



APPLICATION ACCEPTED: November 6, 2012
APPLICATION AMMENDED: March 7, 2013
PLANNING COMMISSION HEARING: May 2, 2013

County of Fairfax, Virginia

April 18, 2013

STAFF REPORT

APPLICATION CSP 2007-LE-007

LEE DISTRICT

APPLICANT: Franconia Two, LP

ZONING: PDC (Planned Development Commercial)
SC (Sign Corridor)
HC (Highway Corridor)

PARCEL: 90-2 ((1)) 81A, 98
90-2 ((13)) 1, 2, 3, 4A1, 5A1, 6A, 6B

ACREAGE: 78.53 acres

COMPREHENSIVE PLAN: Town Center option; up to 1.71 FAR

PROPOSAL: Comprehensive Sign Plan for the Springfield Town Center development (RZ 2007-LE-007) for permanent freestanding, building mounted, wayfinding and temporary signs

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2007-LE-007 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.

St. Clair Williams

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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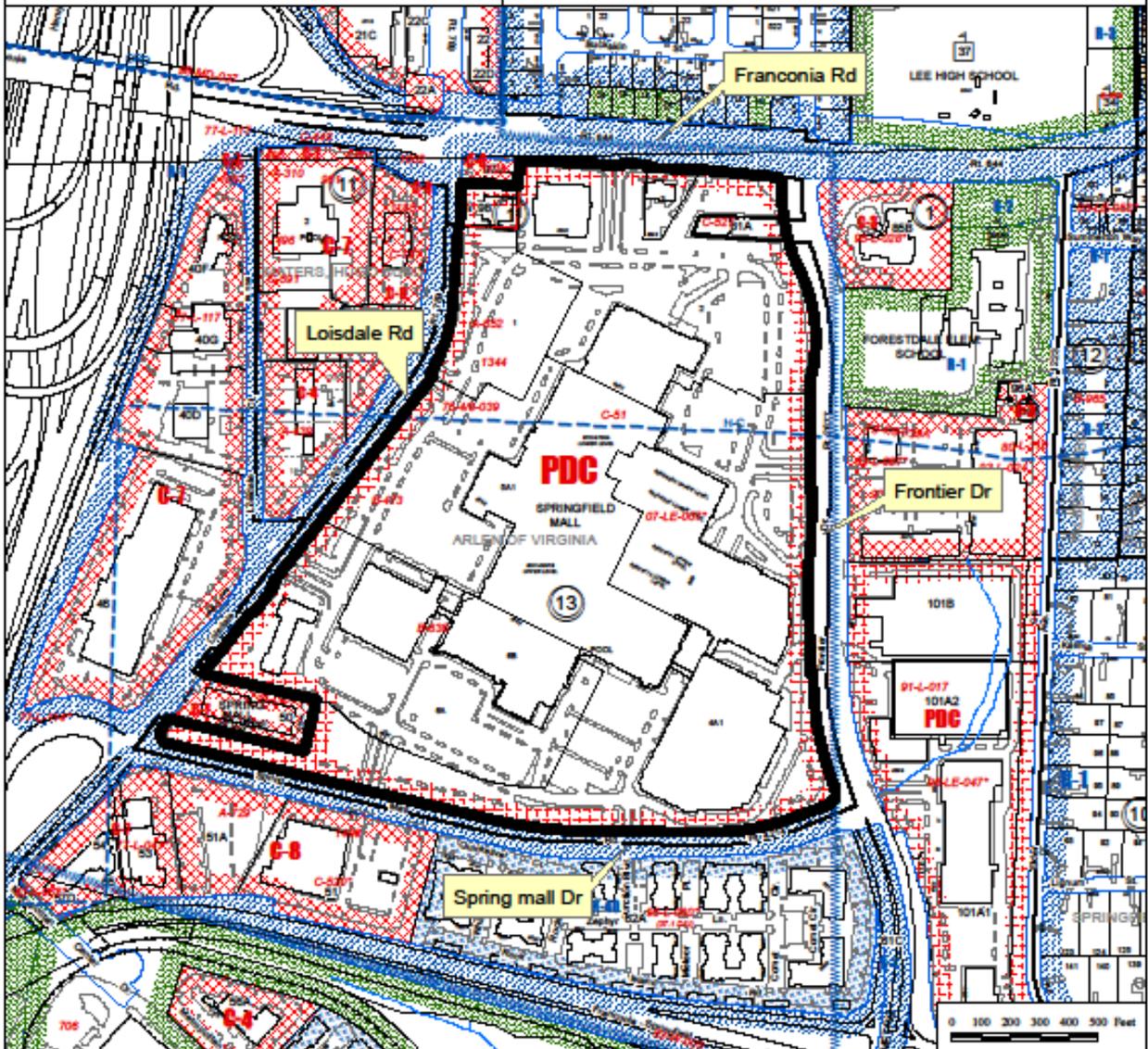


Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 48 hours advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

Comprehensive Sign Plan
CSP 2007-LE-007



Applicant: FRANCONIA TWO, LP
Accepted: 11/06/2012
Amended: 3/7/2013
Proposed: COMPREHENSIVE SIGN PLAN
Area: 78.53 AC OF LAND; DISTRICT - LEE
Located: 6500, 6699 & 6717 FRONTIER DRIVE, 6417
LOISDALE ROAD AND 6592 SPRINGFIELD
MALL,
SPRINGFIELD, VA 22150
Zoning: PDC
Overlay Dist: SC HC
Map Ref Num: 090-2- /01/ /0081A /01/ /0098
/13/ /0001 /13/ /0002 /13/
/0003 /13/ /0004A1 /13/ /0005A1
/13/ /0006A /13/ /0006B



DESCRIPTION OF THE APPLICATION

Franconia Two, LP requests approval of a comprehensive sign plan (CSP) for the Springfield Town Center development Phase I. The sign plan depicts existing building mounted, future building mounted, freestanding, wayfinding, garage entry, and temporary signs for the development. In addition, some signs that would not be visible from the public right-of-way are included in the CSP. 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 and an electronic copy of the staff report is available at <http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=CSP&seq=4168228>

LOCATION AND CHARACTER

The 78.53-acre subject area currently contains the Springfield Mall, a regional mall and other commercial uses. The existing mall consists of approximately 1.78 million square feet (SF) of retail commercial uses with Target, J.C. Penney, and Macy's department stores as the anchor tenants. In addition, the subject area contains free-standing, retail uses, an office building, associated surface parking, and minimal landscaping, for a total of approximately 1.9 million SF, including the mall.

SURROUNDING ZONING AND USES



North: Single family detached dwellings (R-4), Planned: Residential 3-4 du/ac; and VDOT Office (C-7) Planned: Residential 3-4 du/ac;

East: Forestdale Elementary School (R-1), Planned: Public Facilities, Gov't & Institutional, Sunrise Assisted Living (C-3, C-6), Planned: Office, and Springfield Commons (Retail) (PDC), Planned: Residential; 16-20 du/ac;

South: Multifamily residential (PDH-40), Planned: Residential 20 + du/ac, Vehicle Sales Establishment (C-7), Planned: Residential 20 + du/ac, and Retail use (C-8), Planned: Residential 20 + du/ac;

West: Office (C-3, C-4), Planned: Office, Hotel, and Hotel w/retail (C-7), Planned: Office, Hotel.

BACKGROUND

On July 13, 2009, the Board of Supervisors approved RZ 2007-LE-007 (Springfield Town Center), rezoning 78.52 acres from the C-7 and C-8 zoning districts to the PDC District to allow the construction of a mixed-use town center with up to a 1.71 FAR. The Town Center is to be developed in phases with Phase I consisting of internal renovations to the existing mall building and the construction of exterior retail uses along the exterior of the building. 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 IV; Franconia-Springfield Area, Land Unit I, as amended through February 8, 2011, is planned for retail uses up to 0.50 FAR with an option for redevelopment as a town center that integrates retail, residential, office, and hotel uses, as detailed in the Comprehensive Plan on pages 43-48 and at <http://www.fairfaxcounty.gov/dpz/comprehensiveplan/area4/franconiaspring.pdf>.

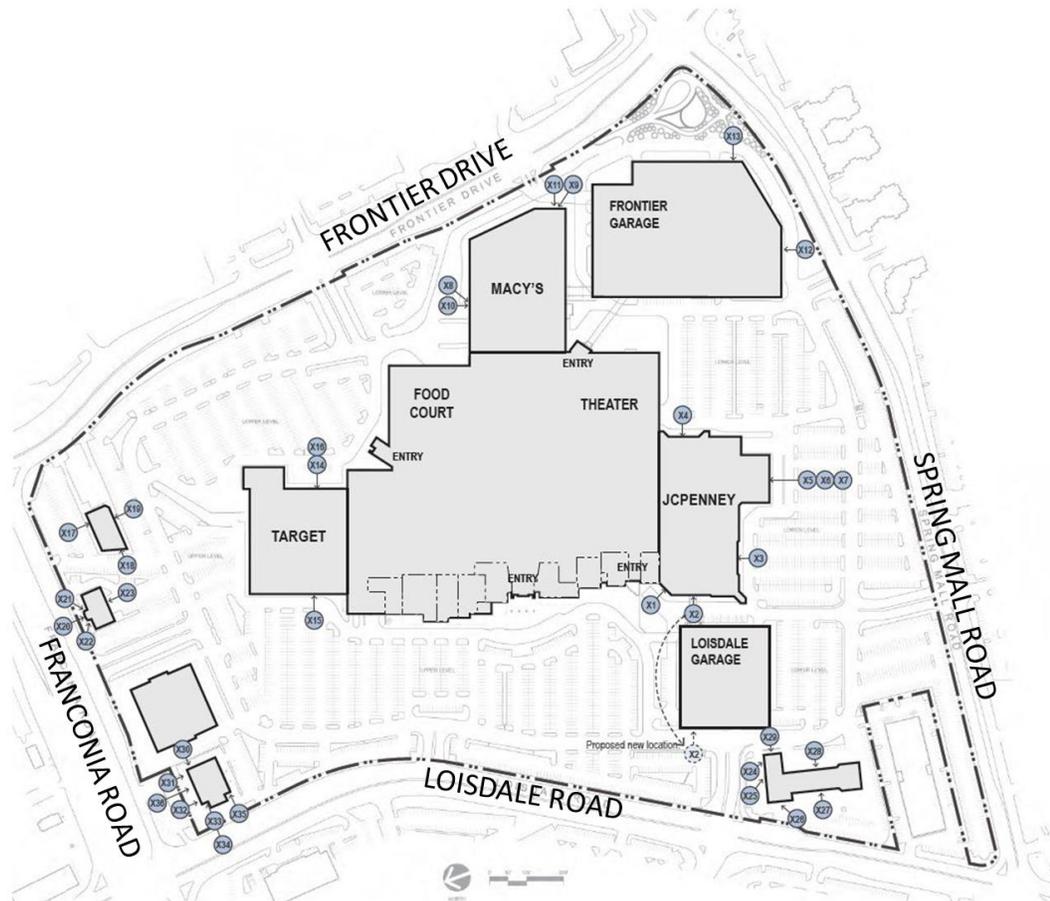
ANALYSIS

The Comprehensive Sign Plan prepared by JPRA Architects consisting of 42 pages dated April 16, 2013, contained in Appendix 3, is analyzed below.

The CSP general notes state that the sign color, size, and placement may change based on final design and engineering, provided no sign shall exceed the maximum height, width, or overall square footage illustrated in the CSP. Included with the CSP is Appendix A, which contains Section 5 of the Tenant Design Criteria. The design of the tenant storefronts within the town center will be based on the Tenant Design Criteria (the applicant will provide to all

tenants), and the Comprehensive Sign Plan. The Tenant Design Criteria provide a much greater detail than the CSP. The Design Criteria are included for informational purposes and is not a part of the CSP.

Existing Building Mounted Signage



The key plan above depicts the location of the existing building mounted signs for the development. There are 36 existing building mounted signs shown to remain on the site including 16 signs along the existing mall building and Frontier garage (J.C. Penney, Macy's, and Target), which will remain throughout the development of the town center; and 20 signs located on six pad site buildings located on the application property. All of the pad site buildings are to be demolished during future phases of the development of the town center. The total existing building mounted signage to remain on the site is 3,073 square feet. Below are some examples of the existing signs to remain for J.C. Penney, Macy's, Target, and additional samples provided in the CSP.

Examples of Existing Building Mounted Signage



SIGN LOCATION: X1
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X3
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X10
SIGN AREA: 54 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X12
SIGN AREA: 90 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X16
SIGN AREA: 53.7 sf
ILLUMINATION: Internally Illuminated



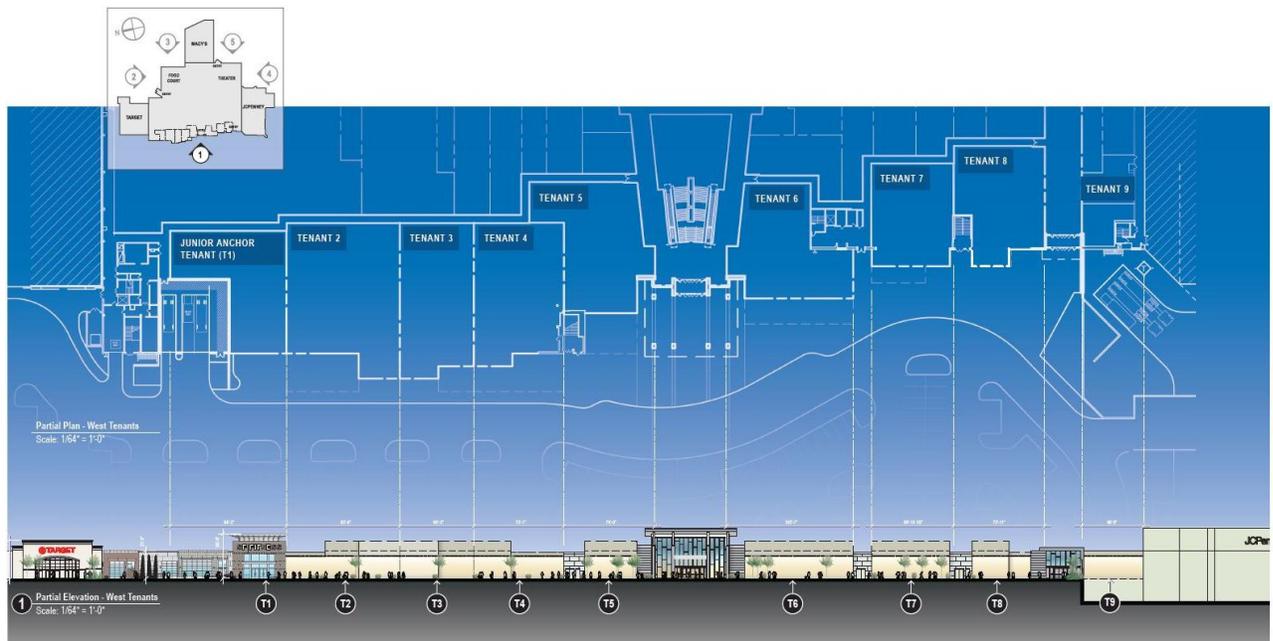
SIGN LOCATION: X15
SIGN AREA: 180.2 sf
ILLUMINATION: Internally Illuminated

Future Building Mounted Signage

The key plan below details the proposed building mounted signs within the development.



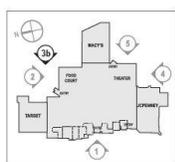
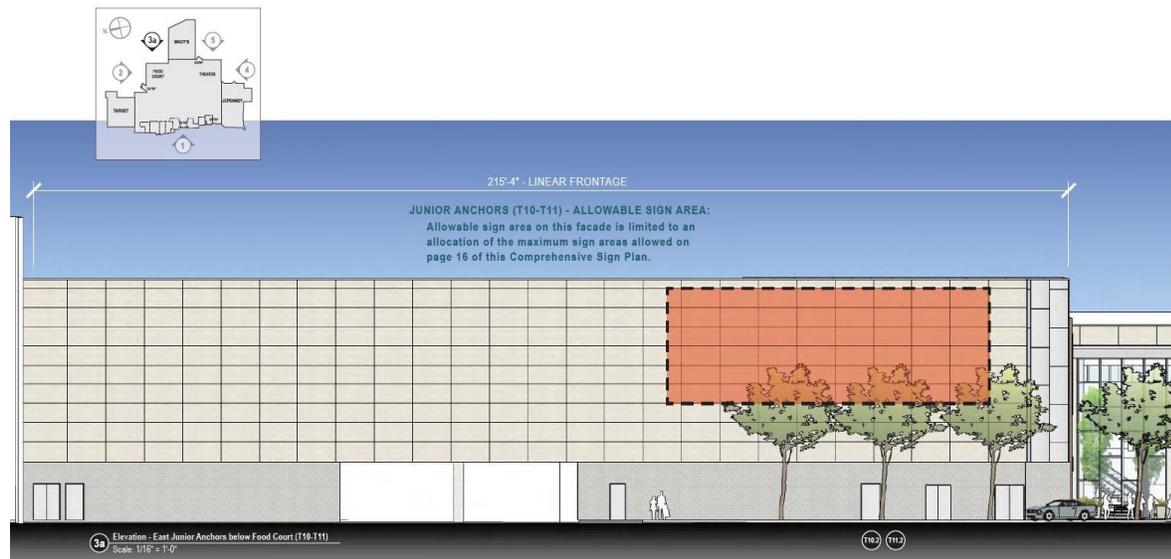
The applicant proposes 4,029 SF of new/future building mounted (tenant) signage for the Springfield Town Center in addition to the existing permitted building mounted signs that will remain (3,073 SF). Based on Article 12 of the Zoning Ordinance a maximum of 5,958 SF building mounted signage would be permitted for the Town Center. Therefore, the applicant is requesting an additional 1,144 SF of building mounted signage for the development. Sheets 11 – 22 of the CSP provide the maximum sign dimensions and general locations for the future building mounted signs for the 16 tenant spaces to be provided in the renovated mall building.



The primary entrance to the renovated mall building will be on the western side of the building along Loisdale Road and nine tenants will have store frontage and/or signage along that façade of the building. Tenant 1 (T1) shown to be a junior anchor, would have a maximum sign area of 150 SF. Sheet 13 of the CSP shows that the maximum sign area for Tenant 2 would be 150 SF, for Tenant 3 120 SF and Tenant 4 would have a maximum sign area of 146 SF. Tenants 5 and 6 would both have maximum sign areas of 150 SF, with Tenants 7, 8, and 9 having maximum sign areas of 134 SF, 148 SF, and 97 SF respectively.



Sheet 16 depicts the signage along the northern façade of the building, which would be for Tenants 10, 11, and 12. These would all be junior anchors and there are three options for the signage for these tenants. If only one tenant has signage along this façade the maximum sign area would be 225 SF along this façade and the eastern façade of the building (shown on Sheet 17) combined, within the allowable sign area box highlighted on the CSP. If two tenants have signage along this façade, the maximum sign area would be 175 SF per tenant along this facade, and the eastern façade of the building combined within the allowable sign area box highlighted on the CSP. If all three tenants have signage along this façade, the maximum sign area would be 145 SF per tenant and restricted to locations above the entrance, as shown on Sheet 16. Under all three options described above, no individual sign shall exceed 150 SF (as noted on Sheet 16).



3b Elevation - East Tenant near Food Court Entry (T13)
Scale: 1/8" = 1'-0"

Tenant 13 is shown on Sheet 18 to be a small tenant, with a maximum sign area not to exceed 100 SF, to be provided within the sign area box.

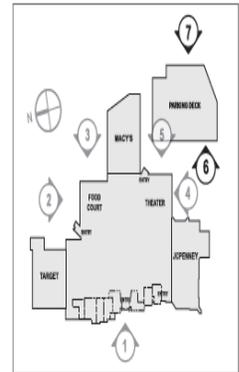
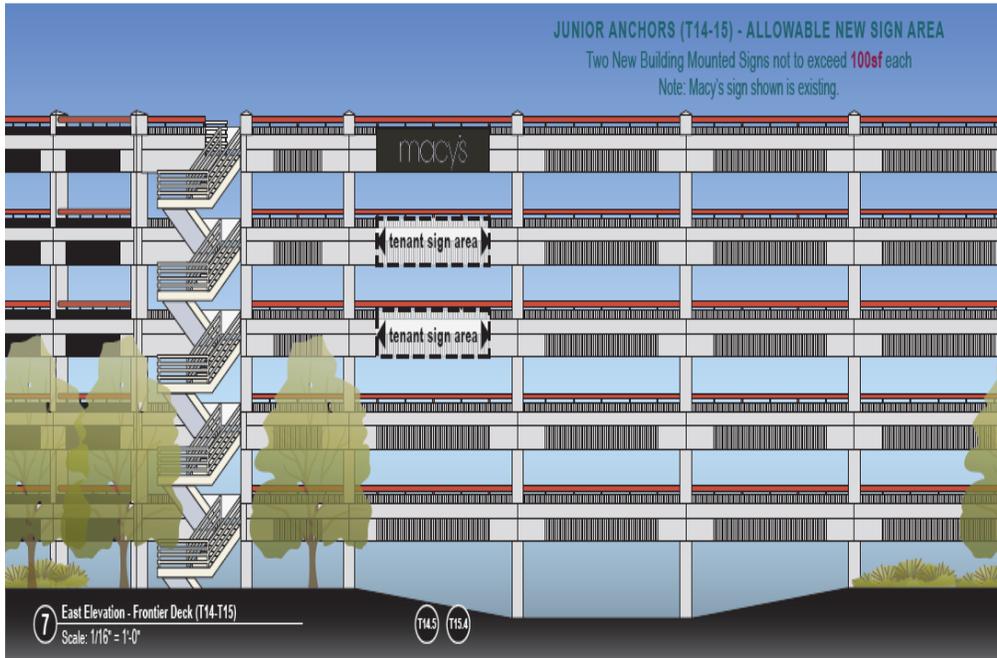


Sheet 19 depicts the southern façade of the building, which would contain signage for the proposed movie theater (Tenant 14) and a junior anchor (Tenant 15). The CSP notes that the sign area permitted for the theater shall not exceed 330 SF per side if it is a Marquee sign (as shown above) or a maximum of 250 SF if it is located along the façade of the building within the sign area box shown on the CSP. The CSP also shows an example of the area a 250 SF sign would occupy, within the sign area box. For the junior anchor, the maximum sign area would be 250 SF.



Sheet 20 depicts a new building mounted sign for Macy's along the southern façade of the building. The maximum sign area for the Macy's sign would be 385 SF.

Sheet 21 depicts new tenant signs (maximum of 100 SF) to be provided along the east and west elevations of the Frontier Drive parking garage (two on each elevation) in addition to the existing Macy's sign on the east elevation of the garage.



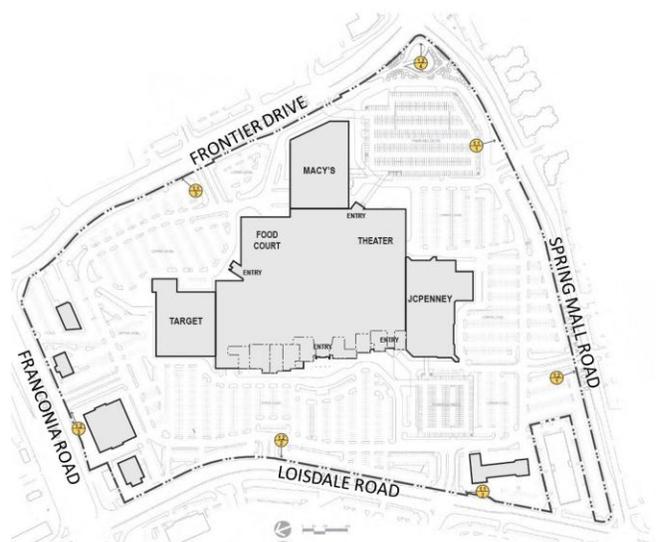


Along the upper level of the southern façade of the building, which is set back from the front of the lower level of that portion of the building, the CSP shows an allowable sign area where a maximum of two signs, not to exceed 300 SF each, could be provided for Tenants 14 and 15.

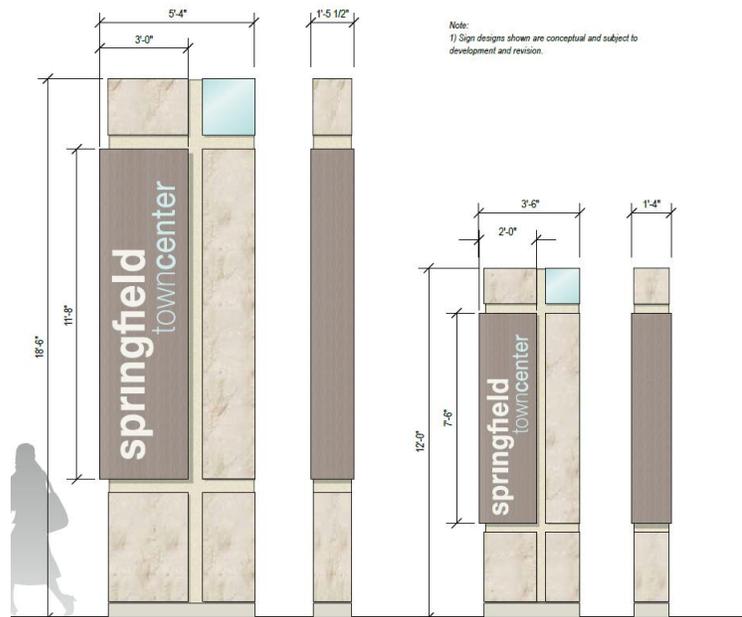
Due to the scale and size of the proposed development, and the number of tenants that will be located on the site, staff has no objection to the proposed increased sign area or locations. The sign program illustrated in the CSP will help to create a vibrant town center with signage oriented to drivers as well as pedestrians.

Project Identification Signage

The applicant proposes seven freestanding project identity (entrance) signs for the property as detailed below. The signs include solely the project name (Springfield Towncenter). If the application is not approved the applicant would be limited to the signs permitted by Article 12 of the Zoning Ordinance, which would limit the applicant to major entrance signs of 40 square feet for each of the major entrances to the site. Staff notes that more than one sign could be provided at each major entrance, but the total sign area would be limited to 40 square feet per entrance (280 square feet total).



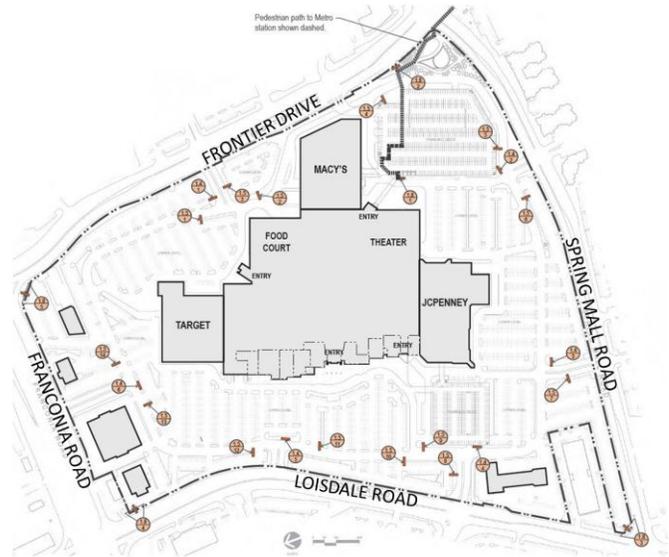
Sign Types 1.1 and 1.2 are the major and secondary project identity signs. The applicant proposes 465 square feet of entrance signage or an increase of 185 square feet. The primary identity signs (Type 1.1) would be 18 feet, 6 inches tall, and are proposed to be located at the Frontier Drive access point northeast of the proposed food court, the Spring Mall Road access point southeast of the proposed theater, and the Loisdale Road access point southwest of J.C. Penney. The proposed sign area for the primary identity sign is 99 square feet per face and internally illuminated. The secondary identity signs (Type 1.2) would be 12 feet tall, and are shown to be located at the intersection of Frontier Drive and Spring Mall Road, at the Spring Mall Road access point south of J.C. Penney, at the main entrance to the site along Loisdale Road (west of the mall building), and at the Franconia Road access point northwest of Target. The sign area for the secondary identity signs is 42 square feet per face and internally illuminated. Below are depictions of the two types of project identity signs.



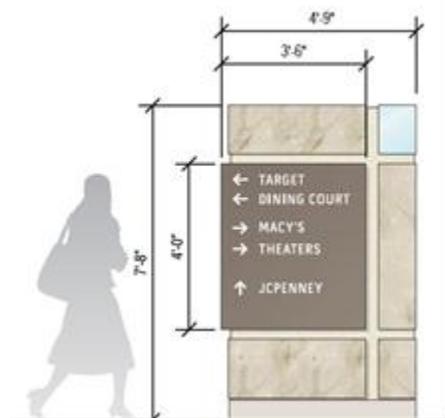
Staff has no objection to the proposed increase in signage for Types 1.1 and 1.2, as the proposed town center will be a large mixed-use development, and the increase in entrance signs will help identify the project and direct users to the site.

Wayfinding Signage

The key plan below details the future proposed project wayfinding signs within the development.



There are three types of wayfinding signs proposed for the town center.



Sign Type 1.4 – Primary Vehicular Directional

The Primary Vehicular Directional sign type (Type 1.4) will direct inbound traffic to the major destinations within the site (anchor tenants, junior anchors, and parking). They would be placed perpendicular to the inbound traffic at the intersections providing access to the site. There would be one of this type of sign per roadway entry, for a total of six signs, and the signs would be double-sided (36.4 SF per face). The Type 1.4 sign is shown to be 7 feet, 8 inches tall



Sign Type 1.5 – Secondary Vehicular Directional

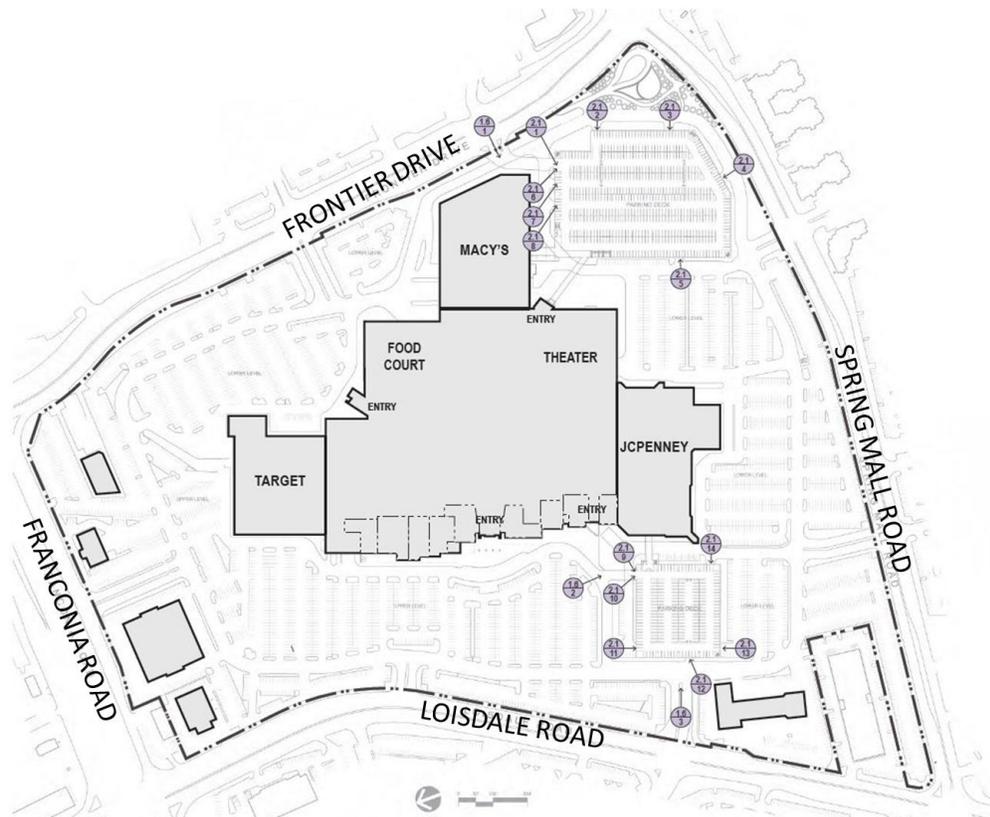
Sign Type 1.8 – Metro Directional

The Secondary Vehicular Directional signs (Type 1.5) are all shown to be 6 feet in height, and would provide internal directions to the major destinations within the site. Some of the signs would be placed near the entries to the site and provide exiting information for drivers leaving the town center. There are 14 Type 1.5 signs shown to be provided on the site. These signs would be double-sided (15 SF per face). Pedestrian Metro Directional signage (Type 1.8) would also be provided to direct pedestrians to the Franconia-Springfield Metro station. Five Type 1.8 signs would be provided on the site, two single sided, and three double-sided (12 SF per face). None of the proposed wayfinding signs will be illuminated.

In staff's opinion, the proposed wayfinding signage provide clear directional information to allow drivers and pedestrians travel throughout and around the site in a safe and efficient manner.

Parking Garage Signage

The key plan below details the existing parking garage signs within the development, which will be refurbished.



Sheets 30-33 of the CSP address the existing overhead and building mounted parking directional signs that are to be refurbished. There are a total of 17 parking signs to be refurbished; three overhead vehicle directional signs (Type 1.6), and 14 building mounted

parking signs (Type 2.1), located on the Fronteir Drive and Loisdale Road parking garages on the site. The signs range in size from 84 SF to 318 SF, with a total amount of 1,868 SF. All of the signs are shown to be internally illuminated and no new parking garage signs are proposed. Below are some examples of the overhead and building mounted parking signs, additional samples are provided in the CSP.

Parking Garage Signage - Type 1.6



2 Sign Type 1.6.2 - Overhead Veh. Directional Sign - Location 2
NTS

Quantity: 1
Sign Area: 115 sf
Non-Illuminated



3 Sign Type 1.6.3 - Overhead Vehicle Directional Sign - Location 3
NTS

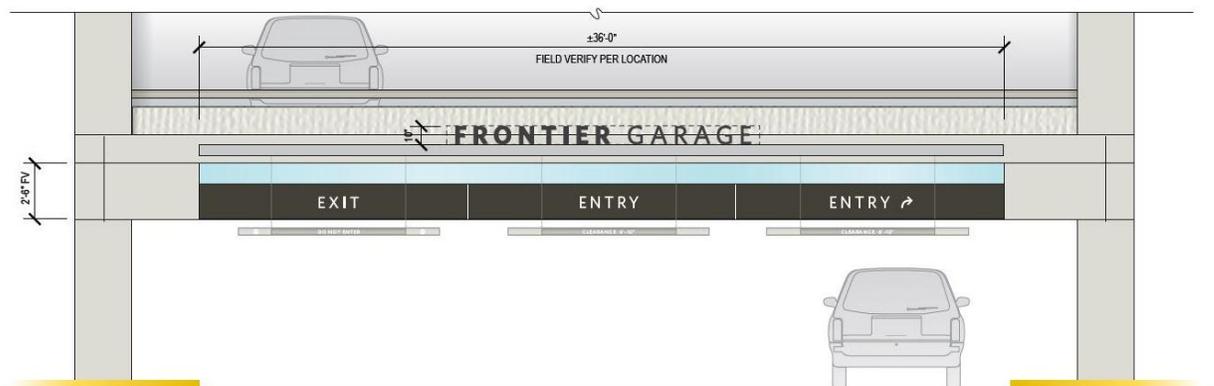
Quantity: 1
Sign Area: 175 sf
Non-Illuminated



1 Sign Type 1.6.1 - Overhead Veh. Directional Sign - Location 1
NTS

Quantity: 1
Sign Area: 318 sf
Non-Illuminated

Parking garage Signage - Type 2.1

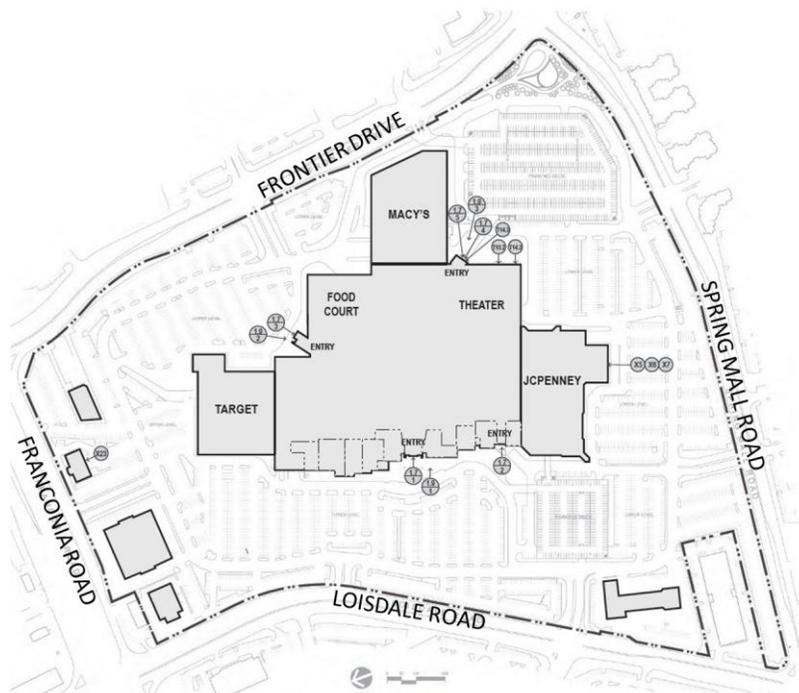


1 Sign Type 2.1a Locations 1 & 6 - Elevation (Frontier Garage Entry Sign)
Scale: 1/4" = 1'-0"

Quantity: 2
Sign Area: 126 sf
Internally Illuminated

Signage Not Visible from Public Right-of-Way

The key plan below details some of the proposed signage within the development which will not be visible from any public right-of-way.

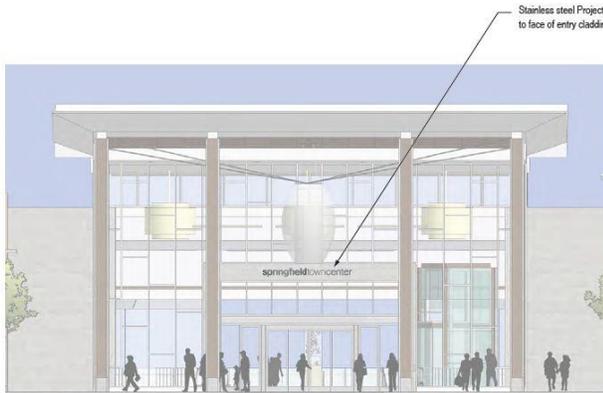


Per the Zoning Ordinance, a sign is defined as:

Any writing, letter work or numeral, pictorial presentation, illustration or decoration, emblem, device, symbol or trademark, flag, banner or pennant or any other device, figure or similar character which is used to announce, direct attention to, identify, advertise or otherwise make anything known; and is visible from the public right-of-way or from adjoining property.

The CSP identifies 15 signs which will not be visible from any public right-of-way abutting the development (Sheets 34-37). While these signs are not subject to the Fairfax County Ordinance due to their size or location, the applicant has provided the information regarding these signs to demonstrate that the signs are part of the coordinated sign program for the town center. In addition to the signs addressed in this section there may be additional displays (i.e. in store windows) that will not be visible from any public right-of-way or adjoining properties provided on the site, which are not included in this CSP. The applicant reserves the right to replace, relocate, revise or provide additional signs of this type without the need for a sign permit provided the signs are not visible from the public-right-of-way or adjoining properties.

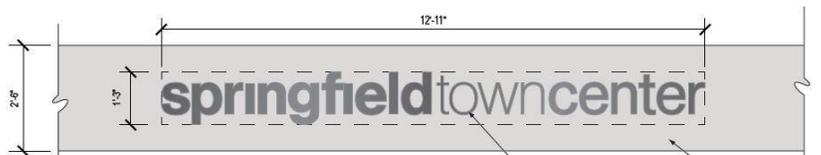
Note:
 1) Entry identity designs shown are conceptual and subject to development and revision.
 2) Architectural elevations are preliminary and subject to change.



2 Main Entry - Context Elevation
 NTS

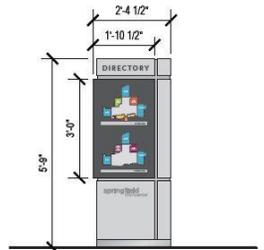


3 Food Court Entry - Context Elevation
 NTS



1 Identity Type 1.7a - Mall Entry ID
 Scale: 1/2" = 1'-0"
 Quantity: 2
 Identity Area: 16.9 sf
 Non-Illuminated

STAINLESS LETTERS
 1 1/2" thick brushed s.s. letters
 mounted to face of stone



4 Sign Type 1.9 - Exterior Entry Directory
 Scale: 3/8" = 1'-0"
 Quantity: 3
 Total Area per Face: 14 sf
 Area of Sign Panel per Face: 6 sf
 Non-Illuminated, Two-Sided



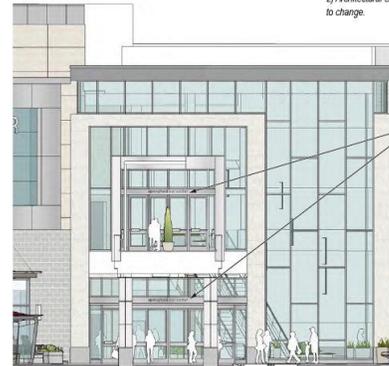
2 Entry 1 - Context Elevation
 NTS



1 Identity Type 1.7b - Mall Entry ID
 Scale: 1/2" = 1'-0"
 Quantity: 1
 Identity Area: 25 sf
 Non-Illuminated

STAINLESS LETTERS
 1 1/2" thick brushed s.s. letters
 mounted to face of stone

Note:
 1) Identity designs shown are conceptual and subject to development and revision.
 2) Architectural elevations are preliminary and subject to change.



4 Theater Entry - Context Elevation
 NTS



3 Identity Type 1.7c - Mall Entry ID
 Scale: 1/2" = 1'-0"
 Quantity: 2
 Identity Area: 5.3 sf
 Non-Illuminated

STAINLESS LETTERS
 3/4" thick brushed s.s. letters
 mounted to face of door header

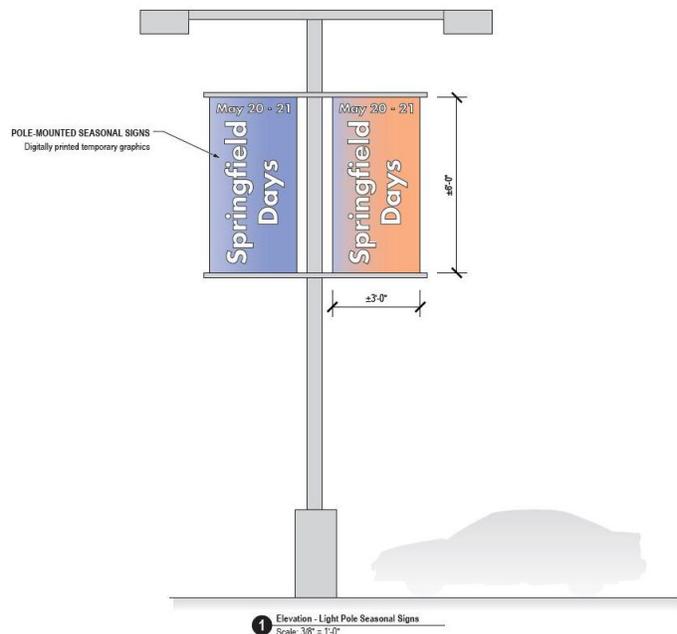
In addition to existing signs for J.C. Penney (3 signs) and Silver Diner restaurant (1 sign) on the site, the signs identified as not being visible from the right-of-way include five proposed “Springfield Towncenter” identity signs to be provided on the mall building. There would be three different sizes for the identity signs. There would also be three exterior entry directory signs (kiosks).



The signs not visible from the right-of-way category also includes the proposed signage along the portion of the eastern façade of the mall building that is screened from view by the existing Frontier garage. The CSP would permit a maximum of 400 SF of signage each for the Theater and Tenant 15 (junior anchor). As previously discussed, staff has no objection to the proposed increased sign area or locations.

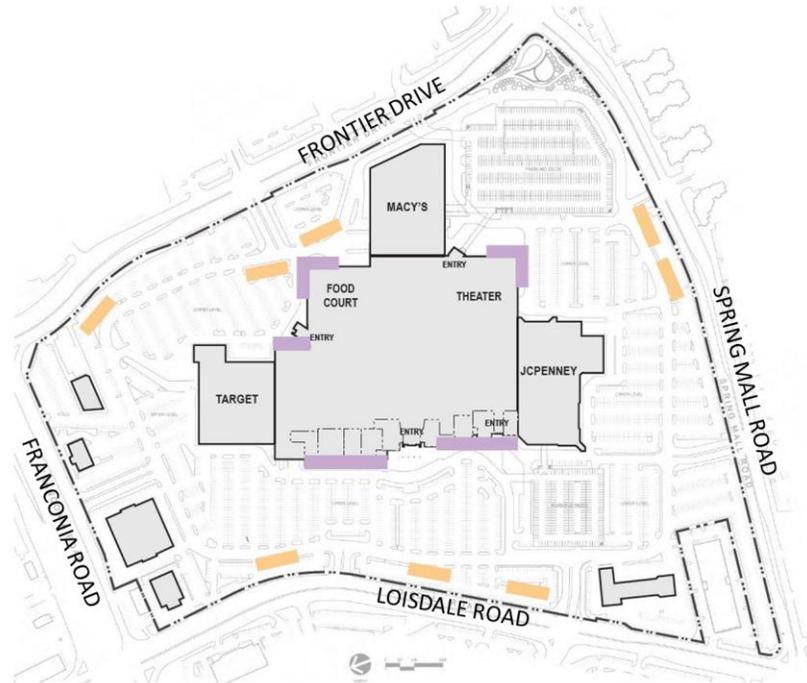
Banner/Pole-Mounted Signs

The exhibit below depicts an example of pole-mounted seasonal signs which may be installed on within the town center. Such signage may be installed for holiday décor and/or community events. The proposed 18 SF banner signs will be limited to light poles within the interior portions of the site in the area of the inner ring road.



Temporary Signs (For grand openings)

The key plan below details the proposed temporary signs for grand openings for uses within the development.



The CSP identifies locations for building mounted temporary banners and ground mounted temporary signs. The temporary banners and signs could be erected up to 90 days prior to the grand opening for specific businesses within the town center and must be removed within 15 days after the associated grand opening. The maximum number of temporary banners and signs displayed at any one time shall not exceed 20, and the maximum sign area for the temporary banners on the site shall be 200 SF. The maximum sign area for ground mounted temporary signs on the site shall be 32 SF.

Below are examples of the temporary signs that may be installed within the development.

TEMPORARY SIGN EXAMPLES:



Ground Mounted Temporary Sign



Building Mounted Temporary Banner

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 (per the Zoning Ordinance definition of a sign) 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 proposes a coordinated plan that would establish an urban character for the Springfield Town Center. The applicant has provided a greater level of detail on the plans by articulating the maximum sign area as well as the general locations for the future building mounted signage along the facades of the mall building. Additionally, the applicant has included some elements of the Tenant Criteria Manual as an attachment to the CSP in order to clarify the standards that individual tenants within the development will be required to meet.

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 2007-LE-007 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. Comprehensive Sign Plan
4. Applicable Zoning Ordinance Provisions

PROPOSED DEVELOPMENT CONDITIONS

CSP 2007-LE-007

April 18, 2013

If it is the intent of the Planning Commission to approve CSP 2007-LE-007 for a Comprehensive Sign Plan located at Tax Map 90-2 ((1)) 81A, 98; 90-2 ((13)) 1, 2, 3, 4A1, 5A1, 6A, 6B 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. 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 Comprehensive Sign Plan.
2. The CSP is granted only for those signs, as depicted on the Comprehensive Sign Plan submitted with this application prepared by JPRA Architects, dated April 16, 2013, titled; "Springfield Town Center", and approved with this application. In addition, signs allowed by Section 12-103 in the Zoning Ordinance are also permitted, as qualified by these development conditions.
3. A matrix shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit shall be accompanied by a letter from the property owner, manager, and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
4. A letter shall be submitted to the Zoning Administrator prior to the installation of each temporary sign. The letter shall identify the location the temporary sign and when the sign 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.
5. 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.

6. 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.
7. All freestanding permanent and temporary signs shall meet the requirements of Section 2-505 of the Zoning Ordinance.
8. 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.
9. 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.
10. Any existing signs that are inconsistent with this sign plan shall be removed prior to the issuance of any sign permits pursuant to this sign plan.

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.

RECEIVED
Department of Planning & Zoning

SEP 21 2012

Zoning Evaluation Division

**Springfield Town Center
Comprehensive Sign Plan
CSP- _____
Statement of Justification**

September 20, 2012

I. Introduction

The Springfield Mall in Springfield, Virginia, is a regional shopping center that consists of several parcels, the majority of which are owned by Franconia Two, LP (the "Applicant"). The Applicant is the title owner of the parcels identified on the Fairfax County Tax Map as 90-2 ((1)) Parcel 81A and Tax Map 90-2 ((13)) Parcels 3, 4A1 and 5A1, and controls Vornado Savanna LLC, which owns 090-2 ((1)) Parcels 98 and 6A (collectively the "Property," the "Town Center"). The Property is located within the Lee Magisterial District in Springfield and is within a Sign Control Overlay District. It is loosely bound by Franconia Road to the north, Frontier drive to the east, Spring Mall Road to the south and Loisdale Road to the west.

On July 13, 2009, the Fairfax County Board of Supervisors approved the Applicant's request to rezone the entire Property to the PDC district (RZ 2007-LE-007) (the "Rezoning"). That approval facilitates the conversion of the regional shopping center into a town center, with the approval of office, hotel and residential buildings, as well as outward-facing retail and restaurants facing Loisdale Road. As part of that rezoning, and associated proffers, the Applicant agreed to request a comprehensive sign plan ("CSP") to allow a myriad of signs to appropriately and consistently identify both the Town Center and the individual stores and buildings contained within.

There are numerous existing building-mounted signs at the Property that will not be impacted by this CSP. They are included in the CSP for clarity sake, but the Applicant is not requesting changes to those signs. In addition, there are existing and proposed signs throughout the Property that are not visible from either the right of way or adjacent properties and so do not meet the definition of a sign as defined in the Fairfax County Zoning Ordinance (the "ZO"). Those signs are referred to as "placards" throughout this CSP and are not regulated by the County nor this CSP. They are shown for informational purposes only and do not constitute an all-inclusive, nor finite list.

II. Signage Proposal

The shopping mall is centered within the parcels and is largely surrounded on all sides by surface parking, creating at times, long distances between the right of way and the actual mall building and its tenants. Further, the existing mall identification signs – both the pylon signs at the street and the building-mounted numbered signs – are outdated and inadequate. This CSP would create updated, uniform standards for all future signs at the Town Center, providing both the tenants and the public effective and attractive signage. This CSP details three types of signs at the Town Center: building-mounted, free-standing and garage entry, all as described in more detail below.

A. Building-Mounted Signs.

The Rezoning approval encourages the introduction of street-level retail and restaurants on the west façade facing Loisdale Road. New stores will enliven that facade by opening it to the outside and complementing a planned landscaped plaza in front of the mall. The new restaurants and shops will all be located within the Town Center, each with an individual entrance to the plaza.

Building-mounted signs per the ZO are limited to 1.5 square feet of sign for each linear foot of frontage, with a maximum sign area of 200 square feet per tenant. To provide each new tenant the visibility and signage it needs, this Application seeks to establish a standard dimension that would allow each tenant to have a cumulative allowable sign area up to 2 times its leased frontage. For example, a restaurant 73 linear feet of frontage would be allowed 146-square-feet of signage or two times 73. The signage amount per each tenant would increase or decrease based on the length of its storefront. Tenants, working with the Applicant, would then decide on how to use that allotted square footage (i.e. one sign or multiple signs, etc.) and where the sign(s) would be placed within its storefront.

Each of the mall's anchor tenants already has building-mounted signs, none of which would be impacted by this CSP. Rather, signs for all non-anchors, such as junior anchors, the movie theater, health club and other tenants with exterior exposure) would be calculated by the multiplier of two (2), establishing a uniform standard for the Town Center. Tenants would be able to achieve signs greater than 200 square feet, but it would be only in a few specific locations where the linear frontage is quite extensive.

This CSP does not restrict sign colors nor designate exactly where or how the signs may be placed along a tenant's linear frontage. Therefore, it allows the flexibility that tenant's desire, and customers appreciate, to clearly and easily identify specific stores. As a master developer and landlord, the Applicant will be responsible for approving each individual tenant sign.

All of the building-mounted signs proposed with this CSP would identify individual tenants. The building's architecture, along with smaller placards would be used to identify the entrances to the Springfield Town Center. The existing numbered system that denotes the various mall entrances will be removed as part of the renovation and the approval of this CSP.

B. Freestanding Signs.

The Property has seven primary vehicular entrances, two each on Frontier Drive, Spring Mall Road and Loisdale Road and one on Franconia Road. Today, the mall adheres to the ZO limitation that allows a total of two (2) freestanding signs, independent of the number of entrances.

This CSP proposes erecting seven (7) uniform project identity signs to denote the main entrances, save for the one leading to the Macy's garage, which is clearly visible, and one for the corner of Frontier Drive and Spring Mall Road to identify the Town Center for vehicular and pedestrian traffic leaving the Springfield Metro or exiting the Franconia-Springfield Parkway.

The entry monument signs will be presented in two sizes, the larger will have 42-square feet of sign area, while the smaller will have 18 square feet of sign area. They are tastefully designed and appropriately located to allow Town Center patrons clear direction as to their destination.

The two existing pylon signs would be removed as part of the approval of this CSP.

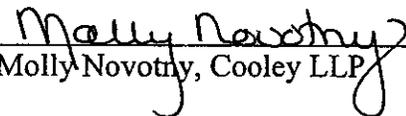
C. Garage Signs.

The Property is supported by two parking structures, both with a variety of building-mounted and freestanding or overhead directional signs. All of the overhead directional signs will be refurbished to match the consistent feel of the new monument signs and to include the name of the garage, thereby clarifying the parking arrangement for Town Center patrons. Some of the building-mounted garage signs will remain in place, while others will be relocated or updated to more clearly identify the garage's purpose and the anchor store it serves.

The ZO does not contemplate signs on parking garages or leading to them, despite the important purpose they serve. The signs to be refurbished were approved under a separate application(s).

Conclusion

The CSP presented here will provide a uniform measurement for future tenants, while providing them the desired and needed flexibility to erect signs that reflect their use and brand. It will facilitate the removal of the pylon signs, which are well past their lifespan, and the infamous numbers which currently mark the mall's entrances. This CSP is an integral element in transforming the Property from a suburban shopping center into a vibrant, pedestrian-activated town center. Accordingly, the Applicant respectfully seeks approval of its coordinated, comprehensive sign package.


Molly Novotny, Cooley LLP



SPRINGFIELD TOWN CENTER
COMPREHENSIVE
SIGN PLAN

16 APRIL 2013

VORNADO
REALTY TRUST

Cooley
LLP

505
DESIGN

JPRA ARCHITECTS

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CONTACTS

SPRINGFIELD TOWN CENTER

Robert M. Byrne
 Vice President, Senior Development Director
 6500 Spring Mall Road
 Springfield, VA 22150
 Office Phone 703.971.3600
 Office Fax 703.922.5018

COOLEY LLP

Mark Looney
Molly Novotny
 11951 Freedom Drive
 Reston, VA 20190
 Office Phone 703.456.8105

INTRODUCTION

The Springfield Mall (the “Mall”) is a regional mall serving the immediate Springfield community and greater Northern Virginia population. Since its opening in 1973, the Mall has gone through a series of expansions and renovations and is currently undergoing a two-year renovation to begin its transformation into the Springfield Town Center (the “Project”). The renovation is the initial phase of the creation of Springfield Town Center. Macy’s, JCPenney, and Target will remain open during the renovation while the small shops and common areas are being transformed into Springfield Town Center.

To prepare for the success of the newly revamped Project, the Mall’s owner, Franconia Two LP (the “Owner”), has developed a Comprehensive Sign Plan (the “Sign Plan”) that ensures a consistent and complementary appearance for all proposed signs. At the same time, the Sign Plan allows for the creativity and expression of tenants whose storefronts and signs will face and enliven the streetscapes around Springfield Town Center.

This Sign Plan provides details for messaging that meet the definition of "signs" as set forth in the Fairfax County Zoning Ordinance. Other displays not meeting the definition of a sign are included in this Comprehensive Sign Plan for informational purposes only. The Owner reserves the right to employ message displays that do not qualify as signs under the Zoning Ordinance without amendment to this Sign Plan.

THE ROLE OF TENANT DESIGN CRITERIA AT SPRINGFIELD TOWN CENTER

One of the major objectives of the Springfield Town Center redevelopment is to achieve a vibrant, exciting, and pedestrian-oriented Town Center. This initial phase, which consists primarily of the redevelopment of the retail center, provides a foundation for the ultimate development plan. Signs will play a part in the achievement of these objectives by going beyond the traditional functions of identifying businesses to consumers and providing for efficient travel to and from and within the property. When done properly, signs can add creativity, activity, and even beauty to a project.

The Owner is converting an older “fortress-style” exterior into a modern, outward-facing pedestrian friendly environment which will provide the foundation for future phases of the Town Center. In doing so, the Owner is encouraging tenants along Loisdale Road to build entire storefronts in their own styles rather than being “inserted” into a format determined by the Owner. Tenant Design Criteria that are established by the Owner will guide tenants in the design and implementation of their storefronts and signs. This strategy of encouraging tenants to be creative in storefront design was expressed in the building elevations that were approved by the Planning Commission on November 1, 2012.

To accomplish the objectives of a vibrant, exciting, and pedestrian-oriented Town Center, the design of tenant storefronts, including signs, will rely on the following documents:

- Comprehensive Sign Plan: The Comprehensive Sign Plan will

guide signs for the entire project to provide cohesive, attractive, but still functional way-finding and identification.

- Tenant Design Criteria: Tenants will design their storefronts and signs within the Tenant Design Criteria provided by the Owner. These criteria have been developed to maximize creativity while maintaining a cohesive appearance for the entire project.

The Owner will apply these criteria in tandem with the Comprehensive Sign Plan. The Tenant Design Criteria provide a much greater level of detail than would appear in a Comprehensive Sign Plan. The criteria address such topics as glazing, materials, doors and entries, patios, and street furniture. Signs within the criteria are divided into Primary and Supplemental messaging to create a hierarchy of signs for identification of tenants. While Primary messaging generally addresses appearance from a distance, Supplementary messaging governs and encourages creativity at the pedestrian level, including canopies, awnings, blade signs, window signs, and directories.

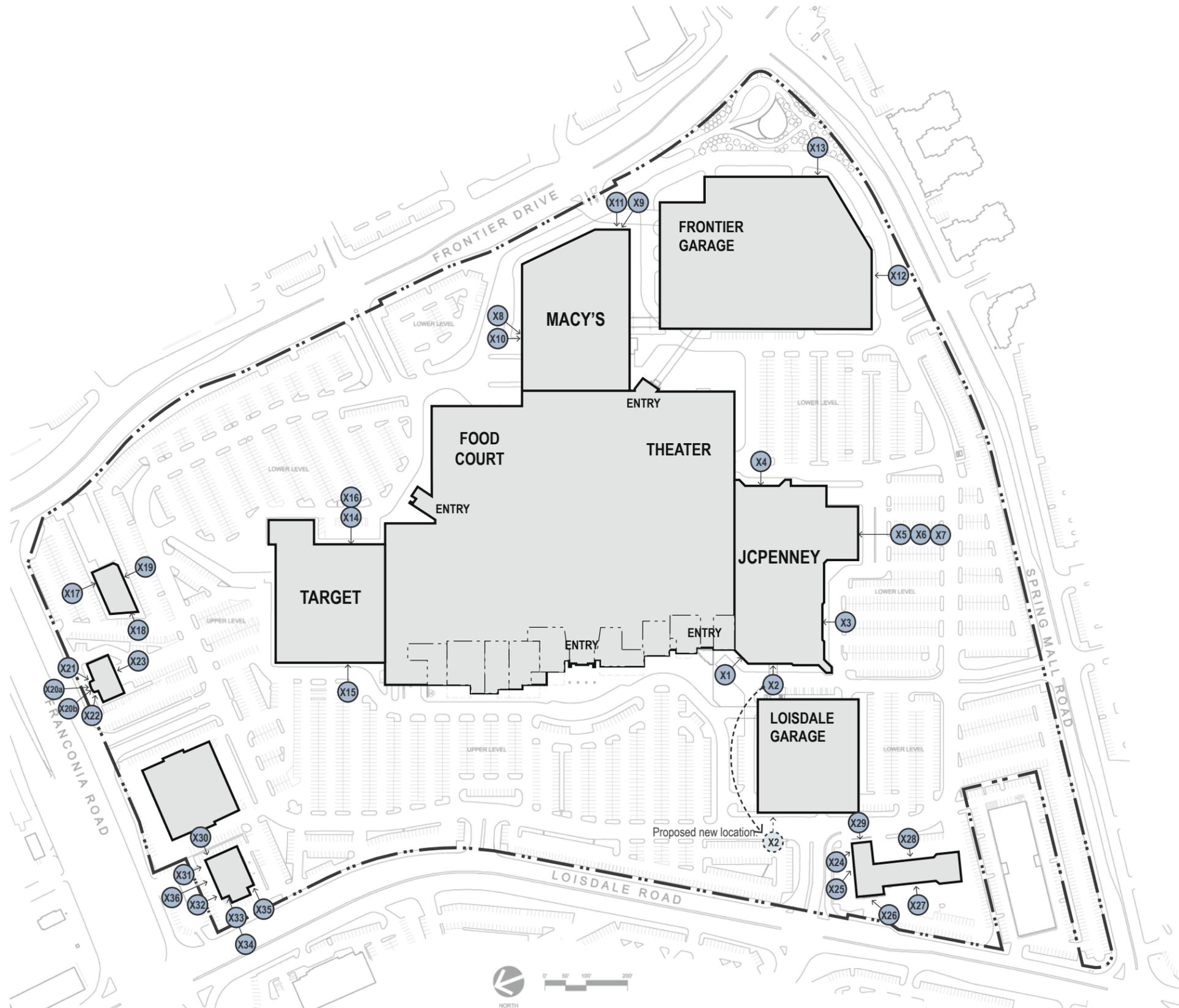
The Tenant Design Criteria that govern the exterior appearance of tenants are in Section 5 of the Tenant Criteria Manual, attached as Appendix A. The Tenant Criteria Manual is not part of this Comprehensive Sign Plan and is included for information purposes only. The Owner reserves the right to modify the Tenant Criteria Manual at any time without the need to secure an amendment to this Comprehensive Sign Plan.

GENERAL NOTES

1. The Sign Plan includes three classifications of signs: a) signs that exist today and will remain or be refurbished, b) signs that will be manufactured and installed by the Owner, and c) signs that will be manufactured and installed by individual tenants.
2. Owner-provided signs shall be in substantial conformance with the designs illustrated in this sign package. Sign color, size and placement may change based on final design and engineering, provided no sign shall exceed the maximum height, width or overall square footage illustrated herein.
3. Tenant-provided signs shall be individualized per the design and expressions of the tenants. The maximum sizes of all tenant-provided signs and their placement areas are specified in this Comprehensive Sign Plan. Additionally, where a total Allowable Sign Area is shown on specific facades herein, the square footage can be achieved through one or multiple signs.
4. This Sign Plan includes both illuminated and non-illuminated signs. The Applicant retains the flexibility to provide illumination for signs not presently shown as illuminated, provided such illumination is in substantial conformance with the standards set forth in this Sign Plan.
5. The sign dimensions provided herein are maximums. Actual signs may be smaller based on final design.
6. Recognizing that the leasing process is on-going and wayfinding strategies may evolve, the actual text on

individual signs will vary from what is shown here.

7. Existing signs may be refurbished or revised provided they do not exceed their current sizes or larger sizes shown in this CSP.
8. Maximum sign areas for individual tenants do not include signs that are not visible from the right-of-way or adjacent parcels.
9. Other types of signage or message displays not specifically included in this Comprehensive Sign Plan, such as Supplemental messaging and/or window displays, shall be permitted in accordance with Article 12 of the Fairfax County Zoning Ordinance without amendment to this Comprehensive Sign Plan.
10. Lighting of signs within this Sign Plan shall comply with the Outdoor Lighting Standards of Section 14-900 of the Fairfax County Zoning Ordinance.



Existing Building Mounted Tenant/Occupant Signs to Remain

JCPenney

- X1 JCP Northwest Building ID Sign²
- X2 JCP West Building ID Sign^{1,2}
- X3 JCP South Building ID Sign²
- X4 JCP East Building ID Sign²
- X5 JCP Services Sign
- X6 JCP Services Sign
- X7 JCP Services Sign

Macy's

- X8 Macy's North Building ID Sign
- X9 Macy's East Building ID Sign
- X10 Macy's North Building Entry
- X11 Macy's East Building Entry
- X12 Macy's ID South Face Garage A
- X13 Macy's ID East Face Garage A

Target

- X14 Target East Building ID Sign
- X15 Target West Building ID Sign
- X16 Target Pharmacy

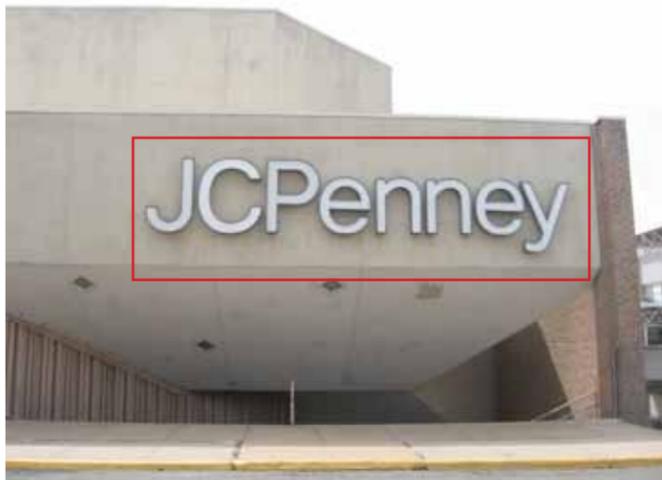
Pad Sites

- X17 Men's Wearhouse
- X18 Men's Wearhouse
- X19 Men's Wearhouse
- X20a Silver Diner
- X20b Silver Diner
- X21 Silver Diner
- X22 Silver Diner
- X23 Silver Diner
- X24 Firestone
- X25 Glass America
- X26 Glass America
- X27 Firestone
- X28 Car Service
- X29 Firestone
- X30 Loisdale Office - Bank of America
- X31 Loisdale Office - State Farm
- X32 Loisdale Office - S.F. Rosenblum, Dentist
- X33 Loisdale Office - Bank of America
- X34 Loisdale Office - Nationwide
- X35 Loisdale Office - State Farm

Notes:

- 1) Existing JCPenney sign on the west facade (sign location X2) to be relocated as shown.
- 2) Existing JCPenney signs X1, X2, X3 and X4 can be replaced by new prototype signs of up to 150 sf each.

EXISTING JCPENNEY SIGNS TO REMAIN



SIGN LOCATION: X1
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X2
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated
Note: This sign to be relocated as part of the entry renovation.



SIGN LOCATION: X5
SIGN AREA: 23 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X7
SIGN AREA: 5.3 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X3
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X4
SIGN AREA: 128.5 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X6
SIGN AREA: 6.2 sf
ILLUMINATION: Not Illuminated

EXISTING MACY'S SIGNS TO REMAIN



SIGN LOCATION: X8
SIGN AREA: 456 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X9
SIGN AREA: 456 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X10
SIGN AREA: 54 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X11
SIGN AREA: 54 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X12
SIGN AREA: 90 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X13
SIGN AREA: 90 sf
ILLUMINATION: Internally Illuminated

EXISTING TARGET SIGNS TO REMAIN



SIGN LOCATION: X14
SIGN AREA: 180.2 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X15
SIGN AREA: 180.2 sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X16
SIGN AREA: 53.7 sf
ILLUMINATION: Internally Illuminated

EXISTING MEN'S WEARHOUSE SIGNS TO REMAIN



SIGN LOCATION: X17
SIGN AREA: 44sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X18
SIGN AREA: 18sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X19
SIGN AREA: 176sf
ILLUMINATION: Internally Illuminated

EXISTING SILVER DINER SIGNS TO REMAIN



SIGN LOCATION: X20a
SIGN AREA: 54sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X20b
SIGN AREA: 75sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X21
SIGN AREA: 14sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X22
SIGN AREA: 14sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X23
SIGN AREA: 9sf
ILLUMINATION: Internally Illuminated

EXISTING FIRESTONE SIGNS TO REMAIN



SIGN LOCATION: X24
SIGN AREA: 69sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X25
SIGN AREA: 34sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X26
SIGN AREA: 34sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X27
SIGN AREA: 69sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X28
SIGN AREA: 52sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X29
SIGN AREA: 69sf
ILLUMINATION: Internally Illuminated

EXISTING LOISDALE OFFICE SIGNS TO REMAIN



SIGN LOCATION: X30
SIGN AREA: 34sf
ILLUMINATION: Internally Illuminated



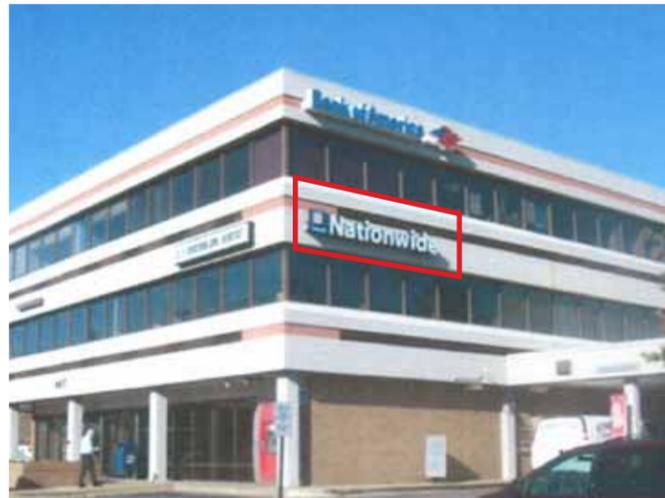
SIGN LOCATION: X31
SIGN AREA: 40sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X32
SIGN AREA: 19sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X33
SIGN AREA: 34sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X34
SIGN AREA: 38sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X35
SIGN AREA: 40sf
ILLUMINATION: Internally Illuminated



SIGN LOCATION: X36
SIGN AREA: 11sf
ILLUMINATION: Internally Illuminated



Future Building Mounted Tenant Signage

West Elevation

T1	Junior Anchor
T2	Tenant 2
T3	Tenant 3
T4	Tenant 4
T5	Tenant 5
T6	Tenant 6
T7	Tenant 7
T8	Tenant 8
T9	Tenant 9
TBD	Potential Additional Tenants (Dependant upon leasing pattern.)

Northeast Elevations

T10.1	Junior Anchor [North Elevation]
T10.2	Junior Anchor [East Elevation]
T11.1	Junior Anchor [North Elevation]
T11.2	Junior Anchor [East Elevation]
T12.1	Junior Anchor [North Elevation]
T13	Small Tenant [East Elevation]

Southeast Elevations

T14.1	Movie Theater [South Elevation]
T14.2	(See page 35)
T14.3	(See page 35)
T15.1	Junior Anchor under Theater [South Elevation]
T15.2	(See page 35)
T16	Macy's [South Elevation]

Frontier Parking Garage

T14.4	Movie Theater [West Elevation of Garage]
T14.5	Movie Theater [East Elevation of Garage]
T15.3	Junior Anchor under Theater [West Elevation of Garage]
T15.4	Junior Anchor under Theater [East Elevation of Garage]

North Elevation Parapet

T14.6	Movie Theater
T15.5	Junior Anchor under Theater

Note:

1) Tenant facade design will be by Tenant. This diagram represents the maximum and minimum storefront height expressions only.

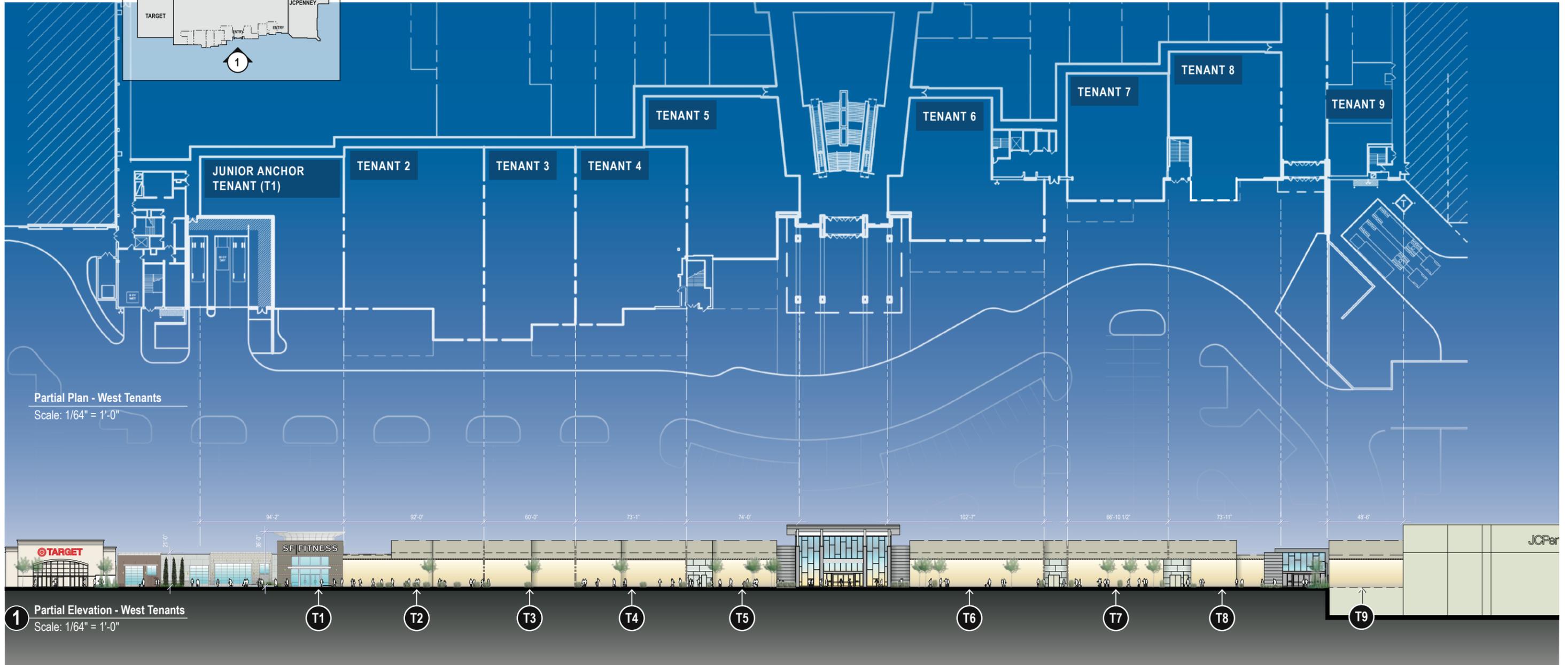
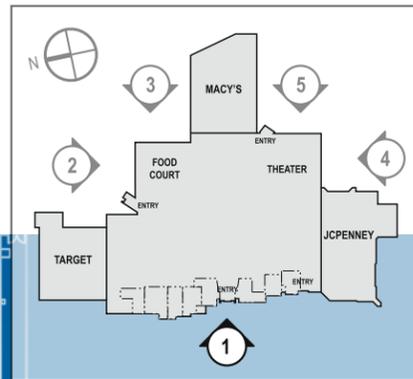
2) Tenant signs will be by Tenant subject to Landlord's Tenant Design Criteria.

3) Tenant's signs may be placed anywhere within Tenant's facade area. Except for marquis signs, signs will not be permitted to extend outside of Tenant's lease lines or above the parapet.

4) Leaseable areas, quantity of Tenants, and Tenants' linear frontages as shown are preliminary and subject to revision.

5) No single Tenant sign on this facade shall exceed 125 sf other than Tenant T1, which shall not exceed 150 sf (excluding anchor tenants).

6) Tenant's sign area will be determined by Tenant's linear frontage at 2 square feet per linear foot of frontage. The total maximum allowable sign area for any single tenant along the west facade (excluding anchor tenants) shall be 150sf.



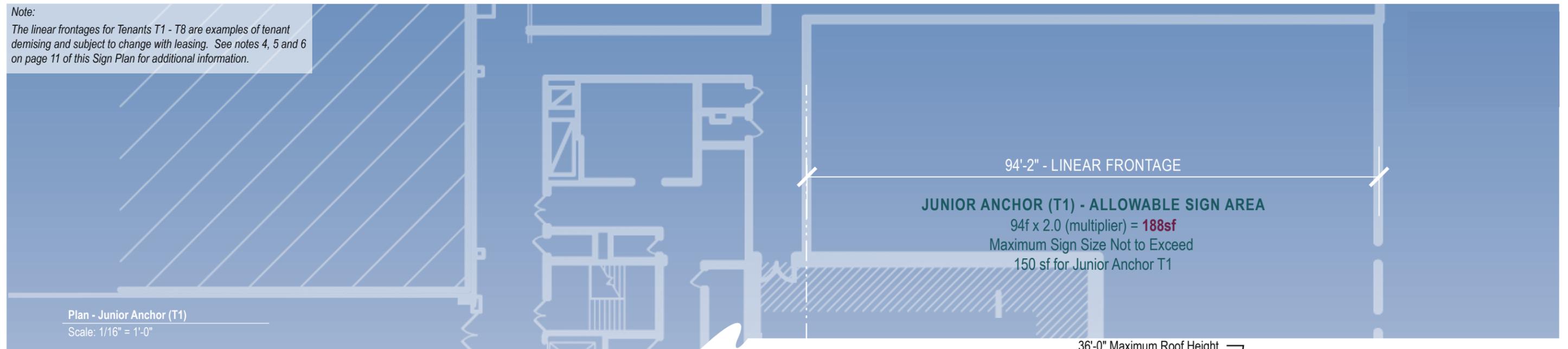
Partial Plan - West Tenants
Scale: 1/64" = 1'-0"

1 Partial Elevation - West Tenants
Scale: 1/64" = 1'-0"

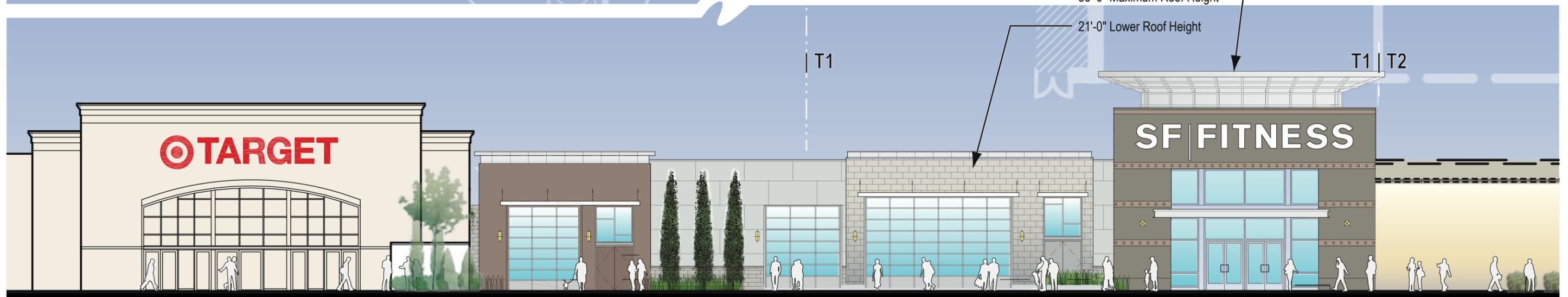


Full Loisdale Elevation

Note:
 The linear frontages for Tenants T1 - T8 are examples of tenant demising and subject to change with leasing. See notes 4, 5 and 6 on page 11 of this Sign Plan for additional information.



Plan - Junior Anchor (T1)
 Scale: 1/16" = 1'-0"

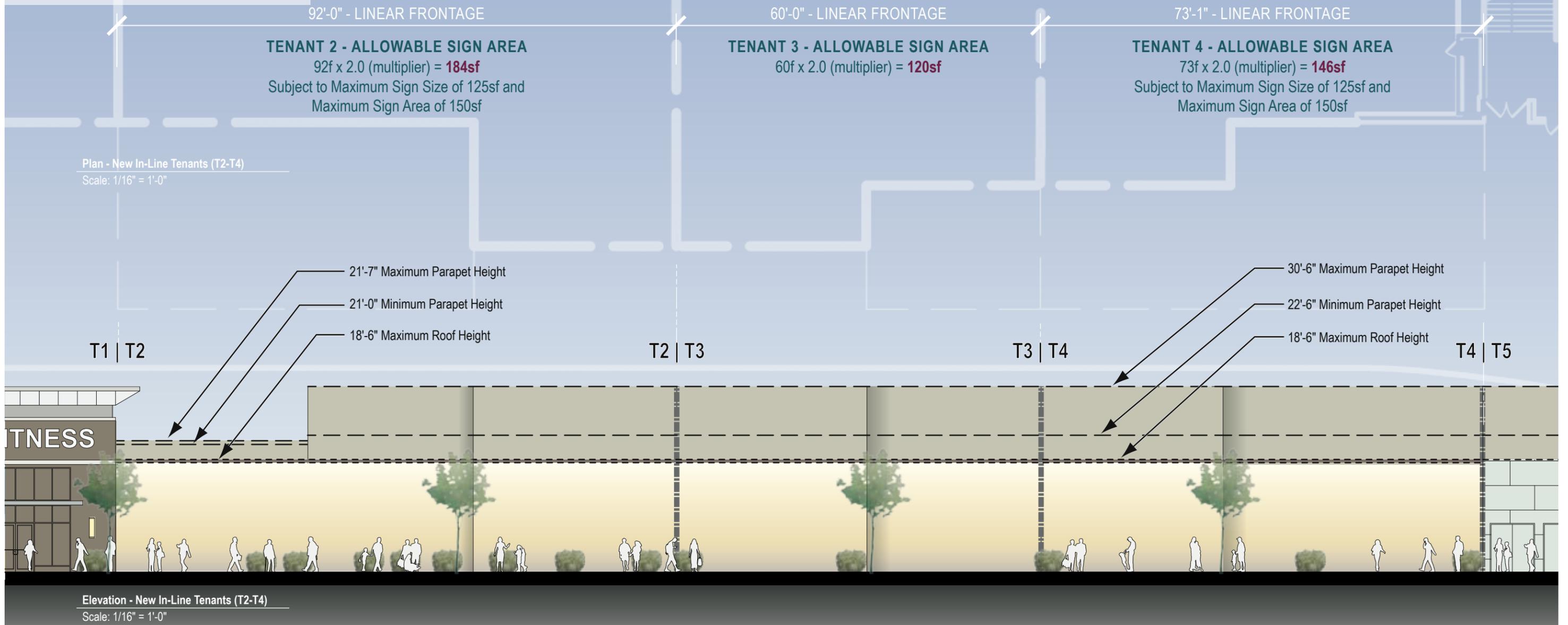


Elevation - Junior Anchor (T1)
 Scale: 1/16" = 1'-0"



West Tenant Elevation

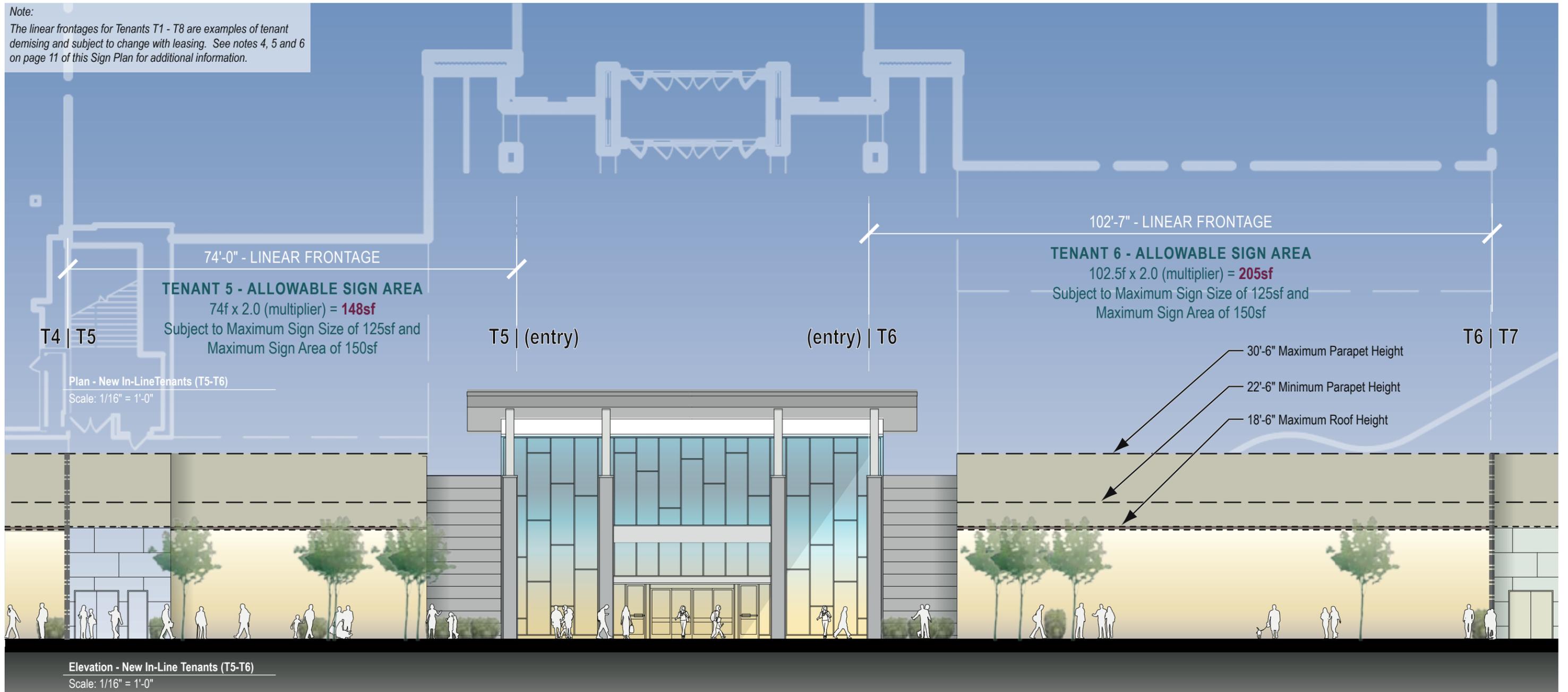
Note:
The linear frontages for Tenants T1 - T8 are examples of tenant demising and subject to change with leasing. See notes 4, 5 and 6 on page 11 of this Sign Plan for additional information.





West Tenant Elevation

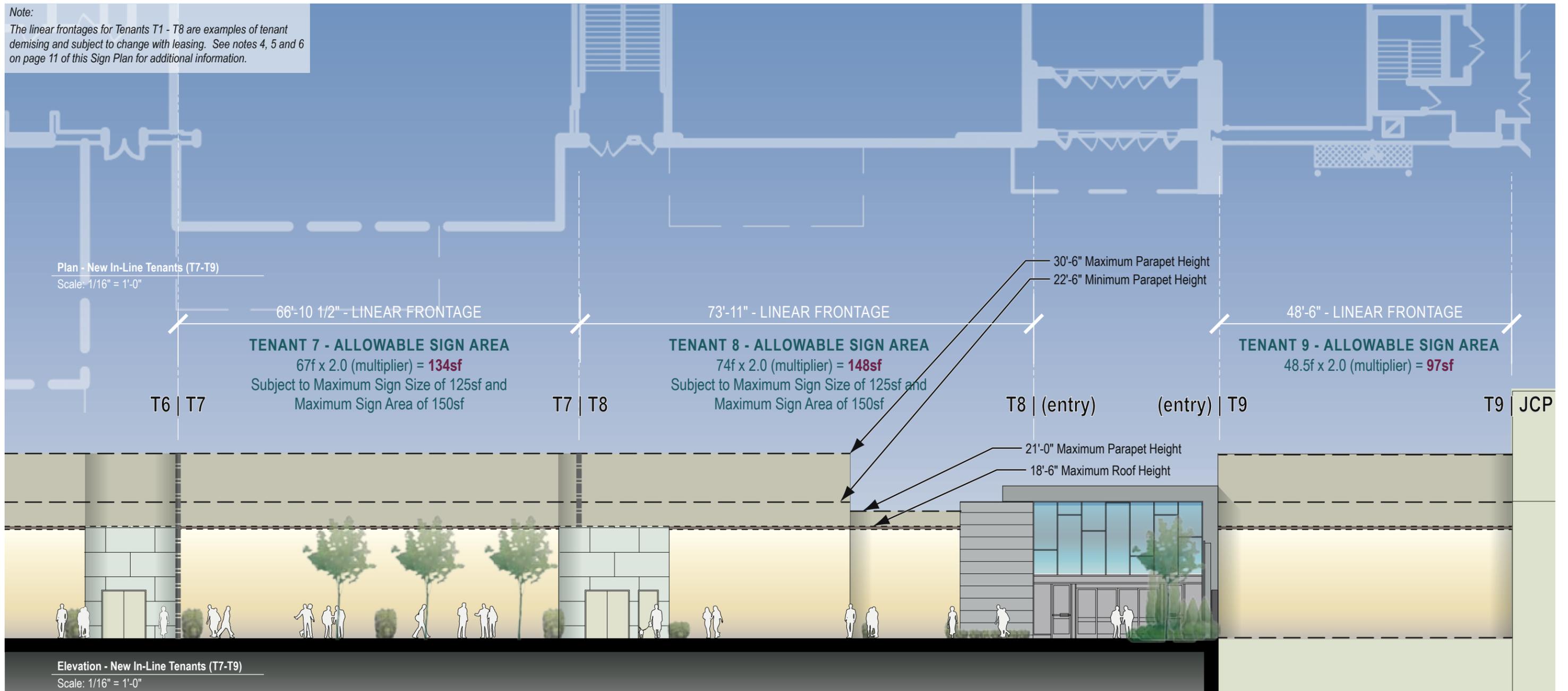
Note:
The linear frontages for Tenants T1 - T8 are examples of tenant demising and subject to change with leasing. See notes 4, 5 and 6 on page 11 of this Sign Plan for additional information.

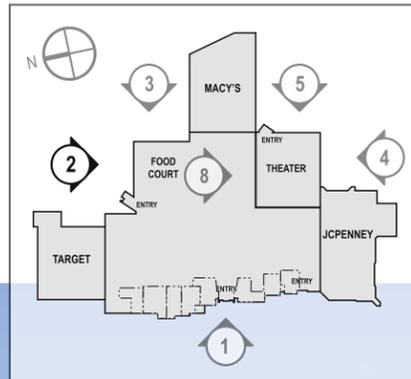




West Tenant Elevation

Note:
The linear frontages for Tenants T1 - T8 are examples of tenant demising and subject to change with leasing. See notes 4, 5 and 6 on page 11 of this Sign Plan for additional information.

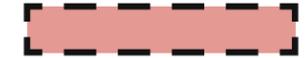




Note:

- 1) Building elevations shown are conceptual and subject to development and revision.
- 2) Signs for Junior Anchors may be placed anywhere within the areas highlighted in red on this facade.
- 3) Lease space may be divided among up to three (3) tenants.
- 4) No individual sign shall exceed 150sf.

Area of Sign Placement Subject to Allowable Sign Areas:



216'-10" - LINEAR FRONTAGE

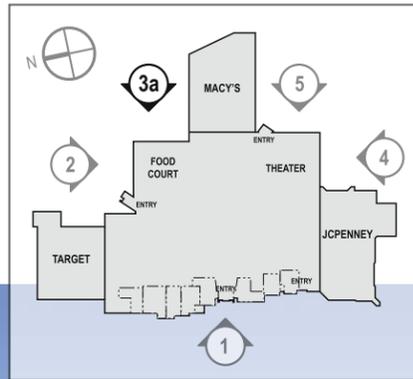
JUNIOR ANCHORS (T10-T12) - ALLOWABLE SIGN AREA:

- One (1) Tenant = 225 square feet maximum on this facade and the facade on page 17 combined.
- Two (2) Tenants = 175 square feet maximum per tenant on this facade and the facade on page 17 combined.
- Three (3) Tenants = 145 square feet maximum per tenant and restricted to locations above entrances.



2 Elevation - North Junior Anchors below Food Court (T10-T12)
Scale: 1/16" = 1'-0"

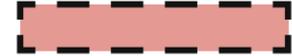
T10.1 T11.1 T12.1



Note:

- 1) Building elevations shown are conceptual and subject to development and revision.
- 2) Signs for Junior Anchors may be placed anywhere within the areas highlighted in red on this facade.
- 3) Tenant sign areas allowed on this facade are only for tenants within this building.

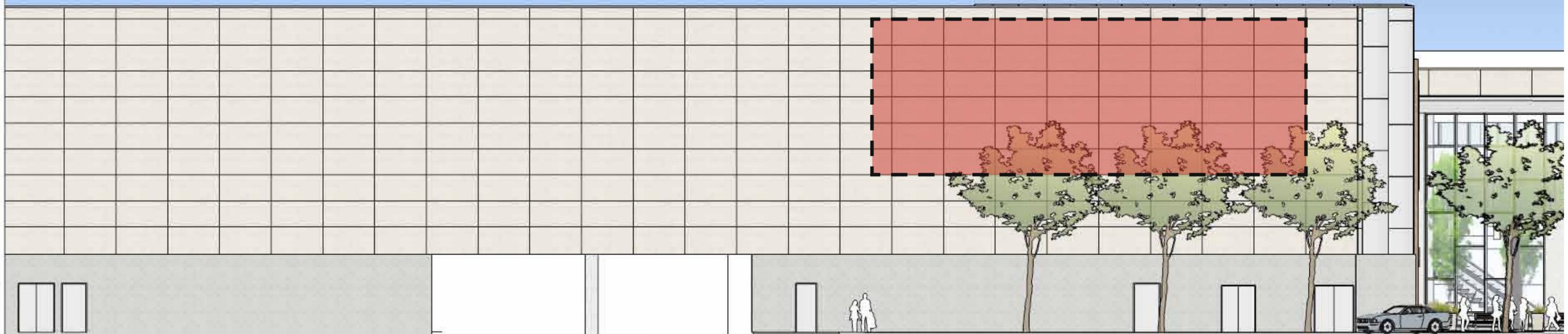
Area of Sign Placement Subject to Allowable Sign Areas:



215'-4" - LINEAR FRONTAGE

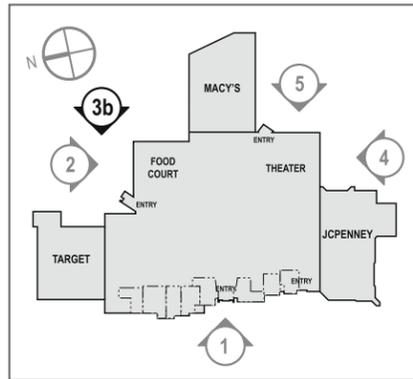
JUNIOR ANCHORS (T10-T11) - ALLOWABLE SIGN AREA:

Allowable sign area on this facade is limited to an allocation of the maximum sign areas allowed on page 16 of this Comprehensive Sign Plan.



3a Elevation - East Junior Anchors below Food Court (T10-T11)
Scale: 1/16" = 1'-0"

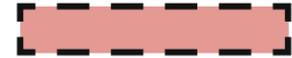
T10.2 T11.2



Note:

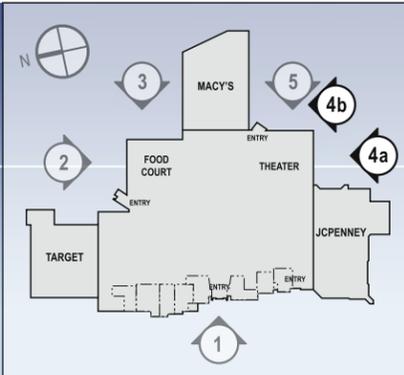
- 1) Building elevations shown are conceptual and subject to development and revision.
- 2) Sign for Tenant may be placed anywhere within the area highlighted in red on this facade.
- 3) This sign area is only allowed when tenant has an entrance on this facade.

Area of Sign Placement Subject to Allowable Sign Areas:



3b Elevation - East Tenant near Food Court Entry (T13)
Scale: 1/16" = 1'-0"

T13



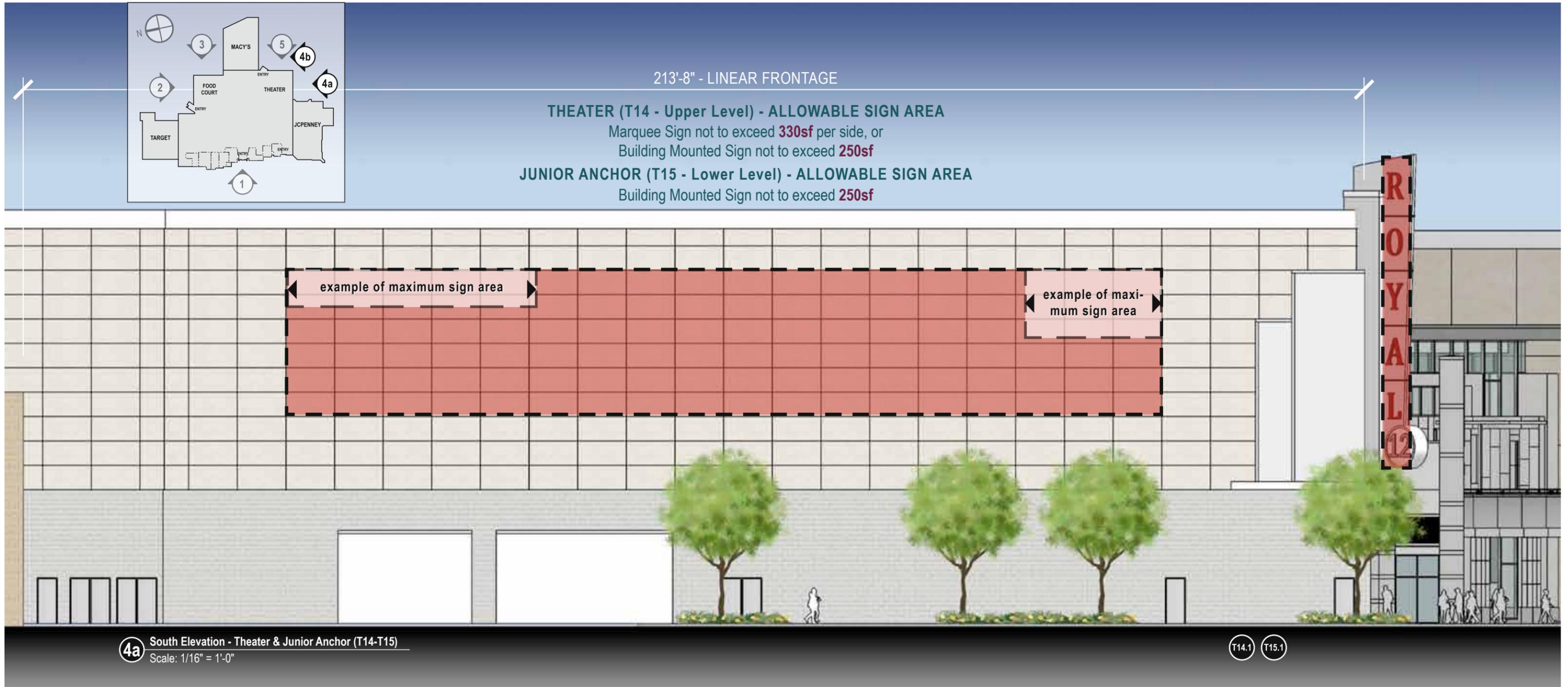
213'-8" - LINEAR FRONTAGE

THEATER (T14 - Upper Level) - ALLOWABLE SIGN AREA

Marquee Sign not to exceed **330sf** per side, or
Building Mounted Sign not to exceed **250sf**

JUNIOR ANCHOR (T15 - Lower Level) - ALLOWABLE SIGN AREA

Building Mounted Sign not to exceed **250sf**



4a South Elevation - Theater & Junior Anchor (T14-T15)
Scale: 1/16" = 1'-0"

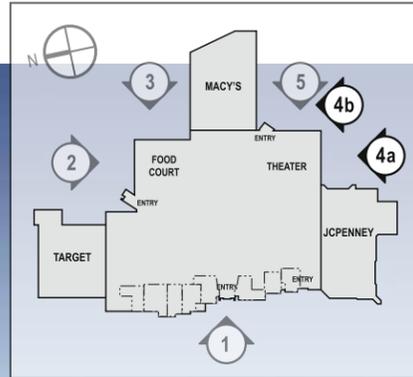
T14.1 T15.1

Note:

- 1) Elevations shown are conceptual and subject to development and revision.
- 2) Signs for Theater and Junior Anchor may be placed anywhere within the areas highlighted in red on this facade.

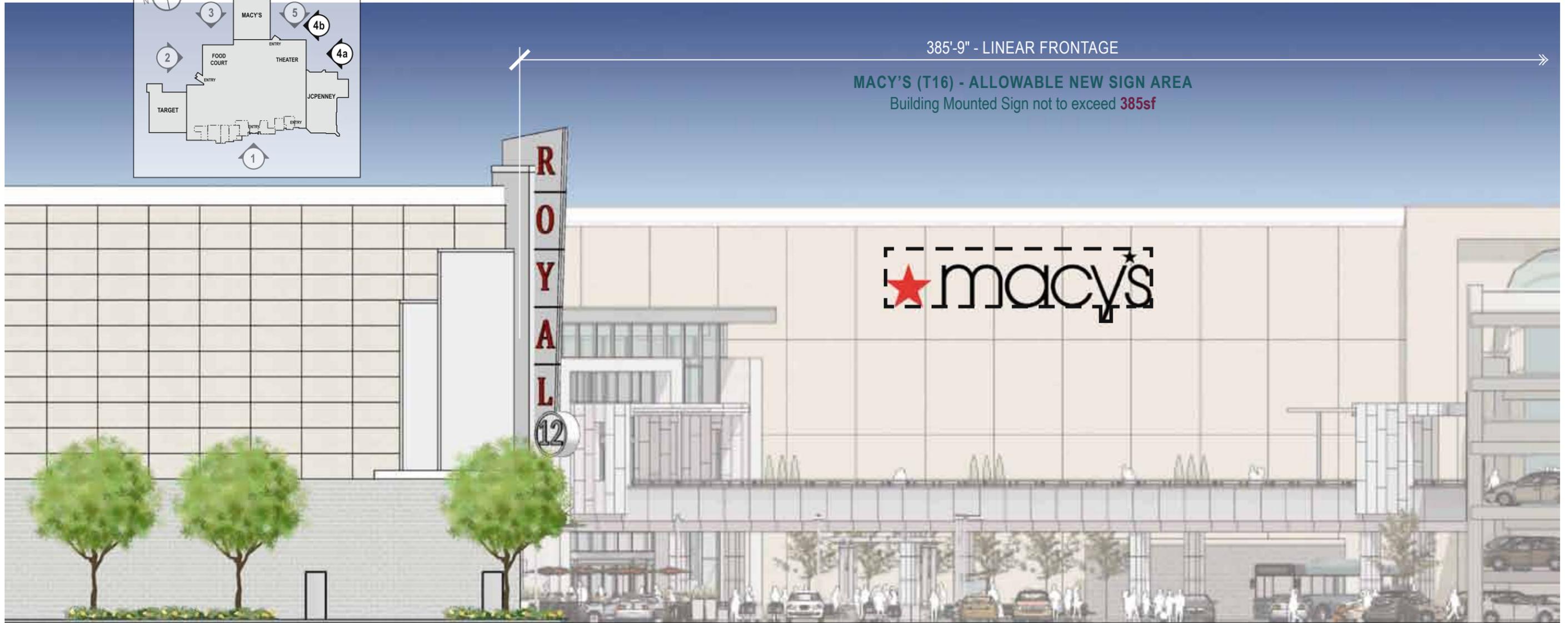
Area of Sign Placement Subject to Allowable Sign Areas:





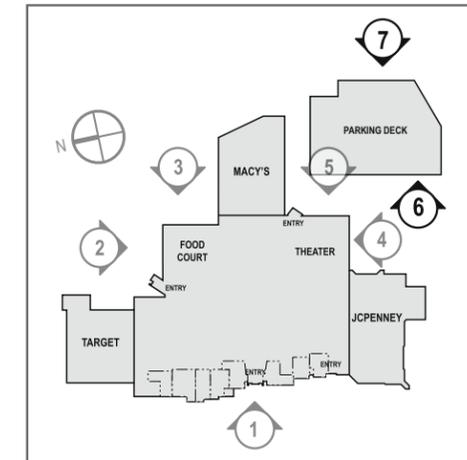
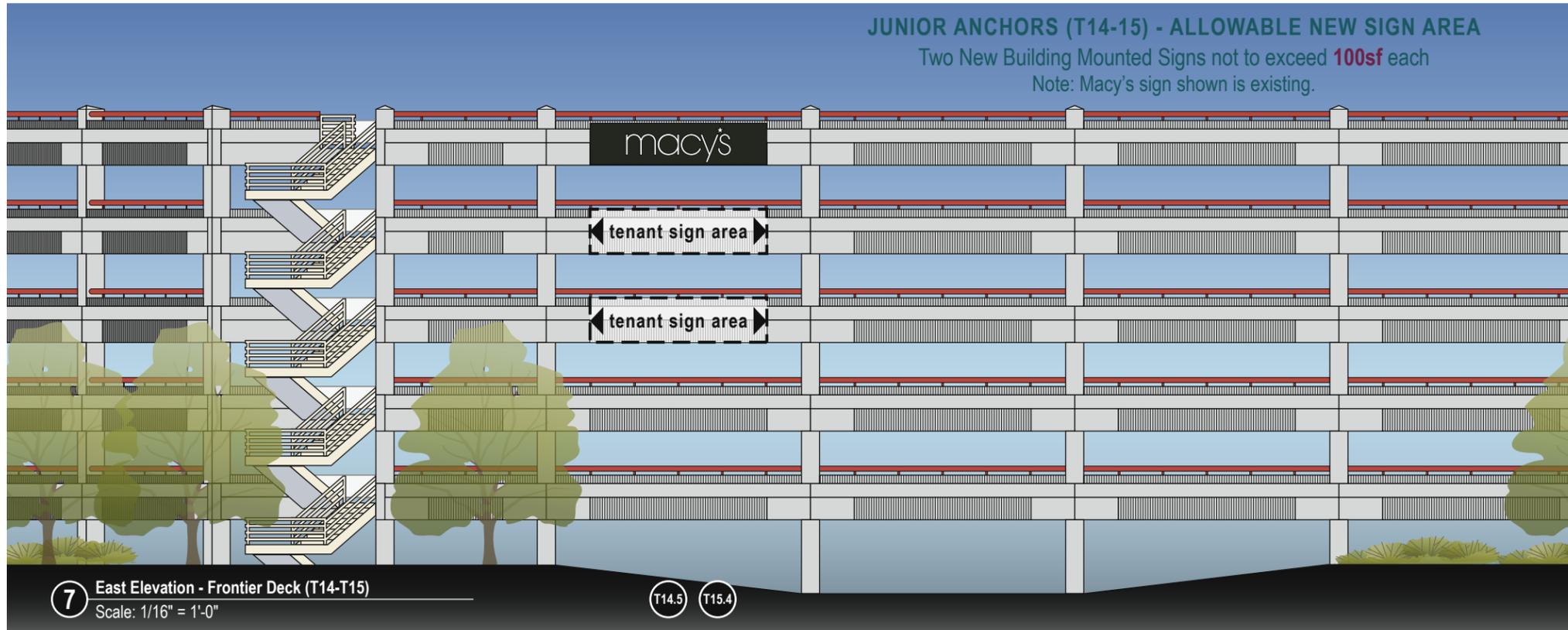
385'-9" - LINEAR FRONTAGE

MACY'S (T16) - ALLOWABLE NEW SIGN AREA
Building Mounted Sign not to exceed **385sf**



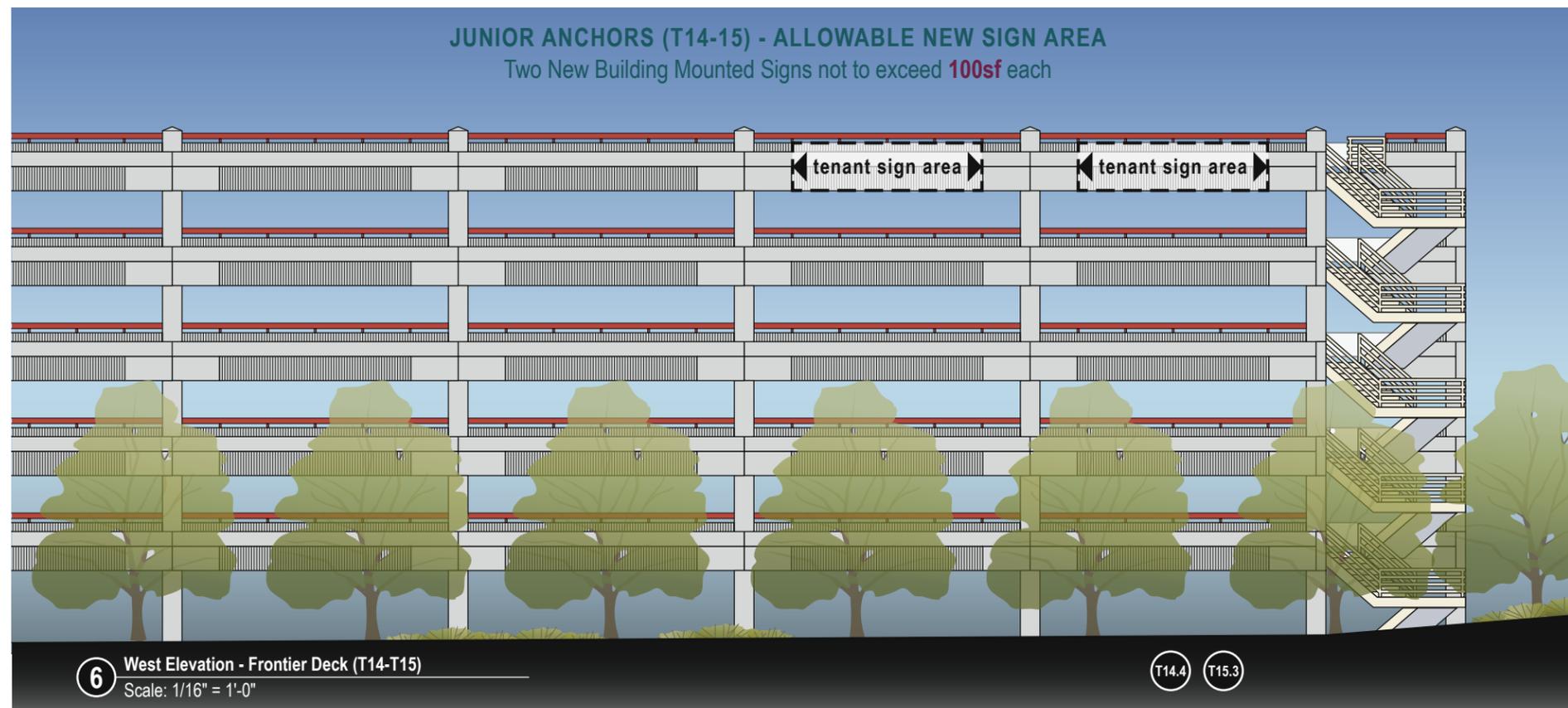
4b South Elevation - Macy's (T16)
Scale: 1/16" = 1'-0"

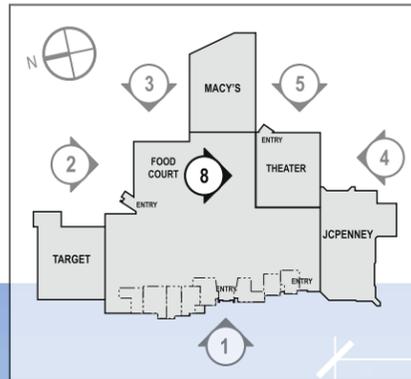
Note:
1) Elevations shown are conceptual and subject to development and revision.



Note:

- 1) New tenant signs shown are conceptual and subject to development and revision.
- 2) Macy's sign shown is existing (ref. pages 2 and 4, sign location X13) but may be refurbished or replaced with a sign of the same area.





THEATER (T14 - Upper Level) - ALLOWABLE SIGN AREA
 Building Mounted Sign not to exceed **300sf**
JUNIOR ANCHOR (T15 - Lower Level) - ALLOWABLE SIGN AREA
 Building Mounted Sign not to exceed **300sf**

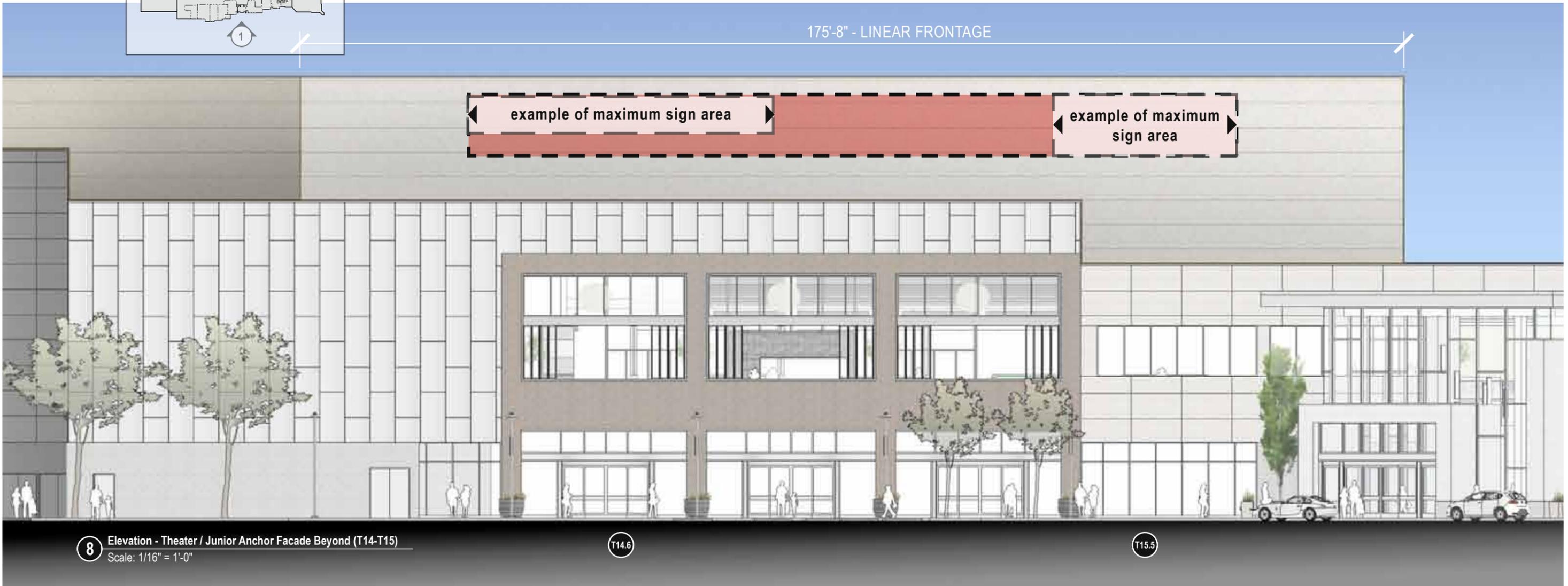
Note:

- 1) Building elevations shown are conceptual and subject to development and revision.
- 2) Signs for Junior Anchors and Theater may be placed anywhere within the areas highlighted in red on this facade.
- 3) Maximum of two (2) signs may be placed in this area.
- 4) No individual sign shall exceed 300sf.

Area of Sign Placement Subject to Allowable Sign Areas:



175'-8" - LINEAR FRONTAGE



8 Elevation - Theater / Junior Anchor Facade Beyond (T14-T15)
 Scale: 1/16" = 1'-0"

T14.6

T15.5

Project Identity Signs

- 1.1-1 Project Identification / Entry Monument
- 1.1-2 Project Identification / Entry Monument
- 1.1-3 Project Identification / Entry Monument
- 1.2-1 Secondary Identification / Entry Monument
- 1.2-2 Secondary Identification / Entry Monument
- 1.2-3 Secondary Identification / Entry Monument
- 1.2-4 Secondary Identification / Entry Monument



NORTHWEST AREA							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
OF3a	OFFICE	339,000	337,000			219	
	RETAIL	19,000					
OF3b	OFFICE	238,000	238,000			175	
	RETAIL	22,000					
PF3	PARKING						1,580
TOTALS			587,000	0	0		1,580

EAST AREA: A & B							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
P4	PARKING						1,523
P7	PARKING						944
TOTALS			0	0	0		2,467

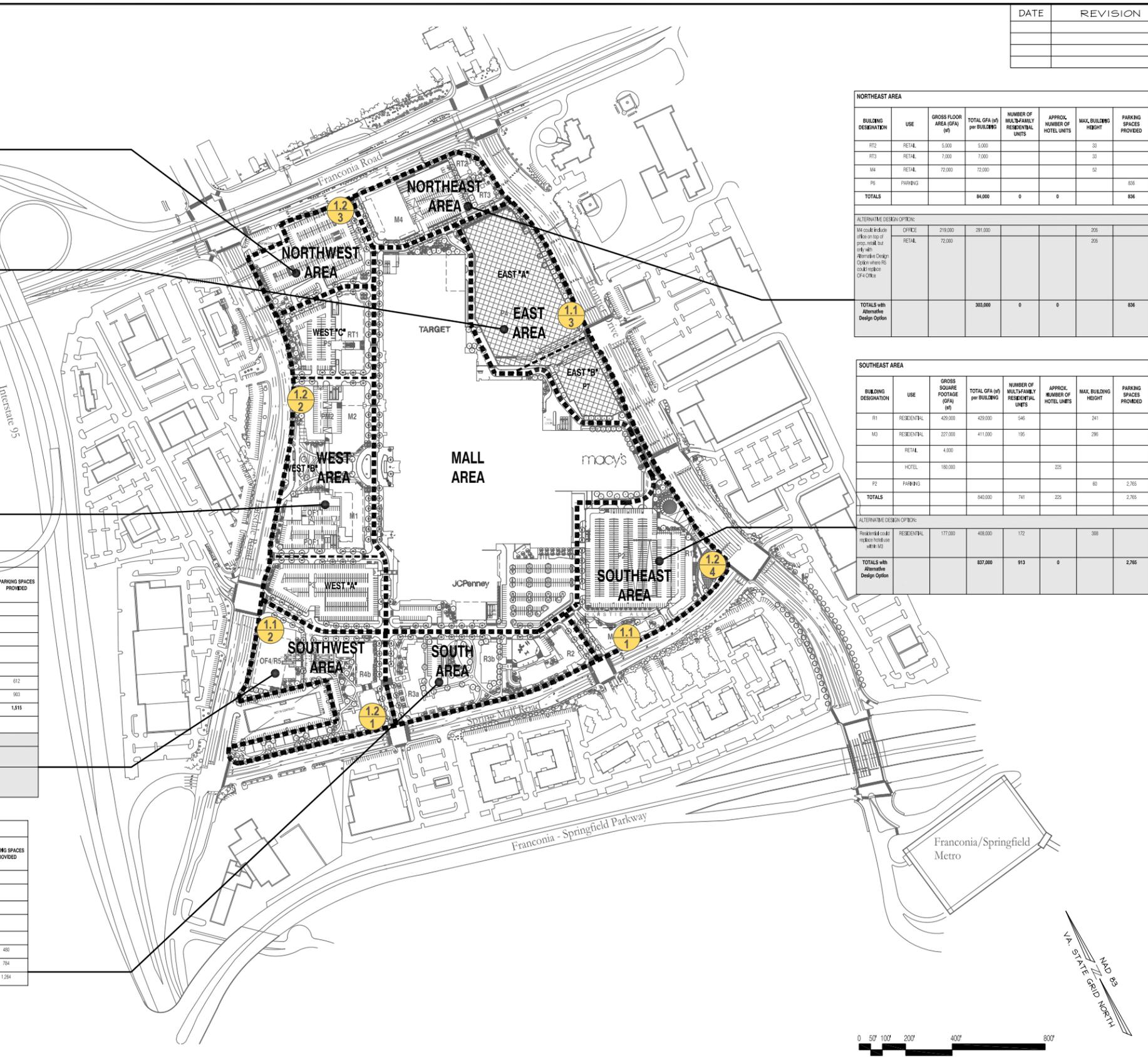
WEST AREA: A, B & C							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
M1	RETAIL	23,000	232,000			104	
	HOTEL	180,000			225		
M2	RETAIL	27,000	221,000			83	
	RESIDENTIAL	194,000		182			
PM2	PARKING						170
RT1	RETAIL	29,000	29,000			21	
OF1	OFFICE	190,000	190,000			124	
	RETAIL	5,000					
PF1	PARKING						746
P3	PARKING						1,175
P5	PARKING						1,282
TOTALS			648,000	182	225		3,473

SOUTHWEST AREA							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
R4a	RESIDENTIAL	190,000	200,000	172		272	
	RETAIL	5,000					
R4b	RESIDENTIAL	205,000	208,000	180		152	
	RETAIL	3,000					
OF4	OFFICE	307,000	307,000			168	
PR4	PARKING						612
PO4	PARKING						903
TOTALS			715,000	352	0		1,515

ALTERNATIVE DESIGN OPTION:
 R4 residential could replace OF4 office

TOTALS with Alternative Design Option			898,000	744	0		
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SOUTH AREA							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
R2	RESIDENTIAL	408,000	410,000	324		296	
	RETAIL	2,000					
R3a	RESIDENTIAL	485,000	480,000	378		272	
	RETAIL	5,000					
R3b	RESIDENTIAL	227,000	227,000	195		296	
PR3	PARKING						480
PO3	PARKING						754
TOTALS			1,127,000	898	0		1,264



DATE	REVISION

NORTHEAST AREA							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
RT2	RETAIL	5,000	5,000			33	
RT3	RETAIL	7,000	7,000			33	
M4	RETAIL	72,000	72,000			52	
P6	PARKING						836
TOTALS			84,000	0	0		836

ALTERNATIVE DESIGN OPTION:
 M4 could include office on top of prop. retail but only with Alternative Design Option when PO could replace OF4 office

OFFICE	219,000	291,000				205	
RETAIL	72,000					205	
TOTALS with Alternative Design Option		300,000	0	0	0		836

SOUTHEAST AREA							
BUILDING DESIGNATION	USE	GROSS FLOOR AREA (GFA) (sf)	TOTAL GFA (sf) per BUILDING	NUMBER OF MULTI-FAMILY RESIDENTIAL UNITS	APPROX. NUMBER OF HOTEL UNITS	MAX. BUILDING HEIGHT	PARKING SPACES PROVIDED
R1	RESIDENTIAL	429,000	429,000	546		241	
M3	RESIDENTIAL	227,000	411,000	195		296	
	RETAIL	4,000					
	HOTEL	180,000			225		
P2	PARKING						2,765
TOTALS			840,000	741	225		2,765

ALTERNATIVE DESIGN OPTION:
 Residential could replace hotel use with M3

RESIDENTIAL	177,000	408,000	172			388	
TOTALS with Alternative Design Option		837,000	913	0	0		2,765

FRANCONIA TOWN, LP
 OWNER/DEVELOPER
 620 VERNON REALTY TRUST
 908 SEVENTH AVENUE
 950 TOWN OF 2001
 TEL: (252) 894-7946

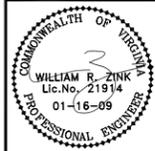
christopher consultants, LLC
 CIVIL ENGINEER/PLANNER/SURVEYOR
 4400 MAIN STREET
 FAIRFAX, VA 22031
 TEL: (703) 275-4500

ELKUS-MANFREDI ARCHITECTS
 ARCHITECT
 800 A STREET
 BOYDTON, VA 22020
 TEL: (571) 348-3442

CAROL R. JOHNSON ASSOCIATES
 LANDSCAPE ARCHITECT
 10 BRIDG STREET
 BOYDTON, VA 22020
 TEL: (703) 498-2600

GOSWAMI ASSOCIATES, INC.
 TRANSPORTATION ENGINEER
 364 CENTERVILLE ROAD, SUITE 330
 CHANTILLY, VA 20151
 TEL: (703) 987-4696

COOLEY GODWARD KRONSH LLP
 ATTORNEY
 ONE FREEDOM SQUARE
 900 FREEDOM DRIVE, SUITE 800
 RESTON, VA 20190-2646
 TEL: (703) 441-8000



OVERALL PROPOSED
 DEVELOPMENT PLAN,
 NOMENCLATURE AND
 DESIGNATIONS

SPRINGFIELD
 TOWN CENTER
 LEE DISTRICT
 FAIRFAX COUNTY, VA

PROJECT NO: 05-LI-02

SCALE: 1" = 200'

DATE: MAY. 7, 2009

DESIGN: PF
 DRAWN: SW
 CHECKED:

SHEET No.

1.3

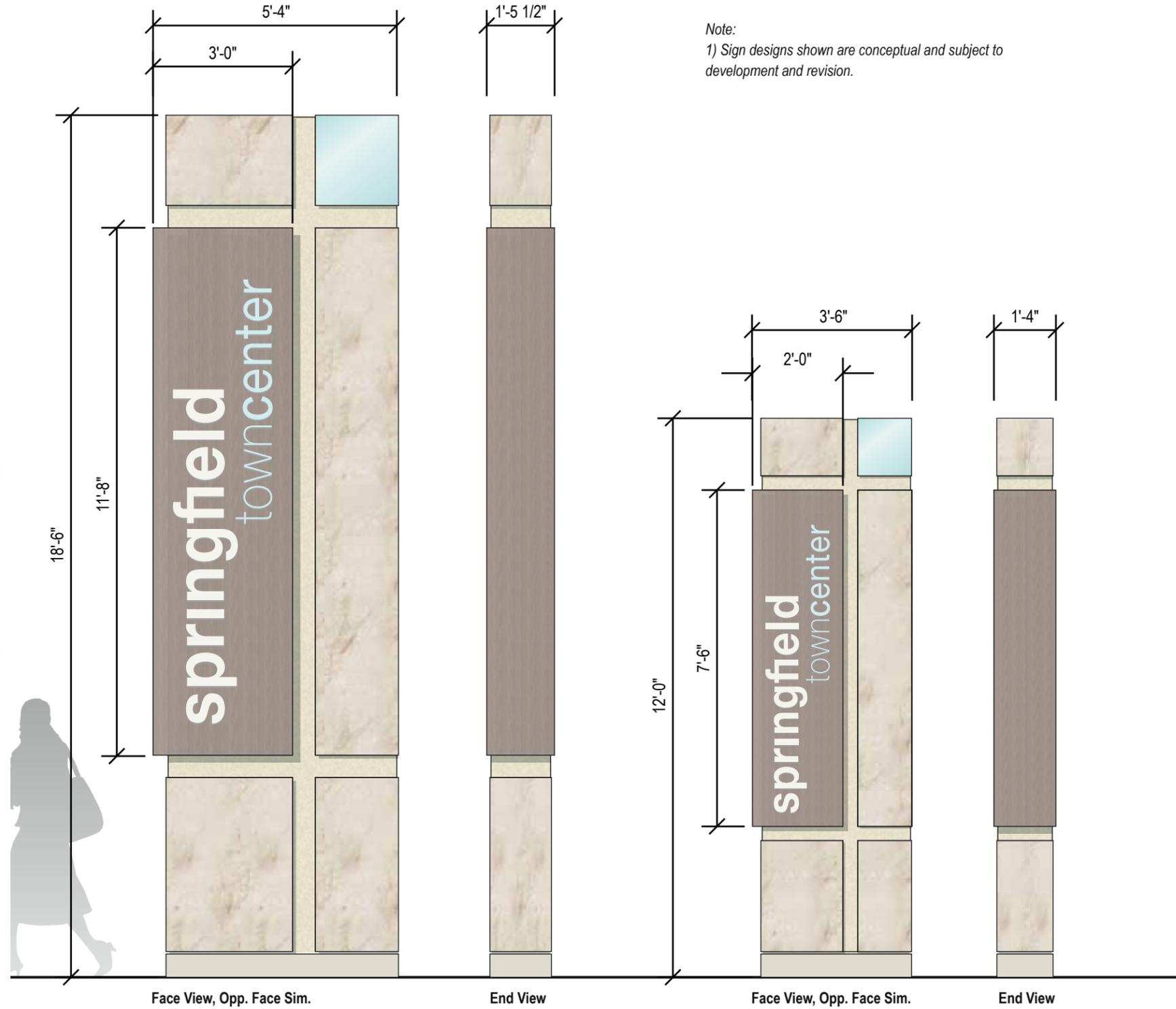
C-5362



EXISTING PYLON TO BE REMOVED
10' Wide by 20' Tall



PROPOSED PRIMARY ID SIGN
5'-4" Wide by 18'-6" Tall



Note:
1) Sign designs shown are conceptual and subject to development and revision.

1 Sign Type 1.1 - Primary ID / Entry Monument at Primary Entries
Scale: 3/8" = 1'-0"
Quantity: 3
Total Area per Face: 98.7 sf
Area of Sign Panel per Face: 35 sf
Internally Illuminated, Double-Sided

2 Sign Type 1.2 - Secondary ID / Entry Monument at Secondary Entries
Scale: 3/8" = 1'-0"
Quantity: 4
Total Area per Face: 42 sf
Area of Sign Panel per Face: 15 sf
Internally Illuminated, Double-Sided

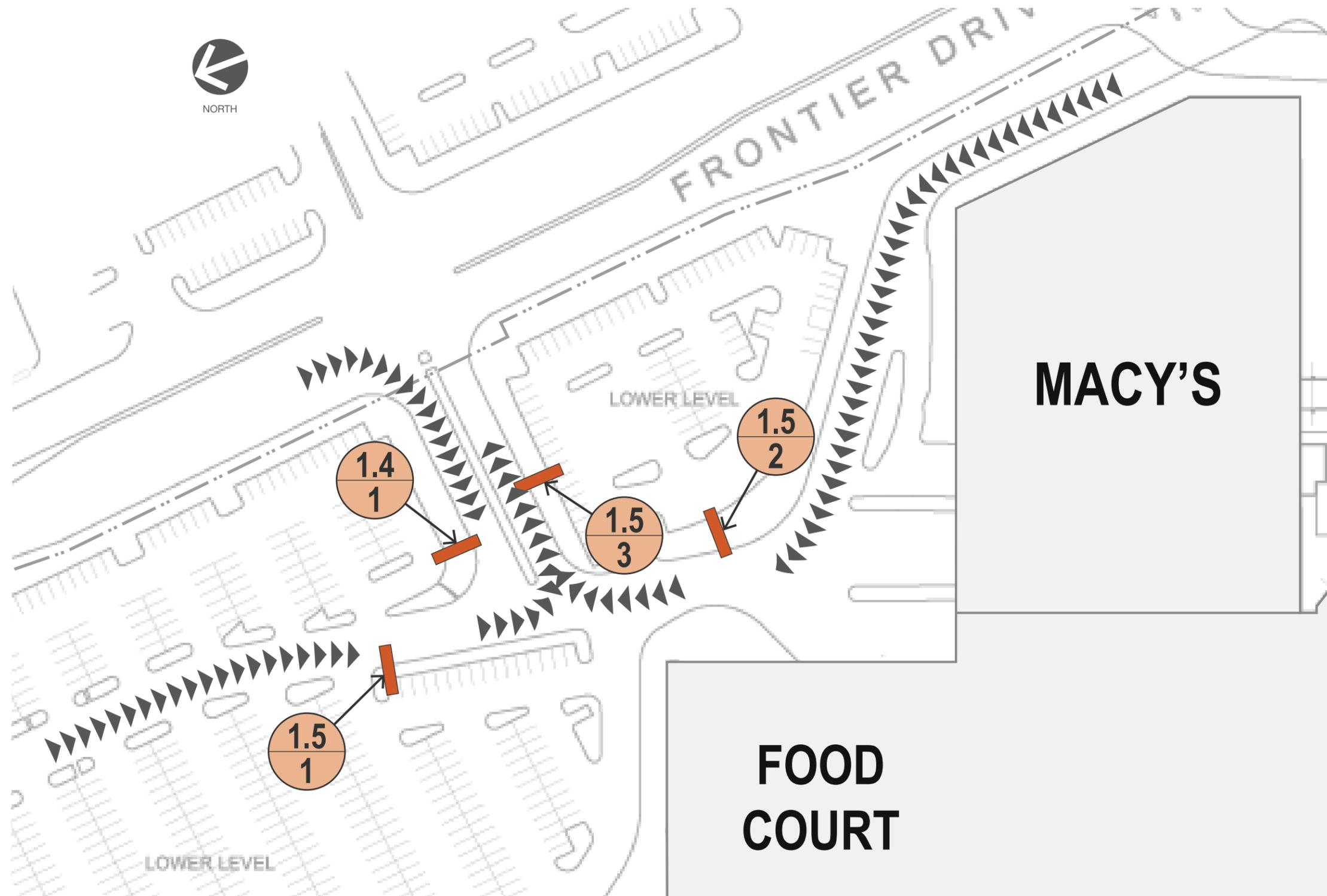


Pedestrian path to Metro station shown dashed.

Project Wayfinding Signs

- 1.4-1 Primary Vehicular Directional (Internal Destinations)
- 1.4-2 Primary Vehicular Directional (Internal Destinations)
- 1.4-3 Primary Vehicular Directional (Internal Destinations)
- 1.4-4 Primary Vehicular Directional (Internal Destinations)
- 1.4-5 Primary Vehicular Directional (Internal Destinations)
- 1.4-6 Primary Vehicular Directional (Internal Destinations)
- 1.5-1 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-2 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-3 Secondary Vehicular Directional (Exit/Community Destinations)
- 1.5-4 Secondary Vehicular Directional (Internal Destinations)
- 1.5-5 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-6 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-7 Secondary Vehicular Directional (Exit/Community Destinations)
- 1.5-8 Secondary Vehicular Directional (Exit/Community Destinations)
- 1.5-9 Secondary Vehicular Directional (Internal Destinations)
- 1.5-10 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-11 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-12 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-13 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.5-14 Secondary Vehicular Directional (Internal & Community Destinations)
- 1.8-1 Metro/Community Directional (Pedestrian)
- 1.8-2 Metro/Community Directional (Pedestrian)
- 1.8-3 Metro/Community Directional (Pedestrian - Double Sided)
- 1.8-4 Metro/Community Directional (Pedestrian - Double Sided)
- 1.8-5 Metro/Community Directional (Pedestrian - Double Sided)

* Note: Arrows on the sign location symbols are pointing to the face of the sign with the directional messages. Blocks used to represent the signs are not to a scale.



VEHICULAR WAYFINDING AT AN INTERSECTION

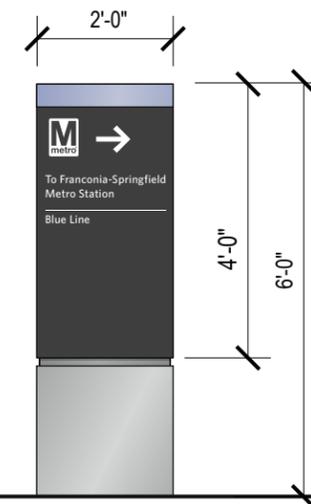
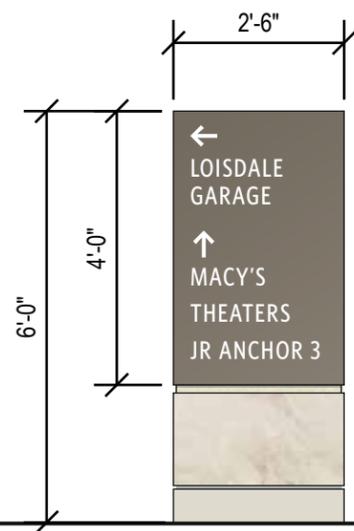
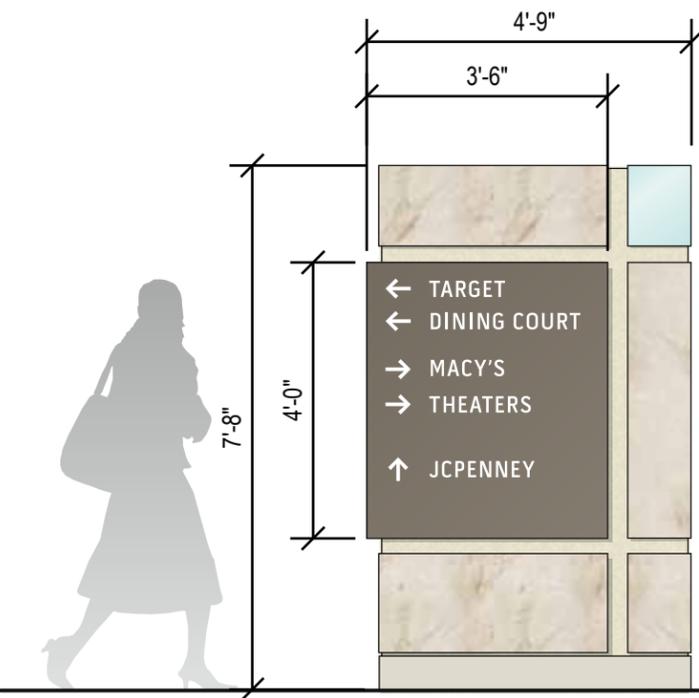
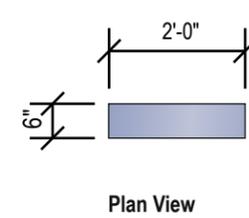
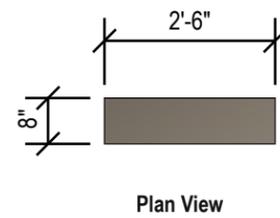
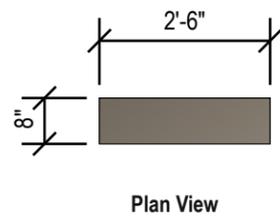
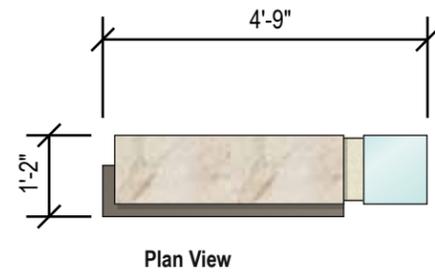
Sign Type 1.4, Primary Vehicular Directional (Internal Destinations): The purpose of these signs is to direct **inbound** traffic to the major destinations within the site, including anchor tenants, parking and junior anchors. They are placed perpendicular to the inbound traffic on the island visible from the first stop sign whenever possible or, alternatively, on the right hand side of the inbound lanes, one (1) sign per entry.

Sign Type 1.5, Secondary Vehicular Directional (Internal & Community Destinations, locations 1 and 2 on this diagram): The primary purpose of these signs is to reinforce the directional information provided by the Primary Vehicular Directional signs by providing **internal** directions to the major destinations within the site. When placed near entries these signs may also provide exiting information. These signs are usually placed perpendicular to the ring road on the right hand side at major decision making points.

Sign Type 1.5, Secondary Vehicular Directional (Exit Directionals, location 3 on this diagram): The purpose of these signs is to provide directional information for **outbound** traffic to nearby interstate highways and parkways. These signs are placed perpendicular to the outbound lanes of each entry on the right hand side, one (1) sign per entry.

Note:

- 1) Designs shown are conceptual and subject to development and revision.
- 2) Messages shown are preliminary pending project leasing and development.



1 Sign Type 1.4 - Primary Vehicular Directional
 Scale: 3/8" = 1'-0"
 Quantity: 6
 Total Area per Face: 36.4 sf
 Area of Sign Panel per Face: 14 sf
 Non-Illuminated, Double-Sided

2a Sign Type 1.5 - Secondary Veh. Directional
 Scale: 3/8" = 1'-0"
 Quantity: 13
 Total Area per Face: 15 sf
 Area of Sign Panel per Face: 10 sf
 Non-Illuminated, Single-Sided

2b Sign Type 1.5 - Exit Message Variation
 Scale: 3/8" = 1'-0"

3 Sign Type 1.8 - Pedestrian Metro Directional
 Scale: 3/8" = 1'-0"
 Quantity: 2
 Total Area per Face: 12 sf
 Area of Sign Panel per Face: 8 sf
 Non-Illuminated, Single-Sided



Garage Signs to be Refurbished

Vehicular Directional Signage (Freestanding)

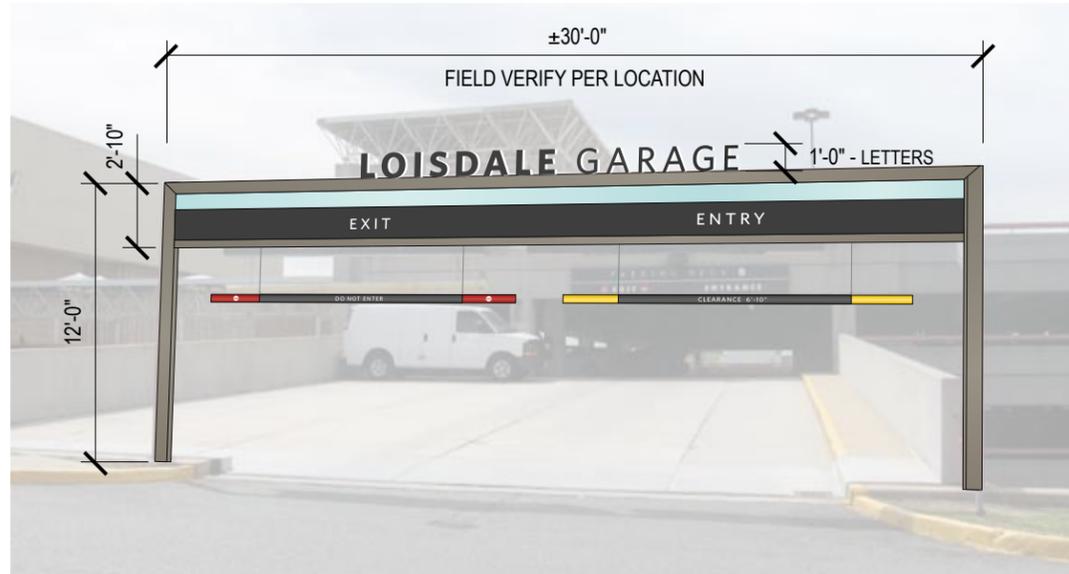
- 1.6-1 Overhead Directional
- 1.6-2 Overhead Directional
- 1.6-3 Overhead Directional

Parking Garage Signage (Building Mounted)

- 2.1-1 Frontier Garage Entry
- 2.1-2 Frontier Garage Entry
- 2.1-3 Frontier Garage Entry
- 2.1-4 Frontier Garage Entry
- 2.1-5 Frontier Garage Entry
- 2.1-6 Frontier Garage Entry
- 2.1-7 Frontier Garage Entry
- 2.1-8 Frontier Garage Entry
- 2.1-9 Loisdale Garage Entry
- 2.1-10 Loisdale Garage Entry
- 2.1-11 Loisdale Garage Entry
- 2.1-12 Loisdale Garage Entry
- 2.1-13 Loisdale Garage Entry
- 2.1-14 Loisdale Garage Entry

Note:

- 1) Sign designs shown are conceptual and subject to development and revision.
- 2) Overhead Vehicular Directional signs are existing. Designs as shown are intended to be a re-cladding of the existing sign. Dimensions are approximate.



2 Sign Type 1.6-2 - Overhead Veh. Directional Sign - Location 2
NTS

Quantity: 1
Sign Area: 115 sf
Non-Illuminated



3 Sign Type 1.6-3 - Overhead Vehicle Directional Sign - Location 3
NTS

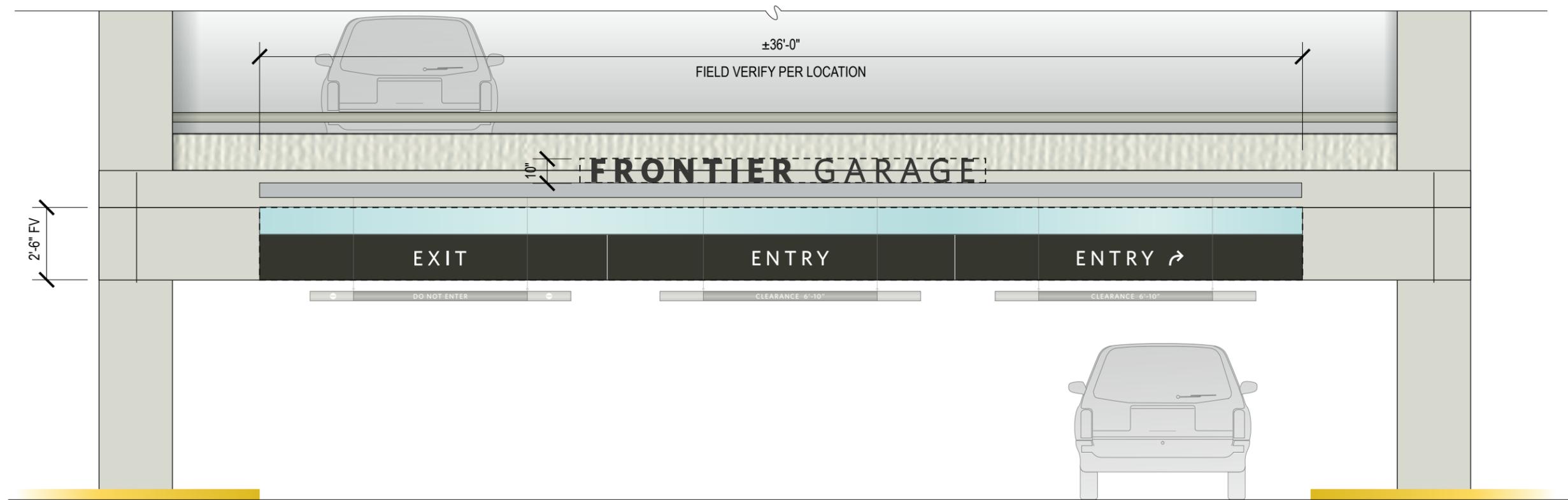
Quantity: 1
Sign Area: 175 sf
Non-Illuminated



1 Sign Type 1.6-1 - Overhead Veh. Directional Sign - Location 1
NTS

Quantity: 1
Sign Area: 318 sf
Non-Illuminated

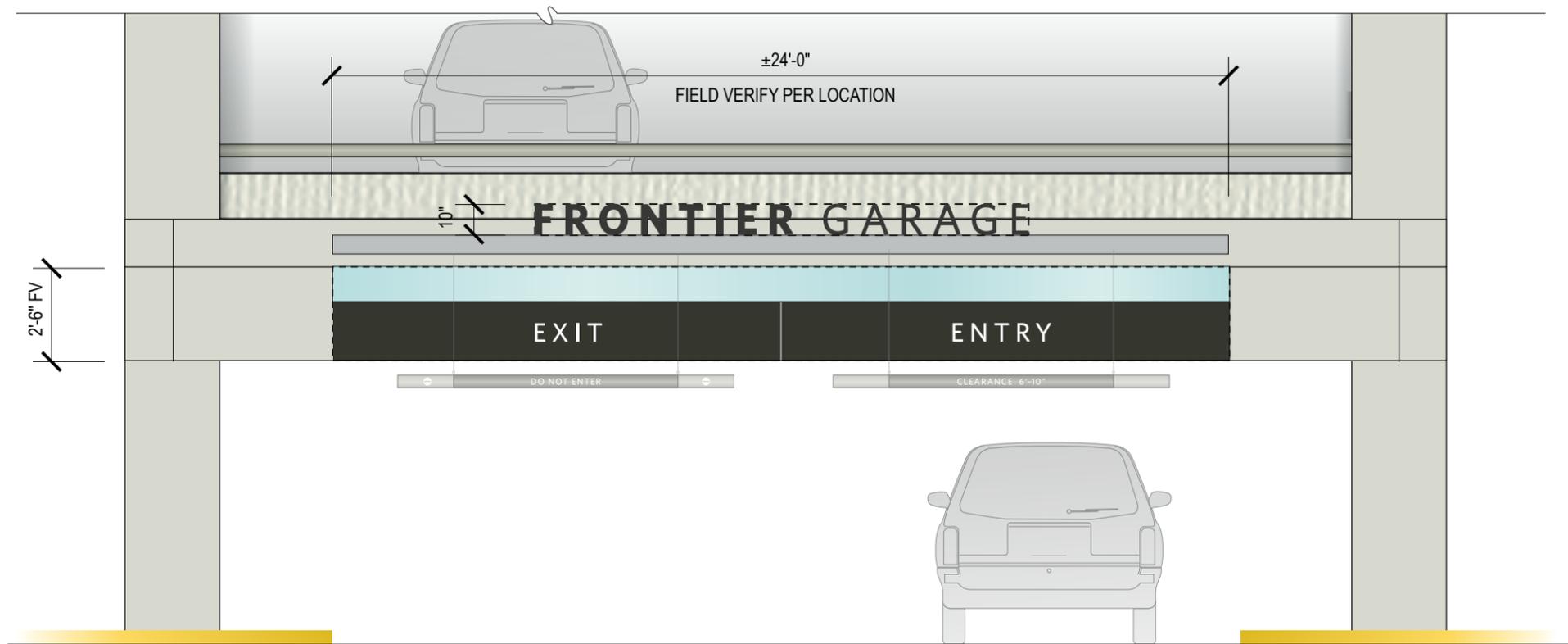
Note:
1) Sign designs shown are conceptual and subject to development and revision.



1 Sign Type 2.1a Locations 1 & 6 - Elevation (Frontier Garage Entry Sign)
Scale: 1/4" = 1'-0"

Quantity: 2
Sign Area: 126 sf
Internally Illuminated

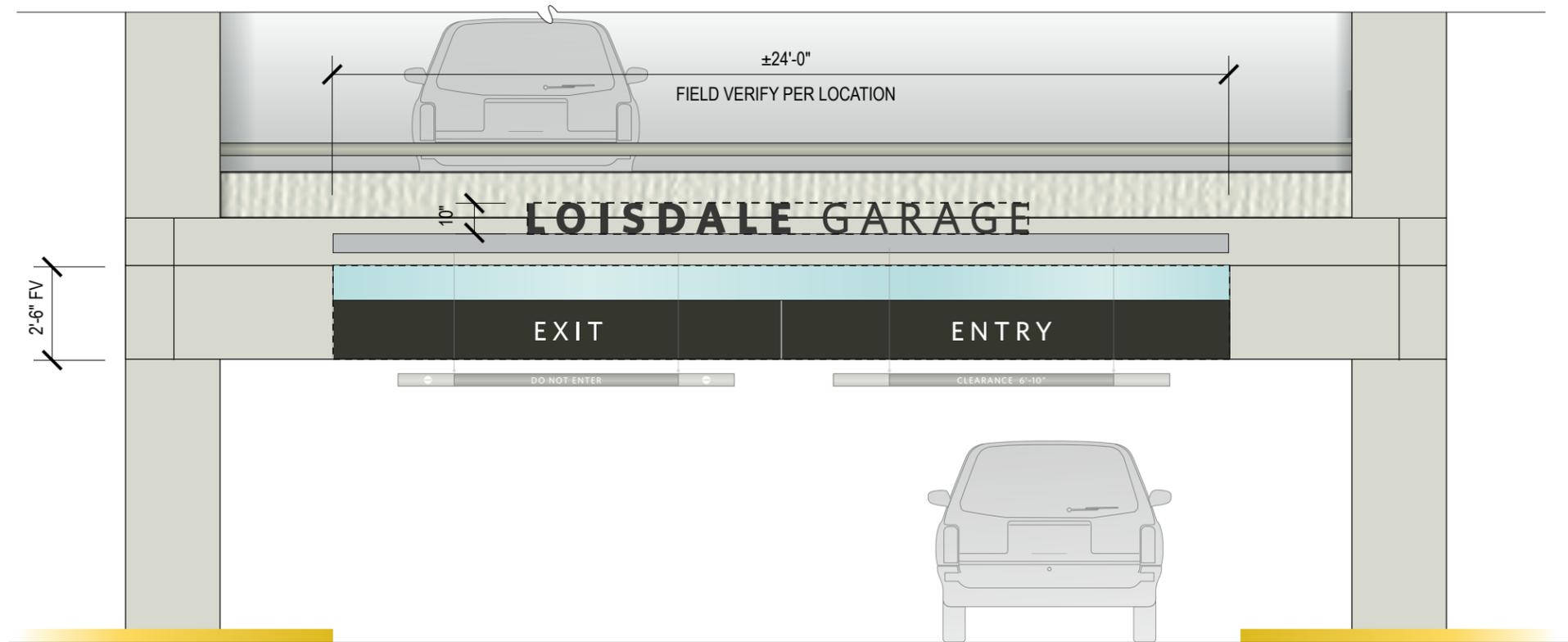
Note:
1) Sign designs shown are conceptual and subject to development and revision.



1 Sign Type 2.1b Locations 2-5,7,8 - Elevation (Frontier Garage Entry Sign)
Scale: 1/4" = 1'-0"

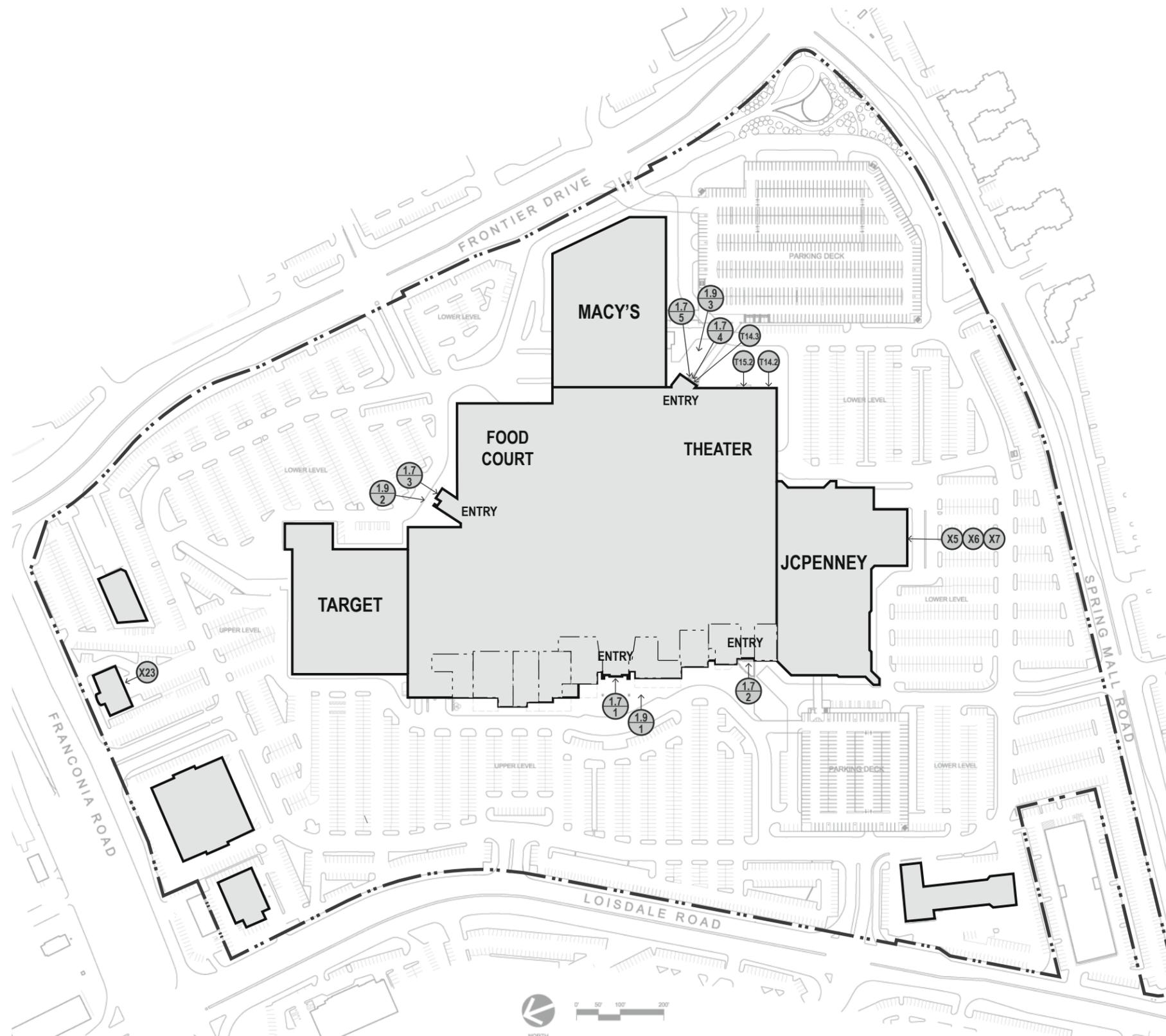
Quantity: 6
Sign Area: 84 sf
Internally Illuminated

Note:
1) Sign designs shown are conceptual and subject to development and revision.



1 Sign Type 2.1c Locations 9-14 - Elevation (Loisdale Garage Entry Sign)
Scale: 1/4" = 1'-0"

Quantity: 6
Sign Area: 84
Internally Illuminated



Signs Not Visible from the Street

Existing Tenant Signs (Building Mounted)

- X5 JCP Services Sign
- X6 JCP Services Sign
- X7 JCP Services Sign
- X23 Silver Diner Sign

Project Identity Placards (Bdg. Mtd.)

- 1.7-1 West Building Entry Sign
- 1.7-2 Southwest Building Entry Sign
- 1.7-3 Northeast Building Entry Sign
- 1.7-4 Southeast Bdg Entry Sign, Upper Lvl
- 1.7-5 Southeast Bdg Entry Sign, Lower Lvl

Future Tenant Identity Signs (Bdg. Mtd.)

- T14.2 Movie Theater (East Facade)
- T14.3 Movie Theater (at Entry)
- T15.2 Jr. Anchor (E. Facade, Under Theater)

Pedestrian Scale Directories

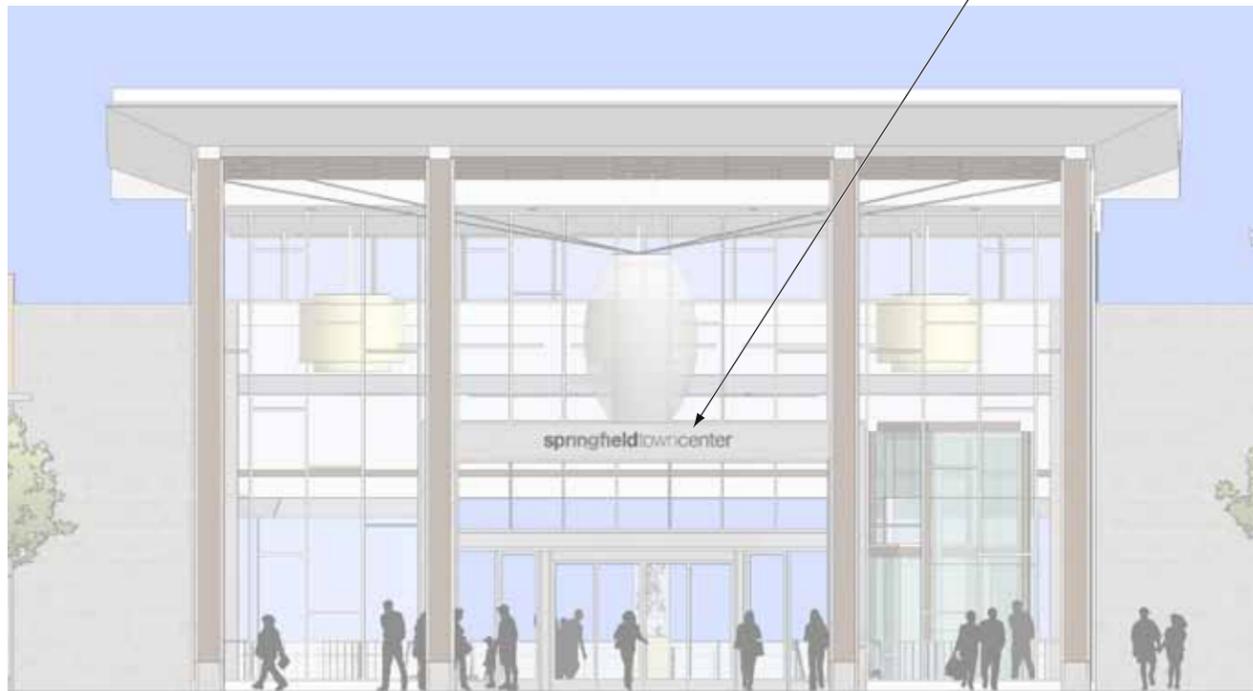
- 1.9-1 West Plaza Directory
- 1.9-2 Northeast Plaza Directory
- 1.9-3 Southeast Plaza Directory

NOTES:

- 1) The signs shown on this sheet are for informational purposes and are not subject to the Fairfax County Zoning Ordinance because of their size or location. Springfield Town Center reserves the right to replace, relocate or revise these signs, as well as add additional signs without review by Fairfax County and without the need for a sign permit provided that the signs are not visible from the public right-of-way or adjoining properties. Notwithstanding the above, all signs that are illuminated shall meet the County's glare standards specified in Sec. 14-902.2(D) of the Zoning Ordinance.
- 2) This category includes:
 - a) Sign locations that were determined to be not visible at field inspection by Fairfax County Zoning Department personnel according to the Master Sign Program issued by Bengtson, DeBell & Elkin, Ltd. in 1994;
 - b) Revised entry markers that are smaller than the recommended letter height for legibility at their distance from the public right-of-way according to the Society for Environmental Graphic Design standards for best practices; and
 - c) Anticipated future tenant identity signs placed such that they are only visible from within the Springfield Town Center property.
- 3) The Existing Building Mounted Tenant Signs are also shown on pages 3 and 7 of this document.

Note:

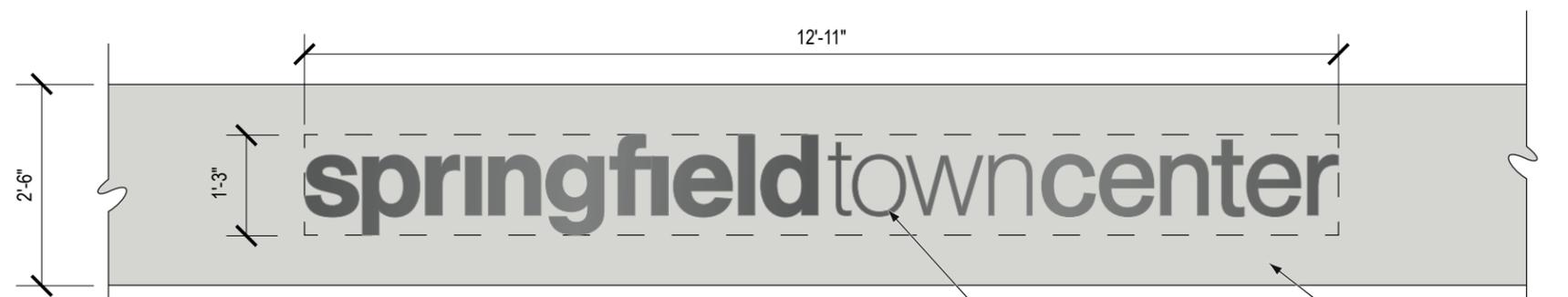
- 1) Entry identity designs shown are conceptual and subject to development and revision.
- 2) Architectural elevations are preliminary and subject to change.



2 Main Entry - Context Elevation
NTS



3 Food Court Entry - Context Elevation
NTS

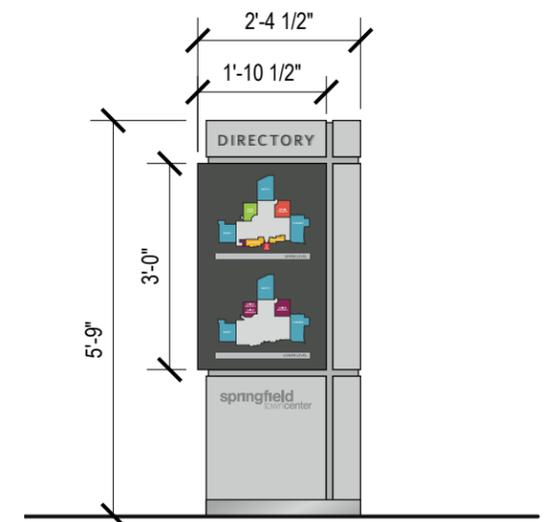


1 Identity Type 1.7a - Mall Entry ID
Scale: 1/2" = 1'-0"

Quantity: 2
Identity Area: 16.9 sf
Non-Illuminated

STAINLESS LETTERS
1 1/2" thick brushed s.s. letters
mounted to face of stone

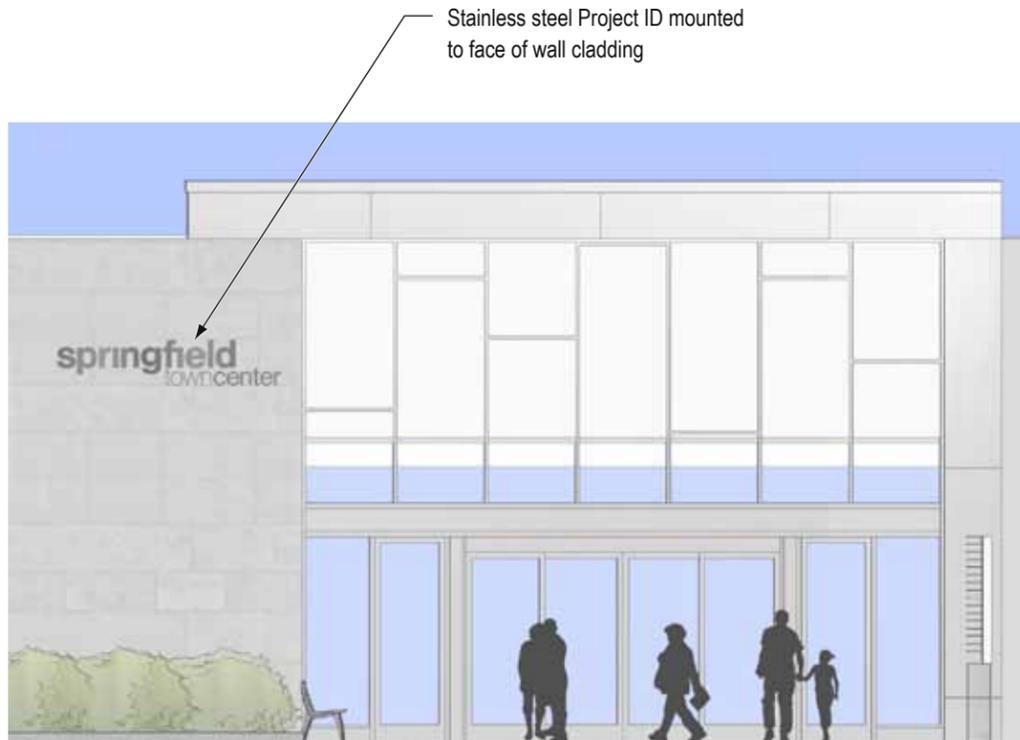
Stone entry feature



4 Sign Type 1.9 - Exterior Entry Directory
Scale: 3/8" = 1'-0"

Quantity: 3
Total Area per Face: 14 sf
Area of Sign Panel per Face: 6 sf
Non-Illuminated, Two-Sided

Note:
 1) Identity designs shown are conceptual and subject to development and revision.
 2) Architectural elevations are preliminary and subject to change.



2 Entry 1 - Context Elevation
 NTS



4 Theater Entry - Context Elevation
 NTS



1 Identity Type 1.7b - Mall Entry ID
 Scale: 1/2" = 1'-0"

Quantity: 1
 Identity Area: 25 sf
 Non-Illuminated

STAINLESS LETTERS
 1 1/2" thick brushed s.s. letters
 mounted to face of stone

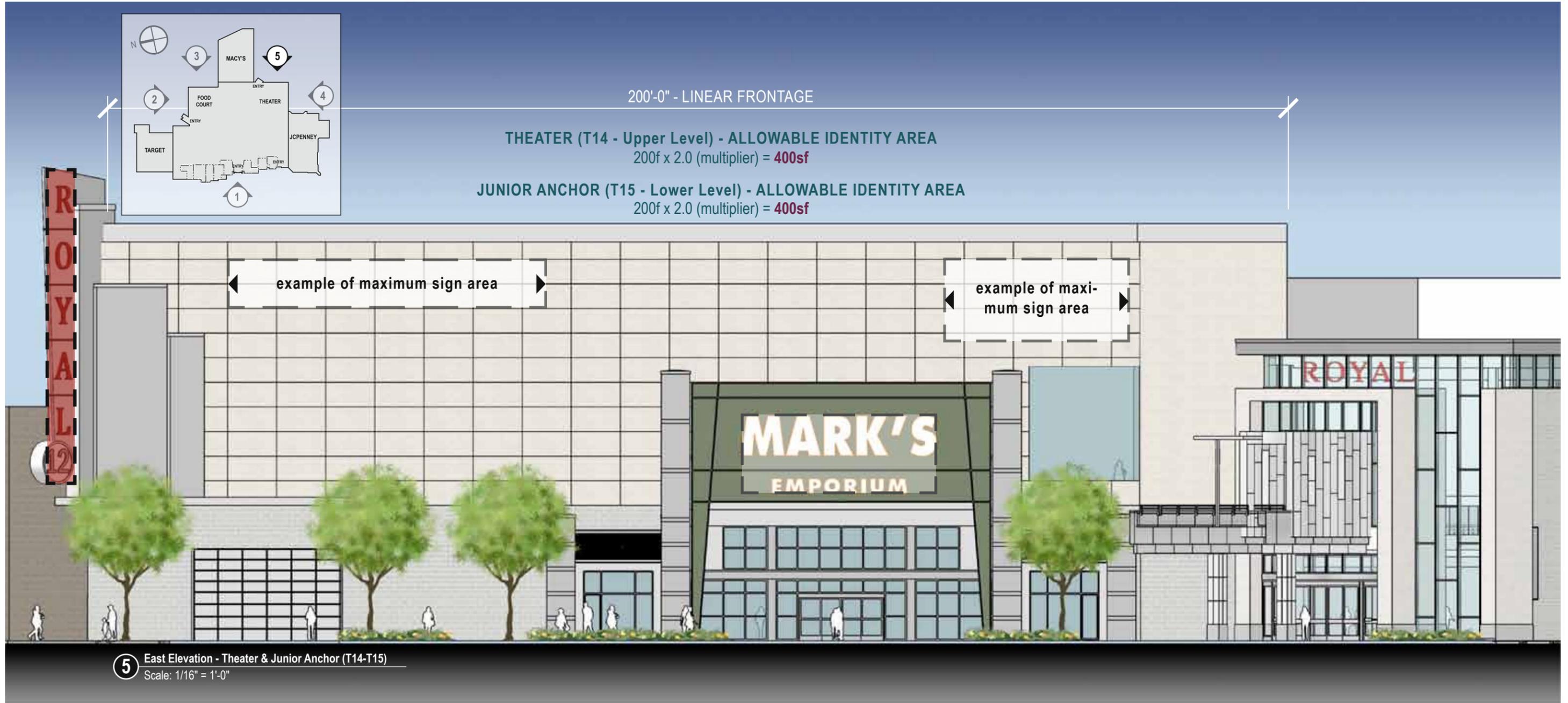
Wall Cladding



3 Identity Type 1.7c - Mall Entry ID
 Scale: 1/2" = 1'-0"

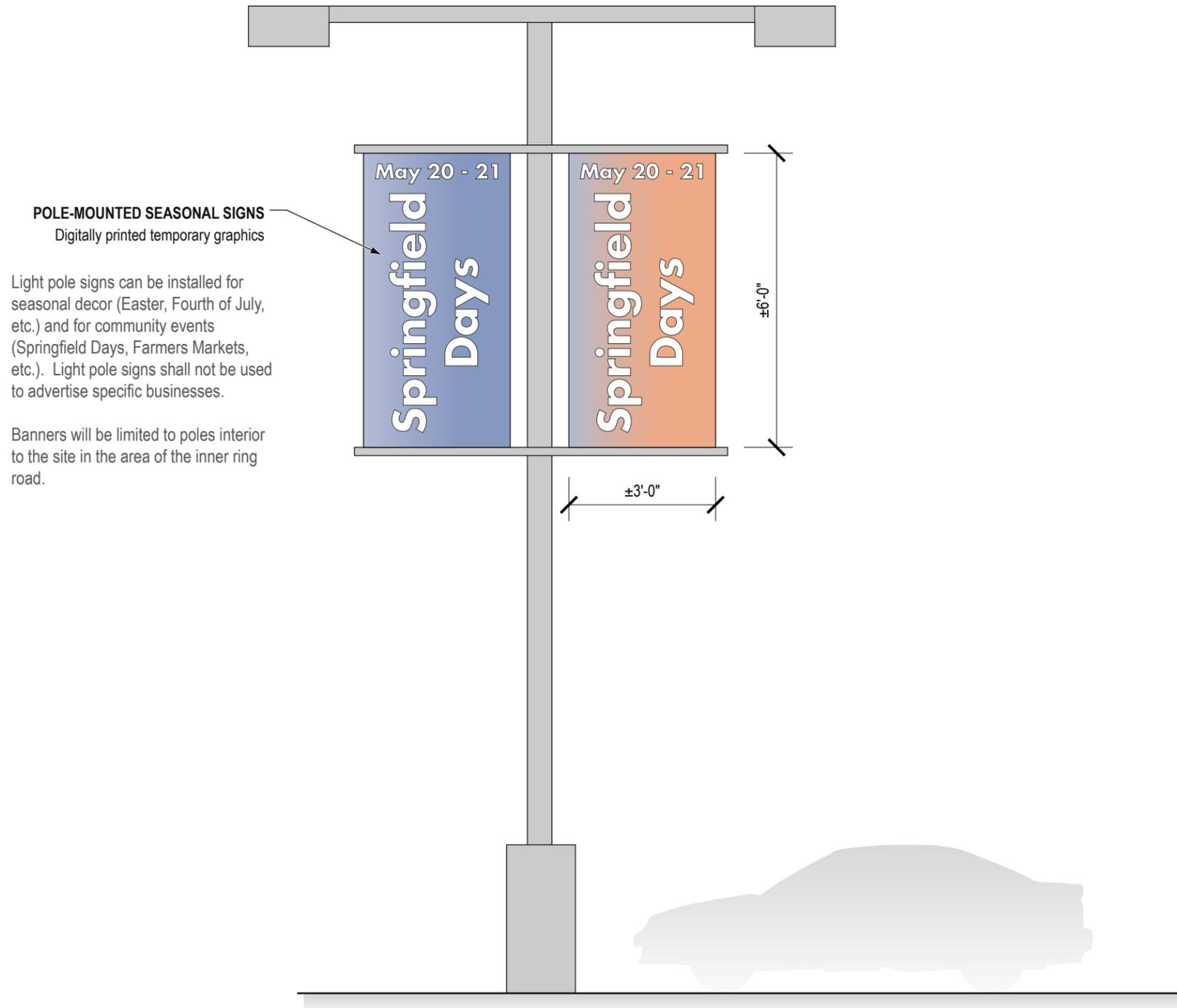
Quantity: 2
 Identity Area: 5.3 sf
 Non-Illuminated

STAINLESS LETTERS
 3/4" thick brushed s.s. letters
 mounted to face of door header



Sign locations on this facade will be determined in conjunction with the location of the tenant entries. Sign areas shown are examples only.

- Note:
- 1) This facade is not visible from the public right-of-way. Tenant signs will not be subject to the Fairfax County Sign Code. Tenant signs will be limited by the Tenant Design Criteria in accordance with their lease agreement.
 - 2) Building elevations shown are conceptual and subject to development and revision.
 - 3) Signs for Theater and Junior Anchor may be placed anywhere on this facade.



1 Elevation - Light Pole Seasonal Signs
Scale: 3/8" = 1'-0"

EXISTING GARAGE SIGNS TO BE REFURBISHED Key Plan 5

Sign Location No.	Sign Location Description	Sign Type	Overall Dimensions (h x w)	Maximum Sign Area (square feet)	Sign Area Allowable by Code (sq. ft.)	Requested Difference (sf)	Permitted Height
2.1-1	Parking Garage Entry Sign - Facing Frontier Drive	Building Mounted	3.5' x 36'	126	na	na	na
2.1-2	Parking Garage Entry Sign - Facing Frontier Drive	Building Mounted	3.5' x 24'	84	na	na	na
2.1-3	Parking Garage Entry Sign - Facing Frontier Drive	Building Mounted	3.5' x 24'	84	na	na	na
2.1-4	Parking Garage Entry Sign - Facing Spring Mall Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-5	Parking Garage Entry Sign - Facing Spring Mall Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-6	Parking Garage Entry Sign - Facing Macy's	Building Mounted	3.5' x 36'	126	na	na	na
2.1-7	Parking Garage Entry Sign - Facing Macy's	Building Mounted	3.5' x 24'	84	na	na	na
2.1-8	Parking Garage Entry Sign - Facing Macy's	Building Mounted	3.5' x 24'	84	na	na	na
2.1-9	Parking Garage Entry Sign - Facing JCPenney	Building Mounted	3.5' x 24'	84	na	na	na
2.1-10	Parking Garage Entry Sign - Facing Franconia Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-11	Parking Garage Entry Sign - Facing Franconia Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-12	Parking Garage Entry Sign - Facing Loisdale Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-13	Parking Garage Entry Sign - Facing Spring Mall Road	Building Mounted	3.5' x 24'	84	na	na	na
2.1-14	Parking Garage Entry Sign - Facing Spring Mall Road	Building Mounted	3.5' x 24'	84	na	na	na
1.6-1	Overhead Vehicular Directional Sign - Facing Frontier Dr.	Freestanding	3' x 83'	318	na	na	na
1.6-2	Overhead Vehicular Directional Sign - Facing Franconia Rd.	Freestanding	3' x 30'	115	na	na	na
1.6-3	Overhead Vehicular Directional Sign - Facing Loisdale Rd.	Freestanding	3' x 46'	175	na	na	na
TOTAL:				1868	na	na	

Visible from Street?	Illuminated	Single or Double-Faced
Yes	Yes	Single
No	Yes	Single
Yes	No	Double
No	No	Single
Yes	No	Single

NEW SIGNS NOT VISIBLE FROM THE STREET Key Plan 6

Location No.	Location Description	Type	Overall Dimensions (h x w)	Calculated Area (square feet)
T14.2	Future Movie Theater ID Marker facing Parking Deck	Building Mounted	TBD	330
T14.3	Future Movie Theater ID Marker facing Parking Deck	Building Mounted	TBD	70
T15.2	Future Junior Anchor ID Marker facing Parking Deck	Building Mounted	TBD	400
1.7-1	Proposed West Building Entry Project Identity Marker	Building Mounted	1.25' x 13.5'	16.9
1.7-2	Proposed Southwest Building Entry Project Identity Marker	Building Mounted	2.5' x 10'	25
1.7-3	Proposed Northeast Building Entry Project Identity Marker	Building Mounted	1.25' x 13.5'	16.9
1.7-4	Proposed Southeast Building Entry Project Identity Marker (Upper Level)	Building Mounted	.75' x 7'	5.3
1.7-5	Proposed Southeast Building Entry Project Identity Marker Lower Level)	Building Mounted	.75' x 7'	5.3
1.9-1	Proposed West Plaza Pedestrian Directory	Freestanding	5.75' x 2.3'	14
1.9-1	Proposed Northeast Plaza Pedestrian Directory	Freestanding	5.75' x 2.3'	14
1.9-1	Proposed Southeast Plaza Pedestrian Directory	Freestanding	5.75' x 2.3'	14

Visible from Street?	Illuminated	Single or Double-Faced
No	Yes	Single
No	Yes	Single
No	Yes	Single
No	No	Double
No	No	Double
No	No	Double



Temporary Signs for Grand Opening

- Locations of Building Mounted Temporary Banners
- Locations of Ground Mounted Temporary Signs

NOTES:

1. Temporary signs and banners can be erected up to 90 days prior to Grand Opening and must be removed within 15 days after the Grand Opening.
2. Ground and building mounted temporary signs and banners may be used to advertise specific businesses.
3. The total number of temporary signs displayed at any given time shall not exceed 20.
4. Building mounted temporary banners will be limited to a maximum of 200 square feet in total area.
5. Ground mounted temporary signs will be limited to a maximum of 32 square feet in total area.

TEMPORARY SIGN EXAMPLES:



Ground Mounted Temporary Sign



Building Mounted Temporary Banner

Note: These images are not representative of the tenants anticipated for Springfield Town Center.



SPRINGFIELD TOWN CENTER CSP
APPENDIX A:
TENANT DESIGN
CRITERIA

VORNADO
REALTY TRUST

Cooley
LLP

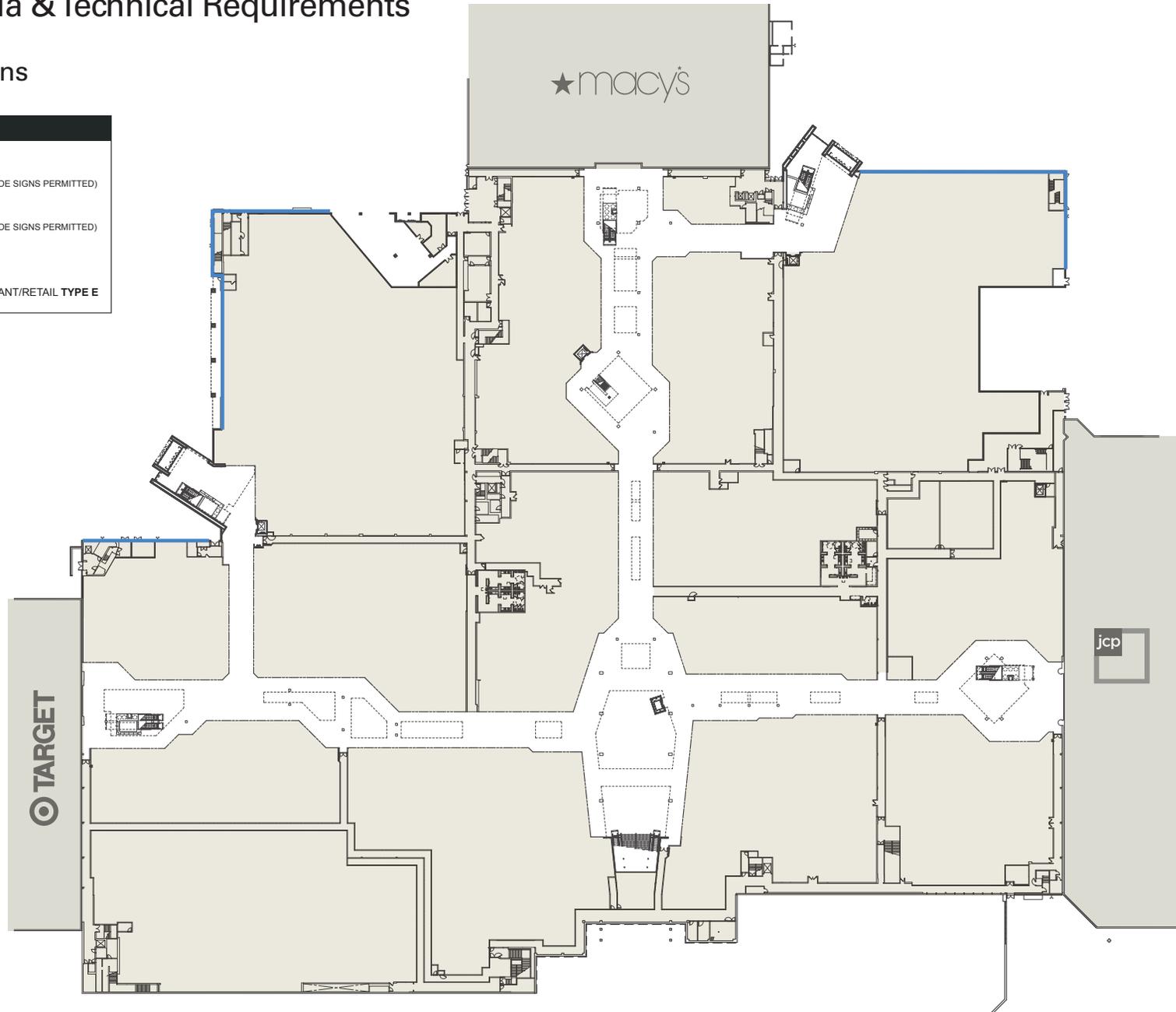
505
DESIGN

JPRA ARCHITECTS

SECTION 5: Exterior Restaurant / Retail Tenants Type E Design Criteria & Technical Requirements

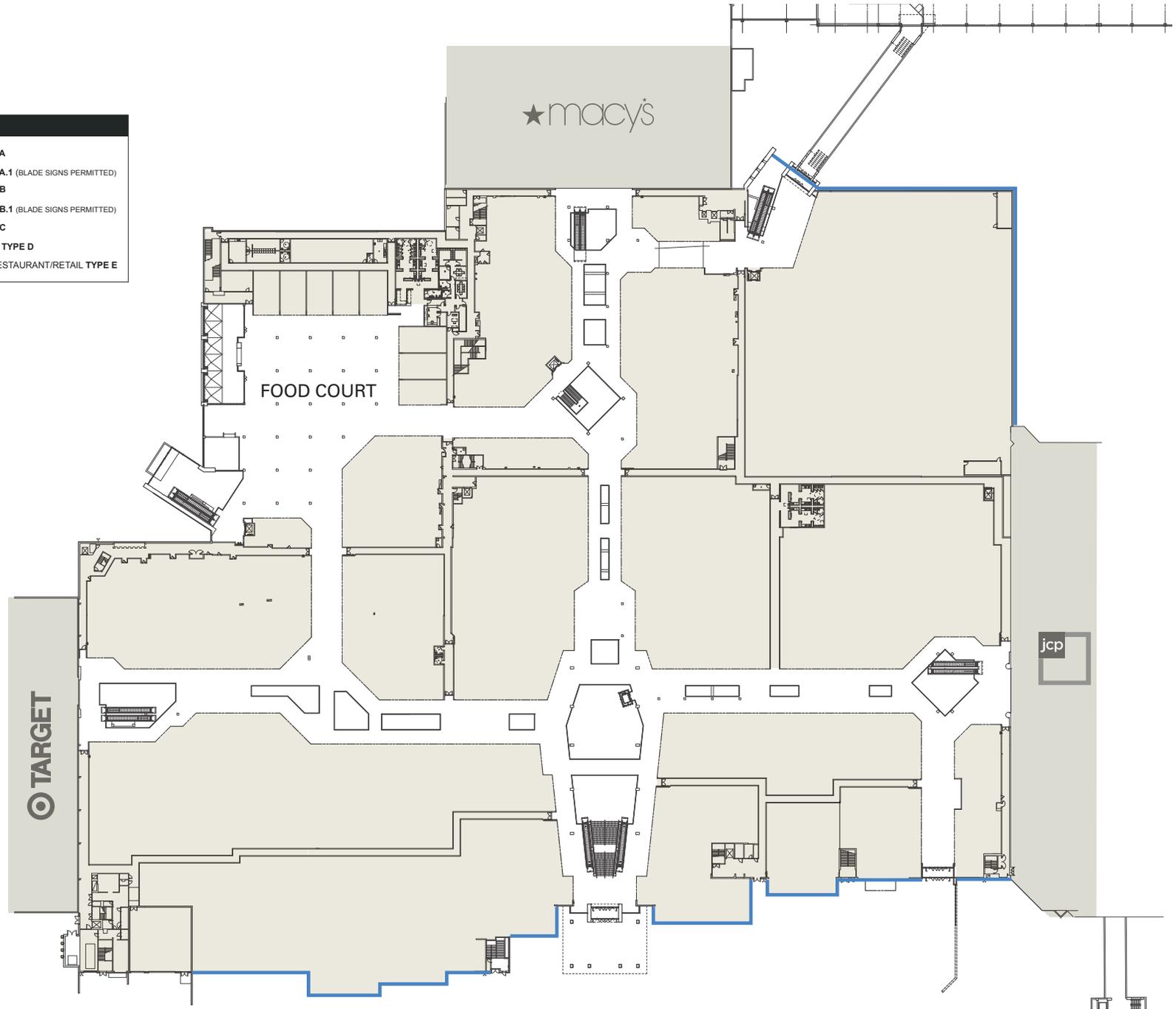
5.0 Keyplans

KEY	
	IN-LINE TYPE A
	IN-LINE TYPE A.1 (BLADE SIGNS PERMITTED)
	IN-LINE TYPE B
	IN-LINE TYPE B.1 (BLADE SIGNS PERMITTED)
	IN-LINE TYPE C
	FOOD COURT TYPE D
	EXTERIOR RESTAURANT/RETAIL TYPE E



LOWER LEVEL KEYPLAN

KEY	
	IN-LINE TYPE A
	IN-LINE TYPE A.1 (BLADE SIGNS PERMITTED)
	IN-LINE TYPE B
	IN-LINE TYPE B.1 (BLADE SIGNS PERMITTED)
	IN-LINE TYPE C
	FOOD COURT TYPE D
	EXTERIOR RESTAURANT/RETAIL TYPE E



UPPER LEVEL KEYPLAN



5.1 General

- 5.1.1 The Exterior Restaurant/Retail Tenants play a significant part in the redevelopment of Springfield Town Center. Those locations along Loisdale Road present the opportunity to provide a new and energized presentation to the community and commuters that pass by daily. The Landlord is allowing the individual tenants to maximize their architectural character across their entire exterior frontage. Tenants are encouraged to create unique and exciting fronts in part by varying their height and depth. The building line established by the Landlord is only the starting point for the Tenant design. Restaurant Tenants in particular are encouraged to open their fronts to outside seating areas taking advantage of the landscaped plaza area in front of the space.
- 5.1.2 Tenants are obligated to review their Premises on site in detail to determine what localized conditions may pertain and to determine in conjunction with the Tenant Coordinator how they may treat or otherwise deal with such conditions.
- 5.1.3 Any damage to the Premises or the Building, caused by the Tenant or any of its employees, agents, visitors, contractor(s) or workmen, shall be repaired forth with by parties designated by the Landlord at its sole discretion and at the expense of the Tenant.
- 5.1.4 Tenants must waterproof the floor in any wet areas, ie. kitchen, service, bar and toilet rooms, prior to installing any final finishes. The waterproofing must be a membrane type coating, applied continuously, that continues up and terminates properly at the walls a minimum height of four inches. Anti-slip coatings or a final floor finish may be applied over the membrane. Recommended products are Duochem or Qualideck or as suggested/approved by the Landlord's Tenant Coordinator.

5.2 Storefront Design

- 5.2.1 As indicated in the following diagrams, the Landlord is providing structure and closure (roof) up to the Tenant exterior lease line. The Tenant will be required to provide a complete, weather tight envelope to the side demising partitions and roof flashing above.
- 5.2.2 Tenants are urged to utilize a variety of planes and facade treatments, both horizontal and vertical in their design to create a three-dimensional feel to the storefront.
- a. In the horizontal dimension, Tenants may extend up to 25% of their lineal frontage out to a maximum of five feet (5') from their exterior lease line subject to Landlord approval. Such extensions must not interfere with adjacent tenant or landlord façades and shall be constructed by the Tenant and made weather tight back to the Landlord work. The intent of this expanded area is to create architectural interest in the facade to express entry and/or identity for the restaurant. Such extended areas will not be permitted merely to directly expand exterior seating area.
- b. In the vertical dimension, the Landlord has established a minimum parapet height of either twenty one feet (21') or twenty-two feet six inches (22'6"). Refer to following diagrams that relate to specific Tenant spaces. The Landlord has also established a maximum parapet height of thirty feet six inches (30'6"). Tenants are urged to utilize this range of height as an opportunity to add variety in the design elements of the façade. In no case shall the Tenant be allowed to provide a single continuous height parapet.
- 5.2.3 Storefronts are to reflect the unique and sophisticated expression of the individual Tenant while remaining compatible with the mall's design and the Springfield community as well. These goals shall be accomplished

through the creative use of quality materials, pedestrian scale articulation and visually engaging and well integrated details.

- 5.2.4 Storefronts shall be constructed of finished, durable materials suitable for exterior use in the Springfield area climate. Permitted materials include: wood (natural, finished and painted), steel, wrought iron, cement plaster, ceramic tile, stone, masonry, stained concrete and glass. Painted metal surfaces shall be factory-applied baked enamel finish to assure an even, high quality finish. All exposed woods used for exterior storefront construction shall be of a kiln-dried, mill-quality finish. Additional materials will be reviewed on a case-by-case basis.
- 5.2.5 Tenant's glazing at a pedestrian level must be transparent to provide views into Tenant's space. Above 8', clear textured, patterned or obscure glass may be used. A durable, impact resistant and pressure washable base material is required on all storefronts. The minimum height for this base is 8" although Tenant is encouraged to integrate the base module with their overall storefront concept.
- 5.2.6 The following materials and finishes are prohibited for exterior use on storefronts:
- Standard or split face concrete masonry units
 - Shingles of any material
 - Standard extruded thin gauge anodized, mill finished or painted aluminum
 - Field painted metal
 - Plastic, plastic laminates, vinyl, rubber, etc.
 - Mirrored glazing
- 5.2.7 Exterior Restaurant/Retail Tenant storefronts must be closed during inclement weather. Tenants are required to use swinging entrance doors for their primary entry. Automatic sliding entrance doors may be permitted
- in limited instances where Tenant can prove hardship. Overhead rolling doors, air curtains and other full-width storefront closure systems are not permitted except as noted below. Tenant may employ multiple swinging entrance doors to provide a greater degree of openness to the storefront. Restaurants with exterior seating and Tenants with a regular exterior sales display area are permitted to have secondary doors including those that extend the width of their exterior presence provided that these secondary doors are in keeping with the quality and character of such products as "Nanawall" enclosures and glazed "garage" type doors.
- 5.2.8 Doors are to be constructed of wood, steel or anodized aluminum. Door hardware shall be of a consistent finish and selected to complement the overall storefront character. All doors must have thresholds and door sweeps integrated into their design. Aluminum thresholds are not permitted.
- 5.2.9 For the safety of the Center's shoppers, it is strongly recommended that Tenant's door(s) be set back from the lease line so that the door swing shall not project beyond the lease line by more than six inches (6"). Other acceptable solutions include the addition of large (30" wide x 30" long x 24" tall minimum) planters flanking the entry doors or the addition of railings or stanchions such as might enclose an outdoor seating area. Tall entrance doors of 8'-0" height or higher are strongly encouraged; standard height doors with transom windows may also be permitted.
- 5.2.10 Tenants are encouraged to incorporate architectural canopies or custom canvas awnings into the overall storefront design. Such canopies or awnings may extend beyond lease line provided they do not require vertical support. (Min. clear height: 9'0", Max. horizontal dimension: 8'0") The shape and depth of Tenant's canopy or awning should reflect the storefront configuration.

Signs may be incorporated into Tenant's canopy awning subject to the design guidelines for signs. Awnings should be constructed of a minimal aluminum or steel tube framing with a painted finish. Excessive cross-bracing should be avoided in the awning design. Sunbrella "Firesist" fabric covers, or equal, are required. Internally illuminated vinyl awnings are expressly prohibited.

- 5.2.11 Security devices, if any, including electronic surveillance systems and other shoplifting detection devices, shall be incorporated into and integrated with Tenant's storefront design. Freestanding and suspended units, or other exposed equipment and decals are prohibited. All security devices must be discreet.

5.3 Exterior Paving

- 5.3.1 The Tenant, at its sole expense shall provide exterior paving at its exterior storefront as delineated in the Tenant's lease agreement. This requirement is to facilitate the proper construction of the Tenant storefront façade and to allow the tenant to create pattern and finish that will reinforce the façade design and to further define the tenant's outdoor seating or merchandise display.
- 5.3.2 At a minimum, the Tenant will extend the Landlord's material finishes and patterns to the line of the Tenant façade, including recesses for entry doors or other architectural features. Refer to lease exhibits that define in detail, Landlord's work.
- 5.3.3 Tenants are encouraged to enhance pavement finishes in areas directly related to outside seating, merchandising or entry areas. Such enhancements could include concrete or stone pavers, integral color, exposed aggregate concrete or enhanced scored patterns. All such enhancements shall be installed to commercial standards, meet all ADA requirements, and

shall be subject to approval of the Landlord.

5.4 Outdoor Seating

- 5.4.1 Food service tenants may be permitted to include outdoor seating in the area immediately in front of their premises, provided the seating area and any surrounding railing or enclosure does not impede or restrict the required or desired pedestrian and vehicular pathways. Allowable areas for outdoor seating will be defined in Tenant's Lease Agreement. Tables and chairs used in outdoor seating areas, including those under awnings or canopies, must be rated for commercial outdoor use. If tables and chairs are chained together overnight for security, the cables and locks must be discreet and fully removed during business hours.
- 5.4.2 All tables, chairs, railings and other fixtures or accessories must be submitted with Tenant documents for design approval by the Landlord. All outdoor seating areas must comply with all current applicable construction codes, Health Department and Liquor Control requirements and regulations.

5.5 Exterior Accessories

- 5.5.1 Where space permits, Tenant is encouraged to accessorize their storefront through the addition of potted plants, benches, umbrellas, heaters and other non-permanent and readily movable elements in the area immediately in front of Tenant's storefront. Accordingly, such accessories shall be the property of Tenant, subject to the terms of the Lease Agreement, and maintained in a first-class manner. Accessories shall not extend more than 5'-0" from Tenant's storefront except as otherwise negotiated with Landlord, must be contained between Tenant's lease lines and shall not impede or restrict pedestrian or vehicular movement. Any accessories left outside on a regular basis should be of a size and weight to discourage theft. If

accessories are chained together overnight for security, the cables and locks must be discreet and fully removed during business hours.

5.6 Internal Display Zone of Non-Restaurant Tenants

5.6.1 The Display Zone is defined as the space that extends from the innermost storefront closure line to all points 5'-0" into Tenant's space for the full width of Tenant's storefront, and includes any projecting storefront area in its entirety. The Display Zone design, execution and upkeep are subject to review and approval by Landlord, including all display windows, retail graphics, display fixtures, materials, finishes, color and lighting fixtures within the defined area. All Display Zone fixtures shall be of commercial quality (specifically intended for use in a commercial environment, including, but not limited to, designed for use over extended periods of time in high-traffic areas, fully adjustable, durable and attractive) and, at a minimum, industry standard for display windows. Platforms and display units at or near the storefront are required to be fabricated from materials complementary to the storefront design. Linear fluorescent lighting is not permitted within the Display Zone.

5.6.2 Tenant must employ high quality materials in the construction of the Storefront Display Zone to promote high quality displays. Tenant and Tenant's designers should make use of color, detail, lighting, finish and material to emphasize their identity. Natural and decorative materials, such as stone, ceramic tile, finished metals and stained woods are strongly encouraged.

5.6.3 The permanent use of the following materials in the Display Zone is prohibited:

- Slat-wall or slat-wall fixturing systems
- Plexiglass-type materials

- Wood grain plastic laminates
- Plastic plants
- Simulated brick, stone or wood
- Plywood paneling
- Pegboard walls or pegboard fixturing systems
- Wood shingles or shakes
- Acoustical ceiling tile
- Vinyl or rubber wall bases
- Mirrors or mirrored material

5.7 General Sign Conditions

5.7.1 Goals

The intent of these guidelines is to ensure that Exterior Tenant's signs as part of Springfield Town Center will contribute in a positive manner to the overall character of the development, augment the creation of a lively and provocative atmosphere, clearly articulate Tenant's identity and integrate with the project architecture. Perimeter Tenants are by definition highly visible from the public areas of the site. As such, they are critical to the public perception of Springfield Town Center. Perimeter Tenant's signs should work with other project amenities to establish the character of the street on which they front and enhance the pedestrian experience.

5.7.2 These Guidelines shall govern all Exterior Tenant signs within the confines of Springfield Town Center that are visible from the exterior common walkways, public streets or parking areas. All signs are required to be submitted to Landlord for written approval prior to fabrication. Sign designs that demonstrate exceptional creativity and responsiveness to the project environment may be permitted to forego some portions of these guidelines with Landlord approval.

5.7.3 Tenant Types

Tenants facing public streets, hereafter referred to as Perimeter Exterior Tenants, are subject to the Fairfax

County sign code and/or Comprehensive Sign Plan as applicable. Tenants facing internal pedestrian streets and that are not visible or only obliquely visible from public streets, hereafter referred to as Internal Exterior Tenants, may be permitted to have sign types and/or an allowable sign area beyond what is typically permitted. The following descriptions outline design goals and functional qualities for both Tenant conditions.

5.7.4 **General Sign Guidelines**

Tenant's signs are expected to enhance and extend Tenant's character, seamlessly integrate with Tenant's storefront design and communicate the high quality of the merchandise and services within. Their design shall be imaginative, legible both day and night and contribute to the vitality and interest of Springfield Town Center. Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program.

5.7.5 **Primary & Supplemental Messaging**

All perimeter Tenants may have both Primary and Supplemental messaging signs as a part of their overall sign program. Primary Signs are generally defined as signs the size and placement of which provides Tenant identity that is visible to vehicular traffic and/or from a minimum distance equal to the width of the street (including pedestrian streets) which the signage fronts. Supplemental Signs are smaller in scale than Primary Signs and are placed on or below Tenant's awnings, canopies and/or storefront header for the purpose of providing additional Tenant identity and visual interest at a pedestrian scale and distance (100' or less).

5.7.6 Primary Sign Types may include large Wall Signs, Canopy Signs, Feature Signs and Awning Signs. (Refer to examples that follow)

5.7.7 Primary Signs shall be limited to Tenant's logo and name. Additional iconographic elements and supplemental messages related to Tenant's brand and/

or services may be considered at the sole discretion of Landlord provided they contribute to Tenant's overall identity and to the project's character.

5.7.8 Supplemental messaging sign types include small Wall Signs, Window Graphics, Blade Signs and Awning Valence Signs. (Refer to examples that follow)

5.7.9 Supplemental Messaging Signs may include Tenant's logo and name; listings of services provided, products available or additional store locations; and tag lines or mottos. Product logos are not permitted unless the advertised brand is specific to Tenant.

5.7.10 **Fabrication Requirements**

Tenant shall have all signs constructed and installed by a professional sign fabricator in accordance with the following requirements:

- Sign contractor must submit an insurance certificate in accordance with Landlord requirements as described in the lease documents prior to commencement of any work on the property.
- Tenant (or Tenant's representative) and Tenant's sign contractor shall meet with Landlord for a pre-installation meeting prior to the placement of Tenant's sign.
- Tenant shall be responsible to have sign contractor immediately repair any damage caused by its work to Landlord's property.
- Signs shall be fabricated and installed in compliance with all applicable codes. Signs with electrical components shall be UL rated.
- All conduit, raceways, crossovers, wiring, ballast boxes, transformers and other electrical components shall be concealed and sign letters shall have no light leaks.
- Tenant shall be responsible for the cost of removing and replacing signs installed that do not conform to the Fairfax County Comprehensive Sign Plan or do not have a Fairfax County sign permit.

- Sign fabricator and UL labels shall located in an inconspicuous location.

5.7.11 Additional Requirements: All illuminated signs shall remain on during the normal operating hours for Springfield Town Center, and shall be controlled by an automatic time clock or equivalent control system as approved by Landlord.

5.8 Calculation of the Sign Area

The area of a sign shall be measured in accordance with Fairfax County Zoning Ordinance section 12-105.

5.9 Sign Size, Placement and Quality

The size and shape of Tenant's signs facing Loisdale Road shall be in proportion to Tenant's storefront design and available sign area. Subject to approval by Fairfax County, Landlord and maximum sign sizes in the Comprehensive Sign Plan, the total allowable sign area can be allowed up to two (2) square feet to accommodate signs that especially accomplish the objectives of creativity, energy, and excitement that are the heart of Springfield Town Center. Measurement shall be made from demising wall centerline or exterior building face.

Total allowable sign area for frontages other than Loisdale Road shall be subject to approval by landlord, Fairfax County, and the Comprehensive Sign Plan. Tenants with more than one facade fronting on a public right-of way or a primary pedestrian driveway may be permitted additional sign area per secondary facade subject to Fairfax County code and/or the Comprehensive Sign Plan and Landlord approval. Other than Marquis sign locations identified in these criteria, no sign nor component of any sign shall be permitted to project above the parapet of the facade to which the sign is mounted.

5.10 Wall Mounted Sign

Wall-mounted signs are located above storefront display windows and / or entry doors, parallel to the building facade, projecting no more than twelve inches (12"). Generally, the colors, finishes and materials for building wall-mounted signs are an extension of those used for the Tenant identity. Types of wall-mounted signs to be encouraged include:

- Dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded or metal finish. These letters should be illuminated with point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Color temperature of lamps used in the fixtures should be of a warm color temperature between 2,500 and 3,000 degrees Kelvin.
- Letter and logo forms painted, gilded or screen printed onto continuous or individual wall-mounted panels. These panel signs will be illuminated in the same manner as described above. Panels may be layered to give the fascia more visual interest and a three-dimensional quality.
- Reverse pan-channel letter and logos with halo illumination. These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.
- Internally illuminated pan-channel letters with acrylic faces. These signs may be allowed for Tenants who demonstrate they will use this sign type with maximum creativity of design and the highest quality of materials and fabrication. The conditions are as follows:

1. The attachment of acrylic faces to the metal channel of the letter form must be clean, flush and discreet.

2. The acrylic face of the letter forms must have a matte finish to avoid reflections in the face when not illuminated.

3. Raceways connecting letter forms must be concealed within the storefront construction.



internally illuminated pan-channel letters with acrylic face



reverse pan-channel letters with halo illumination

5.11 Canopy Sign

Canopy signs are panels and/or letter forms that are attached to or project above a vertical surface of Tenant's architectural marquee or canopy. Colors, finishes and materials used for canopy signs shall be complementary to the Tenant facade and an integral part of the canopy or architectural element. Types of canopy signs to be encouraged include:

- Dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded or metal finish. These letters should be illuminated with point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. The character of the fixtures should be consistent with that of the overall facade and marquee / canopy design. Lamps used in the fixtures should be of a warm color temperature between 2,500 and 3,000 degrees Kelvin.
- Letter and logo forms painted, gilded or screen printed onto continuous or individual wall-mounted panels. These panel signs will be illuminated in the same manner as described above and are mounted above or onto the vertical surface of the marquee / canopy. Panels may be layered to give the fascia a more three-dimensional quality.
- Reverse pan-channel letter and logos with halo illumination. These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.
- Open pan-channel letters and logos with exposed neon illumination. These letters and logos will be fabricated using similar materials and finishes as the dimensional letters described above.
- Internally illuminated pan channel letters with acrylic faces. These signs may be allowed for Tenants who

demonstrate they will use them with maximum creativity of design and the highest quality of materials and fabrication. The conditions are as follows:

1. The attachment of acrylic faces to the metal channel of the letter form must be clean, flush and discreet.
2. The acrylic face of the letter forms must have a matte finish to avoid reflections in the face when not illuminated.
3. Raceways connecting letter forms must be concealed within the storefront construction.



canopy-mounted dimensional letter



canopy-mounted, internally illuminated channel letters



canopy-mounted internally illuminated channel letter



internally illuminated, canopy-mounted dimensional letters



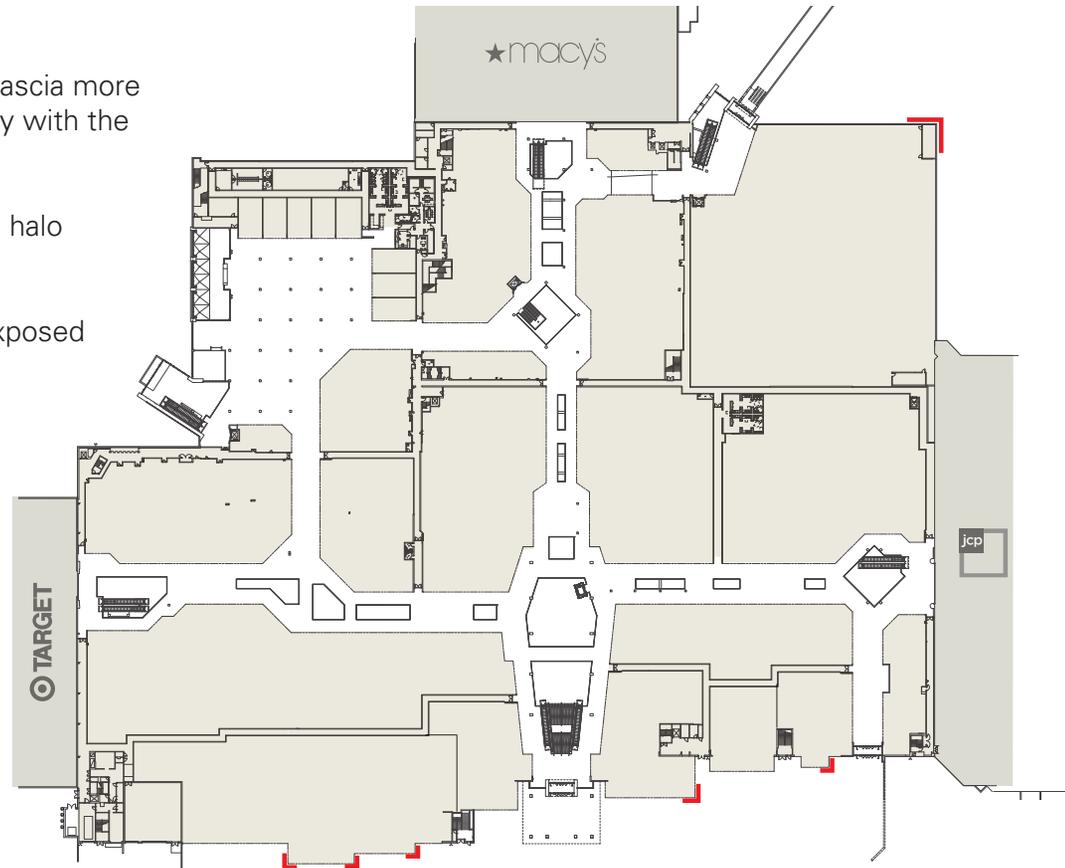
canopy-mounted, internally illuminated channel letters

5.12 Feature Sign

Feature signs are large format, multi-sided, illuminated projecting signs. These signs are permitted in select locations and are to be mounted perpendicular to the building facade or diagonally on a corner, providing visibility from multiple directions.

Encouraged methods of displaying identity through feature signs include but are not limited to:

- Letter and logo forms painted, gilded, or screen-printed onto sign panel. Surface mounted fixtures appropriate to the Tenant facade design will illuminate these elements.
- Sign elements may be layered to give the fascia more visual interest and a three dimensional quality with the potential for silhouette lighting.
- Reverse pan-channel letters and logos with halo illumination.
- Open pan-channel letters and logos with exposed neon illumination.
- Three-dimensional, artistically sculpted object signs.



FEATURE SIGN LOCATION PLAN

5.13 Awning Signs

Awning signs may be used as Primary or Supplemental messaging signage. When used as Tenant's primary identity the Awning Sign consists of identity graphics (Tenant name and/or logo) applied to the primary surface of the awning. Secondary identification awning signs are limited to text and/or logos applied to the awning valance only. Logos, letters, and graphics may be sewn or screen printed onto the awning surfaces. Awning signs are permitted on all levels occupied by a Tenant up to the total maximum allowable sign area. Internally illuminated plastic awnings are strictly prohibited.



fixed awning with graphics included on valance



fixed awning with graphics

5.14 Blade Sign

Projecting blade signs are mounted perpendicular to the building facade providing visibility from a distance along the sidewalk and are considered supplemental messaging signage. Blade signs are intended to convey the unique personality of Tenant through the details and materials used for the text, logo or three-dimensional objects. All tenants are encouraged to install blade signs.

Blade signs must maintain a minimum clearance of nine feet (9'-0") above the sidewalk.

A wide variety of sign types will be available to Tenants including:

- Object signs of logo or primary sales product(s) fabricated / sculpted from suitable materials.
- Dimensional letters / logos attached to sign panels.
- Painted, screen printed or gilded sign panels.

Blade signs are permitted to have external light fixtures to illuminate their signs or Tenants may choose to have integral illumination as part of their blade signs. The color temperature of external lamps used will be warm in color, between 2,500 and 3,000 degrees Kelvin. Tenants may elect to:

- Have letter and logo forms rendered in exposed neon applied to the sign panel.
- Attach reverse pan channel letters with halo illumination to the sign panel.
- Attach open pan channel letters with exposed neon

illumination to the sign panel.

- The Maximum area of blade signs, including bracket supports, shall not exceed 8 square feet.



externally illuminated with gilded letters and painted icon



screen-painted metal



internally illuminated with push-through acrylic letters



externally illuminated with dimensional letters and icon

5.15 Window Signs/Decals

Tenants are encouraged to add more interest and identity to their facades with signs placed directly on or behind the storefront glazing. Window signs are considered supplemental messaging signs and may include:

- Screen-printing, gilding and cut-vinyl may be applied to the surface of the glass. Logos, letter forms or other supplemental graphics that contribute to the Tenant's identity may be displayed.
- Individual dimensional letter forms and/or logos applied directly to the glazing or pin-mounted within three inches (3") of the window surface. Text, such as store names, alternative locations, product line etc.; applied to the storefront glazing shall not exceed four inches (4") in height. Tenant logos applied to the storefront glazing shall not exceed ten inches (10") in height.
- Tenant's website address will not be allowed to be advertised anywhere on the window surface.



store logo on window



store logo on door window

5.16 Prohibited Sign Types

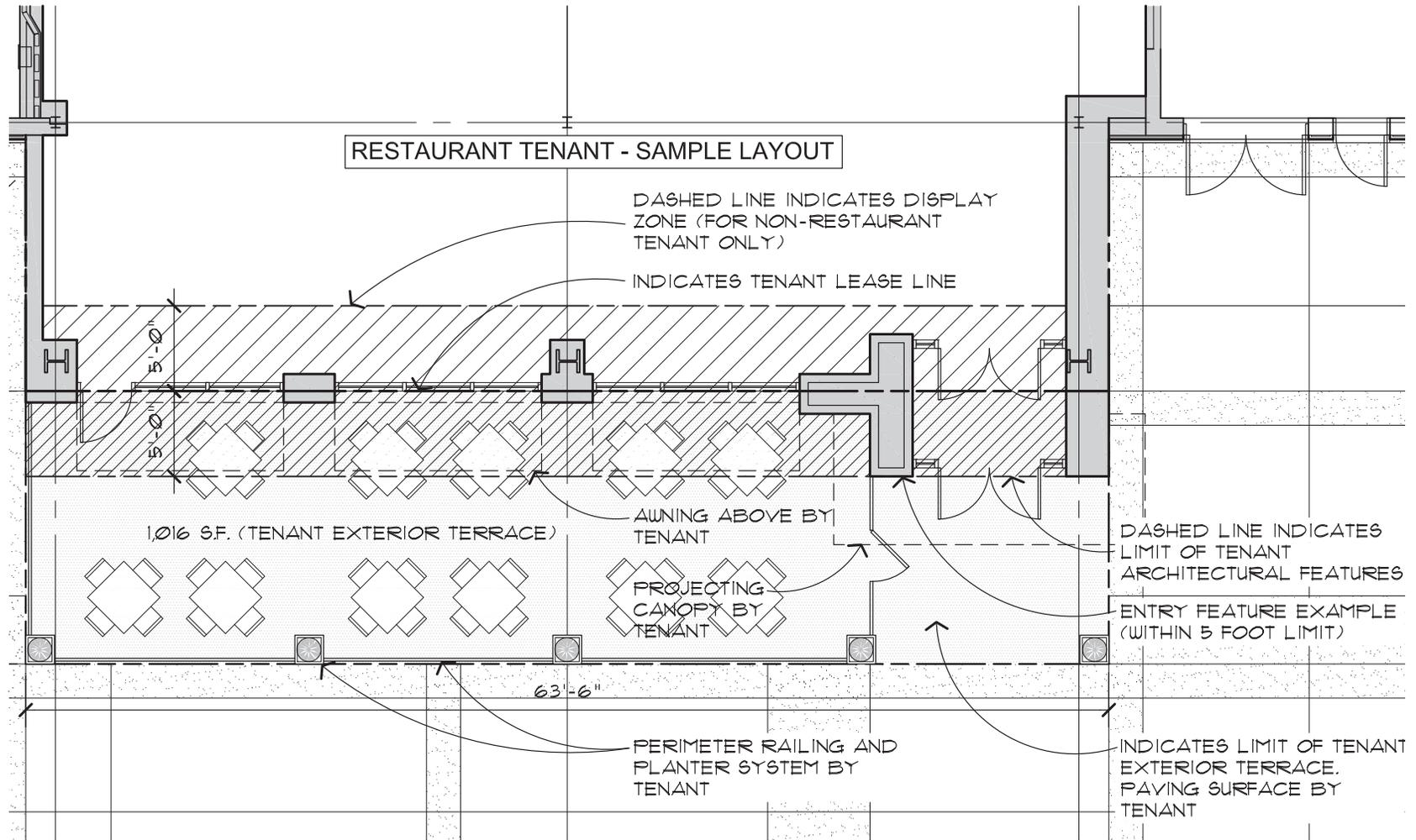
The following sign types are expressly prohibited for use by Tenants in Springfield Town Center:

- Internally illuminated light boxes with sheet acrylic faces and applied letters.
- Internally illuminated vinyl awnings.
- Changeable message boards with plastic, track mounted lettering.
- Hand-painted signs or window graphics except when stenciled or demonstrating exceptional artistic quality.

5.17 Exterior Restaurant/Retail Tenant Type E Details



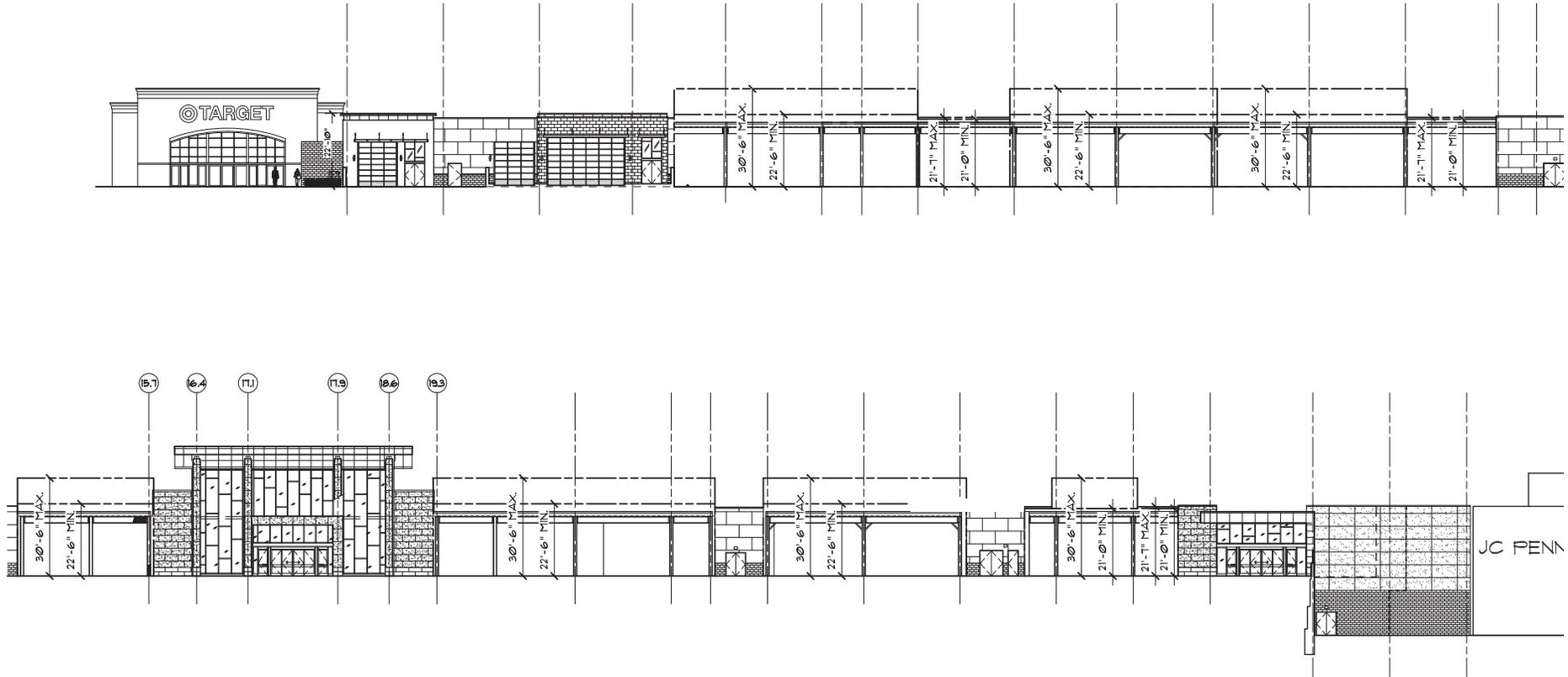
ELEVATION
Not to Scale



PLAN

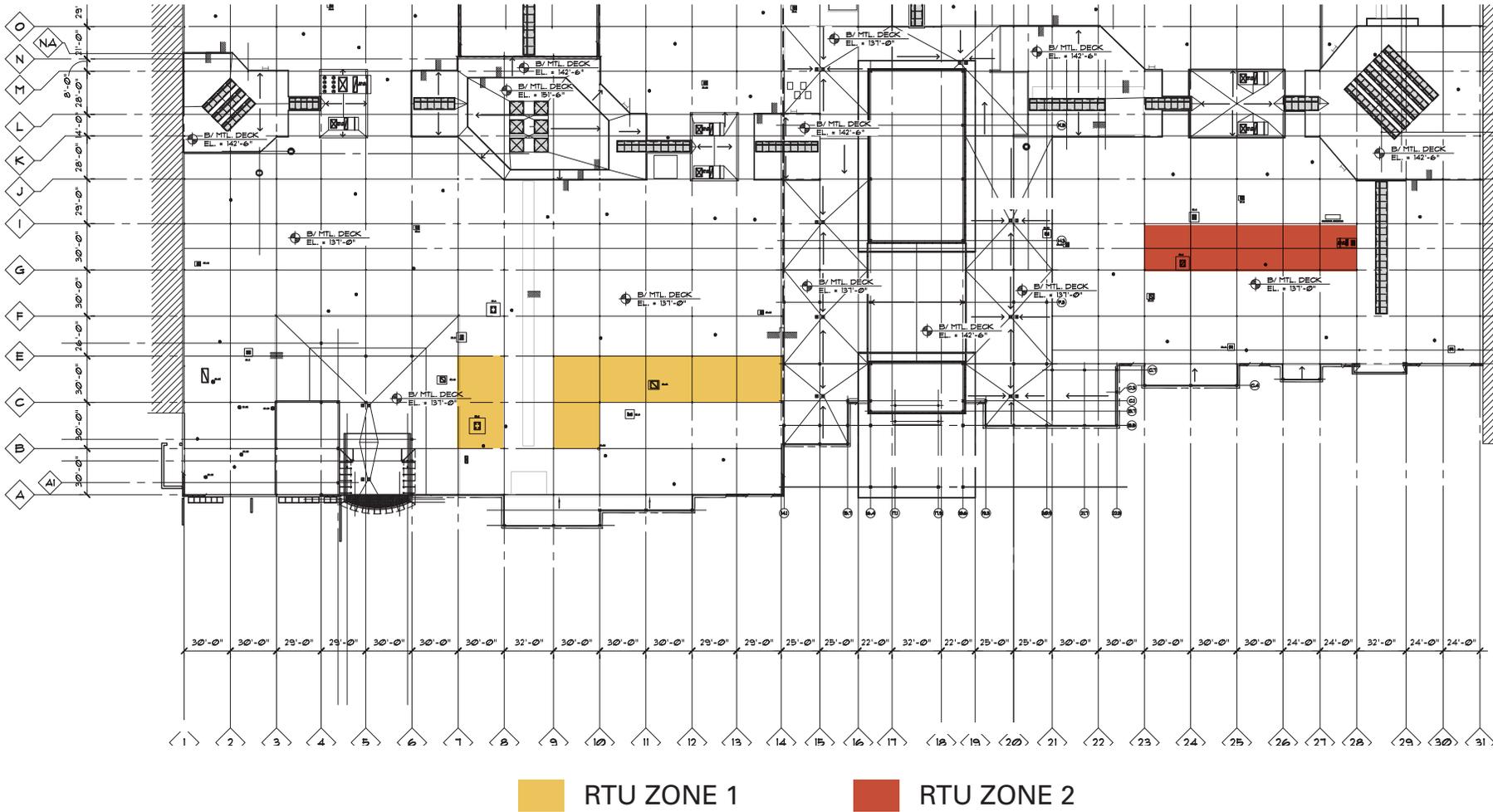
Not to Scale





EXTERIOR ELEVATIONS

Not to Scale



ALLOWABLE ROOFTOP UNIT ZONES

Not to Scale



ARTICLE 12

SIGNS

12-101 Purpose and Intent

The purpose of this Article 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.

Any sign erected on a lot or building for the purpose of identification or for advertising a use conducted therein or thereon shall be an accessory use to the principal use.

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.

12-210 Uses in P Districts

The provisions set forth in the preceding Sections shall be applicable to signs accessory to uses in P districts. However, in keeping with the intent to allow flexibility in the design of planned developments, the following options may be applicable to signs in the P districts:

1. As an alternative, signs may be permitted in a P district in accordance with a comprehensive plan of signage subject to the approval of the Planning Commission following a public hearing conducted in accordance with the provisions of Sect. 18-109. 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.
2. In addition, within a PRC District, a plan for off-site directional signs which identify destinations or locations within the district such as commercial centers, residential areas, public uses or community facilities may be approved by the Planning Commission following a public hearing conducted in accordance with Sect. 18-109; provided, however, that written notice to property owners and adjacent property owners shall not be required. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the plan as well as the nature of the information to be displayed on each sign. All such signs shall be located within the PRC District.

3. Any application submitted pursuant to Par. 1 or 2 above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and a fee as set forth in Sect. 18-106.

When such application requests permission to erect a sign on property owned by someone other than the applicant, then such application shall be accompanied by a written statement signed by the record owners of such properties which indicates their endorsement of the application.

4. The above-cited signage options shall be in accordance with the standards for all planned developments as set forth in Part 1 of Article 16. All proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.