

# CHAPTER IV

## RESIDENTIAL SIGNAGE AND ENTRY FEATURE GUIDELINES

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## CHAPTER IV

### 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 II Development Standards*.

These guidelines have been developed to establish and maintain residential signage and wayfinding elements 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 II. 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.

#### A. Submittal Requirements

The builder of each parcel is required to submit a comprehensive sign and entry feature program as outlined herein to the 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 compatibility 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, the applicant shall send a copy of the approved permit to the New Construction Committee before installation. The ROA shall have the right to remove non-conforming signs and to charge the non-conforming party for removal.

### C. Definitions

#### ***Camera-Ready Art***

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

#### ***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 two fir cones and a branch. Quadrant, 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. Any proposed use by anyone other than Quadrant is subject to approval by the NCC and shall be submitted prior to use. 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.

#### ***Neighborhood Entry Feature***

A neighborhood entry feature may consist of special landscaping, art element(s) or a subdued neighborhood entry marker, either alone or in combination, used to identify the parcel/neighborhood and add aesthetically to the overall landscaping.

#### ***Neighborhood Entry Marker***

That portion of the Neighborhood Entry Feature that contains a neighborhood name, if used.

#### ***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 in Snoqualmie Ridge II.

- ◆ 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 II.

**1. Neighborhood 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 neighborhood collectors.

***Illumination***

Ambient or subtle ground illumination. All lighting fixtures shall be full-cutoff. No uplighting fixtures shall be used.

***Size***

Neighborhood Entry Feature: Neighborhood entry features should be proportional to their surroundings, the neighborhood identity and associated street. Public art elements should not exceed a height of 10 ft.

Neighborhood entry marker: 20 square feet maximum.

***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.

Applicants are encouraged to emphasize plantings that are native or hardy low water use adapted plant species and other naturally occurring elements.

Consideration of man made and ornamental elements will be considered.

**Colors**

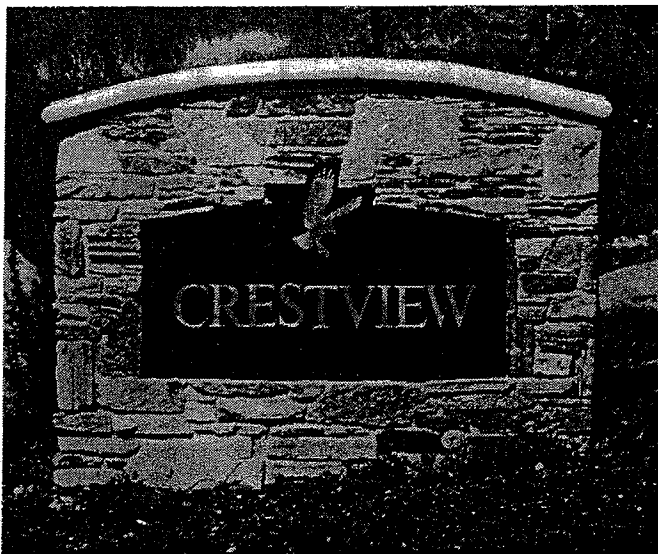
Colors shall be natural or subdued in tone.

**Typography**

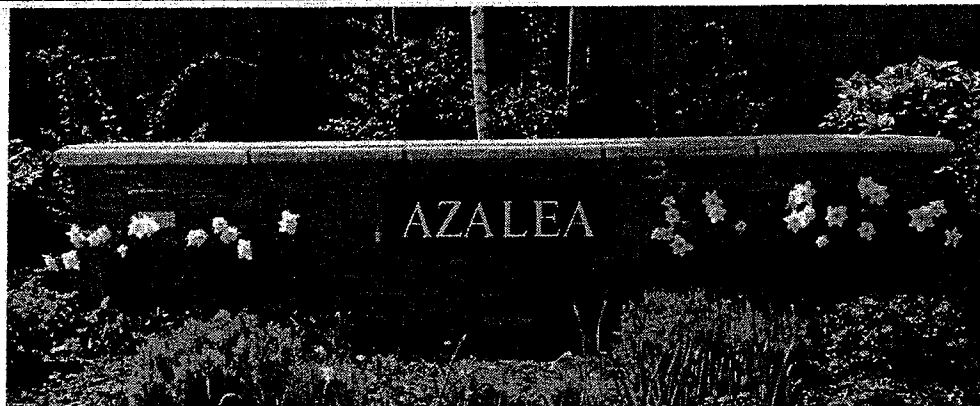
*Times Roman Condensed* or other font selections approved by the NCC, initial capital height: 5 1/8"; small capital height maximum 4-3/4". Centered with sign face. Up to three words are allowed.

**Quantity**

One neighborhood entry marker, public art piece or landscape feature per parcel. The entry feature can occur on both sides of the parcel entry. Maximum of one intersection per parcel may have a signed neighborhood entry marker.



Entry Marker Examples



**2. Street Name Sign**

**Function**

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

**3. Municipal/Regulatory Signs**

***Function***

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

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

### *Placement*

Strategically located along key routes and at points where directional decisions have to be made.

### *Material*

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

Panels: Plate aluminum with vinyl computer cut graphics or wood with MDO skin .

### *Illumination*

Ambient or directed spot light.

### *Typography*

Primary Information: *Times Roman*

*Condensed* or other font selections approved by the NCC, upper and lower case. 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*

Temporary marketing signs should be combined to minimize the number and reduce visual clutter. A Comprehensive Temporary Marketing Sign Plan shall be reviewed and approved by the City and NCC.

### *Notes*

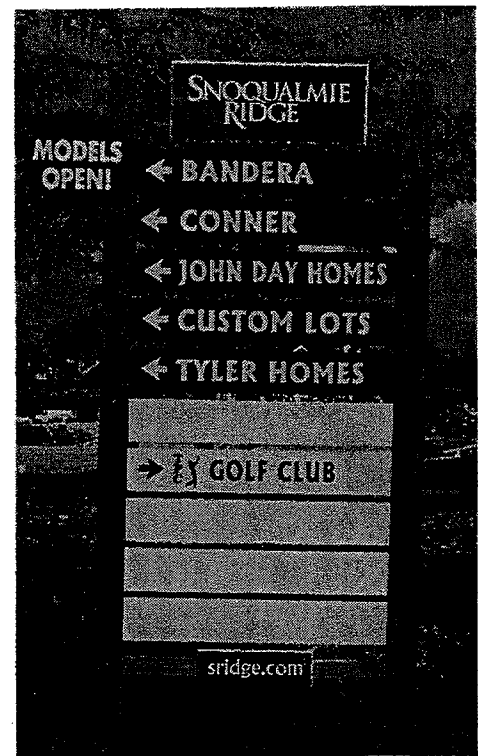
Signs may be one- or two-faced. Second side uses same specification.

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.

## 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.



Marketing Sign Example



**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: As may be approved by the NCC.

**Illumination**

Ambient or directed spot light.

**Typography**

*Times Roman Condensed* or other font selections approved by the NCC, 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 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.

**Illumination**

Ambient.

**Typography**

*Times Roman Condensed* or other font selections approved by the NCC, upper and lower case. Capital height 2". Use camera-ready art for icon.

**Maximum Size**

Panel: 1 square foot (8" x 18").  
Overall Height-Post and Panel: 3'-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.

**8. 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.

**9. Address Identification**

**Function**

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

**10. 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 3').

***Quantity***

One pole per residence.