



CITY OF KIRKLAND
Planning and Building Department
123 5th Avenue, Kirkland, WA 98033
425.587.3600 ~ www.kirklandwa.gov

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)

- (3) Permitted Location: Canopy and wall-mounted on the west elevation of Building E as shown on pages 50-51 and 57-58.
 - (4) Sign Illumination/Type: Halo and internally illuminated orange acrylic text with concealed raceway painted to match canopy and facade.
- 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 canopy and 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 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 as 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

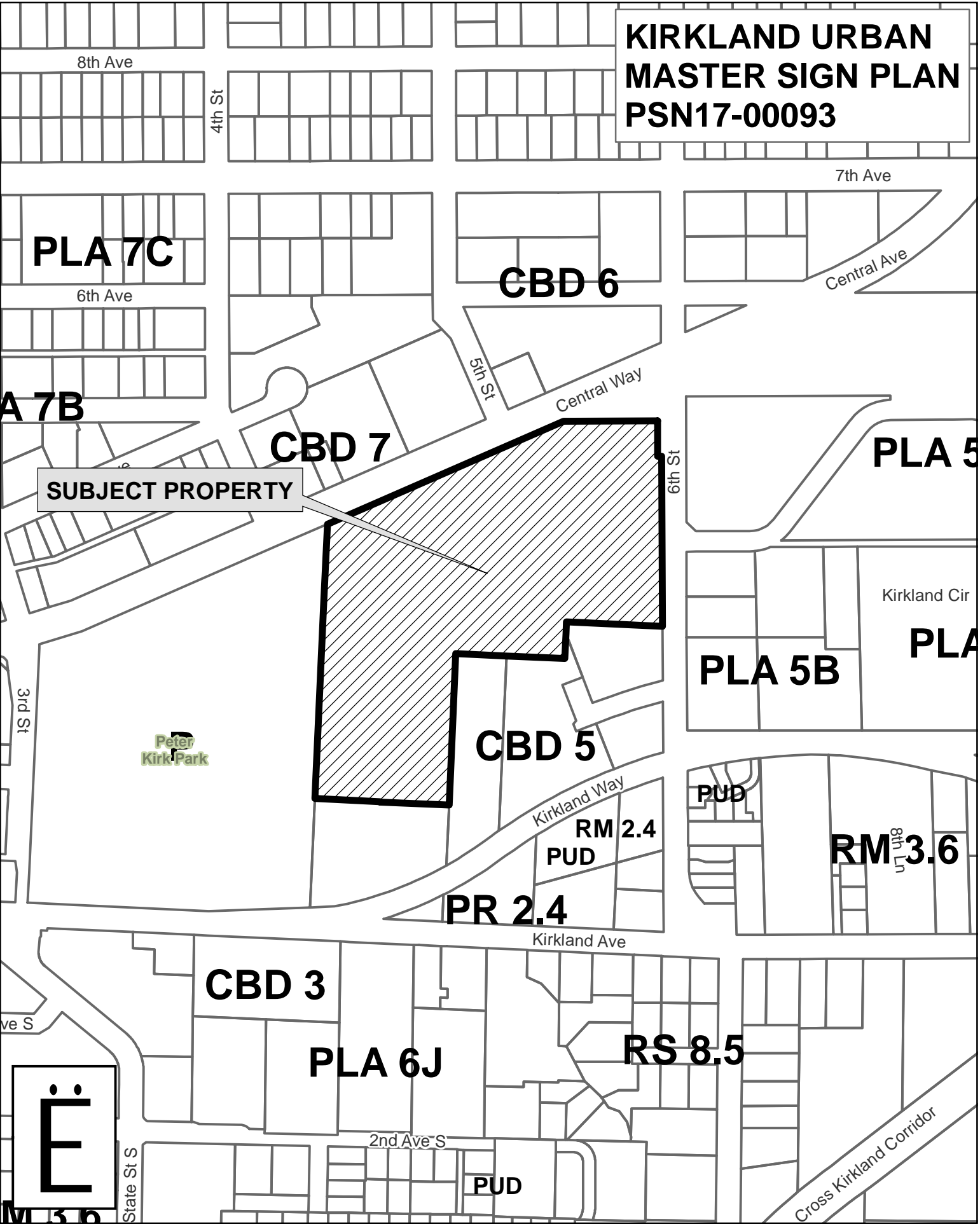
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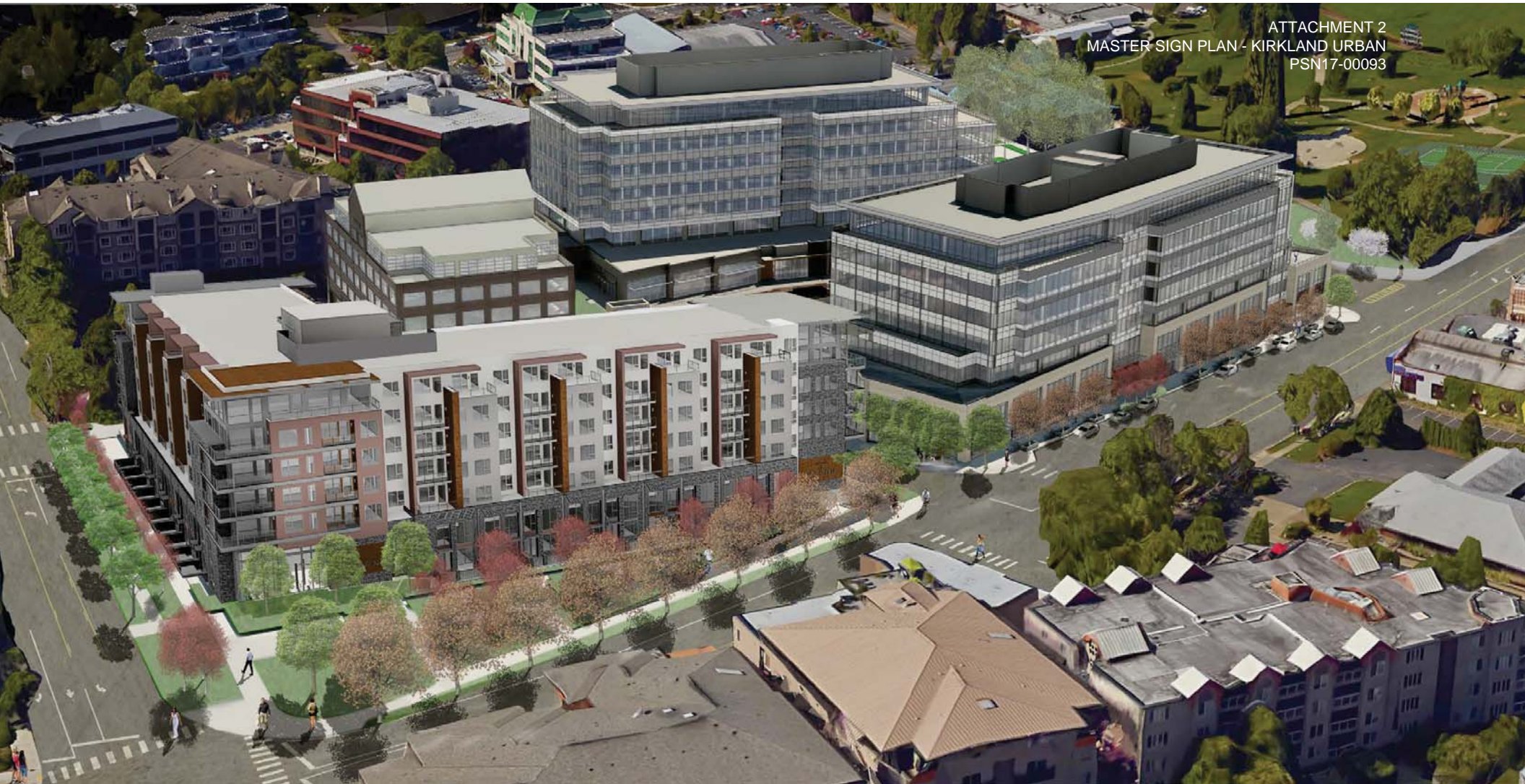


Eric R. Shields, AICP
Planning Director

03/14/18

Date





KIRKLAND

U R B A N

Master Sign Plan
Phase 1 2/26/2018

RYAN
BUILDING LASTING RELATIONSHIPS

 **Prudential**
Real Estate

TALON
PRIVATE CAPITAL

WOLLINS
COLLINS
WORMAN

DESIGN PROPOSAL

Project Information

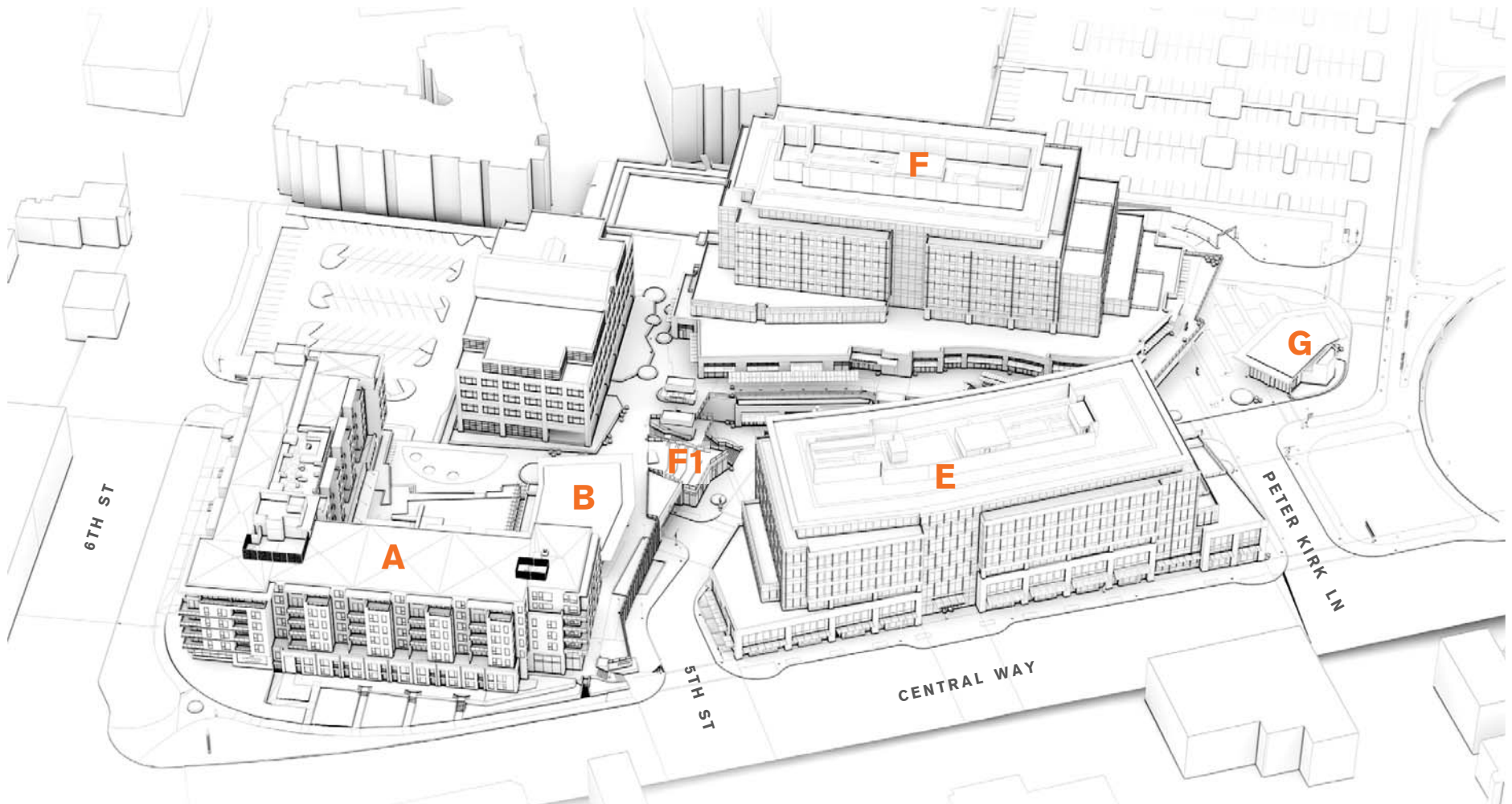
LOCATION	Kirkland ParkPlace 457 Central Way Kirkland, WA 98033
ZONING	CBD-5A
OWNER	Kirkland Urban I Holdings, LLC c/o PGIM Real Estate 4 Embarcadero Center, 27th Floor San Francisco, CA 94111
LEAD ARCHITECT	CollinsWoerman 710 2nd Ave Seattle, WA 98104 Natasha Epstein (206)245-2013 nepstein@collinswoerman.com
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 ksnider@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

AERIAL VIEW FACING SOUTH



SITE SIGNAGE & WAYFINDING

Sign Identification Key

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

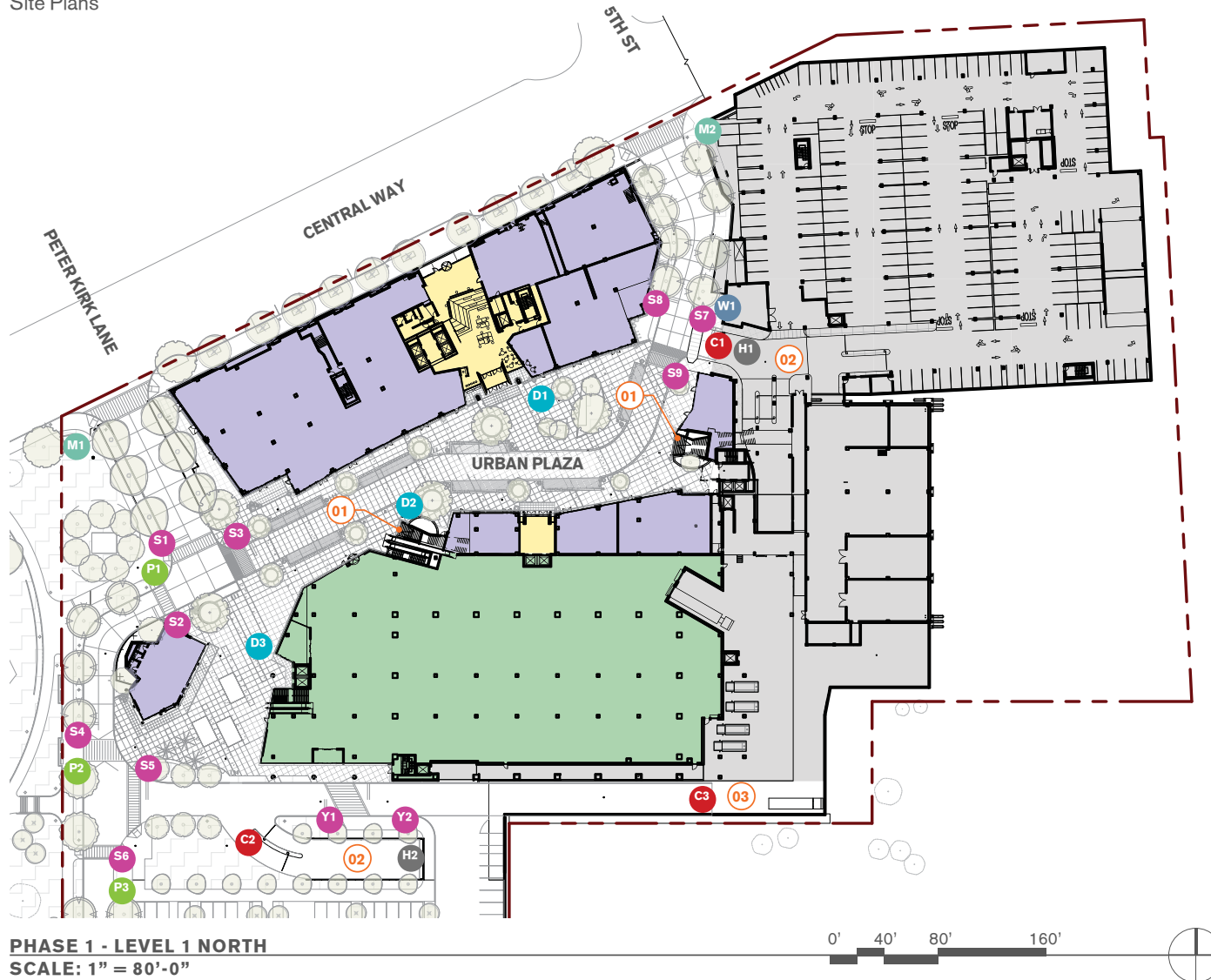
SITE SIGNAGE & WAYFINDING

Site Plans



SITE SIGNAGE & WAYFINDING

Site Plans



LEGEND

- MX Pedestal Sign
- DX Directory
- PX Pole Directional Sign
- CX Clearance Bar & Garage Entry
- HX Garage Header Sign
- WX Wall Mounted Parking Sign
- SX Stop/Yield Sign

USES

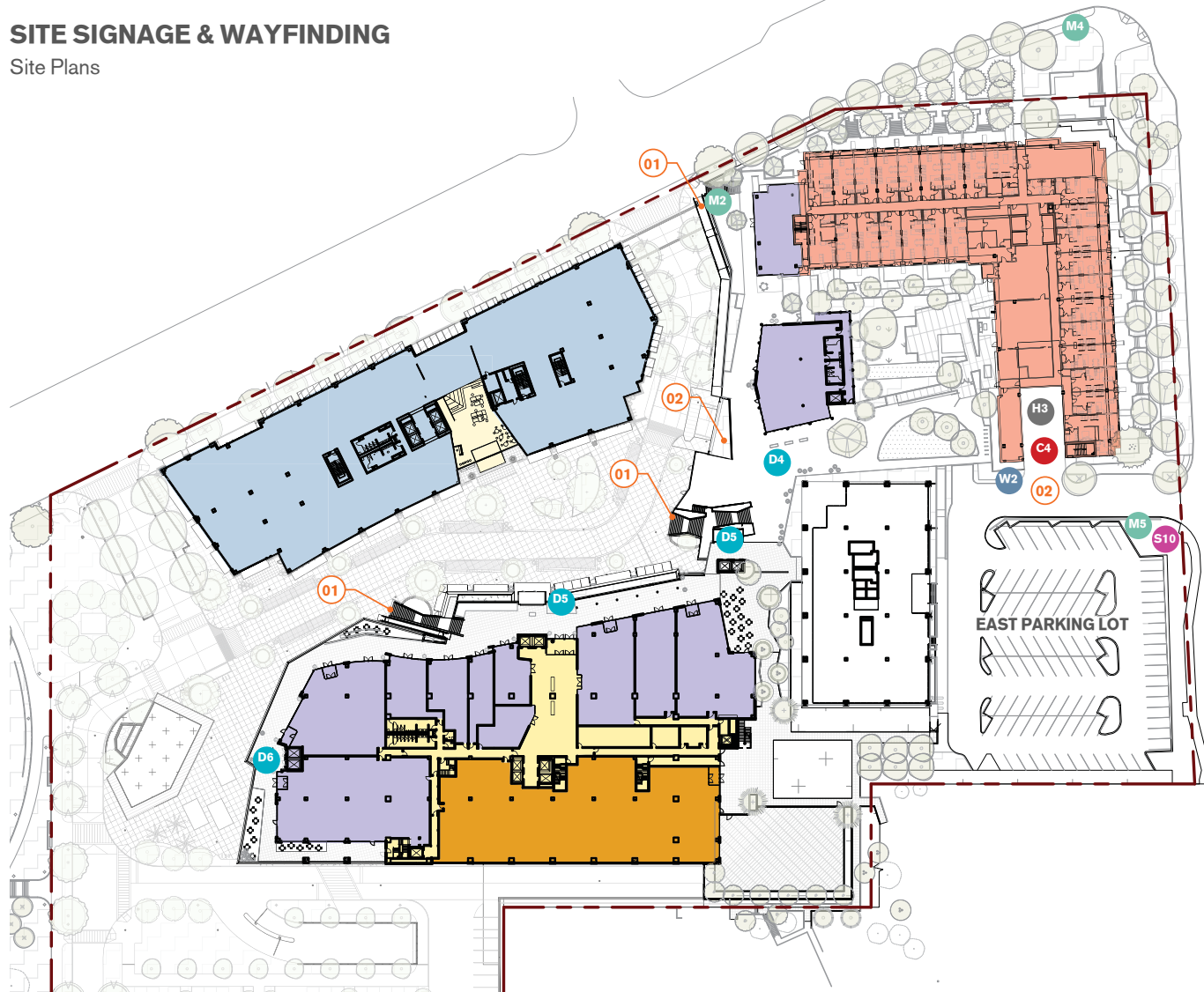
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEYNOTES

- 01 Stair/Ramp/Escalator to Level 2 Plaza
- 02 Parking Garage Entrance
- 03 Loading Dock Entrance

SITE SIGNAGE & WAYFINDING

Site Plans



LEGEND

- MX Pedestal Sign
- DX Directory
- PX Pole Directional Sign
- CX Clearance Bar & Garage Entry
- HX Garage Header Sign
- WX 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

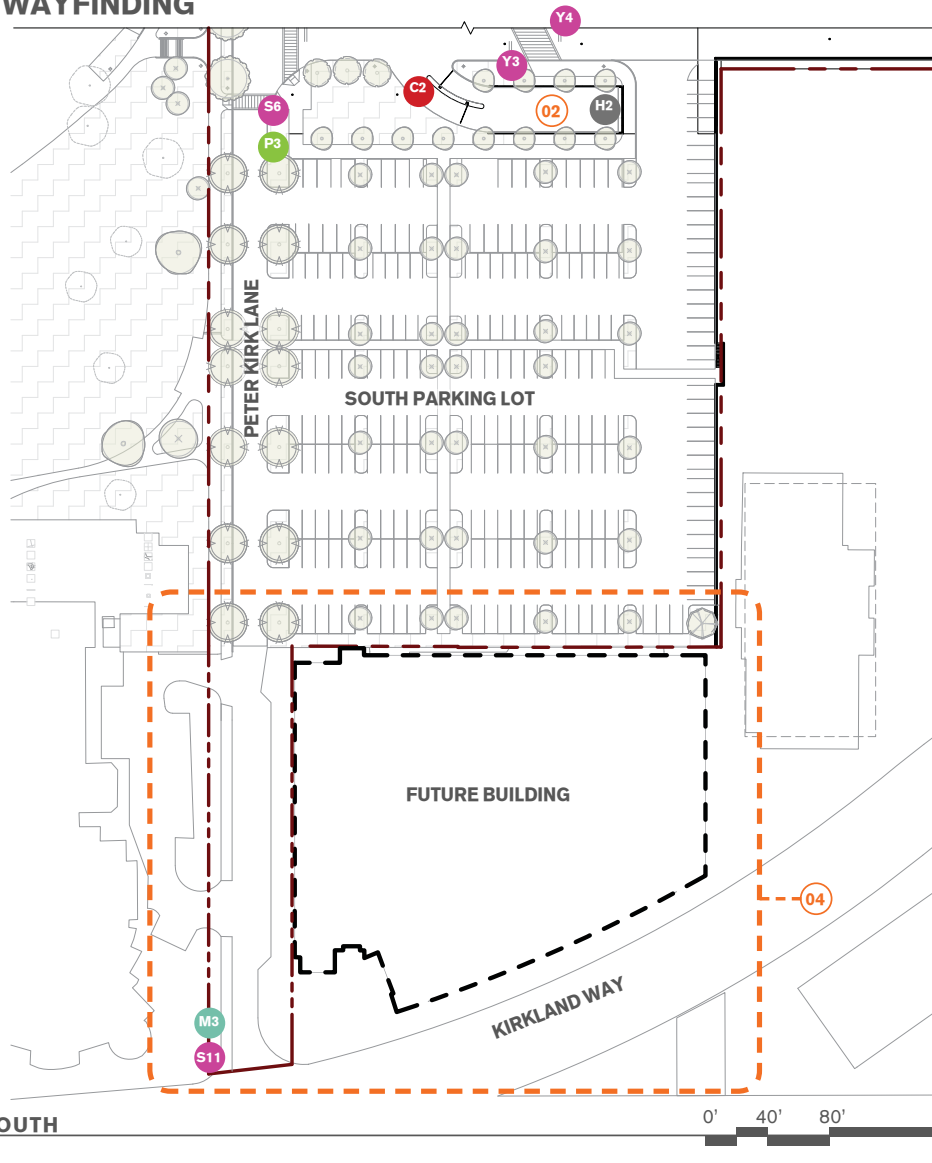
PHASE 1 - LEVEL 2 PLAN
SCALE: 1" = 80'-0"

0' 40' 80' 160'



SITE SIGNAGE & WAYFINDING

Site Plans



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

LEGEND

- MX Pedestal Sign
- DX Directory
- PX Pole Directional Sign
- CX Clearance Bar & Garage Entry
- HX Garage Header Sign
- WX 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

Site Plans



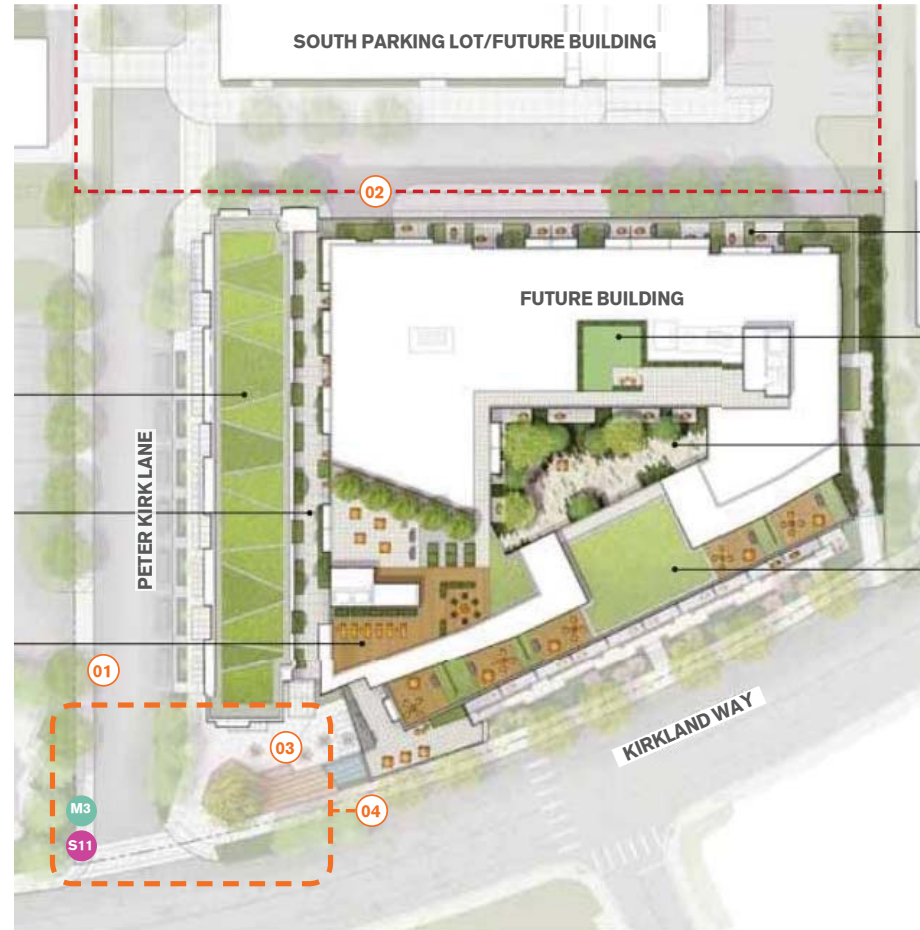
VIEW FROM KIRKLAND WAY



VIEW FROM PETER KIRK LANE



ENLARGED SITE PLAN



434 KIRKLAND WAY - SITE PLAN
SCALE: NTS

LEGEND

- MX Pedestal Sign
- DX Directory
- PX Pole Directional Sign
- CX Clearance Bar & Garage Entry
- HX Garage Header Sign
- WX Wall Mounted Parking Sign
- SX Stop/Yield Sign

KEYNOTES

- 01 20' Easement
- 02 Kirkland Urban Property Line
- 03 434 Kirkland Way Plaza & Outdoor Seating
- 04 Callout For Enlarged Site Plan



SITE SIGNAGE & WAYFINDING

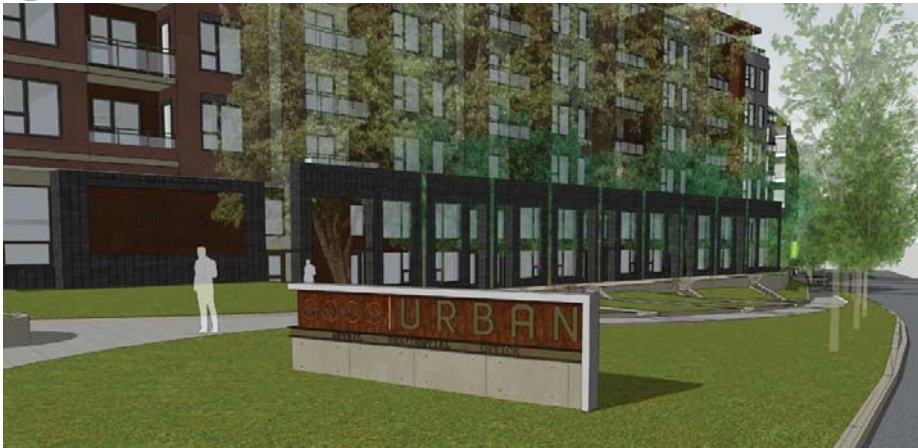
Elevations & Renderings



M5 4TH COURT PEDESTAL SIGN - VIEW FROM 6TH ST



M2 5TH & CENTRAL PEDESTAL SIGN - VIEW FROM CENTRAL



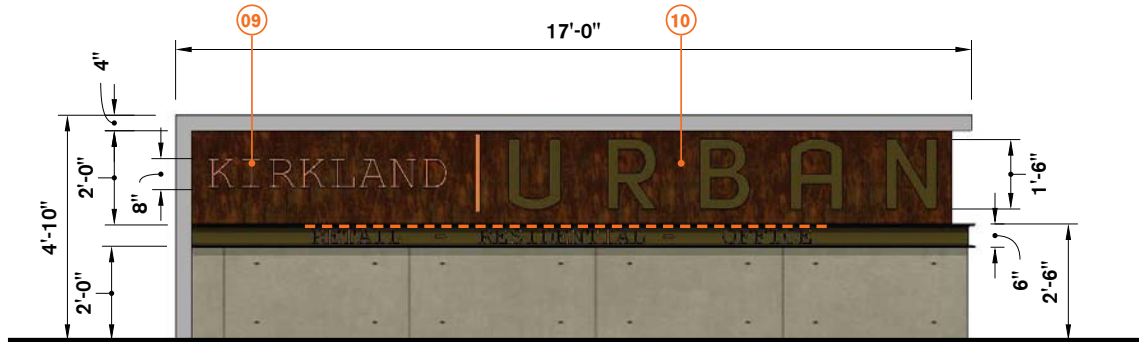
M4 6TH ST & CENTRAL WAY PEDESTAL SIGN - VIEW FROM CENTRAL



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

SITE SIGNAGE & WAYFINDING

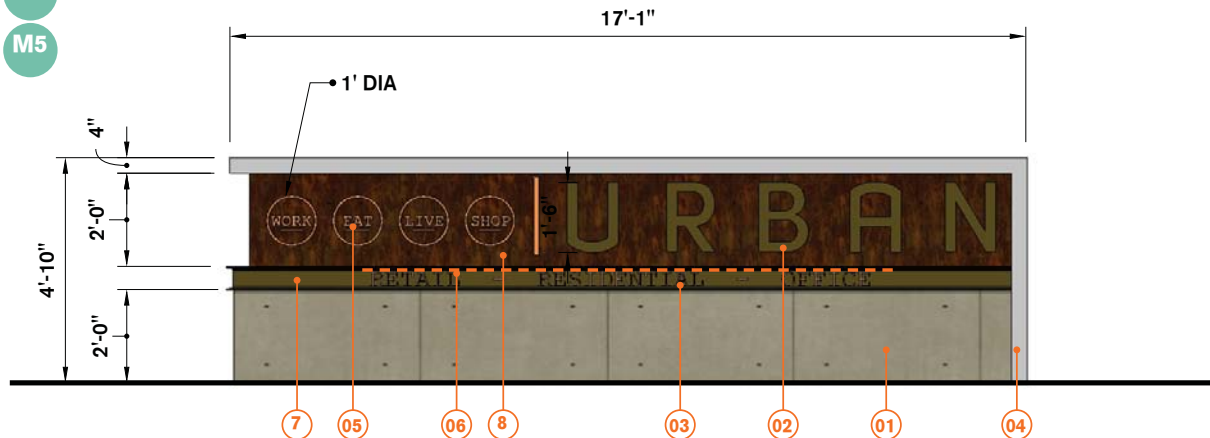
Elevations & Renderings



M1 TYPICAL PEDESTAL SIGN / M1, M3, M5
SCALE: 3/8" = 1'-0"

M3

M5



M4 PEDESTAL SIGN @ 6TH ST & CENTRAL WAY
SCALE: 3/8" = 1'-0"

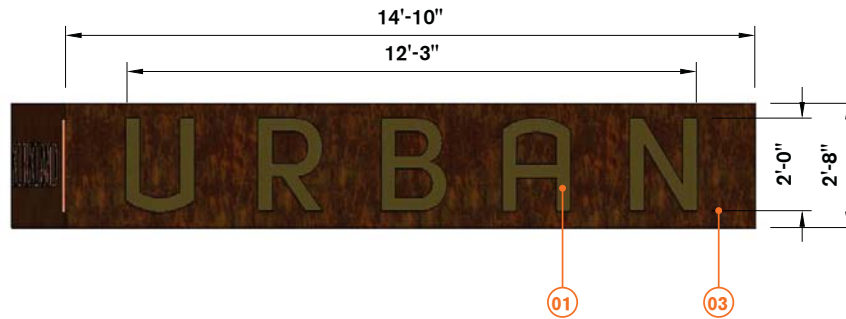
KEYNOTES

- 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

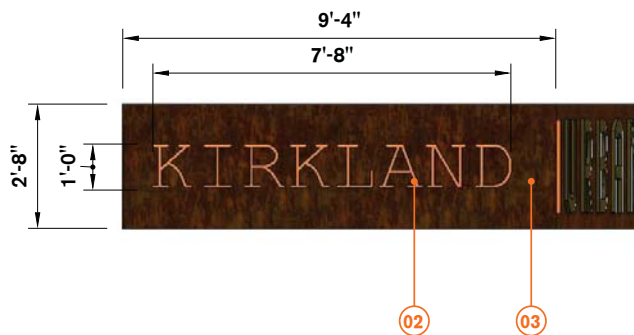
Elevations & Renderings



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

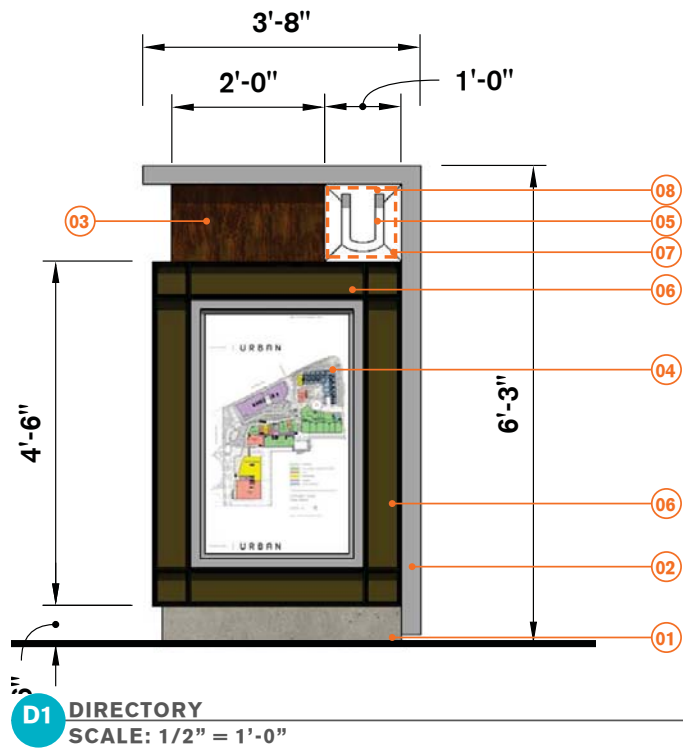
M2 5TH & CENTRAL WAY PEDESTAL SIGN - FRONT
SCALE: 3/8" = 1'-0"



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

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



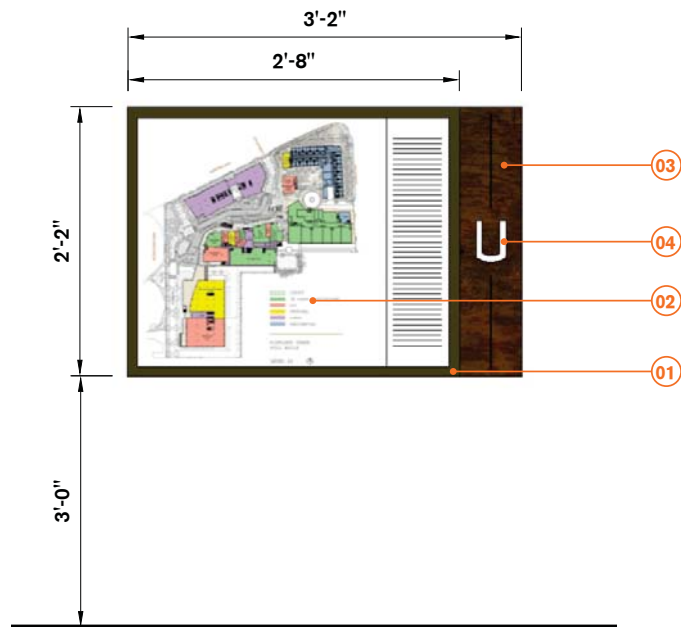
KEYNOTES

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



SITE SIGNAGE & WAYFINDING

Elevations & Renderings



D5 RAILING MOUNTED DIRECTORY
SCALE: 1" = 1'-0"

KEYNOTES

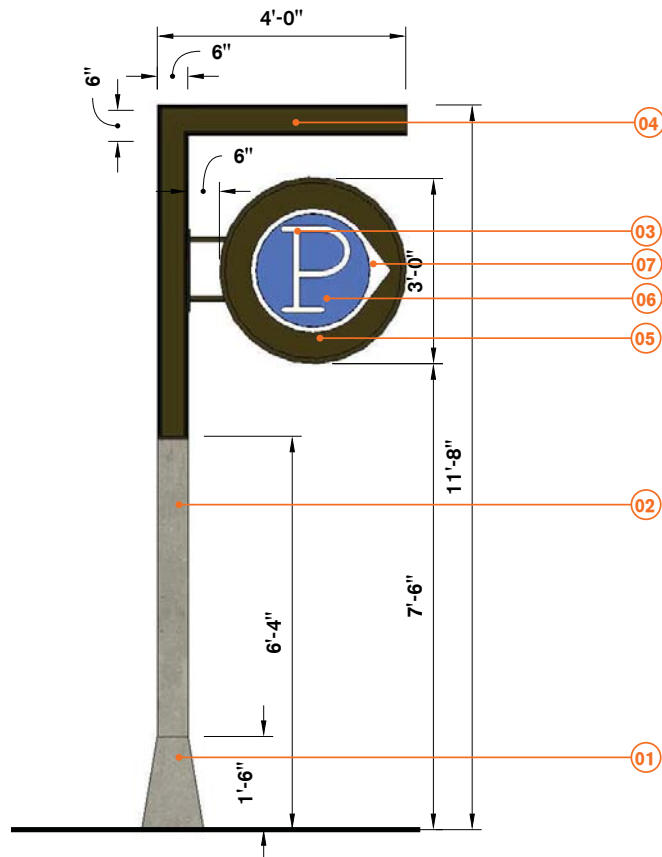
- 01 Railing mounted metal frame painted dark bronze to match branding standards
- 02 Lockable display case w/key map of development and directory listing of business
- 03 Patinated metal plate
- 04 Polycarbonate logo to match branding standards



D5 VIEWS OF RAILING MOUNTED DIRECTORY

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



P1 POLE DIRECTIONAL SIGN
SCALE: 1/2" = 1'-0"

KEYNOTES

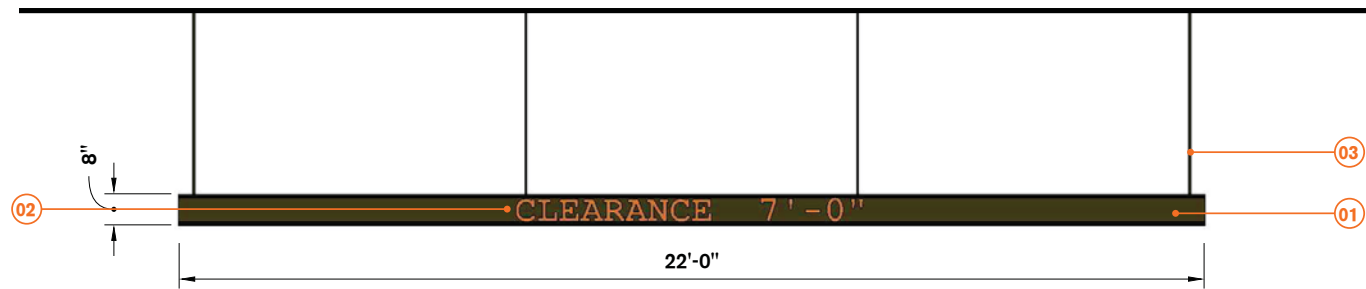
- 01 Reinforced concrete base
- 02 6" square concrete reinforced pier
- 03 24" tall illuminated white acrylic lettering to match branding standards
- 04 C6x8.2 paired steel channels mitered, fully welded, and painted dark bronze to match branding standards
- 05 36" DIA opaque metal painted dark bronze
- 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)



P1 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

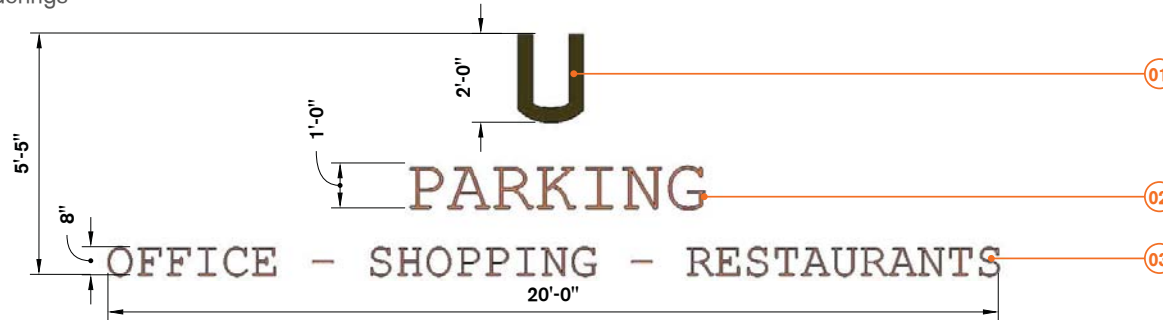
C1 NORTH GARAGE CLEARANCE BAR
SCALE: 3/8" = 1'-0"



C1 VIEW OF NORTH GARAGE CLEARANCE BAR

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



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

H1 NORTH GARAGE HEADER SIGN SCALE: 3/8" = 1'-0"



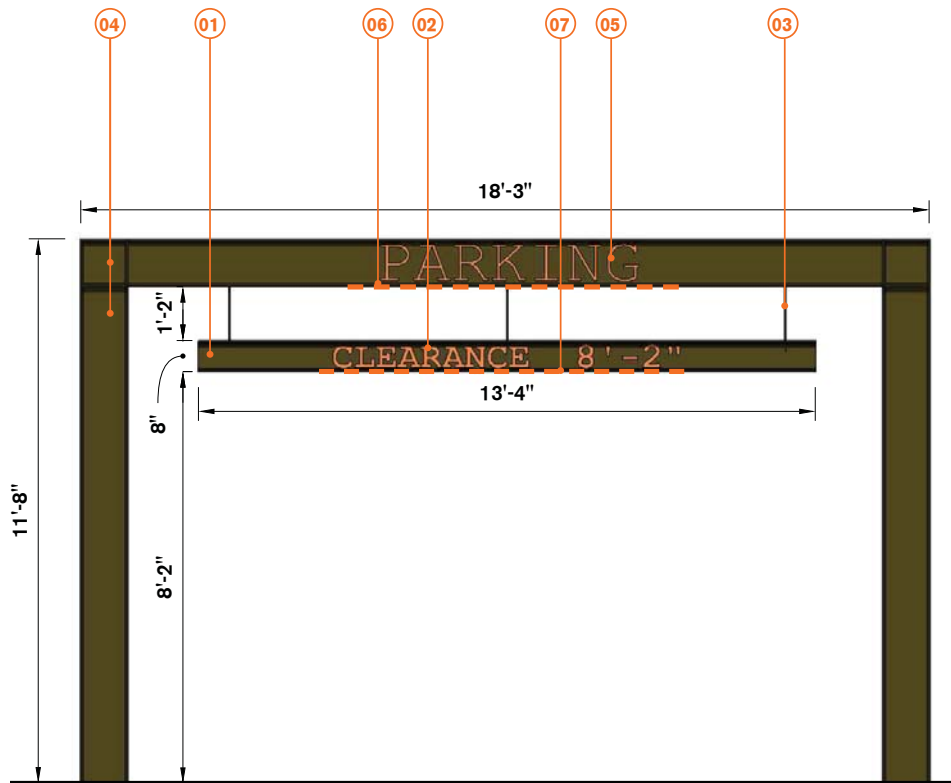
H1 VIEW OF NORTH GARAGE HEADER SIGN

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
- 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



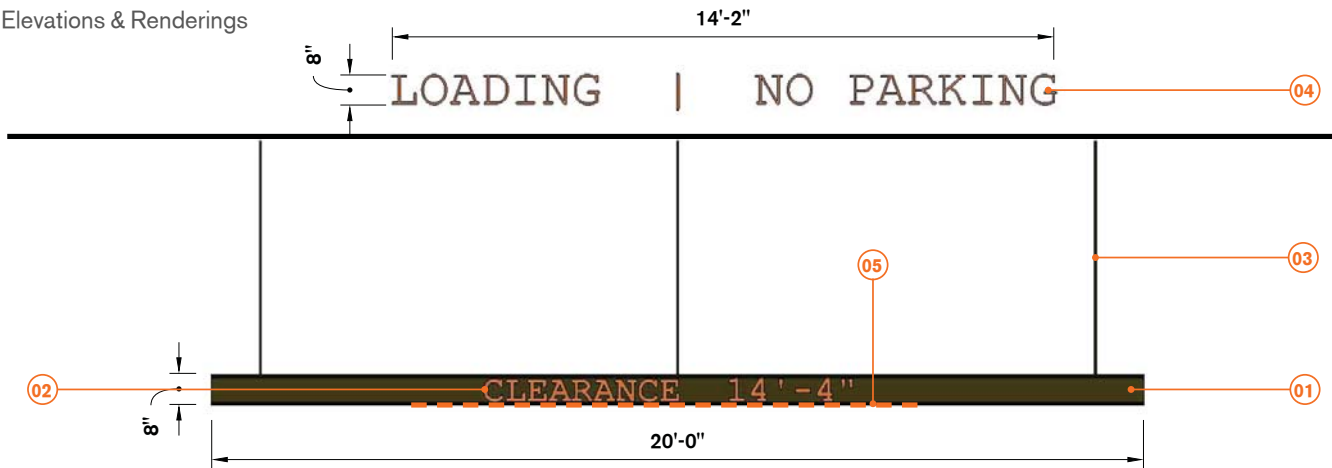
C2 SOUTH GARAGE ENTRY CLEARANCE BAR
SCALE: 3/8" = 1'-0"



C2 VIEW OF SOUTH GARAGE ENTRY CLEARANCE BAR

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



KEYNOTES

- 01 C8x11.5 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

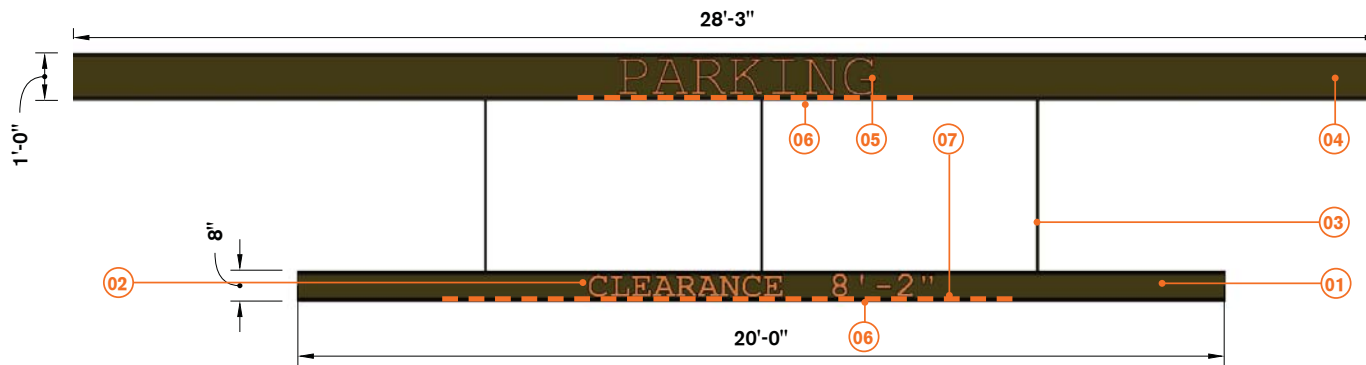
C3 LOADING DOCK CLEARANCE BAR
SCALE: 3/8" = 1'-0"



C3 VIEW OF LOADING DOCK CLEARANCE BAR

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 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

C4 EAST GARAGE ENTRY CLEARANCE BAR
SCALE: 3/8" = 1'-0"



C4 VIEW OF EAST GARAGE ENTRY CLEARANCE BAR

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

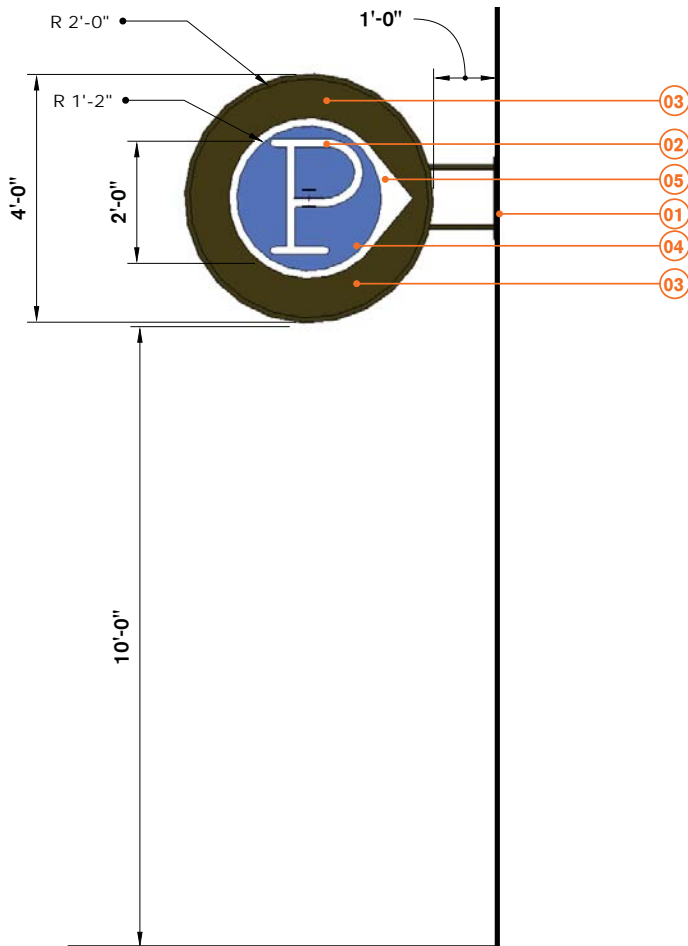
H2 EAST GARAGE HEADER SIGN
SCALE: 3/8" = 1'-0"



H2 VIEW OF EAST GARAGE HEADER SIGN

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



W1 W2 WALL MOUNTED PARKING SIGN
SCALE: 1/2" = 1'-0"

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)

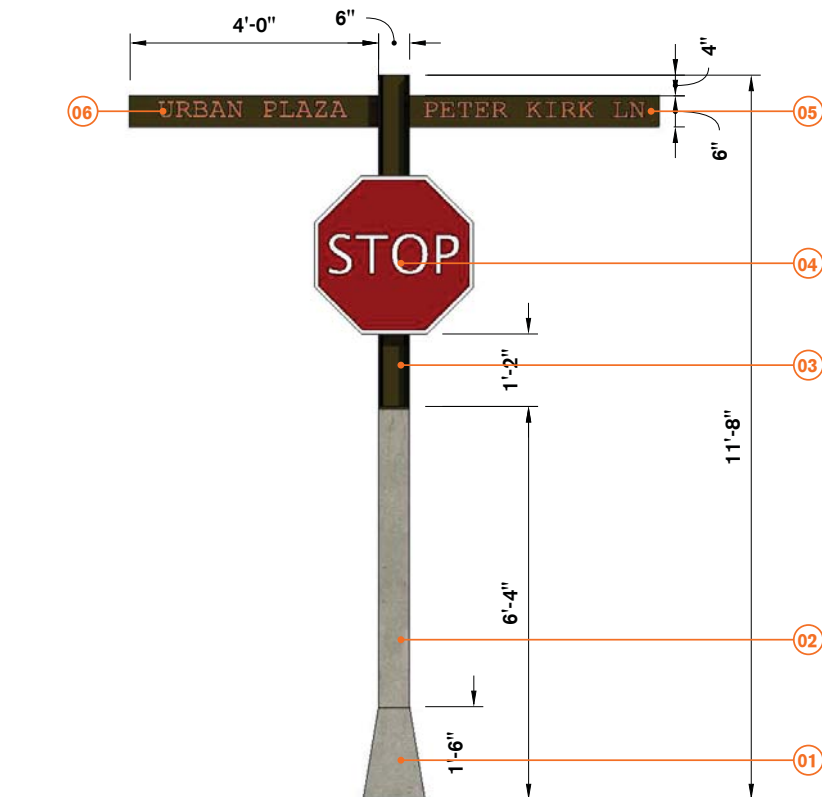


W1 W2 VIEWS OF PARKING SIGNS



SITE SIGNAGE & WAYFINDING

Elevations & Renderings



S1 TYPICAL STOP SIGN
SCALE: 1/2" = 1'-0"

KEYNOTES

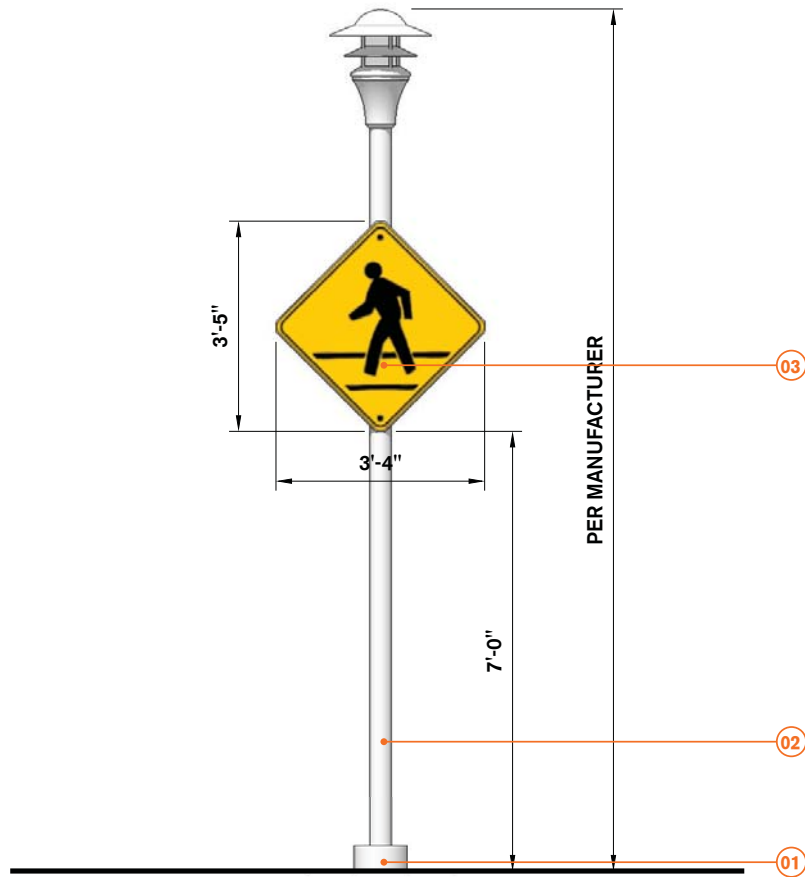
- 01** Reinforced concrete base
- 02** 6" square concrete reinforced pier
- 03** C6x8.2 paired steel channels mitered, fully welded, and painted dark bronze to match branding standards
- 04** Standard metal stop sign with concealed fastener affixed to 6" channel (sign to meet city standards)
- 05** Metal plate welded to 6" channel and painted dark bronze
- 06** 4" tall orange acrylic lettering to match branding standards



S1 VIEW OF TYPICAL STOP SIGN

SITE SIGNAGE & WAYFINDING

Elevations & Renderings



Y1 TYPICAL YIELD SIGN
SCALE: 1/2" = 1'-0"

KEYNOTES

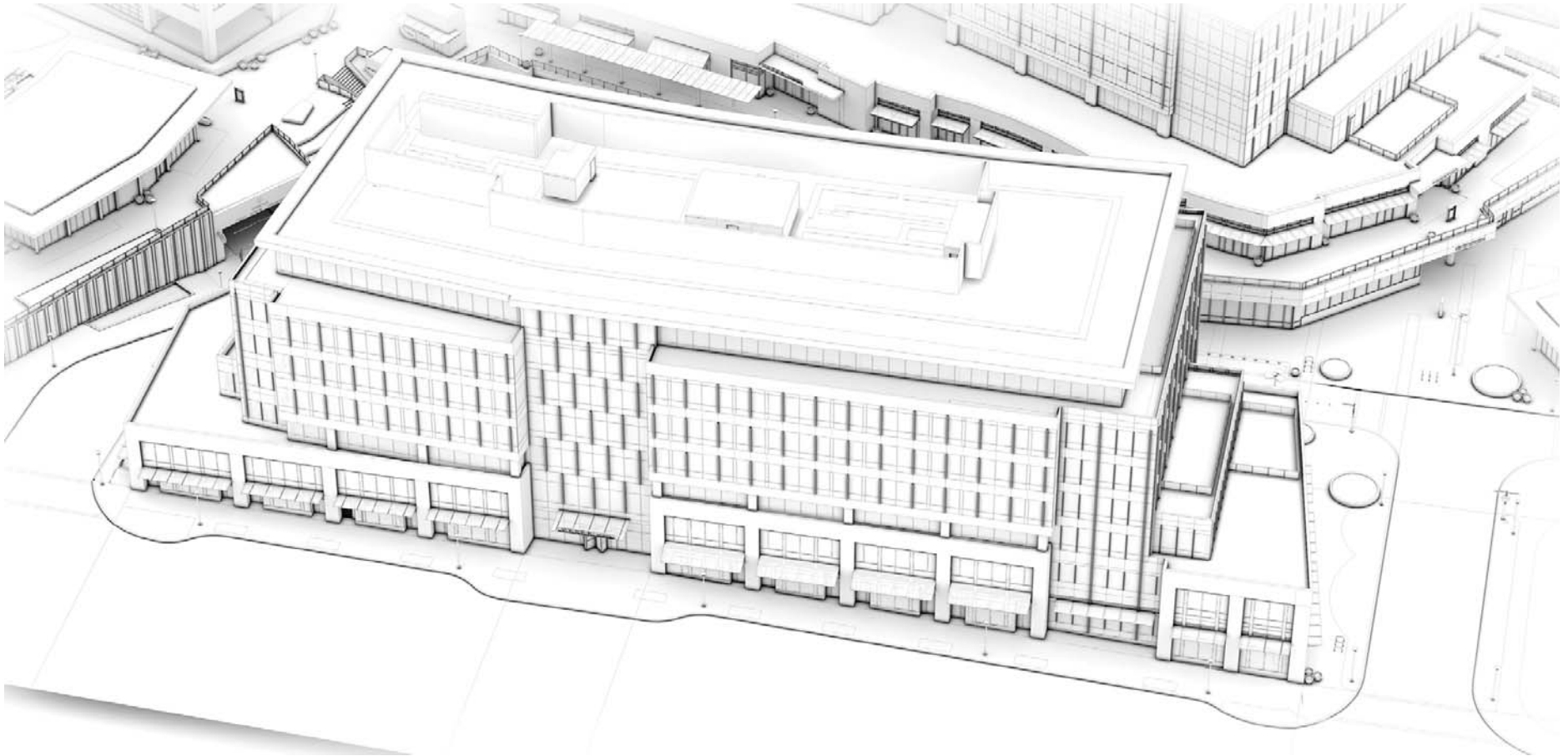
- 01 Reinforced concrete base
- 02 Pedestrian light pole per manufacturer
- 03 Standard metal yield/crossing sign with concealed fastener affixed to pedestrian light pole



Y1 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



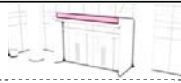


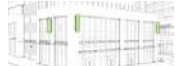

VIEW OF THE NE CORNER









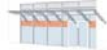
BUILDING E - OFFICE & RETAIL SIGNS

Sign Identification Key

BUILDING IDENTIFICATION & OFFICE SIGNS

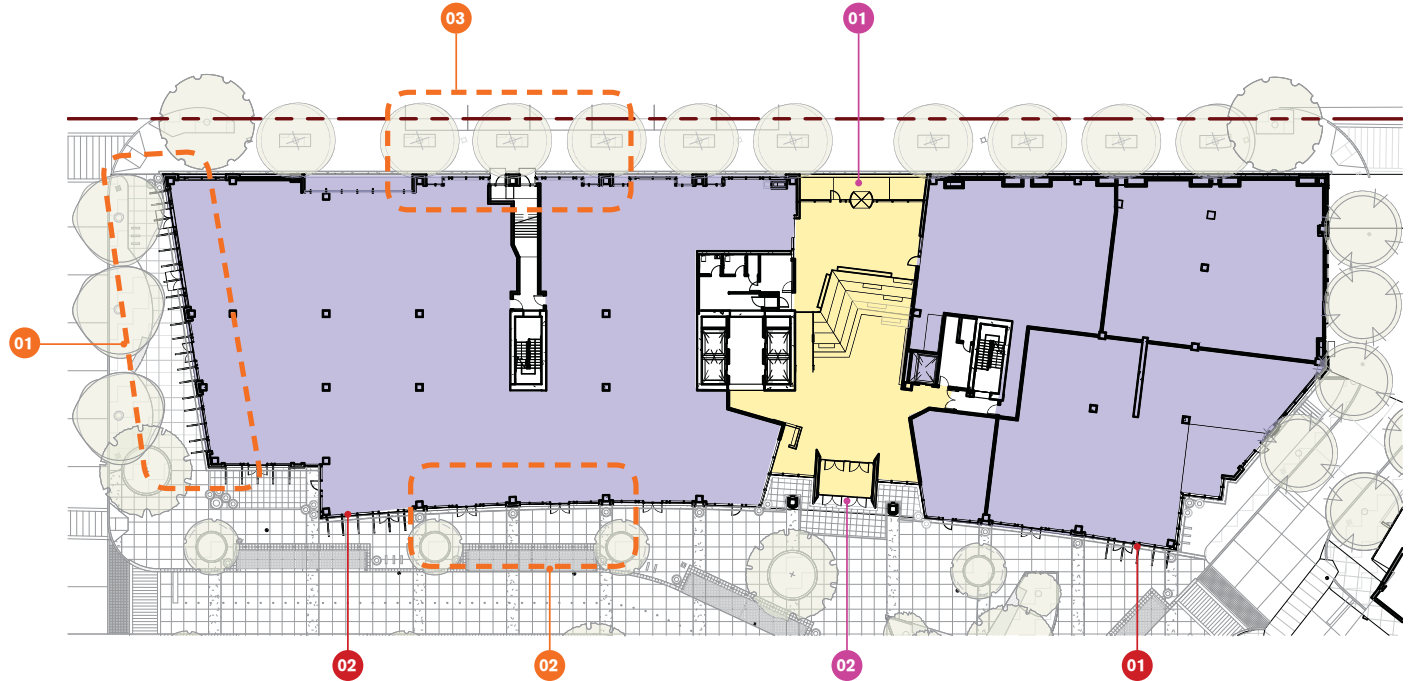
CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Building Identification	Building signs that reinforce branding and identify the project or each building on site	Mostly located at building main entrances above canopies and vestibules.		2' x 23' 1.5' x 18'	Project Identity = Building Identity = 2	45 SF 25 SF
01	Tenant - Fascia Sign Type 1	For large tenants that occupy one or more floors in a building	Located on walls or fascias above level 2		4.5' x 25'	4	110 SF
01	Tenant - Fascia Sign Type 2	For smaller tenants that may occupy one floor or less in the building.	Located on walls or fascias above level 1 and below level 4		3.5' x 17'	15	58 SF
01	Tenant - Blade Sign Type 1	Meant for large or small tenants to provide additional options for location and visibility	Located as vertically oriented and projecting blade signs between levels 2 and 3		3' x 9'	12	25 SF
01	Tenant - Cornerstone	Special sign sizes and areas dedicated to large Cornerstone tenants	Located as wall or fascia signs between levels 1 and 2		-	0	-

RETAIL & STOREFRONT SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans



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



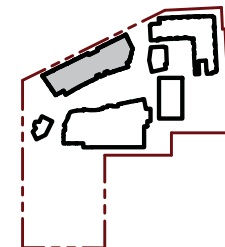
LEGEND

- 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

USES

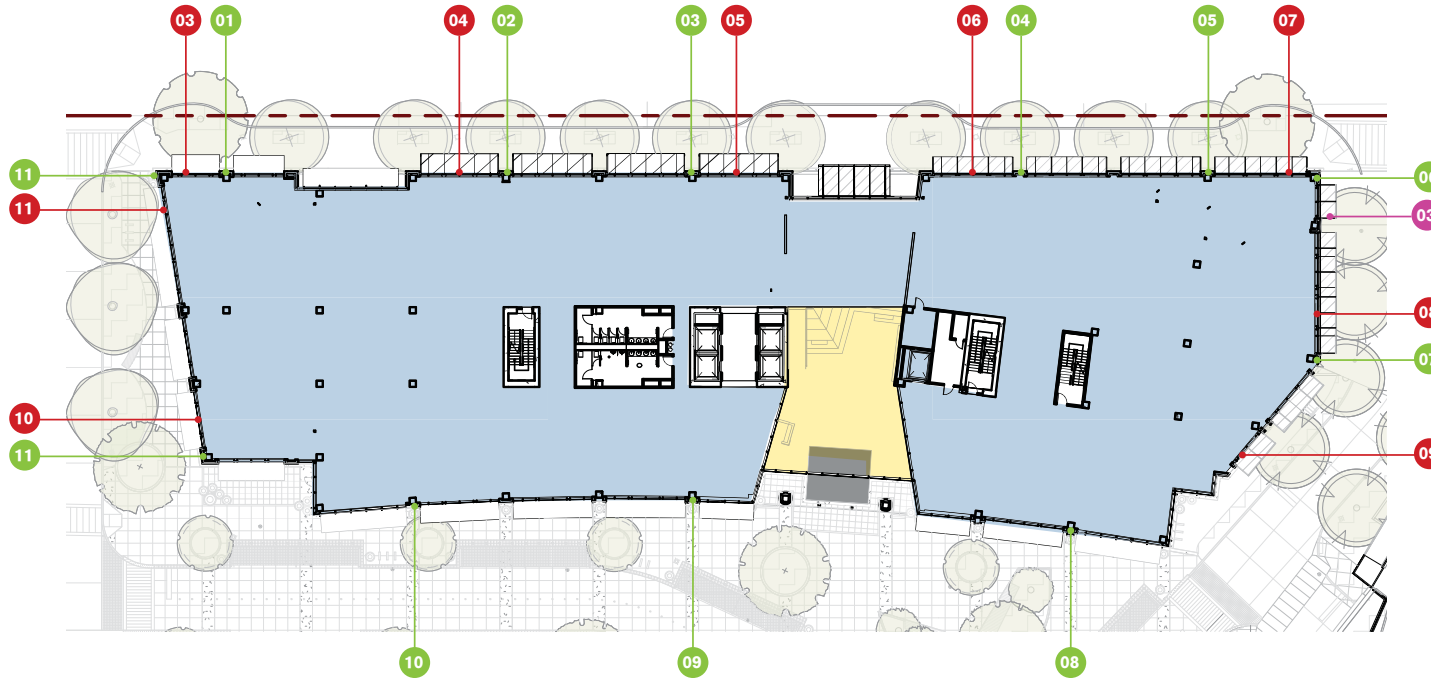
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN



BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans



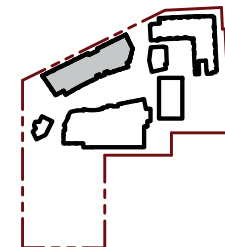
LEGEND

- 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

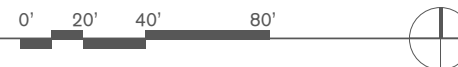
USES

- 06 Retail
- 03 Grocery
- 03 Lobby/Common
- 08 Garage
- 07 Office
- 07 Residential
- 09 Day care

KEY PLAN

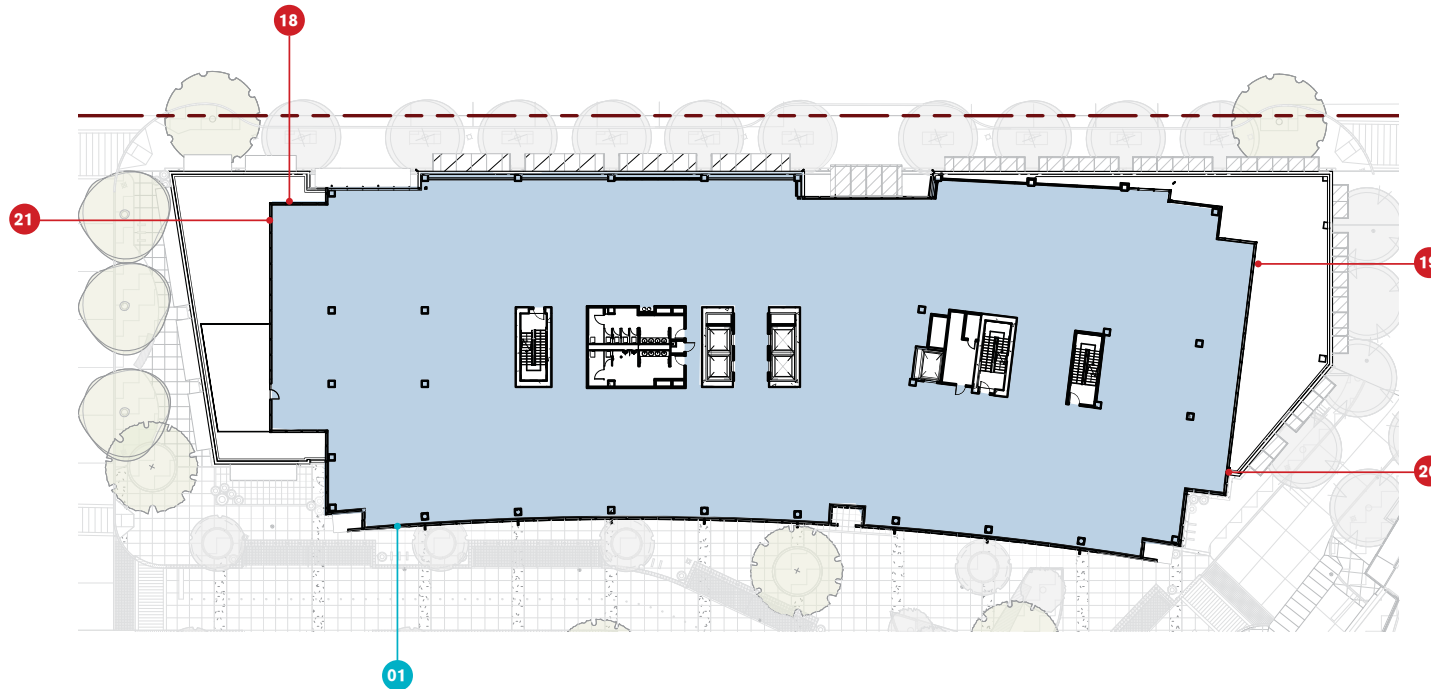


LEVEL 2 SIGN PLAN
 SCALE: 1" = 40'-0"



BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans



LEVEL 3 SIGN PLAN
 SCALE: 1" = 40'-0"

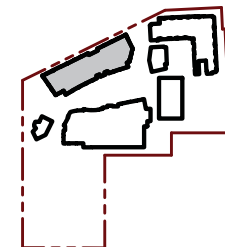
LEGEND

- 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
- Retail Storefront Callout

USES

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

KEY PLAN



BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans

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

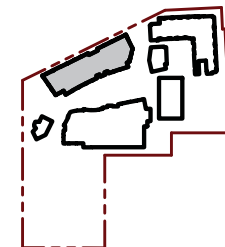
LEGEND

- 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
- Retail Storefront Callout

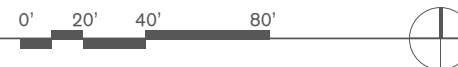
USES

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

KEY PLAN

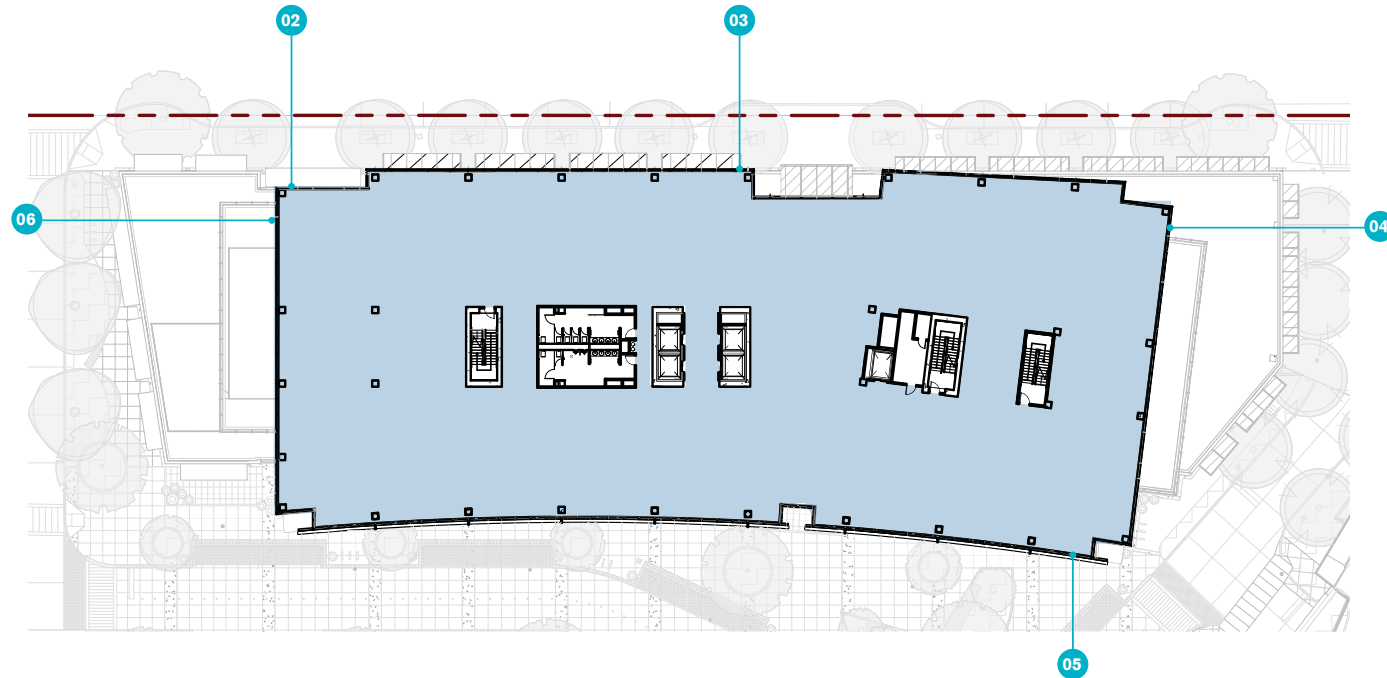


LEVELS 4 & 5 SIGN PLAN
 SCALE: 1" = 40'-0"



BUILDING E - OFFICE & RETAIL SIGNS

Floor Plans



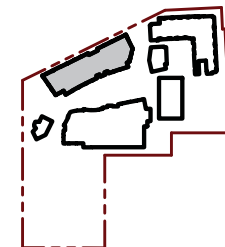
LEGEND

- 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 6 SIGN PLAN
 SCALE: 1" = 40'-0"

0' 20' 40' 80'



BUILDING E - 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

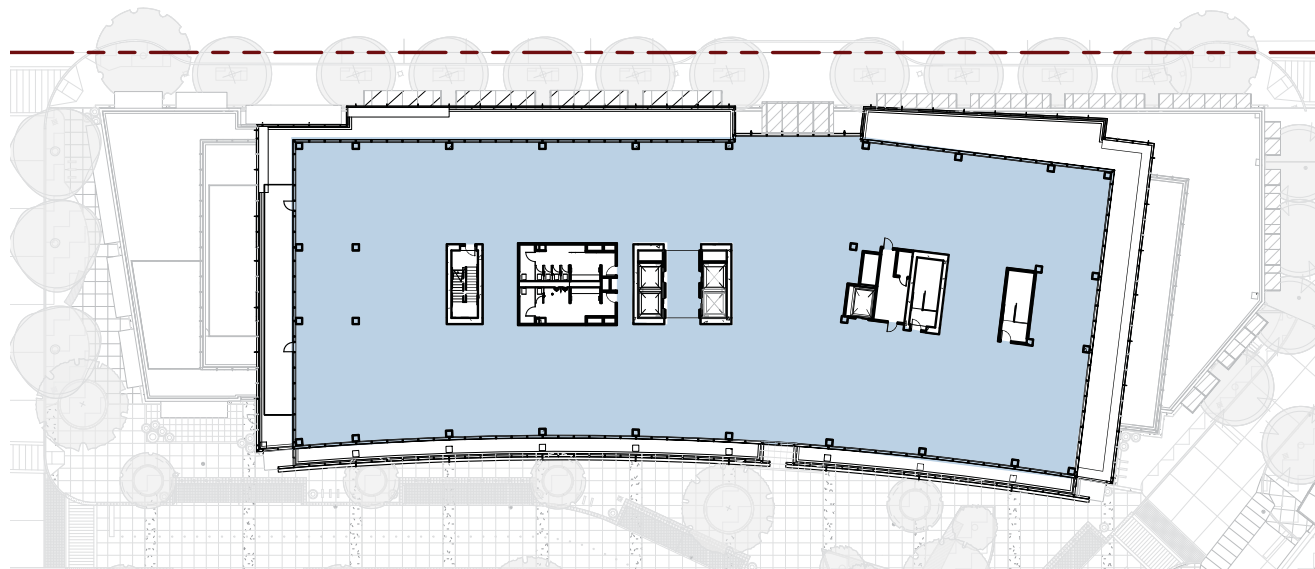
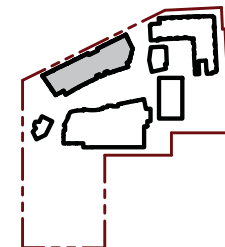
LEGEND

- 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"

0' 20' 40' 80'



BUILDING E - OFFICE & RETAIL SIGNS

Exterior Elevations

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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

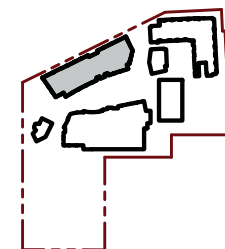
LEGEND

- 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

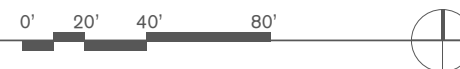
KEYNOTES

- 01 Retail Storefront Type 1
- 02 Retail Storefront Type 2
- 03 Retail Storefront Type 3

KEY PLAN



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



BUILDING E - OFFICE & RETAIL SIGNS

Exterior Elevations

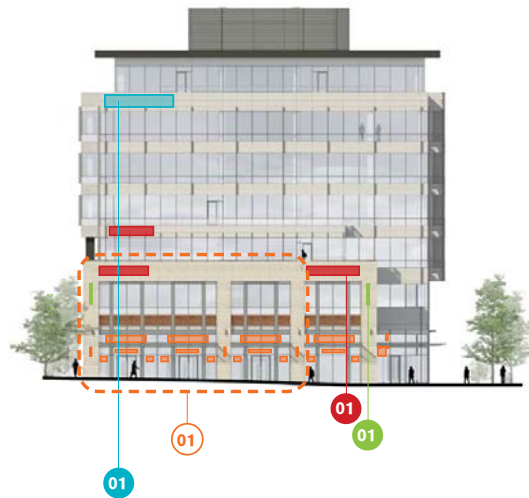
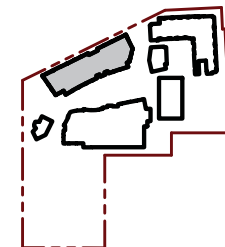
LEGEND

- 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

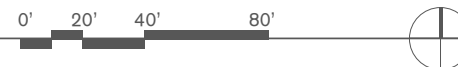
KEY PLAN



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



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



BUILDING E - OFFICE & RETAIL SIGNS

Exterior Elevations

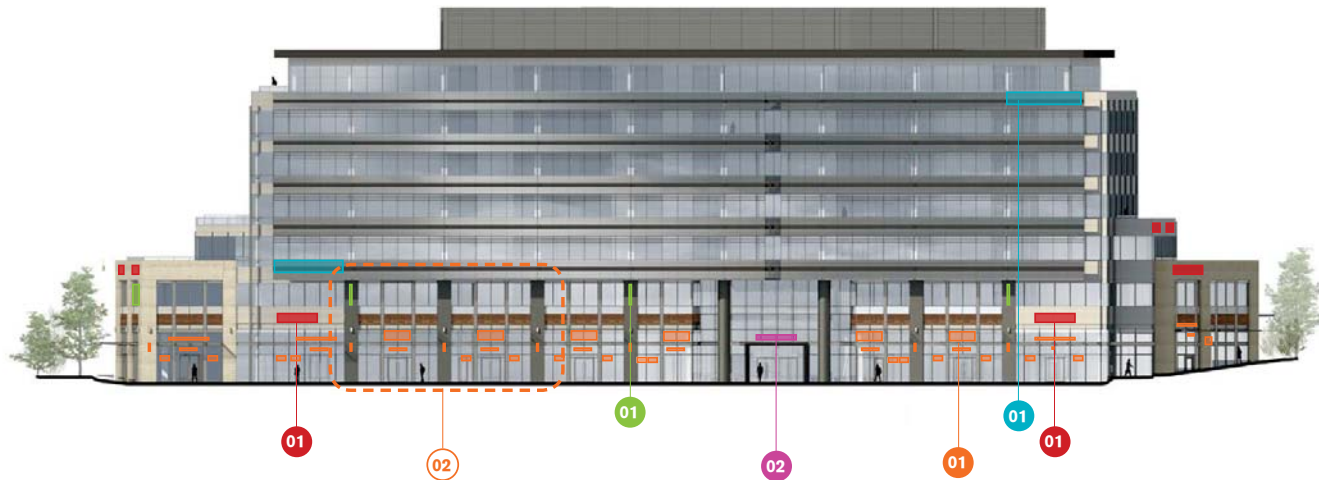
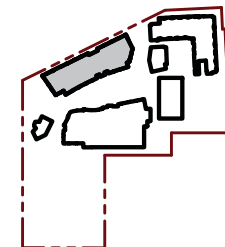
LEGEND

- 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

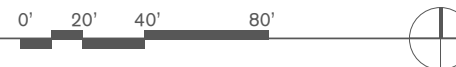
KEYNOTES

- 01 Retail Storefront Type 1
- 02 Retail Storefront Type 2
- 03 Retail Storefront Type 3

KEY PLAN



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



BUILDING E - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM NW CORNER



TYPOLGY EXAMPLES



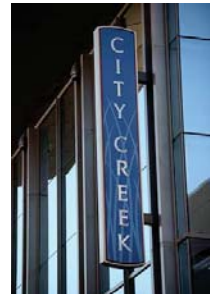
01 FASCIA SIGN TYPE 1



00 FASCIA SIGN TYPE 2



00 BLADE SIGN TYPE 1



BUILDING E - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM SE CORNER



TYPOLGY EXAMPLES



01 FASCIA SIGN TYPE 1



01 FASCIA SIGN TYPE 2



01 BLADE SIGN TYPE 1



BUILDING E - BUILDING IDENTIFICATION

Elevations & Renderings



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

TYPICAL BUILDING IDENTIFICATION SIGN

SCALE: 1/2" = 1'-0"



TYPOLOGY EXAMPLES



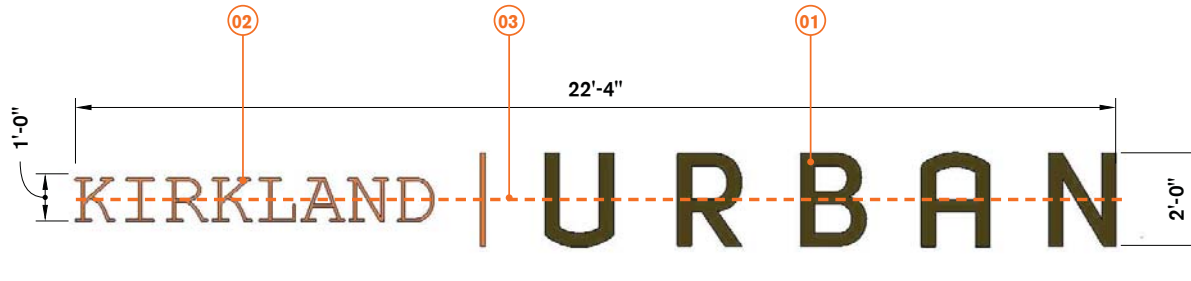
01 VIEW OF NORTH ENTRANCE



02 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

TPOLOGY EXAMPLES

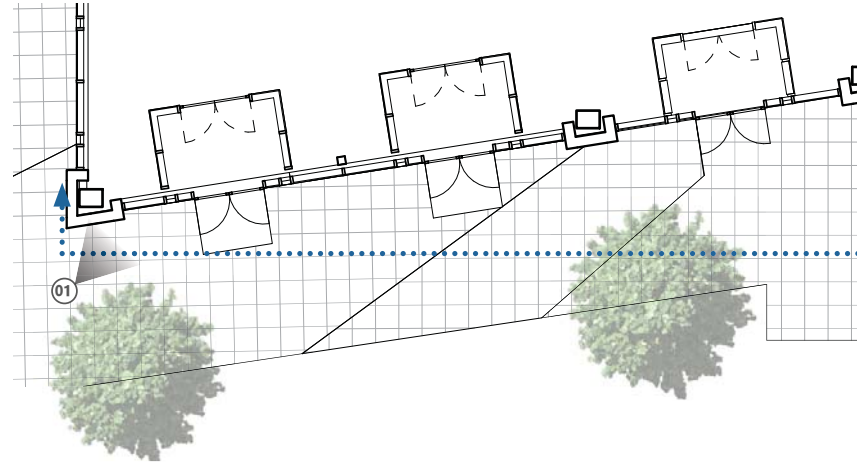


03 VIEW OF SIGN FROM CENTRAL WAY

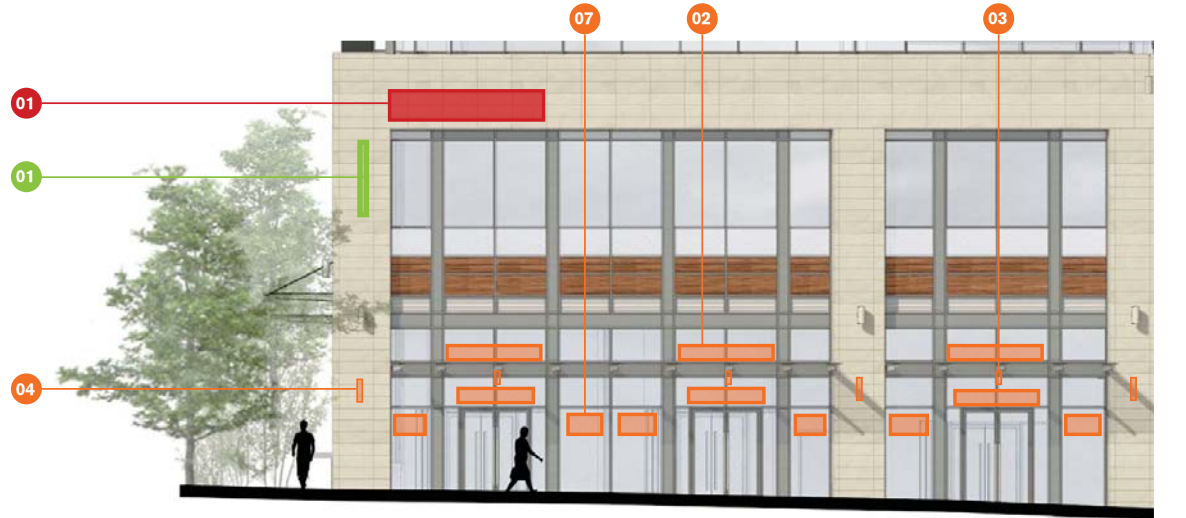


BUILDING E - OFFICE & RETAIL SIGNS

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

- 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

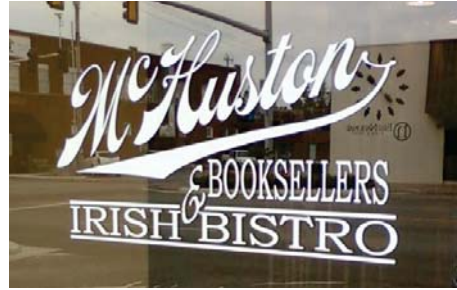


BUILDING E - OFFICE & RETAIL SIGNS

Renderings



05 BLADE SIGN TYPE 2



07 GLAZING SIGN TYPE 1



02 CANOPY SIGN TYPE 1



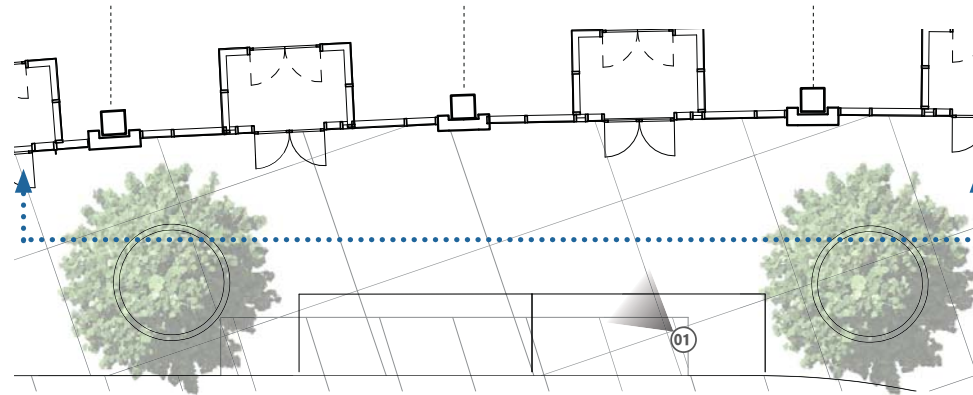
03 BLADE SIGN TYPE 3



01 VIEW OF STOREFRONT TYPE 1

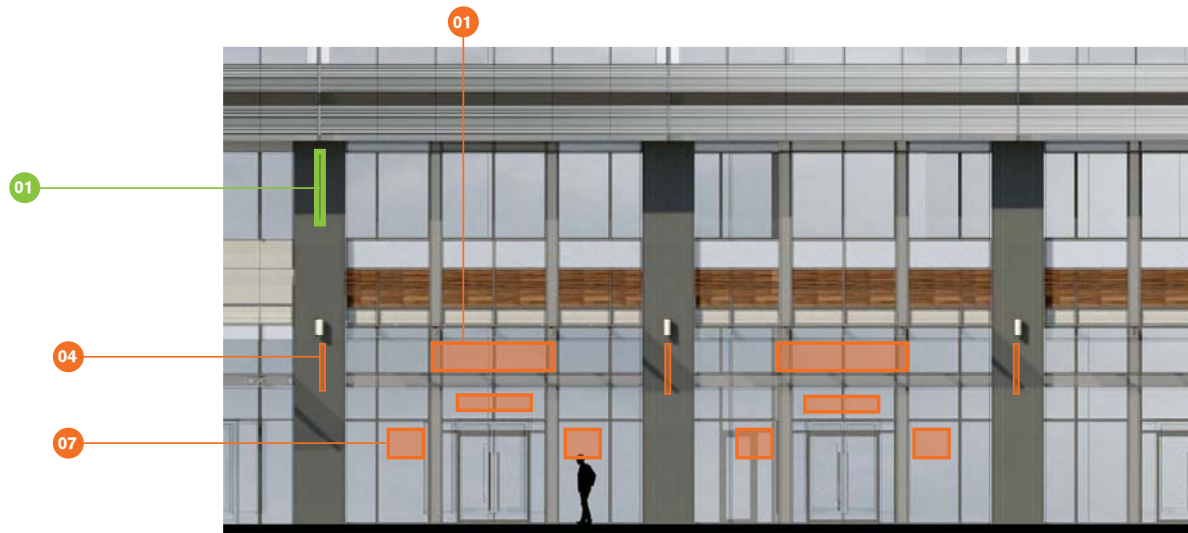
BUILDING E - OFFICE & RETAIL SIGNS

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



04 BLADE SIGN TYPE 1



07 GLAZING SIGN TYPE 1



01 FASCIA SIGN TYPE 1



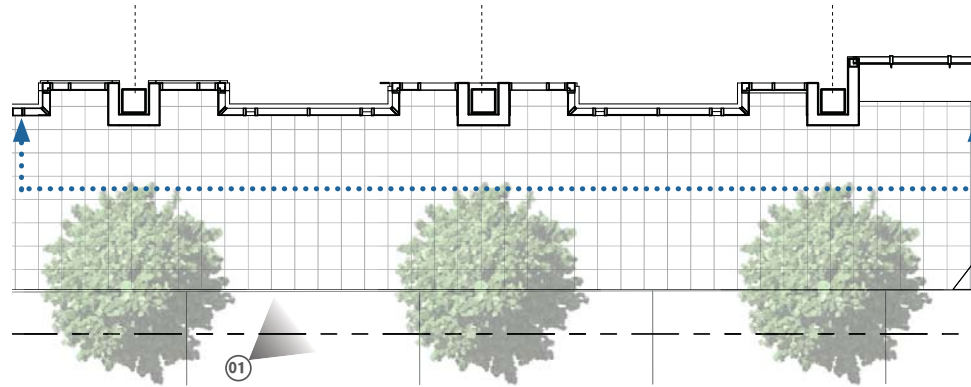
07 GLAZING SIGN TYPE 1



01 VIEW OF STOREFRONT TYPE 2

BUILDING E - OFFICE & RETAIL SIGNS

Enlarged 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

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

ENLARGED PLAN - TYP STOREFRONT TYPE 3

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



NORTH ELEVATION - TYP STOREFRONT TYPE 3

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

KEY PLAN



BUILDING E - OFFICE & RETAIL SIGNS

Renderings



05 BLADE SIGN TYPE 2



06 AWNING SIGN TYPE 1



05 BLADE SIGN TYPE 2



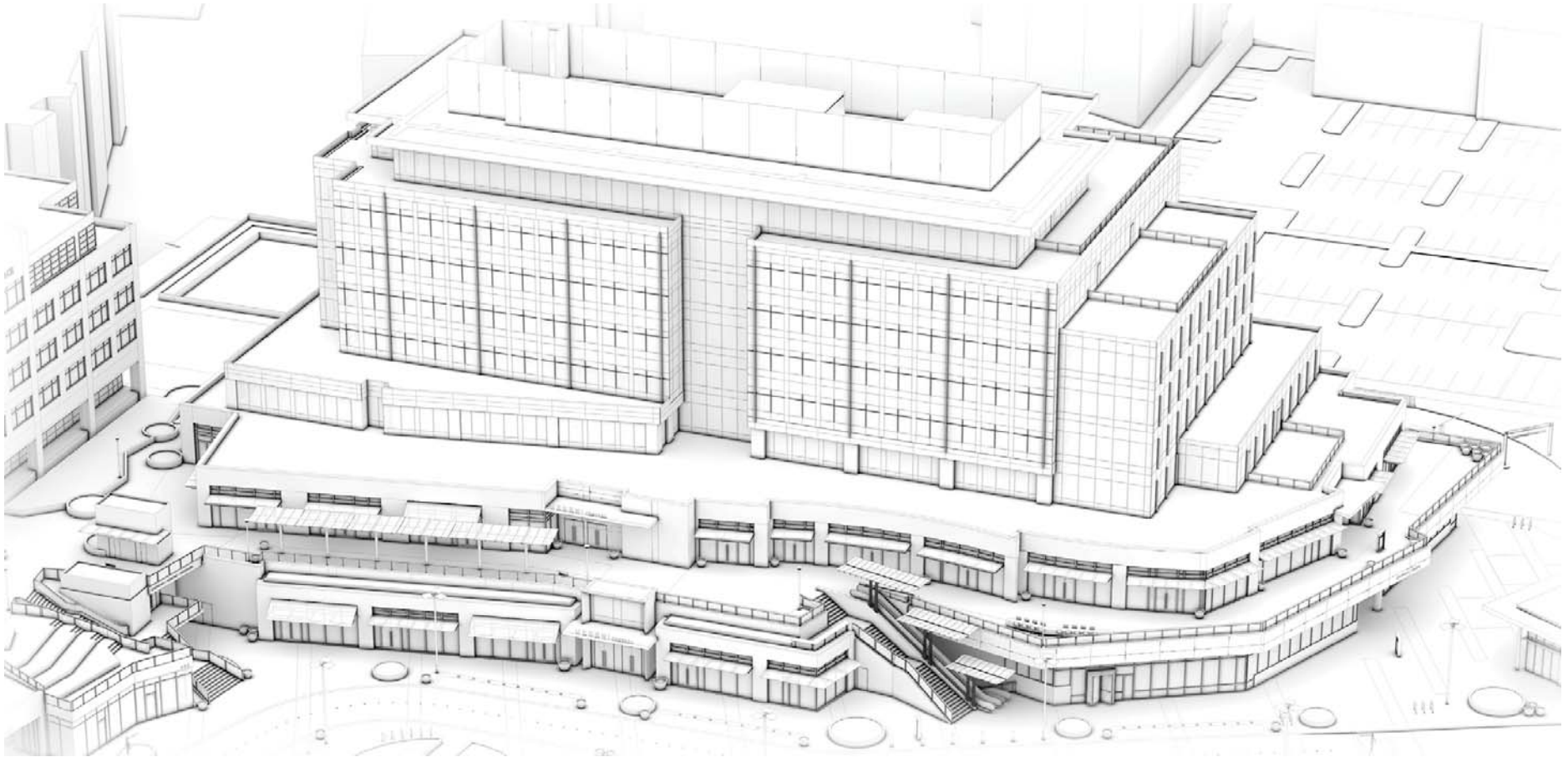
07 GLAZING SIGN TYPE 1



01 VIEW OF STOREFRONT TYPE 3

BUILDING F - OFFICE & RETAIL SIGNS

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



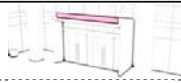


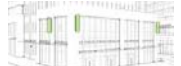

VIEW OF THE SW CORNER









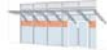
BUILDING F - OFFICE & RETAIL SIGNS

Sign Identification Key

BUILDING IDENTIFICATION & OFFICE SIGNS

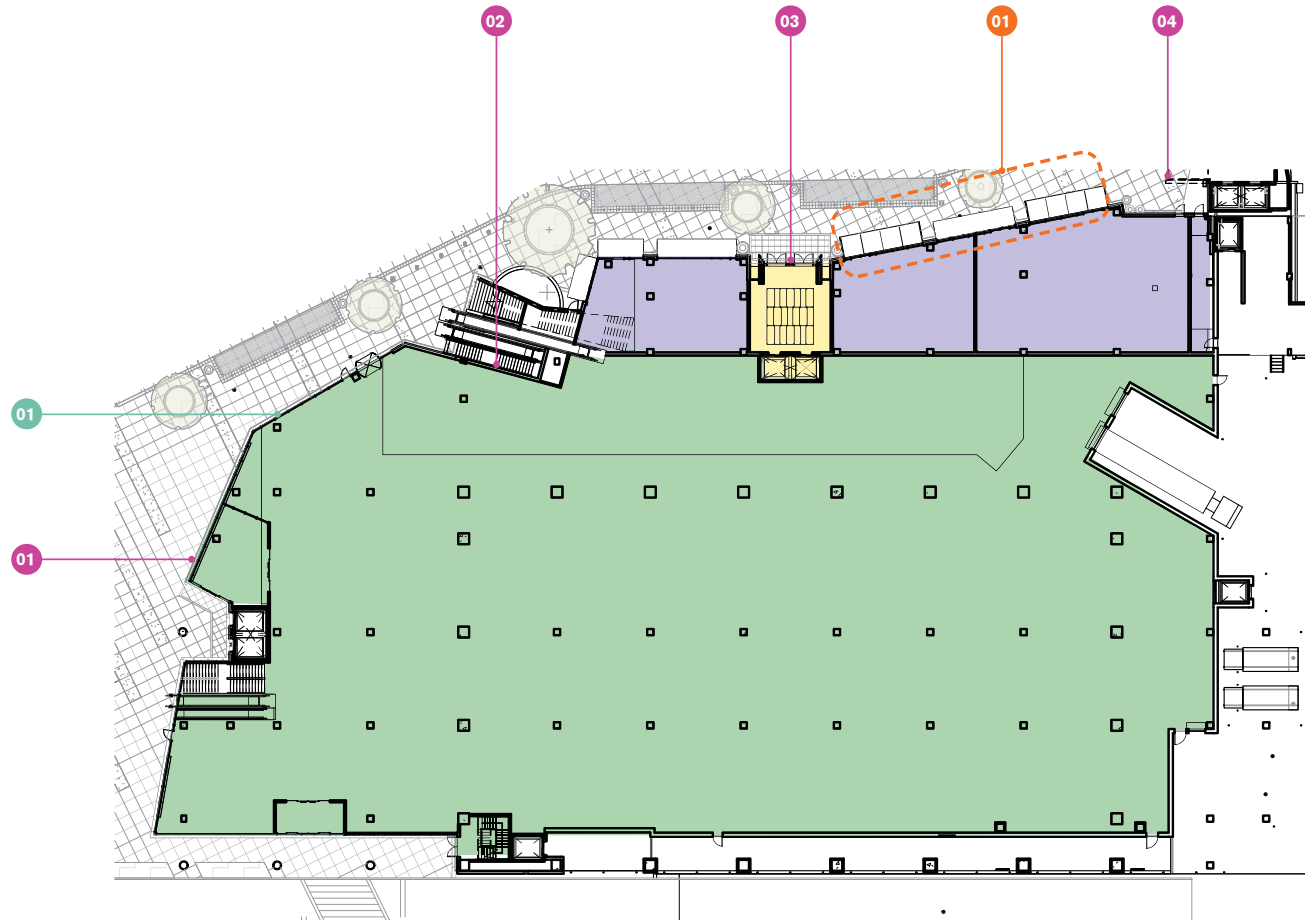
CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Building Identification	Building signs that reinforce branding and identify the project or each building on site	Mostly located at building main entrances above canopies and vestibules.		1.5' x 18' 1' x 12'	Building Identity = 4 Misc Identity = 3	25 SF 12 SF
01	Tenant - Fascia Sign Type 1	For large tenants that occupy one or more floors in a building	Located on walls or fascias above level 2		4.5' x 25'	4	110 SF
01	Tenant - Fascia Sign Type 2	For smaller tenants that may occupy one floor or less in the building.	Located on walls or fascias above level 1 and below level 4		3.5' x 17'	10	58 SF
01	Tenant - Blade Sign Type 1	Meant for large or small tenants to provide additional options for location and visibility	Located as vertically oriented and projecting blade signs between levels 2 and 3		3' x 9'	4	25 SF
01	Tenant - Cornerstone	Special sign sizes and areas dedicated to large Cornerstone tenants	Located as wall or fascia signs between levels 1 and 2		15' x 20' 5.5' x 26'	1 1	300 SF 143 SF

RETAIL & STOREFRONT SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans



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

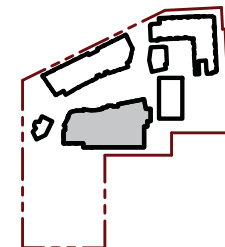
LEGEND

- 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
- Retail Storefront Callout

USES

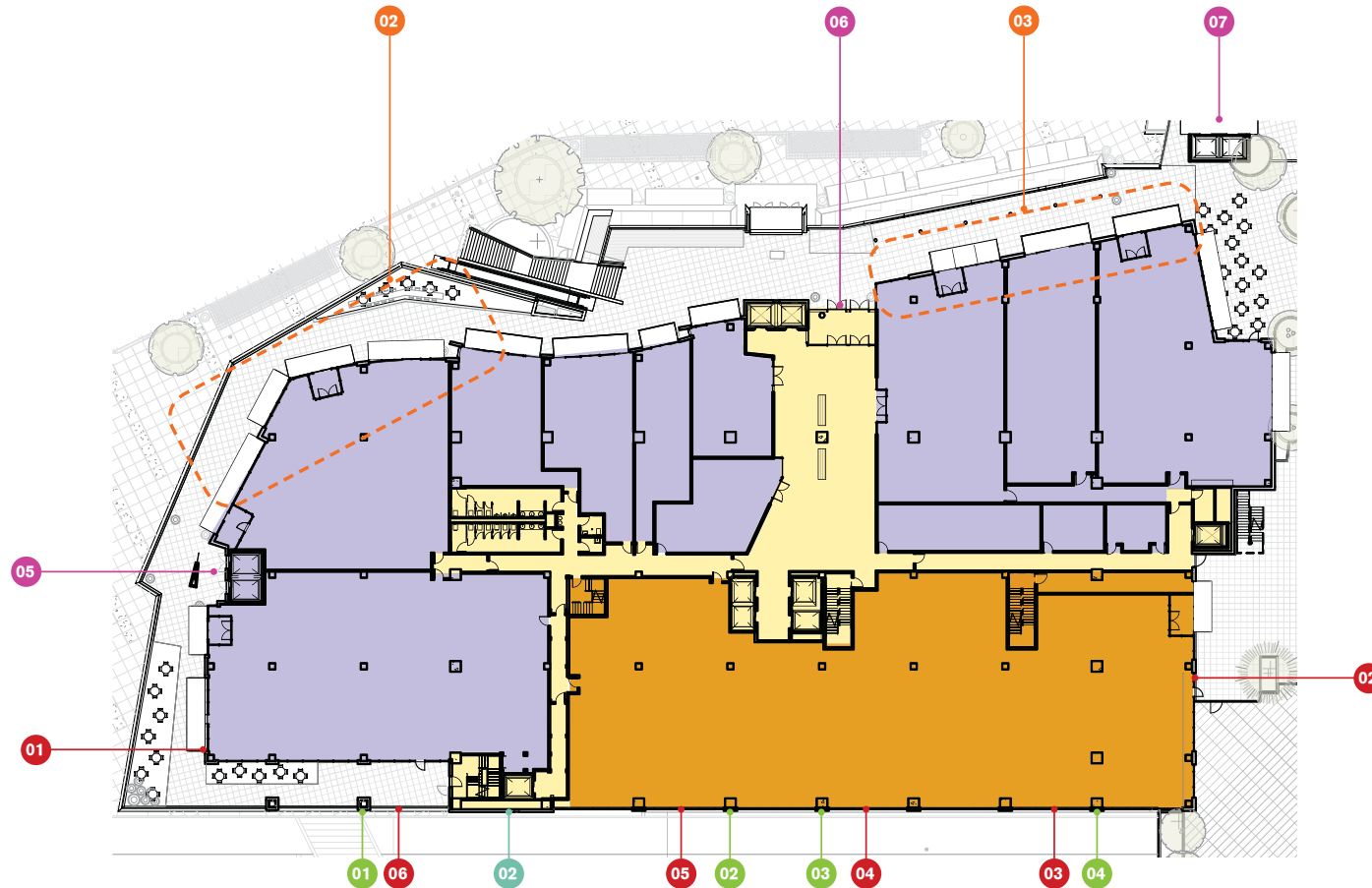
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN



BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans



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

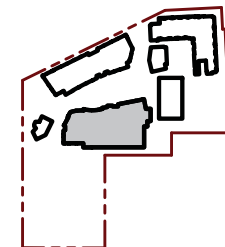
LEGEND

- 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

USES

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

KEY PLAN

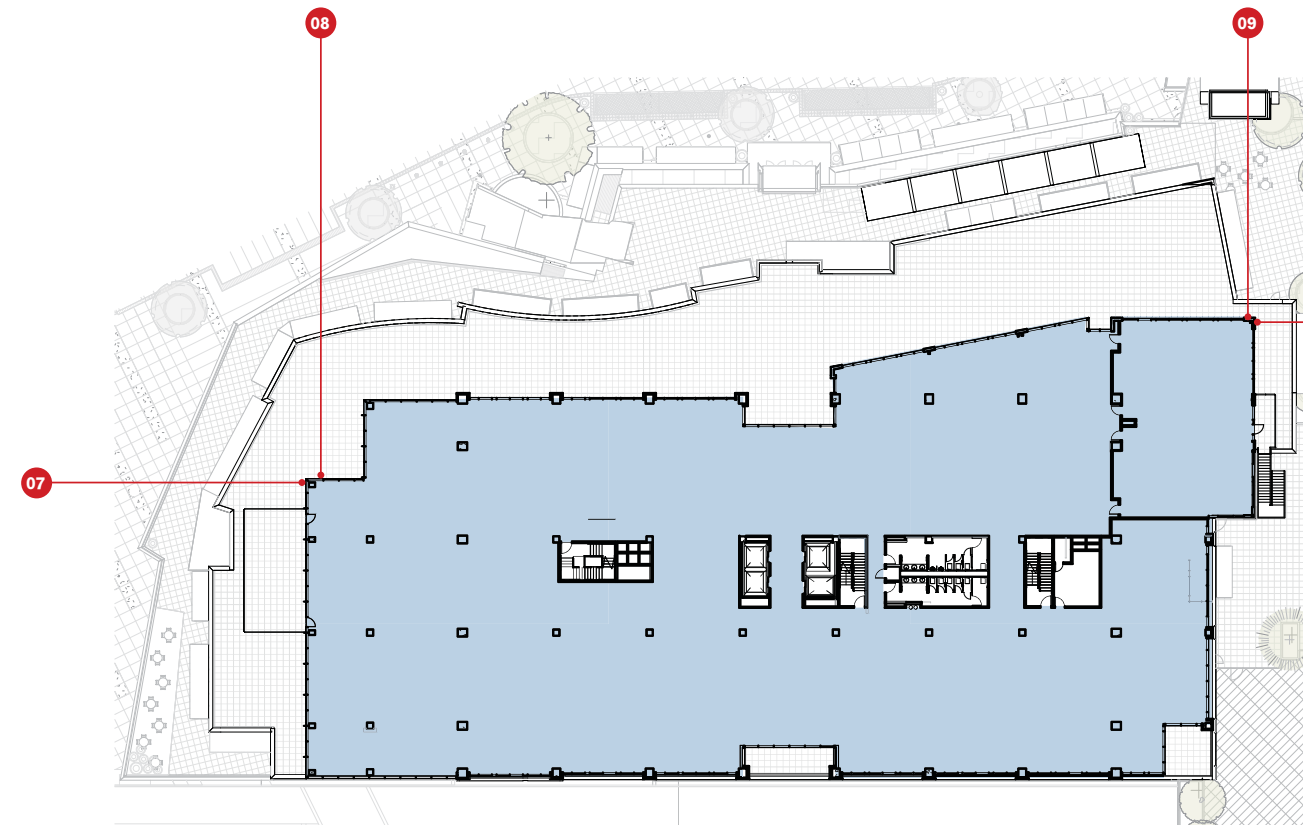


BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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



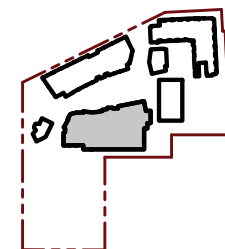
LEGEND

- 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



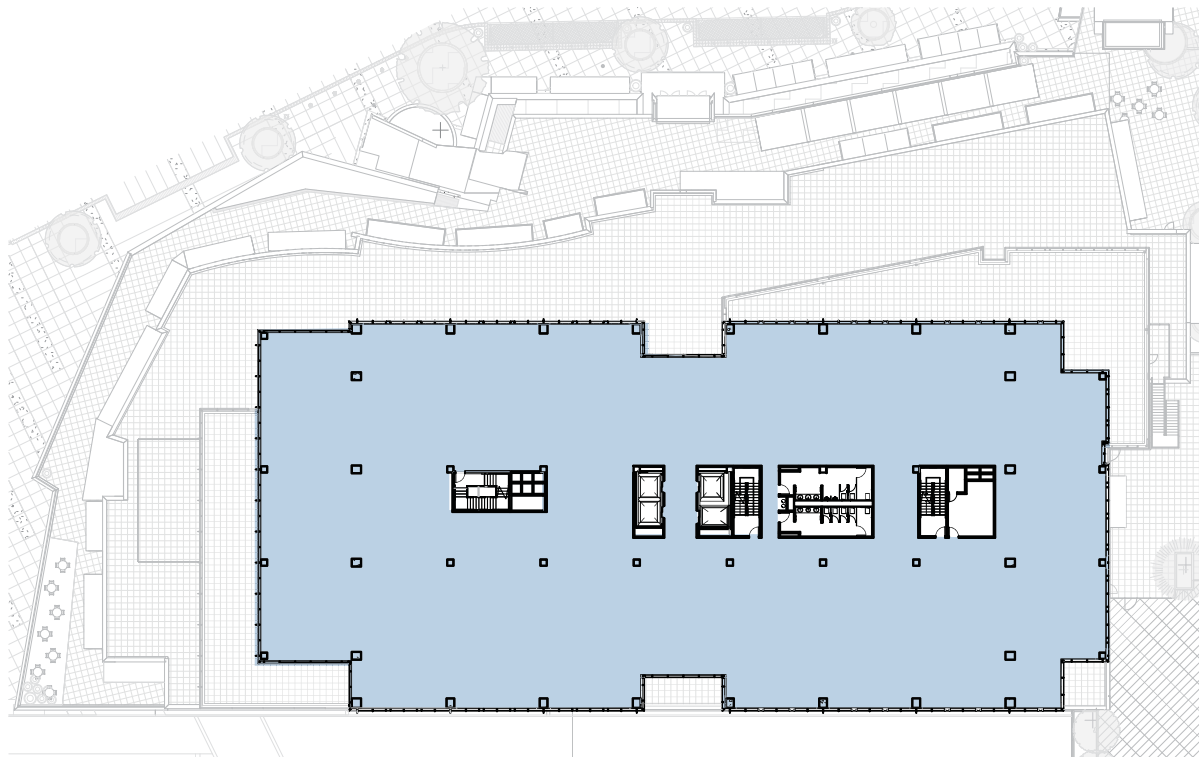
LEVEL 3 SIGN PLAN
SCALE: 1" = 40'-0"



BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

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



LEVELS 4 & 5 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

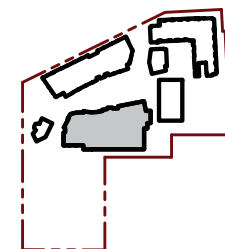
LEGEND

- 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

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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

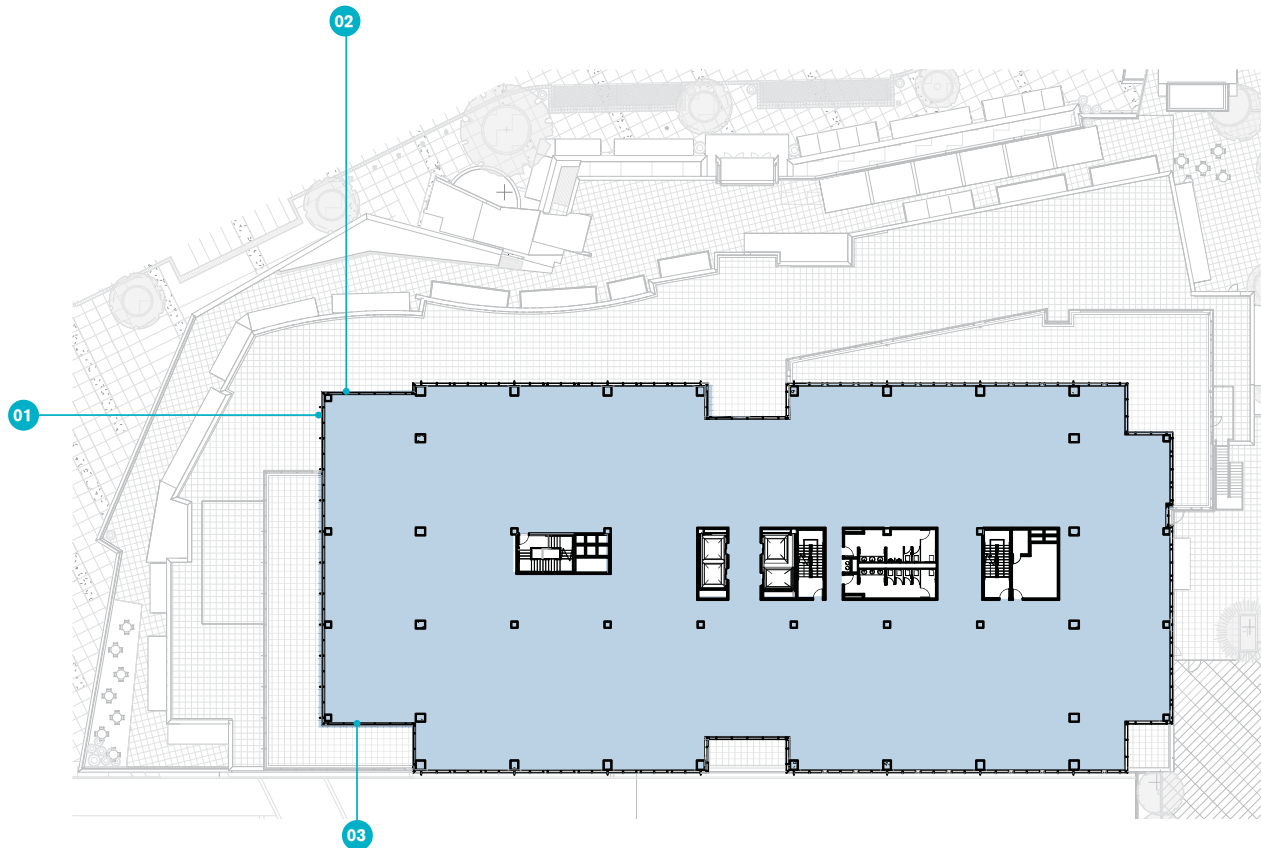
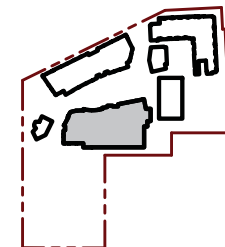
LEGEND

- 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
- Retail Storefront Callout

USES

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

KEY PLAN



LEVEL 6 SIGN PLAN
SCALE: 1" = 40'-0"

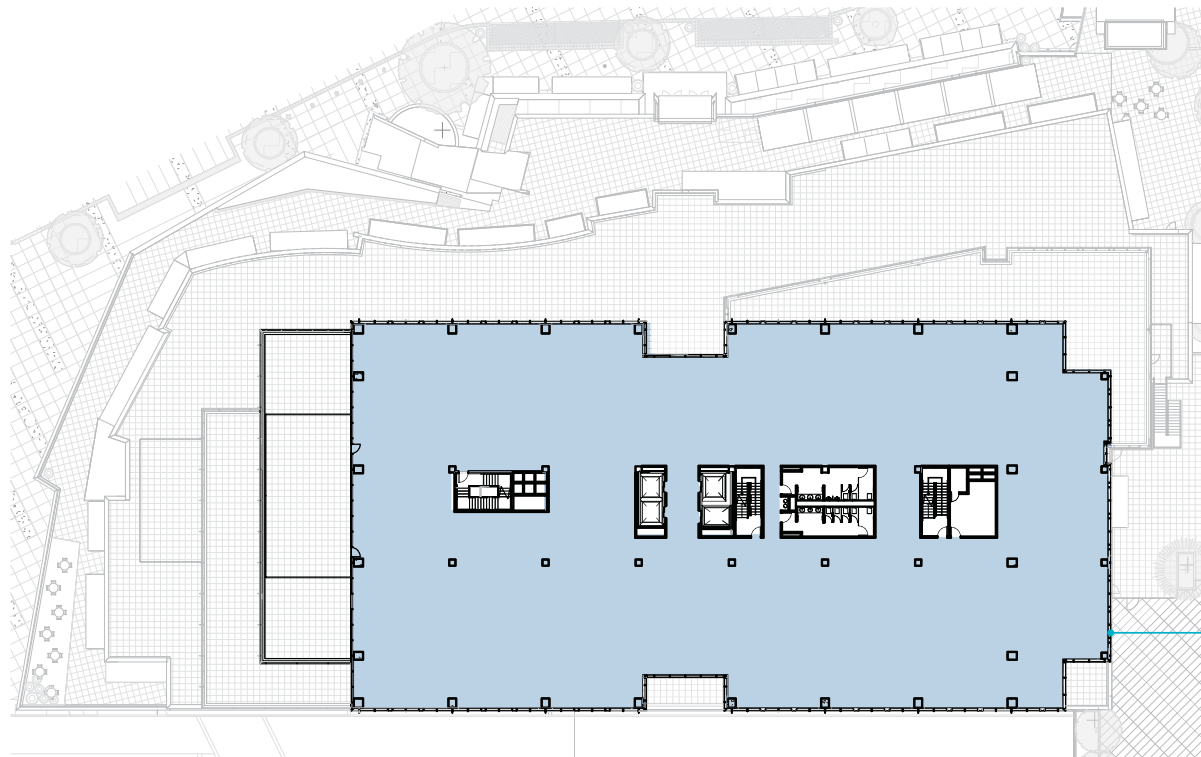


BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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



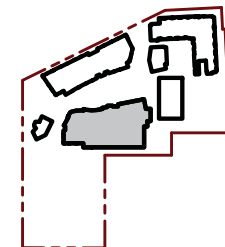
LEGEND

- 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



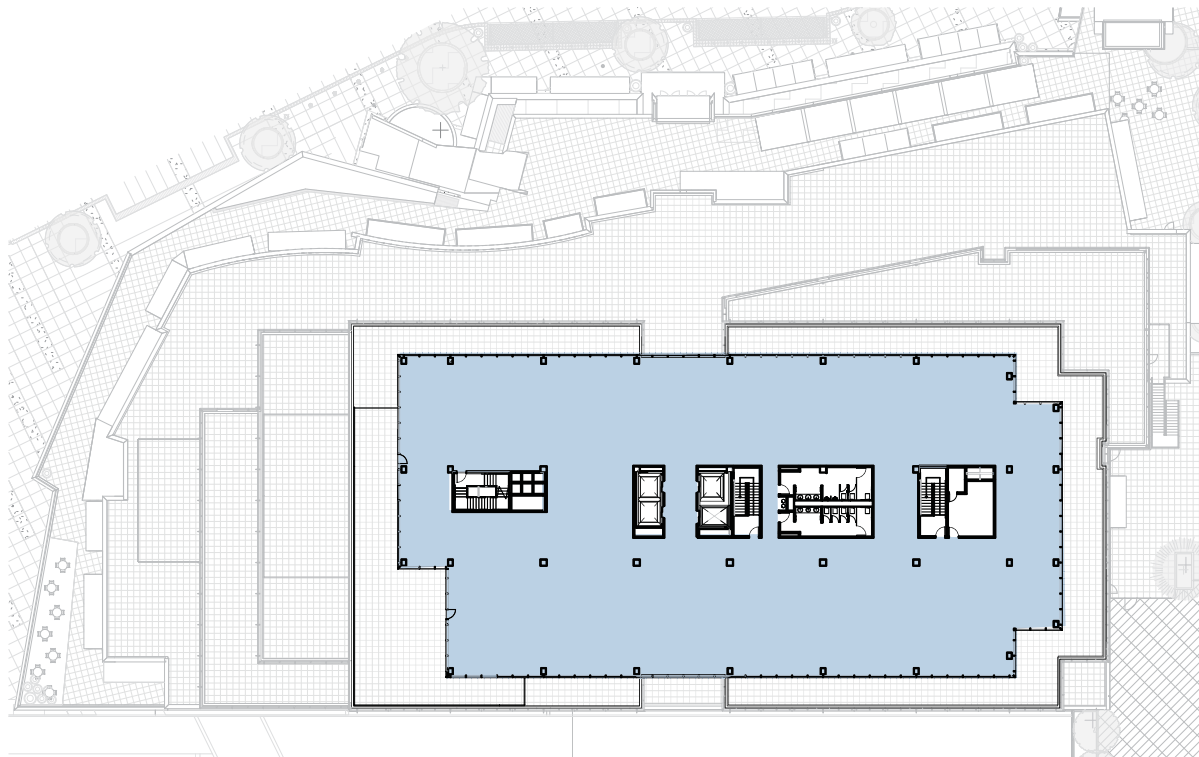
LEVEL 7 SIGN PLAN
SCALE: 1" = 40'-0"

0' 20' 40' 80'



BUILDING F - OFFICE & RETAIL SIGNS

Floor Plans



LEVEL 8 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

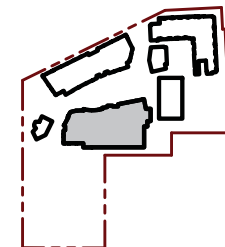
LEGEND

- 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

Exterior Elevations

ATTACHMENT 2
MASTER SIGN PLAN - KIRKLAND URBAN
PSN17-00093

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

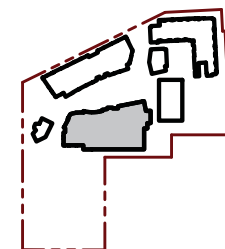
LEGEND

- 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

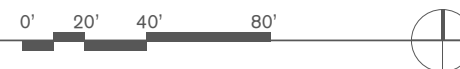
KEYNOTES

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

KEY PLAN



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



BUILDING F - OFFICE & RETAIL SIGNS

Exterior Elevations

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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

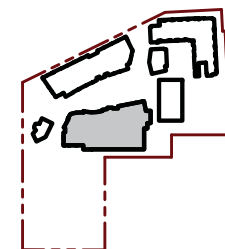
LEGEND

- 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"

0' 20' 40' 80'



BUILDING F - OFFICE & RETAIL SIGNS

Exterior Elevations

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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

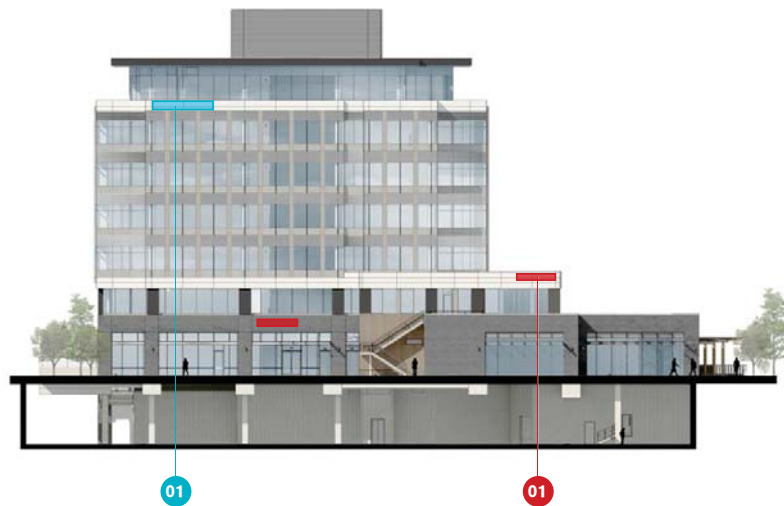
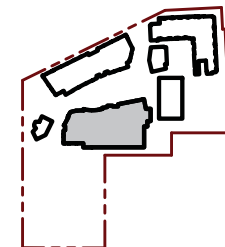
LEGEND

- 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

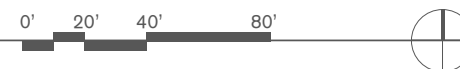
KEYNOTES

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

KEY PLAN



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



BUILDING F - OFFICE & RETAIL SIGNS

Exterior Elevations

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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

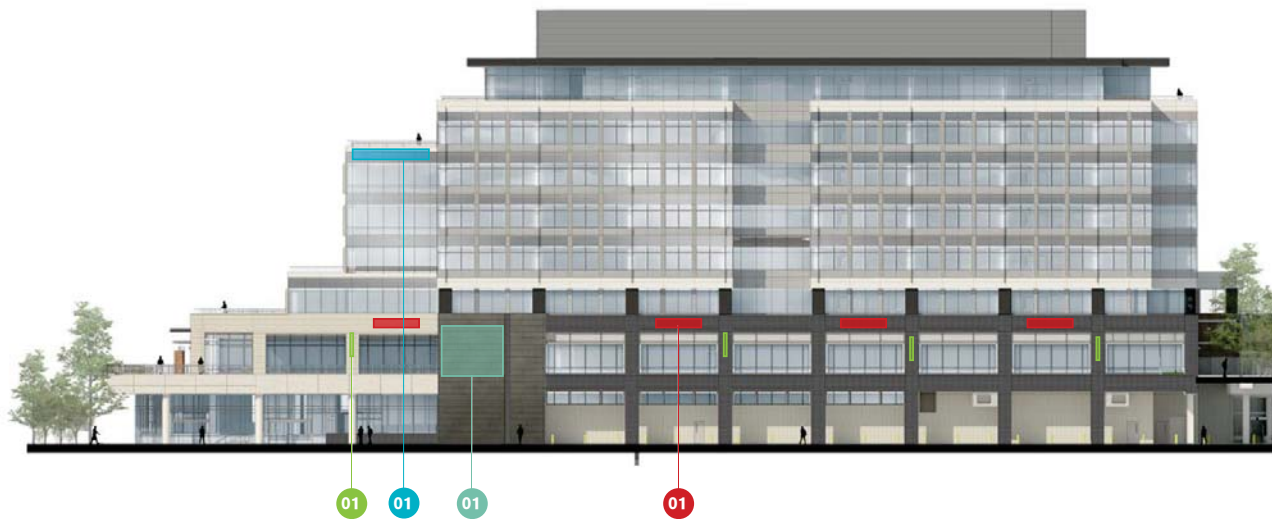
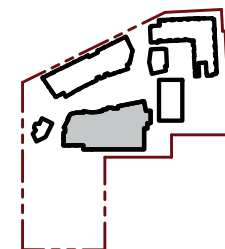
LEGEND

- 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

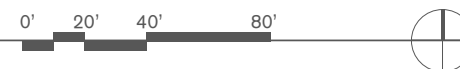
KEYNOTES

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

KEY PLAN



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



BUILDING F - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM NW CORNER



TYPOLGY EXAMPLES



01 FASCIA SIGN TYPE 1



00 FASCIA SIGN TYPE 2



00 CORNERSTONE

BUILDING F - OFFICE & RETAIL SIGNS

Renderings

VIEW FROM NW CORNER



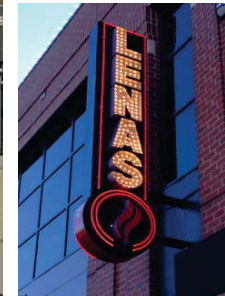
OFFICE TYPOLOGY EXAMPLES



01 FASCIA SIGN TYPE 1



00 FASCIA SIGN TYPE 2

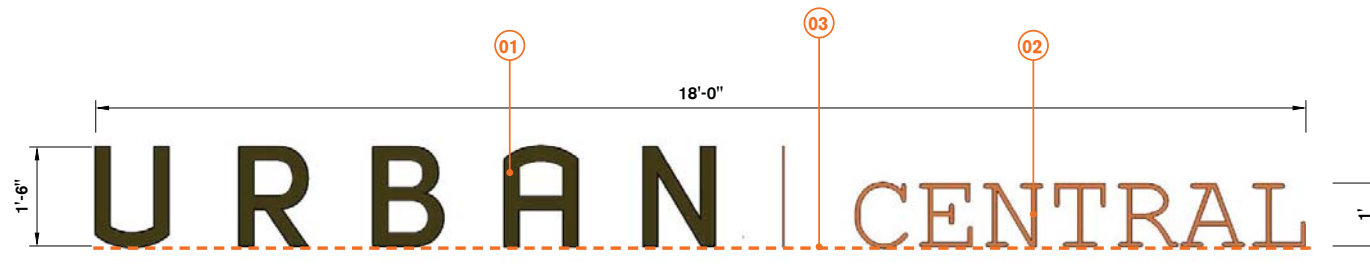


01 BLADE SIGN TYPE 1



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



TYOLOGY EXAMPLES



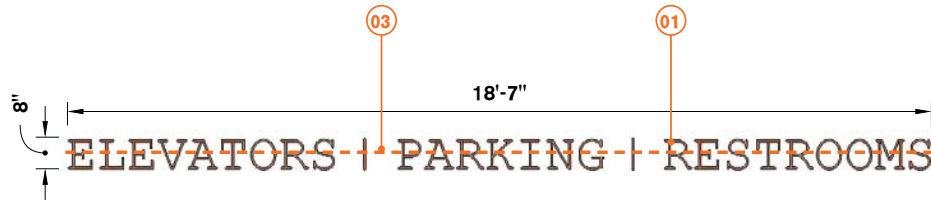
03 06 VIEW OF NORTH ENTRANCES



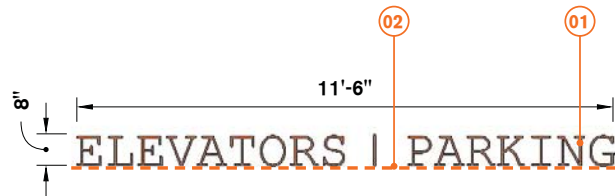
01 05 VIEW OF WEST ENTRANCES

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



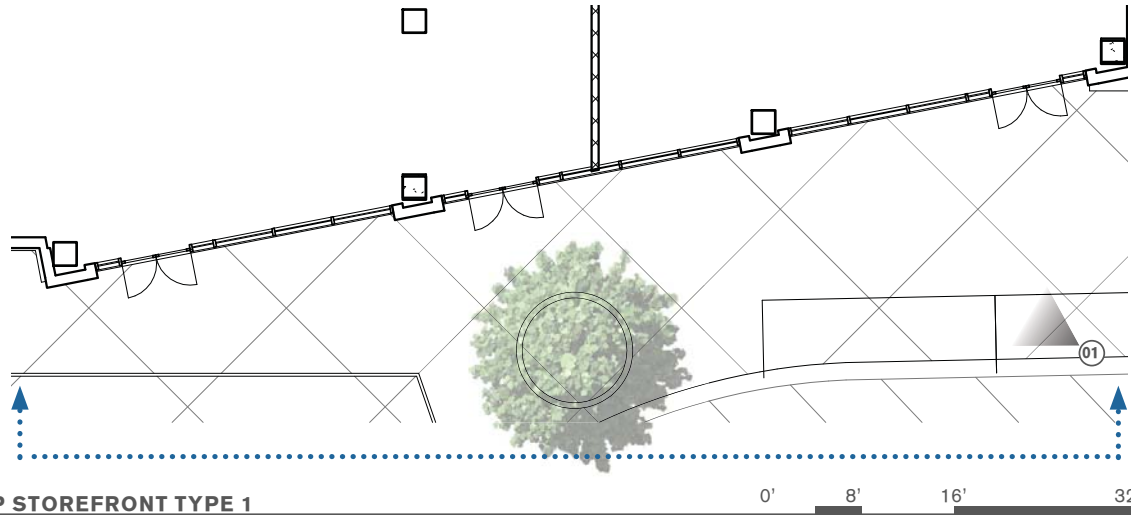
02 VIEW OF STAIR & ESCALATORS



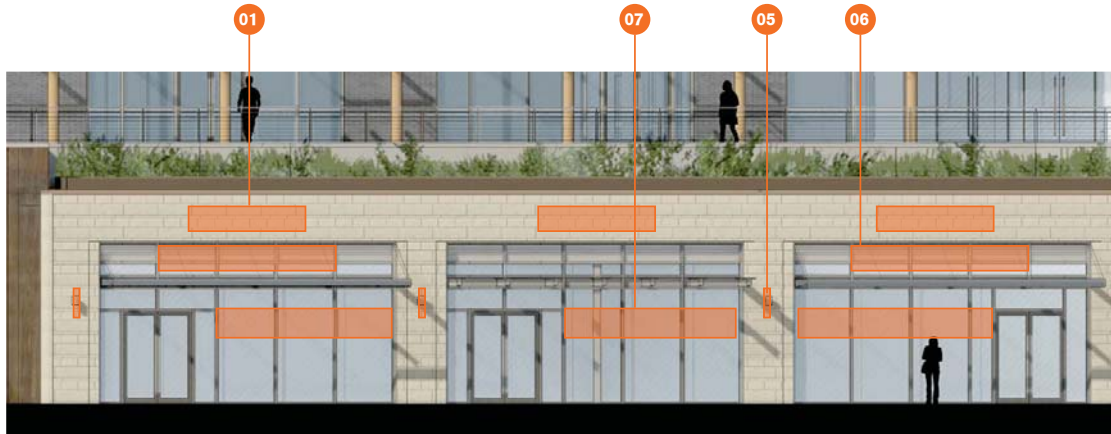
04 07 VIEW OF PLAZA ELEVATOR

BUILDING F - OFFICE & RETAIL SIGNS

Enlarged Elevations



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



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

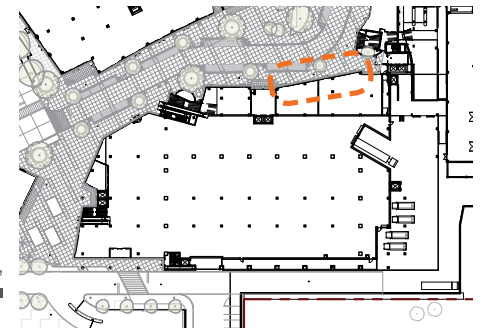
LEGEND

- 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 F - OFFICE & RETAIL SIGNS

Renderings



05 BLADE SIGN TYPE 2



01 FASCIA SIGN TYPE 1



07 GLAZING SIGN TYPE 1



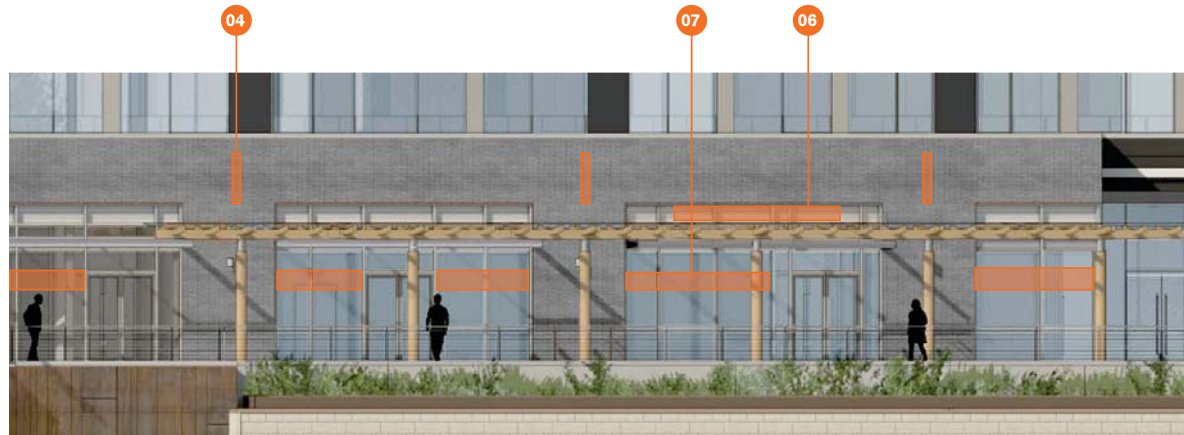
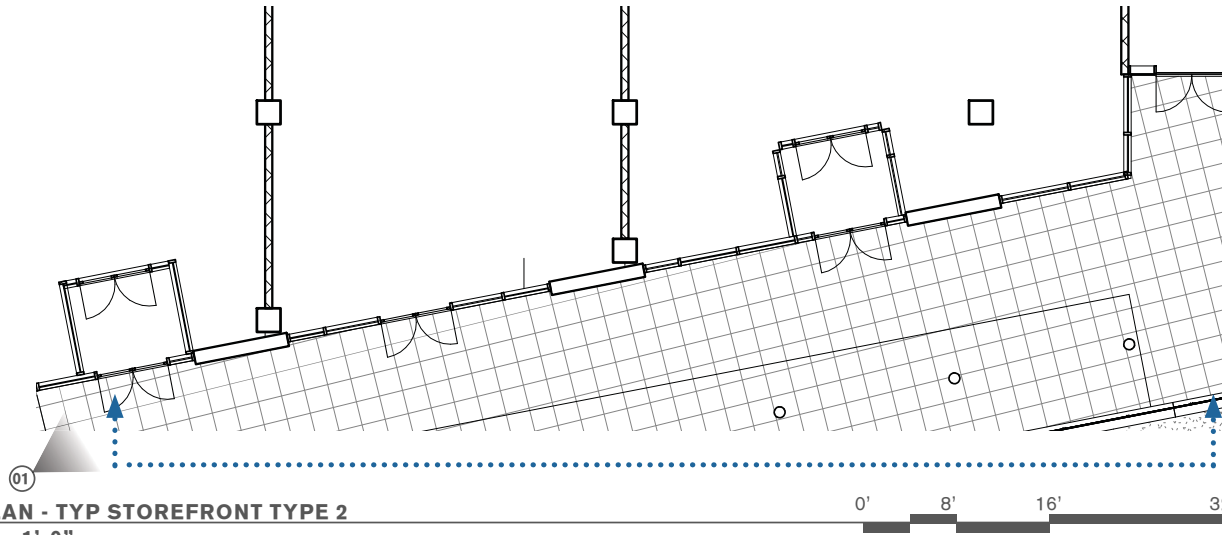
06 AWNING SIGN TYPE 1



01 VIEW OF STOREFRONT TYPE 1

BUILDING F - OFFICE & RETAIL SIGNS

Enlarged Elevations



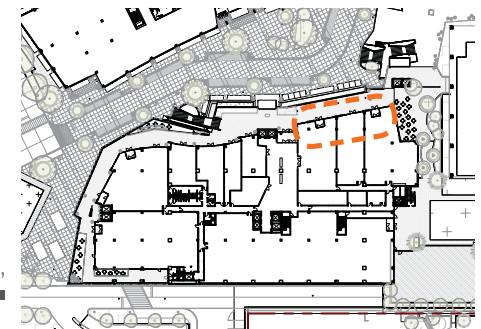
LEGEND

- 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

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 F - OFFICE & RETAIL SIGNS

Renderings



02 CANOPY SIGN TYPE 1



04 BLADE SIGN TYPE 1



07 GLAZING SIGN TYPE 1



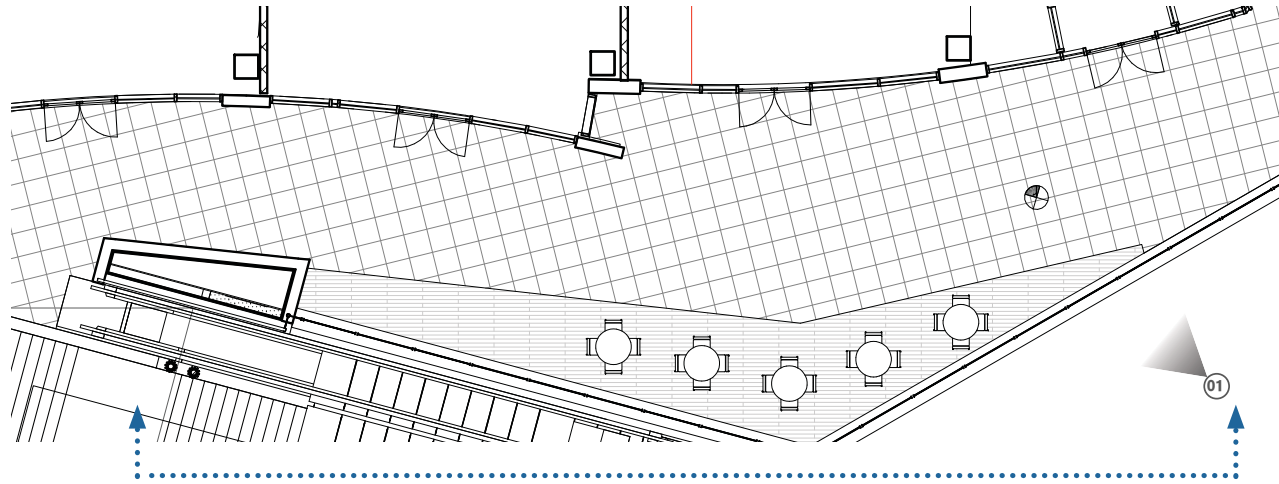
06 AWNING SIGN TYPE 1



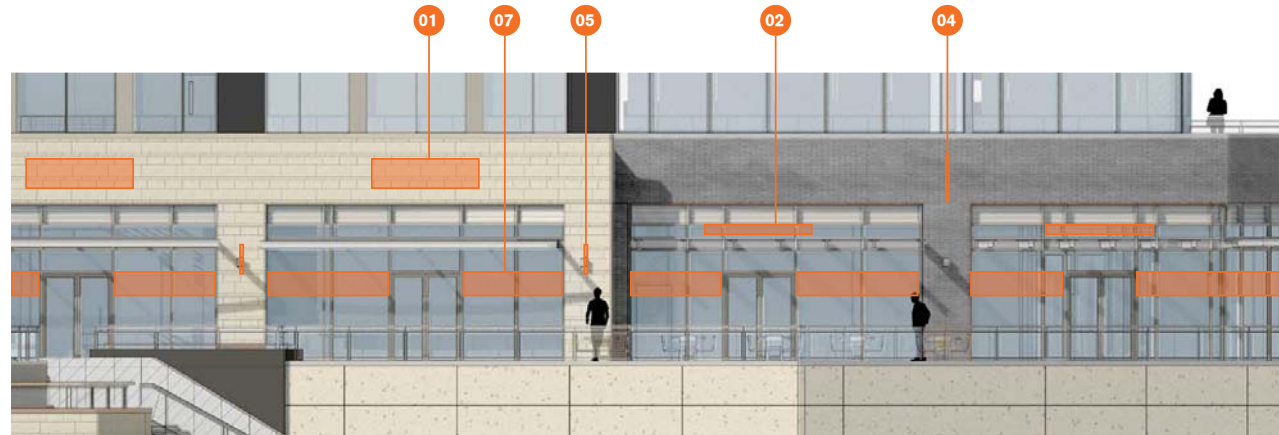
01 VIEW OF STOREFRONT TYPE 2

BUILDING F - OFFICE & RETAIL SIGNS

Enlarged Elevations



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



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

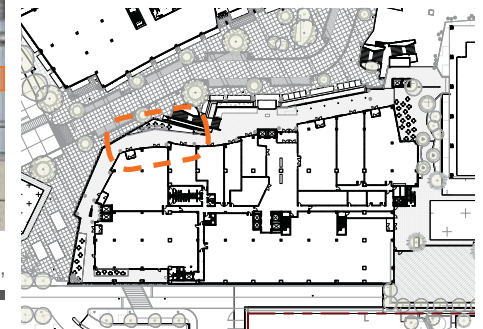
LEGEND

- 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 F - OFFICE & RETAIL SIGNS

Renderings



05 BLADE SIGN TYPE 2



01 FASCIA SIGN TYPE 1



02 CANOPY SIGN TYPE 1



07 GLAZING SIGN TYPE 1



01 VIEW OF STOREFRONT TYPE 3

BUILDING A - RESIDENTIAL & RETAIL SIGNS

AERIAL VIEW FACING SOUTHWEST



BUILDING A - RESIDENTIAL & RETAIL SIGNS

Renderings

VIEW OF THE NE CORNER



VIEW OF THE NW CORNER



VIEW OF THE SE CORNER



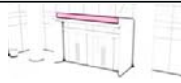
VIEW OF THE SW CORNER










BUILDING A - RESIDENTIAL & RETAIL SIGNS

Sign Identification Key

BUILDING IDENTIFICATION SIGNS

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

RETAIL & STOREFRONT SIGNS

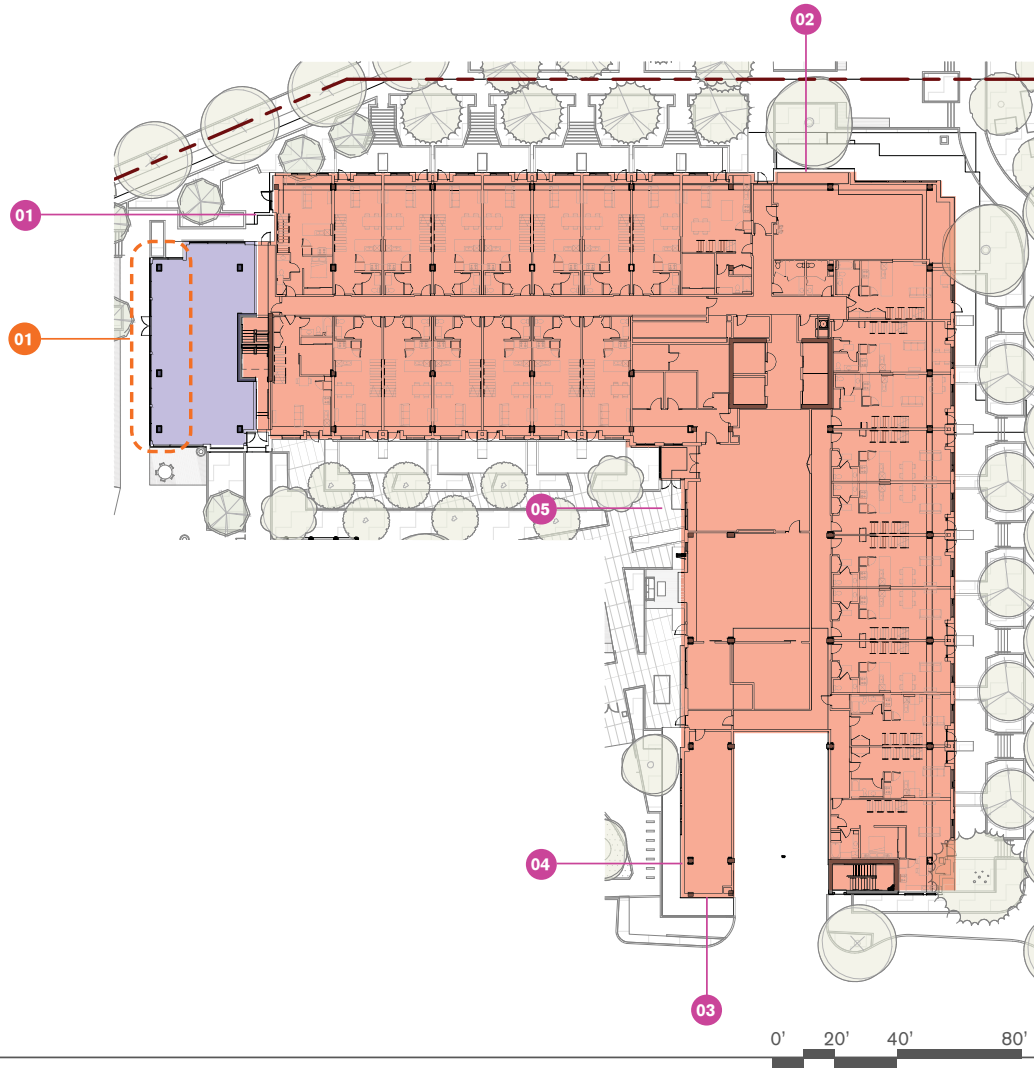
CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING A - RESIDENTIAL & 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



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

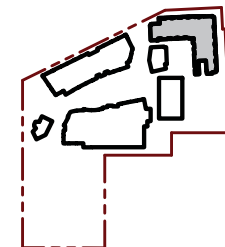
LEGEND

- 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

USES

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

KEY PLAN

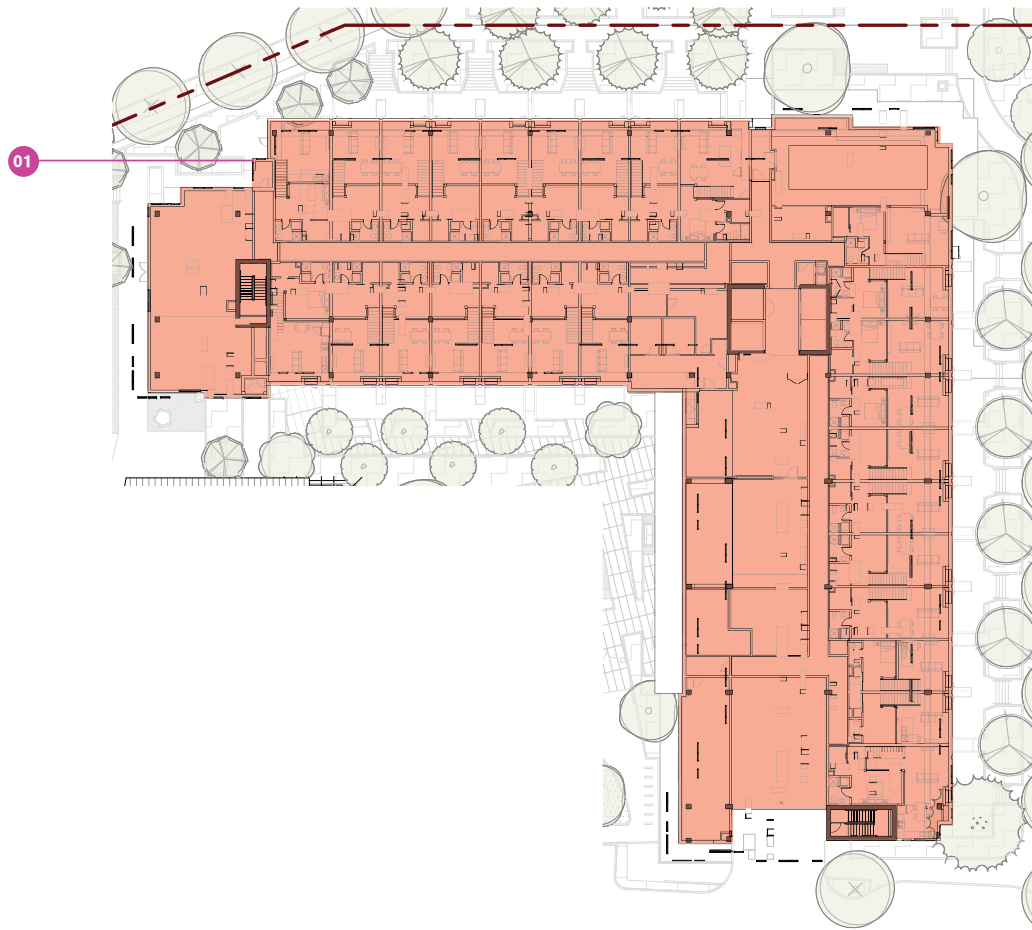


BUILDING A - RESIDENTIAL & RETAIL SIGNS

Floor Plans

ATTACHMENT 2 MASTER SIGN PLAN - KIRKLAND URBAN PSN17-00093

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



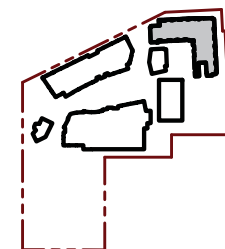
LEGEND

- 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

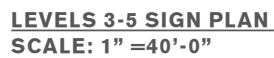


LEVEL 2 SIGN PLAN
SCALE: 1" = 40'-0"



Floor Plans

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



- 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

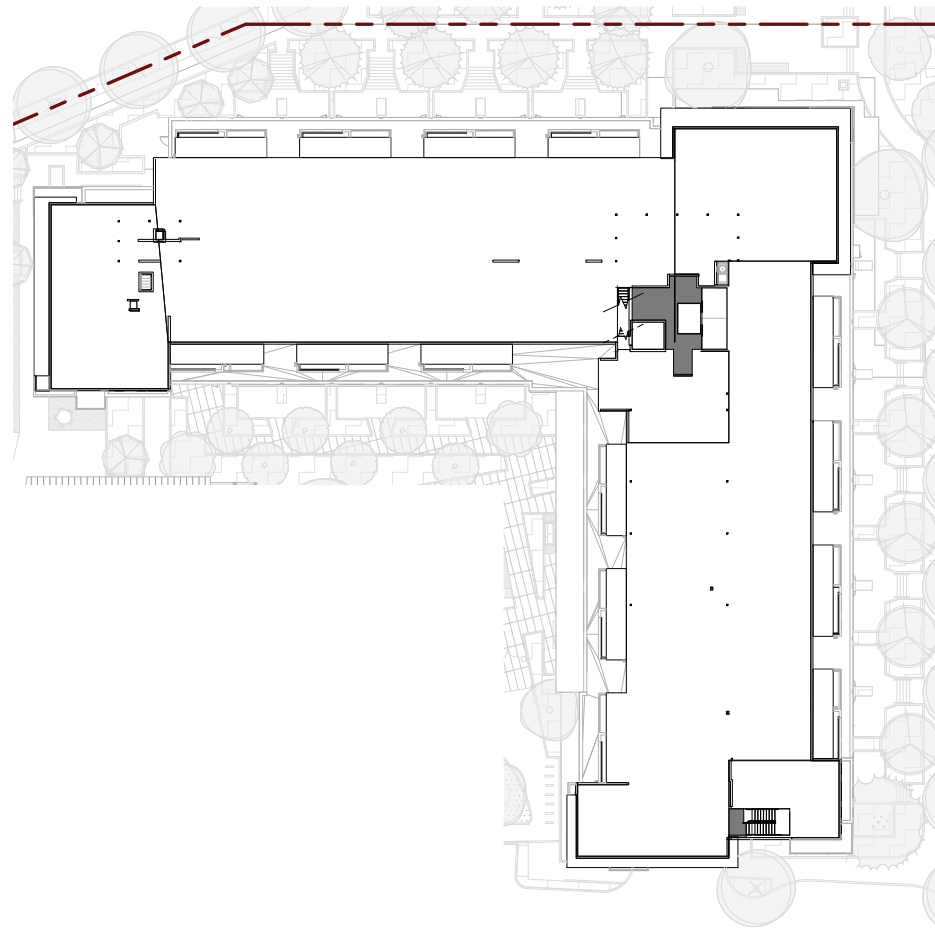
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

BUILDING A - RESIDENTIAL & 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



ROOF SIGN PLAN
SCALE: 1" = 40'-0"

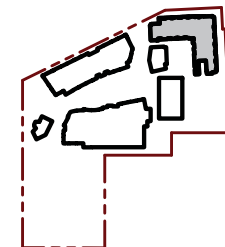
LEGEND

- 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

USES

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

KEY PLAN



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

BUILDING A - RESIDENTIAL & 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
- Retail Storefront Callout

KEYNOTES

- 01 Retail Storefront Type 1

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



0' 20' 40' 80'



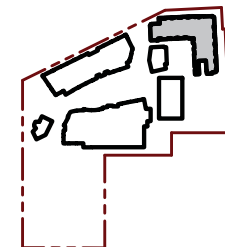
NORTH ELEVATION
 SCALE: 1" = 40'-0"



0' 20' 40' 80'



KEY PLAN

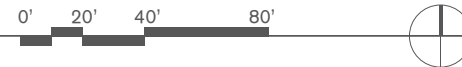


BUILDING A - RESIDENTIAL & RETAIL SIGNS

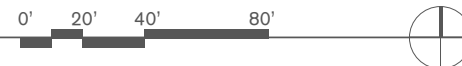
Exterior Elevations



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



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



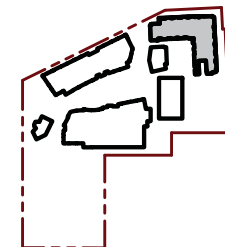
LEGEND

- 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
- Retail Storefront Callout

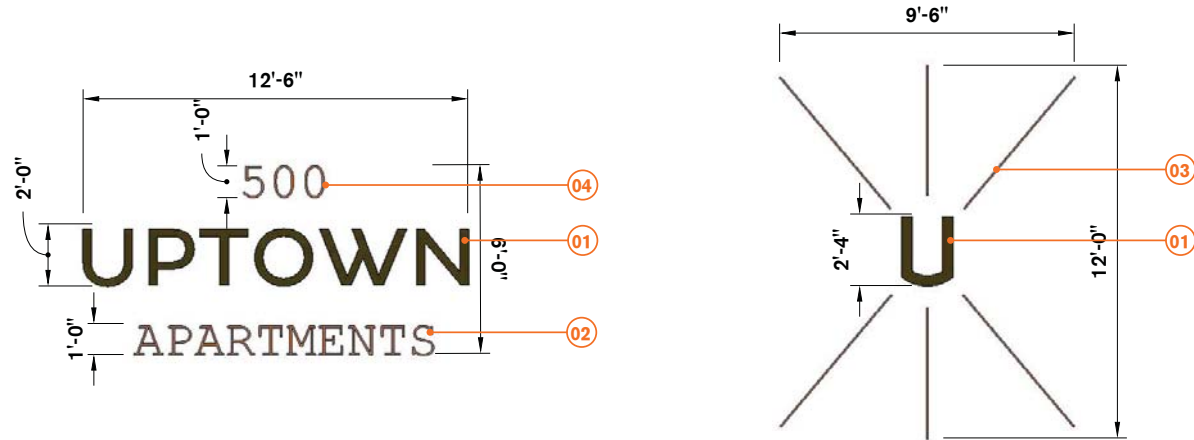
KEYNOTES

- 01 Retail Storefront Type 1

KEY PLAN



BUILDING A - BUILDING IDENTIFICATION
 Elevations & Renderings



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



02 VIEW FROM RESIDENTIAL SIDEWALK



03 04 VIEW OF BUILDING LOGO

BUILDING A - BUILDING IDENTIFICATION

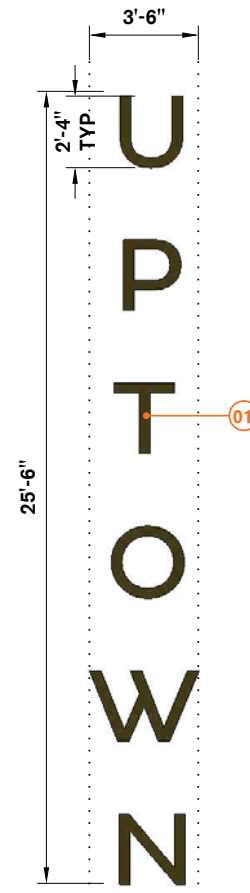
Elevations & Renderings



01 VIEW FROM SIDEWALK ALONG CENTRAL WAY



06 VIEW FROM 4TH COURT

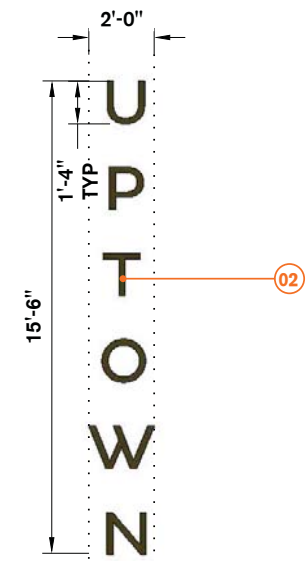


4TH COURT IDENTIFICATION SIGN
SCALE: 1/4" = 1'-0"

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

KEYNOTES

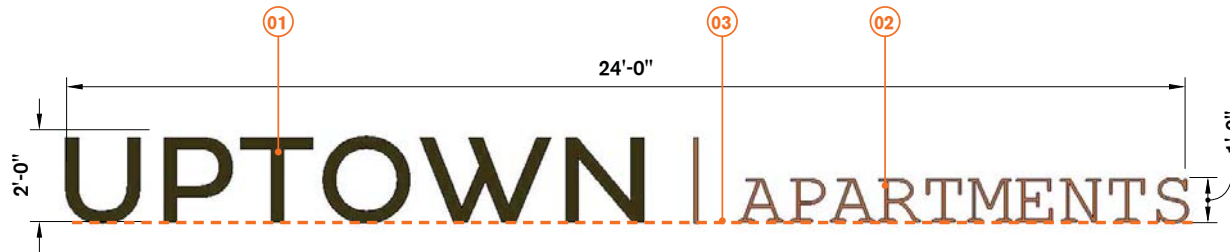
- 01 2" dark bronze dimensional fabricated letters with halo back lighting
- 02 Cut metal plate letters on stand off painted dark bronze to match branding standards



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

BUILDING A - BUILDING IDENTIFICATION

Elevations & Renderings



4TH COURT IDENTIFICATION SIGN

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



05 VIEW OF RESIDENTIAL MAIN ENTRANCE

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

KEYNOTES

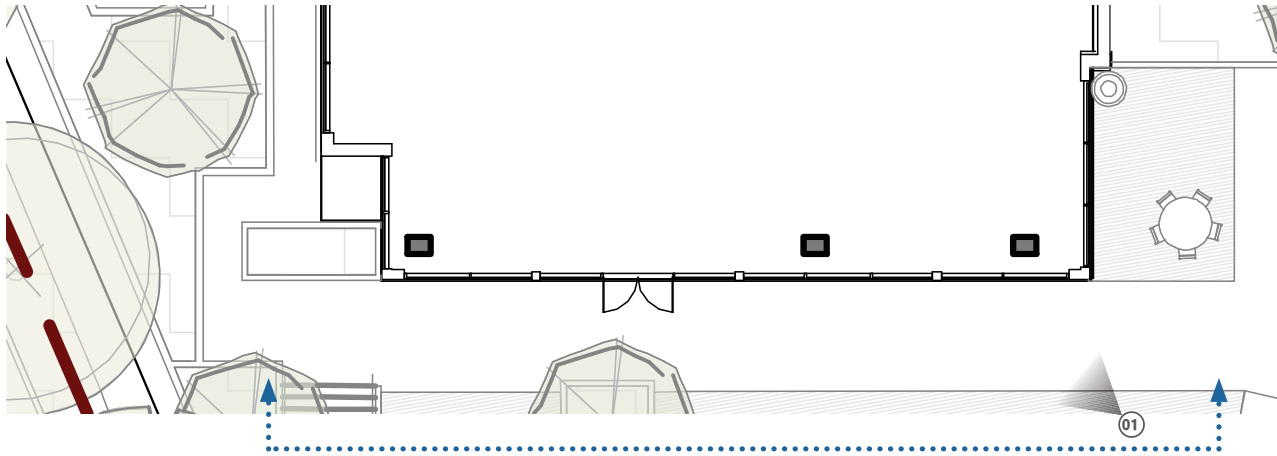
- 01 24" tall by 2" thick dimensional fabricated lettering with halo lighting to match branding standards
- 02 12" tall illuminated orange acrylic lettering to match branding standards
- 03 Concealed raceway painted to match and attached to canopy structure



TPOLOGY EXAMPLES

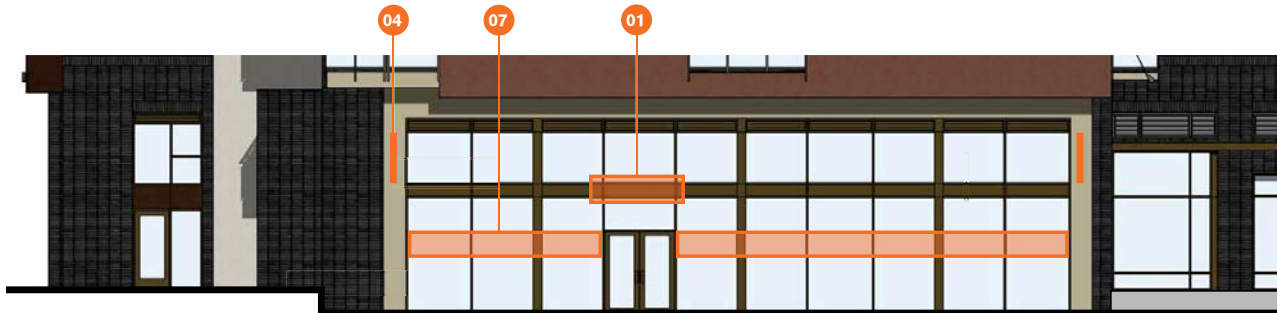
BUILDING A - RETAIL SIGNS

Enlarged Elevations



ENLARGED PLAN - TYP STOREFRONT TYPE 1

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



WEST ELEVATION - TYP STOREFRONT TYPE 1

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

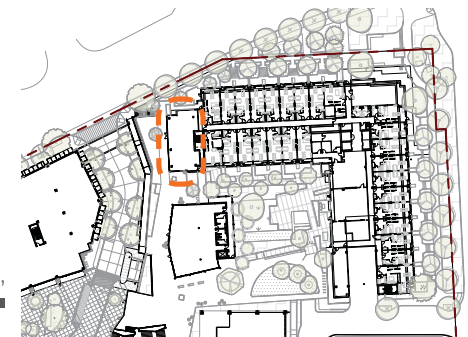
LEGEND

- 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 A - RETAIL SIGNS

Renderings



04 BLADE SIGN TYPE 1



01 FASCIA SIGN TYPE 1



07 GLAZING SIGN TYPE 1



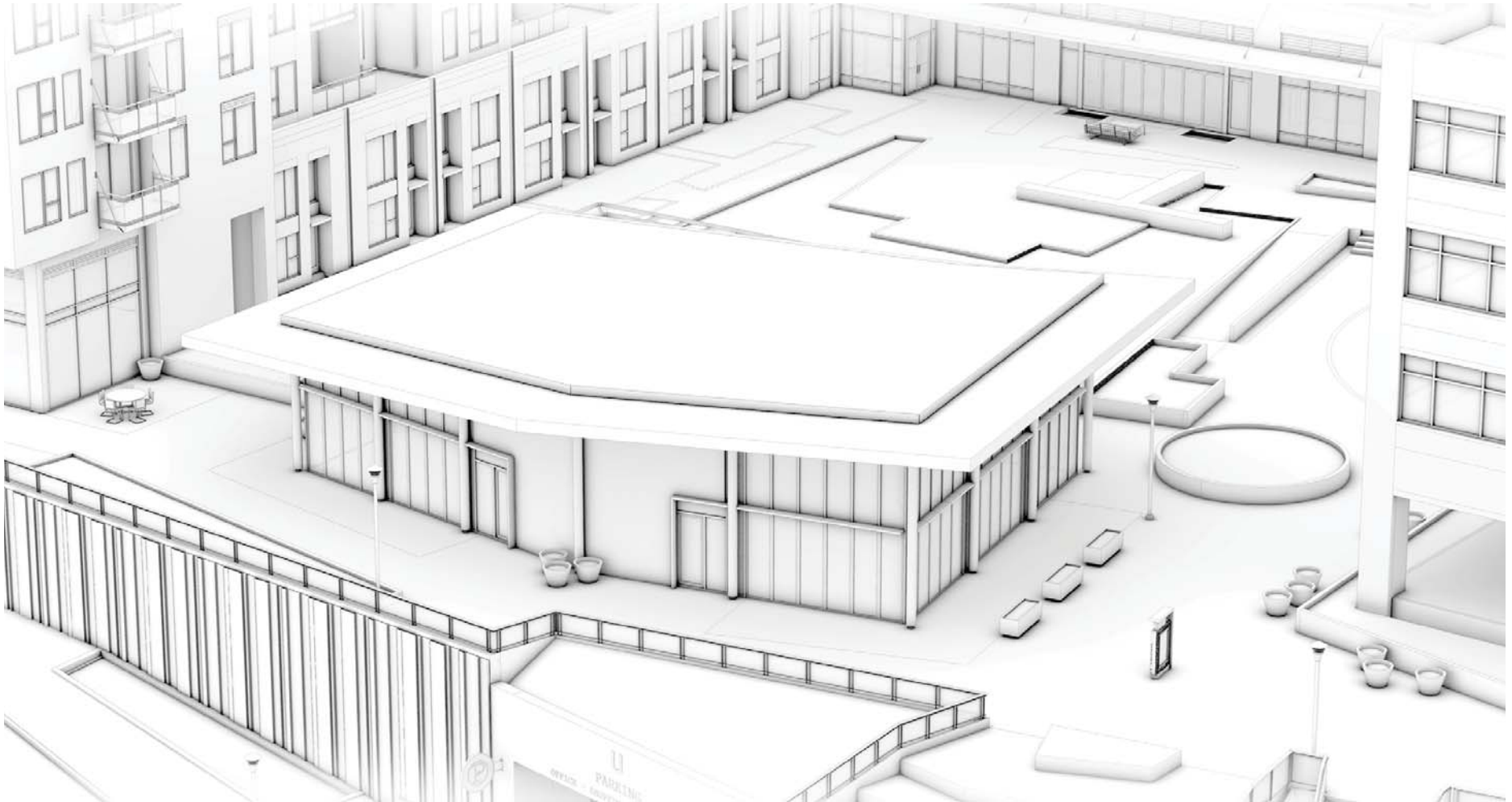
04 BLADE SIGN TYPE 1



01 VIEW OF STOREFRONT TYPE 1

BUILDING B - RETAIL SIGNS

AERIAL VIEW FACING NORTHEAST



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 B - RETAIL SIGNS

Sign Identification Key

BUILDING IDENTIFICATION SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Building Identification	Building signs that reinforce project branding and addressing for multiple tenants	Mostly located at building main entrances above or adjacent to canopies and vestibules		8" x 6'	Address = 2	4 SF

RETAIL & STOREFRONT SIGNS

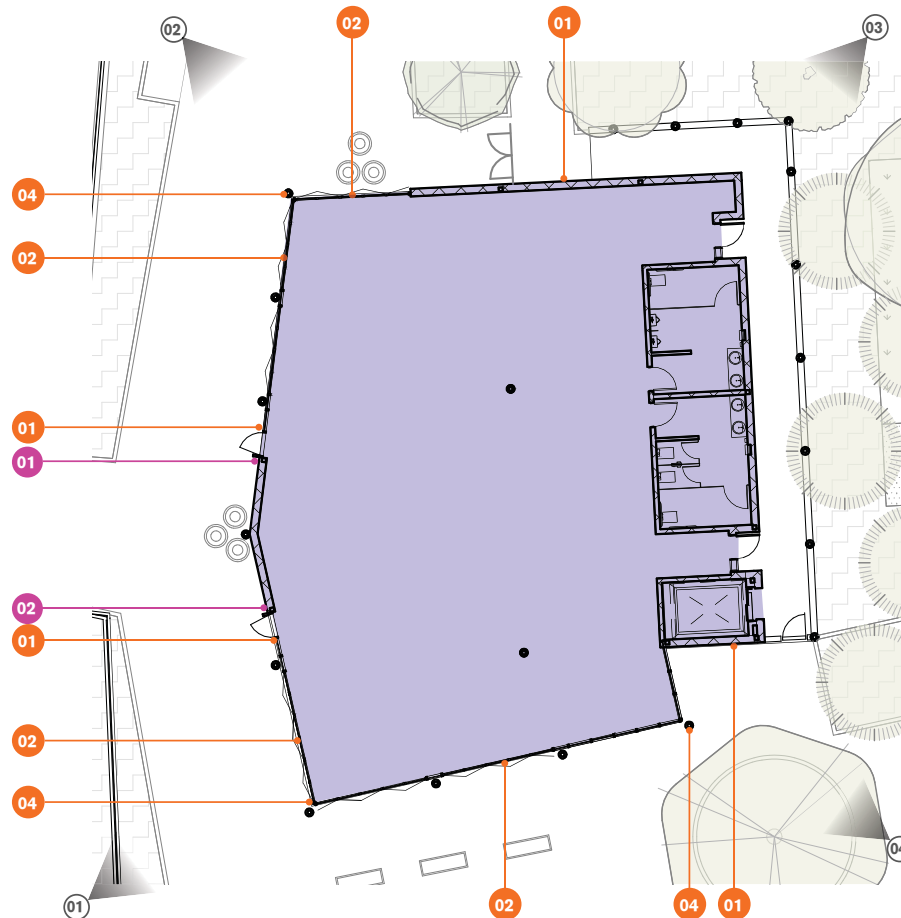
CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING B - 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



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

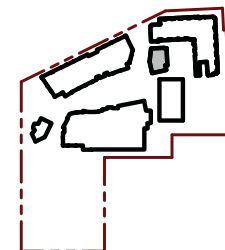
LEGEND - RETAIL SIGNS

- 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

USES

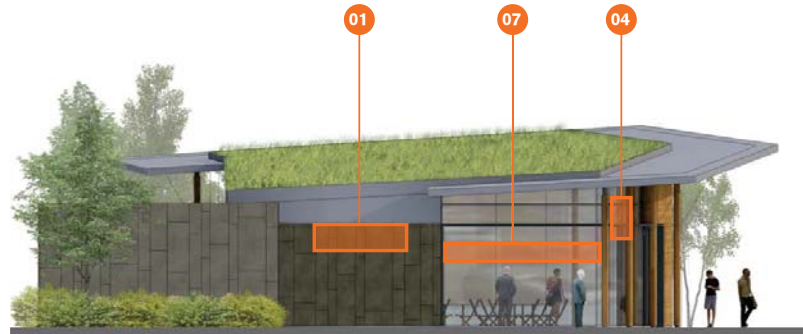
- Retail
- Grocery
- Lobby/Common
- Garage
- Office
- Residential
- Day care

KEY PLAN



BUILDING B - RETAIL SIGNS

Elevations



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

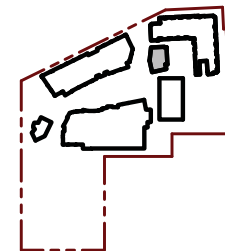
LEGEND - RETAIL SIGNS

- 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



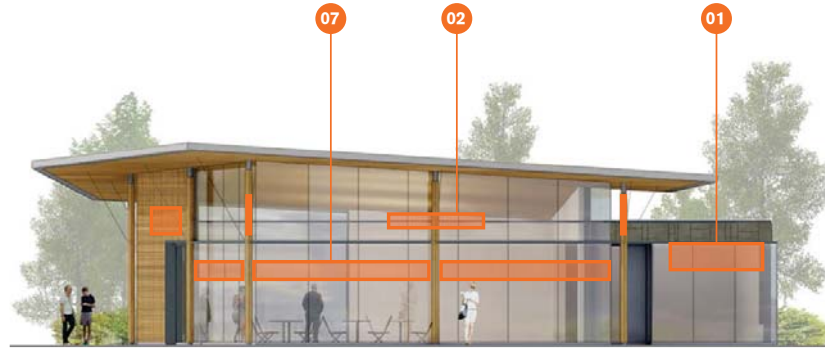
EAST ELEVATION
SCALE: 3/32" = 1'-0"

KEY PLAN



BUILDING B - RETAIL SIGNS

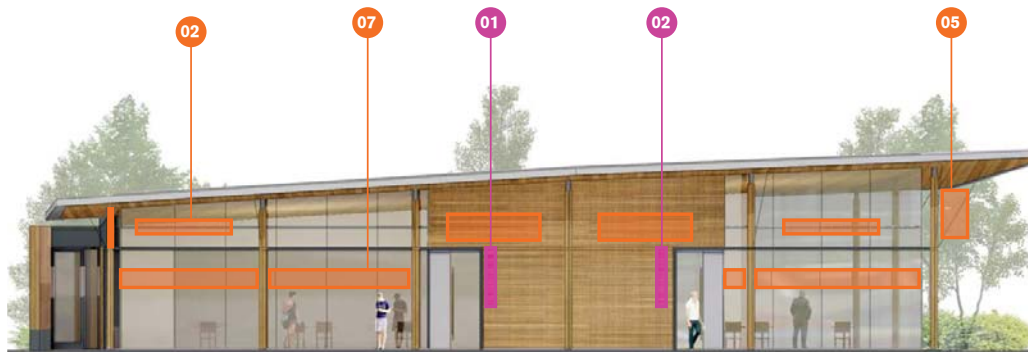
Elevations



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

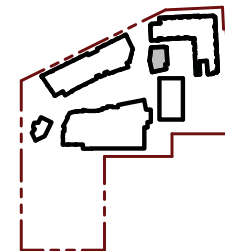
LEGEND - RETAIL SIGNS

- 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



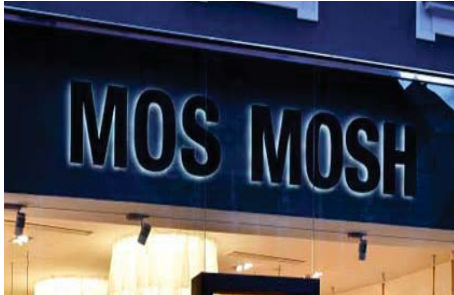
WEST ELEVATION
SCALE: 3/32" = 1'-0"

KEY PLAN



BUILDING B - RETAIL SIGNS

Renderings



01 FASCIA SIGN TYPE 1



02 CANOPY SIGN TYPE 1



07 GLAZING SIGN TYPE 1



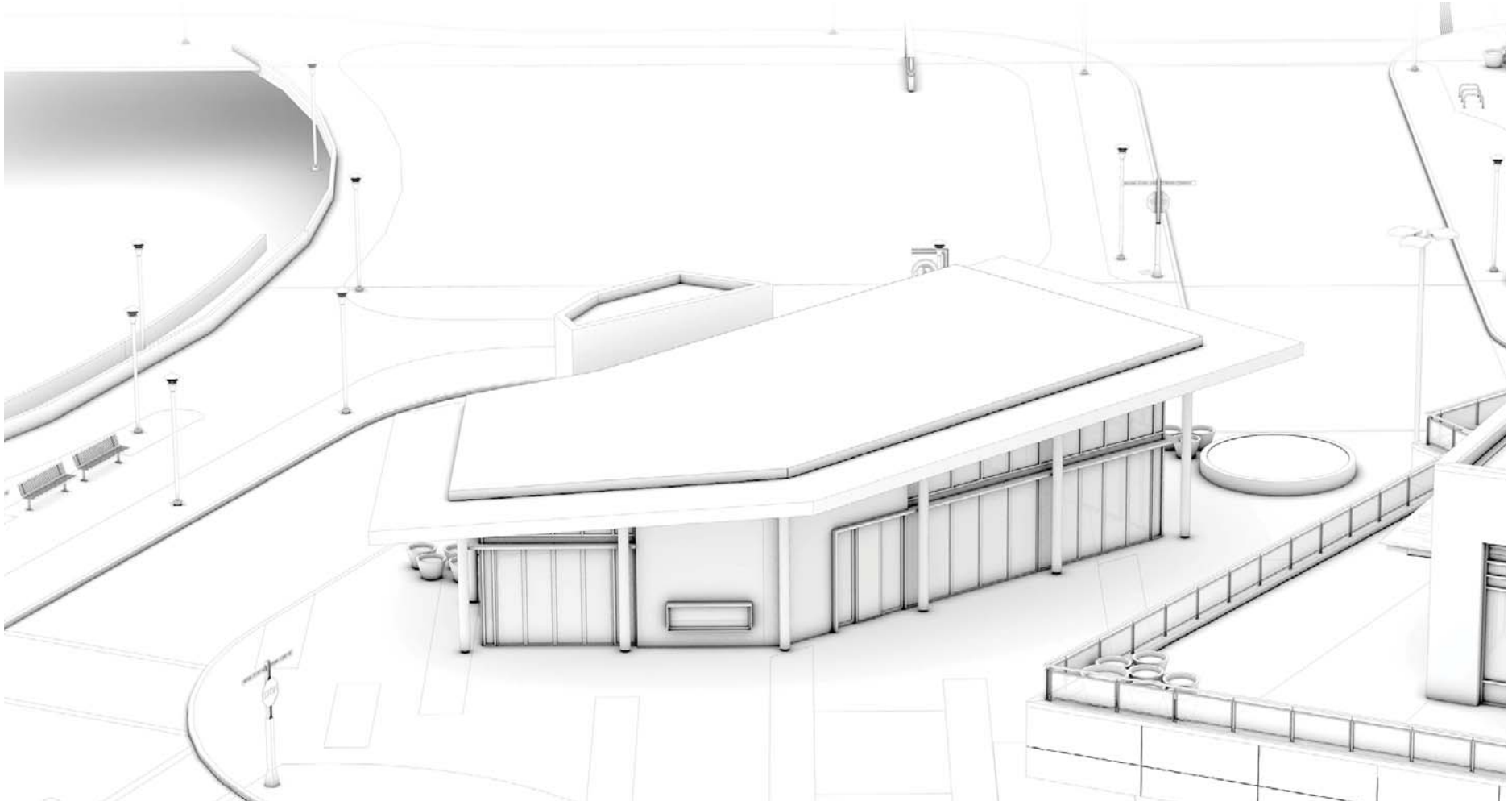
04 BLADE SIGN TYPE 1



01 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 G - RETAIL SIGNS

Sign Identification Key

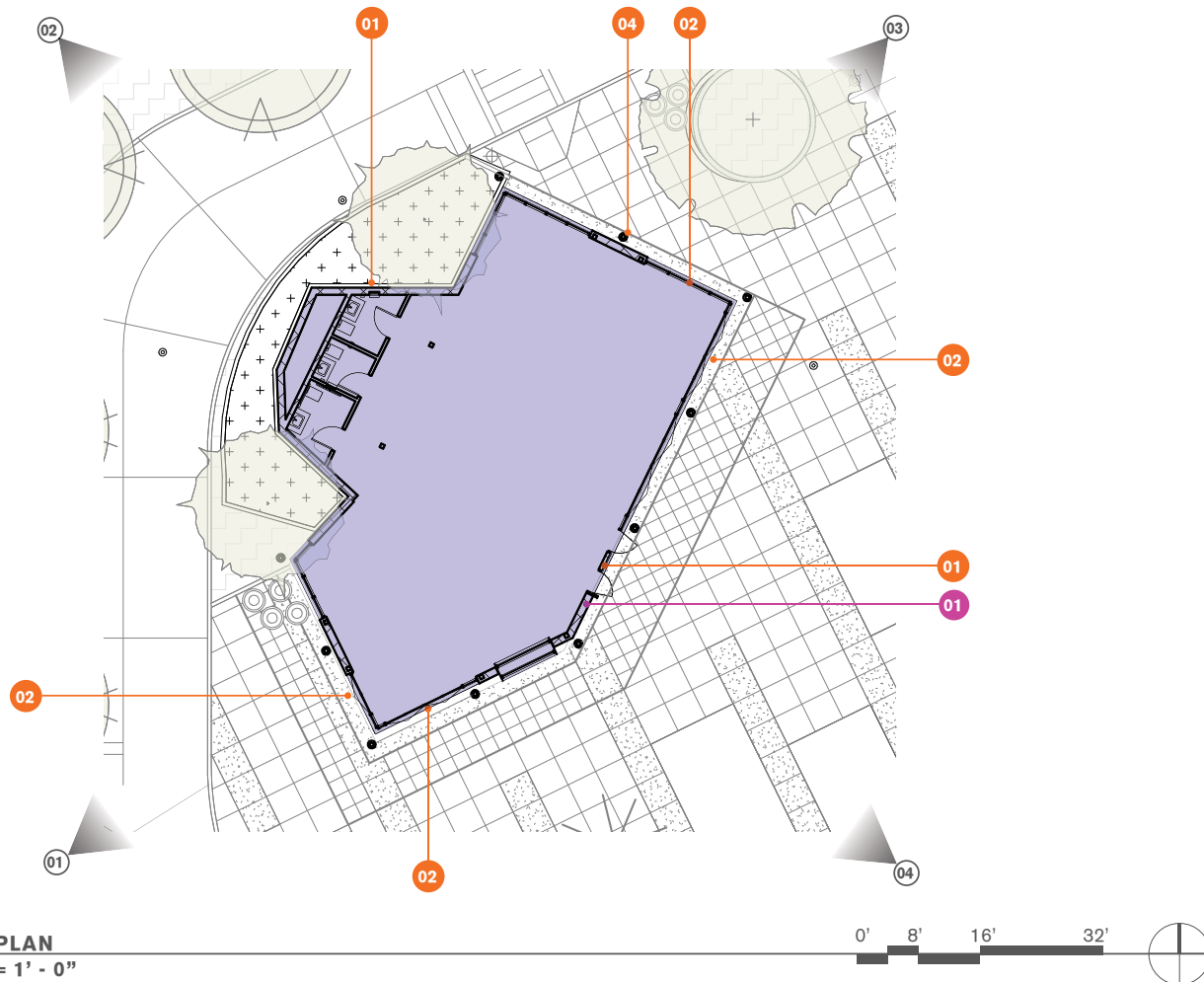
BUILDING IDENTIFICATION SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Building Identification	Building signs that reinforce project branding and addressing for multiple tenants	Mostly located at building main entrances above or adjacent to canopies and vestibules		8" x 6'	Address = 1	4 SF

RETAIL & STOREFRONT SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING G - RETAIL SIGNS
 Floor Plans



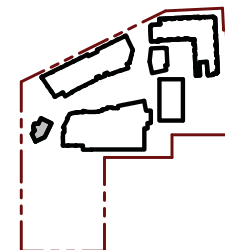
LEGEND - RETAIL SIGNS

- 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

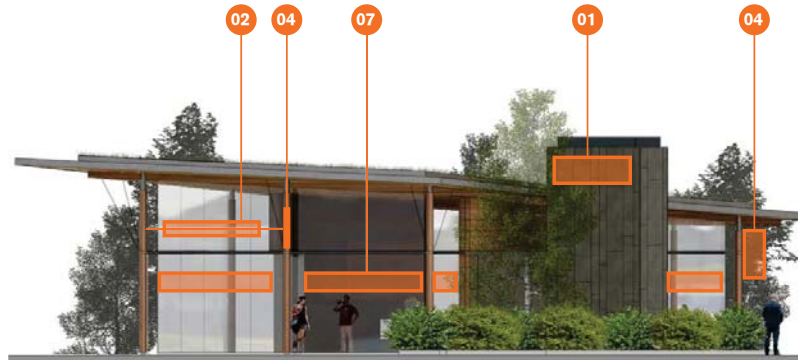
KEY PLAN



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

BUILDING G - RETAIL SIGNS

Elevations

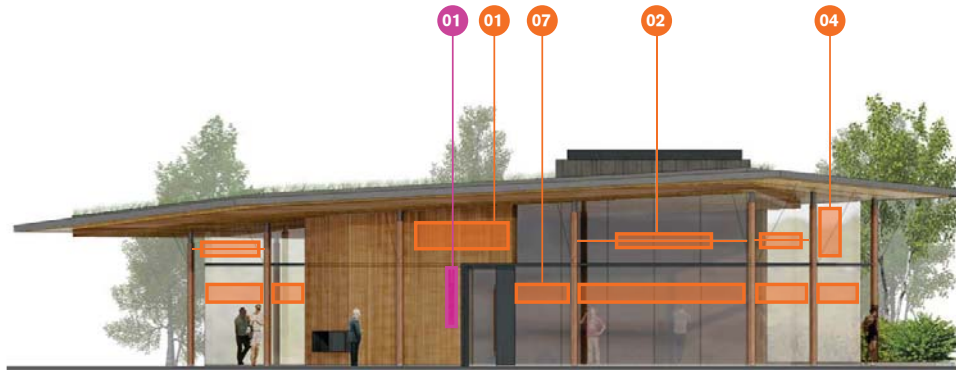


NORTH ELEVATION
SCALE: 3/32" = 1'-0"

0' 8' 16' 32'

LEGEND - RETAIL SIGNS

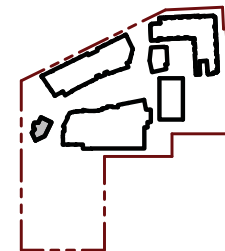
- 01 Building Identification Sign
- 01 Fascia Sign Type 1
- 02 Canopy Sign Type 1
- 03 Blade Sign Type 3
- 04 Blade Sign Type 1
- 05 Blade Sign Type 2
- 06 Awning Sign Type 1
- 07 Glazing Sign Type 1
- 01 View of Storefront



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

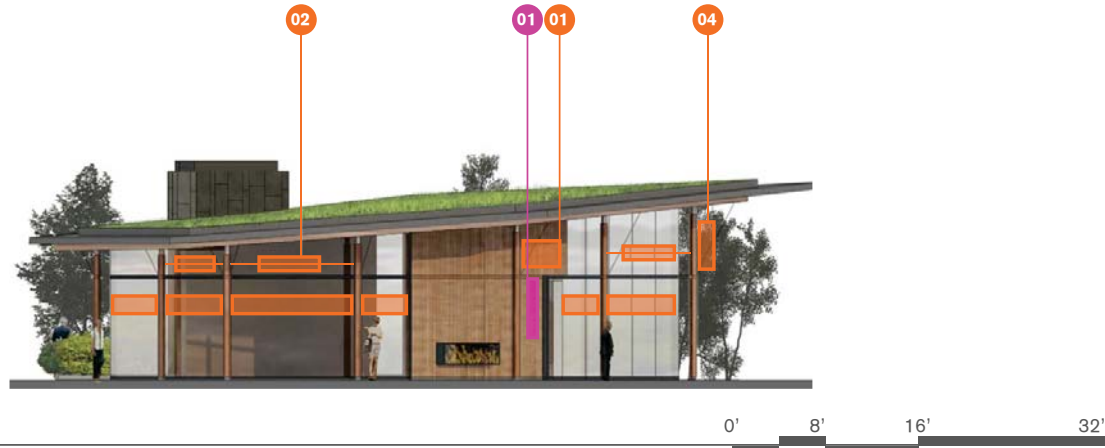
0' 8' 16' 32'

KEY PLAN



BUILDING G - RETAIL SIGNS

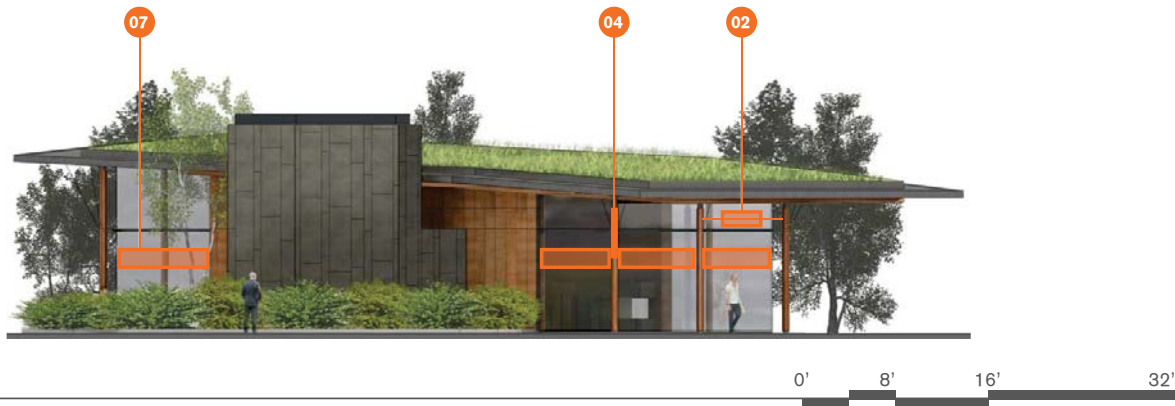
Elevations



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

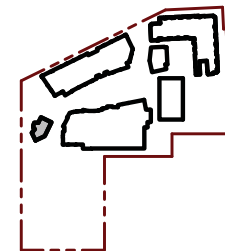
LEGEND - RETAIL SIGNS

- 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



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

KEY PLAN



BUILDING G - RETAIL SIGNS

Renderings



01 FASCIA SIGN TYPE 1



02 CANOPY SIGN TYPE 1



07 GLAZING SIGN TYPE 1



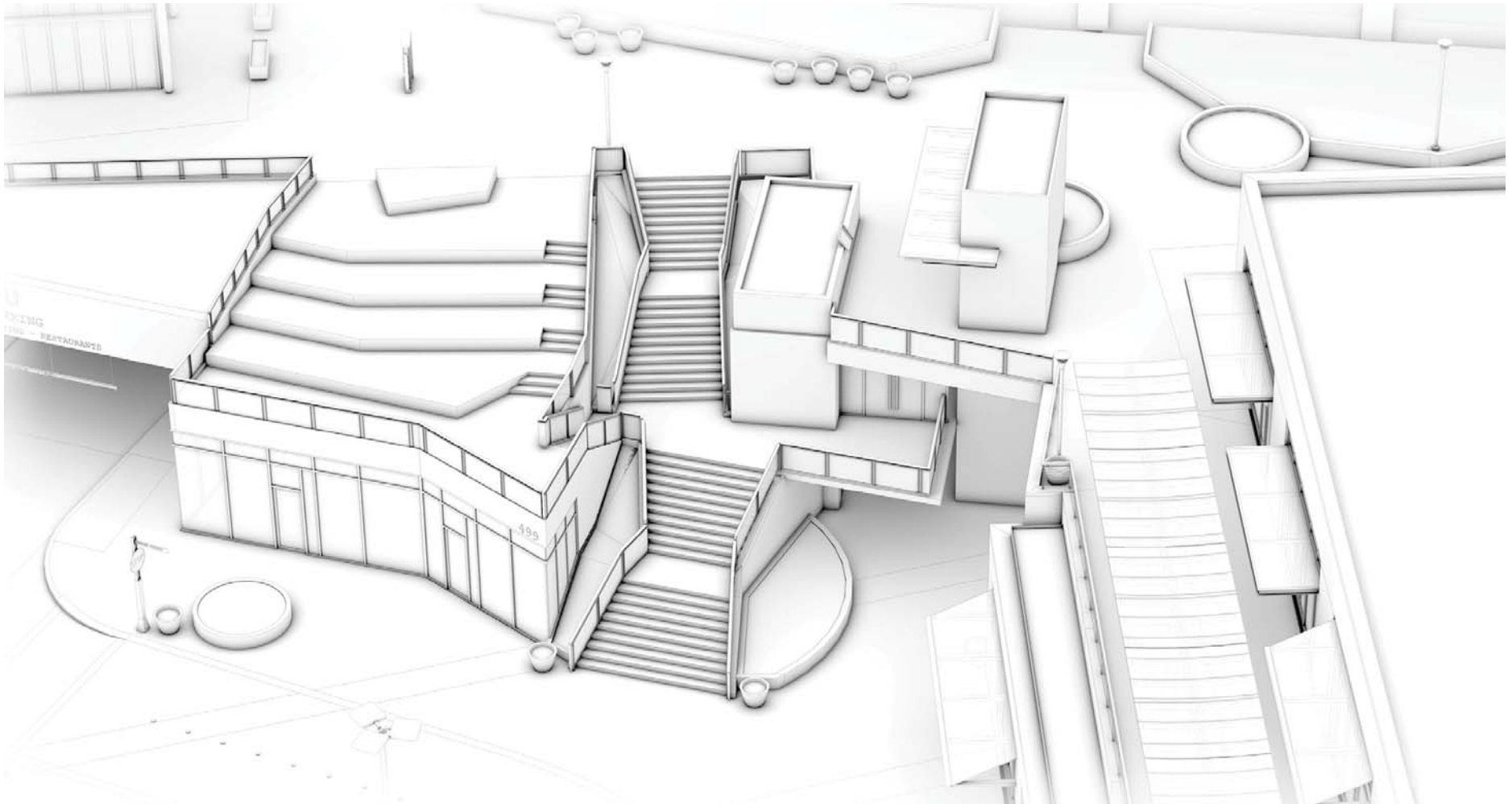
04 BLADE SIGN TYPE 1



01 VIEW OF RETAIL FROM LEVEL 1 PLAZA

BUILDING F1 - RETAIL SIGNS

AERIAL VIEW FACING EAST



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 F1 - RETAIL SIGNS

Sign Identification Key

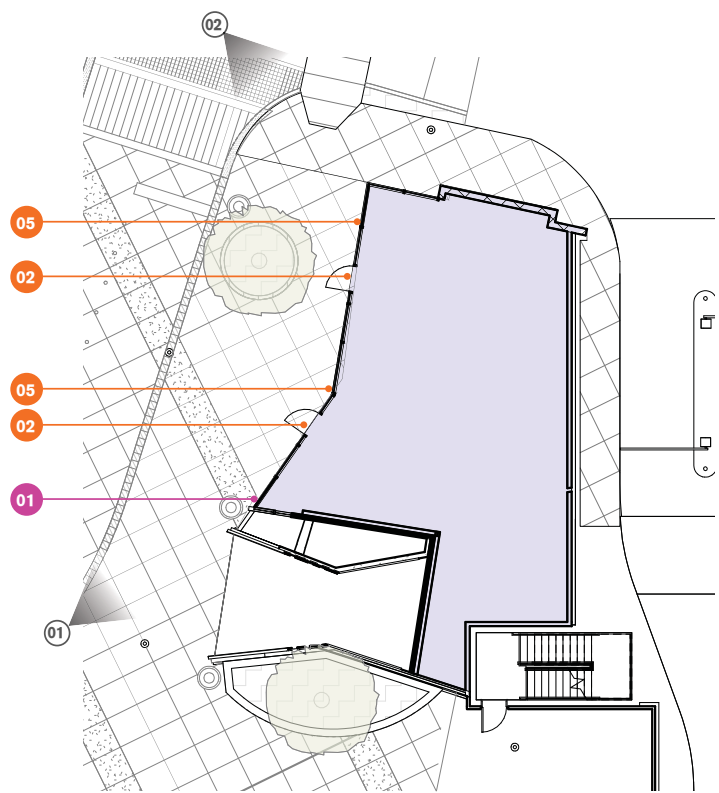
BUILDING IDENTIFICATION SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Building Identification	Building signs that reinforce project branding and addressing for multiple tenants	Mostly located at building main entrances above or adjacent to canopies and vestibules		8" x 4'	Address = 1	3 SF

RETAIL & STOREFRONT SIGNS

CALLOUT	NAME	DESCRIPTION	LOCATION	EXAMPLE	SIZE	QUANTITY	AREA
01	Retail - Fascia Sign Type 1	Allows the largest amount of sign area for retail tenants along the building face	Located on walls, fascias, and select areas in front of store glazing at retail levels		3' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
02	Retail - Canopy Sign Type 1	Allows retail tenant signs along canopies that are oriented parallel to the canopy edge	Located above and below canopies and a few instances in front of storefront glazing		1.5' x 30% of linear frontage	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
03	Retail - Blade Sign Type 3	Allows retail tenants a small amount of sign area perpendicular to the building below canopies or awnings	Located directly below the retail storefront canopy and above the door		1' x 5'	Required: 1 blade sign per tenant facade	5 SF
04	Retail - Blade Sign Type 1	Allows retail tenants a larger sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that can be above or below the storefront canopy height		2.5' x 5'	Required: 1 blade sign per tenant facade	12 SF
05	Retail - Blade Sign Type 2	Allows retail tenants a smaller sign perpendicular to the building face along sidewalks and plazas	Located as projecting signs that are below the canopy and above the door		2.5' x 2.5'	Required: 1 blade sign per tenant facade	6 SF
06	Retail - Awning Sign Type 1	Allows retail tenant signs to be integrated into an awning surface	Located as integrated graphics or etched glazing in the awning surface		30% of Awning	Limit 1 of following (fascia, canopy, awning) per tenant facade	Varies
07	Retail - Glazing Sign Type 1	Allows retail tenant signs to be integrated into the storefront glazing surface	Located on the glazing surface in the form of etched glass or applied graphics		15% of Glazing	Limit 2 per tenant facade	Varies

BUILDING F1 - RETAIL SIGNS
 Floor Plans



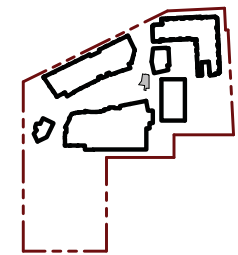
LEGEND - RETAIL SIGNS

- 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



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

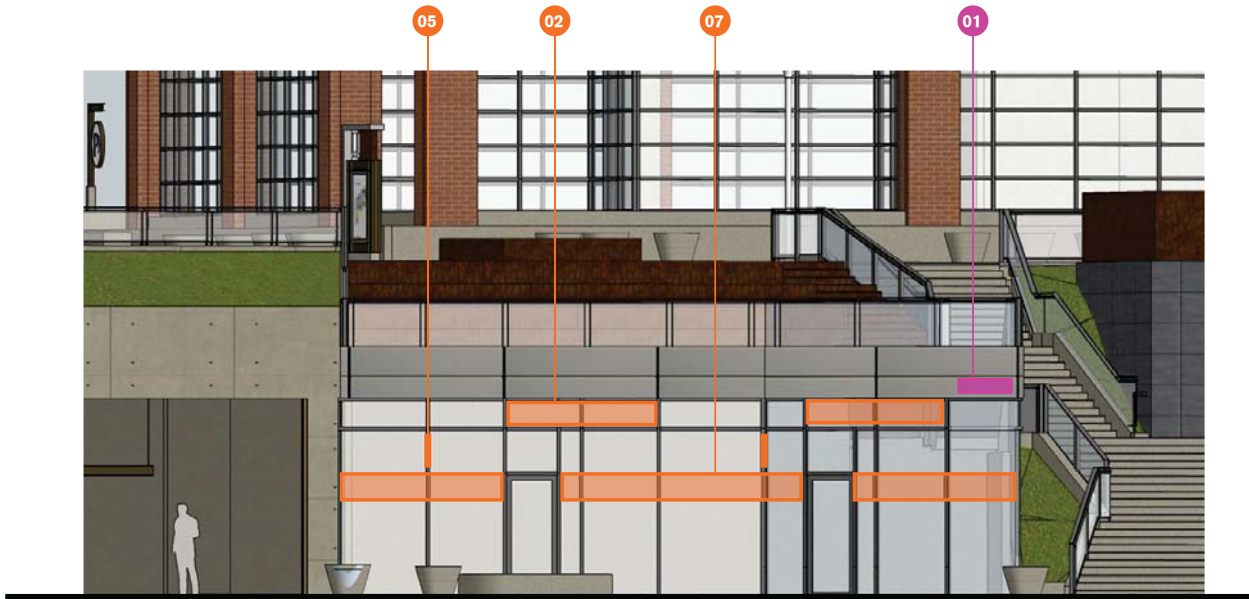


BUILDING F1 - RETAIL SIGNS

Elevations

LEGEND - RETAIL SIGNS

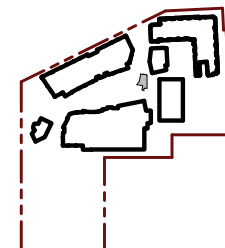
- 01 Building Identification Sign
- 01 Fascia Sign Type 1
- 02 Canopy Sign Type 1
- 03 Blade Sign Type 3
- 04 Blade Sign Type 1
- 05 Blade Sign Type 2
- 06 Awning Sign Type 1
- 07 Glazing Sign Type 1
- 01 View of Storefront



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

0' 8' 16' 32'

KEY PLAN



BUILDING F1 - RETAIL SIGNS

Renderings



04 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

DESIGN GUIDELINES - OFFICE SIGNS

VIEW OF BUILDING E FROM CENTRAL WAY



DESIGN GUIDELINES

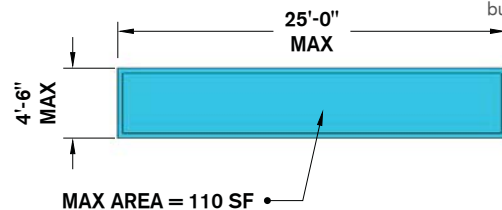
Office Tenant Signs

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



OFFICE - FASCIA SIGN TYPE 1 - FRONT ELEVATION

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

BLDG F - EXAMPLE VIEW AT NW CORNER OF LEVEL 6



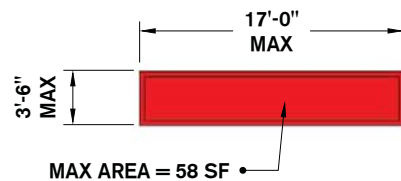
BLDG E - EXAMPLE VIEW AT NW CORNER OF LEVEL 6



DESIGN GUIDELINES

Office Tenant Signs

TYPOLOGY EXAMPLES



OFFICE - FASCIA SIGN TYPE 2 - FRONT ELEVATION

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

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

BLDG E - EXAMPLE VIEW AT NW CORNER



BLDG F - EXAMPLE VIEW AT PROPOSED DAYCARE ENTRY



DESIGN GUIDELINES

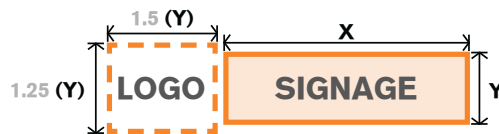
Office Tenant Signs

TPOLOGY 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. 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



OFFICE - LOGO SIGN TYPE 1 - FRONT ELEVATION

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

BLDG F - EXAMPLE VIEW AT NW CORNER OF LEVEL 6



BLDG E - EXAMPLE VIEW AT NW CORNER OF LEVEL 6



DESIGN GUIDELINES

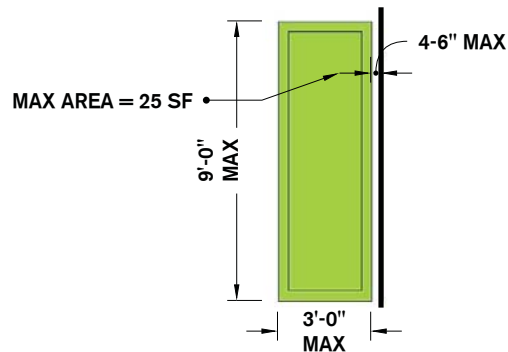
Office Tenant Signs

TYOLOGY EXAMPLES



GUIDELINES

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.



OFFICE - BLADE SIGN TYPE 1 - SIDE ELEVATION

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

BLDG E - EXAMPLE VIEW AT NE CORNER



BLDG E - EXAMPLE VIEW AT NW CORNER



DESIGN GUIDELINES - RETAIL SIGNS

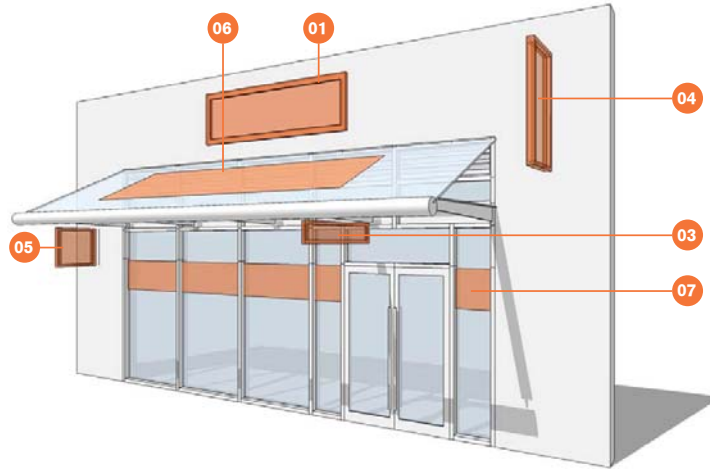
VIEW OF BUILDING E RETAIL FROM PETER KIRK LANE



DESIGN GUIDELINES - RETAIL SIGNS

Allowable Sign Combinations

VIEW OF TYPICAL STOREFRONT TYPE WITH AWNING



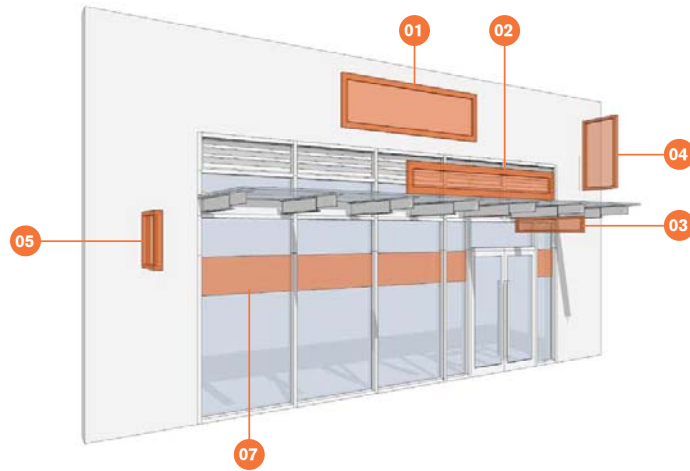
AWNING TYPE GUIDELINES

- Choose only one: 02 or 06 or 01
- Choose only one: 04 or 05 or 03
- Always allowed: 07

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

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

TYPOLOGY EXAMPLES



RETAIL - FASCIA SIGN TYPE 1 - FRONT ELEVATION

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

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.

BLDG F - EXAMPLE VIEW AT RETAIL STOREFRONT



BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

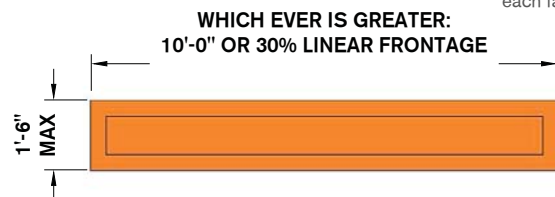
Retail Tenant Signs

TYOLOGY 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 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.



RETAIL - CANOPY SIGN TYPE 1 - FRONT ELEVATION

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

BLDG F - EXAMPLE VIEW AT RETAIL STOREFRONT



BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

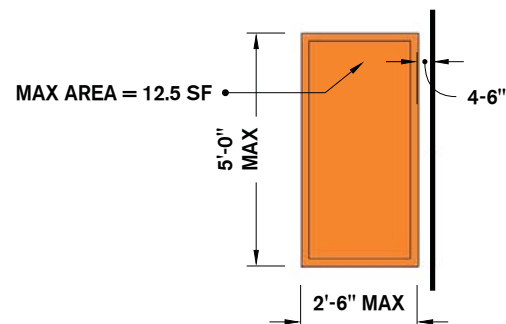
Retail Tenant Signs

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. 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.



RETAIL - BLADE SIGN TYPE 1 - SIDE ELEVATION

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

BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

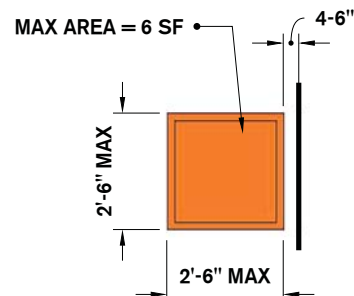
Retail Tenant Signs

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. 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.



RETAIL - BLADE SIGN TYPE 2 - SIDE ELEVATION

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

BLDG F - EXAMPLE VIEW AT RETAIL STOREFRONT



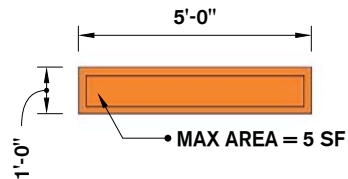
BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

Retail Tenant Signs

TYPOLOGY EXAMPLES



RETAIL - BLADE SIGN TYPE 3 - FRONT ELEVATION

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

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.

BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

Retail Tenant Signs

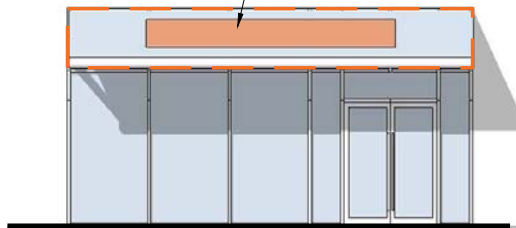
TYOLOGY EXAMPLES



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.

• MAX AREA = 30% OF AWNING SURFACE



RETAIL - AWNING SIGN TYPE 1 - FRONT ELEVATION

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

BLDG F - EXAMPLE VIEW AT RETAIL STOREFRONT



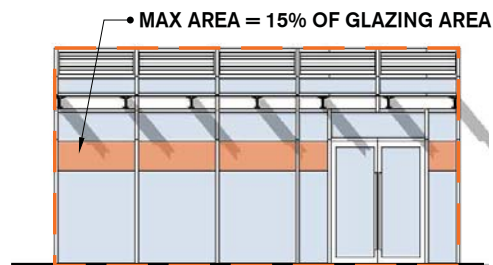
BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

Retail Tenant Signs

TYPOLOGY EXAMPLES



RETAIL - GLAZING SIGN TYPE 1 - FRONT ELEVATION

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

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

BLDG F - EXAMPLE VIEW AT RETAIL STOREFRONT



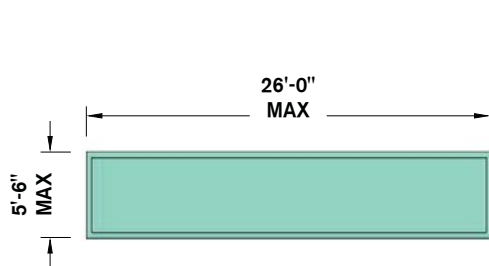
BLDG E - EXAMPLE VIEW AT RETAIL STOREFRONT



DESIGN GUIDELINES

Retail Tenant Signs

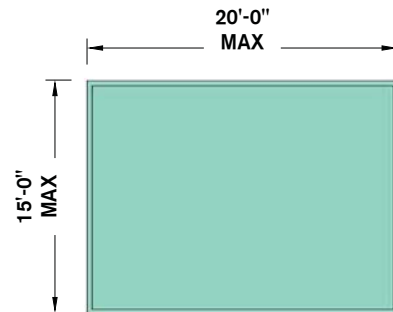
TYPOLOGY EXAMPLES



RETAIL - CORNERSTONE TYPE 1
SCALE: 1/8" = 1' - 0"

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.



RETAIL - CORNERSTONE TYPE 2
SCALE: 1/8" = 1' - 0"

BLDG F - EXAMPLE VIEW OF CORNERSTONE TYPE 1



BLDG F - EXAMPLE VIEW OF CORNERSTONE TYPE 2



APPLICABLE ZONING CODE

CHAPTER 100 - SIGNAGE CODE SUMMARY

ZONE: CBD-5A

SIGN CATEGORY

Mixed Use: Per 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; Catagory F

Residential: Catagory 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:

- Wall-mounted signs: no limitation.
- 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.
- Projecting signs: one (1) per pedestrian or vehicular entrance. Sign may not exceed four (4) square feet per sign face.
- 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:

- Each development is allowed the sign area shown in the chart in KZC 100.45; and
- Each individually licensed business within a multi-use complex is allowed 30 square feet; and
- 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

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

100.75 LOCATION OF SIGNS

- General
 - 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.
 - All signs shall be located outside those areas required in KZC 115.135 to be kept clear of all sight obstructions.
- Exceptions – The provisions of subsection (1) of this section do not apply as follows:
 - The provisions of subsection (1)(a) of this section do not apply to the signs regulated under KZC 100.115.
 - 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.
 - 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

- 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.
- 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.

APPLICABLE ZONING CODE

CHAPTER 100 - SIGNAGE CODE SUMMARY CONTINUED

3. Required Information

As part of any application for a master sign plan under this section, the applicant shall submit the following information:

- A narrative describing how the proposal is consistent with the criteria listed in subsection (4) of this section.
- A colored rendering of the proposed signs in relation to development in the area and on the subject property.

4. Criteria – The City may approve a proposed master sign plan if:

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

100.85 PROHIBITED DEVICES

1. General – The following devices and facilities are specifically prohibited:

- Pennants, banners, streamers and private flags except as permitted under KZC 100.115.
- Strings of lights, flashing lights, colored lights, advertising search lights, and flares.
- Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
- Projecting and under marquee signs, except as permitted by KZC 100.35.
- Any portable outdoor sign, except as regulated by KZC 100.115.
- Any sign with the shape and colors of a traffic sign.

100.95 LANDSCAPING AROUND GROUND-MOUNTED SIGNS

An area around the base of each ground-mounted sign equal to the sign area must be landscaped to improve the overall appearance of the sign and to reduce the risk of automobiles hitting the sign or supports of the sign. This landscaping must include vegetation and may include other materials and components such as brick or concrete bases, planter boxes, pole covers, or decorative framing.

100.100 STRUCTURAL COMPONENTS – OVERALL APPEARANCE

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.

PLATE 12 - PEDESTAL SIGN DIAGRAM

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.

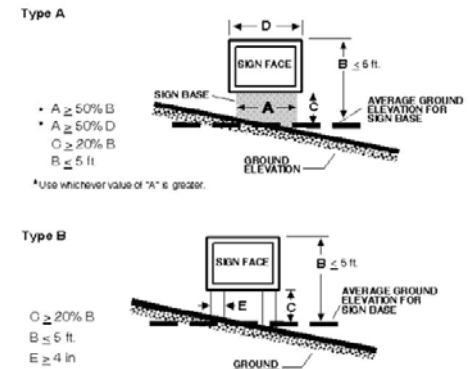


PLATE 13 - MONUMENT SIGN DIAGRAM

The base of the sign must be done in landscape construction materials such as brick, stucco, stonework, textured wood, tile or textured concrete or materials that are harmonious with the character of the primary structures on the subject property and subject to Planning Official approval. No visible gap shall be allowed between the sign base and the finished grade.

The color, shape, material, lettering, and other architectural details of the sign face must be harmonious with the character of the primary structures.

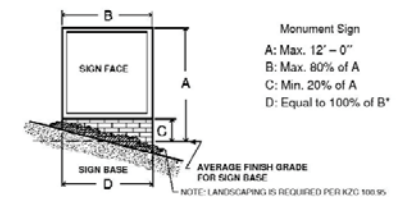
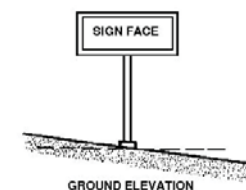


PLATE 13A - POLE SIGN DIAGRAM

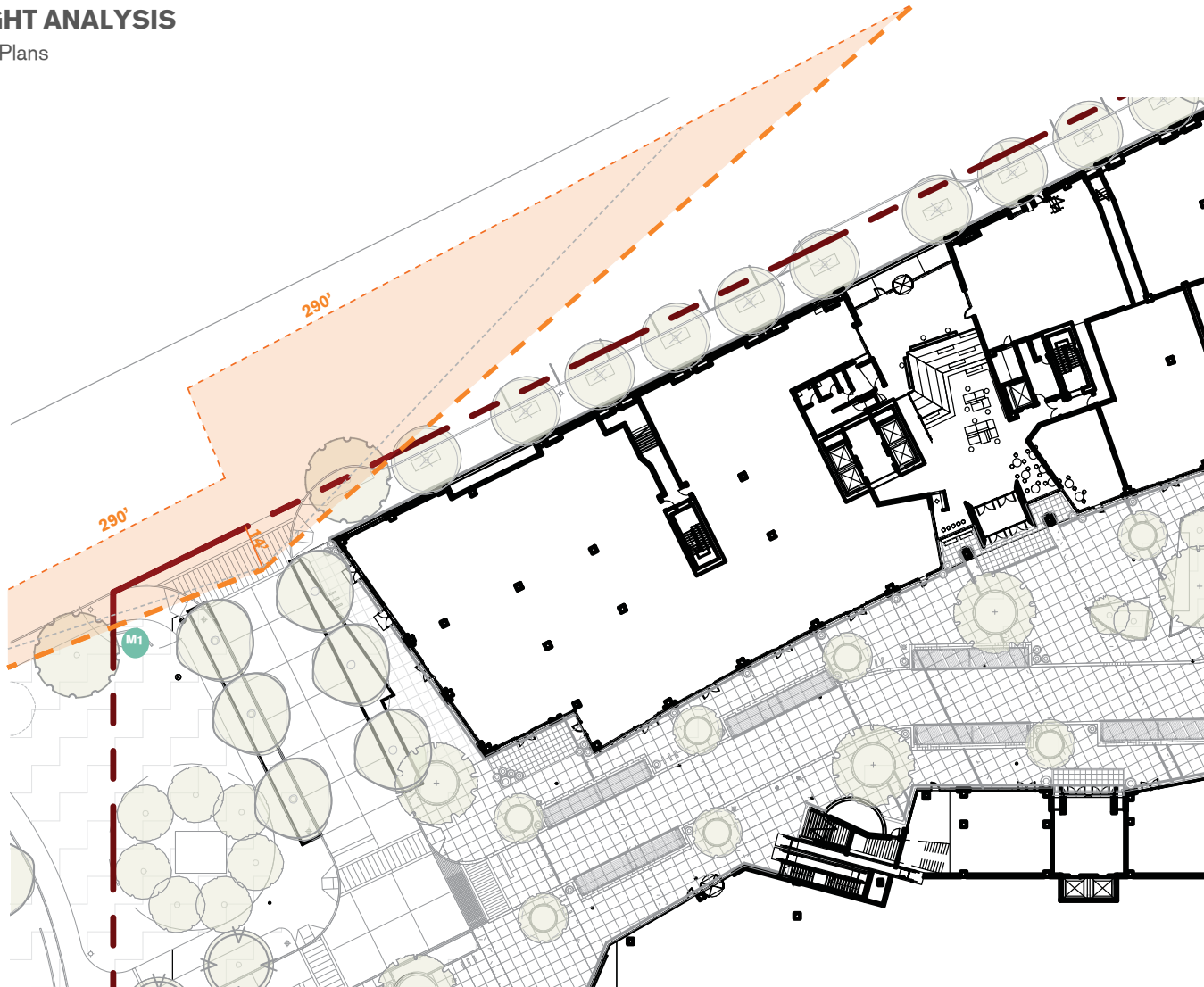
Height of sign shall not exceed 20 feet above average grade



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

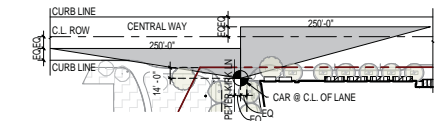


SIGHT ANALYSIS

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



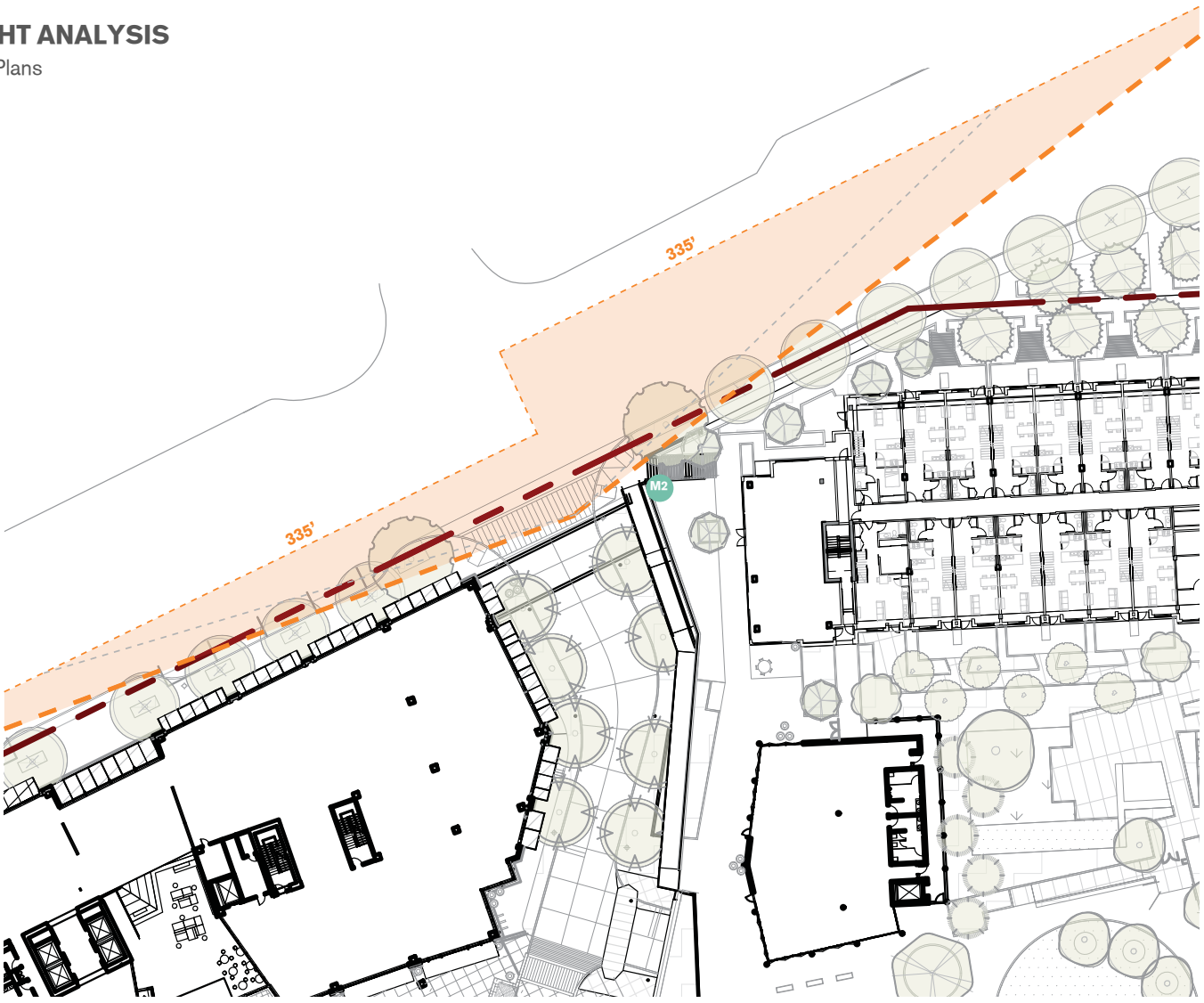
PHASE 1 - LEVEL 1 NORTH
SCALE: 1" = 40'-0"



0' 20' 40' 80'

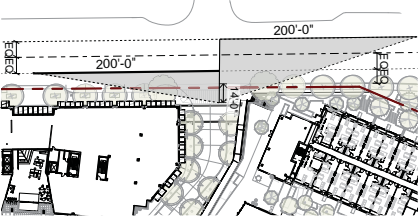


M1 PEDESTAL SIGN 1

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



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

M2 PEDESTAL SIGN 2



SIGHT ANALYSIS
Site Plans

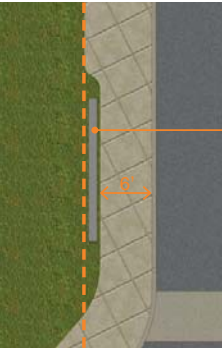


PHASE 1 - LEVEL 1 NORTH
SCALE: 1" = 40'-0"

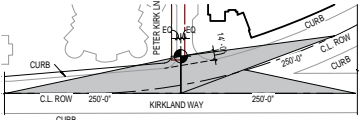
0' 20' 40' 80'



INTERSECTION	TYPE B
AVG. DAILY TRAFFIC	6,070
SPEED LIMIT	30 MPH
SIGHT DISTANCE	335
DISTANCE FROM EDGE OF TRAVEL WAY	14'
	RECOMMENDED
	MIN. REQUIRED





PEDESTAL SIGN M3



M3 PEDESTAL SIGN 3

SIGHT ANALYSIS
Site Plans



INTERSECTION	TYPE D
AVG. DAILY TRAFFIC	10,291
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"

0' 20' 40' 80'



M4 PEDESTAL SIGN 4



SIGHT ANALYSIS

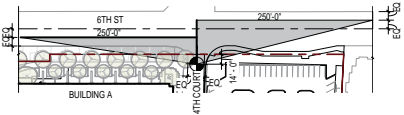
Site Plans



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









INTERSECTION	TYPE D
AVG. DAILY TRAFFIC	10,291
SPEED LIMIT	30 MPH
SIGHT DISTANCE	290'
DISTANCE FROM EDGE OF TRAVEL WAY	14'
	RECOMMENDED
	MIN. REQUIRED



M5 PEDESTAL SIGN 5







SITE SIGNAGE & WAYFINDING

Design Goals

ACCEPTED	ACCEPTED	REJECTED	DESIGN GOALS
 <ul style="list-style-type: none"> understated color palette, elegant proportions unifying, subtle typeface good hierarchy of information unifying aesthetic appropriate to the city 	 <ul style="list-style-type: none"> understated, yet colorful palette kiosk structure thoughtfully designed reinforces architectural character of project clear graphics and hierarchy of information 	 <ul style="list-style-type: none"> primary sign colors are harsh, accent color does not complement, typefaces not well integrated supporting structure not in character with sign unclear how signage reinforces project aesthetic 	<p>All site signage should strive to meet these objectives:</p> <ul style="list-style-type: none"> 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
 <ul style="list-style-type: none"> understated color palette with appropriate accent color to highlight important information appropriate integration of project logo/typeface contributes appropriately to project aesthetic 	 <ul style="list-style-type: none"> reinforces architectural character of project logo integrated thoughtfully color of structure integrates with kiosk signage successful, but understated wayfinding 	 <ul style="list-style-type: none"> signage oddly proportioned supporting structure appears to be afterthought color choices not well integrated unclear how signage reinforces project aesthetic 	







OFFICE SIGNAGE REQUIREMENTS



ACCEPTED	ACCEPTED	REJECTED	DESIGN GOALS
 <ul style="list-style-type: none"> allows for individual tenant identity provides a unifying aesthetic to project integrated with building design + materiality 	 <ul style="list-style-type: none"> tenant identity expressed without being overbearing signage integrates with/reinforces architecture character high quality signage and mounting convey premier development 	 <ul style="list-style-type: none"> signage out of scale and overbearing not integrated into the architecture 	<p>All office signage should strive to meet these objectives:</p> <ul style="list-style-type: none"> 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)
 <ul style="list-style-type: none"> allows for individual tenant identity provides a unifying aesthetic to project integrated with building design + materiality 	 <ul style="list-style-type: none"> allows for individual tenant identity provides a unifying aesthetic to project integrated with building design + materiality 	 <ul style="list-style-type: none"> signage out of scale not integrated into the architecture cut out letters awkwardly placed over unnecessary back box 	

RETAIL SIGNAGE REQUIREMENTS



ACCEPTED	ACCEPTED	REJECTED	DESIGN GOALS
 <ul style="list-style-type: none"> allows for individual tenant identity provides a unifying aesthetic to project integrated with building design + materiality 	 <ul style="list-style-type: none"> allows for individual tenant identity reinforces the character of the neighborhood integrated with building design + materiality 	 <ul style="list-style-type: none"> signage scale and execution not in character with mixed use development more appropriate for stand-alone big-box retail chain vs urban project 	<p>All retail signage located on the site should strive to meet these objectives:</p> <ul style="list-style-type: none"> 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.
 <ul style="list-style-type: none"> allows for individual tenant identity reinforces the character of the neighborhood integrated with building design + materiality 	 <ul style="list-style-type: none"> allows for individual tenant identity provides a unifying aesthetic to project integrated with building design + materiality 	 <ul style="list-style-type: none"> signage scale and execution not in character with mixed use development more appropriate for stand-alone big-box retail chain vs urban project 	

ALTERNATIVE DESIGNS - RETAIL



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.





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KIRKLAND

URBANTM Phase 1

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.