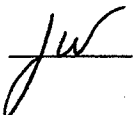


CHAPTER IV

RESIDENTIAL SIGNAGE AND ENTRY FEATURE GUIDELINES

SIGNAGE AND ENTRY FEATURES

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RESIDENTIAL SIGNAGE AND ENTRY FEATURE GUIDELINES

This Chapter addresses entry features and temporary informational, marketing, and directional signage for residential development. Permanent street and traffic control signage is addressed in Chapter 10 of the *Snoqualmie Ridge Development Standards*.

These guidelines have been developed to establish and maintain sign communications appropriate to a high quality environment. They allow for a reasonable level of consistency to create a sense of community, and flexibility to address specific needs. They will help foster accessibility and long-term environmental quality in Snoqualmie Ridge. These guidelines are intended to:

- ◆ Create public art or neighborhood markers which help support finding one's way within the development.
- ◆ Encourage the design of signs and entry features which are aesthetically pleasing and of high quality materials and craftsmanship.
- ◆ Allow sufficient, though not excessive, identification.
- ◆ Allow necessary temporary signage.
- ◆ Offer a systematic approach to sign review and approval.

Where practical temporary signs should be combined to minimize the number of signs and reduce visual clutter. All signs, other than traffic control, directional, and temporary project signs should be located outside public rights-of-way.

In addition to the signage and entry feature standards contained in this chapter, the Sign Standards booklet contains definitive information regarding signage within Snoqualmie Ridge. It is available from the New Construction Committee.

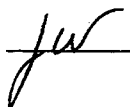
A. SUBMITTAL REQUIREMENTS

The builder of each subdivision is required to submit a comprehensive sign and entry feature program as outlined herein to NCC. The objective of the program shall be to establish guidelines and standards for the size, placement, quantity, color, materials, illumination and type style of signs and entry features. Design compatible with the surrounding architecture is required.

B. THE APPROVAL PROCESS

All sign and entry feature programs and sign permit applications are reviewed by the NCC for conformance to the standards of this chapter. NCC approval is required before the installation of any permanent or temporary sign or entry feature. 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.

All signs must also meet the requirements of the City of Snoqualmie prior to installation. See Chapter 17.75 of the SMC for details. If a permit is required applicant shall send a copy of the approved permit to the New Construction Committee before installation. The NCC shall have the right to remove non-conforming signs and to charge the non-conforming party for removal.



C. DEFINITIONS

CENTERED LAYOUT

This approach provides for a controlled design by balancing art and copy elements from a center line drawn vertically throughout the format.

FLUSH LEFT ALIGNMENT

The term "flush left" describes the vertical alignment of the left edge of a text block. The right edge is not aligned vertically and is described as "ragged right" to refer to each line having its own ending point.

LOGO

The symbol or visual element used to identify an entity. The Snoqualmie Ridge logo shall be used on temporary signs only. The Snoqualmie Ridge logo consists of fir cones and a branch. WRECO, at its discretion, may alter or change the logo. Otherwise the size and spacing relationship of the logo should never be altered in any way. The logo should always be reproduced from camera-ready art.

LOGOTYPE

The specific customized configurations of letterforms used to identify the organization, usually in a specific relationship to the symbol. The logotype should always be reproduced from camera-ready art.

CAMERA-READY ART

Reproduction quality, photomechanical art of the signature or any materials, to be provided to sign manufacturers and other suppliers.

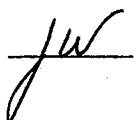
TYPEFACE/TYPOGRAPHY

The specific design of a family of letterforms. Sometimes referred to as type style or type font.

D. PROHIBITED SIGNS

These types of signs may not be installed at Snoqualmie Ridge.

- ◆ Roof signs
- ◆ Gyrating, rotating or blinking signs
- ◆ Inflatable signs
- ◆ Billboards
- ◆ Interior-illuminated plastic panel signs
- ◆ Interior-illuminated individual letter signs (unless they are deemed to have artistic characteristics as determined solely by the NCC).
- ◆ Interior illuminated awning signs
- ◆ Any sign not specifically permitted by the New Construction Committee



E. PERMITTED SIGNS AND ENTRY FEATURES

The following sign types are permitted within Snoqualmie Ridge.

1. PARCEL ENTRY FEATURE/RESIDENTIAL

Function

To create neighborhood entry landmarks through the use of public art, landscaping feature or subdued neighborhood entry marker.

Placement

At intersections with collector arterials or neighborhood collectors.

Illumination

Ambient or subtle ground illumination.

Size

Neighborhood entry marker: 20 square feet maximum with height greater than width.

Public art or landscape feature: 10 foot maximum height, except for trees.

of text element

Materials:

Neighborhood entry marker: Primarily stone or masonry with concrete, wood or metal as a secondary material.

Public art: Stone, wood, metal or natural materials.

Name plates: May be glue-laminated wood, stone, metal or concrete with etched, sandblasted or debossed graphics.

Landscape plantings to complement entry markers or public art are permitted.

Colors

Colors shall be natural or subdued in tone.

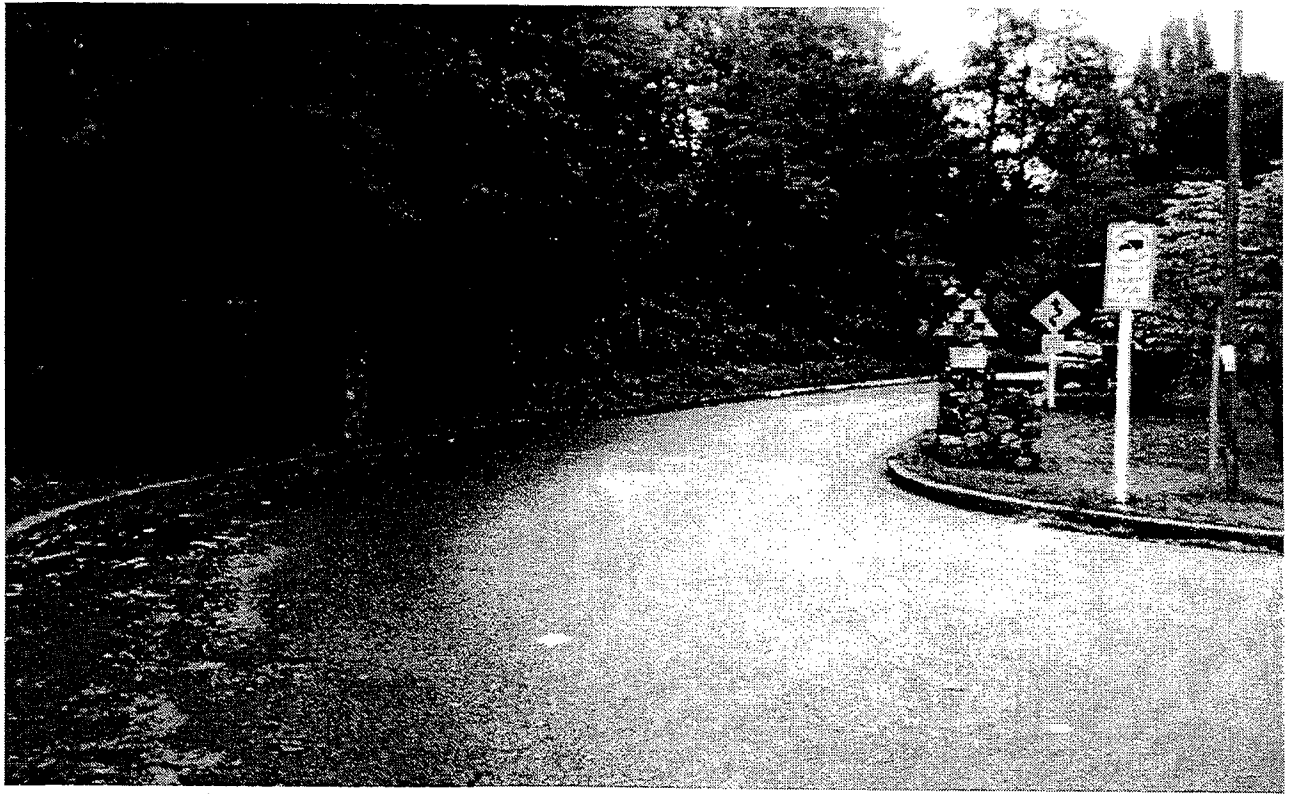
Typography

Times Roman Condensed, initial capital height: 5 1/8"; small capital height maximum 4-3/4". Centered with sign face. Up to three words are allowed.

Quantity

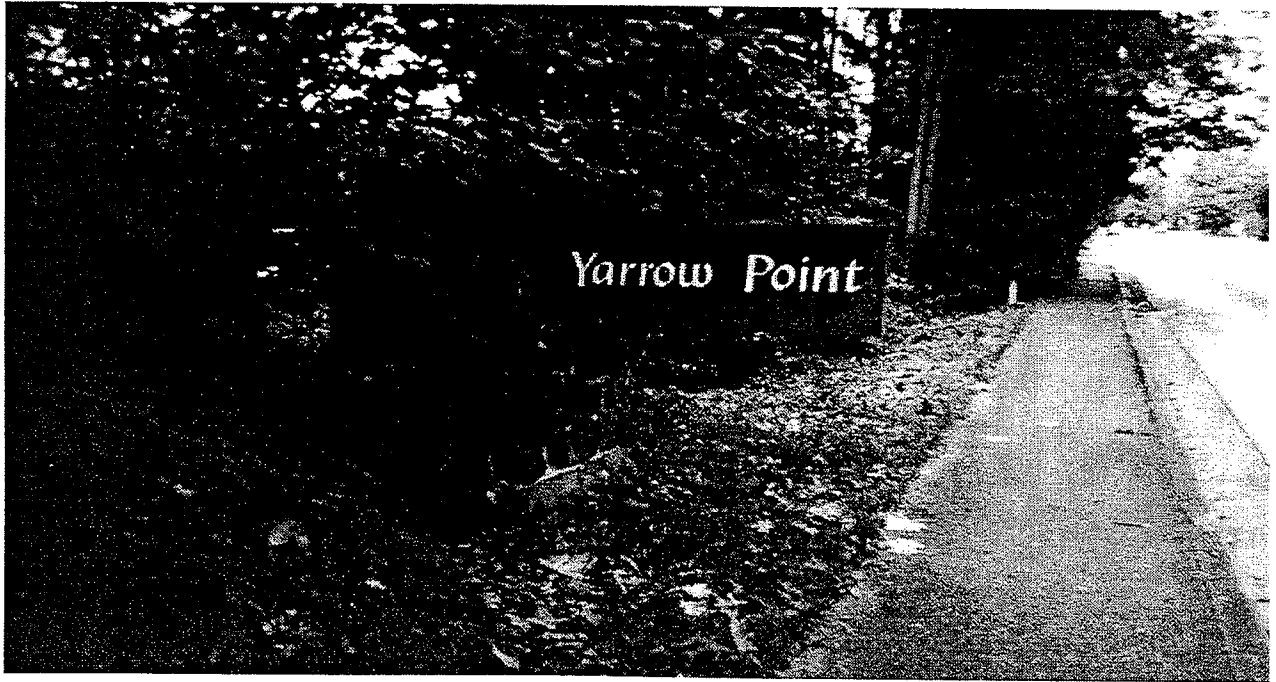
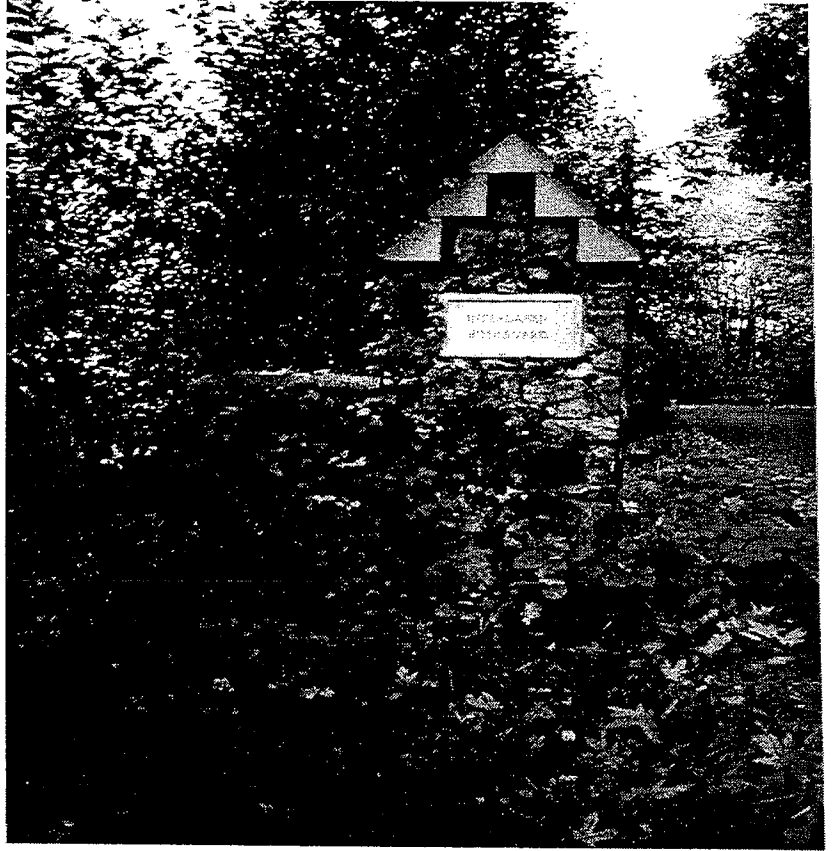
Minimum of one neighborhood entry marker, public art piece or landscape feature per parcel. Maximum of one intersection per parcel may have a signed neighborhood entry marker.





Neighborhood Entry Marker Examples

Approved: 11/6/96



Neighborhood Entry Marker Examples

Approved: 11/6/96

2. STREET NAME SIGN

Function

To identify street name block and number. See Chapter 10 of the *Snoqualmie Ridge Development Standards*.

3. MUNICIPAL/REGULATORY SIGNS

Function

To provide necessary regulatory information.
See Chapter 10 of the *Snoqualmie Ridge Development Standards*.

4. TEMPORARY MASTER SITE PLAN SIGN

Function

To help visitors pinpoint their location within the development, and to present enough information to help them find their way towards their destination. The directory also will make a statement about the developer's commitment to a high quality environment, indicate points of interest in the City of Snoqualmie, and tell the story of Snoqualmie Ridge.

Placement

Near a focal area such as the Information Center.

Materials

Post: 4" x 4" cedar or pressure treated Douglas fir.
Panels: Medium density overlay plywood.
Graphics: Vinyl computer cut with silk-screened logo.

Illumination

Ambient or directed spot light.

Typography

Primary Information: *Times Roman Condensed*.
Secondary Information: *Franklin Gothic Condensed*. Use camera-ready art.

Maximum Size

Panel: 30 square feet.

Quantity

One.

Notes

Fabricated logo panel, as well as sign face, to have mitered joints (at points where face wraps around posts); all fasteners to be galvanized. No visible fasteners on face of panels. Use only solid body stain on posts. Post placed in below-grade concrete.

5. TEMPORARY MARKETING SIGNS

Function

To assist in locating specific neighborhoods.

Placement

Strategically located along key routes.

Material

Wood and aluminum with vinyl computer cut graphics.

Illumination

Ambient or directed spot light.

Typography

Primary Information: *Times Roman Condensed*, centered. Use camera-ready art for logos.

Neighborhood identities: Use camera-ready art.

Maximum Size

Panel: 30 square feet.

Overall Height-Post and Panel: 8 feet.

Quantity

As necessary. Where practical, temporary marketing signs should be combined to minimize the number and reduce visual clutter.

Notes

Standard wood construction with MDO skin on all areas except faces. Sign face is aluminum polyurethane painted and designed to be removable and reusable. Snoqualmie Ridge logo to be silk screened.

6. TEMPORARY CONSTRUCTION AND FUTURE USE INFORMATION SIGNS

Function

To provide basic information as to the name of the project, future use and firms involved with it.

Placement

Along the roadway in front of the project.

Materials

Post: 4" x 4" cedar or pressure treated Douglas fir.

Panels: Medium density overlay plywood.

Graphics: Computer cut vinyl with silk-screened logo.

Illumination

Ambient or directed spot light.

Typography

Times Roman Condensed, upper and lower case. Capital height 5", with 2 1/2" between lines. Use camera-ready logo art.

Maximum Size

Panel: 30 square feet.

Quantity

One per project site.

Notes

Signs may be one- or two-faced. Second side uses same specifications. Fabricated logo panel as well as sign face to have mitered joints (at points where face wraps around posts); all fasteners to be galvanized. No visible fasteners on face panels. Hardware to be counter-sunk, filled, sanded and painted to match surface. Use only solid body stain on posts.

7. TEMPORARY DIRECTIONAL SIGNS

Function

To help first-time visitors find their way to various destinations and model homes during the marketing phase of the project.

Placement

Strategically placed at points where directional decisions have to be made.

Materials

Post: 4" x 4" cedar or pressure treated Douglas fir.
Panels: Plate aluminum or wood with MDO skin.
Graphics: Vinyl computer cut.

Illumination

Ambient or directed spot light.

Typography

Times Roman Condensed, upper and lower case. Capital height 2". Use camera-ready art for logo. The logo shall be 3" in height.

Maximum Size

Panel: 20 square feet.

Quantity

As needed. Where practical temporary directional signs should be combined to minimize the number and reduce visual clutter.

Notes

Signs may be one- or two-faced. Second side uses same specification. Snoqualmie Ridge logo to be included on sign or silk-screened on separate plaque and attached to post. All fasteners to be galvanized. No visible fasteners on face. Use only solid body stain on post.

8. TEMPORARY LOT MARKER

Function

To identify land under development and to help people connect what they see on the printed site plan with the actual site.

Placement

Centered on the site's frontage.

Materials

Post: 4" x 4" cedar or pressure treated Douglas fir.
Panels: Medium density overlay plywood.
Graphics: Vinyl computer cut.

Illumination

Ambient.

Typography

Times Roman Condensed, upper and lower case. Capital height 2". Use camera-ready art for icon.

Maximum Size

Panel: 1 square foot (8" x 12.6").
Overall Height-Post and Panel: 32.6".

Quantity

One per lot.

Notes

Signs may be one-or two-faced and post mounted. Second side uses same specifications. Logo shall be 3-3/4" in height. No visible fasteners on face. Use only solid body stain on post.

9. BANNERS

Function

To highlight, commemorate or celebrate community, marketing or seasonal events.

Placement

Attached to light standards or freestanding poles.

Materials

May be nylon fabric, perforated metal, or other appropriate banner material.

Illumination

Ambient or directed spot.

Typography

Appropriate to the event.

Maximum Size

10 square feet (5'x2').

Quantity

As necessary.

Notes

Upon NCC and city approval, banners may be attached to existing light standards. Proposals for new freestanding structures must meet all submittal requirements, including engineers' approval.

10. ADDRESS IDENTIFICATION

Function

To identify a residence by street address.
See Snoqualmie Municipal Code Chapter 12.08 for specifications.

11. NATIONAL OR STATE FLAGS

Function

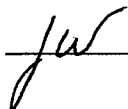
To display national and/or state flags. Flags other than national and state may be flown periodically to demonstrate support, such as university or military service colors.

Placement

Flags must be supported by a pole, either freestanding or mounted to structure.

Materials

Poles may be wood or painted metal. Colors to match the primary structure color.



Typography

As contained on flag.

Maximum Size

15 square feet (5' x 2').

Quantity

Maximum of one pole per residence.

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