



APPLICATION ACCEPTED: September 6, 2012
PLANNING COMMISSION HEARING: December 5, 2012

County of Fairfax, Virginia

November 21, 2012

STAFF REPORT

APPLICATION CSP 2003-PR-022

PROVIDENCE DISTRICT

APPLICANT: Pulte Home Corporation

ZONING: PRM (Planned Residential Mixed Use)
PDH-12 (Planned Development Housing)
PDH-16 (Planned Development Housing)
HC (Highway Corridor)

PARCEL: 48-2 ((24)) B1
48-3 ((49)) 2B, 2C1, 2C2, 2C3, 2E, 2F, 2G, 2H
48-3 ((50)) 35, 36, 119-174
48-4 ((28)) A, 1-34, 37-118, 175-218

ACREAGE: 50.14 acres

COMPREHENSIVE PLAN: Metro-Oriented Mixed Use Option

PROPOSAL: Comprehensive Sign Plan for the Metrowest development for permanent freestanding, building mounted, wayfinding and temporary signs

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2003-PR-022 subject to the proposed development conditions contained in Appendix 1.

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.

William Mayland, AICP

Department of Planning and Zoning
Zoning Evaluation Division
12055 Government Center Parkway, Suite 801
Fairfax, Virginia 22035-5509
Phone 703-324-1290 FAX 703-324-3924
www.fairfaxcounty.gov/dpz/



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 Comprehensive Sign Plan 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.

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Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 48 hours advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

Comprehensive Sign Plan

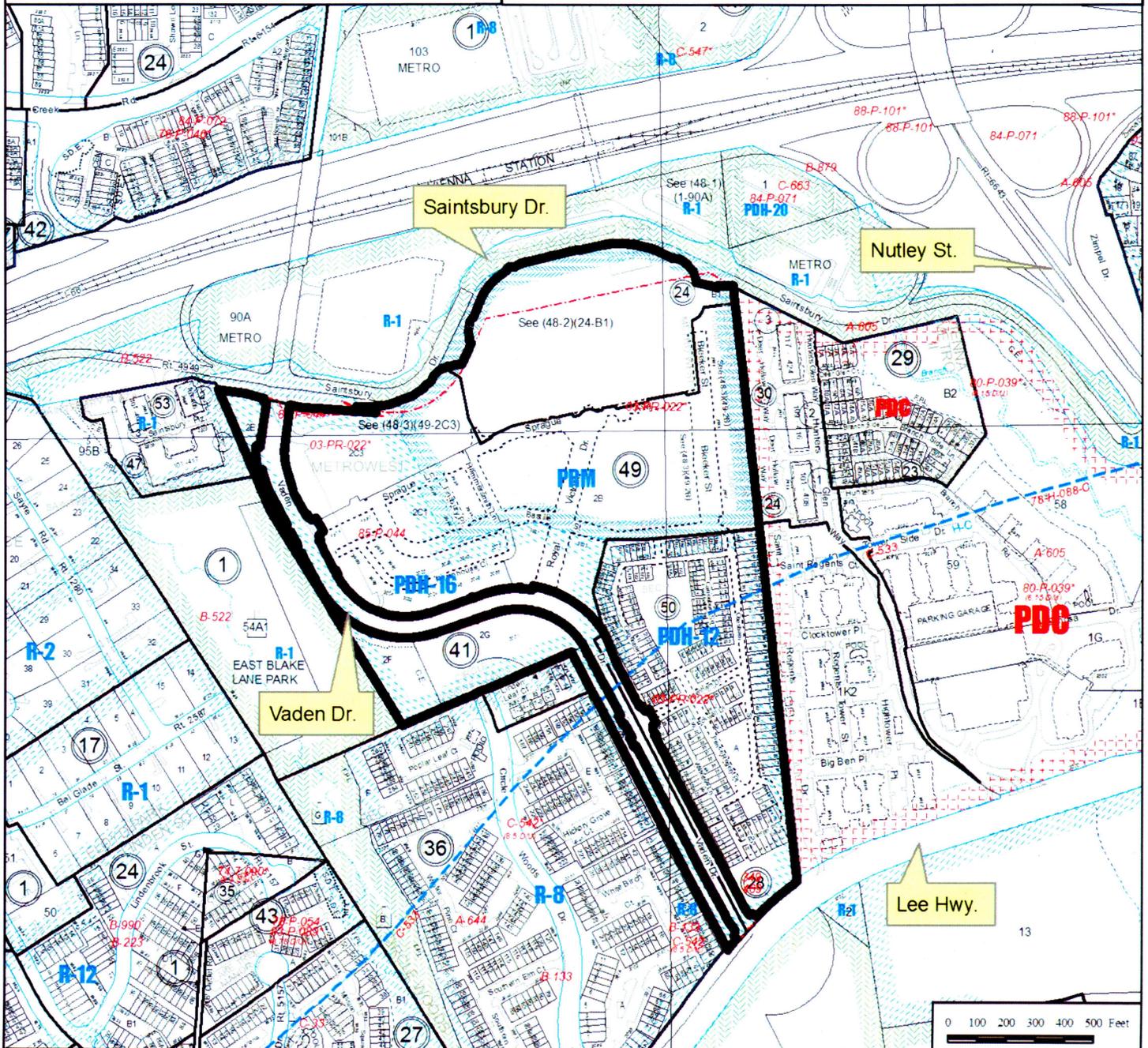
CSP 2003-PR-022



Applicant: PULTE HOME CORPORATION
Accepted: 09/06/2012
Proposed: COMPREHENSIVE SIGN PLAN
Area: 50.14 AC OF LAND; DISTRICT - PROVIDENCE
Located: NORTH OF LEE HIGHWAY, WEST OF NUTLEY STREET, SOUTH OF SAINTSBURY DRIVE

Zoning: PDH-12
Overlay Dist: HC
Map Ref Num:

048-2- /24 / B 048-3- /49 / 0002B /49 /
0002C1 /49 / 0002C2 /49 / 0002E /49 / 0002F /
49 / 0002G /49 / 0002H /50 / 0035 /50 / 0036 /
50 / 0119-0174 048-4 /28 / A /28 /
0001-0034 /28 / 0037-0118 /28 / 0175-218



DESCRIPTION OF THE APPLICATION

Pulte Home Corporation requests approval of a comprehensive sign plan (CSP) for the Metrowest development. The sign plan depicts permanent freestanding, building mounted, wayfinding and temporary signs for the development. Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve a comprehensive sign plan for developments in a Planned District as an alternative to the provisions for signs contained in Article 12 of the Zoning Ordinance.

The proposed development conditions and the applicant's statement of justification are contained Appendices 1 and 2, respectively. A copy of the CSP is contained in Appendix 3 of the staff report.

LOCATION AND CHARACTER

The 50.14 acre site is part of the Vienna Transit Station area located directly south of the Vienna metro station and is currently under development.

Surrounding Zoning and Uses:



North: Vienna Metro Station (R-1), Planned: Public Facilities, Governmental & Institutional

South: Towers Park (south of Lee Highway) (PDH-12), Planned: Public Park

East: Hunter's Branch and Regent's Park multifamily dwellings (PDC), Planned: Mixed Use.

West: Saintsbury Plaza Independent Living (R-1), Planned: Residential 4-5 du/ac; East Blake Lane Park (R-1), Planned: Public Park; and Circle Woods single family attached dwellings (R-8), Planned: Residential 5-8 du/ac.

BACKGROUND

On March 27, 2006, the Board of Supervisors approved RZ 2003-PR-022 to permit a mixed use development on the 50+ acre subject site. The rezoning approved Planned Residential Mixed Use (PRM) District on the north 23 acres, Planned Development Housing (PDH)-16 and PDH-12 District for the remainder of the site. The approved plan and proffers can be viewed in the Zoning Evaluation Division of the Department of Planning and Zoning and can also be obtained at <http://ldsnet.fairfaxcounty.gov/ldsnet/>.

COMPREHENSIVE PLAN PROVISIONS

The Fairfax County Comprehensive Plan, 2011 Edition; Area II; Vienna Planning District, Vienna Transit Station Area, Land Unit C, as amended through June 19, 2010, is planned for a Metro-Oriented Mixed Use Option, as detailed on pages 21-37 of the Comprehensive Plan and at <http://www.fairfaxcounty.gov/dpz/comprehensiveplan/area2/vienna.pdf>.

ANALYSIS

The Comprehensive Sign Plan prepared by Land Design consisting of 51 pages dated November 13, 2012, contained in Appendix 3 is analyzed below.



The key plan to the left depicts the proposed location of the permanent signs for the development. Building 1 is a public building and not subject to the sign plan and will be permitted signage in accordance with Article 12 of the Zoning Ordinance. Buildings 2-5 are age restricted multi-family buildings. Buildings 6, 7, 10, 16, 17 and 18 are multi-family with first floor retail. Buildings 11-15, 19 and 20 are multi-family buildings and Buildings 8 and 9 are office buildings with first floor retail.



The key plan above details the proposed signs within the Town Center of the development.

The applicant proposes multiple free standing signs for the property as detailed below. If the application is not approved the applicant would be limited to the signs permitted by Article 12 of the Zoning Ordinance. Article 12 would limit the applicant to major entrance signs of 30 square feet for each of the seven entrances to the multi-family portion and 40 square feet for each of the four major entrances to the commercial portion. Staff notes that more than one sign could be provided at each major entrance, but the total sign area would be limited to the 30 or 40 square feet per entrance (370 square feet total). Sign Types A1, A1a, A2, A3, and A4 are the major and secondary entrance signs proposed and detailed below. The applicant proposes 981 square feet of entrance signage or an increase of 611 square feet.

The northern primary entrance sign (Type A1) is proposed to be located at the intersection of Vaden Drive and Saintsbury Drive. The sign area is 45 square feet and located on a planter wall with internal illumination. The southern primary entrance sign (Type A1a) is located at the intersection of Lee Highway and Vaden Drive. The sign area is 80 square feet located on a noise wall and internally illuminated. The sign includes project identification and four tenant signs (five square feet per tenant). Staff notes that the sign area is the area around the lettering and not the wall on which the sign is located. Below is a depiction of the two primary entrance signs.

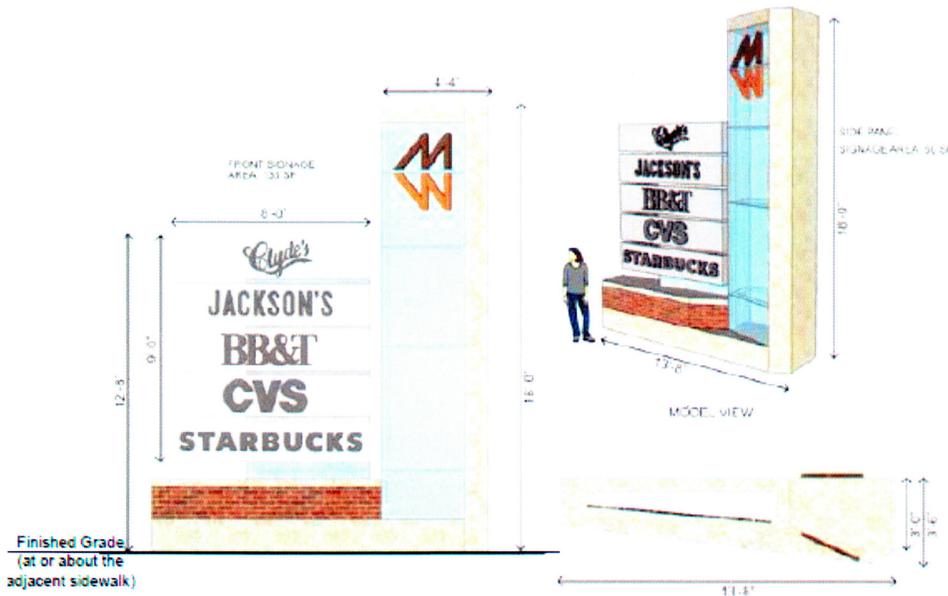
A1. FREE STANDING: PRIMARY ENTRANCE SIGN (Vaden Dr. & Saintsbury Dr.)



A1a. FREE STANDING: PRIMARY ENTRANCE SIGN (Vaden Dr. & Lee Highway)



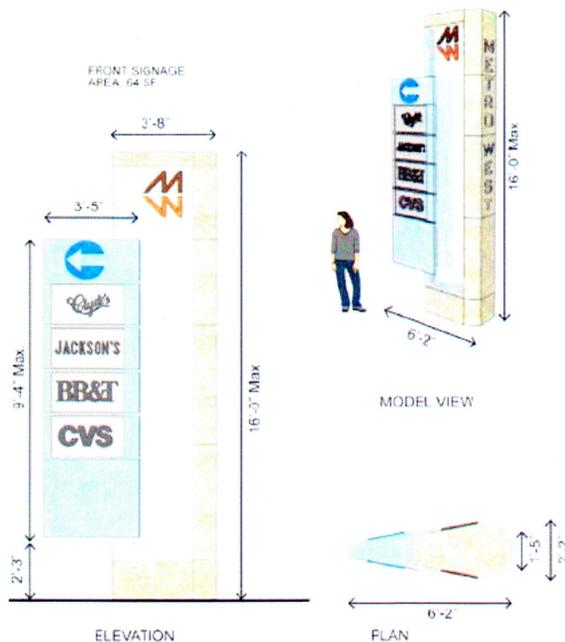
A2. FREE STANDING: SECONDARY ENTRANCE SIGNS



Two secondary entrance signs (Type A2) are proposed to be 18 feet tall and have signage on both sides for a sign area of 200 square feet. The signs would incorporate major residential and commercial tenant names and logos. The signs are proposed at the intersection of Saintsbury Drive and Vaden Drive and the intersection of Lee Highway and

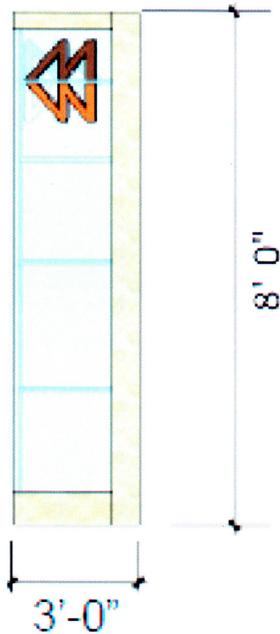
Vaden Drive. Staff notes that in accordance with the Zoning Ordinance the sign area includes one sign face, a portion of the sign base and pillar and the side of the sign pillar because it exceeds 18 inches. The 200 square foot sign area does not include the second face of the sign. These signs would be on the opposite corners of the A1 and A1a signs proposed above.

A3. FREE STANDING: TERTIARY ENTRANCE SIGNS



Four tertiary entrance signs (Type A3) are proposed for the site. The signs will be 16 feet tall, double sided with 90 square foot sign area. The signs will provide directional assistance to commercial and residential tenants and the project logo. The signs are proposed at the intersection of Vaden Drive and Royal Victoria Drive, intersection of Vaden Drive and Sprague Avenue, and two locations on Saintsbury Drive on the vehicular entrances to the Town Center. The applicant has a note that allows Type A3 signs to be replaced with Type A4 signs.

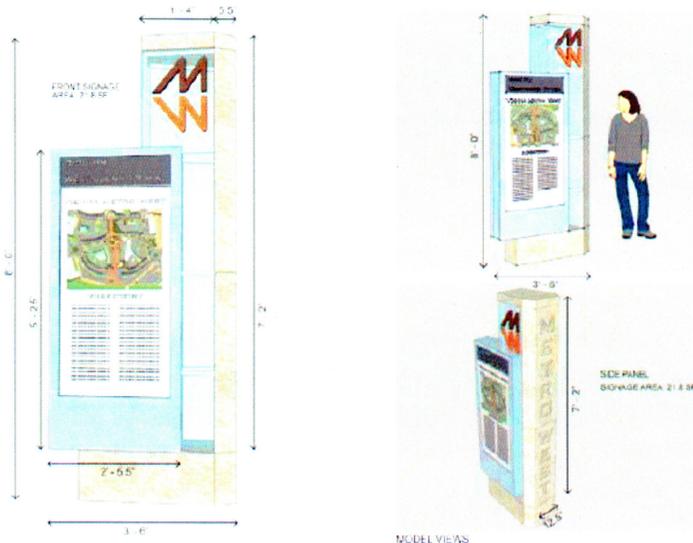
A4. FREE STANDING: PEDESTAL ENTRANCE SIGNS



Four free standing pedestal entrance signs (Type A4) are proposed for the site. The signs are eight feet tall with a sign area of 24 square feet and incorporate the project logo. The signs are located on Vaden Drive at Royal Victoria Drive and the residential entrance to the south. The applicant has a note that allows Type A3 signs to be replaced with Type A4 signs.

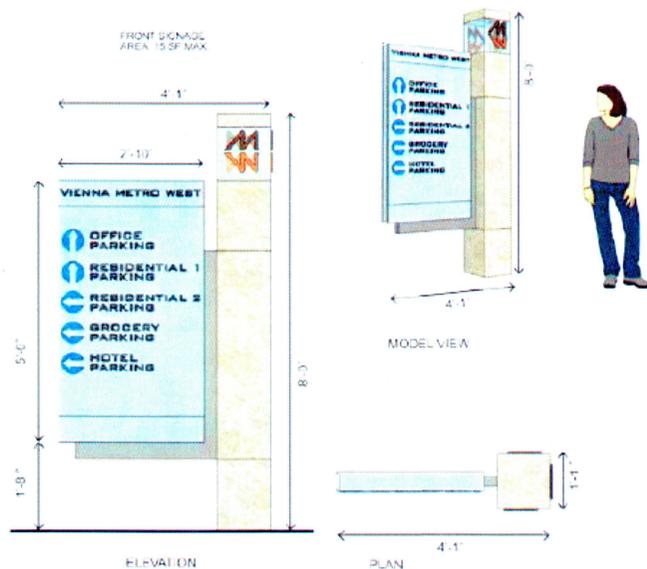
Staff has no objection to the proposed increase in signage for Types A1, A1a, A2, A3 or A4. In staff's opinion, the Metrowest development is a large mixed use site and increase in entrance signs will help identify the project and direct users on the site.

A5. FREE STANDING: PEDESTRIAN DIRECTIONAL SIGNS (KIOSKS)



Three free standing pedestrian directional signs (Type A5) are proposed to be located within the Town Center portion of the site. The signs will be up to eight feet in height and 25 square foot sign area (75 square feet total). The kiosks may have two or more sides and contain display panels, directory and/or variable message signs. Article 12 would limit the directory sign to one 15 square foot sign at each of the four major entrances to the office park (60 square feet total). In total, the applicant requests 15 square feet increase of this type of signage over that which would otherwise be permitted. Given the number of potential uses within the Town Center staff has no objection to the additional sign area for the directory signs.

A6. FREE STANDING: VEHICULAR DIRECTIONAL SIGNS



Three free standing vehicular directional signs (Type A6) are proposed within the Town Center portion of the site. Article 12 would permit these signs at two square feet and the applicant requests an eight foot tall sign with 15 square foot of sign area or an increase of 13 square feet per sign. The signage may contain directional information for users, site services, parking, loading or other directional information. Staff has no objection to the additional sign area for the directional signs to ensure users of the site will be able to find their destination within the mixed use development.

Article 12 does not have a comparable sign limit on sign Types A7, A8 and A10 and the proposed signs are in excess of what would be permitted.

A7. FREE STANDING: PLAZA FEATURE



A free standing plaza feature (Type A7) is proposed at the northern portion of the Town Center near Saintsbury Drive. The design provided may not be the final design, but provided to depict the concept of the feature. The sign area may be up to 170 square feet on a 40 foot tall structure. The sign may contain variable messages with dynamic information such as metro schedules or other public information. The feature will not contain commercial advertising except for the project logo. Staff has proposed a condition to require the applicant to submit the final design for this sign to the Planning Commission for administrative review and approval prior to sign permit approval.

Banners (Type A8) are proposed at ten square feet each with up to two banners located on each light pole on Royal Victoria Drive, Sprague Avenue and the streets within the Town Center. These banners may contain the project name or logo, seasonal decoration or community sponsored events (e.g. fall festival, farmers market, etc.), but not specific tenant or user names or advertising. Banners are common streetscape treatment within mixed use developments and staff has no objection to the proposed banners.

Corporate flags (Type A9) are proposed with up to five on the site. Article 12 limits corporate flags to one per site and deducts the flag area from permitted building mounted signage. Staff has no objection to the additional corporate flags for the site given the mix of residential and commercial users.

Up to eight medallion logos (Type A10) may be provided on the site at principal building entrances at Building 2-4, 5-10 and 14-18. The medallions will be inset into the hardscape and not exceed three feet in diameter. In addition, project logos (Type A10) may be incorporated into miscellaneous items such as benches, light poles, trash receptacles or other site furniture. Staff has no objection to the proposed signage within the street furniture or medallions. Below is the concept for the medallions and street furniture.



Examples shown for illustrative purposes only.

Regulatory signs (Type A11) would be provided on-site.

Free standing building identity signs (Type A12) are proposed for each office building within the Town Center (Buildings 8 and 9). The applicant requests that each building be allowed one sign up to 30 square feet. The depicted signs below are illustrative and the final sign could vary in terms of design and dimensions. Article 12 would permit a 20 square foot freestanding sign per detached building. Staff has no objection to the small increase of signage for the office buildings to provide the future user flexibility in designing the signs to match the architecture of the building and identify the user.



Examples shown for illustrative purposes only.

Residential identity signs (Types B1 and B2) are proposed for the residential buildings (including those with ground floor retail). The applicant proposes that Buildings 2-5 have a primary identity sign (Type B1) a maximum sign area of 35 square feet. Buildings 11-13, 19 and 20 have a primary identity sign a maximum of 25 square feet and Buildings 6, 7, 10, and 14-18 at 50 square feet. The primary identity sign would be located at the principal entrance to the building. Type B2 is a secondary identity sign with one proposed for Buildings 3, 4, 11, 12, 13, 19 and 20. Two are proposed for Buildings 5, 14, 15, 16, 17 and 18. Three are proposed for Buildings 2, 6, 7, and 10. Secondary identity signs are limited to one per side and not on the same side as the primary identity sign. Buildings 11-13, 19 and 20 secondary identity signs would be limited to 25 square feet and the other buildings would allow 50 square foot signs. Type B1 and B2 would be designed to match the building architecture and the provided signs below are illustrative examples. Type B2 would be rectangular with a ratio of 5:1 and located at the 4th floor or below. In staff's opinion, the proposed increase in signage for the residential buildings is appropriate to help identify the multiple buildings within the mixed use development.

Type B1



Type B2



Building mounted signs for commercial buildings (Type B3) are limited by Article 12 based on the linear frontage of the building and not to exceed 200 square feet per sign. The allowed sign area is calculated at 1.5 square feet of permitted sign area per linear foot of frontage. The office Buildings 8 and 9 are proposing one 300 square foot sign and two 200 square foot signs each at the top of the building. Only one of these signs would be allowed on each face of the building with the 300 square foot sign facing onto Interstate 66. Building 7 may contain a grocery store and would be allowed one sign of 200 square feet for the user at the top of the building. Two commercial secondary identity signs (Type B4) would be permitted on Buildings 8 and 9. The sign area for these signs would be limited to 100 square feet each and located at or below the third floor. Buildings 8 and 9 would also be permitted office tenant identity signs (Type B5) for the major entrances to the office building. Type B5 would be limited to 10 square feet and

contain the names of the tenants in the building. Below are illustrative examples of the Type B3, B4 and B5 signs. The actual sign will not be determined until a user is in place and the architecture of the building is defined. Staff has no objection to the proposed sign area to help identify the proposed users given the size and height of the proposed buildings at 110-150 feet tall.

Type B3



Type B4



Type B5



Building mounted retail signs (Type B6) are proposed for Buildings 6-10 and 16-18. All of the buildings are residential with ground floor retail except Buildings 8 and 9 that are office with ground floor retail. This sign type is not detailed because it would be designed specific to each retailer and building. The maximum retail signage proposed per building would be calculated at 2.5 square feet of sign area per linear foot of ground floor retail with no sign exceeding 200 square feet. The Zoning Ordinance limits building mounted signs, regardless of location on the building, to 1.5 square feet per linear frontage and 200 square foot per sign maximum. Multiple signs maybe permitted per tenant and may

be flush mounted, canopy, blade or three dimensional. Signage would be limited to the first floor unless the retailer was on a second floor. Type B6 signs would be in addition to Types B1 and B2 meant to identify the main residential user, Type B3 located at the top of the buildings identifying the main commercial user, and Types B4 and B5 to identify the office users. The applicant would provide the specific detail to the Zoning Administrator of the retail perimeter based on the building permit drawing and will be responsible for providing a matrix with each sign permit detailing the total signs permitted per building with the previously approved and requested amounts. In staff's opinion, the increase of sign area is appropriate for the individual retailers to allow the users to provide for creative signage such as blade signs and canopies and provide adequate signage to advertise their brand to the users of the development.

Parking garage identity signs (Type B7) are proposed Buildings 2-10 and 14-18. The applicant proposes to provide parking garage identification signage at every entrance to the proposed buildings, but will restrict the size of the sign area based upon the use of the building. The residential only buildings will have smaller signs and the mixed use building in the Town Center will have the larger signs. Buildings 2-5 are proposed to be limited to 40 square feet, Buildings 6-10 at 100 square feet and Buildings 14-18 at 80 square feet. Additional accessory parking signs at 15 square feet are also proposed. Below are illustrative examples of the parking garage signage with the design for the signs to be determined with the design of the architecture of the individual buildings. Article 12 would limit the parking garage identification signs to 2 square feet in size. With a large mixed use development it is important to clearly identify parking areas for residents, guests, employees and potential users of the site. Staff has no objection to the proposed increase in sign area for the parking garage identity signs.

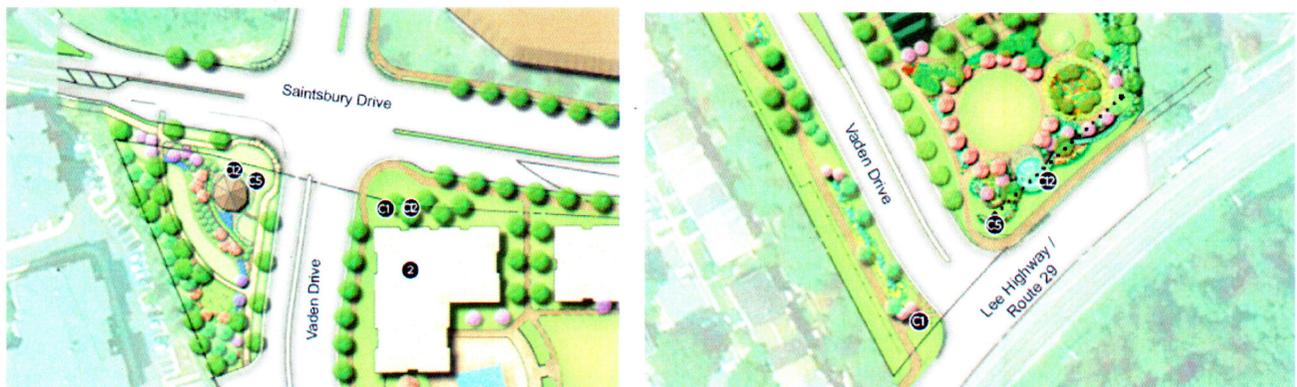


Examples shown for illustrative purposes only.

The project will develop in phases and anticipates the need for a significant temporary sign package. Below is a key plan detailing the proposed temporary signs.



Below are enlargemets of the temporary signs proposed at the intersection of Vaden Drive at Saintsbury Drive and Lee Highway.



Commercial leasing signs (Type C1) are proposed to be located on the site and removed within twelve months of posting, with an option to remain for an additional 12 months with approval of the Zoning Administrator if the buildings are less than 90% occupied. The free standing signs will be 35 square feet and located at the intersection of Vaden Drive and Saintsbury Drive, Lee Highway and Vaden Drive, on Sprague Avenue and Saintsbury Drive north and south of the Town Center. The sign to the right is an example of the leasing sign, although the final sign may have a different design.



Residential leasing signs (Type C2) are proposed for potentially each of the 18 residential buildings and along the perimeter of the site in the six Type C12 locations. If Type C2 was provided a Type C12 sign would not be installed. The free standing 35 square foot signs are proposed to be removed within twelve months of initial occupancy with an option to remain for an additional 12 months with approval of the Zoning Administrator. The sign to the right is an example of the leasing sign, but the final sign may have a different design.



Building banner (Type C3) are proposed for the five buildings within the Town Center. The signs would be 200 square feet each with one per building and removed within twelve months of initial posting with the ability for the Zoning Administrator to grant an



additional twelve months if the buildings are less than 90% occupied.

The Zoning Ordinance allows 32 square feet of signage for leasing for the development and the applicant is proposing 1,980 square feet for Types C1, C2 and C3 within 32 signs. Given the size of the project and number of individual

Examples shown for illustrative purposes only.

buildings staff does not object to the additional sign area for Types C1 and C2 with a limit of one Type C2 sign at the intersection of Saintsbury Drive and Vaden Drive. Staff does support Type C3 (Building Banners) to provide advertisement of the project to Interstate 66, but has proposed a condition to limit the applicant to one sign for Buildings 8/9 and no signs for Buildings 6 and 10 if Building 7 or Buildings 8/9 are constructed first and thus blocking a view of the sign from Interstate 66.

Fence wrap (Type C4) is proposed around the individual construction sites and the Town Center portion of the site. The fence wrap would contain signs at 50 square feet that could include Metrowest logo, building renderings, brand key words, stock photography and project images. Staff has proposed a condition to restrict advertsing on these signs and does not object to these signs since they provide visual screening to the construction site. Below is an illustrative example of fence wraps.



Residential directional signs (Type C5) are proposed at 32 square feet (SF) for each of the four signs. The signs will direct people to the residential units being sold on-site. These signs would be up until all the units were sold. Article 12 allows 3 square feet per sign. The signs are proposed to be located at Lee Highway and Vaden Drive, Saintsbury Drive and Vaden Drive, Sprague Avenue and Saintsbury Drive north and south the Town Center. The increase in sign area will help direct traffic to the units being sold and staff does not object to the additional sign area for these signs.

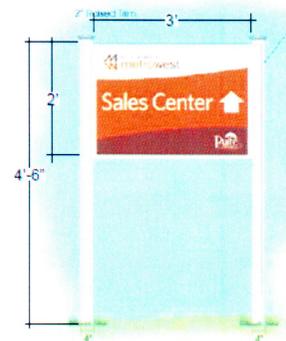


Sign Type C6 (One 12 SF sign), Type C7 (Two 6 SF signs) and C8 (One 3 SF sign) are provided for direction to the sales center and would be removed when the sales center was no longer needed. With the exception of the directional signs on Vaden Drive these signs are located adjacent to the sales center. Article 12 limits the signs to four square feet. Staff does not object to the additional sign area for these signs to help direct traffic to the sales center.

C6. SALES CENTER INFORMATION SIGNS



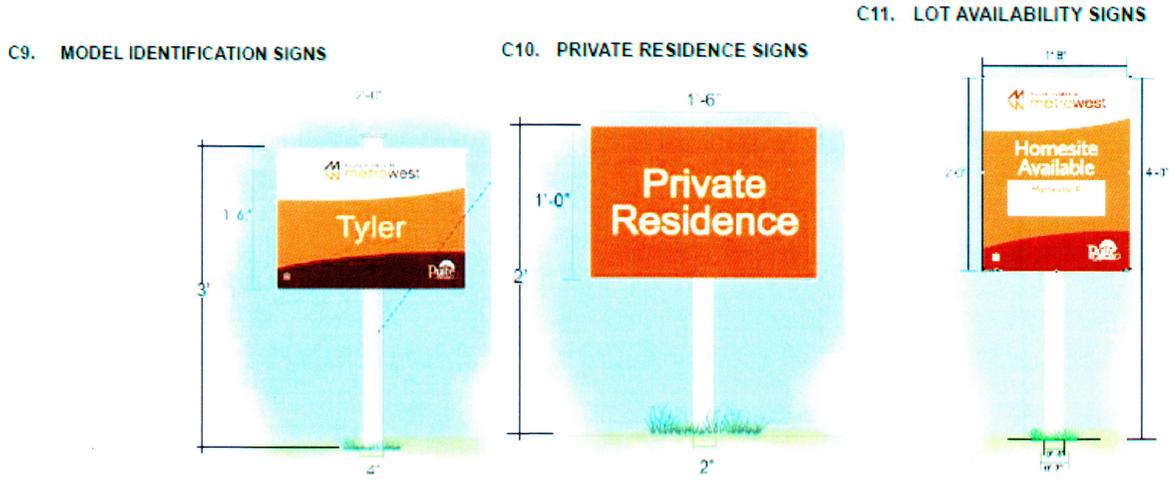
C7. SALES CENTER DIRECTIONAL SIGNS



C8. MODEL AND SALES CENTER PARKING DIRECTIONAL SIGNS



Model identification signs (Type C9) are three square feet and posited on each model property. Type C10 signs would identify the private residences adjacent to the model homes and be 1.5 square feet each. Type C11 signs would identify available lots and be 3 square feet. The first two signs would be removed when the model homes are sold and the lot availability signs once construction of the units has started. The proposed signs are small with a limited time frame and staff does not object to the proposed signs.



C12. RESIDENTIAL STATUS SIGNS



Residential status signs (Type C12) are proposed to promote condos coming soon and now selling. The signs depicted to the left would be placed in six locations during each of the six times that condos would be sold within Buildings 11-13, 19 and 20 and the condos within the two over two units located between Sprauge Avenue and Royal Victoria Drive. The 48 square foot signs would be up for up to one year with six months prior to selling and six months after selling has started. Article 12 would

permit one 32 square foot sign to advertise the property; however, Type C2 performs some same function of advertising the buildings for lease. The signs are proposed to be located along the perimeter of the site and Type C2 may be used in lieu of the Type C12 sign. The signs are needed to advertise the units for sale on the interior of the development. Staff does not object to the proposed signs with the restriction of only one sign at the intersection of Sainstbury Drive and Vaden Drive and a limit of 37 square feet in size. Staff has proposed the limit of one sign at the intersection to avoid a clutter of signs and proposes the restriction in size to make Type C2 and Type C12 interchangeable by refacing the sign instead of the installation of a new sign. In addition, staff feels a 37 square foot sign is adequate to advertise the condo project.

Type C13 construction signs are proposed to be 24 square feet in size and a maximum of 9 feet in height. The signs would be generally located in the construction areas of the project with the number of signs to be determined at the time of development. Article 12 would limit these signs to 12 square feet. Staff does not object to the additional sign area for the construction signs, because providing information on construction hours and rules is important and should be easily visible and the proffers require the information to be provided in English and Spanish.

C13. CONSTRUCTION SIGNS



ZONING ORDINANCE PROVISIONS (Appendix 8)

In accordance with Section 12-101 of the Zoning Ordinance the purpose and intent of the sign ordinance is to “regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenient, attractive and harmonious community, to protect against danger in travel and transportation, to improve and protect the public health, safety, convenience and general welfare, and to further the stated purpose and intent of this Ordinance. It is further intended that all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public.”

Section 12-210 of the Zoning Ordinance allows for alternatives to the requirements of the Zoning Ordinance when submitted as part of a comprehensive sign plan. “The comprehensive plan of signage shall show the location, size, height and extent of all proposed signs within the P district or section thereof, as well as the nature of the information to be displayed on the signs.”

The applicant has proposed a comprehensive sign plan that would allow for a significant increase in signage for the development. The applicant has provided detail for a number of the proposed signs and illustrative examples for other signs. The illustrative signs are

typically the signs where a retail or commercial user is not known and the sign will be crafted for the specific user and/or building (Types A12 and B1-B7). Staff noted some concerns with the proposed signs and to address these concerns staff has proposed a number of conditions that would restrict or limit some of the proposed signs by the applicant. However, staff is generally in agreement with the proposed sign plan.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

In staff's opinion, the proposed Comprehensive Sign Plan is consistent with the adopted Comprehensive Plan and meets applicable provisions of the Zoning Ordinance with the adoption of the proposed development conditions.

Recommendation

Staff recommends approval of CSP 2003-PR-022 subject to the proposed development conditions in Appendix 1.

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 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.

APPENDICES

1. Proposed Development Conditions
2. Statement of Justification
3. CSP 2003-PR-022

Proposed Development Conditions

CSP 2003-PR-022

November 21, 2012

If it is the intent of the Planning Commission to approve CSP 2003-PR-022 for a Comprehensive Sign Plan located at Tax Map 48-2 ((24)) B1; 48-3 ((49)) 2B, 2C1, 2C2, 2C3, 2E, 2F, 2G, 2H; 48-3 ((50)) 35, 36, 119-174; 48-4 ((28)) A, 1-34, 37-118, 175-218 pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, the staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions.

1. This Comprehensive Sign Plan (CSP) is granted for and runs with the land indicated in this application and is not transferable to other land.
2. The CSP is granted to permit the signs that would not otherwise be permitted by Article 12, Signs, as depicted on the Comprehensive Sign Plan submitted with this application and prepared by Land Design dated November 13, 2012, titled; "Metrowest", and approved with this application, as qualified by these development conditions. Minor deviations in sign location, design and sign area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the CSP.
3. Sign Type A7 (free standing plaza feature) may provide an active display for metro information or special events for Metrowest, but shall not include commercials or advertising for individual tenants or leasing information. The Sign Type A7 design in the CSP is illustrative and may be revised without an amendment to the CSP provided the size is not increased and the location remains unchanged; however, prior to sign permit approval for any such revised sign/feature the applicant/owner shall submit the details of Sign Type A7 to the Planning Commission for administrative review and approval.
4. A total of eight medallions (Type A10) may be provided on the entire site.
5. Type B1 (residential primary identity) signs shall be limited to one per building and located at the primary entrance to the building.
6. Type B2 (residential secondary identity) signs, if lighted, shall not cast light into habitable spaces of the building.
7. Type B3 sign shall only be located on Buildings 7 if a grocery store is located in the building. If a grocery store is located in Buildings 8 or 9 a Type B3 sign shall be permitted for the grocery store in lieu of a Type B3 sign for the office tenant.
8. Type B4 signs shall be limited to a maximum of two signs per building with only sign on a building side. Type B4 signs shall be limited to the predominately office buildings within the Town Center.

9. Sign Types B3 and B4 shall be permitted for a hotel without an amendment to the CSP only if a full service hotel is permitted on-site.
10. A matrix for sign Types B3, B4 and B6, for each building on which such signs will be located shall be provided to the Zoning Administrator prior to the issuance of the first such sign permit and all subsequent sign permits. The matrix shall include tenant name, address, sign type, sign height, sign area and Non-Residential Use Permit number and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all such signage to be provided on site. Each sign permit shall be accompanied by a letter from the respective property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
11. Type C1 (commercial leasing signs) and Type C2 (residential leasing signs) shall be limited to one initial posting and any approved extensions. Once the signs are removed they may not be replaced, regardless if leasing for the building falls under 90% occupancy.
12. Type C2 (residential leasing signs) shall be limited to one per residential mid-rise or high rise residential building (Buildings 2-7, 10-20) and maybe placed in the Type C12 locations in lieu of a Type C12 sign. Irrespective of that shown on the CSP only one Type C2 sign or Type C12 sign may be permitted at the intersection of Saintsbury Drive and Vaden Drive at any one time.
13. Irrespective of that shown on the CSP, Type C3 (building banners) signs shall be permitted as follows: Only one banner maybe allowed for Buildings 8 and 9 if the buildings are constructed at the same time. If Building 7 is constructed prior to Building 6, then Building 6 shall not be permitted a building banner. If Building 8 or 9 is constructed prior to Building 10, then Building 10 shall not be permitted a building banner.
14. Prior to the installation of sign Types C1, C2, C3 and C12 the applicant shall submit a letter to the Zoning Administrator indicating the location of the temporary sign and when it will be installed. The sign shall be removed within the time frame stated in the CSP and the applicant shall submit a letter to the Zoning Administrator indicating removal of the temporary sign.
15. Type C4 signs (fence wraps) shall only be installed only in connection with activity where access needs to be restricted to the site. The signs shall not contain leasing information or advertisement for the development, other than the logo and name for the development and building renderings.
16. Irrespective of that shown on the Comprehensive Sign Plan, only one Type C12 sign or one Type C2 sign shall be permitted at the intersection of Saintsbury Drive and Vaden Drive at one time. Irrespective of that shown on the CSP, Type C12 signs shall be limited to 35 square feet in size.
17. Flush mounted building and/or garage signage shall not project more than three

feet from the building face. Such limitations shall not apply to blade signs, retail canopy signs or other signs as provided in the CSP that are intended to project from the building face.

18. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and the Virginia Department of Transportation (VDOT) standards. Unless otherwise approved by VDOT, and or others as necessary, no flags, permanent or temporary signs, except traffic regulatory signs, shall be permitted in the public right-of-way.
19. All freestanding permanent and temporary signs shall meet the requirements of Section 2-505 of the Zoning Ordinance.
20. Lighting associated with all signs shall conform to the requirement of Part 9, Outdoor Lighting Standards, of Article 14, Performance Standards, of the Fairfax County Zoning Ordinance. No lights shall be directed toward the public street.
21. No unpermitted temporary advertising signs, including but not limited to banners and “popsicle” signs, shall be placed on the building or along the street frontages of the subject property. Any such signs placed by tenants shall be promptly removed by the management of the site. This shall not preclude temporary signs allowed by Article 12 or shown in the CSP.

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

This approval, contingent on the above-noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinance, regulations, or adopted standards. Sign Permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan except those for which permits are not required pursuant to Article 12. The applicant shall be responsible for obtaining the required Sign Permits through established procedures, and no sign shall be installed until this has been accomplished.



Timothy S. Sampson
 (703) 618-4135
tsampson@arl.thelandlawyers.com

WALSH COLUCCI
 LUBELEY EMRICH
 & WALSH PC

August 2, 2012

RECEIVED
 Department of Planning & Zoning

AUG 02 2012

Zoning Evaluation Division

Barbara C. Berlin, Director
 Zoning Evaluation Division
 Fairfax County Department of Planning & Zoning
 12055 Government Center Parkway, 8th Floor
 Fairfax, Virginia 22035

Re: Comprehensive Sign Plan Application for MetroWest (RZ 2003-PR-022)
Fairfax County Tax Map Reference: 48-2 ((24)) B; 48-3 ((49)) 2B, 2C1, 2C2, 2E, 2F, 2G, 2H; 48-3 ((50)) 35-36, 119-174; and 48-4 ((28)) A, 1-34, 37-118, 175-218 (the "Subject Property")
Applicant: Pulte Home Corporation

Dear Ms. Berlin:

Please accept this letter as a statement of justification for the above-referenced Comprehensive Sign Plan ("CSP").

By way of background, RZ 2003-PR-022 was approved by the Board of Supervisors on March 27, 2006 subject to proffers dated March 21, 2006 (the "Proffers") and a proffered Conceptual Development Plan/Final Development Plan revised through March 7, 2006 (the "CDP/FDP"). Proffer # 17.a. provides as follows:

Signage for the Application Property shall be provided pursuant to Article 12 of the Zoning Ordinance or pursuant to a Comprehensive Sign Plan as may be approved by the Planning Commission. In either event, a coordinated signage system, including potential retail awning signage, for all residential and non-residential uses shall be provided to establish the community's identity. Signs shall use a consistent pallet of color, lighting, and font. Building mounted signage shall be compatible in terms of height, color, illumination and letter sizing. No pole signs shall be permitted. If lighted, signage shall be internally lighted or lighting shall be directed downward. No signs shall be placed within any recorded site distance easements located as determined by DPWES and/or VDOT.

The purpose of this CSP is to meet the requirements set forth in the proffer.

This CSP is an application of Pulte Home Corporation ("Pulte") on behalf of the other owners within MetroWest, pursuant to the Master Declaration for MetroWest, of which Pulte is a Co-Declarant. The other Co-Declarant, Vienna Metro LLC, ("Vienna Metro") is the owner of

PHONE 703 528 4700 ■ FAX 703 525 3197 ■ WWW.THELANDLAWYERS.COM
 COURTHOUSE PLAZA ■ 2200 CLARENDON BLVD., THIRTEENTH FLOOR ■ ARLINGTON, VA 22201-3359

LOUDOUN OFFICE 703 737 3633 ■ PRINCE WILLIAM OFFICE 703 680 4664

the Town Center District of MetroWest and has provided its consent to the filing of this CSP. Pulte and Vienna Metro have collaborated to produce a single, coordinated CSP for the project which is reflected in the enclosed document entitled "MetroWest at Vienna Station, Comprehensive Sign Plan, Fairfax County, Virginia, August 2, 2012", prepared by LandDesign.

The MetroWest project is approved for a mix of residential, commercial and public uses at varying densities/intensities that increase in proximity to the Metro station. Although MetroWest is well-served by the surrounding transportation infrastructure (rail, bus and roadway), establishing new commercial uses in particular requires a thoughtful approach to signage that overcomes visibility challenges and creates identity for the project.

The CSP is organized primarily in terms of signs that are considered to be permanent and those temporary signs that will be utilized during construction and initial sales and leasing and then removed. In addition, the CSP anticipates the need for future, temporary signs for specified events (e.g. farmer's market) as well as for additional signs as may be permitted by Article 12 of the Zoning Ordinance.

Although many sign concepts can be identified with specificity at this time (e.g. project identification signs), the design of certain of the sign types, by their inherent nature, cannot be specified until, for example, either an end user is known (e.g. retail tenants, grocer, etc.) or final design of the surrounding site features are known (e.g. a plaza feature). In all circumstances, the purpose of the CSP is to establish a coordinated set of criteria by which the review of individual sign permits will be evaluated.

I note also that signs associated with the public portions of MetroWest, including the land and improvements owned (or to be owned) by the Board of Supervisors and/or the Park Authority are not included in this CSP. It is anticipated that signs for such uses will be permitted independently, pursuant to Article 12 of the Zoning Ordinance, and without the need to amend this CSP.

Pulte, with the consent and concurrence of Vienna Metro, believes that this CSP meets the criteria of the proffer and provides for a coordinated and distinguished signage plan for MetroWest. We look forward to DPZ review and comment. Meanwhile, if you have any questions or require additional information please do not hesitate to contact me.

Very truly yours,

WALSH, COLUCCI, LUBELEY, EMRICH & WALSH, P.C.

Handwritten signature of Timothy S. Sampson in black ink, including the initials "/svll" at the end.

Timothy S. Sampson

The following table provides a summary of the signs by type, number and size, as well as a comparison of the proposed signs to the closest applicable provisions of the Zoning Ordinance:

** Indicates No Sign Permit Required

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed Signs	Total Proposed Sign Area (Square Feet)	Difference Proposed vs. Allowable (Square Feet)
Community Signage - Permanent					
Freestanding Signage					
A1/A1a - Primary Entrance Signs	12-202(4) (multi-family residential); and 12-203(13)(A) (commercial office park)	30 SF at each of 7 major entrances (residential);	2	145 (45 A1 + 80 A1a + 20 A1a tenant signs)	+ 631 SF
A2 - Secondary Entrance Signs		40 SF at each of 4 major entrances to office park (370 SF total; no limit on total # of signs)	2	400 (200 each)	
A3 - Tertiary Entrance Signs			4	360 (90 each)	
A4 - Pedestal Entrance Signs			4	96 (24 each)	
A5 - Pedestrian Directional Signs (Kiosks)	12-203(13)(C)	15 SF each; 1 at each of 4 major entrances to office park	3	75 (25 each)	+15
A6 - Vehicular Directional Signs**	12-103(2)(G)	2 SF	3	45 (15 each)	+39
A7 - Plaza Feature	N/A	N/A	1	170	+170
A8 - Banners**	12-104(5)	N/A	TBD	10 each	+10/banner
A9 - Flags**	12-103(2)(E)	N/A	TBD	TBD	N/A
A10 - Project, Building, and Tenant Logos	N/A	N/A	TBD	TBD	N/A
A11 - Regulatory Signs**	12-103(2)(C)	12 aggregate per lot/parcel	TBD	TBD	TBD

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed Signs	Total Proposed Sign Area (Square Feet)	Difference Proposed vs. Allowable (Square Feet)
A12 – Freestanding Building Identity (Office only)	12-203(13)(b)	20 (1 per building)	up to 1 per building/ TBD	30 each	+10 per building/TBD
Building Mounted Signage					
B1 – Residential-Primary Identity Signs	12-202(2)	12 SF per sign (204 SF total for 17 buildings)	17	400 (8 @ 50 each) 140 (4 @ 35 each) 125 (5 @ 25 each)	+461
B2 – Residential-Secondary Identity Signs	12-202(2)	0 in addition to B1 signs; Height to 30' on building	31	1,300 (26 @ 50 each) 125 (5 @ 25 each)	+1,425
B3 – Office Tenant-Hotel-Grocery Identity Signs	12-203(8)	Per building frontage; 200 SF max. per sign	TBD	300 max N side 200 max other sides	TBD
B4 – Office-Secondary Tenant Identity Entrance Signs	12-203(8)	Per building frontage; 200 SF max. per sign	TBD	100 each (max)	TBD
B5 – Office-Tenant Identity Entrance Signs	12-203(8)	Per building frontage; 200 SF max. per sign	TBD	10 each	TBD
B6 – Retail Tenant Identity Signs	12-203(9)	Per building frontage; 200 SF max. per sign	TBD	Per building frontage; 200 SF max. per sign	TBD
B7 – Parking Garage Signs**	12-103(2)(G)	2 SF each	TBD	TBD	TBD
Community Signage – Temporary					
C1 – Commercial Leasing Signs**	12-103(3)(D)	60	4	140 (35 each)	+80
C2 – Residential Leasing Signs**	12-103(3)(D)	0 in addition to C1 signs	TBD (up to 23)	35 each	+35 each/TBD
C3 – Building Banners**	12-104(5)	0 in addition to C1 signs	TBD	200 each	+200 each/TBD
C4 – Fence Wrap**	N/A	N/A	TBD	TBD	TBD

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed Signs	Total Proposed Sign Area (Square Feet)	Difference Proposed vs. Allowable (Square Feet)
C5 – Residential-Primary Directional Signs**	12-103(3)(E)	3 SF each; 4' height	4	128 (32 each)	+116
C6 – Sales Center Information Signs**	12-103(3D)	4	1	12	+8
C7 – Sales Center Directional Signs**	12-103(3D)	4 SF each	2	12 (6 each)	+4
C8 – Model and Sales Center Directional Parking Signs**	12-103(2)(G)	2 SF each	1	3	+1
C9 – Model Identification Signs**	N/A	N/A	TBD	3 each	TBD
C10 – Private Residence Signs**	N/A	N/A	TBD	1.5 each	TBD
C11 – Lot Availability Signs**	12-103(3)(D)	4	TBD	3 each	-1 each/TBD
C12 – Residential Status Signs**	12-104(5)	20	6	288 (48 each)	+168
C13 – Construction Signs**	12-103(2)(C)	12	TBD	24 each	+12 each/TBD



metrowest

COMPREHENSIVE SIGN PLAN
CSP# 2003-PR-22

Fairfax County, Virginia
November 13, 2012

Prepared By:

LandDesign



WALSH COLUCCI
LUBELEY EMRICH
& WALSH PC

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Section I

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GENERAL INFORMATION

A. INTRODUCTION & STATEMENT OF PURPOSE

This MetroWest Comprehensive Sign Plan (“CSP”) is an application of Pulte Home Corporation (“Pulte”), submitted with the consent of Vienna Metro LLC (“Vienna Metro”). Together, Pulte and Vienna Metro are the Declarants of the Master Declaration for MetroWest recorded among the land records of Fairfax County in Deed Book 21844 at Page 541 (the “Master Declaration”). Pulte, with the consent of Vienna Metro, has authority to submit this application on behalf of all the owners within the MetroWest development pursuant to Section 3.4 of the Master Declaration.

This CSP is submitted in furtherance of MetroWest Proffer # 17.a which provides as follows: “Signage for the Application Property shall be provided pursuant to Article 12 of the Zoning Ordinance or pursuant to a Comprehensive Sign Plan as may be approved by the Planning Commission. In either event, a coordinated signage system, including potential retail awning signage, for all residential and non-residential uses shall be provided to establish the community’s identity. Signs shall use a consistent pallet of color, lighting, and font. Building mounted signage shall be compatible in terms of height, color, illumination and letter sizing. No pole signs shall be permitted. If lighted, signage shall be internally lighted or lighting shall be directed downward. No signs shall be placed within any recorded site distance easements located as determined by DPWES and/or VDOT.”

The following pages provide detailed information about the types, designs, and general locations of signs in the MetroWest community. Organizing this information together in a CSP ensures that signs in MetroWest will convey important information, effectively direct pedestrian and vehicular traffic, and facilitate access to the community while contributing to the community’s identity.

Signs are designed and placed in order to orient, inform, and direct in a consistent manner. The goal of the CSP is to provide a harmonious and well-integrated sign program that contributes to the visual character of the area through an effective, consistent, and complementary system of signs and graphics. All signs within MetroWest will be erected and constructed in substantial conformance with the designs and general locations as shown in this CSP, subject to minor modifications as may be approved by the Zoning Administrator.

The Master Declaration establishes a “Town Center District”, comprised of the portion of the MetroWest project owned by Vienna Metro that is generally located in the northern portion of the site in closest proximity to the Metro Station and that is planned for the highest density in the MetroWest development.

The signs described in this CSP apply generally to the entirety of the MetroWest development except as specifically limited to certain areas, and in particular where specifically limited to the Town Center District.

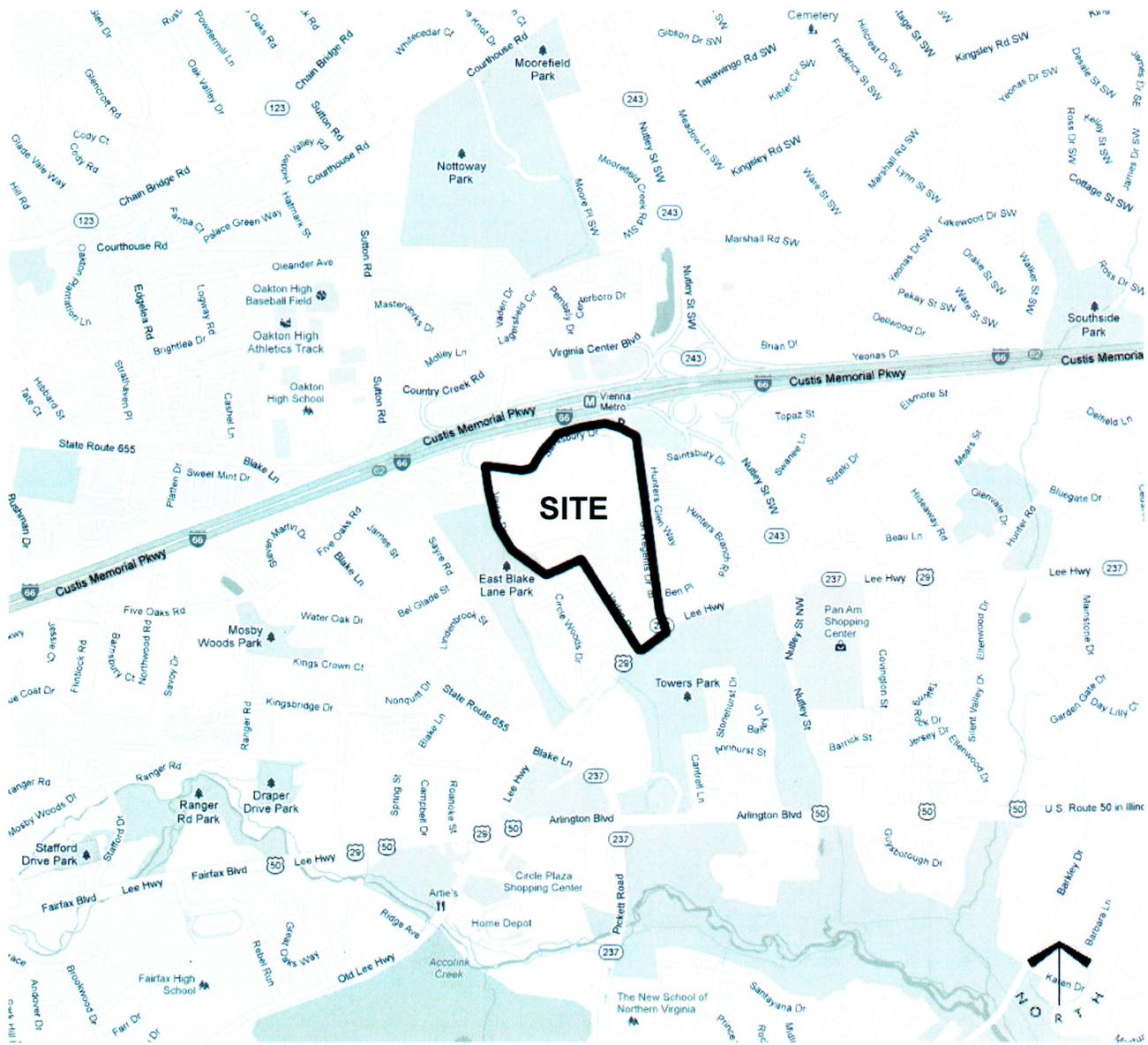
B. GENERAL NOTES

1. All signs are subject to final design and engineering and will be erected and constructed in substantial conformance with the designs and general locations as shown in this CSP, subject to minor modifications as may be approved by the Zoning Administrator.
2. Sign areas shown on the CSP set forth the maximum square footage of allowable signs. Sign area may be reduced compared to that shown on the CSP.
3. Notwithstanding the number of signs shown in this CSP, the owner will have no obligation to construct every sign shown. Signs shown on the CSP will be constructed in phases.
4. Except as modified by this CSP, Article 12, Parts 1 and 3 of the Zoning Ordinance will apply to signs at MetroWest.
5. All signs will comply with the applicable requirements of the Zoning Ordinance pertaining to visibility clearance at intersections.
6. All signs approved as part of this CSP will be required to obtain sign permits with the exception of temporary signs and seasonal banners.
7. Subject to note 5 above, the specific location of signs shown on this CSP may be modified to accommodate final design considerations, engineering constraints, location of utilities and roadway design. Signs may be relocated within an intersection to ensure that the most useful directional information is provided to the traveling public.
8. Commercial tenants and tenant locations are not known at this time and any such signs shown are for illustrative purposes only. Exact sign locations and number of tenants are subject to change based on tenant mix and location. Likewise, multi-family residential architecture is not determined at this time, and the final design of signs applicable thereto will follow from final building design in keeping within the parameters for such signs as established herein.
9. The owner reserves the right to provide additional signs describing, or directing traffic, to a special event. Such signs will be temporary and conform to the standards of design reflected in this CSP. Special event signs will conform to Fairfax County requirements for temporary signs, including permitting. Permits for special event signs will be obtained on an event-by-event basis.
10. The effective date of this CSP is the date of approval by the Fairfax County Planning Commission.
11. This CSP shall not preclude any property owner in MetroWest from erecting a "For Sale", "For Lease" "For Rent" or other real estate signs on their respective properties, as permitted by the Zoning Ordinance.

B. GENERAL NOTES, CONTINUED

12. The Owner reserves the right to change the specified materials of signs, provided that the alternatives are consistent visually and in substantial conformance with materials specified in this CSP. Further, Owner reserves the right to change the color schemes and/or type-style as it deems necessary to maintain the upscale image of the community as long as a consistent color scheme and type-style is maintained.
13. Sign lighting may include internal illumination, back-lit and sign-mounted down lights. Lighting of signs will not produce disabling glare or be fluctuating, or moving. Sign illumination will be directional to illuminate the surface of the sign only and will limit upward or reflect or cast glare onto adjacent properties or roadways. Signs with exposed neon tubing or exposed lamps or any exposed sign illumination or illuminated sign cabinets or modules or of the flashing, rotating, moving, blinking or animated type are not permitted.
14. Signs to be located on the publicly owned portion(s) of the MetroWest project, including Building 1, and/or on land owned by the Fairfax County Park Authority, are not described in this CSP and will be permitted pursuant to Article 12 of the Zoning Ordinance without requiring an amendment to this CSP.
15. Pulte and Vienna Metro shall each have the right from time to time, without joinder or consent from the other or any other owner within MetroWest, to file an application seeking to amend or modify the CSP as applied only to its property.
16. The Owner reserves the right to substitute A4 signs for A3 signs as shown on the Key Plan .
17. Upon the installation of permanent signs, any temporary sign(s) installed in proximity thereto shall be adjusted/relocated as necessary to ensure clear visibility of the permanent sign(s).
18. Although not included as part of this CSP, it is acknowledged that the owner intends to seek necessary approvals to locate a directory sign(s) identifying the location of MetroWest off-site at the intersection of Nutley Street and Saintsbury Drive. Any such sign(s) shall be subject to all necessary regulatory approvals and approval of the owner of the property on which such sign(s) would be located. Any such signs(s) so approved would not require an amendment to this CSP.

C. VICINITY MAP



MetroWest is located to the southwest of the intersection of I-66 (Custis Memorial Highway) and Nutley Street (VA Route 243) in Oakton, Virginia.

D. COMMUNITY LOGO



BACKGROUND

A logo has been developed to provide an identity for the MetroWest property. This logo will be used throughout the development in various forms and sizes, as an element of the sign plan. All uses of the logo throughout the property will use the standard typeface and color palette. The logo will be consistent in proportion, colors and typeface, although material may vary. The subtle placement of the logo throughout the landscape will create a sense of community and identity for residents and visitors. This logo may be modified due to changes in market conditions and prevailing styles. Should the logo be modified, all applicable signs will be changed to reflect the new typography in order to ensure consistency throughout MetroWest.

LOGO SIZE

When determining the actual size of the MetroWest community logo, the size of the sign has to be taken into consideration so that the proportion of the logo and sign is balanced. To make sure the individual logo is not crowded and remains prominent, the logo will be surrounded on top, bottom and both sides with a minimum of clear space that is equal to the height of the initial capitalized letter in the community name. This space will be free from any background patterns or background colors and clear from type or any other element.

E. TYPOGRAPHY

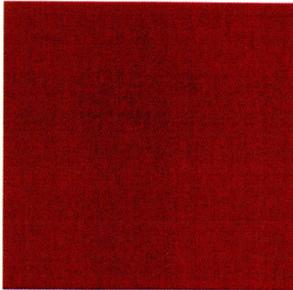
<p>Whitney</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890</p>	<p>Whitney Semibold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890</p>
<p>Whitney Book</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890</p>	<p>Whitney Light</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890</p>
<p>Arial</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890</p>	

Standard typography will be used for most Permanent (excluding building mounted) and Temporary signs within MetroWest, except for regulatory signs. The initial standard typography will consist of Whitney and Arial families. This standard typography may be modified due to changes in market conditions and prevailing styles. Should the standard typography be modified, all applicable signs will be changed to reflect the new typography in order to ensure consistency throughout MetroWest.

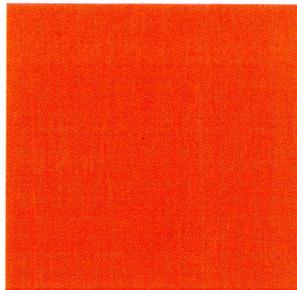
For commercial tenants and residential users, the typography will reflect the individual user’s standard typestyle and/or logo, or be a style expressive of the user. Regulatory and street signs will use the standard typography as required by applicable federal, state and local standards.

F. COLOR PALETTE

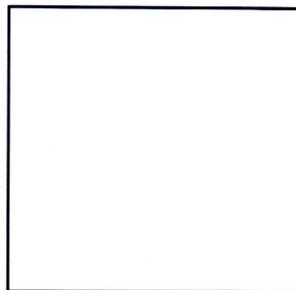
PRIMARY SIGN COLORS



Brown
Pantone
175U / 4625C

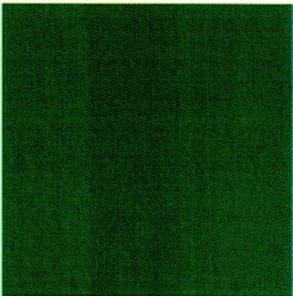


Orange
Pantone
717U / 717C

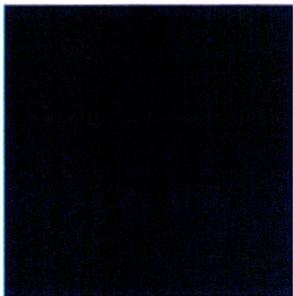


White

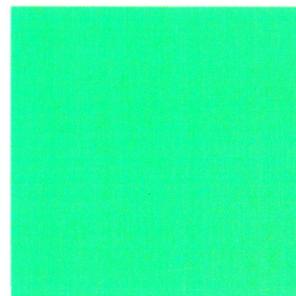
SECONDARY SIGN COLORS



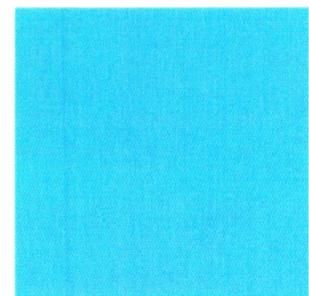
Dark Green
Pantone
349U / 7735C



Dark Blue
Pantone
302U / 302C



Light Green
Pantone
346U / 7730C



Light Blue
Pantone
543U / 542C

Most Permanent (excluding building mounted) and Temporary signs within MetroWest will use the above shown colors in their design, except as otherwise noted in each sign type description within this CSP.

This standard color palette may be modified due to changes in market conditions and prevailing styles. Should the standard color palette be modified, all applicable signs will be changed to reflect the new color palette in order to ensure consistency throughout MetroWest.

G. SIGN LIGHTING



Example of internally illuminated channel letters



Example of internally illuminated halo letters



Example of internally illuminated light box



Example of gooseneck light



Example of downlight

EXAMPLES:

- Gooseneck lights
- Downlights
- Internally illuminated light boxes
- Internally illuminated halo letters
- Internally illuminated channel letters

NOTES:

1. All lighting will be internal or directed downward onto the sign panel and every effort will be made to reduce glare and light overspill.
2. No uplights will be permitted.
3. Examples are representative and not all inclusive of permitted lighting within MetroWest.



Section II

- - -

COMMUNITY SIGNAGE PERMANENT

KEY PLAN



- SIGNS BY TYPE**
- A1** Primary Entrance Sign
 - A1a** Primary Entrance Sign
 - A2** Secondary Entrance Sign
 - A3** Tertiary Entrance Sign
 - A4** Pedestal Entrance Sign
- Free Standing Sign types not reflected on map: A8, A9, A10, A11

- SIGNS BY BUILDING NUMBER**
- 2 3 4 5 14 15** B1, B2, B7
 - 16 17 18** B1, B2, B6, B7
 - 11 12 13 19 20** B1, B2
- Town Center District

KEY PLAN-TOWN CENTER ENLARGEMENT



All locations are approximate and are subject to change based on final design and engineering.

SIGNS BY TYPE	
A3	Tertiary Entrance Sign
A4	Pedestal Entrance Sign
A5	Pedestrian Directional Sign
A6	Vehicular Directional Sign
A7	Plaza Feature
A12	Office Building Identity
Free Standing Sign types not reflected on map: A8, A9, A10, A11	

SIGNS BY BUILDING NUMBER	
7	B1, B2, B3, B6, B7
8 9	B3, B4, B5, B6, B7
6 10	B1, B2, B6, B7
— Town Center District	

A1. FREE STANDING: PRIMARY ENTRANCE SIGN (Vaden Dr. & Saintsbury Dr.)

Wall's primary purpose is as a planter wall and is not subject to this CSP. Signage is wall's secondary purpose.

A primary entrance sign may be located at the intersection of Vaden Drive and Saintsbury Drive. This sign will be located on a wall (not subject to this CSP). Signage will be for project identification through use of project name or logo. Any project identification lettering or logo will use the standard typography and colors.

Sign area will be a maximum of 45 square feet.

The sign will be internally illuminated.

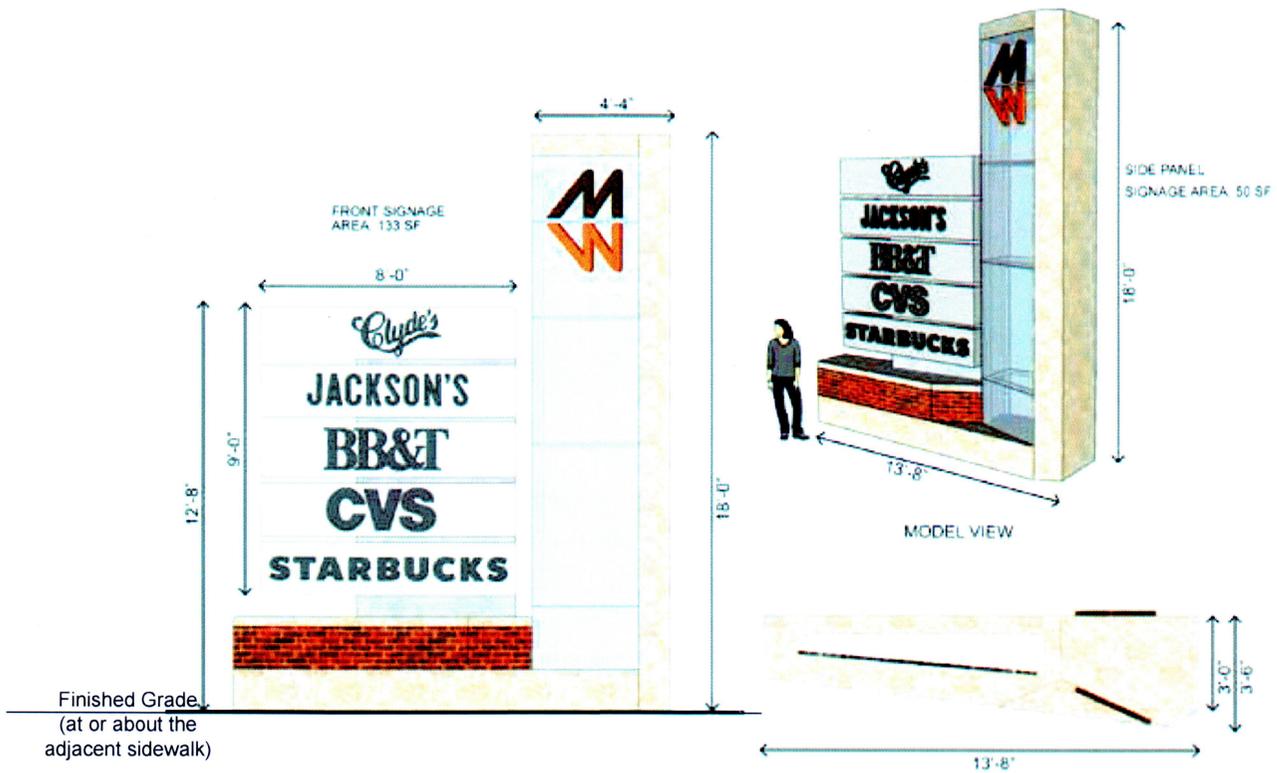
A1a. FREE STANDING: PRIMARY ENTRANCE SIGN (Vaden Dr. & Lee Highway)

Wall's primary purpose is for required sound attenuation and is not subject to this CSP. Signage is wall's secondary purpose.

A primary entrance sign may be located at the intersection of Vaden Drive and Lee Highway. This sign will be located on a wall (not subject to this CSP). Signage will be for project identification through use of project name or logo. Any project identification lettering or logo will use the standard typography and colors, and will be a maximum of 80 square feet.

The sign will be internally illuminated. A maximum of four commercial tenant identification signs may also be included up to a maximum of 5 square feet per sign and dimensions of 1' high and 5' wide. Tenant identification may reflect the user's logotype and identity instead of the standard MetroWest typography.

A2. FREE STANDING: SECONDARY ENTRANCE SIGNS

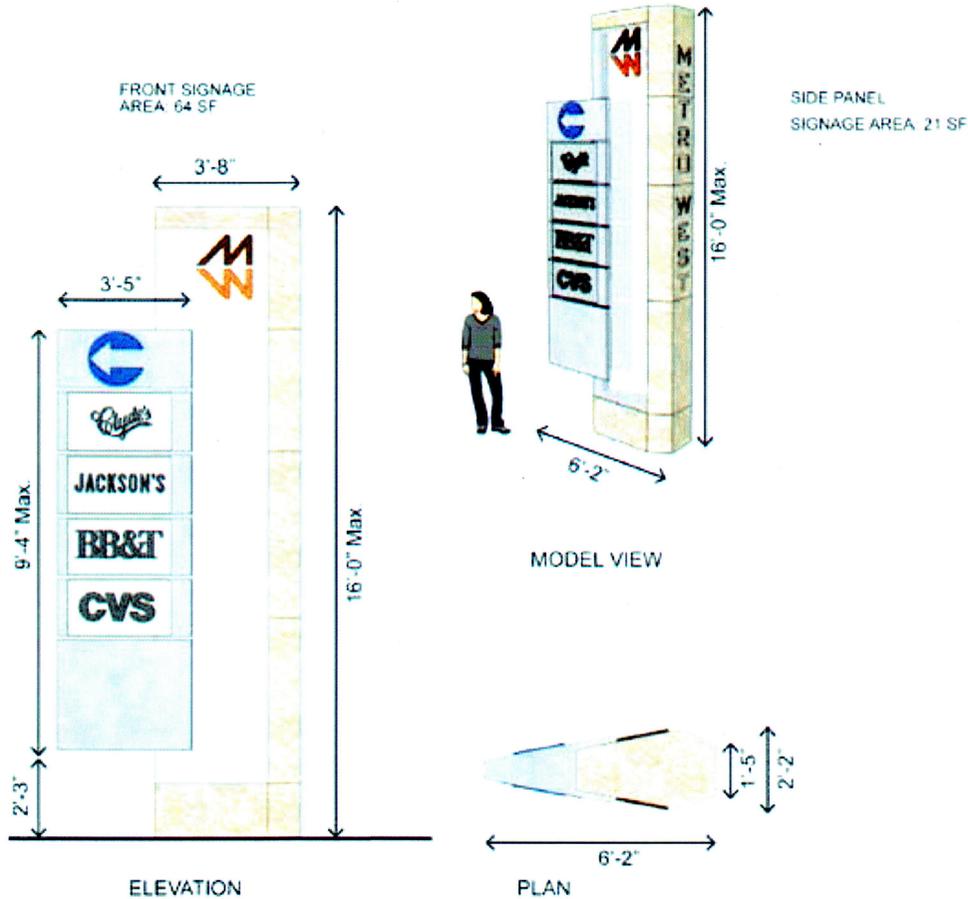


Secondary entrance signs may be located at the outer edges of MetroWest, creating project, commercial tenant and residential user identification on the major roads surrounding the project. Secondary entrance signs may be located as shown on the key map. These entrance signs may incorporate the project logo and contain signage panels bearing the names of major residential users and commercial tenants. Tenant identification may reflect the tenant logotype and identity instead of the standard MetroWest typography. Any project identification lettering or logo will use the standard typography and colors.

Secondary entrance signs will incorporate materials that coordinate with the other entry signs for the project. (i.e. brick, stone or other masonry materials). Materials may also include aluminum, glass, acrylic, and high density sign foam. The signs will be internally illuminated.

The signs will be a maximum of 18 feet high and may have a signage component on both sides. The maximum sign area shall be 200 square feet per sign.

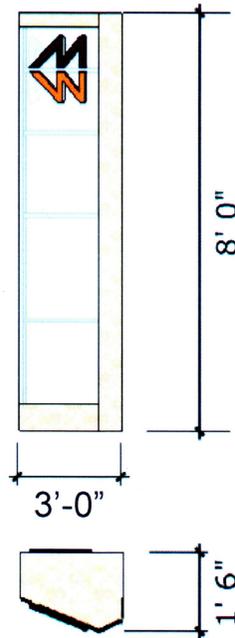
A3. FREE STANDING: TERTIARY ENTRANCE SIGNS



Tertiary entrance signs may be located as generally shown on the key plan.

These signs will incorporate the project logo and panels to provide directional assistance and commercial tenant and residential user identity. They will incorporate design elements and materials to coordinate with the other project entry signs. These signs will be a maximum of 16 feet high, have a maximum sign area of 90 square feet per sign and may be double sided. Tenant and residential user identification may reflect the tenant or user's logotype and identity instead of the standard MetroWest typography. Any project identification lettering or logo will use the standard typography and colors.

Tertiary entrance signs will incorporate materials that coordinate with the other entry signs for the project. (i.e. brick, stone or other masonry materials). Materials may also include aluminum, glass, acrylic, and high density sign foam. The signs will be internally illuminated.

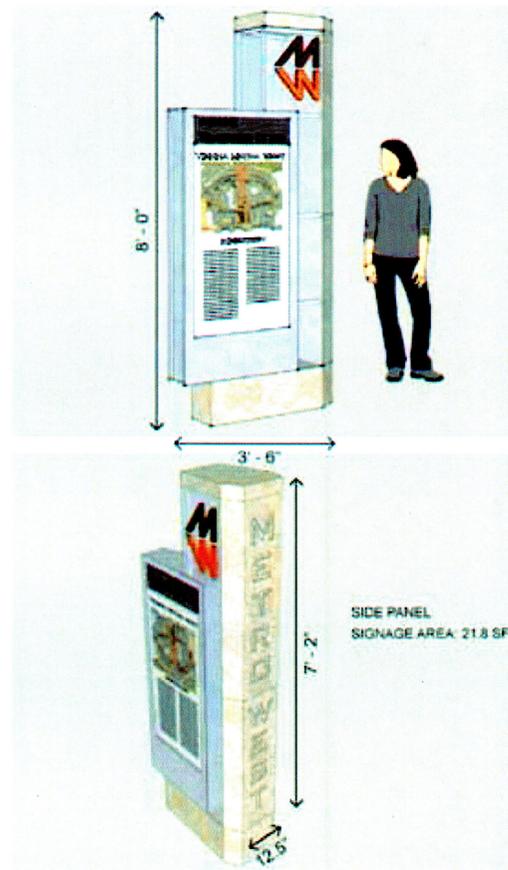
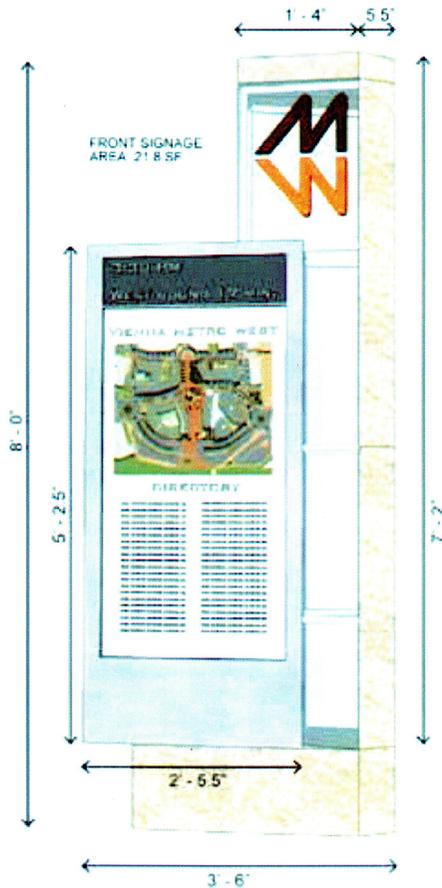
A4. FREE STANDING: PEDESTAL ENTRANCE SIGNS

Pedestal entrance signs may be used at key intersections within MetroWest as generally located on the key plan and are meant to create a sense of arrival for the main commercial and pedestrian areas. These entrance signs may incorporate project name logo. Any project identification lettering or logo will use the standard typography and colors.

These signs will be a maximum of eight (8) feet high and have a maximum sign area of 24 square feet per sign.

Pedestal entrance signs will incorporate materials that coordinate with the other entry signs for the project. (i.e. brick, stone or other masonry materials). Materials may also include aluminum, glass, acrylic, and high density sign foam. The signs will be internally illuminated.

A5. FREE STANDING: PEDESTRIAN DIRECTIONAL SIGNS (KIOSKS)



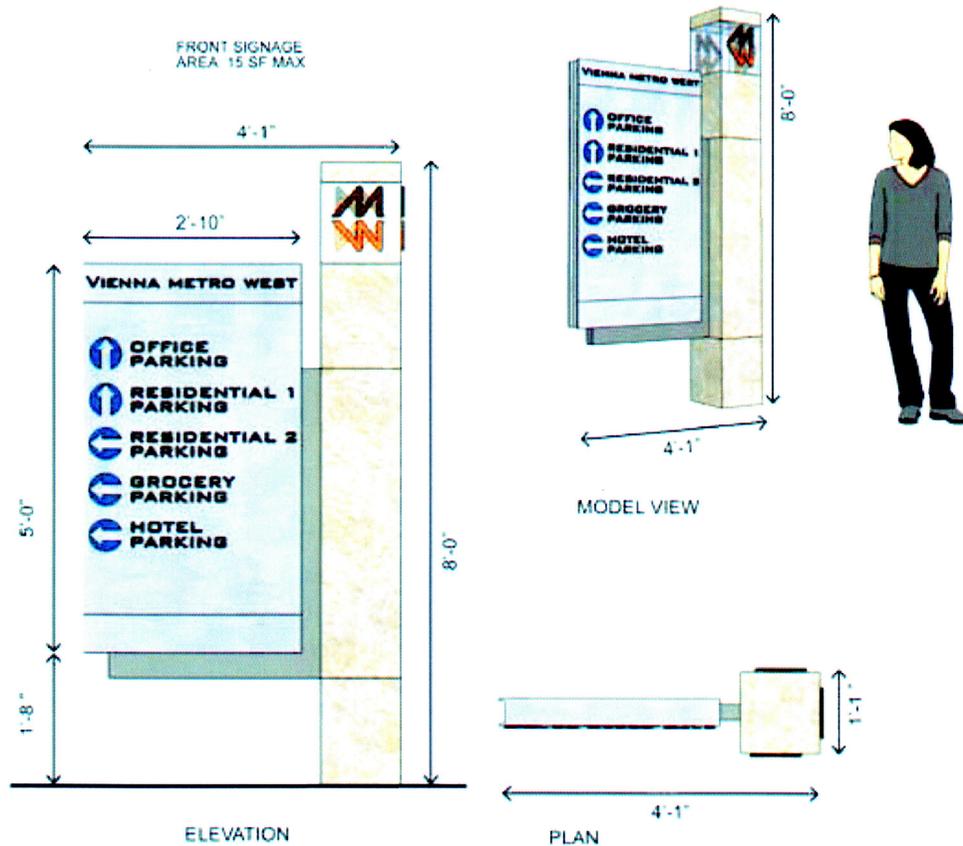
MODEL VIEWS

Pedestrian directory signs or kiosks may be located within the Town Center District of MetroWest as needed for commercial and directional signage. These signs may have two or more sides and may contain display panels, directory maps, and/or variable message signs for events and promotions. Sign panels may be flat surface mounted. Directory signs will be no larger than 10 feet tall and five (5) feet wide and have a maximum sign area of 25 square feet.

Each side of the sign will contain the project logo or name in standard typography and standard colors. Individual panels may vary from the standard typography depending upon their contents. All signs will be complementary.

Pedestal directional signs will incorporate materials that coordinate with the other entry signs for the project. (i.e. brick, stone or other masonry materials). Materials may also include aluminum, glass, acrylic, and high density sign foam. The signs will be internally illuminated.

A6. FREE STANDING: VEHICULAR DIRECTIONAL SIGNS



Vehicular directional signs will only be located within the Town Center District area near various project entrances and interior road intersections where appropriate to provide directional and way-finding information for vehicular traffic.

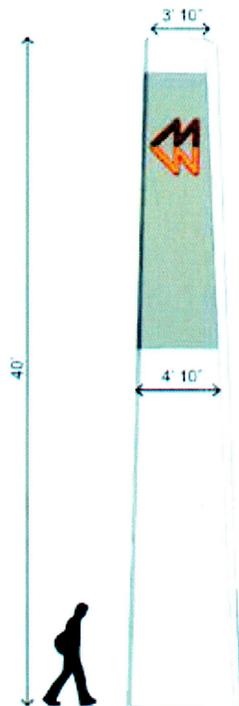
Sign messages may contain directional information for users, site services such as parking, loading dock receiving locations, or other directional information. These signs may have two (2) sides and the maximum sign area shall be 15 square feet.

Vehicular directional signs will not contain advertising and will be located so as not to obstruct pedestrian travel or vehicular sight lines.

Vehicular directional signs will incorporate materials that coordinate with the other entry signs for the project. (i.e. brick, stone or other masonry materials). Materials may also include aluminum, glass, acrylic, and high density sign foam. The signs will be internally illuminated.

All directional signage will be complementary. Any project identification lettering or logo will use the standard typography and colors.

A7. FREE STANDING: PLAZA FEATURE



VIEW TO SOUTH

Design shown is provided to establish concept only.

An impactful art and sculptural feature and site identification icon is envisioned at the northern edge of the Town Center Plaza, directly across Saintsbury Drive from the Metro Station as generally shown on the key plan.

This project icon may incorporate a logo or other site identification signage using the standard typography and standard colors and may include a community service component to create a link between the project and Metro. The feature may include a variable message display with dynamic information such as Metro schedule updates and/or other messaging to benefit public use of the project and the transit station. Feature will not include commercial advertising.

Maximum sign area will be 170 square feet.

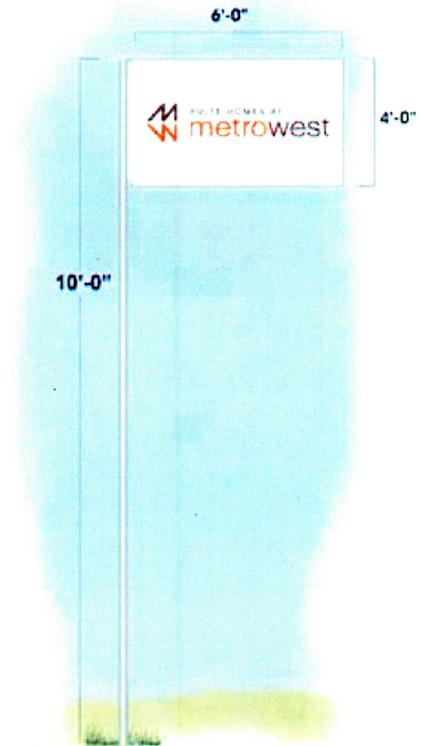
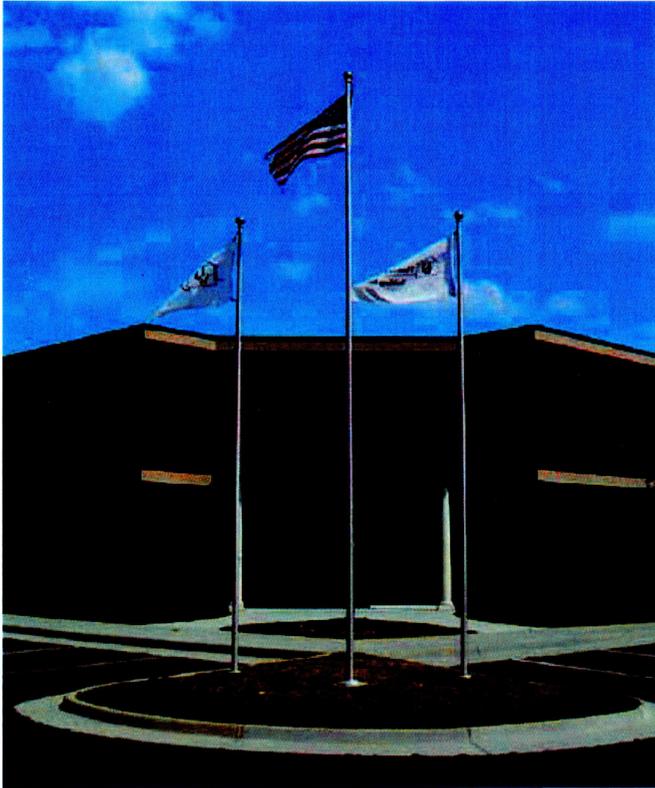
A8. FREE STANDING: BANNERS

Examples shown for illustrative purposes only.

Banners may be provided along Royal Victoria Drive, Sprague Avenue and within the Town Center of MetroWest. These banners will provide color to the streetscape, and may contain the project name and logo. They will not contain specific tenant or user names or advertising. Banners may also be changed to provide appropriate seasonal decoration or contain community or owner/management sponsored event specific information such as name (e.g. Fall Festival, Farmer's Market...), dates and hours.

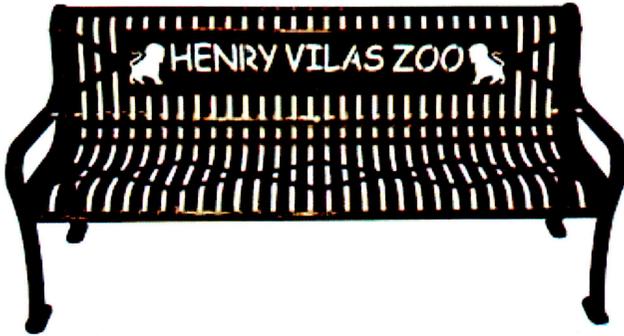
Banners will be mounted on streetlight poles to a maximum height of 20 feet. Materials will be selected from metal and fabric (nylon or other high strength synthetic). Each banner will not exceed 10 square feet in size.

Banners may vary from the standard typography depending upon their contents. Any project identification lettering or logo will use the standard typography and colors. All contents on banners will be coordinated throughout the project.

A9. FREE STANDING: FLAGS

An unlimited number of American, Commonwealth of Virginia and Fairfax County flags will be permitted in MetroWest. No more than five (5) flags may be corporate emblem flags. These may be either flown from flag poles or may be mounted directly to buildings.

Pole mounted flags will be a maximum size of 9' x 12'. Building mounted flags will not exceed 6' x 10'.

A10. FREE STANDING: PROJECT, BUILDING AND TENANT LOGOS

Examples shown for illustrative purposes only.

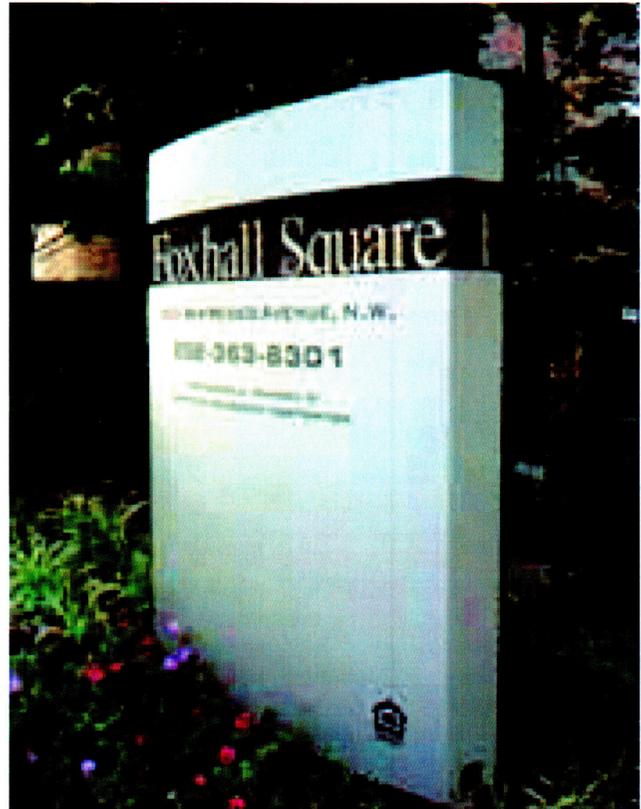
Up to eight (8) medallion logos may be provided at principal building entrances at buildings 2-4, 5-10 and 14-18. The logos will be inset into the hardscape and will not exceed three (3) feet in diameter.

In addition, project logos may be incorporated into miscellaneous items such as benches, light poles, trash receptacles, or other site furniture.

A11. FREE STANDING: REGULATORY SIGNS

All regulatory traffic signs within MetroWest, such as stop signs, parking restriction signs, fire lane signs will be provided according to federal, state and local regulations to provide for the safety and convenience of the employees and visitors to MetroWest. Sign locations, sizes, heights, and messages will be governed by these regulations. Signs will be mounted at the required height on a post with a finial. If the casing for regulatory signs is customized for the project, all surfaces except for the sign face, and including the sign post and the sign back, will be painted in a color consistent with the color palette and all such signs shall otherwise conform with the requirements of the PFM or other applicable regulations.

Materials for these signs will be selected from wood, metal or vinyl.

A12. FREE STANDING: OFFICE BUILDING IDENTITY

Examples shown for illustrative purposes only.

The office buildings in the Town Center District may have one (1) freestanding sign each, identifying the name of the building, address, and/or principal tenant name and logo located near the principal entrance(s) to the building. Freestanding signs may be internally or externally illuminated.

The specific location and design shall be approved during the building specific site plan and permit process. Size of these signs will not exceed 30 square feet.

Materials for these building identity signs should complement the architectural look and feel of the associated building.

Typography may reflect the building or tenant logotype instead of the standard typography.

B1. BUILDING MOUNTED: RESIDENTIAL-PRIMARY IDENTITY SIGNS

Example is shown for illustrative purposes only.

For each residential building, one (1) primary building mounted identification sign will be permitted for the principal building entrance. These signs will be designed to coordinate with the architectural design of the respective buildings. These signs may use the project and/or owner's name and logo, and typography may reflect the user's logotype instead of the standard MetroWest typography. Any project identification lettering or logo will use the standard typography and colors. If an A12 sign is used at a principal entrance, a B1 sign will not be permitted at the same entrance.

Buildings 11-13, 19 and 20 may have a maximum sign area of 25 square feet per sign. Buildings 2-5 may have a maximum sign area of 35 square feet per sign. Buildings 6, 7, 10 and 14-18 may have a maximum of 50 square feet per sign. Signs may be mounted parallel with the building wall or perpendicular to the building face. Signs may be three dimensional, but will not interfere with pedestrian or vehicular sight lines.

B2. BUILDING MOUNTED: RESIDENTIAL-SECONDARY IDENTITY SIGNS

Example is shown for illustrative purposes only.

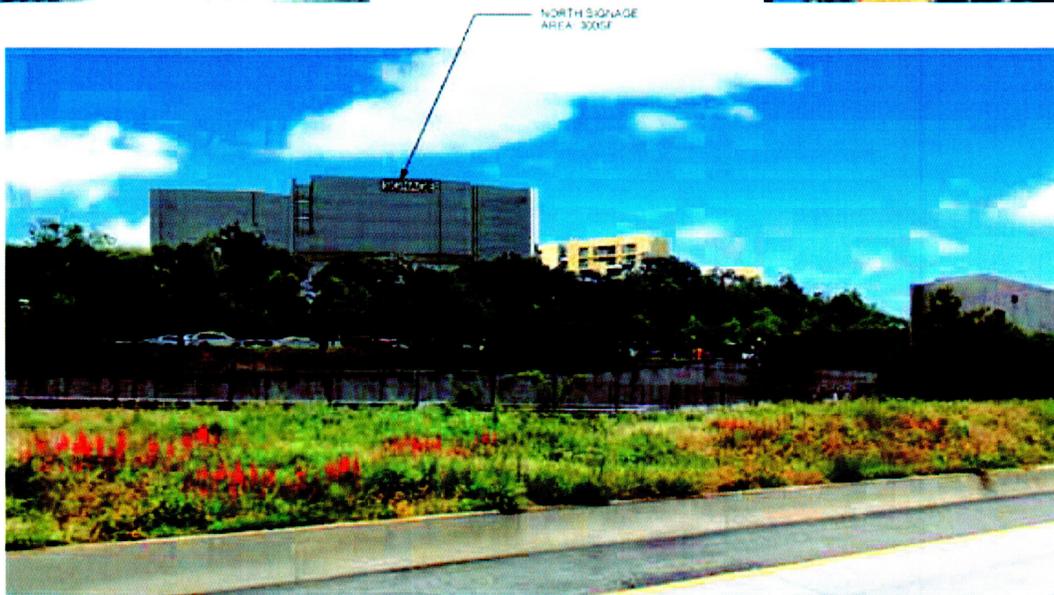
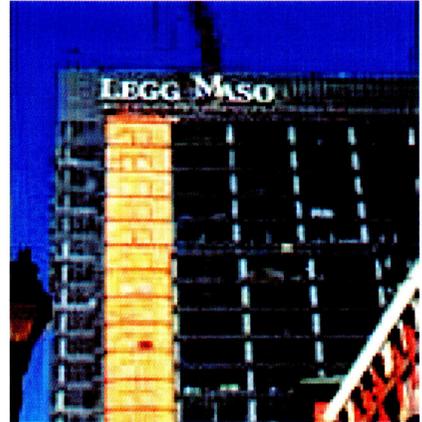
Residential secondary identity signs will be permitted on the facades of buildings within MetroWest.

One (1) sign will be permitted on buildings 3, 4, 11, 12, 13, 19 and 20. Two (2) signs will be permitted on buildings 5, 14, 15, 16, 17, and 18. Three (3) signs will be permitted on buildings 2, 6, 7, 10. Secondary signs will be limited to a maximum of one (1) sign per side of building.

Signs will be oriented vertically, rectangular in shape with a minimum aspect ratio of 5:1, and the top of sign will be located at or below the 4th floor. Signs will be located at or near the stairwell and will not block windows. Residential secondary identity signs will not be permitted on the same side of the building as the B1-Residential Primary Identity Signs.

Sign area for buildings 11-13, 19 and 20 may be a maximum of 25 square feet per sign. All other buildings may have a maximum of 50 square feet per sign. Residential secondary identity signs shall consist of the name and/or logo of the building and typography may reflect the user's logotype instead of the standard MetroWest typography. Materials should complement architectural materials and primary building identity signs

B3. BUILDING MOUNTED: OFFICE, HOTEL AND GROCERY-PRIMARY TENANT IDENTITY SIGNS



VIEW FROM I-66

Examples shown for illustrative purposes only.

Primary office, hotel and grocery tenant identity signage will be vitally important to office, hotel and grocery users at MetroWest, especially given the project's proximity to and visibility from I-66. Office and hotel tenant signage will be provided on the office and hotel buildings within MetroWest as shown on the key plan. A grocery sign will be provided only on the building in which the grocery is located as generally shown on the key plan.

Primary office tenant signage will be limited to one office (1) tenant per building. Signage will be permitted on up to three (3) sides of each building. Primary tenant signage will be located above the finish elevation of the top occupied floor of a building, and will be internally illuminated. It will consist of tenant trade name, logo, or illustrative image.

Primary office tenant and hotel sign area will be a maximum of 300 square feet per sign on the north façade and 200 square feet per sign on the remaining two (2) sides. Grocery sign area will be a maximum of 200 square feet.

B4. BUILDING MOUNTED: OFFICE/HOTEL-SECONDARY TENANT IDENTITY SIGNS

Examples shown for illustrative purposes only.

Secondary office tenant ID and hotel signage will be permitted on up to two (2) sides of each office/hotel building. Such signage will be located at or below the 3rd floor of the building, and will be internally illuminated. It will consist of tenant trade name, logo, or illustrative image. Secondary office tenant signage will be limited to two (2) tenants per building. Signs may be mounted parallel with the building wall or perpendicular to the building face. Signs may be three dimensional, but will not interfere with pedestrian or vehicular sight lines.

Sign area will be a maximum of 100 square feet per sign.

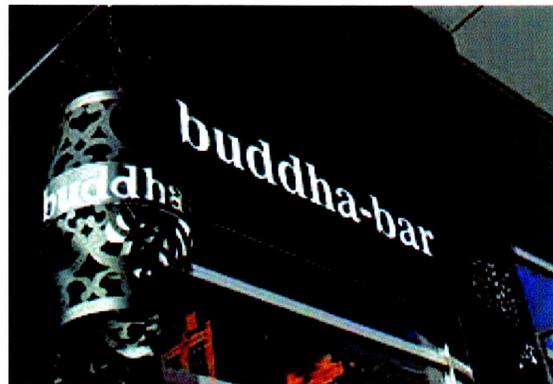
B5. BUILDING MOUNTED: OFFICE-TENANT IDENTITY ENTRANCE SIGNS

Examples shown for illustrative purposes only.

Building mounted signs on office buildings housing one or multiple non-retail tenants that access the building through a common entrance will be permitted. One (1) building mounted office address/identification sign will be permitted at each building entrance and are limited to the primary/main entrance.

Sign designs will complement the architectural designs of the building. The sign design and specific location of the sign on the building will be approved during the building specific permit process.

Each office tenant ID entrance sign will be a maximum of 10 square feet total.

B6. BUILDING MOUNTED: RETAIL TENANT IDENTITY SIGNS

Examples shown for illustrative purposes only.

Retail signage and associated awnings should identify and advertise the individual enterprise served. Signs will be individually designed to express the character of the retail, products sold, or services offered. They may include individual logos and typography of the enterprise. Both architectural elements and signage should provide a sense of place and arrival and create a festive and vibrant atmosphere. Sign design will complement the architectural design of the building.

Maximum retail signage per building will be calculated as 2.5 square feet of sign area per linear foot of the ground floor retail perimeter with a maximum sign area of 200 square feet per any one tenant sign. The applicable perimeter will be determined based on the building permit drawings for each respective building and a maximum amount of retail signage for the building will be derived from that perimeter. The owner will provide the Department of Planning and Zoning this calculation prior to the issuance of the first sign permit for retail use within the building. Multiple signs may be permitted for each tenant such as marquee signs, awnings and a awning graphics, under-canopy signs, and pedestrian level signs. Retail signage will be permitted above the ground floor only for tenants with space on those floors.

The specific location for signs on the building will be regulated by the Zoning Ordinance, and building code. Building mounted signs may be flush or flat against the building, or projecting as blade signs. Signs may be flat or three-dimensional. Materials for retail signage should complement architectural materials within MetroWest.

B7. BUILDING MOUNTED: PARKING GARAGE SIGNS

Examples shown for illustrative purposes only.

For buildings 2-5, 6-10 and 14-18, parking signs consistent with the architectural detailing of the building will be provided to identify parking garage entrances and accessory signs to provide information regarding fees, garage clearances, parking regulations and other information as necessary.

One (1) parking identification sign will be permitted at each garage entrance. Parking identification signs should be located along street facades of garages. Signs may be building mounted parallel to the garage walls, or perpendicular to the garage surface. Sign area may be a maximum of 40 square feet per sign for Buildings 2-5, 100 square feet per sign for buildings 6-10 and 80 square feet per sign for buildings 14-18. Signs are either internally lit or lit with sign-mounted down lights.

Accessory parking signs will be provided as needed adjacent to, or in the immediate vicinity of the garage entrance to convey necessary information including parking rates, parking regulations, and garage clearances. Accessory parking signs on the exterior will not exceed 15 square feet in area. Accessory signs may be building mounted or freestanding. Clearance signs may be suspended over the garage entrances. Materials will complement the architectural materials.



Section III

COMMUNITY SIGNAGE TEMPORARY

KEY PLAN



KEY PLAN - VADEN DRIVE ENTRANCE ENLARGEMENTS



All locations are approximate and are subject to change based on final design and engineering.



All locations are approximate and are subject to change based on final design and engineering.

SIGNS BY TYPE

- C1 Commercial Leasing Sign
- ● Fence Wrap (C4)
- C5 Residential-Primary Directional Sign
- C2 Residential Status Signs

C1. COMMERCIAL LEASING SIGNS



Example is shown for illustrative purposes only.

Temporary commercial leasing signs may be provided before, during, or after construction and occupancy to identify leasing information for each building site, available building space or the project as a whole. Temporary leasing signs will be removed within twelve (12) months of initial posted. These signs may remain for an additional twelve (12) months if commercial space is less than 90% occupied and approval is received from the zoning administrator through an administrative process.

There will be a maximum of 5 temporary commercial leasing signs in the project at any one time. Signage area will be a maximum of 35 square feet per sign. Colors will include the color palate standards, and may be customized for specific broker representation. Text will match the standard typography. Any project identification lettering or logo will use the standard typography and colors.

Sign content/information may include:

- Commercial broker phone number and website
- Retail broker phone number and website
- Brokerage logos
- MetroWest logo
- Project renderings or images

Materials for these signs will be selected from this list:

- Wood
- Metal
- Fiberglass/plastic

C2. RESIDENTIAL LEASING SIGNS



Example is shown for illustrative purposes only.

Temporary residential leasing signs may be provided before and during construction and initial occupancy to identify leasing information for each building site or available building space. These signs may be located at each respective building site and, with respect to buildings 14-18 and 2-5, these signs may be located in the areas shown on the key plan for sign types C12 in lieu of such C12 signs. Temporary leasing signs will be removed within twelve (12) months of initial posting. These signs may remain for an additional twelve (12) months if the residential project is less than 90% occupied and approval is received from the zoning administrator through an administrative process.

Signs will be free standing. Signage area will be a maximum of 35 square feet per sign. Colors will include the color palate standards, and may be customized for specific broker representation. Text will match the standard typography. Any project identification lettering or logo will use the standard typography and colors.

Sign content/information may include:

- Basic building/leasing information
- Leasing phone number
- Building logos
- MetroWest logo
- Building renderings or images

Materials for these signs will be selected from this list:

- Wood
- Metal
- Fiberglass/plastic

C3. BUILDING BANNERS



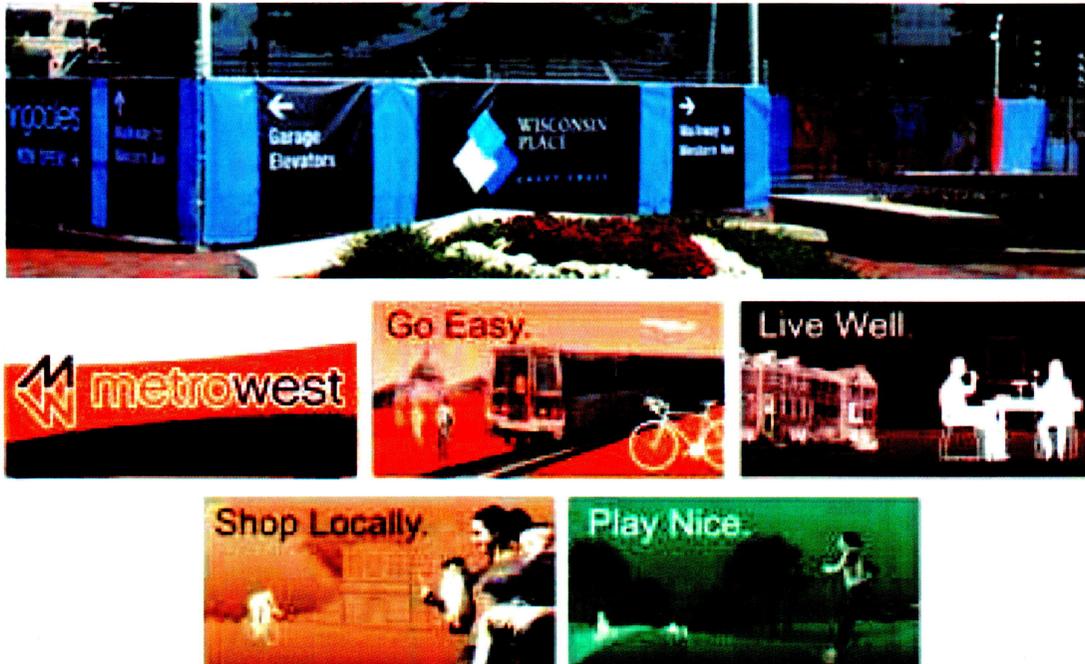
Examples shown for illustrative purposes only.

One (1) project marketing banner/sign per building will be permitted on mid and high rise buildings within the Town Center portion of MetroWest.

Building banners will be removed within twelve (12) months of initial posting. These signs may remain for an additional twelve (12) months if the residential project is less than 90% occupied and approval is received from the zoning administrator through an administrative process.

Banners will be a maximum of 200 square feet. Each banner will contain information identifying the specific building and marketing and/or leasing information for that building. Banners will not be permitted on the south facing side(s) of any building.

C4. FENCE WRAP



Examples shown for illustrative purposes only.

Fence wrap may be permitted as a temporary sign before or during construction and initial occupancy to identify the project or sales information for available building space or the project as a whole. Signs will not contain commercial advertising.

Fence wrap will be mounted on construction fences during construction at the perimeter of construction areas as generally shown on the key plan as well as around individual building sites. Fence and fence wraps located along Lee Highway will be permanently removed when the sound wall is constructed.

Design will incorporate colors from the standard color palette. Any project identification lettering or logo will use the standard typography and colors.

Sign content/information may include:

- MetroWest logo
- Building renderings
- MetroWest brand key words
- Stock photography
- Project renderings or images

Materials for these signs will be vinyl, mesh, or a variation of banner material. The owner will maintain, replace or remove damaged fence wrap.

C5. RESIDENTIAL-PRIMARY DIRECTIONAL SIGNS



Primary residential directional signs will be generally located as shown on the key plan directing visitors into the site. Primary residential signs will be removed when all units are sold by each builder.

Signs may be single or double-sided post mounted sign with graphics on two (2) sides and may be installed in a V-shape. These signs will have a maximum sign area of 32 square feet per side with an overall maximum height of 10'-6".

Sign material may consist of wood or PVC posts painted white, aluminum insert sign panels with MDO sign face and digitally printed graphics. Signs will use the standard typography and color palette.

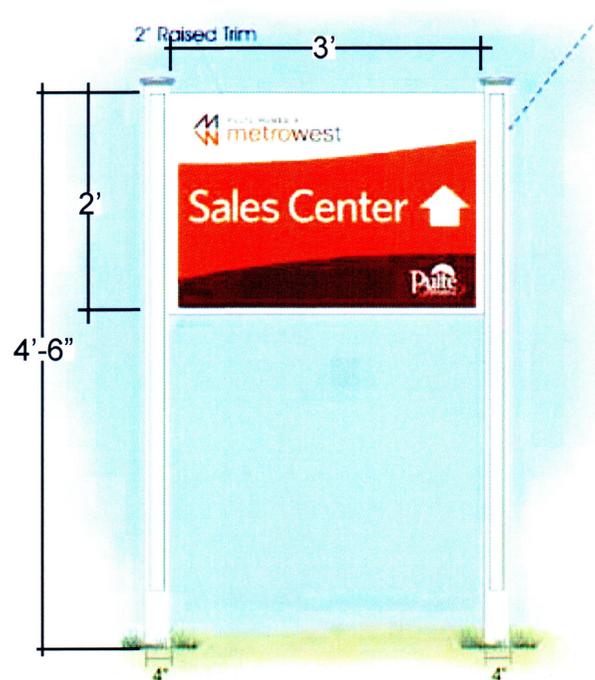
C6. SALES CENTER INFORMATION SIGNS



Sales Center information signs will be located at the entrance to the Visitors Center to identify the location of the Visitors Center, as well as additional information such as hours of operation and telephone contact information. Sales Center information signs will be removed when the sales center is no longer in operation.

Signs may be double-sided post mounted with graphics on two (2) sides. The maximum sign area will be 12 square feet per side with an overall maximum height of 5'.

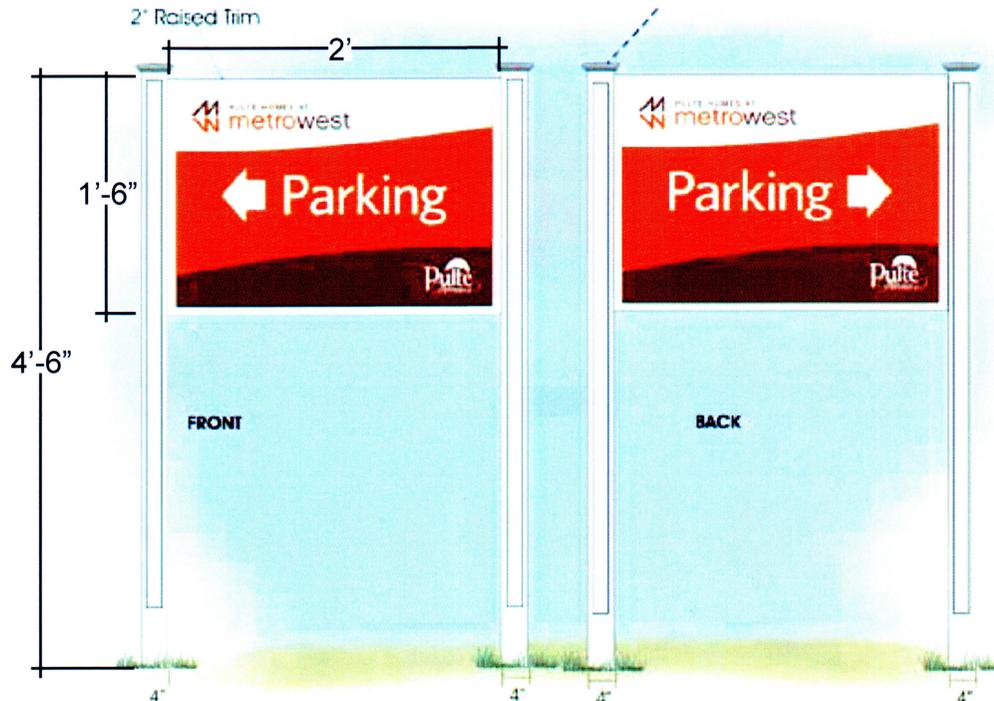
Sign material may consist of wood or PVC posts painted white with aluminum insert sign panel, MDO sign face and digitally printed graphics. Signs will use the standard typography and color palette.

C7. SALES CENTER DIRECTIONAL SIGNS

Sales Center directional signs will be located in the median of Vaden Drive directing visitors towards the Sales Center. Signs will not be located in the right-of-way of publicly maintained roadways. Sales Center directional signs will be removed when the sales center is no longer in operation.

Signs will be single-sided post mounted with graphics on one (1) side. Signs will not exceed six (6) square feet with an overall maximum height of 4'-6".

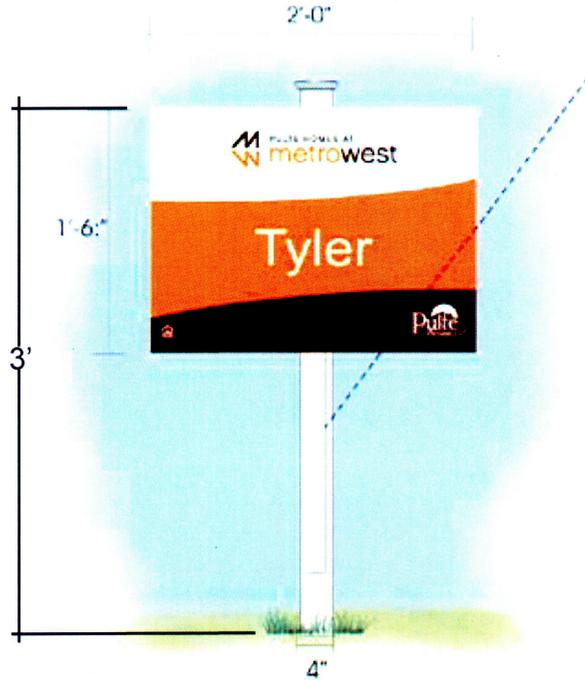
Sign materials may consist of wood or PVC posts painted white with MDO sign face and digitally printed graphics. Signs will use the standard typography and color palette.

C8. MODEL AND SALES CENTER PARKING DIRECTIONAL SIGNS

Model and Sales Center parking directional signs will be located in the parking lot at the Sales Center and near the model homes to identify appropriate parking locations to visit the model homes. Parking directional signs will be removed when the sales center is no longer in operation.

Signs will be double-sided post mounted signs with graphics on two (2) sides. The maximum sign area shall be three (3) square feet per side with an overall maximum height of 4'-6".

Sign material may consist of wood posts painted white, MDO sign panel. Signs will use the standard typography and color palette.

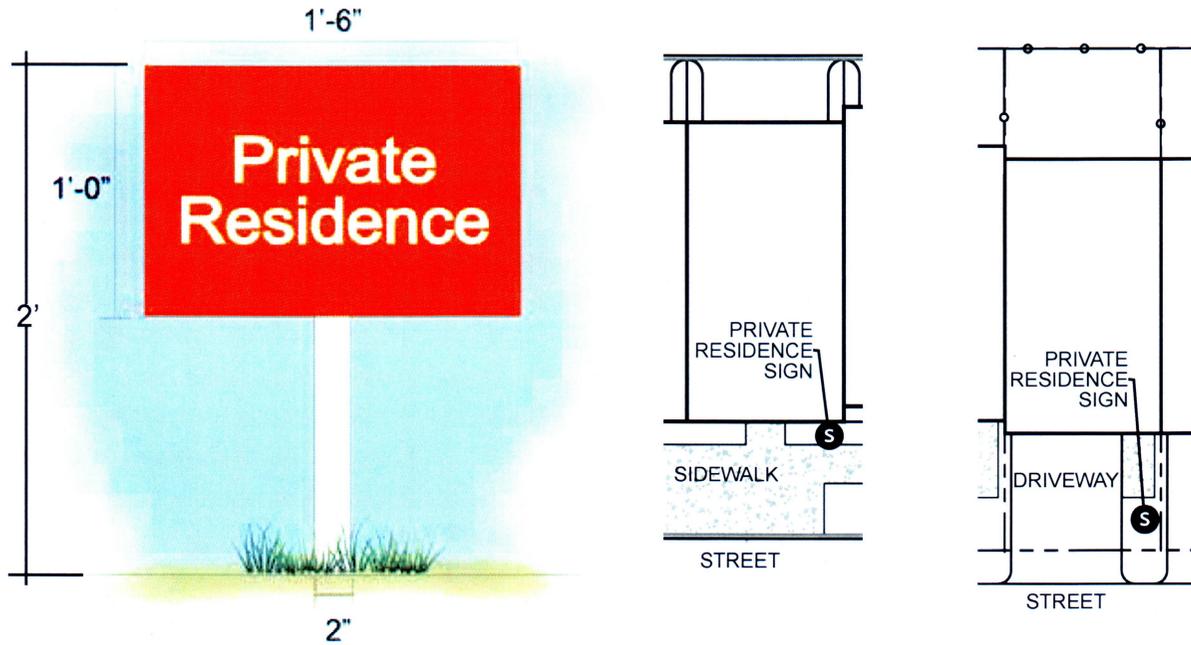
C9. MODEL IDENTIFICATION SIGNS

Model identification signs shall be located in the vicinity of the Sales Center and model homes to identify model types within the project.

Signs will be single sided post mounted sign with graphics on one (1) side. The maximum sign area is three (3) square feet with an overall maximum height of 3'.

Sign material may consist of wood or PVC post painted white with MDO sign panel and digitally printed graphics. Signs will use the standard typography and color palette.

C10. PRIVATE RESIDENCE SIGNS

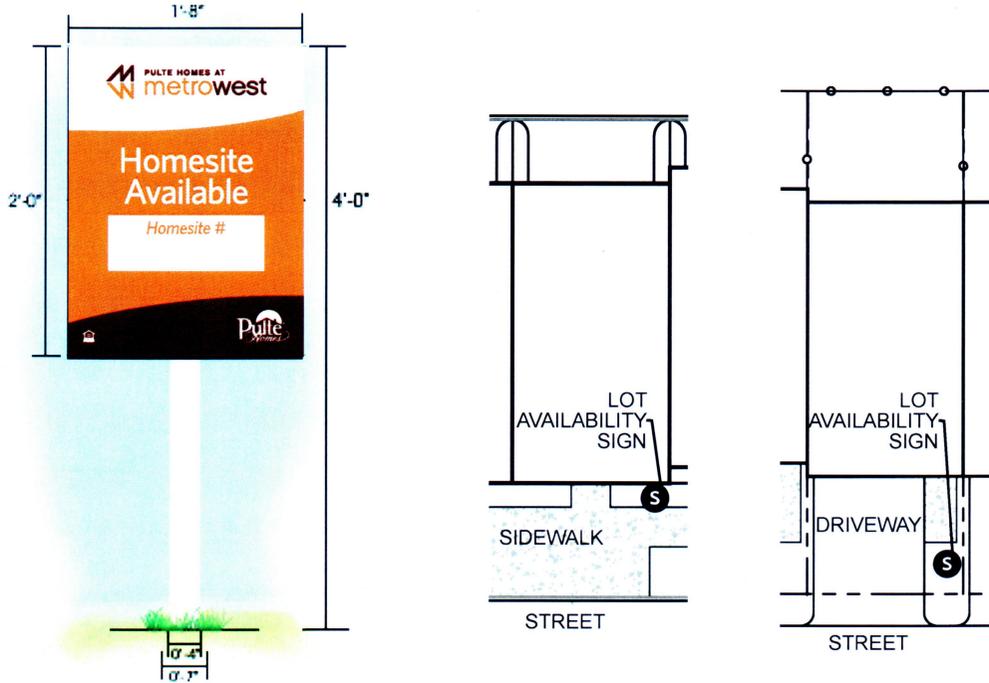


Private residence signs will be located on individual lots near the model homes. See diagram above.

Signs will be single sided post mounted sign with graphics on one (1) side. The maximum sign area will be 1.5 square feet with an overall maximum height of 2'.

Sign material may consist of wood or PVC post painted white with MDO sign panel. Signs will use the standard typography and color palette.

C11. LOT AVAILABILITY SIGNS



Lot availability signs will be located on individual lots as lots become available for purchase. See diagram above. Lot availability signs will be posted for no more than 12 months and will be removed upon the commencement of construction.

Signs will be single sided post mounted with graphics on one (1) side. The maximum sign area shall be three (3) square feet with an overall maximum height of 4'.

Sign material may consist of wood or PVC posts painted white with screen printed sign panel. Signs will use the standard typography and color palette.

C12. RESIDENTIAL STATUS SIGNS

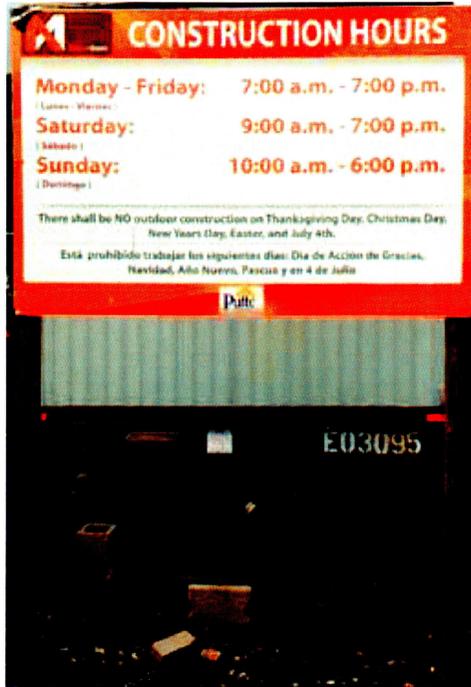


Residential status signs will be located as generally shown on the key plan to indicate the presence and status of the condominium units within buildings 11-13, 19 and 20 and the two-over-two units. “Coming Soon” signs will be posted no earlier than six (6) months prior to the commencement of sales for such condominium product, and will be replaced with “Now Selling” signs upon the commencement of such sales. “Now Selling” signs will be removed no later than six (6) months following the commencement of sales for such condominium product.

Signs will be rigid, single-sided, post mounted in the ground with graphics on one (1) side. The maximum sign area will be 48 square feet with an overall maximum height of 8’. The overall dimensions will be a 4’x12’ background with 13”x12’ decal.

Sign material may consist of wood posts painted white with vinyl decal and digitally printed. Signs will use the standard typography and color palette.

C13. CONSTRUCTION SIGNS



Construction signs will be generally located at construction operation areas in the project.

Signs will be single sided post mounted with graphics on one (1) side. The maximum sign area will be 24 square feet with a maximum height of 9' per sign.

Sign material may consist of wood posts with MDO or aluminum sign face and digitally printed graphics. Any project identification of logo use the standard typography and color palette.