



**Criteria Compliance Narrative:**

**Project Address:** 1841 W Mercer Way, Mercer Island, WA 98040

**Parcel Number:** 735570-0110

**Project Type:** Design Review-Signs

**Prepared For:** City of Mercer Island

**Date:** October 2<sup>nd</sup>, 2025

**Prepared by:** Victoria Roadifer, Western Neon

**Introduction:**

This narrative supports the application for a code official design review for an internally illuminated blade sign located in Mercer Island. The project scope is to fabricate a 24" x 24" x 4" deep internally LED illuminated sign located at 8435 SE 68<sup>th</sup> St Suite 110. The sign will attach to the bottom of the existing canopy with 3/8" lag bolts into wooden beam or 3/8" self-tapping bolts into steel beam.

The project site is located inside zone PBZ and will adhere to zoning standards. The design is simple, elegant and does not detract from the overall appearance of the building. The store logo will be visible to allow pedestrians to locate the business while maintaining integrity of the building.

---

**19.11.140 - Signs**

- **Projecting signs.**
  - *Sidewalk clearance. Projecting signs should clear the sidewalk by a minimum of eight feet.*
    - **Answer:** See attached plan set showing that our sign meets city criteria -12 feet from ground to bottom of sign.
  - *Maximum size. Projecting signs shall not be larger than six square feet.*

CONCEPT  
DESIGN  
BUILD



- **Answer:** See attached plan set showing that our sign meets city criteria-4sqft sign area.
  - *Projection from building. Signs should not project over four feet from the building unless the sign is a part of a permanent marquee or awning over the sidewalk.*
    - **Answer:** Please see attached plan set showing that our sign meets city criteria-Sign will be located underneath the canopy, not projecting outward from the building but below the canopy, less than four feet.
  - *Awnings. Awnings that incorporate a business sign shall be fabricated of opaque material and shall use reverse channel lettering. The design commission may require that an awning sign be less than the maximum area for wall signs to assure that the awning is in scale with the structure. Back-lit or internally lit awnings are prohibited.*
    - **Answer:** Sign will be attached to the canopy, not an awning.
  - **lighted signs.**
    - Lighted signs shall be of high quality and durable materials, distinctive in shape, designed to enhance the architectural character of the building and use LED lights or other minimum wattage lighting, as necessary to identify the facility or establishment. Channel or punch-through letters are preferred over a sign that contains text and/or logo symbols within a single, enclosed cabinet.
      - **Answer:** Sign fabricated from aluminum, 24" x 24" x 4" deep. Square shape, internally LED illuminated. 1/2" clear acrylic push thru single letter with 2<sup>nd</sup> surface diffuser 1<sup>st</sup> surface digitally printed vinyl.
-



**Conclusion:**

This LED illuminated sign has been designed to adhere to Mercer Island City code. The design of the sign will add to the building's integrity and allow citizens to locate the business it represents.

**CONCEPT  
DESIGN  
BUILD**