# COMMUNITY DEVELOPMENT COMMITTEE MEETING
## Monday, September 21, 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.*

**Join by Telephone:** To listen to the meeting via telephone, please call **253.215.8782** and enter Webinar ID **860 6728 7531** and Password **1730040121** if prompted.

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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 September 8, 2026.

**AGENDA BILLS.**

**DISCUSSION ITEMS.**

2. Sign Deviation Request - Safeway Pharmacy.

**ITEMS FOR FUTURE DISCUSSION.**

**ADJOURNMENT.**

# COMMUNITY DEVELOPMENT COMMITTEE MEETING MINUTES.

## Tuesday, September 08, 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 (virtual), 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, Associate Planner Allison Kirk and IT Support Specialist Jimmie Betts.

**AGENDA APPROVAL.**

**Action:** Councilmember Murphy asked to add a discussion on the CD Committee/Planning Commission Workplan as discussion item 4 and the agenda was unanimously approved as amended.

**PUBLIC COMMENTS.**
No public comments were made.

**MINUTES.**
**1. Approval of the minutes dated July 20, 2026.**

**Action:** The meeting minutes were unanimously approved.

**AGENDA BILLS.**
**No agenda bills were presented.**

**DISCUSSION ITEMS.**
**2. Council Presentation: PSRC Presentation - Growth and Comprehensive Plan - Paul Inghram.**
Mayor Mayhew stated that PSRC would like to present on growth and the comprehensive plan at the City Council meeting on September 14, 2026. Committee discussion followed.

**Action**: Move item to September 14, 2026 City Council meeting and a presentation item.

**3. Sign Deviation Request - Safeway Pharmacy.**
Mayor Mayhew gave a brief history on the signage installed by Safeway and Associate Planner Allison Kirk briefed on a sign deviation request that was submitted by Safeway. Committee discussion followed.

**Action:** Invite Safeway or their designee to attend the Community Development Committee meeting on September 21, 2026 to discuss the sign deviation request.

**4. CD Committee/Planning Commission Workplan.**
Councilmember Murphy briefed on the CD Committee/Planning Commission work plan received by the committee at a meeting earlier in the year. Committee discussion followed.

**ITEMS FOR FUTURE DISCUSSION.**
None.

**ADJOURNMENT.**

Councilmember Washington adjourned the meeting at 7:08pm.

*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<br>5918 Stoneridge Mall Rd,<br>Pleasanton, CA 94588 |
| **Applicant:** | Tausha Lay<br>Sign Resources<br>242 Industrial Pkwy<br>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 96th 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

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**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

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# 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

SignResource
A Royston Group Company

**Los Angeles • Knoxville**
800-423-4283
**www.SignResource.com**

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

# Revision History

# SCOPE OF WORK

| | | |
|---|---|---|
| A | **BUILDING FRONT** | **32.9 SQ FT** |

- INSTALL 24" BLACK PHARMACY LETTERS




# 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

SAFEWAY SITE#3613
34828 SE DOUGLAS ST, SNOQUALMIE [illegible]65
04/27/2[illegible]SC)
SAFEWAY_3613_SNOQUALMIE_B

## SCOPE OF WORK

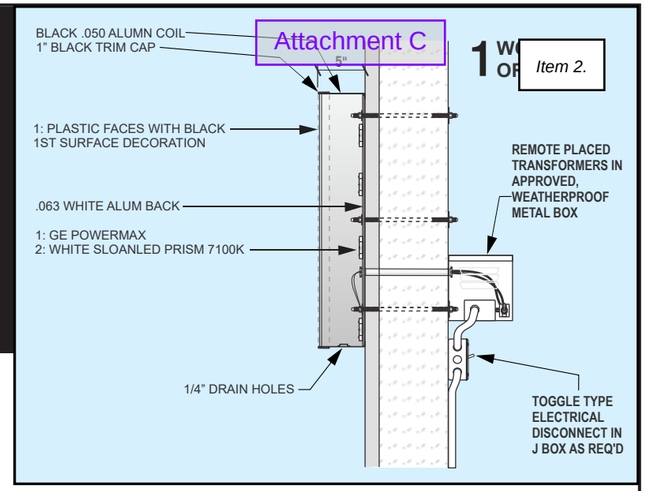
A

**SIGN DETAILS**

- INSTALL 24" BLACK PHARMACY LETTERS

# PHARMACY

NIGHT ILLUMINATION VIEW










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

SIDE VIEW

SCALE : 1:30

# Sign Details

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

SAFEWAY SITE#3613
34828 SE DOUGLAS ST, SNOQUALMIE [illegible]65
04/27/2[illegible]SC)
SAFEWAY_3613_SNOQUALMIE_B

# Brand Colors & Vinyls

## Painted Finishes

Black

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

## Vinyl Colors

"Cardinal Red" - 3M #3630-53

"Perforated Black" 222 B

Attachment D

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.

hw

# 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.

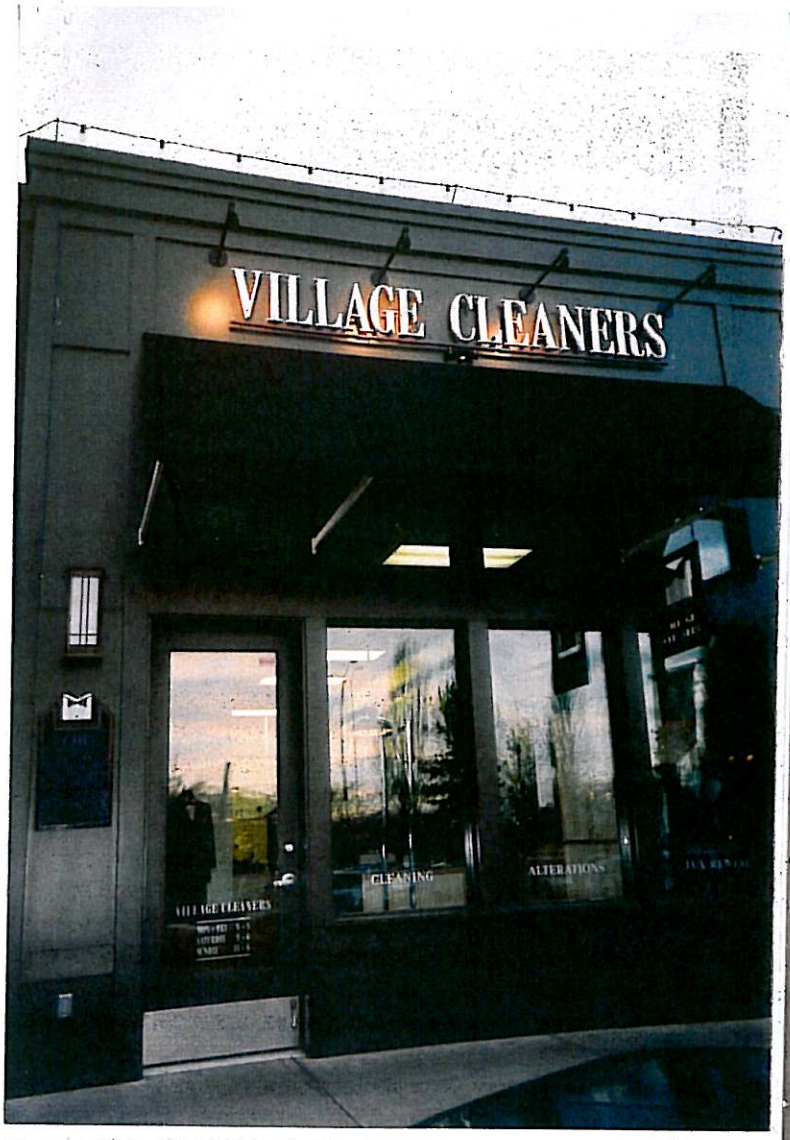
### B6. PRIMARY/SECONDARY SIGN RELATIONSHIP

| If Tenant's PRIMARY sign is: | Tenant's SECONDARY sign shall be: |
|---|---|
| Group 1 | Group 1, 2 or 3 |
| Group 2 | Group 2 or 3 |
| Group 3 | Group 3 |

jw

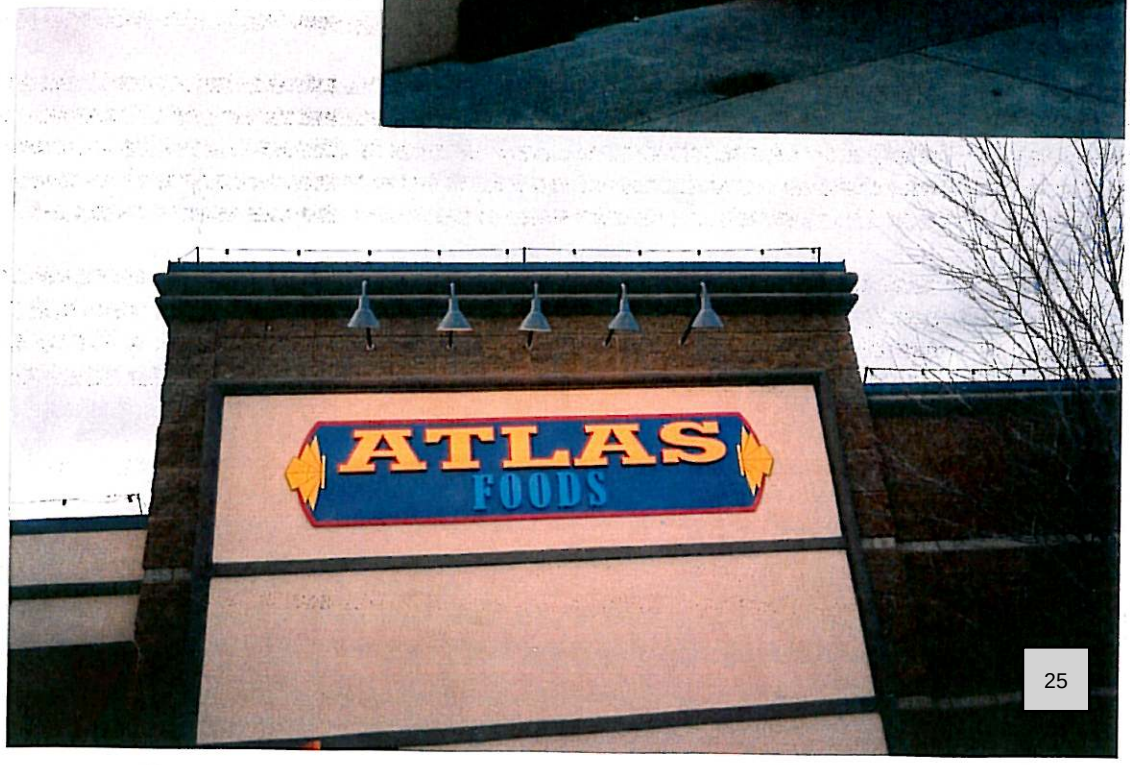
C. Wall Sign Examples: GROUP 1 SIGNS

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







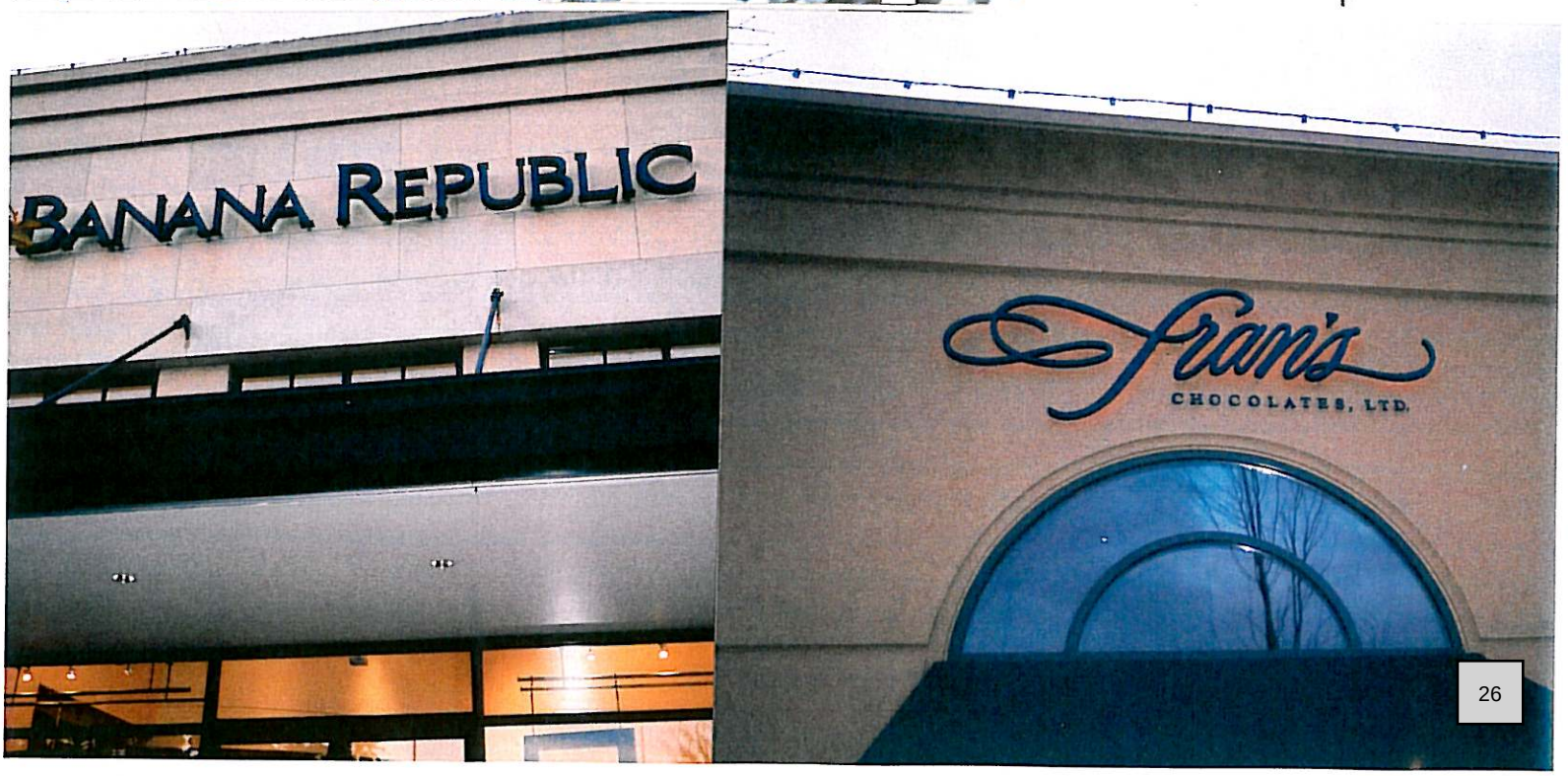


# Signs

## 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 lf 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 lf 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

## 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

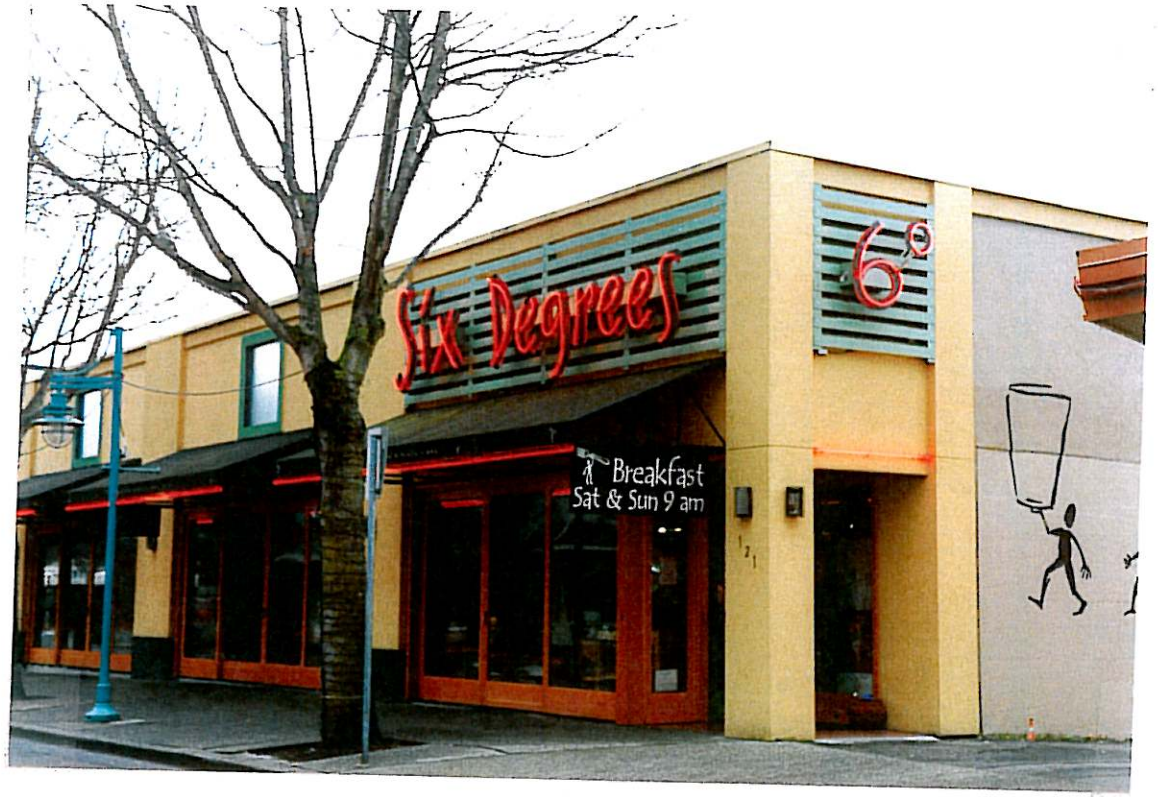
eg. Starbucks Coffee at Lakemont



# 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 lf 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 lf 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"** |

abcdefg

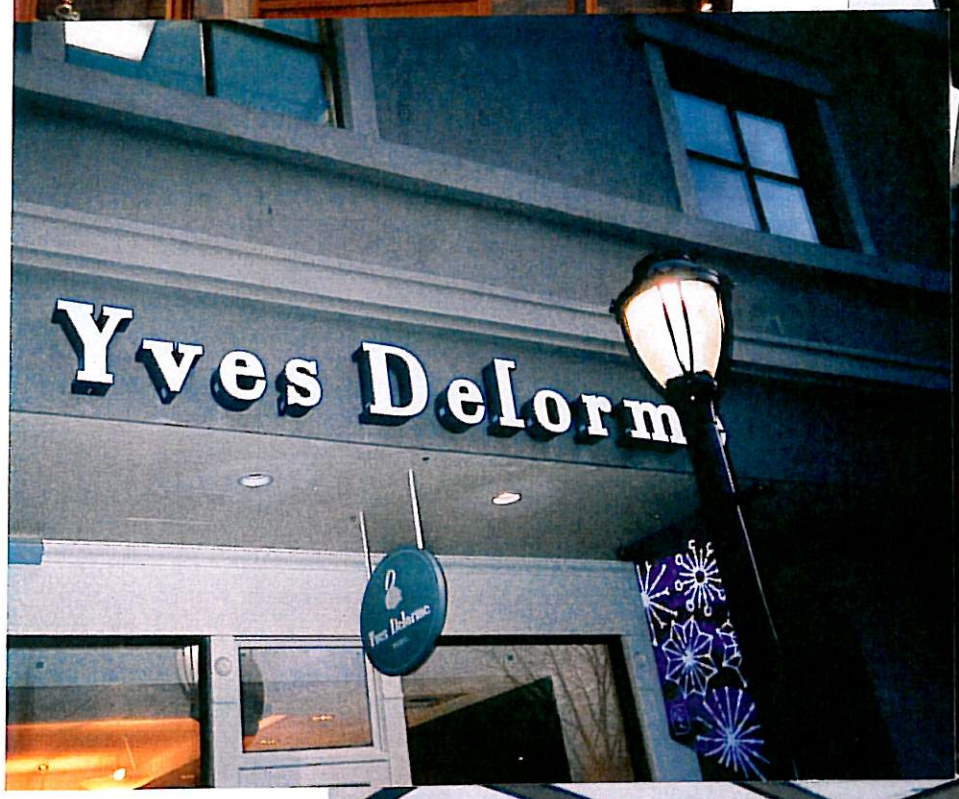
# Signs

## 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.

# Signs

## K. MEASUREMENT EXAMPLES












# Signs

## L. Whimsical Sign Examples

