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# Kent Station Signage Criteria

January 7, 2003 Modified September 22, 2005



# Kent Station Signage Criteria

### **SIGNAGE**

# <u>Intent</u>

- To encourage signage that is clear and of an appropriate scale for both pedestrian and vehicular orientation.
- To provide a comprehensive sign program that creates consistent design criteria for the entire Kent Station.
- To enhance the visual qualities of signage through the use of complimentary sizes, shapes, colors, and methods of illumination.
- To provide signage guidelines that meet commercial tenant needs.
- The number of signs per façade should be limited to the fewest necessary to clearly identify the business within. Generally, a single wall-mounted or projecting sign is adequate to meet business needs.

# General Signage Guidelines

All signage must comply with City of Kent regulations, the Kent Station design review process, and the following guidelines:

- Signage must be of a high quality of design and materials, consistent with the design of the center.
- Signage shall be consistent throughout the design area and always complement a building's character (e.g., wall signs shall not cover building columns).
- Signs may be fabricated of mixed-media, including metal reverse-illuminated letters, suspended neon letters, illuminated individual letters, signs etched or cutout of solid material such as wood or brass and illuminated from behind.

- Non-illuminated, mixed-media, and other special mixed-media signs will be subject to approval by the City of Kent and the Kent Station Design Review Committee.
- Back-lit translucent awning signs or signs connected to the awning arc not permitted.
- 6. The following signs are prohibited:
  - Pole mounted signs.
  - Signs employing moving or fashing lights.
  - Ballast boxes or other equipment.
  - Audible or odor producing signs.
  - Cardboard signs.
  - Internally-lit "box" or "cabinet" signs.
  - Roof mounted and temporary type signage, such as banners, etc. (note: temporary signage for special occasions will be permitted, subject to City of Kent and Kent Station Design Review Committee approval of both design and duration of display).
  - No off-premises signs, except public directional and site identification signs, are permitted.
- 7. Cinemas may have digital/electronic changeable letter signage.
- Signs on the back side of buildings shall be subject to the same standards as all other signs at Kent Station.
- 9. All electrical transformer boxes, conduits and raceways shall be concealed from the public view.





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- 10. Graphics, symbols, and logos add interest and character to signs. Colors should be chosen that are complimentary to the architectural features of the building façade. Consideration may be given to established tenant colors and branding.
- 11. Direct and indirect lighting on a solid wall sign or projecting sign is encouraged.
- Cinema marquees can create a significant landmark within the community.
   Cinema signage should be distinctive, artistic and incorporate unique design elements.
- The City of Kent and the Kent Station Design Review Committee together may consider minor exceptions on a case-by-case basis.

# Monument Site Markers for Key Gateway & Entry Gateway

### Placement

 Markers may be located at major entries connecting to streets surrounding Kent Station:

Key Gateway: 4<sup>th</sup> Avenue and James Street Entry Gateway: Ramsay Way and Smith Street Entry Gateway: 4<sup>th</sup> Avenue and Ramsay Way

- Markers may be designed to integrate with adjacent site landscaping and incorporate creative and artistic features.
- 3. Entry Gateway Markers may be unified by common design and graphic elements. It is encouraged that Monument Entry and Key Gateway Markers share design elements with the Environmental Graphic Design Elements throughout the site.
- Entry Gateway Markers may include the logo and identify Kent Station.
   No individual tenant names shall be identified.
- 5. All monument signs shall be consistent with the overall Kent Station theme.

- Monumen: signage should incorporate Kent's cultural heritage and community values.
- Monument site markers at the city-identified Key Gateway intersection (4<sup>th</sup>
  Avenue and James Street) should be visually integrated into the "gateway"
  design elements and/or landscaping.

### Maximum Size & Quantity Limitations

1. The Entry Marker maximum height and width shall be approved by the City of Kent and the Kent Station Design Review Committee, with proposals reviewed for scale, design quality, attractiveness, and functional appropriateness.

# Tenant Signs/Large Tenants Signs

For purposes of these guidelines, "Tenants" shall be considered those with less than 10,000 sq. ft. of leasable area and "Large Tenants" shall have a leasable area of 10,000 sq. ft. and greater.

### **Placement**

- 1. Signs shall be centered between architectural elements and between columns to allow building architecture to be expressed. Signs shall not necessarily be centered on lease premises.
- Signs shall be compatible in scale and proportion with building design and other signs.
- Signage shall be placed facing City designated public or private streets. When
  tenants face two streets, signage is allowed on both façades. Each frontage is
  calculated separately and shall conform to all applicable maximum area
  imitations.
- "Storefront" is defined as the first 12' above each floor of lease area building frontage facing a street. A minimum of one storefront is assumed for each tenant.
- 5. "Building Focal Point" is defined as an architectural element that draws attention to the building and creates interest, such as significant changes in the





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building structure or roof line. Wall signage located at a building focal point is an exception to the general criteria and may be located above the 12' storefront height and have internally lit, individual lettering.

- 6 "Tenant" signage at multi-story buildings must be located within the 12' storefront height (below the canopy and above the door). See diagram 'A' on page 5.
- 7. "Tenan:" signage at single-story buildings is allowed above the 12' storefront height out must have solid (opaque) lettering that is either externally lit or back ('halo') lit. Individual lettering that is placed below 12' may be internally lit. A combination of signage above and below (externally lit vs. internally lit) the 12' mark will be allowed; however, the total signage area must not exceed the maximum allowed area as identified below. See diagram 'B' on page 5.
- Blade signs, which hang from the canopy, arcade or building front, may be utilized to increase visibility.
- Services/secondary signage shall be allowed, subject to City of Kent and Kent Station Design Review Committee approval for size, quantity and location. Maximum area is 2 sq. ft.

### Maximum Size & Quantity Limitations

- "Tenants" (less than 10,000 sq. ft.) are allowed signage area not to exceed 15% of the storefront area, up to a maximum of fifty (50) sq. ft. per tenant for any single storefront.
- "Large lenants" (10,000 sq. ft. and greater) are allowed signage area not to exceed 15% of the storefront area, up to a maximum of 300 sq. ft. per tenant for any single storefront.
- The maximum signage area for all Office tenants is 100 sq. ft. per tenant for any single storefront.
- 4. Consideration will be given to oversized signage for "large tenants" (10,000 sq. ft. and greater); however, these signs must enhance the character of the project and be integrated into the architectural features of the façade to which they are attached. Large tenants may include grocery, retail, cinema, entertairment or office land uses. City of Kent and Kent Station Design

Review Committee approval shall be based on sign design quality, attractiveness, scale appropriateness, and compatibility with the building.

- Tenants will be allowed multiple signs per storefront subject to City of Kent and Kent Station Design Review Committee approval; however, the total signage area must not exceed the maximum allowed area, defined in numbers one and two of this section.
- Maximum area calculation may transfer to another storefront, leased by the same tenant, on other building elevations to increase tenant visibility to surrounding streets.
- 7. Signage proposed on a façade that is not a part of that tenant's leased area must meet the maximum allowed area when combined with all other proposed tenant signage for that façade. The proposed signage would also have to meet the maximum allowed signage area for that tenant based on that tenant's leased storefront.
- 8. The body of the sign shall not exceed 24" in height. Enlarged initials, capitals and extended typographical elements (e.g. such as the up and down strokes of "g" and "h", etc.) are acceptable up to a maximum of 36" in height or width. Stacked signage or logos must not exceed 48" in height and must meet all other signage criteria.
- Length of signage for "tenants" shall not exceed 75% of the overall leased tenant storefront or exceed 25 feet.
- Wall mounted signs shall not project more than ten inches (10") from the building.
- 11. Hanging Blade signs shall not have an area of more than 3 sc. ft. or exceed 2" in thickness. Blade sign area is not included in signage area. Bottom of the sign should not be lower than 8' above ground.

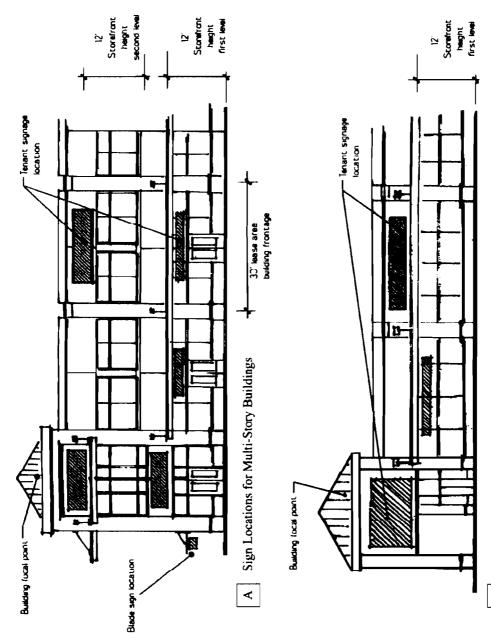
### 12. Examp es:

"Tenant" Storefront Area Dimensions: 12'  $\times$  30' = 360 sq. ft.  $\times$  15% = 54 sq. ft. However 50 sq. ft. is the maximum area.

"Large Tenant" Storefront Area Dimensions:  $12^x \times 90^x = 1,080$  sq. ft. x 15% = 162 sq. ft. of signage allowable.



TARRAGON



B Sign Locations for Single-Story Buildings

