



MEMORANDUM

Date: October 20, 2010
To: Eric R. Shields, AICP, Planning Director
From: Jon Regala, Senior Planner 
Subject: **CARILLON POINT MASTER SIGN PLAN**
FILE NO. CDP10-00005

I. INTRODUCTION

- A. Applicant: John Owen with Makers Architecture & Urban Design, on behalf of the property owner, Sue Gemmill with Carillon Properties
- B. Site Location: 4100 Carillon Point (see Attachment 1)
- C. Request: The applicant has applied to replace the existing Master Sign Plan (File No. D-88-120) with a new comprehensive sign package (see Attachment 2) for Carillon Point which:
- Reflects an updated design theme for general office building, directional, and center ID signs;
 - Promotes visual harmony while allowing individualized tenant signage;
 - Caters to vehicular and pedestrian traffic; and
 - Clarifies sign area and lighting requirements for all signs

II. RECOMMENDATION

I recommend approval of the 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. Sight distance requirements shall be met for all ground mounted signs.
- C. The approved signs are listed below. Attachment 2 contains graphics of the approved signs.
1. ENTRANCE CENTER ID MONUMENT SIGNS. Two monument sign panels approximately 5'-6" x 13' (71.5 square feet each) placed upon existing masonry walls located at the entrance to Carillon Point and oriented towards Lake Washington Boulevard. These signs may be externally illuminated. Interior illumination of the signs is prohibited.

2. OFFICE BUILDING ID PEDESTAL SIGNS. New building ID signs fastened to existing concrete bases. The concrete bases shall match the color of the brick on the office buildings and the precast bollards situated throughout the site. The maximum height of the pedestal signs is 5' with a maximum sign size of 4 square feet per sign face. One building ID pedestal sign is allowed per building. Interior illumination of the signs is prohibited. External illumination of the signs is allowed.
3. OFFICE BUILDING ID AWNING/WALL SIGNS. Building ID signs located either under building entrance canopy or on the fascia of the same canopies. The maximum size of these signs is 5 square feet. Interior illumination of the signs is prohibited. External illumination of the signs is allowed.
4. RETAIL/RESTAURANT TENANT SIGNS.
 - a. The following chart describes the allowances for retail, restaurant, and hotel signage.

Allowed Sign Type	Maximum Total Sign Area	Maximum Number of Signs & Additional Limitations	Sign Illumination
<ul style="list-style-type: none"> • Wall • Canopy or Under Canopy (blade sign) • Fascia • Window • Projecting/Banner (Hotel use only) 	<ul style="list-style-type: none"> • Tenant space is 2,500 sq. ft. or less then <u>35 sq. ft.</u> • Tenant space is between 2,500 sq. ft. and 19,999 sq. ft. then <u>50 sq. ft.</u> • Tenant space is greater than 20,000 sq. ft. then <u>70 sq. ft.</u> 	<ul style="list-style-type: none"> • Wall or canopy signs: No limit • Blade signs: 1 per tenant and maximum 8 sq. ft. per sign face • Directional: No limit to number but maximum 4 sq. ft. per sign face • Window signs: 35% of window area • Projecting/Banner: No limit to number but maximum 2 square feet per sign face 	<ul style="list-style-type: none"> • Halo lighting • Translucent letters with an opaque sign face; internally illuminated • A logo may be constructed as a cabinet sign but may not exceed 25% of the area of the sign to which it relates • Neon is allowed • Blade, window, and projecting/banner signs shall not be internally illuminated

Allowed Sign Type	Maximum Total Sign Area	Maximum Number of Signs & Additional Limitations	Sign Illumination
A-Frame	<ul style="list-style-type: none"> • 6 sq. ft. per sign face • Location cannot reduce pedestrian walkway width below 5' 	<ul style="list-style-type: none"> • One per tenant • Shall not be visible from Lake Washington Boulevard • Shall be within 50' of tenant entry 	<ul style="list-style-type: none"> • Non illuminated
Light Pole Tenant Directional Sign	<ul style="list-style-type: none"> • 3 sq. ft. per sign face 	<ul style="list-style-type: none"> • Two approved locations at the top of stairs heading to the marina (see Attachments 2 and 3) 	<ul style="list-style-type: none"> • Translucent letters with an opaque sign face; internally illuminated

- b. Cabinet signs are prohibited in addition to the signs/devices prohibited in KZC Section 100.85 (see Attachment 4).
 - c. The existing Bank bollard sign located towards the southern end of the campus (see Attachment 5) shall be revised to have a sign base with a change in tenant. The sign base shall match the brick color and materials of the existing pedestal signs. New signs shall conform to the sign chart above.
 - d. Canopies and awnings shall not be backlit.
 - e. Sign area shall be measured around the perimeter of the sign "text" and/or graphics. See Attachment 8 for an example on how sign area shall be measured.
5. DIRECTIONAL/INFORMATIONAL SIGNS. These signs are designed to help pedestrian and automobile traffic identify and locate the shopping and parking areas, and office buildings within the Carillon Point development. The design of these signs must reflect the Carillon Point logo/theme consistently throughout the subject property.

There is no limit to the number of these signs. The height of existing directional/informational signs may be maintained with replacement signs. The approved sign types (see Attachment 2 for examples) and sizes are:

- a. Post and Panel. Maximum size is 14 sq. ft. Maximum height is 5 feet.
- b. Directory. Maximum size is 4 sq. ft. Maximum height is 5 feet.

- c. Flag Directional. Maximum size is 2 sq. ft.
 - d. Wall Directional. Maximum size is 4 sq. ft.
 - e. Parking. Maximum size is 16.5 sq. ft. (existing). Maximum diameter of the "P" parking sign is 2'.
 - f. Interpretive Signs. Maximum size is 6 sq. ft.
- C. CONSISTENT DESIGN THEME. 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, materials, and sign design for the general campus and office building signs.
 - 2. While more variety is allowed for the retail/restaurant tenants on the subject property, visual harmony is achieved by sign type and illumination. The majority of the signs are pedestrian oriented and consist of awning or below awning (hanging blade) signs. Pedestal signs should not be allowed for retail tenants since the allowed sign types are adequate for pedestrian and vehicle traffic.
 - 3. Subdued sign illumination. Halo illumination is strongly recommended while channel letter signs and signs with opaque faces and cut out translucent letters are still allowed.
 - 4. Cabinet signs are prohibited. Cabinet logos are allowed but must be a minor component of the sign to which they are associated.
- D. MINOR MODIFICATIONS. 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; and
 - 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, colors, materials, or types).

III. ZONING CODE COMPLIANCE

The subject property is zoned PLA 15A. The use zone chart for PLA 15A states that for a development such as Carillon Point, all signs must be approved as part of a Master Sign Plan in accordance with KZC Section 100.80. This application replaces the existing Master Sign Plan (File No. D-88-120).

IV. MASTER SIGN PLAN CRITERIA

The following are the Zoning Code Criteria for approval of a Master Sign Plan, followed by staff analysis. The applicant's response to the criteria is in Attachment 6.

- 1. *The proposal manifests exceptional effort toward creating visual harmony between the site, buildings, and other components of the subject property through the use of a consistent design theme.*

The applicant has proposed two dominant and distinct sign styles that distinguish the office building and general campus signage from the retail/restaurant/hotel signage. The office and general campus signs are not internally illuminated, are made up of the same materials and colors, and have the Carillon Point logo. Ground mounted signs either have a concrete base which matches the brick component of the buildings, or are attached to metal pole signs painted to match the Carillon 'blue' color.

The retail/restaurant/hotel signs create visual harmony through utilizing certain sign types, materials and illumination. Flexibility is allowed in terms of sign type. Proposed signs include awning, wall, and hanging blade signs. Pedestal signs should not be allowed for individual tenants. Allowing pedestal signs for all tenants will result in visual clutter and detracts from the visual harmony. Since there is an existing pedestal sign for the bank (see Attachment 5), it should be allowed to remain but should be redesigned to have a sign base to match existing pedestal signs.

In terms of sign illumination, cabinet signs are not allowed. Tenant signs should utilize halo lighting and/or channel lettering as the primary design for their wall signs. Opaque faces with cut-out translucent lettering may be used when halo lighting or channel lettering cannot be used due to a tenant's corporate sign design. Logos that cannot be displayed in a channel letter format may be created as a cabinet sign as long as it is a minor component of the overall sign.

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

The proposed signs for the office buildings and general campus signage are the minimum necessary to provide readable signs and adequate identification for Carillon Point. Flexibility should be provided for minor signs that provide helpful information to pedestrians and vehicular traffic navigating the subject property. This can be accomplished by setting maximum size limits for directional/informational signs but allowing the property owner to determine the number of such signs as appropriate.

The applicant has proposed the following sign area breakdown for the retail/restaurant/hotel tenant spaces:

- Tenant space is 2,500 sq. ft. or less then 30 sq. ft.
- Tenant space is between 2,500 sq. ft. and 4,999 sq. ft. then 50 sq. ft.
- Tenant space is between 5,000 sq. ft. and 19,999 sq. ft. then 80 sq. ft.
- Tenant space is greater than 20,000 sq. ft. then 175 sq. ft.

While staff agrees that the breakdown of tenant spaces makes sense, the proposed sign area associated with each category does not. Attachment 7 contains background information regarding the tenant spaces at Carillon Point. After researching what has been approved with amendments to the previous sign plan, staff recommends the following breakdown:

- Tenant space is 2,500 sq. ft. or less then 35 sq. ft.

The reason for the increase in sign area for this category is to account for the existing Starbucks signs.

- Tenant space is between 2,500 sq. ft. and 4,999 sq. ft. then 50 sq. ft.

No change

- Tenant space is between 5,000 sq. ft. and 19,999 sq. ft. then 50 sq. ft.

The only tenants which currently fit this category are the Bin on the Lake and Yarrow Bay Beach Café restaurants. Bin on the Lake has 18.32 sq. ft. of sign area and the Beach Café has 25 sq. ft. The previous tenants – Yarrow Bay Grill had 33.9 sq. ft. of sign area, Cucina – 13.3 sq. ft. and Blu Water Bistro – approximately 26 sq. ft. These sign allowances provided readable signs. If blade signs were added, an increase to the allowed sign area would be needed (8 sq. ft. per sign face for a blade sign totals 16 sq. ft.). Therefore, Staff recommends 50 sq. ft. per tenant to allow for a main tenant sign and a blade sign.

- Tenant space is greater than 20,000 sq. ft. then 70 sq. ft.

The Woodmark Hotel, which fits into this category, was approved 68.25 sq. ft. of sign area under the previous sign plan. Recently the signs have been revised where the total sign area for the Woodmark Hotel is now 38.8 sq. ft. This includes sign area for a new spa tenant within the Woodmark (see Attachment 8). The reason for the reduced sign area is the removal of the 'W' sign at the east end of the hotel. Staff recommends that the previous sign area should dictate current and future signage for the Woodmark.

The proposed tenant directional light pole signs at the west end of the plaza are reasonably sized and located in order to direct pedestrians to tenant spaces at the marina and plaza levels. These signs are the minimum necessary to create readable signs. Only two locations should be approved to minimize clutter (see Attachment 3).

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

Carillon Point contains a mix of uses and is located across the street from residential developments. The proposed signs transition well from the residential uses with more subdued signage at the property entrance on Lake Washington Boulevard to more commercial sign types for the buildings closer to Lake Washington. The signs are in character and orientation with the planned and existing uses.

V. 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 November 8, 2010, fourteen (14) working 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.

VI. ATTACHMENTS

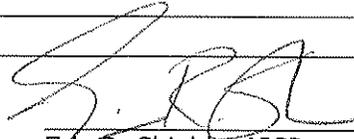
1. Vicinity Map
2. Applicant's Proposal
3. Light Pole Tenant Directional Sign Location
4. Prohibited Signs
5. Bank Pedestal Sign Location
6. Applicant's Response to Criteria
7. Tenant Space Information
8. Woodmark Hotel Sign Information

 I concur

I concur with revisions

I do not concur

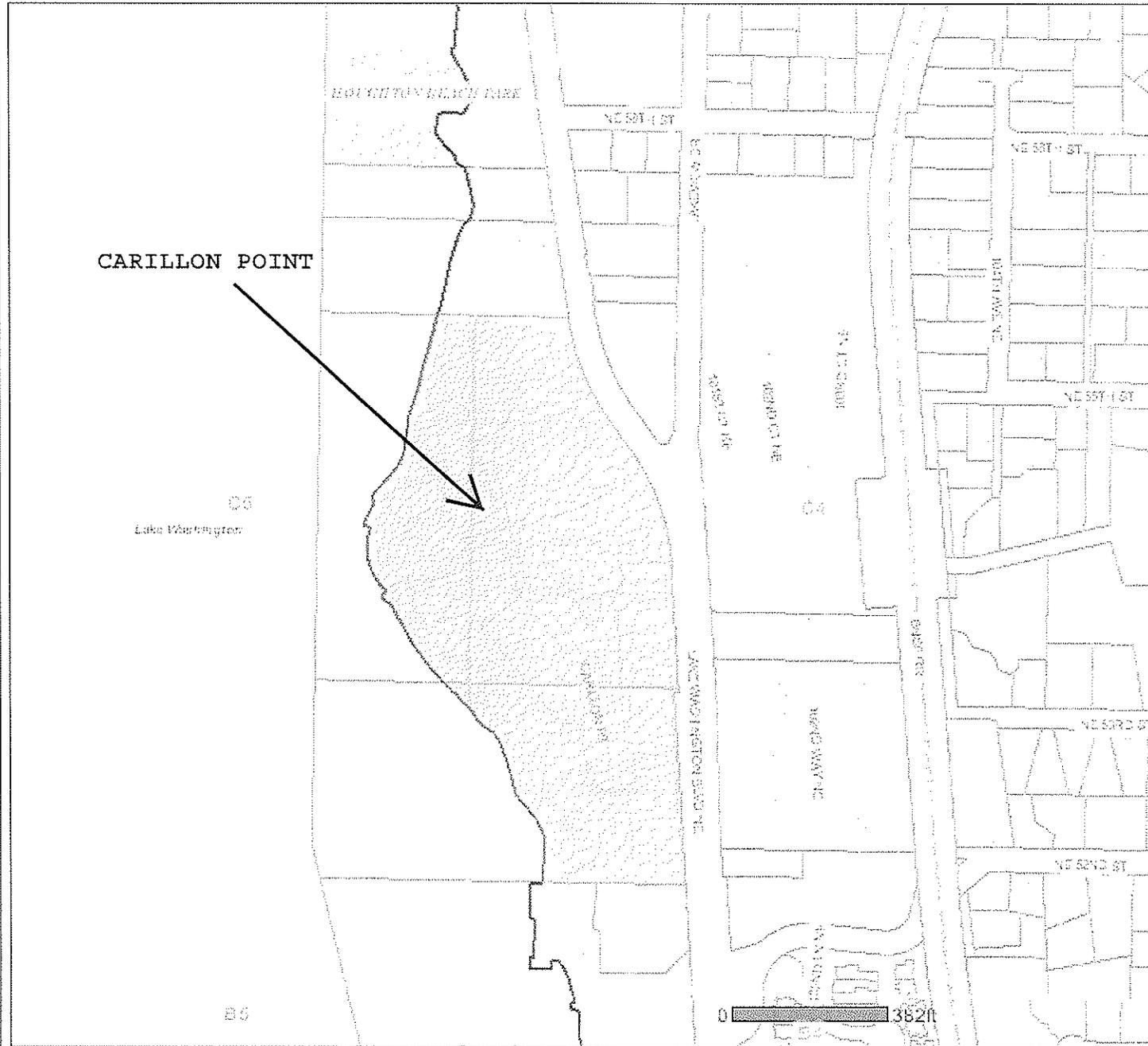
Revisions: The existing bank bollard sign shall be allowed to remain as proposed. Condition II.C.4.c. shall be changed to read: "The existing bank sign may remain with its existing bollard design. Sign illumination for future tenants shall be consistent with the chart in condition II.C.4.a, except that neon signs shall not be allowed." _____



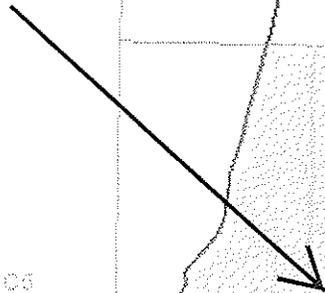
Eric R. Shields, AICP
Planning Director

10/21/10
Date

CARILLON POINT

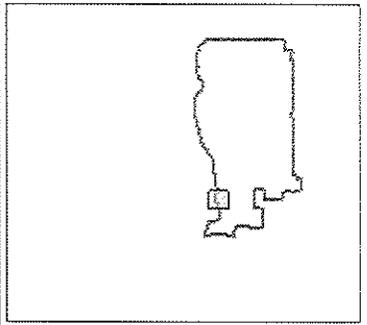


CARILLON POINT



©5
Lake Washington

0 382ft



Approximate
Scale 1:4,589
1 in = 382 ft

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Carillon Point Master Sign Plan

For Carillon Properties

July 20, 2010

Background and Purpose

Carillon Point is a complex of office, retail, eating and drinking establishments and a hotel with ancillary services. The site also includes a marina and is situated across Lake Washington Boulevard from a residential neighborhood. These conditions call for a subdued, sophisticated signage system integrated into the building and landscape design. The original signage system (Master Plan approved by the City of Kirkland in 1988) met this criterion, and this proposal is to update the earlier master sign plan to provide clearer guidance regarding allowable signs and to permit a general upgrade of the complex's signs and graphics. Also, an updated sign master sign plan will allow Carillon Point Properties to work more easily with potential tenants regarding their signage needs.

Sign Type, Design, and Quantity

The sign types and quantities of each sign are listed in the sign list chart on the following pages. Graphics illustrating the configuration, size, and graphic elements of each sign are presented in Exhibit A.

Location of Signs

The location of each sign is shown in the plan on the third page following.

Standards for Internally Illuminated Signs

- No internally illuminated signs shall be visible from the Lake Washington Boulevard right-of-way.
- Signs for office uses must not be internally illuminated.
- The following signs may be acceptable. The method of illumination should be the most preferred method that is feasible for the particular sign. The preferred methods, from "a" (most preferred) to "c" (least preferred), are:
 - a. Halo lighting: Individual opaque letters with indirect lighting of the background supporting the lettering.
 - b. Cut letters, lamp-illuminated translucent letters or a logo cut into an opaque sign face.
 - c. Accent neon: A strip or area of neon used to highlight a sign. Neon lettering is acceptable provided it is not visible from Lake Washington Boulevard.
- Cabinet signs (signs with uniformly translucent faces) are not permitted.

Carillon Point Master Sign Plan

For Carillon Properties—July 20, 2010

Maximum Tenant Size Area

The total sign area for tenant signs (including canopy-mounted, building-mounted, directional, and window signs) shall be:

- For tenants under 2,500 square feet net floor area: 30 square feet
- For retail tenants between 2,500 and 5,000 square feet net floor area: 50 square feet
- For retail tenants between 5,000 and 20,000 square feet net floor area: 80 square feet
- For hotel tenants greater than 20,000 square feet net floor area: 175 square feet

Tenant signs are also subject to the standards in Exhibit A.

Graphic and Material Standards

Unless specified otherwise, signs shall be vinyl graphics on painted aluminum, exterior grade and non-fading.

Procedure for Tenant sign Approval

All proposals for new tenant signs must be approved by Carillon Properties. Carillon Properties will use the criteria in this Sign Master Plan for evaluating tenant sign proposals.

Carillon Point Master Sign Plan

For Carillon Properties—July 20, 2010

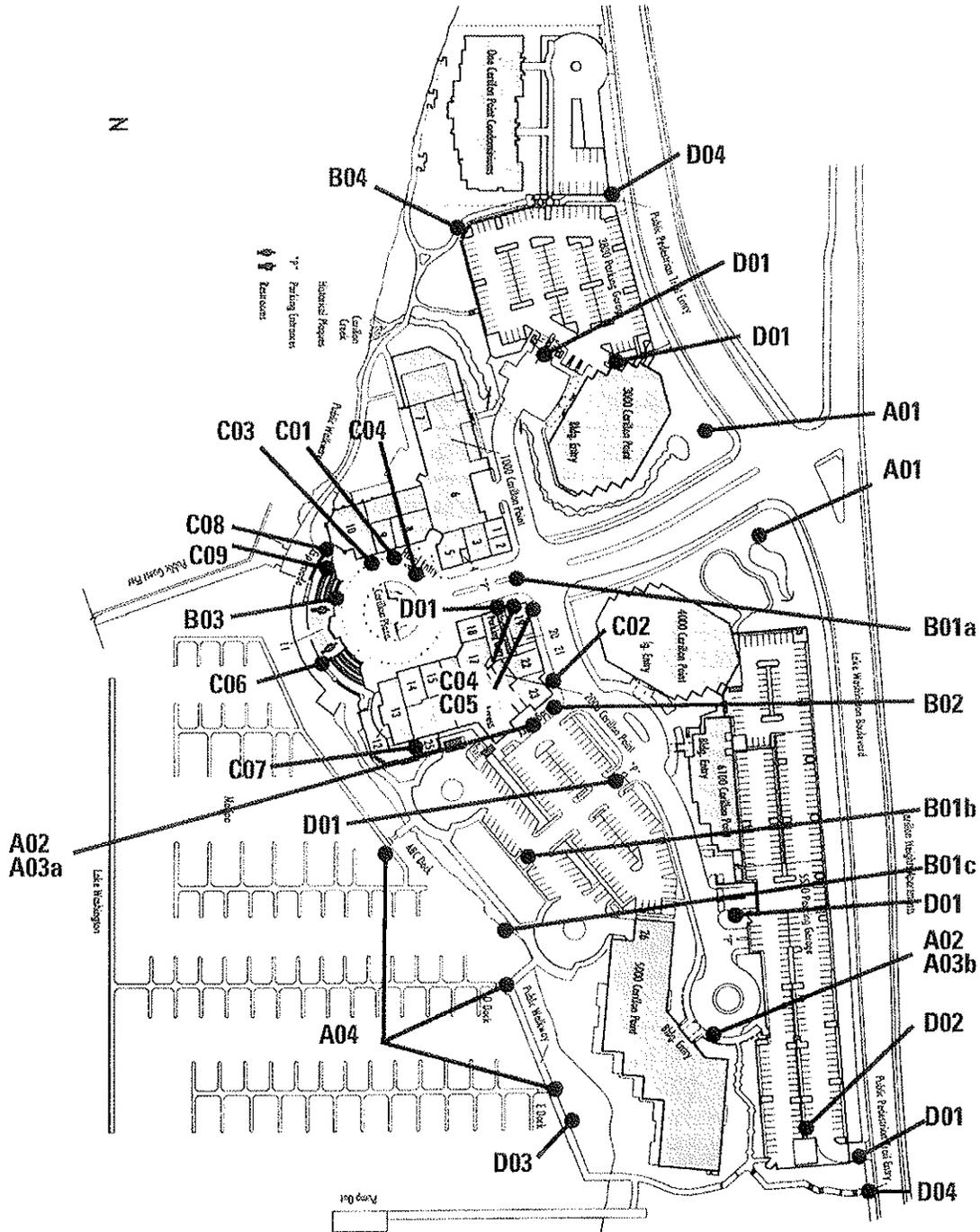
Sign List

TYPE	QTY	DESCRIPTION	NOTES
A01	2	Entrance Monument Signs	New dark blue panel on existing base.
A02	4	Secondary Monument Signs	New dark blue panel on existing base.
A03a	1	Building Numbers	New panel with arched top.
A03b	3	Building Numbers	New panel with arched top.
A04	3	Marina Signs	White lettering for greater visibility.
B01a	1	Post & Panel Directional	New panel on existing frame.
B01b	6	Post & Panel Directional	New panel on existing frame.
B01c	1	Post & Panel Directional	New panel on existing frame.
B02	4	Post & Panel Directories	New panel on existing frame.
B03	2	Wall Directional	New panel replaces two existing.
B04	2	Flag Directional	New dark blue panel.
C01	10	Tenant Soffit Pendant	Maximum size 4'w. x 2'h. No internal illumination.
C02	1	Tenant Monument	Existing
C03	1	Tenant Gable & Fascia Signs	Must not extend above fascia.
C04	1	Tenant Awning Signs & Banners	Current standards.
C05	2	Pan Letters on Fascia	Standards based n existing signs.
C06	2	Tenant A-Board	Not visible from public roadway; maximum size 2' x 2'-6"
C07	6	Window Graphics	Maximum 35% of window area average.
C08	2	Tenant Directional & Identification Signs	Maximum 2 square feet per sign.
C08	1	Tenant Directional Pole Mount	Standards based on existing signs
D01	7	Parking Identification	Various signs; no increase in size.
D02	10	Parking Wall Signs	Darker, more legible panels.
D03	4	Parking Information Signs	Existing to remain.
D04	4	Interpretive Signs	Existing to remain.
D05	2	Public Path Bollard Signs	Existing to remain.

Carillon Point Master Sign Plan

For Carillon Properties—July 20, 2010

Sign Location Plan



Andrew R. Goulding SEGD
5202 - Consultant
2010-04-20 02:02:02 206 329 0351

Carillon Point Sign Master Plan

6/16/2010

Sign Location Plan

0

Carillon Point Master Sign Plan

For Carillon Properties—July 20, 2010

Exhibit A: Sign Types

Exhibit A illustrates the various sign types. The Sign Style Sheet is page 1; page 2 illustrates street views from Lake Washington Boulevard.

The following pages are identified in the lower right corners. The numbers and descriptions correspond to the various signs in the Sign List on page 3.



0 Monument Sign



1 Logo



Pantone 539 Background Arch.

**2 Palatino Font White Text
with stylized "C" Pantone 535**





1 Building 5000



2 Building 6100 & 5500 Parking
Foreground

3 Retail
Background



4 Building 4000



5 Building 3000
South Elev.



6 Building 3000
North Elev.



7 Carillon Entrance
Intersection

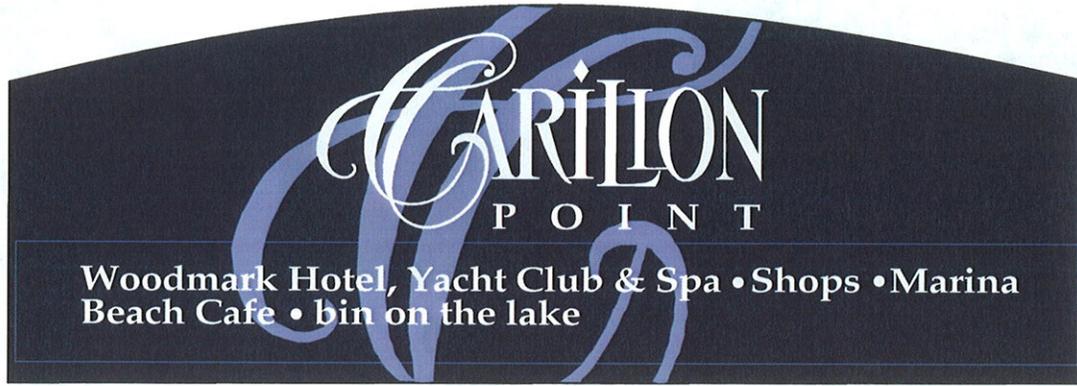
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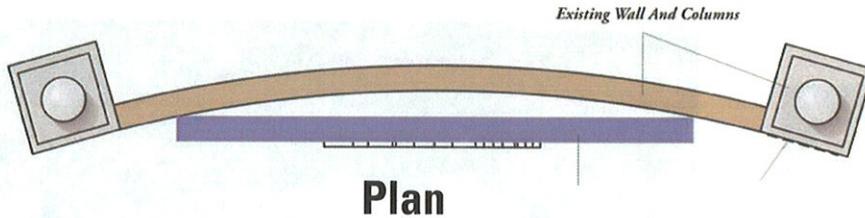
Carillon Point
Sign Master Plan

8/2/2010

Street Views
From Lake Washington Blvd.



File: "Carillon Point Final"



New Logo

Elevation

New Address



Existing x 2

Existing

New Panels on (2) Existing Masonry Monuments

Sign face: Approx. 13 ft. wide x 5'-6" tall at top of arch.

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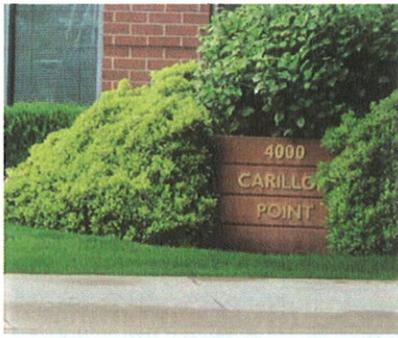
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CARILLON POINT
Sign Master Plan

8/2/2010

Entrance Monument Signs

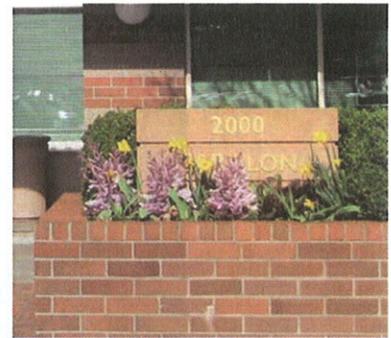
A01



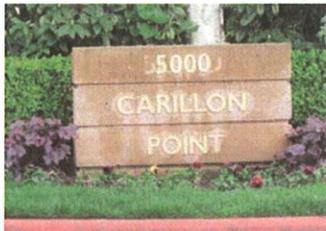
4000
Existing



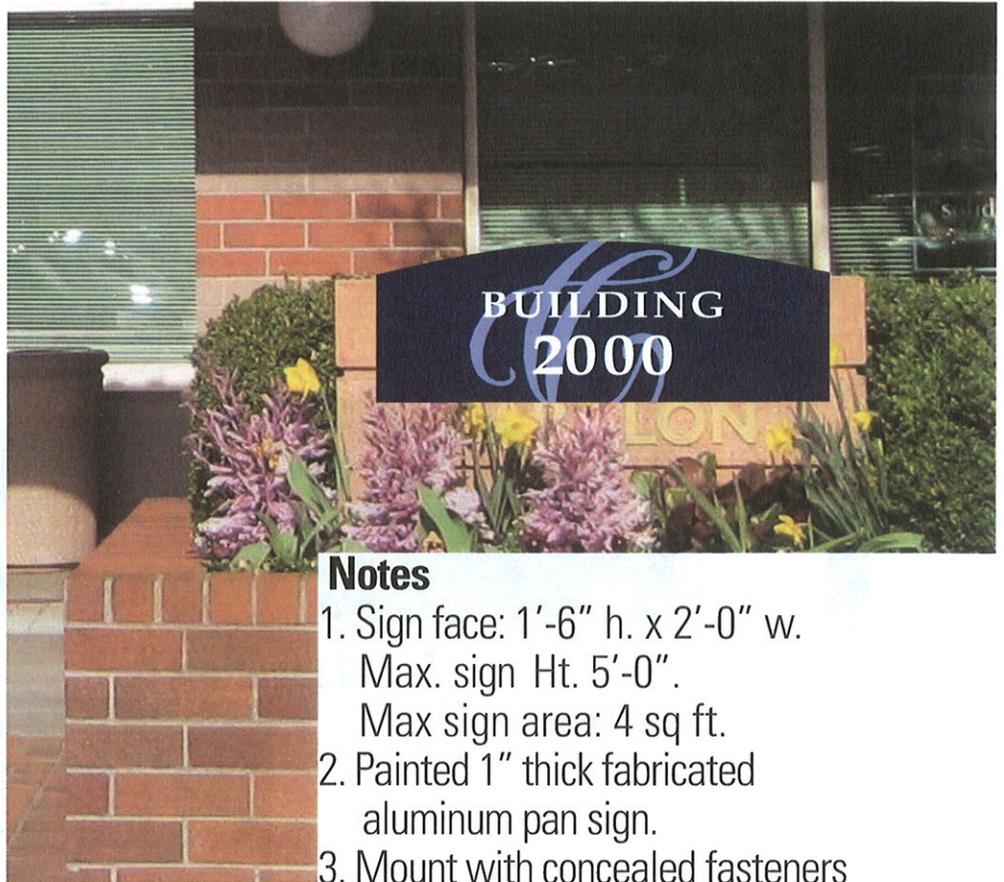
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Existing



2000
Existing



5000
Existing



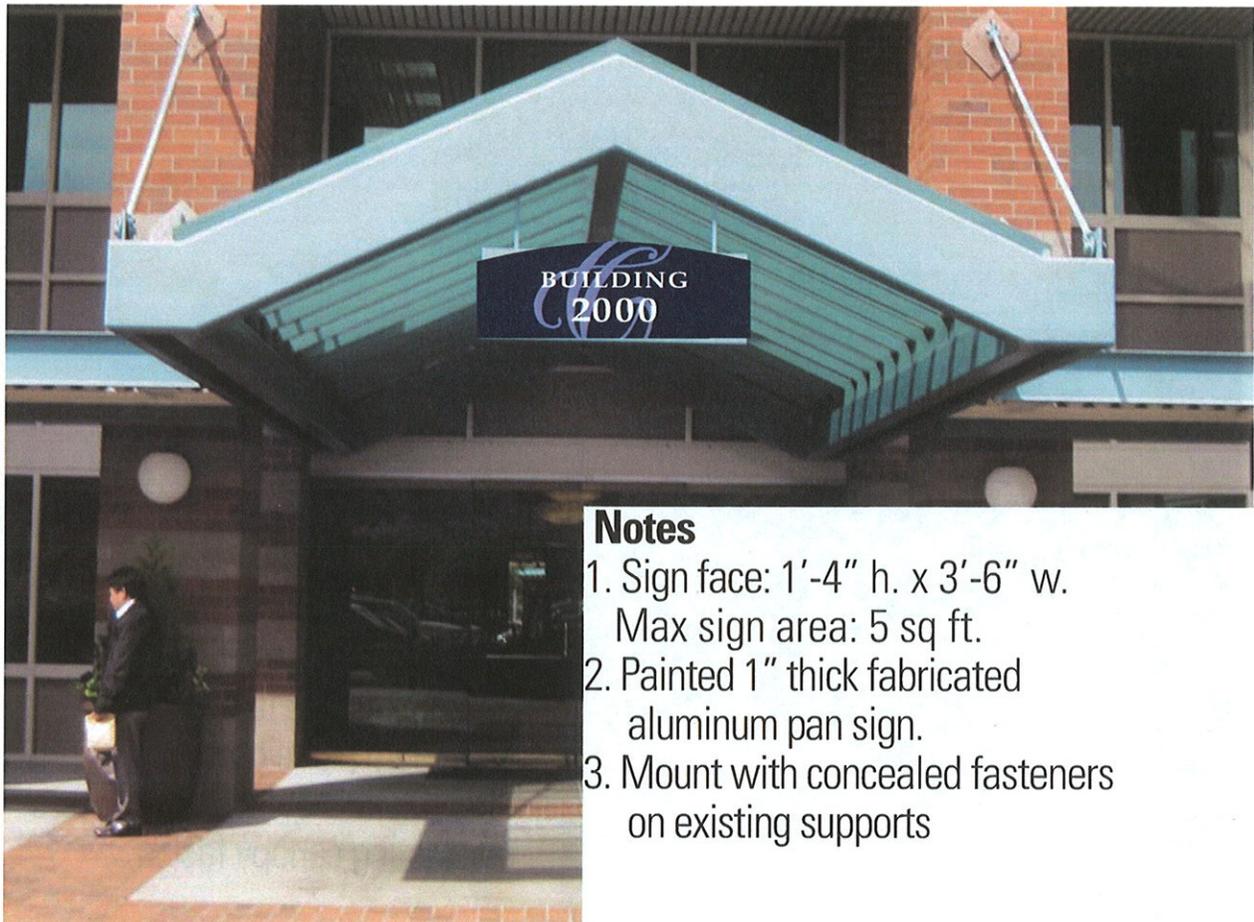
Notes

1. Sign face: 1'-6" h. x 2'-0" w.
Max. sign Ht. 5'-0".
Max sign area: 4 sq ft.
2. Painted 1" thick fabricated aluminum pan sign.
3. Mount with concealed fasteners on existing conc. monuments.

Elevation



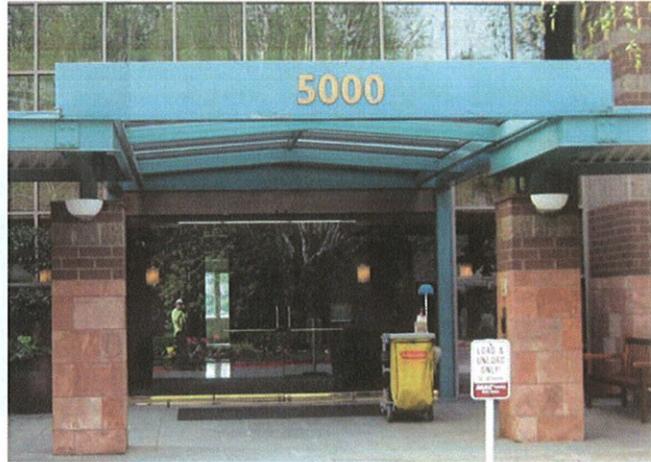
Existing



Notes

1. Sign face: 1'-4" h. x 3'-6" w.
Max sign area: 5 sq ft.
2. Painted 1" thick fabricated aluminum pan sign.
3. Mount with concealed fasteners on existing supports

Elevation



Existing



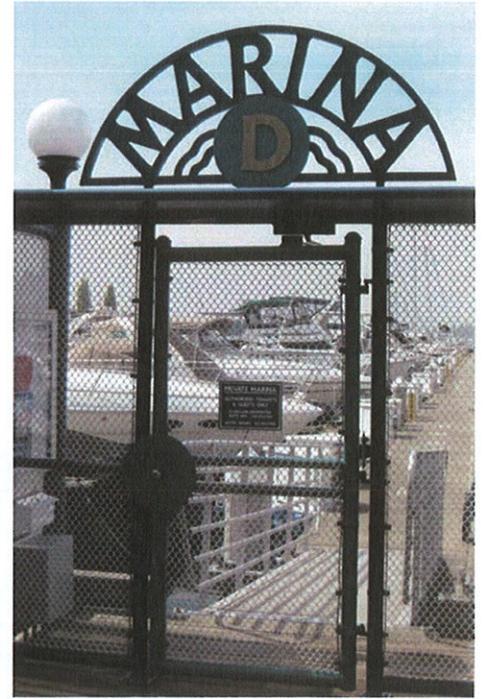
Notes

1. Sign face: 1'-4" h. x 3'-6" w.
Max sign area: 5 sq ft.
2. Painted 1" thick fabricated aluminum pan sign.
3. Mount with concealed fasteners on existing canopy fascia

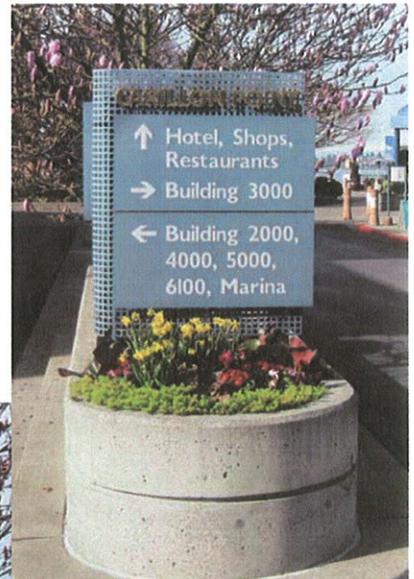
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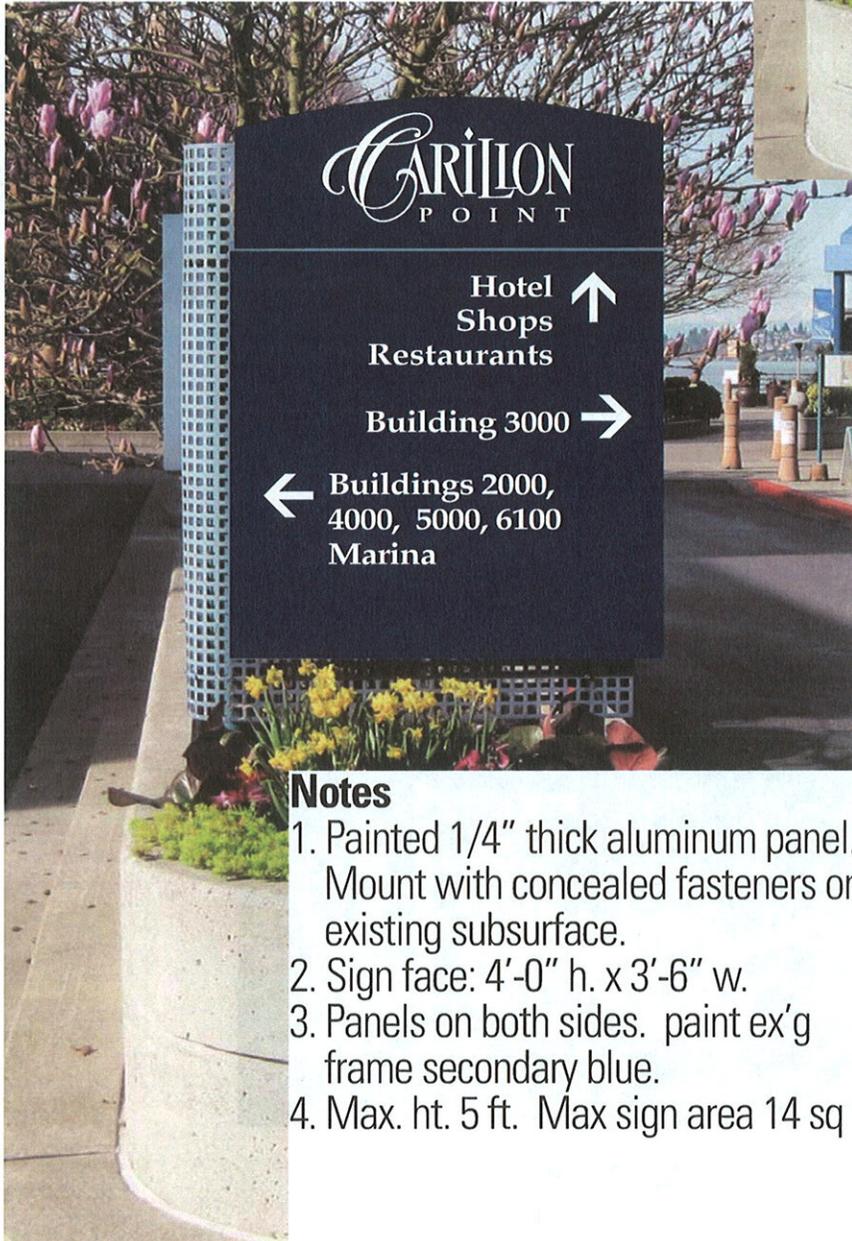
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Existing



Existing



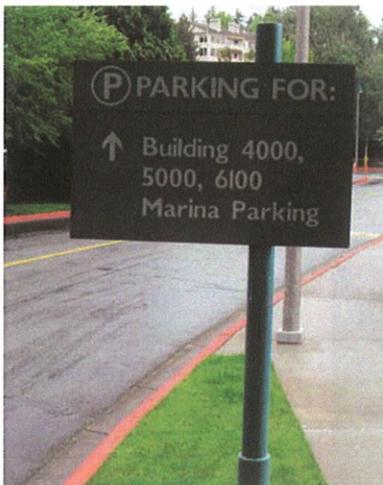
Notes

1. Painted 1/4" thick aluminum panel. Mount with concealed fasteners on existing subsurface.
2. Sign face: 4'-0" h. x 3'-6" w.
3. Panels on both sides. paint ex'g frame secondary blue.
4. Max. ht. 5 ft. Max sign area 14 sq ft.

Elevation



Existing Signs



Notes

1. Painted 1/4" thick aluminum panel.
2. Mount with concealed fasteners on existing subsurface.
3. Sign face: 4'-0" h. x 3'-6" w.
Max sign area: 14 sq ft.
4. Paint existing frame secondary Blue.
5. Where visibility is not an issue, substitute pedestal mt.
6. No taller than existing sign in that location.

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**Carillon Point
Sign Master Plan**

**Post & Panel
Directional**

B01b

8/2/2010



Existing



Notes

1. Painted 1/4" thick aluminum panel.
2. Mount with concealed fasteners on existing subsurface.
3. Sign face: 4'-0" h. x 3'-6" w. Max sign area: 14 sq ft.
4. Paint existing frame secondary Blue.
5. No taller than existing sign at that location.

Elevation



Existing



Notes

1. Painted 1/4" thick aluminum panel.
2. Mount panel & map with exposed, removeable fasteners on existing subsurface.
3. Sign face: 20" h. x 18" w.
4. Paint existing frame secondary Blue.
5. Max. ht: 5 ft.



Elevation

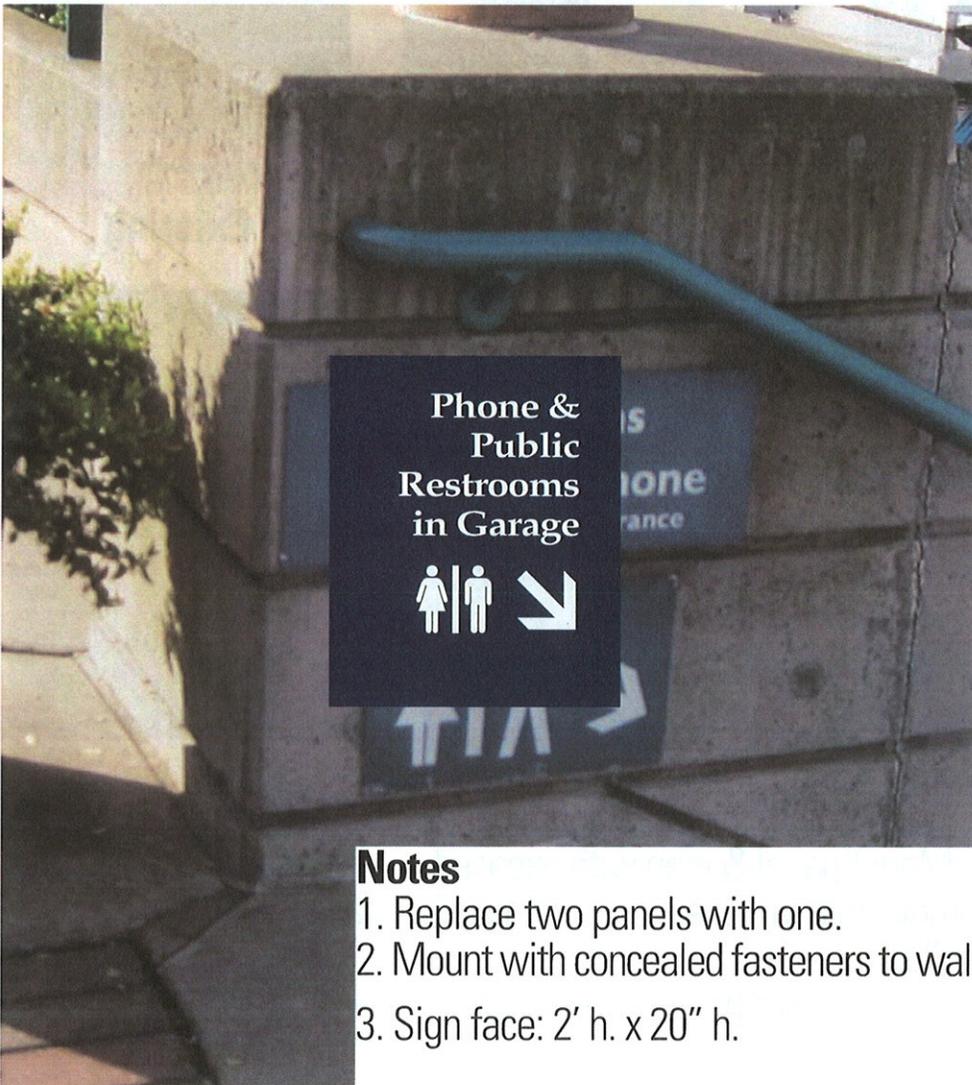
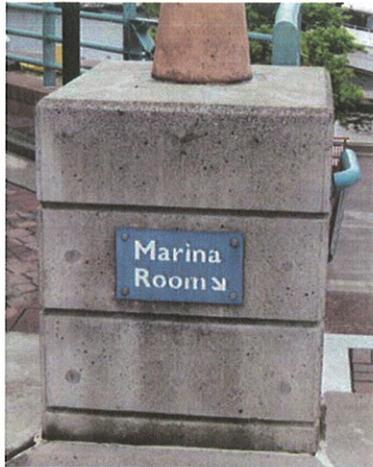
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**Carillon Point
 Sign Master Plan**

8/2/2010

**Post & Panel
 Directories**

B02



Existing

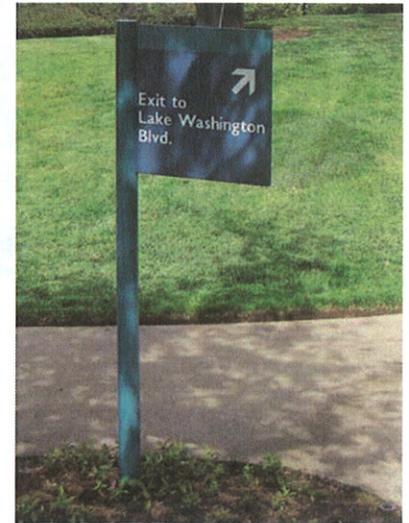
Notes

1. Replace two panels with one.
2. Mount with concealed fasteners to wall.
3. Sign face: 2' h. x 20" h.

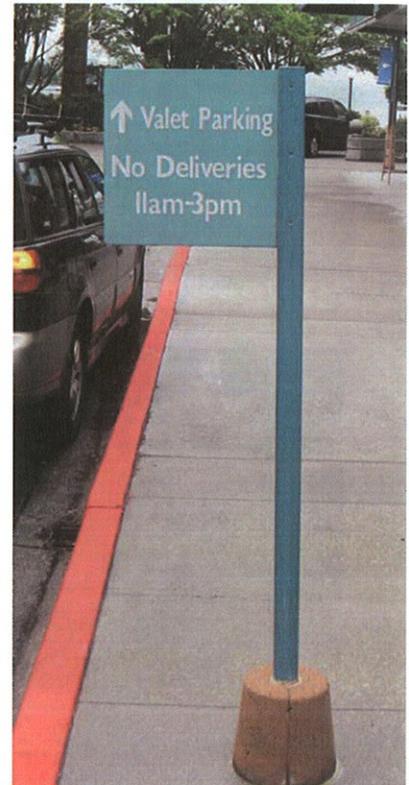
Elevation



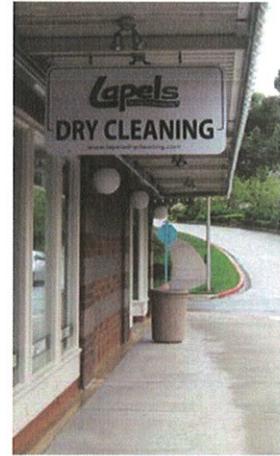
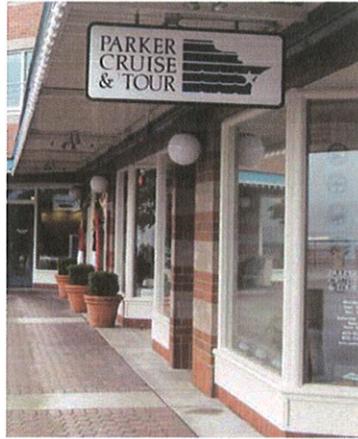
Elevation



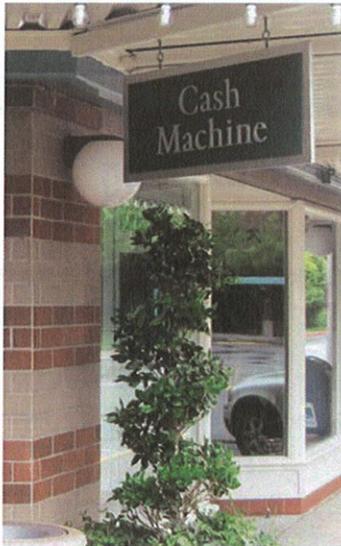
Existing



Existing



2 ea.



7'-6" Min. Clearance
Grade to Bottom of Sign

Notes

- 1. Max. Size: 2' h. x 4' w..
- 2. Mounting: As approved by Owner.
- 3. No backlit, neon or electronic signs.
- 4. See "Maximum Tenant Sign Requirements" in Master Plan narrative.

ELEVATION

MAKERS
architecture + urban design
makersarch.com 206 652 5980

Andrew R. Goulding SEG
Signage Consultant
ARGoulding@AOL.com 206 329 6350

**Carillon Point
Sign Master Plan**

8/2/2010

Tenant Soffit Pendants C01



Notes

1. Max. Size: 2'-6" h. x 4' w.
2. Mounting: To be compatible with existing.
3. If internally illuminated, sign faces shall be dark opaque panel, with only letters or logos illuminated.

Elevation

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 ARGoulding@AOL.com 206 329 6350

**Carillon Point
 Sign Master Plan**

8/2/2010

Tenant Monument

C02

Tenant Gable Signs Option 1

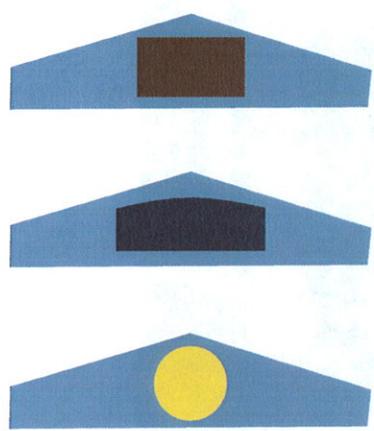
1. Painted 1" thick fabricated aluminum pan sign.
2. Signs may be different shapes & colors; shall fit within gable dimensions.
3. Back lit lettering and Logos are acceptable.
4. Neon lettering is acceptable, provided no transformer or equipment is visible.
5. Max. sign area, both options: 40 sq ft.



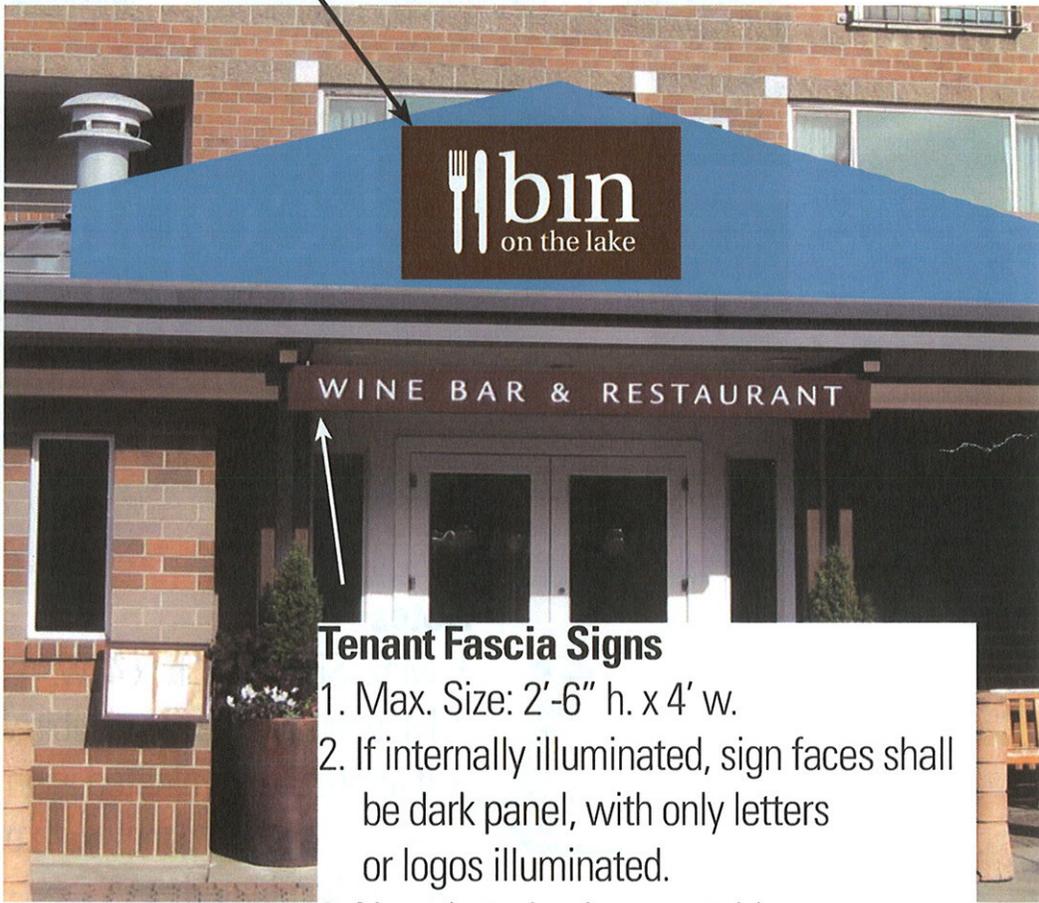
Tenant Gable Signs Option 2

Vinyl Graphics directly applied to fascia. Dashed line denotes sign area.

Elevation 2



Optional Shapes of Sign Panels.



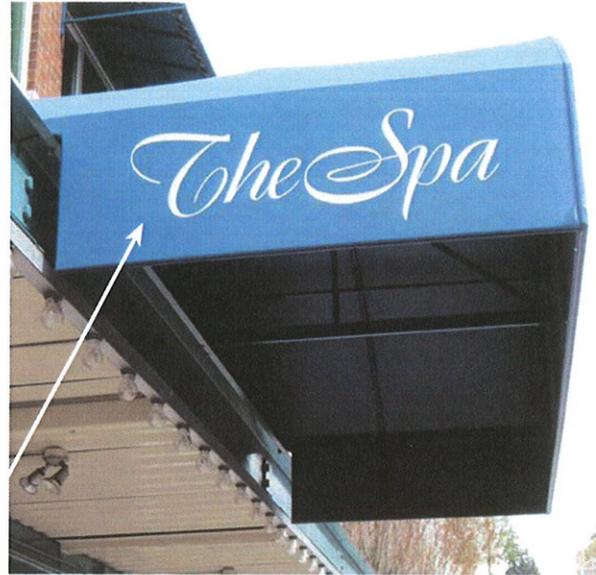
Tenant Fascia Signs

1. Max. Size: 2'-6" h. x 4' w.
2. If internally illuminated, sign faces shall be dark panel, with only letters or logos illuminated.
3. Neon lettering is acceptable.

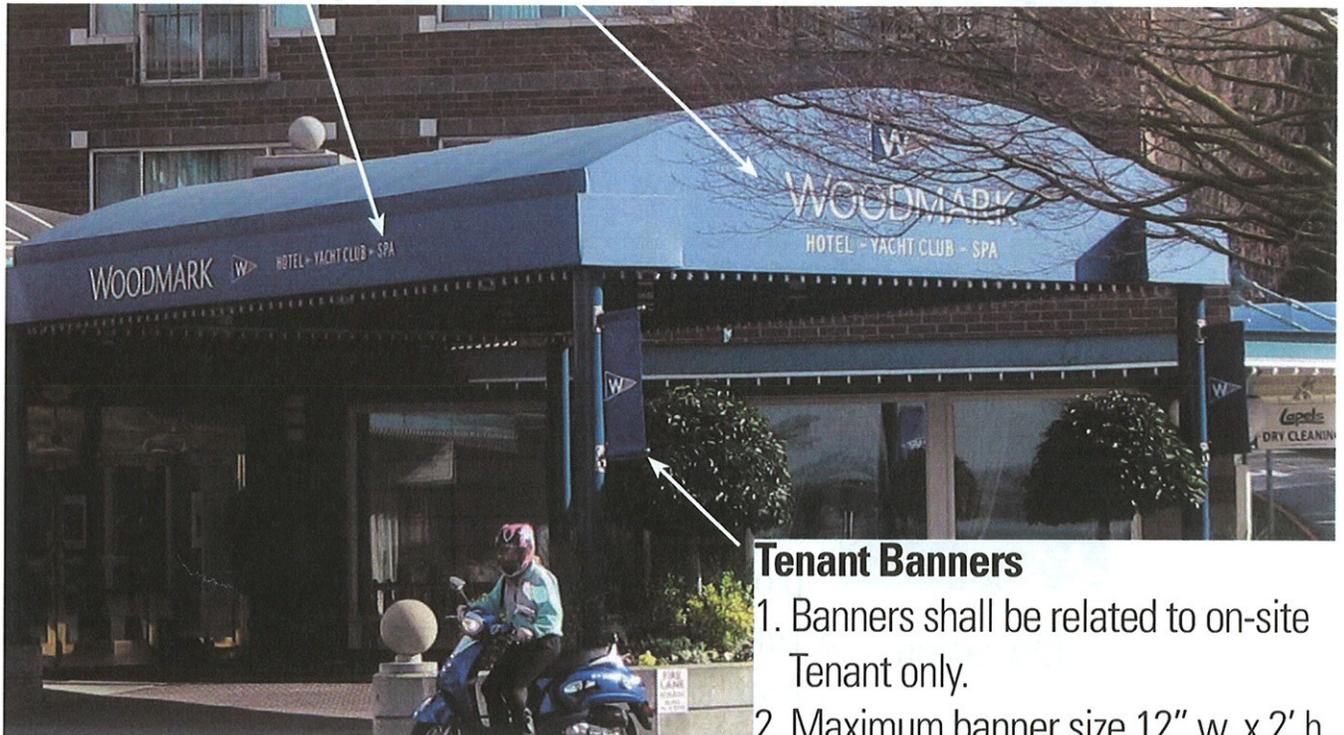
Elevation 1

Tenant Fascia Signs

1. Awning background color shall match Carillon Point Signature Blue color scheme, or building trim color.
2. No translucent awnings with back lighting permitted.
3. See "Maximum Tenant Sign Requirements" in Master Plan narrative.



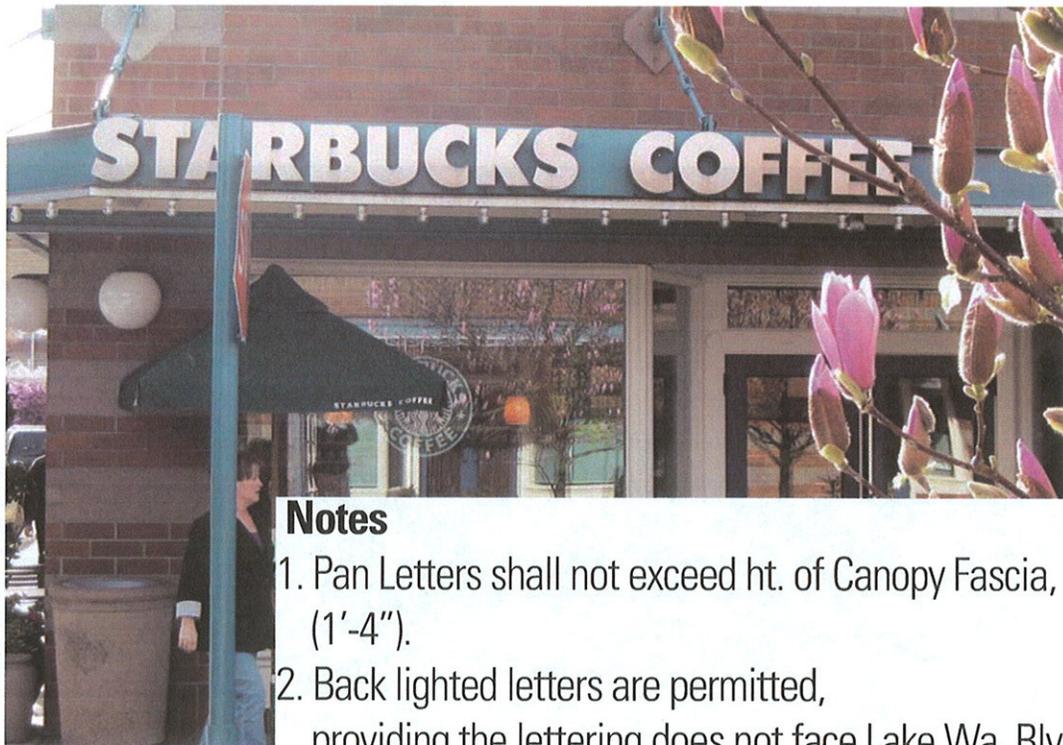
Elevation 2



Tenant Banners

1. Banners shall be related to on-site Tenant only.
2. Maximum banner size 12" w. x 2' h.
3. Minimum clearance above walking surface, 7'-6" to bottom of banner.

Elevation 1



Notes

1. Pan Letters shall not exceed ht. of Canopy Fascia, (1'-4").
2. Back lighted letters are permitted, providing the lettering does not face Lake Wa. Blvd.
3. Letter thickness shall be between 3/4" and 2" .
4. Max. sign area: 30 sq ft.

Elevation



Notes

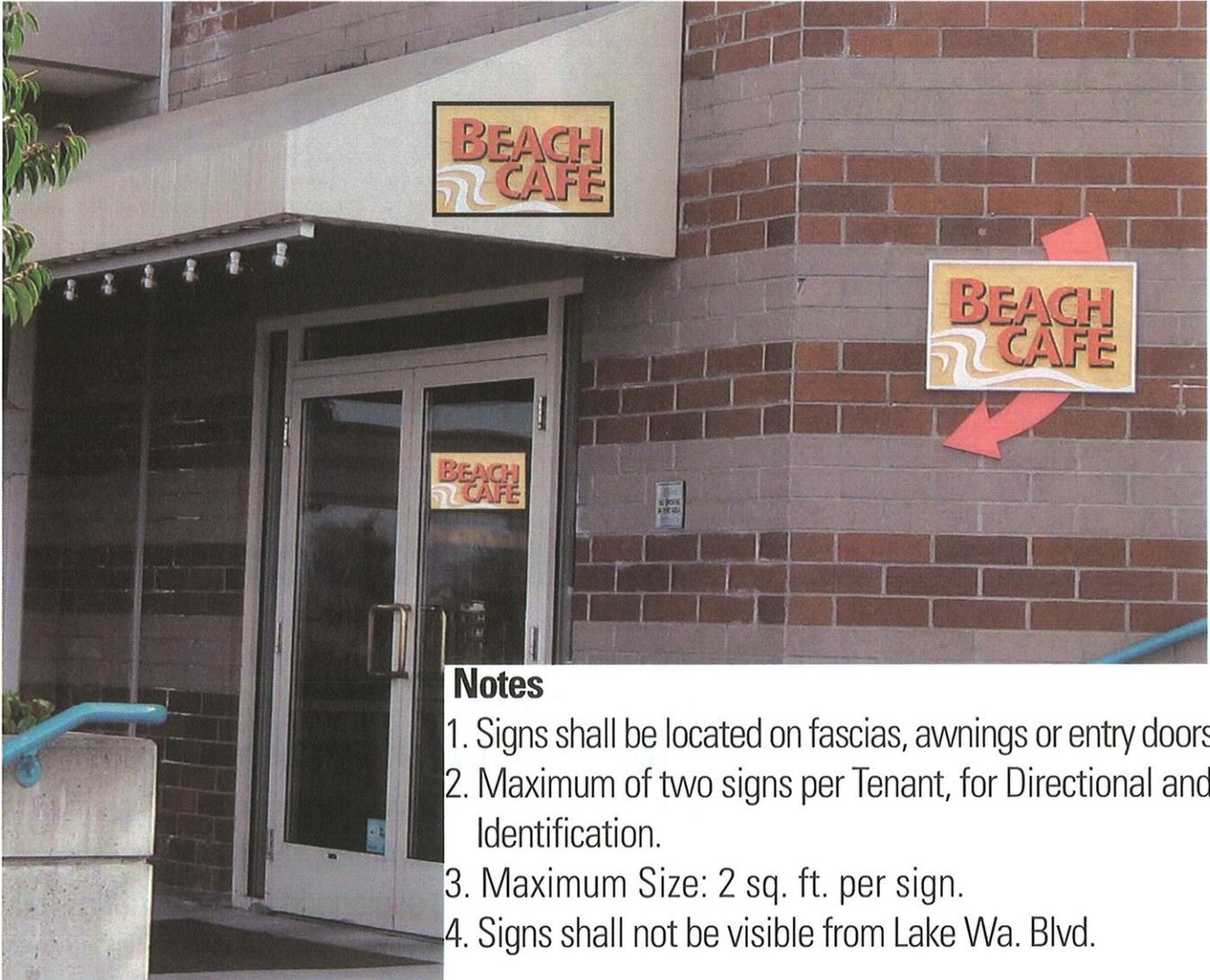
1. A-Boards shall not be visible from Public Roadway, and not located beyond 50 feet from tenant entry.
2. One per tenant.
3. Max. sign area: 6 sq ft.
4. A-Boards shall not impede pedestrian movement.



Notes

1. Lettering and graphics shall be installed second surface, inside glass. Graphics shall be durable and professional installed.
2. The size of a rectangle drawn around all lettering and graphics may not exceed 35% of the area of glass on which the sign is located.

Elevation



Notes

- 1. Signs shall be located on fascias, awnings or entry doors.
- 2. Maximum of two signs per Tenant, for Directional and Identification.
- 3. Maximum Size: 2 sq. ft. per sign.
- 4. Signs shall not be visible from Lake Wa. Blvd.

Elevation



Notes

1. Standard Pole Mount
2. Sign size: 1'-4" h. x 2' h.
3. If internally illuminated, sign faces shall be dark opaque panel, with only letters or logos illuminated.
4. Only one additional sign permitted. Sign shall be located near stairway along esplanade, and mounting shall match the design of existing sign.

Elevation

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Carillon Point
Sign Master Plan

8/2/2010

Tenant Directional
Pole Mount

C09



Elevation 4



Elevation 5



Elevation 2



Elevation 3



Existing



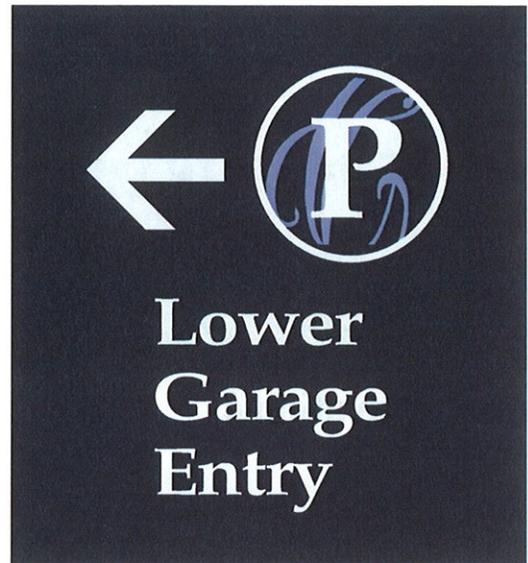
Notes

1. Remove "Wings" where occur.
2. Painted panel and vinyl graphics at "P"
3. Dia. of "P": 2'-0"

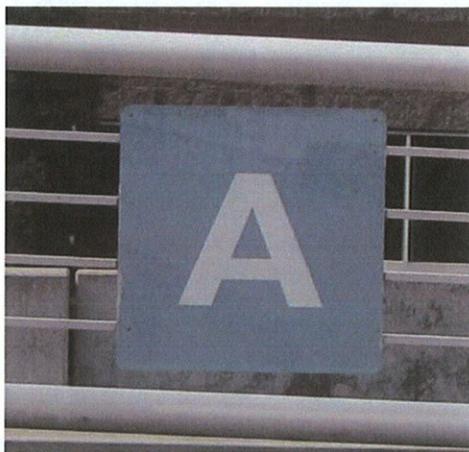
Elevation 1



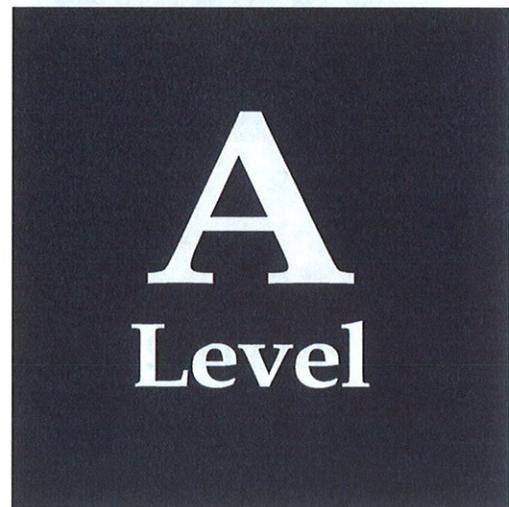
Existing 1



Elevation 1



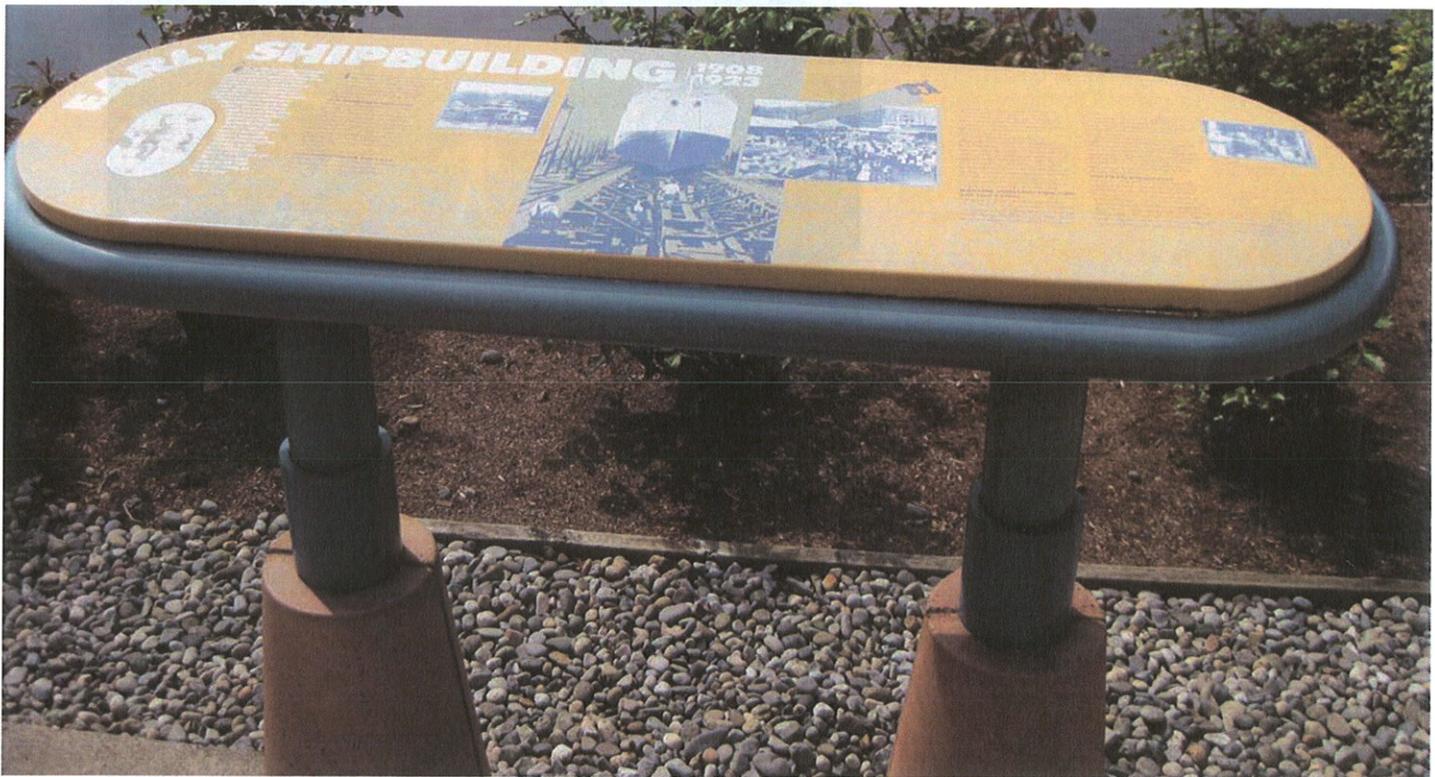
Existing 2



Elevation 2

Notes

1. Painted 1/8" Alum. panels.
2. Mount to wall or rail.
3. Sign size: 2' w. x 2' h.



Existing to Remain

1. Paint frames.
2. Sign size: 4'-6" w. x 1'-4" h.



1 Existing Bollard Signs to Remain

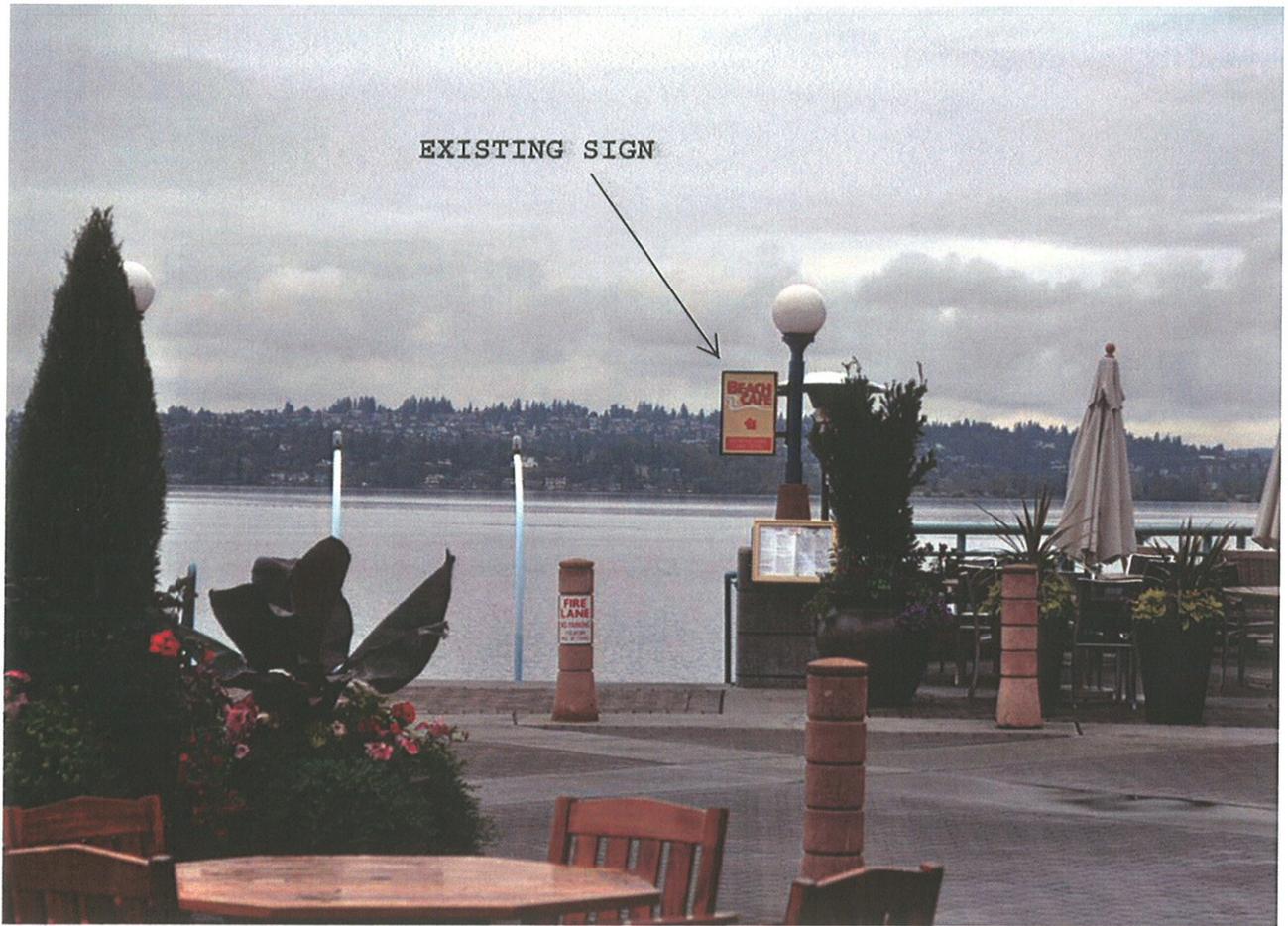


NEW SIGN LOCATION

EXISTING SIGN



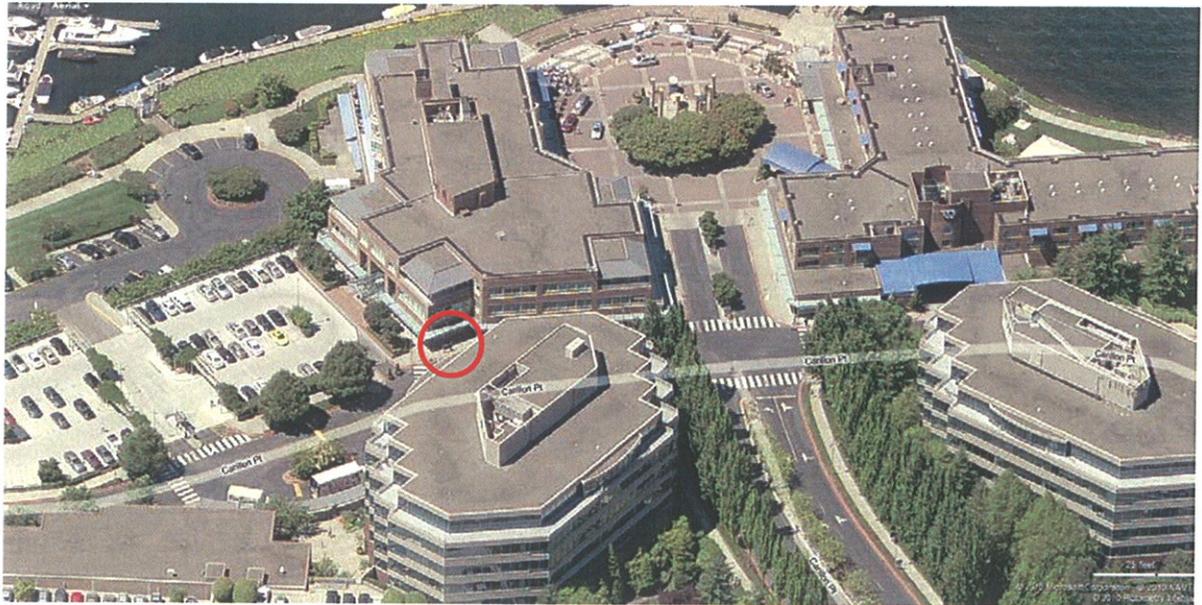
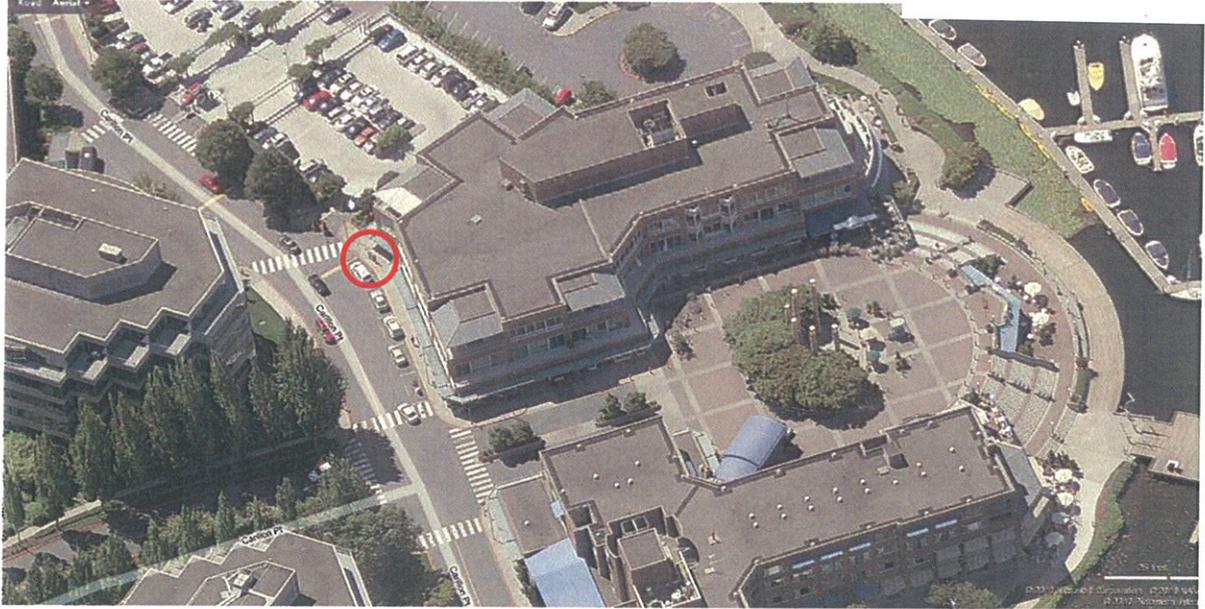
EXISTING SIGN



100.85 Prohibited Devices

1. General – Except as specifically allowed under subsection (2) of this section, the following devices and facilities are specifically prohibited:
 - a. Pennants, banners, streamers and private flags except as permitted under KZC 100.115.
 - b. Strings of lights, flashing lights, colored lights, advertising search lights, and flares.
 - c. Twirlers, propellers, and wind-activated devices.
 - d. Balloons.
 - e. Signs of a garish or of a carnival-like nature.
 - f. Any sign that rotates, turns or moves by electrical or mechanical means except barber poles.
 - g. Projecting and under marquee signs, except as permitted by KZC 100.115.
 - h. Any sign attached to or placed on a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business.
 - i. Any portable outdoor sign, except political, private advertising, or off-site real estate signs as regulated by KZC 100.115.
 - j. Any sign with the shape and colors of a traffic sign.
 - k. Any sign which constitutes a traffic hazard including but not limited to signs containing words such as “stop,” “look,” “danger.”
2. Exceptions – The provisions of subsections (1)(a) through (k) of this section do not apply to the following:
 - a. Holiday decorations appropriately displayed.
 - b. The use of devices described in subsection (1) of this section for no more than seven days to announce the grand opening of a business or use.
 - c. The use of devices described in subsection (1) of this section if approved on a temporary basis using Process I, described in Chapter 145 KZC, if this will not be detrimental to any nearby neighborhood or use.
 - d. Thematic flags, banners or pennants that are complementary to and normally associated with the character of a specific location.
 - e. Changing message centers.

BANK PEDESTAL SIGN LOCATION



**CRITERIA SHEET
FOR A MASTER SIGN PLAN (SECTION 100.80)
PLANNING DIRECTOR DECISION**

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

1. This is an application to update the October 1988 Master Sign Plan for Carillon Point. it is intended to:

Allow for the general updating of entry, directional and campus information signs, establish more consistency and quality in new tenant signs, increase the legibility and visibility of signs, and allow for the update of color and logo graphics to a higher contrast dark (navy) blue with white lettering. The medium blue color of building trim will also be incorporated to add continuity. The new Carillon Point script identifier is included in the major signs to also add continuity. Greater legibility will be achieved through stronger contrast between sign lettering and background and a clearer graphic design without significantly increasing the size of the individual signs. (Please see the Proposed master plan sign type illustrations.)

2. The proposal will not substantially increase the the sizes of the individual signs. The only slight change in standard campus signs will be to allow the arched sign type that is part of the graphic signature. In nearly all cases, existing building and site sign mountings will be used. Signs will not be higher than is currently allowed. Views of and into the site will not be diminished; nor will safety sight triangles be encroached upon. There are no significant increases in the number or size of signs visible from public streets (Lake Washington Blvd and Lakeshore Dr.). (Please see sign type A01 which illustrates proposed changes to the entry signs: a new non-illuminated panel mounted on the existing masonry monument.) Existing landscaping around ground mounted signs will be retained. (The photographs of sign types show landscaping conditions.)

The proposed sign master plan includes standards for tenant signs that limit the size, location and number of tenant signs. No neon or backlit vinyl awning signs are allowed. Specific deviations from the Chapter 100 of the Zoning Code are described in the next page.

Requested deviations from Chapter 100 Kirkland Zoning Code for Carillon Point

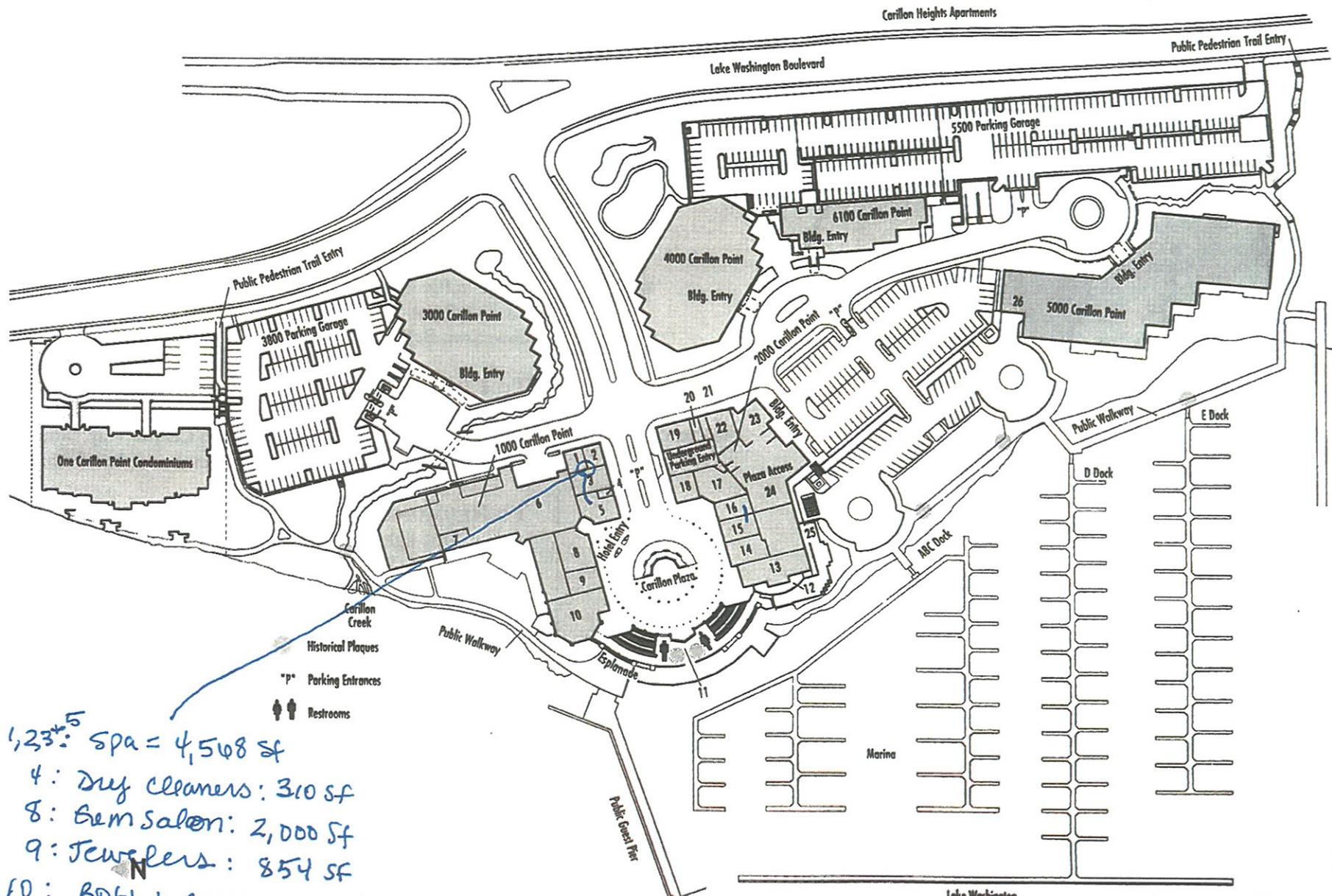
The proposed master sign plan includes the following deviations:

Monument gateway signs (type A01): The retention of two monument signs for a complex of approximately 60 businesses and 1600 LF frontage. Two signs are needed to provide visibility from both north and south directions. Each new sign face is approximately 66 SF (vs. 64 SF allowed by code).

Tenant Signs (types C01 – C09): The proposed master sign plan limits tenant blade signs to a maximum of 8 SF (2'-0" x 4'-0" maximum dimensions; 1 sign per tenant; no internal illumination) and lettering on glazing to 35% of the glass area. Tenant directional signs, which are mounted on decorative pedestrian poles and limited to 3 SF per face, are also allowed in limited conditions (two are existing - See sign type C09.) The master plan also allows tenant signs on the gable fascias of structural canopies, but the signs cannot extend outside the gable fascia. (See sign type C03 and non-backlit awning sign type C04). Fascia signs mounted on canopies may be internally lit or incorporate neon, but such signs will not be visible from Lake Washington Boulevard. In general, allowable tenant signs are sized and located to provide visibility for the businesses without causing visual clutter or detracting from the campus's landscape and building elements. In nearly all cases, new individual tenant signs will not be visible from public roadways. (See signs C02, C03, C04, and C05.) The proposal does not really deviate from chapter 100. This description is primarily to summarize the proposal.

3. Carillon Point is a complex of office, retail, eating and drinking establishments and a hotel with ancillary services. The site also includes a marina and is situated across Lake Washington Blvd. from a residential neighborhood. These conditions call for a subdued sophisticated signage system integrated into the building and landscape design. The original signage system met this criteria and this proposal is to update the earlier master sign plan to provide clearer guidance regarding allowable signs and to permit a general upgrade of the complex's signs and graphics. Also, an updated master sign plan will allow Carillon Point Properties to work more effectively with potential tenants regarding their signage needs

◆ Carillon Point Waterfront Guide ◆



- 1, 2, 3, 5: Spa = 4,508 sf
- 4: Dry cleaners: 310 sf
- 8: Gem Salon: 2,000 sf
- 9: Jewelers: 854 sf
- 10: BOTL + Beach cafe 9,497 sf
- 13: Restaurant 4,424
- 14: Parker Cruise 1,396

- 15 + 16 - Vacant 2,657 sf
- 17 - Poppinjays 2,091 sf
- 18 - Collage 1,081 sf

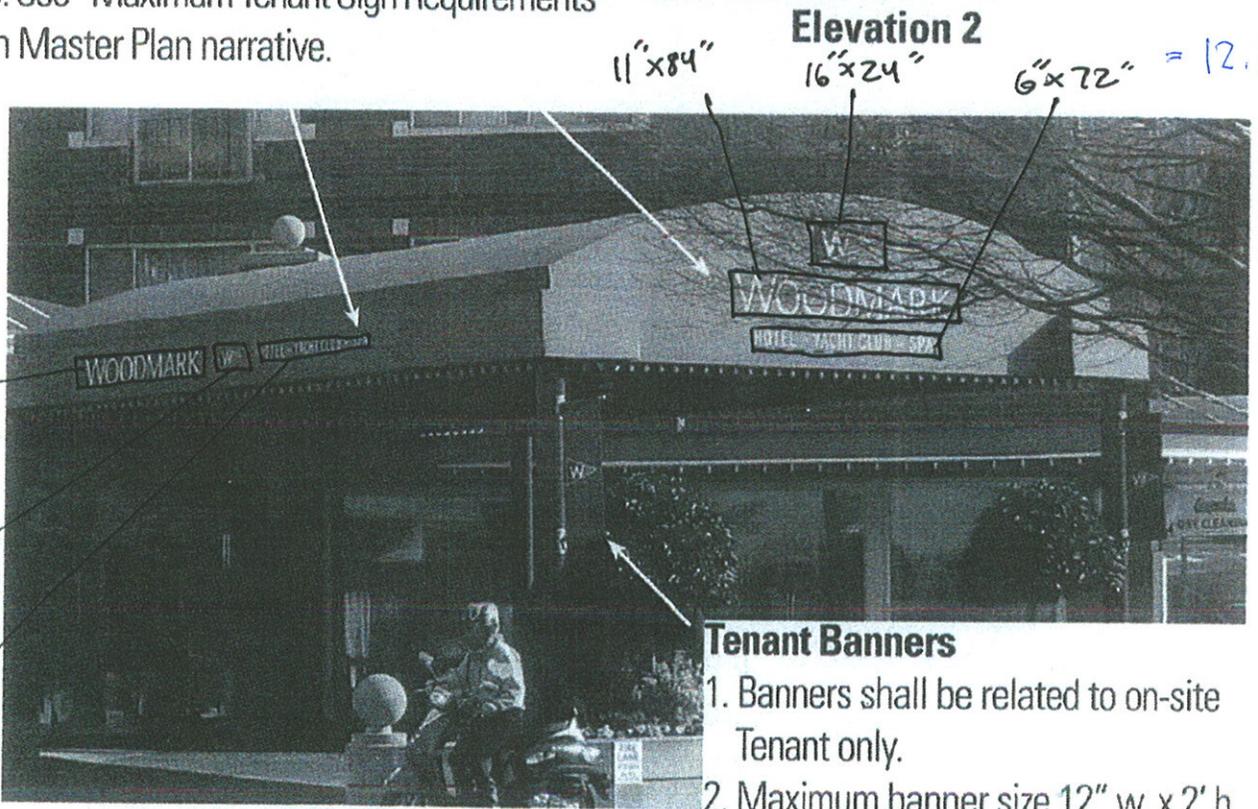
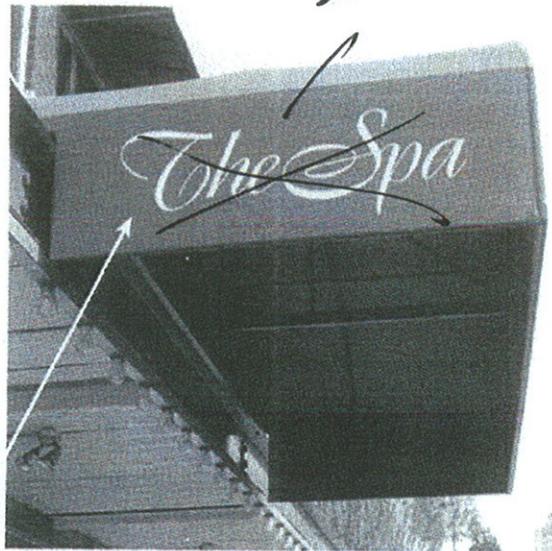
- 19 - Starbucks 1,289 sf
- 22 - Post office 490 sf
- 23 - Peoples Bank 2,134 sf

ATTACHMENT 7
 CPPD-00005

See PAGE 2

Tenant Fascia Signs

1. Awning background color shall match Carillon Point Signiture Blue color scheme, or building trim color.
2. No translucent awnings with back lighting permitted.
3. See "Maximum Tenant Sign Requirements" in Master Plan narrative.



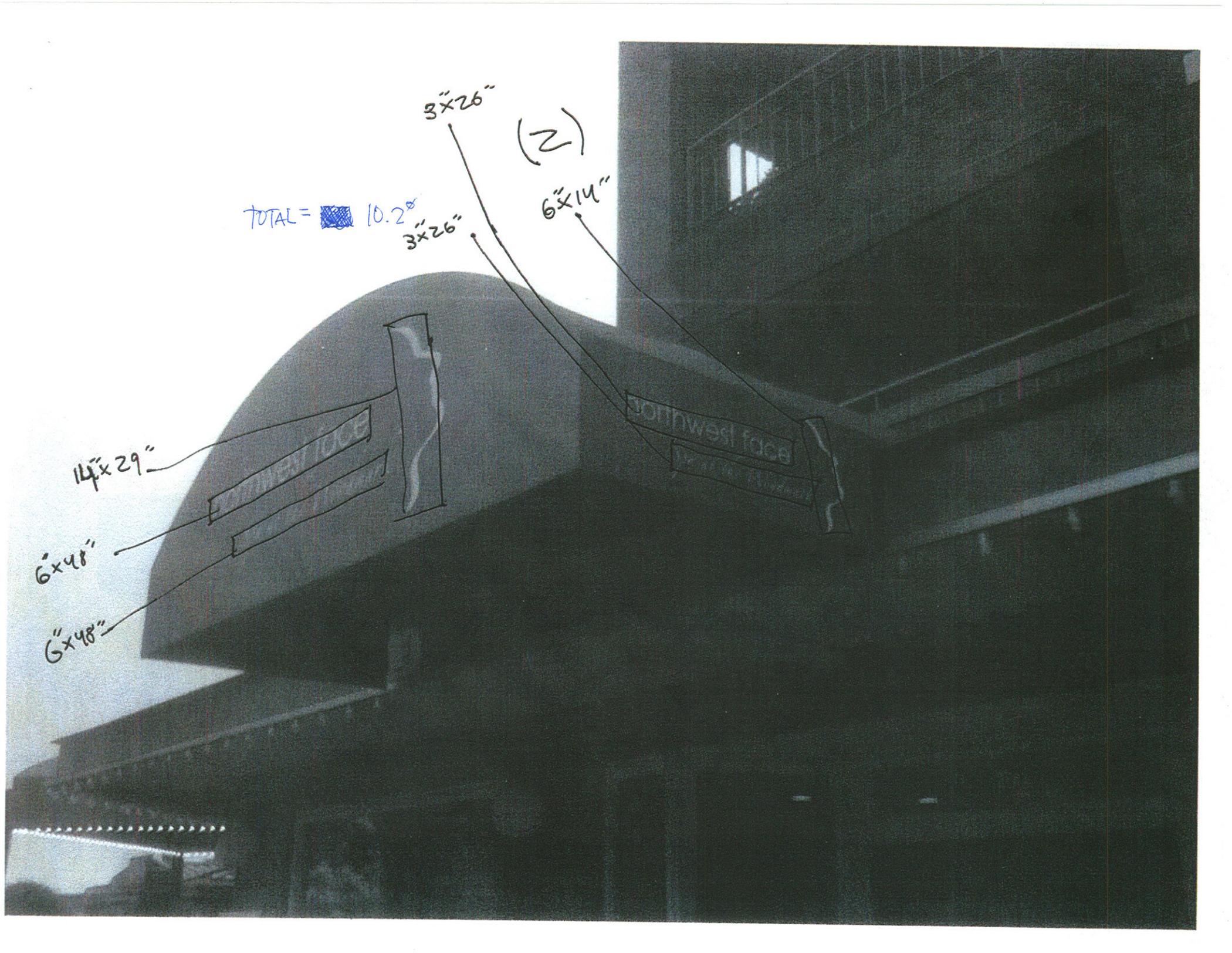
Tenant Banners

1. Banners shall be related to on-site Tenant only.
2. Maximum banner size 12" w. x 2' h.
3. Minimum clearance above walking surface, 7'-6" to bottom of banner.

Elevation 1

Elevation 2

TOTAL = 28.6 (HOTEL) + 10.2 (SPA) = 38.8



TOTAL = 10.2

3x26"

(2)

6x14"

3x26"

14x29"

6x48"

6x48"

Southwest face

Southwest face