

Criteria Compliance Narrative

Project Title: Signage for CVS PHARMACY

Project Address: 3023 78th Ave SE Mercer Island, WA 98040

Applicant: Meyer Sign & Advertising

Date: August 26, 2025

Project Overview

This application is for the installation of two new wall-mounted signs at the CVS Pharmacy, located at 3023 78th Ave SE, in Mercer Island Shopping Center. The sign will identify the business to customers and passing pedestrians/vehicles. It will be attached to the front facade above the primary business entrance facing SE 32nd St and the side facing 78th Ave SE.

Compliance with Applicable Mercer Island City Code (MICC) Requirements

Code Reference: MICC 19.11.140 – Sign Standards

1. Sign Type and Placement

- **Standard:** Wall signs are permitted for businesses in commercial zones and must be mounted on a wall that fronts a public right-of-way or customer entrance. Shall not exceed 25 square feet, one sign per business on each street frontage.
 - **Compliance:** The proposed (S1) wall sign will be mounted above the business South elevation, which fronts SE 32nd St (a public street), and (S2) wall sign will be mounted above the business entrance, which fronts 78th Ave SE in full compliance with MICC standards.
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2. Maximum Sign Area

- **Standard:** Wall sign area is limited to 1 square foot per 1 linear foot of building facade that fronts a public street or entrance, up to a maximum allowed by zone. Allowed 25 square feet, one sign per business on each street frontage.

- **Compliance:** The storefront elevation is 187' feet wide. The proposed sign is 22.97 square feet (14'-8-7/16" ft wide by 1'-6-3/4" ft tall), which is within the allowable area based on the 1:1 linear footage ratio.
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3. Sign Height

- **Standard:** Wall signs must be placed below the roofline and should not project above the parapet.
 - **Compliance:** The sign is mounted 17'-6" above grade and remains well below the parapet line of the one-story building, ensuring full compliance with height limitations.
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4. Illumination

- **Standard:** If illuminated, lighting must be externally directed, shielded, and must not cause glare on adjacent properties or streets.
 - **Compliance:** The sign will be externally illuminated. All lighting will be in compliance with MICC standards to minimize glare.
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5. Materials and Design

- **Standard:** Materials must be professional in appearance, durable, and compatible with the building.
 - **Compliance:** The sign will be fabricated from high-density urethane, painted lettering and mounted with thru bolting all threaded.
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Conclusion

The proposed wall sign fully complies with all applicable sign regulations in the Mercer Island City Code, including requirements for location, size, height, illumination, materials, and mounting. No variances or exceptions are being requested. We respectfully request approval of this wall sign permit application.