



COMMUNITY DEVELOPMENT COMMITTEE MEETING

Tuesday, September 08, 2026, at 6:00 PM

Snoqualmie City Hall, 38624 SE River Street & Zoom

COMMITTEE MEMBERS

Chair: Louis Washington

Councilmembers Jolyon Johnson and Dan Murphy

This meeting will be conducted in person and remotely using Zoom.

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Join by Internet: To watch the meeting over the internet via your computer, follow these steps:

- 1) Click this [link](#)
- 2) If the Zoom app is not installed on your computer, you will be prompted to download it.
- 3) If prompted for Webinar ID, enter **860 6728 7531**; Enter Password **1730040121**

CALL TO ORDER AND ROLL CALL.

AGENDA APPROVAL.

PUBLIC COMMENTS (online public comments will not be taken).

MINUTES

- [1.](#) Approval of the minutes dated July 20, 2026.

AGENDA BILLS.

DISCUSSION ITEMS.

2. **Council Presentation:** PSRC Presentation - Growth and Comprehensive Plan - Paul Inghram
- [3.](#) Sign Deviation Request - Safeway Pharmacy.

ITEMS FOR FUTURE DISCUSSION.

ADJOURNMENT.



COMMUNITY DEVELOPMENT COMMITTEE MEETING MINUTES Monday, July 20, 2026, at 6:00 PM

This meeting was conducted in-person at Snoqualmie City Hall and remotely using Zoom.

CALL TO ORDER & ROLL CALL.

Councilmember Louis Washington called the meeting to order at 6:00 pm.

Committee Members: Councilmembers Louis Washington, Dan Murphy, and Mayor Pro Tem Johnson were present.

Executive: Mayor James Mayhew.

City Staff: Community and Economic Development Director Mona Davis, City Administrator Andrea Lehner, and IT Support Specialist Jimmie Betts.

AGENDA APPROVAL.

The agenda was unanimously approved.

PUBLIC COMMENTS.

No public comments were made.

MINUTES.

1. Approval of the minutes dated June 15, 2026.

The meeting minutes of June 15, 2026 were unanimously approved.

AGENDA BILLS.

No agenda bills were presented.

DISCUSSION ITEMS.

2. CED 2026 Workplan.

Community and Economic Development Director Mona Davis briefed on the Community and Economic Development 2026 workplan. Committee discussion followed.

ITEMS FOR FUTURE DISCUSSION.

None.

ADJOURNMENT.

Councilmember Washington adjourned the meeting at 6:23PM.

Minutes taken by Kim Agfalvi, City Clerk.

Recorded meeting audio is available on the city website after the meeting.

Minutes approved at the _____, 2026 Community Development Meeting.



Community and Economic Development Department

Drafted by Allison Kirk, Associate Planner
City of Snoqualmie,
38624 SE River St. | PO Box 987
Snoqualmie, Washington 98065
(425) 888-5337 | www.snoqualmiewa.gov

DATE: September 8, 2026

TO: Community Development Committee Chair

SUBJECT: Sign Deviation associated with SIGN2026-0011

STAFF REPORT AND COMMUNITY DEVELOPMENT COMMITTEE DECISION

Property Owner:	Safeway Store Inc 5918 Stoneridge Mall Rd, Pleasanton, CA 94588
Applicant:	Tausha Lay Sign Resources 242 Industrial Pkwy Jacksboro, TN 37757
Location:	34828 SE Douglas Street Snoqualmie, WA
Zoning Classification:	Mixed Use (MU), Snoqualmie Mixed Use Final Plan (MUFP)
Associated Permits:	SIGN2026-0011 & COM2026-020

I. Background

1. **Nature of Request:** Sign Resource, acting as the agent and signage contractor for Safeway Store Inc, requests a Deviation from the Snoqualmie Ridge Development Standards (SRDS) Chapter 12 (Section 12E.072 and Appendix G), pursuant to Snoqualmie Ridge Mixed Use Final Plan (MUFP) Condition 6. The applicant requests to exceed the standard allowable letter height for a main wall identification sign on the primary frontage of the building located at 34828 SE Douglas Street.

The proposed illuminated wall sign measures **32.9 sq. ft.** in total area and will be located on the primary frontage. The sign elements include individual channel-lit lettering mounted on the face of the building. Each letter measures a maximum of **24"** in height.

2. **Enforcement and Corrective Action**

The applicant is pursuing voluntary correction to abate a code enforcement case, which includes seeking approval for a sign deviation as part of the required corrective actions.

- a. **Early May:** During a site inspection, the Building Official observed an unpermitted temporary vinyl banner sign mounted to the primary façade. The Building Official verbally notified the property manager of the violation and instructed them to remove the temporary sign. The Building Official verbally advised the property manager that permanent signage requires both a building permit and a sign permit. The temporary signage was promptly removed following these instructions.
- b. **May 6, 2026:** The applicant submitted permit applications for a sign permit and associated building permit (SIGN2026-0011 & COM2026-0020).
- c. **May 7, 2026:** The City of Snoqualmie Building Official observed that the sign was installed prior to obtaining the required city permit approvals.
- d. **May 11, 2026:** The Administration opened a code violation case file (CV2026-006) and notified the applicant that the unpermitted installation violates Snoqualmie Municipal Code (Attachment A).
- e. **May 29 – August 11, 2026:** The Administration contacted the applicant on multiple occasions (May 29, June 9, July 30, and August 11) to request a complete deviation application and obtain a status update.
- f. **August 23, 2026:** Applicant submitted a request for deviation (Attachment B)



Image 1: Sight inspection dated August 26, 2026

II. Analysis

Pursuant to Chapter 10 (Appendix B, Section D.062), signage for these parcels is subject to the regulations in SRDS 12E.072(A) (Neighborhood Center Retail Area) and as further specified in Appendix G. Any signage exceeding these allowances or standard thresholds requires an approved deviation. The deviation process is not a variance, use permit, or other means to exceed maximum sign standards. Signage must still comply with maximum standards that balance the need for signage and minimize sign pollution on the community. Pursuant to Condition 6 of the MUFP, deviations are to be reviewed by the Community Development Department with action by the Chair of the Community Development Council Committee.

The SRDS establishes criteria for calculating allowable sign dimensions based on the sign type (Group) and the building's linear frontage, capping the maximum size for each group.

- **Sign Classification:** The proposed illuminated channel sign is classified as a Group 2 sign.
- **Frontage Calculation:** The tenant space features approximately 50 linear feet of frontage.

- **Sign Area Allowance:** The standard allowable by-right threshold (requiring no deviation) for a Group 2 sign is **34 sq. ft.** The proposed sign measures **32.9 sq. ft.** and is within the allowed sign area.
- **Maximum Letter Height:** For signage incorporating all capital lettering, the maximum allowable letter height is **16 inches**. The proposed wall sign exceeds this standard with a maximum letter height of **24 inches**. A deviation is required for exceeding the maximum allowed letter height.

The proposed sign is replacing the previous *Starbucks Coffee* sign, approved under building permit COM2017-025. The previous sign measured 27.55 sq. ft., with a maximum letter height of 16". The previous sign did not require a deviation.

The administration conducted a review of wall sign deviations previously approved by the City (**Table 1**).

Table 1: Approved Wall Sign Deviations

Business	Approval Date	Approved Area (Sq. Ft.)	Approved Letter Height (inches)	Location / Notes
Snoqualmie Valley Hospital	2026	62.95	35.25"	9801 Frontier Ave SE
MicroConnex	2026	64.55	29"	34935 SE Douglas
Kiddie Academy	2022	39	23.6"	7730 Center Blvd SE
Hotel America	2021	53.56	13.5"	35228 Snoqualmie Pkwy
Positive Alley	2020	42	15.75"	7730 Center Blvd SE
Dollar Tree	2020	40	24"	7730 Center Blvd SE
No Boat Brewing	2019	270.00	48" & 34.8"	35214 SE Center St
Spring Plaza	2018	22.70	18.015"	35202 Snoqualmie Pkwy
Big Star Studio	2017	36.00	N/A	8104 Bracken PL SE

Safeway (second)	2017	46.60	36"	34828 SE Douglas St
MOD Pizza	2017	50.72	36"	34817 Snoqualmie Pkwy
Bartell Drugs	2017	70.38	16"	35013 Snoqualmie Pkwy
Safeway	2017	126.50	48"	34828 SE Douglas St
Goddard School	2015	47.4	19"	34510 SE 96 th St
YMCA	2011	56.34	19"	35018 SE Ridge St
Average:		68.58	27.22	

The SRDS do not establish specific design standards for signs based on materials, colors, or consistency with adjacent signs. Upon inspecting the installed sign, it was noted that the color and materials differ from the proposed sign plan and do not match the primary business identification sign in color or style (Attachment D).

III. Next Steps.

If the requested deviation is approved, the applicant must obtain a building permit and pass a final sign inspection before the city will close code violation CV20266-006.

IV. Final Decision to the requested Deviation(s):

[] APPROVED AS PROPOSED: The request is approved as proposed, as a deviation from the Snoqualmie Ridge Development Standards under Condition 6 of the Snoqualmie Ridge Mixed Use Final Plan.

[] APPROVED WITH MODIFICATIONS: The request is approved as modified, as a deviation from the Snoqualmie Ridge Development Standards under Condition 6 of the Snoqualmie Ridge Mixed Use Final Plan.

[] DENIED: The request is denied as a deviation from the Snoqualmie Ridge Development Standards under Condition 6 of the Snoqualmie Ridge Mixed Use Final Plan.

Louis Washington, Chair
Community Development Committee

Dated: _____

- A. Request for Corrective Action, dated May 11, 2026
- B. Deviation Request, dated August 24, 2026
- C. Sign Plan, dated May 7, 2026
- D. Site Inspection, dated August 26, 2026
- E. Snoqualmie Ridge Development Standards (SRDS), Appendix G

Allison Kirk

From: Tausha Lay <tausha.lay@signresource.com>
Sent: Monday, May 11, 2026 1:44 PM
To: Allison Kirk
Cc: John Cooper; Permit Submittals
Subject: RE: Planning Review SIGN2026-0011

Follow Up Flag: Follow up
Flag Status: Flagged

CAUTION: This email originated from outside the City of Snoqualmie. **Do not click links or open attachments** unless you recognize the sender and know the content is safe.

Hi Allison,

Thank you for providing the options below. Please let me know how to go about submitting for Option 2.

I also understand we will be responsible for the additional costs.

Thank you,

Tausha Lay

Senior Project Manager

SignResource, An LSI Company

Direct: 323-319-1624

www.signresource.com

From: Allison Kirk <AKirk@snoqualmiewa.gov>
Sent: Monday, May 11, 2026 4:32 PM
To: Tausha Lay <tausha.lay@signresource.com>
Cc: John Cooper <JCooper@snoqualmiewa.gov>; Permit Submittals <PermitSubmittal@snoqualmiewa.gov>
Subject: RE: Planning Review SIGN2026-0011

Hello Tausha,

Thank you for the quick turnaround. Our inspector was on-site late last week and noted that the pharmacy sign was installed without the required sign permit or building permit. Unfortunately, the city cannot issue either permit until the issue with the letter height is resolved. You have two options to move forward:

- **Option 1: Remove the sign.** Once the sign is removed, the department will resume the review of the revised materials submitted on 05/08/2026. Once issued new channel letters matching approved plan may be installed.
- **Option 2: Request a deviation.** You may request a minor alteration deviation from the Snoqualmie Ridge Mixed-Use Final Plan (MUFP) design standards. Please note that deviations require City Council approval. This option may allow for the existing sign to stay in place while the deviation is reviewed. If the deviation is denied, the sign will need to be removed and option 1 will need to be completed.

Note: Because the sign was installed prior to permit issuance, an investigation fee will be applied to the building permit (calculated at double the standard permit fee).

Please feel free to reach out to me to discuss next steps.

Allison Kirk, AICP

Associate Planner
City of Snoqualmie

425-888-5337

akirk@snoqualmiewa.gov



NOTICE OF PUBLIC DISCLOSURE: Any correspondence from or to this e-mail account may be a public record. Accordingly, this email, in whole or in part, may be subject to disclosure pursuant to 42.56 RCW.

From: Tausha Lay <tausha.lay@signresource.com>
Sent: Friday, May 8, 2026 10:40 AM
To: Allison Kirk <AKirk@snoqualmiewa.gov>
Cc: John Cooper <JCooper@snoqualmiewa.gov>; Permit Submittals <PermitSubmittal@snoqualmiewa.gov>
Subject: RE: Planning Review SIGN2026-0011

You don't often get email from tausha.lay@signresource.com. [Learn why this is important](#)

CAUTION: This email originated from outside the City of Snoqualmie. **Do not click links or open attachments** unless you recognize the sender and know the content is safe.

Hi Allison,

Please see revised drawing. I've also updated the permit applications.

Thank you,

Tausha Lay

Senior Project Manager

SignResource, An LSI Company

Direct: 323-319-1624

www.signresource.com

From: Allison Kirk <AKirk@snoqualmiewa.gov>**Sent:** Thursday, May 7, 2026 6:39 PM**To:** Tausha Lay <tausha.lay@signresource.com>**Cc:** John Cooper <JCooper@snoqualmiewa.gov>; Permit Submittals<PermitSubmittal@snoqualmiewa.gov>**Subject:** Planning Review SIGN2026-0011

Good afternoon, Tausha,

Thank you for your submittal of SIGN2026-0011. I understand that you have requested expedited sign review in anticipation of your opening date early next week. Unfortunately, the signage proposed does not meet the City's signage standards. I have completed the planning review and have provided options for how to move forward.

Please see attached redlines and Snoqualmie Ridge Signage Standards. Pursuant to Appendix G section F, *Group 2 Signs: Wall Sign Criteria*, the following standards apply to your project:

- Maximum sign area for primary tenant signage is 34 sq. ft.
- Maximum letter height for primary tenant signage is 16"

The plans submitted on 5/7/2026, show the proposed lettering at 24". Prior to approval of a sign permit, you will need to revise the plans to demonstrate consistency with the maximum letter height of 16".

Alternative: You may request a deviation for minor alteration of the design standards. Deviations are subject to approval of the City Council. The City has not processed a deviation in a while and I am relatively new, so I am looking into what you will need to submit for the deviation request. I will follow up early next week on next steps for reviewing your sign application.

Please contact me with any questions.

Best,

Allison Kirk, AICP

Associate Planner

*City of Snoqualmie***425-888-5337**akirk@snoqualmiewa.gov



NOTICE OF PUBLIC DISCLOSURE: Any correspondence from or to this e-mail account may be a public record. Accordingly, this email, in whole or in part, may be subject to disclosure pursuant to 42.56 RCW.

Request for Deviation – Maximum Letter Height

Dear Snoqualmie Ridge Design Review Committee,

We respectfully request a deviation from the Snoqualmie Ridge Mixed-Use Final Plan (MUFP) Design Standards, Appendix G, regarding the maximum allowable letter height for the proposed sign.

Sign Description:

The proposed sign consists of internally illuminated channel letters displaying Pharmacy. The sign will be located on the corner of the southwest elevation and will be designed to complement the architectural character of the building and surrounding development.

Proposed Letter Height:

The proposed letter height is 24", which exceeds the maximum letter height permitted under Appendix G of the MUFP Design Standards by 4".

Deviation Requested:

We respectfully request approval to allow the proposed **24" letter height** in lieu of the maximum letter height established in Appendix G.

The requested deviation is intended to provide appropriate visibility and legibility of the tenant identification from the surrounding pedestrian and vehicular approaches while maintaining a proportional and aesthetically appropriate relationship to the building façade. The proposed sign will remain consistent with the overall architectural design and character of the development and will not adversely impact adjacent properties or the visual quality of the surrounding area.

We appreciate your consideration of this request and respectfully request approval of the proposed deviation. Please do not hesitate to contact us if additional information is needed.

Warm regards,

Tausha Lay
Senior Project Manager
SignResource LLC
323-319-1624
tausha.lay\@signresource.com



SAFEWAY

34828 SE DOUGLAS ST
SNOQUALMIE, WA 98065
STORE# 3613
SAFEWAY

04/27/26_(AC/JSC)
SAFEWAY_3613_SNOQUALMIE_B

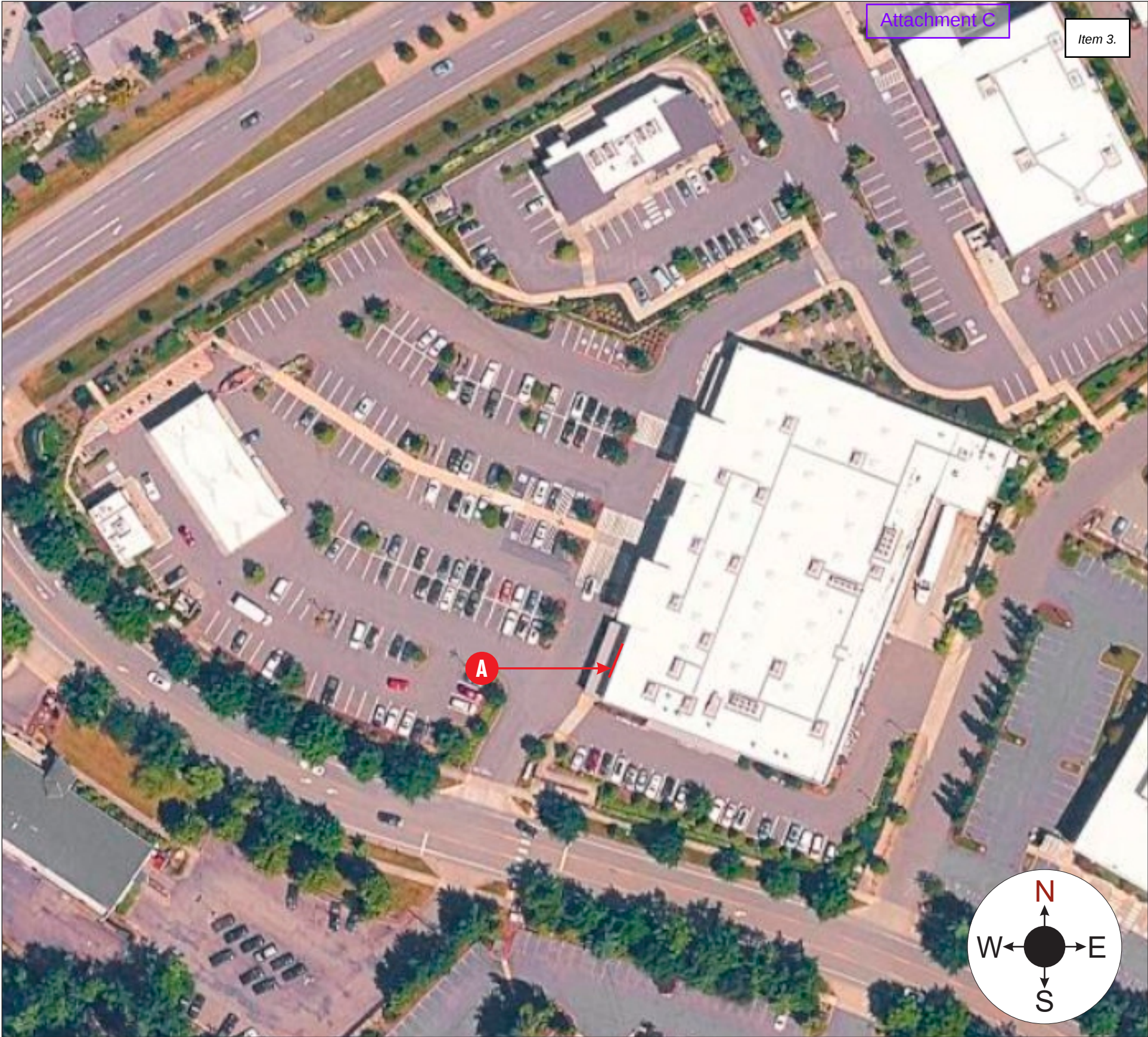
Revision History		
Revision Level	Date	Revision Description
A	03/17/26	- INITIAL BRANDBOOK RELEASE
V	04/27/26	- UPDATED SIGN LOCATION

SCOPE OF WORK

A	BUILDING FRONT	32.9 SQ FT
	• INSTALL 24" BLACK PHARMACY LETTERS	

Attachment C

Item 3.



Site Overview

SCOPE OF WORK

A	BUILDING FRONT	• INSTALL 24" BLACK PHARMACY LETTERS



A FRONT VIEW SCALE: 1:30
32.9 SQ.FT.
REF. PART# : ALB24PHCYFMCL-K

EXISTING



PROPOSED

TOTAL 32.9 SQFT



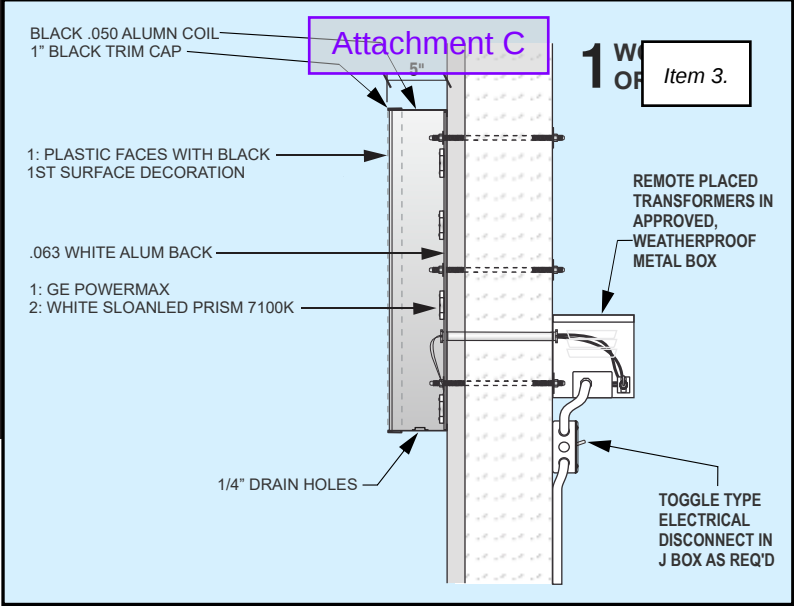
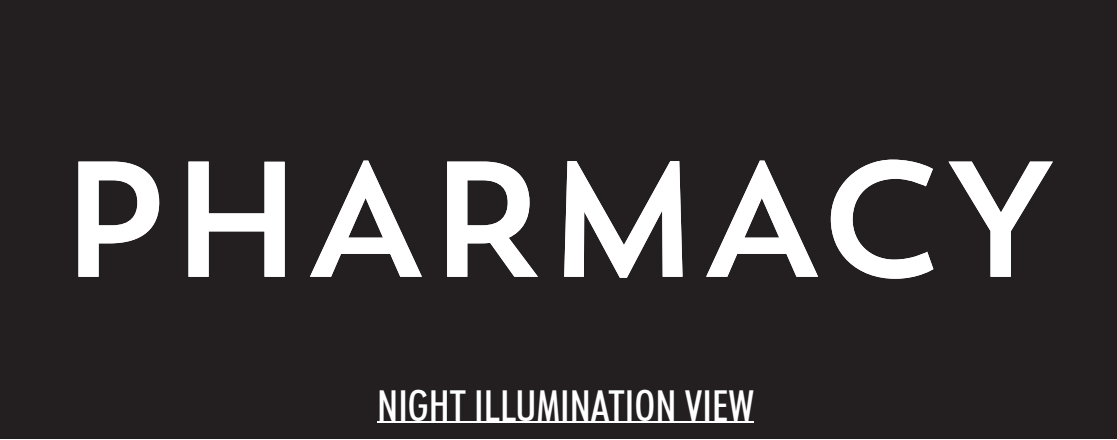
ANY PENETRATIONS DEEMED NECESSARY REQUIRE COORDINATION WITH ROOFING CONTRACTOR TO PREVENT VOIDING ANY CUSTOMER WARRANTY.

DIMENSIONS TO BE VERIFIED PRIOR TO MANUFACTURING
NOT TO SCALE

Building Front

THIS RENDERING IS FOR REFERENCE AND PERMITTING PURPOSES ONLY
ANY SEPARATE OR OPTIONAL COMPONENTS MUST BE ORDERED SEPARATELY
ALL ELECTRICAL SIGNS WILL COMPLY WITH UL 48 – UL FILE #E46729

SCOPE OF WORK	
A	• INSTALL 24" BLACK PHARMACY LETTERS
SIGN DETAILS	



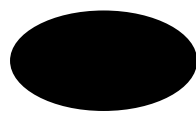
A FRONT VIEW
32.9 SQ.FT.
REF. PART# : ALB24PHCYFMCL-K



SIDE VIEW

Brand Colors & Vinyls

Painted Finishes

-  Black
-  to match "Cardinal Red" - 3M #3630-53

Vinyl Colors

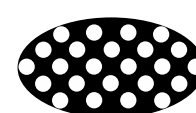
-  "Cardinal Red" - 3M #3630-53
-  "Perforated Black" 222 B

Photo from sight inspection dated August 26, 2026



APPENDIX G

SIGNAGE

Signs

A. INTRODUCTION

In addition to tenant identification, signs are a critical component of the design of a retail building. These standards recognize both the design importance of signs and the tenant's need for clear identification.

A1. SIGN TYPES

Each tenant is allowed a variety of sign types based on street frontage and location. The two basic sign types allowed are:

WALL SIGNS
BLADE SIGNS

A2. QUALITY SIGN INCENTIVE

In order to provide an incentive for higher quality wall signs, Sign Types deemed more interesting will be allowed a greater total sign area and a greater maximum height of individual letters.

The three basic wall sign groups are identified in order of preference:

- GROUP 1 SIGNS: Increase Basic Allowable Sign Area by 50%.
Maximum "all caps" letter height of 18".
- GROUP 2 SIGNS: Increase Basic Allowable Sign Area by 25%.
Maximum "all caps" letter height of 16".
- GROUP 3 SIGNS: No increase in Basic Allowable Sign Area.
Maximum "all caps" letter height of 14".

A3. DESIGN DEVIATIONS

Because creativity and whimsy in signage is encouraged, applicants with sign types not listed above will be evaluated on a case-by-case basis. (See attached examples of interesting sign types that could be permitted on an individual review).

Signs that gain approval will be deemed to have met the spirit of the guidelines and have created a visual impact that is "as good as or better" than the sign types identified above.



Signs

B. DEFINITIONS & GENERAL SIGN CRITERIA

B1. FRONTAGE DEFINITIONS

PRIMARY FRONTAGE:

Frontage of tenant on Center, Kinsey, Mayrand or Ridge.

SECONDARY FRONTAGE:

Frontage of tenant on Snoqualmie Parkway or rear parking lot.

B2. MEASUREMENT CRITERIA

Total sign area will be determined by a series of contiguous boxes that enclose all parts of affixed sign. (See attached example).

B3. ELECTRICAL RACEWAYS

Raceways, if used, shall be painted to match the background color of the surface the sign is affixed to.

B4. STACKED LETTERS

If two rows of letters are used, the letters in the second row shall not exceed half the permissible height of the letters in the first row.

B5. CORNER TENANTS

If a corner tenant elects to "wrap" their sign area allowance on two primary street facades, the total sign area allowance may increase by 5 square feet and be divided between the two facades.

B6. PRIMARY/SECONDARY SIGN RELATIONSHIP

If Tenant's PRIMARY sign is:

Group 1

Group 2

Group 3

Tenant's SECONDARY sign shall be:

Group 1, 2 or 3

Group 2 or 3

Group 3

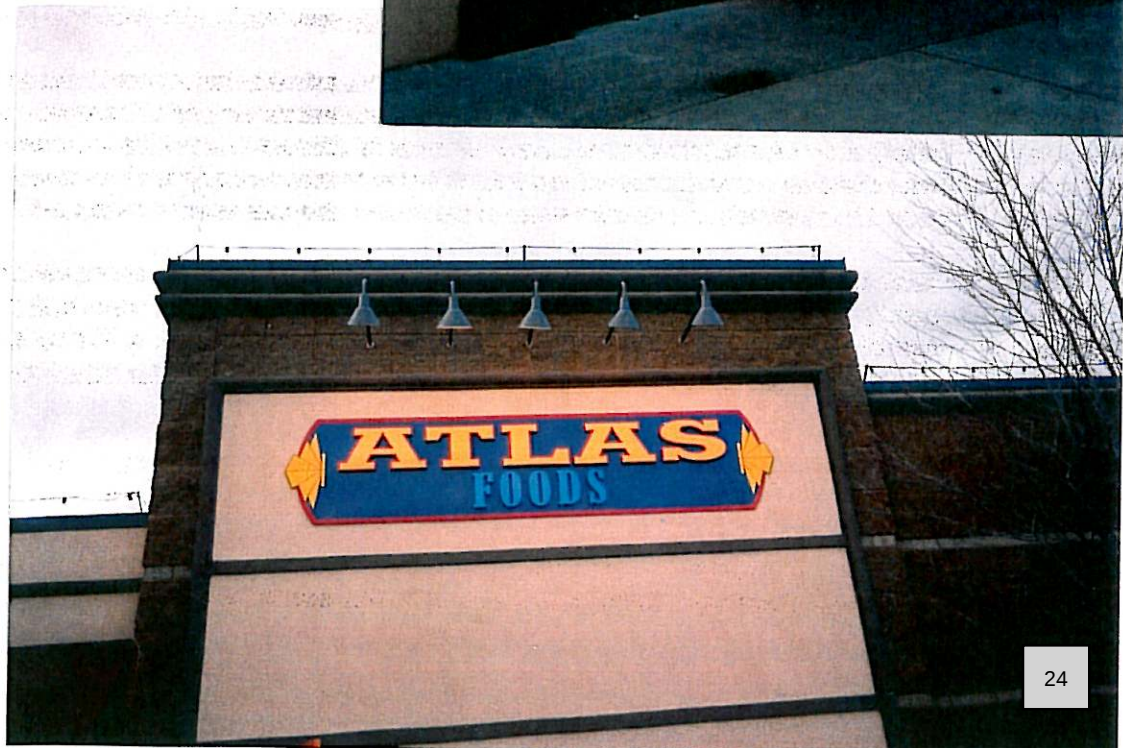
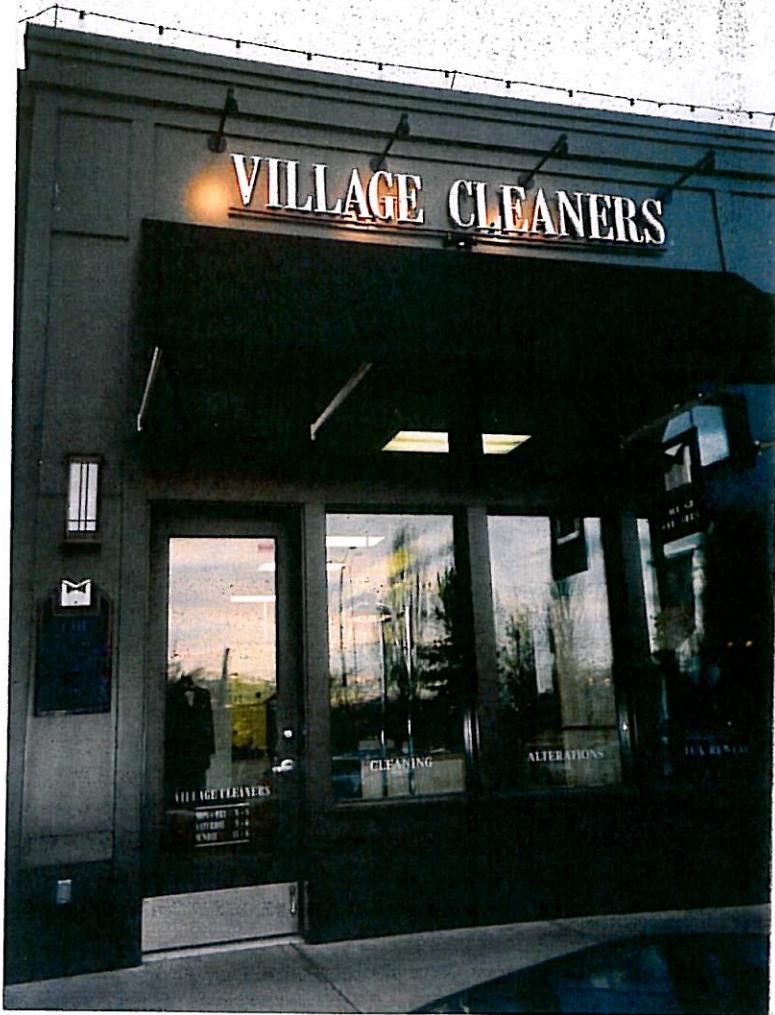
ju

Signs

Attach Item 3.

C. Wall Sign Examples: GROUP 1 SIGNS

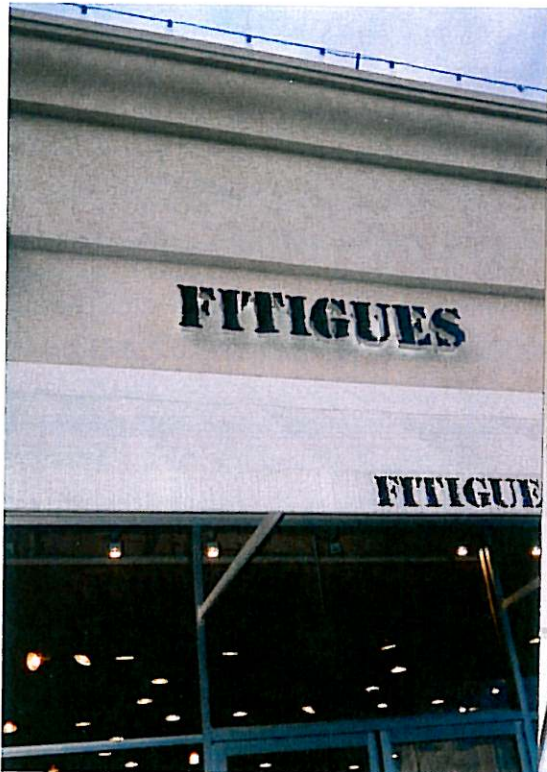
Type 1A: ILLUMINATED BY OVERHEAD LIGHTS
eg. Pallino Pastaria, Village Cleaners, Atlas Foods.



Signs

C. Wall Sign Examples: GROUP 1 SIGNS

Type 1B: "HALO"-PIN MOUNTED, BACK LIT
eg. Motivo, Banana Republic, Fran's, Fitigues



Signs

D. GROUP 1 SIGNS: Wall Sign Criteria

D1. CALCULATION of ALLOWABLE SIGN AREA

SIGN AREA = Frontage x Area Factor x Incentive Factor

D1a. PRIMARY FRONTAGE:

For PRIMARY FRONTAGE, formula is:

SIGN AREA = LF x .60 FT x 1.50
where LF = lineal feet of Primary Frontage.

eg. 20 If Primary Frontage = (20 x .60 x 1.50) = 18 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 40 SF

D1b. SECONDARY FRONTAGE:

For SECONDARY FRONTAGE, formula is:

SIGN AREA = LF x .40 FT x 1.50
where LF = lineal feet of Secondary Frontage.

eg. 20 If Secondary Frontage = (20 x .40 x 1.50) = 12 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 27 SF

D2. CALCULATION of MAXIMUM LETTER HEIGHT

		PRIMARY FRONTAGE	SECONDARY FRONTAGE
If all caps:	Max letter height:	18"	16"
If upper & lower case:	Max root height:	12"	10"
	Max ascender or descender:	12"	10"
	No letter shall exceed:	24"	20"



Signs

Attach Item 3.

E. Wall Sign Examples: GROUP 2 SIGNS

Type 2A: OPEN PAN-CHANNEL, SINGLE-STROKE NEON
eg. Delfino's, Tully's Coffee



Signs

E. Wall Sign Examples: GROUP 2 SIGNS

Type 2B: INTERNALLY-ILLUMINATED WITH HALO EFFECT
eg. Starbucks Coffee at Lakemont



Signs

E. Wall Sign Examples: GROUP 2 SIGNS

Type 2C: NEON OVER FLUSH-CUT LETTER
eg. Six Degrees



Signs

E. Wall Sign Examples: GROUP 2 SIGNS

Type 2D: OPEN PAN-CHANNEL, DOUBLE-STROKE NEON
eg. Saviano's



Signs

E. Wall Sign Examples: GROUP 2 SIGNS

Type 2E: OPAQUE CAN SIGN WITH ILLUMINATED LETTERS
eg. Best Cellars



Signs

F. GROUP 2 SIGNS: Wall Sign Criteria

F1. CALCULATION of ALLOWABLE SIGN AREA

SIGN AREA = Frontage x Area Factor x Incentive Factor

F1a: PRIMARY FRONTAGE:

For PRIMARY FRONTAGE, formula is:

SIGN AREA = LF x .60 FT x 1.25
where LF = lineal feet of Primary Frontage.

eg. 20 If Primary Frontage = (20 x .60 x 1.25) = 15 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 34 SF

F1b: SECONDARY FRONTAGE:

For SECONDARY FRONTAGE, formula is:

SIGN AREA = LF x .40 FT x 1.25
where LF = lineal feet of Secondary Frontage.

eg. 20 If Secondary Frontage = (20 x .40 x 1.25) = 10 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 23 SF

F2. CALCULATION of MAXIMUM LETTER HEIGHT

		PRIMARY FRONTAGE	SECONDARY FRONTAGE
If all caps:	Max letter height:	16"	14"
If upper & lower case:	Max root height:	10"	9"
	Max ascender or descender:	10"	9"
	No letter shall exceed:	20"	18"

Signs

G. Wall Sign Examples: GROUP 3 SIGNS

Type 3A: "CHANNELUME" LETTERS

eg. Babylon, Starbucks Coffee at University Village

NOTE: Sign must have contrasting face and sides.



Signs

G. Wall Sign Examples: GROUP 3 SIGNS

Type 3B: "BOX" SIGNS
eg. ZAO Noodle Bar

NOTE: Sign must have interesting shapes and multiple colors.



Signs

H. GROUP 3 SIGNS: Wall Sign Criteria

H1. CALCULATION of ALLOWABLE SIGN AREA

SIGN AREA = Frontage x Area Factor

H1a. PRIMARY FRONTAGE:

For PRIMARY FRONTAGE, formula is:

SIGN AREA = LF x .60 FT
where LF = lineal feet of Primary Frontage.

eg. 20 lf Primary Frontage = (20 x .60) = 12 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 27 SF

H1b. SECONDARY FRONTAGE:

For SECONDARY FRONTAGE, formula is:

SIGN AREA = LF x .40 FT
where LF = lineal feet of Secondary Frontage.

eg. 20 lf Secondary Frontage = (20 x .40) = 8 SF Sign Area
except as further defined by the following:

MINIMUM Allowed Sign Area: 10 SF
MAXIMUM Allowed Sign Area: 18 SF

H2. CALCULATION of MAXIMUM LETTER HEIGHT

		PRIMARY FRONTAGE	SECONDARY FRONTAGE
If all caps:	Max letter height:	14"	12"
If upper & lower case:	Max root height:	9"	8"
	Max ascender or descender:	9"	8"
	No letter shall exceed:	18"	16"

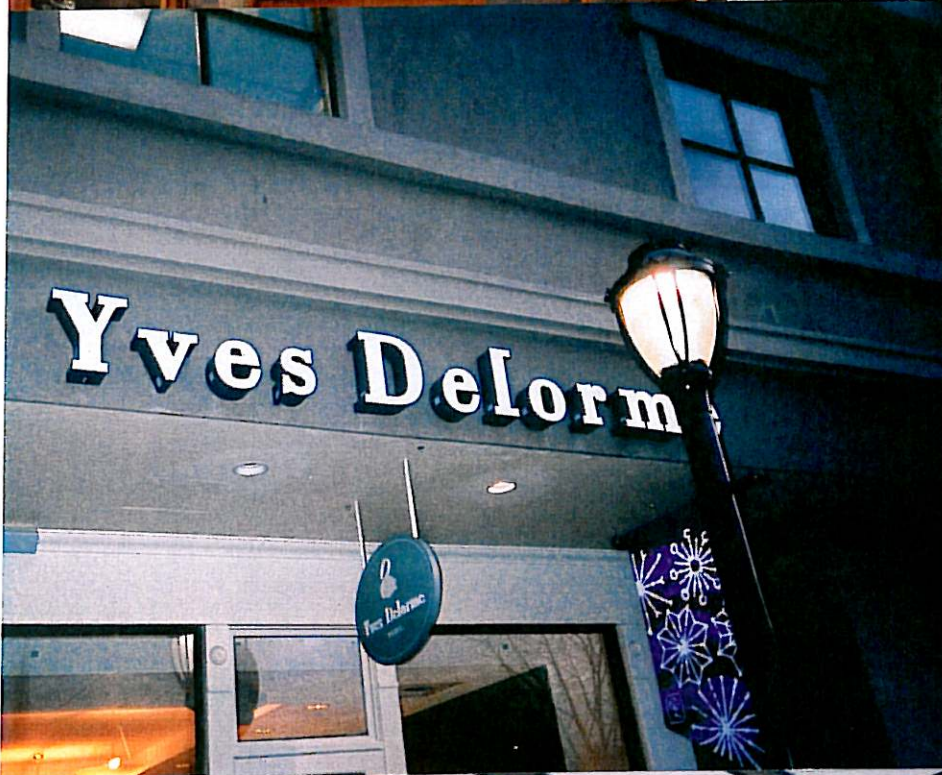
abcdefghijklmnopqrstuvwxyz

1w

Signs

Attach Item 3.

I. BLADE SIGN EXAMPLES



Signs

J. BLADE SIGNS

J1. DEFINITION:

Blade signs are defined as projecting or suspended rigid signs which are mounted perpendicular to the building facade. Their primary "audience" is pedestrians, and as such have specific requirements outlined below.

J2. LOCATION:

Blade sign are REQUIRED on the facade containing the tenant's primary storefront entrance.

Blade signs are ALLOWED on the rear frontage if they are the ONLY SIGN on the tenant's rear frontage.

J3. MAXIMUM SIZE:

4 sq. feet.

J4. MINIMUM VERTICAL CLEARANCE:

8 feet.

J5. CONTENT:

Blade signs may only contain logo, graphic and/or tenant's name.

J6. CONSTRUCTION:

Blade signs shall be constructed of wood, MDO, MDF or metal. Signs may be illuminated by exterior incandescent lights (ie. "goosenecks") but may not be internally illuminated. Sign must be rigidly affixed to sign bracket.

J7. DESIGN DEVIATIONS:

Creativity and whimsy is encouraged. As with wall signs, blade signs that do not strictly comply with these guidelines will be evaluated on a case by case basis.



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Snoqualmie Ridge/ Neighborhood Center Retail Area

Signs

K. MEASUREMENT EXAMPLES

FedEx

Motivo

SAVIANO'S
Ristorante Rosticceria Italiana

ATLAS
FOODS

Signs

L. Whimsical Sign Examples

