MEMORANDUM

Date: March 14, 2018
To: Eric R. Shields, AICP, Planning Director
From: Scott Guter, AICP, Associate Planner
Subject: MASTER SIGN PLAN – KIRKLAND URBAN
FILE NO. PSN17-00093

I. INTRODUCTION

A. Applicant: Natasha Epstein with CollinsWoerman on behalf of property owner, Kirkland Urban Holdings I, LLC.
B. Site Location: 425 Urban Plaza (see Attachment 1)
C. Request: The applicant has applied for a Master Sign Plan for the Kirkland Urban mixed-use development pursuant to requirements of Kirkland Zoning Code (KZC) Section 50.38.010, Special Regulation 6 pertaining to the project currently under construction. The proposed sign plan promotes high quality and attractive signs while allowing flexibility for tenant signage (see Attachment 2).

II. RECOMMENDATION

I recommend approval of the proposed Master Sign Plan subject to the following conditions:

A. The applicant shall submit to the Building Department a sign permit for each sign approved as part of this Master Sign Plan prior to erecting each sign.

B. For ground mounted signs, the sign permit shall also include the following:
   1. Sight distance information showing compliance with the sight distance standards in KZC 115.135.
   2. A site plan showing the proposed location of the ground mounted sign and all utility infrastructure and associated easements in the area of the new sign.
   3. A landscape plan that shows landscaping around the base of each ground-mounted sign. The size of the area must be equal to or greater than the sign area.

C. The following signs are approved with this Master Sign Plan. Any deviation from the design standards in the following subsections must be approved pursuant to Section II.G - Minor Modifications below prior to sign permit issuance for the associated sign.

1. Site Signage & Wayfinding (see Attachment 2)
   a. Sign M1: Peter Kirk Ln & Central Way Pedestal Sign (see pages 6, 10-11, and 122) subject to the following:
      (1) Maximum Number: One sign
      (2) Maximum Size: 4’-10” (H) x 17’ (W)
(3) **Permitted Location:** Along Central Way west of Peter Kirk as shown on pages 6 and 122.

(4) **Sign Illumination/Type:** Dark bronze letters with halo backing, internally orange acrylic letters, and LED strip down lighting.

(5) **Setbacks:** Zero feet.

b. **Sign M2: 5th & Central Wall Sign (see pages 6-7, 10, 12, and 124)** subject to the following:

(1) **Maximum Number:** One sign (wraps around wall corner)

(2) **Maximum Size:** 2'-8” (H) x 24'-2” (W)

(3) **Permitted Location:** Mounted on wall near stairs, ramp, and escalator ascending to Level 2 Plaza adjacent to Building A facing Central Way and Urban Plaza as shown on pages 6 and 7.

(4) **Sign Illumination/Type:** Dark bronze letters with halo backing, internally orange acrylic letters, and LED strip down lighting.

(5) **Setbacks:** Not applicable

c. **Sign M3: Kirkland Way Pedestal Sign (see pages 8-9, 11, and 123)**

This sign shall only be allowed if designed and installed as part of a ground mounted sign for the development at 434 Kirkland Way subject to the following:

(1) **Maximum Number:** One sign (incorporated into a ground mounted sign for the 434 Kirkland Way development)

(2) **Maximum Size:** To be determined

(3) **Permitted Location:** To be determined, however the sign should be located generally within the access easement near Kirkland Way as shown on pages 8, 9, and 123. Final location requires approval by the adjacent property owner and the City.

(4) **Sign Illumination/Type:** Dark bronze letters with halo backing, internally orange acrylic letters, and LED strip down lighting.

(5) **Setbacks:** To be determined.

d. **Sign M4: 6th St & Central Way Pedestal Sign (see pages 7, 10-11, and 125)** subject to the following:

(1) **Maximum Number:** One sign

(2) **Maximum Size:** 4'-10” (H) x 17’ (W)

(3) **Permitted Location:** Within the Central Way right-of-way near the 6th Street and Central Way intersection as shown in pages 7 and 125.

(4) **Sign Illumination/Type:** Dark bronze letters with halo backing, internally orange acrylic logos, and LED strip down lighting.

(5) **Setbacks:** Not applicable

(6) **Additional Requirements:** The applicant shall apply for and complete the applicable Public Works permits and/or agreements for signs located in the public right-of-way.
e. **Sign M5:** 4th Court Pedestal (see pages 7, 10-11, and 126) subject to the following:

1. **Maximum Number:** One sign
2. **Maximum Size:** 4'10” (H) x 17’ (W)
3. **Permitted Location:** Along 6th Street south of 4th Court as shown on pages 7 and 125.
4. **Sign Illumination/Type:** Dark bronze letters with halo backing, internally orange acrylic letters, and LED strip down lighting.
5. **Setbacks:** Zero feet

f. **Signs D1-4, and 6:** Freestanding Directories (see pages 6, 7, and 13) subject to the following:

1. **Maximum Number:** Five signs
2. **Maximum Size:** 6'3” (H) x 3'-8” (W)
3. **Permitted Location:** Pedestrian walkways along Levels 1 and 2 as shown on pages 6 and 7.
4. **Sign Illumination/Type:** Externally LED illuminated polycarbonate logo. Internally illuminated directory with text and graphics.

g. **Sign D5:** Railing Mounted Directories (see pages 6, 7, and 14) subject to the following:

1. **Maximum Number:** Two signs
2. **Maximum Size:** 3'-2” (H) x 3'-2” (W)
3. **Permitted Location:** Pedestrian walkways along Level 2 as shown on page 7.
4. **Sign Illumination/Type:** Directory with text and graphics and non-illuminated polycarbonate logo.

h. **Signs P1-3:** Pole Directional Signs (see pages 6, 8, and 15) subject to the following:

1. **Maximum Number:** Three signs
2. **Maximum Size:** 11'-8” (H) x 4’ (W)
3. **Permitted Location:** Along Urban Plaza and on internal landscape islands within parking area as shown on pages 6 and 8.
4. **Sign Illumination/Type:** Opaque metal painted blue with internally illuminated push-thru white acrylic text and graphics.

i. **Signs C1:** North Garage Clearance Bar Signs (see pages 6-7 and 16) subject to the following:

1. **Maximum Number:** One sign
2. **Maximum Size:** 8” (H) x 22’ (W).
3. **Permitted Location:** Wall-mounted on the north garage entrance from Urban Plaza as shown on page 6.
4. **Sign Illumination/Type:** Halo illuminated dark bronze logo and non-illuminated acrylic orange letters.
j. **Signs H1-3:** Garage Headers (see pages 6-8 and 17) subject to the following:
   
   1. **Maximum Number:** Three signs
   2. **Maximum Size:** 8” (H) x 22’ (W).
   3. **Permitted Location:** Wall-mounted on the garage entrances on Levels 1 and 2 as shown on pages 6-8.
   4. **Sign Illumination/Type:** Non-illuminated acrylic orange letters

k. **Sign C2:** South Garage Entry with Clearance Bar Sign (see pages 6-7 and 18) subject to the following:
   
   1. **Maximum Number:** One sign
   2. **Maximum Size:** 11’-8” (H) x 18’-3” (W).
   3. **Permitted Location:** South garage entry as shown on pages 6 and 7.
   4. **Sign Illumination/Type:** Non-illuminated acrylic orange letters with LED uplighting.

l. **Sign C3:** Loading Dock Entry with Clearance Bar Sign (see pages 6 and 19) subject to the following:
   
   1. **Maximum Number:** One sign
   2. **Maximum Size:** 8” (H) x 14’-2” (W); 8” (H) x 20’ (W).
   3. **Permitted Location:** Wall-mounted on the east garage entrance as shown on page 6.
   4. **Sign Illumination/Type:** Non-illuminated acrylic orange letters with LED uplighting.

m. **Sign C4:** East Garage Entry with Clearance Bar Sign (see pages 7 and 20) subject to the following:
   
   1. **Maximum Number:** One sign
   2. **Maximum Size:** 1’ (H) x 28’-2” (W); 8” (H) x 20’ (W).
   3. **Permitted Location:** Wall-mounted on the east garage entrance as shown on page 7.
   4. **Sign Illumination/Type:** Non-illuminated acrylic orange letters with LED uplighting.

n. **Sign H2:** East Garage Header Sign (see pages 7 and 20) subject to the following:
   
   1. **Maximum Number:** One signs
   2. **Maximum Size:** 3’-3” (H) x 14’-4” (W).
   3. **Permitted Location:** Wall-mounted on the east garage entrance as shown on page 7.
   4. **Sign Illumination/Type:** Halo illuminated dark bronze logo and non-illuminated acrylic orange letters

o. **Signs W1 and 2:** Wall Mounted Parking Sign (see pages 6-7 and 22) subject to the following:
   
   1. **Maximum Number:** Two signs
(2) **Maximum Size**: 4’ diameter

(3) **Permitted Location**: Wall-mounted at the north and east garage entrances as shown on pages 6 and 7.

(4) **Sign Illumination/Type**: Internally illuminated blue acrylic graphic with white acrylic text.

**p. Signs S1-11**: Stop/Street Identification (see pages 6-8, and 23) subject to the following:

(1) **Maximum Number**: Eleven signs
(2) **Maximum Size**: 11’-8” (H) x 6” (W); 6” (H) x 8’-6” (W)
(3) **Permitted Location**: Intersections as shown on pages 6-8.
(4) **Sign Illumination/Type**: No illumination.

**q. Signs Y1-4**: Pedestrian Yield (see pages 6, 8, and 23) subject to the following:

(1) **Maximum Number**: Four signs
(2) **Maximum Size**: 3’-5” (H) x 3’-5” (W)
(3) **Permitted Location**: Pedestrian crossings as shown on pages 6 and 8.
(4) **Sign Illumination/Type**: No illumination.

2. **Building Identification and Miscellaneous Signs (Attachment 2)**

a. **Building E – Building Identification Signs 01 and 02** (see pages 27-28, 34, 36, and 39) subject to the following:

(1) **Maximum Number**: Two signs
(2) **Maximum Size**: 1’-6” (H) x 16’ (W)
(3) **Permitted Location**: Canopy-mounted at the north and south ground floor entrances of Building E as shown on pages 28, 34, and 36.
(4) **Sign Illumination/Type**: Halo and internally illuminated orange acrylic text with concealed raceway painted to match canopy structure.

b. **Building E – Building Identification Sign 03** (see pages 27, 29, 35, and 40) subject to the following:

(1) **Maximum Number**: One sign
(2) **Maximum Size**: 2’ (H) x 22’-4” (W)
(3) **Permitted Location**: Wall-mounted on the east elevation of Building E as shown on pages 29 and 35.
(4) **Sign Illumination/Type**: Halo and internally illuminated orange acrylic text with concealed raceway painted to match facade.

c. **Building F – Building Identification Signs 01, 03, 05, and 06** (see pages 49, 50-51, 57-58, and 63) subject to the following:

(1) **Maximum Number**: Four signs
(2) **Maximum Size**: 1’-6” (H) x 18’ (W)
d. Building F – Elevators, Parking Sign 02 (see pages 49-50, 57, and 64) subject to the following:
   (1) Maximum Number: One sign
   (2) Maximum Size: 8” (H) x 18’-7” (W)
   (3) Permitted Location: Wall-mounted on the west elevation of Building F as shown on pages 50 and 57.
   (4) Sign Illumination/Type: Non-illuminated orange acrylic lettering with concealed raceway painted to match facade.

e. Building F – Elevators, Parking, Restroom Signs 04, and 07 (see pages 49, 50, 51, and 64) subject to the following:
   (1) Maximum Number: Two signs
   (2) Maximum Size: 8” (H) x 18’-7” (W)
   (3) Permitted Location: Canopy and wall-mounted at Building F’s plaza elevator entries as shown on pages 50 and 51.
   (4) Sign Illumination/Type: Non-illuminated orange acrylic lettering with concealed raceway painted to match facade.

f. Building A – Central Way Identification Sign 01 (see pages 73-75, 78, and 81) subject to the following:
   (1) Maximum Number: One sign
   (2) Maximum Size: 2’ (H) x 15’-6” (W)
   (3) Permitted Location: Wall-mounted on the west elevation of Building A as shown on pages 74 and 75.
   (4) Sign Illumination/Type: Cut metal plate letters on stand off painted dark bronze.

g. Building A – Central Way Identification Sign 02 (see pages 73-74, 78, and 80) subject to the following:
   (1) Maximum Number: One sign
   (2) Maximum Size: 6’ (H) x 12’-6” (W)
   (3) Permitted Location: Wall-mounted on the north elevation of Building A as shown on page 74.
   (4) Sign Illumination/Type: Halo illuminated dark bronze letters and internally illuminated orange acrylic letters.

h. Building A – Building Logo Signs 03 and 04 (see pages 73-74, and 79-80) subject to the following:
   (1) Maximum Number: Two signs
   (2) Maximum Size: 12’ (H) x 9’-6” (W)
(3) **Permitted Location:** Wall-mounted on the west and south elevation of Building A as shown on page 74.

(4) **Sign Illumination/Type:** Halo illuminated dark bronze letters and LED illuminated orange acrylic graphic.

i. **Building A – Residential Main Entrance 05 (see pages 73-74, and 79, and 82) subject to the following:**
   (1) **Maximum Number:** One sign
   (2) **Maximum Size:** 2’ (H) x 24’ (W)
   (3) **Permitted Location:** Wall-mounted on the west elevation of Building A as shown on page 74.
   (4) **Sign Illumination/Type:** Halo illuminated dark bronze letters and internally illuminated orange acrylic letters with concealed raceway painted to match canopy.

j. **Building A – 4th Court Identification Sign 06 (see pages 73, 76, and 78, and 81) subject to the following:**
   (1) **Maximum Number:** One sign
   (2) **Maximum Size:** 3’-6” (H) x 25’-6” (W)
   (3) **Permitted Location:** Wall-mounted on the east elevation of Building A as shown on page 76.
   (4) **Sign Illumination/Type:** Halo illuminated dark bronze letters.

3. **Building Office & Retail Signage (Attachment 2)**

Building office and retail sign requirements are based on the sign type and its location within the development (see Sign Identification Key for each building in Attachment 2). In addition to the Sign Identification Key the signage for each tenant shall be subject to the Design Guidelines for office signs starting on page 105 and retail signs starting on page 110 of Attachment 2.

D. The dominant characteristic(s) that establish a consistent design theme for the subject property shall be in effect with this Master Sign Plan in perpetuity. They are:

1. Consistent use of colors, Kirkland Urban branding elements, and high quality materials with the site signage.
2. Pedestrian-oriented signs will consist of similarly designed blade signs.
3. Wall-mounted signage will consist of non-cabinet signs. Individual halo illuminated letters, individual externally illuminated letters, internally illuminated push through acrylic letters, individual exposed lighting letters, and internally illuminated channel constructed letters are allowed.
4. Design guidelines as established in Attachment 2 (see pages 105 – 119).

E. Minor modifications to the signs approved with this Master Sign Plan may be approved by the Planning Official provided that:

1. The change does not increase the sign area of the subject property from what was approved in the Master Sign Plan.
2. The change maintains visual harmony with those elements specifically identified in the original Master Sign Plan as integral to the design theme of the subject property (for example, locations(s), color(s), material(s), or type(s)).
III. **COMPLIANCE WITH ZONING CODE CHAPTER 100**

A. **Regulatory Requirement**

The subject property is located in the Central Business District at 425 Urban Plaza and is zoned CBD 5A. The property contains several buildings that are currently under construction. The ground floor of the completed project will contain a mix of retail and restaurant uses. For multi-storied buildings, the upper stories will have a mix of office, retail and residential units. The entire development is required to pursue a master sign plan pursuant to KZC 50.38.010, Special Regulation 6.

B. **Criteria for Master Sign Plan**

According to the Kirkland Zoning Code section 100.80, an application for a master sign plan will be reviewed and decided upon by the Planning Director. The Planning Director may approve a master sign plan if the following criteria are met. The applicant’s response to this criteria can be found in Attachment 3. The criteria are listed below followed by Staff analysis.

1. **Criterion 1.** The proposal manifests exceptional effort toward creating visual harmony between the sign, buildings, and other components of the subject property through the use of a consistent design theme. The elements which create visual harmony may include but are not limited to color, materials, location, and/or type of sign(s) proposed.

   **Staff Analysis:** The applicant has proposed a consistent site design theme with the Kirkland Urban brand identity through the standardization of select logos, fonts, icons, colors and materials that will be used throughout the project site.

   Tenant signage maintains visual harmony through a suite of storefront signage standards encouraging the use of individually illuminated copy and by prohibiting cabinet signs. The applicant’s sign plan has placed limitations on the location and scale of tenant signage as to not cover up or conflict with prominent architectural features of the buildings. Tenants are required to have blade signs to enhance the pedestrian experience.

2. **Criterion 2.** The proposed deviations are the minimum necessary to create readable signs from the rights-of-way providing direct vehicular access based on traffic speeds and patterns in the area of the subject property.

   **Staff Analysis:** The applicant has created a sign program that is the minimum necessary to create signs that provide best visibility at a scale that is appropriate for an intensively developed mixed-use project. The proposed deviations from the zoning code’s height, dimensional, and locational requirements are characterized as follows:

   Pedestal Signs M1-M5: All proposed pedestal signs act as center identification signs. Sign M2 is wall-mounted. Signs M1, M3 and M5 located at the project entrances. With the exception of sign M4 all proposed sign locations meet the zoning code’s setback requirement for ground mounted signs five (5) feet in height or less.

   Both signs M3 and M4 are located offsite. Sign M3 is proposed within an access easement (Parkplace Center) on the adjacent parcel at 434 Kirkland Way and identifies the southern entrance into Kirkland Urban. Sign M4 is located in the right-of-way at the southwest corner of 6th Street and Central Way and acts at the project’s gateway sign.
Prior to the sign permit application, the applicant should receive approval on the final location of sign M3 with the neighboring property owner.

3. **Criterion 3.** The signs are in character and orientation with planned and existing uses in the area of the subject property.

**Staff Analysis:** The anticipated uses and criteria proposed for their respective signs are consistent with the character and orientation of the Kirkland Urban and its location within the Central Business District Core. The proposed signage is also appropriate in scale and orientation towards its eastern neighbors outside the Business District Core.

**IV. APPEALS, JUDICIAL REVIEW**

A. **Appeals**

Section 100.80.6 allows the Planning Director’s decision to be appealed using the appeal provisions of the Process I, KZC 145.60 through 145.110. Section 145.60 of the Zoning Code allows the Planning Director’s decision to be appealed by the applicant or any person who submitted written testimony to the Director. The appeal must be in writing and must be delivered, along with any fees set by ordinance, to the Planning Department by April 11, 2018, fourteen (14) calendar days following the postmarked date of the Planning Director’s decision.

B. **Judicial Review**

Section 145.110 of the Zoning Code allows the action of the City in granting or denying this zoning permit to be reviewed in King County Superior Court. The petition for review must be filed within 30 calendar days of the final decision of the City. If issues under RCW 43.21C (the State Environmental Policy Act -- SEPA) are to be raised in the judicial appeal, the "SEPA" appeal must be filed with the King County Superior Court within 30 calendar days of the final decision of the City.

**V. ATTACHMENTS**

1. Vicinity Map
2. Master Sign Plan
3. Applicant Response to Criteria

---

I concur ___ x ___ I do not concur ______

Comments: ________________________________________________________________
________________________________________________________________________
________________________________________________________________________

[Signature]

03/14/18

Eric R. Shields, AICP
Planning Director
ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

DESIGN PROPOSAL

Project Information

LOCATION
Kirkland Park Place
457 Central Way
Kirkland, WA 98033

ZONING
CBD-5A

OWNER
Kirkland Urban I Holdings, LLC
c/o PGIM Real Estate
4 Embarcadero Center, 27th Floor
San Francisco, CA 94111

LEAD ARCHITECT
CollinsWoerman
710 2nd Ave
Seattle, WA 98104
Natasha Epstein
(206)245-2013   nepstein@collinswoerman.com

RESIDENTIAL ARCHITECT
Weber Thompson
225 Terry Ave N. Suite 200
Seattle, WA 98109
Amanda Keating
(206)344-5700   akeating@weberthompson.com

LANDSCAPE ARCHITECT
Hewitt
101 Stewart Street Suite 200
Seattle, WA 98101
Kris Snider
(206)624-8154   ksnyder@weberthompson.com

Table of Contents

02 DESIGN PROPOSAL
Table of contents

03 SITE SIGNAGE & WAYFINDING
Sign Identification Key
Phase 1 Site Plans
Renderings & Elevations

25 BUILDING E
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Office Signage Renderings
Retail Signage Renderings

47 BUILDING F
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Office Signage Renderings
Retail Signage Renderings

72 BUILDING A
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Signage Elevations & Renderings

85 BUILDING B
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Retail Signage Renderings

92 BUILDING G
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Retail Signage Renderings

99 BUILDING F1
Renderings
Sign Identification Key
Floor Plans
Building Elevations
Retail Signage Renderings

105 OFFICE SIGN GUIDELINES
Fascia Sign Type 1
Fascia Sign Type 2
Logo Sign Type 1
Blade Sign Type 1

110 RETAIL SIGN GUIDELINES
Allowable Sign Combinations
Fascia Sign Type 1
Canopy Sign Type 1
Blade Sign Type 1
Blade Sign Type 2
Blade Sign Type 3
Awning Sign Type 1
Glazing Sign Type 1
Cornerstone Signs

AP APPENDIX
Zoning Information
Project Branding Standards
Monument Sign Sight Distance Analysis
### SITE SIGNAGE & WAYFINDING

Sign Identification Key

<table>
<thead>
<tr>
<th>CALLOUT</th>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
<th>EXAMPLE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MX</td>
<td>Pedestal Sign</td>
<td>Signs that help identify the name of the project and the city of Kirkland</td>
<td>Located at major site vehicular site entrances to the project</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>With city name = 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Without city name = 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OX</td>
<td>Directory</td>
<td>Freestanding wayfinding signs that provide a key map of the development and a business directory</td>
<td>Located in various areas that are near a change in level</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freestanding = 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Railing mounted = 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PX</td>
<td>Pole Directional Sign</td>
<td>Vertical poles that are primarily used to direct vehicular traffic to available parking garage entrances</td>
<td>Located near internal street intersections</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>CX</td>
<td>Clearance Bar/Garage Entry</td>
<td>Announces garage entry locations and provides an overhead clearance bar</td>
<td>Located at or above each garage entrance and loading dock entrance</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>WA</td>
<td>Wall Mounted Parking Sign</td>
<td>Wall mounted parking directional sign meant to direct vehicular traffic</td>
<td>Wall mounted adjacent to garage entries</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>HX</td>
<td>Garage Header Signs</td>
<td>Wall mounted signs used to identify a garage entry and the general uses available for parking</td>
<td>Wall mounted at garage headers above garage entry</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>SX</td>
<td>Stop/Yield Signs</td>
<td>Vertical pole signs that help control traffic flow and identify the names of the internal streets</td>
<td>Located at controlled internal street intersections</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stop signs = 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yield signs = 2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SITE SIGNAGE & WAYFINDING

Site Plans

PHASE 1 - OVERALL SITE PLAN
SCALE: 1" = 150'-0"

LEGEND
- Level 1 North
- Level 1 South
- Level 2

LOT FRONTAGE

Central Way | 865 Feet
6th St      | 505 Feet
Kirkland Way| 20 Feet
Total Frontage | 1,390 Feet

PHASING DIAGRAM

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
SITE SIGNAGE & WAYFINDING

Site Plans

PHASE 1 - LEVEL 1 SOUTH
SCALE: 1" = 80'-0"

LEGEND
- MA Pedestal Sign
- DX Directory
- PX Pole Directional Sign
- CX Clearance Bar & Garage Entry
- RX Garage Header Sign
- WK Wall Mounted Parking Sign
- SX Stop/Yield Sign

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEYNOTES
- 01 Stair/Ramp/Escalator to Level 2 Plaza
- 02 Parking Garage Entrance
- 03 Loading Dock Entrance
- 04 Callout For Future Development
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

M1 PETER KIRK LN & CENTRAL WAY PEDESTAL SIGN - VIEW FROM CENTRAL

M2 5TH & CENTRAL PEDESTAL SIGN - VIEW FROM CENTRAL

M3 4TH COURT PEDESTAL SIGN - VIEW FROM 6TH ST

M4 6TH ST & CENTRAL WAY PEDESTAL SIGN - VIEW FROM CENTRAL

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

KEYNOTES

01 Architectural concrete w/formliner
02 2” dark bronze dimensional fabricated letters with halo back lighting
03 4” tall orange acrylic letters to match branding standards
04 Metal plate painted dark grey to match building mullions
05 1’ DIA circle and 3” high orange internally illuminated acrylic lettering
06 LED strip down lighting
07 6” steel channel painted dark bronze
08 Patinated metal plate enclosure
09 8” tall internally illuminated orange acrylic letters to match branding standards
10 Metal plate enclosure painted dark bronze

Monument signs M3 and M4 to be conditionally approved. Final locations and designs will be studied and coordinated with city approval.
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 2" dark bronze dimensional fabricated letters with halo back lighting

02 12" tall internally illuminated orange acrylic letters to match branding standards

03 Patinated metal plate enclosure anchored to concrete wall

M2 5TH & CENTRAL WAY PEDESTAL SIGN - FRONT
SCALE: 3/8" = 1'-0"

M2 5TH & CENTRAL WAY PEDESTAL SIGN - SIDE
SCALE: 3/8" = 1'-0"
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 Concrete base
02 Painted steel cable
03 Metal plate painted to match gun metal grey building mullions
04 LED strip lighting at perimeter of logo
05 Patinated metal plate
06 Illuminated lockable display case w/key map of development and directory listing of business
07 Polycarbonate logo to match branding standards
08 C6x11.5 steel channel w/welded barstock painted dark bronze to match branding standards

DIRECTORY
SCALE: 1/2" = 1'-0"
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 Railing mounted metal frame painted dark bronze to match branding standards
02 Lockable display case w/key map of development and directory listing of business
03 Patinated metal plate
04 Polycarbonate logo to match branding standards

RAILING MOUNTED DIRECTORY
SCALE: 1" = 1'-0"

VIEWS OF RAILING MOUNTED DIRECTORY
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

POLE DIRECTIONAL SIGN
SCALE: 1/2” = 1'-0"

KEYNOTES

01 Reinforced concrete base
02 6” square concrete reinforced pier
03 24” tall illuminated white acrylic lettering to match branding standards
04 C6x8.2 paired steel channels mitered, fully welded, and painted dark bronze to match branding standards
05 36” DIA opaque metal painted dark bronze
06 24” DIA opaque metal painted blue to match branding standards
07 24” inside DIA illuminated white acrylic directional arrow (orientation changes depending on location)

VIEW OF POLE DIRECTIONAL SIGN
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01  C8x11.5 steel channel painted dark bronze to match branding standards
02  6" acrylic orange bold text to match branding standards
03  Channel suspended by steel chains painted dark bronze

C1 NORTH GARAGE CLEARANCE BAR
SCALE: 3/8" = 1'-0"

C1 VIEW OF NORTH GARAGE CLEARANCE BAR
**SITE SIGNAGE & WAYFINDING**

Elevations & Renderings

**NORTH GARAGE HEADER SIGN**

**SCALE: 3/8” = 1'-0”**

**KEYNOTES**

01. 2” dark bronze dimensional fabricated letters with halo back lighting

02. 12” vinyl orange text to match branding standards

03. 6” acrylic orange text to match branding standards

**ATTACHMENT 2**

**MASTER SIGN PLAN - KIRKLAND URBAN**

**PSN17-00093**
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01. C8x11.5 steel channel painted dark bronze to match branding standards
02. 6" acrylic orange bold text to match branding standards
03. Channel suspended by steel chains painted dark bronze
04. W12 steel column and beam to support clearance bar painted dark bronze to match branding standard
05. 10" high acrylic orange text to match branding standards
06. LED strip up lighting below letters on the bottom flange
07. Bumper guards at underside of clearance bar

SOUTH GARAGE ENTRY CLEARANCE BAR
SCALE: 3/8" = 1'-0"

VIEW OF SOUTH GARAGE ENTRY CLEARANCE BAR
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01  8x11.5 steel channel painted dark bronze to match branding standards
02  6" orange acrylic bold text to match branding standards
03  Channel suspended by steel chains painted dark bronze
04  8" orange acrylic text to match branding standards
05  Bumper guards at underside of clearance bar

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 CBx11.5 steel channel painted dark bronze to match branding standards
02 6" acrylic orange bold text to match branding standards
03 Channel suspended by steel chains painted dark bronze
04 W12 steel wide flange painted dark bronze to match branding standards
05 10" high acrylic orange lettering to match branding standards
06 LED strip up lighting below letters on the bottom flange
07 Bumper guards at underside of clearance bar

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 2” dark bronze dimensional fabricated letters with halo back lighting
02 8” orange acrylic text to match branding standards
03 “U” to be centered on garage header

EAST GARAGE HEADER SIGN
SCALE: 3/8” = 1'-0”

VIEW OF EAST GARAGE HEADER SIGN
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01  Secured to wall per manufacturer
02  24” tall illuminated white acrylic lettering to match branding standards
03  48” DIA opaque metal painted dark bronze
04  28” DIA opaque metal painted blue to match branding standards
05  28” inside DIA illuminated white acrylic directional arrow (orientation changes depending on location)

WALL MOUNTED PARKING SIGN
SCALE: 1/2” = 1’-0”

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

W2

W2

W1

W1

VIEWS OF PARKING SIGNS
**SITE SIGNAGE & WAYFINDING**

Elevations & Renderings

---

**KEYNOTES**

01. Reinforced concrete base

02. 6" square concrete reinforced pier

03. C6x8.2 paired steel channels mitered, fully welded, and painted dark bronze to match branding standards

04. Standard metal stop sign with concealed fastener affixed to 6" channel (sign to meet city standards)

05. Metal plate welded to 6" channel and painted dark bronze

06. 4" tall orange acrylic lettering to match branding standards
SITE SIGNAGE & WAYFINDING
Elevations & Renderings

KEYNOTES

01 Reinforced concrete base
02 Pedestrian light pole per manufacturer
03 Standard metal yield/crossing sign with concealed fastener affixed to pedestrian light pole

TYPICAL YIELD SIGN
SCALE: 1/2" = 1'-0"

VIEW OF TYPICAL YIELD SIGN
BUILDING E - OFFICE & RETAIL SIGNS

AERIAL VIEW FACING SOUTH
BUILDING E - OFFICE & RETAIL SIGNS

Renderings

VIEW OF THE SW CORNER

VIEW OF THE SE CORNER

VIEW OF THE NW CORNER

VIEW OF THE NE CORNER
# BUILDING IDENTIFICATION & OFFICE SIGNS

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce branding and identify the project or each building on site</td>
<td>Mostly located at building main entrances above canopies and vestibules.</td>
<td><img src="example1.png" alt="Example" /></td>
<td>2' x 23'</td>
<td>Project Identity = 2</td>
<td>45 SF</td>
</tr>
<tr>
<td>02</td>
<td>Tenant - Fascia Sign Type 1</td>
<td>For large tenants that occupy one or more floors in a building</td>
<td>Located on walls or fascias above level 2</td>
<td><img src="example2.png" alt="Example" /></td>
<td>4.5' x 25'</td>
<td>4</td>
<td>110 SF</td>
</tr>
<tr>
<td>03</td>
<td>Tenant - Fascia Sign Type 2</td>
<td>For smaller tenants that may occupy one floor or less in the building.</td>
<td>Located on walls or fascias above level 1 and below level 4</td>
<td><img src="example3.png" alt="Example" /></td>
<td>3.5' x 17'</td>
<td>15</td>
<td>58 SF</td>
</tr>
<tr>
<td>04</td>
<td>Tenant - Blade Sign Type 1</td>
<td>Meant for large or small tenants to provide additional options for location and visibility</td>
<td>Located as vertically oriented and projecting blade signs between levels 2 and 3</td>
<td><img src="example4.png" alt="Example" /></td>
<td>3' x 9'</td>
<td>12</td>
<td>25 SF</td>
</tr>
<tr>
<td>05</td>
<td>Tenant - Cornerstone</td>
<td>Special sign sizes and areas dedicated to large Cornerstone tenants</td>
<td>Located as wall or fascia signs between levels 1 and 2</td>
<td><img src="example5.png" alt="Example" /></td>
<td>-</td>
<td>0</td>
<td>-</td>
</tr>
</tbody>
</table>

# RETAIL & STOREFRONT SIGNS

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>06</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td><img src="example6.png" alt="Example" /></td>
<td>3' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>07</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenants a smaller sign perpendicular to the building below canopies or awnings</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td><img src="example7.png" alt="Example" /></td>
<td>1.5' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>08</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a smaller sign perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td><img src="example8.png" alt="Example" /></td>
<td>1' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
</tr>
<tr>
<td>09</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas.</td>
<td>Located as projecting signs that can be above or below the storefront canopy height</td>
<td><img src="example9.png" alt="Example" /></td>
<td>2.5' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
</tr>
<tr>
<td>10</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located above the canopy and above the door</td>
<td><img src="example10.png" alt="Example" /></td>
<td>2.5' x 2.5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
</tr>
<tr>
<td>11</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface.</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td><img src="example11.png" alt="Example" /></td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>12</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface.</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td><img src="example12.png" alt="Example" /></td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
</tr>
</tbody>
</table>
BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

Building Identification Sign
Tenant - Fascia Sign Type 1
Tenant - Fascia Sign Type 2
Tenant - Blade Sign Type 1
Tenant - Cornerstone
Retail Signs
Retail Storefront Callout

USES

Retail
Grocery
Lobby/Common
Garage
Office
Residential
Day care

KEY PLAN

LEVEL 1 SIGN PLAN
SCALE: 1" = 40'-0"
BUILDING E - OFFICE & RETAIL SIGNS
Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVEL 2 SIGN PLAN
SCALE: 1” = 40’-0”

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVEL 3 SIGN PLAN
SCALE: 1” = 40’-0”

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

Building Identification Sign
Tenant - Fascia Sign Type 1
Tenant - Fascia Sign Type 2
Tenant - Blade Sign Type 1
Tenant - Cornerstone
Retail Signs
Retail Storefront Callout

USES

Retail
Grocery
Lobby/Common
Garage
Office
Residential
Day care

KEY PLAN

*Note - Levels 4 & 5 will not have building signs

*Note - Refer to Office & Retail sign design guidelines for specific design requirements

LEVELS 4 & 5 SIGN PLAN

SCALE: 1” = 40’-0”
BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

Building Identification Sign
Tenant - Fascia Sign Type 1
Tenant - Fascia Sign Type 2
Tenant - Blade Sign Type 1
Tenant - Cornerstone
Retail Signs
Retail Storefront Callout

USES

Retail
Grocery
Lobby/Common
Garage
Office
Residential
Day care

KEY PLAN

LEVEL 7 SIGN PLAN
SCALE: 1" = 40’-0”

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS

Exterior Elevations

**LEGEND**
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

**KEYNOTES**
- Retail Storefront Type 1
- Retail Storefront Type 2
- Retail Storefront Type 3

**KEY PLAN**

*N*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS
Exterior Elevations

WEST ELEVATION
SCALE: 1" = 40'-0"

EAST ELEVATION
SCALE: 1" = 40'-0"

**LEGEND**
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

**KEYNOTES**
- Retail Storefront Type 1
- Retail Storefront Type 2
- Retail Storefront Type 3

**KEY PLAN**
BUILDING E - OFFICE & RETAIL SIGNS
Exterior Elevations

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

KEYNOTES
1. Retail Storefront Type 1
2. Retail Storefront Type 2
3. Retail Storefront Type 3

KEY PLAN
*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING E - OFFICE & RETAIL SIGNS
Renderings

VIEW FROM NW CORNER

TYPOLOGY EXAMPLES

01 FASCIA SIGN TYPE 1

06 FASCIA SIGN TYPE 2

08 BLADE SIGN TYPE 1

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING E - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM SE CORNER

TYPOLOGY EXAMPLES

01 FASCIA SIGN TYPE 1

01 FASCIA SIGN TYPE 2

01 BLADE SIGN TYPE 1
**BUILDING E - BUILDING IDENTIFICATION**

Elevations & Renderings

**TYPICAL BUILDING IDENTIFICATION SIGN**

SCALE: 1/2” = 1'-0"

**KEYNOTES**

- **01** 18" tall by 2" thick dimensional fabricated lettering with halo lighting to match branding standards
- **02** 12" tall illuminated orange acrylic lettering to match branding standards
- **03** Concealed raceway painted to match and attached to canopy structure
- **04** 12" tall illuminated orange acrylic lettering for building addressing attached to door header

**TYPOLOGY EXAMPLES**

**VIEW OF NORTH ENTRANCE**

**VIEW OF SOUTH ENTRANCE**
BUILDING E - PROJECT IDENTIFICATION
Elevations & Renderings

PROJECT IDENTIFICATION IDENTIFICATION SIGN
SCALE: 3/8” = 1’-0”

KEYNOTES
01 24” tall by 2” thick dimensional fabricated lettering with halo lighting to match branding standards
02 12” tall illuminated orange acrylic lettering to match branding standards
03 Concealed raceway

TYPOLOGY EXAMPLES

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING E - OFFICE & RETAIL SIGNS
Enlarged Elevations

ENLARGED PLAN - TYP STOREFRONT TYPE 1
SCALE: 3/32" = 1'-0"

WEST ELEVATION - TYP STOREFRONT TYPE 1
SCALE: 3/32" = 1'-0"

LEGEND - RETAIL SIGNS
- Fascia Sign Type 1
- Canopy Sign Type 1
- Blade Sign Type 3
- Blade Sign Type 1
- Blade Sign Type 2
- Awning Sign Type 1
- Glazing Sign Type 1
- View of Storefront

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING E - OFFICE & RETAIL SIGNS

Renderings

01 BLADE SIGN TYPE 2
02 CANOPY SIGN TYPE 1
03 BLADE SIGN TYPE 3
04 VIEW OF STOREFRONT TYPE 1
05 GLAZING SIGN TYPE 1

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING E - OFFICE & RETAIL SIGNS

Enlarged Elevations

ENLARGED PLAN - TYP STOREFRONT TYPE 2
SCALE: 3/32" = 1'-0"

SOUTH ELEVATION - TYP STOREFRONT TYPE 2
SCALE: 3/32" = 1'-0"

LEGEND
01 Building Identification Sign
01 Tenant - Fascia Sign Type 1
01 Tenant - Fascia Sign Type 2
01 Tenant - Blade Sign Type 1
01 Tenant - Cornerstone

LEGEND - RETAIL SIGNS
01 Fascia Sign Type 1
02 Canopy Sign Type 1
03 Blade Sign Type 3
04 Blade Sign Type 1
05 Blade Sign Type 2
06 Awning Sign Type 1
07 Glazing Sign Type 1
01 View of Storefront

KEY PLAN
BUILDING E - OFFICE & RETAIL SIGNS

Renderings

01 BLADE SIGN TYPE 1
07 GLAZING SIGN TYPE 1
01 FASCIA SIGN TYPE 1
07 GLAZING SIGN TYPE 1

01 VIEW OF STOREFRONT TYPE 2
BUILDING E - OFFICE & RETAIL SIGNS

Renderings

01 BLADE SIGN TYPE 2
02 AWNING SIGN TYPE 1
03 BLADE SIGN TYPE 2
04 GLAZING SIGN TYPE 1
05 VIEW OF STOREFRONT TYPE 3
AERIAL VIEW FACING SOUTH
BUILDING F - OFFICE & RETAIL SIGNS

Renderings

VIEW OF THE NE CORNER

VIEW OF THE NW CORNER

VIEW OF THE SE CORNER

VIEW OF THE SW CORNER
# BUILDING IDENTIFICATION & OFFICE SIGNS

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce branding and identify the project or each building on site</td>
<td>Mostly located at building main entrances above canopies and vestibules.</td>
<td>1.5’ x 18’ 1’ x 12’</td>
<td>Building Identity = 4 Misc Identity = 3</td>
<td>25 SF 12 SF</td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>Tenant - Fascia Sign Type 1</td>
<td>For large tenants that occupy one or more floors in a building.</td>
<td>Located on walls or fascias above level 2</td>
<td>4.5’ x 26’</td>
<td>4</td>
<td>110 SF</td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>Tenant - Fascia Sign Type 2</td>
<td>For smaller tenants that may occupy one floor or less in the building.</td>
<td>Located on walls or fascias above level 1 and below level 4</td>
<td>3.5’ x 17’</td>
<td>10</td>
<td>58 SF</td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>Tenant - Blade Sign Type 1</td>
<td>Meant for large or small tenants to provide additional options for location and visibility</td>
<td>Located as vertically oriented and projecting blade signs between levels 2 and 3</td>
<td>3’ x 9’</td>
<td>4</td>
<td>25 SF</td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>Tenant - Cornerstone</td>
<td>Special sign sizes and areas dedicated to large Cornerstone tenants</td>
<td>Located as wall or fascia signs between levels 1 and 2</td>
<td>15’ x 20’ 5.5’ x 26’</td>
<td>1 1</td>
<td>300 SF 143 SF</td>
<td></td>
</tr>
</tbody>
</table>

# RETAIL & STOREFRONT SIGNS

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td>3’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenants a small sign perpendicular to the building below canopies or awnings</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td>1.5’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a small sign perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td>1’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that can be above or below the storefront canopy height</td>
<td>2.5’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are below the canopy and above the door</td>
<td>2.5’ x 2.5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
</tbody>
</table>
LEVEL 1 SIGN PLAN
SCALE: 1” = 40'-0”

BUILDING F - OFFICE & RETAIL SIGNS
Floor Plans

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
LEVEL 2 SIGN PLAN
SCALE: 1" = 40'-0"

BUILDING F - OFFICE & RETAIL SIGNS
Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES

- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVEL 3 SIGN PLAN

SCALE: 1" = 40'-0"
BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

*Note - Levels 4 & 5 will not have building signs

LEGEND

- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES

- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVELS 4 & 5 SIGN PLAN
SCALE: 1” = 40’-0”

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-0093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

01 Building Identification Sign
01 Tenant - Fascia Sign Type 1
01 Tenant - Fascia Sign Type 2
01 Tenant - Blade Sign Type 1
01 Tenant - Cornerstone
01 Retail Signs
01 Retail Storefront Callout

USES

Retail
Grocery
Lobby/Common
Garage
Office
Residential
Day care

KEY PLAN
BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

01 Building Identification Sign
01 Tenant - Fascia Sign Type 1
01 Tenant - Fascia Sign Type 2
01 Tenant - Blade Sign Type 1
01 Tenant - Cornerstone
01 Retail Signs
01 Retail Storefront Callout

USES

Retail
Grocery
Lobby/Common
Garage
Office
Residential
Day care

KEY PLAN

LEVEL 7 SIGN PLAN
SCALE: 1" = 40'-0"
BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

LEGEND

- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES

- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
BUILDING F - OFFICE & RETAIL SIGNS

Exterior Elevations

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

KEYNOTES
- Retail Storefront Type 1
- Retail Storefront Type 2
- Retail Storefront Type 3
- 15% Treatment Allowed to Cornerstone Glazing

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING F - OFFICE & RETAIL SIGNS

Exterior Elevations

LEGEND

01 Building Identification Sign
01 Tenant - Fascia Sign Type 1
01 Tenant - Fascia Sign Type 2
01 Tenant - Blade Sign Type 1
01 Tenant - Cornerstone
01 Retail Signs
01 Retail Storefront Callout

KEYNOTES

01 Retail Storefront Type 1
02 Retail Storefront Type 2
03 Retail Storefront Type 3
04 15% Treatment Allowed to Cornerstone Glazing

KEY PLAN

WEST ELEVATION
SCALE: 1” = 40’-0”
EAST ELEVATION
SCALE: 1” = 40’-0”

LEGEND

01 Building Identification Sign
01 Tenant - Fascia Sign Type 1
01 Tenant - Fascia Sign Type 2
01 Tenant - Blade Sign Type 1
01 Tenant - Cornerstone
01 Retail Signs
01 Retail Storefront Callout

KEYNOTES

01 Retail Storefront Type 1
02 Retail Storefront Type 2
03 Retail Storefront Type 3
04 15% Treatment Allowed to Cornerstone Glazing

KEY PLAN
LEGEND

- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

KEYNOTES

- Retail Storefront Type 1
- Retail Storefront Type 2
- Retail Storefront Type 3
- 15% Treatment Allowed to Cornerstone Glazing

SOUTH ELEVATION

Scale: 1" = 40' - 0"

0' 20' 40' 80'

Exterior Elevations

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-0093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING F - OFFICE & RETAIL SIGNS
Renderings

VIEW FROM NW CORNER

TYPOLOGY EXAMPLES

FASCIA SIGN TYPE 1

FASCIA SIGN TYPE 2

CORNERSTONE
BUILDING F - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM NW CORNER

OFFICE TYPOLOGY EXAMPLES

FASCIA SIGN TYPE 1

FASCIA SIGN TYPE 2

BLADE SIGN TYPE 1
BUILDING F - BUILDING IDENTIFICATION
Elevations & Renderings

TYPICAL BUILDING IDENTIFICATION SIGN
SCALE: 1/2” = 1'-0"

KEYNOTES
01 18” tall by 2” thick dimensional fabricated lettering with halo lighting to match branding standards
02 12” tall illuminated orange acrylic lettering to match branding standards
03 Concealed raceway painted to match and attached to canopy structure
04 12” tall illuminated orange acrylic lettering for building addressing attached to door header
05 Concealed raceways at wall mounted locations

TYPOLOGY EXAMPLES

01 02 03 04 05

VIEW OF WEST ENTRANCES
VIEW OF NORTH ENTRANCES
BUILDING F - MISCELLANEOUS IDENTIFICATION
Elevations & Renderings

ELEVATOR, PARKING & RESTROOMS SIGN
SCALE: 3/8" = 1'-0"

ELEVATOR & PARKING SIGN
SCALE: 3/8" = 1'-0"

KEYNOTES

01 8" orange acrylic lettering to match branding standards
02 Concealed raceway attached to canopy structure and painted to match
03 Concealed raceways at wall mounted locations

VIEW OF STAIR & ESCALATORS
VIEW OF PLAZA ELEVATOR
BUILDING F - OFFICE & RETAIL SIGNS

Renderings

02 BLADE SIGN TYPE 2
01 FASCIA SIGN TYPE 1
03 GLAZING SIGN TYPE 1
06 AWNING SIGN TYPE 1

04 VIEW OF STOREFRONT TYPE 1
BUILDING F - OFFICE & RETAIL SIGNS

Renderings

01 CANOPY SIGN TYPE 1
02 BLADE SIGN TYPE 1
03 GLAZING SIGN TYPE 1
04 AWNING SIGN TYPE 1

05 VIEW OF STOREFRONT TYPE 2
BUILDING F - OFFICE & RETAIL SIGNS

Renderings

- Blade Sign Type 2
- Fascia Sign Type 1
- Canopy Sign Type 1
- Glazing Sign Type 1

- View of Storefront Type 3
BUILDING A - RESIDENTIAL & RETAIL SIGNS

AERIAL VIEW FACING SOUTHWEST
# BUILDING A - RESIDENTIAL & RETAIL SIGNS

## Sign Identification Key

### BUILDING IDENTIFICATION SIGNS

<table>
<thead>
<tr>
<th>CALLOUT</th>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
<th>EXAMPLE</th>
<th>SIZE</th>
<th>QUANTITY</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce branding and identify the project or each building on site</td>
<td>Mostly located at building main entrances above canopies and vestibules. Additional locations include residential plazas.</td>
<td>6’ x 12.5’</td>
<td>Central Way Sign = 1</td>
<td>75 SF</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2’ x 24’</td>
<td>Canopy Sign = 1</td>
<td>48 SF</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.5’ x 25.5’</td>
<td>Large Vertical = 1</td>
<td>90 SF</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2’ x 15.5’</td>
<td>Small Vertical = 1</td>
<td>30 SF</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9.5’ x 12’</td>
<td>Project Logo = 2</td>
<td>115 SF</td>
<td></td>
</tr>
</tbody>
</table>

### RETAIL & STOREFRONT SIGNS

<table>
<thead>
<tr>
<th>CALLOUT</th>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
<th>EXAMPLE</th>
<th>SIZE</th>
<th>QUANTITY</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td>3’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenant signs along canopies that are oriented parallel to the canopy edge</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td>1.5’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td>1’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that can be above or below the storefront canopy height</td>
<td>2.5’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are below the canopy and above the door</td>
<td>2.5’ x 2.5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
<td></td>
</tr>
</tbody>
</table>
LEVEL 1 SIGN PLAN
SCALE: 1” = 40'-0"

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements

BUILDING A - RESIDENTIAL & RETAIL SIGNS
Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
BUILDING A - RESIDENTIAL & RETAIL SIGNS
Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
BUILDING A - RESIDENTIAL & RETAIL SIGNS

Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVELS 3-5 SIGN PLAN
SCALE: 1” = 40’-0”
BUILDING A - RESIDENTIAL & RETAIL SIGNS

Floor Plans

LEGEND
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
BUILDING A - RESIDENTIAL & RETAIL SIGNS

Exterior Elevations

LEGEND

- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

KEYNOTES

- Retail Storefront Type 1

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements

**LEGEND**
- Building Identification Sign
- Tenant - Fascia Sign Type 1
- Tenant - Fascia Sign Type 2
- Tenant - Blade Sign Type 1
- Tenant - Cornerstone
- Retail Signs
- Retail Storefront Callout

**KEYNOTES**
- Retail Storefront Type 1

**WEST ELEVATION**
SCALE: 1" = 40'-0"

SOUTH ELEVATION
SCALE: 1" = 40'-0"

BUILDING A - RESIDENTIAL & RETAIL SIGNS
Exterior Elevations
BUILDING A - BUILDING IDENTIFICATION
Elevations & Renderings

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - The following are examples and will need to be updated once branding is completed for residential building

**CENTRAL WAY IDENTIFICATION SIGN**
SCALE: 1/4" = 1'-0"

**TYPICAL BUILDING LOGO**
SCALE: 1/4" = 1'-0"

**KEYNOTES**

01 2' dark bronze dimensional fabricated letters with halo back lighting

02 12" tall illuminated orange acrylic lettering to match branding standards

03 Orange LED graphics to match branding standards

04 12" tall illuminated orange acrylic lettering for building addressing

VIEW FROM RESIDENTIAL SIDEWALK

VIEW OF BUILDING LOGO
BUILDING A - BUILDING IDENTIFICATION
Elevations & Renderings

**KEYNOTES**

01 2” dark bronze dimensional fabricated letters with halo back lighting

02 Cut metal plate letters on stand off painted dark bronze to match branding standards

*Note - The following are examples and will need to be updated once branding is completed for residential building*
BOARD MEETING
APPROVE
MASTER SIGN PLAN
KIRKLAND URBAN

Elevations & Renderings

BUILDING A - BUILDING IDENTIFICATION

24" tall by 2" thick dimensional fabricated lettering with halo lighting to match branding standards

12" tall illuminated orange acrylic lettering to match branding standards

Concealed raceway painted to match and attached to canopy structure

*Note - The following are examples and will need to be updated once branding is completed for residential building

KEYNOTES

01 24" tall by 2" thick dimensional fabricated lettering with halo lighting to match branding standards

02 12" tall illuminated orange acrylic lettering to match branding standards

03 Concealed raceway painted to match and attached to canopy structure

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

BUILDING A - BUILDING IDENTIFICATION

Elevations & Renderings

4TH COURT IDENTIFICATION SIGN

SCALE: 1/4" = 1'-0"

VIEW OF RESIDENTIAL MAIN ENTRANCE

TYPOLOGY EXAMPLES
BUILDING A - RETAIL SIGNS
Enlarged Elevations

ENLARGED PLAN - TYP STOREFRONT TYPE 1
SCALE: 3/32" = 1'-0"

WEST ELEVATION - TYP STOREFRONT TYPE 1
SCALE: 3/32" = 1'-0"
BUILDING A - RETAIL SIGNS

Renderings

04 BLADE SIGN TYPE 1
01 FASCIA SIGN TYPE 1
02 GLAZING SIGN TYPE 1
03 BLADE SIGN TYPE 1

01 VIEW OF STOREFRONT TYPE 1
BUILDING B - RETAIL SIGNS

Renderings

VIEW OF THE NE CORNER

VIEW OF THE NW CORNER

VIEW OF THE SE CORNER

VIEW OF THE SW CORNER
### Building Identification Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce project branding and addressing for multiple tenants</td>
<td>Mostly located at building main entrances above or adjacent to canopies and vestibules</td>
<td></td>
<td>8&quot; x 6’</td>
<td>Address = 2</td>
<td>4 SF</td>
</tr>
</tbody>
</table>

### Retail & Storefront Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td></td>
<td>3’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>02</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenant signs along canopies that are oriented parallel to the canopy edge</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td></td>
<td>1.5’ x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>03</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td></td>
<td>1’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
</tr>
<tr>
<td>04</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are above or below the storefront canopy height</td>
<td></td>
<td>2.5’ x 5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
</tr>
<tr>
<td>05</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are below the canopy and above the door</td>
<td></td>
<td>2.5’ x 2.5’</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
</tr>
<tr>
<td>06</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td></td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>07</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td></td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
</tr>
</tbody>
</table>
BUILDING B - RETAIL SIGNS
Floor Plans

LEVEL 2 SIGN PLAN
SCALE: 1/16" = 1' - 0"

LEGEND - RETAIL SIGNS
- Building Identification Sign
- Fascia Sign Type 1
- Canopy Sign Type 1
- Blade Sign Type 3
- Blade Sign Type 1
- Blade Sign Type 2
- Awning Sign Type 1
- Glazing Sign Type 1

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements
BUILDING B - RETAIL SIGNS

Elevations

**LEGEND - RETAIL SIGNS**

- **01** Building Identification Sign
- **01** Fascia Sign Type 1
- **02** Canopy Sign Type 1
- **03** Blade Sign Type 3
- **04** Blade Sign Type 1
- **05** Blade Sign Type 2
- **06** Awning Sign Type 1
- **07** Glazing Sign Type 1
- **07** View of Storefront

**SOUTH ELEVATION**

SCALE: 3/32” = 1’-0”

**WEST ELEVATION**

SCALE: 3/32” = 1’-0”

KEY PLAN
BUILDING B - RETAIL SIGNS

Renderings

01 FASCIA SIGN TYPE 1
02 CANOPY SIGN TYPE 1
03 GLAZING SIGN TYPE 1
04 BLADE SIGN TYPE 1

VIEW OF STOREFRONT FROM LEVEL 2 PLAZA
BUILDING G - RETAIL SIGNS

AERIAL VIEW FACING NORTH
BUILDING G - RETAIL SIGNS
Renderings

VIEW OF THE NE CORNER

VIEW OF THE NW CORNER

VIEW OF THE SE CORNER

VIEW OF THE SW CORNER
### Building Identification Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce project branding and addressing for multiple tenants</td>
<td>Mostly located at building main entrances above or adjacent to canopies and vestibules</td>
<td></td>
<td>8&quot; x 6'</td>
<td>Address = 1</td>
<td>4 SF</td>
</tr>
</tbody>
</table>

### Retail & Storefront Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td></td>
<td>3' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>02</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenant signs along canopies that are oriented parallel to the canopy edge</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td></td>
<td>1.5' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>03</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td></td>
<td>1' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
</tr>
<tr>
<td>04</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that can be above or below the storefront canopy height</td>
<td></td>
<td>2.5' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
</tr>
<tr>
<td>05</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are below the canopy and above the door</td>
<td></td>
<td>2.5' x 2.5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
</tr>
<tr>
<td>06</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td></td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>07</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td></td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
</tr>
</tbody>
</table>
BUILDING G - RETAIL SIGNS

Floor Plans

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

*Note - Refer to Office & Retail sign design guidelines for specific design requirements

LEGEND - RETAIL SIGNS

- Building Identification Sign
- Fascia Sign Type 1
- Canopy Sign Type 1
- Blade Sign Type 3
- Blade Sign Type 1
- Blade Sign Type 2
- Awning Sign Type 1
- Glazing Sign Type 1
- View of Storefront

USES

- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN

LEVEL 1 SIGN PLAN
SCALE: 1/16" = 1' - 0"

0' 8' 16' 32'
BUILDING G - RETAIL SIGNS

Elevations

NORTH ELEVATION
SCALE: 3/32" = 1'-0"

EAST ELEVATION
SCALE: 3/32" = 1'-0"

KEY PLAN

LEGEND - RETAIL SIGNS
- Building Identification Sign
- Fascia Sign Type 1
- Canopy Sign Type 1
- Blade Sign Type 3
- Blade Sign Type 1
- Blade Sign Type 2
- Awning Sign Type 1
- Glazing Sign Type 1
- View of Storefront

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING G - RETAIL SIGNS

Renderings

01 FASCIA SIGN TYPE 1
02 CANOPY SIGN TYPE 1
03 GLAZING SIGN TYPE 1
04 BLADE SIGN TYPE 1

01 VIEW OF RETAIL FROM LEVEL 1 PLAZA
BUILDING F1 - RETAIL SIGNS

Renderings

AERIAL VIEW OF THE NW CORNER

AERIAL VIEW OF THE SW CORNER

VIEW OF THE NW CORNER

VIEW OF THE SW CORNER
### Building Identification Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Building Identification</td>
<td>Building signs that reinforce project branding and addressing for multiple tenants</td>
<td>Mostly located at building main entrances above or adjacent to canopies and vestibules</td>
<td></td>
<td>8&quot; x 4'</td>
<td>Address = 1</td>
<td>3 SF</td>
</tr>
</tbody>
</table>

### Retail & Storefront Signs

<table>
<thead>
<tr>
<th>Callout</th>
<th>Name</th>
<th>Description</th>
<th>Location</th>
<th>Example</th>
<th>Size</th>
<th>Quantity</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Retail - Fascia Sign Type 1</td>
<td>Allows the largest amount of sign area for retail tenants along the building face</td>
<td>Located on walls, fascias, and select areas in front of store glazing at retail levels</td>
<td></td>
<td>3' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>02</td>
<td>Retail - Canopy Sign Type 1</td>
<td>Allows retail tenant signs along canopies that are oriented parallel to the canopy edge</td>
<td>Located above and below canopies and a few instances in front of storefront glazing</td>
<td></td>
<td>1.5' x 30% of linear frontage</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>03</td>
<td>Retail - Blade Sign Type 3</td>
<td>Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings</td>
<td>Located directly below the retail storefront canopy and above the door</td>
<td></td>
<td>1' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>5 SF</td>
</tr>
<tr>
<td>04</td>
<td>Retail - Blade Sign Type 1</td>
<td>Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that can be above or below the storefront canopy height</td>
<td></td>
<td>2.5' x 5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>12 SF</td>
</tr>
<tr>
<td>05</td>
<td>Retail - Blade Sign Type 2</td>
<td>Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas</td>
<td>Located as projecting signs that are below the canopy and above the door</td>
<td></td>
<td>2.5' x 2.5'</td>
<td>Required: 1 blade sign per tenant facade</td>
<td>8 SF</td>
</tr>
<tr>
<td>06</td>
<td>Retail - Awning Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into an awning surface</td>
<td>Located as integrated graphics or etched glazing in the awning surface</td>
<td></td>
<td>30% of Awning</td>
<td>Limit 1 of following (fascia, canopy, awning) per tenant facade</td>
<td>Varies</td>
</tr>
<tr>
<td>07</td>
<td>Retail - Glazing Sign Type 1</td>
<td>Allows retail tenant signs to be integrated into the storefront glazing surface</td>
<td>Located on the glazing surface in the form of etched glass or applied graphics</td>
<td></td>
<td>15% of Glazing</td>
<td>Limit 2 per tenant facade</td>
<td>Varies</td>
</tr>
</tbody>
</table>
LEVEL 1 SIGN PLAN
scale: 1/16" = 1' - 0"

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
*Note - Refer to Office & Retail sign design guidelines for specific design requirements

LEGEND - RETAIL SIGNS
01 Building Identification Sign
01 Fascia Sign Type 1
02 Canopy Sign Type 1
03 Blade Sign Type 3
04 Blade Sign Type 1
05 Blade Sign Type 2
06 Awning Sign Type 1
07 Glazing Sign Type 1
01 View of storefront

USES
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN
BUILDING F1 - RETAIL SIGNS
Elevations

WEST ELEVATION
SCALE: 1/16" = 1' - 0"

LEGEND - RETAIL SIGNS
01 Building Identification Sign
01 Fascia Sign Type 1
02 Canopy Sign Type 1
03 Blade Sign Type 3
04 Blade Sign Type 1
05 Blade Sign Type 2
06 Awning Sign Type 1
07 Glazing Sign Type 1
01 View of Storefront

KEY PLAN

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
BUILDING F1 - RETAIL SIGNS

Renderings

01 BLADE SIGN TYPE 2  02 CANOPY SIGN TYPE 1  04 BLADE SIGN TYPE 2  07 GLAZING SIGN TYPE 1

01 VIEW OF STOREFRONT FROM LEVEL 1 PLAZA

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
DESIGN GUIDELINES - OFFICE SIGNS

VIEW OF BUILDING E FROM CENTRAL WAY
**DESIGN GUIDELINES**

Office Tenant Signs

**TYPOLOGY EXAMPLES**

**GUIDELINES**

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow the architectural skin expression to be seen behind the sign.
3. No "cabinet" type building signs are allowed.
4. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
5. All raceways to support lettering and provide illumination should be concealed. Where not possible, the raceway shall be designed to minimize its appearance and painted to match adjacent surroundings to reduce its visibility.
6. Lettering and logos may vary in size, color, and expression to best suit the branding of the building tenant.
7. Building E & F are allowed a maximum of two (2) Type 1 fascia signs on north/south elevations and one (1) on east/west elevations.
8. Type 1 fascia signs must be a minimum of 100' apart on north/south elevations.
9. Type 1 fascia signs must be placed below the top floor of the building and above level 2.
10. Each non-ground floor tenant shall be limited to one wall-mounted sign per tenant visible from a right-of-way or access driveway. Note: if a tenant occupies a corner space, they may be allowed multiple signs, but only one per face of building abutting a right-of-way.
11. When two (2) Type 1 fascia signs occur near the corner of a building, only one (1) sign may occur within a 25' radius of the exterior corner of the building.

**ATTACHMENT 2**

**MASTER SIGN PLAN - KIRKLAND URBAN**

**PSN17-00093**

**BLDG F - EXAMPLE VIEW AT NW CORNER OF LEVEL 6**

**BLDG E - EXAMPLE VIEW AT NW CORNER OF LEVEL 6**

**OFFICE - FASCIA SIGN TYPE 1 - FRONT ELEVATION**

**SCALE: 1/8" = 1' - 0"**

**MAX AREA = 110 SF**
DESIGN GUIDELINES
Office Tenant Signs

GUIDELINES

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow the architectural skin expression to be seen behind the sign.
3. No “cabinet” type building signs are allowed.
4. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
5. All raceways to support lettering and provide illumination should be concealed. Where not possible, the raceway shall be designed to minimize its appearance and painted to match adjacent surroundings to reduce its visibility.
6. Lettering and logos may vary in size, color, and expression to best suit the branding of the building tenant.
7. Type 2 signs may not exceed five (5) per building elevation.
8. Type 2 fascia signs must be a minimum of 50’ apart along the same building face.
9. Type 2 fascia signs must be placed above level 1 and below level 4.
10. Each non-ground floor tenant shall be limited to one wall-mounted sign per tenant visible from a right-of-way or access driveway. Note: if a tenant occupies a corner space, they may be allowed multiple signs, but only one per face of building abutting a right-of-way.
11. When two (2) Type 2 fascia signs occur near the corner of a building, only one (1) sign may occur within a 17’ radius of the exterior corner of the building.

TYPOLOGY EXAMPLES

OFFICE - FASCIA SIGN TYPE 2 - FRONT ELEVATION
SCALE: 1/8” = 1’ - 0”

MAX AREA = 58 SF

BLDG E - EXAMPLE VIEW AT NW CORNER

BLDG F - EXAMPLE VIEW AT PROPOSED DAYCARE ENTRY

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
DESIGN GUIDELINES
Office Tenant Signs

GUIDELINES
1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow the architectural skin expression to be seen behind the sign.
3. No "cabinet" type building signs are allowed.
4. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
5. All raceways to support lettering and provide illumination should be concealed. Where not possible, the raceway shall be designed to minimize its appearance and painted to match adjacent surroundings to reduce its visibility.
6. Logos may exceed the maximum sign height by up to 25%.
7. The width of logos may be up to 50% longer than the height of the sign.
8. Width and height of logos will fluctuate depending on dimensions of associated tenant signage (see graphic below).
9. Mounting and appearance of any logo should conform to all guidelines established with its associate sign type.
10. Tenants shall be limited to one logo visible from a right-of-way or access driveway.
11. Office tenant logos must not exceed a separation distance of 18" from their corresponding building signs. Retail tenant logos must not exceed a separation distance of 8" from their corresponding building signs.
12. Independent logos, with no additional signage, will not exceed 6'-0" H x 8'-0" L.

TYPOLOGY EXAMPLES

BDG F - EXAMPLE VIEW AT NW CORNER OF LEVEL 6

BDG E - EXAMPLE VIEW AT NW CORNER OF LEVEL 6

Office - Logo Sign Type 1 - Front Elevation
Scale: 1/8" = 1' - 0"
1. All logos and lettering must conform to the maximum height, width, and area allowed
2. Lettering and logos are encouraged to be individually fabricated, but it is not required
3. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night
4. If sign requires a cabinet enclosure, the cabinet or background may not be illuminated. Proposed locations may include large fabric banners in lieu of blades signs.
5. All projecting structural components to support blade sign and provide illumination should be designed to minimize its appearance and painted to reduce its visibility
6. Lettering and logos may vary in size, color, and expression to best suit the branding of the building tenant
7. If facade is less than 150’ in length, the maximum number of blade signs shall be limited to three (3)
8. If facade is greater than 150’ in length the maximum number of blade signs shall be limited to four (4)
9. Signs must be a minimum of 60’ apart along the same building face
10. Signs may only be placed above level 1 and below level 3
11. Sign types and locations may also be used for large retail tenants
12. Sign must be located on the exterior wall to be centered on pilasters below where applicable
13. Each non-ground floor tenant shall be limited to one wall-mounted sign per tenant visible from a right-of-way or access driveway. Note: if a tenant occupies a corner space, they may be allowed multiple signs, but only one per face of building abutting a right-of-way.
DESIGN GUIDELINES - RETAIL SIGNS

VIEW OF BUILDING E RETAIL FROM PETER KIRK LANE
DESIGN GUIDELINES - RETAIL SIGNS
Allowable Sign Combinations

VIEW OF TYPICAL STOREFRONT TYPE WITH AWNING

AWNING TYPE GUIDELINES
• Choose only one: 02 or 06 or 01
• Choose only one: 04 or 05 or 02
• Always allowed: 07

LEGEND - RETAIL SIGNS

Fascia Sign Type 1
Canopy Sign Type 1
Blade Sign Type 3
Blade Sign Type 1
Blade Sign Type 2
Awning Sign Type 1
Glazing Sign Type 1

VIEW OF TYPICAL STOREFRONT TYPE WITH CANOPY

CANOPY TYPE GUIDELINES
• Choose only one: 01 or 02
• Choose only one: 04 or 05 or 03
• Always allowed: 07
DESIGN GUIDELINES
Retail Tenant Signs

GUIDELINES
1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow the architectural skin expression to be seen behind the sign.
3. No "cabinet" type building signs are allowed.
4. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
5. All raceways to support lettering and provide illumination should be concealed. Where not possible, the raceway shall be designed to minimize its appearance and painted to match adjacent surroundings to reduce its visibility.
6. Lettering and logos may vary in size, color, and expression to best suit the branding of the building tenant. Letters should be a minimum of 8” high and no larger than 36” high.
7. Sign should be securely fastened to storefront and should project no more than 8” from storefront facade. They should be located as to not obscure windows, doors, and other decorative elements and may be above canopies.
8. Signs may not be closer than 15’ apart on the same building face.
9. Logos that are part of the fascia sign may be excluded from the width calculation and may be 25% taller than the copy provided that the sign abides by the minimum and maximum clearances above grade.
10. Ground-floor tenants are limited to either one wall-mounted, awning, or canopy sign facing a right-of-way or access driveway (in addition to required blade sign). Note: if a tenant occupies a corner space, they will be allowed multiple signs, one for each face of the building.

WHICHEVER IS GREATER:
10'-0" OR 30% LINEAR FRONTAGE

RETAIN - FASCIA SIGN TYPE 1 - FRONT ELEVATION
SCALE: 3/8" = 1' - 0"

SCALE: 3/8" = 1' - 0"
DESIGN GUIDELINES
Retail Tenant Signs

GUIDELINES
1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow visibility beyond the sign.
3. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
4. All raceways to support lettering and illumination should be concealed or designed to minimize its appearance to reduce its visibility.
5. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant. Lettering must be a minimum of 8” high and a maximum of 18” high.
6. Sign may be mounted to the top of canopy, and in some instances, in front of storefront glazing.
7. Sign must be placed between outer edges of canopies/storefront and must be a minimum of 10’ away from another of the same type on the same building face.
8. A minimum clearance of 8’-0” is required below sign.
9. Height of sign may not exceed 14’-0” above grade.
10. Sign must be parallel to the canopy edge.
11. Logos that are part of the canopy sign may be excluded from the width calculation and may be 25% taller than the copy provided that the sign abides by the minimum and maximum clearances above grade.
12. Ground-floor tenants are limited to either one wall-mounted, awning, or canopy sign facing a right-of-way or access driveway (in addition to required blade sign). Note: if a tenant occupies a corner space, they will be allowed multiple signs, one for each face of the building.

TYPOLOGY EXAMPLES

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093
**TYPOLOGY EXAMPLES**

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Sign may have cut fabricated lettering or an opaque background. Background may be illuminated. Lettering must be a minimum of 6” high and a maximum of 18” high.
3. All projecting structural components to support blade sign and provide illumination should be designed to minimize its appearance and painted to reduce its visibility.
4. All lettering and logos may be illuminated internally.
5. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant.
6. Sign must be located on the exterior wall and should be centered on pilasters below where applicable.
7. Sign must project perpendicular to exterior wall and can be located above or below canopy level as long as it can maintain a minimum clearance of 10’-0” above grade.
8. Retail tenant is required to have one blade sign.
**GUIDELINES**

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Sign may have cut fabricated lettering or an opaque background. Background may be illuminated. Lettering must be a minimum of 6” high and a maximum of 18” high.
3. All projecting structural components to support blade sign and provide illumination should be designed to minimize its appearance and painted to reduce its visibility.
4. All lettering and logos may be illuminated internally.
5. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant.
6. Sign must be located on the exterior wall and should be centered on pilasters where applicable.
7. Sign must project perpendicular to exterior wall and should be located below canopy level as long as it can maintain a minimum clearance of 7'-0" above grade.
8. Retail tenant is required to have one blade sign.
DESIGN GUIDELINES

Retail Tenant Signs

TYPOLOGY EXAMPLES

GUIDELINES

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Sign may have cut fabricated lettering or an opaque background.
3. All lettering and logos may be illuminated internally.
4. All raceways to support lettering and illumination should be concealed or designed to minimize its appearance to reduce its visibility.
5. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant. Lettering must be a minimum of 6" high and a maximum of 12" high.
6. Sign may be mounted to face of curtainwall, or to the underside of the canopy above.
7. Sign may not be used if tenant already is using a different wall-mounted blade sign.
8. A minimum clearance of 8'-0" is required below sign.
9. Sign must be parallel to canopy structure and perpendicular to retail storefront entry.
10. Retail tenant is required to have one blade sign.

RETAIL - BLADE SIGN TYPE 3 - FRONT ELEVATION

SCALE: 3/8" = 1' - 0"

MAX AREA = 5 SF

BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT

ATTACHMENT 2

MASTER SIGN PLAN - KIRKLAND URBAN

PSN17-00093
Design Guidelines

Retail Tenant Signs

Guidelines

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant.
3. The copy area of awning signs shall not exceed an area equal to 30% of the background area of the awning.
4. Sign can be placed anywhere on the awning, including the valence area.
5. Neither the background color of an awning, graphic treatment or embellishment, such as striping, patterns or valences, shall be included in the computation of sign area.
6. Lettering shall be a minimum of 10 inches high, but no taller 30 inches to ensure legibility.
7. Ground-floor tenants are limited to either one wall-mounted, awning, or canopy sign facing a right-of-way or access driveway (an addition to the required blade sign). Note: if a tenant occupies a corner space, they will be allowed multiple signs, one for each face of the building.
8. Translucent awnings shall not be backlit. Lights directed downward mounted from internal awning frames are permitted. Lights mounted above awnings and directed downward are permitted.

Typology Examples

Guidelines

Retail - Awning Sign Type 1 - Front Elevation
Scale: 1/8" = 1' - 0"

Max Area = 30% of Awning Surface

Bldg F - Example View at Retail Storefront

Bldg E - Example View at Retail Storefront
DESIGN GUIDELINES
Retail Tenant Signs

GUIDELINES

1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos may vary in size, color, and expression to best suit the branding of the retail tenant. Lettering and logos should be painted or etched glass and may not exceed 15% of the storefronts glazing area and should avoid obscuring visibility into the store or merchandise display.
3. Window signs that are not applied directly to the interior of the glass must be made of high-quality materials and hung on the inside of the window.
4. Glazing signs may not be made of plastic, cardboard or paper.
5. Lettering shall be a minimum of 4 inches high, but no taller than 18 inches.
6. Glazing signage is exempt from the requirement of one (1) wall-mounted sign per tenant.
DESIGN GUIDELINES
Retail Tenant Signs

GUIDELINES
1. All logos and lettering must conform to the maximum height, width, and area allowed.
2. Lettering and logos must be individually fabricated or cut to allow the architectural skin expression to be seen behind the sign.
3. No "cabinet" type signs are allowed.
4. All lettering and logos may be illuminated or have a halo backlighting effect for legibility at night.
5. All raceways to support lettering and provide illumination should be concealed. Where not possible, the raceway shall be designed to minimize its appearance and painted to match adjacent surroundings to reduce its visibility.
6. Lettering and logos may vary in size, color, and expression to best suit the branding of the building tenant.
7. Sign should be securely fastened to storefront and should project no more than 8" from facade.
CHAPTER 100 - SIGNAGE CODE SUMMARY

ZONE: CBD-5A
SIGN CATEGORY: Mixed Use
- Section 50.38; Special Regulation 6: Prior to installation of permanent signs, the development must submit and receive approval of a Master Sign Plan pursuant to Chapter 100 KZC; Category F
- Residential: Category A

100.35 NUMBER OF SIGNS
Sign Category A: Wall-mounted and pedestal signs - Each complex or subdivision: no limitation.
Sign Category C, D, E and F:
  a. Wall-mounted signs: no limitation.
  b. Marquee signs: one (1) per business or use per right-of-way, pedestrian entrance, or vehicular entrance. Sign may not exceed four (4) square feet per sign face.
  c. Projecting signs: one (1) per pedestrian or vehicular entrance. Sign may not exceed four (4) square feet per sign face.
  d. Pedestal, monument, or pole sign: one (1) per abutting right-of-way per development

100.40 SIGN AREA
Sign Category A: Each complex or subdivision: 20 square feet per sign face.
Sign Category C, D, E and F:
  a. Each development is allowed the sign area shown in the chart in KZC 100.45; and
  b. Each individually licensed business within a multi-use complex is allowed 30 square feet; and
  c. Each multi-use complex containing seven (7) or more uses or businesses is allowed an additional 64 square feet per sign face per pedestal, monument or pole sign or 64 square feet for one (1) wall-mounted sign per abutting right-of-way. These signs may not have internally lighted sign fields and must be constructed with materials, colors, shapes, or other architectural features which are the same as the buildings with which the signs are associated.

100.52 CBD, JBD AND YBD - CERTAIN SIGNS PROHIBITED
Cabinet signs shall be prohibited in all Central Business District (Chapter 50 KZC), Juanita Business District (Chapter 52 KZC) and Yarrow Bay Business District zones (Chapter 56 KZC).

100.55 DEVELOPMENT CONTAINING USES IN MORE THAN ONE (1) SIGN CATEGORY
If a subject property contains a mix of commercial and residential uses, the residential uses must comply with Sign Category A and the commercial uses must comply with the sign category assigned to the commercial uses that predominate on the subject property. Within mixed use projects, residential uses may have electrical signs (except on designated corridors) only if the electrical signs are attached to areas of the building associated with the commercial uses.

100.65 SIGN HEIGHT AND DIMENSIONS
1. Wall-Mounted and Marquee Signs: Shall not project above the roofline of the building, parapet or similar architecture feature to which they are attached.
2. Under Marquee Signs: Shall not extend further from a building facade than the marquee or canopy to which they are attached.
3. Pedestal Signs:
   a. Shall not exceed five (5) feet above average ground elevation.
   b. Must conform to the dimensional standards shown on Plate 12.
4. Monument Signs:
   a. Shall not exceed 12 feet above average ground elevation.
   b. Must conform to the dimensional standards shown on Plate 13.
5. Pole Signs:
   a. Shall not exceed 20 feet above average ground elevation.
   b. Must conform to the dimensional standards shown on Plate 13A.

100.75 LOCATION OF SIGNS
1. General
   a. Except as allowed under subsection (2) of this section, all signs must be located on the same lot or property as the use, building, or event with which the sign is associated.
   b. All signs shall be located outside those areas required in KZC 115.135 to be kept clear of all sight obstructions.
2. Exceptions - The provisions of subsection (1) of this section do not apply as follows:
   a. The provisions of subsection (1)(a) of this section do not apply to the signs regulated under KZC 100.115.
   b. Wall-mounted and marquee signs may extend into a right-of-way abutting the subject property only upon approval of the Department of Public Works.
   c. Monument and pole signs must be set back at least five (5) feet from all property lines, except in zones that have no setbacks.

100.80 MASTER SIGN PLAN
1. General
   This section provides a mechanism under which special consideration can be given to signs which use a master sign plan to encourage the integration of signs into the framework of the building or buildings on the subject property. The City may allow deviations from the requirements of this chapter consistent with the criteria listed in subsection (4) of this section.
2. Required Review Process
   An application for a master sign plan under this section will be reviewed and decided upon by the Planning Director. However, prior to issuing a decision, the Planning Director may consult with the Planning Commission.
To determine the proposed sign area, both sides/sign faces are to be included in the calculation. For example, if each side or sign face measures 4 sq. ft., the total sign area is 8 sq. ft.

Minor deviations from the dimensional standards for pedestal signs, except for maximum sign height, may be approved by the Planning Official if he/she concludes that the resulting sign has a clear and substantial visual linkage to the ground.

To the maximum extent possible, signs should be constructed and installed so that angle irons, guywires, braces, and other structural elements are not visible. This limitation does not apply to structural elements that are an integral part of the overall design such as decorative metal or wood.

A pole sign is any ground mounted sign that is composed of two chief elements: The sign face and the sign pole(s) or pylon(s) which connects the sign face to the ground.
SIGHT ANALYSIS

Site Plans

INTERSECTION | TYPE D
AVG. DAILY TRAFFIC | 18,675
SPEED LIMIT | 30 MPH
SIGHT DISTANCE | 290'
DISTANCE FROM EDGE OF TRAVEL WAY | 14'

RECOMMENDED
MIN. REQUIRED

PHASE 1 - LEVEL 1 NORTH
SCALE: 1" = 40'-0"
SIGHT ANALYSIS
Site Plans

INTERSECTION | TYPE B
---|---
AVG. DAILY TRAFFIC | 18,675
SPEED LIMIT | 30 MPH
SIGHT DISTANCE | 335'
DISTANCE FROM EDGE OF TRAVEL WAY | 14'

RECOMMENDED | MIN. REQUIRED

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

PHASE 1 - LEVEL 1 NORTH
SCALE: 1" = 80'-0"

PEDESTAL SIGN 2
### SIGHT ANALYSIS

**Site Plans**

**Phase 1 - Level 1 North**

*Scale: 1" = 40'-0"*

<table>
<thead>
<tr>
<th>Intersection</th>
<th>Type B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Daily Traffic</td>
<td>6,070</td>
</tr>
<tr>
<td>Speed Limit</td>
<td>30 MPH</td>
</tr>
<tr>
<td>Sight Distance</td>
<td>335</td>
</tr>
<tr>
<td>Distance from Edge of Travel Way</td>
<td>14'</td>
</tr>
</tbody>
</table>

**Recommended**

**MIN. REQUIRED**

**PeDESTAL SIGN M3**
SIGHT ANALYSIS
Site Plans

PHASE 1 - LEVEL 1 NORTH
SCALE: 1" = 40'-0"

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

<table>
<thead>
<tr>
<th>INTERSECTION</th>
<th>TYPE D</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVG. DAILY TRAFFIC</td>
<td>10,291</td>
</tr>
<tr>
<td>SPEED LIMIT</td>
<td>30 MPH</td>
</tr>
<tr>
<td>SIGHT DISTANCE</td>
<td>290</td>
</tr>
<tr>
<td>DISTANCE FROM EDGE OF TRAVEL WAY</td>
<td>14'</td>
</tr>
</tbody>
</table>

RECOMMENDED
MIN. REQUIRED
**SIGHT ANALYSIS**

**Site Plans**

**PHASE 1 - LEVEL 1 NORTH**

**SCALE: 1" = 40'-0"**

**ATTACHMENT 2**

**MASTER SIGN PLAN - KIRKLAND URBAN**

**PSN17-00093**

<table>
<thead>
<tr>
<th>INTERSECTION</th>
<th>TYPE D</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVG. DAILY TRAFFIC</td>
<td>10,291</td>
</tr>
<tr>
<td>SPEED LIMIT</td>
<td>30 MPH</td>
</tr>
<tr>
<td>SIGHT DISTANCE</td>
<td>290'</td>
</tr>
<tr>
<td>DISTANCE FROM EDGE OF TRAVEL WAY</td>
<td>14'</td>
</tr>
</tbody>
</table>

**RECOMMENDED**

**MIN. REQUIRED**
### SITE SIGNAGE & WAYFINDING

**Design Goals**

<table>
<thead>
<tr>
<th>ACCEPTED</th>
<th>ACCEPTED</th>
<th>REJECTED</th>
<th>DESIGN GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td><img src="image3" alt="Image" /></td>
<td>All site signage should strive to meet these objectives:</td>
</tr>
<tr>
<td>understated color palette, elegant proportions</td>
<td>understated, yet colorful palette</td>
<td>primary sign colors are harsh, accent color does not complement, typefaces not well integrated</td>
<td>• reinforce the architectural character of the project</td>
</tr>
<tr>
<td>unifying, subtle typeface</td>
<td>kiosk structure thoughtfully designed</td>
<td>supporting structure not in character with sign</td>
<td>• provide a unifying aesthetic, proportion, and materiality among all site signage</td>
</tr>
<tr>
<td>good hierarchy of information</td>
<td>reinforces architectural character of project</td>
<td>unclear how signage reinforces project aesthetic</td>
<td>• represent Kirkland Urban as a premier commercial and residential development</td>
</tr>
<tr>
<td>unifying aesthetic appropriate to the city</td>
<td>clear graphics and hierarchy of information</td>
<td>• comply with all applicable design guidelines within this book</td>
<td></td>
</tr>
<tr>
<td><img src="image4" alt="Image" /></td>
<td><img src="image5" alt="Image" /></td>
<td><img src="image6" alt="Image" /></td>
<td>• use colors, materials, and sizes that relate to the character of the city of Kirkland, while also promoting the Kirkland Urban brand</td>
</tr>
<tr>
<td>understated color palette with appropriate accent color to highlight important information</td>
<td>reinforces architectural character of project logo integrated thoughtfully</td>
<td>signage oddly proportioned</td>
<td>• appropriate integration of project logo/typeface</td>
</tr>
<tr>
<td>appropriate integration of project logo/typeface</td>
<td>color of structure integrates with kiosk signage</td>
<td>supporting structure appears to be afterthought</td>
<td>• contributes appropriately to project aesthetic</td>
</tr>
<tr>
<td>contributes appropriately to project aesthetic</td>
<td>successful, but understated wayfinding</td>
<td>color choices not well integrated</td>
<td>• clear graphics and hierarchy of information</td>
</tr>
<tr>
<td></td>
<td></td>
<td>unclear how signage reinforces project aesthetic</td>
<td>• unifying aesthetic appropriate to the city</td>
</tr>
</tbody>
</table>

**SITE SIGNAGE & WAYFINDING**

**Design Goals**

1. Understated color palette, elegant proportions
2. Unifying, subtle typeface
3. Good hierarchy of information
4. Unifying aesthetic appropriate to the city

1. Understated color palette with appropriate accent color to highlight important information
2. Appropriate integration of project logo/typeface
3. Contributes appropriately to project aesthetic

1. Primary sign colors are harsh, accent color does not complement, typefaces not well integrated
2. Supporting structure not in character with sign
3. Unclear how signage reinforces project aesthetic

All site signage should strive to meet these objectives:

- Reinforce the architectural character of the project
- Provide a unifying aesthetic, proportion, and materiality among all site signage
- Represent Kirkland Urban as a premier commercial and residential development
- Comply with all applicable design guidelines within this book
- Use colors, materials, and sizes that relate to the character of the city of Kirkland, while also promoting the Kirkland Urban brand
### OFFICE SIGNAGE REQUIREMENTS

#### ACCEPTED

- Allows for individual tenant identity
- Provides a unifying aesthetic to project
- Integrated with building design + materiality

- Tenant identity expressed without being overbearing
- Signage integrates with/reinforces architecture character
- High quality signage and mounting convey premier development

#### ACCEPTED

- Allows for individual tenant identity
- Provides a unifying aesthetic to project
- Integrated with building design + materiality

#### REJECTED

- Signage out of scale and overbearing
- Not integrated into the architecture

#### DESIGN GOALS

All office signage should strive to meet these objectives:

- Allow for individual tenant identity while reinforcing the overall project aesthetic and branding
- Represent Kirkland Urban as a premier commercial and residential development
- Comply with all applicable design guidelines for office signage within this book (106-108)
### Retail Signage Requirements

All retail signage located on the site should strive to meet these objectives:

- allow for individual tenant identity and creative expression while reinforcing the overall project aesthetic and branding
- represent Kirkland Urban as a premier commercial and residential development
- comply with all applicable retail design guidelines within this book (109-119)
- promote a sense of community and identity by reinforcing the character of the neighborhood.

<table>
<thead>
<tr>
<th>Accepted</th>
<th>Accepted</th>
<th>Rejected</th>
<th>Design Goals</th>
</tr>
</thead>
</table>
| ![Accepted Signage](image1) | ![Accepted Signage](image2) | ![Rejected Signage](image3) | - signage scale and execution not in character with mixed use development  
- more appropriate for stand-alone big-box retail chain vs urban project |
| ![Accepted Signage](image4) | ![Accepted Signage](image5) | ![Rejected Signage](image6) | - allows for individual tenant identity  
- provides a unifying aesthetic to project  
- integrated with building design + materiality |
| ![Accepted Signage](image7) | ![Accepted Signage](image8) | ![Rejected Signage](image9) | - allows for individual tenant identity  
- reinforces the character of the neighborhood  
- integrated with building design + materiality |

---

**KIRKLAND URBAN
MASTER SIGN PLAN
COLLINSWOERMAN**

**Retail Signage Requirements**

*All retail signage located on the site should strive to meet these objectives:*

- allow for individual tenant identity and creative expression while reinforcing the overall project aesthetic and branding
- represent Kirkland Urban as a premier commercial and residential development
- comply with all applicable retail design guidelines within this book (109-119)
- promote a sense of community and identity by reinforcing the character of the neighborhood.

<table>
<thead>
<tr>
<th>Accepted</th>
<th>Accepted</th>
<th>Rejected</th>
<th>Design Goals</th>
</tr>
</thead>
</table>
| ![Accepted Signage](image1) | ![Accepted Signage](image2) | ![Rejected Signage](image3) | - signage scale and execution not in character with mixed use development  
- more appropriate for stand-alone big-box retail chain vs urban project |
| ![Accepted Signage](image4) | ![Accepted Signage](image5) | ![Rejected Signage](image6) | - allows for individual tenant identity  
- provides a unifying aesthetic to project  
- integrated with building design + materiality |
| ![Accepted Signage](image7) | ![Accepted Signage](image8) | ![Rejected Signage](image9) | - allows for individual tenant identity  
- reinforces the character of the neighborhood  
- integrated with building design + materiality |

---

**ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093**
Certain tenants may request additional signage to the indicated placements, or a larger sign to establish their branding. Alternate designs will be allowed if they demonstrate creative, tasteful, coherent design concepts that do not detract from the overall building design.
CRITERIA SHEET
MASTER SIGN PLAN (SECTION 100.80)
PLANNING DIRECTOR DECISION
02-02-2017

1. Explain how the proposal manifests exceptional effort toward creating visual harmony between the sign, buildings, and other components of the subject property through the use of a consistent design theme. For example, the colors, materials, locations, or types of sign(s) could be the unifying elements, which create visual harmony.

2. Explain how the proposed deviations are the minimum necessary to create readable signs from the rights-of-way providing direct vehicular access based on traffic speeds and patterns in the area of the subject property.

3. Explain how the signs are in character and orientation with planned and existing uses in the area of the subject property.

RESPONSE

Kirkland Urban introduces a new scale of mixed use development to Kirkland’s downtown core. The project will provide the Central Business District with new opportunities for shopping, entertainment, living, and working. The development consists of three phases over a site area of 11.5 acres. Phase one will consist of multiple new buildings that will bring a significant amount of new residents, employees, and patrons to the site. A project of this magnitude requires signage that will establish recognizable project and building identities, while also creating ease of access, intuitive wayfinding, and an eclectic urban environment. All of these combined factors lead to the need for a Master Sign Plan to allow sensible deviations from the existing Kirkland sign code.

1. Visual Harmony
   a. Site & Wayfinding Signs
      There are several proposed components to site and wayfinding signage for Kirkland Urban that are strongly tied to project specific branding that is provided in the appendix of the proposed master sign plan. Sign types include monument, directories, directional, parking, and traffic control. Each element is based on a defined color palette and utilizes specific typographies to not only reinforce the branding of the project, but to create visual consistency between them. Additionally, their design includes exposed architectural concrete and structural steel that are selectively clad with materials that are commonly used throughout the site and building designs. Where lighting is incorporated, the approach is consistent to continue to reinforce branding and visual harmony.

   b. Building & Office Signs
      Since this development includes multiple buildings and uses, the signage plan also provides building identification designs that help identify each building individually. All identification
signs include the same typographies, colors, and lighting concepts previously mentioned to help create a strong bond to the site components and reinforce project branding. Additionally, the buildings need to have the flexibility to provide building signs that also announce the identities of the tenants that will occupy the upper floors. The signage plan takes into careful consideration, appropriate scales and potential locations, both horizontally and vertically, to ensure harmonious placement within the architectural framework. There are also specific typologies relating to sign design and lighting effects that will provide a common aesthetic to all building signs.

**c. Retail & Storefront Signs**
Retail uses occur on multiple levels near the ground plane in this project. The completed development will have many different retail storefronts with varying themes that relate to the branding of the tenant. The sign plan utilizes a range and hierarchy of common storefront signs to allow a tenant to select types that best fit their location on the property while providing rules governing their specific design and lighting themes. These specific guidelines aim to provide a careful balance between individuality and visual harmony.

### 2. Readability & Wayfinding

**a. Site & Wayfinding Signs**
The master sign plan provides for a deliberate use of sign types that function in a clearly defined hierarchy, for both vehicular and pedestrian traffic. The scale and lighting themes are designed to provide clear identification of the project from major arterials and give directions to surface parking and garage entrances once entering the site. In areas where there will be heavy pedestrian traffic, the project provides for freestanding directories to help orient and guide users with functional directions and a listing of businesses.

**b. Building, Office & Retail Signs**
The sign plan takes into careful consideration all the scales necessary to make building signs legible from varying distances and audiences. There was deliberate care taken to provide a hierarchy of signs. This allows for a larger and less dense assortment of signs near the top and at the body of a typical building, which cater to passing vehicular traffic and provide clear readability from greater distances. A finer scale of sign sizes and densities is also provided closer to the street level to capture the attention of pedestrians either passing by or already engaged in shopping.

### 3. Character & Orientation with Uses

**a. Site & Wayfinding Signs**
This development intends to provide high quality solutions for site signage that will provide a positive impact on the neighboring community while also adding new and welcomed textures to the city’s urban fabric. This allows the site signs to build on the existing character of the downtown core while also setting a precedent for future projects at or near this level of development.

**b. Building, Office & Retail Signs**
The guidelines set forth in the master sign plan attempts to address the compatibility of particular sign types and their relationships to nearby transit, office, multifamily residential and retail uses. Accordingly, the plan establishes rationale for restricting the use of certain sign types, sizes, and lighting themes to best fit the surrounding urban fabric.