



CSPA 2005-PR-041 ACCEPTED: March 5, 2012  
CSPA 2003-PR-009-02 ACCEPTED: May 24, 2012  
PLANNING COMMISSION: July 12, 2012

# County of Fairfax, Virginia

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## CRA

June 27, 2012

### STAFF REPORT

**APPLICATION CSPA 2005-PR-041  
(Associated w/ CSPA 2003-PR-009-02)**

### PROVIDENCE DISTRICT

**APPLICANT:** CSPA 2005-PR-041: Eskridge (E&A) LLC  
CSPA 2003-PR-009-02: MTC Commercial, LLC

**PRESENT ZONING:** CSPA 2005-PR-041: PDC and HC  
CSPA 2003-PR-009-02: PRM and HC

**PARCEL(S):** CSPA 2005-PR-041: 49-3((38)) (1) 1-11,  
49-3((38)) (2) 1-4,  
49-3((38)) 1-4, and  
49-3((37)) D, H, J pt., & K

CSPA 2003-PR-009-02: 49-4 ((17)) 100-517, C1-C4, and  
49-4 ((17))(2) 100-522, C1-C4

**ACREAGE:** CSPA 2005-PR-041: 12 acres  
CSPA 2003-PR-009-02: 5.33 acres

**PLAN MAP:** Mixed Use

**PROPOSAL:** For CSPA 2005-PR-041, the applicant seeks to amend the approved CSP to add an additional sign (classified as UP 2 Canopy Mounted Sign for Building D1 – Tier 2 User – Changeable Text Sign) for the Angelika Movie Theatre located on Parcel D on the subject property. No other changes are proposed. The total sign area would increase from 30,157 square feet to 30,374.

William O'Donnell

For CSPA 2003-PR-009-02, the applicant merely seeks to revise Development Condition 2 to reference the correct date of the approved sign plan. No other changes are proposed.

#### **STAFF RECOMMENDATIONS:**

Staff recommends approval of CSPA 2005-PR-041, subject to the proposed development conditions in Appendix 1.

Staff recommends approval of CSPA 2003-PR-009-2, subject to the proposed development conditions in Appendix 2.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

It should be further noted that the content of this report reflects the analysis and recommendation of staff; it does not reflect the position of the Planning Commission.

The approval of this rezoning does not interfere with, abrogate or annul any easement, covenants, or other agreements between parties, as they may apply to the property subject to this application.

For information, contact the Zoning Evaluation Division, Department of Planning and Zoning, 12055 Government Center Parkway, Suite 801, Fairfax, Virginia 22035-5505, (703) 324-1290.

*N:\ZED\CSPA\MTC and Uniwest CSPAs\MTC and Uniwest CSPAs Staff Report Cover.doc*



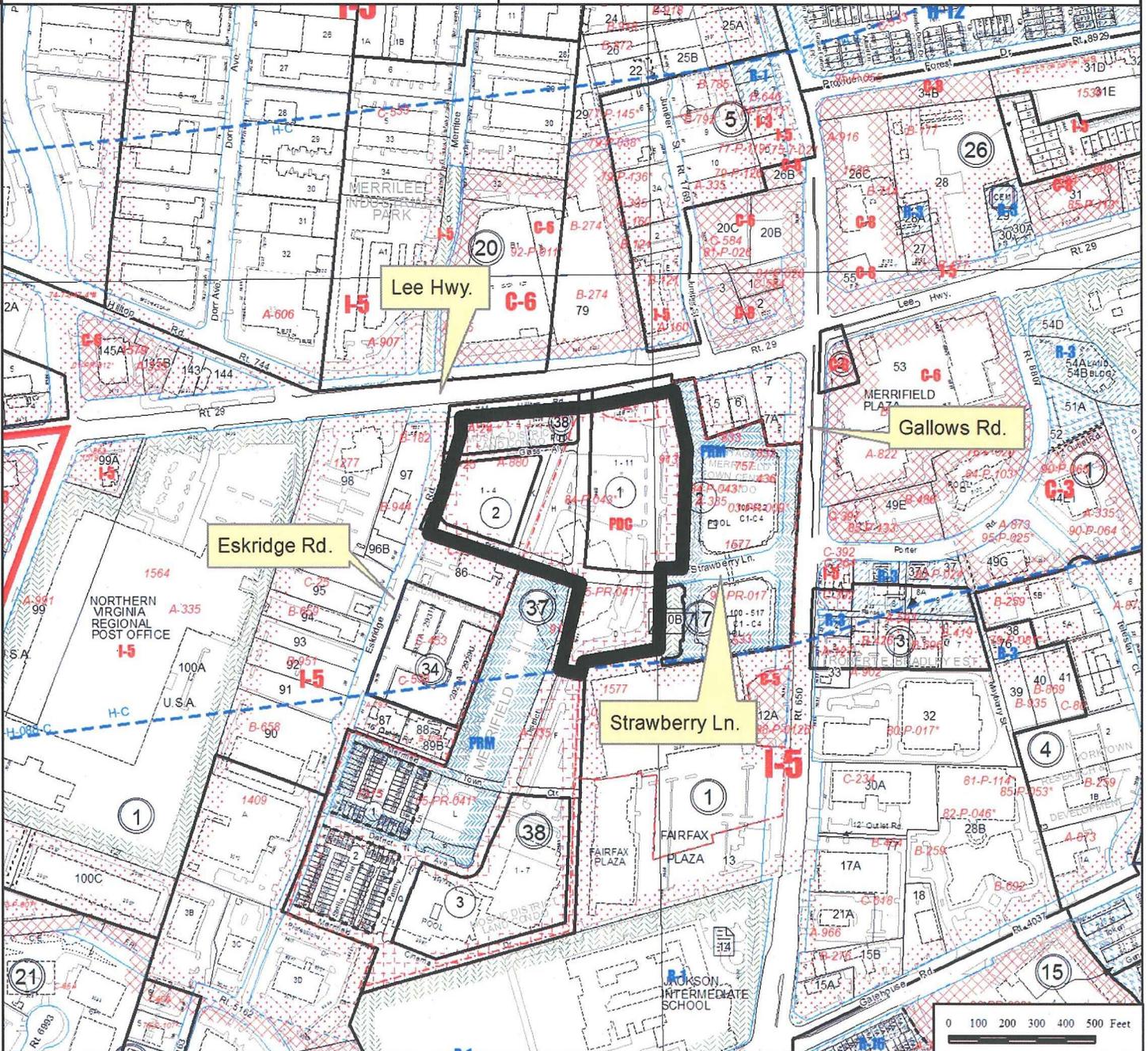
Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 7 days advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

# Comprehensive Sign Plan Amendment

## CSPA 2005-PR-041



Applicant: ESKRIDGE (E & A) LLC  
Accepted: 03/05/2012  
Proposed: AMEND CSP 2005-PR-041 TO PERMIT ADDITIONAL SIGNAGE  
Area: 12 AC OF LAND; DISTRICT - PROVIDENCE ZIP - 22031  
Located: SOUTH SIDE OF LEE HIGHWAY APPROXIMATELY 500 FEET WEST OF ITS INTERSECTION WITH GALLOWS ROAD  
Zoning: PDC  
Overlay Dist: HC, CRA  
Map Ref Num: 049-3- /37/ / D /37/ / H /37/ /  
J pt. /37/ / K /38/ /0001 /38/ /0002 /38/ /0003 /38/ /0004 /38/01/0001 /38/01/0002 /38/01/0003 /38/01/0004 /38/01/0005 /38/01/0006 /38/01/0007 /38/01/0008 /38/01/0009 /38/01/0010 /38/01/0011 /38/02/0001 /38/02/0002 /38/02/0003 /38/02/0004



# Comprehensive Sign Plan Amendment

CSPA 2003-PR-009-02



Applicant: MTC COMMERCIAL, LLC

Accepted: 05/24/2012

Proposed: COMPREHENSIVE SIGN PLAN AMENDMENT FOR RZ 2003-PR-0009

Area: 5.33 AC OF LAND;

DISTRICT - PROVIDENCE

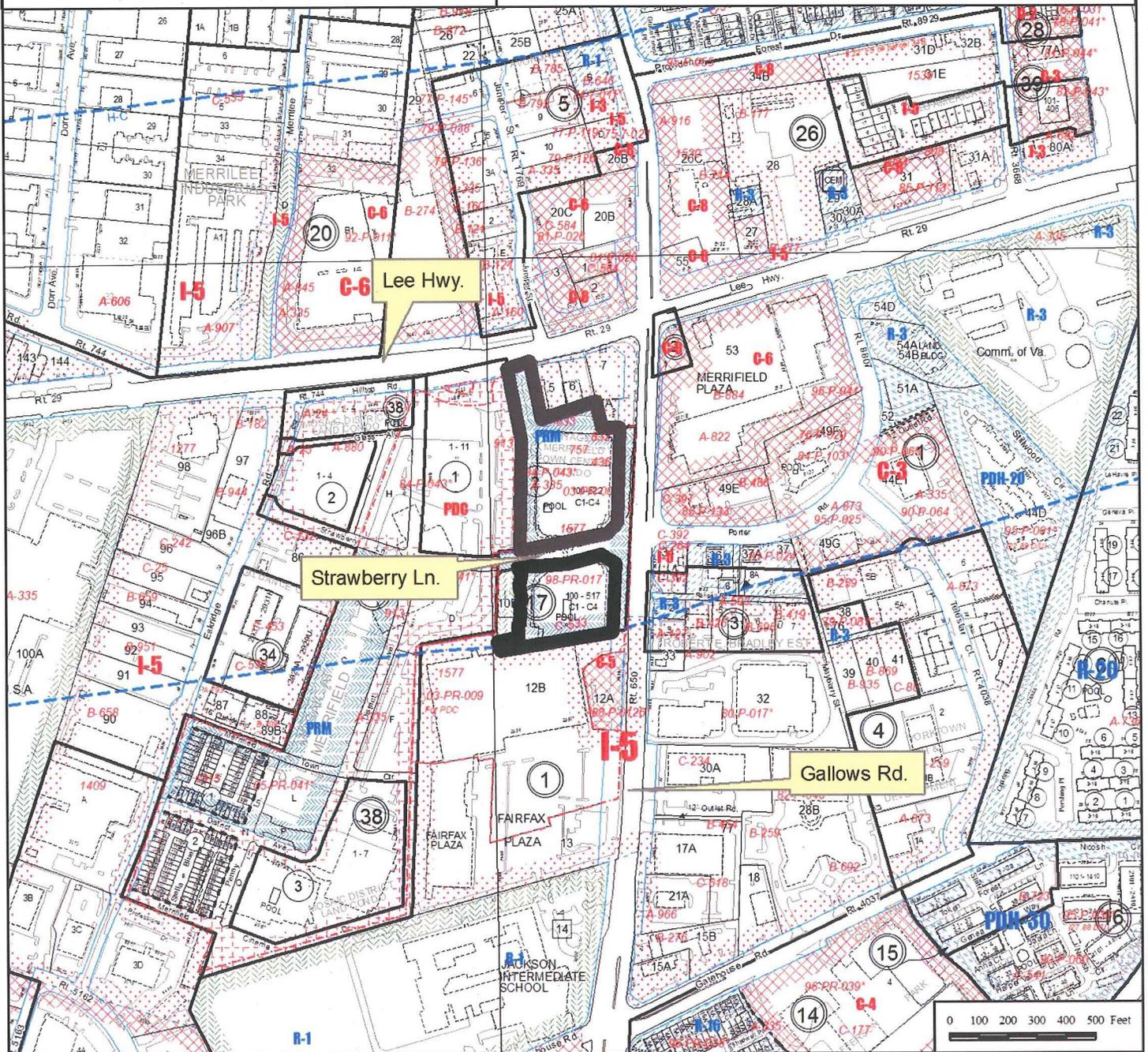
Located: 8190 AND 8191 STRAWBERRY LANE,

FALLS CHURCH, VA 22042

Zoning: PRM

Overlay Dist: CRA, HC

Map Ref Num: 049-4- /17/ / C1/17/ / C2/17/ / C3/17/ / C4/17/ /0100-517 C1/17/02/ C2 /17/02/ C3 /17/02/ C4 049-4/17/02/0100-522



**A GLOSSARY OF TERMS FREQUENTLY  
USED IN STAFF REPORTS WILL BE  
FOUND AT THE BACK OF THIS REPORT**

**DISCUSSION**

On November 17, 2011, the Planning Commission approved CSP 2005-PR-041 to allow for a coordinated sign program for the Eskridge (E&A), LLC development known as the Mosaic District in the Merrifield Town Center. In addition, the Planning Commission approved CSPA 2003-PR-009, which amended the existing Vantage Comprehensive Sign Plan for the MTC Commercial LLC development (also known as Uniwest) to incorporate four new signs into a previously approved sign package. These two applications were approved concurrently and helped coordinate the two separate developments by establishing a unifying identity for the overall Merrifield Town Center area through their respective comprehensive sign plans. A matrix was included in both of the sign plans that summarized the signs by type, number and size.

Since the approval of these applications, Eskridge (E&A), LLC now proposes to amend their approved comprehensive sign plan (CSP 2005-PR-041) to add an additional sign (classified as UP 2 Canopy Mounted Sign for Building D1 – Tier 2 User – Changeable Text Sign) for the Angelika Movie Theatre located on Parcel D on their subject property. Three interchangeable signs were approved for the movie theatre. They propose to add a fourth, which would increase the interchangeable sign area from 90 square feet to 120 square feet. In addition, Eskridge (E&A), LLC seeks to modify the cumulative sign area totals to reflect this proposed change and to address an accounting error in the overall sign area total listed in the previous approval. The total area is proposed to be modified from 30,157 square feet to 30,374 square feet. No other changes are proposed to their sign plan.

While reviewing the Eskridge (E&A), LLC application, staff also found that the approved development conditions associated with CSPA 2003-PR-009 for the MTC Commercial, LLC development referenced the wrong date of their sign plan. Since it has been over seven months since this CSPA application was approved, it is necessary to re-advertise and hold a public hearing to revise the date in Development Condition 2. No other changes are proposed.

Copies of the draft development conditions (blacklined from the previously approved conditions) and statement of justifications for these applications are provided in Appendices 1 through 4. A copy of the proposed CSPA for Eskridge (E&A), LLC is provided in Appendix 5. Appendix 6 contains the approved CSPA for MTC Commercial LLC.

**ANALYSIS**

The analysis below is separated into two parts; the first further describes the changes to Eskridge (E&A), LLC CSPA and the second provides general details for the MTC Commercial LLC CSPA.

**Part 1**

**Eskridge (E&A), LLC Comprehensive Sign Plan (Appendix 5)**

**Title of Plan:** Mosaic Comprehensive Sign Plan  
Amendment CSPA 2005-PR-041

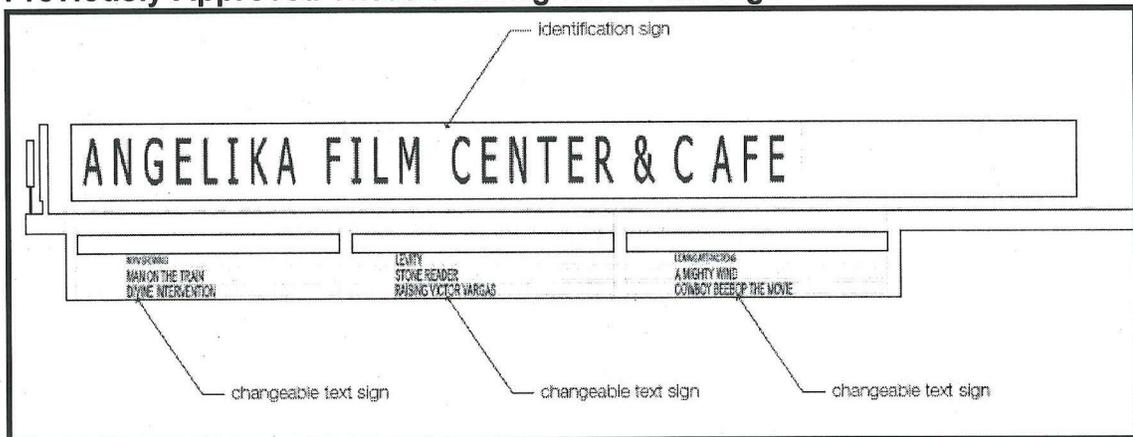
**Prepared By:** Edens and Avant

**Plan Date** May 7, 2012

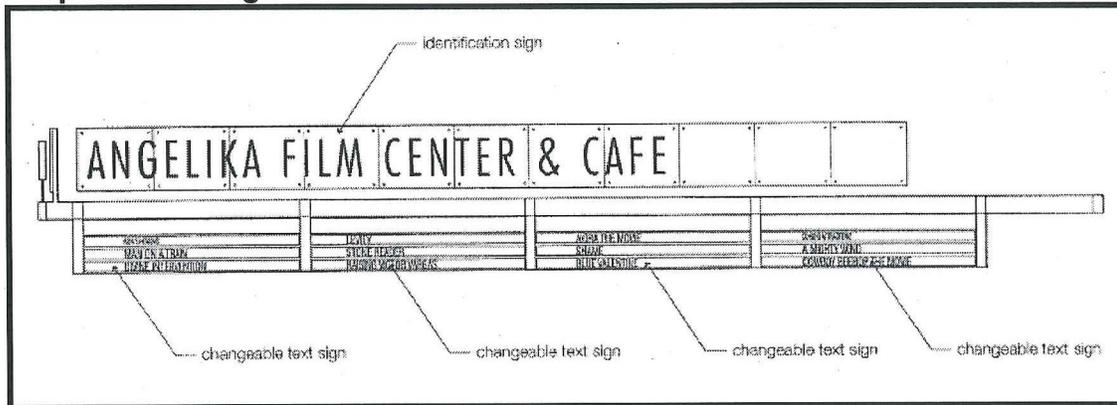
The submitted Comprehensive Sign Plan Amendment (CSPA) consists of 95 pages, which contain all of the previously approved sign descriptions, locations and styles. The application to add an additional sign (classified as UP 2 Canopy Mounted Sign for Building D1 – Tier 2 User – Changeable Text Sign) for the Angelika Movie Theatre located on Parcel D and to clarify the overall sign area total, proposes to modify Pages 69, 70, 93 and 96 of the sign plan. Page 70 shows an elevation of the modified Tier 2 User – Changeable Text Sign for the Angelika Theatre. Graphic 1 below compares the previously approved elevation with the proposed change.

**Graphic 1: Comparison of Previously Approved with Proposed change**

**Previously Approved Theatre Changeable Text Sign**



**Proposed Change**



In addition, the cumulative sign area totals on Page 95 are proposed to change to reflect the proposed change described above and to address an accounting error in the overall sign area total listed in the previous approval. The total area is proposed to be modified from 30,157 square feet to 30,374 square feet. The total number of signs would change from 439 to 440. No other changes are proposed to their sign plan. Staff believes this additional retail signage request is reasonable and would improve the theatre's ability to inform pedestrians of new events.

**Part 2**

**MTC Commercial LLC Comprehensive Sign Plan (Appendix 6)**

**Title of Plan:** Vantage at Merrifield Town Center  
Comprehensive Sign Plan Amendment  
CSPA 2003-PR-009-02

**Prepared By:** Uniwest Group, Gable Signs, Davis Carter,  
Scott Ltd. and Walter Montgomery Howard

**Plan Date:** December 2006 as revised through  
November 2011

The submitted Comprehensive Sign Plan Amendment (CSPA) consists of 36 pages, which contain all of the previously approved sign descriptions, locations and styles. The submitted application merely seeks to revise the approved Development Condition 2 associated with this plan to reference the correct plan date. No other changes are proposed.

**Land Use/Environmental/Transportation/Stormwater Analysis**

Review of these applications by Department of Planning and Zoning - Planning Department, Department of Transportation and Department of Public Works raised no issues. All previously approved development conditions have been carried forward in both applications.

In addition, the Virginia Department of Transportation reviewed the Eskridge (E&A) LLC proposal and carried forward all of their previous comments associated with the previously approved CSP (see Appendix 7 for a copy of their memo). All of their comments were addressed with development conditions, which will be carried forward in this application. The proposed change does not alter their original review.

## **ZONING ORDINANCE PROVISIONS**

The proposed applications do not alter the previous analysis regarding the general or design standards for signage in the P District, or other applicable Zoning Ordinance provisions as established with the currently approved Comprehensive Sign Plans for the subject properties. Staff also feels that the applicants are proposing minor changes that will not affect the original intent of the concurrent sign plans, which was to coordinate the two separate developments by establishing a unifying identity for the overall Merrifield Town Center area through their respective comprehensive sign plans. Staff finds that, with the proposed development conditions set forth in Appendix 1 and 2, the proposed sign plans are in conformance with the Zoning Ordinance provisions relative to the requirements for information illustrating location, extent of signage and information to be displayed.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Staff Conclusions**

The proposed Comprehensive Sign Plan Amendments are consistent with the adopted Comprehensive Plan, and meet applicable provisions of the Zoning Ordinance with the adoption of the proposed development conditions.

### **Recommendation**

Staff recommends approval of CSPA 2005-PR-041, subject to the proposed development conditions in Appendix 1.

Staff recommends approval of CSPA 2003-PR-009-2, subject to the proposed development conditions in Appendix 2.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions proffered by the owner, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

The approval of this Comprehensive Sign Plan Amendment does not interfere with, abrogate or annul any easement, covenants, or other agreements between parties, as they may apply to the property subject to this application.

It should be further noted that the content of this report reflects the analysis and recommendations of staff; it does not reflect the position of the Planning Commission.

## **APPENDICES**

1. Proposed Development Conditions CSPA 2005-PR-041 (blackline version)
2. Proposed Development Conditions CSPA 2003-PR-009-2 (blackline version)
3. Statement of Justification CSPA 2005-PR-041
4. Statement of Justification CSPA 2003-PR-009-2
5. Proposed Comprehensive Signage Plan CSPA 2005-PR-041
6. Previously Approved Comprehensive Signage Plan CSPA 2003-PR-009-2
7. VDOT Analysis
8. Glossary

**PROPOSED DEVELOPMENT CONDITIONS**

**GSPCSPA 2005-PR-041**

**November 17, 2011**

**June 27, 2012**

If it is the intent of the Planning Commission to approve GSPCSPA 2005-PR-041, located at Tax Map 49-3((37)) D, H, J pt., & K, 49-3((38))(1)) part of 80E, 81A, 82A) 1-11, 49-3((38))(2) 1-4, and 82B, 49-3((38)) 1-4 to allow a Comprehensive Sign Plan (GSPA amendment (CSPA)) pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. The approval of this CSPA supersedes all conditions of the previously approved sign plan.

1. This Comprehensive Signage Plan Amendment is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan.
2. This "Mosaic Comprehensive Sign Plan Amendment" prepared by Edens & Avant, Inc. on March 21, 2011, and revised through September 19, 2011 dated May 7, 2012 is approved only for those signs shown on the Comprehensive Signage Plan. In addition, signs allowed by Section 12-103 in the Zoning Ordinance may be permitted, as qualified by these development conditions.
3. A matrix shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number (if the Non-RUP has been issued) and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit, or package of sign permits, shall be accompanied by a letter from the property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
4. The programming of the outdoor video screen will be in accordance with that outlined in the GSPCSPA. All outdoor speakers or sound amplification devices used in conjunction with the programming of the Video screen will be in accordance with Article 14-700 of the Fairfax County Zoning Ordinance and Section 108-4 of the Fairfax County Code. Hours of operation of the video screen shall be between the hours of 6:30 a.m. through 12:00 a.m., Sunday through Thursday and 6:30 a.m. through 1:00 a.m. Friday through Saturday. Sound shall be only permitted when showing movies and with other projected images (such as major sporting events, concerts, and special events of a national and/or community interest and or art displays), and only after 7:00 a.m., provided that noise standards are met.

5. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards.
6. All freestanding permanent signs and all sandwich boards (Sign Type T03) shall maintain a minimum three-foot setback from any curb line, or vehicular travelway and shall not restrict sight distance for drivers entering or exiting travel intersections, aisles or driveways. All freestanding permanent signs shall be located so as to not block any pedestrian walkway or travelway.
7. Where there is a conflict between the number of freestanding signs shown on the site plan and the number referenced in the matrix, the matrix shall govern the number of allowed signs.
8. ST122A (pedestrian ad cabinets) shall maintain an eight foot clear zone between any adjacent building and the sign, except along Glass Alley and Strawberry Lane west of District Avenue, which shall maintain a six-foot clear zone..
9. ST122A (pedestrian ad cabinets) shall permit only advertisements for events and businesses, and brands within and relating to the town center; specific product advertisement is prohibited.
10. ST122A signs located adjacent to Buildings A1 and A4 shall have one side for wayfinding purposes only showing site maps of the Merrifield Town Center.
11. Notwithstanding what is shown on the site plan and in the sign matrix, sign type ST121 shall be prohibited.
12. Project identification signage shall be coordinated throughout the Merrifield Town Center; however, a small unique development logo may be included on the sign. Banners should be identical throughout the Merrifield Town Center, except for a small unique development logo.
13. All signs shall be consistent with the color palette, typography and the use of logos indicated in the Comprehensive Signage Plan Amendment.
14. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Article 14 of the Zoning Ordinance.
15. Any signs shown in the VDOT right of way are subject to all required reviews and approvals from the Virginia Department of Transportation.
16. Notwithstanding what is shown in the sign matrix and site plan, at no time shall building mounted façade signage exceed 20% of the façade area of any individual façade with the exception of Building D2, which may incorporate signage consisting of up to 24% of each façade. For the purposes of calculating sign area, a sign shall only be counted on one façade, even if visible through another façade.

17. Specific images related to the name of the establishment, its trademark, products or services offered (for example use of a dog for a pet store), -subject to the restrictions of this CSPCSPA. Images which do not meet these criteria may be considered art and therefore exempt from the sign restrictions.
18. Display windows and building-mounted ad cabinets (ST122B) may include seasonal decoration, information about events, branding, fashion displays and advertising. These may be used for any tenants, but within the Merrifield Town Center.
19. The use of temporary signage for programmed events within the Town Center to provide directional, ~~wayfinding~~way-finding and other event details will be permitted, with a 72 hour limit on each use.

The above-proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by that Commission.

This approval, contingent on the above noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinances, regulations, or adopted standards. Sign permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan. The applicant shall be himself responsible for obtaining the required Sign Permits through established procedures.

**PROPOSED DEVELOPMENT CONDITIONS**

**CSPA 2003-PR-009-02**

**November 17, 2011**

**June 27, 2012**

If it is the intent of the Planning Commission to approve CSPA 2003-PR-009-02, located at Tax Map 49-4((17)) 100-517, C1-C4 and 49-4((17))(2) 100-522, C1-C4, to allow a Comprehensive Sign Plan (CSPA) pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. The approval of this CSPA supersedes all conditions of the previously approved sign plan.

1. This Comprehensive Signage Plan is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan.
2. This "Vantage at Merrifield Town Center - Comprehensive Sign Plan" prepared by Uniwest Group, Gable Signs, Inc., Davis Carter, Scott Ltd. and Walter Montgomery Howard, dated ~~April~~December 2006 and ~~as revised by Edens & Avant through September 19,~~November 2011, is approved only for those signs shown on the Comprehensive Signage Plan Amendment; existing signs in the Vantage at Merrifield Town Center are in no way altered or changed by this approval. In addition, signs allowed by Section 12-103 in the Zoning Ordinance may be permitted, as qualified by these development conditions.
3. A matrix shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number (if the Non-RUP has been issued) and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit, or package of sign permits, shall be accompanied by a letter from the property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
4. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards.
5. All freestanding permanent signs shall maintain a minimum five-foot setback from any curb line or vehicular travelway so as not to restrict sight distance for drivers entering or exiting travel intersections, aisles or driveways. All freestanding permanent signs shall be located so as to not block any pedestrian walkway or travelway.
6. Where there is a conflict between the number of freestanding signs shown on the site plan and the number referenced in the matrix, the matrix shall govern the number of allowed signs.

7. Project identification signage shall be coordinated throughout the Merrifield Town Center; however a small unique development logo may be included on the sign. Banners should be identical throughout the Merrifield Town Center, except for a small unique development logo.
8. All signs shall be consistent with the color palette, typography and the use of logos indicated in the Comprehensive Signage Plan Amendment.
9. ST102 signs located on Gallows Road and Lee Highway shall display a mixture of tenants from the Vantage and Mosaic projects within the Merrifield Town Center.
10. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Article 14 of the Zoning Ordinance.
11. Any signs shown in the VDOT right of way are subject to all required reviews and approvals from the Virginia Department of Transportation.
12. Specific images related to the name of the establishment, its trademark, products or services offered (for example use of a dog for a pet store), shall be considered as signs, subject to the restrictions of this CSP. Images which do not meet these criteria may be considered art and therefore exempt from the sign restrictions.

The above-proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by that Commission.

This approval, contingent on the above noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinances, regulations, or adopted standards. Sign permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan. The applicant shall be himself responsible for obtaining the required Sign Permits through established procedures.



APPENDIX 3

RECEIVED  
Department of Planning & Zoning

MAR 01 2012

Zoning Evaluation Division

January 18, 2012 (revised March 1, 2012)

Ms. Virginia Ruffner  
Ms. Kris Abrahamson  
**Fairfax County Department of Planning and Zoning**  
12055 Government Center Drive #801  
Fairfax, VA 22035

Re: **Acceptance Application for an amendment to  
CSP 2005-PR-041  
Approved 11-17-2011**

Dear Virginia and Kris,

Please accept this Application to make a minor amendment to the Comprehensive Sign Plan I just got approved on November 17, 2011.

Unfortunately, we did not include a retail requested sign of 30 s.f. on the Parcel D, Theater building. The language that we provided and subsequently got approved does not offer the flexibility to ask for an interpretation and regretrfully I need to request an Amendment to add this one (1) sign.

In addition, the approved CSP, on the final page (96) had an incorrect total square footage. It was approved as 30,157 s.f., but the total of the signs shown on the matrix is actually 30,344 square feet. We humbly request that we correct this addition error and then add in the new sign of 30 sq.ft. for a new total of 30,374.

This change will affect five sheets of the approved ninety-five (96) page CSP. Since it is of such a minor nature, I request that this amendment only include those sheets with the understanding that I will agree to condition/reaffirm all the other sheets of the 11-07-2011 approved CSP with this CSPA. I humbly request with this letter, that this course of action be allowed for acceptance.

As far as this amendment, the approved CSP called out three (3) changeable text signs on pages 69 and 70 of the CSP. These changeable text signs were located under the Theater's Branding Sign and are to show the movies that are playing in the Cinema. Each of these three (3) signs were to be a maximum of 30 square feet for a combined total of 90 square feet.

We are requesting, with this CSPA, to have four (4) changeable text signs, each still being 30 square feet, but a total of 120 square feet.

With this change, we have changed the matrix on page 93 and then the total signage referenced in page 96. This request would be an increase of 0.001% to the approved signage square footage.

We request, due to the minor nature of this request, that you waive certain requirements for submission:

- 500 scale Tax map outlined sheet,
- Certified survey and
- Legal description as we will acknowledge these as the same in the original CSP.

We also request that you modify the required plan submission to include only the amended sheets and for intake only ten (10) copies of those sheets. We agree that we will package the entire CSPA once we've moved through staffing.

I have included 4 more copies with the changes highlighted for your use.

I have included 4 copies of an application as well as letter that authorize myself to act on behalf of Eskridge (E&A) LLC. A \$4,005.00 Submission Fee and an additional check for \$125.00 (\$4,130.00) is also included.

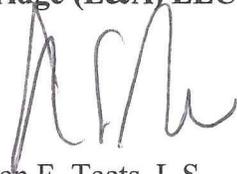
Also note, the approved CSP Development Conditions mistakenly referenced a September CSP document which was in fact a November 7, 2011 document. It is my understanding that staff will utilize this CSPA to correct that mistake.

As always, I am available for any questions, concerns or comments. Thank you for your help.

Sincerely,

**EDENS**

**Eskridge (E&A) LLC**



Steven F. Teets, L.S.  
Sr. Project Manager

APPENDIX 4  
Department of Planning & Zoning  
MAY 24 2012  
Zoning Evaluation Division

May 21, 2012

Mr. William O'Donnell

Fairfax County Office of Zoning Evaluation  
12055 Government Center Parkway  
Suite 801  
Fairfax, VA 22055

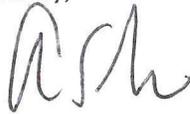
Re: Vantage at Merrifield Town Center  
CSPA 2003-PR-009-2  
**STATEMENT OF JUSTIFICATION**

Dear Billy,

This is a request to process a Comprehensive Sign Plan Amendment for the Vantage at Merrifield Town Center, CSPA 2003-PR-009-2. This CSPA is to correct the Development Condition that referenced the CSPA document's date. The Planning Commission reviewed and approved a plan dated 10-31-11 at their 11-17-11 hearing and the Development Condition incorrectly referenced a plan dated 9-19-11.

We ask that you process this Amendment to correct the Development Condition.

Sincerely,



Steven F. Teets, Agent for this matter only  
MTC Commercial LLC

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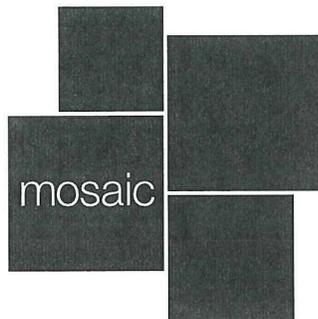
**Mosaic**  
Mixed-use Development  
Fairfax County, Virginia

**Edens & Avant**  
Owner / Developer

**Submitted to**  
**Fairfax County Planning Commission**  
Zoning Evaluation Division  
12055 Government Center Parkway  
Suite 807  
Fairfax, Virginia 22035-5505  
703.324.1290

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# Comprehensive Sign Plan Amendment CSPA-2005-PR-041



RECEIVED  
Department of Planning & Zoning

MAY 23 2012

Zoning Evaluation Division

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# **I. Comprehensive Signage Design**

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## Introduction

A well-developed sign system is an integral part of any successful development. Signs are a necessary means of visual communication for public convenience and are most effective when organized in a comprehensive system. The purpose of a sign system is to orient, inform, direct, and regulate pedestrian and vehicular traffic. A properly conceived sign system also reflects the owner's concern and sense of responsibility for public safety and enhances the image and use of the development.

There are several criteria that must be addressed when creating an effective and quality sign system. The sign system is designed to achieve a consistent display of information throughout the development through typography, color, material, and general form; the size however may vary for specific purposes. The elements of this system are contextual to the architecture and landscape features of Mosaic. All design details have been coordinated with the project's architects and landscape architects to assure a harmonious and well thought-out signage program.

A particular challenge for Mosaic, given the retail and other commercial uses, is to accommodate multiple uses within the same building, changing tenant mixes, changing market conditions, and periodic renovations over time. Sign design standards are set within this document in a manner to describe the standards and to maintain flexibility to respond to these needs. In addition to addressing the tenant needs of Mosaic, this document works with other properties in the Merrifield suburban town center to create a comprehensive approach to public signage.

The pages following in this manual provide illustrations, details, locations, and types of messages for each sign on the site.

The first section, Comprehensive Signage Design, provides the founding principles and concepts of the Mosaic Comprehensive Sign Plan.

The second section, Site Permanent Signs, describes and classifies the site signage located throughout phase one of Mosaic.

The third section, User and Tenant Classifications, describes the different tiers of tenants and owners within the project and the signage allocated to each.

The fourth section, User Permanent Sign Types, describes the building signs that are allocated to each respective tier of user.

The fifth section, Temporary Signs, describes the construction fencing and temporary storefront barricades that will be provided during construction.

Finally, the Appendix provides a detailed comparison between the Mosaic CSP and Article 12 of the Fairfax County Zoning Ordinance.

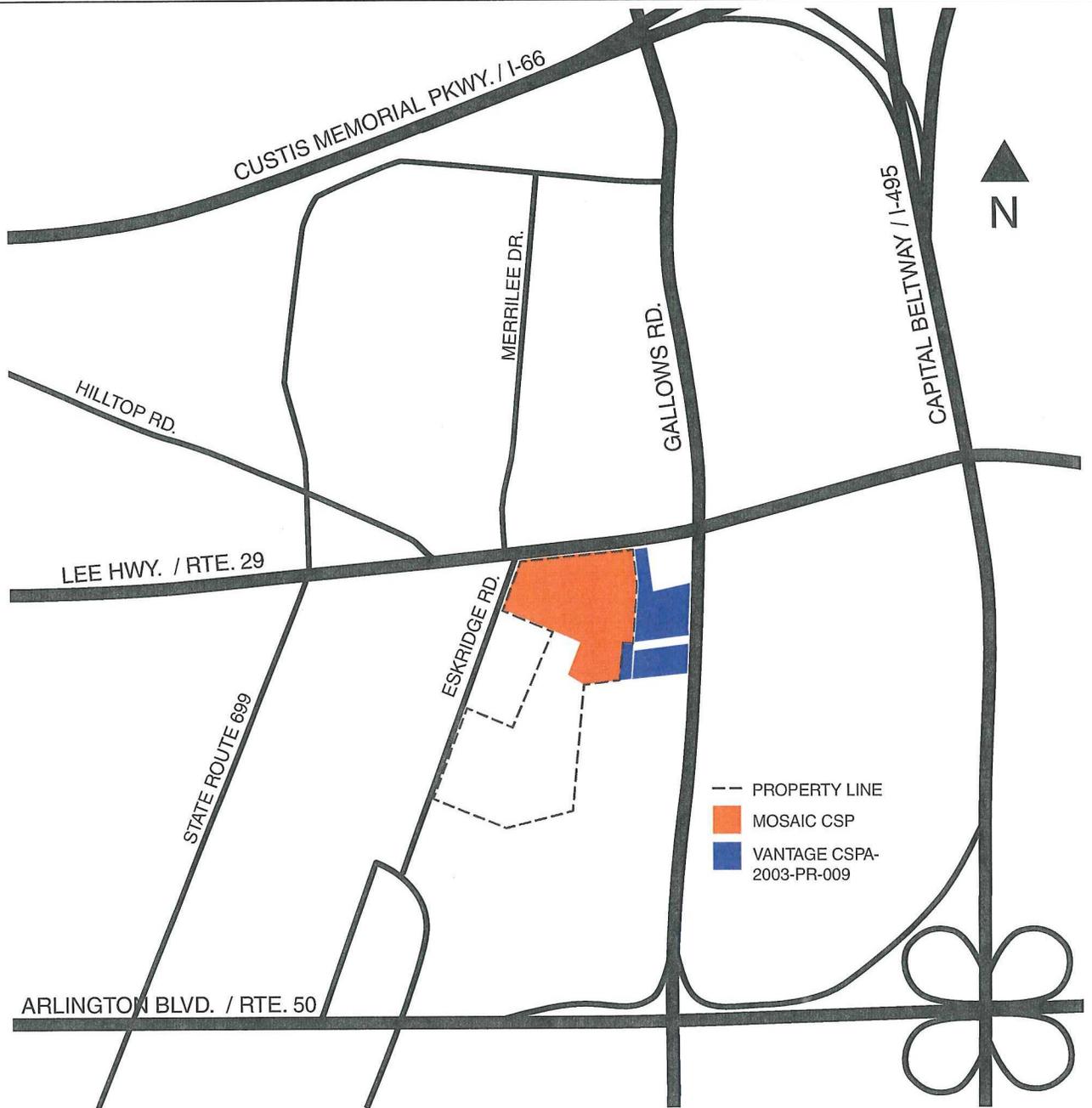
These guidelines assure consistent display of information in its entirety. The end result is a comprehensive sign program that will establish identity, convey information, reduce complicated messages to simple instructions, direct vehicular traffic and facilitate access to site facilities.

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## Notes

1. This Comprehensive Sign Plan is intended to apply to Phase 1 at Mosaic. As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases. The adjacent project in the Town Center, the Vantage, is simultaneously the subject of a CSPA.
2. The signs within Mosaic shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. However, the design of certain signs and elements (particularly tenant storefronts) are at this time preliminary, and subject to change with final design.
3. In order to ensure compatibility with the architectural design of Mosaic, the design and location of all signs shall be reviewed by the Mosaic Architectural Review Board prior to submission to Fairfax County for sign permits. Sign permits, under this Comprehensive Sign Plan shall be obtained as required by the Fairfax County Zoning Ordinance. No sign shall be put in place without approval of the Mosaic Architectural Review Board and issuance of sign permit from the Fairfax County Department of Planning and Zoning.
4. All signs may be illuminated. Lighting may be by external illumination including ground mounted up lights, sign mounted down lights, neon, or internal illumination. Lighting of signs shall not be blinding, fluctuating, or moving. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Part 9 of Article 14 of the Zoning Ordinance. All sign lighting shall be reviewed and approved by the Mosaic Architectural Review Board.
5. Dimensional signs shall be permitted; sign area for dimensional signs shall be measured to the actual outside perimeter in the elevation of the principal viewing side of the sign and not the total surface area.
6. This Comprehensive Sign Plan will establish entitlements for Phase 1. Owner or authorized agent may establish separate Tenant Guidelines based on this Comprehensive Sign Plan.
7. Illustrations in this Comprehensive Sign Plan are intended to indicate the general size and character of the signs proposed for Mosaic. All signs are subject to final design and engineering, and approval by the Mosaic Architectural Review Board, and all signs shall be in conformance with this Comprehensive Sign Plan. Note that "FPO" is short for "For Placement Only", and does not represent the final design or copy for a graphic.
8. Each use in mixed-use buildings will be permitted up to the quantity and area of signs as specified for their use within this Comprehensive Sign Plan. The total quantity and area of signs for mixed-use buildings shall be the sum permitted for each use.
9. All signs shall comply with all applicable building codes. No sign shall obstruct required sight distances and sight triangles. Site signage shall be located in such a way as to allow free pedestrian circulation on sidewalks.
10. Tenants may incorporate their logo into the floor or pavement for their entrance area or vestibule. These logos shall not count as signs. Building addresses and suite numbers may be similarly located in the floor and / or hardscape at building entrances.
11. Notwithstanding the number of signs shown in this Comprehensive Sign Plan manual, the applicant shall have no obligation to construct every sign shown.
12. Sign areas are calculated using the same methodology as the Fairfax County Zoning Ordinance, except where noted in this Comprehensive Sign Plan.
13. For signs that display both tenant logos / symbols and directional information for the convenience of the public, directional information (including directional arrows and symbols, parking identification, street identification, building identification, restroom identification, public telephones, freight entrances, etc.) shall not be included in the sign area.
14. Certain building-mounted signs are required by various federal, state and local codes, including ADA regulatory signs, fire control information, utility placards, etc. These signs will be provided by the Applicant as required, but are not shown in this document.

Vicinity Map-Merrifield Town Center

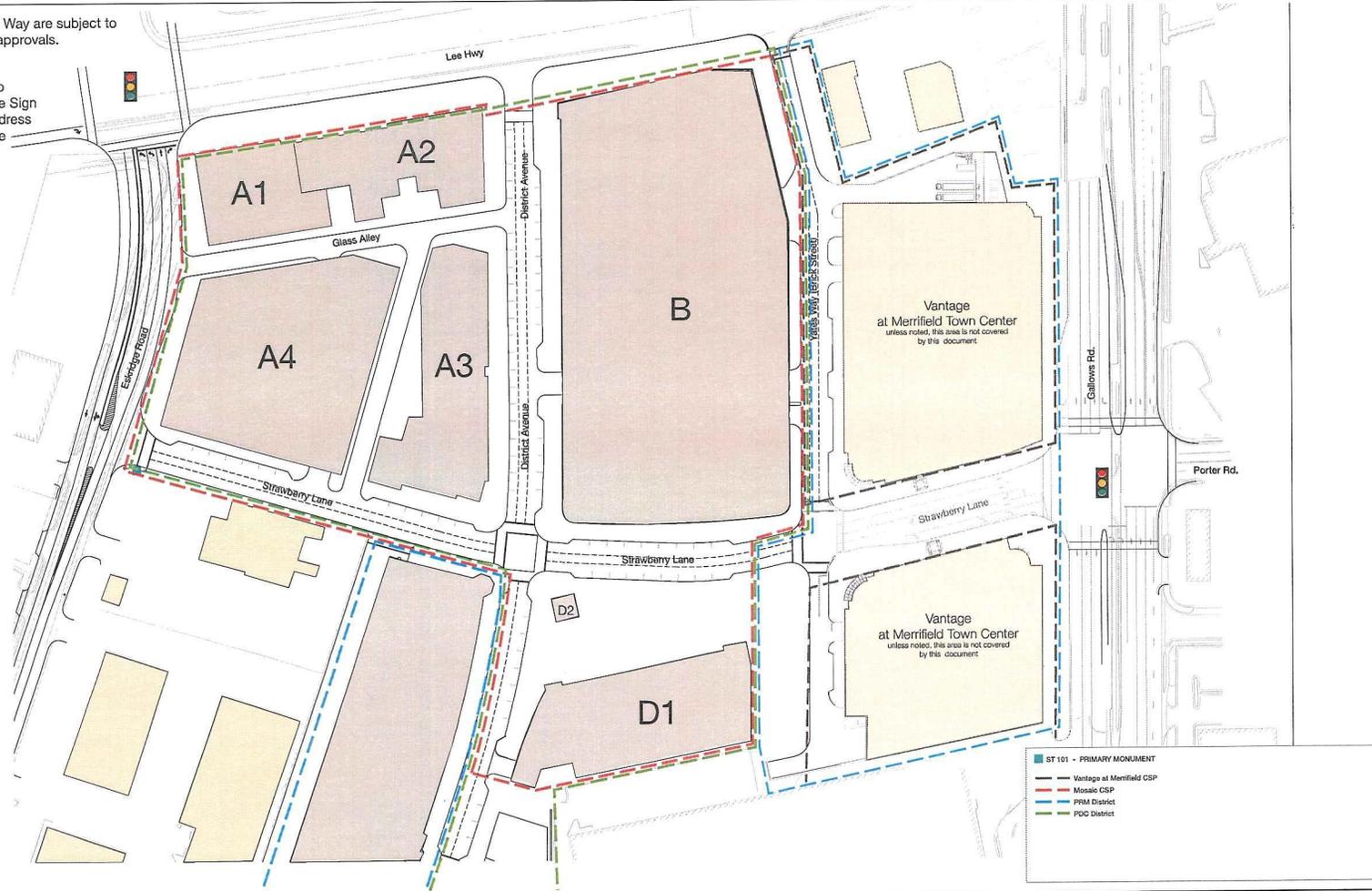


This site is located at the northwest corner of Lee Hwy./Rte. 29 and Gallows Rd., south of Interstate 66.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.

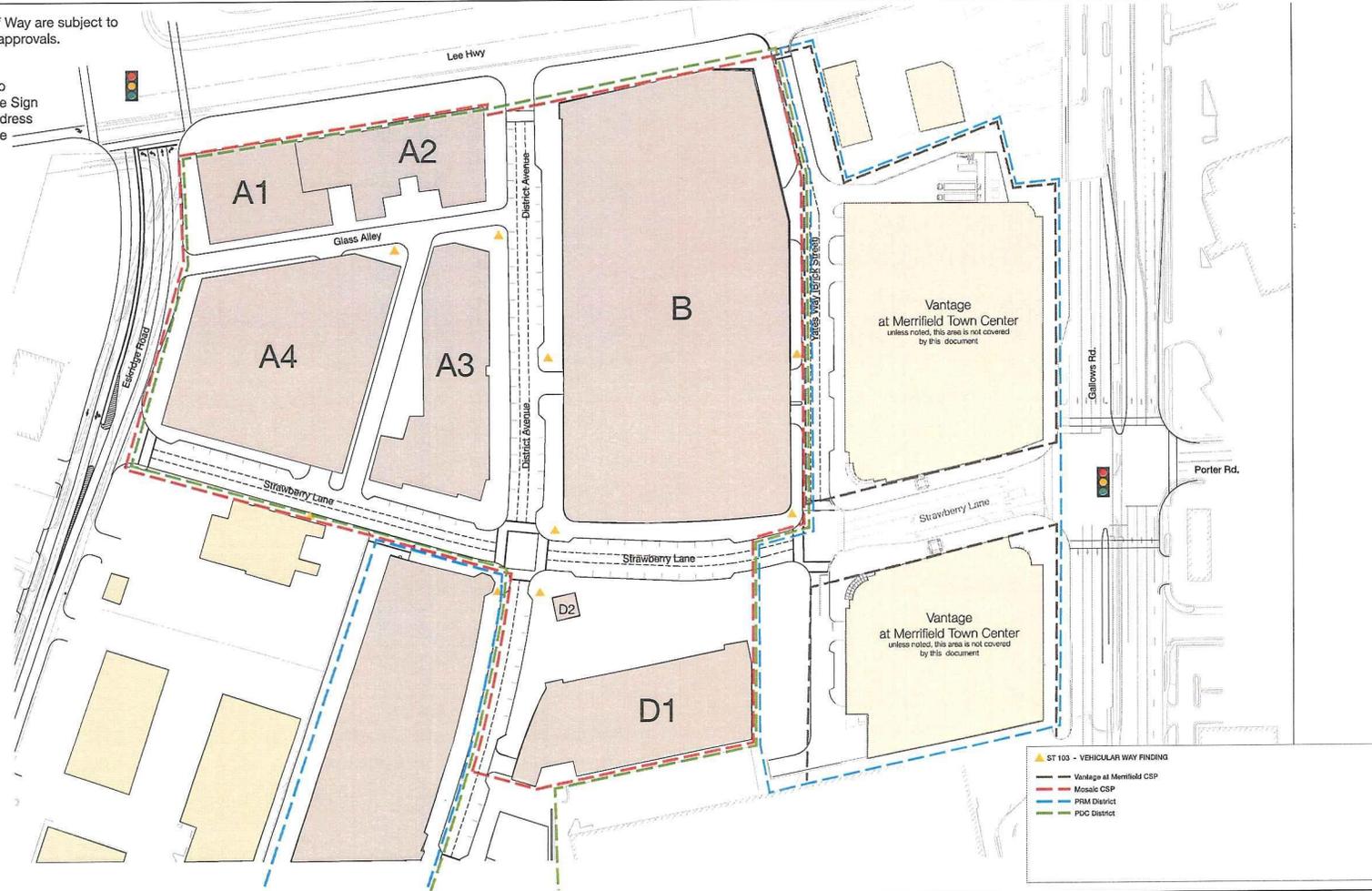
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



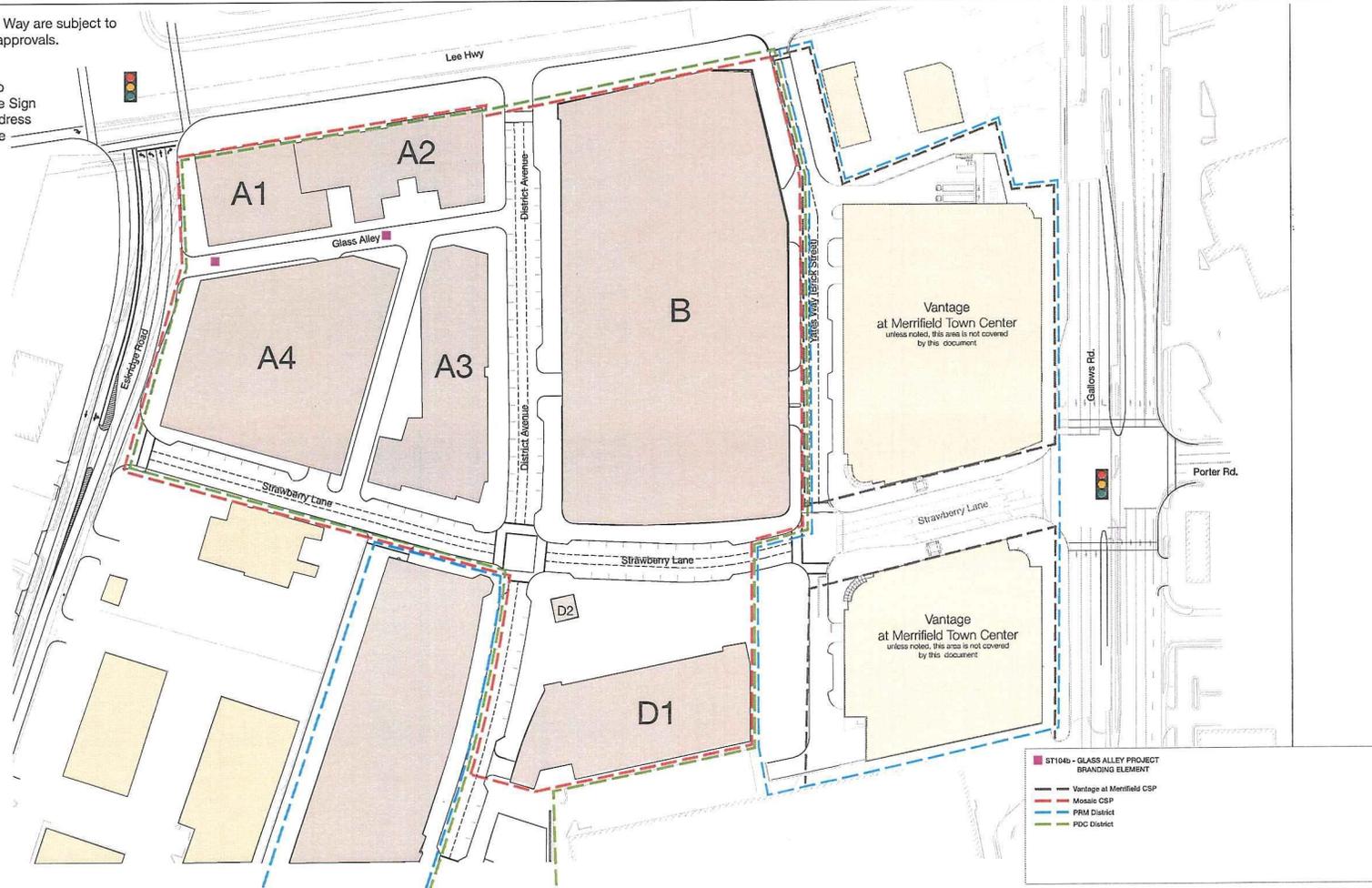
All signs in public Right of Way are subject to appropriate licenses and approvals.

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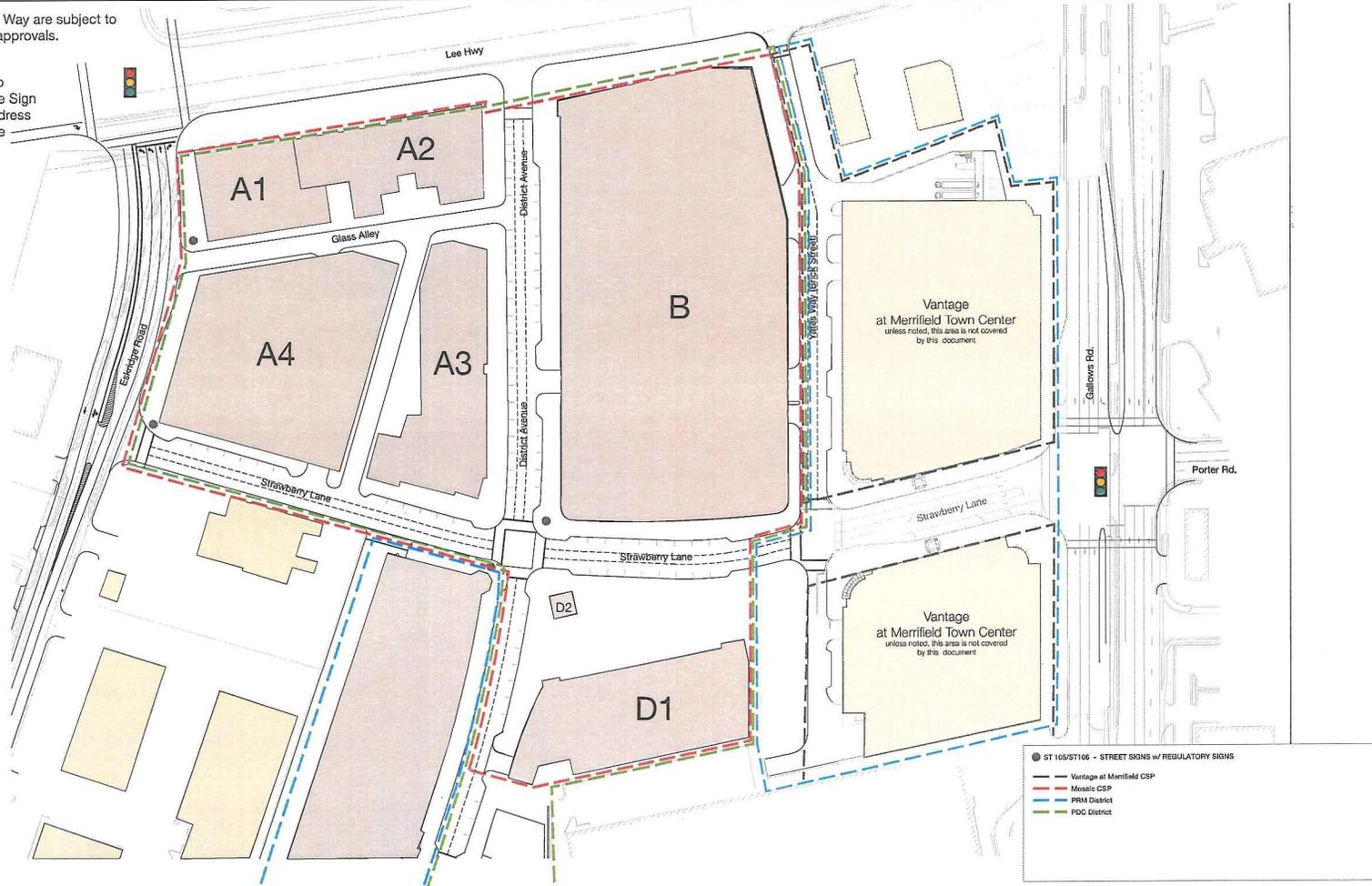
All signs in public Right of Way are subject to appropriate licenses and approvals.

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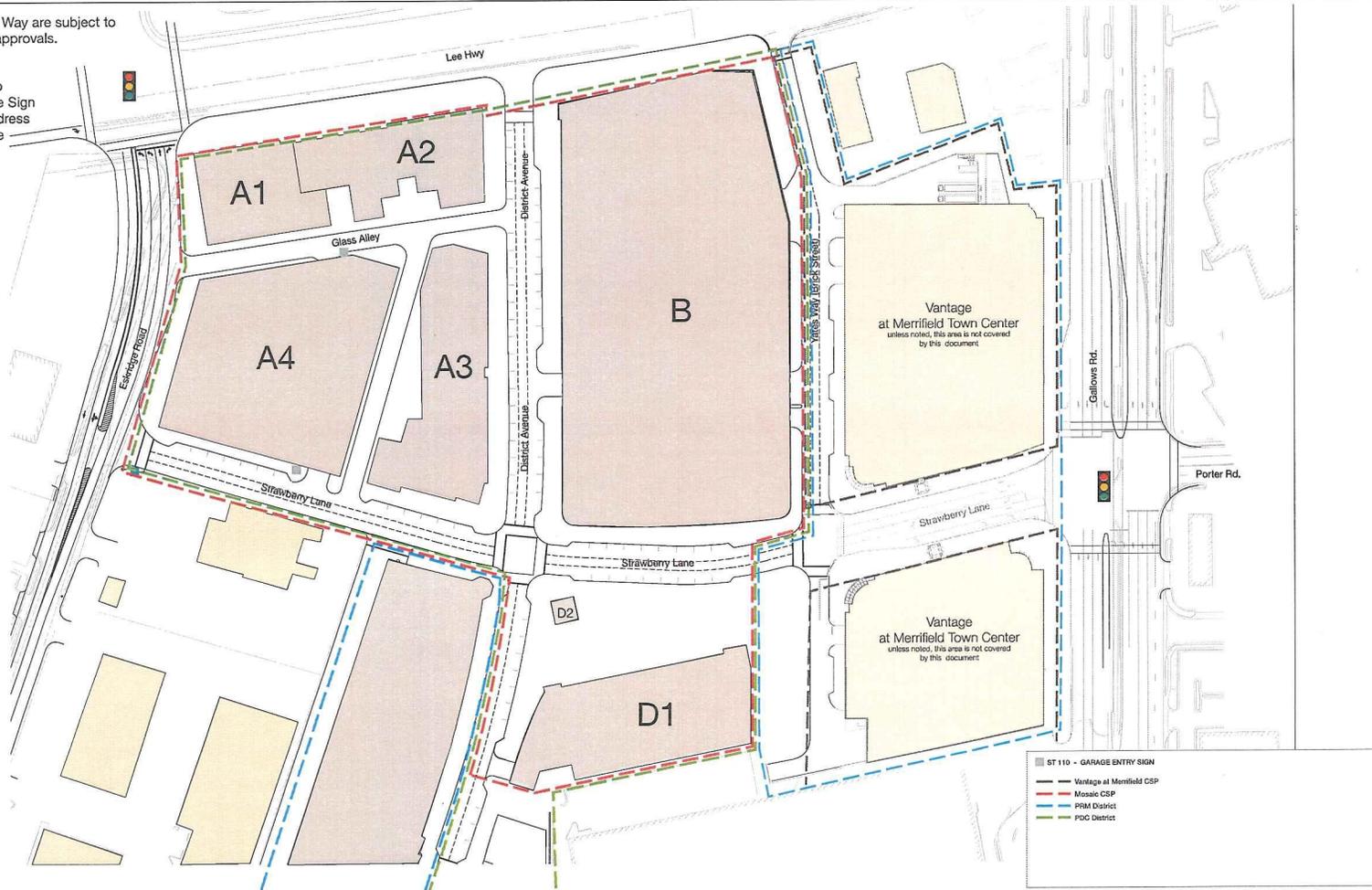
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



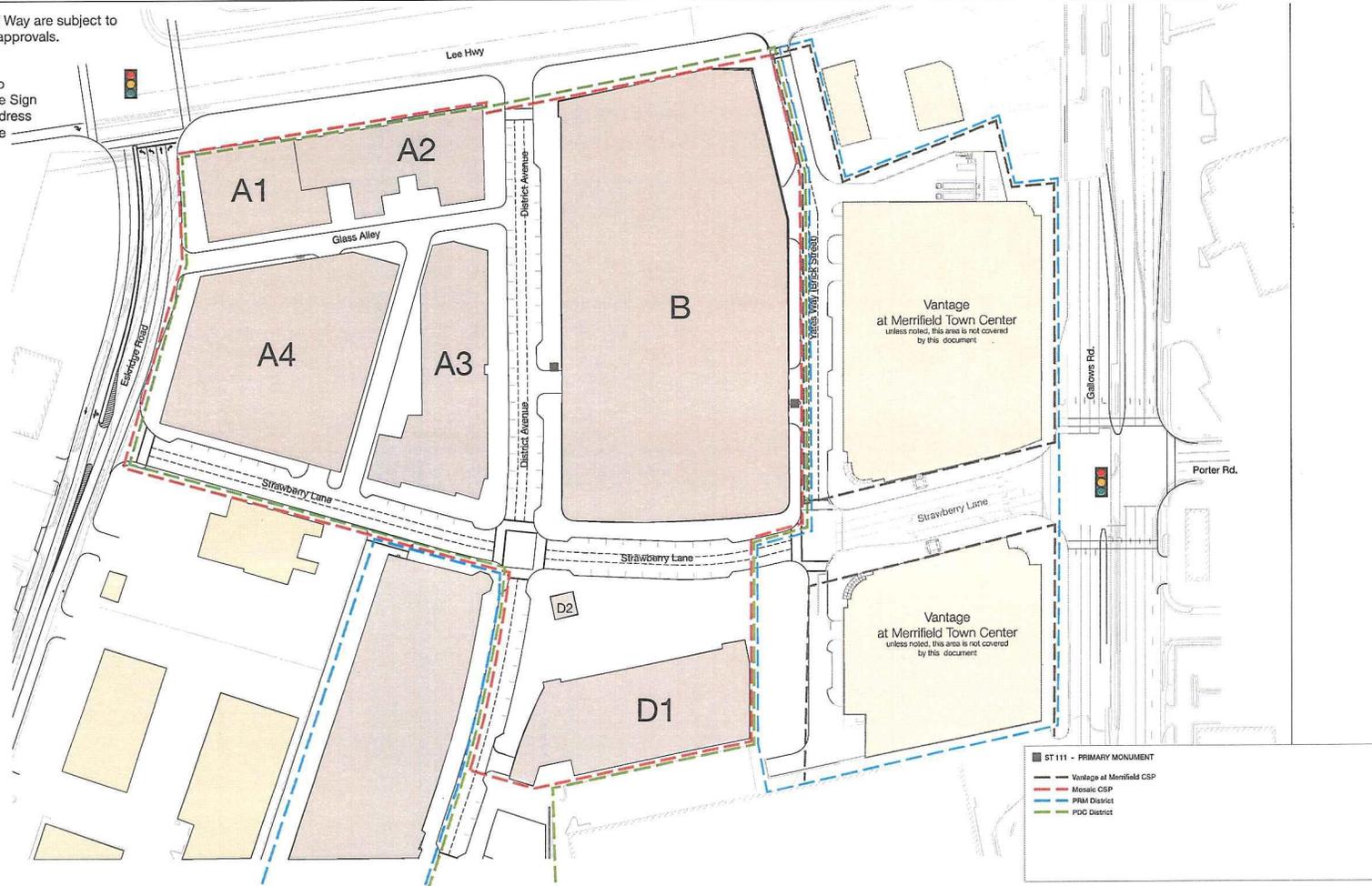
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



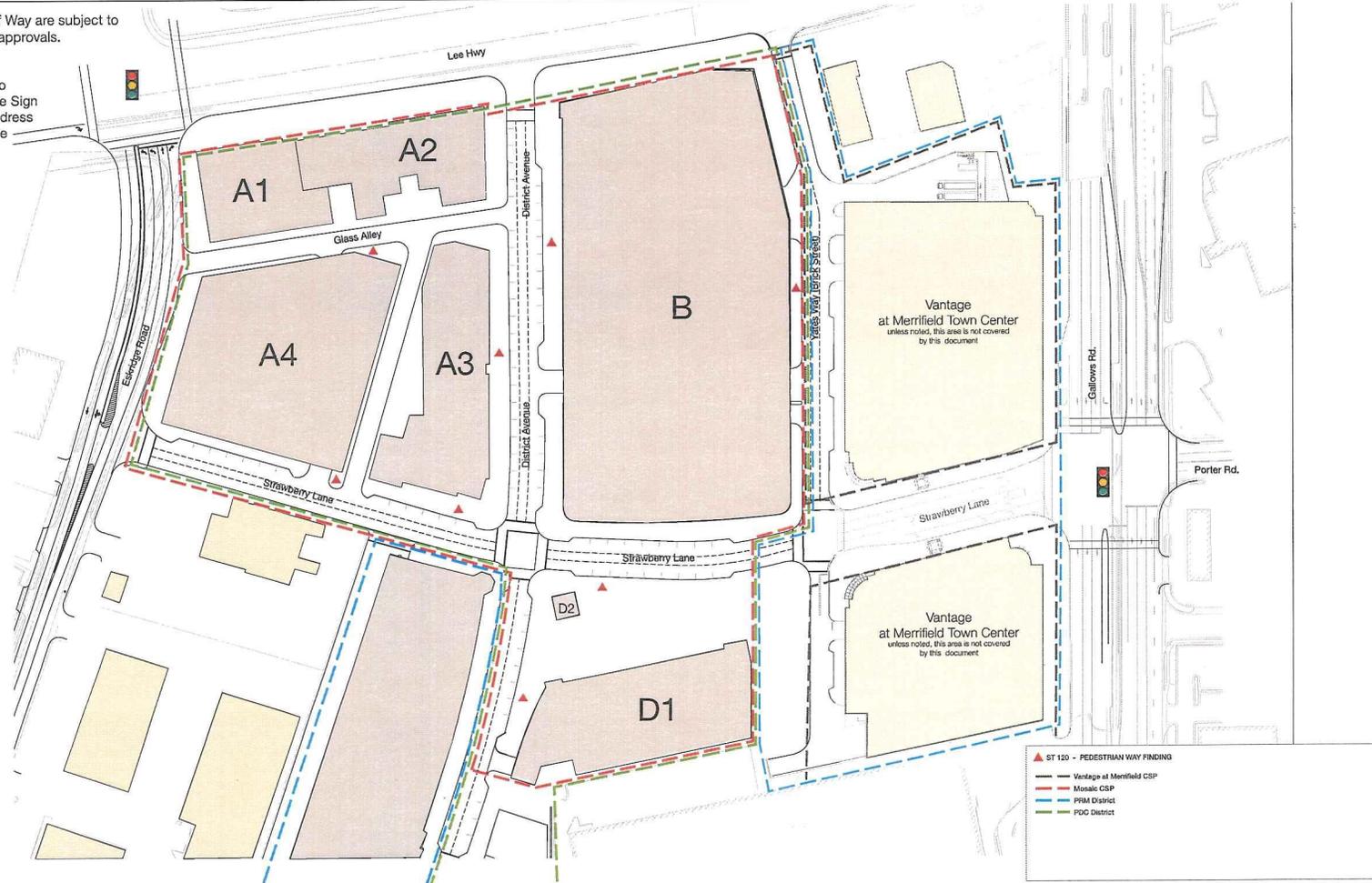
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



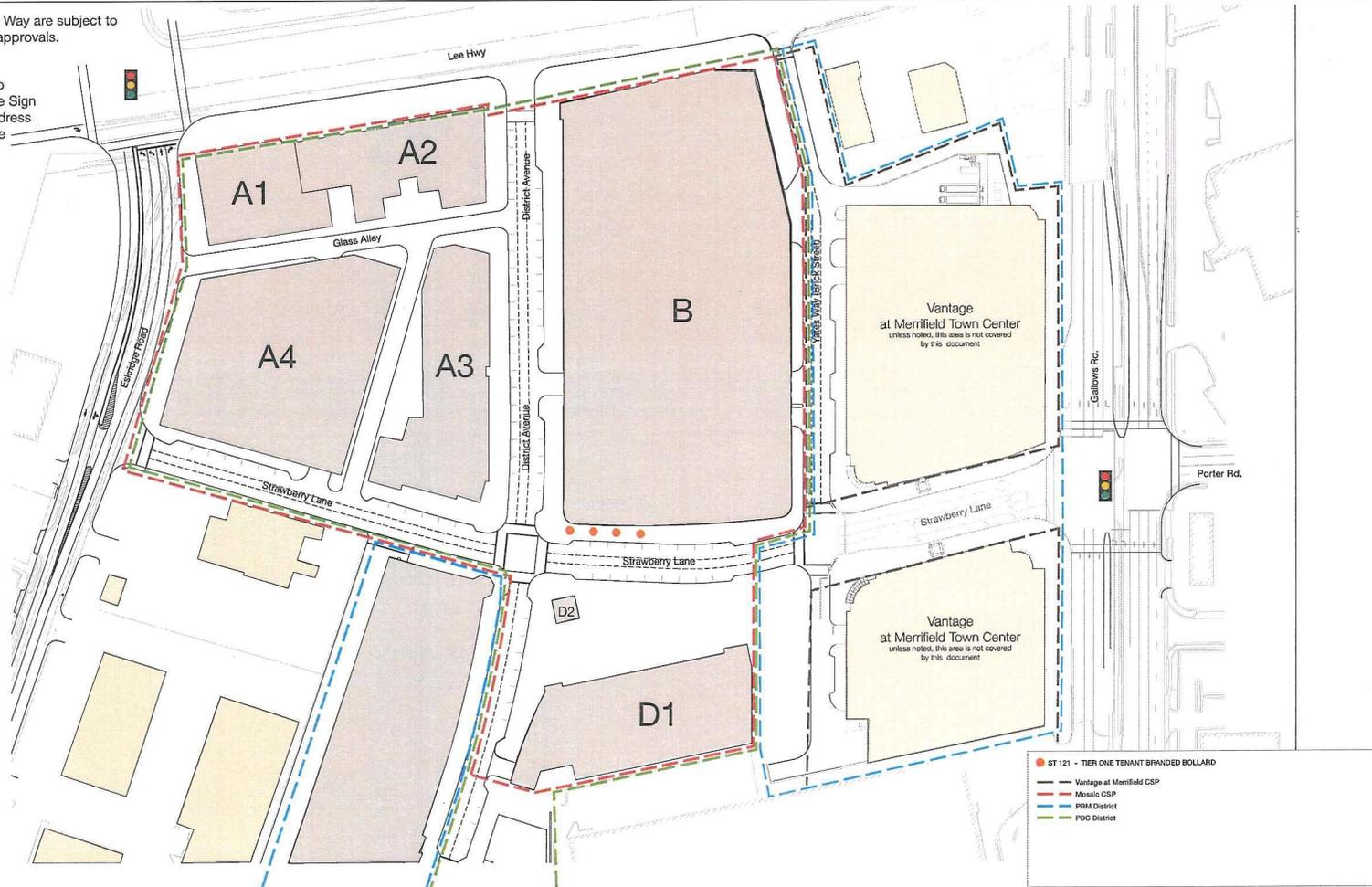
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



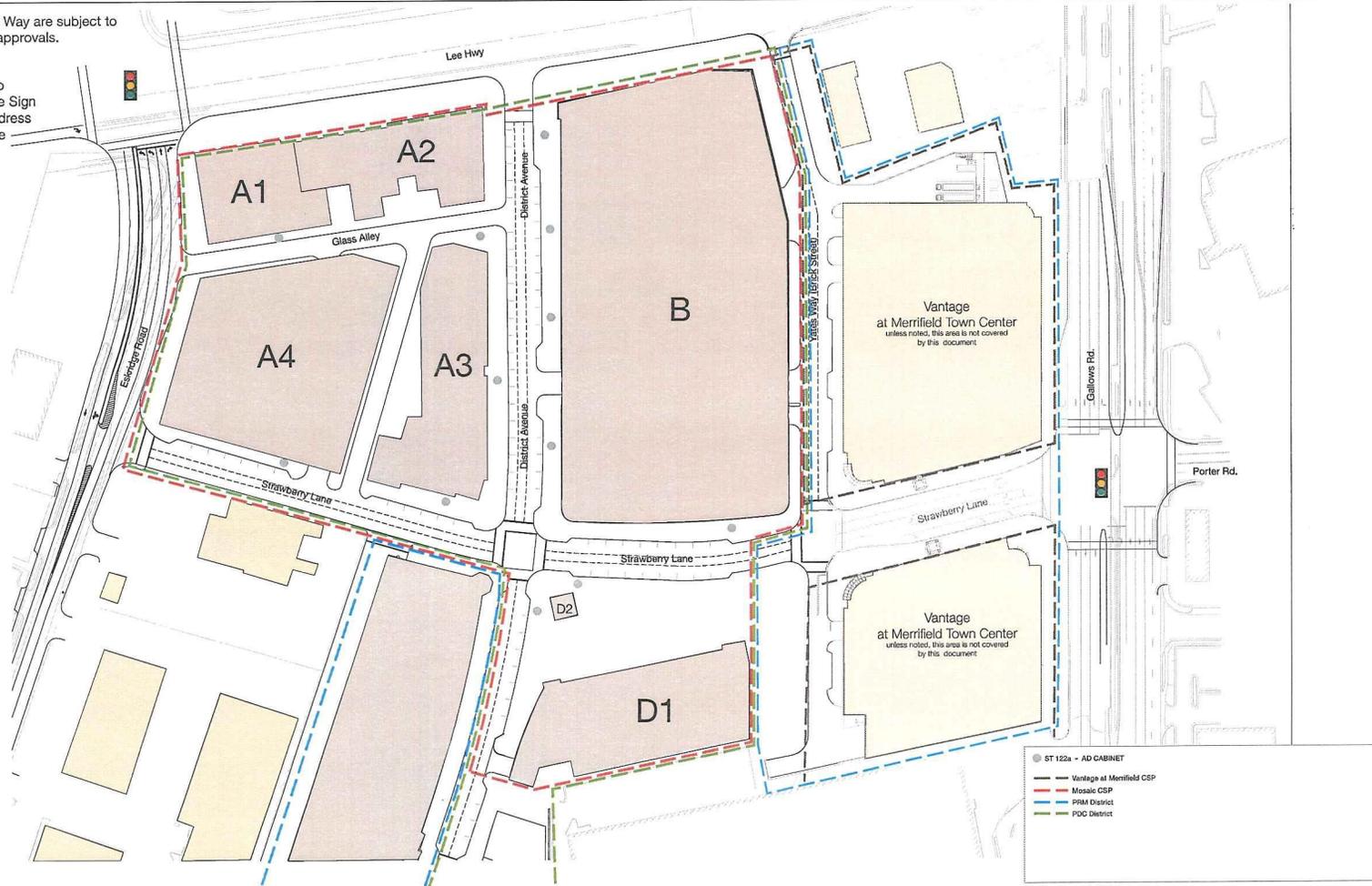
All signs in public Right of Way are subject to appropriate licenses and approvals.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



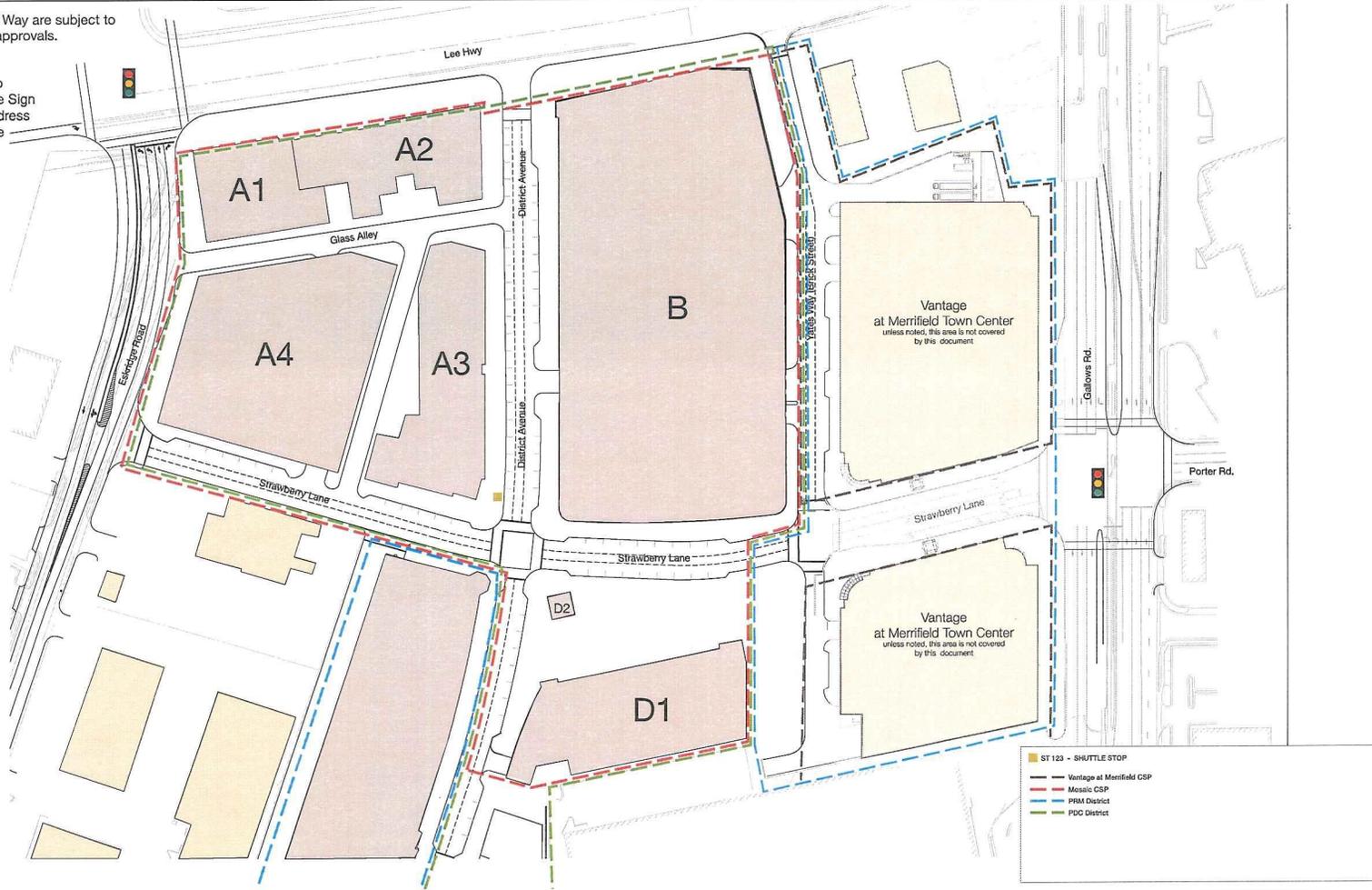
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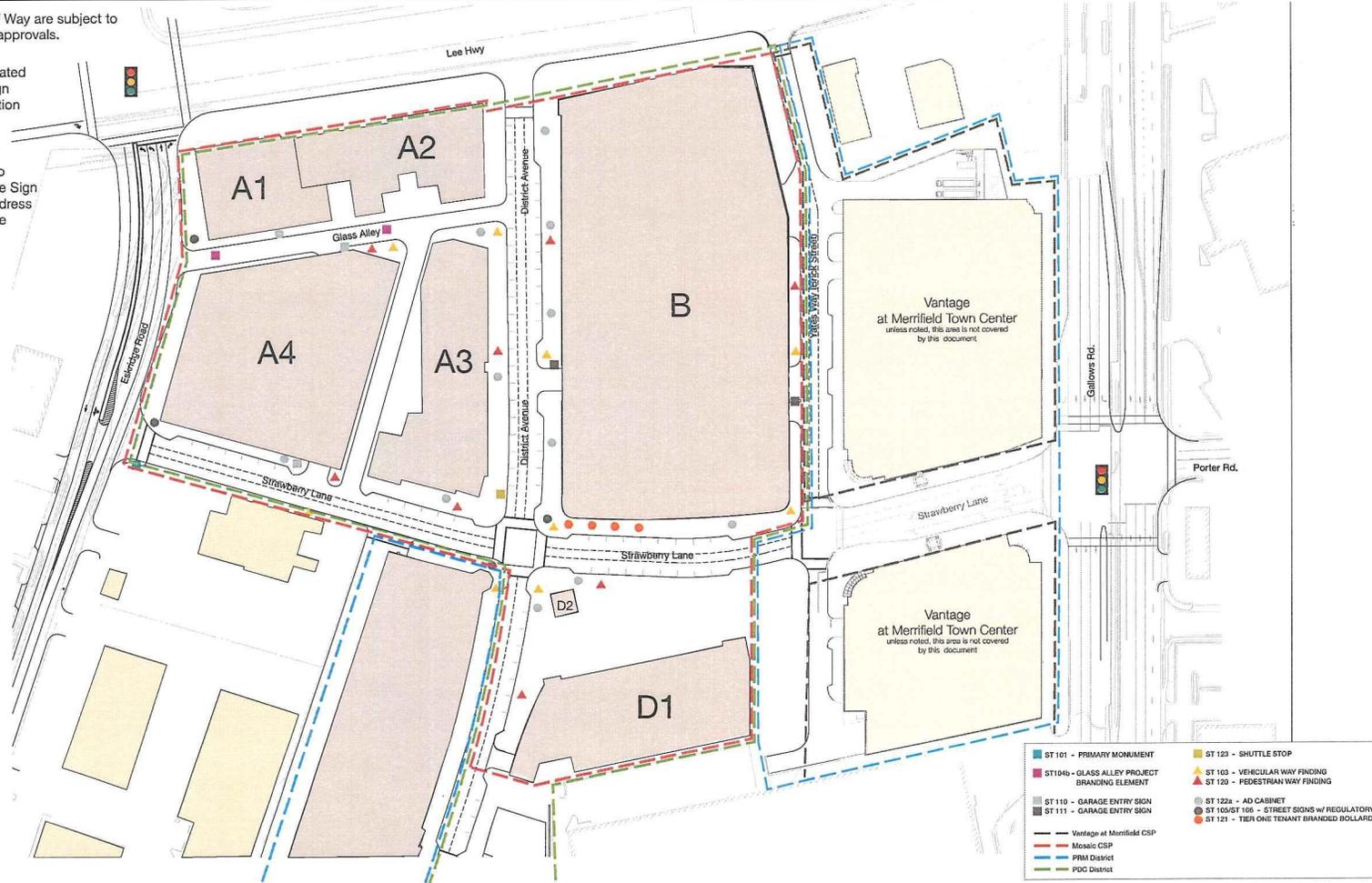


Permanent Sign Locations

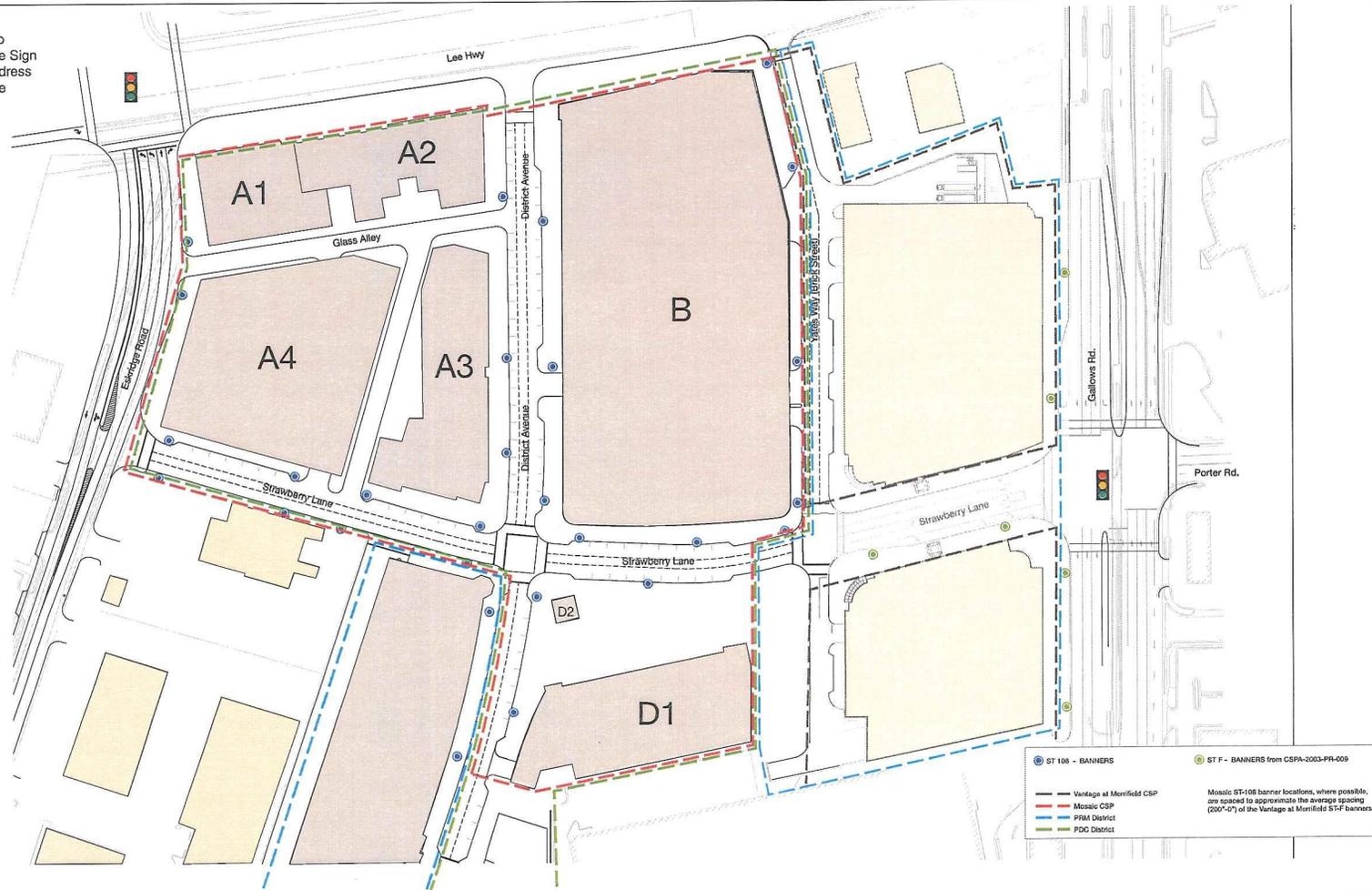
All signs in public Right of Way are subject to appropriate licenses and approvals.

Certain sign types not located on plan. See individual sign type descriptions for location criteria.

As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



As future phases are constructed, the intent is to submit this Comprehensive Sign Plan for amendment to address the signage needs of those phases.



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**Permanent Sign Locations**

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Representative street view shown is looking west on Strawberry Ln., toward District Ave.

The sign types shown in the streetscape are:

- ST103 - Vehicular Directional
- ST108 - Banners
- ST121 - Retail Tenant Branded Bollards

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**Permanent Sign Locations**

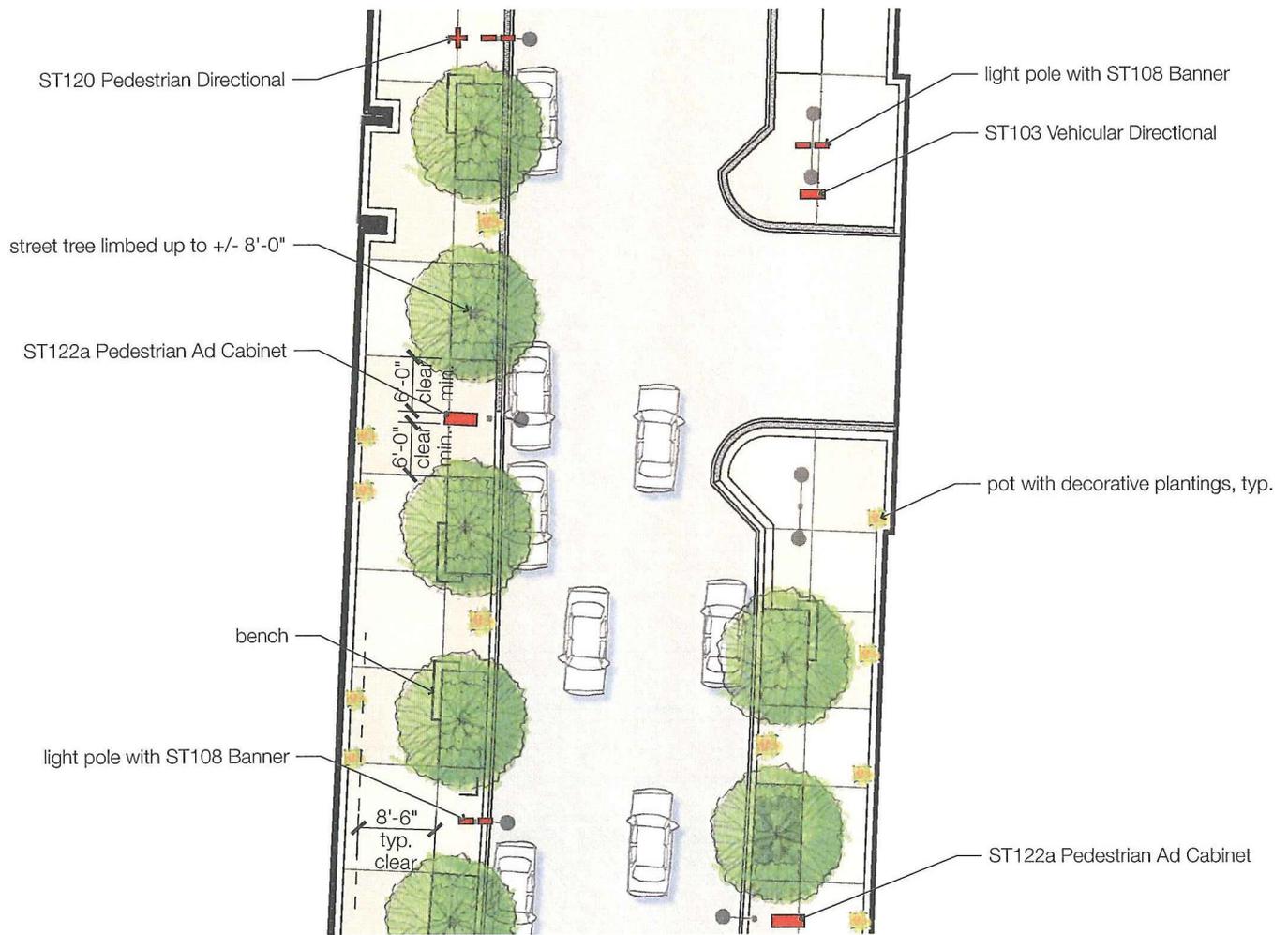
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Representative street view shown is looking north on District Ave.

The sign types shown in the streetscape are:  
ST122a - Pedestrian Ad Cabinet

**Permanent Sign Locations**



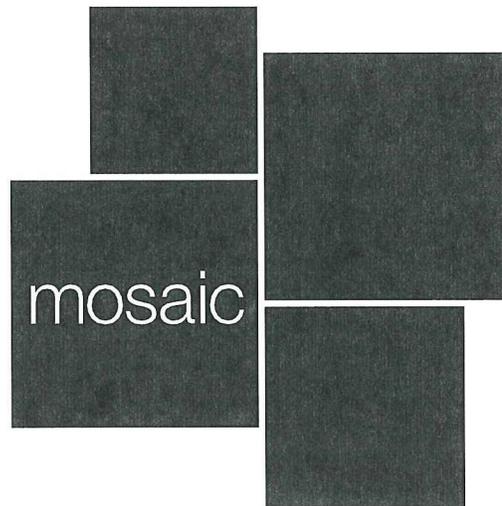
Representative streetscape plan shown is of District Ave.

- The sign types shown on the streetscape are:
- ST103 - Vehicular Directional
  - ST108 - Banner
  - ST120 - Pedestrian Directional
  - ST122a - Pedestrian Ad Cabinet

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## Project Logo

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The Mosaic logo has been developed to provide a distinct identity for the development and to help establish the “realm” of the project.

The logo will be used in various colors, forms and sizes throughout the project. While most uses of the logo will include the name “mosaic” as shown above, some uses of the logo may delete the written name, while other uses might incorporate additional words.

The typeface, shape, colors, and other aspects of the logo may be modified in the future subject to market conditions.

However, all uses of the logo throughout the property shall be consistent in proportion, layout, and typeface.

abcdefghijklmnopqrstvwxyz  
1234567890 !@#\$%&\* += {}?

Helvetica Neue LT Std  
45 Light

abcdefghijklmnopqrstvwxyz  
1234567890 !@#\$%&\* += {}?

Helvetica Neue LT Std  
55 Roman

abcdefghijklmnopqrstvwxyz  
1234567890 !@#\$%&\* += {}?

Helvetica Neue LT Std  
65 Medium

Standard typography will be used for Site Permanent and Temporary signs within Mosaic, except for Regulatory signs and where tenant logos and text are incorporated into such signage.

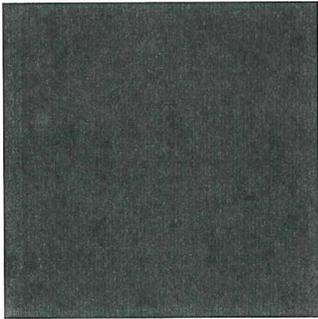
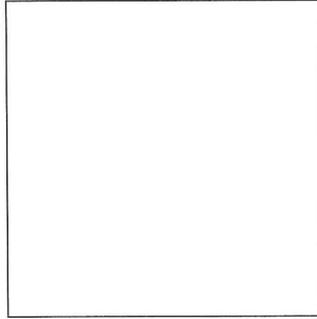
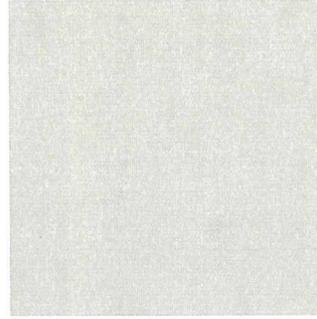
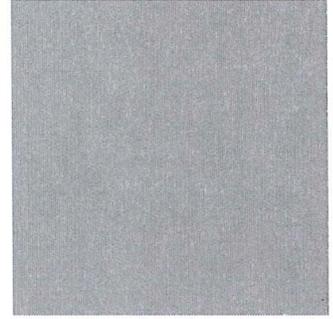
The standard typeface is "Helvetica Neue LT Std 45 Light" with other fonts within the same font family ("Helvetica Neue LT") used as accent typefaces; two examples are shown above. This standard typography may be modified by the Applicant as long as all Site Permanent and Temporary Signs are changed to the new typography in order to ensure consistency.

The only exceptions to this is the ST104b sign, i.e. the branding element in Glass Alley. Note also that the UP1 signs mounted on building A4 (e.g. "mosaic" or "Glass Alley Garage") may utilize a different typeface, as they are not Site Permanent or Temporary Signs.

For User Permanent Signs, the typography will reflect the individual user's standard type style and/or logo, or be a style expressive of the user.

Regulatory signs shall use the standard typography as required by applicable federal, state, and local standards.

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**Color Palette****Black****White****Gray: PMS 442U****Gray: PMS 430U**

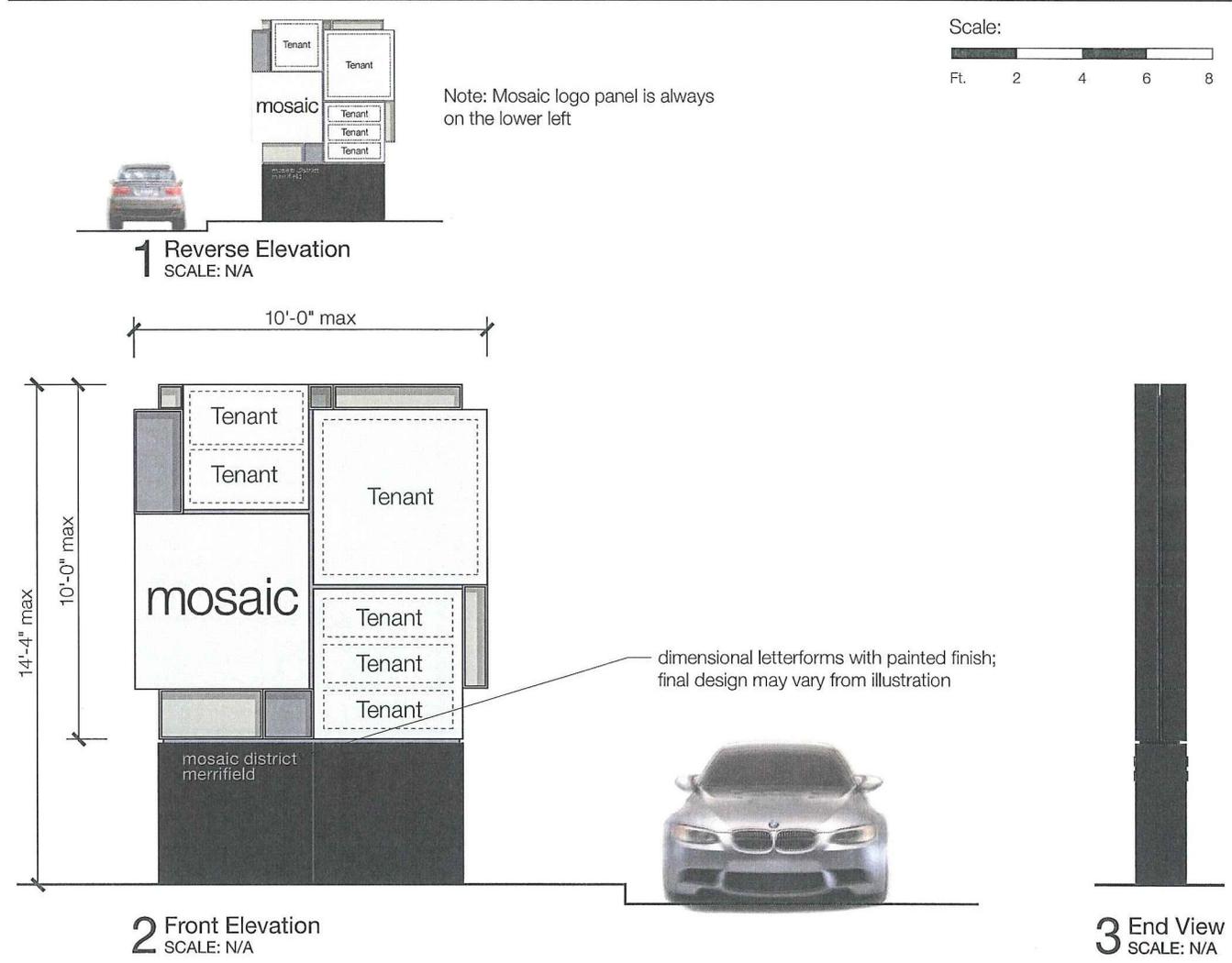
Most Site Permanent Signs and Temporary Signs shall make use of the colors shown above, unless noted otherwise. These colors may be modified by the Applicant, provided that the color palette is consistently used among all signs.

Materials such as metal, concrete, stone, glass, or wood may be used for support structures and other integrated elements. These materials may be used in their natural finish. Color, finish, and appearance of materials shall be generally consistent throughout the project.

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## **II. Site Permanent Signs**

**Site Permanent Signs**



**ST101 - Freestanding Monument Sign - Primary**

Mosaic has two frontages on public right-of-way: one on Lee Highway (Route 29), and one on Eskridge Road. Note that Eskridge Road, once completed, will serve as a link from Inova Fairfax Hospital to the Merrifield - Dunn Loring metro station, and as such will carry a large volume of traffic.

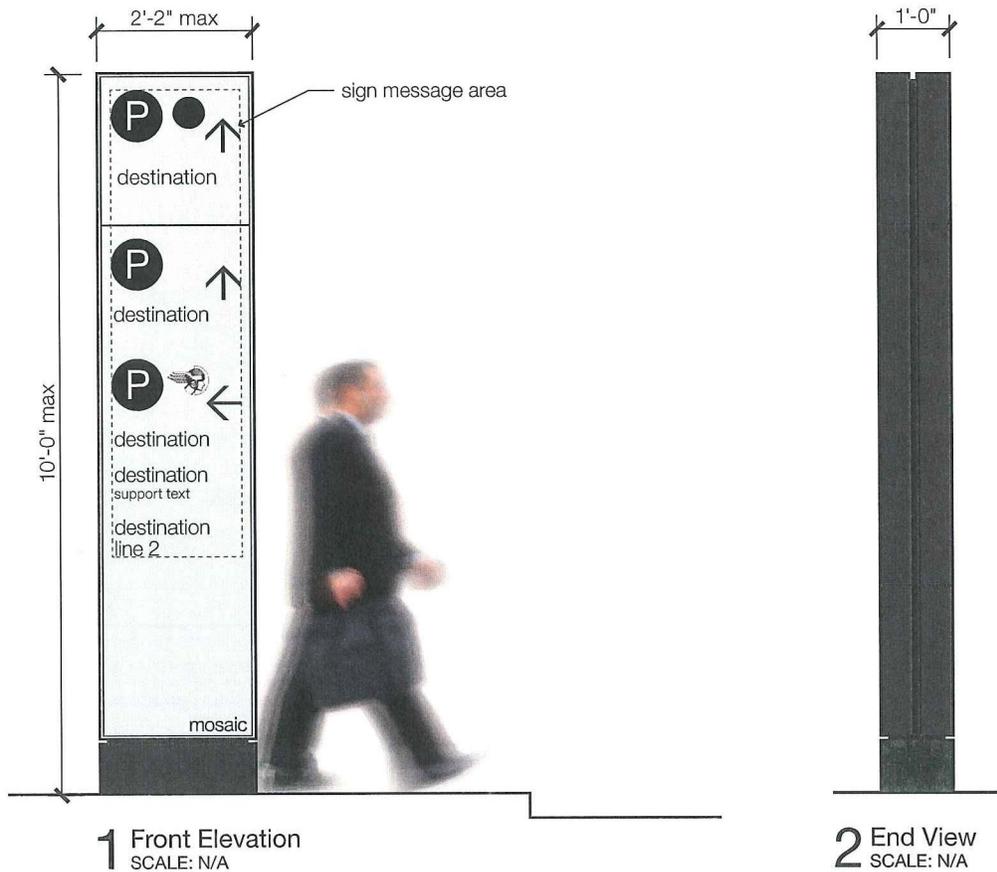
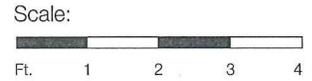
The project will include one Primary Freestanding Monument Sign located at the intersection of Strawberry Lane and Eskridge Road. Two similar but smaller signs (type ST102) are included in the Vantage CSPA-2003-PR-009.

The project logo may read "mosaic district" or "mosaic."

The sign may incorporate panels bearing the project and tenant names. The design of the sign is intended to reference the Mosaic logo. To keep this design element intact, no additional sign panels will be added in the future. The maximum height of the monument sign will be 14'-4". Primary Freestanding Monument Signs are double-sided and sign area is limited to 100 sq. ft. per side. Primary Freestanding Monument Signs will be illuminated by internal and / or ground-mounted light sources.

The Applicant may reserve individual sign panels for use in future phases of Mosaic. Tenant panels will not be further divided than shown above. All signs in public rights-of-way are subject to appropriate licenses and approvals.

**Site Permanent Signs**



**ST103 - Freestanding Vehicular Directional**

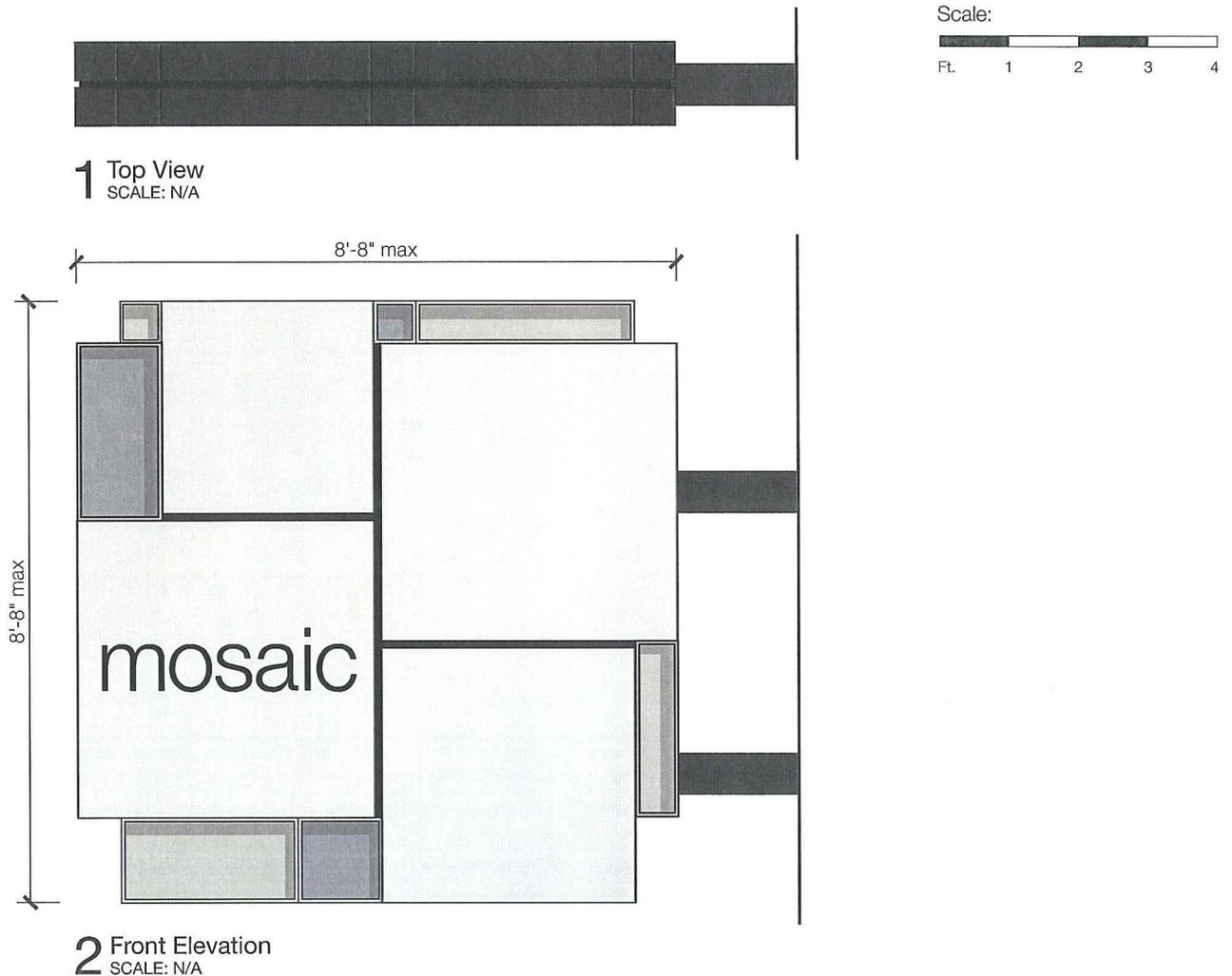
Freestanding Vehicular Directionals are located near project entrances and road intersections to provide directional and wayfinding information to vehicular traffic. Sign messages may contain directional information for individual tenants, site services (such as parking), delivery / loading dock locations, or other directional information. Note that, in the example above, "destination" should be understood to include individual tenants as well as non-commercial locations.

Freestanding Vehicular Directionals may be illuminated, depending on the site condition. The signs shall be located in such a way as to allow free pedestrian circulation on sidewalks. Signs will not obstruct vehicular sight lines. All signs in public right-of-way are subject to appropriate licenses and approvals.

Number of destinations shown will be limited to 8.

Freestanding Vehicular Directionals are double-sided with a sign area limited to 11.5 sq. ft. per side.

## Site Permanent Signs



### ST104a - Building Mounted Identification

Building Mounted Identification signs will be located on building facades. These building mounted elements will carry only the Mosaic brand. No more than two ST104 signs shall be permitted per building, and a maximum of 5 will be included in Phase 1 of the project. These signs will only be located adjacent to building corners, or to facade areas above public lobbies. See individual building elevations for specific locations.

These signs are double-sided and sign area is limited to 60 sq. ft. per side. They may be illuminated. If the sign projects into the Route 29 right-of-way, it is subject to appropriate approvals. Sign shall have a minimum clearance of 10'-0" above finished grade.



Glass Alley branding element sketch



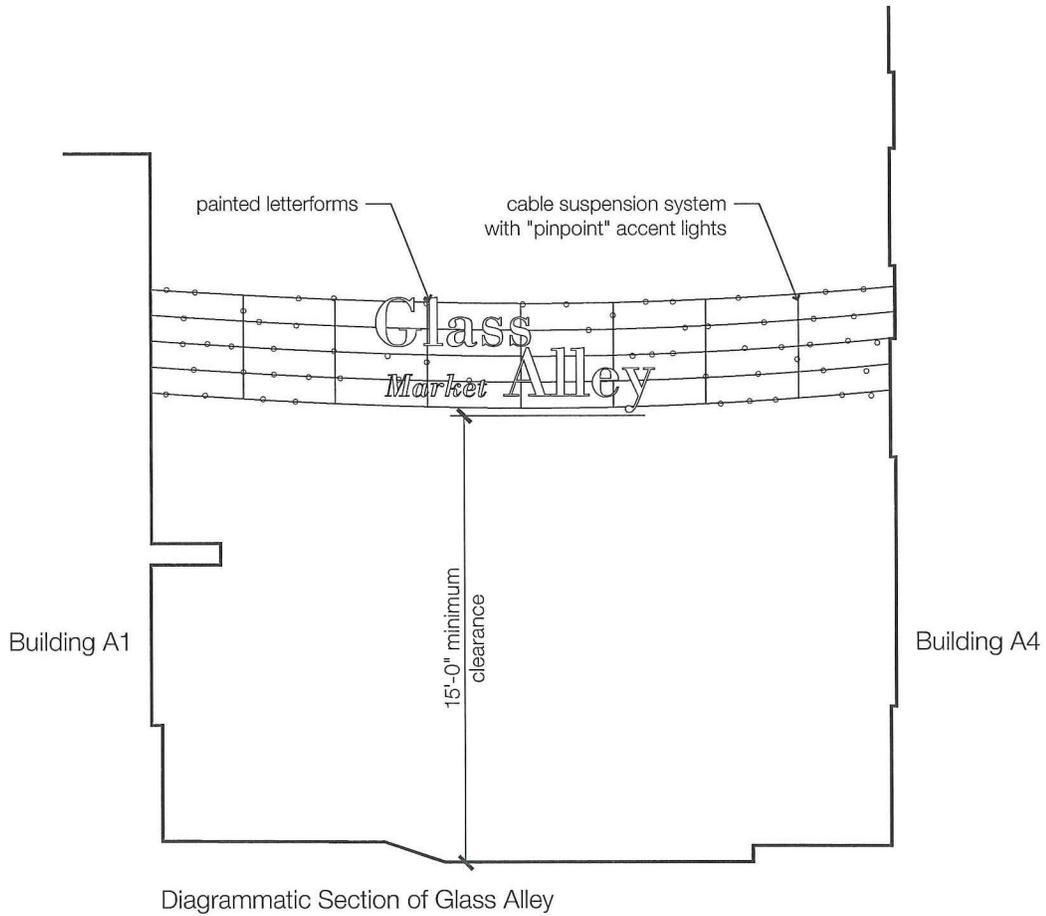
Glass Alley branding element night sketch

**ST104b - Glass Alley Project Branding Element**

Given the size of Mosaic, there will be a diversity of retail experiences within the project. Glass Alley will be the location of the food district. As it is located on a side street away from the bustle of District Avenue, there will be an overhead project branding element to draw pedestrians in from District Avenue, which forms the main shopping spine of the project.

The design of this element has not yet been finalized, but it will be double-sided, limited to two locations, one at each end of Glass Alley, and designed to be less than 60 sq. ft. per side. It may be illuminated. The element will comply with the Public Facilities Manual (PFM).

The Branding Element will not include any tenant information, but may for example include the name of the street or the food district (e.g. "Glass Alley Market"). The sign may be constructed out of a variety of materials, including suspended lights.

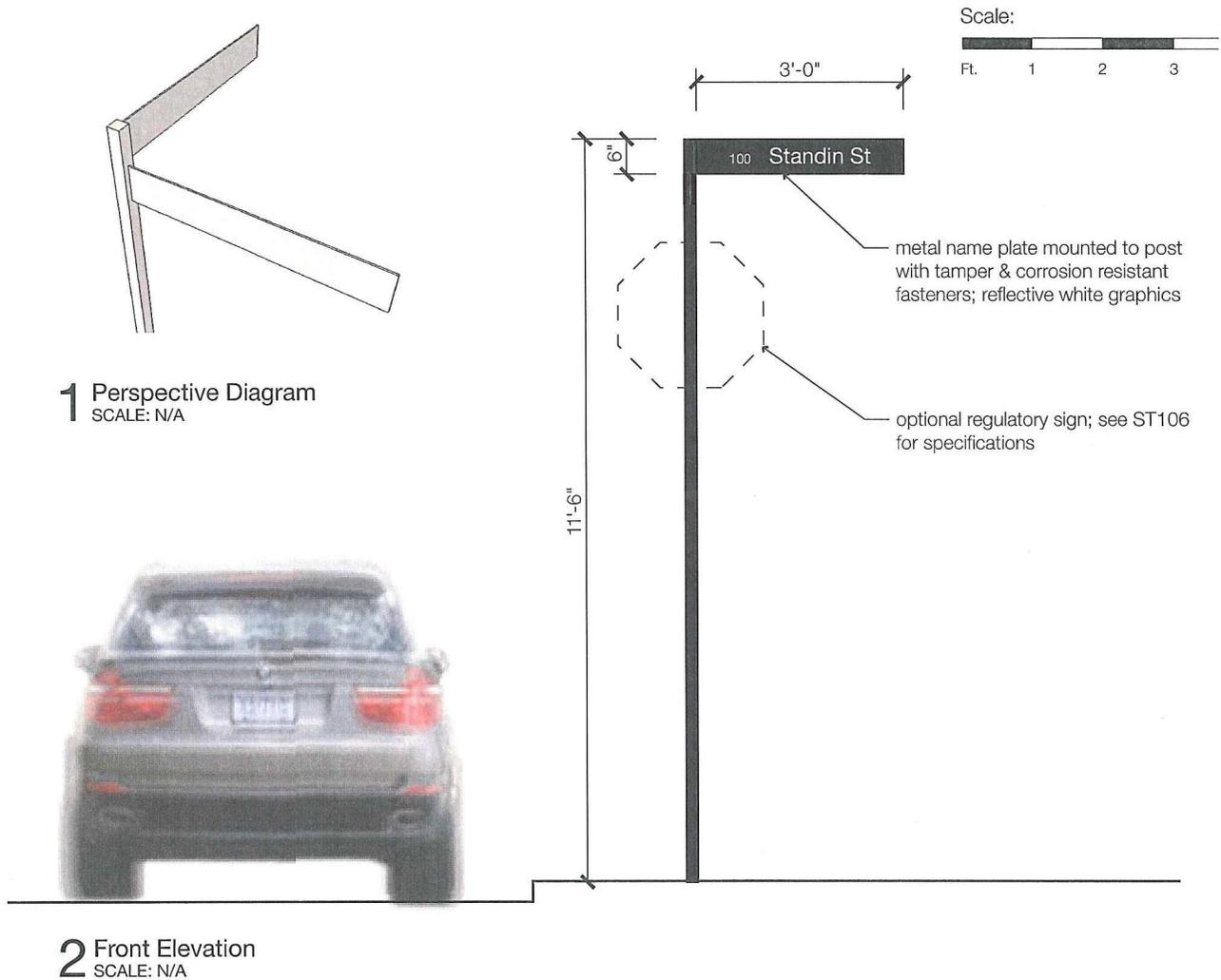


**ST104b - Glass Alley Project Branding Element, Continued**

Glass Alley branding element clearance will comply with the Public Facilities Manual (PFM).

The sign may be constructed out of a variety of materials, including suspended lights.

## Site Permanent Signs

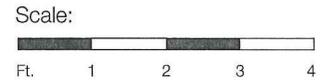


### ST105 - Street Name Sign

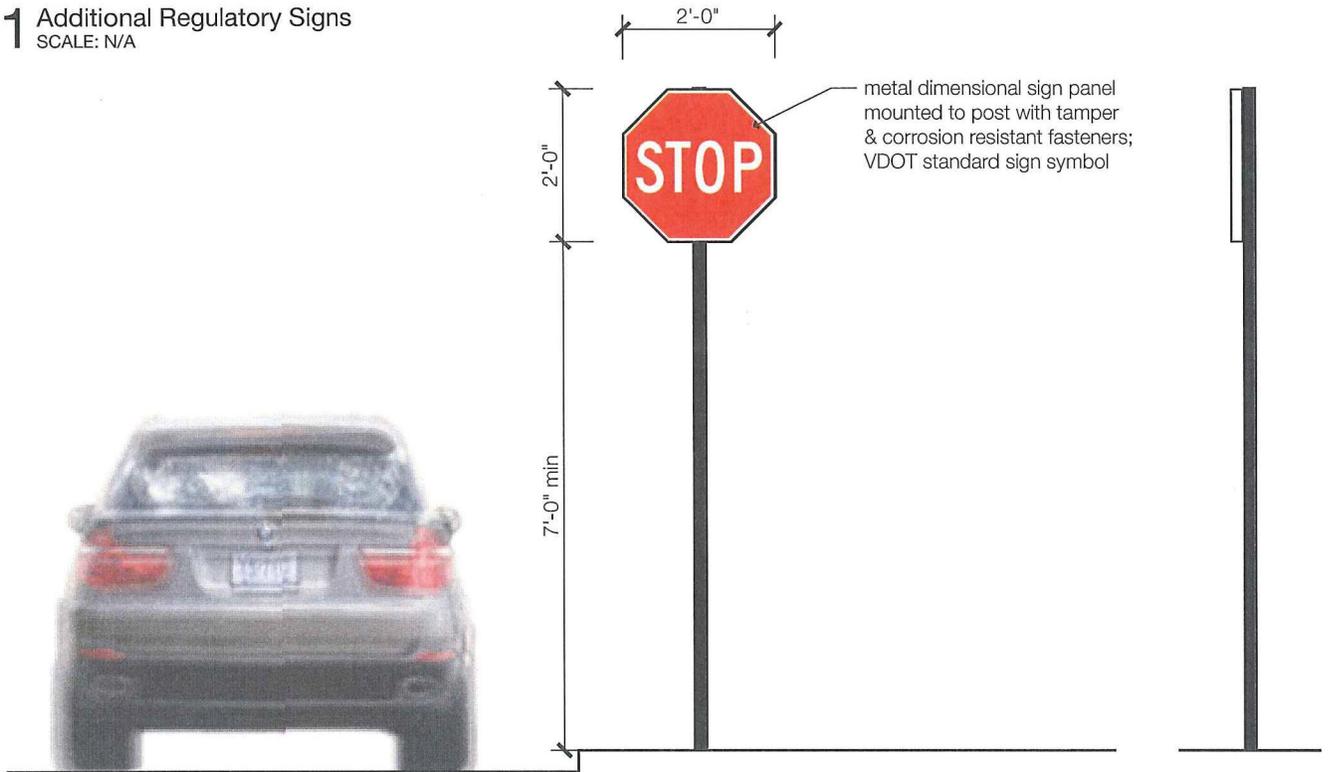
Street Name Signs will be side-mounted on a pole consistent with other Mosaic signs. All Street Name Signs will be mounted consistent with requirements specified in the Public Facilities Manual, the MUTCD, and other relevant governmental codes.

All surfaces shall be painted in a color consistent with the Mosaic color palette. Street signs shall be located at street intersections and as otherwise required by applicable regulations.

There will be no identification or directional information to specific tenants. All signs in public right-of-way are subject to appropriate licenses and approvals.



**1** Additional Regulatory Signs  
SCALE: N/A



**2** Front Elevation  
SCALE: N/A

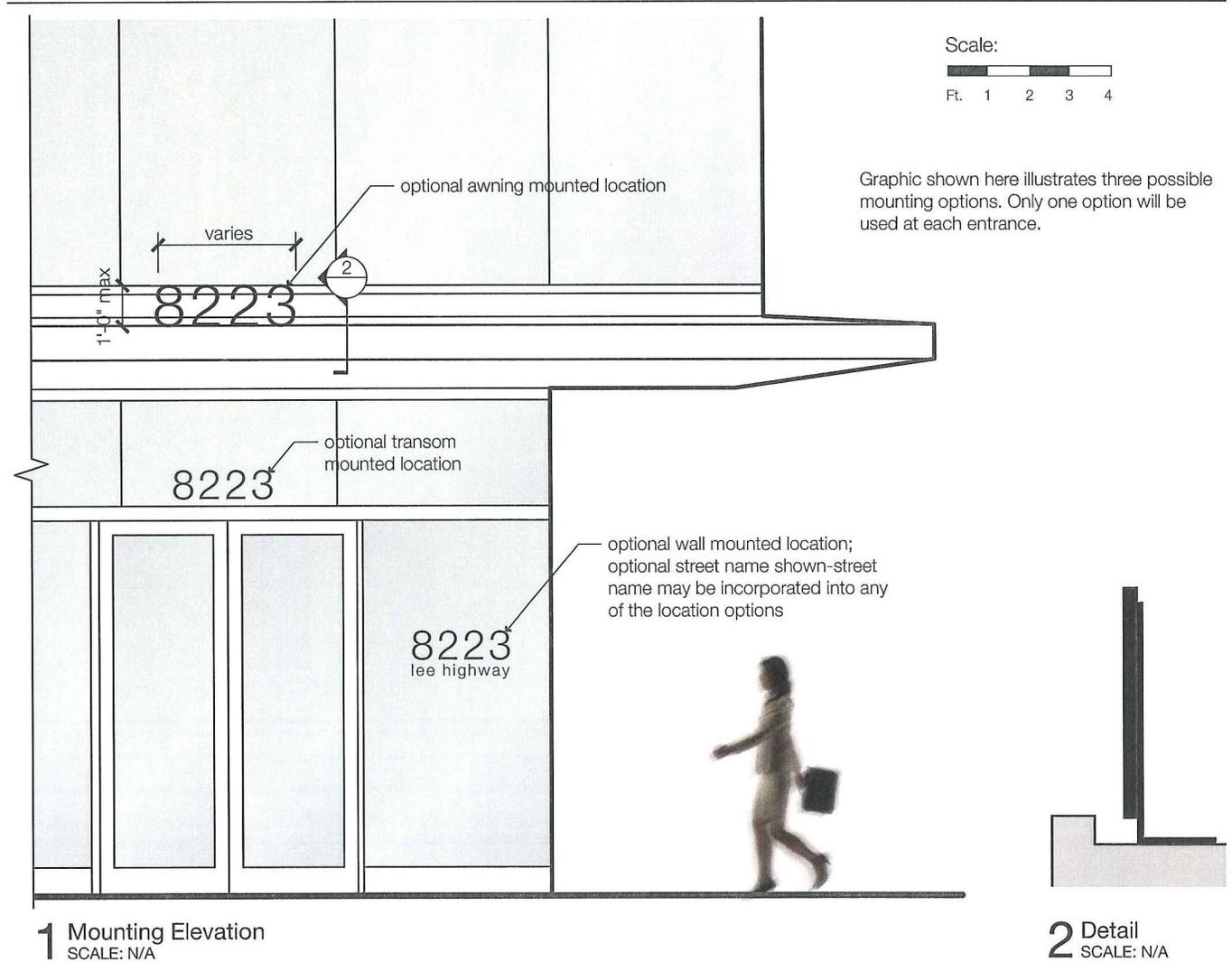
**3** End View  
SCALE: N/A

**ST106 - Vehicular Regulatory Sign**

All regulatory traffic signs such as stop signs, parking restriction signs, fire lane signs, etc., shall be provided according to all applicable federal, state, local regulations, and the requirements of the Manual for Uniform Traffic Control Devices (MUTCD), and provide for the safety and convenience of the employees and visitors of Mosaic. Sign locations, sizes, heights and messages shall be governed by these regulations. Signs will be constructed and mounted on a post consistent with the detailing of the other Mosaic signs.

All signs in public right-of-way are subject to VDOT license and approval.

**Site Permanent Signs**



**ST107 - Building Number ID**

Building Number ID signs shall be used to identify the street address number of the building or premises and shall be provided according to all applicable federal, state, local regulations, and the State of Virginia Fire Prevention Code, and provide for the safety and convenience of the employees and visitors of Mosaic. Sign locations, sizes, heights and messages shall be governed by these regulations. Signs will be constructed and mounted at building entrances consistent with the detailing of the other Mosaic signs.

The Building Number ID signs are limited to a maximum letter height of 1'-0".

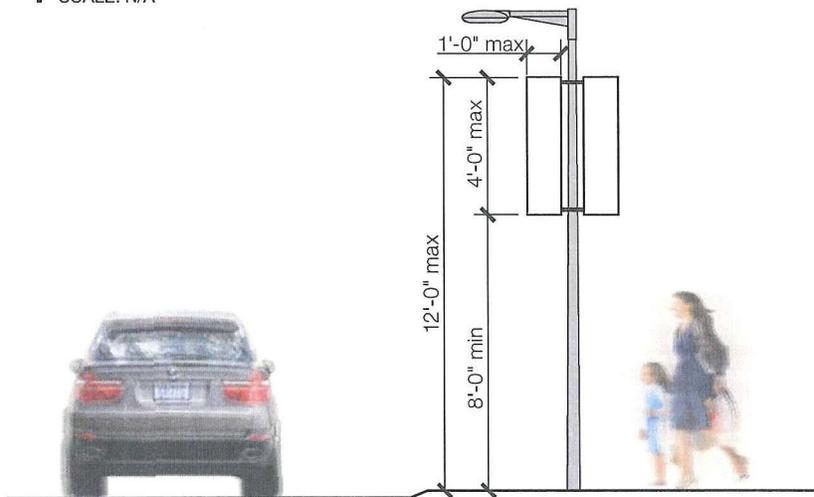
There will be no identification information to specific tenants. Sign shall contain address numerals at a minimum, but may also contain street name.

Building addresses and suite numbers may also be included in the floor / paving at tenant entrances - see note 10 on page 6. For tenants with an exterior rear door, the tenant shall be permitted to hang one sign showing their suite number adjacent to the door. This sign shall be limited to 0.5 sq. ft.



**1** Example Banner  
SCALE: N/A

Scale:



**2** Pole Mounted Elevation  
SCALE: N/A

**ST108 - Banners**

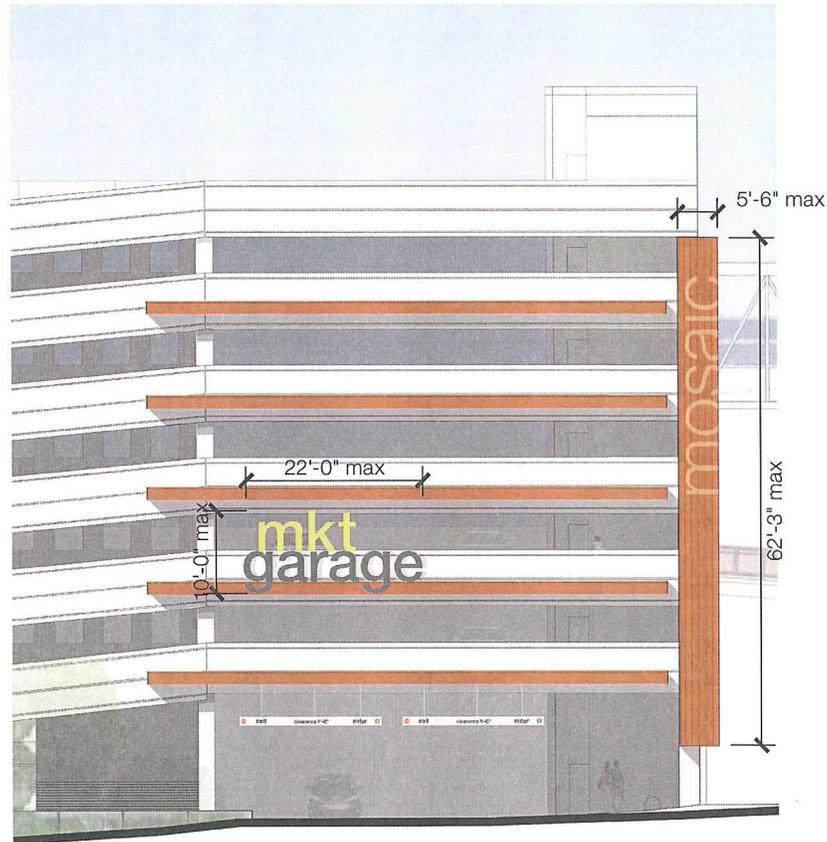
Banners may be provided along the internal streets of Mosaic. These banners shall provide color to the streetscape and contain project name and logo. Banners may also be changed to contain appropriate seasonal decoration or include information about community, corporate, or owner-sponsored events.

Banners shall be mounted on streetlight poles to a maximum height of 12'-0" with a minimum clearance of 8'-0" above finished grade.

The mounting height and size of the banners is designed to work with the Vantage at Merrifield banner elements and present a common design image. The Vantage banner signs (Sign Type F) are shown on page 19 of the Vantage CSPA-2003-PR-009.

Mosaic banners will have a banner-to-banner spacing similar to the Vantage project.

The Mosaic and Vantage projects will coordinate the design of the banners to achieve consistent design and content. Banners shall not be different than other banners in the Merrifield Town Center. However, they may include a small unique logo.



1 Front Elevation  
SCALE: N/A

**ST110 - Parking Garage Entrance Identification A**

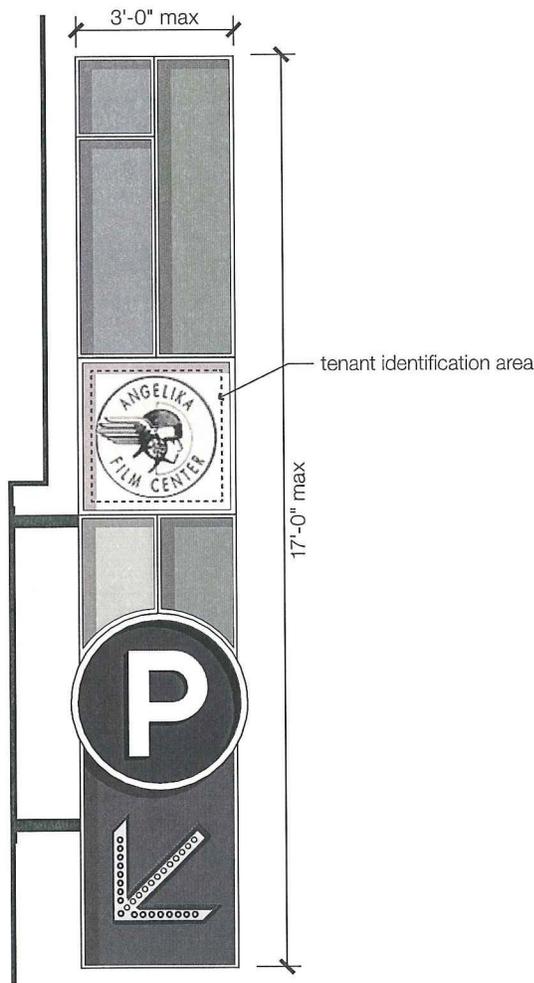
Parking Garage Entrance Identification A signs will mark the two entrances to the A4 public parking garage. Garage entrances may also have accessory signs to provide information regarding fees, garage clearances, parking regulations and other information as necessary. This sign may include the movie theater logo at a size no larger than 9 sq. ft. Signs will be illuminated by various internal and ground-mounted light sources.

One Parking Garage Entrance Identification sign shall be permitted at each entrance. Note that the example above shows the ST110 sign as a wall-mounted sign with two elements; the Applicant reserves the right to make use of a blade sign instead.

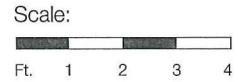
The maximum size of the wall-mounted sign elements are noted above. The maximum combined size of both elements is 563 sq. ft.

A blade sign option is illustrated on the following page.

The designs shown are for illustrative purposes only. The final design may vary but the overall size will not exceed the limits shown. In addition to the separate building-mounted and blade options; the Applicant may use some combination of building-mounted and blade options on the same elevation. If both options are used together on the same elevation, the total combined size will not exceed 563 sq. ft.



**1** Front Elevation  
SCALE: N/A



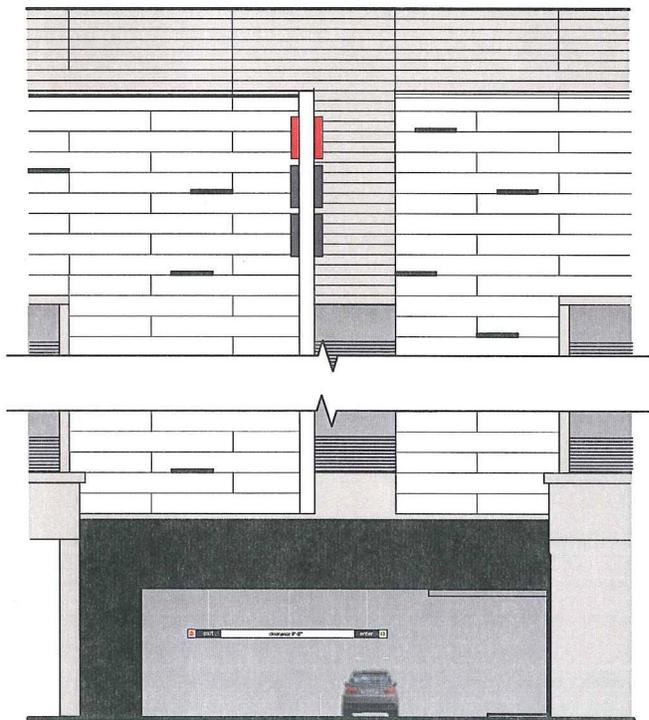
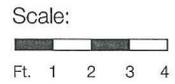
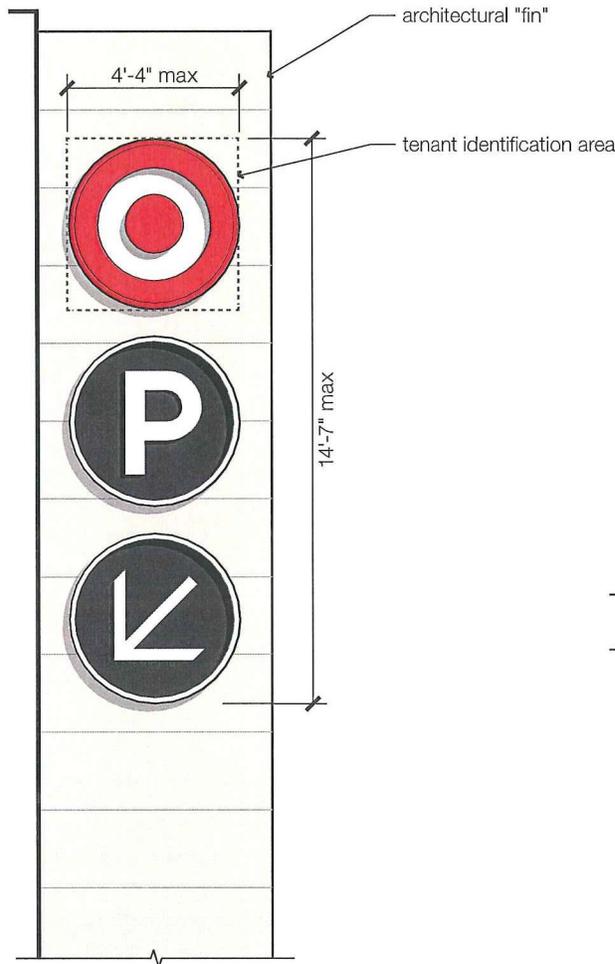
**2** Perspective  
SCALE: N/A

**ST110 - Parking Garage Entrance Identification A, Continued**

In addition to the wall-mounted option shown on the previous page, the Applicant reserves the right to make use of a blade sign instead. This sign may include the movie theater logo at a size no larger than 9 sq. ft. Signs will be illuminated by various internal and ground-mounted light sources.

One Parking Garage Entrance Identification sign shall be permitted at each entrance. The maximum size of the blade sign is noted above. The sign shall not project above the building parapet.

The designs shown are for illustrative purposes only. The final design may vary but the overall size will not exceed the limits shown. In addition to the separate building-mounted and blade options; the Applicant may use some combination of building-mounted and blade options on the same elevation. If both options are used together on the same elevation, the total combined size will not exceed 563 sq. ft.



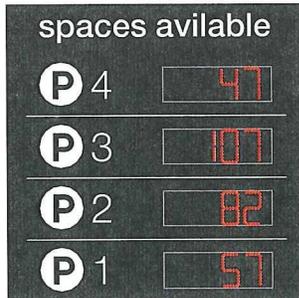
**1** Front Elevation  
SCALE: N/A

**2** Mounting Elevation  
SCALE: N/A

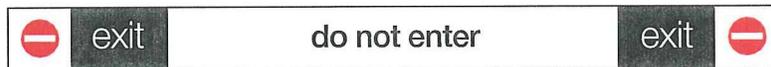
**ST111 - Parking Garage Entrance Identification B**

Parking Garage Entrance Identification B signs are used to identify primary parking for the Tier 1 tenant in building B. Parking Garage Entrance Identification signs shall be provided to identify public parking entrances. Garage entrances may also have accessory signs to provide information regarding fees, garage clearances, parking regulations and other information as necessary. Signs may be illuminated.

One Parking Garage Entrance Identification sign shall be permitted at each entrance to building B. See east and west elevations of building B for additional information. These signs are double-sided, and tenant sign area is limited to 16 sq. ft.



Parking Space Counter



Clearance Bar

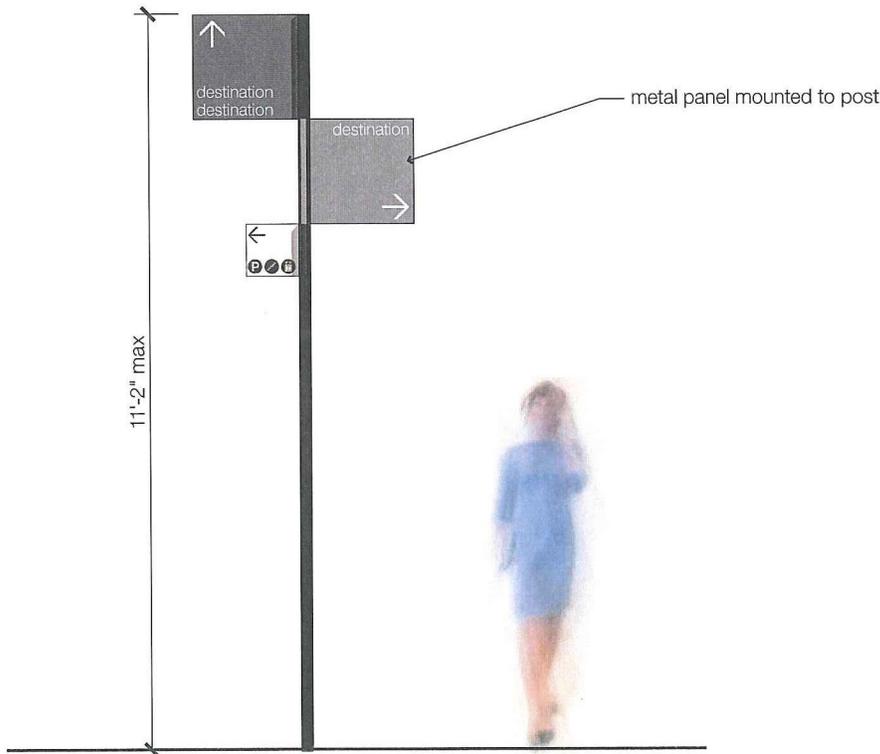
**1** Sign Examples  
SCALE: N/A

**ST110 & 111 - Parking Garage Accessory Signs**

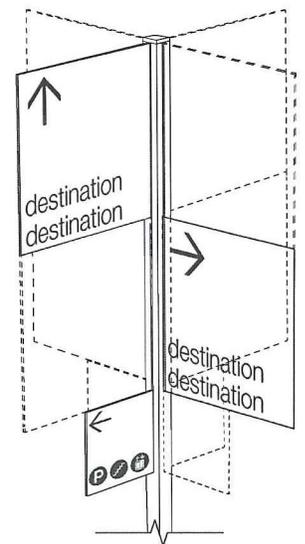
Parking Garage Accessory Signs are used to provide information regarding fees, garage clearances, parking regulations and other informational content. They may be located at one or more of the four street entrances to public garages A4 and B. See the relevant building elevations for more information.

Accessory signs may be building-mounted or freestanding; clearance signs may be suspended over the garage entrances. Accessory signs displaying available parking space information may contain changeable LED message areas.

Scale:



**1** Front Elevation  
SCALE: N/A



**2** Perspective Diagram  
SCALE: N/A

**ST120 - Pedestrian Directional**

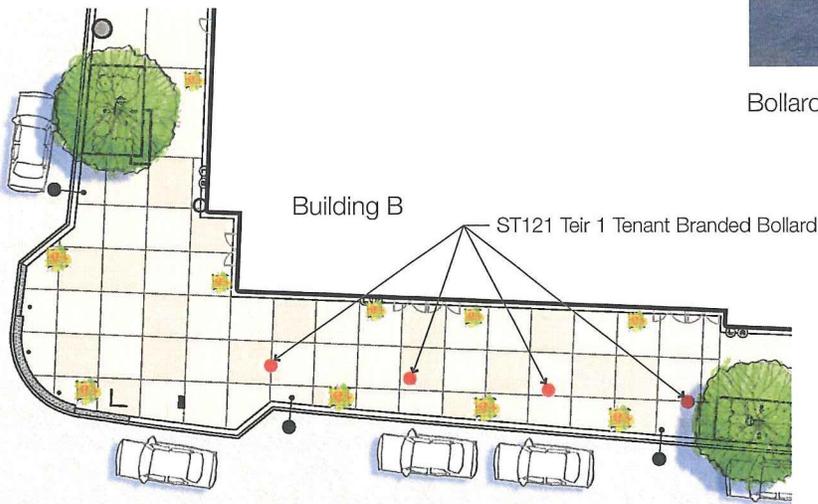
Pedestrian Directionals will be located to convey wayfinding information to pedestrians at Mosaic. Although this sign is located on the plans on pages 14 and 18 of this document, the Applicant reserves the right to relocate Pedestrian Directional signs, provided Pedestrian Directional signs on the same side of a street are at least 250' linear feet apart.

The Pedestrian Directional shares a similar design with the Vantage at Merrifield directional signs and presents a common design image. The Vantage directional signs (Sign Type G) are shown on page 20 of the Vantage at Merrifield CSPA-2003-PR-009.

Pedestrian Directionals include up to 12 metal 'flags' mounted perpendicularly to the post, each of which may include both directional and tenant information. The flags will be square, and limited to two sizes, as shown above. The total area of all flags on one sign is limited to 23 sq. ft.



Bollard example



Plan detail

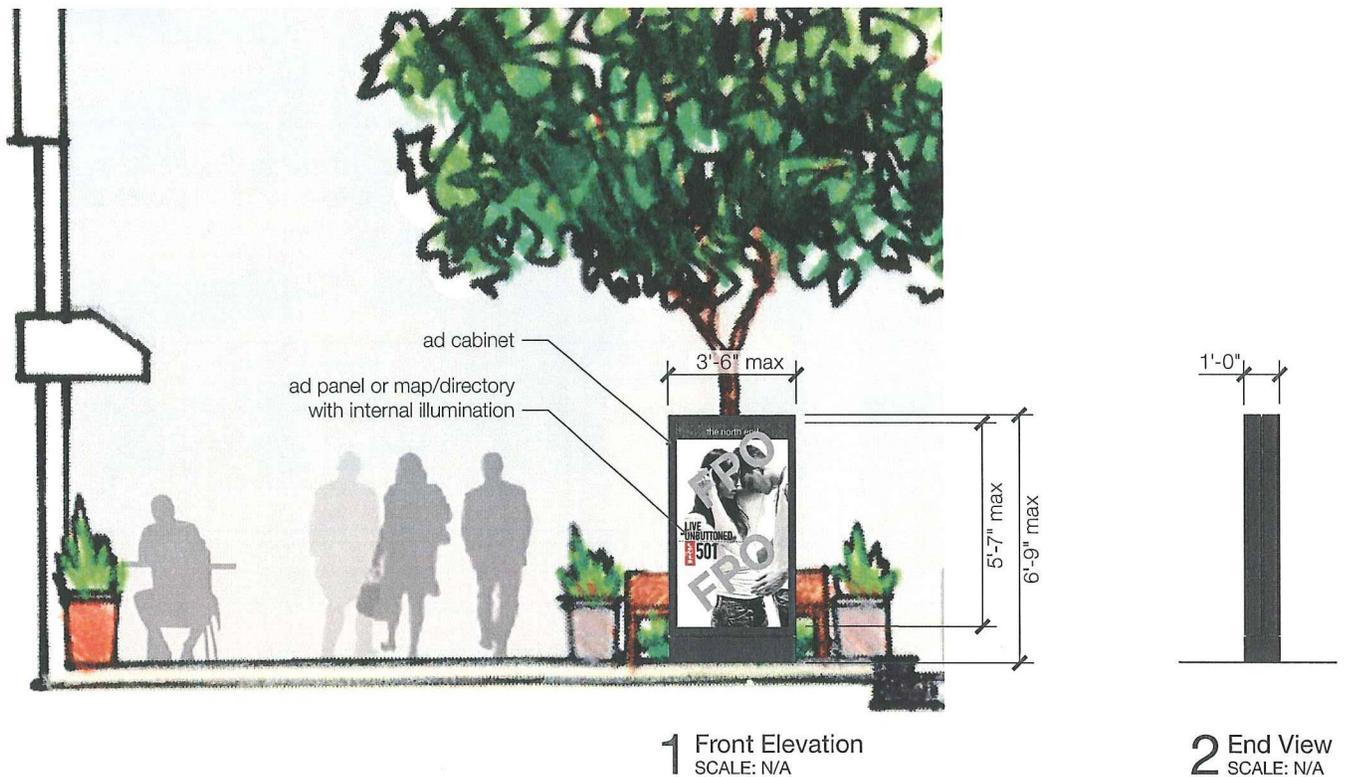
**ST121 - Retail Tenant Branded Bollards**

The Tier 1 Tenant may have up to four branded bollards in the streetscape on Strawberry Lane - see site plan. Bollards shall be no taller than 36" and must be smaller than 9 sq. ft. in plan.

Bollards will be red, but will not be internally illuminated.

**Site Permanent Signs**

Scale:



**ST122a - Pedestrian Ad Cabinet**

The Comprehensive Plan for the Merrifield Suburban Center identifies the Town Center (of which Mosaic is the central part) as the most appropriate place for retail and major entertainment uses. Fashion, branding and advertising play a central role in modern retail environments, and it is therefore appropriate that provision be made in the Town Center for appropriately scaled ad cabinets. Moreover, well designed branding and advertising displays will add to an exciting urban streetscape.

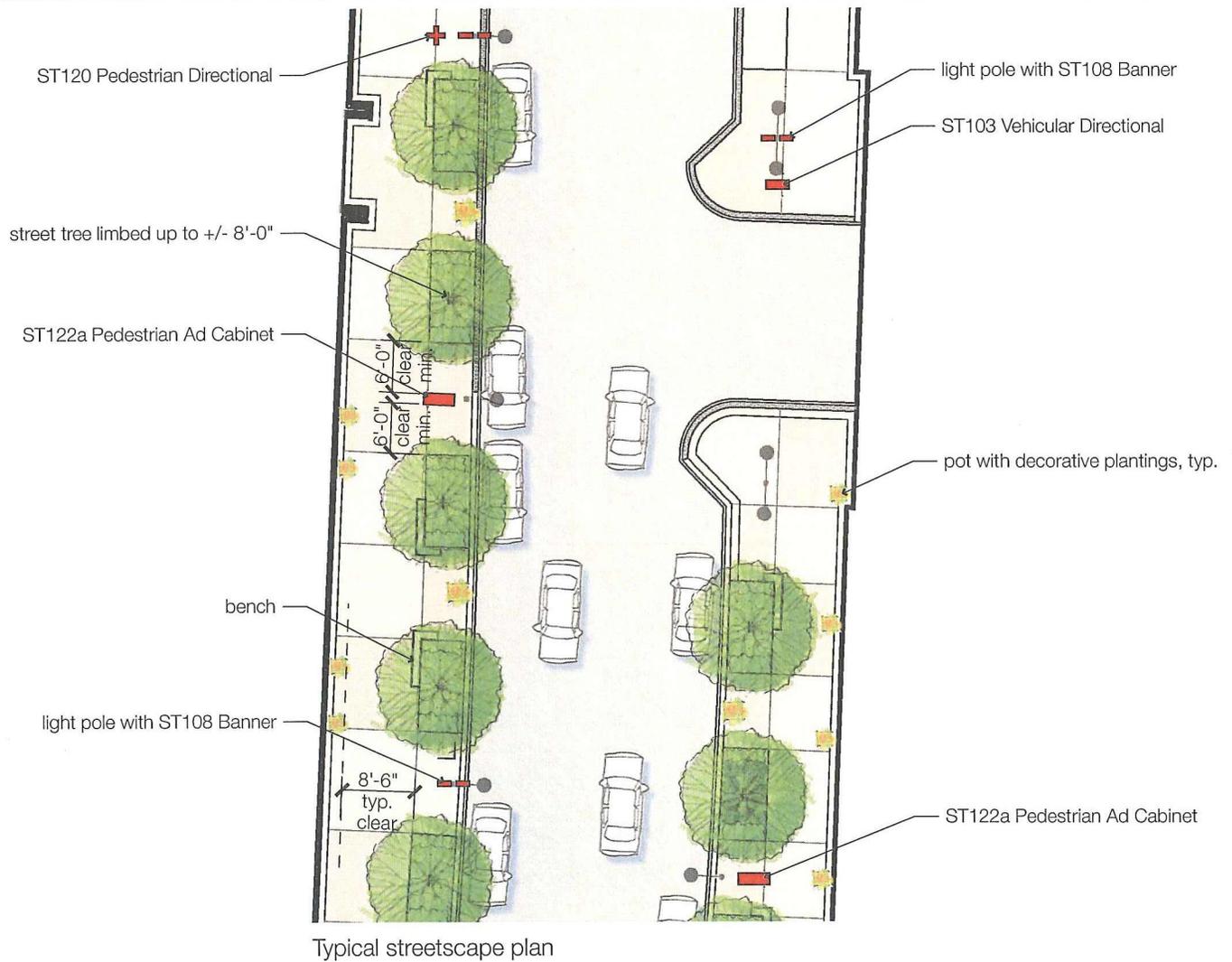
Pedestrian Ad Cabinets will be located as shown on the Sign Location Plan. The cabinet will be freestanding, two-sided, and internally illuminated.

These ad cabinets will contain tenant and product branding and advertising. Ad cabinets may also contain appropriate seasonal decoration or include information about upcoming events. Select locations will contain a project map and / or tenant directory.

The Tier 2 tenant may also include up to two pedestrian ad cabinets adjacent to Building D1 to display movie posters. See the Tier 2 signage description for more information.

Pedestrian ad cabinets are limited in area to 18 sq. ft., although the movie poster displays for the Tier 2 tenant may be up to 20 sq. ft. in size.

**Site Permanent Signs**



Typical streetscape plan

**ST122a - Pedestrian Ad Cabinet, Continued**

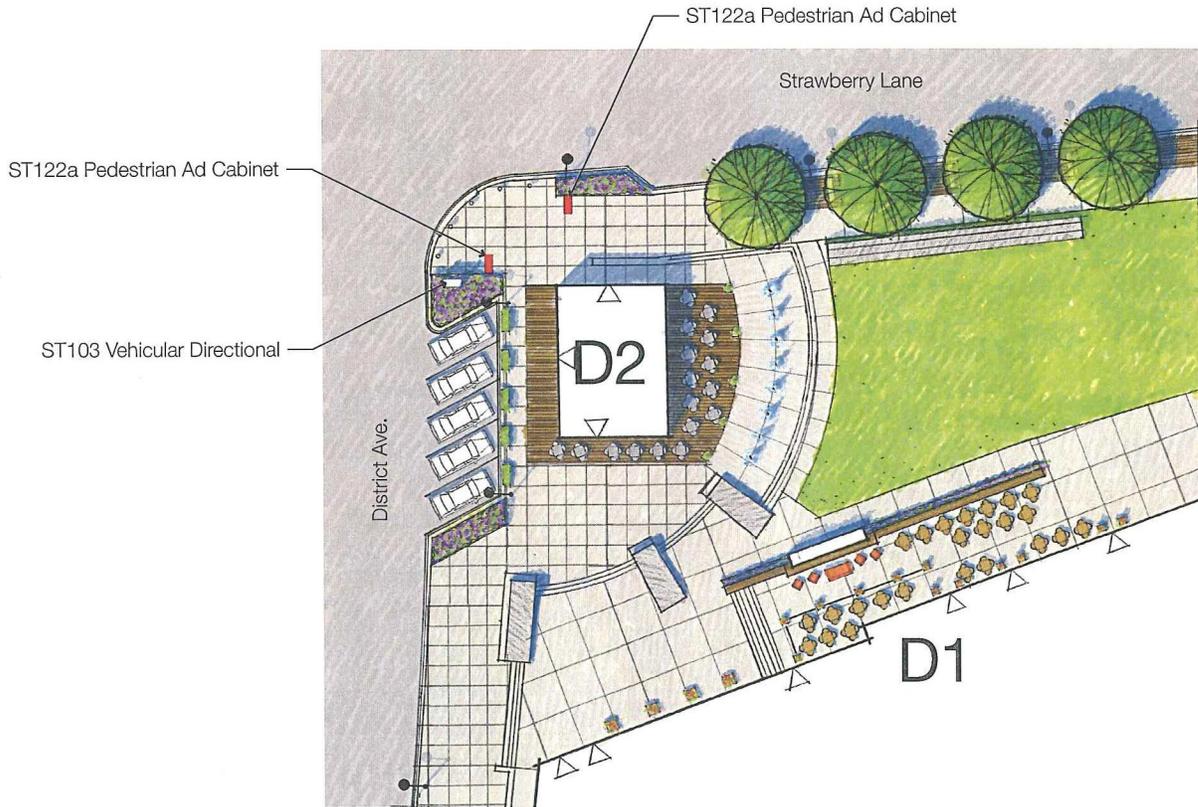
Placement of Pedestrian Ad Cabinets will take landscape features (e.g. light poles, trees, planters, benches, etc.) into account. They will be located in such a way as to allow free pedestrian circulation on sidewalks. Generally, ad cabinets will be centered between tree pits to keep the primary pedestrian circulation path clear. There will be a minimum 6'-0" clear dimension from ad cabinet to each tree pit. They will also respect utility easements and site distance easements.

The primary pedestrian circulation will occur between the tree pits and the buildings. The ad cabinets are generally located between the tree pits such that they are visible, but do not obstruct convenient pedestrian circulation.

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## Site Permanent Signs

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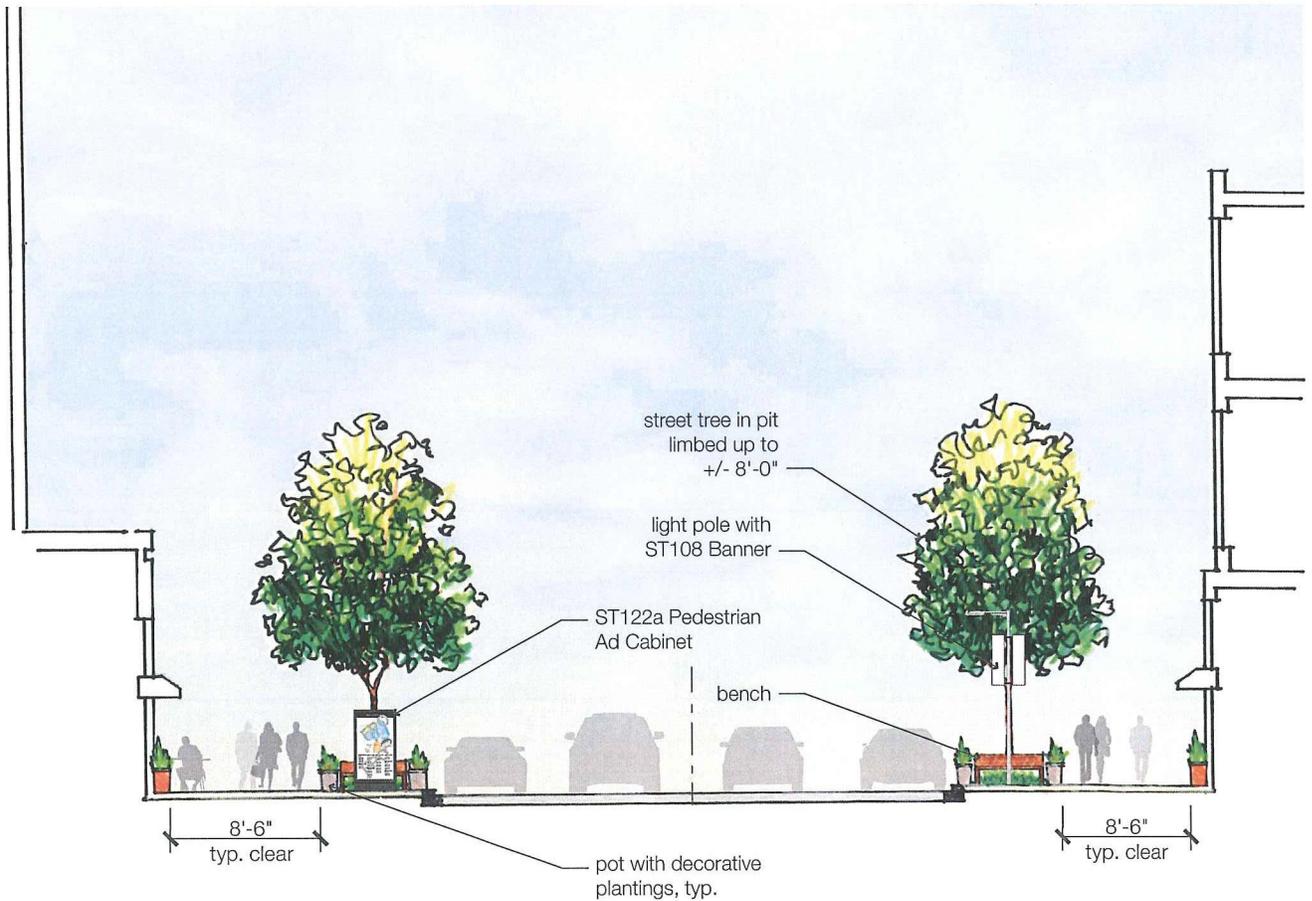


Streetscape plan

### ST122a - Pedestrian Ad Cabinet, Continued

Placement of Pedestrian Ad Cabinets will take landscape features (e.g. light poles, trees, planters, benches, etc.) into account. They will be located in such a way as to allow free pedestrian circulation on sidewalks. Generally, ad cabinets will be centered between tree pits to keep the primary pedestrian circulation path clear. There will be a minimum 6'-0" clear dimension from ad cabinet to each tree pit. They will also respect utility easements and site distance easements.

The primary pedestrian circulation will occur between the tree pits and the buildings. The ad cabinets are generally located between the tree pits such that they are visible, but do not obstruct convenient pedestrian circulation.



Typical streetscape section

**ST122a - Pedestrian Ad Cabinet, Continued**

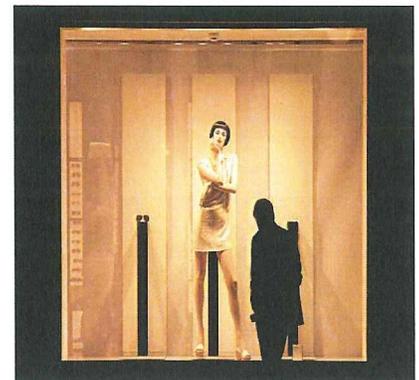
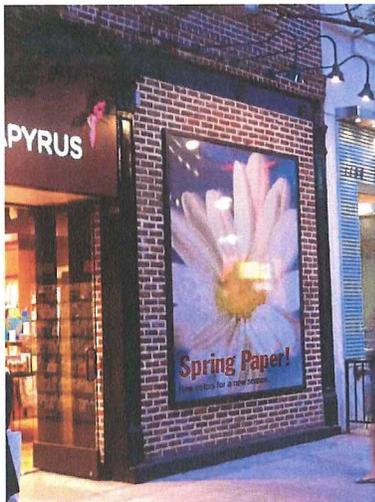
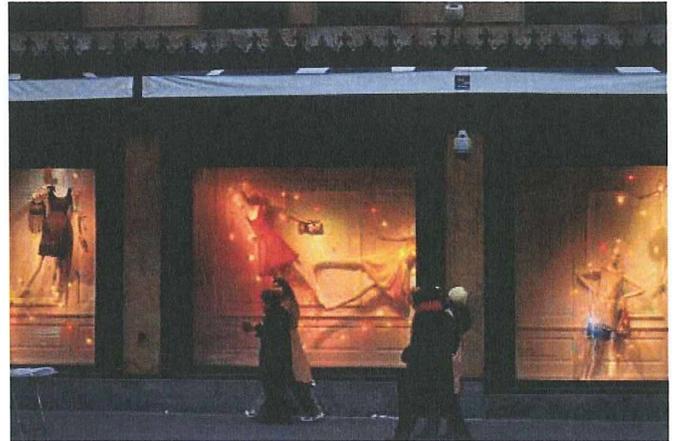
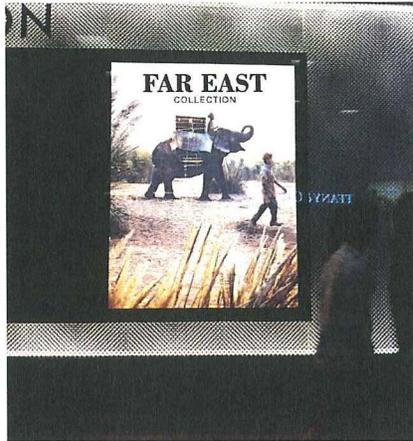
As can be seen in the streetscape sections shown here, the primary pedestrian circulation will occur between the tree pits and the buildings. The Pedestrian Ad Cabinets are generally centered between the tree pits so that they are visible and do not obstruct convenient pedestrian circulation.



Typical Streetscape Perspective

**ST122a - Pedestrian Ad Cabinet, Continued**

The streetscape perspective shown here illustrates that primary pedestrian circulation will occur between the tree pits and the buildings. The Pedestrian Ad Cabinets will generally be located centered between the tree pits. The cabinets will be visible, but will not obstruct convenient pedestrian circulation.



**ST122b - Building Mounted Ad Cabinet & Display Window**

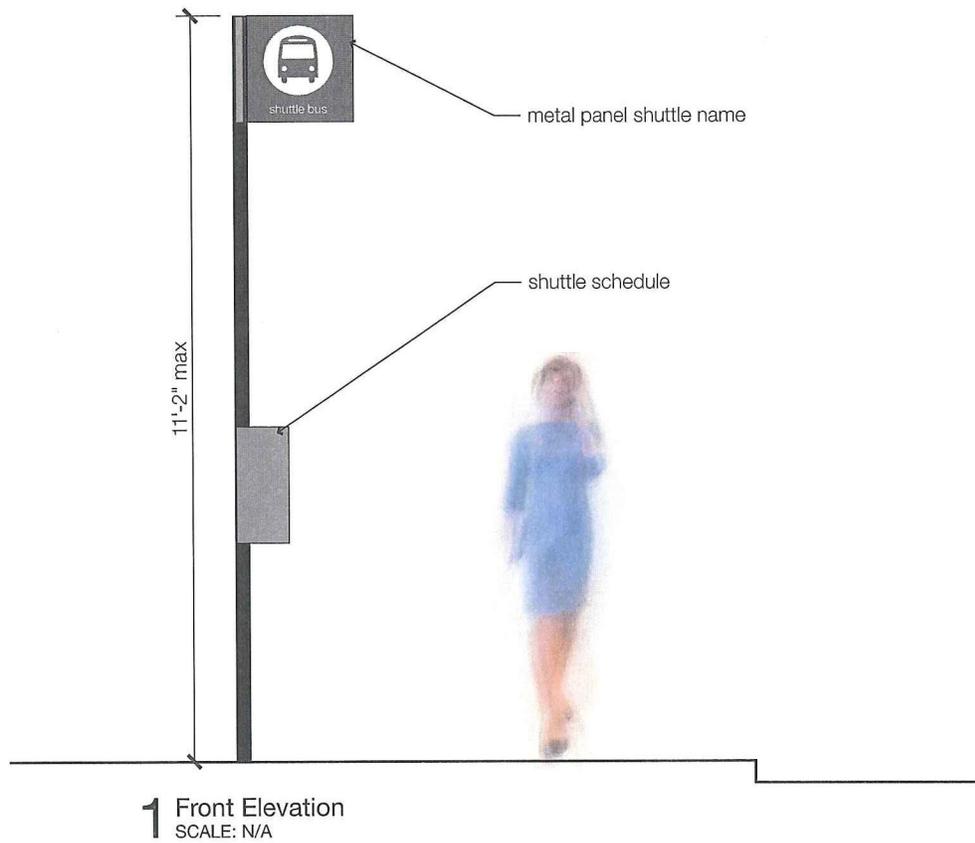
The north and east sides of Building B lack retail storefronts. In order to animate the streetscape and provide visual interest, the building design incorporates one display window and five building-mounted Ad Cabinets. At the discretion of the Applicant, the content of these displays may include seasonal decoration, information about events, branding, fashion displays and advertising.

The location of the Ad Cabinets and display window are shown on the Building B elevations in part III. of this document. The maximum area of display windows is 800 sq. ft., and each building-mounted Ad Cabinet is limited to 42 sq. ft. in size.

Building Mounted Ad Cabinet & Display Windows are for use by Tier 1, Tier 4, and Tier 6 tenant groups. ST122b signs shall not count toward the maximum allowable sign area of any single tenant.

The content of the display windows will play a significant role in establishing the brand for Mosaic. As such, it will be subject to a stringent design review process by the owner and/or management firm. The owner or authorized management firm shall allocate the sign area between retail tenants.

Site Permanent Signs



**ST123 - Metro Shuttle Identification**

Metro Shuttle Identification signs will be located as appropriate to identify the location of shuttle stops in the Mosaic Development.

Metro Shuttle Identification Signs are multi-sided and sign area is limited to a maximum of 3 sq. ft., including schedule, per side.

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## **III. User and Tenant Classifications**

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## User and Tenant Classifications - Introduction

Permanent signs for tenants and project branding signs have several roles within Mosaic. First and foremost, they are intended to identify and advertise the individual tenants and the project. While performing this main role, they also function as elements to enhance the lively street life at Mosaic. Finally, they will complement the architecture of the various buildings, contributing to the unique urban feel of the place.

To ensure that a proper balance is maintained between the various sizes of tenant and their particular needs for signage, the owners and tenants at Mosaic are divided into multiple Tiers. As shown in the subsequent sections, each Tier will have different signage rights depending on their size and business type. This also provides an architectural balance to the signage.

**Tier 1**—Major Anchor with at least 100,000 sq. ft. of gross floor area— Shall be allowed a maximum cumulative total of 1700 sq. ft. of User Permanent Sign Types. Signage can be a combination of UP1, UP2, UP3, UP4, UP5, and UP8 signs. There will be one Tier 1 tenant.

**Tier 2**—Theater Tenant—See pages 69-72 of this document for requirements.

**Tier 3**—Hotel Tenant—See page 59 of this document for requirements.

**Tier 4**—Major Tenants with 10,000 sq. ft. or more of leased space— Signage can be a combination of UP1, UP2, UP3, UP4, UP5, and UP8 signs, with up to 2.5 sq. ft. of sign area per linear foot of retail perimeter. Total sign area will be limited to 500 sq. ft. of User Permanent signage. Additional limits for Tier 4 office tenants are found on page 62 of this document.

**Tier 5**—General Retail or Office Tenants with less than 10,000 sq. ft. of leased space—Signage can be a combination of UP2, UP3, UP5, and UP8 signs, with up to 2.5 sq. ft. of sign area per linear foot of retail perimeter. Total sign area will be limited to 200 sq. ft. of User Permanent signage.

**Tier 6**—Mosaic owner or authorized management firm—The owner or authorized management firm may utilize a combination of Site Permanent Signs and User Permanent Signs to identify and advertise Mosaic, the individual areas within Mosaic, individual buildings, events, etc. The owner or authorized management firm shall have a maximum cumulative signage total of 1400 sq. ft. of User Permanent Sign Types. Signage can be a combination of UP1, UP2, UP3, UP4, UP5, and UP8 signs. Signage is to be used on Buildings A1, A3, A4, B and D1.

Retail and office tenants that wrap a building corner will be permitted to use multiple exterior walls abutting their premises to calculate their signage area. In contrast to section 12-106 of the Zoning Ordinance, sign area calculations at Mosaic will be based upon “retail perimeter” or “leased perimeter” rather than “building frontage.”

“Retail perimeter” shall be understood to mean the sum of the lengths of all exterior walls with storefront directly abutting a leased premises. “Leased perimeter” shall similarly be understood to mean the sum of the lengths of all exterior walls directly abutting a leased premises, regardless of whether each wall includes storefront or not. “Leased perimeter” is generally meant to apply to office tenants on the upper floors of building A3.

## User and Tenant Classifications - Introduction

The architecture at Mosaic will be of the highest caliber, and will simultaneously contribute to the unique sense of place in the Town Center and be sensitive to the needs of retail tenants. For the purposes of administration of this document, and in particular as it relates to the issuance of sign permits on the basis of this CSP, the following shall be considered "architectural elements" and not signage:

- building illumination, unless it replicates a logo or tenant name
- patterned or articulated building facades that make use of a tenant's color or trade dress (see example, below)
- retail storefronts, except for those portions that include a tenant's name or logo
- applied graphics on or behind retail storefronts, except for those portions that include a tenant's logo or name.

Notwithstanding the above provision, all building-mounted text and logos shall count as signage, unless noted otherwise in this CSP.

The term "window signage", as used in this document, is intended to be a permanent graphic or sign that is mounted to, intended to be primarily viewed through, or replacing a tenant's storefront window.

The pages following in this section provide illustrations, details, and types of messages for each of the User and Tenant Classifications.

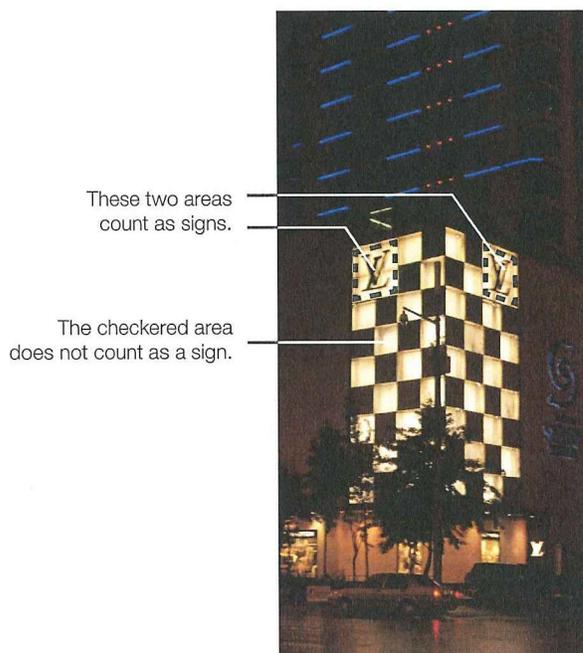
The following pages show each elevation of the seven buildings that are the subject of the Mosaic CSP. Each type of User Permanent sign (see section IV.) is generally located in elevation, although it should be noted that signs are shown diagrammatically. Actual sizes and shapes may vary from what is depicted herein, so long as the explicit sign area limitations laid out in the text are not exceeded.

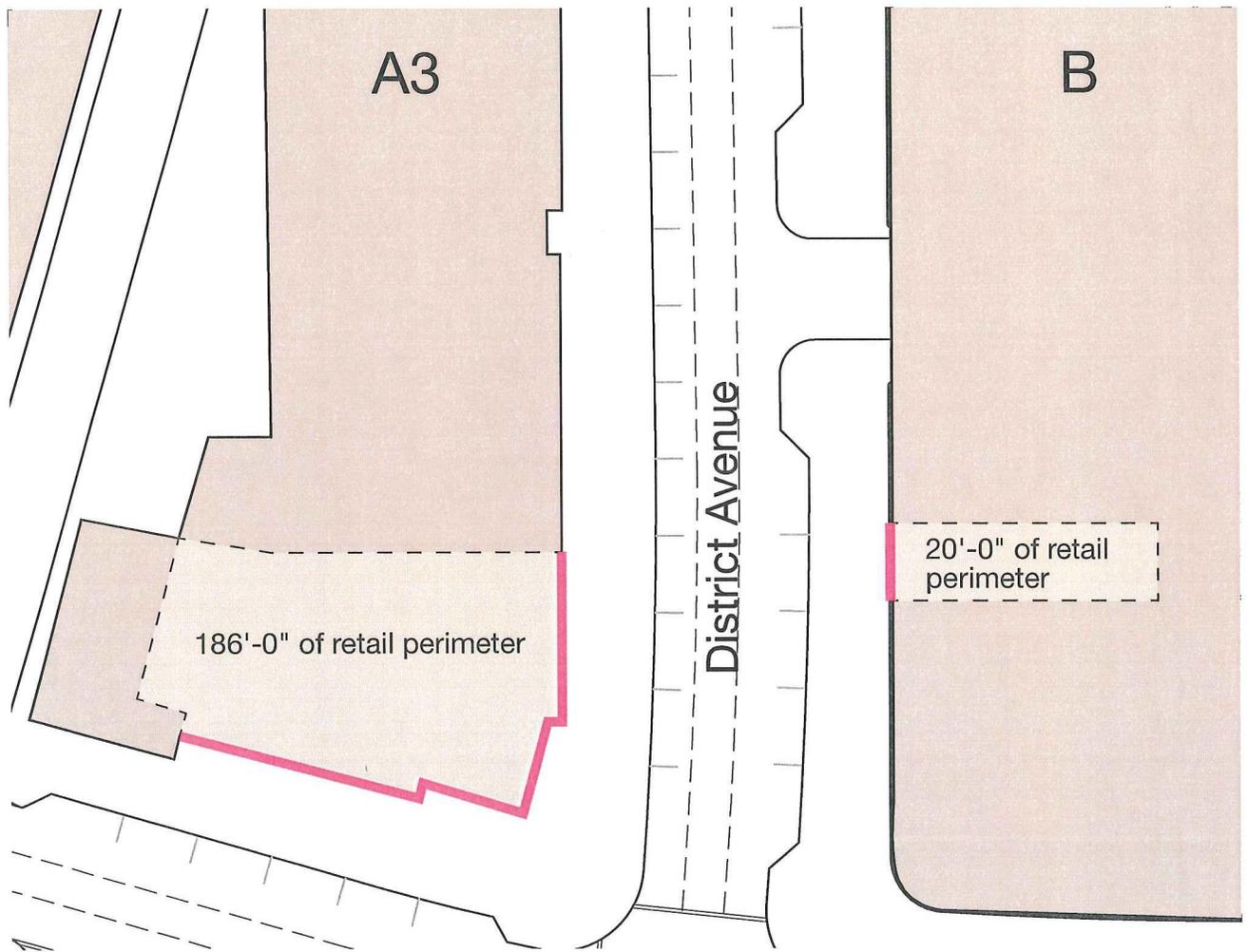
Furthermore, ground floor retail signage (for Tier 4 and 5 users) cannot be precisely located at this time, given that the retail tenants have not yet begun their upfit design. Sign area limitations for these tenants is indicated generally on the previous page, and further limited elsewhere in this document. The areas where these signs may be located is shown generally in this section.

Finally, the building elevations are intended to show all areas where signage might be permitted. Given the other area limitations in this document, not all signs shown herein can be permitted.

### Legend for Section III.

-  UP1 or UP2 signs
-  Blade signs, including UP4, ST104a, ST110 and ST111
-  UP8 signs
-  Tier 2 and Tier 3 Users - unique sign (see pp. 57-58, 67, 69, 71-72)
-  Tier 2 and Tier 3 Users - unique signs (see pp. 58-59, 67, 69-70)





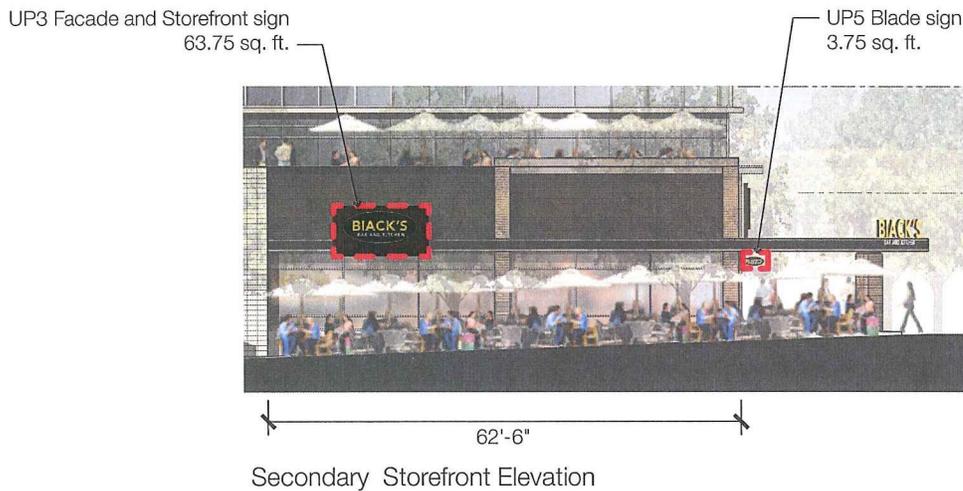
**Tier 5 General Retail - Example Tenants**

The plan above illustrates the location of two typical conditions for Tier 5 General Retail Tenants. The following pages will illustrate how the guidelines outlined in Sections III and IV are implemented.

The example corner tenant is located in south east corner of Building A3 and has storefront on District Ave, and on Strawberry Ln. The example in-line tenant is located on the west side of Building B and has storefront on District Ave.

 Represents the storefront frontage of the tenant spaces.

**User and Tenant Classifications**



**Tier 5 General Retail - Example Tenants, Continued**

The elevations shown are for the example Tier 5 corner tenant. The primary storefront is on District Ave. and the secondary storefront is on Strawberry Ln.

The specifics of the example tenant are:

Retail Perimeter - 186'-0"

Allowable sign area based on retail perimeter -  $186 \times 2.5 = 465$  sq. ft.

465 sq. ft. exceeds the maximum limit of 200 sq. ft.

Allowable sign area for tenant is 200 sq. ft.

Sign types used - UP2-Canopy sign-44.25 sq. ft.

UP3-Facade and Storefront sign-88.125 sq. ft.

UP3-Facade and Storefront sign-63.75 sq. ft.

UP5-Blade sign-3.75 sq. ft.

Total cumulative sign area of 199.875 sq. ft. is within the 200 sq. ft. per tenant maximum.

Per section IV, if a UP2 and a UP3 are both used, one shall be at least 25% larger than the other. The UP3 sign on the primary storefront is greater than 25% larger than the UP2 on the primary storefront.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to Tier 5 tenants.



**Tier 5 General Retail - Example Tenants, Continued**

The elevation shown is for the example Tier 5 in-line tenant. The storefront elevation is on District Ave.

The specifics of the example tenant are:

Retail Perimeter - 20'-0"

Allowable sign area based on retail perimeter -  $20 \times 2.5 = 50$  sq. ft.

50 sq. ft. is less than the maximum limit of 200 sq. ft.

Allowable sign area for tenant is 50 sq. ft.

Sign types used - UP3-Facade and Storefront sign-43 sq. ft.

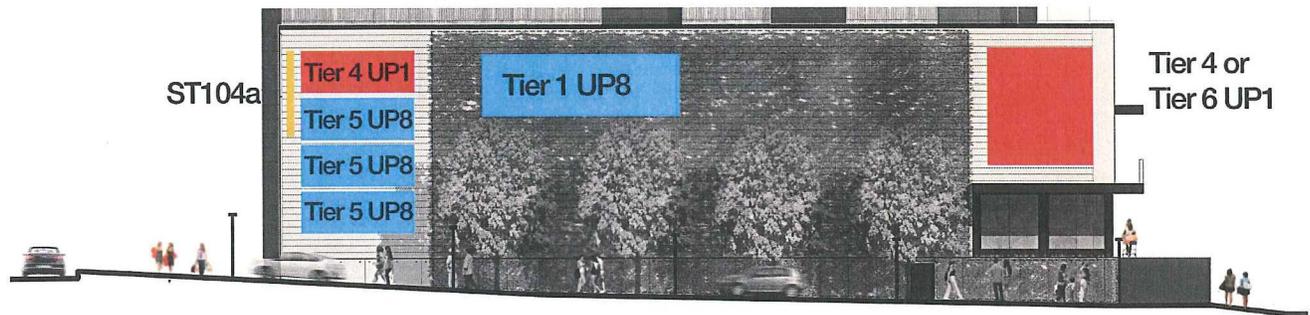
UP5-Blade sign-7 sq. ft.

Total cumulative sign area of 50 sq. ft. matches the 50 sq. ft. tenant maximum.

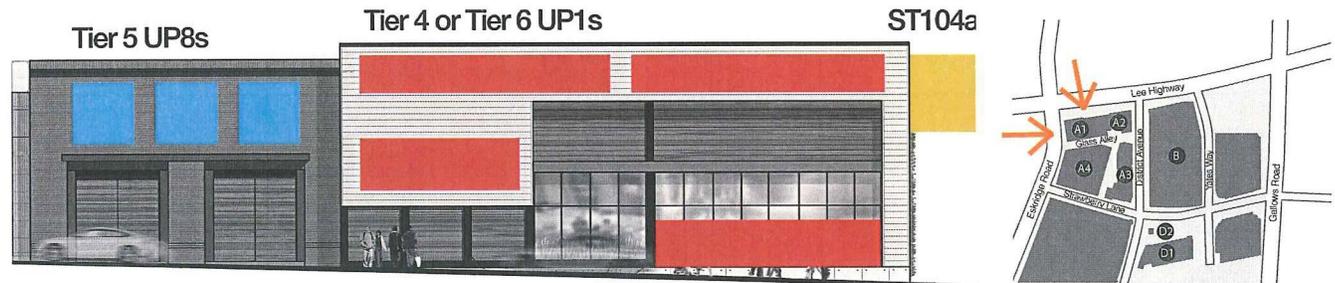
See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to Tier 5 tenants.

**User and Tenant Classifications**

- UP1-Building Mounted Signage
- ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage



BUILDING A1 - WEST ELEVATION



BUILDING A1 - NORTH ELEVATION

**Building A1 - Sign Type Placement Zones**

The elevations shown are for Building A1. This building is located at the lit intersection of Route 29 and Eskridge Road, one of the main entrance points into the project. The retail in this building faces Glass Alley and parking garage A4, where the majority of pedestrians will be arriving from.

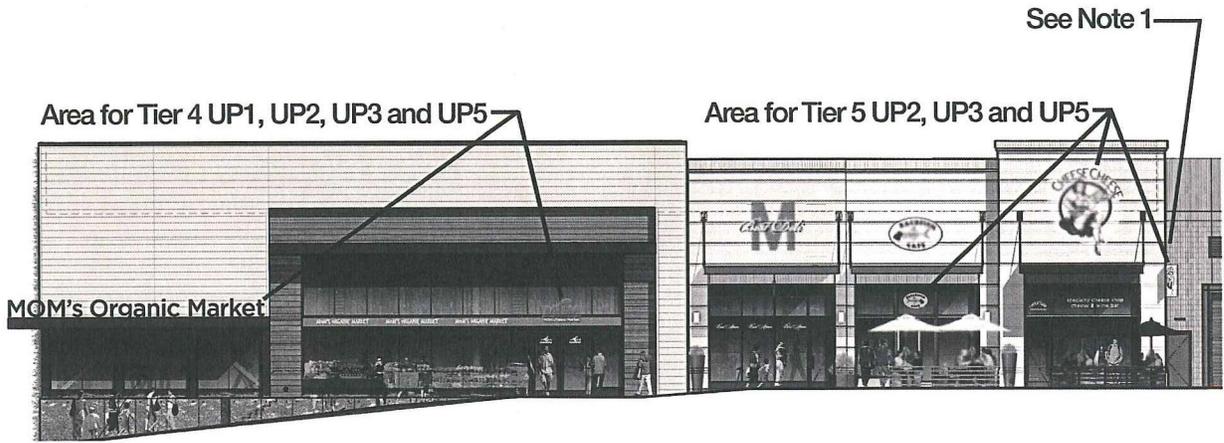
The signage on the north and west elevations of this building has been designed to take advantage of the high traffic counts on Eskridge Road and Lee Highway. The following users may locate signs on these two elevations: Tier 1, Tier 4 (fronting Glass Alley), Tier 5 (fronting Glass Alley), and Tier 6. Each user shall be limited to one sign per elevation, and no sign on these facades shall exceed 200 sq. ft.: note that this implies that not all signs shown above

can be permitted simultaneously. Furthermore, total sign areas allocable to each user or tenant may preclude a 200 sq. ft. sign.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

**User and Tenant Classifications**

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A1 - SOUTH ELEVATION



**Building A1 - Sign Type Placement Zones, Continued**

The front of Building A1 faces Glass Alley to the south, and includes storefronts for several retail tenants. The identified zones show where the different sign types may be placed on the facade.

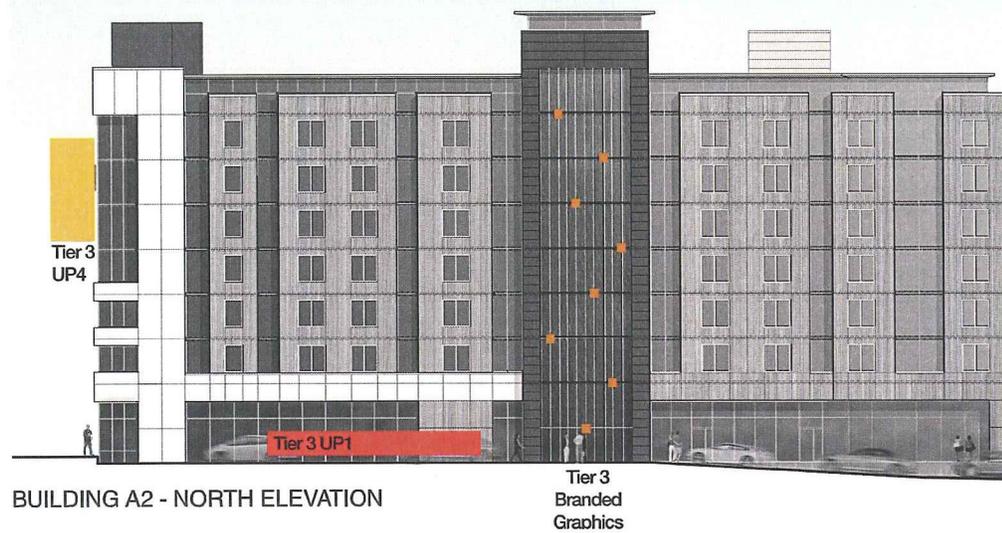
Note 1: The storefront turns the corner of the building in this location, and is not visible in the above elevation. Tenant shall have the ability to locate User Permanent signage on the storefront around the corner.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

**User and Tenant Classifications**

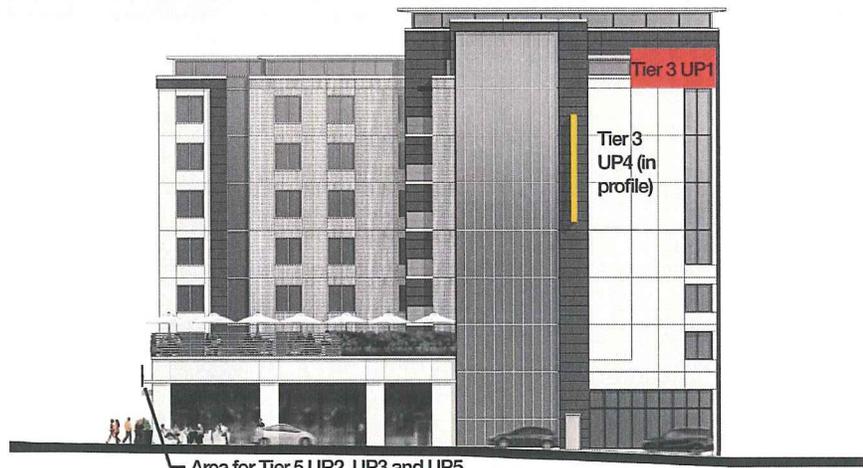
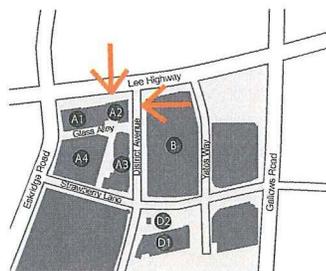
- UP1-Building Mounted Signage
- UP4-Large Scale Blade Sign
- Tier 3 User - Branded Graphics

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A2 - NORTH ELEVATION

Tier 3  
Branded  
Graphics



BUILDING A2 - EAST ELEVATION

**Building A2 - Sign Type Placement Zones**

Building A2 includes both the hotel user (Tier 3) and retail tenants. Unique hotel signs are further detailed on page 59.

Branded Graphics shown above small, individual elements (example-hotel logo) placed on the window glazing. The cumulative area for the Branded Graphics elements shall not exceed 100 sq. ft.

The UP1 sign shown on North Elevation is intended to be viewed by passing vehicles underneath the tree canopy on Route 29.

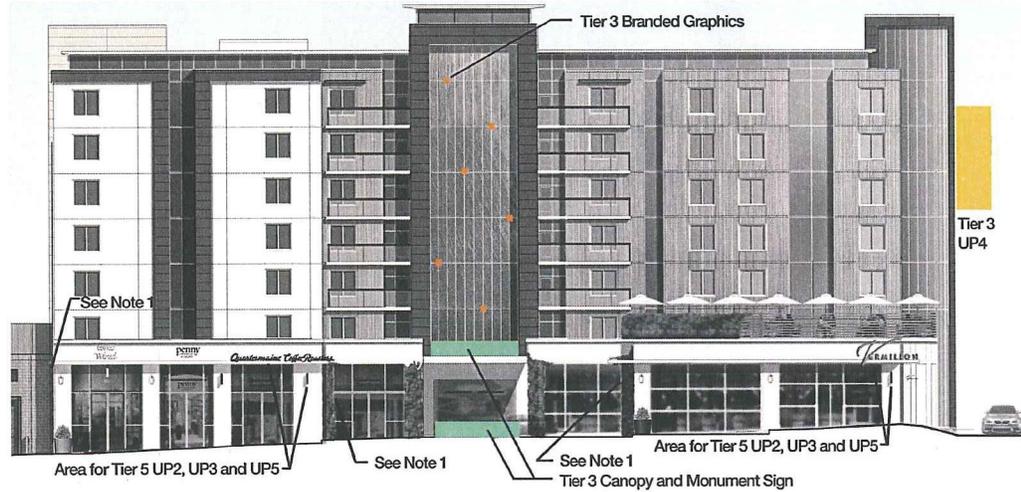
See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

**User and Tenant Classifications**

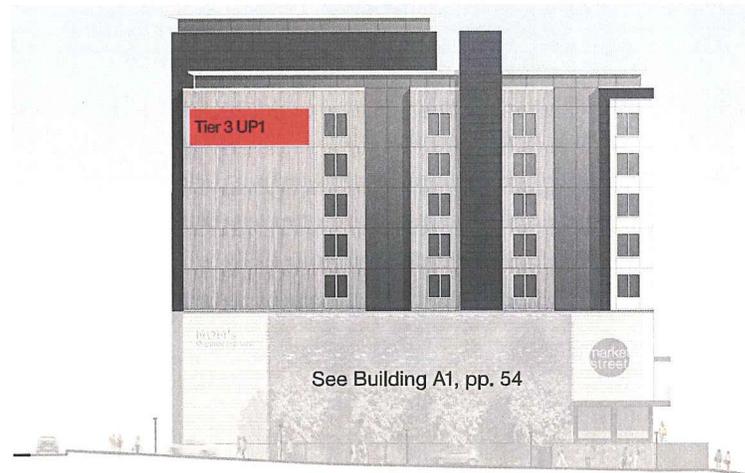
- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- Tier 3 User - Branded Graphics  
See Building A2, North Elevation for specifications.

Tier 3 User - unique signs (see pp. 59)

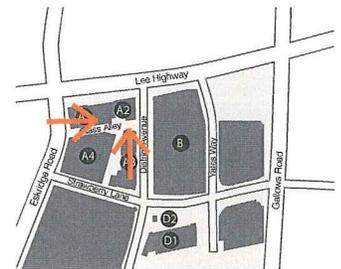
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A2 - SOUTH ELEVATION



BUILDING A2 - WEST ELEVATION



**Building A2 - Sign Type Placement Zones, Continued**

Building A2 includes both the hotel user (Tier 3) and retail tenants. Unique hotel signs are further detailed on page 59 and shown above. Note that the west elevation shown above includes Building A1 in the foreground for context - looking east, the hotel is behind Building A1.

The front of Building A2 faces Glass Alley to the south, and includes storefronts for several retail tenants. The identified zones show where the different sign types may be placed on the facade.

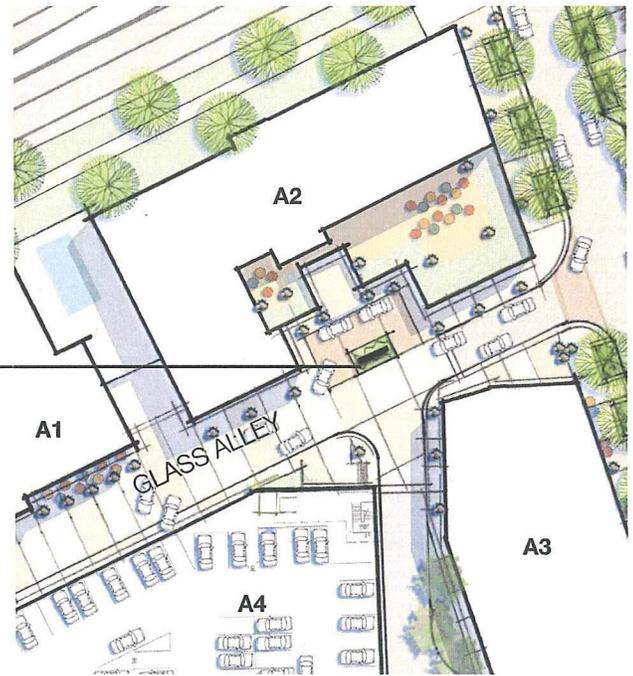
Note 1: The storefront turns the corner of the building in this location, and is not visible in the above elevation. Tenant shall have the ability to locate User Permanent signage on the storefront around the corner.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.



Elevation

Hotel monument sign



Plan

**Building A2 - Tier 3 User - Canopy and Monument Signs**

The monument sign will be single-sided and placed at the main entry drive in front of the porte cochere. Sign area will be limited to 50 sq. ft. with a maximum height of 4'-0" above finished grade. As can be seen in the plan above, the monument sign will terminate the visual axis at the north end of the north-south alley behind building A3. As the other hotel signs will be hidden from view behind the A4 garage, the monument sign serves an important wayfinding function for arriving hotel guests.

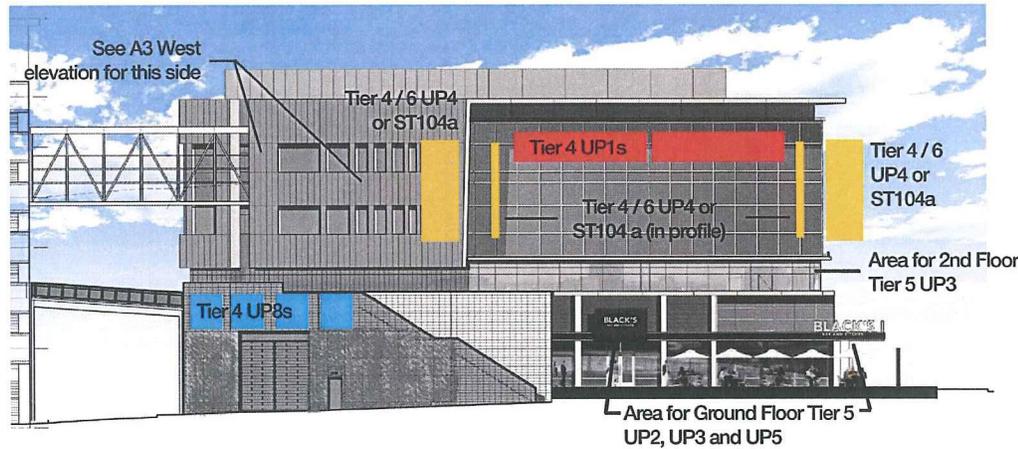
**User and Tenant Classifications**

- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



**BUILDING A3 - EAST ELEVATION**



**BUILDING A3 - SOUTH ELEVATION**



**Building A3 - Sign Type Placement Zones**

Building A3 combines ground floor retail with office on three floors above. In both cases, users may be Tier 4 or Tier 5. Retail tenants may also be located on the second floor. As for other buildings at Mosaic, the intent is to give retail tenants flexibility to locate UP2, UP3 and UP5 signs within their storefront area. Retail tenants on the second floor will also be able to mount signs to the storefront system on the second floor.

The following limits will be in place:

- i. the total number of UP1s on the building is limited to six
- ii. no more than two UP1s shall be located on the west facade
- iii. no more than one UP1 on the north or south facade

- iv. no more than three UP1s on the east facade
- v. the total number of UP4s on the building is limited to four
- vi. no more than one UP4 at any corner (e.g. it would not be possible to have one UP4 at the south end of the east facade plus one UP4 at the east end of the south facade)
- vii. no more than one UP4 on the north or south facade.

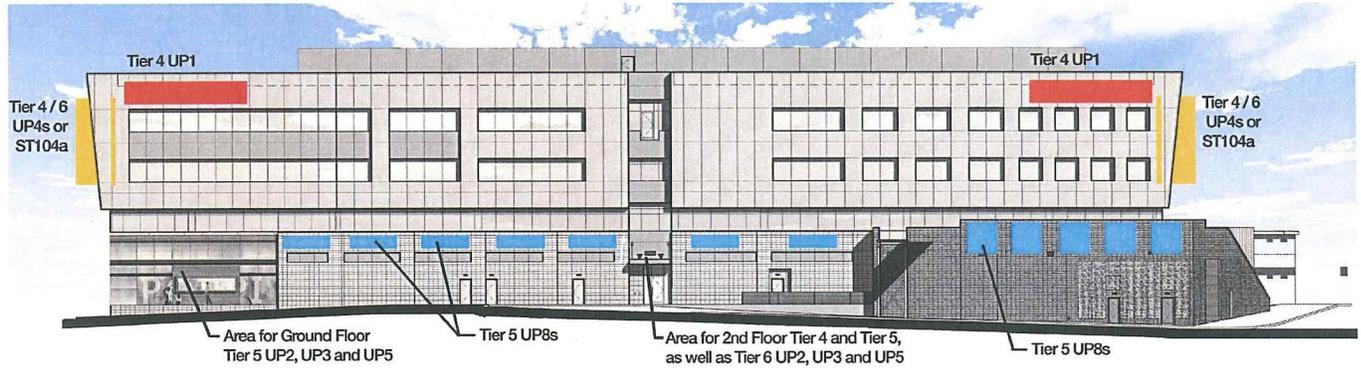
As should be clear, it would not be possible to permit all the signs shown on upper floors of A3 on this page and overleaf.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

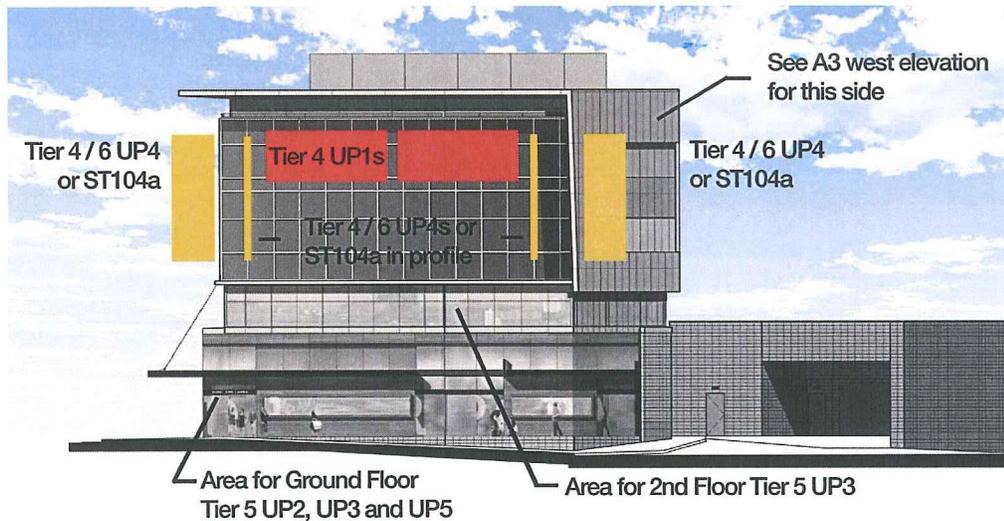
**User and Tenant Classifications**

- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A3 - WEST ELEVATION



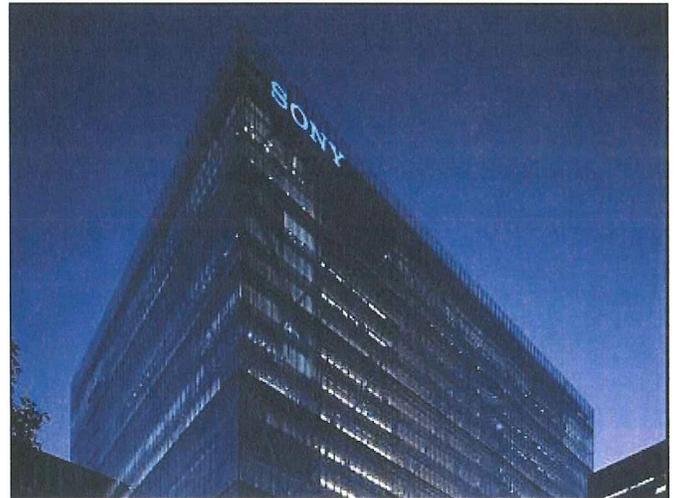
BUILDING A3 - NORTH ELEVATION



**Building A3 - Sign Type Placement Zones, Continued**

See page 43 for the limitations on the various sign types noted above. Note that as the rear of building A3 faces parking garage A4, the ground floor Tier 5 tenants will have the ability to mount UP8 signs to the rear of their leased premises. For similar reasons, there are Tier 5 UP8 signs at the south end of the west facade.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.



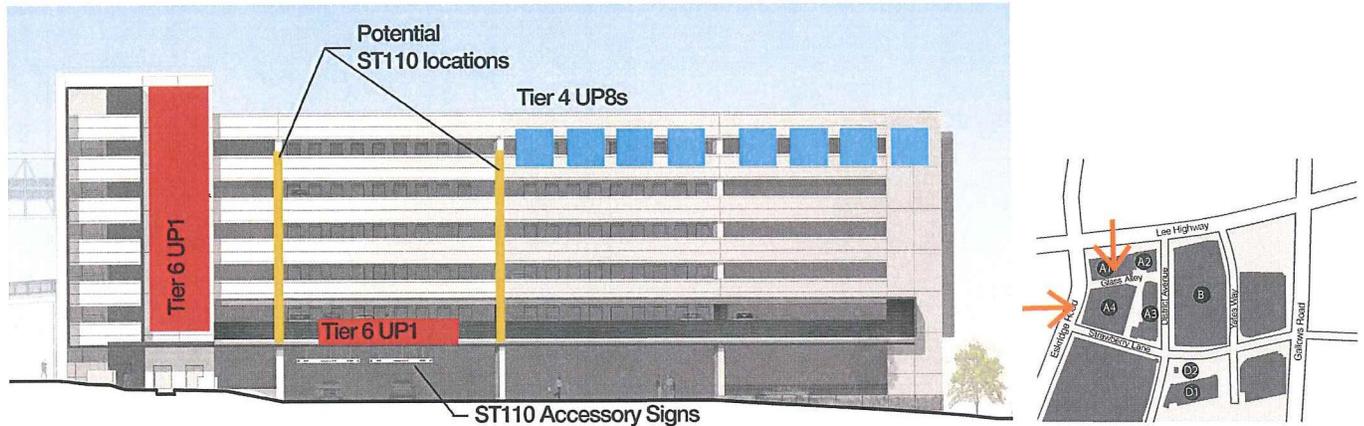
**Building A3 - Tier 4 Office Tenant Users**

Office tenants occupying 10,000 sq. ft. or more of gross floor area in building A3 may have one UP1 or UP4 sign. The sign shall have an allowed sign area of up to 2.5 sq. ft. of sign area per linear foot of leased perimeter. This sign shall be no larger than 200 sq. ft.

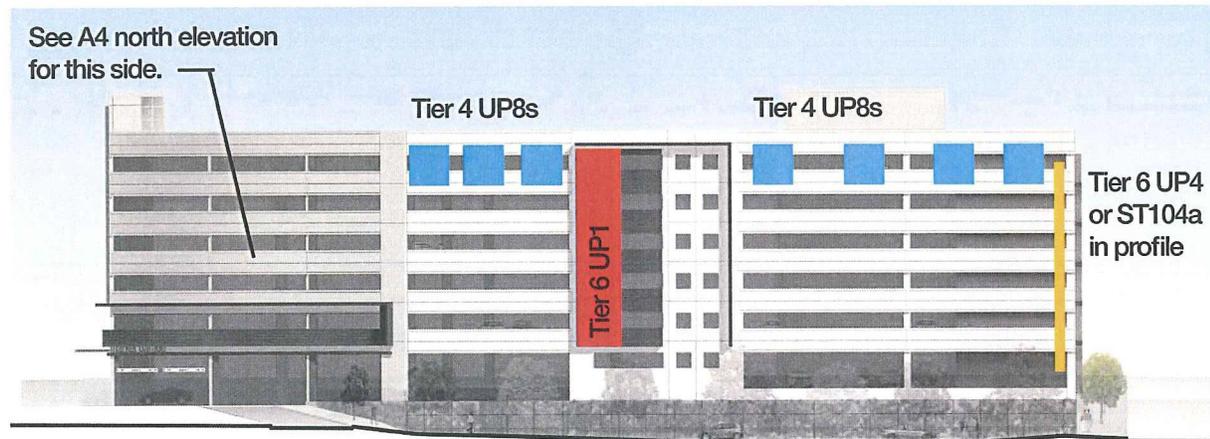
These users may also make use of UP8 signs on the rear on the rear of building A3, or on building A4.

**User and Tenant Classifications**

- UP1-Building Mounted Signage
- ST110-Parking Garage Entrance Identification A
- UP8-Secondary Building mounted Signage



BUILDING A4 - NORTH ELEVATION



BUILDING A4 - WEST ELEVATION

**Building A4 - Sign Type Placement Zones**

There are three types of signage on parking garage A4. The first is wayfinding: the ST110 signs mark the garage entrances, and the accessory parking signs provide additional information to arriving customers. The second purpose is branding: the Tier 6 user will locate several large UP1 signs on the facades to both identify the garage (e.g. "Glass Alley Garage") and the project ("mosaic"). Finally, as the garage faces both Route 29 and Eskridge Road, Tier 4 users will have the opportunity to locate UP8 signs on the facades.

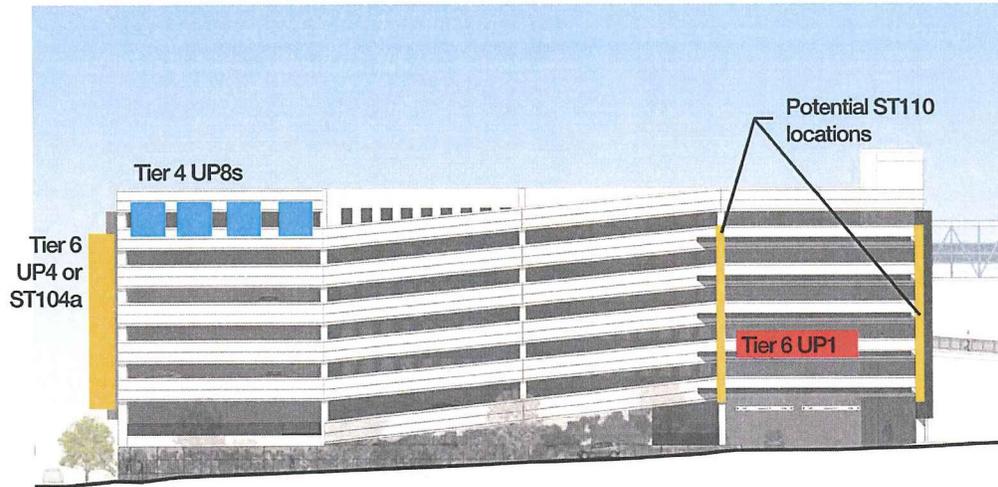
The location of the ST110 signs has not yet been finalized. Although there are two blade signs shown, only one will be located above each vehicular entrance (for a total of two signs).

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

---

## User and Tenant Classifications

- UP1-Building Mounted Signage
  - Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification, or ST110 Parking Garage Identification A
  - UP8-Secondary Building mounted Signage
- 



BUILDING A4 - SOUTH ELEVATION



### Building A4 - Sign Type Placement Zones, Continued

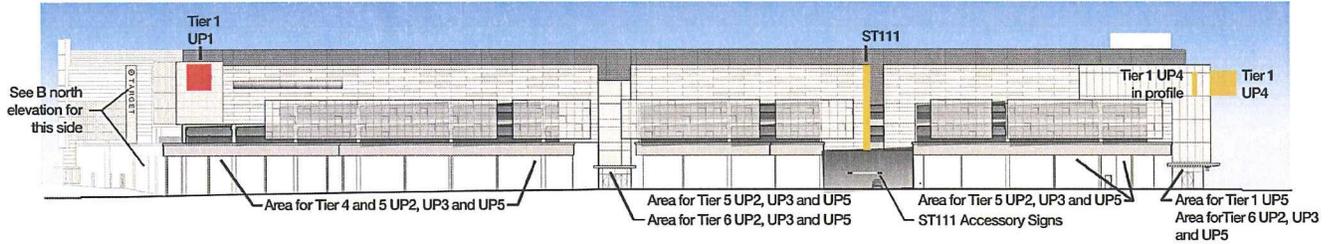
The location of the ST110 signs has not yet been finalized. Although there are two blade signs shown, only one will be located above each vehicular entrance (for a total of two signs).

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

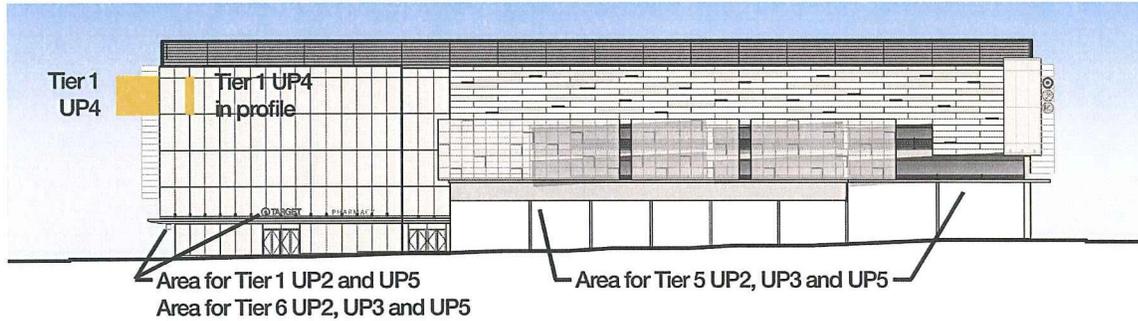
## User and Tenant Classifications

- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification

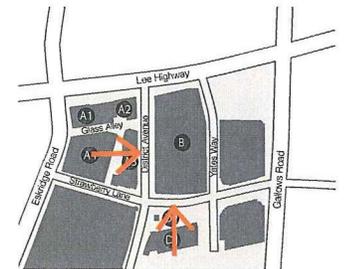
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING B -WEST ELEVATION



BUILDING B -SOUTH ELEVATION



### Building B - Sign Type Placement Zones

Building B is the location of the Tier 1 User, and the majority of its signage appears on this building. Ground floor retail (Tier 4 and Tier 5) will have signage in the general areas shown above, and the Tier 6 User may also locate certain signs adjacent to the public lobby entrances, as shown above.

Current programming does not include any Tier 1 UP3 signs. The allowable placement areas shown on the elevations are for information only.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

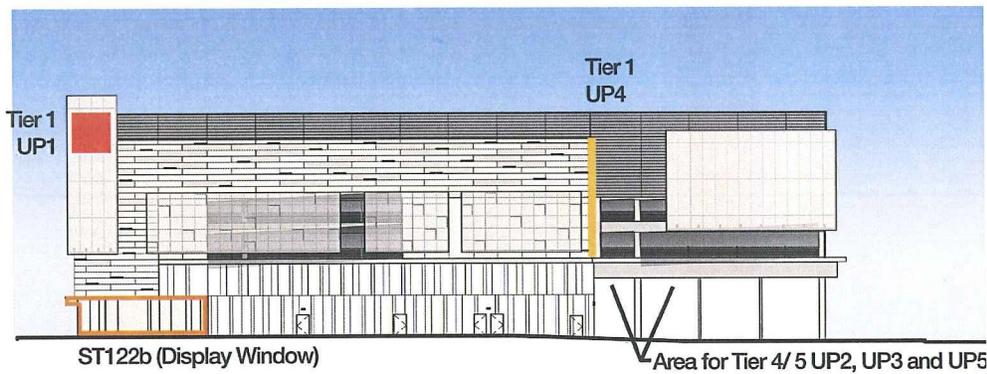
## User and Tenant Classifications

- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage

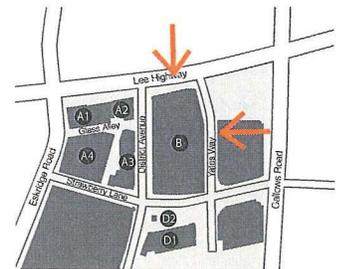
- ST122b-Ad Display Windows
- Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING B -EAST ELEVATION



BUILDING B -NORTH ELEVATION



### Building B - Sign Type Placement Zones, Continued

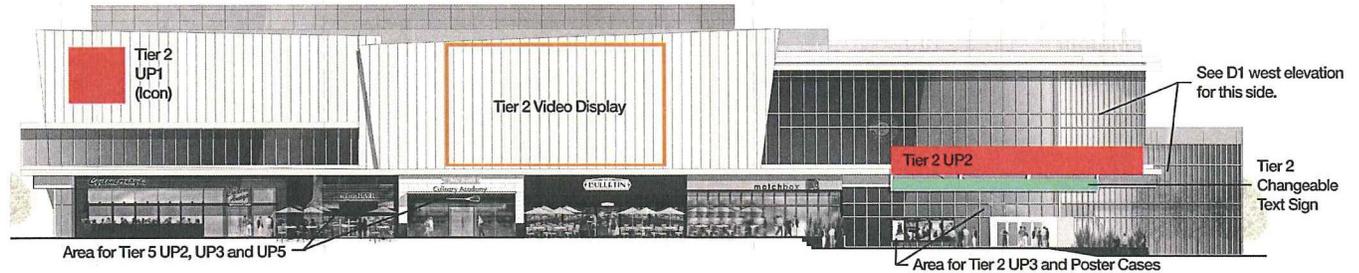
In addition to the Building B signs described previously, the east and north elevations also include several other sign types. As the majority of both facades lack retail storefronts to activate the streetscape, display windows and Ad Cabinets will be included on the building, as shown above. For the same reason, UP8 signs are included on the east elevation to enliven an otherwise blank wall.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

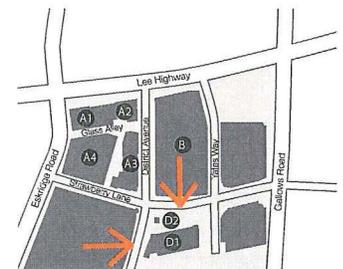
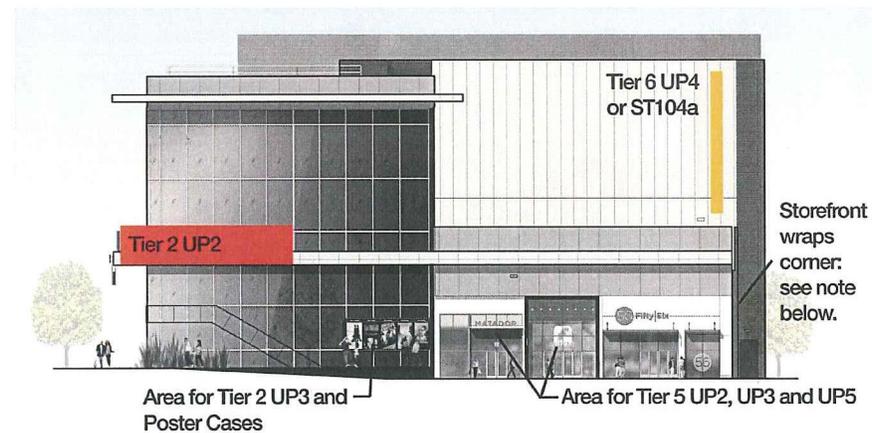
## User and Tenant Classifications

- UP1-Building Mounted Signage
  - Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
  - UP8-Secondary Building mounted Signage
- Tier 2 User - unique signs (see pp. 71-72)
  - Tier 2 User - unique signs (see pp. 70)

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING D1 - NORTH ELEVATION



BUILDING D1 - WEST ELEVATION

### Building D1 - Sign Type Placement Zones

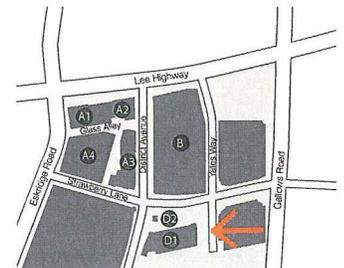
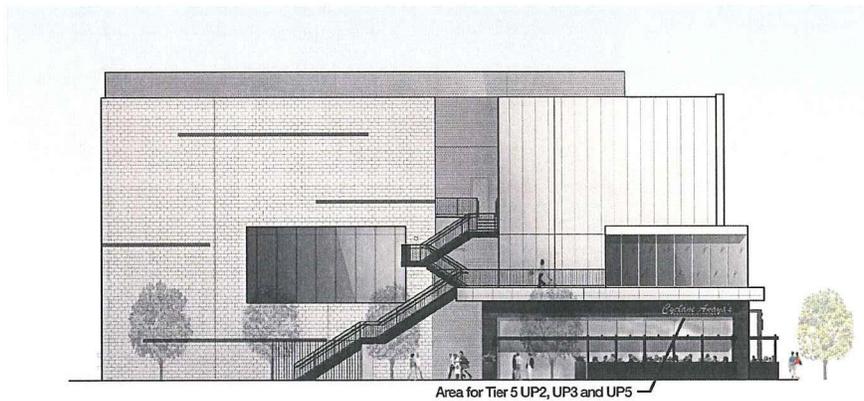
Building D1 is the location of the Tier 2 user, and the majority of its signs are found here. Ground floor retail also fronts on the east, north and west elevations.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

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Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.

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## BUILDING D1 - EAST ELEVATION

### Building D1 - Sign Type Placement Zones

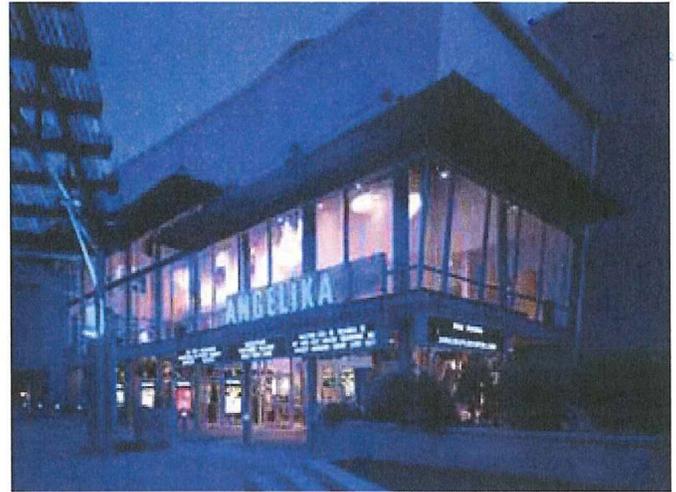
Signage on the east elevation of Building D1 is limited to the ground floor Tier 5 user in the end cap position.

See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

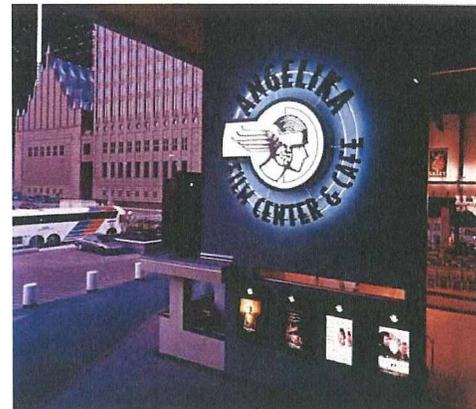
## User and Tenant Classifications



Identification and Changeable Text Sign examples



Identification and Changeable Text Sign examples



Icon Sign and poster cases - example

### Building D1 - Tier 2 User

The Movie Theater will make use of the following signs:

- One icon sign (UP1)
- One canopy mounted ID sign (UP2)
- Four changeable text signs for a marquee (area included under UP2 in Comparison of CSP and Zoning Ordinance matrix)
- Storefront signage (UP3)
- Ten poster cases (area included under UP3 in Comparison of CSP and Zoning Ordinance matrix)

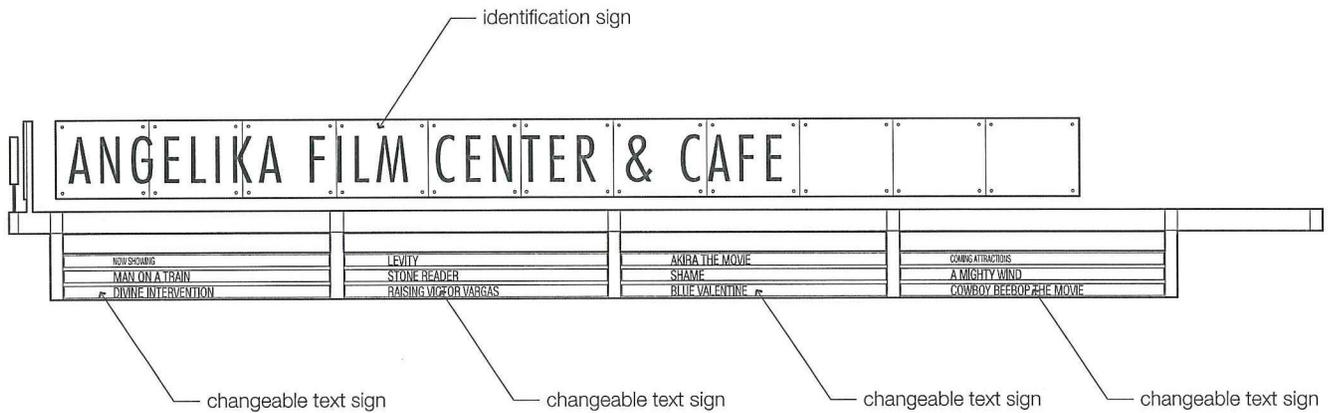
The north facade of building D1 will also be the location for a video display, used by both the Tier 2 and Tier 6 users. This display is further described on pages 71 - 72.

The identification sign (UP2 canopy mounted ID) shall have maximum area of 150 sq. ft. and may include the name, logo, and corporate identification of the movie theater. The icon sign shall be limited to 200 sq. ft. in size.

Poster sign / cases shall be used to contain movie posters for films currently playing or films which are 'coming soon'; the signs may be changed as the schedule of current and upcoming movies changes. These signs shall be no greater than 20 sq. ft. in size each. As an alternative to building-mounted poster cases, the Tier 2 user may elect to locate the poster cases in North Park as freestanding elements akin to ST122a.

**User and Tenant Classifications**

Scale:



**1** Front Elevation  
SCALE: N/A



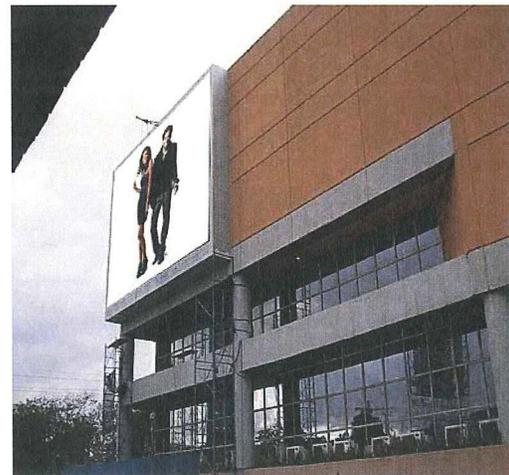
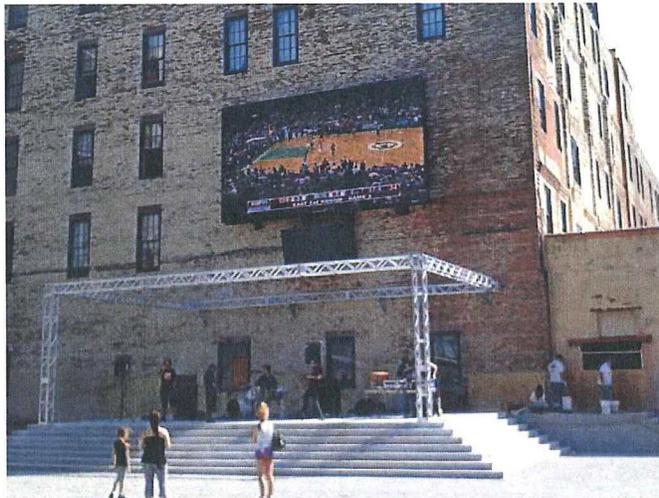
Identification and Changeable Text Sign example

**Building D1 - Tier 2 User - Changeable Text Sign**

The theatre will make use of changeable text signs to indicate what movies are currently playing. The text may either be LED or individual physical letters.

There may be a maximum of four of these signs, each with a maximum size of 12'-0" x 2'-6" and a total cumulative area of 120 sq. ft. The message may be changed as the schedule of current and upcoming movies changes.

The sign area for the changeable text signs is included in the UP2 category in the Comparison of CSP and Zoning Ordinance matrix.



**Building D1 - Tier 2 User - Video Display**

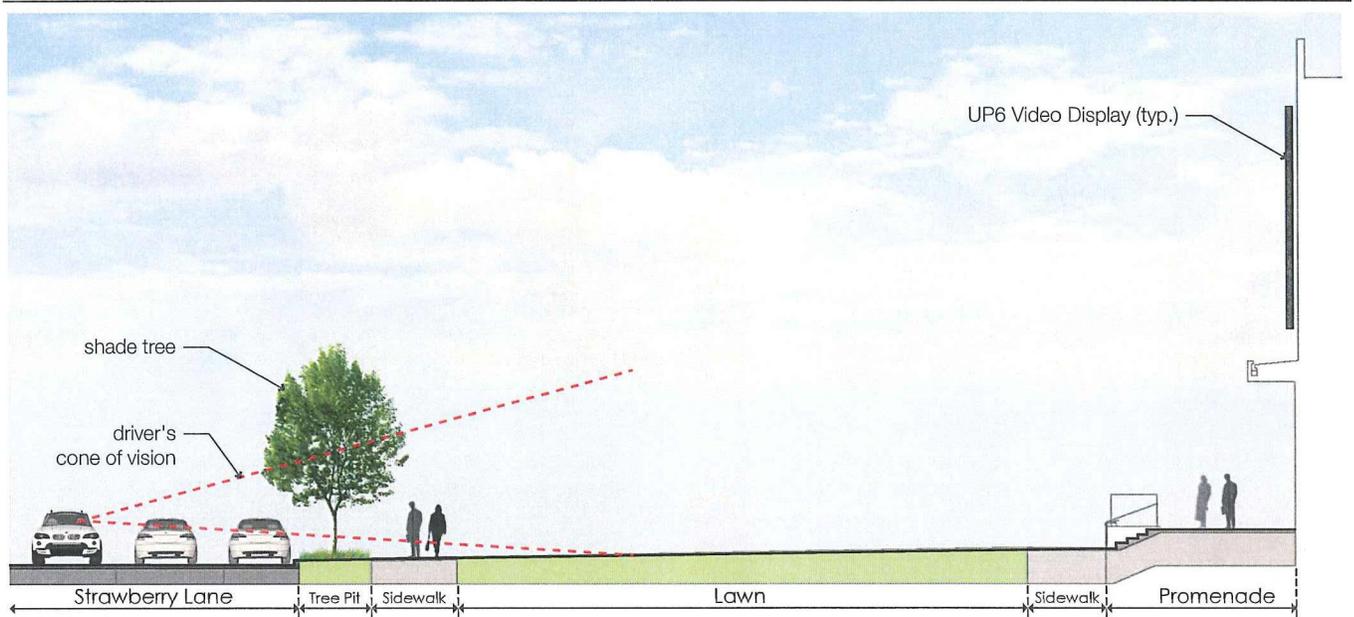
The theatre will contain one video display that is either projected or an LED-type screen. As noted previously, the Comprehensive Plan has designed the Town Center as an appropriate location for a major entertainment use, and the video screen will contribute greatly to the success of such a use.

Advertising of specific products and/or services unrelated to activities that are being conducted in Mosaic District will be prohibited. Information about sponsors will be permitted only in conjunction with an event and is subordinate to the event being displayed. The content of the video display may include community announcements (such as community acknowledgements and updates), special events, movies in the park, projected artwork (whether

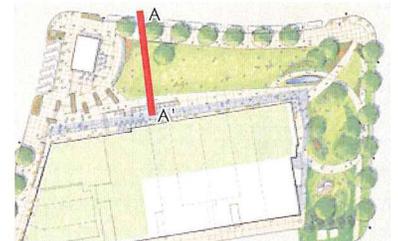
moving or still), general information (such as weather, stock prices, news flashes, etc.), and information about community wide events (such as markets, fairs, festivals, etc).

The area of the video display is limited to 1500 sq. ft., although note that the display may be made up of smaller video screens. The display shall be located only on the north facade of building D1, and shall be mounted no higher than the building parapet.

**User and Tenant Classifications**



**1** Site Section  
SCALE: N/A



**2** Key Plan  
SCALE: N/A

**Building D1 - Tier 2 User - Video Display, Continued**

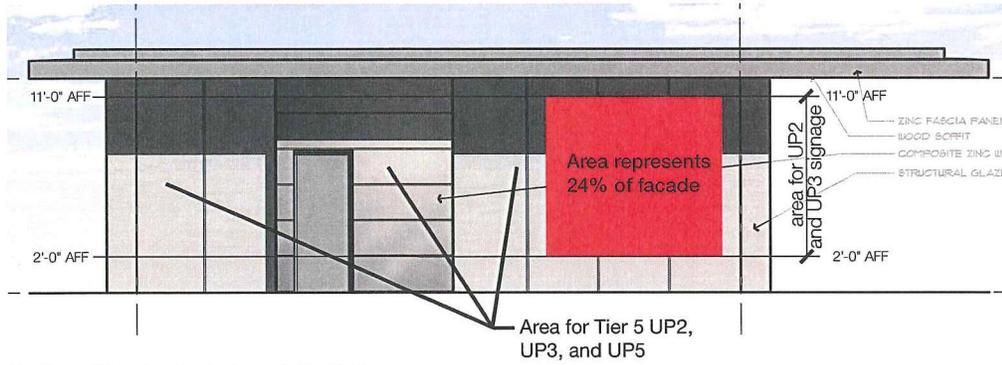
The site section shown here illustrates that views of the video display will be blocked to drivers on Strawberry Lane. The tree row located along the southern edge of Strawberry Lane will act as a screen to block driver's views of the video display.

Additional factors that will prevent the video display from creating an unsafe environment by slowing speeds of vehicles are:

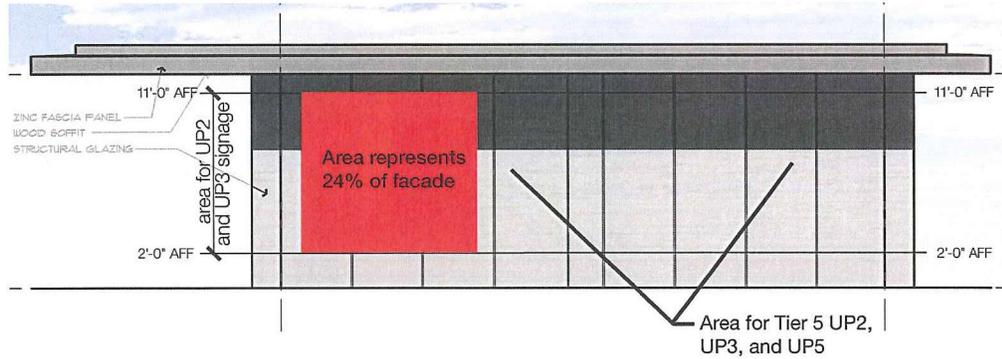
- Low traffic speed on Strawberry Ln. Speed limit is 20 mph.
- Strawberry Ln. narrows from 5 to 3 lanes, which slows traffic speeds.
- Intersection of District Ave. and Strawberry Ln. is a 4-way stop with stacking to the east (along Strawberry Ln.) of 120 feet.
- Narrow street sections further reduce traffic speeds.
- Intersections at District Ave. and Yates Way are stop sign-controlled with Strawberry Ln. traffic stopping at District Ave.

**User and Tenant Classifications**

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



**BUILDING D2 - WEST ELEVATION**



**BUILDING D2 - EAST ELEVATION**

**Building D2 - Sign Type Placement Zones**

Building D2 will house one or two Tier 5 retail tenants. With one small exception on the west elevation, all four walls are glass, and interior signs will be visible through this glass.

As noted elsewhere, Tier 5 users are generally limited to 200 sq. ft. of signage. In addition, the aggregate sign area on a building facade is limited to 20% of the area of that facade. However, given the small size of building D2, the fact that the vast majority of the facade is glass, and that interior graphics and typography (visible through the glass storefront) may be counted as signs, the ratio of sign to facade on building D2 may be up to 24%.

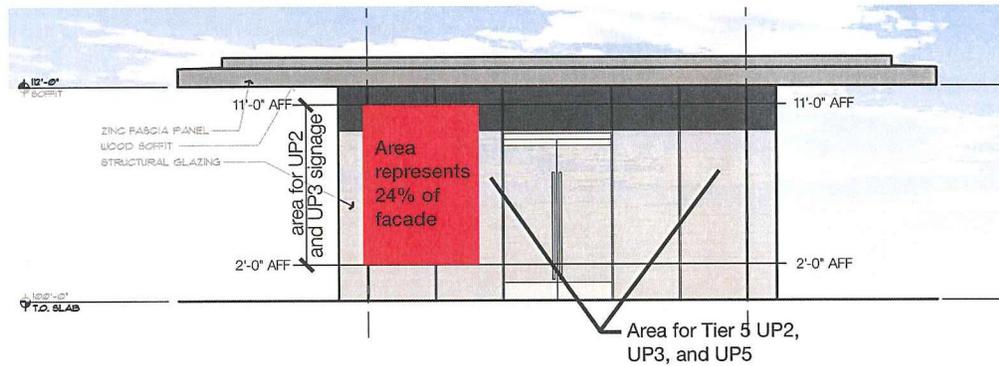
For the purposes of interpreting this provision, any sign shall count as exterior signage on only one wall.

UP2 and UP3 signs are limited to a placement area that is no lower than 2'-0" AFF and no higher than 11'-0" AFF. UP5 signs may be placed outside the 11'-0" limitation.

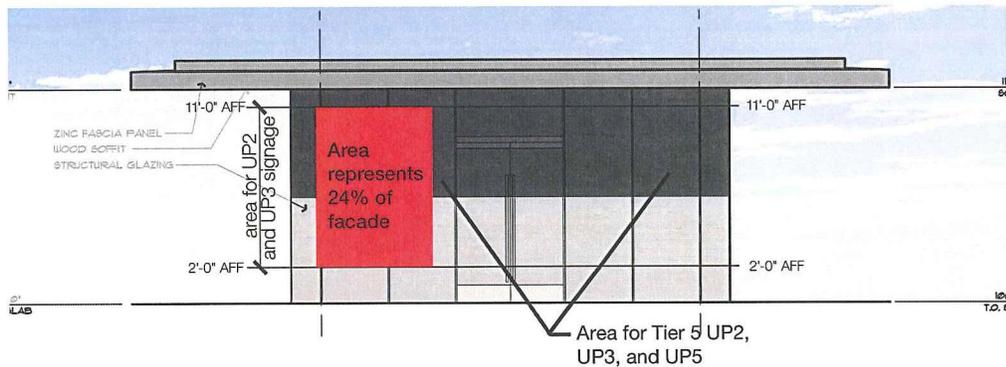
See section IV for examples of all sign types and general size limitations for each sign. See page 50 for additional area limitations applicable to each tier of user.

## User and Tenant Classifications

Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING D2 - NORTH ELEVATION



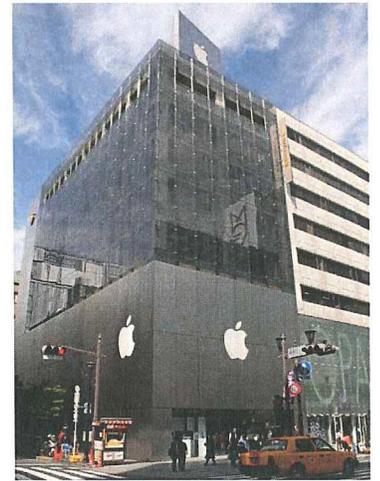
BUILDING D2 - SOUTH ELEVATION

## Building D2 - Sign Type Placement Zones

See page 73 for building specific notes.

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## **IV. User Permanent Sign Types**

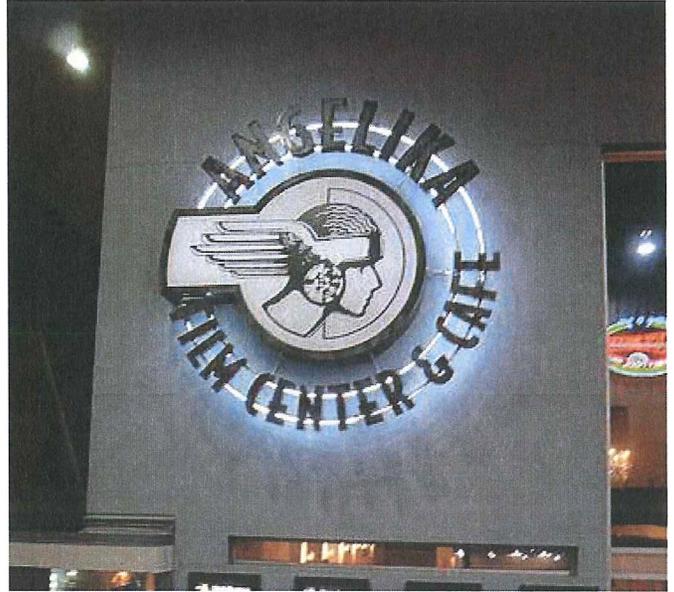
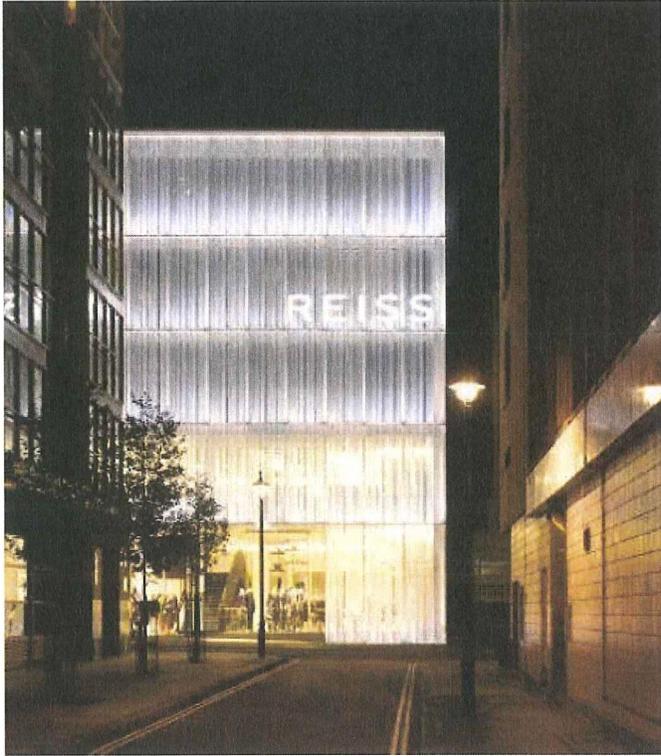


### UP1 - Building Mounted Signage

As part of the tenant signage program, building mounted signs are used to identify or advertise the individual enterprise located at Mosaic. Building mounted signs are prohibited for Tier 5 Users, but allowed for all other tiers, as qualified elsewhere in this document. UP1 signs shall be individually designed to express the character of the business, products sold or services offered. They may include the individual logo and typography of the enterprise. Sign designs shall complement the architectural character of the building.

Building-mounted signs may be flush / flat building mounted, or dimensional. Individual UP1 signs shall be limited in size as follows:

- Tier 1 User, 400 sq. ft.
- Tier 2 / 3 / 4 User, 200 sq. ft.
- Tier 6 User, 500 sq. ft.



**UP1 - Building Mounted Signage, Continued**

Scale:



1 Front Elevation  
SCALE: N/A

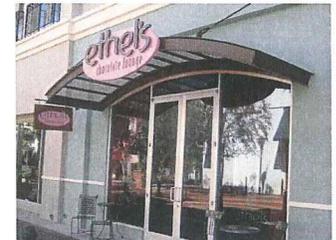
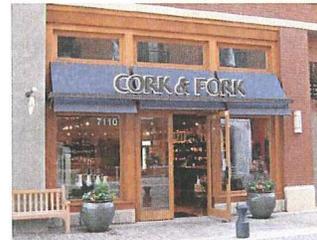
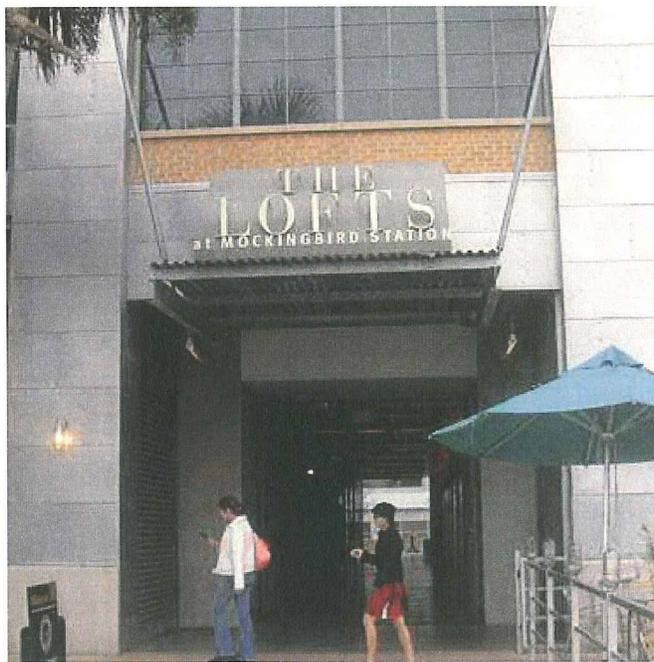


2 End View  
SCALE: N/A

**UP1 - Building Mounted Signage, Continued**

Examples shown are to identify or advertise a Major Anchor (Tier 1) tenant. The signs shall be individually designed to express the character of the retail tenant. Design of the signs can carry the tenant logo, conform to their brand standards, and include the logo and typography of the tenant.

The owner or authorized management firm shall allocate the sign area between retail tenants and determine the specific location of signs. No single UP1 sign shall be larger than 500 sq. ft.



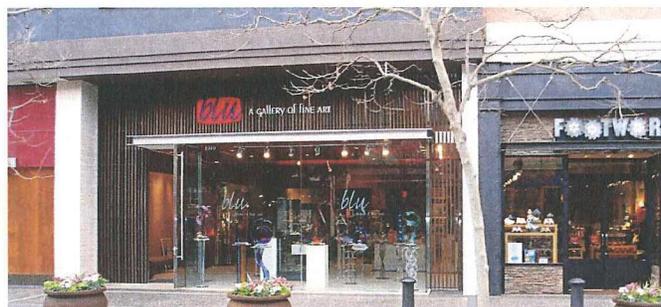
**UP2 - Canopy Mounted Signage**

As part of the signage program, tenants with a storefront or dedicated entrance may have Canopy Mounted signs. Canopy signs shall be individually designed to express the character of the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise. Sign designs shall complement the architectural character of the building. Canopy mounted signs may be used by all tenant groups.

If a tenant elects to have a canopy mounted sign (UP2) and a facade/storefront sign (UP3), one shall be at least 25% larger than the other.

Additional criteria for the various Tiers of tenant are outlined in section III of this document.

Canopy Mounted Signs may be flush / flat building mounted, dimensional, or projecting. Projecting signs, if used, shall not project more than 8" from canopy face nor obstruct any pedestrian way. The owner or authorized management firm shall allocate the sign area between tenants and determine the specific location of signs. No single UP2 sign shall be larger than 50 sq. ft.



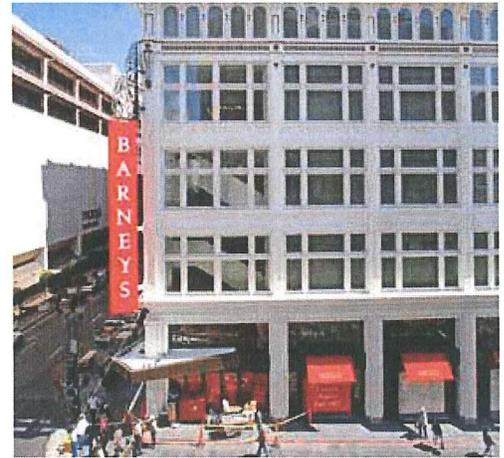
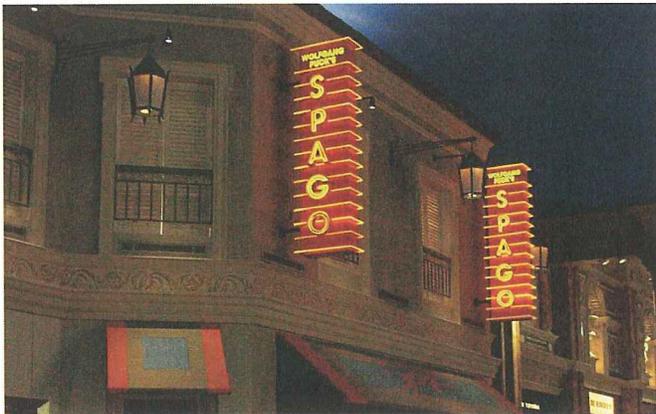
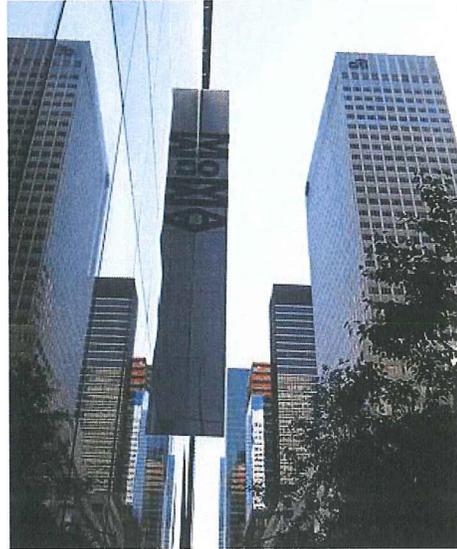
### UP3 - Facade and Storefront Signage

Retail tenant storefronts will be designed to create an exciting and original streetscape. Facades and Storefront signs will express the character and identity of the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise. Sign designs shall be individually designed and will complement the architectural character of the building. Facade and Storefront signs may be used by all tenant groups.

If a tenant elects to have a canopy mounted sign (UP2) and a facade/storefront sign (UP3), one shall be at least 25% larger than the other.

Additional criteria for Tier 1 through 5 tenants is outlined in the User and Tenant Classifications Introduction. The distinction made between "signs" and "architectural elements" should also be noted.

Facade and Storefront Signs may be flush / flat building mounted, dimensional, or projecting. Projecting signs, if used, shall not project more than 8" from storefront face nor obstruct any pedestrian way. The owner or authorized management firm shall allocate the sign area between tenants and determine the specific location of signs. No individual UP3 sign can exceed 30% of the storefront area.



Example of blade with dimensional face

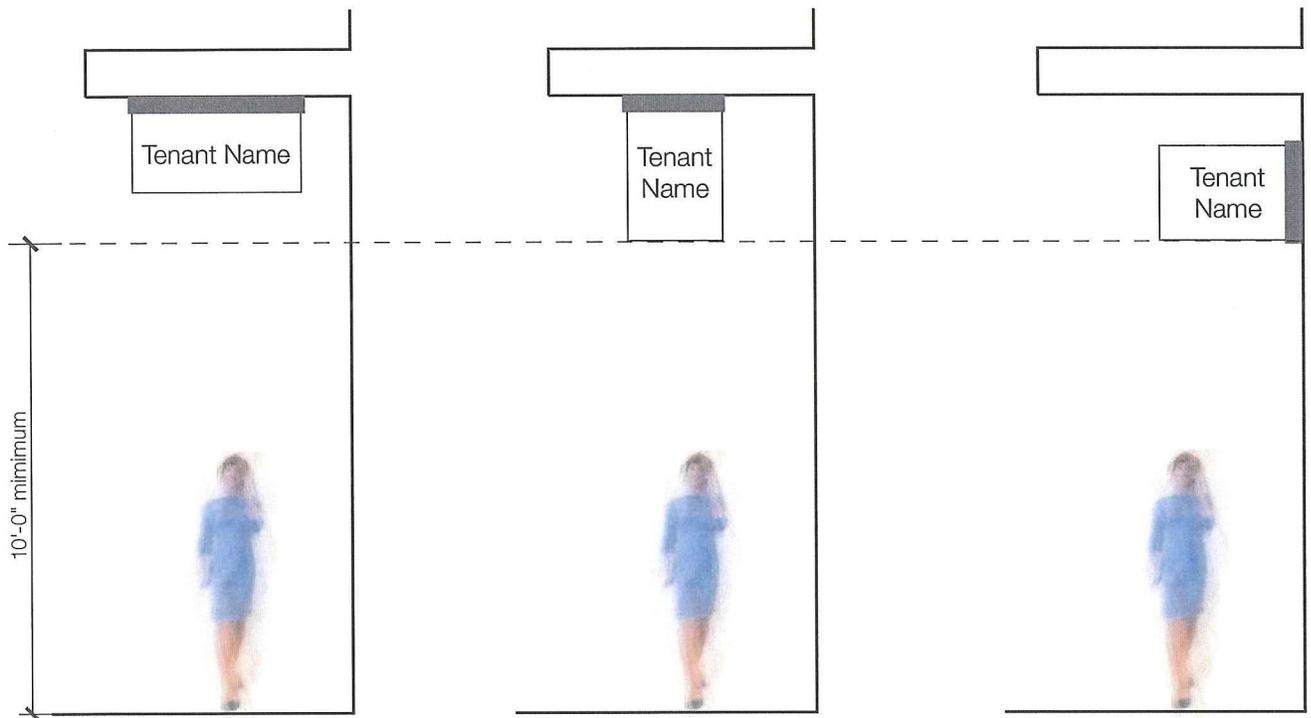
#### **UP4 - Large Scale Blade Signs**

Large scale blade signs are part of the signage program and are prohibited for Tier 5 tenants. Large scale blade signs can include the individual logo and typography of the tenant. Sign designs shall be individually designed and will complement the architectural character of the building.

The owner or authorized management firm shall allocate the sign area between retail tenants and determine the specific location of signs. No single UP4 sign shall be larger than 200 sq. ft.

Large scale blade signs may have flat or dimensional faces and should not obstruct any pedestrian way.

Scale:



1 Mounting Elevation Diagrams  
SCALE: N/A

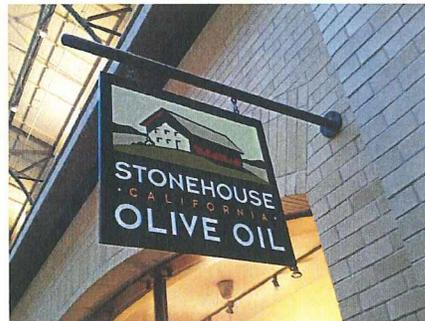
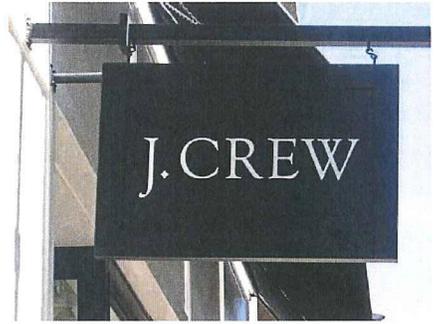
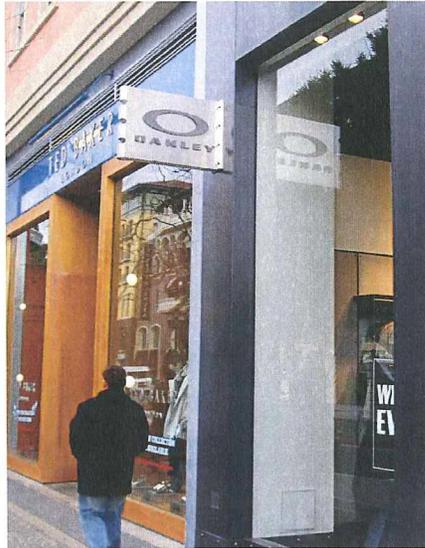
### UP5 - Retail Blade Sign

Retail blade signs are a part of the facade and storefronts of tenants and are used to identify tenants for pedestrian traffic. Blade signs can be used to express the character of and identify the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise. Sign designs shall be individually designed and will complement the architectural character of the building. Retail blade signs may be used by all tenant groups.

The owner or authorized management firm shall allocate the sign area between retail tenants and determine the specific location of signs. No single UP5 sign shall be larger than 10 sq. ft.

Retail blade signs may have flat or dimensional faces and should not obstruct any pedestrian way.

Additional criteria for the various tenant Tiers may be found in section III.



UP5 - Retail Blade Sign, Continued



### **UP8 - Secondary Building Mounted Signage**

Secondary Building Mounted signs are intended for Tier 4 tenants (retail and office users over 10,000 sq. ft.) and Tier 5 tenants in select locations noted elsewhere in this document. Secondary Building Mounted signs will be used to provide increased visibility for Tier 4 and 5 tenants with storefronts that are not easily viewable from the main roads in and around Mosaic. These signs will also be used to activate the A4 garage facades and the rear facades of the retail buildings.

UP8 signs shall be permitted either on the rear facades of retail buildings (in the case of the tier 5 tenants on Glass Alley or the tier 5 retail tenants in A3) or on building A4 (the parking garage).

UP8 signs shall be no larger than 200 sq. ft. apiece and shall count towards the sign area allocation based on a tenant's retail or leased perimeter.

There shall be a maximum of ten Secondary Building Mounted signs on building A4, a maximum of four on building A1, and a maximum of three on building B. Secondary Building Mounted Signs shall consist solely of the name and / or logo of the tenant or user.

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## **V. Temporary Signs**

**Temporary Signs**

Scale:



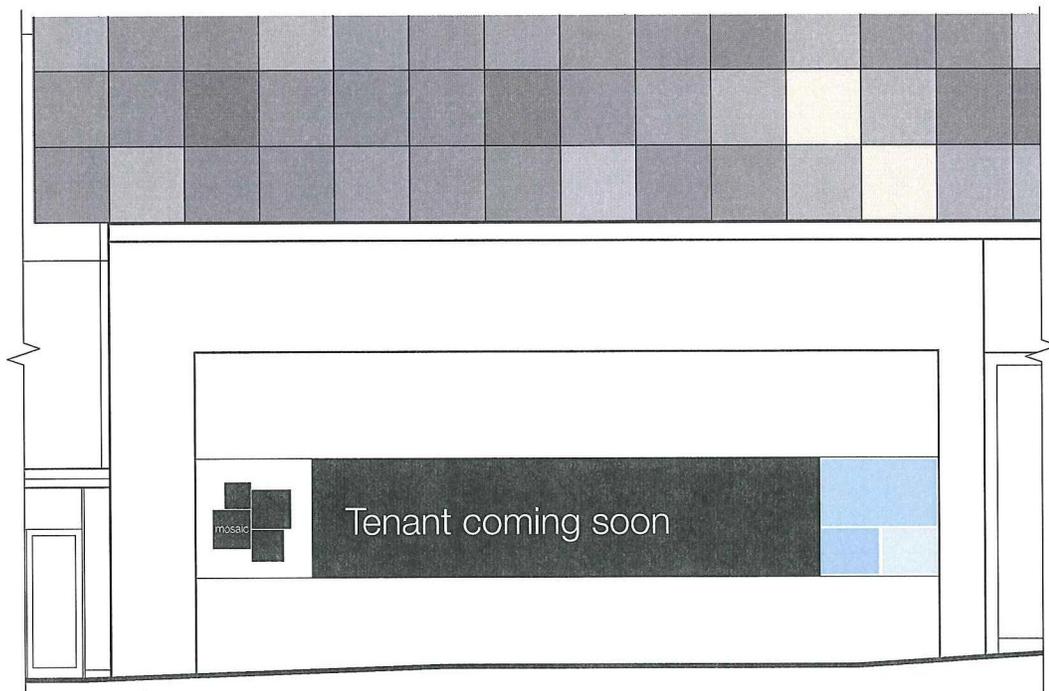
**1** Front Elevation  
SCALE: N/A

**T01 - Construction Fence**

Construction Fence signs are used to identify and advertise the coming development and future tenants. They will be used to shield construction pads from public view, and to build anticipation for the development. The design of the fence will express the character of the coming development as well as carry individual logos and typography for individual tenants. Fence design shall complement the architecture and brand of Mosaic.

Construction Fence will consist of a digital print graphic applied to chain link fence or to a plywood barricade. The graphic will be limited to a height of 8'-0". The construction fence will be removed no later than 24 hours after the non-RUP is issued for the associated building or premises.

Scale:



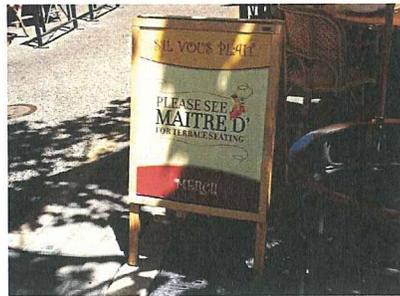
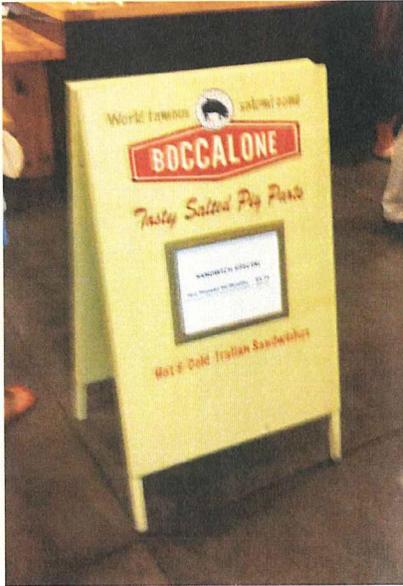
1 Front Elevation  
SCALE: N/A

**T02 - Coming Soon**

Coming Soon signs are used to identify and advertise a future tenant. They will be used to shield tenant construction from public view, and to build anticipation for the development. The design of the sign will express the character of Mosaic and the new tenant through the use of branded graphics, imagery, logo and typography of the new tenant and Mosaic. Sign design shall complement the architecture and brand of Mosaic.

Coming Soon signs may be digital print graphics applied to construction barricade or directly to existing storefront windows. Sign will be removed no later than 24 hours after the non-RUP is issued for the associated premises.

## Temporary Signs



### T03 - Sandwich Boards

Sandwich Boards are temporary/secondary signs used to identify Tier 5 restaurant tenants. They can be placed on the sidewalk, outside a tenant's space. The design of the individual signs will express the individual character of the tenant with the use of branded graphics, imagery, logo, typography, and color. Sign can be used to display a restaurant's menu, menu specials, or a tenant event.

Sandwich Board signs must be temporary folding signs (as shown here). Temporary folding signs will be removed from sidewalk and stored within a tenant's space after close of business.

Sign area is limited to 6 sq. ft. per sign face. One sign per tenant.

Sign will not count toward a tenant's cumulative sign total.

---

# **Appendix: Comparison of CSP and Zoning Ordinance**

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST101- Freestanding Monument-Primary	1 Location See pages 8 & 18	10'-0" x 10'-0" 100 sq. ft.	100 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 4, 5, & 10, Section 205	80 sq. ft.	Freestanding signs have a height limit of 20'-0".
ST103- Vehicular Directional	10 Locations See pages 9 & 18	2'-2" x 10'-0" 11.5 sq. ft.	115 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G	28 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST104a- Building Mounted Identification	5 Locations maximum of 2 per building	8'-8" x 8'-8" 60 sq. ft.	300 sq. ft.	n/a	0	Building mounted signs have a maximum allowable area of 200 sq. ft. Code allows for freestanding building ID sign in office parks, no mention is made of wall signs used as building ID. Such freestanding signs have a maximum area of 20 sq. ft. and a height limit of 8'-0".
ST104b- Branding Element	2 Location (Glass Alley) See pages 10 & 18	60 sq. ft.	120 sq. ft.	n/a	0	No mention is made of similar sign type. Signs over travel lanes to have minimum clearance of 15'-0".

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST105- Street Name Sign	4 Locations See pages 11 & 18	3'-0" x 0'-6" 1.5 sq. ft. per name plate, 2 plates per sign	12 sq. ft.	Fairfax County Public Facilities Manual, Section 7-0107	24 sq. ft. 3 sq. ft. per name plate, 2 plates per sign	
ST106- Vehicular Regulatory Sign	4 Locations See pages 11 & 18	2'-0" x 2'-0" 4 sq. ft.	16 sq. ft.	Fairfax County Public Facilities Manual, Section 7-0107	16 sq. ft. Stop Sign 4 sq. ft. Yield Sign 2.7 sq. ft.	As currently programmed, all ST106 signs are combined with ST105 signs.
ST107- Building Number Identification	5 Locations See elevation diagrams in Section 3.	4'-0" x 1'-0" 4 sq. ft.	20 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2F	10 sq. ft.	Square footage will vary based on street name and address numerals.
ST108- Banners	28 Locations See page 19	1'-0" x 4'-0" 4 sq. ft. per banner, 2 banners per light pole	224 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	20 sq. ft.	Sign type not included in cumulative total sign area figure.
ST110- Parking Garage Entrance Identification	2 Locations See pages 12 & 18	10'-0" x 22'-0" 220 sq. ft. 5'-6" x 62'-3" 342.375 sq. ft.	1169 sq. ft.  Subtotal includes Accessory signs.	Article 12, Part 1, Section 103, Paragraph 2G	4 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST111- Parking Garage Entrance Identification	2 Locations See page 13 & 18	4'-4" x 14'-7" 64 sq. ft.	179 sq. ft.  Subtotal includes Accessory signs.	Article 12, Part 1, Section 103, Paragraph 2G	4 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST120- Pedestrian Directional-Primary	8 Locations See pages 14 & 18	see page 28 23 sq. ft.	184 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G and ADAAG (2004 ed.)	20 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST121- Tier 1 Branded Bollard	4 Locations See pages 15 & 18	3'-0" x 3'-0" 9 sq. ft.	36 sq. ft.	n/a	0	Sign type not specifically addressed in ordinance.
ST122a- Pedestrian Ad Cabinet	12 Locations See pages 16 & 18	3'-6" x 6'-9" 18 sq. ft.	216 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	0	Sign type not specifically addressed in ordinance.
ST122b- Ad Cabinet/ Display Windows	5 Ad Cabinets 2 Display Window frontages See page 66	Building Mounted Ad Cabinets 50 sq. ft.  Display Window frontages 750 sq. ft.	800 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	0	Sign type not specifically addressed in ordinance.
ST123- Metro Shuttle	1 Location See pages 17 & 18	1'-10" x 11'-2" 2.5 sq. ft. per blade, maximum of 2 blades  1.5 sq. ft. per schedule, maximum of 2 schedules	8 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G	2 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
UP1- Building Mounted Sign	Tier 1, 4 locations Tier 2, 1 location Tier 3, 3 locations Tier 4, 12 locations Tier 6, 4 locations  *The video display described on pages 69-72 is included in this UP1 location.	Tier 1, 400 sq. ft. Tiers 2 / 3 / 4, 200 sq. ft. Tier 6, 500 sq. ft.	7,700 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	1,739 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP2- Canopy Mounted Sign	Tier 1, 2 location Tier 2, 2 locations* Tier 3, 1 location Tier 5, 22 locations Tier 6, 8 locations  *The identification sign and changeable text signs described on pages 69-72 are included in this UP2 location.	Varies 50 sq. ft.**  **The Tier 2 identification sign and changeable text signs requirements are described on pages 69-72.	2,082 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	848 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP3- Facade and Storefront Sign	Tier 2, 2 locations* Tier 4, 1 location Tier 5, 65 locations Tier 6, 8 locations  *Poster case signs described on pages 69-72 are included in this UP3 location	Varies No individual sign can exceed 30% of storefront area.	9,041 sq. ft.	Article 12, Part 2, Section 103, Paragraph 3K and Part 2, Section 203, Paragraphs 1, 2, 8, & 9	1,570 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
UP4- Large Scale Blade Sign	Tier 1, 3 locations Tier 3, 1 location Tier 4, 6 locations	Varies 200 sq. ft.	1,169 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	0 sq. ft.  Based on allowable sign areas in the code, tenants would not be able to permit this sign type as allowable sign areas have been used by other sign types.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP5- Blade Sign	Tier 1, 2 locations Tier 2, 1 location Tier 4, 1 location Tier 5, 84 locations Tier 6, 6 locations	Varies 10 sq. ft.	940 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	267 sq. ft.  Based on allowable sign areas in the code, Tier 1-4 tenants would not be able to permit this sign type as allowable sign areas have been used by other sign types.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP8- Secondary Building Mounted Sign	47 locations	Varies 200 sq. ft.	5,943 sq. ft.	Article 12, Part 2, Section 103, Paragraph 3K and Part 2, Section 203, Paragraphs 1, 2, 8, & 9	0 sq. ft.  Signs not permitted on walls that do not have entrance to tenant space. As such, no size limit is provided.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
T01- Construction Fence	Site perimeter will vary over time, and may be broken into smaller parcels.	2500 linear feet max. x 8'-0" high	20,000 sq. ft.	Article 12, Part 1, Section 103, Paragraph 3F, Subparagraph 1	60 sq. ft. with a maximum height of 10'-0"	Fence will be removed no later than 24 hours after final Nonresidential Use Permit is issued.
T02- Coming Soon	40	Logos and text (exclusive of graphics, advertising and branding) not to exceed 200 sq. ft. per barricade.	8,000 sq. ft.	Article 12, Part 1, Section 103, Paragraph 3F, Subparagraph 1	60 sq. ft. with a maximum height of 10'-0"	Fence will be removed no later than 24 hours after final Nonresidential Use Permit is issued.
T03- Sandwich Boards	8	6 sq. ft.	48 sq. ft.	Article 12, Part 1, Section 103	varies	Total sign area is an approximation. Actual tenants may choose different sign quantity and size while adhering to the sign area limit. Sign type not included in cumulative total sign area figure.

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**Appendix: Comparison of CSP and Zoning Ordinance**

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**Cumulative Total Sign Quantity**

There are a total of 440 signs proposed for the site.

This estimated figure includes several qualifiers.

1. As design is not yet complete, the number of signs for Tier 1, Tier 2, Tier 3, Tier 4, and Tier 5 tenants is an estimation. Actual tenants may choose different sign quantity and sign type mixes while still adhering to the explicit sign area limits in this CSP.
2. UP8 signs have been assumed for Buildings A3, A4 and B.
3. Additional UP8 signs allowed for Building A1 tenants have been included.

---

**Cumulative Total Sign Area**

The total permanent sign area for the site is 30,374 sq. ft., with an additional 28,048 sq. ft. of temporary signage.

The total sign area allowed by the zoning ordinance is 4,652 sq. ft.

These estimated figures include several qualifiers.

1. Tenants may choose different sign quantity, size, and type mixes while adhering to the sign area limits of the individual tenant tier and sign type categories.
2. Total area accounts for the mix of signs allowed for each tier while maintaining the maximum cumulative sign area of each tier and/or tenant.
3. UP8 signs have been assumed for Buildings A3, A4 and B.
4. Additional UP8 signs allowed for Building A1 tenants have been included.



Application No: CSPA 2003 PR 009 Staff: Rebecca Horner

**APPROVED DEVELOPMENT PLAN**  CSPA  
 (GDP)  (CDP)  (FDP)  (PRC)  (CP)

SEE PROFFERS DATED: Nov. 17, 2011

Date of (BOS) (PC) Approval: Nov. 17, 2011

Sheet: 1 of 36

**Vantage** at Merrifield Town Center  
8190 and 8191 Strawberry Lane at Gallows Road  
Fairfax, Virginia 22046

## Comprehensive Signage Plan

Submitted by



2900 Telestar Court  
Falls Church, Virginia 22042  
703-698-4040

Davis, Carter, Scott Ltd.

1676 International Dr., Ste. 500, Mc Lean VA 22102-4881  
(703) 556-9275, <http://www.dcsdesign.com>



GableSigns, Inc.  
7440 Fort Smallwood Rd.  
Baltimore, MD 21226  
800-854-0568  
410-437-5336 (fax)  
[solutions@gablesigns.com](mailto:solutions@gablesigns.com)

**Walter Montgomery Howard**

1420 Mason Street  
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410 243 2902  
[montyhoward@earthlink.net](mailto:montyhoward@earthlink.net)

November 2011  
December 2006

Submitted to  
Fairfax County Planning Commission  
Zoning Evaluation Division  
12055 Government Center Parkway, Suite 807  
Fairfax, Virginia 22035-5505  
703-324-1290

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

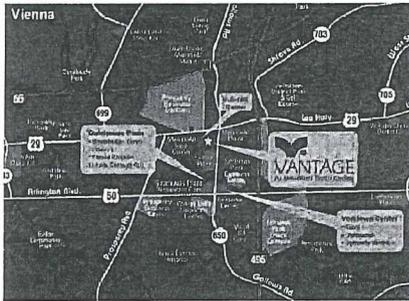
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Sheets 1 of 36

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Department of Planning & Zoning

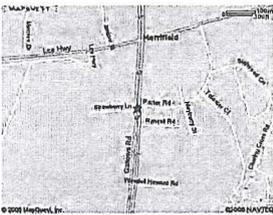
NOV 15 2011

Zoning Evaluation Division



**VANTAGE AT MERRIFIELD TOWN CENTER**  
 Comprising 5.33 acres and beautifully designed with exceptional architecture and pedestrian-friendly walks, this expansive location will feature offices, hotels, residences and over 105,000 SF of combined office and retail space.

With so much planned all in one place, the Town Center is destined to become the Main Street of Merrifield. Please go to [vantagecondo.com](http://vantagecondo.com) for further info.



Sign Type	Total Sq. Ft.
A	340
B	857
C	134
D	240
E	24
F	48
G	12
H	8
J	112.5
K	150
L	9
M	0
N	340
102	140
103	11.5
105	3
108	16
120	23
Total additional area	193.5
Total area	2,468

September 2011

**Comprehensive Sign Plan Amendment  
 Vantage at Merrifield Town Center**

8190 and 8191 Strawberry Lane  
 Falls Church, VA 22042

Tax map Reference: 49-4 ((17)) 100-517, C1-C4 and  
 (2) 100-522, C1-C4  
 Zoned: PRM & H/C

The purpose of this Comprehensive Sign Plan Amendment (CSPA) is:

- Add a monument sign to the north side of Strawberry Lane at Gallows Road
- Replace a monument sign on the east side of Yates Way at Route 29 with a new one on the west side of Yates Way.
- Add a vehicular directional sign on the south side of Strawberry Lane west of Yates Way.
- Add a pedestrian directional sign on the west side of Yates Way south of Strawberry Lane.
- Add a street sign at the southwest corner of the Yates Way - Strawberry Lane intersection.

All signs, except for those shown on in the addendum to this document are existing and/or previously approved.

Sheet 3A has been added to show the location of the new signs.

The plan had 2,322.5 square feet of signage approved. This Amendment will add 193.5 square feet for a total of 2,468 square feet.

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6. Elevation 3 - 8191 West Elevation
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**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
 8190 and 8191 Strawberry Lane  
 Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

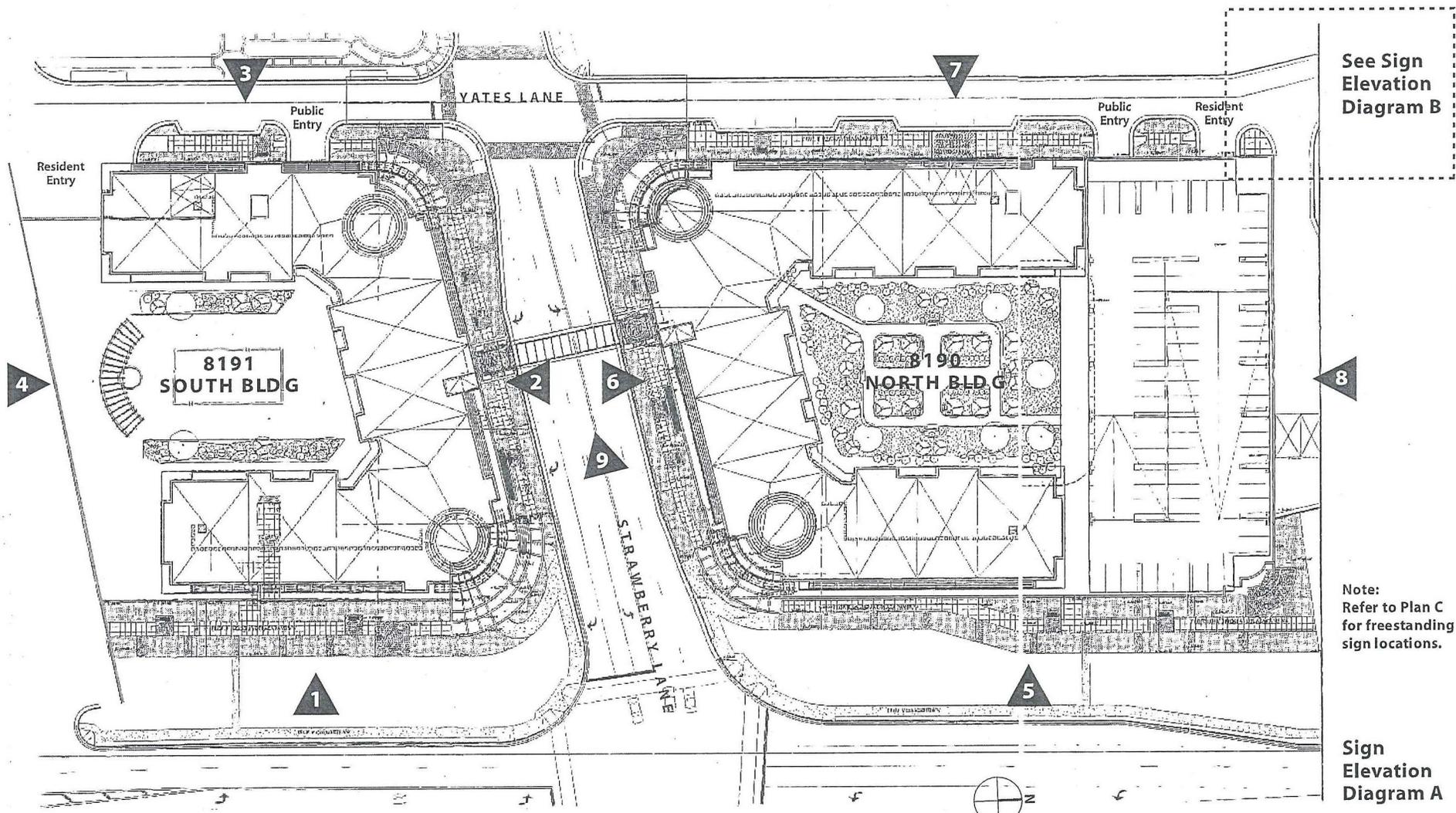
**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 2 of 36



See Sign Elevation Diagram B

Note: Refer to Plan C for freestanding sign locations.

Sign Elevation Diagram A

GALLOWS ROAD - MAJOR THOROUGH FARE

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



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2900 Teale  
Falls Church  
703-698-41

Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN  
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

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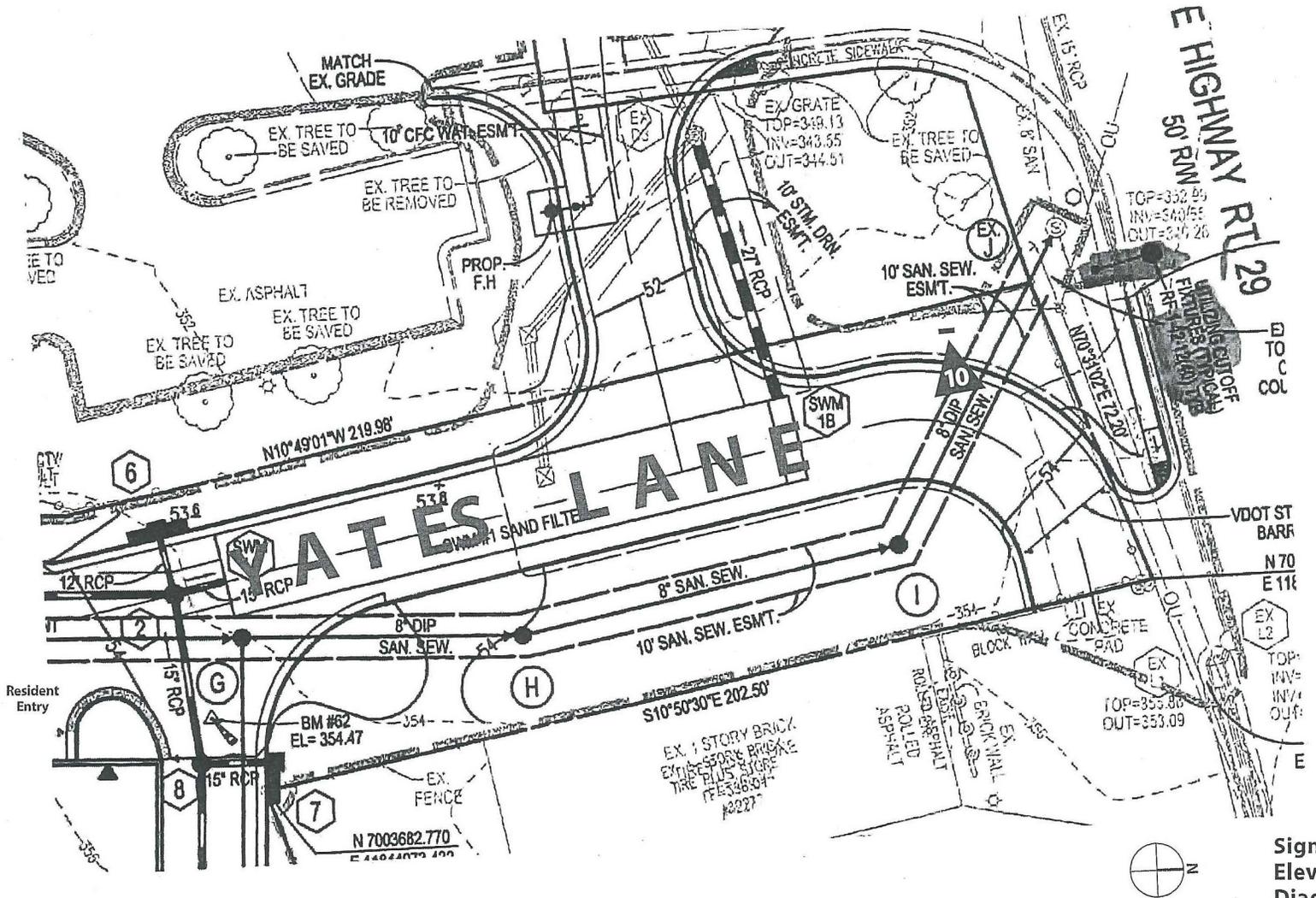
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Sheets 3 of 36

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Sign Elevation Diagram B

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

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2900 T  
Falls Cl  
703-65

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**  
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

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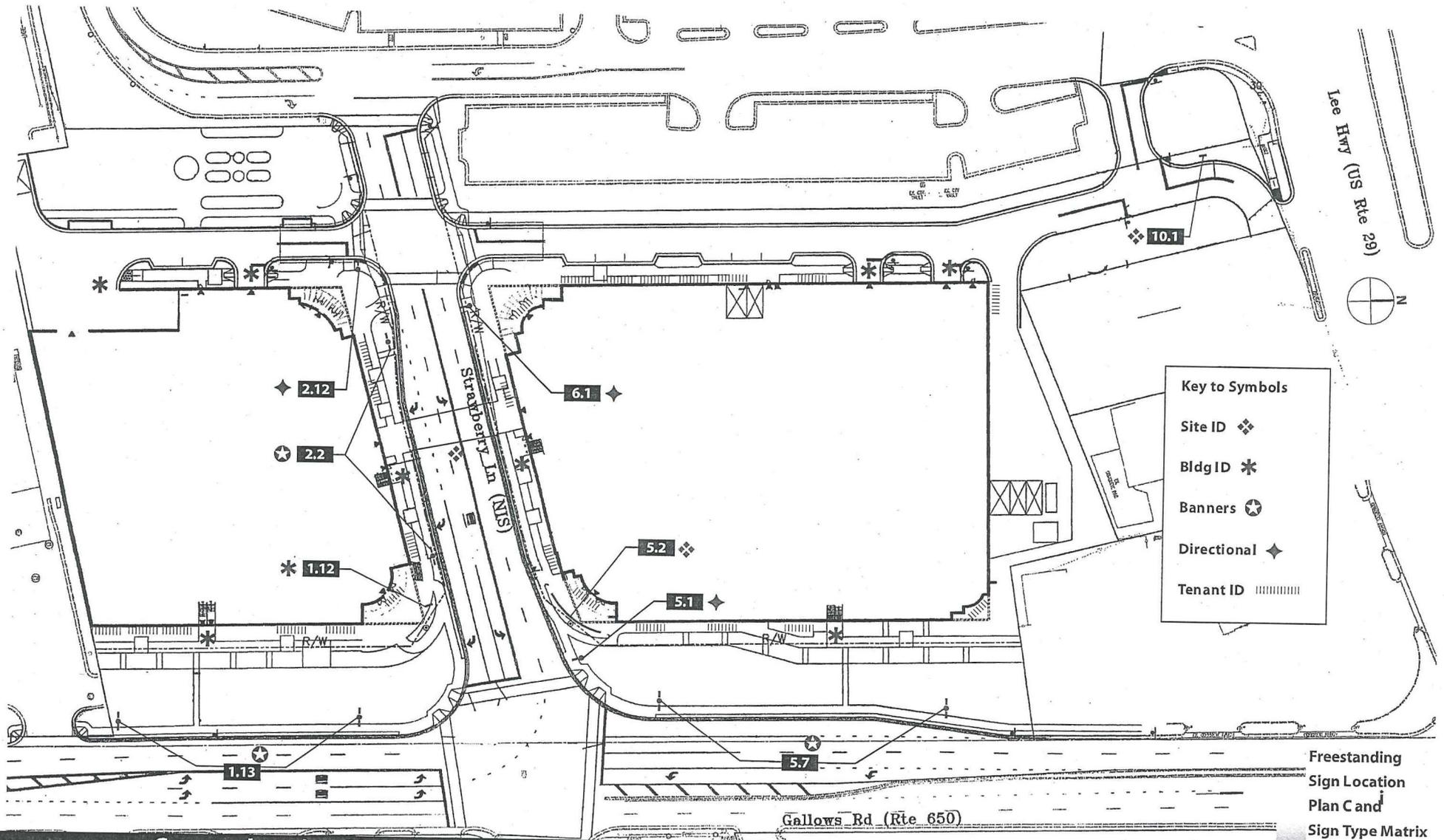
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Sheets 4 of 36

Mery Howard

1212174218

hlink.net



**Key to Symbols**

- Site ID
- Bldg ID
- Banners
- Directional
- Tenant ID

Freestanding  
Sign Location  
Plan C and  
Sign Type Matrix

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

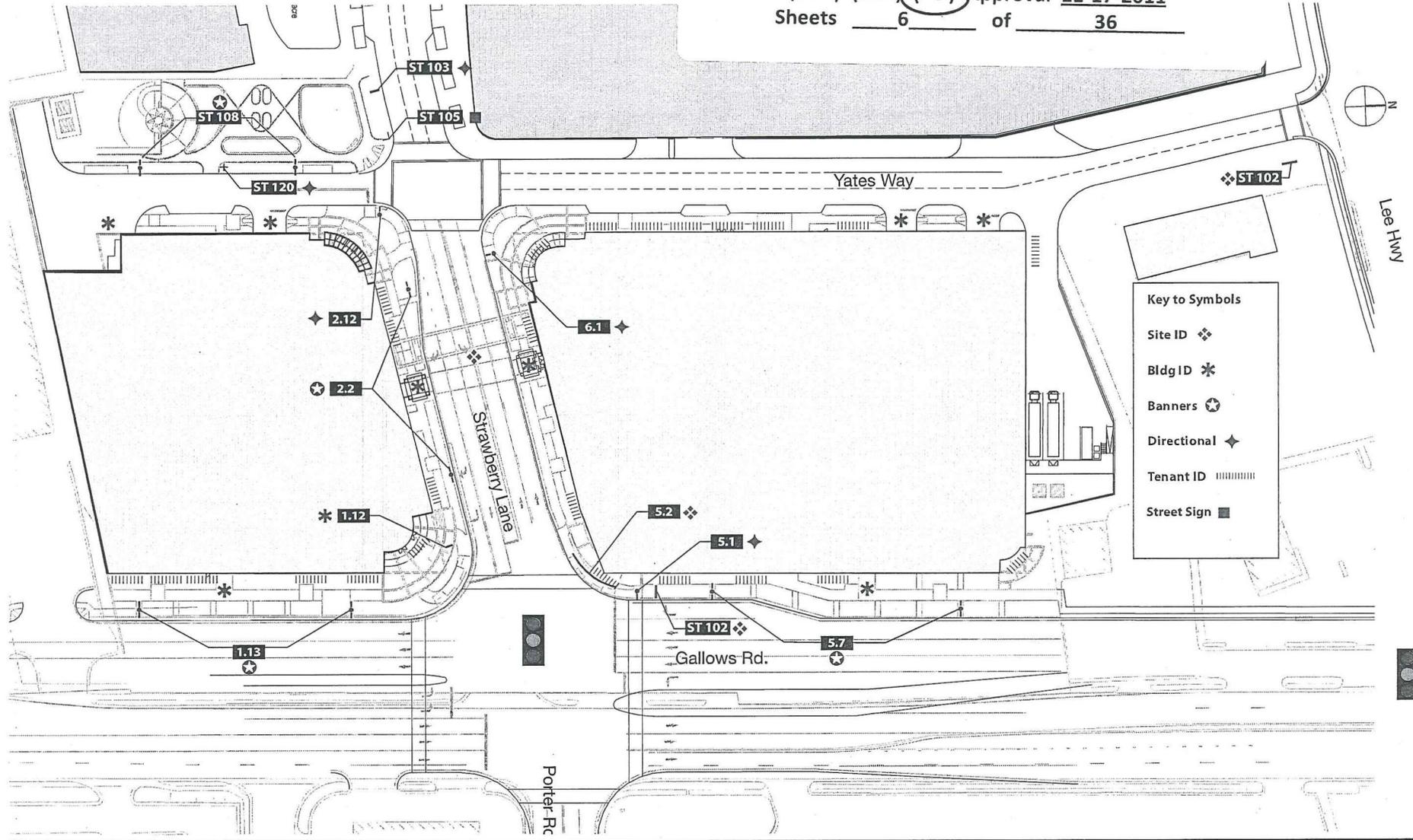
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Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN  
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

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Sheets 5 of 36

Montgomery Howard  
Street  
Arlingland 21217 4218  
@earthlink.net

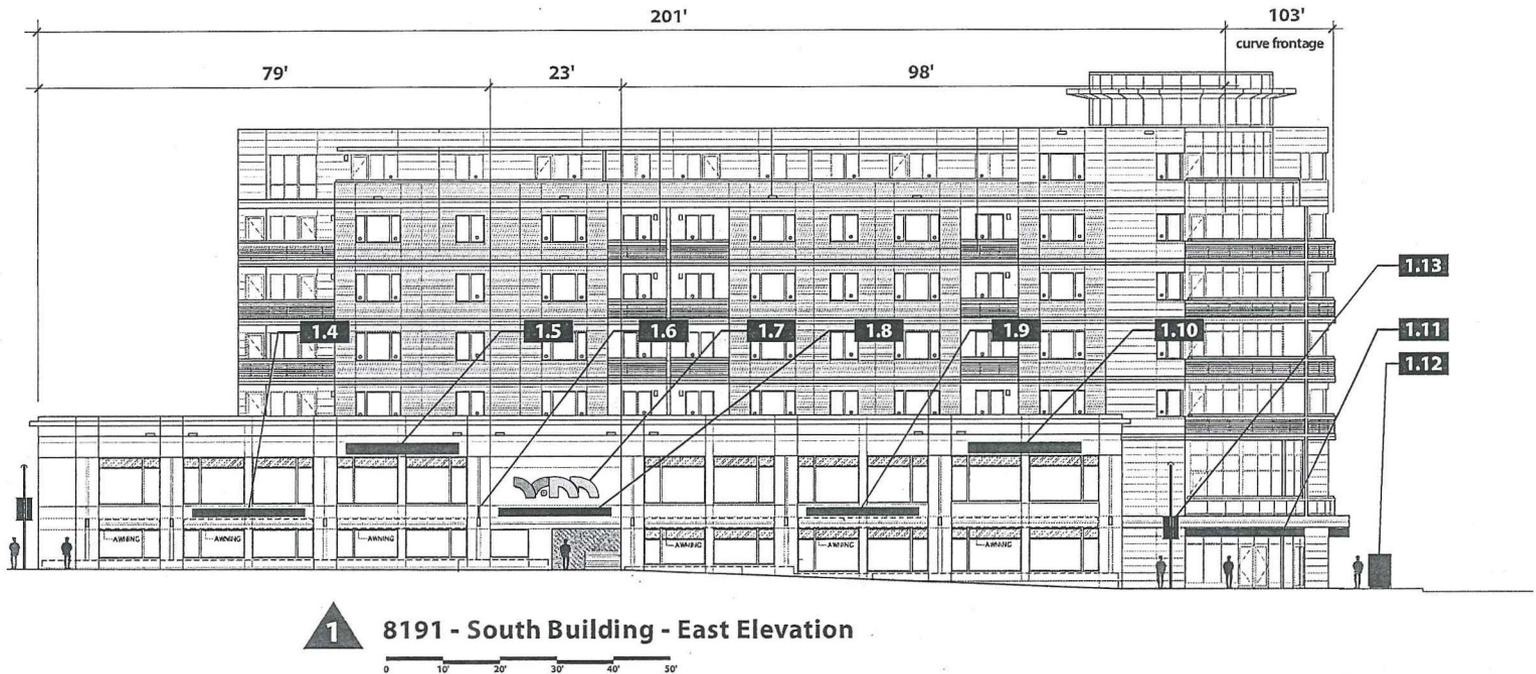


**Key to Symbols**

- Site ID ◆
- Bldg ID \*
- Banners ☆
- Directional ◇
- Tenant ID - - - - -
- Street Sign ■

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
1.4	B	Tenant ID	1	40	40	yes	
1.5	B	Office ID	1	40	40	yes	
1.6	C	Retail ID	1	6	6	no	entrance inside
1.7	D	Project Art	1	60	60	yes	
1.8	B	Address/Parking	1	20	20	no	
1.9	B	Tenant ID	1	40	40	yes	

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
1.10	B	Office ID	1	40	40	yes	
1.11	B	Retail ID	1	40	40	yes	
1.12	E	Residence ID	1	24	24	yes	
1.13	F	Banner Art	4	4	16	no	



**1** 8191 - South Building - East Elevation

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN  
(DP) (GDP) (CDP) (FDP) (CSP) (CSPA)

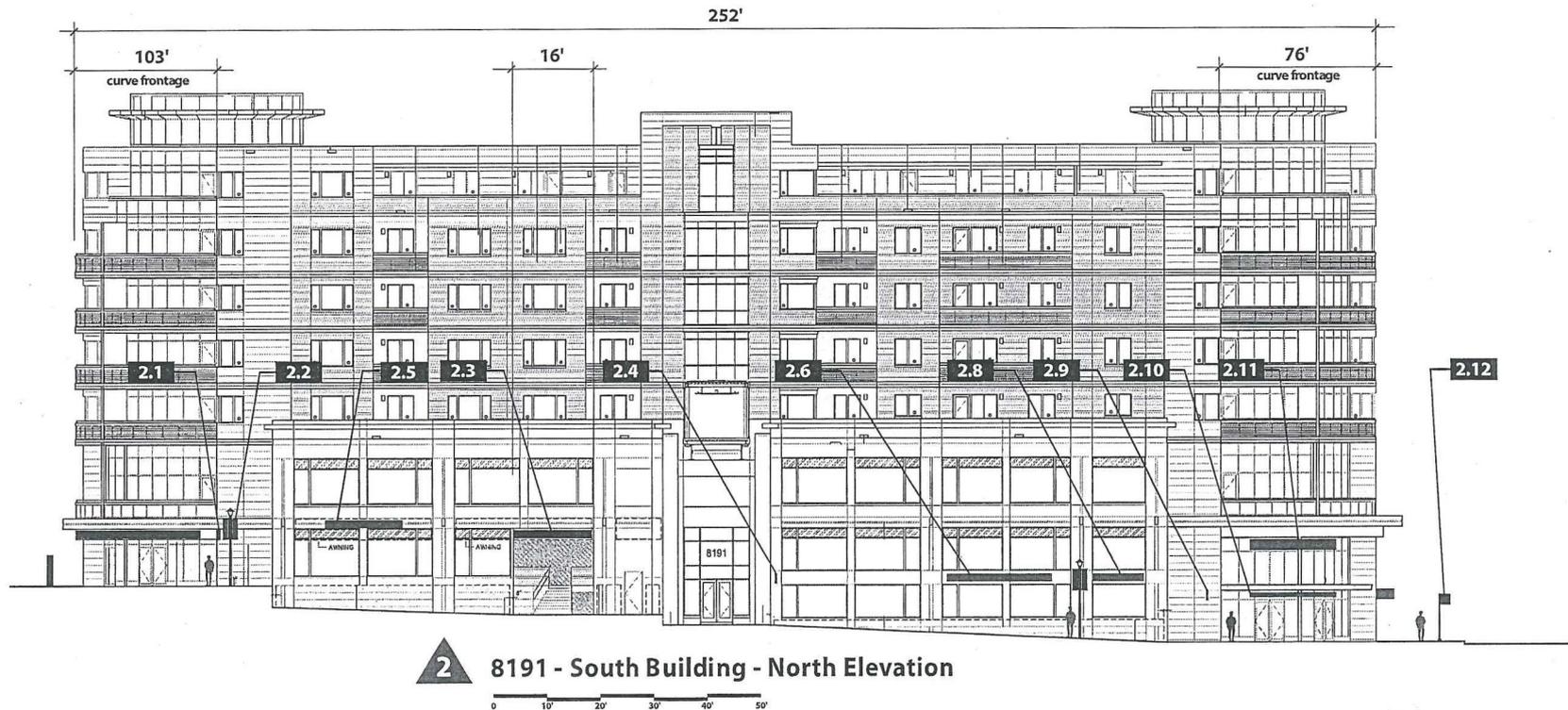
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Sheets 7 of 36

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
2.1	C	Retail ID	1	6	6	no	
2.2	F	Banner Art	4	4	16	no	
2.3	B	Parking	1	15	15	yes	
2.4	C	Retail ID	1	6	6	no	
2.5	B	Retail ID	1	25	25	yes	
2.6	B	Retail ID	1	30	30	yes	
2.8	B	Retail ID	1	15	15	yes	
2.9	C	Retail ID	1	6	6	no	

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
2.10	B	Retail ID	1	20	20	yes	
2.11	B	Retail ID	1	40	40	yes	
2.12	G	Directional	1	4	4	no	



**2** 8191 - South Building - North Elevation

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

**UNIWE**  
2900 Telesta  
Falls Church,  
703-698-404

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

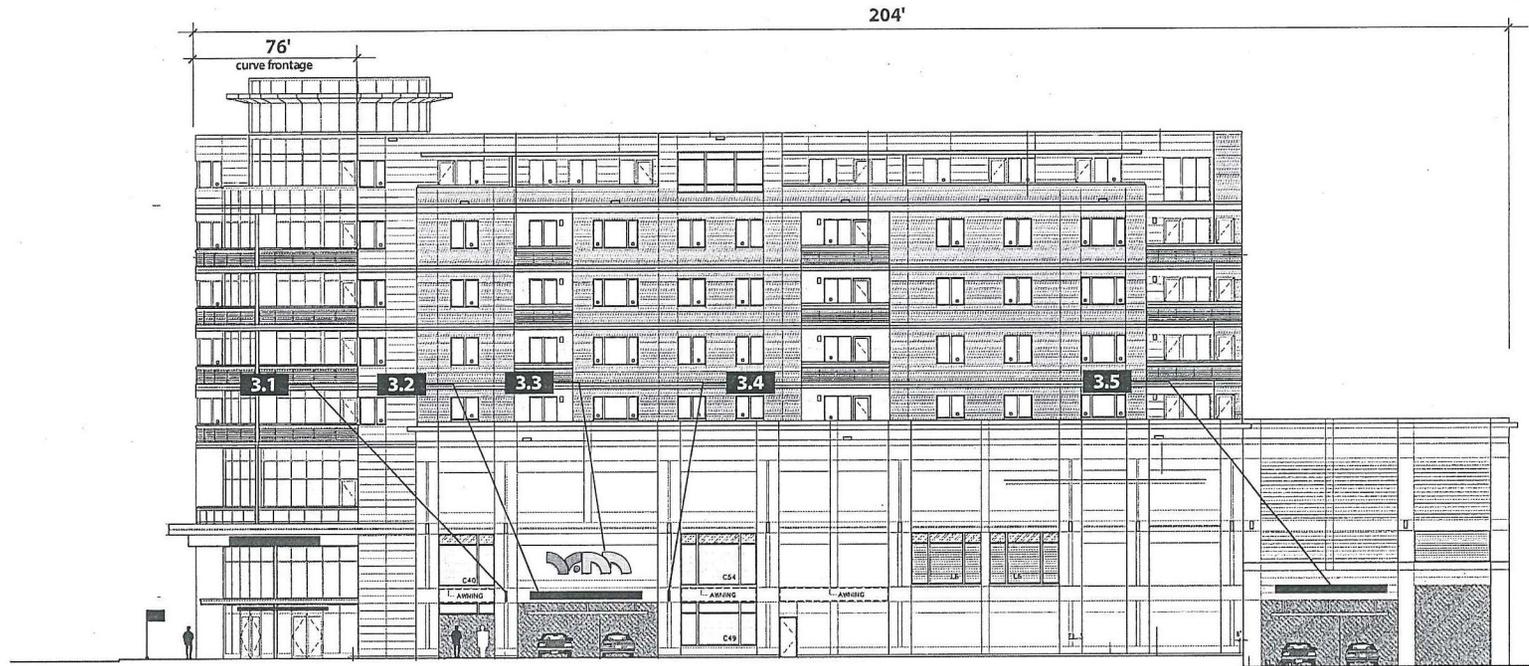
Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 8 of 36

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Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
3.1	C	Directional	1	6	6	no	
3.2	B	Parking	1	30	30	yes	
3.3	D	Project Art	1	60	60	yes	
3.4	C	Directional	1	6	6	yes	
3.5	B	Residence ID	1	30	30	yes	



**3** 8191 - South Building - West Elevation

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

**UNIWE**  
2900 Telesta  
Falls Church,  
703-698-404

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 9 of 36

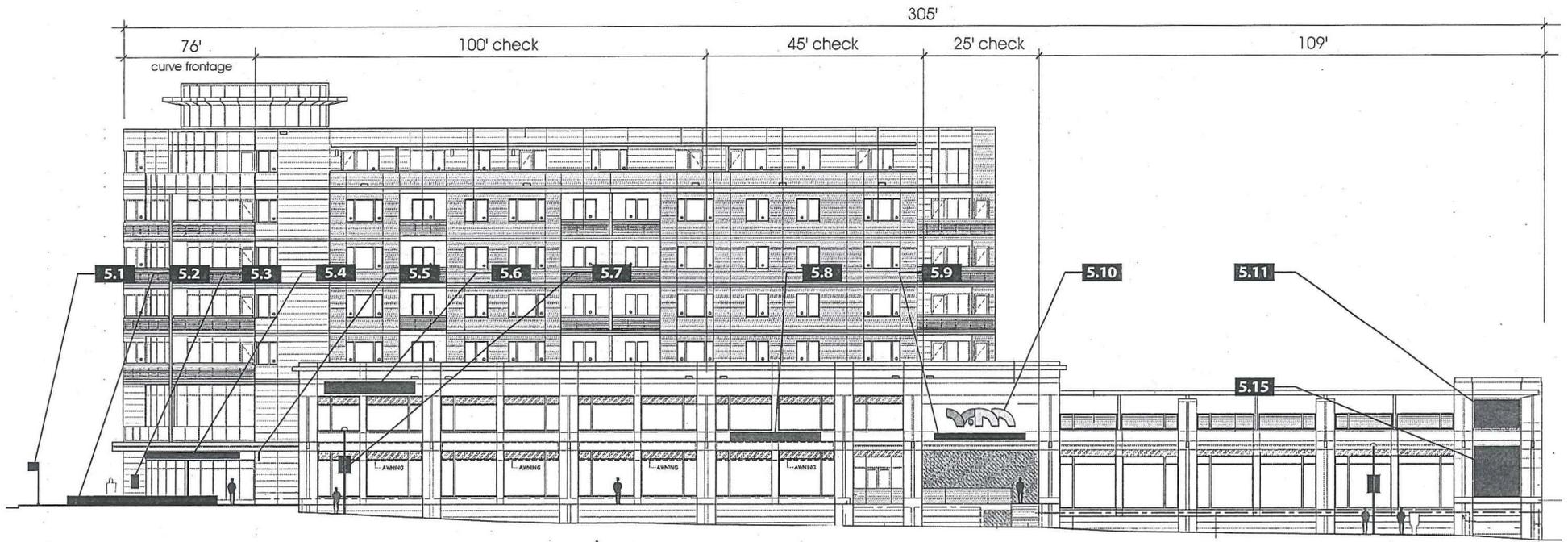
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Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
5.1	G	Directional	1	4	4	no	
5.2	J	Project ID	1	112.5	112.5	no	
5.3	H	Advertising	1	8	8	yes	
5.4	B	Retail ID	1	30	30	yes	
5.5	C	Retail ID	1	6	6	no	
5.6	B	Retail ID	1	50	50	yes	
5.7	F	Banner Art	4	4	16	no	
5.8	B	Retail ID	1	40	40	yes	
5.9	B	Assembly / Parking	1	20	20	yes	

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
5.10	D	Project Art	1	60	60	yes	
5.11	N	Multi Tenant Idetail ID	1	60	60	yes	other frontage
NA							
NA							
5.15	N	Multi Tenant Idetail ID	1	120	120	yes	other frontage



**5** 8190 - North Building - East Elevation

**Comprehensive Signage Plan**



Vantage at MerrifieldTown Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

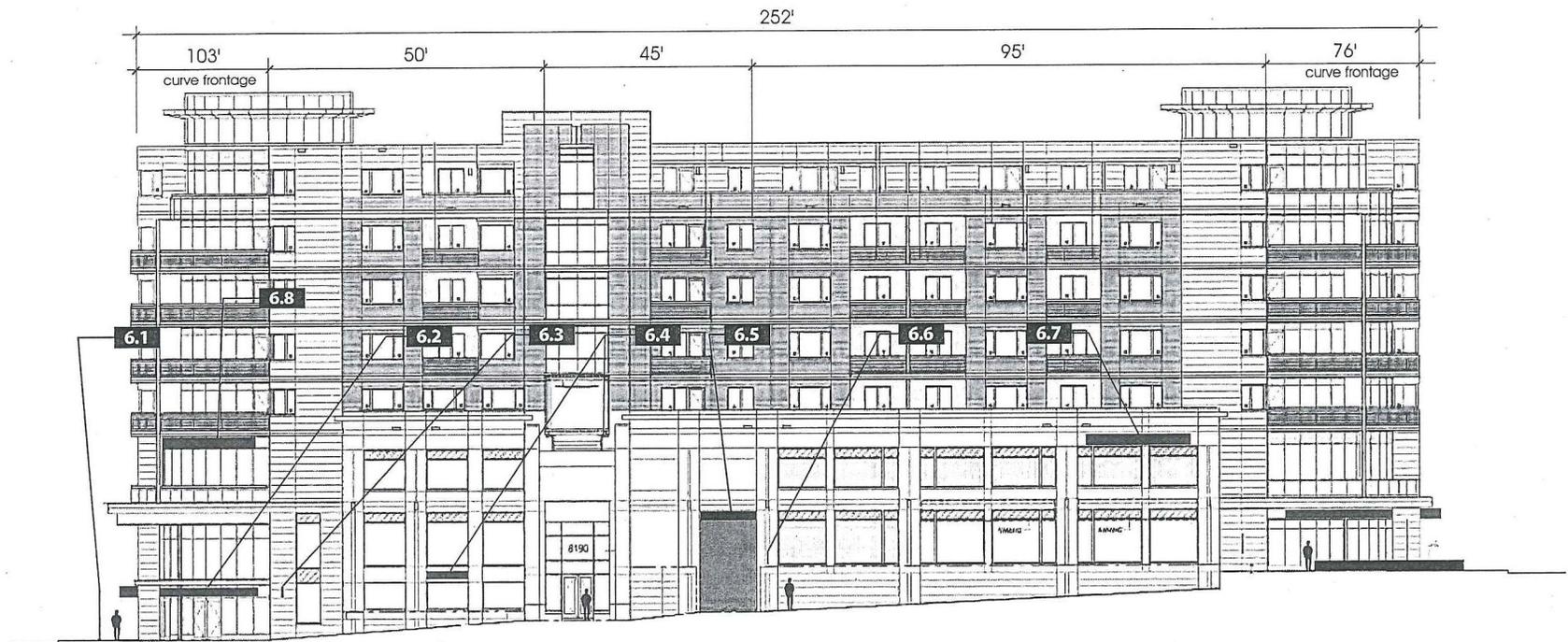
See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 11 of 36

ward

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
6.1	G	Directional	1	4	4	no	
6.2	B	Retail ID	1	30	30	yes	
6.3	C	Retail ID	1	6	6	no	
6.4	B	Retail ID	1	12	12	yes	
6.5	B	Address/Parking	1	15	15	yes	
6.6	C	Directional	1	6	6	no	
6.7	B	Retail ID	1	40	40	yes	
6.8	B	Retail ID	1	40	40	yes	



**6** 8190 - North Building - South Elevation

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



UNIWI  
2900 Telect  
Falls Church  
703-698-46

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

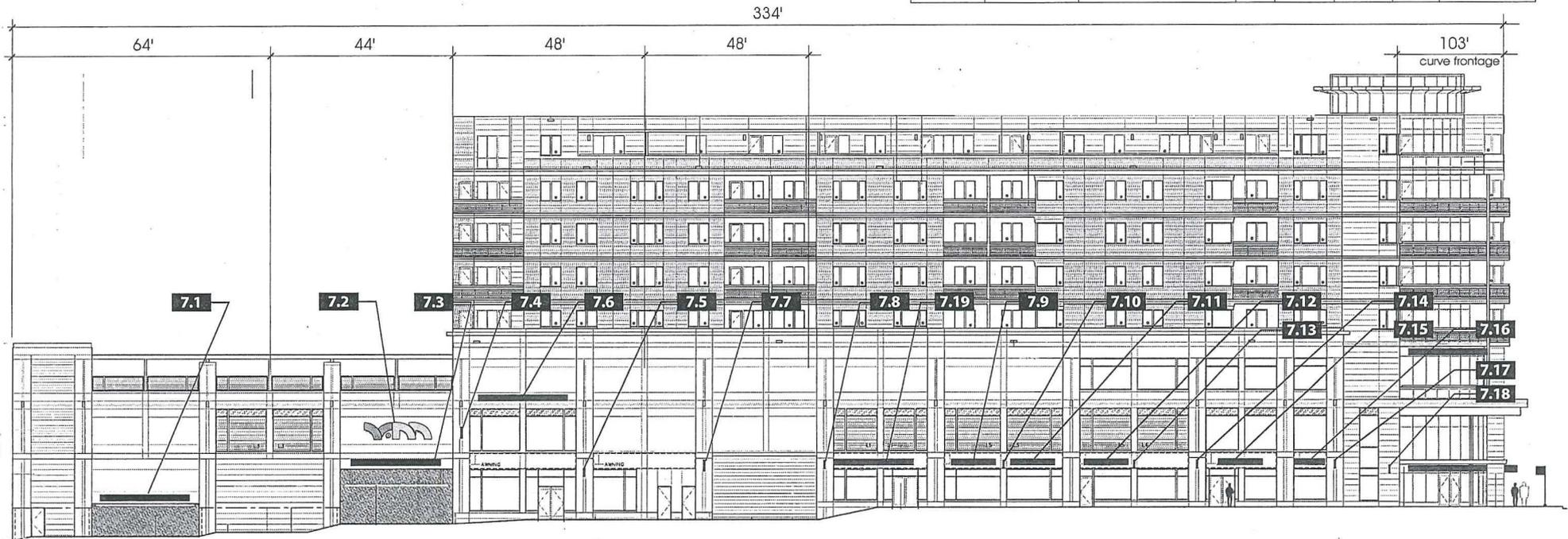
Sheets 12 of 36

Howard

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Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
7.1	B	Residence ID	1	30	30	yes	
7.2	D	Project Art	1	60	60	yes	
7.3	B	Directional	1	30	30	yes	
7.4	C	Directional	1	6	6	yes	
7.5	C	Retail ID	1	6	6	no	
7.6	B	Retail ID	1	30	30	yes	
7.7	C	Directional	1	6	6	no	
7.8	C	Retail ID	1	20	20	yes	see detail Pg. 16
7.9	B	Retail ID	1	25	25	yes	

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
7.10	C	Retail ID	1	6	6	no	
7.11	B	Retail ID	1	25	25	yes	
7.12	B	Retail ID	1	49	49	yes	
7.13	C	Retail ID	1	6	6	no	
7.14	C	Retail ID	1	6	6	no	
7.15	B	Retail ID	1	25	25	yes	
7.16	C	Retail ID	1	12	12	yes	
7.17	C	Retail ID	1	6	6	no	
7.18	C	Retail ID	1	6	6	no	
7.19	B	Retail ID	1	30	30	yes	



**7** 8190 - North Building - West Elevation

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 13 of 36

Howard

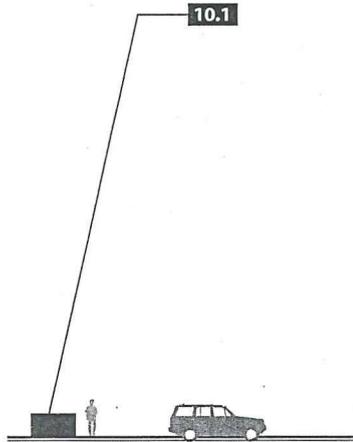
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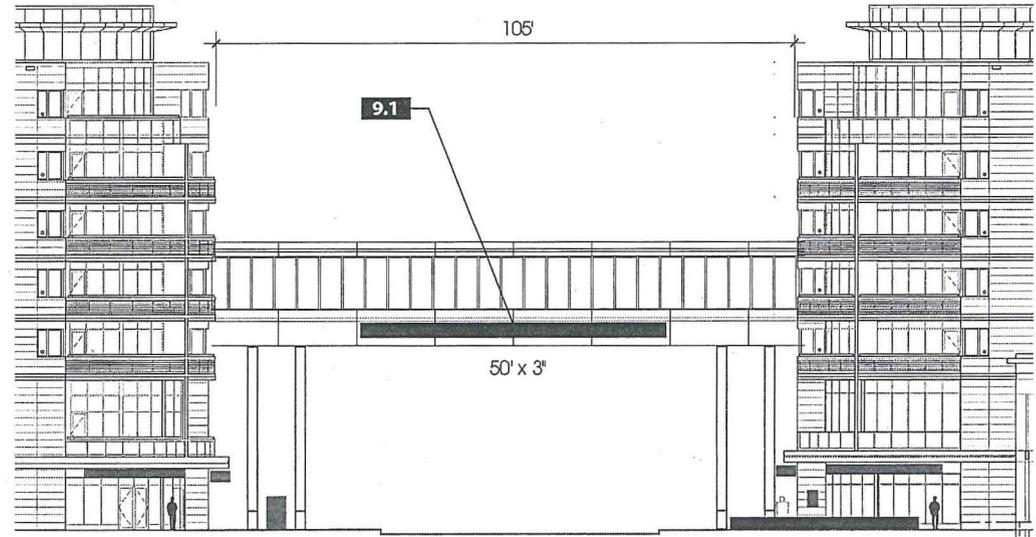


Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
10.1	M	Monument Sign	1	80	80	yes	

Sign No.	Type	Description	Qty.	Sq. Ft.	Total	Illum.	Comments
9.1	K	Site ID	1	150	150	yes	



**10** Sign Type M at Lee Highway Entry



**9** 8190 / 8191 - West Elevation at Bridge across Strawberry Lane

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

**UI**  
29C  
Fall  
70:

Application No. **CSPA 2003-PR-009** Staff **R. Horner**  
**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated **11-17-2011**

Date of (BOS) (BZA) **(PC)** Approval **11-17-2011**

Sheets 15 of 36

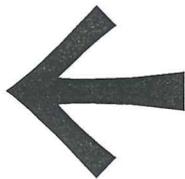
Montgomery Howard  
treet  
yland 21217 4218  
@earthlink.net

**Myriad Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Project Standard Secondary Font - Myriad Bold

Myriad Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

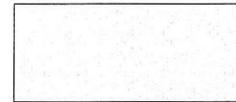
Project Standard Secondary Font - Myriad Roman



Project Standard Arrow Art - Optima Bold (art provided by Designer)



Project Standard Logo Art - (art provided by Owner)



Beige 180C-49 (7725-49)  
Base Building Copy



SW 7575 Web Gray  
Base Building Field



Champagne Metallic  
Base Building Accent



Light Bronze Metallic



3030 Green Acrylic Frosted



White 680-10 Reflective Film

**Graphic Standards for Signs  
 Vantage at Merrifield Town Center**

Project and Building Identity Signs, Directional Signs and other messages to be fabricated for Vantage of Merrifield Town Center following Graphics Standards shown here to lend consistency in application of materials and typography.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Refer Sign Type / layout drawings, the Sign Location Plans and Sign Message Schedule for further notes dimensions and specifications.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts, and details sufficient to facilitate Owner's approval.

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
 8190 and 8191 Strawberry Lane  
 Fairfax, Virginia 22046



UNIWEI  
 2900 Telestar  
 Falls Church, V  
 703-698-4040

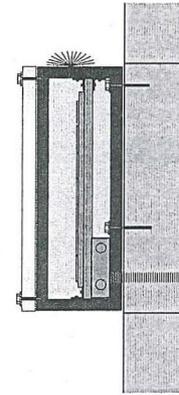
Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**  
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See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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**Sign Type A  
Tenant Identity Sign**

Tenant Identity Signs to be fabricated for Vantage at Merrifield Town Center following Graphics Standards to lend consistency in application of materials and typography.

Sign cabinets fabricated of aluminum with translucent face panels backlit by concealed LED light banks to glow at night.

Tenant art may be applied to frosted glass color of acrylic (project standard) or in other colors as Owner approves.

All electrical connections and components to be concealed and/or removed.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided. Tenant Signs may employ corporate colors and special on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts, and details sufficient to facilitate Owner's approval.

TYPE A - DETAIL/SECTION @ SIGN MOUNTING

Note: Layouts shown are example only.  
Leases are pending. Verbiage, layouts and colors will vary as tenants produce shop drawings.

10'-0"



TYPE A - DETAIL LAYOUT - No.s 5.11, 8.1 SIMILAR - DIMENSIONS VARY

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN

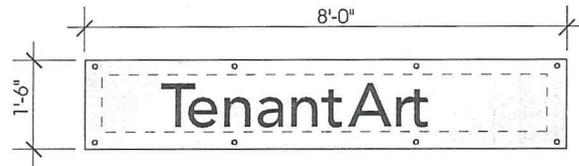
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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Montgomery Howard  
reet  
land 21217 4218  
earthlink.net



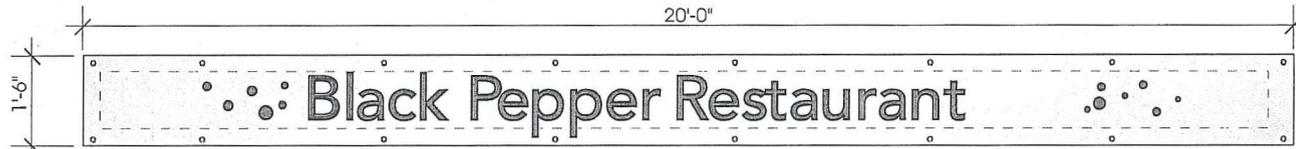
TYPE B - DETAIL LAYOUT - No. 6.4, 7.16



TYPE B - DETAIL LAYOUT - No.s 2.5, 2.6, 2.8, 6.5, 7.9, 7.11, 7.12, 7.15



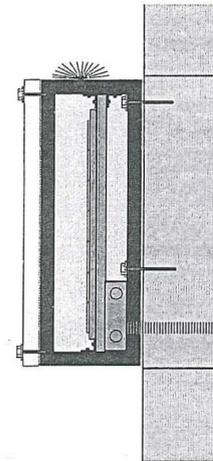
TYPE B - DETAIL LAYOUT - No. 2.3 GARAGE ID



TYPE B - DETAIL LAYOUT - No.s 1.4, 1.8, 1.9, 1.11, 3.2, 3.5, 5.4, 5.8, 5.9, 6.2, 7.1, 7.3, 7.6



GARAGE ID - No. 7.3



**Sign Type B  
Tenant / Garage (Building) Identity**

Project and Building Identity Signs, Directional Signs and Tenant Signs to be fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and typography.

Wall mounted internally illuminated sign cabinets lit by LED to glow at night. Electrical connections, ballasts and transformers concealed within recessed cabinets

Face panels may be translucent acrylic or aluminum precision cut to expose acrylic copy (letters light ) subject to the approval of the Owner.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

**Note:** When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special are on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts and details sufficient to facilitate Owner's Approval.

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

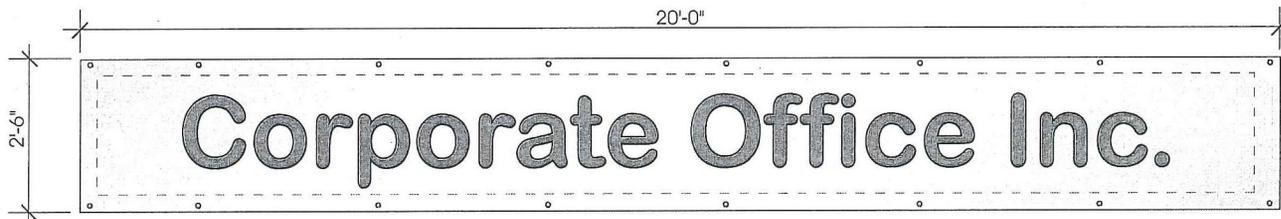
Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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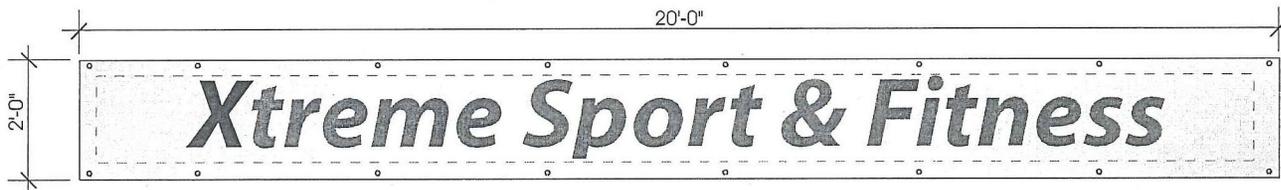
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17 4218

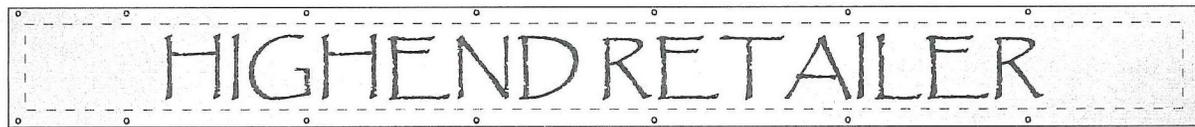
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TYPE B - DETAIL LAYOUT - No. 5.6



TYPE B - DETAIL LAYOUT - No.s 1.5, 1.10, 2.11, 6.7, 6.8



**Sign Type B - 2nd Floor  
Tenant / Building Identity Sign**

Project and Identity Signs, Directional Signs and Tenant Signs to be fabricated for Vantage at Merrifield Town Center following Graphics Standards to lend consistency in application of materials and typography.

Wall mounted internally illuminated sign cabinets lit by LED to glow at night Electrical connections, ballasts and transformers concealed within recessed cabinets.

Face panels may be translucent acrylic or aluminum precision cut to expose acrylic copy (letters light) subject to the approval of the Owner.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual print system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts, and details sufficient to facilitate Owner's approval.

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

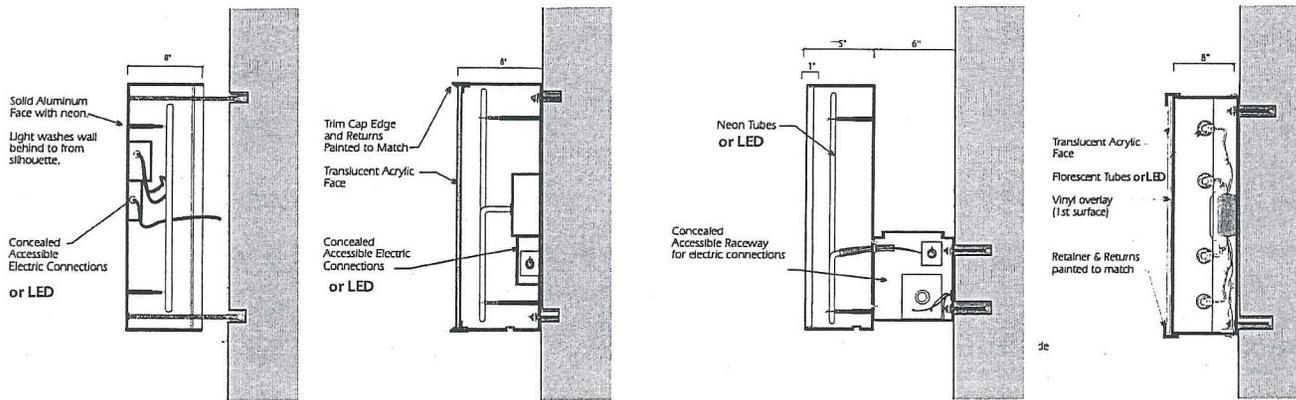
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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Montgomery Howard  
n Street  
Maryland 21217 4218  
02  
rd@earthlink.net



**Sign Type B - Alternate Methods  
Tenant / Building Identity Sign**

Project and Building Identity Signs, Directional Signs and Tenant Signs to be fabricated for Vantage at Merrifield Town Center following Graphics Standards.

Tenants may elect to employ different profiles subject to Owner's approval for uniform appearance.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Applications and materials may vary subject to Owner's approval of shop drawings.

**SIGN TYPE B - ALTERNATE FABRICATION AND MOUNTING METHODS - SUBJECT TO APPROVAL BY OWNER OF SHOP DRAWINGS FROM SIGN FABRICATOR PRIOR TO PURCHASE**

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

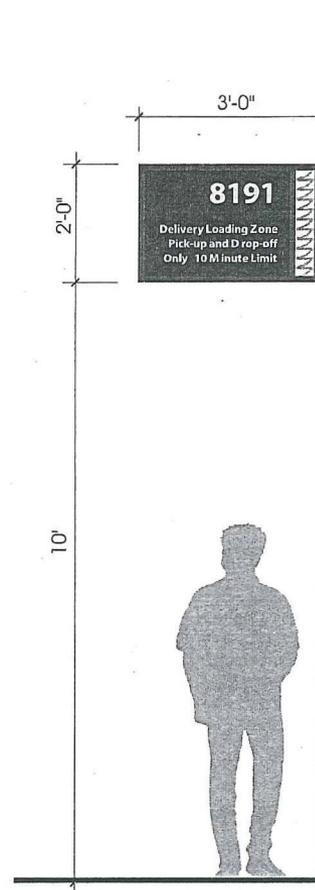
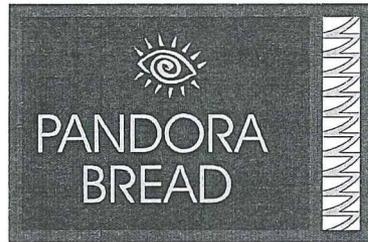
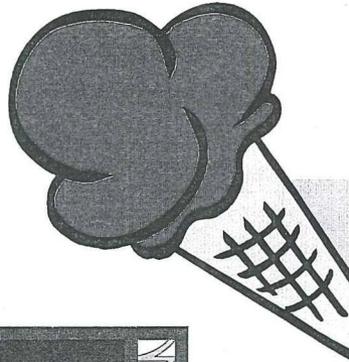
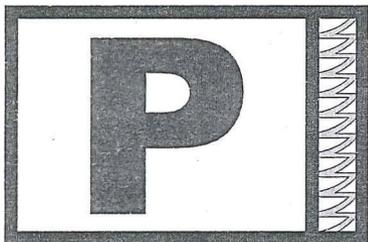
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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ery Howard  
1217 4218  
tk.net



**Sign Type C  
Blade Sign Standard**

Building Identity Signs, Directional Signs and Tenant Signs to be fabricated for Vantage at Merrifield Town Center following Graphics Standards to lend consistency in application of materials and typography.

Projecting signs to be minimum 10 above grade Signs are double sided and are non illuminated.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts, and details sufficient to facilitate Owner's approval.

**SIGN TYPE C**  
SIGNS 1.6, 2.1, 2.4, 2.7, 2.9, 3.1, 3.4, 5.5, 6.3, 6.6, 7.4, 7.5, 7.7, 7.8, 7.10, 7.13, 7.14, 7.17, 7.18  
3" = 1'-0"

**SIGN TYPE C - BLADE SIGN STANDARD**  
1/2" = 1'-0"

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

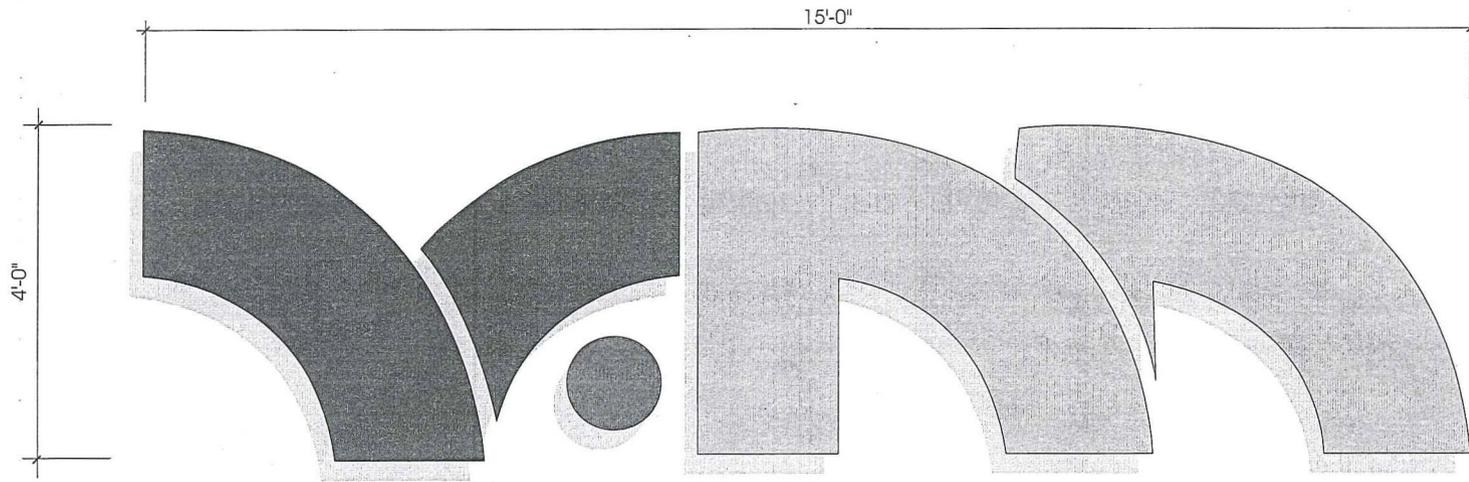
**APPROVED DEVELOPMENT PLAN**  
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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id 21217 4218  
rthlink.net



**Sign Type D  
Building Identity Art Feature**

Project Identity / Art feature to be fabricated of precision cut aluminum primed & painted in project standard metallic colors and pin mounted off precast wall surface to conceal LED "silhouette" illumination by lights banks.

Elements to set off building 6" with concealed mesh returns to prevent bird nesting.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

**SIGN TYPE D - BUILDING IDENTITY / ART FEATURE - Locations: 1.7, 3.3, 5.10, 7.2  
NOT TO SCALE**

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN

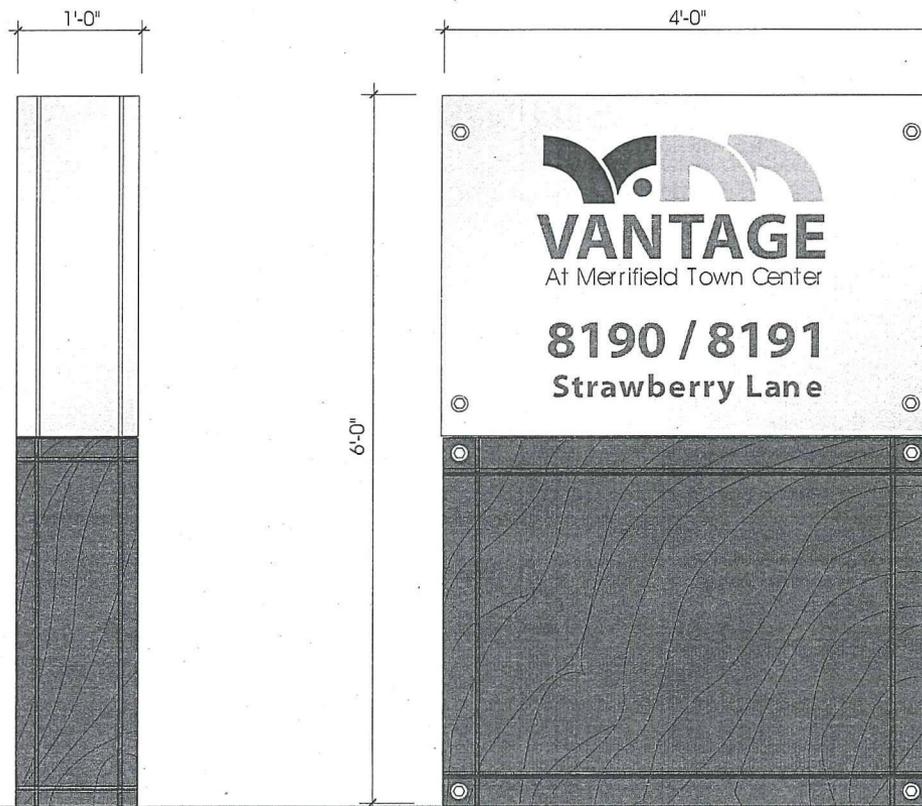
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

Sheets 22 of 36

Montgomery Howard  
on Street  
, Maryland 21217 4218  
:902  
ward@earthlink.net



FRONT & SIDE ELEVATIONS AT SIGN TYPE E, NO. 1.12  
1" = 1'-0"

**Sign Type E  
Residence Identity Sign**

Project & Building Identity Sign to be fabricated for Vantage of welded aluminum with concealed framework and face panels at top of acrylic with frosted glass finish.

Graphics applied as digital print on vandal proof film layer to be translucent and back lit by concealed LED light banks.

Sign base to recall building metalwork or masonry details. Metal could be primed and painted project standard dark grey color.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046

**UI**  
290  
Fall:  
703

Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

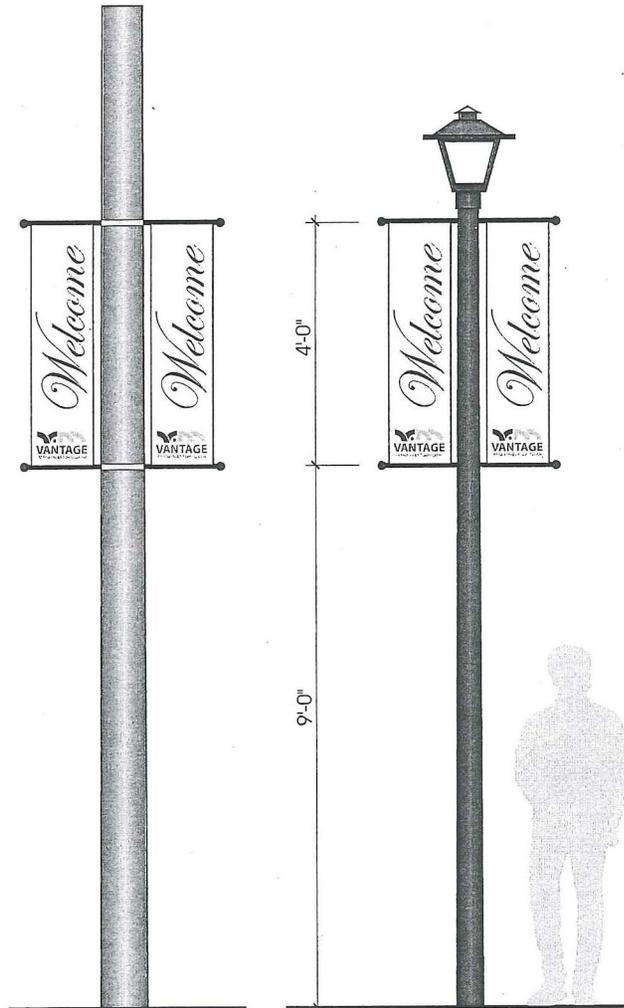
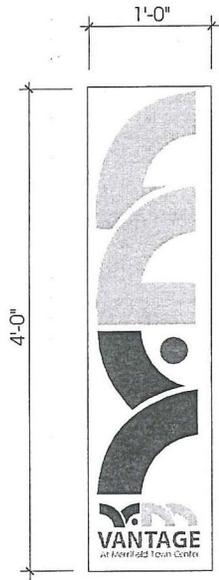
See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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Montgomery Howard  
reet  
/land 21217 4218  
yearthlink.net

**Sign Type E  
Page 18**



**Sign Type F  
Banner Standard for  
Lamp Posts**

Project Identity Banners to be project art provided in the form of double sided polyester mesh banners installed on lamp posts as shown.

Artwork to be digital printed to change seasonally not tenant advertising.

SIGN TYPE F - BANNER ART STANDARD - SIGNS 1.13 (4), 2.2 (4), 5.7 (4)  
1/2" = 1'-0"

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN

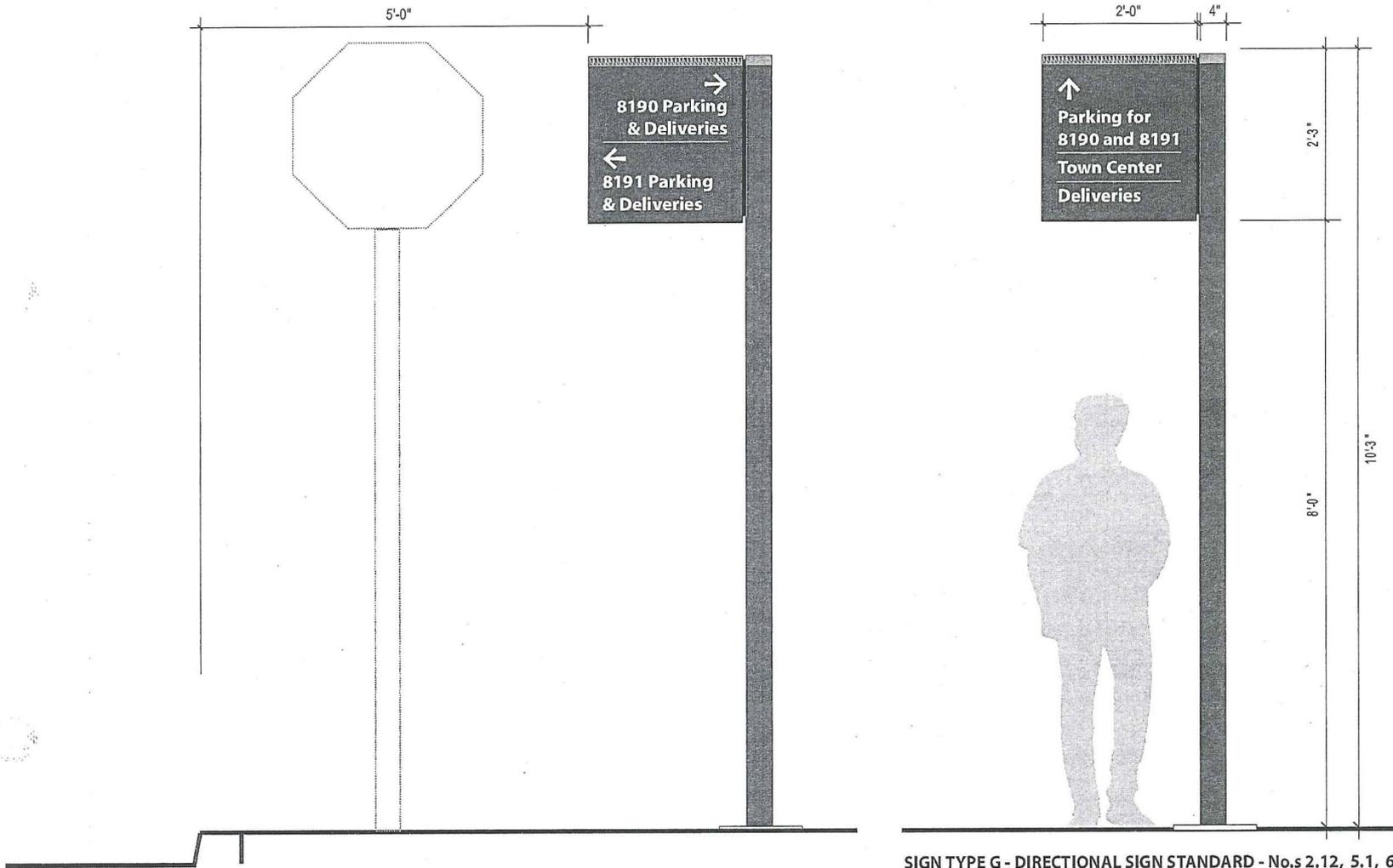
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

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Montgomery Howard  
on Street  
, Maryland 21217 4218  
#902  
rard@earthlink.net



**Sign Type G**  
**TDirectional Sign Standard**

Directional Signs and other messages to be fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and typography.

Signs fabricated of welded aluminum with reflective film copy in project standard typeface as shown.

Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines or Owner approval and records prior to fabrication.

SIGN TYPE G - DIRECTIONAL SIGN STANDARD - Nos 2.12, 5.1, 6.1  
3/4" = 1'-0"

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

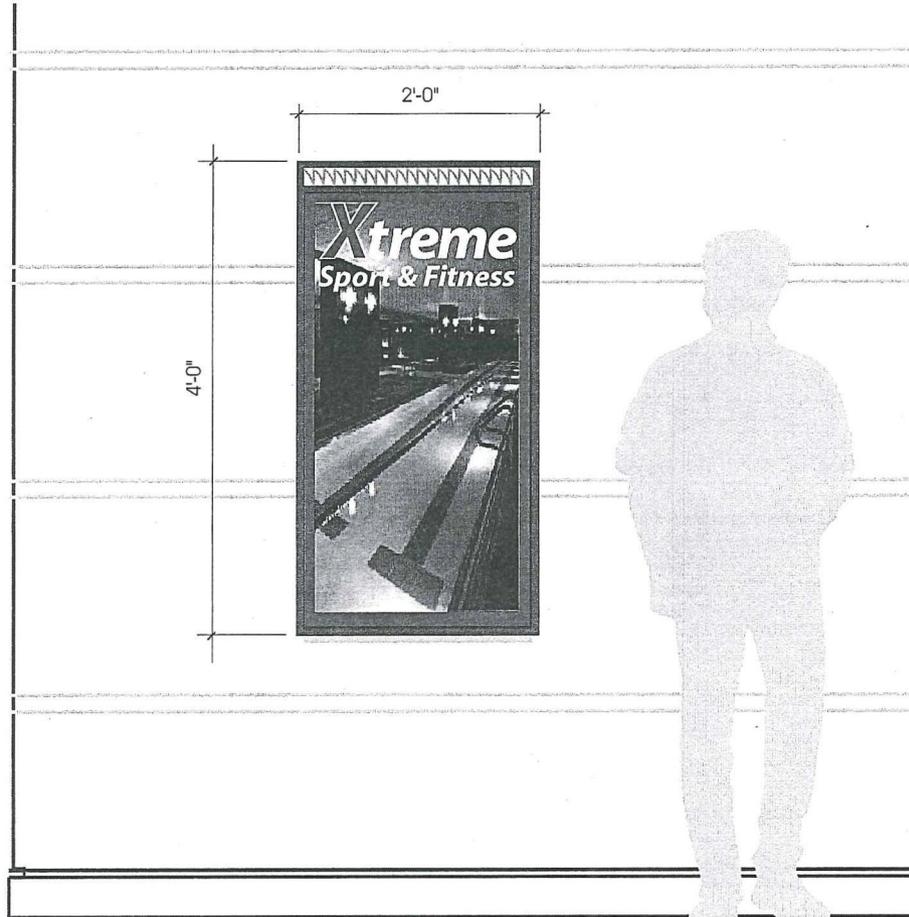
(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

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Sheets 25 of 36

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SIGN TYPE H - ADVERTISING STANDARD - No. 5.3  
1" = 1'-0"

**Sign Type H  
Wall Mounted Advertising Standard**

Advertising Signs and other messages to be fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and typography.

Signs to be back lit aluminum cabinets in building standard finishes. Internal illumination provided by concealed LED lights banks to glow at night.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided. Tenant Signs may employ corporate colors and special on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts and details sufficient to facilitate Owner's approval.

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



UNIWI  
2900 Tealest  
Falls Church  
703-698-41

Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN

(DP) (GDP) (CDP) (FDP) (CSP) (CSPA)

See PROFFERS Dated 11-17-2011

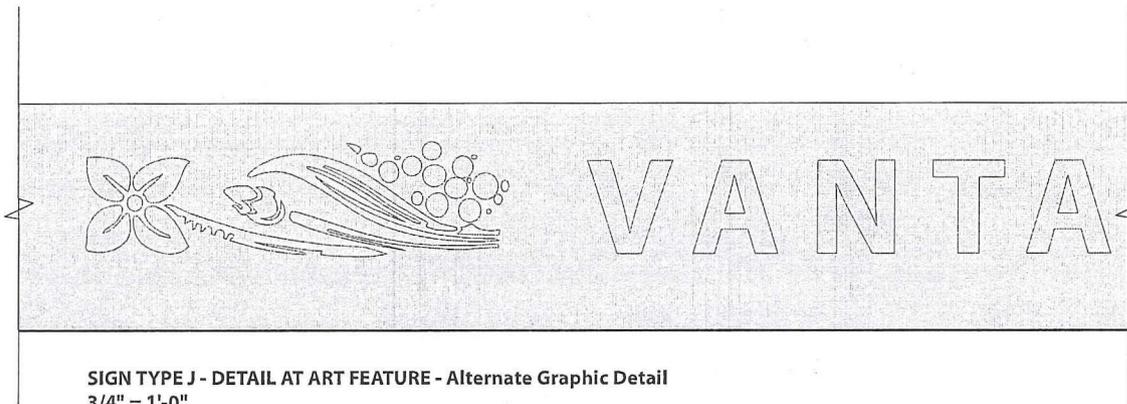
Date of (BOS) (BZA) (PC) Approval 11-17-2011

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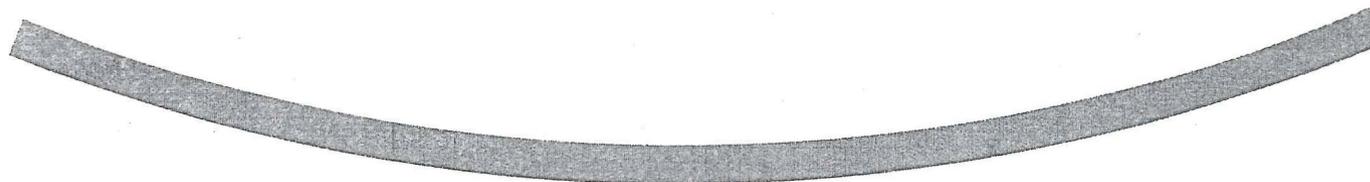
**SIGN TYPE J - DETAIL AT ART FEATURE - Alternate Graphic Detail**  
 3/4" = 1'-0"

**Sign Type J  
 Building Identity Art Feature**

Project Identity / Art feature to be cast in concrete at barrier wall to add out. Lettering and art work to be 1/2" deep embossed into concrete surface as shown.

Note: Final architectural design is under development.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.



45'-0"

2'-6"



**SIGN TYPE J - BUILDING IDENTITY / ART FEATURE - FRONT ELEVATION AND PLAN - No. 5.2**  
 1/4" = 1'-0"

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
 8190 and 8191 Strawberry Lane  
 Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**  
 (DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

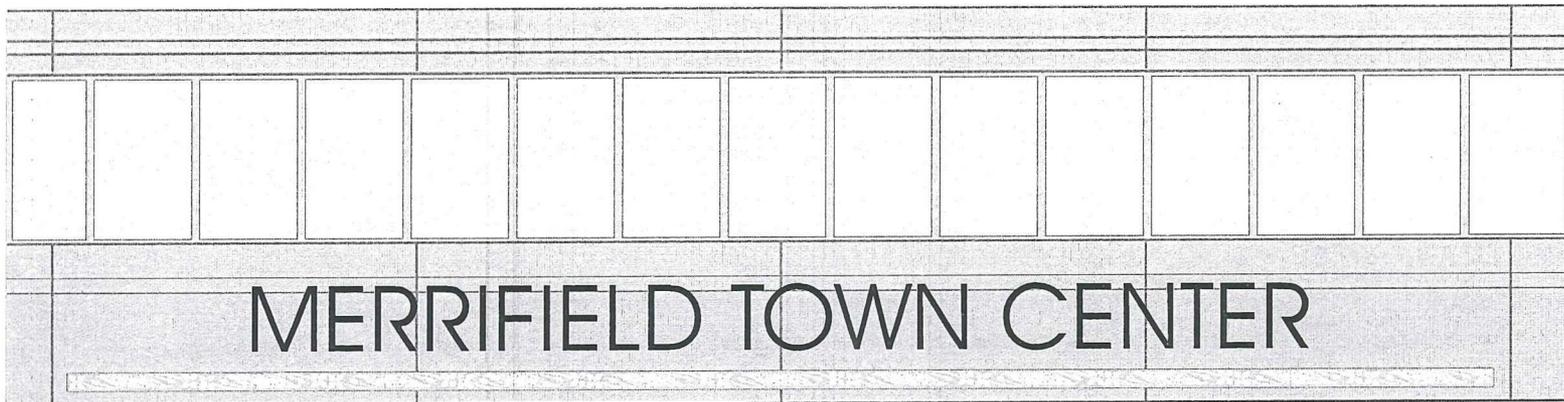
Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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3' x 58'

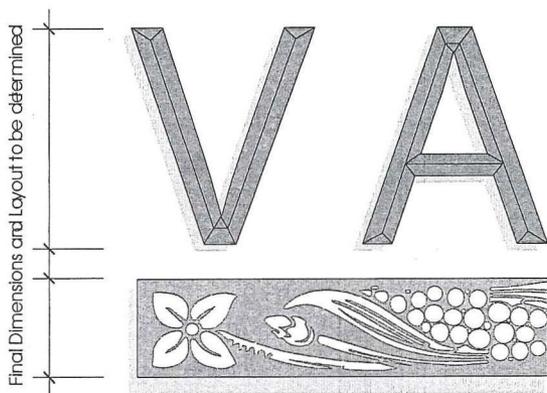
Bridge Design is under development

**Sign Type K  
Project Identity Sign  
Standard**

Project Identity Signs, to be fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and typography.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary.



SIGN TYPE K - PROJECT IDENTITY SIGNS - 9.1

Not to Scale

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

APPROVED DEVELOPMENT PLAN

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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**Sign Type K  
Page 23**

**Sign Type M  
Monument Sign (Optional)**

Project and Building Identity Sign to be fabricated of welded aluminum with concealed framework and face panels at top of acrylic with frosted glass finish.

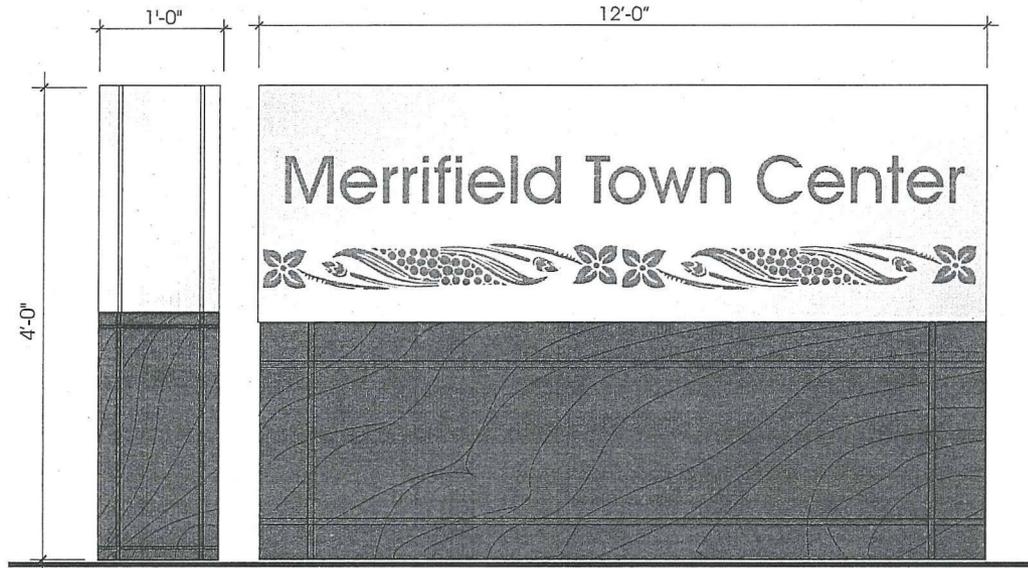
Graphics applied as digital print on vandal proof film layer to be translucent and back lit by concealed LED light banks.

Sign base to recall building metal work or masonry details. Metal could be primed and painted project standard dark grey color.

Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special at on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts and details sufficient to facilitate Owner's approval.



**Sign Type L  
Awning Standard**

Awnings fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and logo allowances.

Awnings to be minimum 9' above grade.

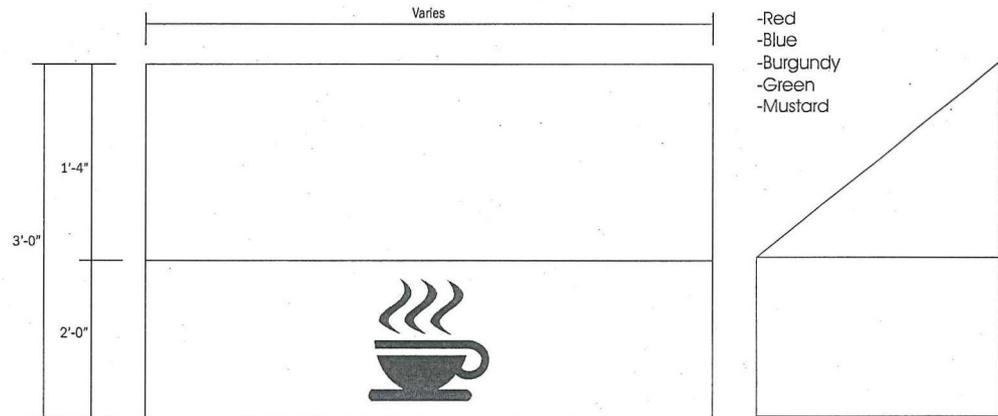
Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Awnings may employ corporate logos in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts and details sufficient to facilitate Owner's approval.

Awnings may be down lit with decorative light fixtures that meet the lighting standards of Article 12 of the Zoning Ordinance.

**Awning Fabric Colors:**

- Red
- Blue
- Burgundy
- Green
- Mustard



**NOTE: Signage not permitted on awnings expect for corporate logos**

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

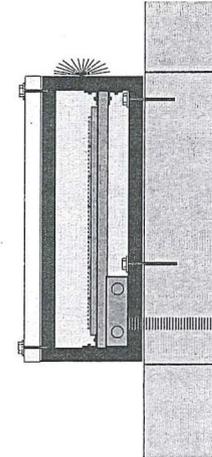
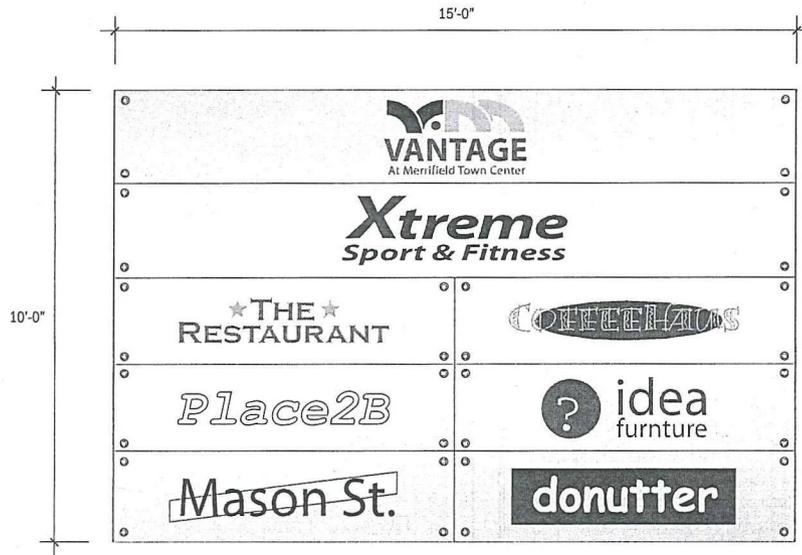
**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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**Sign Type N  
Multi-Tenant Identity Sign**

Multi-Tenant Identity Sign fabricated for Vantage at Merrifield Town Center following Graphic Standards shown here to lend consistency in application of materials and typography.

Wall mounted Single Sided internally illuminated sign with frosted acrylic faces to glow at night by concealed LED banks behind changeable face panels.

Examples shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system, fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special art on Tenant Identity Signs in compliance with the Comprehensive Signage Plan. Tenants will submit drawings, layouts and details sufficient to facilitate Owner's approval.

NOTE: Size varies.  
Refer to Building Elevations  
NOTE: LEASES ARE PENDING, VERBIAGE, LAYOUT & COLORS WILL VARY AS TENANTS PRODUCE SHOP DRAWINGS.

SIGN TYPE N - MULTI TENANT IDENTITY - No. 4.1, 5.11, 8.1, 5.15  
3/8" = 1'-0"

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



Application No. CSPA 2003-PR-009 Staff R. Horner

**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) (CSPA)

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) (PC) Approval 11-17-2011

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**Store Name**

**Monday - Friday**  
9:00AM - 5:0 OPM

**Saturday**  
10:00AM - 6: 00PM

**Closed Sundays  
and Holidays**

**STOREFRONT STANDARDS**

Multi-Tenant Facades will appear consistent at Vantage at Merrifield Town Center following Graphics Standards shown hereto lend consistency in application of materials and typography.

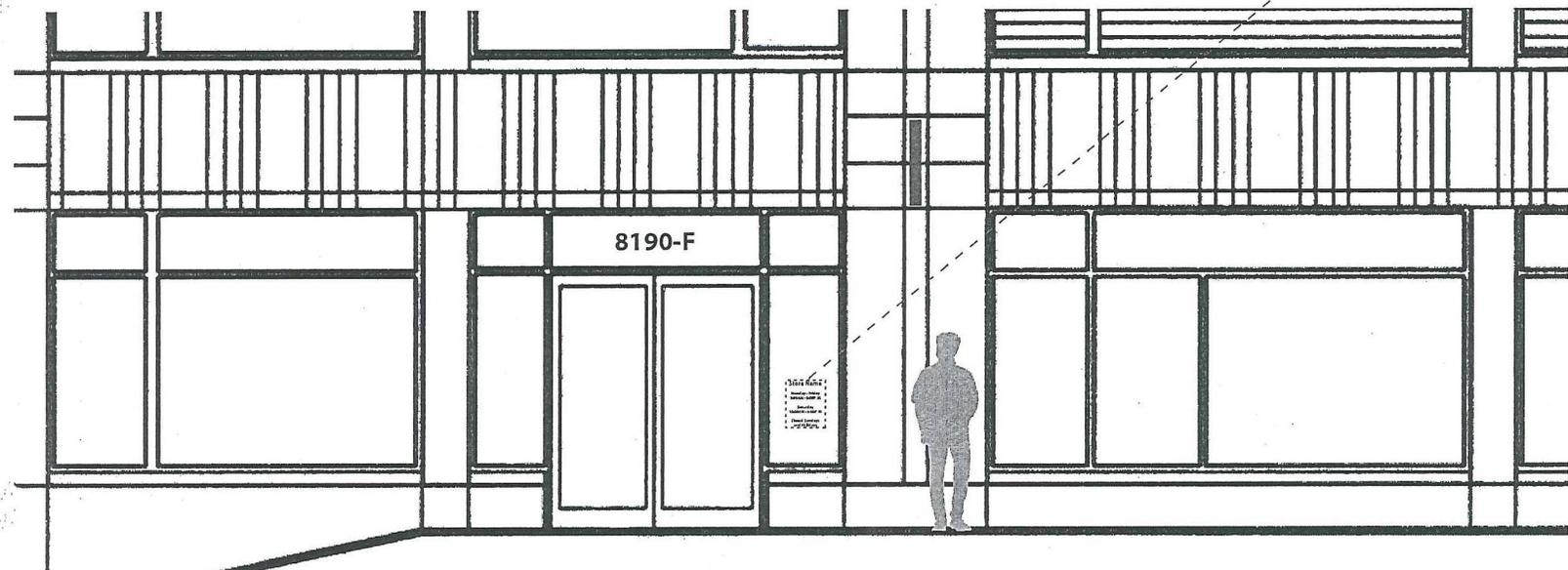
Addresses to be applied at transoms following illustration of Myriad Bold, centered, in film applied to glass on outside surface.

No more than 25% of window area maybe employed with temporary film and graphics applications subject to Owner's approval.

Refer to Sign Type Layouts for other dimensions and specifications of accepted materials and processes.

Examples shown here are for illustration of design intent only. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.

Note: When written approval of the Owner is provided, Tenant Signs may employ corporate colors and special on in compliance with the Signage Plan. Tenants will submit drawings, layouts, and details sufficient to facilitate Owner's approval.



TYPICAL STOREFRONT TENANT SIGN CONSIDERATIONS  
Not to Scale

**Comprehensive Signage Plan**



Vantage at Merrifield Town Center  
8190 and 8191 Strawberry Lane  
Fairfax, Virginia 22046



2900 Telestar Cot  
Falls Church, Virgi  
703-698-4040

Application No. CSPA 2003-PR-009 Staff R. Horner  
**APPROVED DEVELOPMENT PLAN**

(DP) (GDP) (CDP) (FDP) (CSP) **(CSPA)**

See PROFFERS Dated 11-17-2011

Date of (BOS) (BZA) **(PC)** Approval 11-17-2011

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**Sign Type 102**  
**Freestanding Project Identity Monument**

This sign is designed to work with other properties in the Merrifield suburban town center as part of a comprehensive approach to public signage.

Each sign may incorporate tenant logos from the Mosaic project and the Vantage Project.

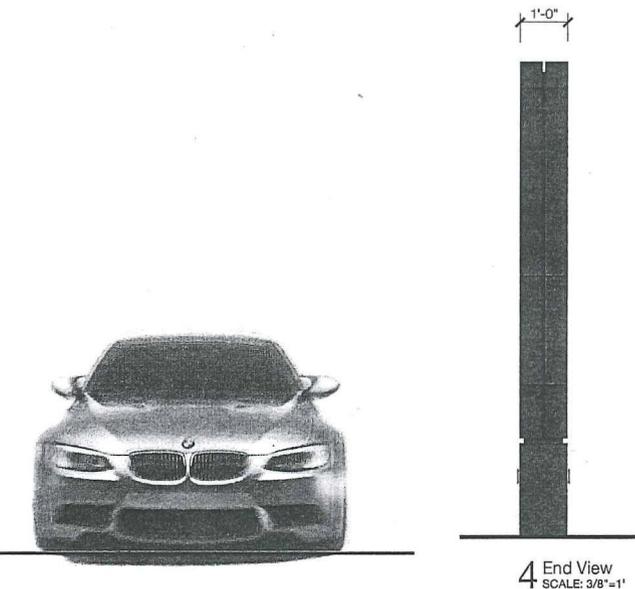
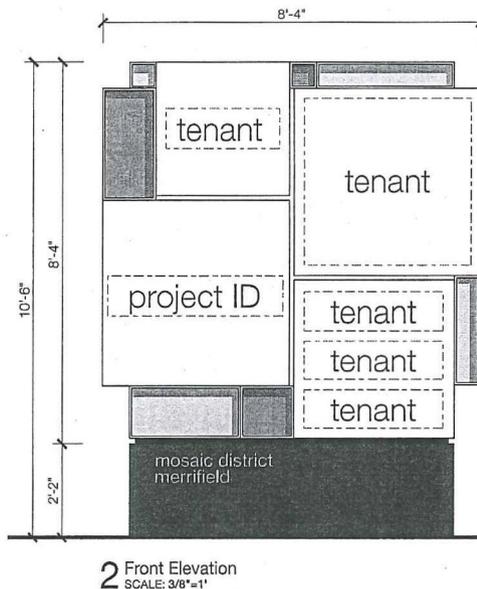
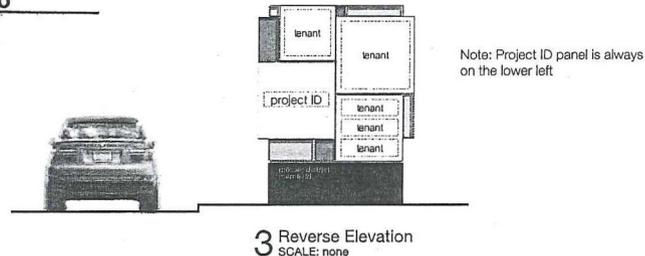
Project Identity sign to be fabricated of welded aluminum with concealed framework and painted finish. Glass panels to be supported by concealed framework.

Graphics are applied to glass faces and internally illuminated. Sign faces also to have accent illumination in recessed areas.

The project identity sign may incorporate the project identity as well as tenant names and/or logos on the illuminated glass panels. Final design of "mosaic district" and "merrifield" copy on base may vary from illustration.

Sign fabricator to provide drawings, layouts, and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Example shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.



**Sign Type 103**  
**Freestanding Vehicular Directional**

This sign is designed to work with other properties in the Merrifield suburban town center as part of a comprehensive approach to public signage.

Sign messages may contain directional information for individual tenants, site services (such as parking), delivery / loading dock locations, or other directional information for the Mosaic and Vantage projects. Note that, in the example shown here, "destination" should be understood to include individual tenants as well as non-commercial locations.

Directional signs to be fabricated of welded aluminum with concealed framework and painted finish. Glass panels to be supported by concealed framework.

Graphics are applied to glass faces and internally illuminated.

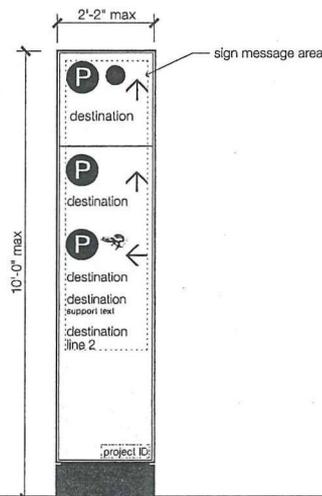
Directional signs may incorporate the project identity as well as tenant names and/or logos on the illuminated glass panels.

Sign fabricator to provide drawings, layouts, and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Example shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.



1 Top View  
 SCALE: 3/8"=1'



2 Front Elevation  
 SCALE: 3/8"=1'



3 End View  
 SCALE: 3/8"=1'

**Sign Type 105  
 Street Name Sign**

This sign is designed to work with other properties in the Merrifield suburban town center as part of a comprehensive approach to public signage.

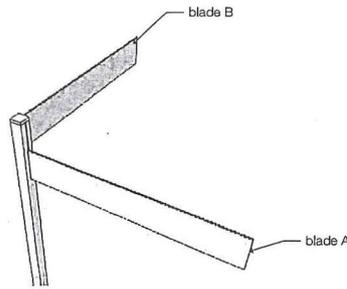
Street Name Signs will be side mounted on a pole consistent with other Mosaic project signs. All Street Name Signs will be mounted consistent with requirements specified in the Public Facilities Manual, the MUTCD, and other relevant governmental codes.

All surfaces shall be painted in a color consistent with the Mosaic color palette. Street signs shall be located at street intersections and as otherwise required by applicable regulations.

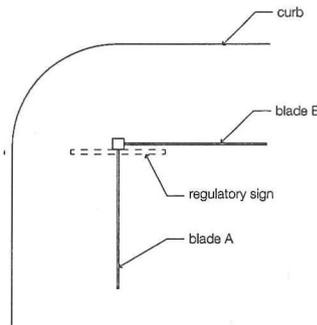
There will be no identification or directional information to specific tenants. All signs in public right-of-way are subject to appropriate licenses and approvals.

Sign fabricator to provide drawings, layouts, and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

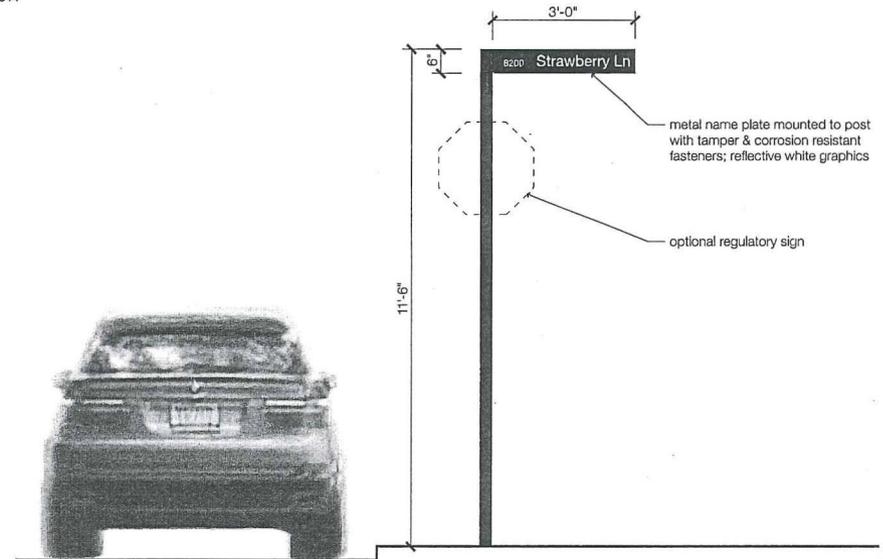
Example shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.



**1** Perspective Diagram  
 SCALE: None



**2** Plan Diagram  
 SCALE: none



**3** Front Elevation  
 SCALE: 3/8"=1'

**Sign Type 108  
Banners**

This sign is designed to work with other properties in the Merrifield suburban town center as part of a comprehensive approach to public signage.

Banners may be provided along the internal streets of Mosaic. These banners shall provide color to the streetscape and contain project name and logo. Banners may also be changed to contain appropriate seasonal decoration or include information about community, corporate, or owner-sponsored events.

Banners shall be mounted on streetlight poles to a maximum height of 12'-0" with a minimum clearance of 8'-0" above finished grade. The mounting height and size of the banners is designed to work with the Vantage at Merrifield banner elements and present a common design image. The Vantage banner signs (Sign Type F) are shown on page 19.

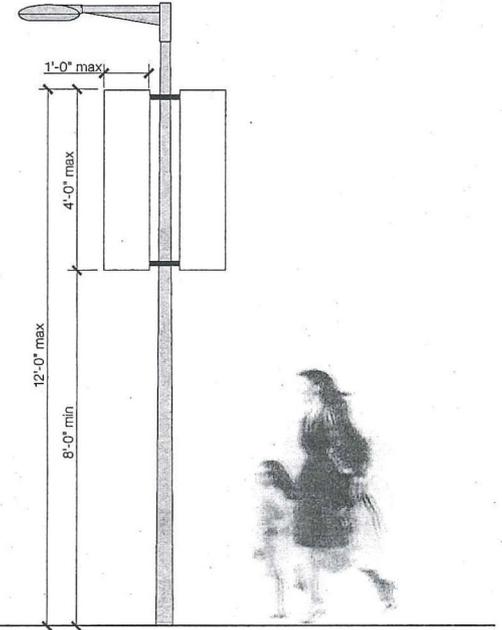
Banners will have a banner-to-banner spacing similar to the Vantage project. The design of the new banners will coordinate with the design of the existing Vantage banners to achieve consistent design and content. Banners shall not be different than other banners in the Merrifield Town Center. However, they may include a small unique logo.

Sign fabricator to provide drawings, layouts, and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

Example shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.



**1** Example Banner  
SCALE: N/A



**2** Pole Mounted Elevation  
SCALE: 3/8"=1'

**Sign Type 120  
 Pedestrian Directional**

This sign is designed to work with other properties in the Merrifield suburban town center as part of a comprehensive approach to public signage.

Pedestrian Directionals will be located to convey wayfinding information to pedestrians in the Merrifield town center.

Sign messages may contain directional information for individual tenants, site services (such as parking), delivery / loading dock locations, or other directional information for the Mosaic and Vantage projects. Note that, in the example shown here, "destination" should be understood to include individual tenants as well as non-commercial locations.

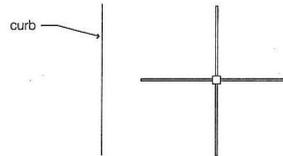
All surfaces shall be painted in a color consistent with the Mosaic color palette. Signs on the same side of the street will be located no less than 250' linear feet apart.

Pedestrian Directionals include up to 12 metal 'flags' mounted perpendicularly to the post, each of which may include both directional and tenant information. The flags will be square, and limited to two sizes, as shown in the accompanying illustration.

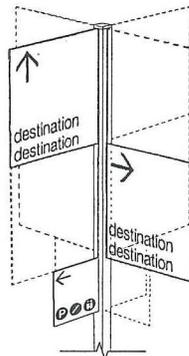
The Pedestrian Directional shares a similar design with the Vantage at Merrifield directional signs and presents a common design image. The Vantage directional signs (Sign Type G) are shown on page 20 of this document.

Sign fabricator to provide drawings, layouts, and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.

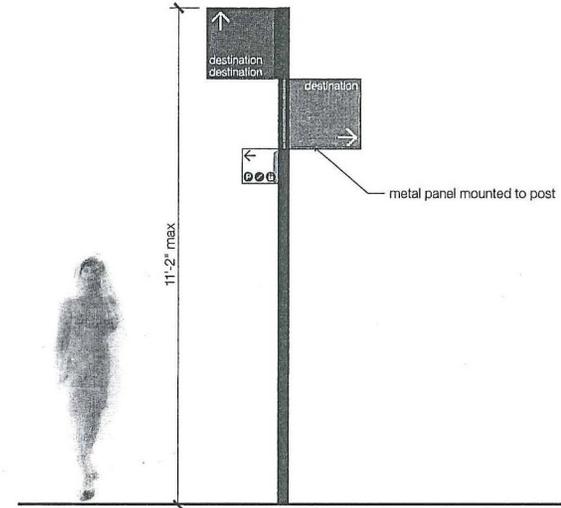
Example shown here are for illustration of design intent only. Colors and materials may vary in appearance by printer. Follow color and material indications and submit proofs from actual paint system fonts and application methods to facilitate approval.



**1** Plan Diagram  
 SCALE: None



**2** Perspective Diagram  
 SCALE: None



**3** Front Elevation  
 SCALE: 1/2"=1'



## COMMONWEALTH of VIRGINIA

## DEPARTMENT OF TRANSPORTATION

4975 Alliance Drive  
Fairfax, VA 22030

April 13, 2012

GREGORY A. WHIRLEY  
COMMISSIONER

**To:** Ms. Barbara Berlin  
Director, Zoning Evaluation Division

**From:** Kevin Nelson  
Virginia Department of Transportation – Land Development Section

**Subject:** CSPA 2005-PR-041 Eskridge (E&A) LLC Sign Plan  
Tax Map # 49-3((37)) & ((38)) Various Parcels  
Fairfax County

All submittals subsequent to the first submittal shall provide a response letter to the previous VDOT comments. Submittals without comment response letters are considered incomplete and will be returned without review.

I have reviewed the above plan submitted on March 22, 2012, and received on March 24, 2012. The following comments are offered:

1. No banner flags or any other advertising signs of any type are permitted within the public right of way. The only signs permitted within the right of way are street identification signs and regulatory signs.
2. No "uplighting" signs should be placed where the light could blind drivers along a public street. All signs facing or along public streets should be internally or downward lit toward the sign and away from the road.
3. No signs shall obstruct intersection sight lines.
4. All proposed signs MUST be out of the roadway clear zone and must not block the intersection sight lines.
5. No signs should be placed within pedestrian facilities, creating obstructions for people using the facility.
6. Sight lines for all intersections at a public street which contain ground mounted solid signs shall indicate the intersection sight lines to assure the sight lines remain clear.
7. Signage which falls under the Virginia Outdoor Sign regulations is required to meet these requirements.

cc: Ms. Angela Rodeheaver  
fairfaxrezoningRZ2003-PR-009cspa1EskridgeLLC4-13-12BB

## GLOSSARY

This Glossary is provided to assist the public in understanding the staff evaluation and analysis of development proposals. It should not be construed as representing legal definitions. Refer to the Fairfax County Zoning Ordinance, Comprehensive Plan or Public Facilities Manual for additional information.

**ABANDONMENT:** Refers to road or street abandonment, an action taken by the Board of Supervisors, usually through the public hearing process, to abolish the public's right-of-passage over a road or road right-of way. Upon abandonment, the right-of-way automatically reverts to the underlying fee owners. If the fee to the owner is unknown, Virginia law presumes that fee to the roadbed rests with the adjacent property owners if there is no evidence to the contrary.

**ACCESSORY DWELLING UNIT (OR APARTMENT):** A secondary dwelling unit established in conjunction with and clearly subordinate to a single family detached dwelling unit. An accessory dwelling unit may be allowed if a special permit is granted by the Board of Zoning Appeals (BZA). Refer to Sect. 8-918 of the Zoning Ordinance.

**AFFORDABLE DWELLING UNIT (ADU) DEVELOPMENT:** Residential development to assist in the provision of affordable housing for persons of low and moderate income in accordance with the affordable dwelling unit program and in accordance with Zoning Ordinance regulations. Residential development which provides affordable dwelling units may result in a density bonus (see below) permitting the construction of additional housing units. See Part 8 of Article 2 of the Zoning Ordinance.

**AGRICULTURAL AND FORESTAL DISTRICTS:** A land use classification created under Chapter 114 or 115 of the Fairfax County Code for the purpose of qualifying landowners who wish to retain their property for agricultural or forestal use for use/value taxation pursuant to Chapter 58 of the Fairfax County Code.

**BARRIER:** A wall, fence, earthen berm, or plant materials which may be used to provide a physical separation between land uses. Refer to Article 13 of the Zoning Ordinance for specific barrier requirements.

**BEST MANAGEMENT PRACTICES (BMPs):** Stormwater management techniques or land use practices that are determined to be the most effective, practicable means of preventing and/or reducing the amount of pollution generated by nonpoint sources in order to improve water quality.

**BUFFER:** Graduated mix of land uses, building heights or intensities designed to mitigate potential conflicts between different types or intensities of land uses; may also provide for a transition between uses. A landscaped buffer may be an area of open, undeveloped land and may include a combination of fences, walls, berms, open space and/or landscape plantings. A buffer is not necessarily coincident with transitional screening.

**CHESAPEAKE BAY PRESERVATION ORDINANCE:** Regulations which the State has mandated must be adopted to protect the Chesapeake Bay and its tributaries. These regulations must be incorporated into the comprehensive plans, zoning ordinances and subdivision ordinances of the affected localities. Refer to Chesapeake Bay Preservation Act, Va. Code Section 10.1-2100 et seq and VR 173-02-01, Chesapeake Bay Preservation Area Designation and Management Regulations.

**CLUSTER DEVELOPMENT:** Residential development in which the lots are clustered on a portion of a site so that significant environmental/historical/cultural resources may be preserved or recreational amenities provided. While smaller lot sizes are permitted in a cluster subdivision to preserve open space, the overall density cannot exceed that permitted by the applicable zoning district. See Sect. 2-421 and Sect. 9-615 of the Zoning Ordinance.

**COUNTY 2232 REVIEW PROCESS:** A public hearing process pursuant to Sect. 15.2-2232 (Formerly Sect. 15.1-456) of the Virginia Code which is used to determine if a proposed public facility not shown on the adopted Comprehensive Plan is in substantial accord with the plan. Specifically, this process is used to determine if the general or approximate location, character and extent of a proposed facility is in substantial accord with the Plan.

**dBA:** The momentary magnitude of sound weighted to approximate the sensitivity of the human ear to certain frequencies; the dBA value describes a sound at a given instant, a maximum sound level or a steady state value. See also Ldn.

**DENSITY:** Number of dwelling units (du) divided by the gross acreage (ac) of a site being developed in residential use; or, the number of dwelling units per acre (du/ac) except in the PRC District when density refers to the number of persons per acre.

**DENSITY BONUS:** An increase in the density otherwise allowed in a given zoning district which may be granted under specific provisions of the Zoning Ordinance when a developer provides excess open space, recreation facilities, or affordable dwelling units (ADUs), etc.

**DEVELOPMENT CONDITIONS:** Terms or conditions imposed on a development by the Board of Supervisors (BOS) or the Board of Zoning Appeals (BZA) in connection with approval of a special exception, special permit or variance application or rezoning application in a "P" district. Conditions may be imposed to mitigate adverse impacts associated with a development as well as secure compliance with the Zoning Ordinance and/or conformance with the Comprehensive Plan. For example, development conditions may regulate hours of operation, number of employees, height of buildings, and intensity of development.

**DEVELOPMENT PLAN:** A graphic representation which depicts the nature and character of the development proposed for a specific land area: information such as topography, location and size of proposed structures, location of streets trails, utilities, and storm drainage are generally included on a development plan. A development plan is a submission requirement for rezoning to the PRC District. A **GENERALIZED DEVELOPMENT PLAN (GDP)** is a submission requirement for a rezoning application for all conventional zoning districts other than a P District. A development plan submitted in connection with a special exception (SE) or special permit (SP) is generally referred to as an SE or SP plat. A **CONCEPTUAL DEVELOPMENT PLAN (CDP)** is a submission requirement when filing a rezoning application for a P District other than the PRC District; a CDP characterizes in a general way the planned development of the site. A **FINAL DEVELOPMENT PLAN (FDP)** is a submission requirement following the approval of a conceptual development plan and rezoning application for a P District other than the PRC District; an FDP further details the planned development of the site. See Article 16 of the Zoning Ordinance.

**EASEMENT:** A right to or interest in property owned by another for a specific and limited purpose. Examples: access easement, utility easement, construction easement, etc. Easements may be for public or private purposes.

**ENVIRONMENTAL QUALITY CORRIDORS (EQCs):** An open space system designed to link and preserve natural resource areas; provide passive recreation and protect wildlife habitat. The system includes stream valleys, steep slopes and wetlands. For a complete definition of EQCs, refer to the Environmental section of the Policy Plan for Fairfax County contained in Vol. 1 of the Comprehensive Plan.

**ERODIBLE SOILS:** Soils that wash away easily, especially under conditions where stormwater runoff is inadequately controlled. Silt and sediment are washed into nearby streams, thereby degrading water quality.

**FLOODPLAIN:** Those land areas in and adjacent to streams and watercourses subject to periodic flooding; usually associated with environmental quality corridors. The 100 year floodplain drains 70 acres or more of land and has a one percent chance of flood occurrence in any given year.

**FLOOR AREA RATIO (FAR):** An expression of the amount of development intensity (typically, non-residential uses) on a specific parcel of land. FAR is determined by dividing the total square footage of gross floor area of buildings on a site by the total square footage of the site itself.

**FUNCTIONAL CLASSIFICATION:** A system for classifying roads in terms of the character of service that individual facilities are providing or are intended to provide, ranging from travel mobility to land access. Roadway system functional classification elements include Freeways or Expressways which are limited access highways, Other Principal (or Major) Arterials, Minor Arterials, Collector Streets, and Local Streets. Principal arterials are designed to accommodate travel; access to adjacent properties is discouraged. Minor arterials are designed to serve both through traffic and local trips. Collector roads and streets link local streets and properties with the arterial network. Local streets provide access to adjacent properties.

**GEOTECHNICAL REVIEW:** An engineering study of the geology and soils of a site which is submitted to determine the suitability of a site for development and recommends construction techniques designed to overcome development on problem soils, e.g., marine clay soils.

**HYDROCARBON RUNOFF:** Petroleum products, such as motor oil, gasoline or transmission fluid deposited by motor vehicles which are carried into the local storm sewer system with the stormwater runoff, and ultimately, into receiving streams; a major source of non-point source pollution. An oil-grit separator is a common hydrocarbon runoff reduction method.

**IMPERVIOUS SURFACE:** Any land area covered by buildings or paved with a hard surface such that water cannot seep through the surface into the ground.

**INFILL:** Development on vacant or underutilized sites within an area which is already mostly developed in an established development pattern or neighborhood.

**INTENSITY:** The magnitude of development usually measured in such terms as density, floor area ratio, building height, percentage of impervious surface, traffic generation, etc. Intensity is also based on a comparison of the development proposal against environmental constraints or other conditions which determine the carrying capacity of a specific land area to accommodate development without adverse impacts.

**Ldn:** Day night average sound level. It is the twenty-four hour average sound level expressed in A-weighted decibels; the measurement assigns a "penalty" to night time noise to account for night time sensitivity. Ldn represents the total noise environment which varies over time and correlates with the effects of noise on the public health, safety and welfare.

**LEVEL OF SERVICE (LOS):** An estimate of the effectiveness of a roadway to carry traffic, usually under anticipated peak traffic conditions. Level of Service efficiency is generally characterized by the letters A through F, with LOS-A describing free flow traffic conditions and LOS-F describing jammed or grid-lock conditions.

**MARINE CLAY SOILS:** Soils that occur in widespread areas of the County generally east of Interstate 95. Because of the abundance of shrink-swell clays in these soils, they tend to be highly unstable. Many areas of slope failure are evident on natural slopes. Construction on these soils may initiate or accelerate slope movement or slope failure. The shrink-swell soils can cause movement in structures, even in areas of flat topography, from dry to wet seasons resulting in cracked foundations, etc. Also known as slippage soils.

**OPEN SPACE:** That portion of a site which generally is not covered by buildings, streets, or parking areas. Open space is intended to provide light and air; open space may function as a buffer between land uses or for scenic, environmental, or recreational purposes.

**OPEN SPACE EASEMENT:** An easement usually granted to the Board of Supervisors which preserves a tract of land in open space for some public benefit in perpetuity or for a specified period of time. Open space easements may be accepted by the Board of Supervisors, upon request of the land owner, after evaluation under criteria established by the Board. See Open Space Land Act, Code of Virginia, Sections 10.1-1700, et seq.

**P DISTRICT:** A "P" district refers to land that is planned and/or developed as a Planned Development Housing (PDH) District, a Planned Development Commercial (PDC) District or a Planned Residential Community (PRC) District. The PDH, PDC and PRC Zoning Districts are established to encourage innovative and creative design for land development; to provide ample and efficient use of open space; to promote a balance in the mix of land uses, housing types, and intensity of development; and to allow maximum flexibility in order to achieve excellence in physical, social and economic planning and development of a site. Refer to Articles 6 and 16 of the Zoning Ordinance.

**PROFFER:** A written condition, which, when offered voluntarily by a property owner and accepted by the Board of Supervisors in a rezoning action, becomes a legally binding condition which is in addition to the zoning district regulations applicable to a specific property. Proffers are submitted and signed by an owner prior to the Board of Supervisors public hearing on a rezoning application and run with the land. Once accepted by the Board, proffers may be modified only by a proffered condition amendment (PCA) application or other zoning action of the Board and the hearing process required for a rezoning application applies. See Sect. 15.2-2303 (formerly 15.1-491) of the Code of Virginia.

**PUBLIC FACILITIES MANUAL (PFM):** A technical text approved by the Board of Supervisors containing guidelines and standards which govern the design and construction of site improvements incorporating applicable Federal, State and County Codes, specific standards of the Virginia Department of Transportation and the County's Department of Public Works and Environmental Services.

**RESOURCE MANAGEMENT AREA (RMA):** That component of the Chesapeake Bay Preservation Area comprised of lands that, if improperly used or developed, have a potential for causing significant water quality degradation or for diminishing the functional value of the Resource Protection Area. See Fairfax County Code, Ch. 118, Chesapeake Bay Preservation Ordinance.

**RESOURCE PROTECTION AREA (RPA):** That component of the Chesapeake Bay Preservation Area comprised of lands at or near the shoreline or water's edge that have an intrinsic water quality value due to the ecological and biological processes they perform or are sensitive to impacts which may result in significant degradation of the quality of state waters. In their natural condition, these lands provide for the removal, reduction or assimilation of sediments from runoff entering the Bay and its tributaries, and minimize the adverse effects of human activities on state waters and aquatic resources. New development is generally discouraged in an RPA. See Fairfax County Code, Ch. 118, Chesapeake Bay Preservation Ordinance.

**SITE PLAN:** A detailed engineering plan, to scale, depicting the development of a parcel of land and containing all information required by Article 17 of the Zoning Ordinance. Generally, submission of a site plan to DPWES for review and approval is required for all residential, commercial and industrial development except for development of single family detached dwellings. The site plan is required to assure that development complies with the Zoning Ordinance.

**SPECIAL EXCEPTION (SE) / SPECIAL PERMIT (SP):** Uses, which by their nature, can have an undue impact upon or can be incompatible with other land uses and therefore need a site specific review. After review, such uses may be allowed to locate within given designated zoning districts if appropriate and only under special controls, limitations, and regulations. A special exception is subject to public hearings by the Planning Commission and Board of Supervisors with approval by the Board of Supervisors; a special permit requires a public hearing and approval by the Board of Zoning Appeals. Unlike proffers which are voluntary, the Board of Supervisors or BZA may impose reasonable conditions to assure, for example, compatibility and safety. See Article 8, Special Permits and Article 9, Special Exceptions, of the Zoning Ordinance.

**STORMWATER MANAGEMENT:** Engineering practices that are incorporated into the design of a development in order to mitigate or abate adverse water quantity and water quality impacts resulting from development. Stormwater management systems are designed to slow down or retain runoff to re-create, as nearly as possible, the pre-development flow conditions.

**SUBDIVISION PLAT:** The engineering plan for a subdivision of land submitted to DPWES for review and approved pursuant to Chapter 101 of the County Code.

**TRANSPORTATION DEMAND MANAGEMENT (TDM):** Actions taken to reduce single occupant vehicle automobile trips or actions taken to manage or reduce overall transportation demand in a particular area.

**TRANSPORTATION SYSTEM MANAGEMENT (TSM) PROGRAMS:** This term is used to describe a full spectrum of actions that may be applied to improve the overall efficiency of the transportation network. TSM programs usually consist of low-cost alternatives to major capital expenditures, and may include parking management measures, ridesharing programs, flexible or staggered work hours, transit promotion or operational improvements to the existing roadway system. TSM includes Transportation Demand Management (TDM) measures as well as H.O.V. use and other strategies associated with the operation of the street and transit systems.

**URBAN DESIGN:** An aspect of urban or suburban planning that focuses on creating a desirable environment in which to live, work and play. A well-designed urban or suburban environment demonstrates the four generally accepted principles of design: clearly identifiable function for the area; easily understood order; distinctive identity; and visual appeal.

**VACATION:** Refers to vacation of street or road as an action taken by the Board of Supervisors in order to abolish the public's right-of-passage over a road or road right-of-way dedicated by a plat of subdivision. Upon vacation, title to the road right-of-way transfers by operation of law to the owner(s) of the adjacent properties within the subdivision from whence the road/road right-of-way originated.

**VARIANCE:** An application to the Board of Zoning Appeals which seeks relief from a specific zoning regulation such as lot width, building height, or minimum yard requirements, among others. A variance may only be granted by the Board of Zoning Appeals through the public hearing process and upon a finding by the BZA that the variance application meets the required Standards for a Variance set forth in Sect. 18-404 of the Zoning Ordinance.

**WETLANDS:** Land characterized by wetness for a portion of the growing season. Wetlands are generally delineated on the basis of physical characteristics such as soil properties indicative of wetness, the presence of vegetation with an affinity for water, and the presence or evidence of surface wetness or soil saturation. Wetland environments provide water quality improvement benefits and are ecologically valuable. Development activity in wetlands is subject to permitting processes administered by the U.S. Army Corps of Engineers

**TIDAL WETLANDS:** Vegetated and nonvegetated wetlands as defined in Chapter 116 Wetlands Ordinance of the Fairfax County Code: includes tidal shores and tidally influenced embayments, creeks, and tributaries to the Occoquan and Potomac Rivers. Development activity in tidal wetlands may require approval from the Fairfax County Wetlands Board.

#### Abbreviations Commonly Used in Staff Reports

A&F	Agricultural & Forestal District	PDH	Planned Development Housing
ADU	Affordable Dwelling Unit	PFM	Public Facilities Manual
ARB	Architectural Review Board	PRC	Planned Residential Community
BMP	Best Management Practices	RC	Residential-Conservation
BOS	Board of Supervisors	RE	Residential Estate
BZA	Board of Zoning Appeals	RMA	Resource Management Area
COG	Council of Governments	RPA	Resource Protection Area
CBC	Community Business Center	RUP	Residential Use Permit
CDP	Conceptual Development Plan	RZ	Rezoning
CRD	Commercial Revitalization District	SE	Special Exception
DOT	Department of Transportation	SEA	Special Exception Amendment
DP	Development Plan	SP	Special Permit
DPWES	Department of Public Works and Environmental Services	TDM	Transportation Demand Management
DPZ	Department of Planning and Zoning	TMA	Transportation Management Association
DU/AC	Dwelling Units Per Acre	TSA	Transit Station Area
EQC	Environmental Quality Corridor	TSM	Transportation System Management
FAR	Floor Area Ratio	UP & DD	Utilities Planning and Design Division, DPWES
FDP	Final Development Plan	VC	Variance
GDP	Generalized Development Plan	VDOT	Virginia Dept. of Transportation
GFA	Gross Floor Area	VPD	Vehicles Per Day
HC	Highway Corridor Overlay District	VPH	Vehicles per Hour
HCD	Housing and Community Development	WMATA	Washington Metropolitan Area Transit Authority
LOS	Level of Service	WS	Water Supply Protection Overlay District
Non-RUP	Non-Residential Use Permit	ZAD	Zoning Administration Division, DPZ
OSDS	Office of Site Development Services, DPWES	ZED	Zoning Evaluation Division, DPZ
PCA	Proffered Condition Amendment	ZPRB	Zoning Permit Review Branch
PD	Planning Division		
PDC	Planned Development Commercial		