transition is appropriate considering how the zoning requirements shift along the 172nd street NE.

The location of the monument sign along 172nd street NE is adjacent to the city required site wall. The height of the city required wall is approximately 6'. Having a monument sign that sits taller than the site wall will also provide better visibility and wayfinding.

The location of the monument sign along 51st avenue NE sits in the foreground of the city required sound wall. A 9' tall monument sign will maintain its presence along the street and compliment the background sound wall with an appropriate scale.

Second, with the density of the local area increasing, higher traffic volume will likely occur along 172nd Steet NE. The facility will have both vehicle and truck traffic approaching, and it will be important for wayfinding for the sign to be visible to all traffic. The proposed 9' tall sign will aid in the visibility by truck operators approaching the site, especially when considering the adjacent zone 15' signs; drivers will be looking for similar sized signage for their site entry points.

Finally, the scale and size of our project is unique within the zone. Our proposed signage height in relationship to the adjacent building height and site conditions should be considered scale appropriate. The monument sign at 9' gives an appropriate scale in relationship to the other design elements onsite ensuring that it does not get missed by the users needing to access the site.



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Approval of this signage variance will provide a more reasonable height sign in relationship to its surroundings. Although this is a deviation from base code, we feel that this height adjustment will still fit within the spirit of the City's design code while provide the community with a suitable sign that fits the City's growing urban environment.

Sincerely,



Cesar M. Villanueva

Enclosure(s): Variance Application Form, two (2) Site Plan drawings.

c: Dustin Quattrocchi, Len Psyck – Panattoni  
Eric Olsen, Taylor Clark, Matt Bloom, Courtney Lehrman – Clark Construction  
Bart Brynstad, Tyler Watkins – AHBL  
Alison Hoagland, John Webster – Mackenzie