
CHAPTER 10

10.000 SIGNAGE

10A General

10A.010 General

Traffic control signs will conform to the Manual on Uniform Traffic Control Devices (MUTCD) or as approved by the City of Snoqualmie. Alternatives (i.e., upgrades) to these standards may be proposed by WRECO but are subject to the City's design review process.

10B Residential

10B.010 Residential Signage

All signage in Snoqualmie Ridge shall be in accordance with SMC 17.75 except as follows:

- A. Banners - See Chapter IV, Section E.9 of the *Snoqualmie Ridge Residential Design Guidelines* for requirements
- B. Signage Lighting - See Chapter IV, Section E of the *Snoqualmie Ridge Residential Design Guidelines* for requirements.
- C. Entry feature/signage - See Chapter IV, Section E.1 of the *Snoqualmie Ridge Residential Design Guidelines* for requirements.

See Chapter IV of the Snoqualmie Ridge Residential Design Guidelines for additional signage information and requirements.

10C Business Park

10C.010 Signage and Entry Feature Standards

This section addresses Business Park entry features and individual lot signs for Business Park development. Permanent street and traffic control signage is addressed in other sections of this chapter. Temporary

informational, marketing and directional signage is addressed in the Snoqualmie Ridge Business Park Design Guidelines. For signage related issues not addressed in this document of the Business Park Design Guidelines, signage will be governed by Section 17.75 of the Snoqualmie Municipal Code.

10C.011 Submittal Requirements

All signs must meet the requirements of Chapter 17.75 of the SMC, unless specified otherwise in these Standards, or the Snoqualmie Ridge Design Guidelines. A City of Snoqualmie sign permit is required for all permanent and temporary signs. The applicant shall obtain approval of the NCC prior to submittal to the City for a sign permit.

The developer of the Business Park is required to obtain approval of the NCC for any Business Park entry monumentation and/or signage prior to submittal to the City for a sign permit. The builder of each lot in the Business Park is required to submit a comprehensive sign and entry feature program to the NCC prior to submittal to the City for a sign permit(s). An approved City of Snoqualmie sign permit is required prior to the construction or placement of any signage.

10C.012 The Approval Process

All sign and entry feature programs and sign permit applications are reviewed by the NCC for conformance with the Standards in this chapter and the Business Park Design Guidelines. NCC approval is required prior to submittal for a sign permit. Both NCC approval and an approved City of Snoqualmie sign permit are required before the installation of any permanent or temporary sign or entry feature. Any changes to proposed signs that may be required by the City shall be resubmitted to the NCC for approval. The NCC reserves the right to approve or deny a sign or entry feature proposal. In any case, the applicant shall be notified in writing. The NCC shall have the right to remove non-conforming signs and to charge the non-conforming party for removal.

10C.013 Prohibited Signs

Roof signs; gyrating, rotating or blinking signs; inflatable signs; billboards; interior illuminated plastic panel signs, interior-illuminated individual letter; interior illuminated

awning signs; and any sign not specifically permitted by the NCC may not be installed in the Business Park.

10C.020 Business Park Entry Monuments/Signs

One entry feature identifying the Snoqualmie Ridge Business Park may be located at the primary entry into each of the two Business Parks from the Snoqualmie Parkway. Entry features may consist of a sign and supporting structures installed in conjunction with complementary landscape plantings. Public art may also be incorporated, provided it is designed to reflect the natural and/or historic character of the Snoqualmie area. Entry features shall be lighted in accordance with section 10C.040.

10C.021 Entry Monuments/Signs

As part of the entry feature discussed above, one entry sign identifying the Snoqualmie Ridge Business Park may be located at the primary entry into each of the two Business Parks from the Parkway, for a total of two primary entry signs. In addition, one entry sign of a smaller scale may be located at the secondary entry to each Business Park.

Primary and secondary entry signs along with any associated supporting structures shall have the same or similar design features. The primary business park entry sign face shall be a maximum of forty (40) square feet in area. The associated supporting structures/architectural features shall be a maximum of fifty (50) square feet in area. The secondary business park entry sign face shall be a maximum of twenty (20) square feet in area. The associated supporting structures/architectural features shall be a maximum of thirty (30) square feet in area. The maximum height of all entry signs and supporting structures/architectural features shall be six (6) feet measured from average finished grade of the surrounding area. Sign face shall be differentiated from supporting structures/architectural features through the use of contrasting colors and/or different materials and/or textures of shapes.

Materials for Business Park entry monuments/signs shall be either stone, masonry, concrete or wood. Metal may be used as a secondary material. Materials for sign faces may include wood, stone, metal or glass or concrete with etched, sandblasted or embossed graphics. Monuments and/or public art, including landscaping, should be designed to reflect the natural or historic character of Snoqualmie. In particular, designs which emphasize use of rough-hewn

rock, timbers, and natural vegetation are encouraged.
Extensive use of polished rock and metal is not appropriate.

10C.022 Public Art

Public art, if proposed, shall be designed as an integral part of the entry feature and shall be designed to reflect the natural or cultural history of the Snoqualmie community. Public art shall be of a size and scale which complements, but does not dominate, the entry feature as a whole and shall not exceed ten (10) feet in height. Public art shall be of stone, wood, metal, or natural materials. Public art shall not include artificial landscape features, such as waterfalls.

10C.023 Entry Feature Landscaping

Landscape plantings used in the entry feature should be a combination of native trees, shrubs and groundcover. Limited ornamental plantings are allowed. Landscaping should help the entry feature blend with the adjacent Parkway buffer area.

10C.024 Entry Feature Placement

All entry feature components shall be placed outside of the public right-of-way, immediately adjacent to the entryway, and be located so as not to impair sight distances. The entry feature may be located within the Parkway buffer; in such cases supplemental native vegetation plantings shall be provided.

10C.030 Individual Lot

10C.031 Identification of Lot

Entry monuments or signs identifying the name of the building or sole user and address of any lot may be located on the lot side of the sidewalk within the Streetscape Area Easement. Such monuments or signs shall be a maximum of twenty (20) square feet in area. Where an entry driveway is shared, two primary users may be included on one sign, however, multi-tenant directory signs are prohibited in the Streetscape Area Easement.

Materials for entry monuments may include stone, masonry, concrete, wood or metal. Materials for the associated sign face may include wood, stone, metal or glass or concrete with etched, sandblasted or debossed

graphics. Landscape plantings to complement entry monuments/signs are permitted.

10C.032**Building Tenant Directory Signs**

Any directory sign identifying tenants in a building or set of buildings on a lot will be located a minimum of twenty (20) feet from the right-of-way. Directory signs are to be oriented to facilitate ease of direction on-site and not oriented to vehicles within the right-of-way. Directory signs shall not exceed twenty (20) square feet in area. Materials for directory signs may include wood, stone, metal or glass or concrete with painted, etched, sandblasted or debossed graphics.

10C.033**Signs on Buildings**

Wall mounted building signs may be used in addition to entry monument and building tenant directory signs. One wall mounted sign is allowed for each building tenant. Wall mounted signs shall be a maximum of twenty (20) square feet in area.

10C.040**Lighting of Signs**

Subtle ground illumination shall be limited to that necessary to light the sign face only; spillover lighting onto other surfaces or the night sky shall be avoided. Ambient, subtle ground illumination or reflective illumination from overhead fixtures attached to the monument or sign and directed down and/or subtle back lighting of individual letters may be used to light the Business Park monuments/signs, lot entry signs, and building tenant directory signs. Ambient, subtle reflective illumination from overhead fixtures directed down, and/or subtle back lighting of individual letters is allowed for lighting wall mounted building signs. Interior illuminated signs are prohibited except when back lit as described in this section.

10D Neighborhood Center (Reserved)