



SHORELINE PLACE

SIGNAGE DESIGN GUIDELINES

APPROVED BY THE PLANNING COMMISSION
NOVEMBER 4, 2021

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PURPOSE

These Shoreline Place Signage Design Guidelines ("Design Guidelines") specify the common name, logo, taglines, fonts, colors, and sign standards used on freestanding signs throughout Shoreline Place to provide a cohesive and attractive public image of the Shoreline Place development.

The Design Guidelines are intended to work in conjunction with the Shoreline Place (Aurora Square Community Renewal Area) sign standards adopted in Shoreline Municipal Code (SMC) Section 20.50.620. Where conflicts may exist between the Design Guidelines and adopted sign standards, the adopted sign standards shall prevail.

REQUIREMENT

All pylon, monument, wayfinding, and under-awning signs within Shoreline Place (as depicted on page 5) shall conform to these Shoreline Place Signage Design Guidelines. For all other types of unique, sculptural or artistic signs, if an applicant seeks to depart from the standards of this section, the applicant must receive an administrative design review approval under SMC 20.30.297 (SMC 20.50.620.D.3).

Design and content of the pylon, monument, and wayfinding signs within Shoreline Place shall conform to these Shoreline Place Signage Design Guidelines. In addition, all other permanent or temporary signage or advertising displaying the common name, logo, colors, taglines, or fonts of Shoreline Place center identity shall comply with the Shoreline Place Signage Design Guidelines (SMC 20.50.620.E.6).

Signs shall comply with all applicable federal, state, and local provisions related to accessibility, including but not limited to, applicable provisions under the Americans with Disabilities Act (ADA).

ALTERATION OF EXISTING SIGNS

Pursuant to SMC 20.50.620.D, no permanent sign may be constructed, installed, posted, displayed or modified without first obtaining a sign permit approving the proposed sign's size, design, location, and, where applicable, adherence to the Shoreline Place Signage Design Guidelines.

Alterations to graphics, symbols or copy of a sign shall comply with these Design Standards regardless of whether a permit is required.

ALLOWED SIGN DESIGN & CONSTRUCTION

The following tenant identity sign types are permitted within these design guidelines.

- 1 Individual face-lit channel letters with integral face retainer
- 2 Individual halo-lit letters
- 3 Individual dual-lit channel letters with integral face retainer
- 4 Non-illuminated dimensional aluminum channel letters
- 5 Freestanding face-lit letters with aluminum returns (no vinyl trim caps) mounted on canopy
- 6 Mixed media signs (employing two or more fabrication and/or illumination methods)
- 7 Aluminum panel with cut-thru letters backed with acrylic faced in day/night vinyl (dark gray/black during day, letter faces glow white at night)
- 8 1/2" thick flat cut-out aluminum letters and logos with painted finish
- 9 1/4" thick flat cut-out aluminum letters and logos with painted finish
- 10 1" thick push-thru acrylic letters and logos
- 11 1/2" thick push-thru acrylic letters and logos

IDENTIFICATION SIGNS

PYLON SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with etched branding element complemented by dark gray tenant panels and a matching dark gray spine with the green and white Shoreline Place logo.

Tenant panels feature internally illuminated brand logotype letters in white acrylic only (no brand colors). Shoreline Place logo to also be illuminated. Tenant panel construction to be cut-thru aluminum with white acrylic-backed messaging; Shoreline Place logo/Logotype construction to be 1" thick push-thru acrylic construction.

MONUMENT SIGNS

MULTI-TENANT MONUMENT SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with applied 1/2" thick aluminum Shoreline Place lettering complemented by dark gray tenant panels. Tenant panels feature internally illuminated brand logotype letters in white acrylic only (no brand colors). Tenant panel construction to be cut-thru aluminum either 1/2" thick push-thru acrylic or backed with white acrylic.

SINGLE-TENANT MONUMENT SIGN/OPTION A/B

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat cladding, white tenant name/logotype (logos and brand colors not allowed), dark gray tenant name panel. Illuminated cabinet construction allowed; tenant name must be cut-thru aluminum either acrylic-backed or using 1/2" thick acrylic push-thru letters.

Tenant panels: (1) total per side (Option A)
Individual Tenant Letters: (1) set per side (Option B)

Address number positioned on the street-facing side of the sign and Address numbers to be 1/4" thick painted aluminum (white).

WAYFINDING SIGNS

VEHICULAR WAYFINDING SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with dark gray directional panels, Message panel construction to be cut-thru aluminum with either 1/2" thick push-thru acrylic or backed with white acrylic. Green acrylic arrows and white acrylic lettering.

Tenant panels: Up to (6) panels total per side.

Messaging will include major locations within Shoreline Place and are not intended for tenant use (exceptions may be made for anchor or fixture tenants such as Central Market) or regular updating. Text size is appropriate for low-speed vehicular use. Signs are internally illuminated.

PEDESTRIAN WAYFINDING SIGN

At least 15% of the sign copy area shall be used for center identification of Shoreline Place. Individual business listings, if shown, shall not include logos and shall be a common color scheme conforming to the Shoreline Place signage design guidelines but may include any font (SMC 20.50.620.E.8).

Composite wood slat-clad sign body with upper dark gray information cabinet and internal illumination. An abbreviated Shoreline Place graphic-only logo is etched or applied to each face below the information panels.

Content of information panels to be determined. At least one panel will include a site map with major destinations identified. A tenant directory will likely be included as well. Shoreline Place logo is integrated into the upper illuminated information cabinet

Construction of information panels to be confirmed and may be basic locking case construction for simple updating. Information panels could also be dynamic touchscreens with interactive directory information. On-site advertising is allowed per the Shoreline Municipal Code and could potentially share space with screens used as pedestrian directories.

UNDER-AWNING SIGN

Composite wood slat-clad sign body with applied 1/2" thick painted aluminum Tenant Name/Logotype (White). (logos and brand colors not allowed). An abbreviated Shoreline Place graphic-only logo is etched or applied to each face.

Signs are illuminated using indirect lighting



MAP LEGEND

- Proposed buildings
- Existing/proposed open space
- Existing buildings
- Driving paths and parking aisles
- Pedestrian trails and bridges
- Hardscape
- Signalized intersections

The Shoreline Place Signage Design Guidelines shall apply within Shoreline Place, as depicted to the left.

MATERIALS & COLORS



Iron Ore (SW 7069)
Sherwin Williams
Eggshell Finish



Gecko (SW 6719)
Sherwin Williams
Eggshell Finish



Extra White (SW 7006)
Sherwin Williams
Eggshell Finish



Country Wood (NW13)
Trespa (or similar)



Mesquite (1LB677)
Davis Concrete



LED Optimized Letter Block WH51
Acrylite



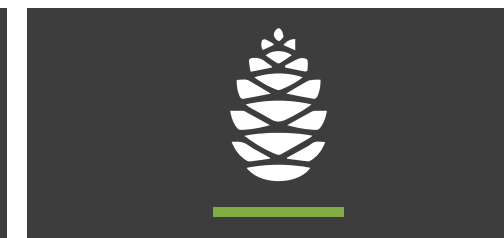
Translucent film(s) to match project green
(SW 6719 Gecko)

LOGOS

Both are shown over a dark gray background to ensure the white parts of the logo are visible; dark gray is not a part of the logo



Full logo



Partial logo

PROJECT FONT

Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SUPPORTING FONT

Akzidenz-Grotesk Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

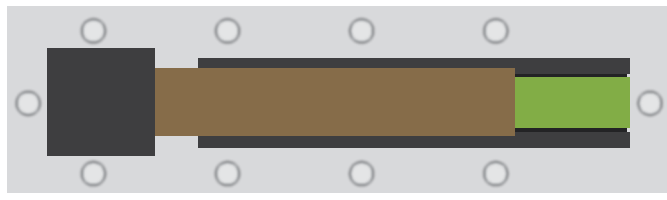
0123456789

* Departures from colors or materials may be allowed, subject to Director approval, due to unavailability or discontinuation of specific colors or materials. Departures shall match prescribed colors and materials as closely as possible.



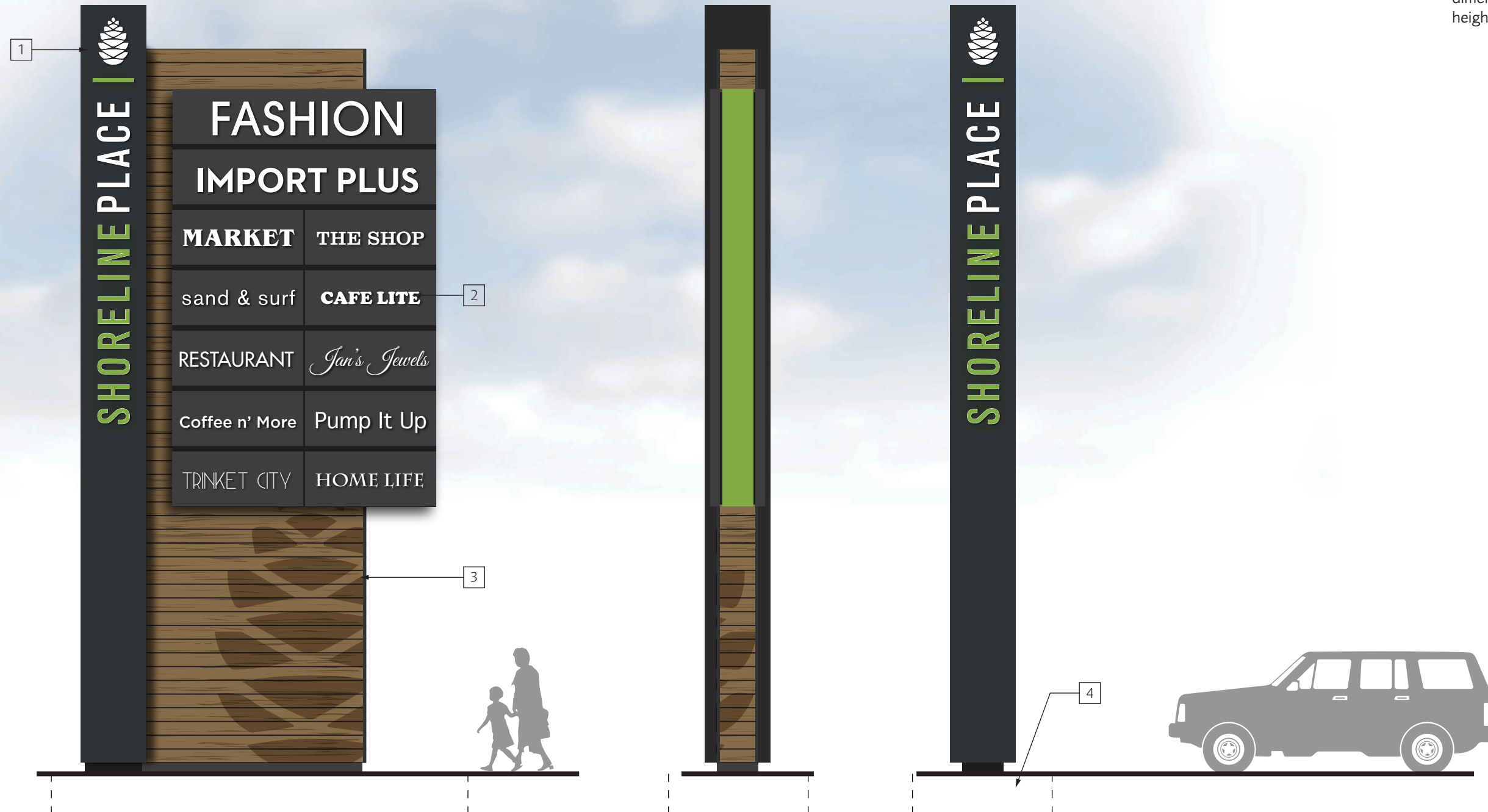
Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.

ELEVATION
SCALE: 3/16"=1'-0"

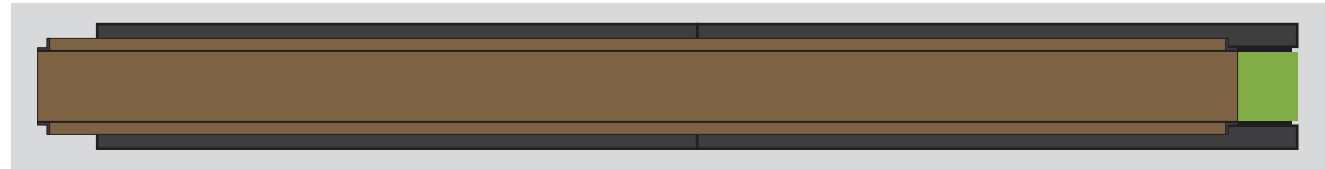


- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.

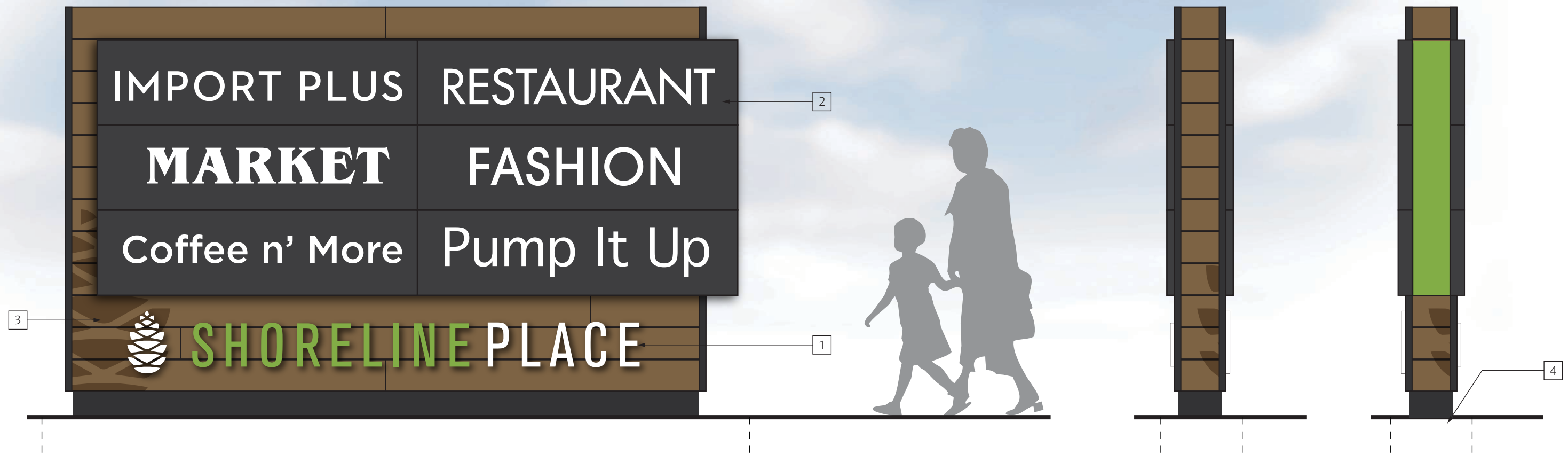


ELEVATION
SCALE: 3/16"=1'-0"



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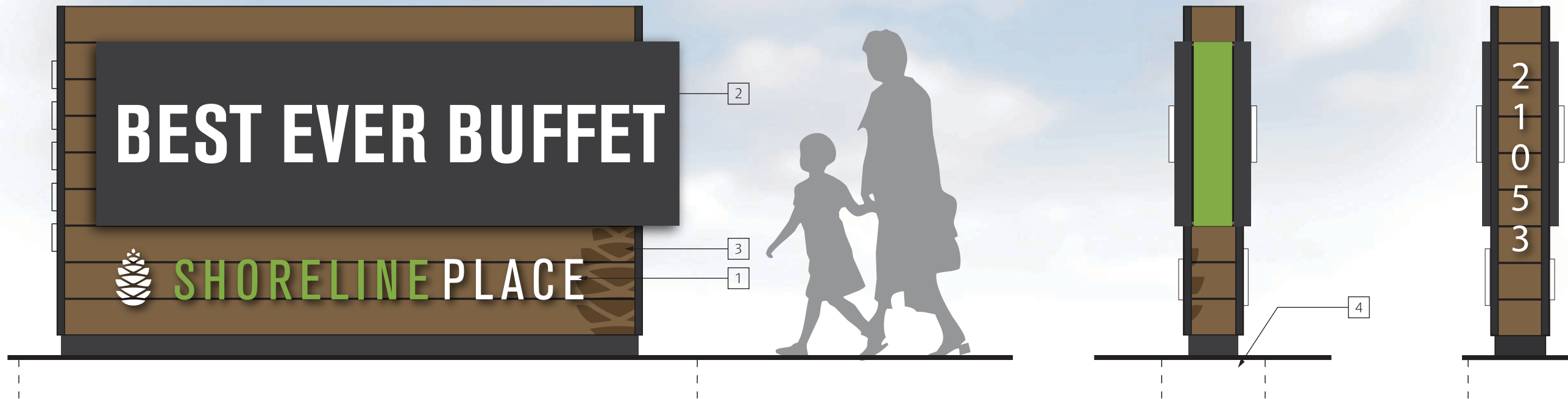
ELEVATION
SCALE: 1/2"=1'-0"



TOP VIEW

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

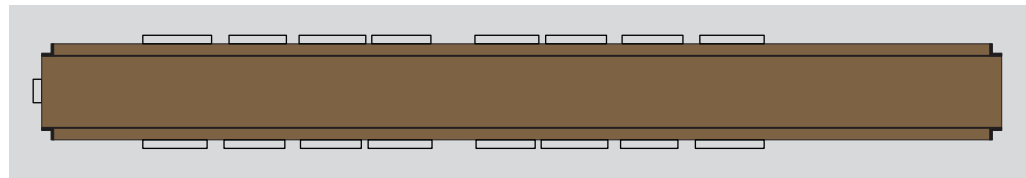
Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

- 1 Shoreline Place icon and identity
- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

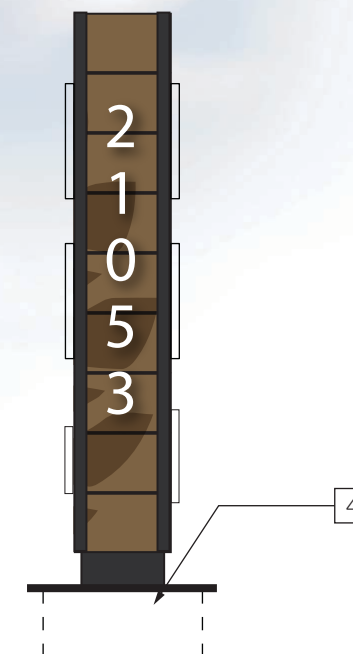


TOP VIEW

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



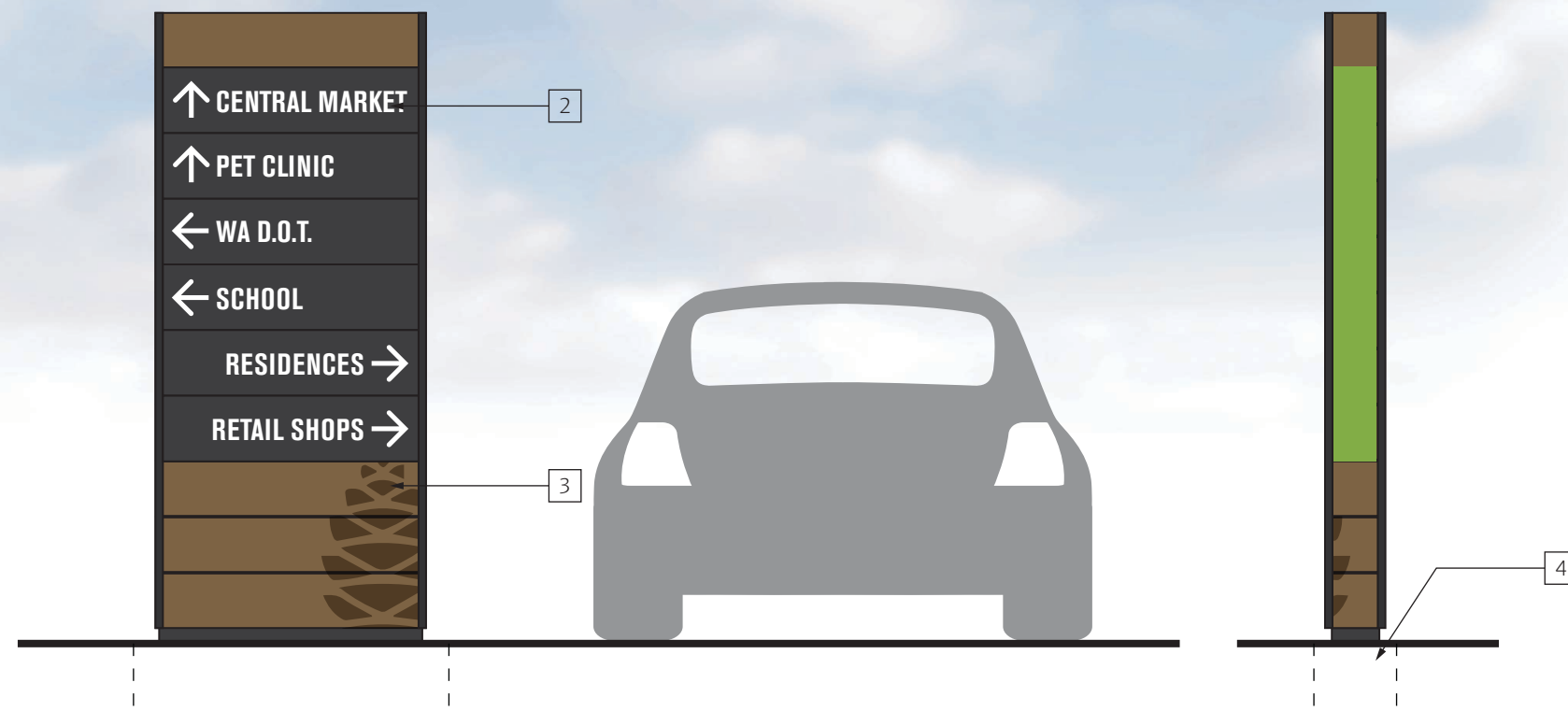
ELEVATION
SCALE: 1/2"=1'-0"



SIDE VIEW

- 2 Illuminated push thru acrylic tenant names
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.

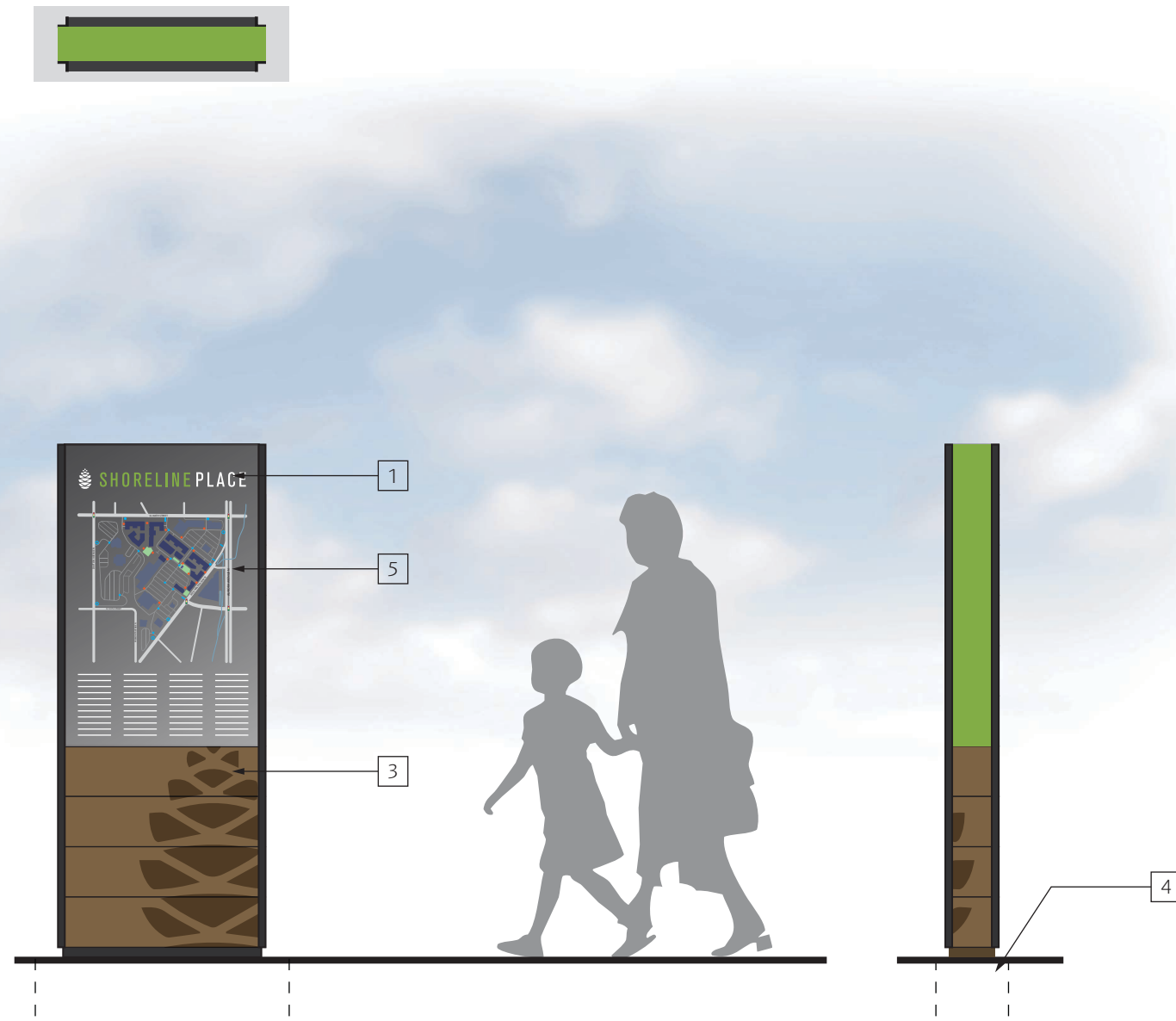


ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

- 1 Shoreline Place icon and identity
- 3 Trespa panels with etched branding
- 4 Concrete pad/footing base
- 5 Illuminated map graphics and glass face

Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

3 Trespa panels with etched branding

6 Applied dimensional copy

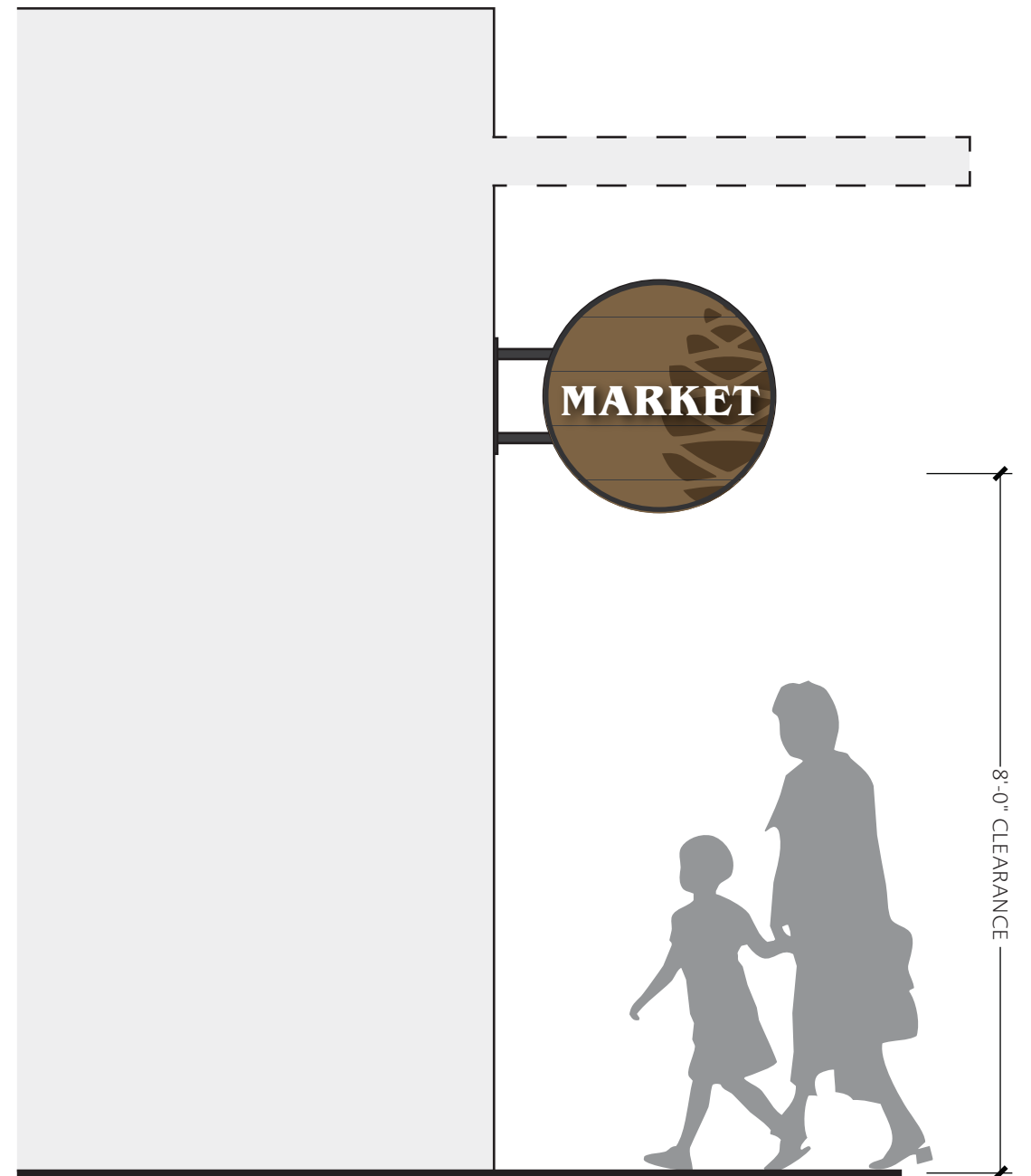
Sign renderings and elevations are an illustrative example of size and scale. Sign dimensional standards related to size and height shall comply with SMC 20.50.620.



ELEVATION
SCALE: 1"=1'-0"



SIDE VIEW

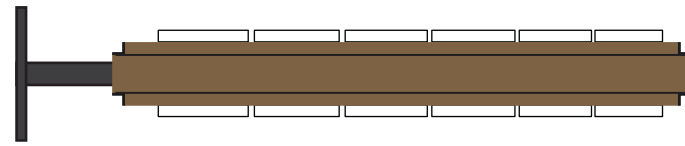


CONTEXT ELEVATION
SCALE: 1/2"=1'-0"

3 Trespa panels with etched branding

6 Applied dimensional copy

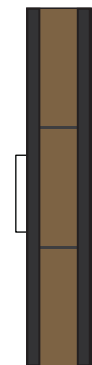
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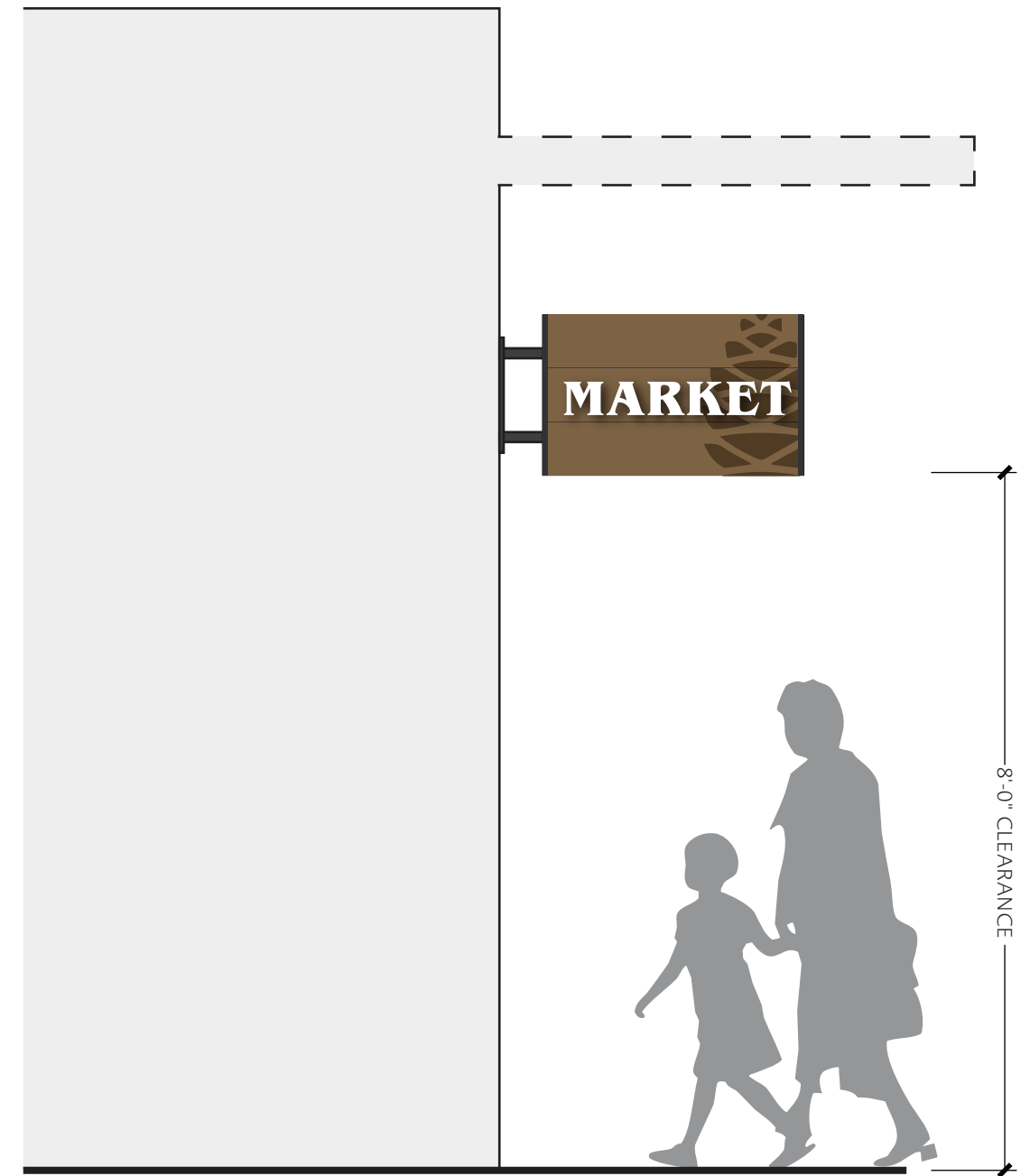
TOP VIEW



ELEVATION
SCALE: 1"=1'-0"



SIDE VIEW



CONTEXT ELEVATION
SCALE: 1/2"=1'-0"