

City of Tukwila

Jim Haggerton, Mayor

Department of Community Development

Jack Pace, Director

STAFF REPORT BOARD OF ARCHITECTURAL REVIEW

Prepared June 8, 2011

1

HEARING DATE:	June 23	3, 201
---------------	---------	--------

NOTIFICATION: A combined Notice of Application and Notice of Hearing were distributed to adjacent property owners and tenants on June 10, 2011. Notice was also published in the Seattle Times on June 9, 2011. FILE NUMBER: S11-034 ASSOCIATED FILES: None APPLICANT: Wig Properties **REQUEST:** Approval of Master Sign Program for the Southcenter Square Complex LOCATION: King County Parcels 788892-0010 and 788892-0020 COMPREHENSIVE PLAN DESIGNATION: Tukwila Urban Center (TUC) ZONING DISTRICT: Tukwila Urban Center (TUC) SEPA **DETERMINATION:** Exempt **RECOMMENDATION:** Approval with Conditions STAFF CONTACT: Brandon Miles, Senior Planner (206) 431-3684 Brandon.Miles@Tukwilawa.gov

06/14/2011 10:58:00 AM

6300 Southcenter Boulevard, Suite #100 • Tukwila, Washington 98188 • Phone: 206-431-3670 • Fax: 206-431-3665

EXHIBITS:

- 1. Site Plan of Southcenter Square
- 2. Details of North Grand Monument Sign
- 3. Details of South Grand Monument Sign
- 4. Details of Monument Sign #1
- 5. Details of Monument Sign #2
- 6. Details of Monument Sign #3
- 7. Details of Monument Sign #4
- 8. Details of Monument Sign #5
- 9. Details of Monument Sign #6
- 10. Details of Monument Sign #7
- 11. North Building Wall Elevations
 - A. South elevation
 - B. North elevation
 - C. West and East elevations
- 12. South Building Wall Elevations
 - A. North Elevation
 - B. South elevation
 - C. West and East elevations
- 13. East Building Elevations
 - A. South Elevation
 - B. North Elevation
 - C. West Elevation
 - D. East Elevation
- 14. North Building Floor Plan, Showing Potential Locations for Projecting Signs
- 15. South Building Floor Plan, Showing Potential Locations for Projecting Signs
- 16. East Building Floor Plan, Showing Potential Locations for Projecting Signs
- 17. NOT USED
- 18. Examples of Under-Awning/Canopy Signs
- 19. Applicant's Narrative, Southcenter Square Master Sign Program
- 20. Applicant's Response to Design Review Criteria, Southcenter Square Master Sign Program
- 21. Table of proposed Monument Signage

Background

In August of 2010, the City adopted a new sign code to replace a sign code that had been in place for over 25 years. In adopting the new sign code, the City Council found that large commercial complexes in the Tukwila Urban Center and the Tukwila South districts have "...unique sign needs which requires a code that provides flexibility". To provide this flexibility, the City Council created a process called a Master Sign Program. Tukwila Municipal Code (TMC) 19.32.010 states that the intent of the Master Sign Program is to "...provide a voluntary process to allow for adaptation of the standard provisions of the Sign Code to the specific needs of larger sites. The signs approved through this process must be integrated into a cohesive design and communication approach for the site, while continuing to meet the overall intent of the Sign Code…".

Two categories of properties are eligible for the Master Sign Program:

- 1. Sites of 15 acres or more, developed with one or more buildings, totaling at least 200,000 square feet or
- 2. Essential Public Facilities within commercial or industrial zones.

The master sign program is voluntary. The owner of a premise eligible for the master sign program can choose to be governed under the prescribed sign code regulations found in TMC 19.20 or make application for the greater flexibility available under TMC 19.32. Wig Properties, owner of Southcenter Square, has submitted a Master Sign Permit Application for review by the City.

Existing Development

The Southcenter Square development is located along Southcenter Parkway within the City's Urban Center, just north of Minkler Blvd. The premise includes two parcels (King County Parcels 788892-0010 and 788892-0020) that have a total land area of 17.79 acres. The premise contains three buildings with a total building area of over 230,000 square feet. Thus, the project is eligible for the master sign program under TMC 19.32.020 (1).

The site contains a mix of uses, including restaurants (both fast food and sitdown) and retail. The largest tenants on the site are Nordstrom Rack, Kohls, and Petco. Other tenants on the site include Panera Bread, In Spa, DSW and Jamba Juice.

As seen in the aerial photo below, the project is bordered by four streets, Southcenter Parkway, Minkler Blvd, Wig Blvd, and Bauch Drive. All four streets provide access to the premise. While the site is bordered by four streets, most customers access the site travel from Southcenter Parkway with a smaller number using Minkler Blvd.



Aerial Photo of Southcenter Square Property

Surrounding Land Uses

The property is located in the heart of the Tukwila Urban Center. Surrounding land uses are generally retail in nature. The Macy's warehouse, a light industrial use, is located directly to the north of Wig Blvd. Parkway Supercenter is located to the south and various smaller retail complexes are located on the east side of Southcenter Parkway.

Sign Code Regulations

Title 19 of the TMC allows for two types of permanent signs¹, building mounted and freestanding. A building mounted sign is "...a sign permanently attached to a building and includes flush mounted signs, awning signs, projecting signs, etc (TMC 19.080.065)". As seen in the definition of building mounted signs, the City allows a wide range of building mounted sign types. This is stark contrast to our old sign code that only permitted flush mounted wall signs. A freestanding sign is "...a sign supported by one or more uprights, poles or braces installed on a permanent foundation, not attached to a building or other structure (TMC 19.02.130)". The City's standard sign code provisions only allow monument type freestanding signs. The maximum height for a monument sign is eight feet.

Prescribed Code Regulations

Before evaluating the applicant's master sign program it would be helpful to understand the type and number of signs that the site is eligible for without going through a master sign program.

¹ "Permanent Sign" means any sign erected without a restriction on the time period allowed for its display..."

BM Page 4 of 14 C:\DOCUMENTS AND SETTINGS\JAIMIE-R\LOCAL SETTINGS\TEMPORARY INTERNET FILES\CONTENT.OUTLOOK\1YFKCAFD\STAFF REPORT.DOC

Unlike the City's previous sign code, there is no cap on the number of signs an individual business can have. If the building or site characteristics allow for a sign, it can say or list anything that the landlord desires. The previous sign code only permitted a business to be listed on two signs, either two wall signs or on one freestanding sign and one wall sign. Even if the site was permitted to have two freestanding signs, a business could only be listed on one of them.

The following outlines the standard signage allowed on sites in commercial and industrial zones without going through the Master Sign Program:

Building Mounted Signage

- Wall and Awning Face Signs: Each business may have one flush mounted wall sign or an awning face sign per public entrance. Thus, if a business has two public entrances it would be eligible for two wall or awning face signs. The size of the wall or awning face sign is based on the total area of the wall on which it is displayed. If a wall does not have a public entrance it could still qualify for a flush mounted wall sign if the building incorporates certain design elements. This wall sign is based on the total wall area, but is reduced 50 percent compared to what would be permitted if the wall had a public entrance.
- *Projecting Sign:* One projecting sign is permitted for each business. The maximum size of the sign is 20 square feet for one side and 40 square feet for all sides.
- Corner Projecting Sign: Southcenter Square is not eligible for a corner projecting sign.
- *Canopy*-Edge Sign. If a canopy is installed, each business could substitute a canopy edge sign for the allowed projecting sign. A canopy edge sign can be 12 inches tall and the total length is limited to two-thirds of the canopy length.
- Under Awning/Canopy Sign: Each business may also install an under canopy sign over an adjacent public or private sidewalk. No sign shall exceed three square feet in size.
- *Awning/Canopy Side Sign*: Each awning or canopy side may have one sign located on it. The sign shall not exceed 40 percent of the awning/canopy side area.
- *Permanent Window Signs*: Each window that provides direct line of sight into the building may have window signs that do not exceed ten percent of the total window area.
- Pole Banners: Pole banners on the light poles are permitted.

The following outlines the standard freestanding signage allowed on sites in commercial and industrial zones <u>without</u> going through the Master Sign Program:

Freestanding Signage

The number of freestanding signs permitted on the site is based on the total amount of frontage along public streets. The site has over 3600 linear feet of frontage along four public streets. Based on this frontage, the site is allowed to have nine total freestanding signs.

Design Standards for Freestanding Signs

Allowable Sign Area	Total Allowable Sign Size	Maximum Height	Setback
72 square feet per side/144 square feet total.	96 square per side/192 square feet total	8 feet	Five Feet

Existing Signage on Premise

Given that that the project application is for an existing built out site, there is already signage on the property.

Building Mounted Signage

Flush Mounted Wall Signs

Each tenant on the site has a least one flush mounted wall sign. The sizes of the signs are based on the total exposed building face where the sign is located.



Existing Flush Mounted Wall Sign on the Property

The "What the Pho" flush mounted wall sign located along Minkler Blvd has become nonconforming after adoption of the new sign code. This sign is currently 38.7 square feet in area. Given that there is no door on this wall, the maximum size of the flush mounted wall sign is 21.68 square feet. All other wall signs on the site conform to the new code.

Many of the business on the site also utilize "blade" signs or under awning/canopy signs. These signs are two square feet in area.

Under Awning/Canopy Sign also known as a "Blade Sign".





Freestanding Signage

There are two grand monument signs on the property. These signs are visible from Southcenter Parkway and are 30'-7" tall with a total area of 200 square feet (100 square feet per side). These signs are not permitted under the current code, unless approved as part of a master sign program.

Existing Freestanding Sign on Property

There is a smaller monument sign located along Minkler Blvd.

Existing Monument Sign on Minkler Blvd. This sign will be replaced.



Master Sign Program

The applicant has proposed a comprehensive sign package for their premise. The applicant's narrative on the proposed Master Sign Program is found in Exhibit 19. TMC 19.32.060 allows a wide range of deviation from the prescribed sign requirements found in TMC 19.20; however the applicant has only requested three modifications:

- 1. That two of their permitted monument signs be permitted to be grand monument signs. This would permit the two existing grand monument signs to be considered conforming signs.
- 2. Installation of three monument signs that do not comply with the standard "width" requirement of TMC 19.20.040 (4)).
- 3. Landmark Business Signs up to six percent of the exposed building face up to a maximum of 500 square feet.
- 1. <u>That two of their permitted monument signs be permitted to be grand monument signs.</u> <u>This would permit the two existing grand monument signs to be considered conforming signs.</u>



One of the existing grand monument signs on the premise.

The two grand monument signs located on the property were conforming when they were originally installed. Due to the adoption of the new sign code they become non-conforming and are permitted to remain indefinitely. Copy changes can occur until August 25, 2020 without having to bring the sign into conformance. Sites within the TUC and TVS are permitted to have up two grand monument signs provided they are approved as part of the Master Sign Program.

The table below summarizes the proposed development standards for the grand monument sign and compares them to the applicable code requirements. The proposed grand monument signs comply with all code requirements (See Exhibits 1, 2 and 3).

	Grand Monument Sign 1	Grand Monument Sign 2	
Proposed Area	100 square feet (200 square feet for all sides).	100 square feet (200 square feet for all sides).	
Maximum Permitted Area (TMC 19.32.060 (d)). Proposed Height	100 square feet (200 square feet for all sides). 30'-7"	100 square feet (200 square feet for all sides). 30'-7"	
Maximum Height (TMC 19.32.060 (f)).	35'-4.625" (No taller than tallest building on site).	35'-4.625" (No taller than tallest building on site).	
Proposed Setback from nearest property line.	30'-6"	30'6"	
Required Setback from nearest property line (TMC19.32.060 (e)).	15'	15'	
Materials Proposed	Brick to match buildings on site.	Brick to match buildings on site.	
Materials Required (TMC 19.32.060 (c))	Any poles or columns supporting the sign must have an architectural treatment such as brick, stone or wood cladding that is consistent with the design of the building on site.	Any poles or columns supporting the sign must have an architectural treatment such as brick, stone or wood cladding that is consistent with the design of the building on site.	

Table 1: Development Standards for Proposed Grand Monument Signs

2. Modification 2-Width of Monument Signs

Exhibit 1 shows proposed freestanding signs on the premises. Exhibit 21 compares the proposed monument signs to the prescriptive code requirements for monument signs found in TMC 19.20. In most circumstances, the signs meet the prescriptive code requirements. The applicant has not chosen to take advantage of some of the special variations allowed under the master sign program. The only variation being requested is to allow three signs to be wider than the 15 foot limit required for all monument signs (See Exhibit 1, 4, 5, 6, 7, 8, 9, and 10).

All the signs will have materials that are consistent with the design of the grand monument signs currently located on the premises.

3. Modification 3-Landmark Business Signs

A "landmark business" is an entity that occupies at least 60,000 square feet of building space on a premise that contains at least five separate businesses or uses (TMC 19.08.160). The term landmark business replaced the term "anchor tenant" found in the previous sign code. The only landmark tenant on the applicant's premise is Kohl's Department store that has a total building square footage of 97,103 square feet (See Exhibit 1).

The applicant has requested that Kohl's, or any future tenant on the site that meets the definition of "landmark business" be permitted to have "landmark business signs " as found in TMC 19.32.060 (3) (See Exhibit 13 and 19). Specifically, the "landmark businesses" would be permitted:

- Four flush mounted wall signs, one for each cardinal direction; and
- Maximum size for flush mounted wall signs be 6% of the exposed building face or 500 square feet, whichever is less.

Other Signage

The applicant has also proposed other building signage for the tenants on the property. All of this additional building mounted signage complies with all prescriptive code requirements.

1. Flush Mounted Building Signage

Tenants can utilize flush mounted wall signs. Exhibits 11, 12, and 13 show the proposed location for flush mounted wall signs. The total number of signs is one per public entrance, with incentive walls signs being allowed for building design on walls that do not contain public entrances. The applicant proposes that all signs be individual letters with internal lighting. The maximum size will be based on the prescriptive code requirements. The applicant is not requesting a size deviation.

2. Projecting Signs

One projecting sign is permitted for each business. The maximum size of the project sign is 20 square feet for one side and 40 square feet for all sides. Projecting signs may not be more than four feet from the façade and must be at least eight feet above the adjacent sidewalk. Exhibits 14, 15 and 16 show possible location of future projecting signs. *Note:* The exhibits show more projecting signs than is permitted. The applicant has shown possible locations, but the actual locations would be determined by current or future tenants. Also, some of the locations may not comply with code. Projecting signs must be located over a sidewalk, some of the locations shown are not over sidewalks.

3. Under Awning/Canopy Signs

The premise already utilizes under/awning canopy signs. These signs are better known as blade signs (See Exhibit 18). The intent of these signs is to assist pedestrians who are on sidewalks in identifying businesses as they walk. TMC 19.20.050 (F) (1) allows under/awning canopy signs above public or private sidewalks. The maximum size is three square feet. The applicant is proposing to utilize the existing sign design, which is two square feet.

4. Pole Banners

Properties within the TUC may utilize pole banners on light standards within parking lots. These are permitted outright for any property, regardless if they go through a master sign program. The purpose of this code provision is to allow color and advertising within often barren parking lots. The applicant notes that they may wish to use pole banners in the future, but that they have no specific design at this time.

5. Directional Signs

The property contains several internal directional signs. Given that these signs are not visible from the public right of way, they are not subject to the City's sign regulations.

6. Flag Poles

A premise is permitted to have up to three flag poles. No sign permit is required for the installation of a flag pole.

Master Sign Permit Criteria

The criteria for reviewing a Master Sign Permit Application is found in TMC 19.32.040. Staff response is below, the applicant's response to this criteria is found in Exhibit 20.

1. The Master Sign Program meets the intent of the Sign Code as well or better than the signage allowed under the standard code provisions.

With very few exceptions, the applicant is complying with the standard code provisions of the sign code. The applicant is only requesting three modifications under the master program, specifically to use two grand monument signs, to increase the width of three monument signs, and to be eligible to use landmark wall signs for the Kohl's store on the site.

It is interesting to note, that the applicant has chosen not to take advantage of some sign standards to which he is entitled to. Specifically, all regular monument signs are less than eight feet in height and the area of each monument sign is below what is permitted by code. The two grand monument signs area also not as tall as they are permitted.

2. The requested deviations from the code respond to the specific characteristics or use on the premises.

The site contains over two dozen businesses, all of which desire signage. The use of the grand monument signs allows for smaller tenants to utilize freestanding signage. The site also has multiple entrances. Each monument sign has been placed at an entrance which will permit drivers to see the signs and make decisions about where to turn. Overall, the applicant is not requesting for many of the deviations permitted.

Approving the grand monument signs will allow the two existing signs on the property to be considered conforming signs. The requested widening of three monument signs is to create a better sign design and not to get a larger sign area.

Unlike other large properties in the area, the Southcenter Square property is very deep. Kohl's is set back a significant distance from Southcenter Parkway. Allowing for this tenant space to use the "Landmark Business" designation allows for their walls signs to be seen from a greater distance.

3. The program complies with the applicable standards of this Chapter.

In all but one case (What the Phot Sign), signs on the property and proposed comply with the standard code provisions. Where deviations are requested, they comply with the modifications permitted under the Master Sign Program.

The only sign that does not meet code is proposed monument sign #5. While City staff supports the goal of screening the signal cabinets, the master sign program does not allow for intrusions into setbacks. In order to install this sign, the applicant will have to get a variance.

4. The existing and proposed signage is integrated with an overall lighting scheme for the project site to create a safe, lively and inviting night-time environment if the site is in a commercial zone.

The existing lighting for the shopping complex has been layered to create an interesting experience while also providing a safe and convenient shopping environment. All freestanding signs are lit and lights are located above and around all walkways. Store fronts are illuminated and parking lot lights have been installed.

5. No sign-related code enforcement violations on the premises for at least one year prior to submitting the Master Sign Program application.

There have been no sign related code enforcement violations on this property for the last year.

6. The program must contain a schedule for the removal of all non-conforming signs on the premise within three years from the date of Master Sign Program approval.

The only non-conforming signs on the premises are the two grand monument signs and the "What the Pho" flush mounted wall sign facing Minkler Blvd. The grand monuments signs will become conforming if the master sign program is approved. The "What the Pho" sign will need to be removed within three years from the approval of this master sign program.

Conclusions

- 1. The site is eligible for the Master Sign Program because it is over 15 acres in area and has building space in excess of 200,000 square feet.
- 2. With over 3600 feet of frontage on four public streets, the site is eligible for nine monument signs.
- 3. The premise is located in the Tukwila Urban Center and thus is eligible to have two monument signs converted into two grand monument signs.
- 4. The design of the two grand monument signs complies with applicable code standards.
- 5. The site contains one tenant space that meets the definition of "Landmark business" under TMC 19.08.160.
- 6. All monument signs, with the exception of monument sign #5 comply with the standard code provisions or meet the modifications permitted under the Master Sign Program.
- 7. Monument Sign #5 encroaches into the setback area and cannot be approved unless and until a setback variance is granted by the Hearing Examiner.
- 8. Monument signs 6 and 7 may impact the sight distance triangles in their respective locations.
- 9. It appears that all flush mounted wall signs on the property, with the exception of the "What the Pho" wall sign located on the south elevation along Minkler Blvd, complies with the City's current sign regulations.
- 10. TMC 19.32.070 requires that all non-conforming signs be removed or brought into compliance with three years from the approval of the Master Sign Program.
- 11. The location of the projecting signs may not comply with the code requirements that they be placed over public or private sidewalks.
- 12. The proposed Master Sign Program presents a uniform, clear, and comprehensive approach to signage on the property. The freestanding signs all have a similar design to one another. This design is consistent with the finishes of the buildings on the site. The building mounted signage has been integrated into the overall design of the building architectural.

Recommendation

Staff recommends approval of the Master Sign Program with the following conditions:

- 1. Monument Sign #5 cannot be installed unless the applicant obtains a variance from the Hearing Examiner.
- 2. Prior to the issuance of sign permit for monument signs #6 and #7, the applicant shall demonstrate that the signs are not located in the sight distance triangle or

provide a report, stamped by a civil engineer addressing traffic safety and the proposed signs.

- 3. All future projecting signs shall be located over public or private sidewalks.
- 4. The "What the Pho" flush mounted sign shall be brought into compliance with the area limitations found in Table 2 of TMC 19.20.050 within three years from the issuance of the City's Notice of Decision for this permit.

Informational Items

Sign and electrical permits may be required for each individual sign approved under this Master Sign Program.

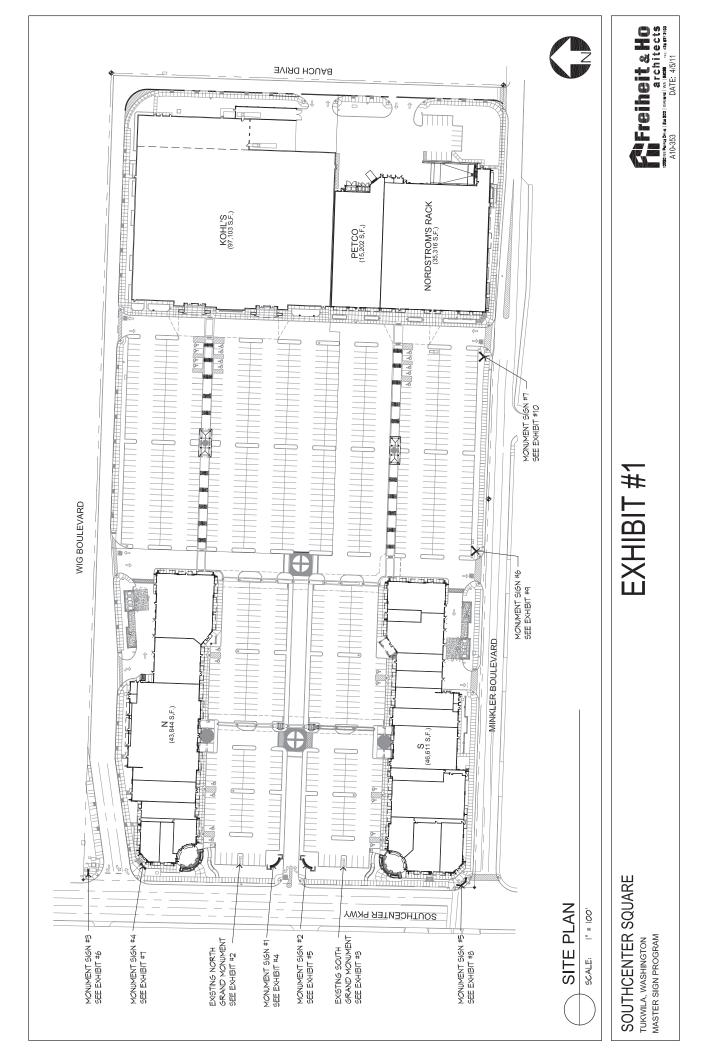




EXHIBIT #2

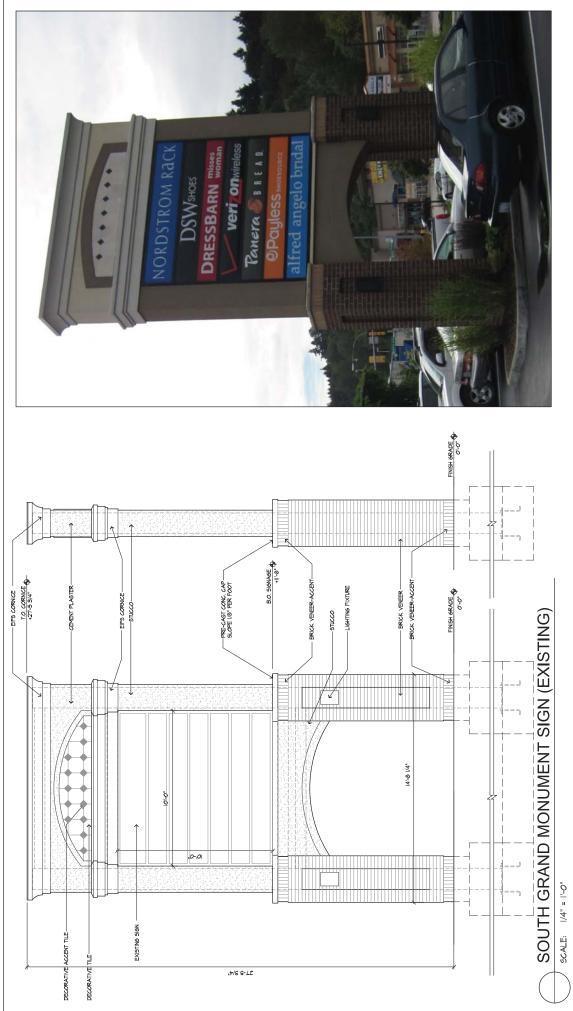
SOUTHCENTER SQUARE TUKWILA, WASHINGTON MASTER SIGN PROGRAM

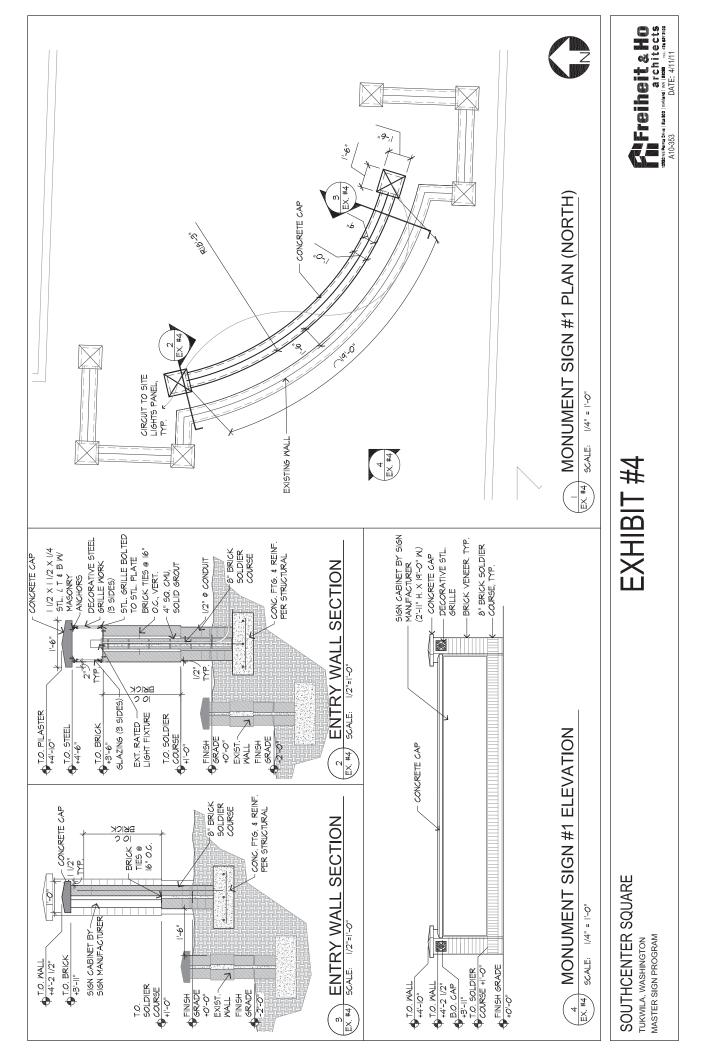


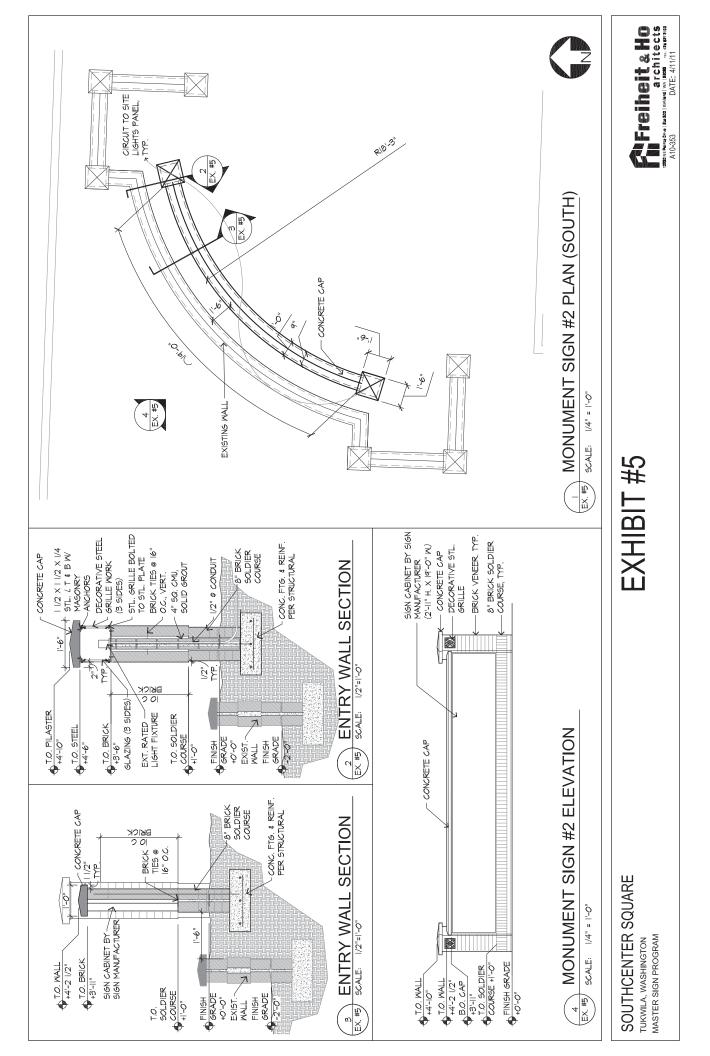


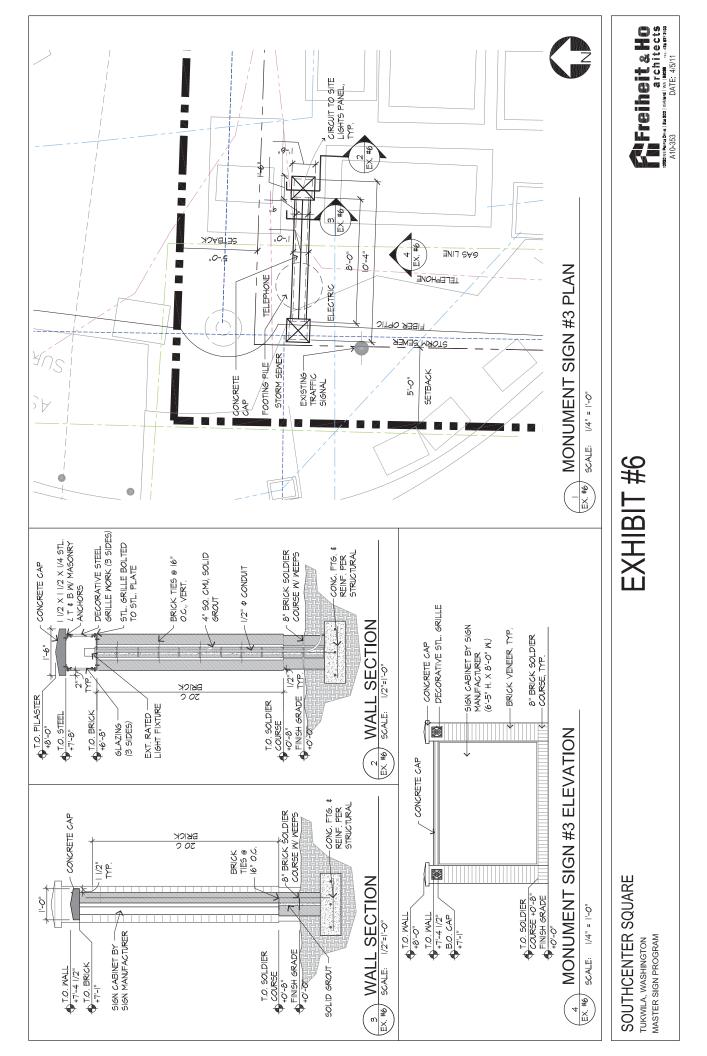
EXHIBIT #3

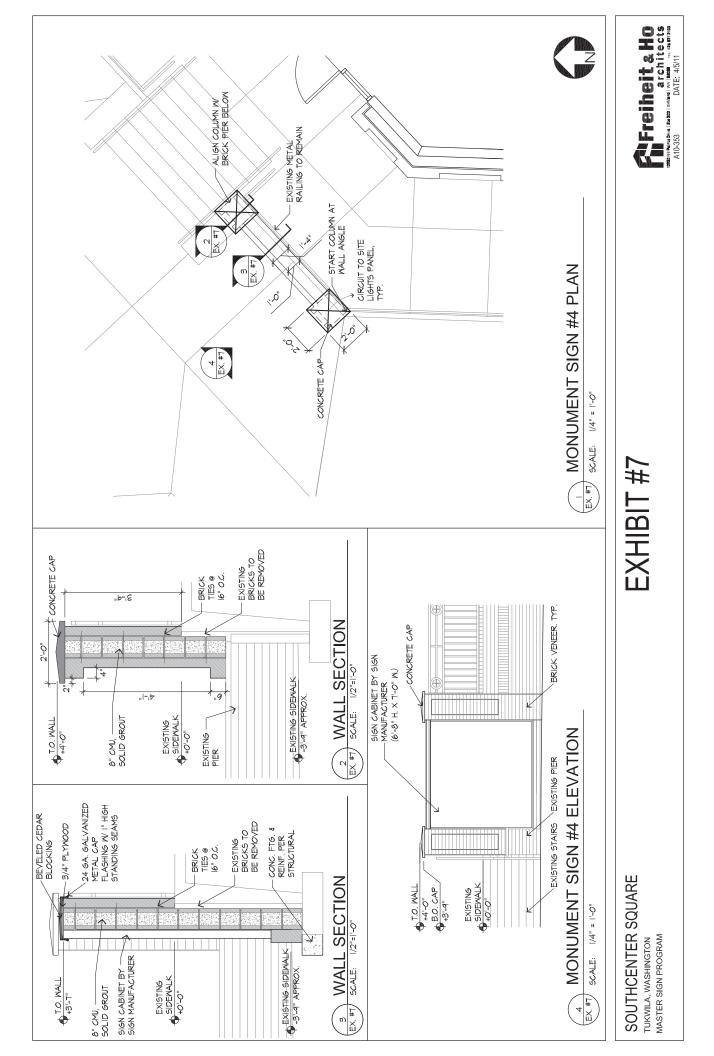
SOUTHCENTER SQUARE TUKWILA, WASHINGTON MASTER SIGN PROGRAM

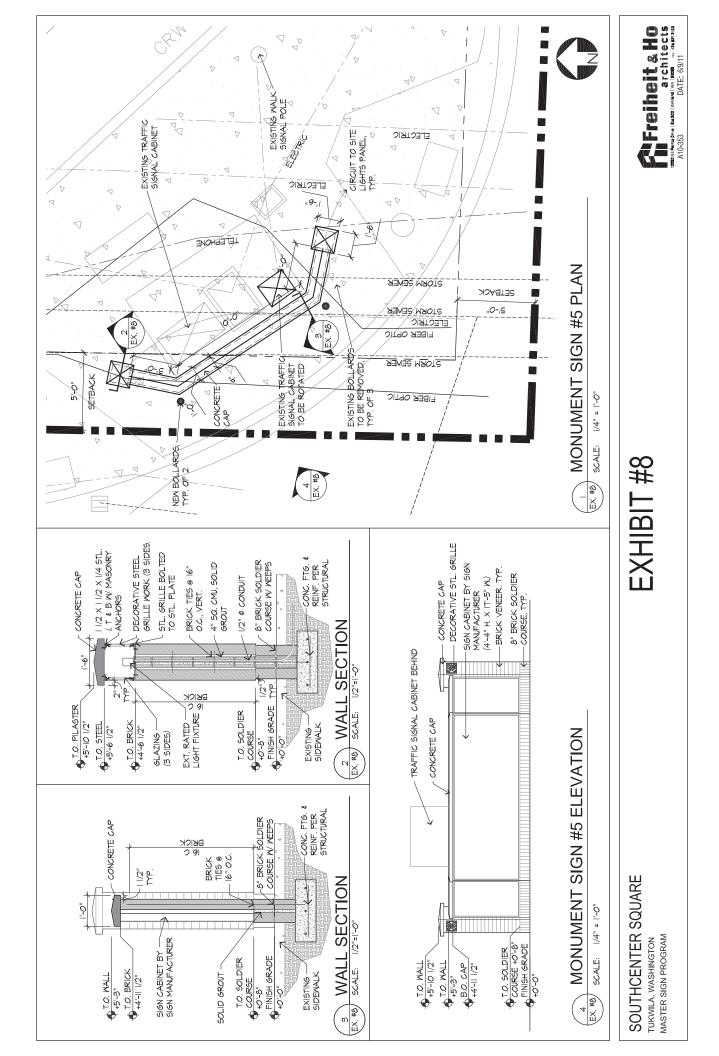


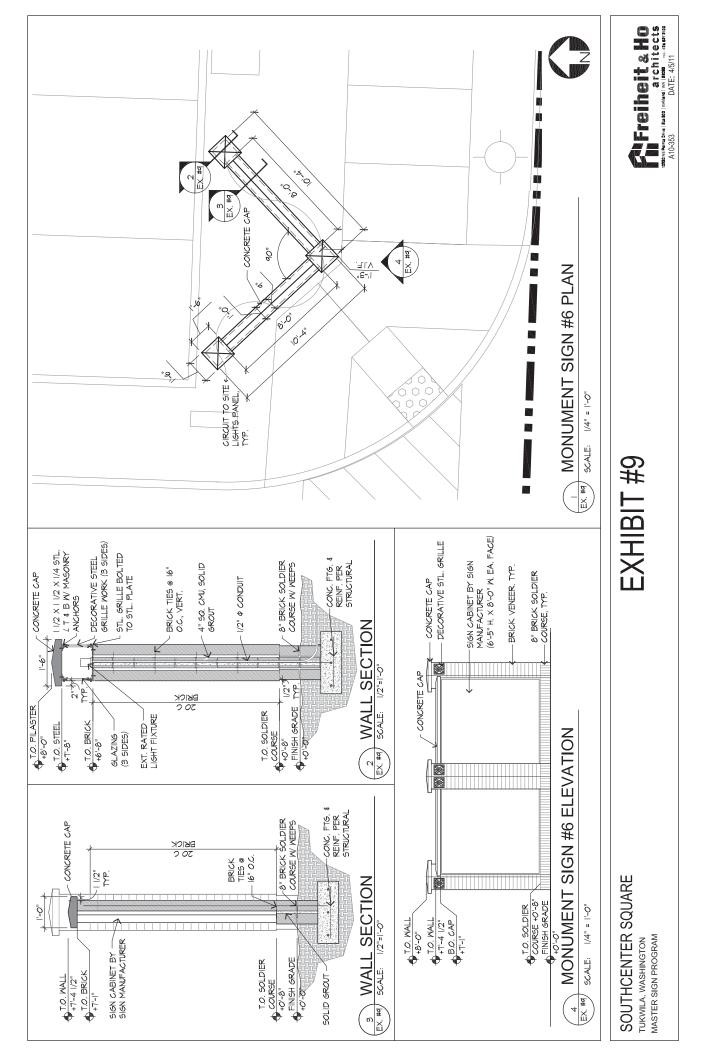


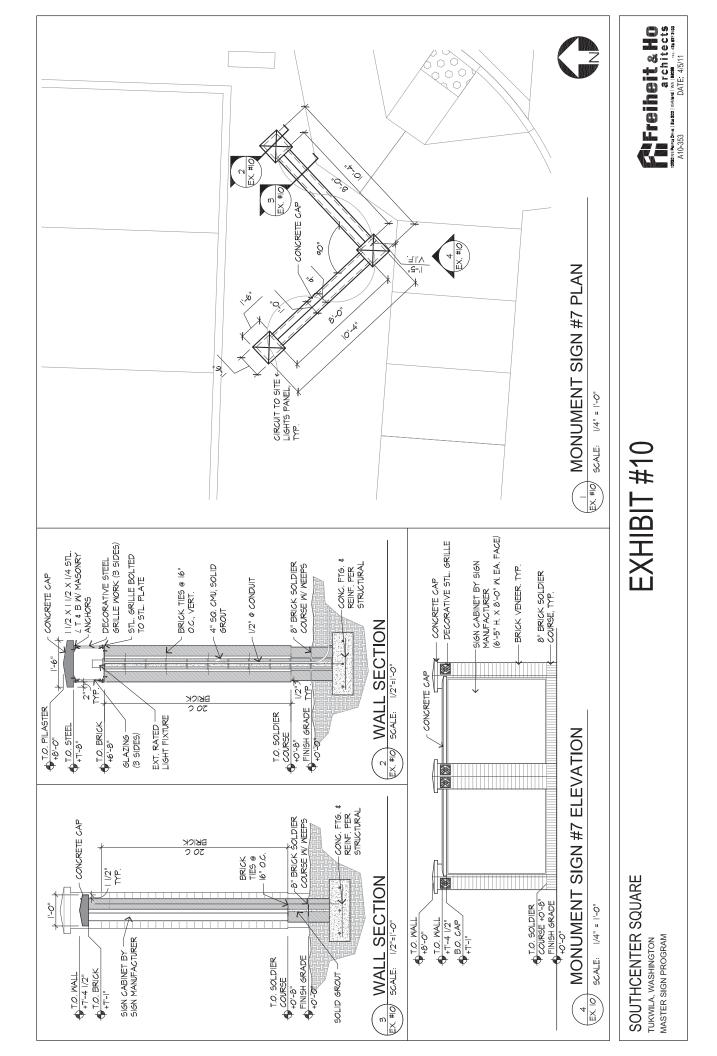


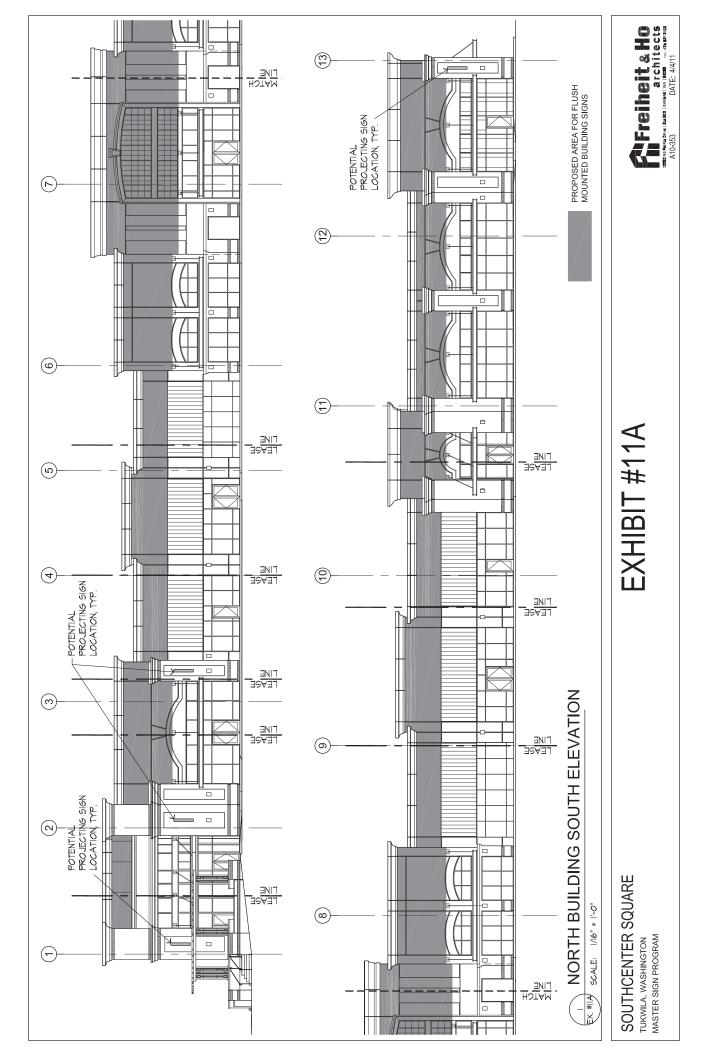


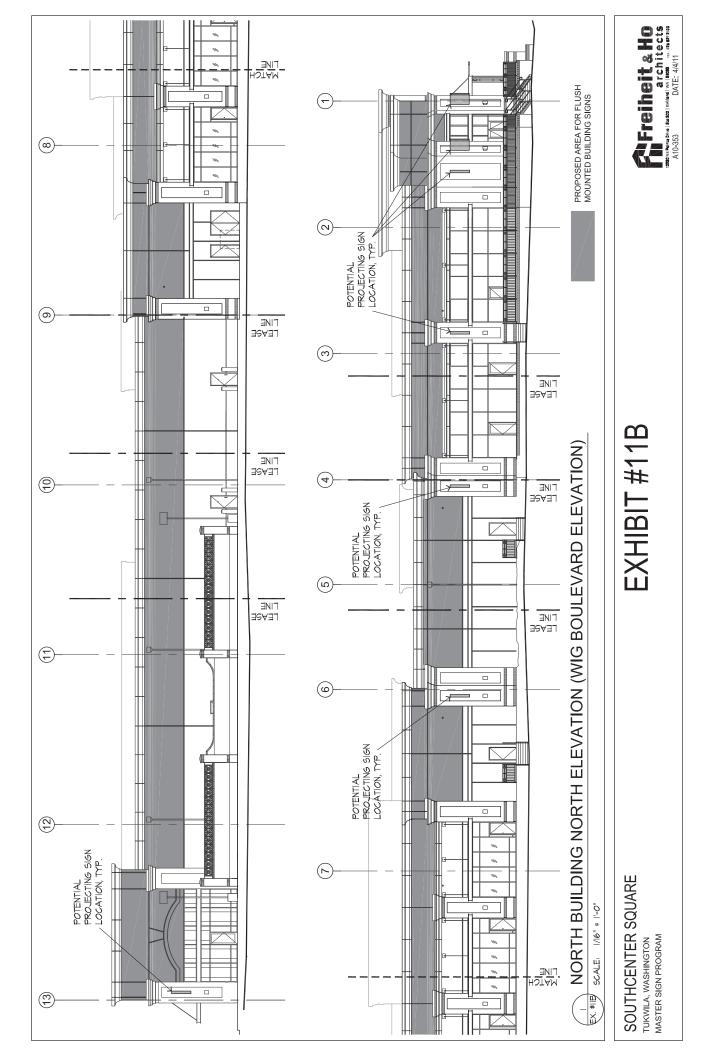


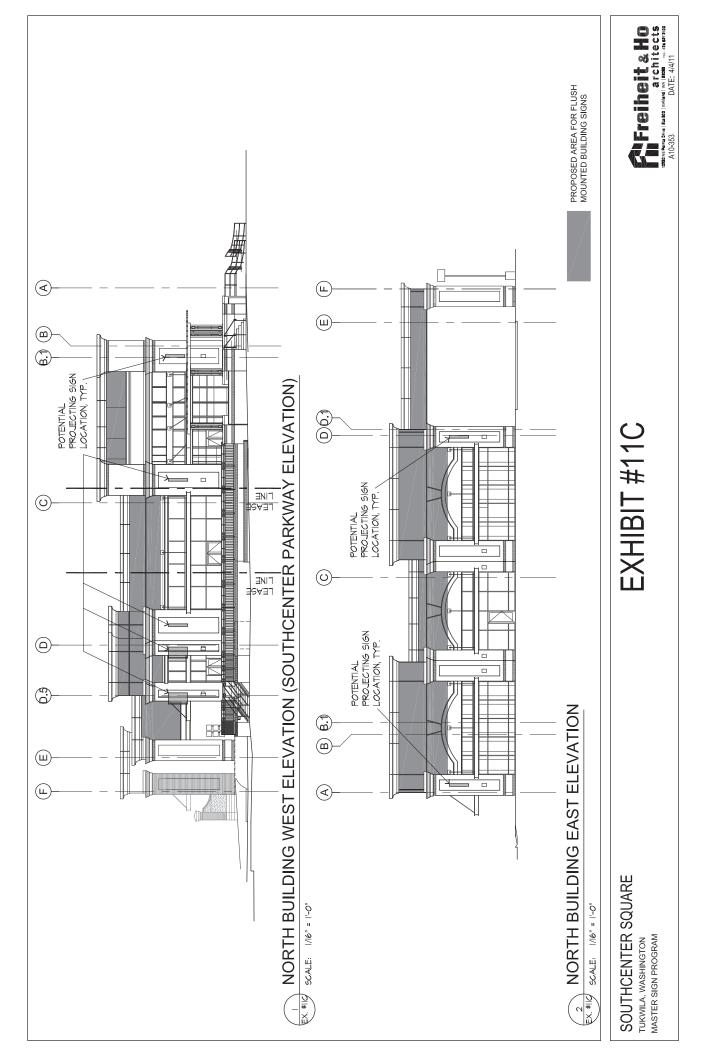


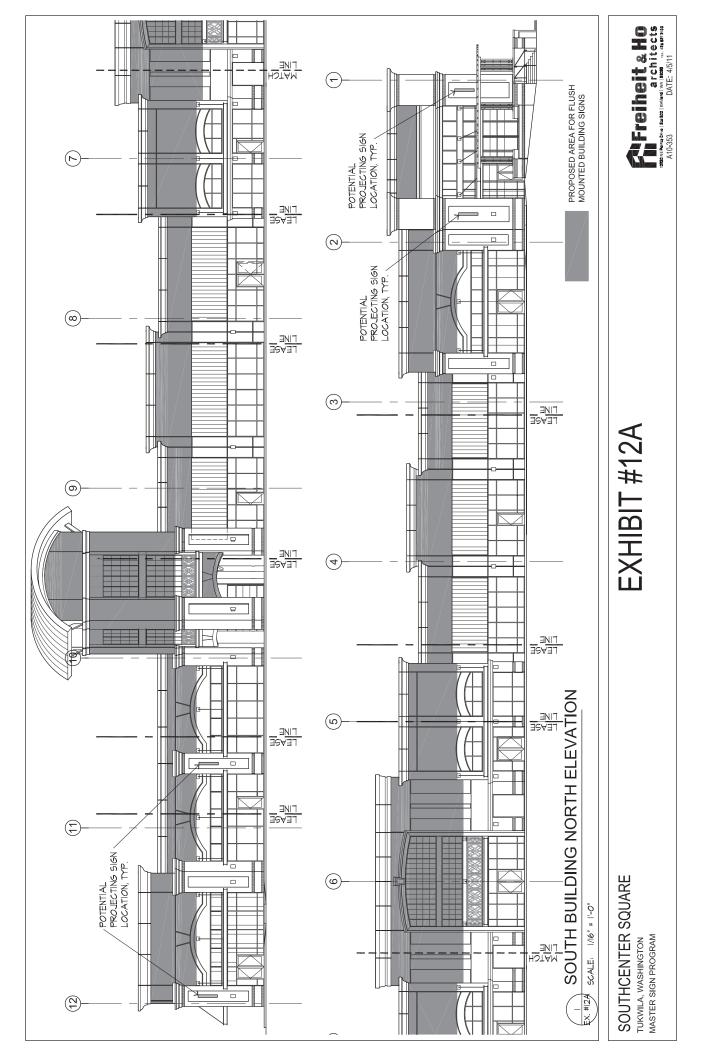


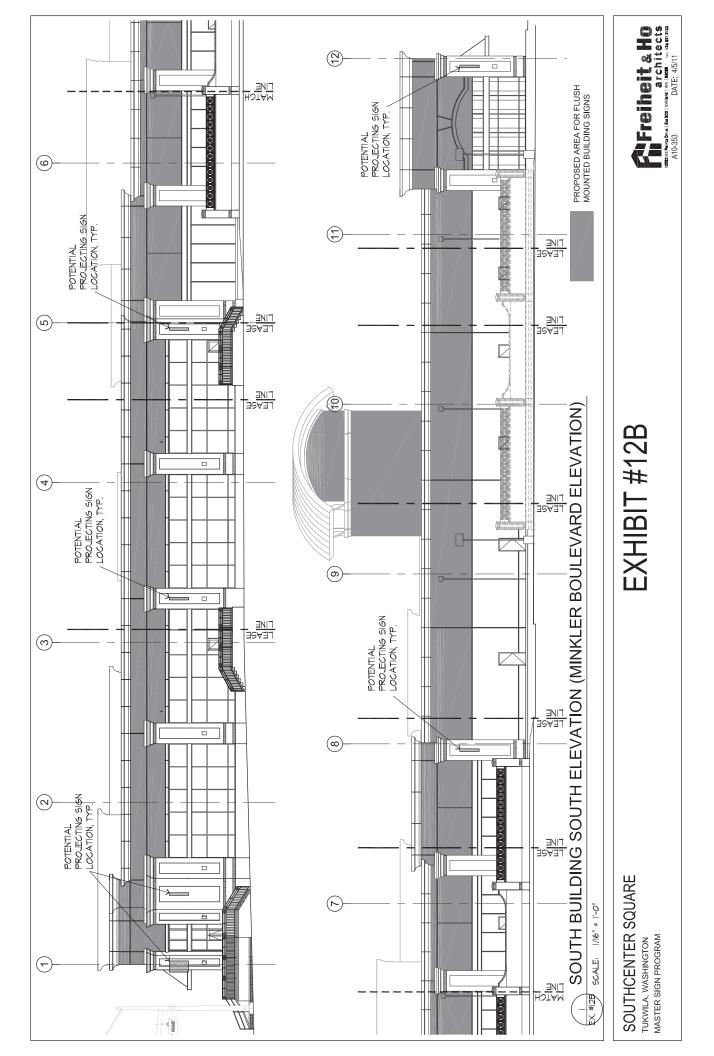


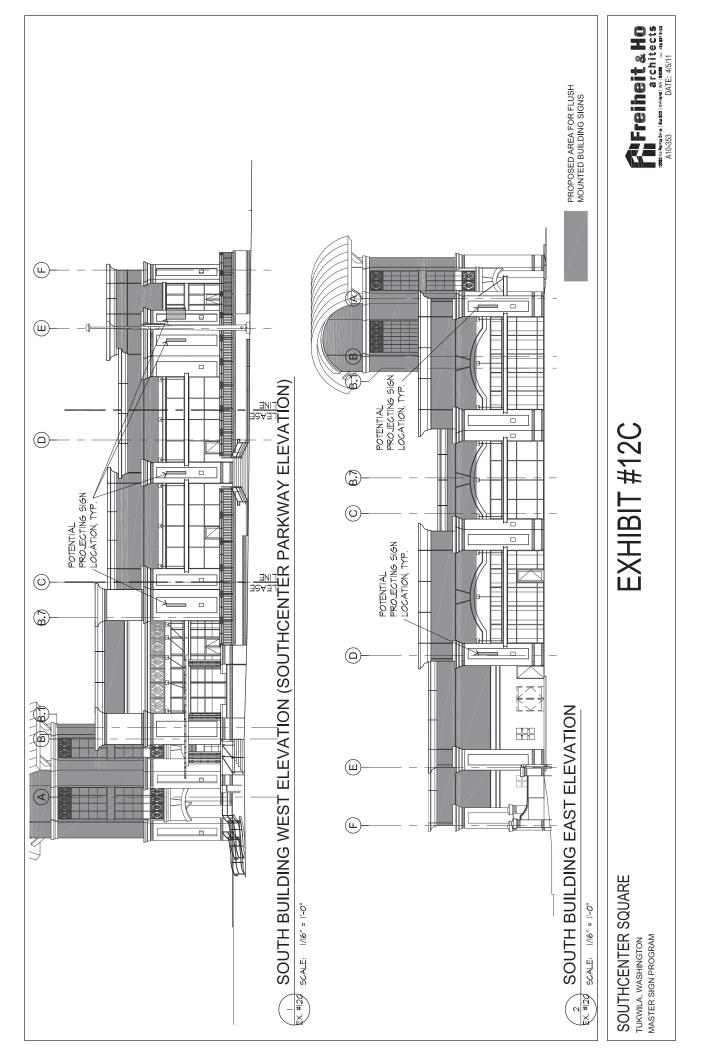


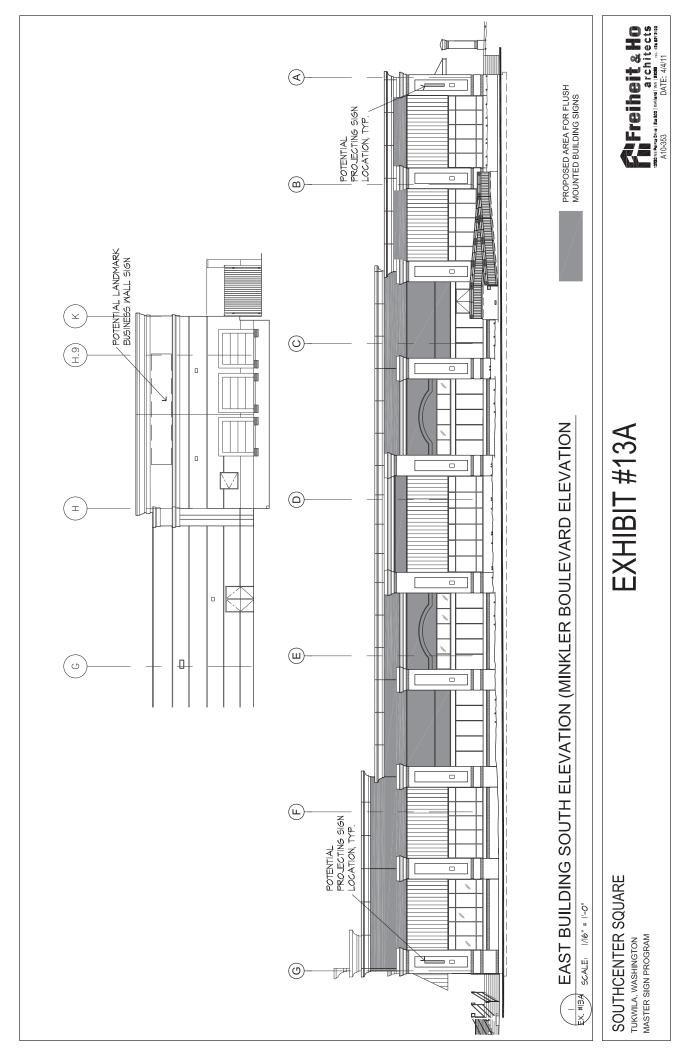


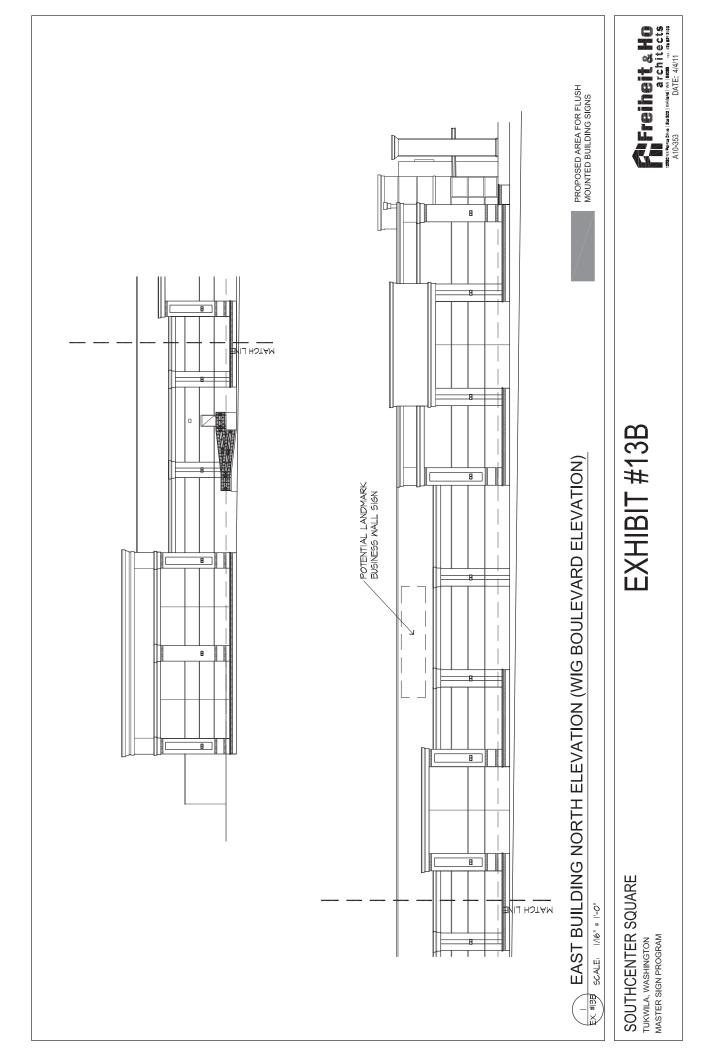


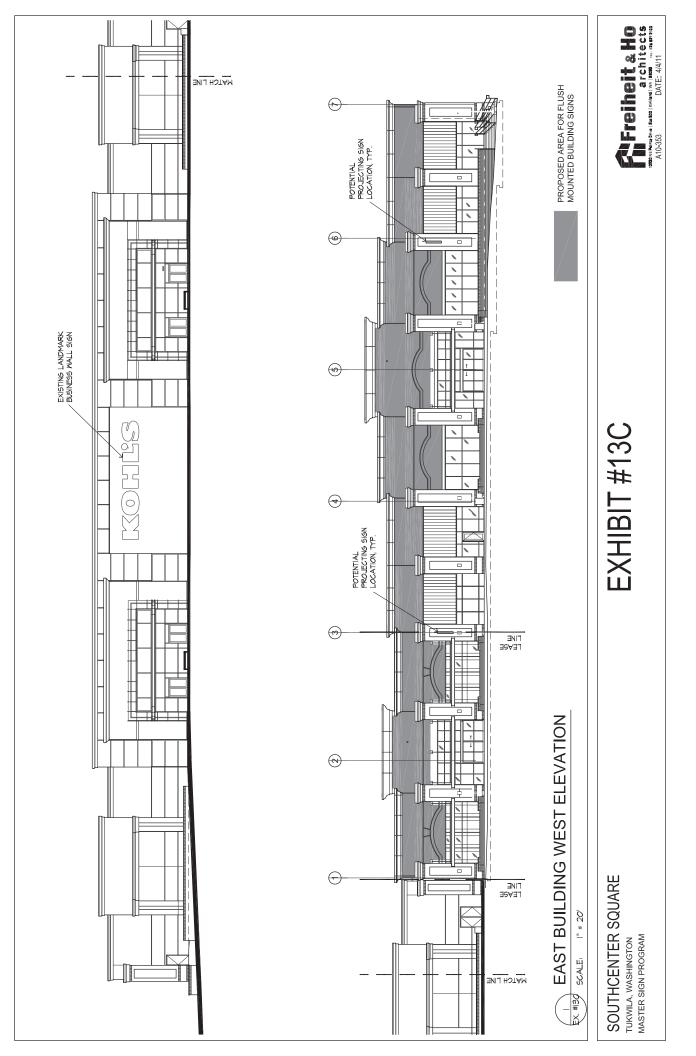


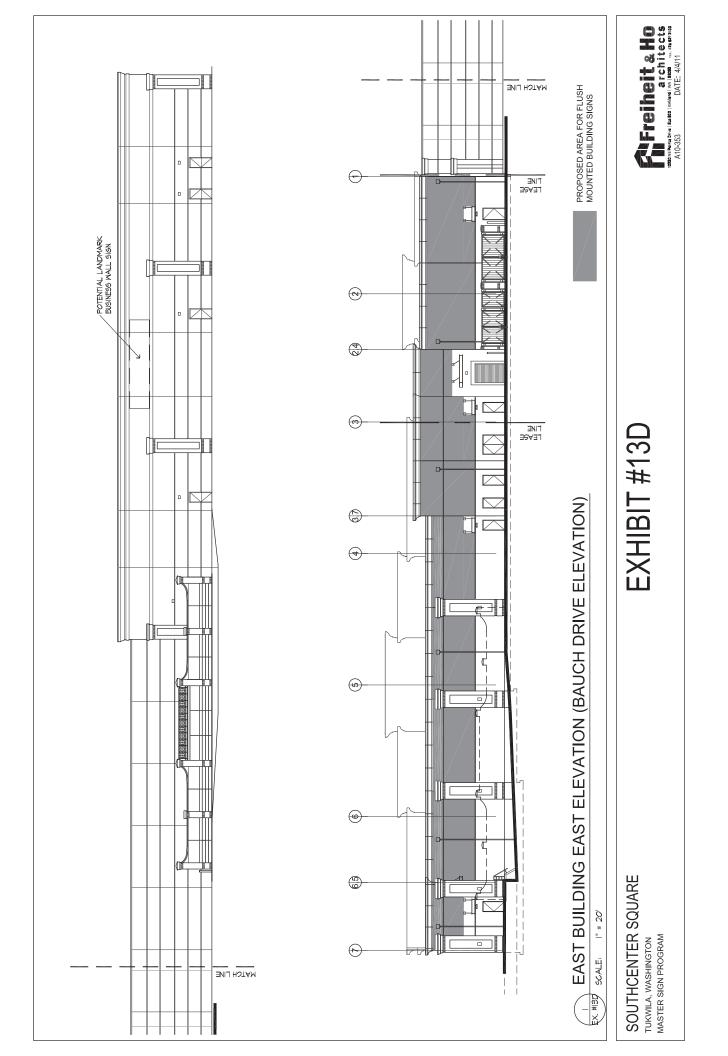


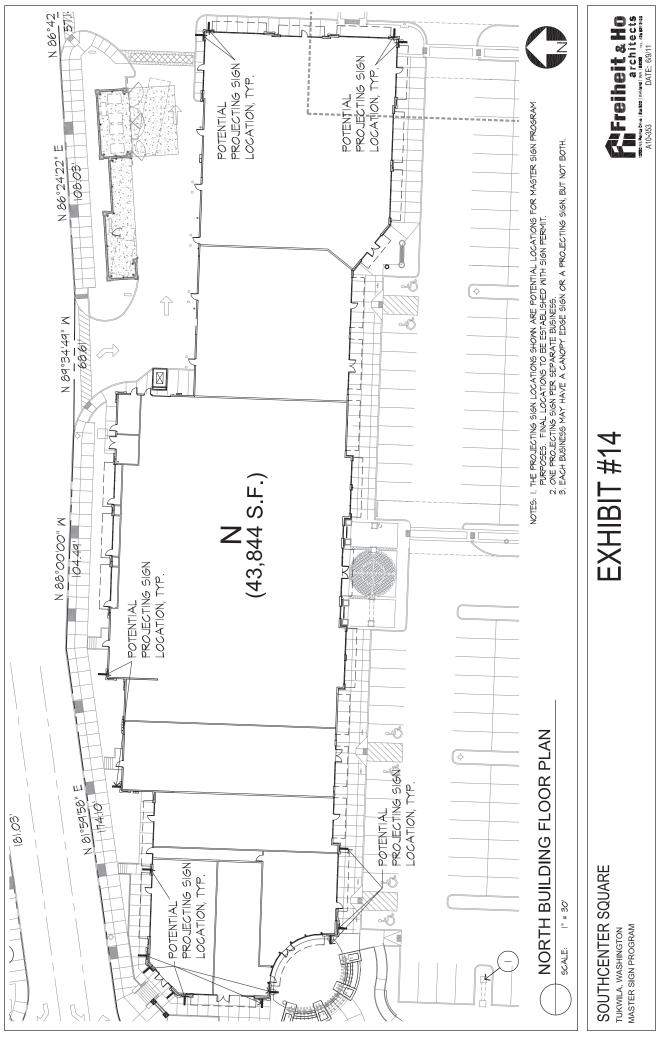


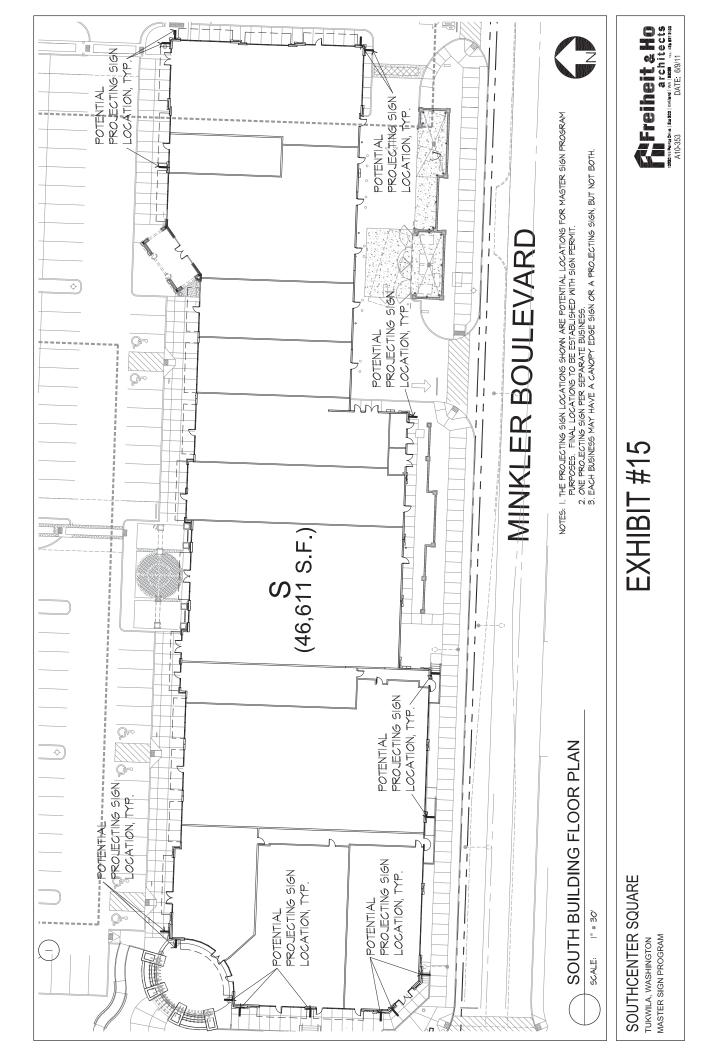


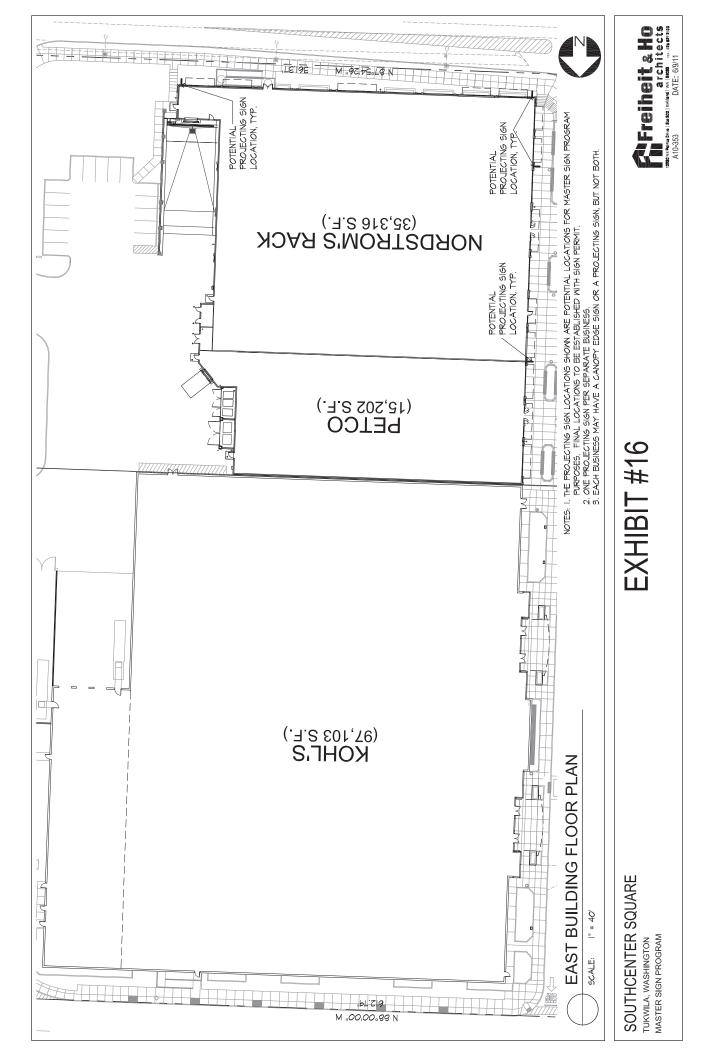












No Exhibit #17



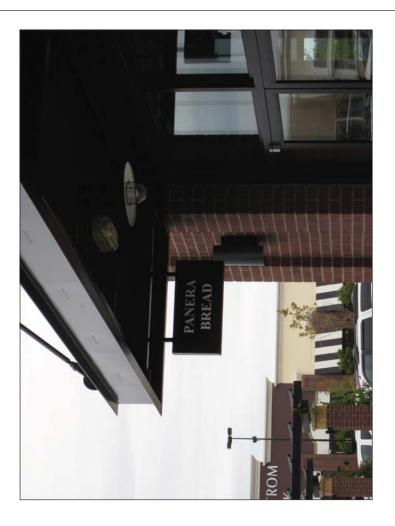
EXHIBIT #18

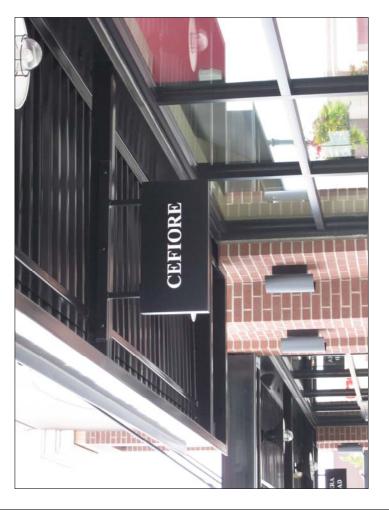
SOUTHCENTER SQUARE TUKWILA, WASHINGTON MASTER SIGN PROGRAM

UNDER-AWNING/CANOPY SIGNS

SCALE: NO SCALE







SOUTHCENTER SQUARE MASTER SIGN PROGRAM

NARRATIVE

Objective:

To create an effective sign program for the Southcenter Square Shopping Center which will maximize the effectiveness and exposure of tenant and shopping center signs while maintaining the projects overall attractiveness and aesthetic qualities.

Proposal Description:

Under the City of Tukwila Sign Code as adopted in August 2010, there are a number of signs which are allowed outright and others which are allowed with the approval of the Director of Community Development or the Board of Architectural Review (BAR). The signs proposed for this project including descriptions and discussions of each are summarized as follows:

A. Monument Signs

- Summary of Code Requirements Monument Signs
 - Number of Signs Allowed: One per 400 feet of linear street frontage (With over 3,600 linear feet of street frontage, 9 Monument Signs are allowed)
 - Allowable Sign Message Area: 72 square feet per side/144 square feet total (Increases up to 90 square feet per side/180 square feet total may be permitted with Director Approval)
 - c. Total Allowable Sign Size: 96 square feet per side/192 square feet total (Increases up to 120 square feet per side/240 square feet total may be permitted with Director Approval)
 - d. Maximum Height: 8 feet
 - e. Maximum Width: 15 feet
- Summary of Code Requirements Grand Monument Signs (Requires BAR Approval)
 - a. Number of Signs Allowed: Two (each substituted for one or more Monument Signs)
 - b. Allowable Sign Message Area: 172 square feet per side/344 square feet total
 - c. Maximum Height: Height of the Tallest Building on the Premises 60 Feet

3. Proposed Grand Monument Signs - See Exhibits 2 and 3.

The two existing "Grand Monument Signs" adjacent to the main project entry on Southcenter Parkway would be retained. Each of these signs is 27'-6" feet high and 14'-8" feet wide with an internally illuminated Sign Message Area of 100 square feet on each side (200 square feet total).

Proposed Monument Signs

Seven Monument Signs are proposed, as follows:

Monument Sign #1 – See Exhibit #4.

This sign is located on the north side of the main driveway entrance from Southcenter Parkway. It is proposed to be 4'-2 1/2" feet high and 22'-0" feet wide with a Sign Message of Area 2'-11" high and 19'-0" wide for a total of 55 square feet. Note that this sign is one sided with no message on the back side. The Sign Message Area will be either internally illuminated panels, backlit individual letters on a stucco or masonry background, or a combination of these. This sign is designed to integrate tastefully with the existing landscaping and landscape features. It is curved to match the curve of the masonry retaining wall in front and is set back approximately 1'-6" from the top of this retaining wall to permit the planting of some low plant materials between the top of this wall and the base of the sign. On each end of the sign a masonry pier has been used which matches those used on the masonry retaining walls and the sign itself has been designed with masonry, colors, and design features similar to the masonry retaining wall such that the sign integrates with the overall landscaping design.

Monument Sign #2 - See Exhibit #5.

This sign is located on the south side of the main driveway entrance from Southcenter Parkway and the design is similar to Monument Sign #1.

Monument Sign #3 – See Exhibits #6.

This sign is located at the northeast corner of Wig Boulevard and Southcenter Parkway. It is proposed to be 7'-4 1/2" high and 10'-4" wide with a Sign Message of Area 6'-5" high and 8'-0" wide on each side (51 square feet) and a Total Sign Message Area of 102 square feet. This sign is designed with masonry and decorative steel features matching the overall shopping center; and is also designed to screen the existing utility vaults as much as is possible under the constraints of the locations of these faults and utilities. The Sign Message Area will be either internally illuminated panels, backlit individual letters on a stucco or masonry background, or a combination of these.

Monument Sign #4 – See Exhibit #7.

This sign is located at the southeast corner of Wig Boulevard and Southcenter Parkway. It is proposed to be 7'-4' high and 12'-0" feet wide with a Sign Message Area 6'-8" high and 7'-0" wide, and a Total Sign Message Area of 47 square feet. Note that this sign is one sided with no message on the back side. The Sign Message Area will be either internally illuminated panels, backlit individual letters on a stucco or masonry background, or a combination of these. This sign is located adjacent to the retaining wall and below the sidewalk at the entrances to the businesses in this building. It is designed with masonry features and colors to integrate with the design of the adjacent stairs, retaining walls, handrails and the buildings.

Monument Sign #5 - See Exhibit #8.

This sign is located at the northeast corner of Minkler Boulevard and Southcenter Parkway. It is proposed to be 5'-3" high and 20'-5" wide with a Sign Message Area 4'-4" high and 17'-5" wide for a Total Sign Message Area of 75 square feet. Note that this sign is one sided with no message on the back side. The Sign Message Area will be either internally illuminated panels, backlit individual letters on a stucco or masonry background, or a combination of these. This sign is designed with masonry and decorative steel features matching the overall shopping center. It is also designed to screen the existing traffic sign control cabinets as much as is possible; however this effort is limited by the existing locations of these cabinets and the fact that the sign height is limited by the needs of the traffic signal service technicians to have visibility of the traffic signals while working at the control cabinets. Monument Sign #6 – See Exhibit #9.

This sign is located at the east side of the western most entry driveway from Minkler Boulevard. It is proposed to be V-shaped in Plan View, 7'-4 1/2" high with each leg 10'-4" wide. It will have a Sign Message Area 6'-5" high and 8'-0" wide on each face (51 square feet) and a Total Sign Message Area of 102 square feet. This sign is designed with masonry piers at the apex of the V and at the end of each leg matching the features used throughout the overall shopping center. The Sign Message Area will be either internally illuminated panels, backlit individual letters on a stucco or masonry background, or a combination of these.

Monument Sign #7 – See Exhibit #10.

This sign is located at the west side of the eastern most entry driveway from Minkler Boulevard and the design is similar to Monument Sign #6.

4. Summary of Monument Sign Area – Allowed vs. Proposed

Sign	Sign Message (S.F.) Code Allowed	Proposed
North Grand Monument Sign	344	200
South Grand Monument Sign	344	200
Monument Sign #1	144	55
Monument Sign #2	144	55
Monument Sign #3	144	102
Monument Sign #4	144	47
Monument Sign #5	144	75
Monument Sign #6	144	102
Monument Sign #7	144	102
Total	1,696	938
lotai	1,000	

- B. Flush Mounted Building Signs
 - 1. Summary of Code Requirements
 - a. Number of Signs Allowed: Each tenant is allowed one per exterior public entrance.
 - b. Wall Area: Based on Formula
 - Wall Area 0 500 S.F.: EBF x 0.05 or 20 S.F.
 - Wall Area 501 1,500 S.F.: (EBF 500) × 0.04 + 25 S.F.
 - Wall Area 1,501 3,000 S.F.: (EBF 1,500) × 0.03 + 65 S.F.

- Wall Area 3,001 5,000 S.F.: (EBF 3,000) × 0.02 + 110 S.F.
- Wall Area Over 5,000 S.F.: 150 S.F. Maximum
- c. Wall Sign Location: Must be placed within the section of Exposed Building Face that qualifies for placement of the Wall Sign
- d. Under certain conditions as outlined in Paragraph 19.20.050.F.4 tenants may be allowed Incentive Signs which are limited in size to 50% of the size of their Flush Mounted Building Sign.
- 2. Proposed Flush Mounted Building Signs

Flush Mounted Building Signs shall be individual letters with internal lighting. Each tenant shall be allowed at least one Flush Mounted Building Sign and tenants with more than one exterior public entrance shall be allowed one Flush Mounted Building Sign per exterior public entrance. The maximum size of Flush Mounted Building Signs shall be as determined by the formula noted above as established by the Sign Code and signs shall be located within the wall areas noted in Exhibits 11, 12, and 13 - the Exterior Building Elevations.

Incentive Signs shall be allowed within the context of code requirements. They shall be individual letters with internal lighting and shall be located within the wall areas noted in Exhibits 11, 12, and 13 - the Exterior Building Elevations.

- C. Wall Signs for Landmark Businesses (Requires BAR Approval)
 - 1. Summary of Code Requirements
 - A Landmark Business is an entity that occupies at least 60,000 square feet of building space on a premises that contains at least five separate businesses.
 - b. Number of Signs Allowed: One for Each Cardinal Direction
 - c. Allowable Sign Area: 6% of Exterior Wall of Tenant Space or 500 S.F. Maximum
 - 2. Proposed Wall Signs for Landmark Businesses

The tenant space at the north end of Building E is the only space which would qualify as a Landmark Business. Thus, we are proposing four signs – one for each building face – at the locations as shown on Exhibit 13, the Building E Exterior Building Elevations. These signs will be a maximum of 488 square feet in area on the north and south building faces limited by the maximum allowable 6% of Exterior Wall space; and a maximum of 500 square feet each in area on the west and east building faces limited by the code mandated 500 S.F. Maximum.

D. Projecting Signs

- 1. Summary of Code Requirements
 - a. Number of Signs Allowed: One per each Business which has a direct ground floor public entrance (in addition to Wall Signs)
 - b. Allowable Sign Area: 20 square feet each side/40 square feet total
 - c. Projection: No more than 4 Feet from Façade
 - d. Height: At least 8 feet above sidewalk level
- 2. Proposed Projecting Signs

Tenants meeting the code criteria noted above, including the requirement for a direct ground floor public entrance, will be given the opportunity to install a Projecting Sign with a maximum area of 20 square feet on each side (40 square feet total) at the Masonry Pilaster locations as noted on Exhibits 11, 12 and 13 (the Exterior Building Elevations) and Exhibits 14, 15 and 16 (the Building Floor Plans). Projecting signs may be of any sign type allowed by code.

E. Canopy Edge Sign

- 1. Summary of Code Requirements
 - a. Number of Signs Allowed: May substitute for a Projecting Sign One per Business
 - Location: Only permitted for Canopies located above a Public Entrance to a Business
 - c. Message Size Lines: Single Line of Text
 - d. Message Size Height: 12 Inches Maximum
 - e. Message Size Length: 2/3 of the Canopy Length
 - f. Illumination: Letters may be illuminated.
- 2. Proposed Canopy Edge Signs

Canopy Edge Signs are not proposed at this time.

- F. Under-Awning/Canopy Signs
 - 1. Summary of Code Requirements
 - a. Number of Signs Allowed: One Sign per Business per Façade
 - b. Location: Only permitted for Canopies adjacent to Public Entrance from Public or Private Sidewalk into Business
 - c. Allowable Sign Size: 3 square feet
 - d. Height: At least 8 feet above sidewalk level
 - 2. Proposed Under-Awning/Canopy Signs

Tenants with a Tenant Entrance with an Awning or Steel Canopy above may elect to install an Under-Awning/Canopy Sign per the example shown in Exhibit 18. At the tenant's option, these signs may be externally illuminated.

G. Pole Banners

- 1. Summary of Code Requirements
 - a. Number of Signs Allowed: Not Specified
 - b. Location: Attached to Parking Lot Light Poles.
 - c. Allowable Sign Size: 10 square feet Each Banner
 - d. Height: At least 12 feet above grade level
- 2. Proposed Pole Banners

The use of Pole Banners on the Parking Lot Light Poles is not anticipated; however, the intention is to continue to use banners on the sidewalk light standards along the front of the retail stores as has been done in the past. While not advertising any particular business, these banners add color and interest to the center, and promote pedestrian circulation.

- H. Directional Signs
 - 1. Summary of Code Requirements
 - a. Number of Signs Allowed: Up to 4 Allowed Outright Up to 4 Additional with Director's Approval
 - b. Allowable Sign Size: 2 square feet per Face / 4 square feet Total
 - c. Height: 3 feet Maximum

2. Proposed Directional Signs

No new Directional Signs are proposed; however, the existing on-site directional signs which are not discernable from the street will be retained.

I. Flag Poles

1. Summary of Code Requirements

a. Number of Flag Poles Allowed: Up to 3

2. Proposed Flag Poles

Sign permits are not required for Flag Poles and, while no Flag Poles are proposed at this time, we foresee that in the future they may be desired and wish to retain the rights under this Master Sign Program to install Flag Poles.

SOUTHCENTER SQUARE MASTER SIGN PROGRAM

CRITERIA

1. The Master Sign Program meets the intent of the Sign Code as well or better than the signage allowed under the standard code provisions.

As noted in the paragraph below, this Master Sign Program includes only a few sign code deviations and those requests are intended to provide signs which work better with the existing center and which provide benefits beyond just project signage than signs which would be allowed outright under the standard code provisions. Further not all of the signs requested under this Master Sign Program would be installed at this time. Rather this program is intended to establish a comprehensive plan to guide the development of signs for the project in the future.

2. The requested deviations from the code respond to the specific characteristics or use of the premises.

Monument Signs #1 & #2, located on the north and south sides of the main driveway entrance from Southcenter Parkway, deviate from the code allowed 15 foot maximum width with a proposed width of 22 feet. This has been done to create horizontal elements that are in keeping with the horizontal character of the existing entry features which in turn were purposely designed this way to draw customers into the center. Note that these signs with 55 square feet Sign Message Area are substantially less than the 72 square feet of sign message area allowed and are much more attractive than a 9 foot wide, 8 foot high sign which would be allowed outright.

Monument Sign #5, located at the northeast corner of Minkler Boulevard and Southcenter Parkway, deviates from the code allowed 15 foot maximum width with a proposed width of 20 feet 5 inches; and is partially located within the 5 foot required setback. This sign is purposely located to, as much as possible, screen the large utility cabinets, which are located directly behind the sign. This is the reason for the proposed encroachment into the setback, since one of the signal cabinets is already located within the 5 foot setback; and the extra width is necessary to screen the utility cabinets. The height of the sign is limited by the requirement for a signal technician to be able to view the traffic signal from the signal control box. Thus, the sign message area at 75 square feet for this proposed multi-sided sign only slightly exceeds the 72 square feet allowed outright for a single sided sign. The proposed Wall Signs for the Landmark Business at the east end of Building E are not allowed outright by the Sign Code, but are not truly a deviation as they are allowed with Board of Architectural Review approval as requested in this Master Sign Program Application. Upon receipt of this approval, these signs will comply with all code requirements for Landmark Business signs.

The existing Grand Monument Signs also are not allowed outright by the Sign Code, but are not truly a deviation as they are allowed with Board of Architectural Review approval as requested in this Master Sign Program Application. Upon receipt of this approval, these signs will comply with all code requirements. The existing signs at 27 feet 6 inches in height are in keeping with the scale of the project and substantially lower than the potential maximum of 60 feet which is the height of the tallest building. Further, the existing Sign Message Area at 100 square feet per side and 200 square feet total for each sign, is significantly less than the 172 square feet per side and 344 square feet total for each sign which could be approved.

3. The program complies with the applicable standards of this Chapter.

As noted in detail in the Southcenter Square Master Sign Program Narrative, the program is designed to comply with the applicable standards of the Sign code.

4. The existing and proposed signage is integrated with an overall lighting scheme for the project site to create a safe, lively and inviting night time environment if the site is in a commercial zone.

The existing lighting for this Shopping Center has been layered to create an interesting experience while also providing a safe and convenient shopping environment. The lighting in the parking areas is designed to be adequate and safe; but not overwhelming. This allows the higher light levels at the walkways and adjacent to building entrances to be inviting and create a focus on these areas. Further, this creates an atmosphere whereby the existing illuminated wall signs and monument signs can be interesting and attractive without being offensive.

Signs such as the Grand Monument Signs, the Flush Mounted Building Signs, and the Under-Awning/Canopy Signs are existing; and Monument Sign #6 at the east side of the western most entry driveway from Minkler Boulevard replaces an existing sign. The other new monument signs will be similar in design to the existing signs and overall these signs are designed to complement the existing aesthetics and to create additional interest in the Shopping Center.

Beyond these, signs such as the Canopy Edge Signs, the Under-Awning/Canopy Signs, and the Pole Banners are again intended to provide interest to the center as well as to direct traffic to the affected businesses.

There have been no sign-related code enforcement violations on the premises for at least one year prior to submitting the Master Sign Program application.

There have been no recent sign-related code enforcement violations on the premises. The property owner recently received notification that the two existing "Grand Monument Signs" adjacent to the main project entry on Southcenter Parkway are nonconforming; however, in accordance with Paragraph 19.36.020 these signs were erected in conformance with a valid permit and are thus Legally Non-Conforming.

6. The program must contain a schedule for the removal of all non-conforming signs on the premises within three years from the date of the Master Sign Program approval.

The only existing non-conforming signs are the two existing "Grand Monument Signs" adjacent to the main project entry on Southcenter Parkway. With approval of this Sign Program these signs will be conforming and no further action will be required.

5.

Program)
Master Sign
(Wig
Exhibit 21

Monument Sign	Proposed Sign Area (in sq ft)	Prescriptive Area Standards	Proposed Height	Prescriptive Height Standards	Proposed Width	Prescriptive Width Standards	Required Setback	Meets Setbacks?	Discussion
Monument Sign 1 (Exhibit #4)	55 (single sided sign)	96 square feet per side/192	4'-2.5"	8 feet	22'	15 feet	5 feet.	Yes	These two signs will be placed on opposite ends of the main entrances from Southcenter Parkway.
Monument Sign 2 (Exhibit #5)	55 (single sided sign)	square feet total.	4'-2.5"		22'		1	Yes	Both signs comply with all prescriptive standards except for width. Under TMC 19.32.060 (1) the applicant is eligible to increae the size of all monument signs by no more than 25 percent; however a height increase is not permitted thus the increase must accomplished by making the sign wider. In this case, the applicant has chosen to make the sign wider, but has not requested an area increase. Finishes on the signs include brick veneer, concrete caps, and 8" brick soldier course.
Monument Sign 3 (Exhibit #6)	51 (two sided, 102 for all sides)		7'-4.5"		10'-4"		1	Yes	This sign will be placed on the NE corner of Wig Blvd and Southcenter Pkwy. The Sign complies with all prescriptive standards. No deviations are requested. The sign will help to screen several PSE cabinets from view. Finishes on the sign include brick veneer, concrete caps and 8" brick soldier course.
Monument Sign 4 (Exhibit #7)	47 (single sided)		7'-4"		12'			Yes	This sign is located at the SE corner of Wig Blvd and Southcenter Pkwy. The sign will be placed against the existing wall which is part of the outdoor plaza. Finishes for the sign include brick veneer and concrete caps. This sign will require the relocation of an existing tree planter.

W:\USERS\BRANDON\WIGPDFS\EXHIBIT #21.DOCX

Program)
Master Sign
(Wig
Exhibit 21 (

Monument	75 (single		5'-3"	20	20'-5"	Νο	This sign will be placed at the NE corner of Minkler
Sign 5 (Exhibit #8)	sided)						Blvd and Southcenter Pkwy. The sign will be used to screen two signal cabinets. Finishes on the sign
							include brick veneer, concrete caps and 8" brick soldier course.
							This sign complies with all prescriptive standards except for width and setbacks.
							<u>Width</u> Under TMC 19.32.060 (1) the applicant is eligible to
							increase the size of all monument signs by no more than 25 percent; however a height increase is not
							permitted thus the increase must accomplished by making the sign wider. In this case, the applicant
							has chosen to make the sign wider, but has not requested an area increase.
							<u>Setback</u>
							The sign does not meet the required setback of five feet from all property lines No flexibility on
							setbacks is permitted under the Maser Sign
							Program. The sign as proposed cannot be approved.
Monument	51 (two sided,	<u> </u>	7' -4.5"	10'-4"	-4"	Yes	Both of these "V" shaped signs will be placed at
Sign 6 (Exhibit	102 for all						separate access points to the property. The signs
# 6)	sides).						comply with all prescriptive code requirements.
Monument	51 (two sided,		7'-4.5"	10'-4"	-4"	Yes	These signs may be located in the sight distance
Sign 7 (Exhibit	102 for all						triangle. Finishes on the sign include brick veneer,
(NT	sides).						concrete caps and o prick soluter course.

W:\USERS\BRANDON\WIGPDFS\EXHIBIT #21.DOCX