



APPLICATION ACCEPTED: May 15, 2013

PLANNING COMMISSION: October 24, 2013

County of Fairfax, Virginia

October 9, 2013

STAFF REPORT

CRA

CSPA 2005-PR-041-02

PROVIDENCE DISTRICT

APPLICANT: Eskridge (E & A), LLC

ZONING: PRM, PDC, HC

PARCEL(S): 49-3((37)) D, F, H, J, K, L, N, P, Q,
49-3((37))(1)-A, 49-3((37))(2)-B, 49-3((38)) 1-4,
49-3((38))(1) 1-11, 49-3((38))(2) 1-4,
49-3((38))(3)-1-7, 49-3((38))(4)-1-6,
and a portion of Eskridge Rd. from Merrifield
Town Center to Merrifield Cinema Drive

ACREAGE: 28.54 acres

PLAN MAP: Mixed-Use Town Center

PROPOSAL: To amend the approved CSP to include
the remaining Mosaic land area
(including Buildings C-E, F, G & H.) in the
Comprehensive Sign Plan, and to include
minor amendments to previously approved
signage.

STAFF RECOMMENDATIONS:

Staff recommends that the Planning Commission approve CSPA 2005-PR-041-02, subject to development conditions consistent with those contained in Appendix 1.

Michael H. Lynskey

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/



Staff recommends that the Planning Commission approve a modification to Section 12-104, Par. 13 of the Zoning Ordinance, to allow a 7-foot minimum height above walkways in place of the 10-foot minimum requirement.

Staff recommends that the Planning Commission approve a modification to Section 12-203, Par. 5 of the Zoning Ordinance, to allow a 3-foot minimum distance to curb lines for freestanding signs, as conditioned, in place of the 5-foot minimum distance requirement.

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

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

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.

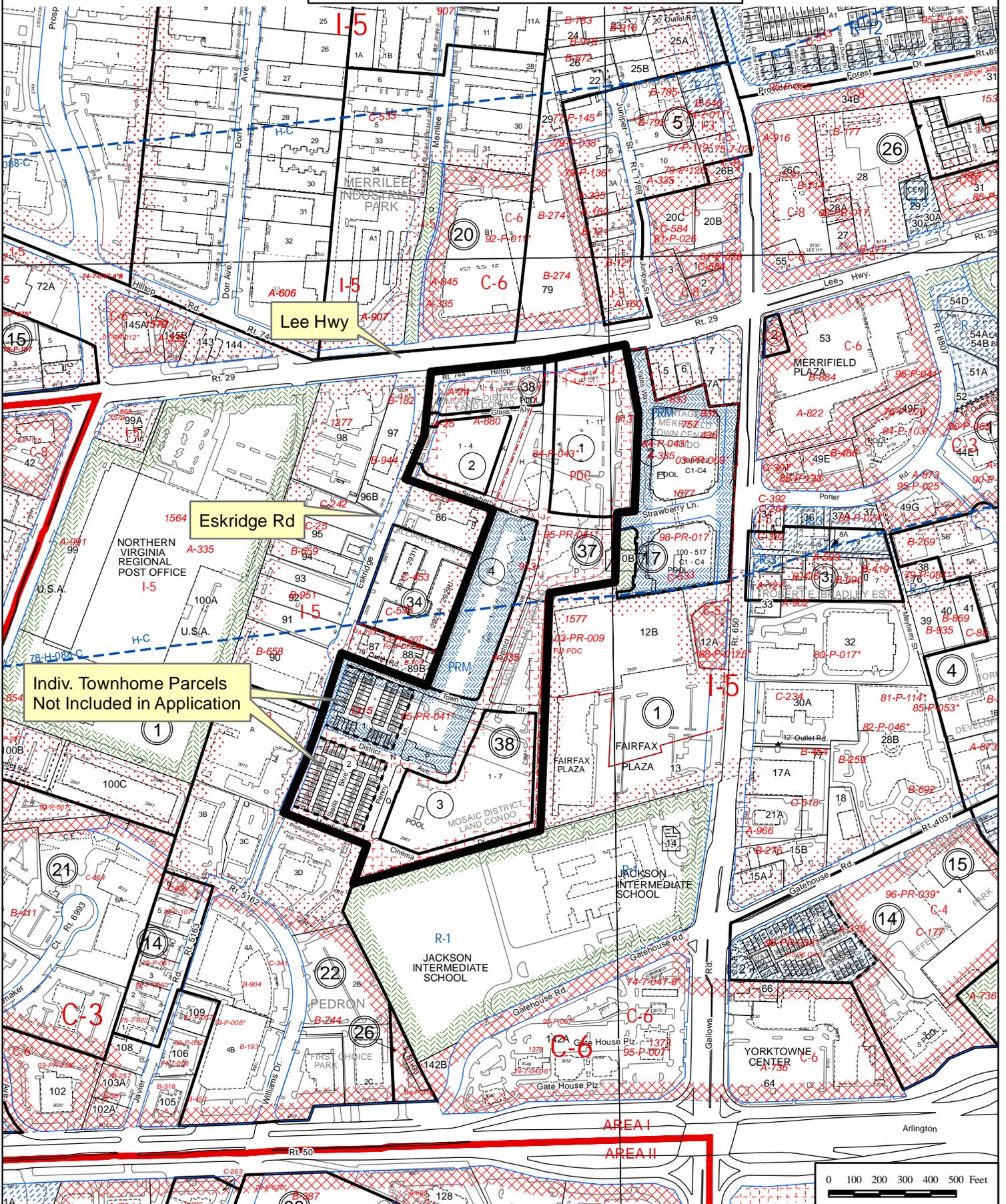
For information, contact the Zoning Evaluation Division, Department of Planning and Zoning, 12055 Government Center Parkway, Suite 801, Fairfax, Virginia 22035-5505, (703) 324-1290.



Comprehensive Sign Plan Amendment

CSPA 2005-PR-041-02

ESKRIDGE (E & A) LLC



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

APPLICATION DESCRIPTION

The applicant (Eskridge E&A, LLC) requests an amendment to a previously-approved Comprehensive Sign Plan (CSP) for the Mosaic development, which is zoned PRM and PDC, with a Highway Corridor Overlay District. The project is located within the “Town Center” portion of the Merrifield Suburban Center (MSC) commercial revitalization area and includes a mix of retail, office, hotel, theater and residential uses.

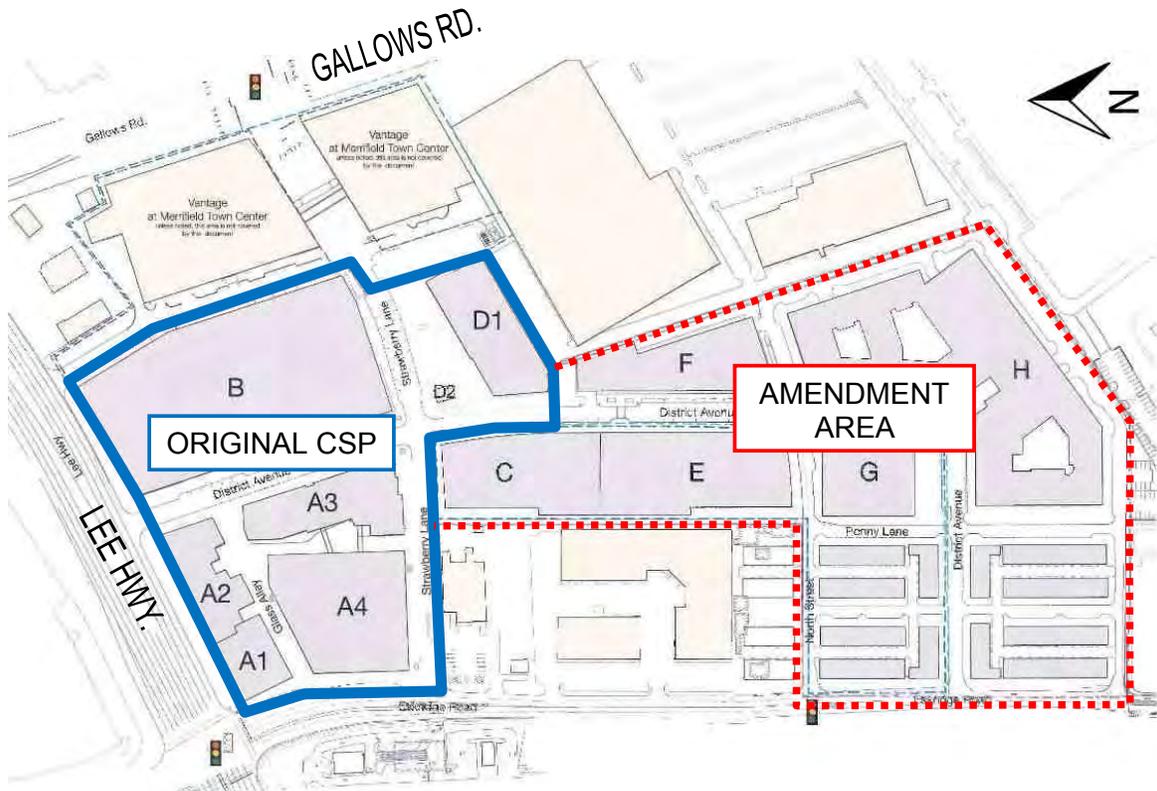


Figure 1: CSP area.

The original CSP, and one previous amendment, permitted signage for the first phase of Mosaic, while the current CSP proposal would include signage for the remaining portions of the Mosaic rezoning (to include Buildings C/E, F, G, H, and the remaining private roadways within the development). The individual townhome parcels, which have been subdivided from Parcels I & J of Mosaic, are excluded from this application. This proposal includes additional retail and tenant signage, freestanding monument signs, and other project-related sign types.

LOCATION AND CHARACTER:

The property is located south of Lee Highway (Route 29), just west of Gallows Road, in a portion of the commercial revitalization area identified as the Merrifield Town Center (MTC). The Mosaic portion of the MTC area was approved in 2007, for a mix of retail, office, theatre, hotel and residential uses on a total of 31.37 acres. The adjacent 5-acre Vantage development, to the northeast, is also located in the MTC area and was developed in a coordinated fashion with Mosaic, including a coordinated sign plan (CSP 2003-PR-009).

South of the Vantage development is Fairfax Plaza, an older shopping center that is anticipated for future additional Town Center redevelopment. Adjacent to the southeast of Mosaic is the Luther Jackson Intermediate School, and to the southwest are existing by-right office uses. Across Eskridge Road to the west is a large regional Postal Facility, separated by existing industrial and office parcels, while an additional older office condominium is located on the east side of Eskridge, directly adjacent to the Mosaic project. A small trio of industrial parcels, just south of the office condominium, is currently under review as a proposed "extension" to the townhome portion of Mosaic, as a separate rezoning by EYA (RZ/FDP 2013-PR-007).



Figure 2: Map of surrounding uses.

	Existing Zoning:	Existing Use:	Plan Recommendation:
North:	C-6, I-5	Retail, Warehouse & Industrial	Mixed-use
East:	C-6, C-3	Fairfax Plaza – Commercial	Retail or Mixed-Use
South:	R-1, I-5	Luther Jackson School, Office	Public Facilities, Office or Mixed-Use
West	I-5	Industrial, Tennis Club, Office	Industrial, Office, or Mixed Use

Figure 3: Table of surrounding uses.

BACKGROUND

The Mosaic rezoning and comprehensive sign plan were developed in a coordinated fashion with the neighboring Vantage development approvals (RZ 2003-PR-009 and CSP 2003-PR-009), which are represented in the following table *in italics*.

Date	Application Number	Description
<i>February 23, 2004</i>	<i>RZ 2003-PR-009</i>	<i>Vantage property rezoning.</i>
<i>February 1, 2007</i>	<i>CSP 2003-PR-009</i>	<i>Vantage sign plan.</i>
October 15, 2007	RZ 2005-PR-041	31.37-acre Mosaic rezoning (PRM/PDC), including a mix of retail, office, hotel, theater and residential uses.
February 8, 2011, July 26, 2011, July 31, 2012	PCA 2005-PR-041, PCA 2005-PR-041-02, PCA 2005-PR-041-03	Various amendments to Mosaic, to re-define commercial buildings/ uses, and add townhome uses.
November 17, 2011	CSP 2005-PR-041 CSPA 2003-PR-009 (concurrent)	Initial Comprehensive Sign Plan for Phase I of Mosaic. <i>Vantage sign plan amendment to incorporate Mosaic elements.</i>
July 12, 2012	CSPA 2005-PR-041	Mosaic CSP amendment for Angelika Theatre signage.

Figure 4: Timeline of previous zoning approvals for the Merrifield Town Center.

COMPREHENSIVE PLAN PROVISIONS (Appendix 5)

Plan Area:	I
Planning District:	Merrifield Suburban Center
Planning Sector:	Land Unit F
Plan Map:	Mixed-Use Town Center

ZONING ORDINANCE PROVISIONS (Appendix 4)

Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve a Comprehensive Sign Plan for developments within a "P" District as an alternative to the provisions contained in Article 12 of the Zoning Ordinance. This provision requires that a Comprehensive Sign Plan show the location, size, height and extent of all signs within the "P" District, or section of the "P" District, as well as the nature of the information being displayed on the signs. Developments must conform to the character and type as recommended by the Comprehensive Plan and the proposed signs should be *"in scale and harmonious with the development and 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 design elements"*.

The proposed CSPA carries forward the signage types and locations offered with previous approvals, which were found to be in conformance with all applicable provisions of the Zoning Ordinance, as modified by the Comprehensive Sign Plan process to provide the flexibility required to address the wayfinding challenges inherent in mixed-use development. Previously-approved sign types would be further allocated throughout the additional CSPA land area and only a limited number of new sign types are proposed, to be further discussed later in this report.

DESCRIPTION OF PROPOSAL:

CSPA Plan:	(Appendix 2)
Title of CSPA:	"Comprehensive Sign Plan Amendment, CSPA-2005-PR-041-02"
Prepared by:	Edens & Avant
Date:	September 23, 2013
Description:	The CSPA consists of 108 sheets, containing all of the previously-approved sign descriptions, locations and styles, with additional sign types and locations as described in the "Analysis" section below.

NEW SIGN TYPES:	NUMBER PROPOSED:	MAXIMUM SIZE, AREA:	DESCRIPTION:
ST102	1	8'4"x8'4", 69.4 sf.	New freestanding monument sign.
ST102B	1	4'0"x6'0", 24 sf	New freestanding monument/directional sign
Temporary Monument Sign	3	3'6"x9'2", 32 sf (each)	Would be eventually replaced by permanent freestanding signs ST101, ST102, ST102b.
ST105/106	32 total	varies	Two new regulatory sign types added.
ST111	2	4'4"x14'7", 64 sf (each)	New garage sign type for residential/mixed-use buildings.
ST112	6	3'6"x12'0", 42 sf (each)	New garage sign type for residential/mixed-use buildings.
NEW LOCATIONS FOR EXISTING SIGN TYPES:	ADDITIONAL NUMBER PROPOSED:	TOTAL NUMBER PROPOSED:	DESCRIPTION:
ST103	9	16	Vehicular directional signs.
ST105/106	32	36	Street/regulatory signage.
ST107	5	35	Building number ID.
ST108	14	42	Banner signs.
ST120	12	20	Pedestrian directional signs.
ST122a	14	26	Pedestrian ad cabinets.
ST123	1	2	Metro shuttle sign.
UP1	5	29	Building-mounted signs.
UP2	64	100	Canopy-mounted signs.
UP3	68	144	Façade/storefront signs.
UP4	5	15	Large blade signs.
UP5	61	155	Blade signs.
UP8	6	53	Secondary building-mounted.
T03	52	60	Sandwich boards.
NEW USER "TIERS":			DESCRIPTION:
Tier 7	1-UP1, 1-UP2, 350sf total		Multifamily residential owner.
Tier 8	May be on wayfinding/monument signs		Townhome HOA

Figure 5: Summary of Changes/Additions from previous plan:

ANALYSIS:

The complete proposed CSPA is contained in Appendix 2 of this report and the proposed development conditions are contained in Appendix 1.

Much of the content of the current CSPA proposal is being carried forward, without change, from the previous CSPA, including the majority of the retail/commercial sign types – which are currently being utilized for the Phase I Mosaic tenants. The proposed amendment would allocate signage to the additional buildings in Phase II similarly to existing Phase I buildings, with only minor exceptions. A few new sign types have been introduced with this CSPA, as have additional locations for existing sign types. More detailed analysis of the proposed CSPA is presented here according to the six “Sections” by which the CSPA is organized. For more detail on other aspects of the CSPA, please refer to the staff reports associated with the prior approvals ([CSP-2005-PR-041](#) and [CSPA-2005-PR-041](#)).

I. Comprehensive Signage Design (pages 4 to 28)

Section One outlines the overall concept and organization of the CSP, offers illustrative examples to demonstrate the stylistic intent of the plan, and specifies typical typography and color standards. Also included in this section are sign location maps, which specify the proposed placement of the “site permanent signs” on the site.

The bulk of this section of the CSPA remains unchanged from the previous approvals, with the exception of the sign location maps (pages 8 to 22). The maps have been updated to both reflect the expanded land area of the current CSPA, and to provide locations for additional signs proposed with this CSPA. These maps will be referred to when discussing the additional sign types proposed in the next sections of the CSPA.

It should be noted that, although the townhome areas in the southwest quadrant of Mosaic are depicted on the CSPA maps, the individual townhome parcels are not included in the CSPA area, as no signage is proposed there at this time. The private streets and alleys within the townhome areas, which do include proposed street/regulatory signage, are included in the CSPA area.

II. Site Permanent Signs (pages 29 to 54)

Section Two details the sign types depicted on the location maps in the previous section. These sign types are related to overall project organization and branding - including project identification, vehicular and pedestrian wayfinding, parking and other regulatory signage. There are several new sign types proposed in the “site permanent” sign category to be discussed:

Monument Signs (ST102, ST102b)

In addition to the existing monument sign at Strawberry Lane and Eskridge Road (**ST101**), two additional monument signs are proposed along Eskridge Road, adjacent to the townhome portion of Mosaic (**ST102** and **ST102b**).

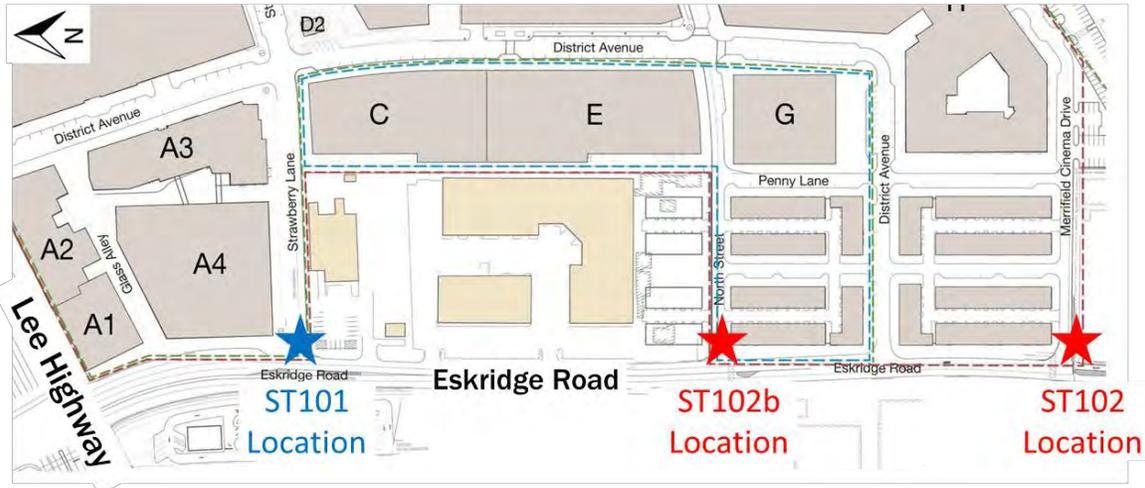
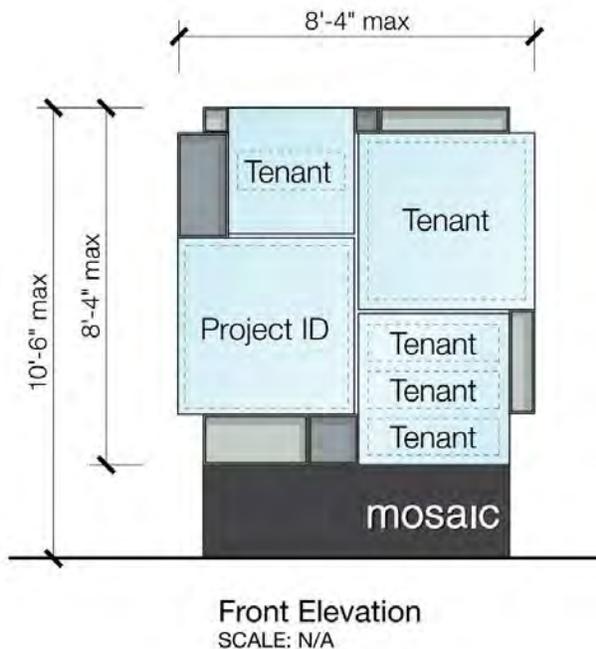


Figure 6: Proposed monument sign locations.

New Sign Type ST102



Sign type ST102 is a slightly smaller version of the ST101 monument sign, currently located at the intersection of Eskridge Road and Strawberry Lane, and would be located at the south edge of the Mosaic property, at the intersection of Merrifield Cinema Drive and Eskridge Road. The sign would be a maximum of 10'6" tall and 8'4" wide, and would be placed within the 6-foot strip between the curb-line of Merrifield Cinema Drive and the boundary of the property. Tenant names and logos would be allowed on this sign, as shown on the CDPA detail, to provide identification of the major Mosaic tenants.

Figure 7: ST102 sign type detail.

This proposed sign location would be compromised by an existing retaining wall and large utility enclosure on the adjacent property that would obstruct nearly any view of the sign for motorists entering the area from the south, on Eskridge Road. The sign would, however, be visible to southbound travelers and would function as a “book-end” to the Strawberry Lane sign to the north, to help identify the extent of the Mosaic development.



Figure 8: Staff rendering of ST102 in proposed location.

While the constraints of the proposed ST102 location make it less than ideal, staff supports this sign type, as shown on the CDPA and as conditioned.

New Sign Type ST102b

An additional monument sign is proposed at the north end of the townhome portion of Mosaic, on Merrifield Town Center at its intersection with Eskridge Road. Due to the proposed location of the sign, adjacent to single-family attached residential properties, the ST102b sign type has been scaled down from the other monument sign types and is proposed to be a maximum of 4'0" high and 6'0" wide. The applicant proposes to include six text panels on the sign, to include project and tenant names, as well as the Mosaic logo at the base of the sign.

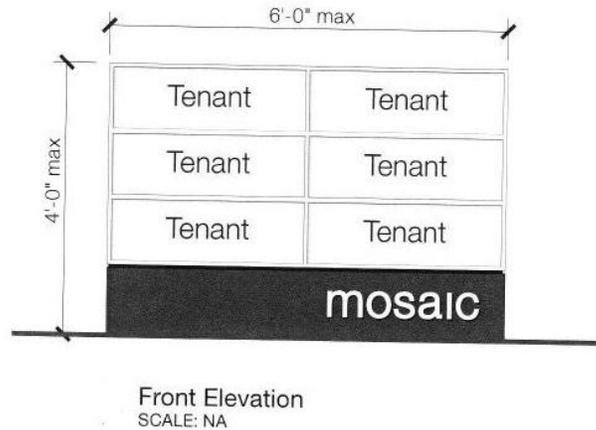


Figure 9: ST102b sign type detail.

Staff has no issue with the general design or dimensions of the proposed sign; however, staff believes the inclusion of retail tenant identification adjacent to single-family residential homes is inappropriate. Staff feels that the evolution of this portion of the project from the initial multifamily/mixed-use proposal to the current single-family urban residential neighborhood should be reflected in the sign plan, and retail identification should be limited to general directional signage in this area. Since the townhome area *is* a portion of the overall Mosaic project, and of the Town Center concept, staff has no issue with the applicant including project identification and directional cues to other areas within the project (garage locations, shopping districts, and multifamily building locations, for instance), and has included a development condition to restrict the identification of specific retail tenants in this location.



Figure 10: Staff rendering of ST102b in proposed location.

Issue: Corner Lot Restriction provision of the Zoning Ordinance (Sect. 2-505)

During review of the existing Mosaic signage (permitted by previous CSP approvals), the placement of the existing ST101 monument sign at the intersection of Strawberry Lane and Eskridge Road was called into question, with regards to its effect on sight distance at the intersection. Upon further analysis, the sign was determined to have been improperly installed within a Corner Lot Restriction (CLR) area, as defined by Sect. 2-505 of the Zoning Ordinance, which specifies a restrictive sight triangle extending roughly 30-feet from the intersection of street lines.

A separate functional sight distance requirement, as defined by the VDOT Road Design Manual (and referenced by the Fairfax County Public Facilities Manual), also applies to the intersection, which the sign placement was designed to avoid, but the entirely separate sight triangle provision of the Zoning Ordinance was overlooked during construction of the sign.

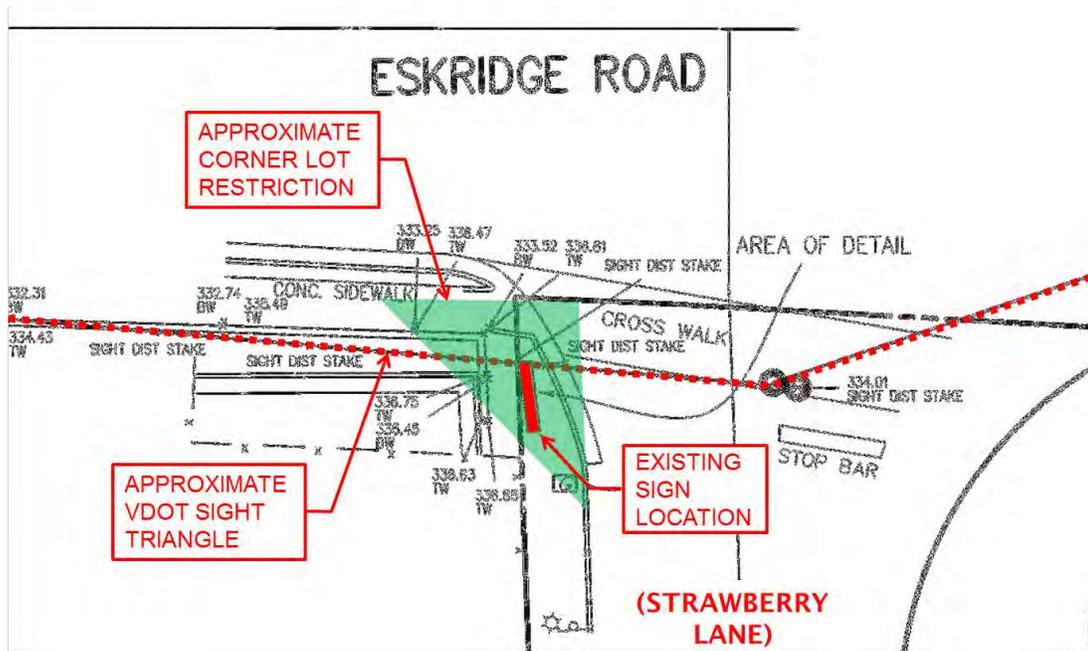


Figure 11: Sight triangle comparison on Strawberry Lane.

In addition, a Design Guideline was proffered by the applicant during the original Mosaic rezoning that specifically states: “No sign shall obstruct required sight distances and sight triangles”, which results in the existing sign being in violation of the proffered Design Guidelines, as well as the Ordinance requirement. The Zoning Inspections Branch of the Department of Planning and Zoning has issued a Notice of Violation regarding the sign placement and has directed the owner to remove and/or relocate the sign to avoid the restrictive sight triangle.

The CLR provision of the Ordinance would apply to the currently proposed monument sign locations (ST102 and ST102b) as well as the existing ST101 sign in question, which would render the primary intended locations for those signs unusable. The CLR requirement is a provision that *may* be waived and/or modified by an action of the Board of Supervisors to allow such encroachments into the restrictive areas, but the Planning Commission (which acts as sole approving body for Comprehensive Sign Plans) has no authority to grant such a waiver or modification without such authority having been granted by an action of the Board of Supervisors. Such an action has not been previously requested in this case. The proffered Design Guidelines would also require a Proffered Condition Amendment (PCA) to modify.

The applicant has expressed an interest in pursuing monument sign placement within the CLR areas, and does intend to file a PCA on the Mosaic rezoning that would seek to both amend the Design Guidelines, and request a waiver/modification by the Board of Supervisors to allow such encroachments to occur, when it can be demonstrated that adequate functional sight distance exists. To address the issue on the current CSPA, the applicant has included secondary placement options for signs ST102 and ST102b (see *page 11*) that would fall outside of the CLR areas, in addition to their primary intended locations (that would be contingent upon Board approval of a PCA authorizing such sign placement within the CLR areas).

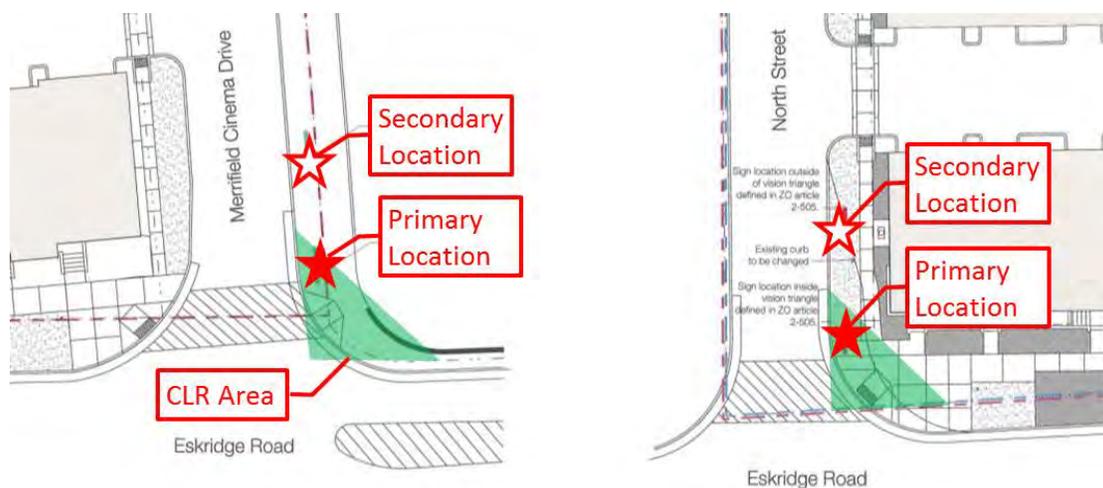


Figure 12: Detail of principal and secondary placement options for ST102 and ST102b.

Temporary Monument Sign (page 33 of CSPA)

An additional option proposed to address the CLR issue is a temporary sign type, intended to allow temporary signage (that would adhere to Corner Lot Restriction guidelines) in the primary monument sign locations for signs ST101, ST102 and ST102b, until such time as the permanent signs might be utilized. Staff is concerned that the temporary sign type proposed is actually *larger* than

the primary sign type, in the case of the ST102b sign, and lacks the equivalent specification of detail that the primary sign types offer. Therefore, staff has proposed a condition that would *not* allow the proposed temporary sign type, but would allow the utilization of the ST102b sign type, modified to meet the maximum 3-1/2-foot height requirement of Sect. 2-505 of the Ordinance, as an alternative. Content of the text panels would be restricted to the limitations described for each permanent sign type on the plan, and as conditioned (limiting specific retail tenant identification in the residential area – see ST102b analysis above). The modified ST102b signs would be allowed to remain in place, in the event that the primary sign types are never allowed in the CLR areas.

Staff has proposed several development conditions to provide clarity on these issues and to ensure that the original intent for the various options are adhered to. With the inclusion of the development conditions, staff is comfortable with the applicant's approach to this issue and supports the proposal.

Additional Site Permanent Signs

There are several other proposed new sign types within this category, as well as additional allocation of existing sign types to include the additional CSPA area.

Sign Type ST103 – Vehicular Directional

This existing sign type is being allocated along the additional streets included in the application, including two such signs along the townhome portion of Eskridge Road. Staff has similar concerns with the signs in the townhome area as with sign ST102b (above) and has included the two signs in the condition that restricts text from identifying specific retail tenants. All proposed ST103 signs would also be required, by condition, to be placed outside of CLR areas.



Figure 13: Additional ST103 locations.



Figure 14: Staff rendering of ST103 in townhome area.

Sign Type ST105/106 – Street/Regulatory (page 39)

Two new sign types were added in this category: a “No Parking” sign type, and a “Visitor Parking” sign type, to be distributed as shown on the CSPA (page 14), and in conformance with all applicable federal, state, and local requirements.



Figure 15: New street/regulatory sign types.

Sign Type ST108 – Banners (page 41)

The use of project banner signs, as previously approved, has been extended from Phase I down the length of District Avenue, terminating at the transition to the single-family residential area.

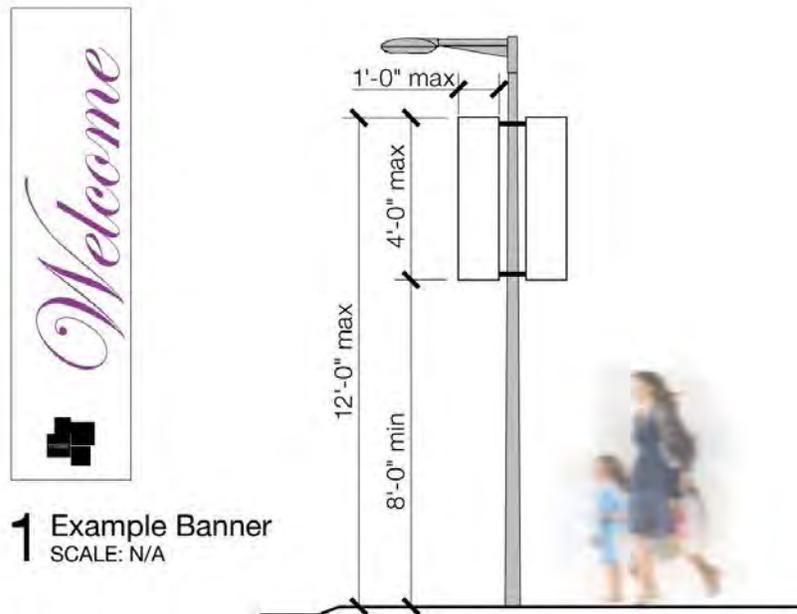


Figure 16: Banner sign type detail.

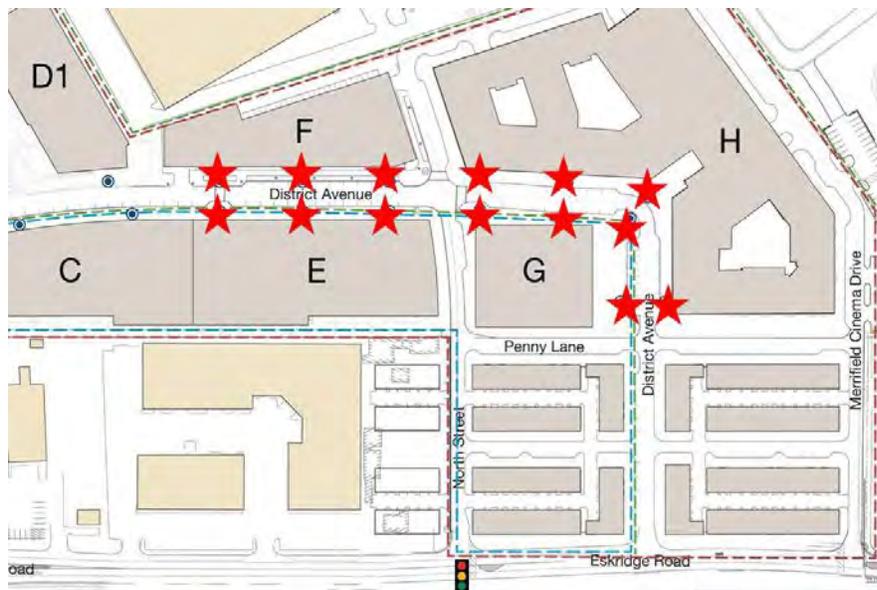


Figure 17: New banner sign locations.

New Sign Type ST112 – Garage Signs

Phase I of Mosaic included garage sign types ST110 and ST111, to be utilized for the garages serving the primarily retail uses of Phase I. A new ST112 garage sign type has been introduced for the residential/retail buildings now included in the CSPA, in order to distinguish the residential garages from the more intensive retail facilities.

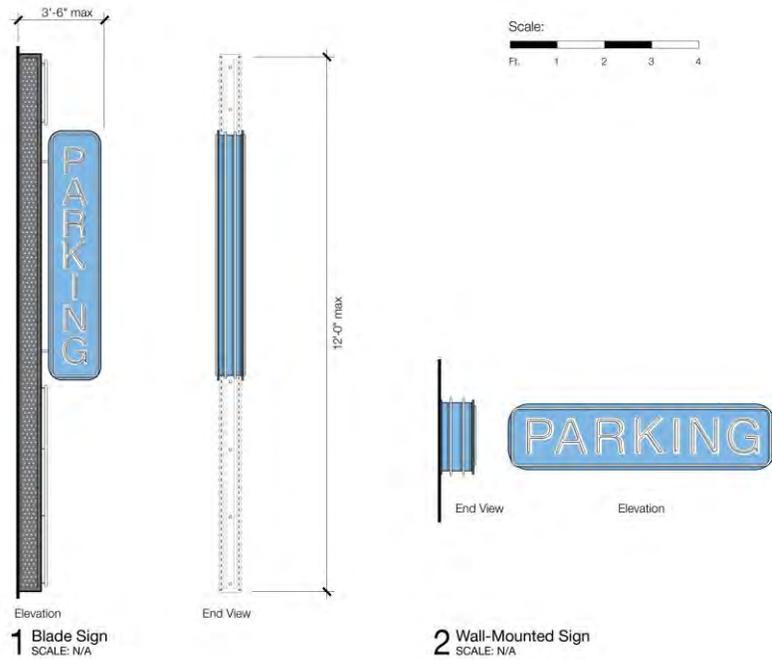


Figure 18: Proposed ST112 garage sign type.

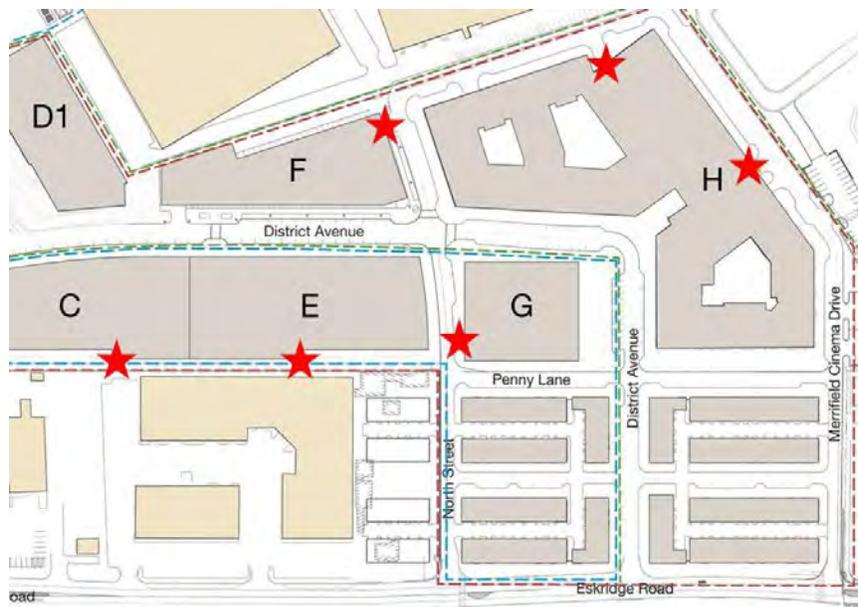


Figure 19: Proposed ST112 sign locations.

Sign Type ST122a – Pedestrian Ad Cabinets

Ad cabinet locations were of some concern during the initial CSP review, which resulted in several conditions affecting their location. Additional ad cabinets are now proposed along the remainder of District Avenue, and will be subject to the same locational restrictions.

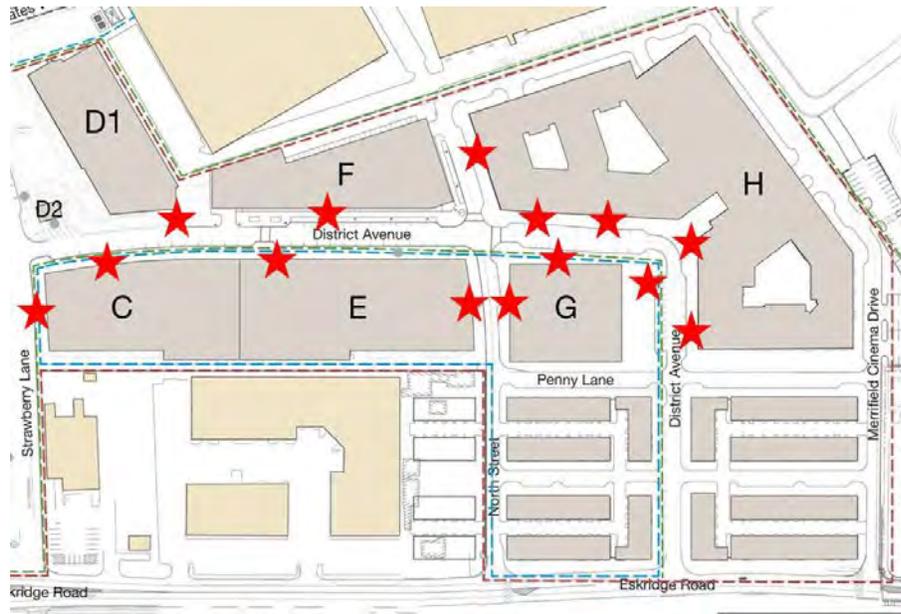


Figure 20: Additional ad cabinet locations.

Other than the specific issues mentioned above, staff has no objections to the additional allocation of existing sign types included in the CSPA proposal.

III. User and Tenant Classifications (pages 55-86)

Section Three of the CSPA classifies various “Tiers” of potential tenants, including anchor tenants, major and minor retail tenants, multifamily residential building owner, and townhome HOA. Each user “Tier” is allocated specific sign types and square footages, based on the definition of the “Tier” itself, and by specific sign placement zones identified for each building elevation (also included in this section of the CSPA). Sign allocation for general retail and office tenants (“Tiers 4 and 5”) would be identical for this CSPA as for existing Phase I tenants, and will not be further discussed here.

Two new “Tier” categories would be added by this CSPA, and would be granted signage rights. The new “Tiers” are:

Tier 7 – Multifamily Residential Building Owner, to be allocated signage based on proposed building elevations (discussed below), and

Tier 8 – Townhome HOA, to be granted the right to be included on project wayfinding and monument signage.

Staff has no issues with the additional user and tenant classifications.

Sign Allocation per Building

In addition to sign allocations defined within the definition of each “Tier”, regulation of sign placement for each particular building is specified on illustrative building elevations, also included in this section of the plan. With the exception of minor changes to Building A1 elevations, there are no other changes proposed to the previously-approved building elevations, and only the newly-included buildings warrant discussion here.

Building A (page 61)

Minor changes to the sign allocations for Building A1 reconfigure the Tier 5 UP8 signage on the west elevation, allowing an increased number of signs, but with each individual sign being smaller and thus not resulting in much actual increase in sign area proposed. Tier 5 tenants from either Building A1 or A2 would be allowed to utilize that UP8 signage, whereas only Building A1 tenants that fronted on Glass Alley were previously allowed that signage allocation. Staff has no objection to these changes.

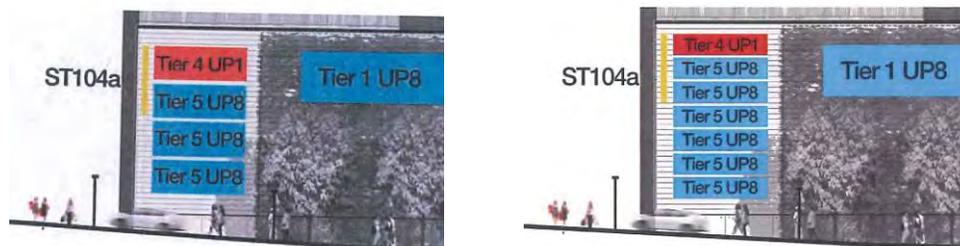


Figure 21: Portion of Bldg. A1 signage – previous (left) vs. new (right).

Building C/E (pages 73-74) – The new multifamily owner category (Tier 7) would be allowed one large building-mounted (UP1) sign and one canopy (UP2) sign, for a total of no more than 350 sf combined (250 sf maximum each). Residential garage signs (ST112) are allocated on the western building elevation, and Tier 4 and 5 retail tenants would be treated the same as the Phase I buildings.

(building elevations next page)

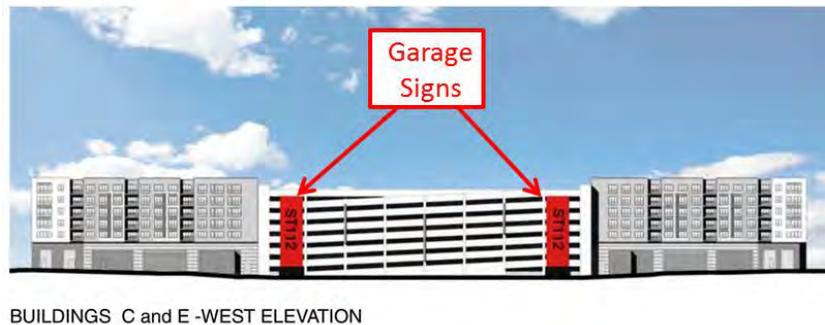
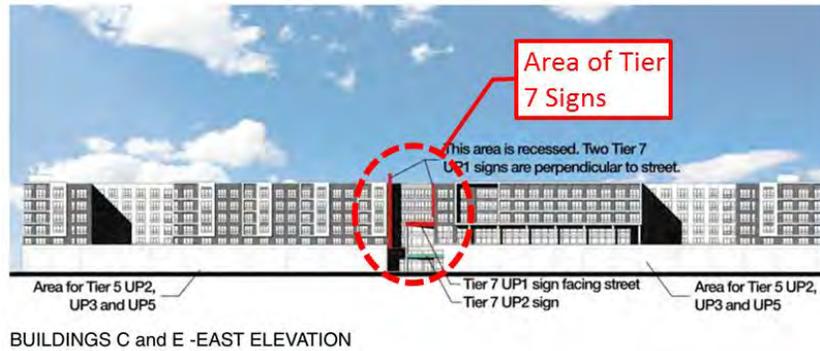
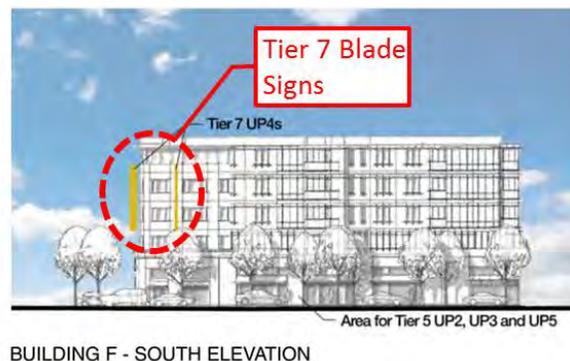


Figure 22: Building C and E sign allocations.

Building F (page 83)

The multifamily building owner (Tier 7) would be allowed two large blade signs (UP4) and two canopy signs (UP2), to total no more than 350 sf combined (125 sf maximum each). Tier 4 and 5 retail tenants would be treated the same as the Phase I buildings.



(continued next page)

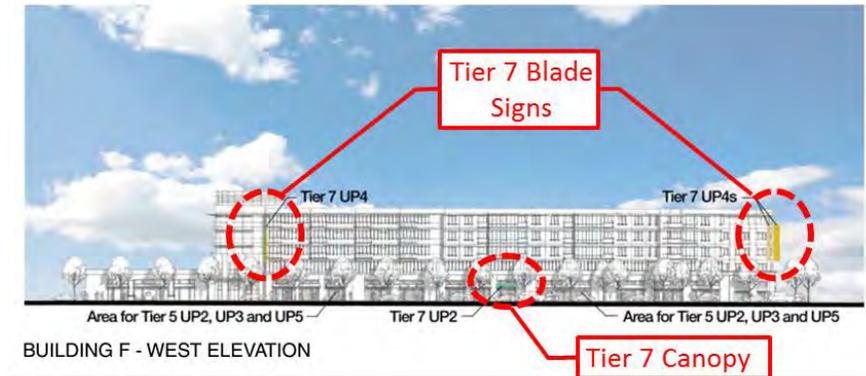


Figure 23: Building F sign allocations.

Building G (page 84)

Similarly to Building F, the multifamily building owner (Tier 7) would be allowed two large blade signs (UP4) and two canopy signs (UP2), to total no more than 350 sf combined (125 sf maximum each). Tier 4 and 5 retail tenants would be treated the same as the Phase I buildings, and there may be a garage sign (ST112) on the north elevation.

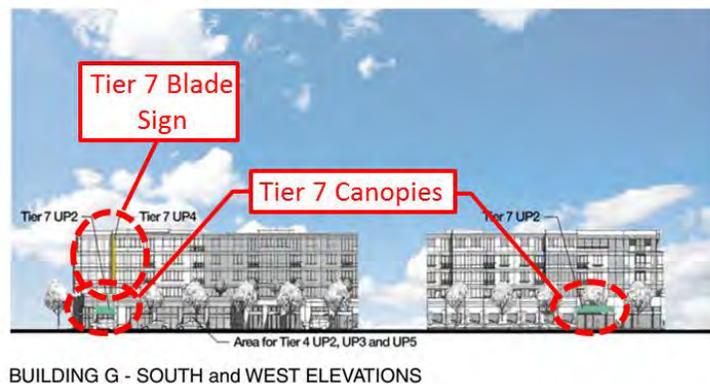
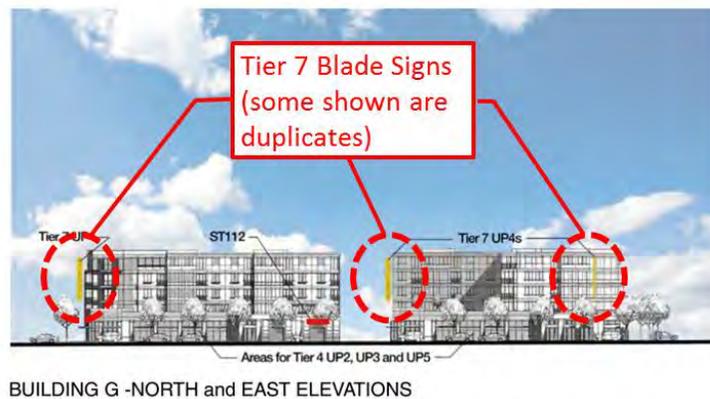
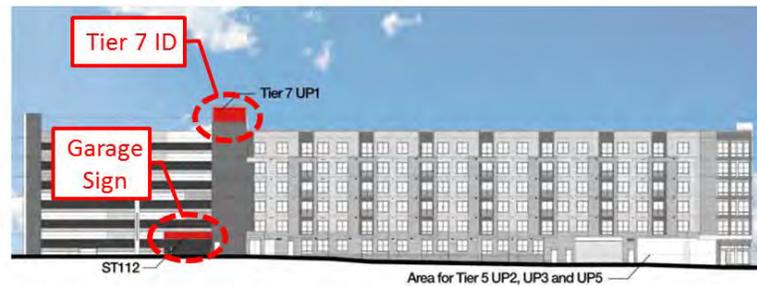
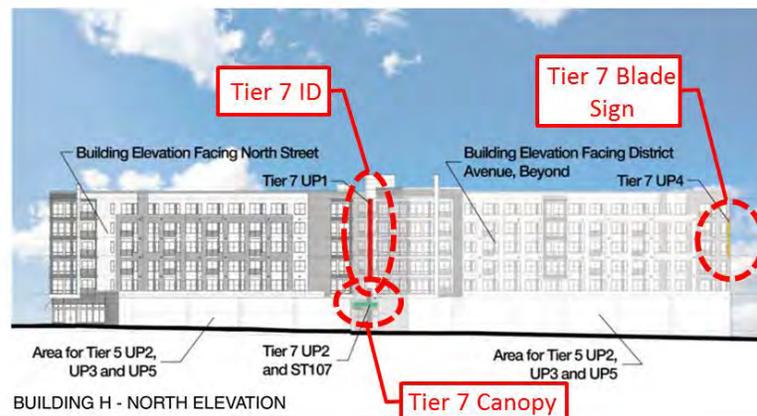


Figure 24: Building G sign allocations.

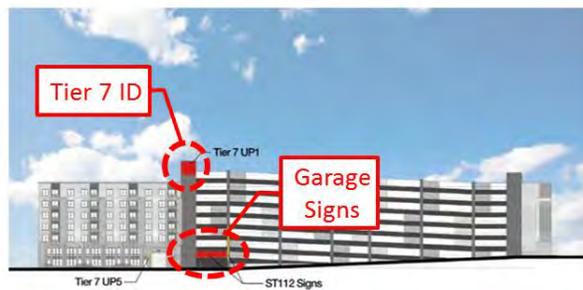
Building H (pages 85-86) – Similarly to Buildings F & G, Tier 4 and 5 retail tenants would be treated the same as the Phase I buildings, and the multifamily owner (Tier 7) would be allowed one large blade sign (UP4) and one canopy sign (UP2), and there would be a single ST112 garage sign. The Tier 7 tenant would also be allowed two large UP1 identification signs on the garage.



BUILDING H - EAST ELEVATION



BUILDING H - NORTH ELEVATION



BUILDING H - SOUTHEAST ELEVATION



BUILDING H - WEST ELEVATION

Figure 25: Building H sign allocations.

Staff is comfortable with the allocation of user/tenant signage proposed.

IV. User Permanent Sign Types *(pages 87 to 96)*

Section Five details the permanent sign types that were allocated to each user “Tier” in the previous section of the plan. Included are building-mounted signs, canopy and façade signage, and blade signs. There are no additional sign types proposed in this category, and only one change proposed to the previously-approved sign details.

Sign Type UP5 – Retail Blade Sign

During the review of existing Mosaic signage, it was determined that several existing UP5 signs had been installed lower than the 10-foot minimum height that was specified on the previous CSP approvals. The CSPA would now be updated to reflect a 7-foot minimum, which would bring the existing signs into compliance with the plan. The Zoning Ordinance also requires a ten-foot minimum clearance above walkways (Sect. 12-104, Par. 13), but does allow administrative modification of the requirement. Staff has no issue with the proposal to modify the minimum height requirement and has added a development condition to clarify that revision.

V. Temporary Signs *(pages 97 to 100)*

In addition to non-permitted temporary signage allowed by Section 12-103 of the Zoning Ordinance, the CSPA details several unique temporary sign types to also be allowed, including: Illustrative construction fencing, tenant “coming soon” signs, and movable “sandwich boards” for retail tenants.

No changes are proposed to the previously-approved temporary sign types.

VI. Appendix: Comparison of CSP and Zoning Ordinance *(pages 101 to 108)*

The final section of the CSPA consists of a quantification table of proposed signage, also offering a comparison to the “by-right” Zoning Ordinance allowance for each sign type. The included comparison table has been updated to reflect the current proposed additions to the sign plan, and equivalent Ordinance provisions.

According to the quantification table, there are a total of 884 signs proposed for the site, with a total permanent sign area of 45,859 sf, and 28,360 sf of temporary signage. The allowed amount per the Zoning Ordinance would be 8,134 sf. For the sake of comparison, the previous CSPA (which encompassed 12 acres, or 42% of the current proposed land area of 28.54 acres), included 440 signs (49% of the current proposal), 30,274 sf of permanent signage (66% of current proposal) and 28,048 sf of temporary signage (99% of current proposal).

It should be noted that current Zoning Ordinance sign provisions do not anticipate mixed-use development on multiple floor levels, allocating signage based solely on first-floor frontage, which often results in inadequate sign area allowances for these types of projects. Staff believes that the current proposal represents a reasonable amount of sign area, considering the urban, mixed-use nature of the project.

Office of Community Revitalization (OCR) Analysis (Appendix 6)

Overall, OCR is supportive of the sign plan but does voice concern over the proposal for retail identification on the monument signs in the townhome area (as discussed in the "Site Permanent" analysis section), as well as concern with the possible impact of the sign lighting on nearby homes, which has been addressed by a development condition, as have other concerns raised in the OCR memo.

Land Use and Environmental Analysis

No land use or environmental issues were identified with this application.

Transportation Analysis (Appendix 7)

FCDOT's major concerns are that clear zones and functional sight distance lines are not obstructed, which has been addressed by proposed development conditions that ensure that these concerns are met.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

Staff feels that the proposed amendment to the Mosaic Comprehensive Sign Plan is consistent with the Comprehensive Plan and applicable portions of the Zoning Ordinance and, with the adoption of the proposed development conditions, would meet the intent of the Comprehensive Sign Plan provision of the Ordinance to provide flexibility in the design of signage in P-Districts, while remaining in keeping with the P-District standards of the Ordinance.

Recommendation

Staff recommends approval of CSPA 2005-PR-041-02, subject to the proposed development conditions contained in Appendix 1.

Staff recommends that the Planning Commission approve a modification to Section 12-104, Par. 13 of the Zoning Ordinance, to allow a 7-foot minimum height above walkways in place of the 10-foot minimum requirement.

Staff recommends that the Planning Commission approve a modification to Section 12-203, Par. 5 of the Zoning Ordinance, to allow a 3-foot minimum distance to curb lines for freestanding signs, as conditioned, in place of the 5-foot minimum distance requirement.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions proffered by the owner, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards. The approval of this application does not interfere with, abrogate or annul any easements, covenants, or other agreements between parties, as they may apply to the property subject to this application.

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

APPENDICES

1. Proposed Development Conditions
2. CSPA 2005-PR-041-02
3. Zoning Ordinance Provisions
4. Comprehensive Plan Text
5. OCR – Comments
6. FCDOT Comments
7. Glossary of Terms

DEVELOPMENT CONDITIONS

CSPA 2005-PR-041

June 27, 2012

October 9, 2013

If it is the intent of the Planning Commission to approve CSPA 2005-PR-041-02, located at Tax Map 49-3((37)) D, E, F, G, H, Jpt., & K, L, P, Q, N, 49-3((37))(1)-A, 49-3((37))(2)-B, 49-3((37))(2)-1-6, 49-3((38))(1) 1-11, 49-3((38))(2) 1-4, 49-3((38))(3)-1-7, 49-3((38))(4)-1-6, and 49-3((38)) 1-4, and a portion of Eskridge Road from Merrifield Town Center to Merrifield Cinema Drive, to allow a Comprehensive Sign Plan Amendment (CSPA) pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. The approval of this CSPA supersedes all conditions of ~~the~~all previously approved sign plans. (* denotes previous conditions from previous approvals that would be carried forward)

1. This Comprehensive Signage Plan Amendment is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan. *
2. This "Mosaic Comprehensive Sign Plan Amendment, CSPA 2005-PR-041-02" prepared by Edens & Avant, Inc., dated May 7, 2012-September 23, 2013, is approved only for those signs shown on the Comprehensive Signage Plan. In addition, signs allowed by Section 12-103 in the Zoning Ordinance may be permitted, only as qualified by these development conditions. *
3. A matrix shall be provided to the Zoning Administrator, prior to the issuance of the first sign permit and all subsequent sign permits, which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number (if the Non-RUP has been issued) and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit, or package of sign permits, shall be accompanied by a letter from the property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval. *
4. The programming of the outdoor video screen will-shall be in accordance with that outlined in the CSPA. All outdoor speakers or sound amplification devices used in conjunction with the programming of the Video screen will-shall be in accordance with Article 14-700 of the Fairfax County Zoning Ordinance and Section 108-4 of the Fairfax County Code. Hours of operation of the video screen shall be between the hours of 6:30 a.m. through 12:00 a.m., Sunday through Thursday and 6:30 a.m. through 1:00 a.m. Friday through Saturday. Sound shall be only permitted when showing movies and with other projected images (such as major sporting events, concerts, and special events of a national and/or community interest and or art displays), and only after 7:00 a.m., provided that noise standards are met. *

APPENDIX 1

5. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards. *
6. All freestanding permanent signs and all sandwich boards (Sign Type T03) shall maintain a minimum three-foot setback from any curb line, or vehicular travelway and shall not restrict functional sight distance (as defined by the VDOT Roadway Design Manual – but not limited to VDOT-owned roadways) for drivers or pedestrians entering or exiting travel intersections, aisles or driveways. All freestanding signs shall also not encroach on Sect. 2-505 Corner Lot Restriction areas unless/until Board approval of an action that would waive or modify Sect. 2-505 requirements to authorize placement in those areas. All freestanding permanent signs shall be located so as to not block any pedestrian walkway or travelway. *
7. Where there is a conflict between the number of freestanding signs shown on the site plan and the number referenced in the matrix, the matrix shall govern the number of allowed signs, however no sign shall be permitted which is not shown on the CSPA, unless specifically allowed by these conditions: *
8. ST122A (pedestrian ad cabinets) shall maintain an eight foot clear zone between any adjacent building and the sign, except along Glass Alley and Strawberry Lane west of District Avenue, which shall maintain a six-foot clear zone.. *
9. ST122A (pedestrian ad cabinets) shall permit only advertisements for events and businesses, and brands within and relating to the town center; specific product advertisement is prohibited. *
10. ST122A signs located adjacent to Buildings A1 and A4 shall have one side for wayfinding purposes, only showing site maps of the Merrifield Town Center. *
- ~~11. Notwithstanding what is shown on the site plan and in the sign matrix, sign type ST121 shall be prohibited. (no longer shown on plan)~~ *
- ~~12.11.~~ Project identification signage shall be coordinated throughout the Merrifield Town Center; however, a small unique development logo may be included on the sign. Banners should be identical throughout the Merrifield Town Center, except for a small unique development logo. *
- ~~13.12.~~ All signs shall be consistent with the color palette, typography and the use of logos indicated in the Comprehensive Signage Plan Amendment. *
- ~~14.13.~~ Illumination of signs shall be in conformance with the performance standards for glare as set forth in Article 14 of the Zoning Ordinance. *
- ~~15.14.~~ Any signs shown in the VDOT right of way are subject to all required reviews and approvals from the Virginia Department of Transportation. *

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APPENDIX 1

- ~~46-15.~~ Notwithstanding what is shown in the sign matrix and site plan, at no time shall building mounted façade signage exceed 20% of the façade area of any individual façade with the exception of Building D2, which may incorporate signage consisting of up to 24% of each façade. For the purposes of calculating sign area, a sign shall only be counted on one façade, even if visible through another façade. *
- ~~47-16.~~ Specific images related to the name of the establishment, its trademark, products or services offered (for example use of a dog for a pet store), are subject to the restrictions of this CSPA. Images which do not meet these criteria may be considered art and therefore exempt from the sign restrictions. *
- ~~48-17.~~ Display windows and building-mounted ad cabinets (ST122B) may include seasonal decoration, information about events, branding, fashion displays and advertising. These may be used for any tenants, but only within the Merrifield Town Center. *
- ~~49-18.~~ The use of temporary signage for programmed events within the Town Center to provide directional, way-finding and other event details will be permitted, with a 72-hour limit on each use. *

19. Proposed monument signs shall substantially conform to the design and dimensions shown on the plans, regardless of any comprehensive sign plan language otherwise.

20. Multiple Sign Locations for Proposed Monument Signs –

Multiple options for the placement of signs ST102 and ST102b are shown, which shall be conditioned as follows:

- a. The primary locations shown for monument signs ST102 and ST102b (located within Sect. 2-505 lot restriction areas) shall not be allowed unless/until approval of a future Board action that would permit the proposed sign locations within the restricted areas. Otherwise, secondary locations shown (outside of Sect. 2-505 lot restriction areas) may be utilized, either as interim locations or as permanent sign locations. Only one location option may be utilized at any one time for each sign.
- b. The temporary sign type shown on page 33 of the CSPA shall not be approved as an interim sign type in any of the locations. As an alternative to the temporary sign type proposed, a “modified” version of the ST102b sign type shall be allowed as an option within the Sect. 2-505 restricted areas for signs ST102 and ST102b, as well as existing sign ST101 (which is currently subject to a notice of violation for placement within the CLR area), with the following restrictions: the signs shall meet the dimensional restrictions of Sect. 2-505, which require a maximum height of 3.5-feet (as calculated from the average street grade); the sign shall utilize the same material and color palette as the permanent sign types, and shall conform to any content restrictions that would apply to the primary sign type being approved for that particular location (ST101, ST102 or ST102b), as described on the CSPA and as further conditioned. This sign option shall be allowed as an interim option, while pursuing approval of a PCA application to allow the primary sign type in those locations, or may remain in place as a permanent option, as long as only one sign type option is utilized at each location at any one time.

APPENDIX 1

21. Monument sign type ST102b, to be located at the intersection of Merrifield Town Center and Eskridge Road, and the two ST103 Vehicular Wayfinding signs proposed along Eskridge Road (in the townhome area), shall be restricted as to the content of their individual sign panels. The panels shall not include the names and/or logos of individual Tier 1, 4 or 5 project tenants. General project or directional information shall be allowed, as well as Tier 2, 3, 6, 7 and 8 tenant identification, which would include multifamily, hotel, and theater identities and directions to shopping districts. These signs shall also be uplit, as opposed to internally illuminated, to avoid adverse impact on the neighboring residential properties.

22. Type ST123 (Metro Shuttle Identification) signs shall be allowed the flexibility to relocate, from the locations shown on the plan, based on any future adjustment of shuttle stop locations.

23. Sign Type UP5 (Retail Blade Signs) shall be subject to a minimum height of 7'0" above the walkway, as shown on the CSPA.

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

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

Mosaic
Mixed-use Development
Fairfax County, Virginia

Edens & Avant
Owner / Developer

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

Comprehensive Sign Plan Amendment CSPA-2005-PR-041-02



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I. Comprehensive Signage Design

Introduction

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

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

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

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

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

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

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

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

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

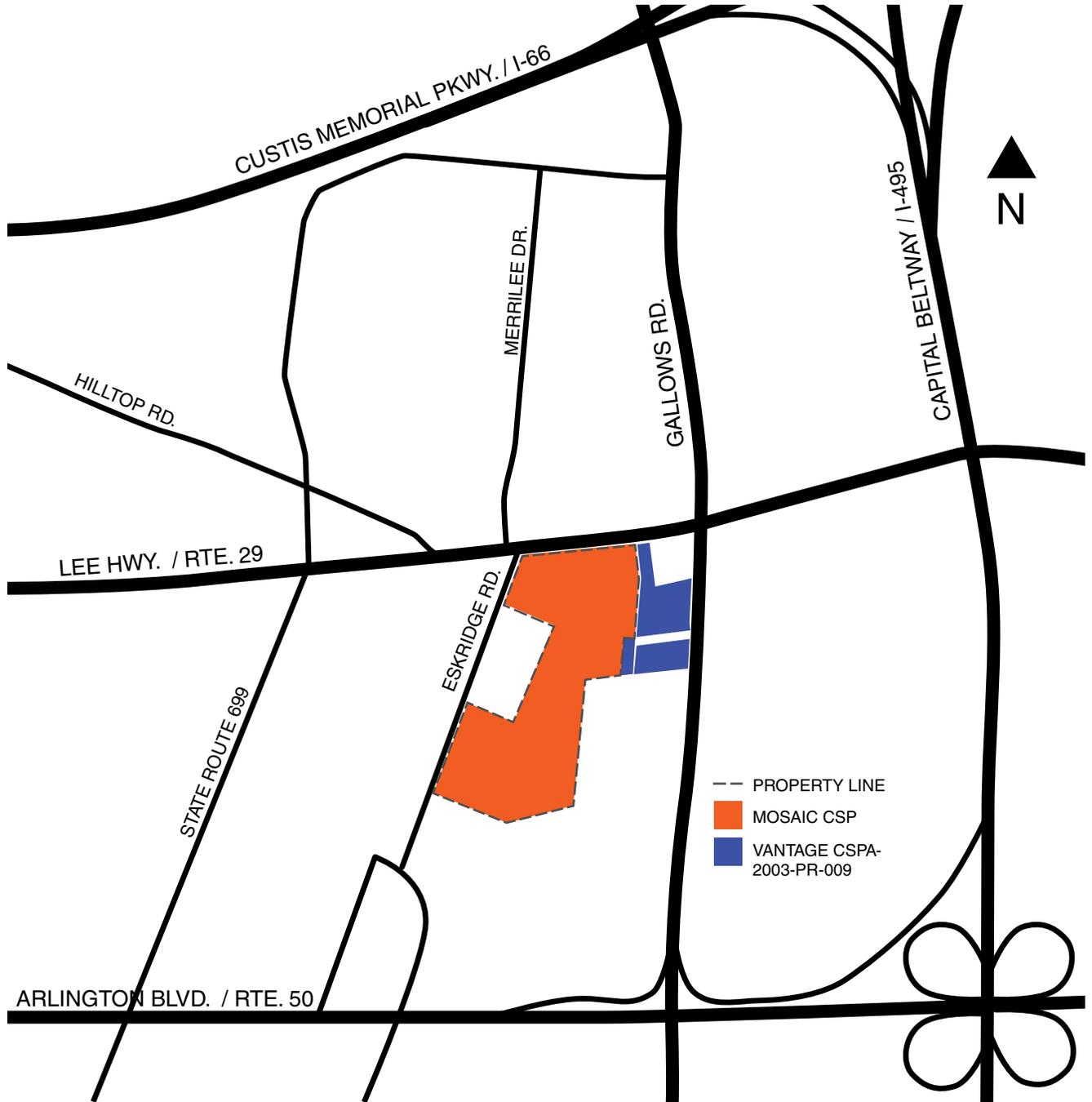
Finally, the Appendix provides a detailed comparison between the Mosaic CSP and Article 12 of the Fairfax County Zoning Ordinance.

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

Notes

1. While the original Mosaic Comprehensive Sign Plan only applied to phase one (or parcels A, B and D), this Amendment is intended to apply to the rest of the project. The CSPA incorporates all areas zoned under RZ-2005-PR-041. The adjacent project in the Town Center – the Vantage – was the subject of a related CSPA in 2011.
2. The signs within Mosaic shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. However, the design of certain signs and elements (particularly tenant storefronts and Eskridge Road monument signs) are at this time preliminary, and subject to change with final design.
3. In order to ensure compatibility with the architectural design of Mosaic, the design and location of all signs shall be reviewed by the Mosaic Architectural Review Board prior to submission to Fairfax County for sign permits. Sign permits, under this Comprehensive Sign Plan shall be obtained as required by the Fairfax County Zoning Ordinance. No sign shall be put in place without approval of the Mosaic Architectural Review Board and issuance of sign permit from the Fairfax County Department of Planning and Zoning.
4. All signs may be illuminated. Lighting may be by external illumination including ground mounted up lights, sign mounted down lights, neon, or internal illumination. Lighting of signs shall not be blinding, fluctuating, or moving. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Part 9 of Article 14 of the Zoning Ordinance. All sign lighting shall be reviewed and approved by the Mosaic Architectural Review Board.
5. Dimensional signs shall be permitted; sign area for dimensional signs shall be measured to the actual outside perimeter in the elevation of the principal viewing side of the sign and not the total surface area.
6. This Comprehensive Sign Plan will establish entitlements for entire project. The owner or authorized agent may establish separate Tenant Guidelines based on this CSP.
7. Illustrations in this Comprehensive Sign Plan are intended to indicate the general size and character of the signs proposed for Mosaic. All signs are subject to final design and engineering, and approval by the Mosaic Architectural Review Board, and all signs shall be in conformance with this Comprehensive Sign Plan. Note that “FPO” is short for “For Placement Only”, and does not represent the final design or copy for a graphic.
8. Each use in mixed-use buildings will be permitted up to the quantity and area of signs as specified for their use within this Comprehensive Sign Plan. The total quantity and area of signs for mixed-use buildings shall be the sum permitted for each use.
9. All signs shall comply with all applicable building codes. No sign shall obstruct required VDOT sight distances. Site signage shall be located in such a way as to allow free pedestrian circulation on sidewalks.
10. Tenants may incorporate their logo into the floor or pavement for their entrance area or vestibule. These logos shall not count as signs. Building addresses and suite numbers may be similarly located in the floor and / or hardscape at building entrances.
11. Notwithstanding the number of signs shown in this Comprehensive Sign Plan manual, the applicant shall have no obligation to construct every sign shown.
12. Sign areas are calculated using the same methodology as the Fairfax County Zoning Ordinance, except where noted in this Comprehensive Sign Plan.
13. For signs that display both tenant logos / symbols and directional information for the convenience of the public, directional information (including directional arrows and symbols, parking identification, street identification, building identification, restroom identification, public telephones, freight entrances, etc.) shall not be included in the sign area.
14. Certain building-mounted signs are required by various federal, state and local codes, including ADA regulatory signs, fire control information, utility placards, etc. These signs will be provided by the Applicant as required, but are not shown in this document.
15. Signs larger than 12" in cross section or diameter may be located inside the corner lot triangle defined in article 2-505, and will be allowed by Fairfax County Zoning Enforcement, once a Zoning Action on the property is brought by the applicant waiving the requirements in 2-505.

Vicinity Map-Merrifield Town Center



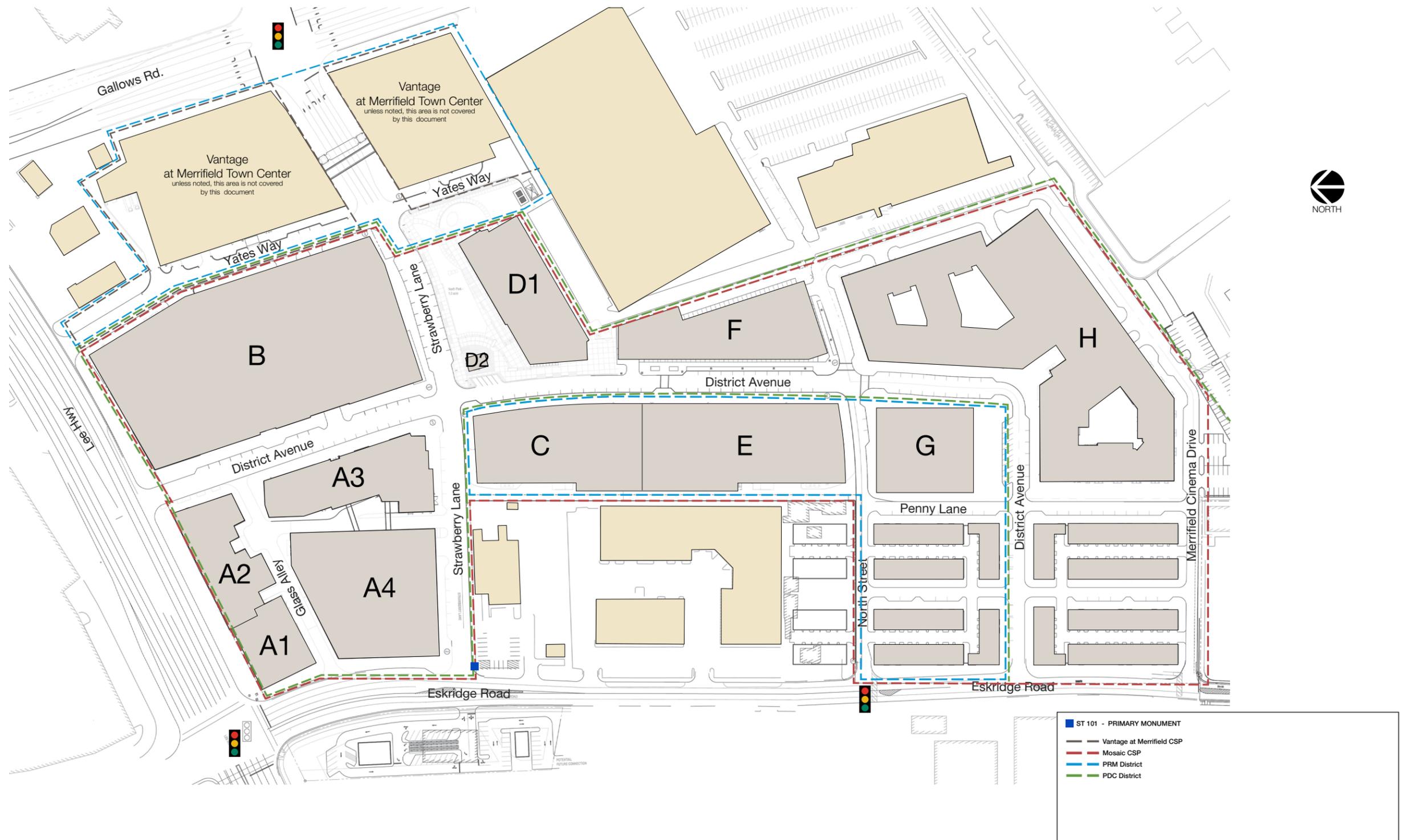
This site is located at the northwest corner of Lee Hwy./Rte. 29 and Gallows Rd., south of Interstate 66.

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

Permanent Sign Locations - ST101

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

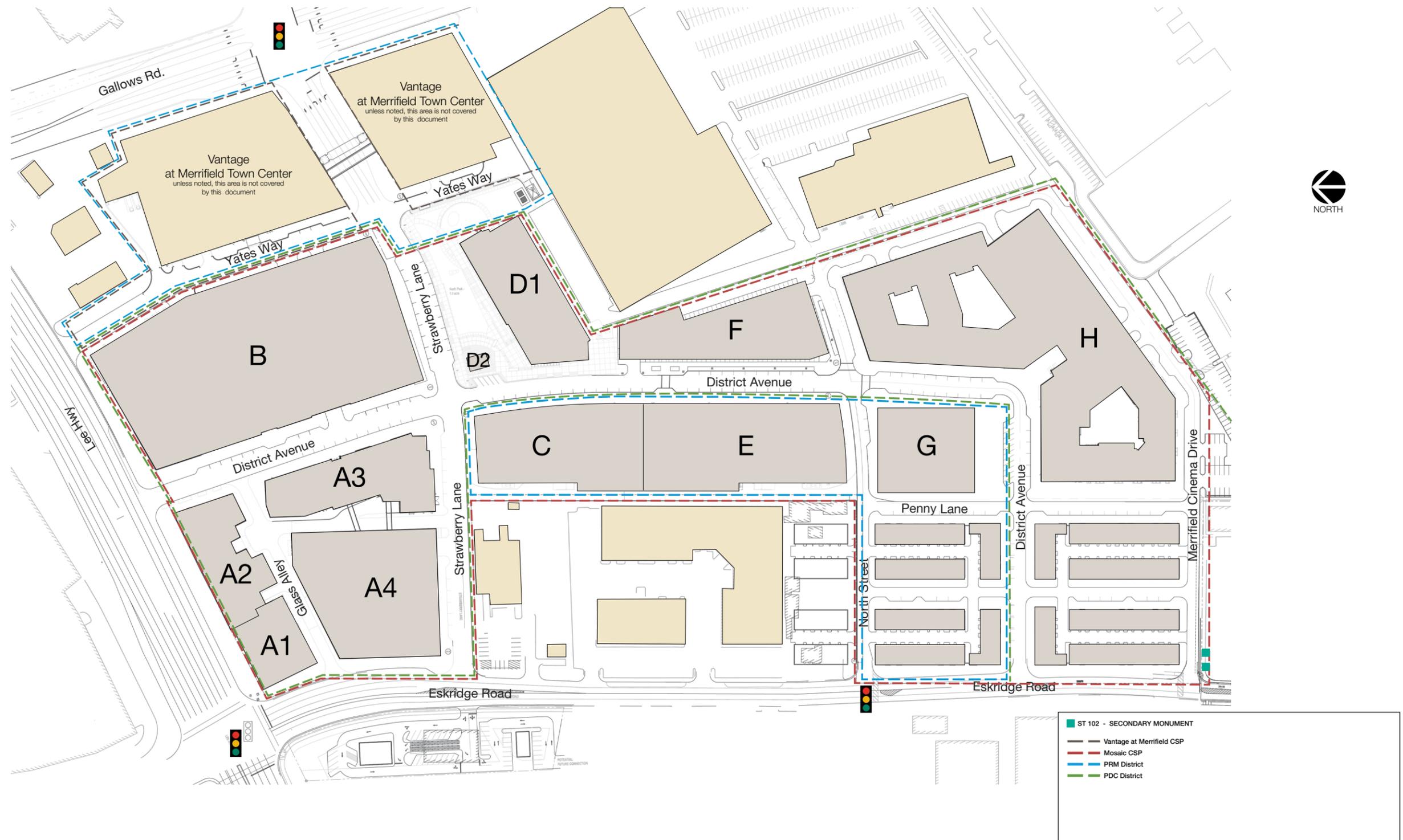
This sign will be deemed to be allowed by Fairfax County Zoning Enforcement when a Zoning Action on the property is brought by the applicant waiving the requirements in 2-505. Until such option is allowed by Fairfax County Zoning Enforcement, applicant may locate temporary signage of up to 32 sq. ft. in the general area shown on this and the following page. Such temporary signage will be in compliance with article 2-505 and will be removed upon completion of the permanent ST101 sign.



Permanent Sign Locations - ST102

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

ST102 signs are shown in two locations. The sign located to the west will be deemed to be allowed by Fairfax County Zoning Enforcement when a Zoning Action on the property is brought by the applicant waiving the requirements in 2-505. Until such option is allowed by Fairfax County Zoning Enforcement, applicant may locate temporary signage of up to 32 sq. ft. in the general area shown on this page. Such temporary signage will be in compliance with article 2-505 and will be removed upon completion of the permanent ST102 sign. See page 11 for plan enlargements.

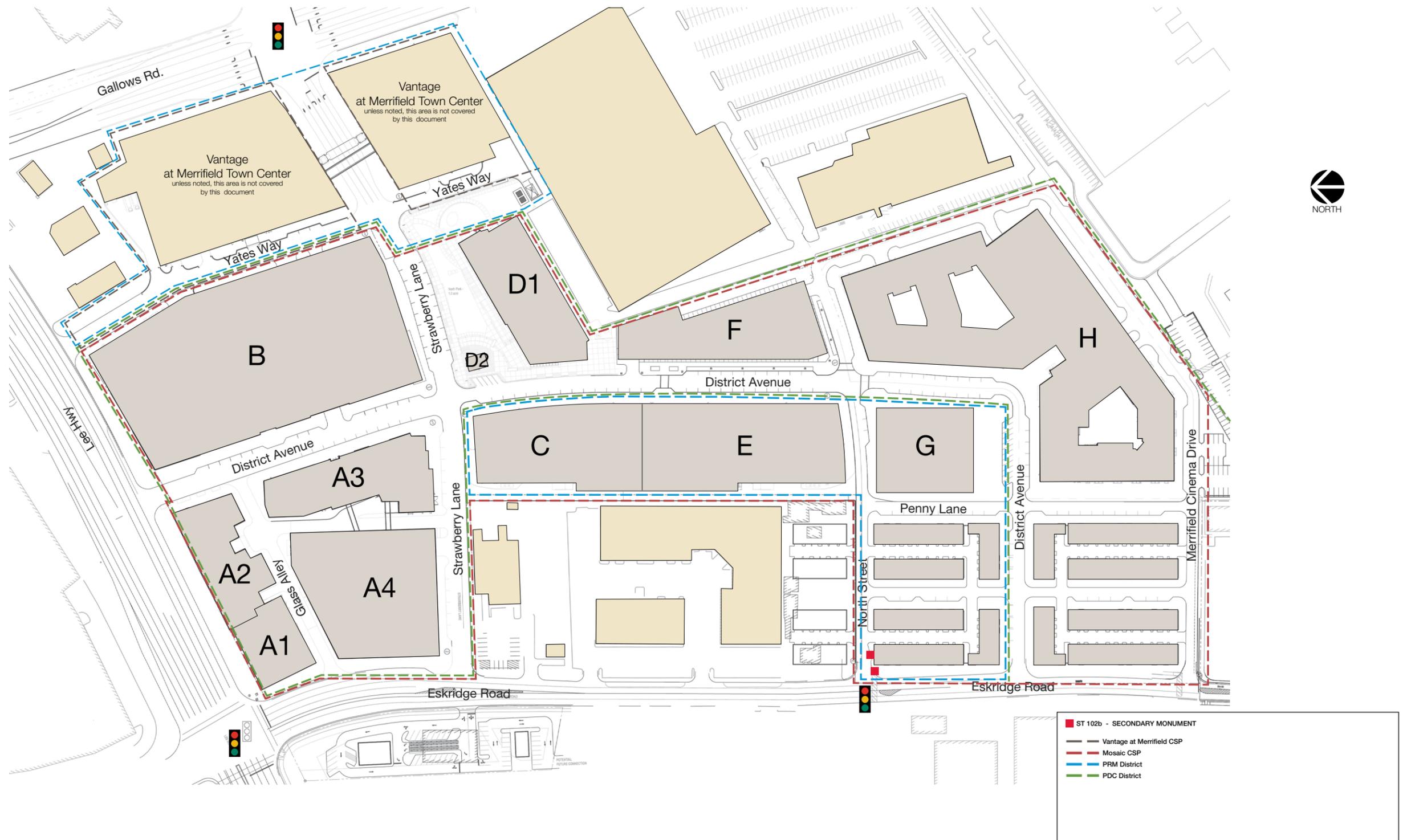


Permanent Sign Locations - ST102b

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

Sign at the South West corner of North Street and Eskridge Road shall be located between the curb and the applicant's property line.

ST102b signs are shown in two locations. The sign located to the west will be deemed to be allowed by Fairfax County Zoning Enforcement when a Zoning Action on the property is brought by the applicant waiving the requirements in 2-505. Until such option is allowed by Fairfax County Zoning Enforcement, applicant may locate temporary signage of up to 32 sq. ft. in the general area shown on this page. Such temporary signage will be in compliance with article 2-505 and will be removed upon completion of the permanent ST102b sign. See page 11 for plan enlargements.

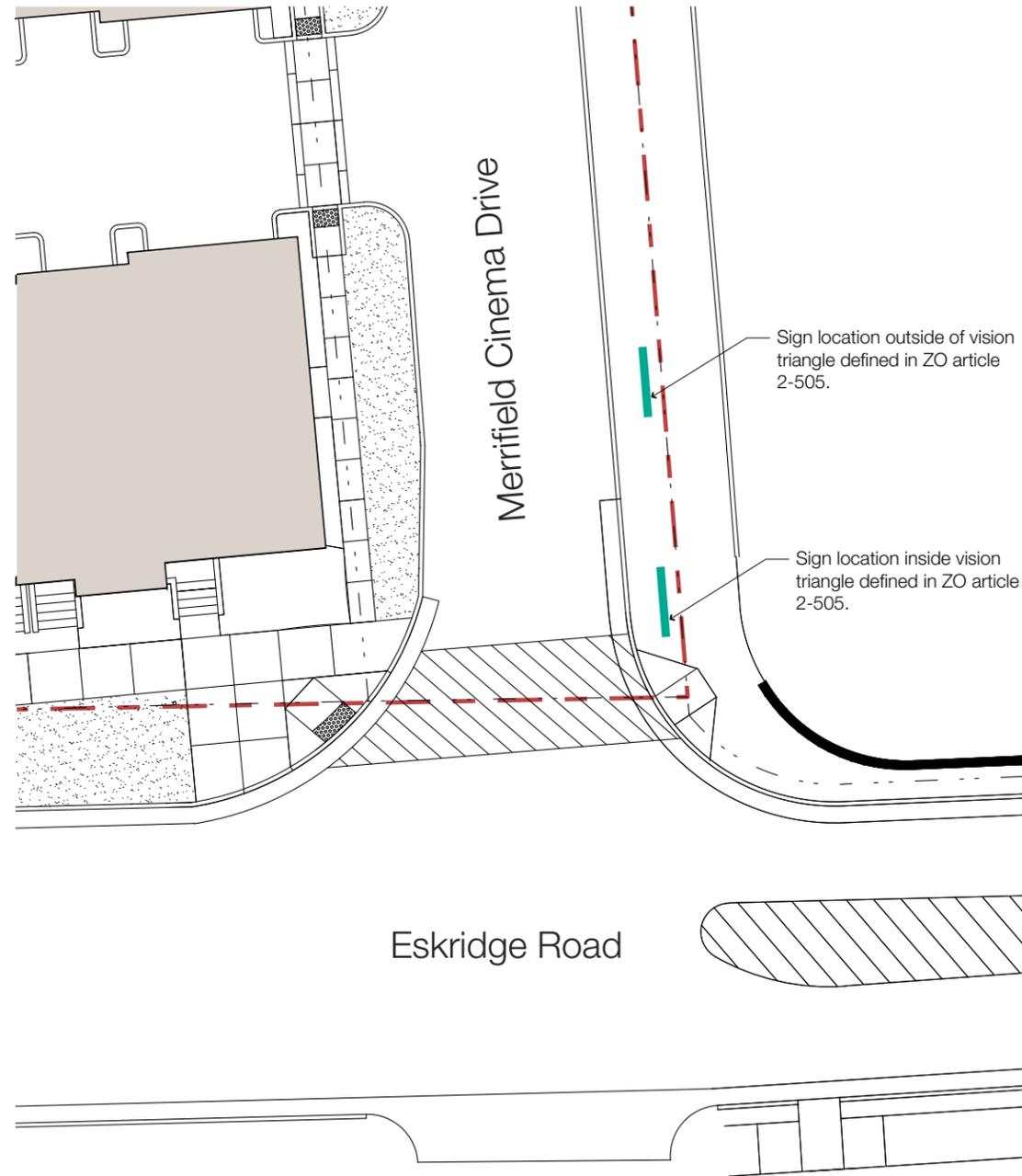


Permanent Sign Locations - ST 102/102b

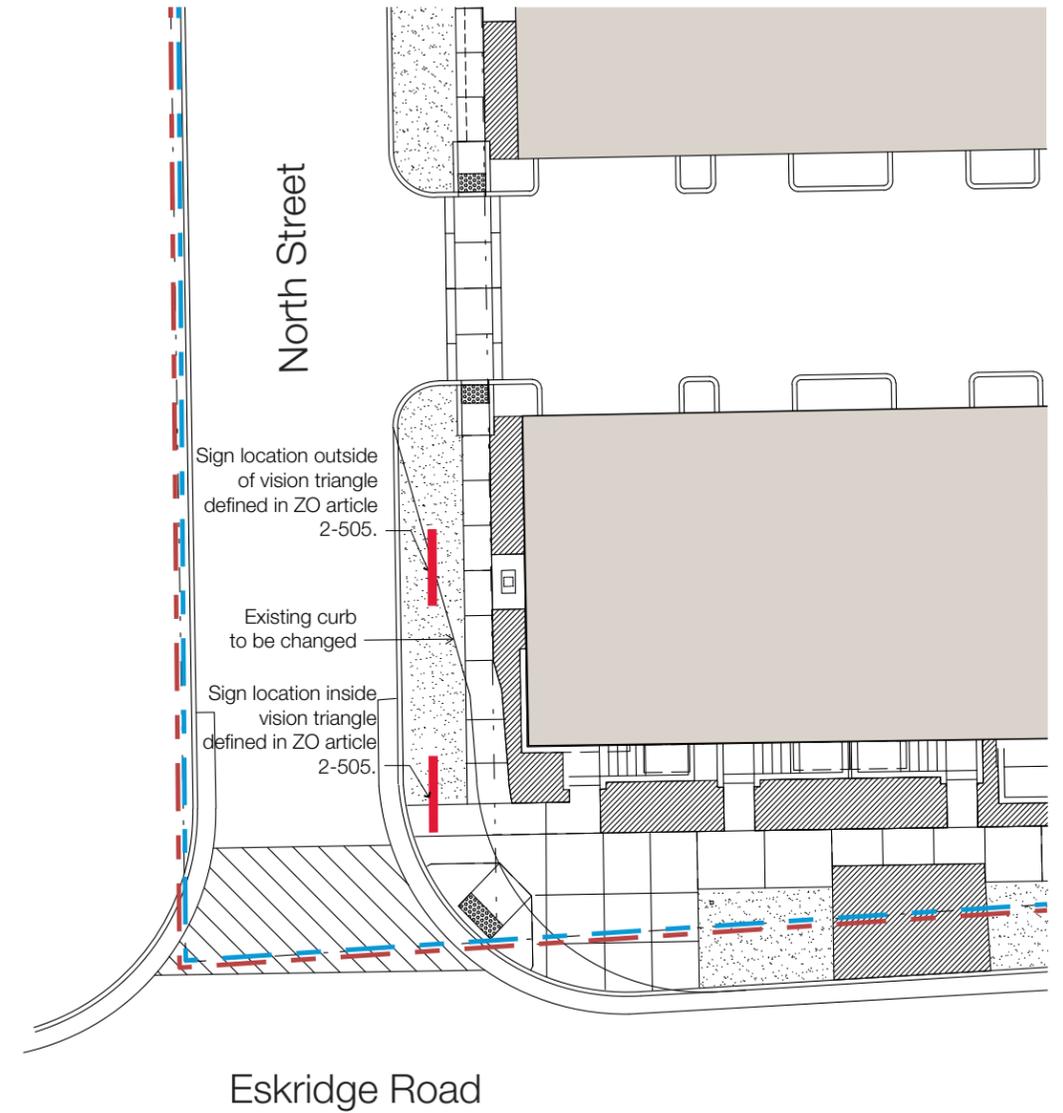
All signs in public Right of Way are subject to appropriate licenses and approvals.

Sign at the South West corner of North Street and Eskridge Road shall be located between the curb and the applicant's property line.

The signs located to the west on this page will be deemed to be allowed by Fairfax County Zoning Enforcement when a Zoning Action on the property is brought by the applicant waiving the requirements in 2-505. Until such option is allowed by Fairfax County Zoning Enforcement, applicant may locate temporary signage of up to 32 sq. ft. in the general area shown on this page. Such temporary signage will be in compliance with article 2-505 and will be removed upon completion of the permanent ST102 and ST102b signs.



Detail Plan - ST 102

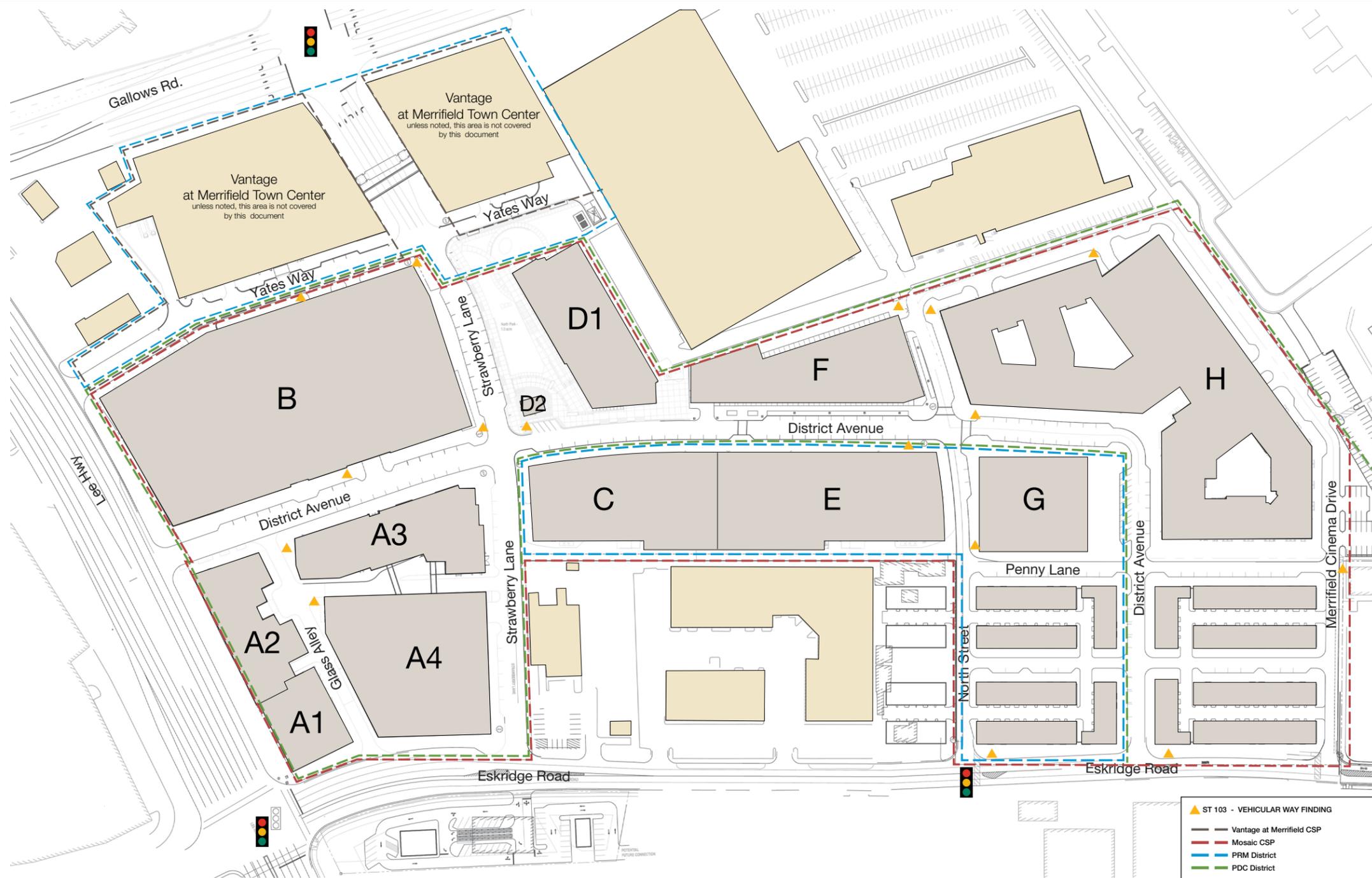


Detail Plan - ST 102b

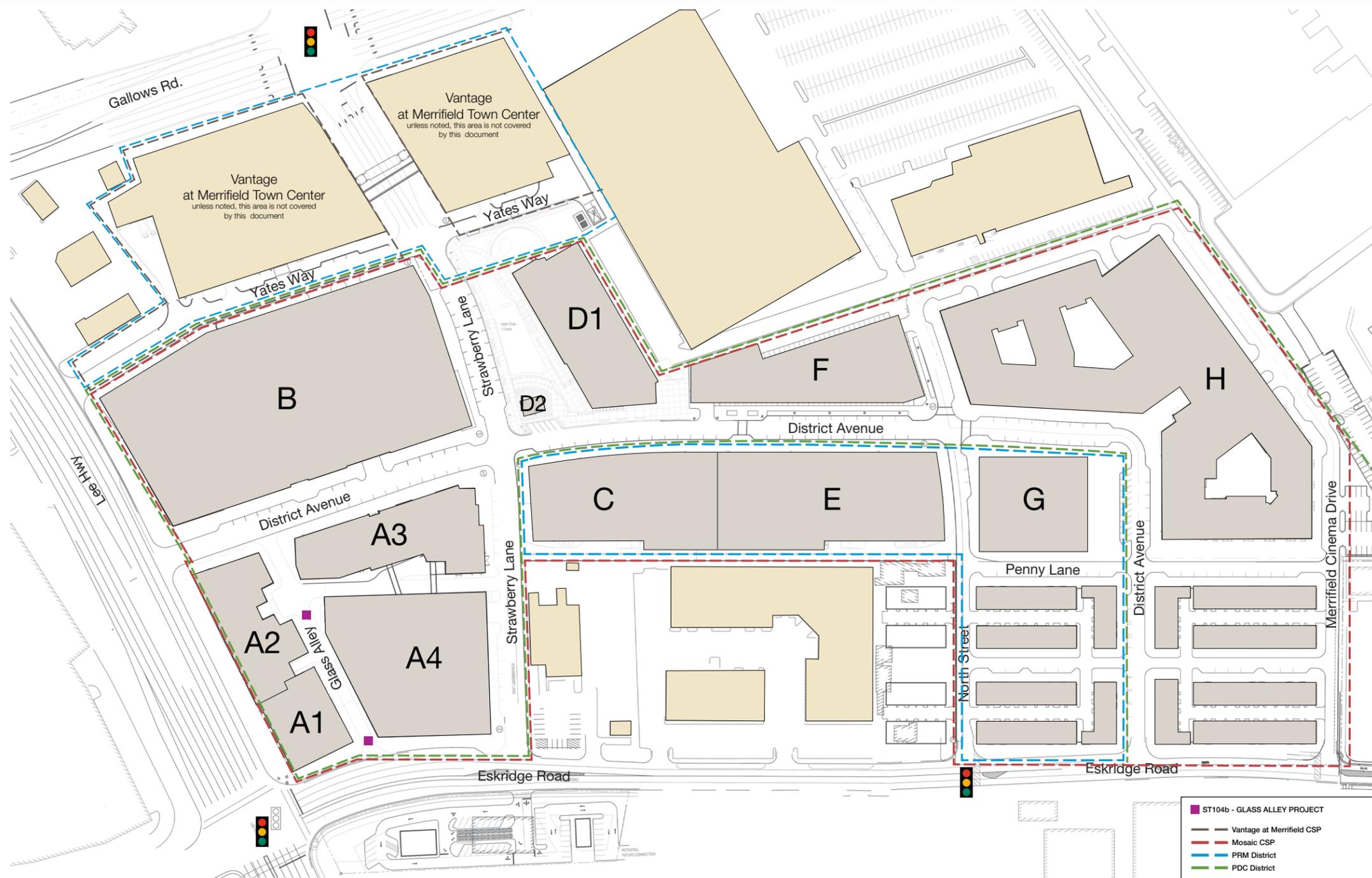


	ST 102 - SECONDARY MONUMENT
	ST 102b - SECONDARY MONUMENT
	Vantage at Merrifield CSP
	Mosaic CSP
	PRM District
	PDC District

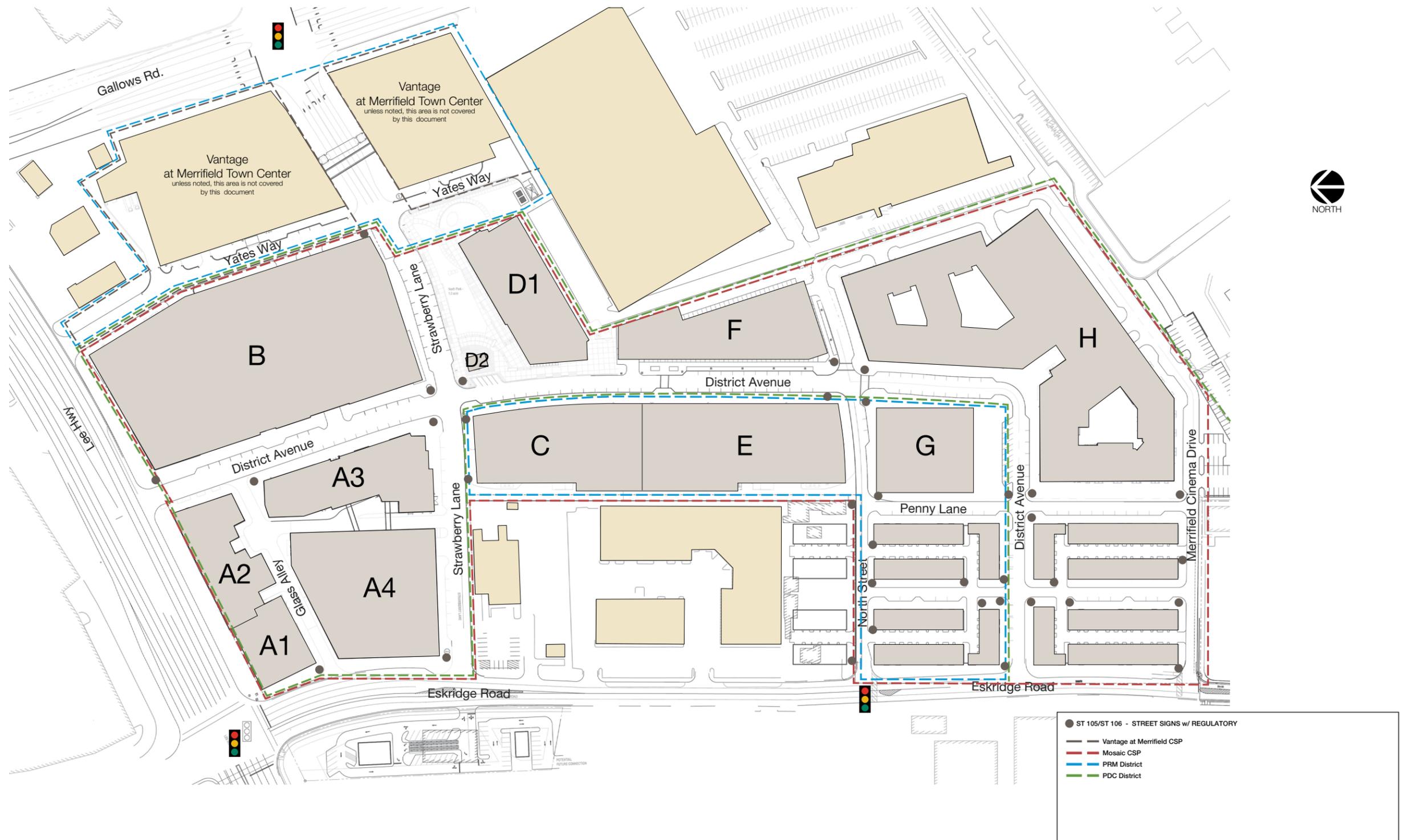
All signs in public Right of Way are subject to appropriate licenses and approvals.



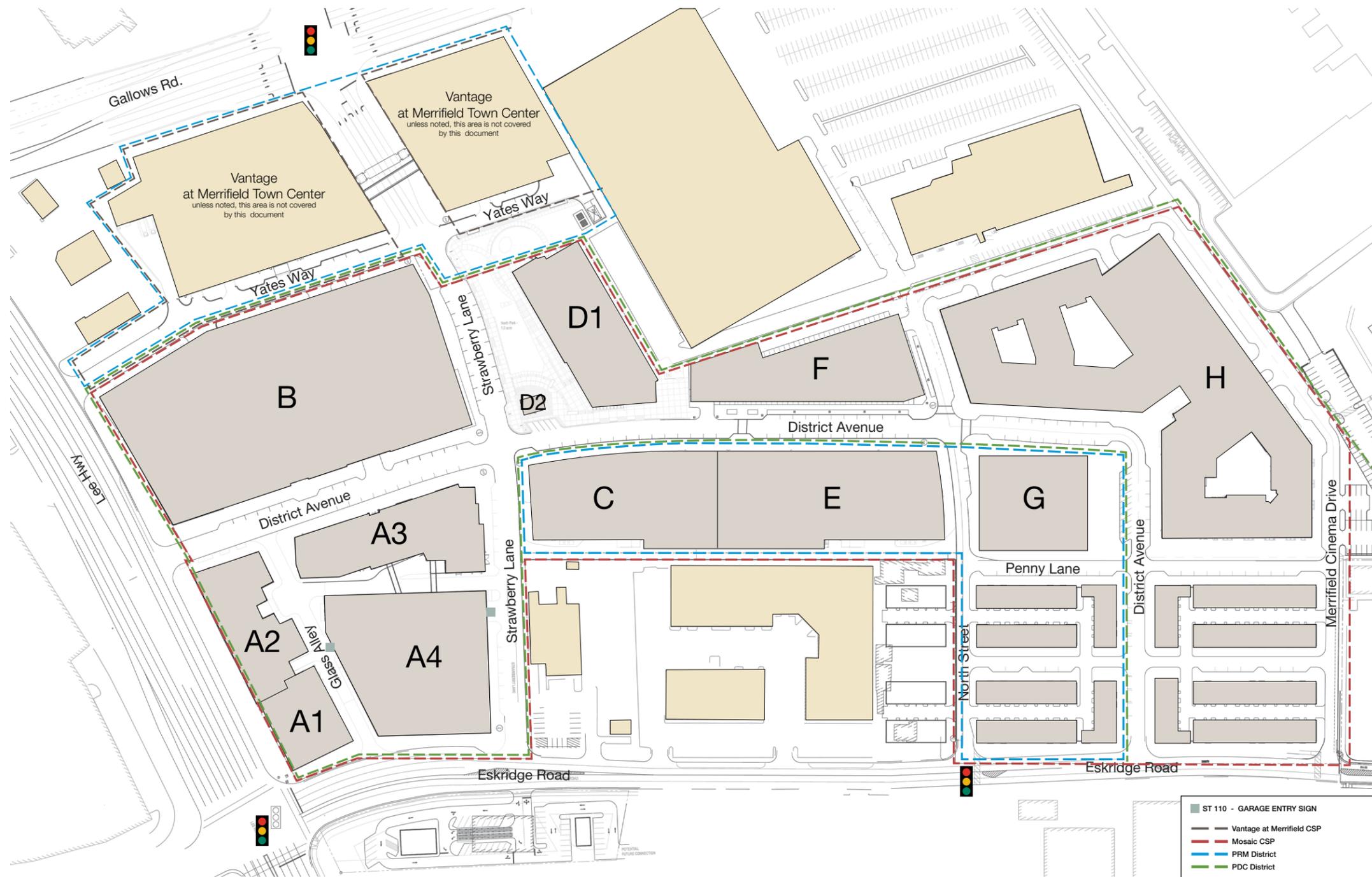
All signs in public Right of Way are subject to appropriate licenses and approvals.



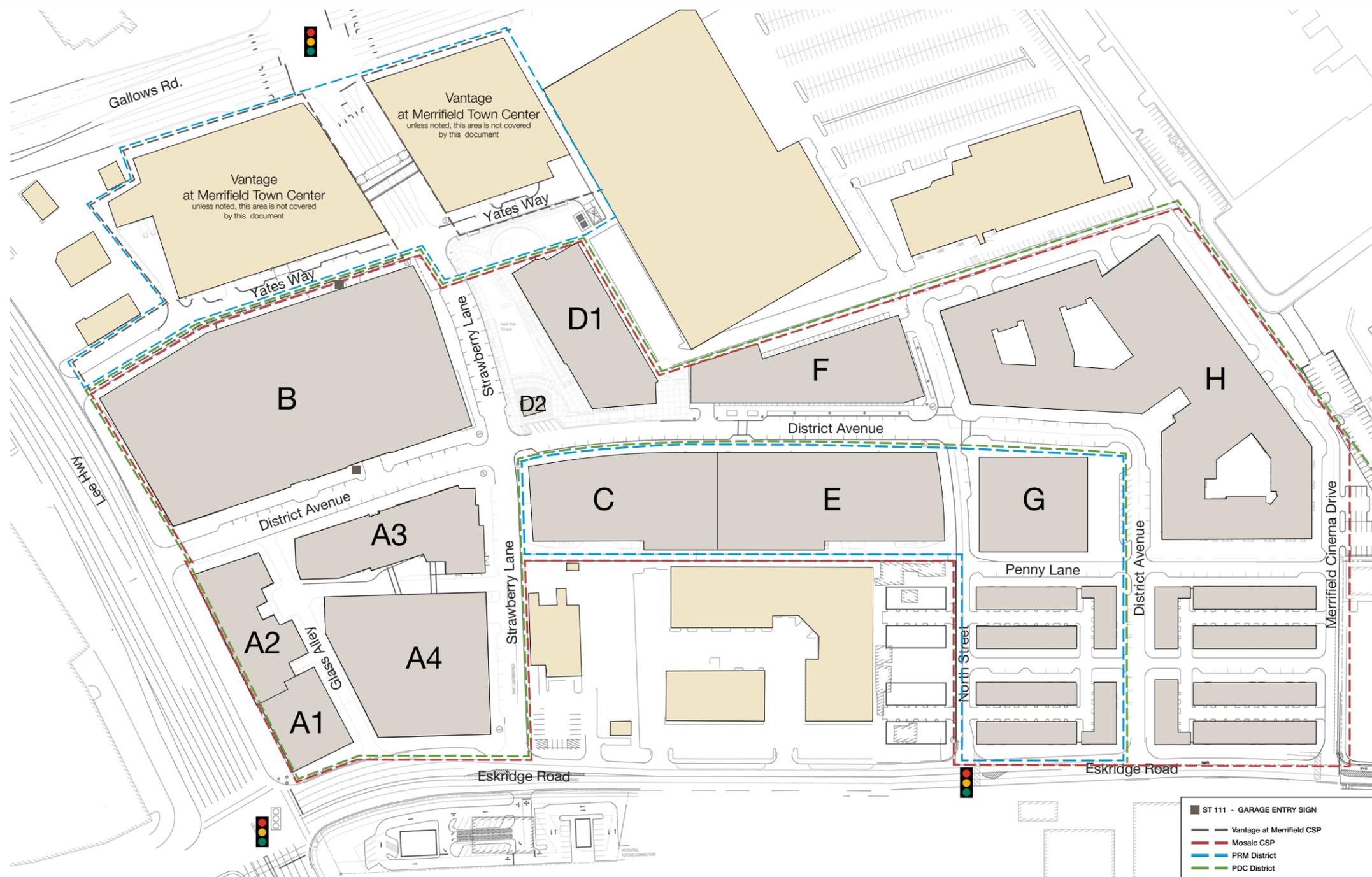
All signs in public Right of Way are subject to appropriate licenses and approvals.



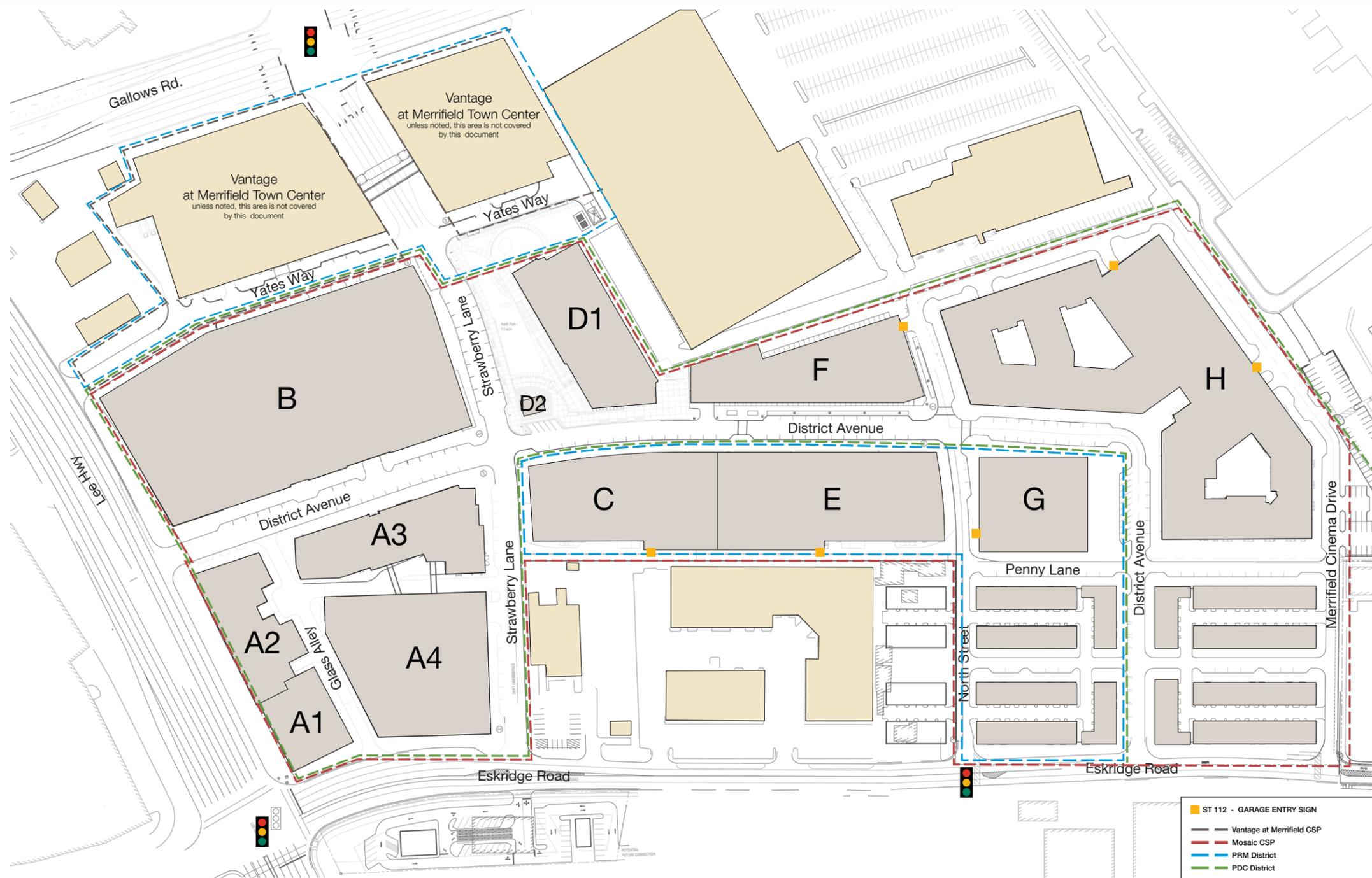
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All signs in public Right of Way are subject to appropriate licenses and approvals.

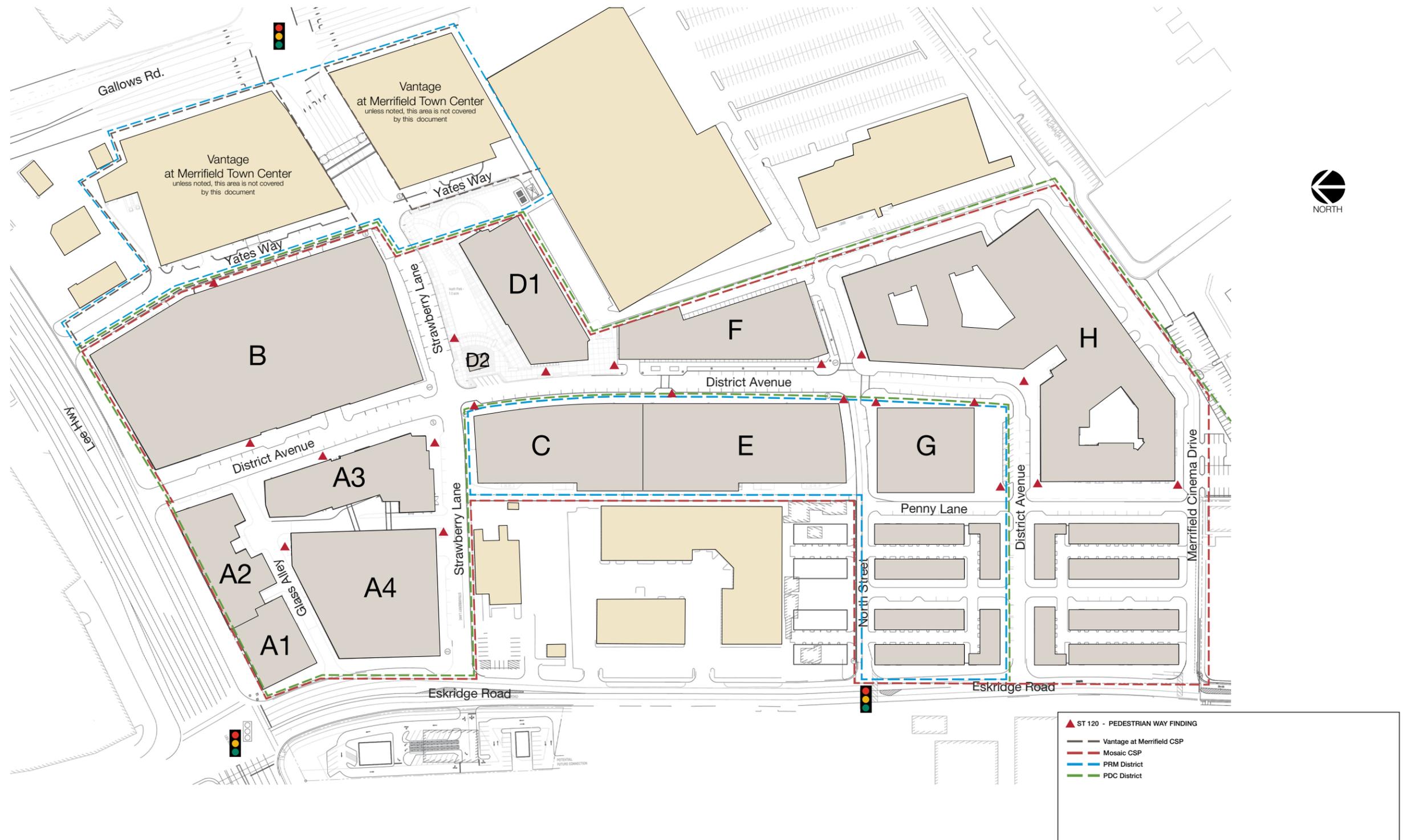


All signs in public Right of Way are subject to appropriate licenses and approvals.

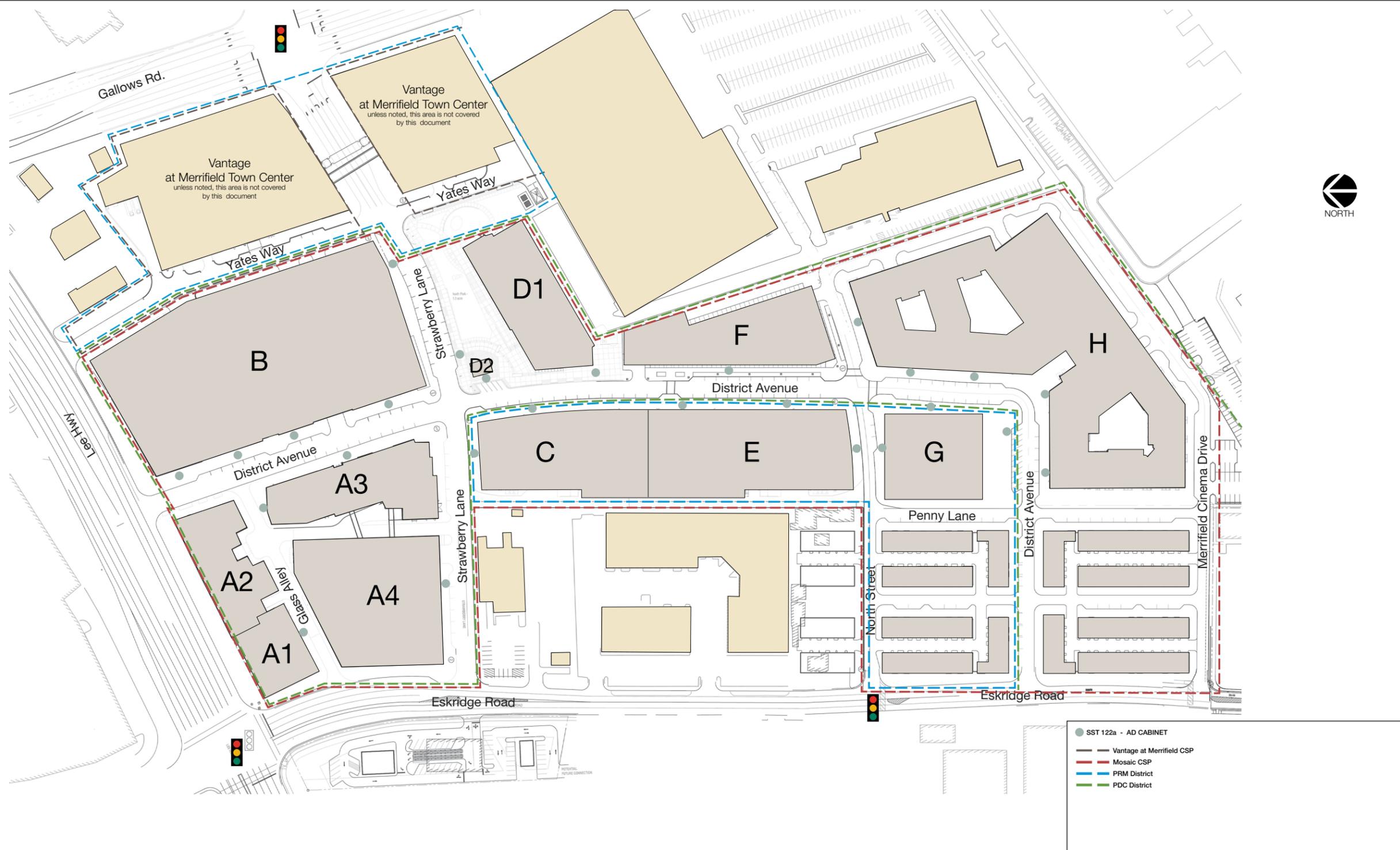


Permanent Sign Locations - ST120

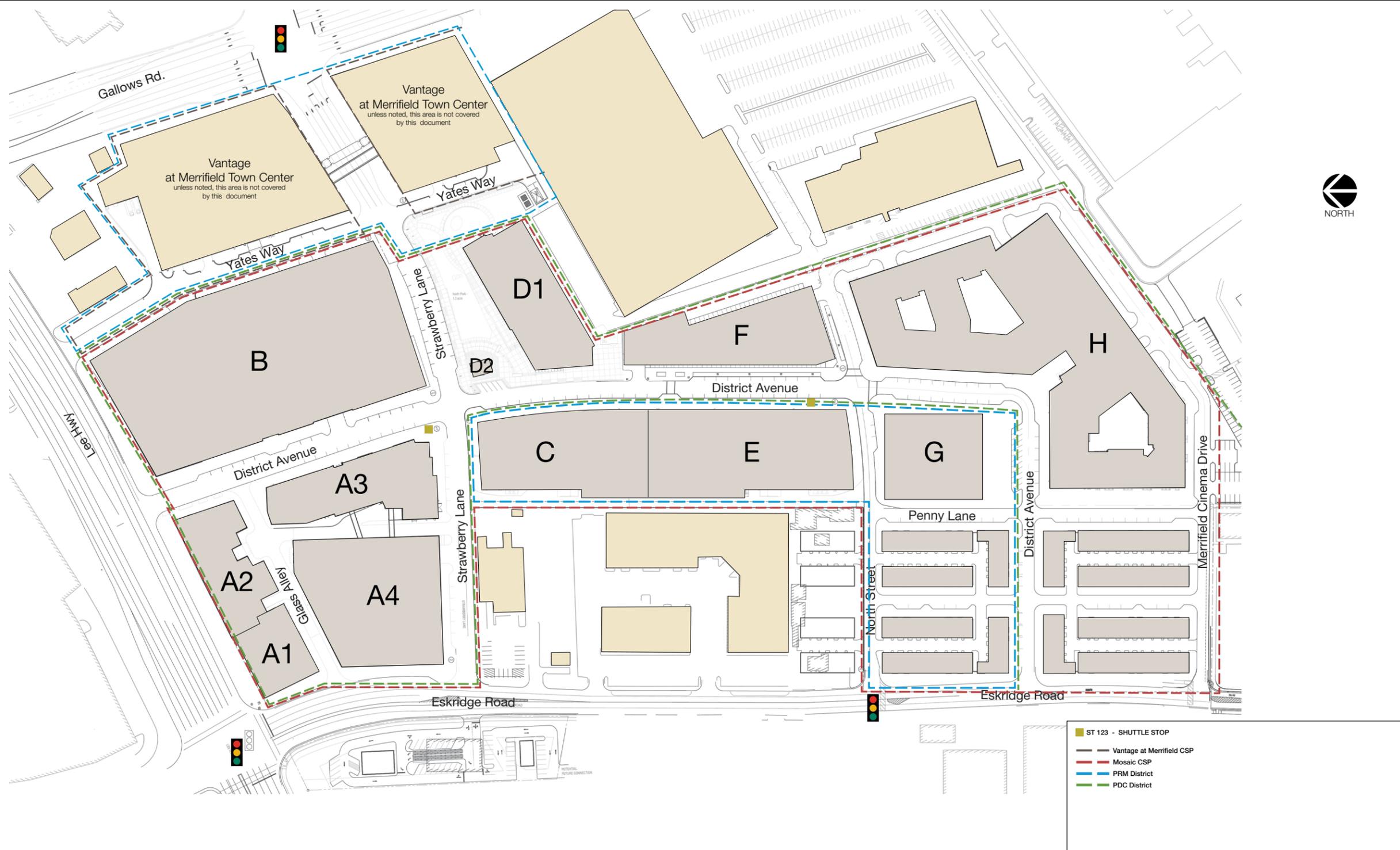
All signs in public Right of Way are subject to appropriate licenses and approvals.



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



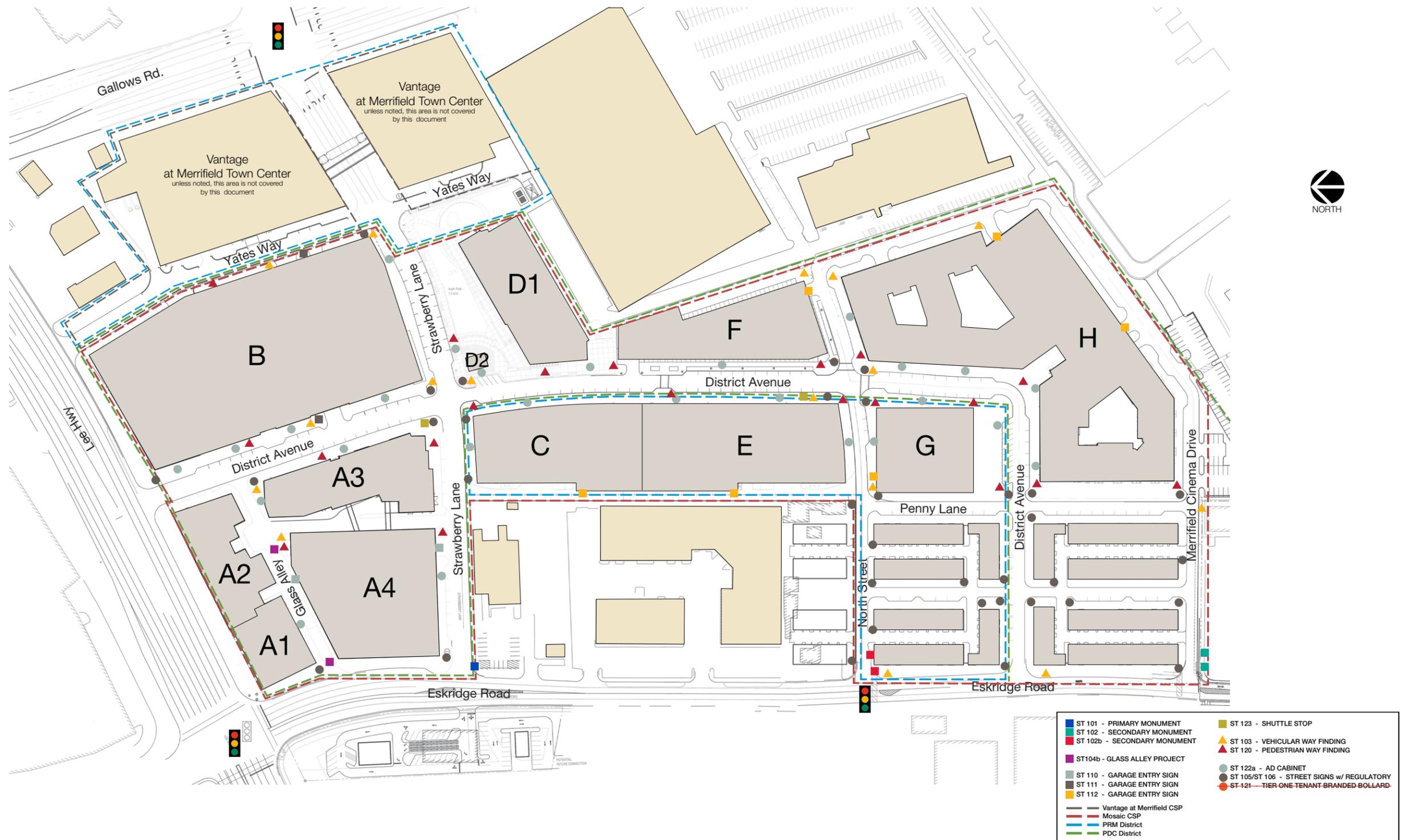
All signs in public Right of Way are subject to appropriate licenses and approvals.

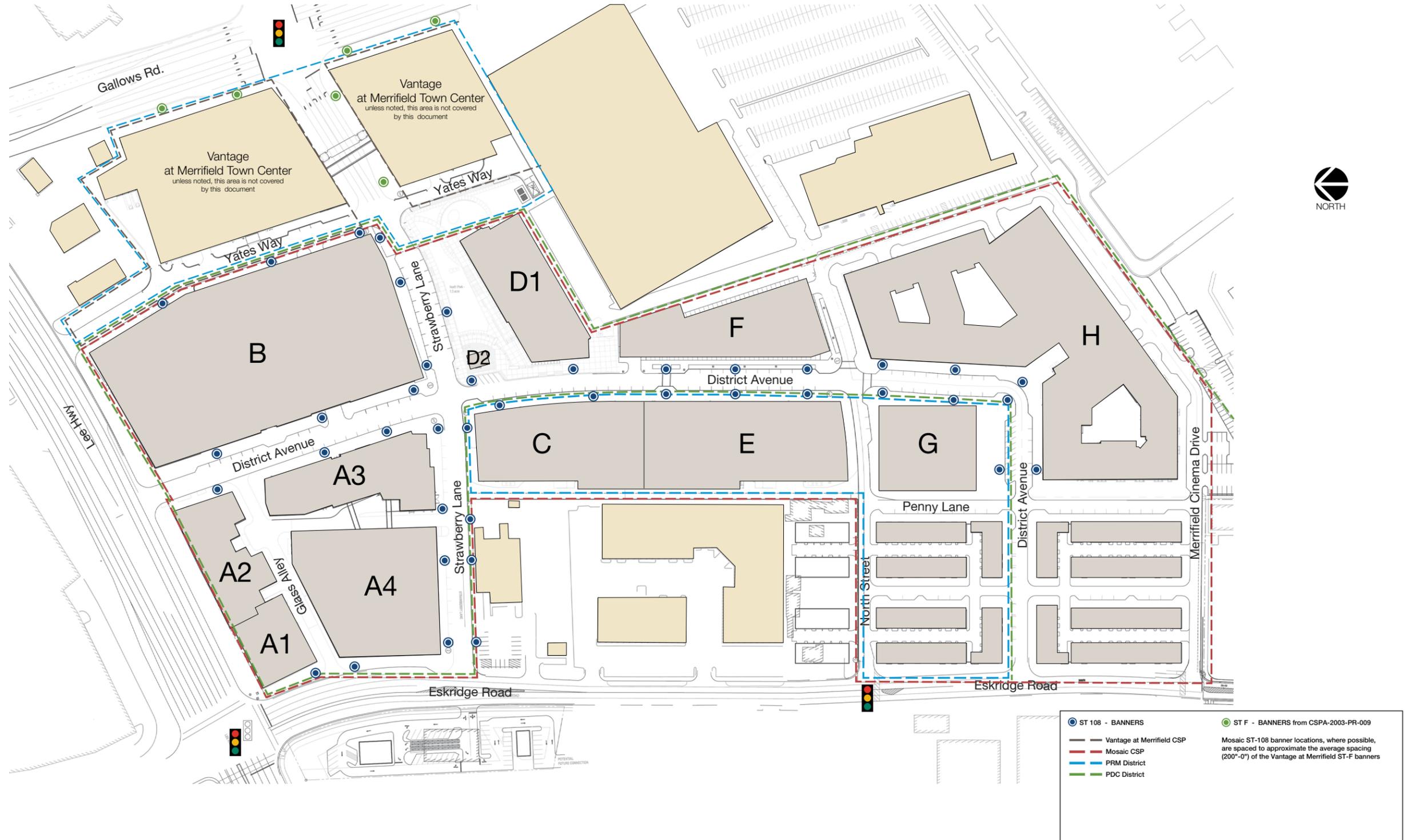


Permanent Sign Locations

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

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





Permanent Sign Locations

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

The sign types shown in the streetscape are:

ST103 - Vehicular Directional

ST108 - Banners

Permanent Sign Locations

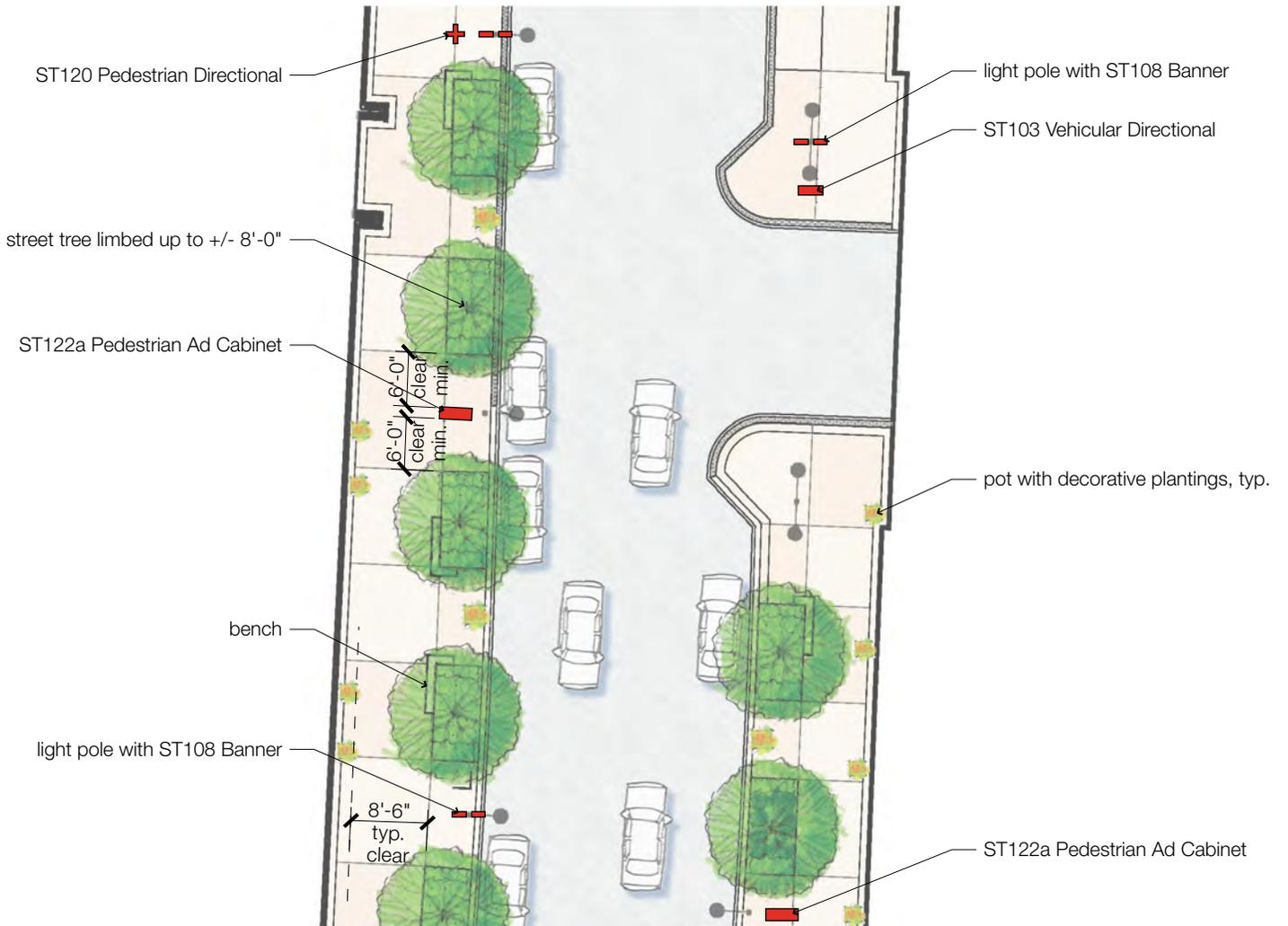


ST122a Ad Cabinet

Representative street view shown is looking north on District Ave.

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

Permanent Sign Locations



Representative streetscape plan shown is of District Ave.

The sign types shown on the streetscape are:

- ST103 - Vehicular Directional
- ST108 - Banner
- ST120 - Pedestrian Directional
- ST122a - Pedestrian Ad Cabinet

Project Logo



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

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

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

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

Typography

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

Helvetica Neue LT Std
45 Light

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

Helvetica Neue LT Std
55 Roman

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

Helvetica Neue LT Std
65 Medium

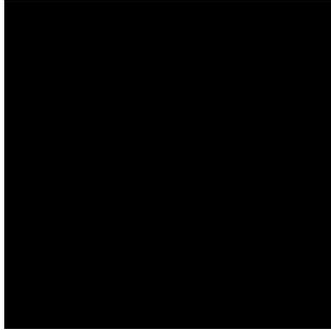
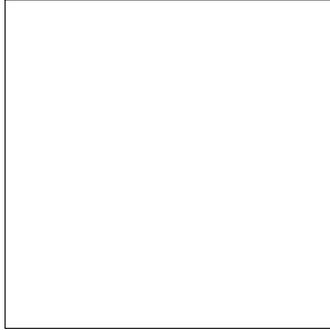
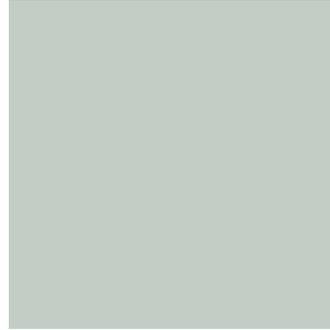
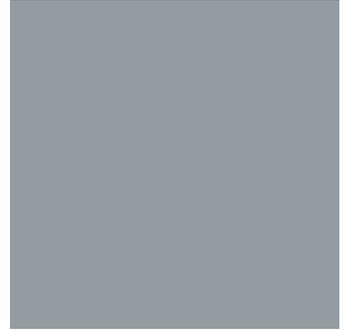
Standard typography will be used for Site Permanent and Temporary signs within Mosaic, except for Regulatory signs and where tenant logos and text are incorporated into such signage.

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

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

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

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

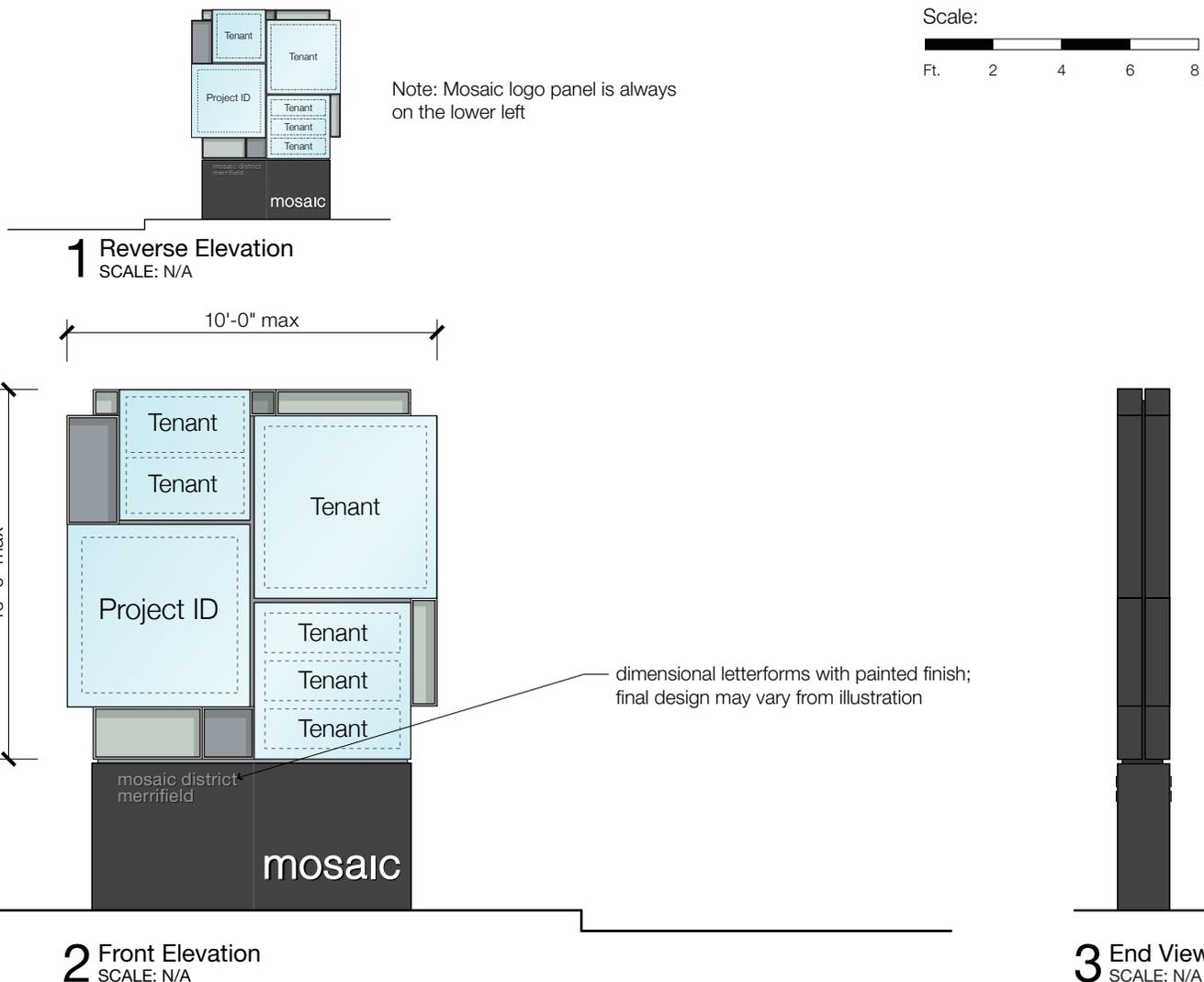
Color Palette**Black****White****Gray: PMS 442U****Gray: PMS 430U**

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

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

II. Site Permanent Signs

Site Permanent Signs



ST101 - Freestanding Monument Sign - Primary

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

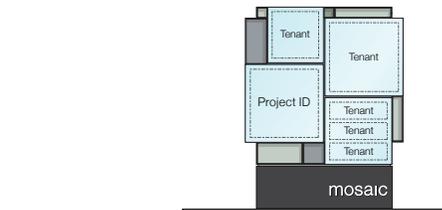
The project will include one Primary Freestanding Monument Sign located at the intersection of Strawberry Lane and Eskridge Road.

If a project identity is included on this sign, it may read "mosaic" or "mosaic district".

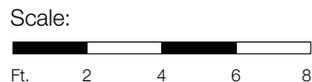
The sign may incorporate panels bearing the project and tenant names. The design of the sign is intended to reference the Mosaic logo. To keep this design element intact, no additional sign panels will be added in the future. The maximum height of the monument sign will be 14'-4". Primary Freestanding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

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

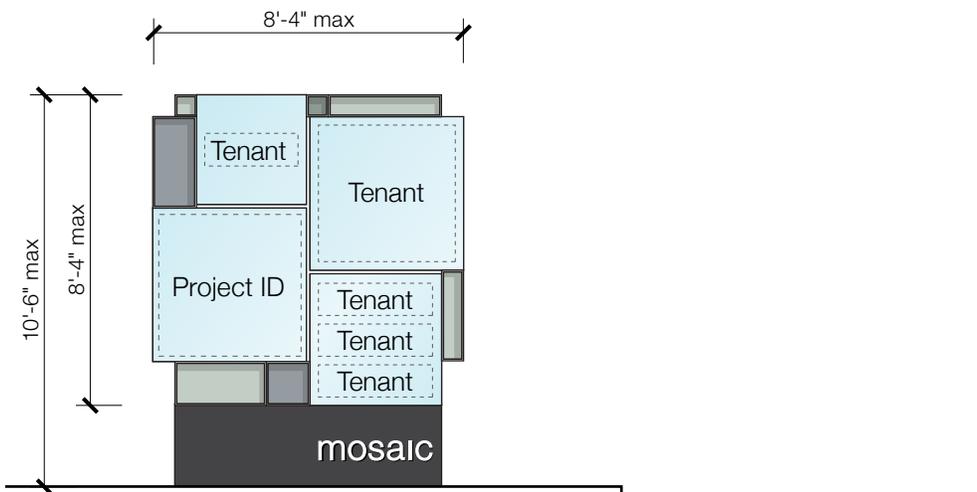
Site Permanent Signs



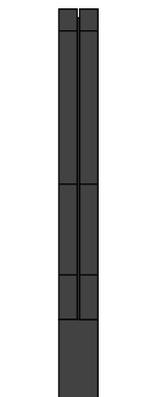
Note: Project ID panel is always on the lower left



1 Reverse Elevation
SCALE: N/A



2 Front Elevation
SCALE: N/A



3 End View
SCALE: N/A

ST102 - Freestanding Monument Sign - Secondary

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

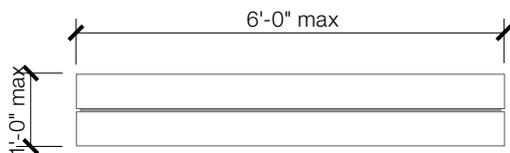
ST102 Secondary Freestanding Monument Sign locations are shown at the intersection of Eskridge Road and Merrifield Cinema Drive. These locations along with the ST102b at Eskridge Road and North Street will provide identity presence on this frontage and draw customers into the project. Two additional ST102 signs are included in the Vantage CSPA-2003-PR-009.

If a project identity is included on this sign, it may read “mosaic” or “mosaic district”.

The sign may incorporate panels bearing the project and tenant names. The design of the sign references the Mosaic logo. To keep this design element intact, no additional sign panels will be added in the future. The maximum height of the monument sign will be 10'-6". Secondary Freestanding Monument Signs are double-sided and sign area is limited to 69 sq. ft. per side. Secondary Freestanding Monument Signs will be illuminated by internal and / or ground-mounted light sources.

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

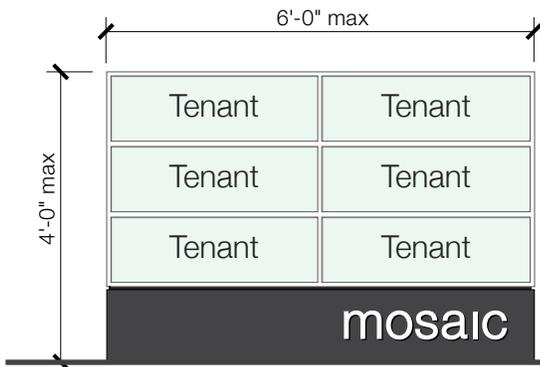
Site Permanent Signs



1 Top View
SCALE: NA



3 Reverse Elevation
SCALE: N/A



2 Front Elevation
SCALE: NA

ST102b - Freestanding Monument Sign - Secondary

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

ST102b Secondary Freestanding Monument Sign locations are shown at the intersection of Eskridge Road and North Street. These locations along with the ST102 at Eskridge Road and Merrifield Cinema Drive will provide identity presence on this frontage and draw customers into the project.

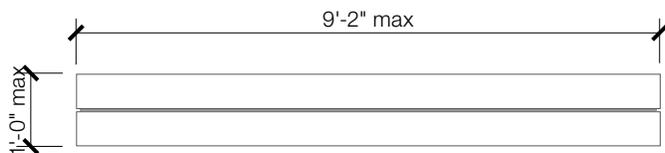
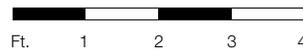
If a project identity is included on this sign, it may read “mosaic” or “mosaic district”.

This design of this sign is preliminary, and its proportions and overall design may change. The sign may incorporate panels bearing the project and tenant names. The design of the sign references the Mosaic logo. To keep this design element intact, no additional sign panels will be added in the future. The maximum height of the monument sign will be 4'-0". Secondary Freestanding Monument Signs are double-sided and sign area is limited to 24 sq. ft. per side. Secondary Freestanding Monument Signs will be illuminated by internal and / or ground-mounted light sources.

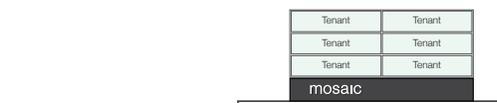
The Applicant may reserve individual sign panels for use in future phases of Mosaic. Tenant panels will not be further divided than shown above. All signs in public rights-of-way are subject to appropriate licenses and approvals.

Site Permanent Signs

Scale:



1 Top View
SCALE: NA



3 Reverse Elevation
SCALE: N/A

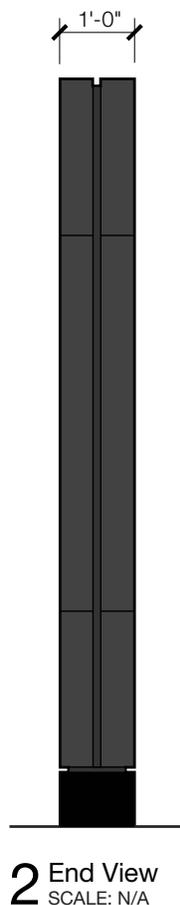
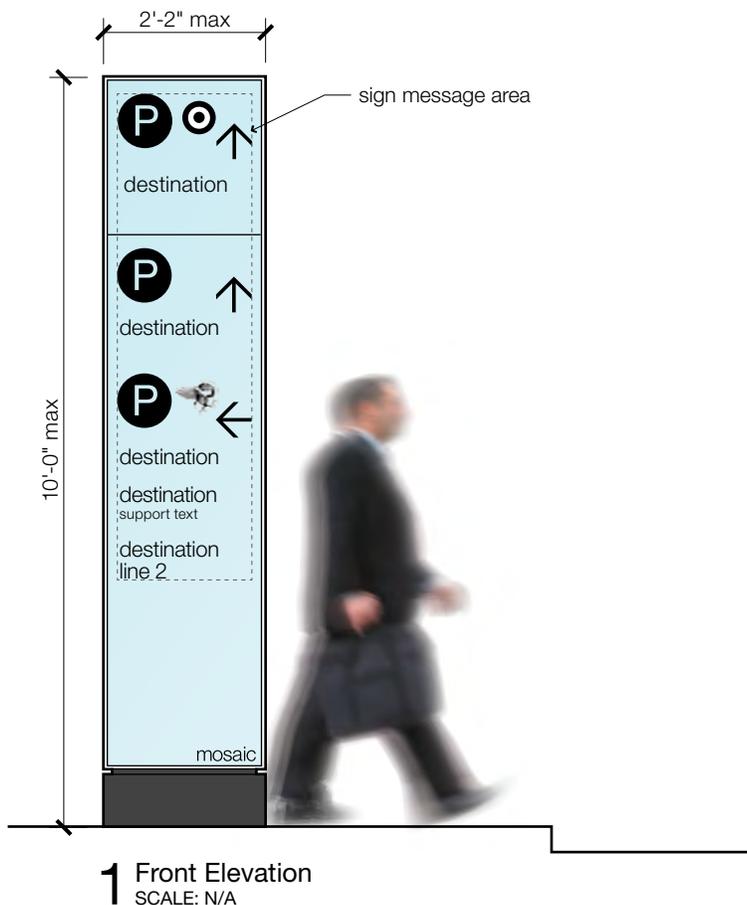
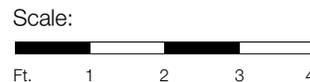


2 Front Elevation
SCALE: NA

ST101 / ST102 / ST102b Temporary Signage

As noted elsewhere in this document, the applicant reserves the right to place temporary signage in the vision triangles defined by section 2-505 of the Zoning Ordinance until such time as permanent signage permitted by Fairfax County Zoning Enforcement is substantially complete. Temporary signage will be double sided, and limited in area to 32sq. ft. per side. Each sign shall be no more than 3'-6" high above average grade. The design of this sign is preliminary, and its proportions and overall design may change. The sign may incorporate panels bearing the project the project's and tenants' names. The sign may be externally or internally illuminated.

Site Permanent Signs



ST103 - Freestanding Vehicular Directional

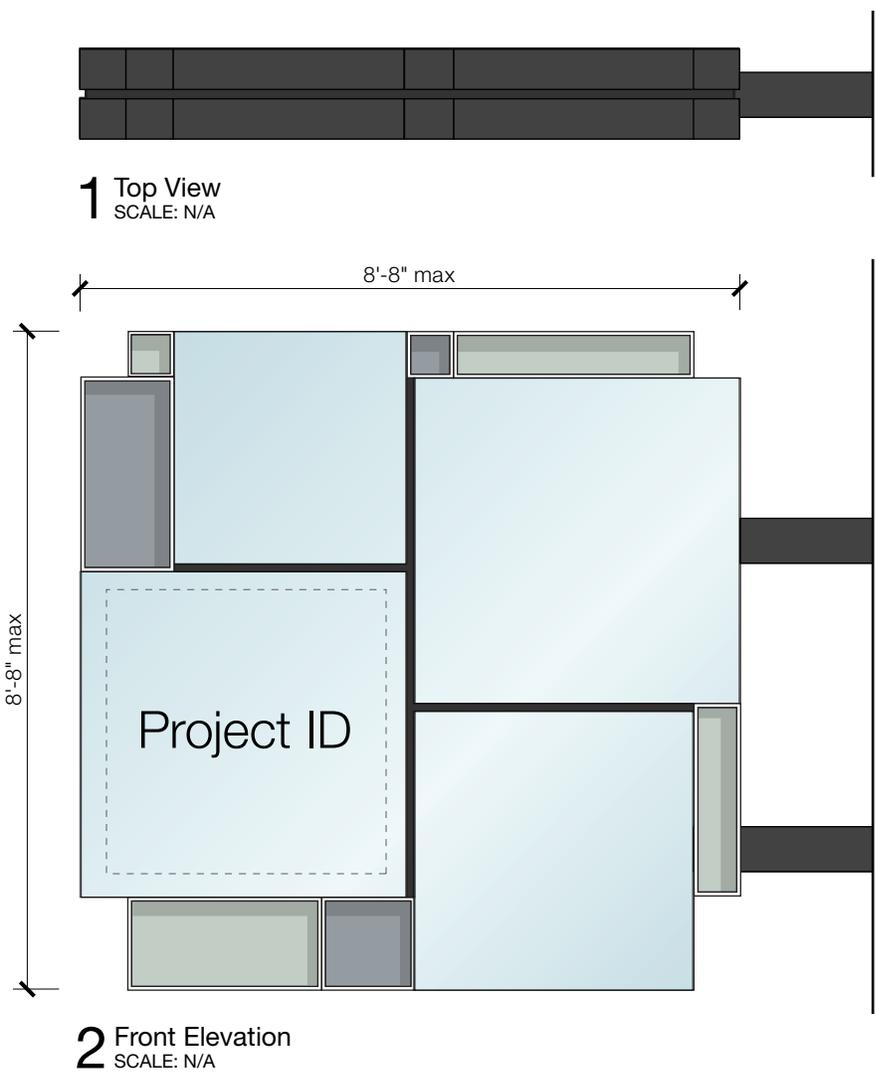
Freestanding Vehicular Directionals are located near project entrances and road intersections to provide directional and wayfinding information to vehicular traffic. Sign messages may contain directional information for individual tenants, site services (such as parking), delivery / loading dock locations,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

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

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

Number of destinations shown will be limited to 8.

Site Permanent Signs



ST104a - Building Mounted Identification

Building Mounted Identification signs will be located on building facades. These building mounted elements will carry only the Mosaic brand. No more than two ST104 signs shall be permitted per building, and a maximum of 10 will be included in the project. These signs will only be located adjacent to building corners, or to facade areas above public lobbies. See individual building elevations for specific locations.

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

Site Permanent Signs



Glass Alley branding element sketch



Glass Alley branding element night sketch

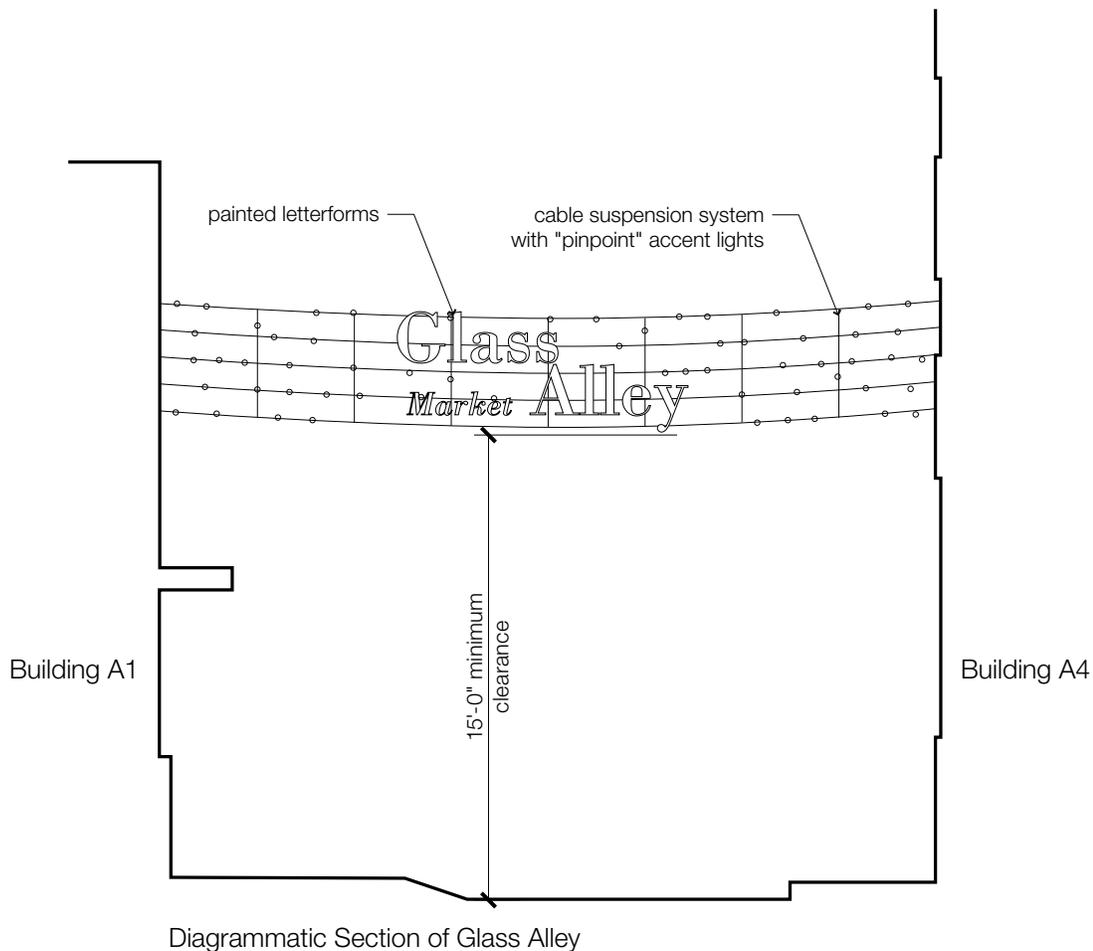
ST104b - Glass Alley Project Branding Element

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

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

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

Site Permanent Signs

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

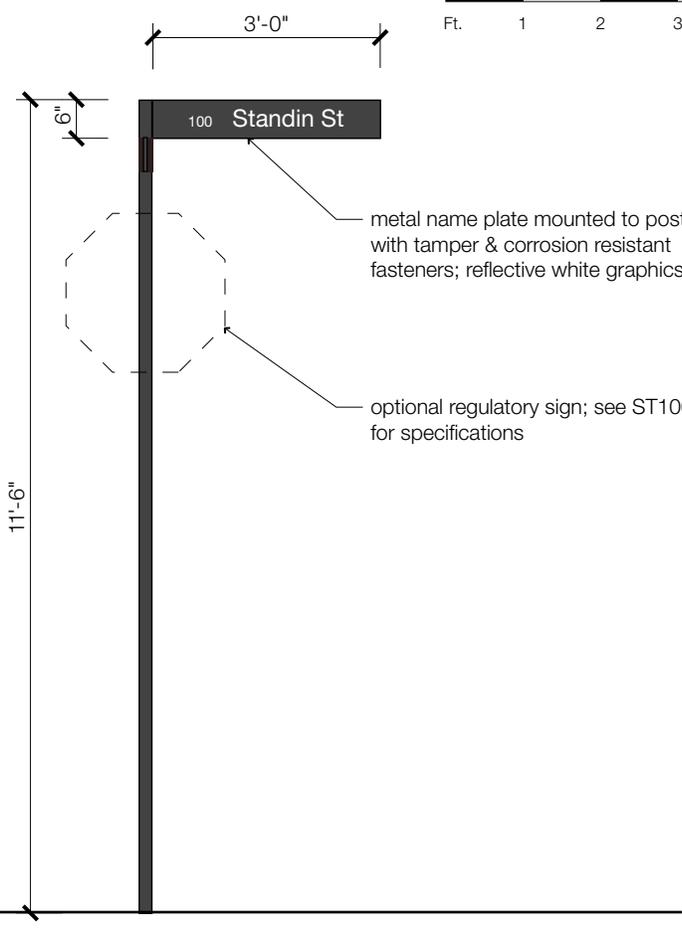
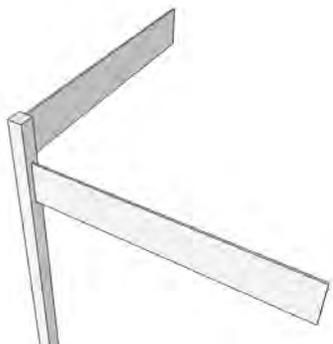
Glass Alley branding element clearance will comply with the Public Facilities Manual (PFM).

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

The graphics above and on the previous page show one design option. The final design may vary from that shown here.

Site Permanent Signs

1 Perspective Diagram
SCALE: N/A



2 Front Elevation
SCALE: N/A

ST105 - Street Name Sign

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

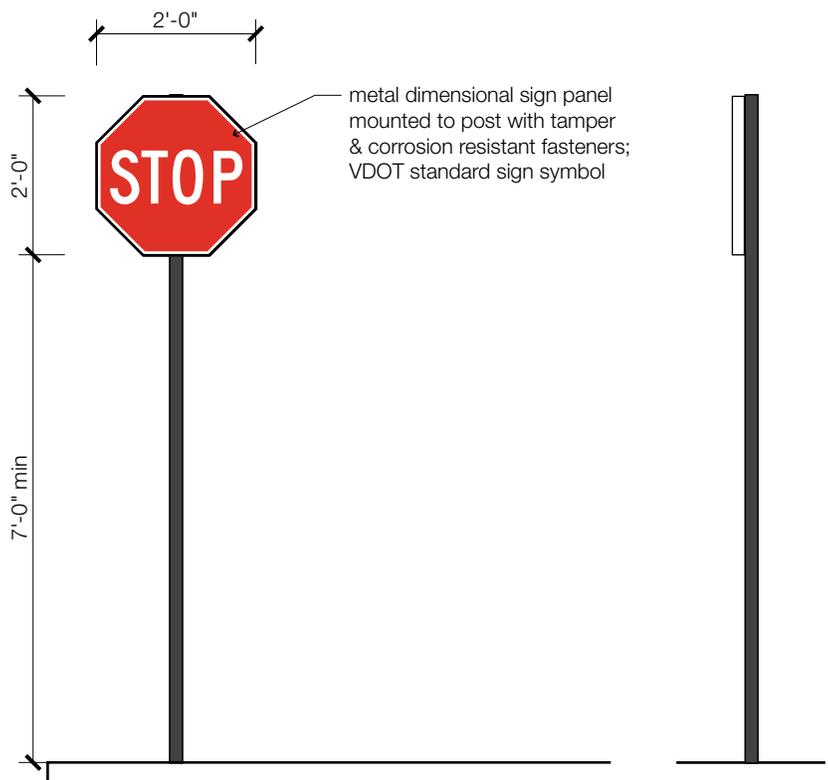
All surfaces shall be painted in a color consistent with the Mosaic color palette. Street signs shall be located at street intersections and as otherwise required by applicable regulations.

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

Site Permanent Signs



1 Additional Regulatory Signs
SCALE: N/A



2 Front Elevation
SCALE: N/A

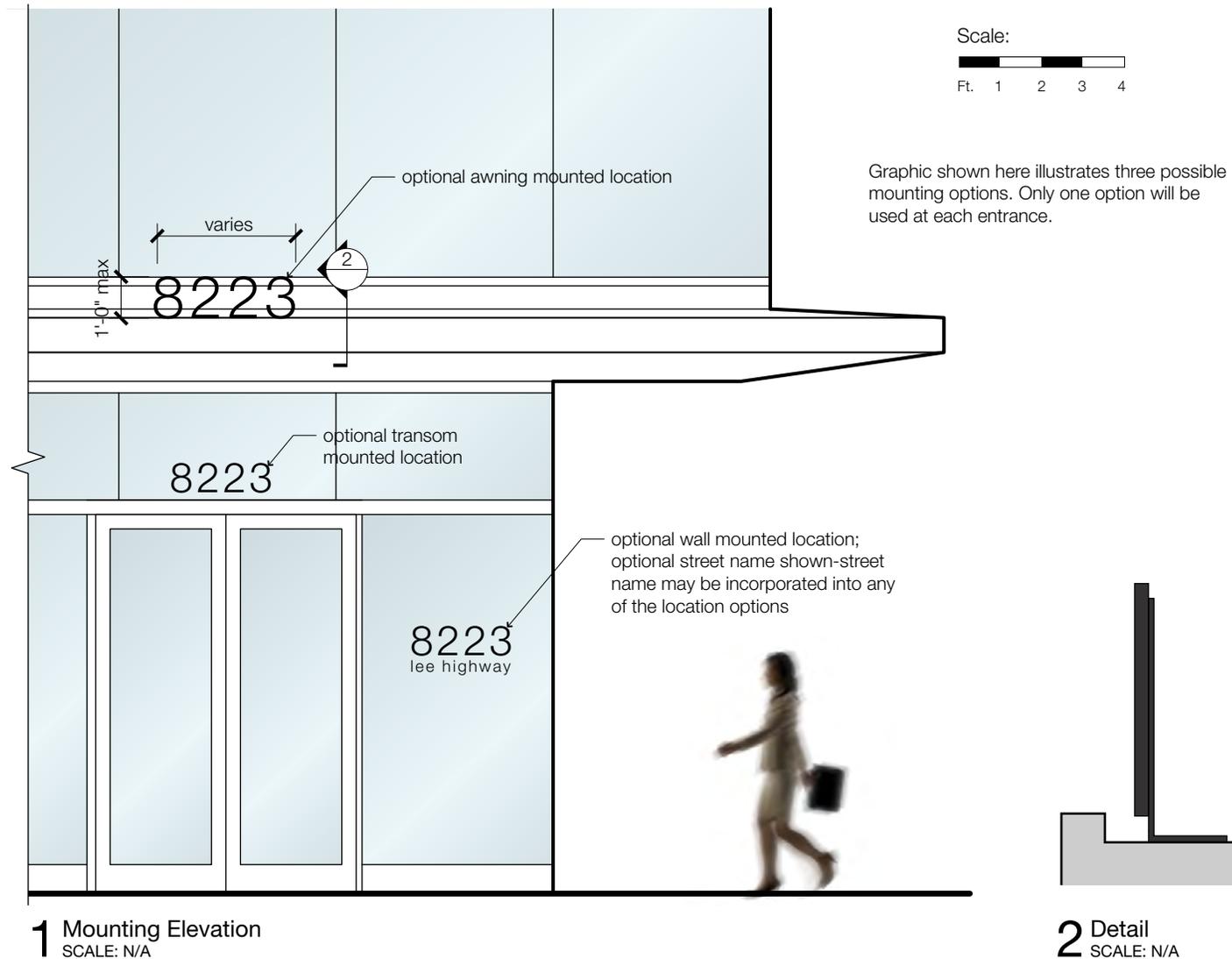
3 End View
SCALE: N/A

ST106 - Vehicular Regulatory Sign

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

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

Site Permanent Signs



ST107 - Building Number ID

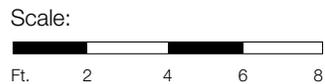
Building Number ID signs shall be used to identify the street address number of the building or premises and shall be provided according to all applicable federal, state, local regulations, and the State of Virginia Fire Prevention Code, and provide for the safety and convenience of the employees and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

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

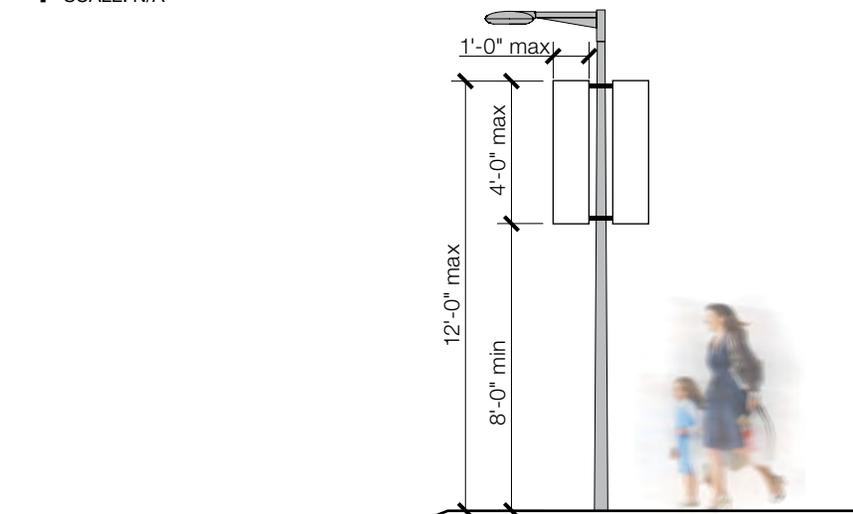
There will be no identification information to specific tenants. Sign shall contain address numerals at a minimum, but may also contain street name.

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

Site Permanent Signs



1 Example Banner
SCALE: N/A



2 Pole Mounted Elevation
SCALE: N/A

ST108 - Banners

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

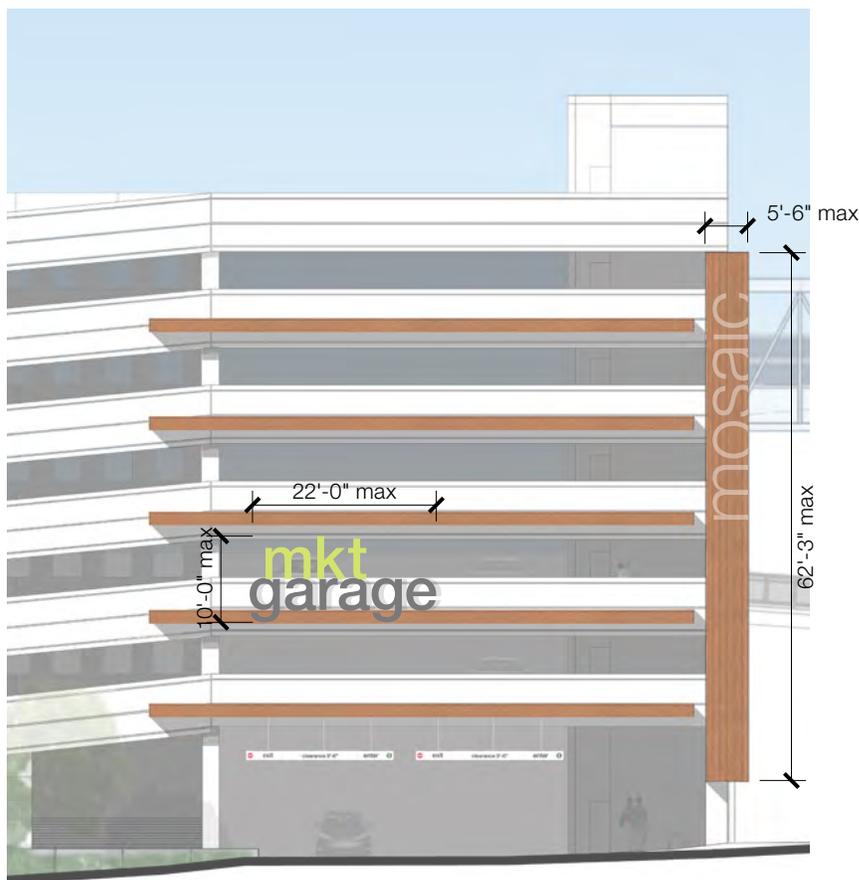
Banners shall be mounted on streetlight poles to a maximum height of 12'-0" with a minimum clearance of 8'-0" above finished grade.

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

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

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

Site Permanent Signs



1 Front Elevation
SCALE: N/A

ST110 - Parking Garage Entrance Identification A

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

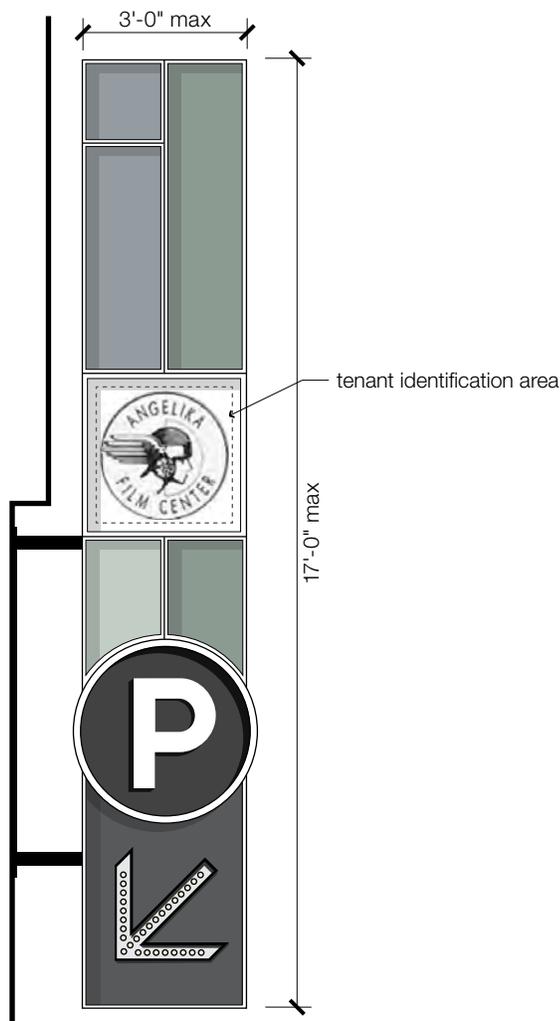
One Parking Garage Entrance Identification sign shall be permitted at each entrance. Note that the example above shows the ST110 sign as a wall-mounted sign with two elements; the Applicant reserves the right to make use of a blade sign instead.

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

A blade sign option is illustrated on the following page.

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

Site Permanent Signs



1 Front Elevation
SCALE: N/A



2 Perspective
SCALE: N/A

ST110 - Parking Garage Entrance Identification A, Continued

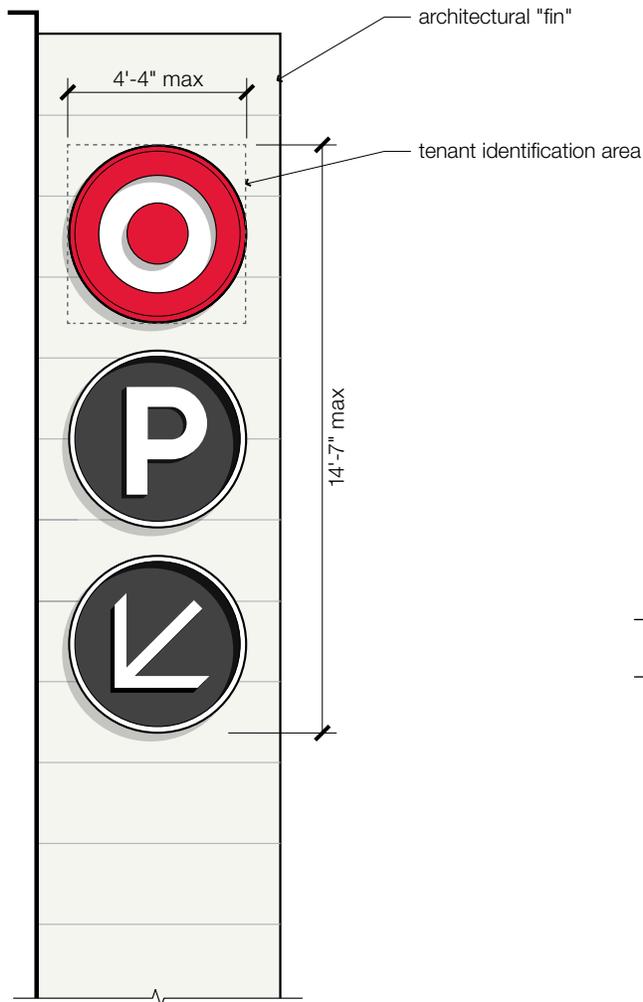
In addition to the wall-mounted option shown on the previous page, the Applicant reserves the right to make use of a blade sign instead. This sign may include the movie theater logo at a size no larger than 9 sq. ft. Signs will be illuminated by various internal and ground-mounted light sources.

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

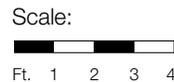
The garage entrances may also include the accessory signs shown on page 46, which provide information about parking counts, clear heights, regulations, etc.

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

Site Permanent Signs



1 Front Elevation
SCALE: N/A



2 Mounting Elevation
SCALE: N/A

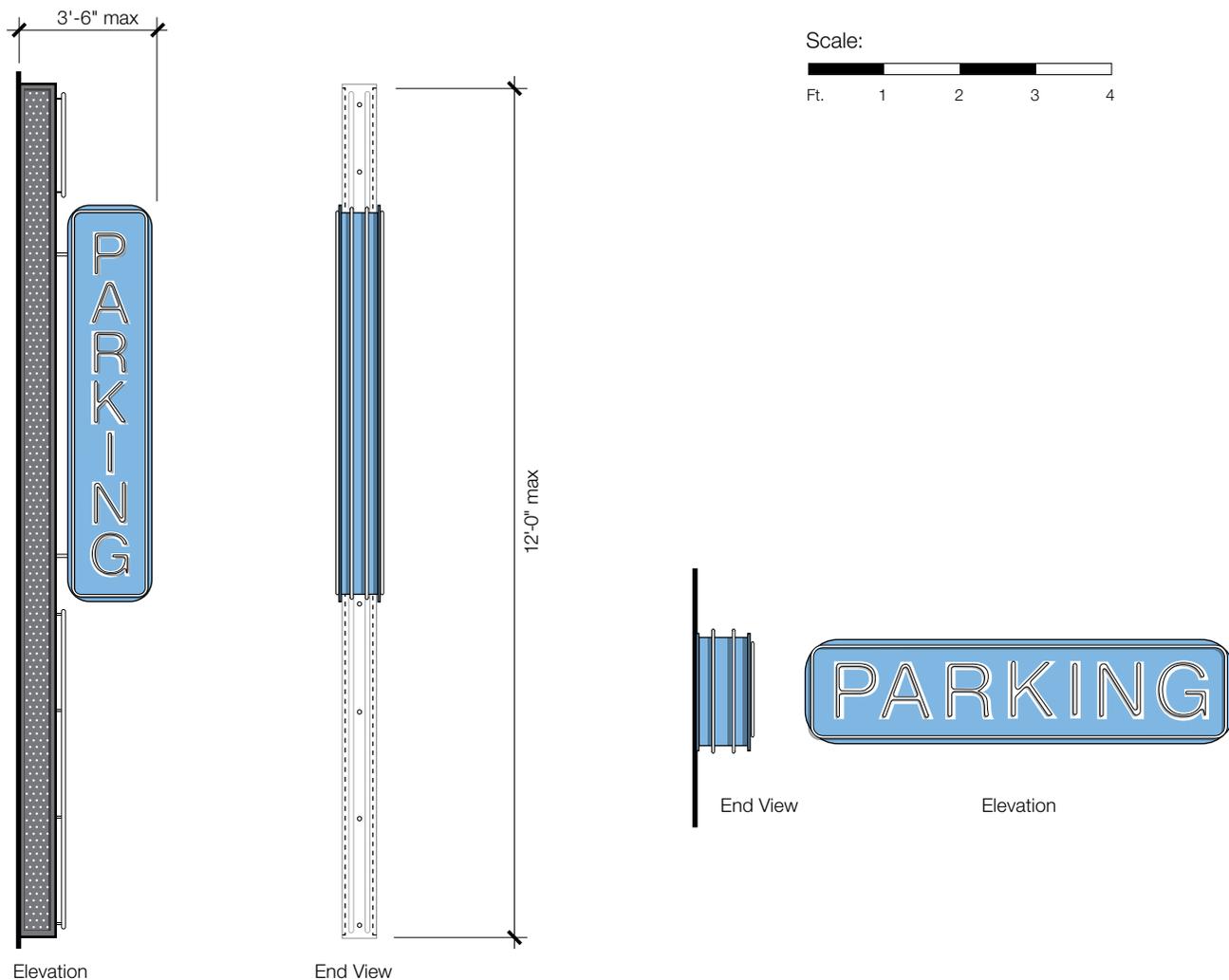
ST111 - Parking Garage Entrance Identification B

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

The garage entrances may also include the accessory signs shown on page 46, which provide information about parking counts, clear heights, regulations, etc.

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

Site Permanent Signs



1 Blade Sign
SCALE: N/A

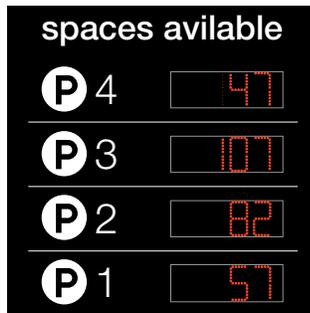
2 Wall-Mounted Sign
SCALE: N/A

ST112 Parking Entrance Identification - Residential/Retail Mixed-Use Buildings

These signs will mark the vehicular entrances to the parking garages that serve the residential / retail mixed-use buildings. These include the garages on parcels C&E, F, G and H. The signs are intended to serve two purposes: on the one hand, they will help both the public and residents orient themselves on site and easily navigate to the parking entrances; on the other hand, they offer an opportunity to brand the garage as part of an overall project branding strategy. Note that this is consistent with the garage on parcel A, which has been branded as the “Market Garage.” The garage entrances may also include the accessory signs shown on page 46, which provide information about parking counts, clear heights, regulations, etc.

The signs may include a combination of blade signs (similar to the ST111 sign type) and building-mounted signs (similar to the “Market Garage” signs shown for the ST110 sign type) as long as the total sign area does not exceed 500 sq. ft. for each garage. Note that the image shown above is for illustrative purposes only, and that the final design may vary from this. The signs may be illuminated.

Site Permanent Signs



Parking Space Counter



Clearance Bar

1 Sign Examples

SCALE: N/A

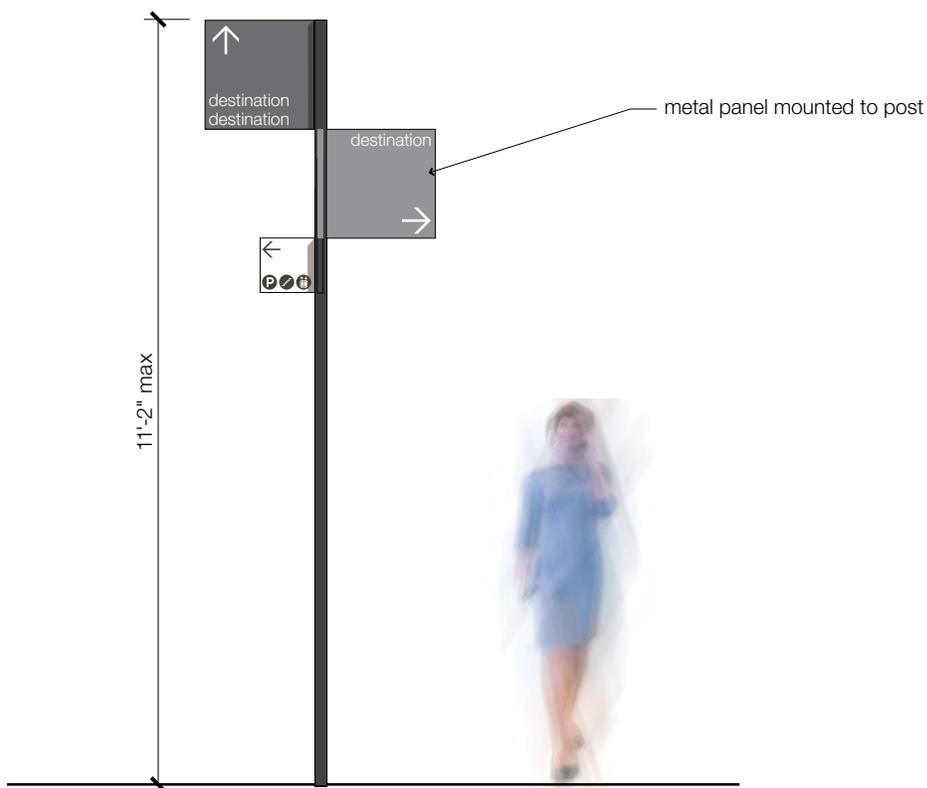
ST110, ST111, ST112 - Parking Garage Accessory Signs

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

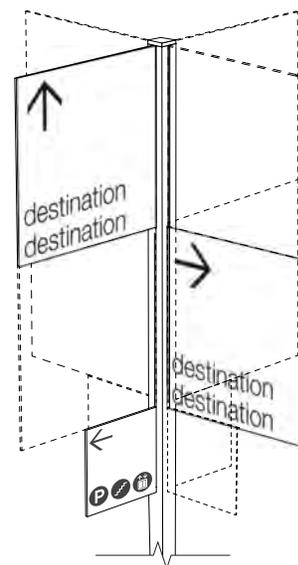
Accessory signs may be building-mounted or freestanding; clearance signs may be suspended over the garage entrances. Accessory signs displaying available parking space information may contain changeable LED message areas.

Site Permanent Signs

Scale:



1 Front Elevation
SCALE: N/A



2 Perspective Diagram
SCALE: N/A

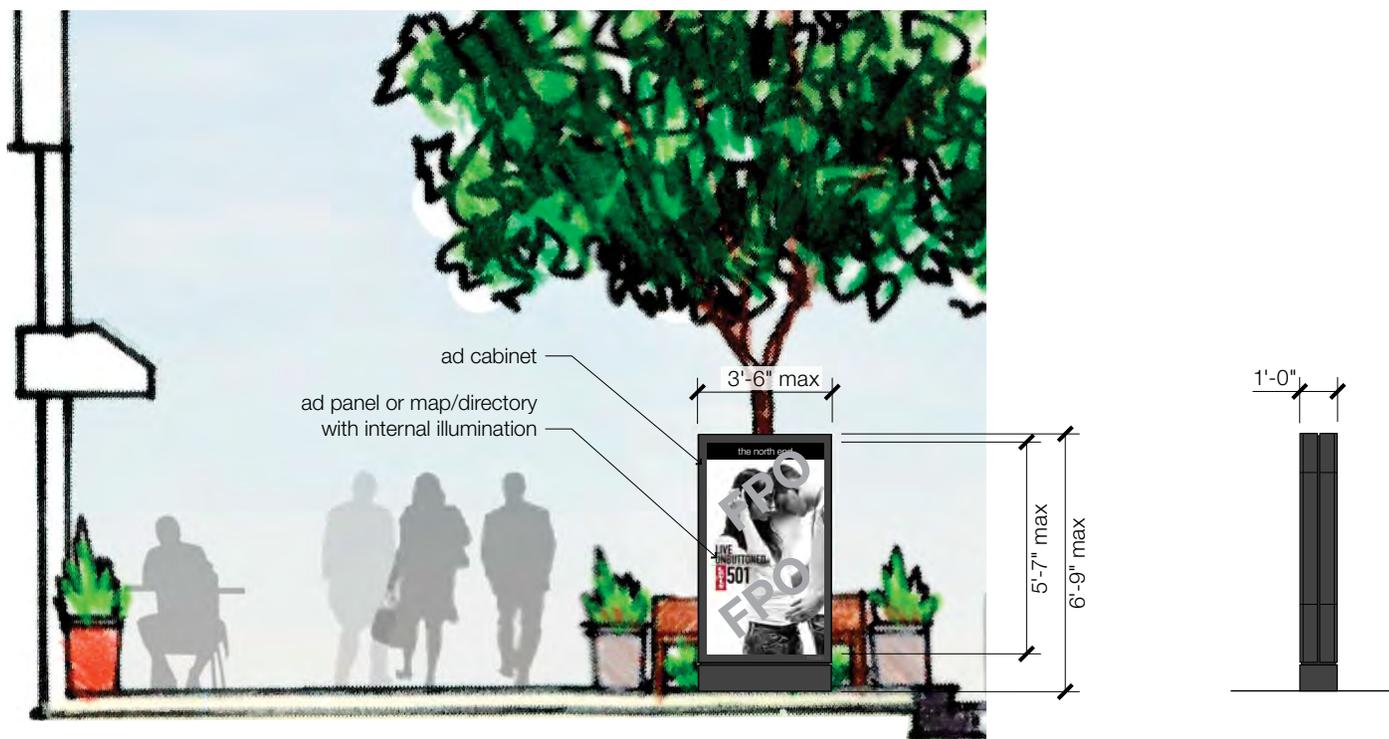
ST120 - Pedestrian Directional

Pedestrian Directionals will be located to convey wayfinding information to pedestrians at Mosaic. Although this sign is located on the plans on pages 15 and 19 of this document, the Applicant reserves the right to relocate Pedestrian Directional signs, provided Pedestrian Directional signs on the same side of a street are at least 250' linear feet apart.

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

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

Site Permanent Signs



1 Front Elevation
SCALE: N/A

2 End View
SCALE: N/A

ST122a - Pedestrian Ad Cabinet

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

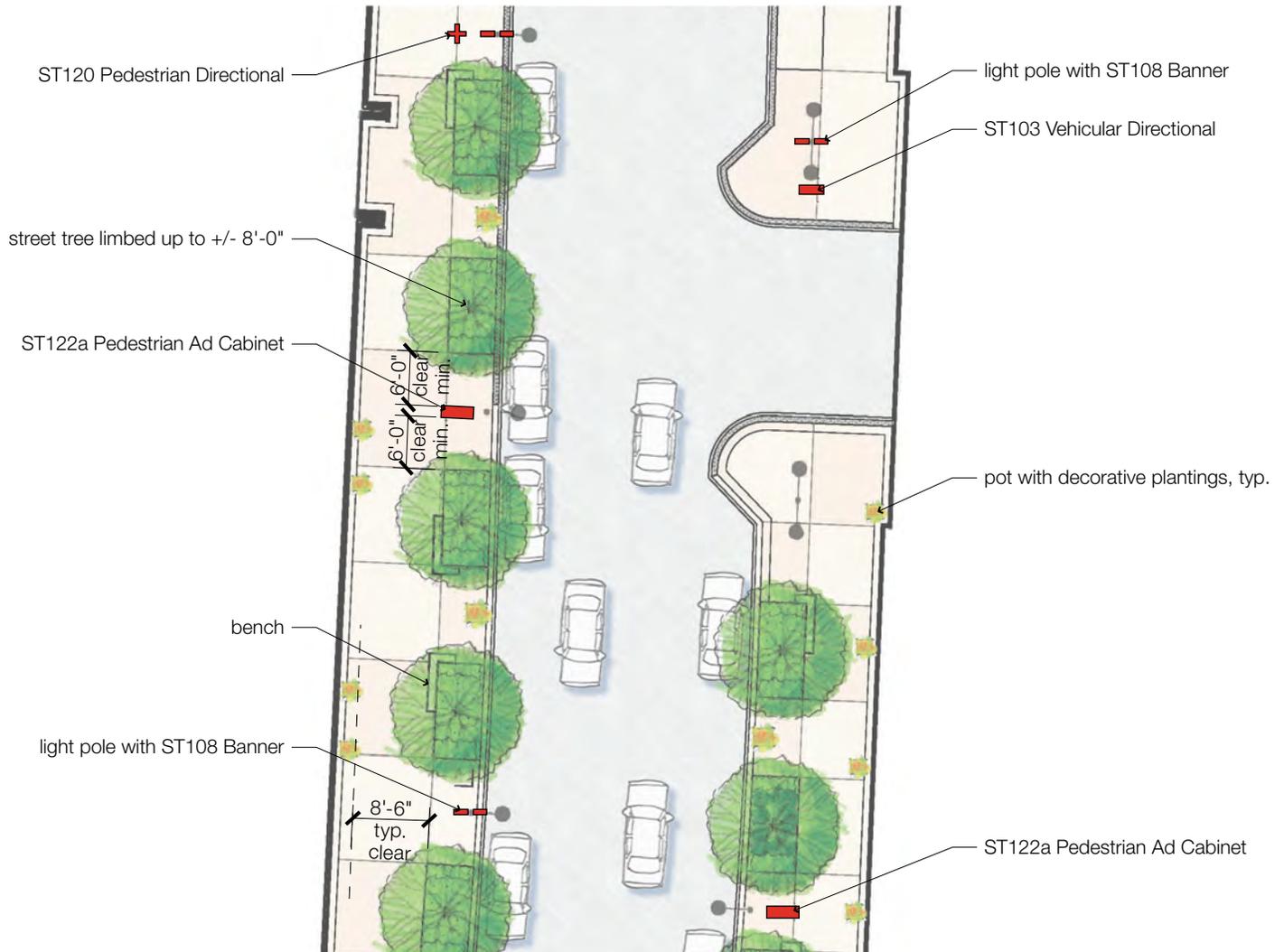
Pedestrian Ad Cabinets will be located as shown on the Sign Location Plan. The cabinet will be freestanding, two-sided, and internally illuminated.

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

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

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

Site Permanent Signs



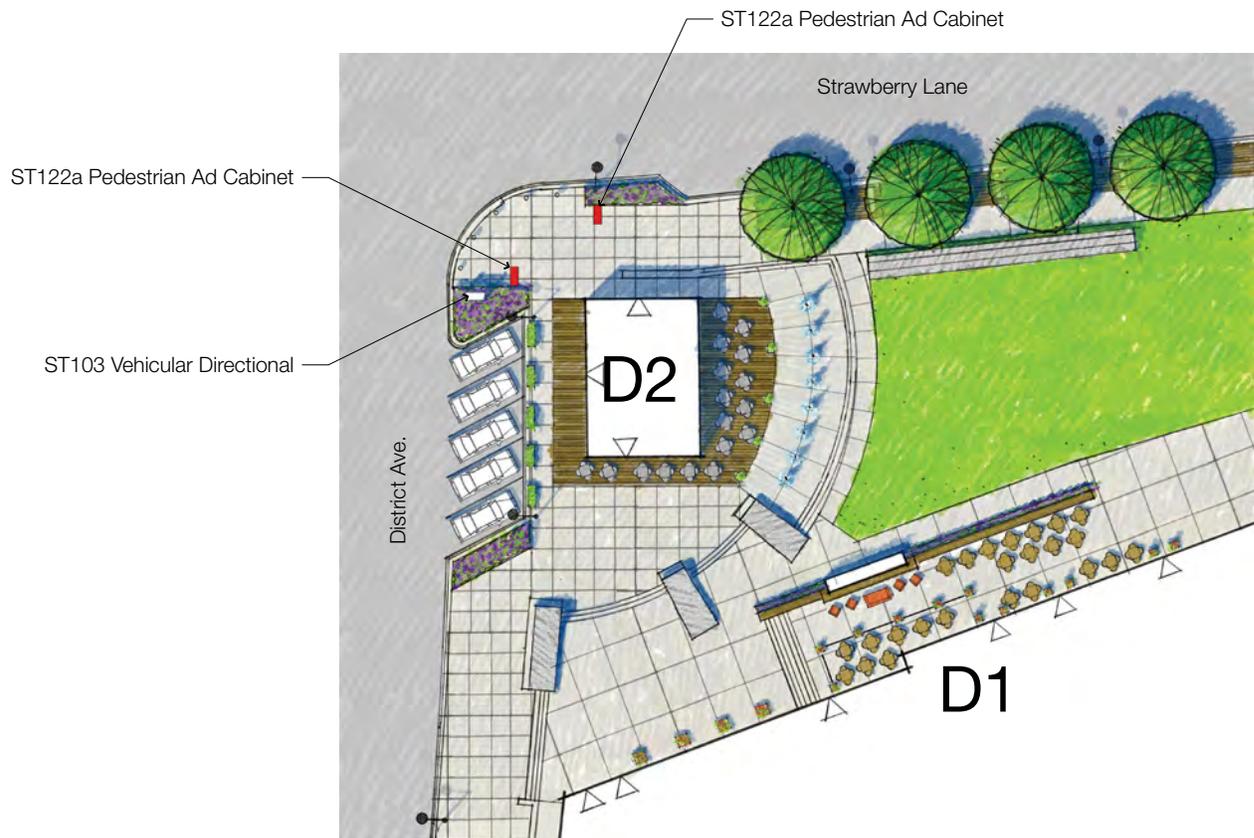
Typical streetscape plan

ST122a - Pedestrian Ad Cabinet, Continued

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

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

Site Permanent Signs



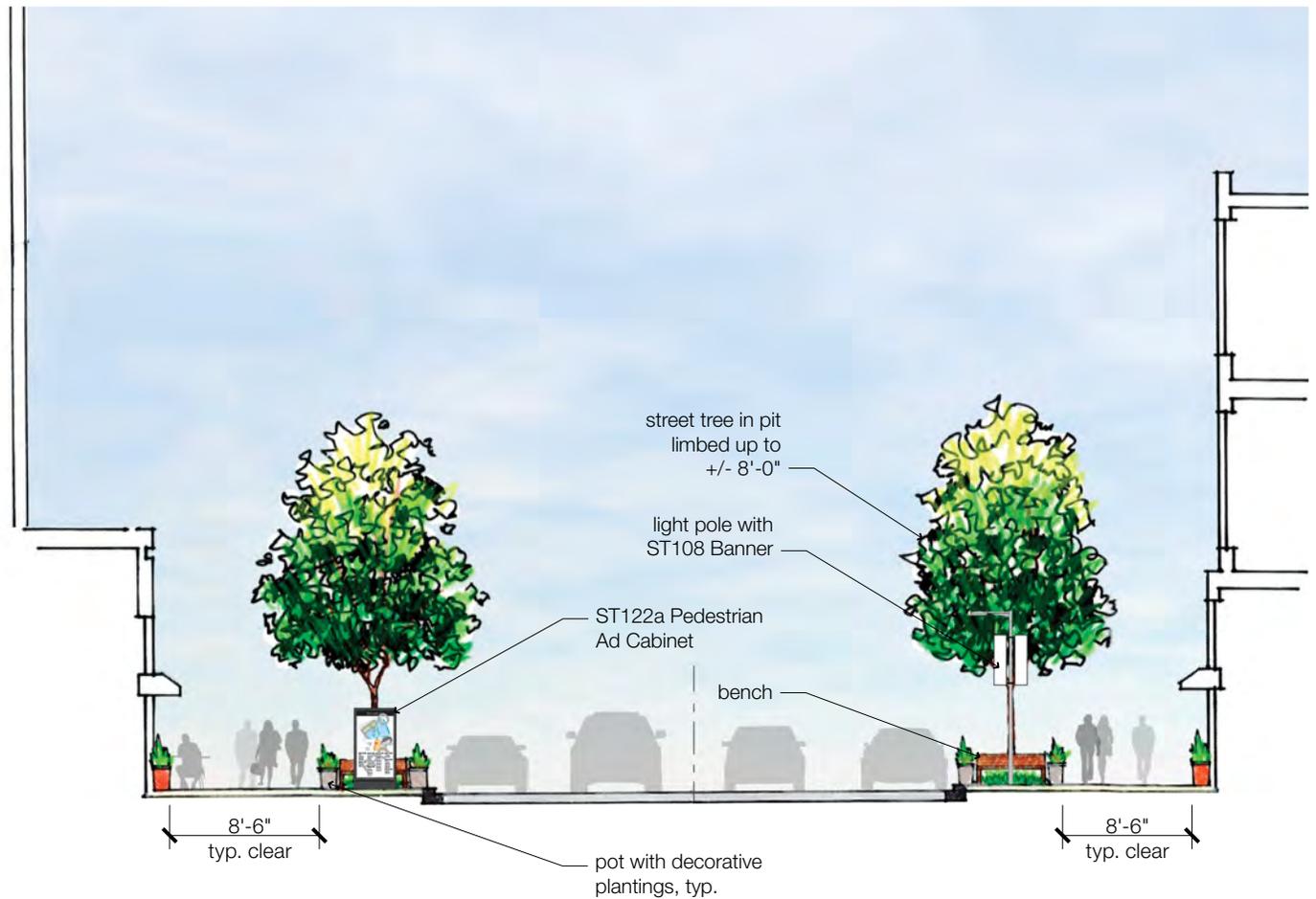
Streetscape plan

ST122a - Pedestrian Ad Cabinet, Continued

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

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

Site Permanent Signs



Typical streetscape section

ST122a - Pedestrian Ad Cabinet, Continued

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

Site Permanent Signs

Typical Streetscape Perspective

ST122a - Pedestrian Ad Cabinet, Continued

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

Site Permanent Signs

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

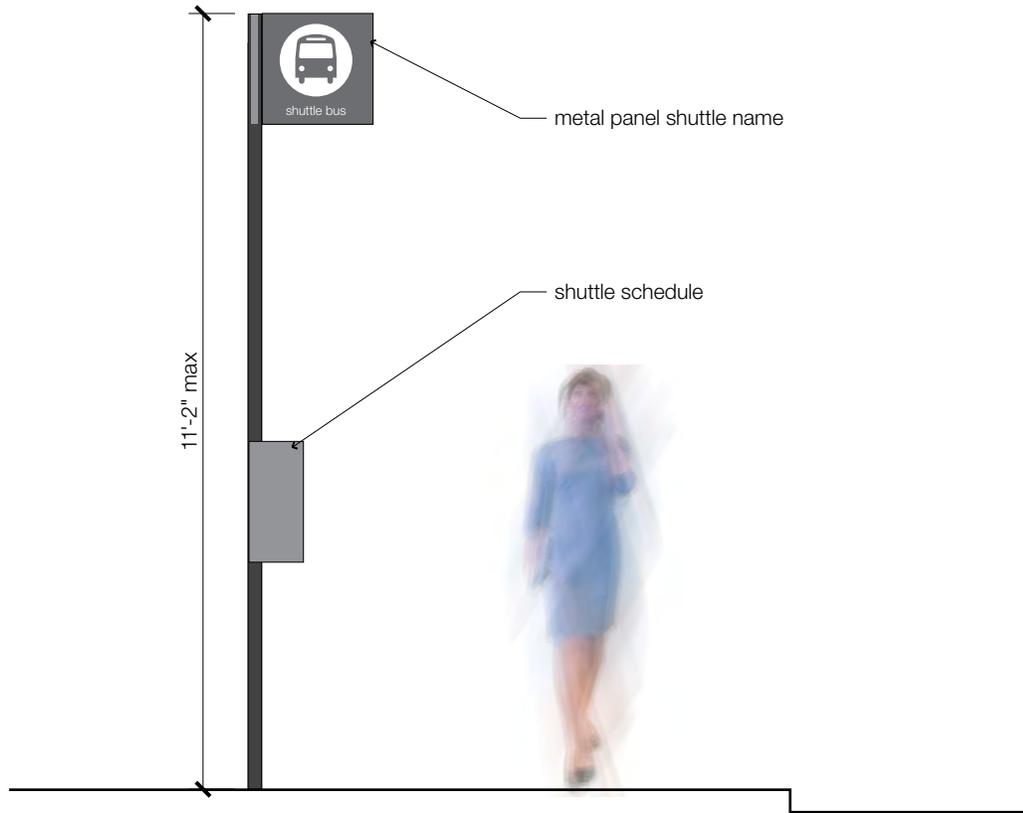
The north and east sides of Building B lack retail storefronts. In order to animate the streetscape and provide visual interest, the building design incorporates one display window and five building-mounted Ad Cabinets. At the discretion of the Applicant, the content of these displays may include seasonal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

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

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

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

Site Permanent Signs



1 Front Elevation
SCALE: N/A

ST123 - Metro Shuttle Identification

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

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

III. User and Tenant Classifications

User and Tenant Classifications - Introduction

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

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

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

Tier 2—Theater Tenant—See pages 77-80 of this document for requirements.

Tier 3—Hotel Tenant—See page 65 of this document for requirements.

Tier 4—Major Tenants with 10,000 sq. ft. or more of leased space— Signage can be a combination of UP1, UP2, UP3, UP4, UP5, and UP8 signs, with up to 2.5 sq. ft. of sign area per linear foot of retail perimeter. Total sign area will be limited to 500 sq. ft. of User Permanent signage. Additional limits for Tier 4 office tenants are found on page 68 of this document.

Tier 5—General Retail or Office Tenants with less than 10,000 sq. ft. of leased space—Signage can be a combination of UP2, UP3, UP5, and UP8 signs, with up to 2.5 sq. ft. of sign area per linear foot of retail perimeter. Total sign area will be limited to 200 sq. ft. of User Permanent signage. Note that Tier 5 tenants in buildings A1 and A2 may have an additional 50 sq. ft. of sign area to include on the west and north sides of Building A1. See page 61 for more information.

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

Tier 7—Multifamily Residential Building Owner – See pages 73-74 and pages 83-86 of this document for requirements.

Tier 8—Townhome HOA – The HOA shall have the right to be included on all wayfinding and monument signage (ST101, ST103 and ST120) on site, so long as their inclusion does not increase the sign areas permitted in section II of this document. The HOA shall also have the right to install visitor parking signs, as shown for ST106 on page 39.

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

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

User and Tenant Classifications - Introduction

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

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

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

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

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

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

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

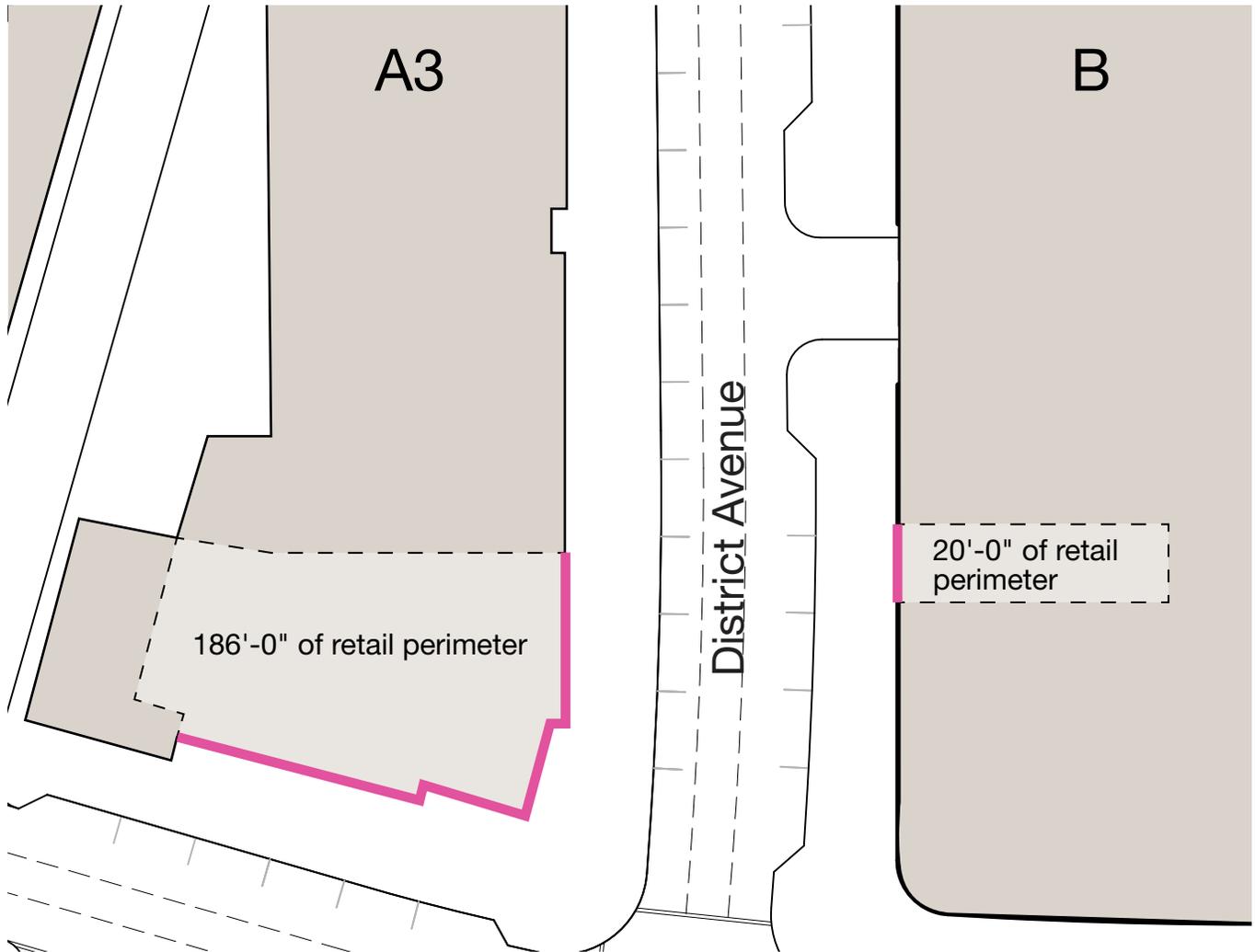
Finally, the building elevations are intended to show all areas where signage might be permitted. Given the other area limitations in this document, not all signs shown herein can be permitted.

Legend for Section III.

- UP1 or UP2 signs
- Blade signs, including UP4, ST104a, ST110 and ST111
- UP8 signs
- Tier 2 and Tier 3 Users - unique sign (see pp. 63-64, 66, 72-73, 75)
- Tier 2 and Tier 3 Users - unique signs (see pp. 64, 73, 75, 84-85)



User and Tenant Classifications

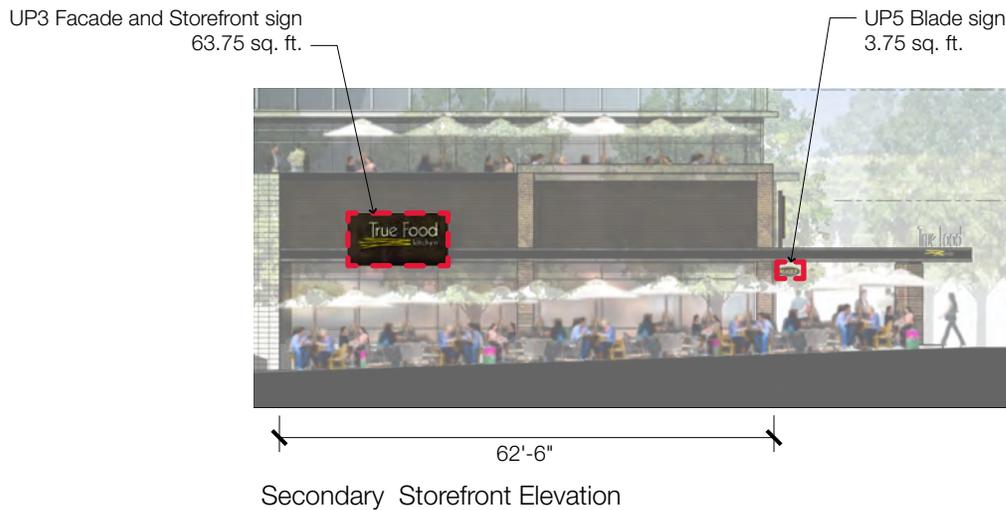
**Tier 5 General Retail - Example Tenants**

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

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

 Represents the storefront frontage of the tenant spaces.

User and Tenant Classifications



Tier 5 General Retail - Example Tenants, Continued

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

The specifics of the example tenant are:

Retail Perimeter - 186'-0"

Allowable sign area based on retail perimeter - $186 \times 2.5 = 465$ sq. ft.
465 sq. ft. exceeds the maximum limit of 200 sq. ft.

Allowable sign area for tenant is 200 sq. ft.

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

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

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

UP5-Blade sign-3.75 sq. ft.

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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to Tier 5 tenants.

User and Tenant Classifications



Tier 5 General Retail - Example Tenants, Continued

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

The specifics of the example tenant are:

Retail Perimeter - 20'-0"

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

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

Allowable sign area for tenant is 50 sq. ft.

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

UP5-Blade sign-7 sq. ft.

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

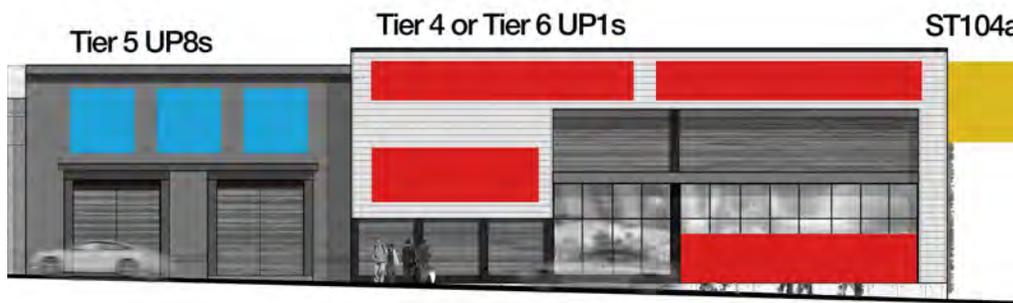
See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to Tier 5 tenants.

User and Tenant Classifications

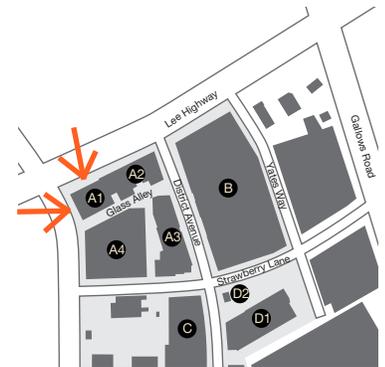
- UP1-Building Mounted Signage
- ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage



BUILDING A1 - WEST ELEVATION



BUILDING A1 - NORTH ELEVATION



Building A1 - Sign Type Placement Zones

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

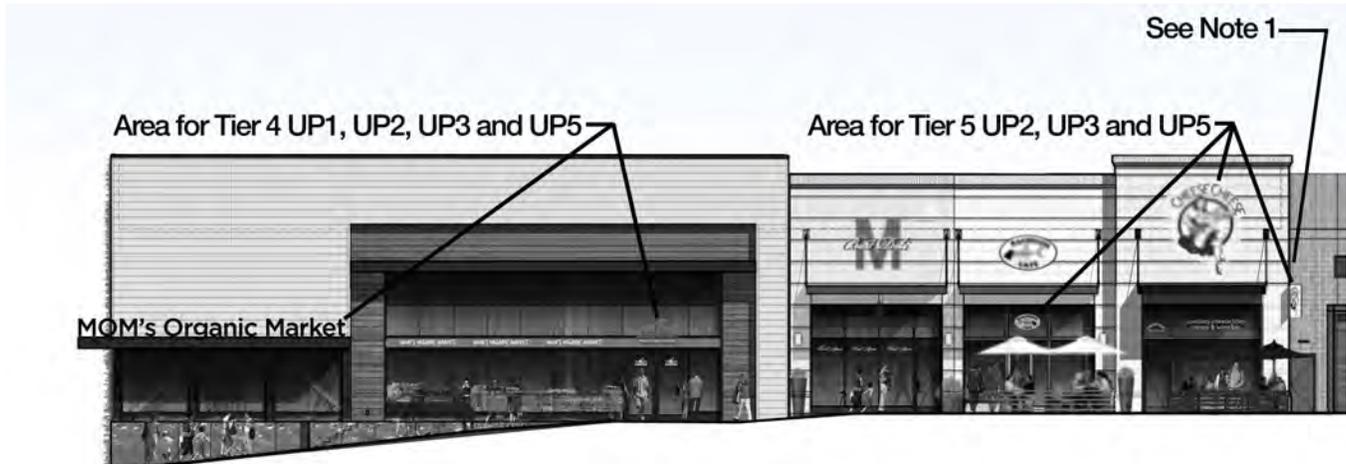
The signage on the north and west elevations of this building has been designed to take advantage of the high traffic counts on Eskridge Road and Lee Highway. The following users may locate signs on these two elevations: Tier 1, Tier 4 (fronting Glass Alley), Tier 5 (fronting Glass Alley), and Tier 6.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

above can be permitted simultaneously. Furthermore, total sign areas allocable to each user or tenant may preclude a 200 sq. ft. sign. Tier 5 tenants in Building A1 may use an additional 50 sq. ft. of sign area (in addition to the 2.5 sq. ft. per linear foot of leased perimeter) for UP8 signage on the north and west elevations of Building A1.

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

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



BUILDING A1 - SOUTH ELEVATION



Building A1 - Sign Type Placement Zones, Continued

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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

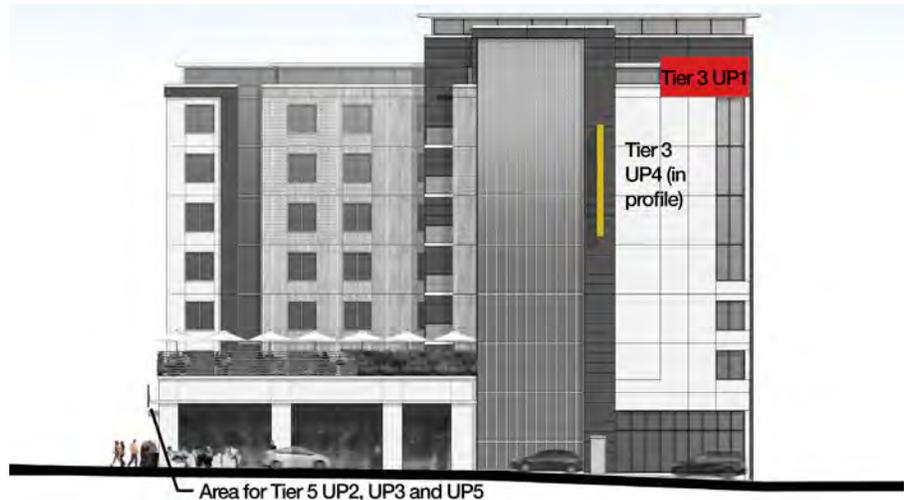
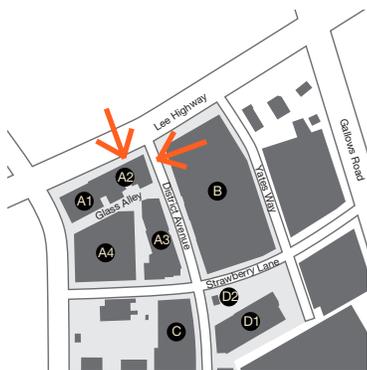
- UP1-Building Mounted Signage
- UP4-Large Scale Blade Sign
- Tier 3 User - Branded Graphics

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



BUILDING A2 - NORTH ELEVATION

Tier 3
Branded
Graphics



BUILDING A2 - EAST ELEVATION

Building A2 - Sign Type Placement Zones

Building A2 includes both the hotel user (Tier 3) and retail tenants. Unique hotel signs are further detailed on page 65.

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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

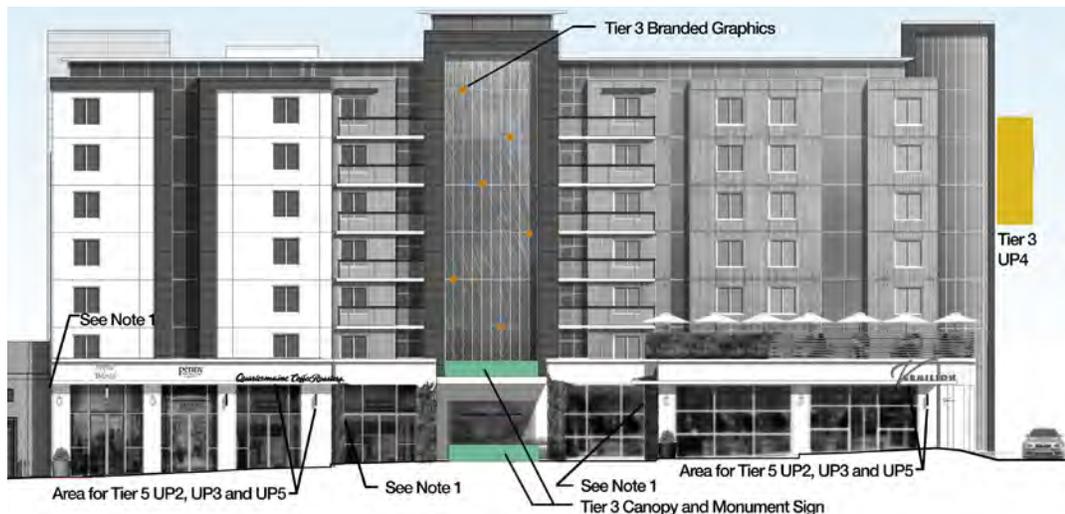
As in Building A1, Tier 5 tenants in Building A2 may locate UP8 signage on the north and west elevations of Building A1. Their sign area allocation shall be increased by 50 sq. ft. (in addition to the 2.5 sq. ft per linear foot of leased perimeter) for this signage.

User and Tenant Classifications

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

Tier 3 User - unique signs (see pp. 65)

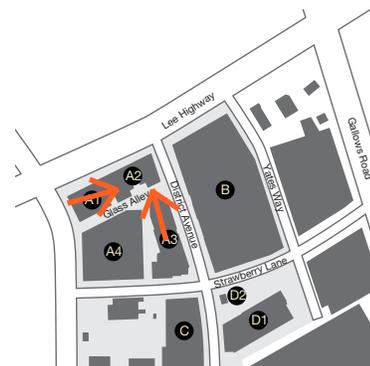
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A2 - SOUTH ELEVATION



BUILDING A2 - WEST ELEVATION



Building A2 - Sign Type Placement Zones, Continued

Building A2 includes both the hotel user (Tier 3) and retail tenants. Unique hotel signs are further detailed on page 62 and shown above. Note that the west elevation shown above includes Building A1 in the foreground for context - looking east, the hotel is behind Building A1.

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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications



Elevation

Hotel monument sign



Plan

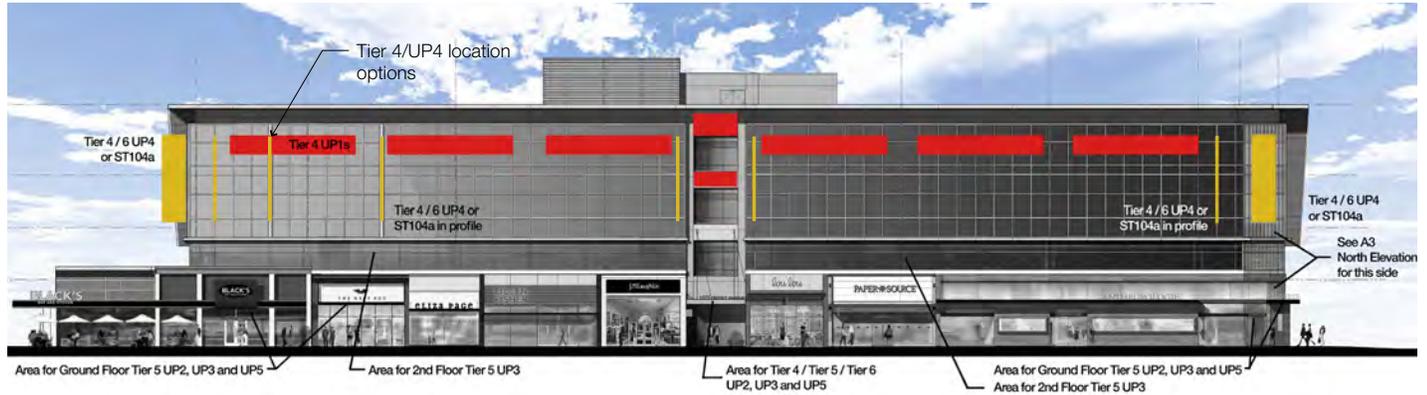
Building A2 - Tier 3 User - Canopy and Monument Signs

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

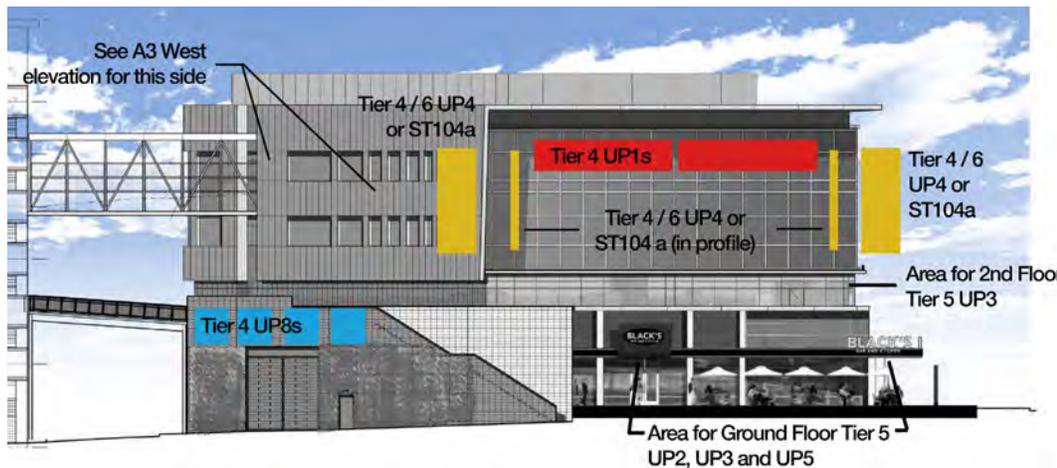
User and Tenant Classifications

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

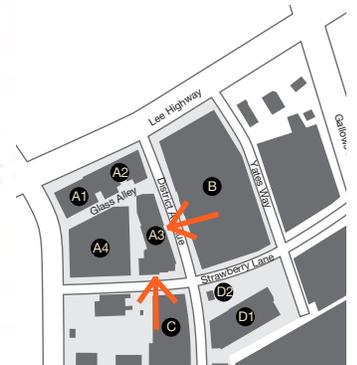
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A3 - EAST ELEVATION



BUILDING A3 - SOUTH ELEVATION



Building A3 - Sign Type Placement Zones

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

The following limits will be in place:

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

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

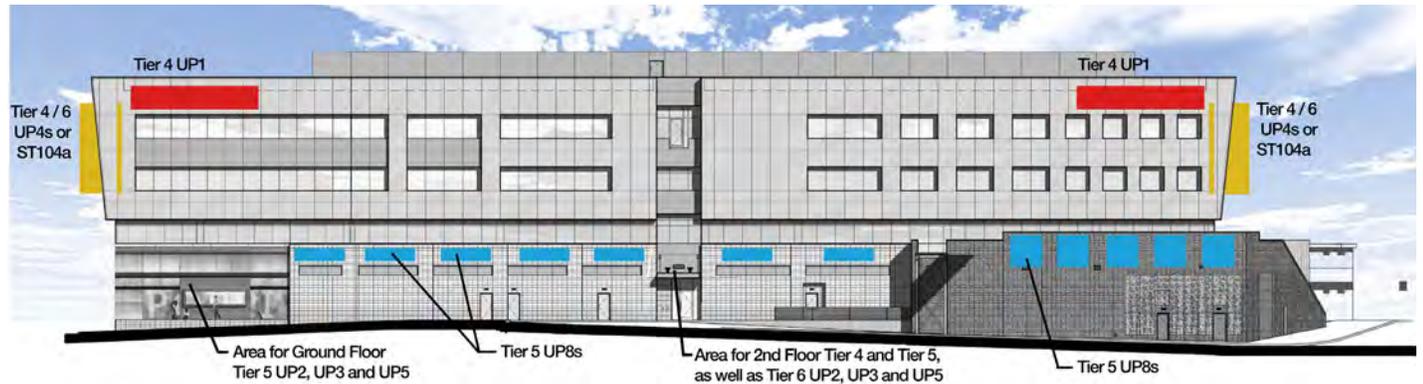
As should be clear, it would not be possible to permit all the signs shown on upper floors of A3 on this page and overleaf.

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

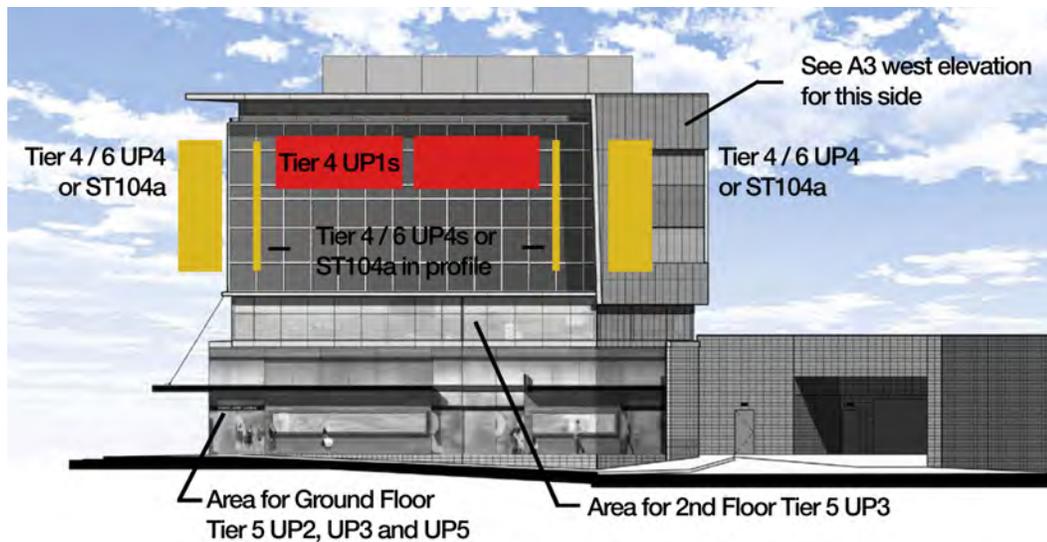
User and Tenant Classifications

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

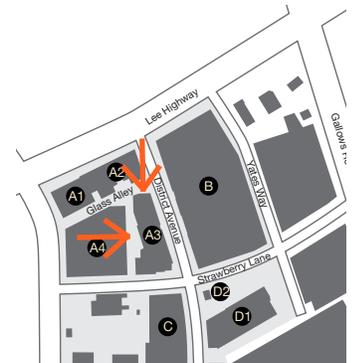
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING A3 - WEST ELEVATION



BUILDING A3 - NORTH ELEVATION



Building A3 - Sign Type Placement Zones, Continued

See page 63 for the limitations on the various sign types noted above. Note that as the rear of building A3 faces parking garage A4, the ground floor Tier 5 tenants will have the ability to mount UP8 signs to the rear of their leased premises. For similar reasons, there are Tier 5 UP8 signs at the south end of the west facade.

The graphics above and on the previous page show general locations for UP1 and UP4 signs. The final locations may vary from the exact locations shown above.

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

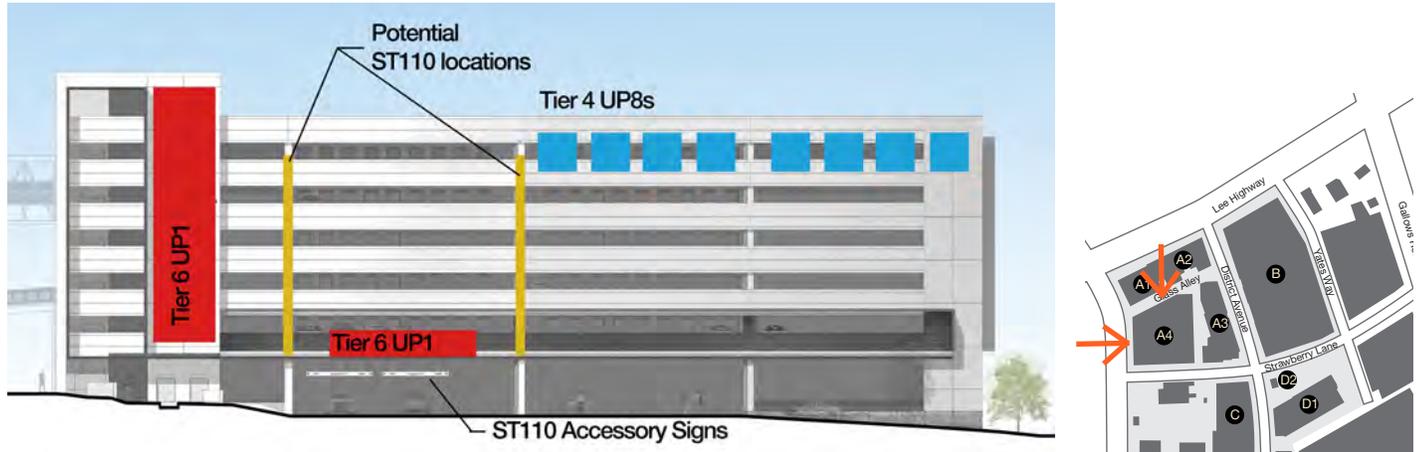
Building A3 - Tier 4 Office Tenant Users

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

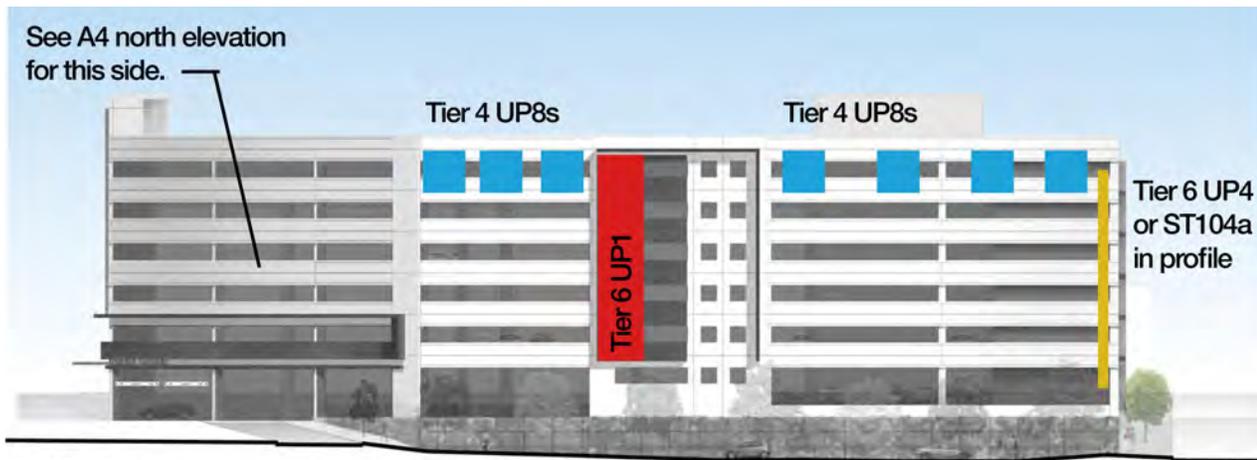
These users may also make use of UP8 signs on the rear on the rear of building A3, or on building A4.

User and Tenant Classifications

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



BUILDING A4 - NORTH ELEVATION



BUILDING A4 - WEST ELEVATION

Building A4 - Sign Type Placement Zones

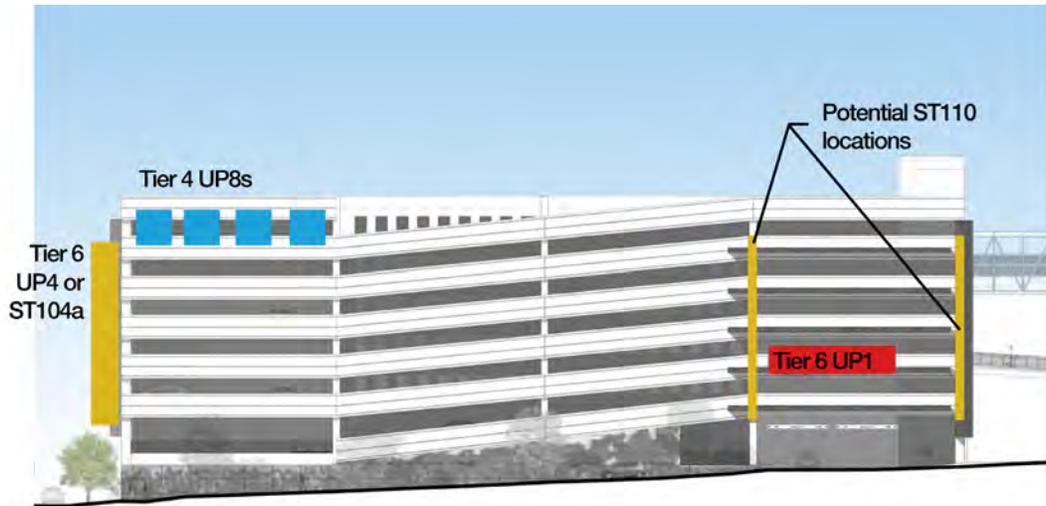
There are three types of signage on parking garage A4. The first is wayfinding: the ST110 signs mark the garage entrances, and the accessory parking signs provide additional information to arriving customers. The second purpose is branding; the Tier 6 user will locate several large UP1 signs on the facades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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

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



BUILDING A4 - SOUTH ELEVATION



Building A4 - Sign Type Placement Zones, Continued

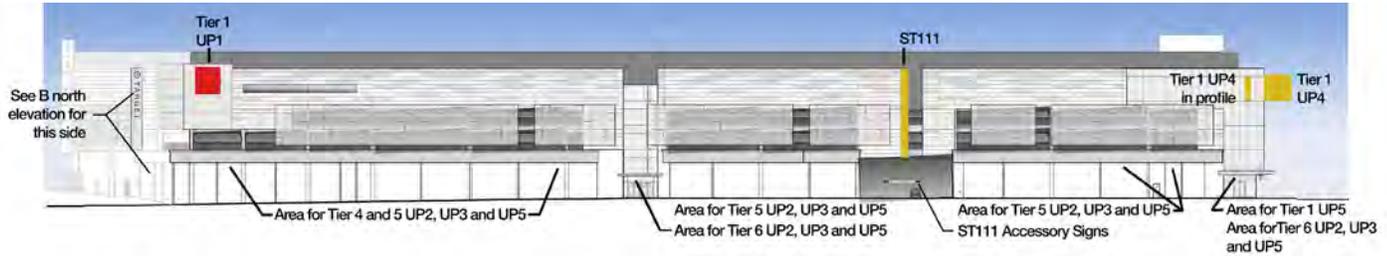
The location of the ST110 signs has not yet been finalized. Although there are two blade signs shown, only one will be located above each vehicular entrance (for a total of two signs).

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

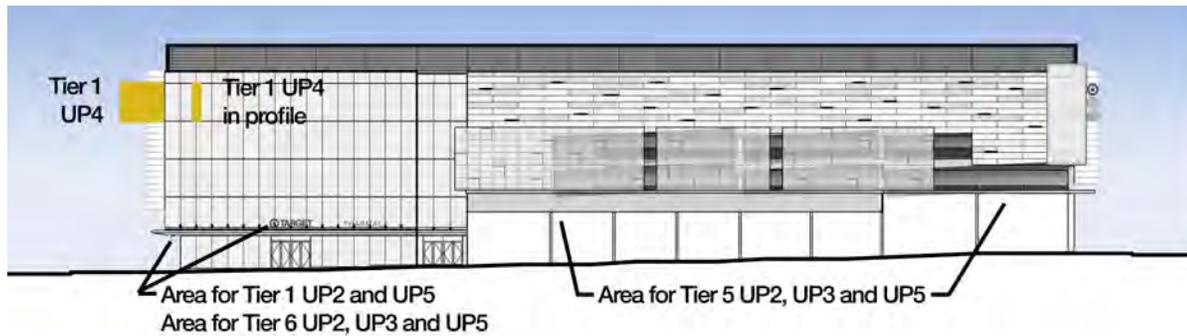
User and Tenant Classifications

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

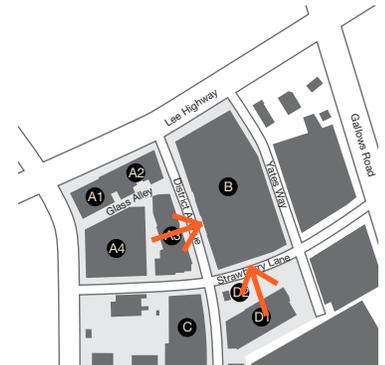
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING B -WEST ELEVATION



BUILDING B -SOUTH ELEVATION



Building B - Sign Type Placement Zones

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

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

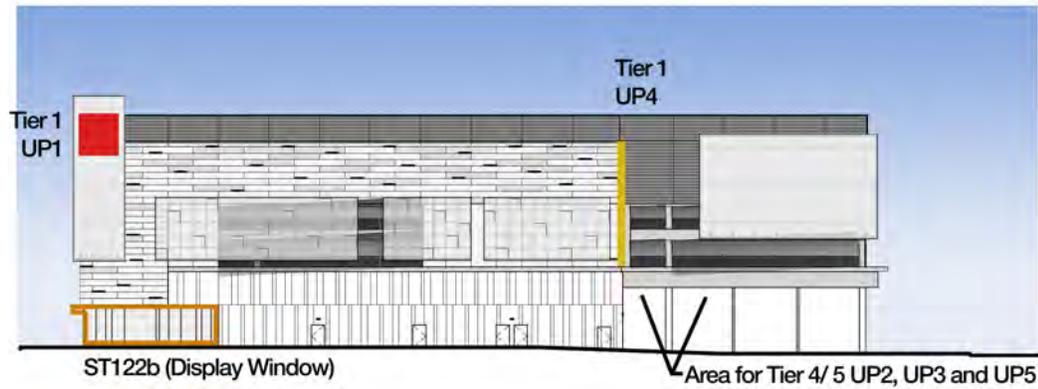
- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage

ST122b-Ad Display Windows

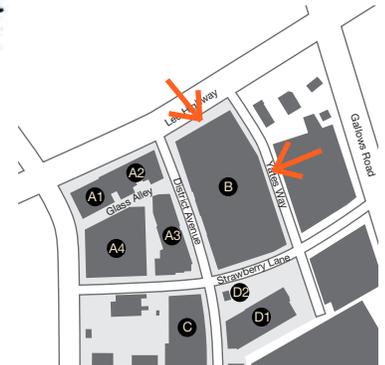
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING B -EAST ELEVATION



BUILDING B -NORTH ELEVATION



Building B - Sign Type Placement Zones, Continued

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

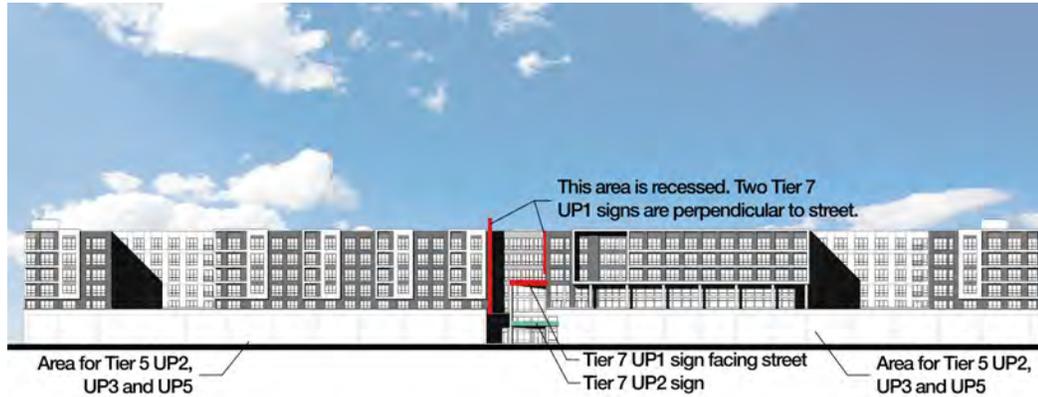
See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

- UP1-Building Mounted Signage
- ST122b-Ad Display Windows

- UP2-Canopy Mounted Signage

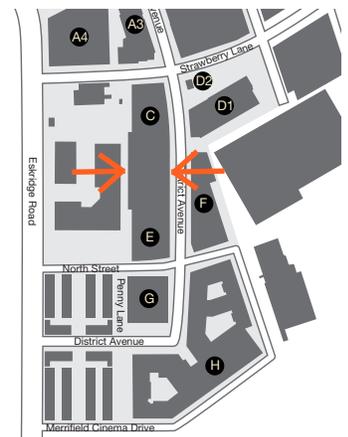
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDINGS C and E -EAST ELEVATION



BUILDINGS C and E -WEST ELEVATION



Buildings C and E - Sign Type Placement Zones

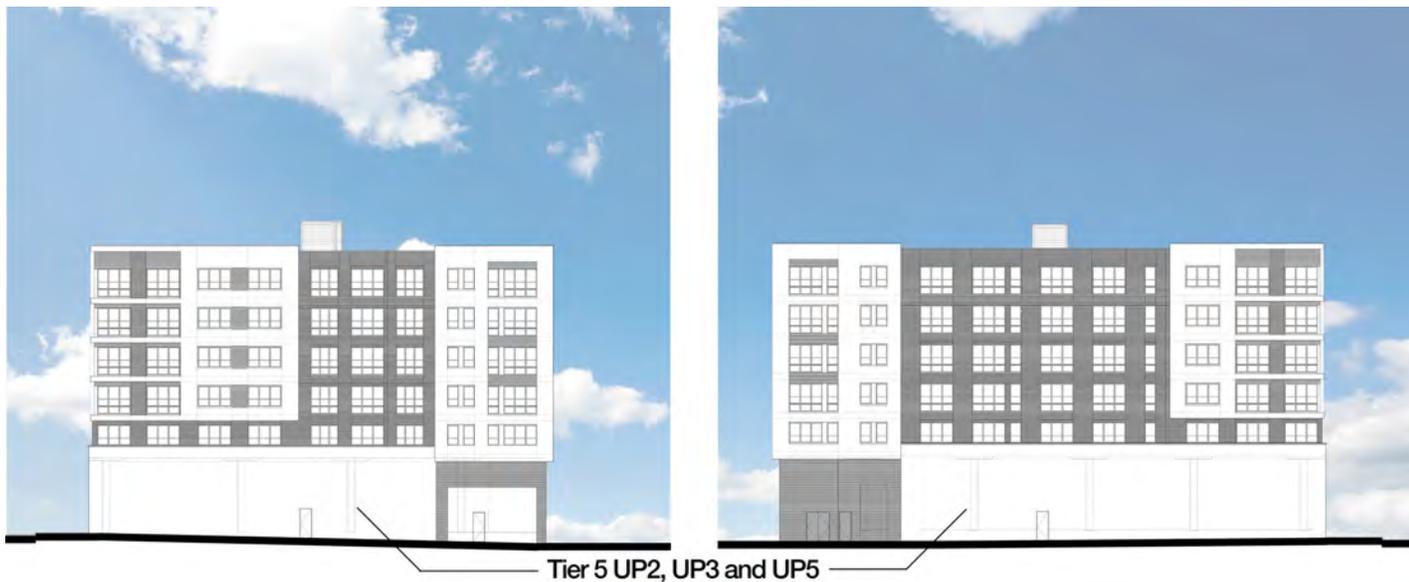
Building C & E consists of ground floor retail with five levels of multifamily residential above. There is a parking garage in the rear of the building that serves both the retail and the residential. The retail tenants will include both Tier 4 and Tier 5 users, while the multifamily owner is a Tier 7 user. As in the phase one buildings, the retail tenants will have the flexibility to locate storefront signage (UP2), canopy signage (UP3) and blade signs (UP5) on the storefronts on Strawberry Lane, District Avenue and North Street.

The Tier 7 user shall have the right to place UP1 and UP2 signs in the areas shown on the east elevation, above, although only one UP1 sign and one UP2 sign will be permitted. Note that the two UP1 signs are perpendicular to the street. The total sign area for these four signs is 350 SF, but note that no single sign shall be larger than 250 SF. The east elevation will also include an ST107 (building address) sign.

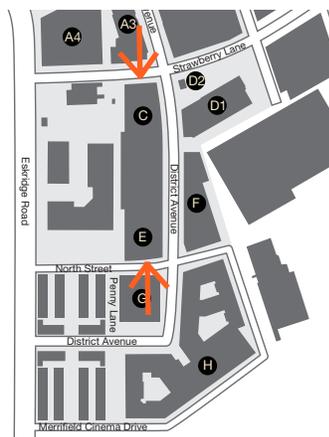
The Tier 6 user shall have the right to install ST112 signs on the garage in the areas shown above. See page 45 for additional detail on these signs.

User and Tenant Classifications

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



BUILDINGS C and E -END ELEVATIONS



Buildings C and E - Sign Type Placement Zones, continued

As in the phase one buildings, the retail tenants will have the flexibility to locate storefront signage (UP2), canopy signage (UP3) and blade signs (UP5) on the storefronts on Strawberry Lane, District Avenue and North Street.

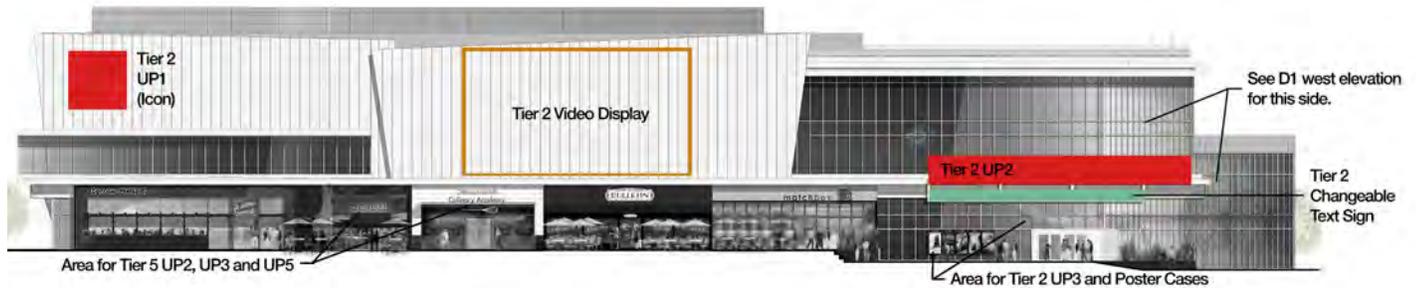
See page 73 for additional information on sign type placement zones for Buildings C and E.

User and Tenant Classifications

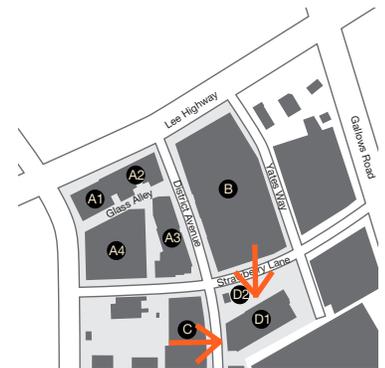
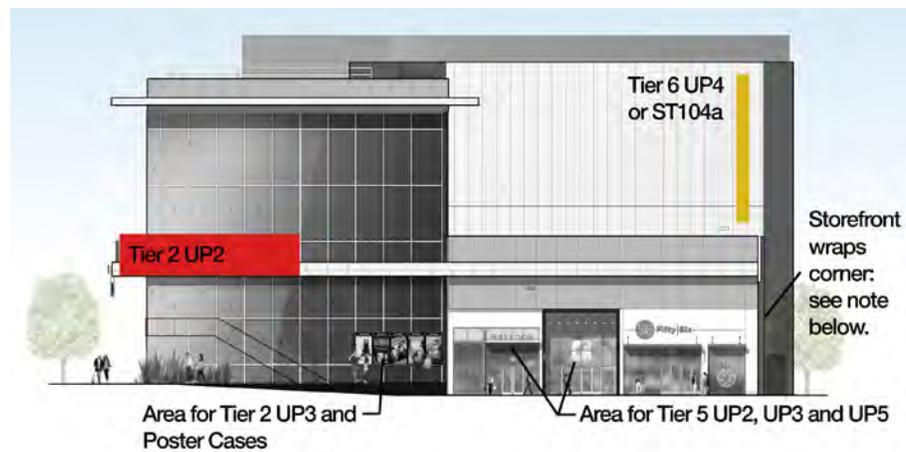
- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP8-Secondary Building mounted Signage

- Tier 2 User - unique signs (see pp. 79-80)
- Tier 2 User - unique signs (see pp. 78)

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



BUILDING D1 - NORTH ELEVATION



BUILDING D1 - WEST ELEVATION

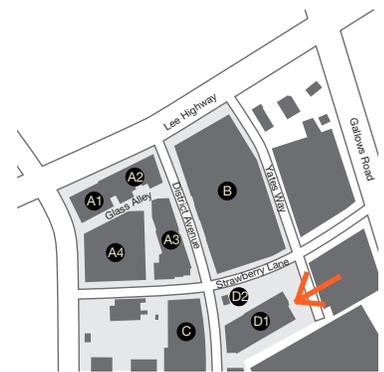
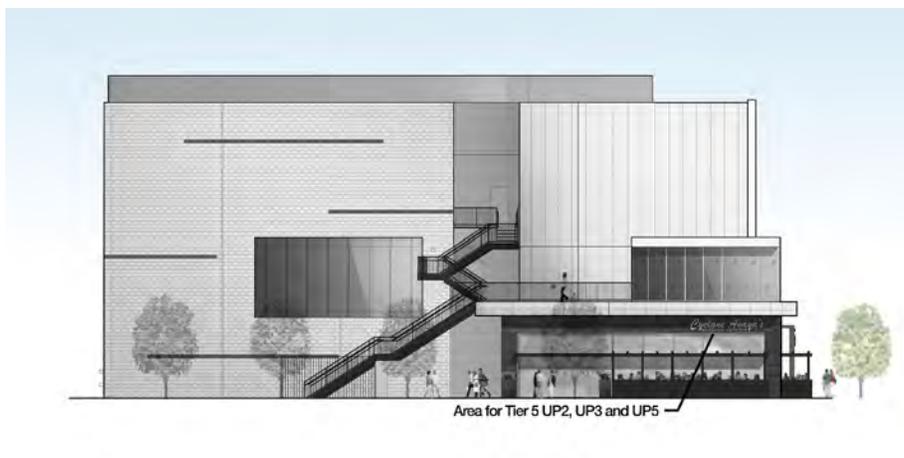
Building D1 - Sign Type Placement Zones

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

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



BUILDING D1 - EAST ELEVATION

Building D1 - Sign Type Placement Zones

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

See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications



Identification and Changeable Text Sign examples



Identification and Changeable Text Sign examples



Icon Sign and poster cases - example

Building D1 - Tier 2 User

The Movie Theater will make use of the following signs:

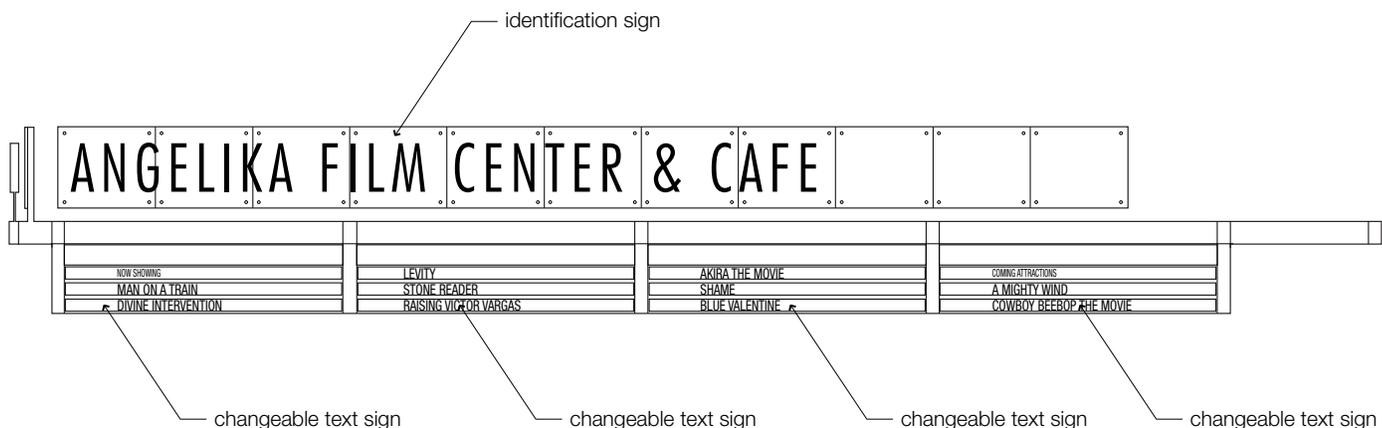
- One icon sign (UP1)
- One canopy mounted ID sign (UP2)
- Four changeable text signs for a marquee (area included under UP2 in Comparison of CSP and Zoning Ordinance matrix)
- Storefront signage (UP3)
- Ten poster cases (area included under UP3 in Comparison of CSP and Zoning Ordinance matrix)

The north facade of building D1 will also be the location for a video display, used by both the Tier 2 and Tier 6 users. This display is further described on pages 79-80.

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

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

User and Tenant Classifications



1 Front Elevation
SCALE: N/A



Identification and Changeable Text Sign example

Building D1 - Tier 2 User - Changeable Text Sign

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

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

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

User and Tenant Classifications


Building D1 - Tier 2 User - Video Display

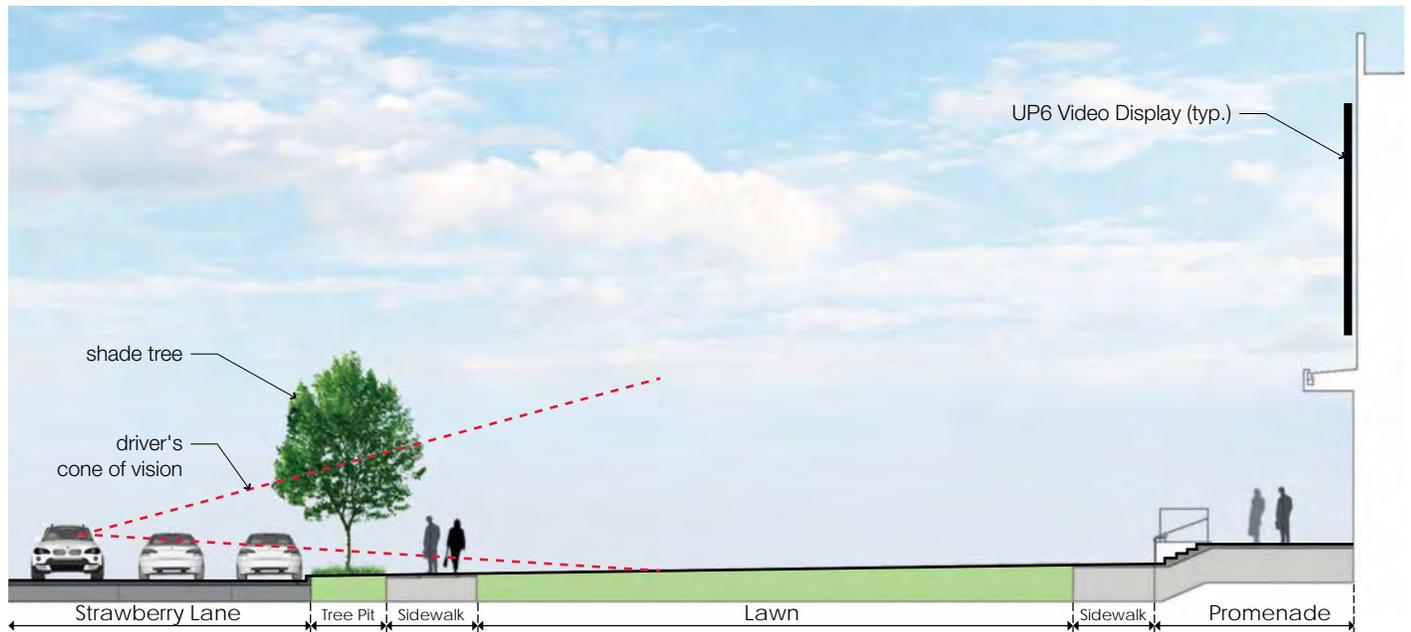
The theatre will contain one video display that is either projected or an LED-type screen. As noted previously, the Comprehensive Plan has designed the Town Center as an appropriate location for a major entertainment use, and the video screen will contribute greatly to the success of such a use.

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

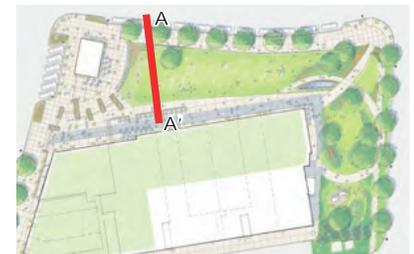
moving or still), general information (such as weather, stock prices, news flashes, etc.), and information about community wide events (such as markets, fairs, festivals, etc).

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

User and Tenant Classifications



1 Site Section
SCALE: N/A



2 Key Plan
SCALE: N/A

Building D1 - Tier 2 User - Video Display, Continued

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

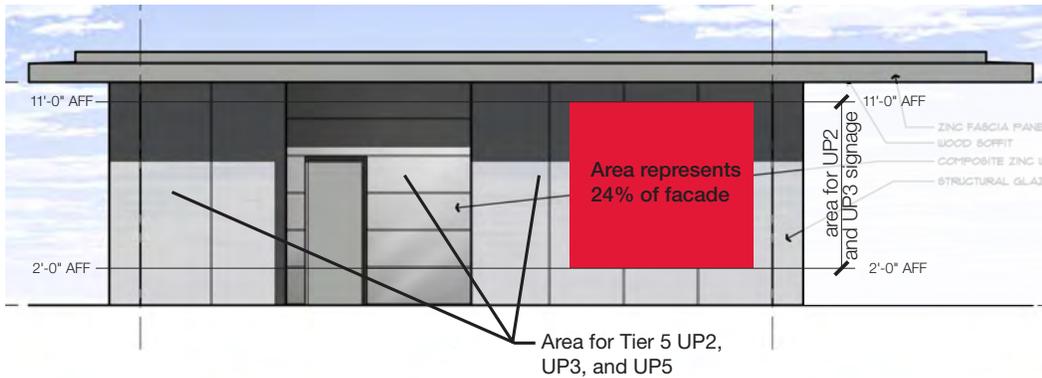
Additional factors that will prevent the video display from creating an unsafe environment by slowing speeds of vehicles are:

- Low traffic speed on Strawberry Ln. Speed limit is 20 mph.
- Strawberry Ln. narrows from 5 to 3 lanes, which slows traffic speeds.

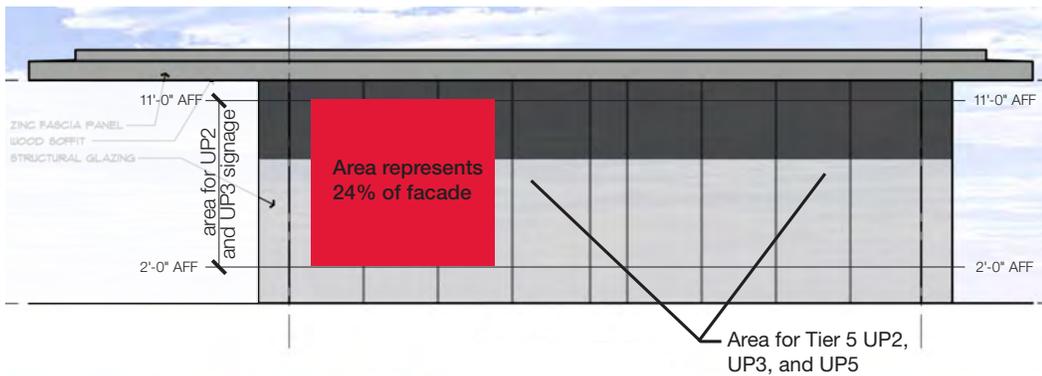
- Intersection of District Ave. and Strawberry Ln. is a 4-way stop with stacking to the east (along Strawberry Ln.) of 120 feet.
- Narrow street sections further reduce traffic speeds.
- Intersections at District Ave. and Yates Way are stop sign-controlled with Strawberry Ln. traffic stopping at District Ave.

User and Tenant Classifications

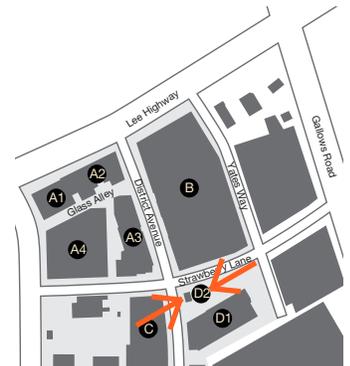
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING D2 - WEST ELEVATION



BUILDING D2 - EAST ELEVATION



Building D2 - Sign Type Placement Zones

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

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

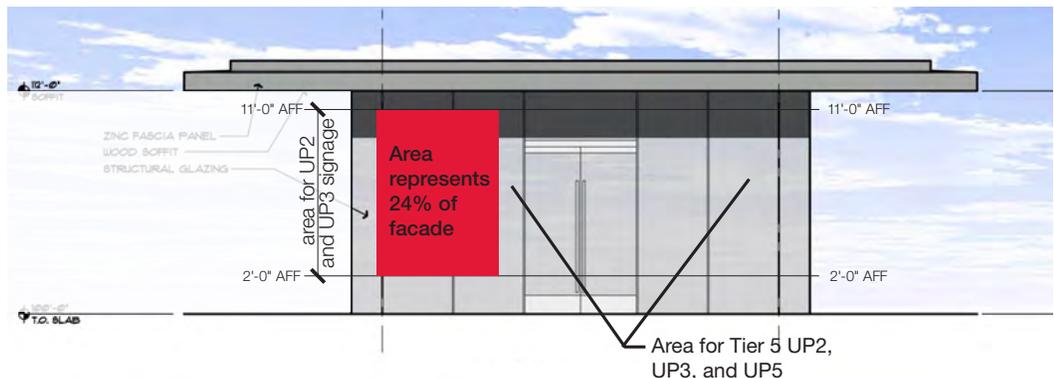
For the purposes of interpreting this provision, any sign shall count as exterior signage on only one wall.

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

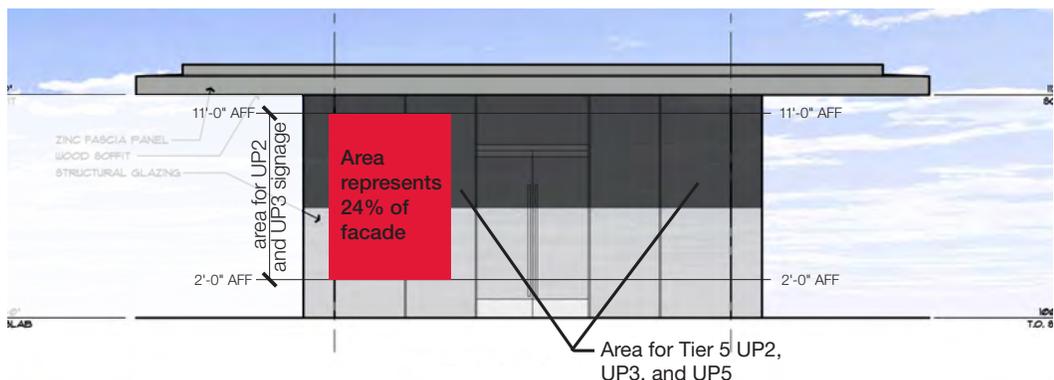
See section IV for examples of all sign types and general size limitations for each sign. See page 56 for additional area limitations applicable to each tier of user.

User and Tenant Classifications

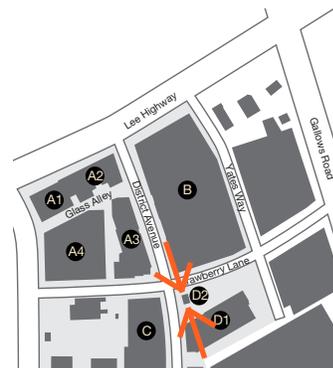
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING D2 -NORTH ELEVATION



BUILDING D2 - SOUTH ELEVATION



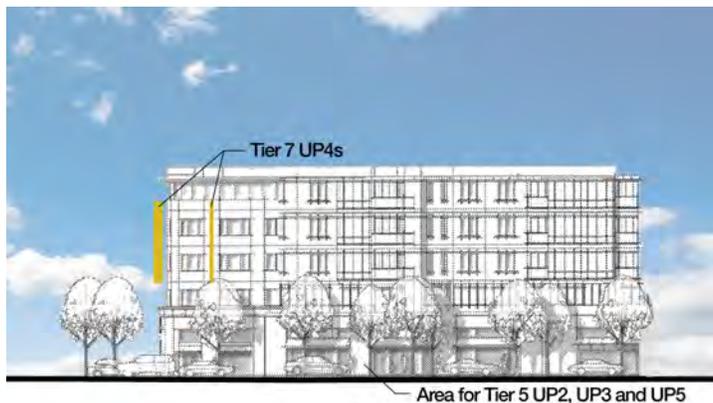
Building D2 - Sign Type Placement Zones

See page 81 for building specific notes.

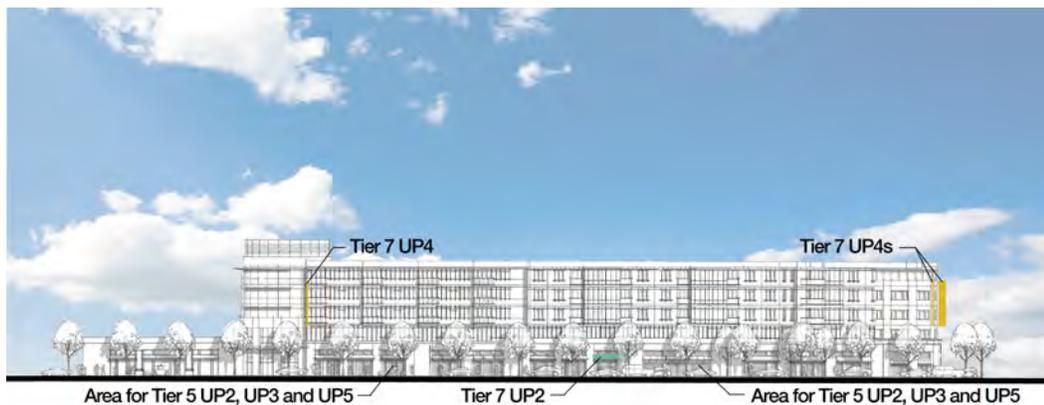
User and Tenant Classifications

- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP2-Canopy Mounted Signage

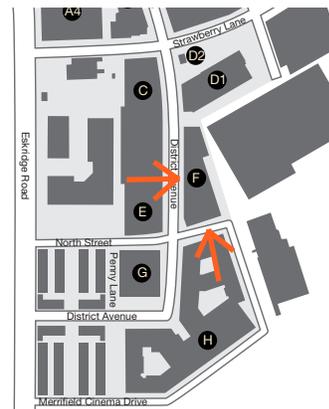
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING F - SOUTH ELEVATION



BUILDING F - WEST ELEVATION



Building F - Sign Type Placement Zones

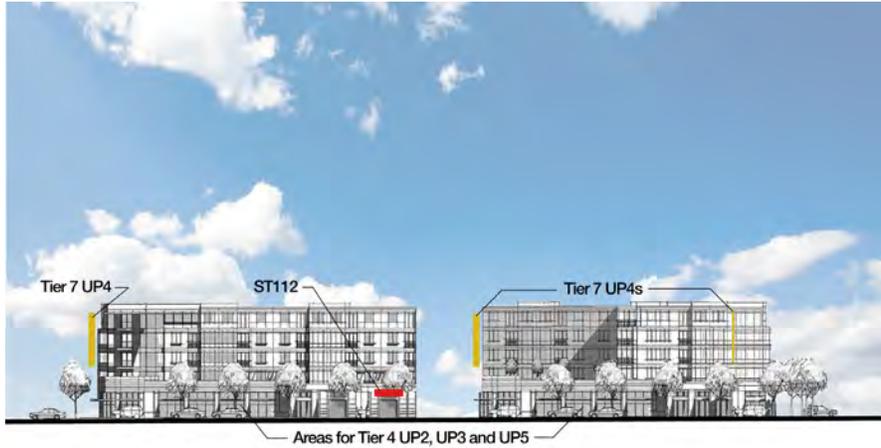
Building F will consist of ground floor retail with up to five levels of multifamily residential above. The retail tenants will include both tier 4 and tier 5 users, while the multifamily owner is a tier 7 user. As in the phase one buildings, the retail tenants will have the flexibility to locate storefront signage (UP2), canopy signage (UP3) and blade signs (UP5) on the storefronts on District Avenue and North Street.

The Tier 7 user shall have the right to place UP2 and UP4 signs on the west and south elevations, as shown above. The total sign area for these four signs is 350 sq. ft., but note that no single sign shall be larger than 125 sq. ft. The east elevation will also include an ST107 (building address) sign.

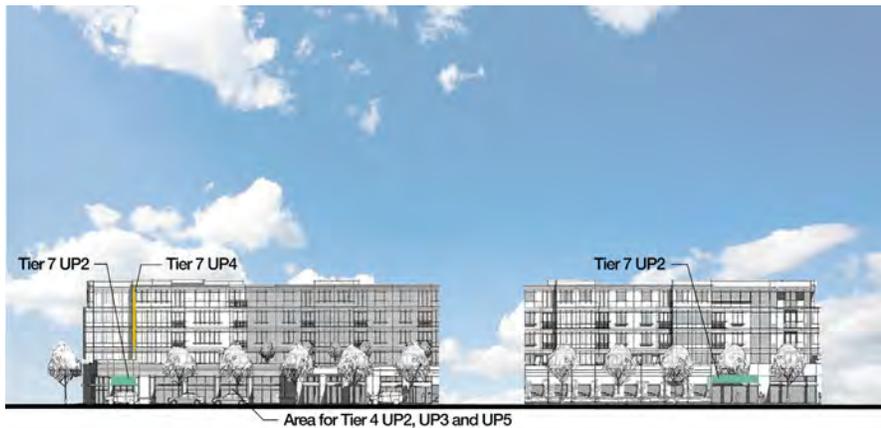
User and Tenant Classifications

- ST112 Parking Garage Entrance Identification
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP2-Canopy Mounted Signage

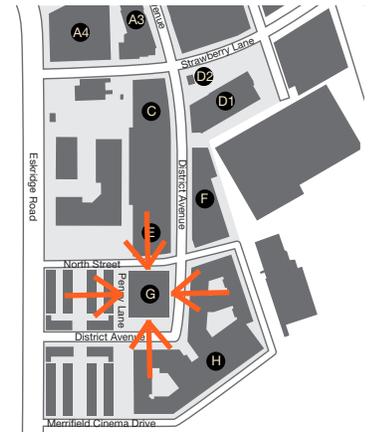
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING G -NORTH and EAST ELEVATIONS



BUILDING G - SOUTH and WEST ELEVATIONS



Building G - Sign Type Placement Zones

Building G will consist of ground floor retail with up to five levels of multifamily residential above. The retail tenants will include both tier 4 and tier 5 users, while the multifamily owner is a tier 7 user. As in the phase one buildings, the retail tenants will have the flexibility to locate storefront signage (UP2), canopy signage (UP3) and blade signs (UP5) on the storefronts on District Avenue, North Street and District Avenue Extended.

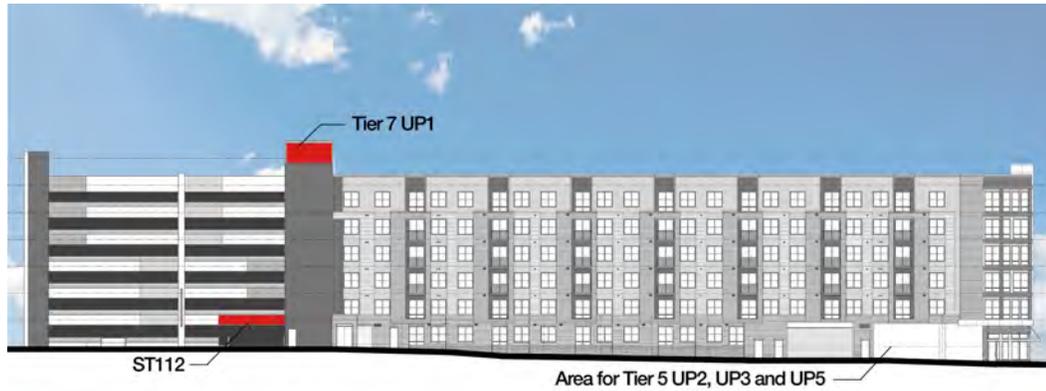
Either the south or west elevation will also include an ST107 (building address) sign, and there may be an ST112 sign above the garage entrance on the north elevation.

The Tier 7 user shall have the right to place UP2 and UP4 signs on the four elevations, as shown above. The total sign area for these four signs is 350 sq. ft., but note that no single sign shall be larger than 125 sq. ft.

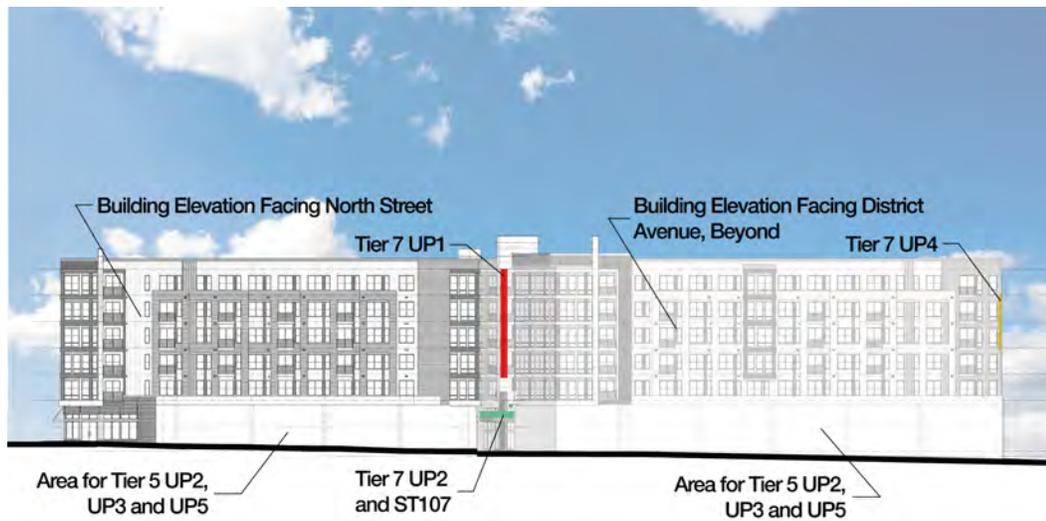
User and Tenant Classifications

- UP1-Building Mounted Signage
- Blade signs; UP4-Large Scale Blade Sign, ST104a-Building Mounted Identification
- UP2-Canopy Mounted Signage

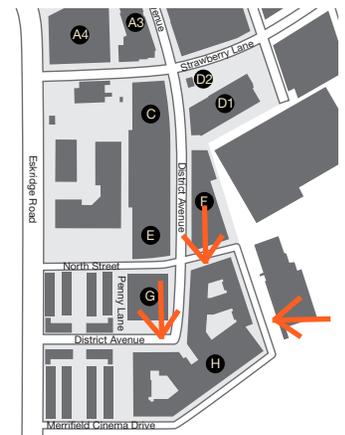
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING H - EAST ELEVATION



BUILDING H - NORTH ELEVATION



Building H - Sign Type Placement Zones

Building H consists of ground floor retail with five levels of multifamily residential above. There is a parking garage in the rear of the building that serves both the retail and the residential. The retail tenants will include both tier 4 and tier 5 users, while the multifamily owner is a Tier 7 user. As in the phase one buildings, the retail tenants will have the flexibility to locate storefront signage (UP2), canopy signage (UP3) and blade signs (UP5) on the storefronts on District Avenue, District Avenue Extended, Penny Lane, North Street and South Cinema Drive.

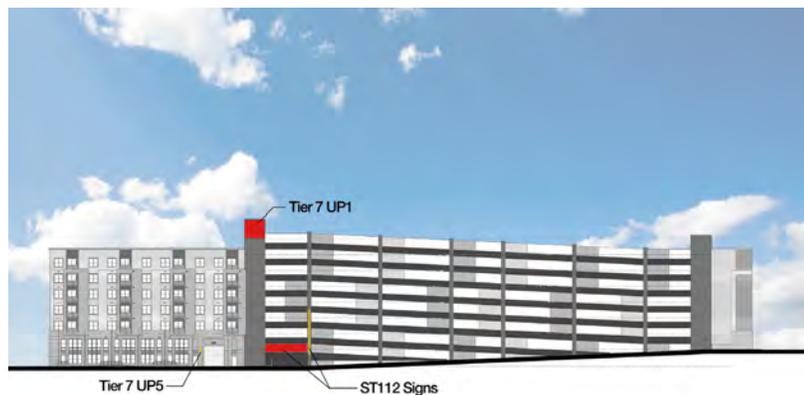
The Tier 7 user shall have the right to locate UP1, UP2 and UP4 signs on the north elevations, as shown above. The Tier 7 user may also locate two UP1 signs on the garage: one facing southeast, and one facing east. The total sign area for these signs is 350 sq. ft., but note that no single sign shall be larger than 150 sq. ft.

The Tier 6 user shall have the right to install ST112 signs on the garage in the areas shown above. See page 45 for additional detail on these signs. There will also be an ST107 address sign on the north elevation.

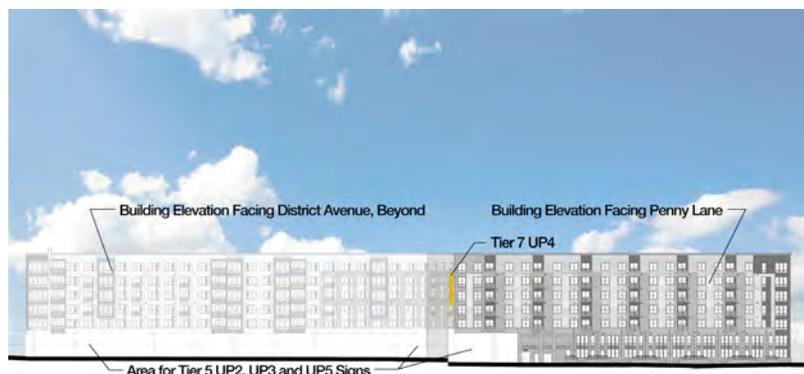
User and Tenant Classifications

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

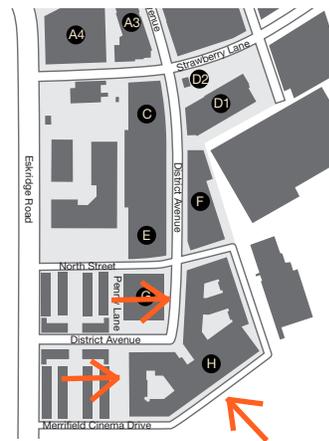
Typical locations for UP2-Canopy Mounted Signage, UP3-Facade and Storefront Signage, and UP5-Blade Sign are called out in drawing. Actual configuration per individual tenants will vary.



BUILDING H - SOUTHEAST ELEVATION



BUILDING H - WEST ELEVATION



Building H - Sign Type Placement Zones, continued

See page 85 for building specific notes.

IV. User Permanent Sign Types



UP1 - Building Mounted Signage

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

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

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



UP1 - Building Mounted Signage, Continued

Site Permanent Signs

Scale:



1 Front Elevation
SCALE: N/A

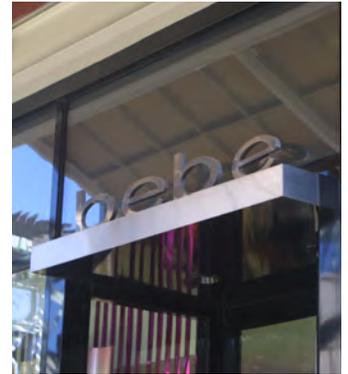


2 End View
SCALE: N/A

UP1 - Building Mounted Signage, Continued

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

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



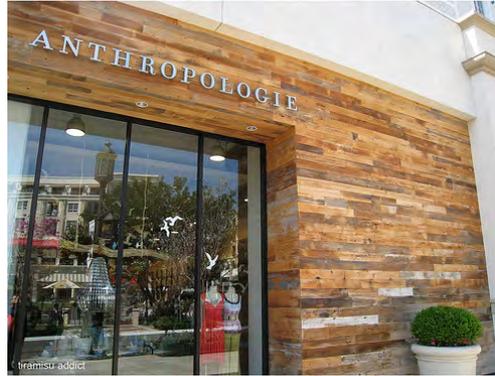
UP2 - Canopy Mounted Signage

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

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

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

Canopy Mounted Signs may be flush / flat building mounted, dimensional, or projecting. Projecting signs, if used, shall not project more than 8" from canopy face nor obstruct any pedestrian way. Projecting signs must be at least 7'-0" clear above sidewalk grades. The owner or authorized management firm shall allocate the sign area between tenants and determine the specific location of signs. No single UP2 sign shall be larger than 50 sq. ft.



UP3 - Facade and Storefront Signage

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

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

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

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



Example of blade with dimensional face

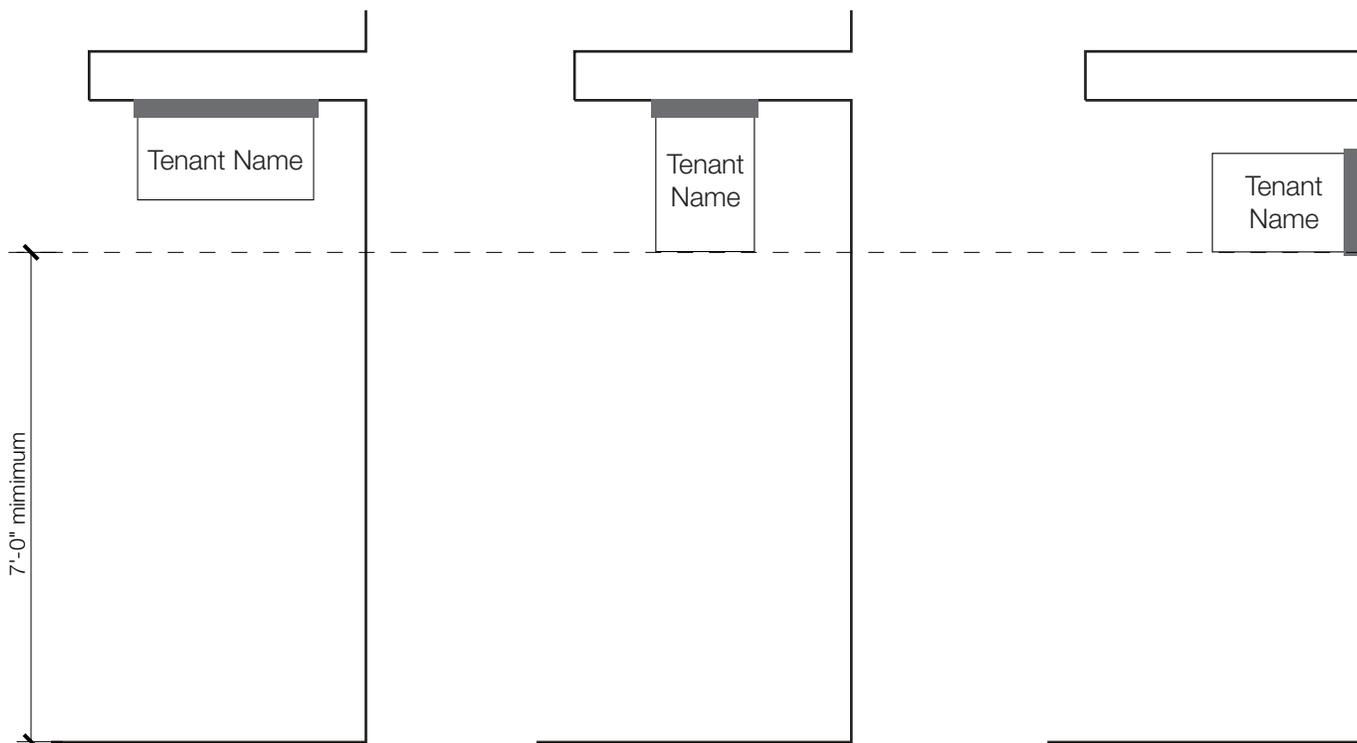


UP4 - Large Scale Blade Signs

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

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

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



1 Mounting Elevation Diagrams
SCALE: N/A

UP5 - Retail Blade Sign

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

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

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

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



UP5 - Retail Blade Sign, Continued



UP8 - Secondary Building Mounted Signage

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

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

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

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

V. Temporary Signs

Temporary Signs

Scale:



1 Front Elevation
SCALE: N/A

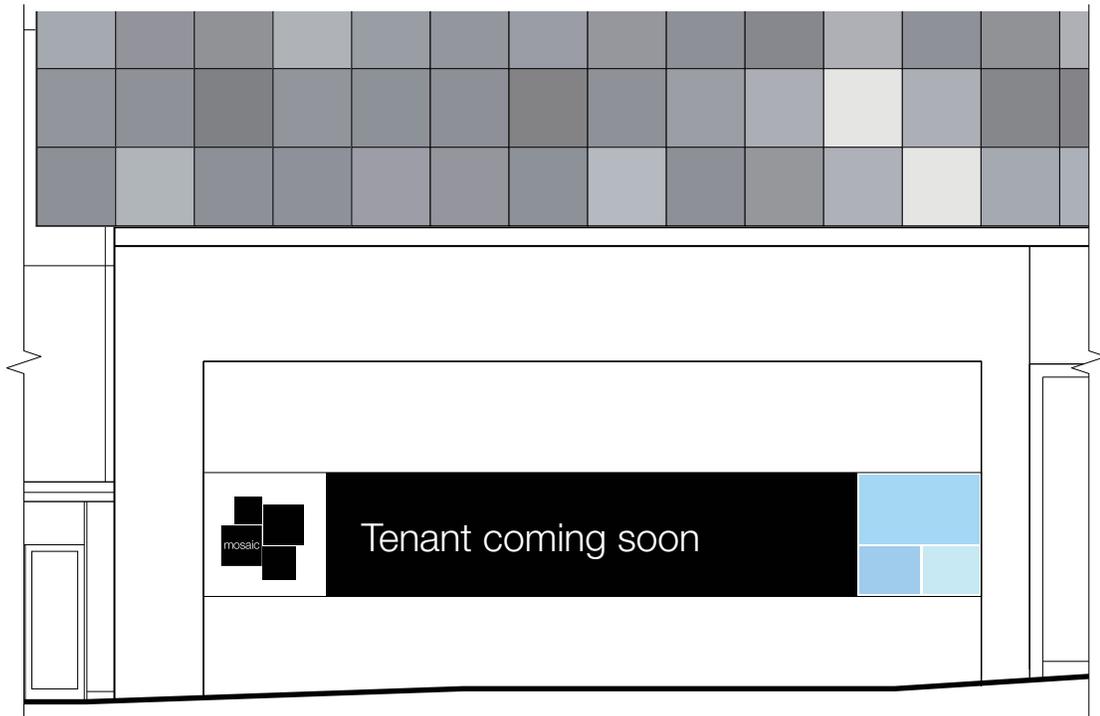
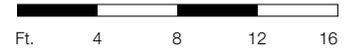
T01 - Construction Fence

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

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

Temporary Signs

Scale:



1 Front Elevation
SCALE: N/A

T02 - Coming Soon

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

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

Temporary Signs



T03 - Sandwich Boards

Sandwich Boards are temporary/secondary signs used to identify Tier 4 and 5 tenants. They can be placed on the sidewalk, outside a tenant's space. The design of the individual signs will express the individual character of the tenant with the use of branded graphics, imagery, logo, typography, and color. Sign can be used to display a restaurant's menu, menu specials, or a tenant event.

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

Sign area is limited to 6 sq. ft. per sign face. One sign per tenant. Sign will not count toward a tenant's cumulative sign total.

Appendix: Comparison of CSP and Zoning Ordinance

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST101- Freestanding Monument-Primary	1 Location See pages 8 & 21	10'-0" x 10'-0" 100 sq. ft.	100 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 4, 5, & 10, Section 205	80 sq. ft.	Freestanding signs have a height limit of 20'-0".
ST102- Freestanding Monument- Secondary	1 Location See pages 9, 11, & 21	8'-4" x 8'-4" 69.4 sq. ft.	69.4 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 4, 5, & 10, Section 205	80 sq. ft.	Freestanding signs have a height limit of 20'-0".
ST102b- Freestanding Monument- Secondary	1 Location See pages 10, 11 & 21	4'-0" x 6'-0" 24 sq. ft.	24 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 4, 5, & 10, Section 205	80 sq. ft.	Freestanding signs have a height limit of 20'-0".
ST103- Vehicular Directional	16 Locations See pages 12 & 21	2'-2" x 10'-0" 11.5 sq. ft.	184 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G	28 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST104a- Building Mounted Identification	10 Locations 2 per building	8'-8" x 8'-8" 60 sq. ft.	600 sq. ft.	n/a	0	Building mounted signs have a maximum allowable area of 200 sq. ft. Code allows for freestanding building ID sign in office parks, no mention is made of wall signs used as building ID. Such freestanding signs have a maximum area of 20 sq. ft. and a height limit of 8'-0".

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST104b- Branding Element	2 Location (Glass Alley) See pages 13 & 21	60 sq. ft.	120 sq. ft.	n/a	0	No mention is made of similar sign type. Signs over travel lanes to have minimum clearance of 15'-0".
ST105- Street Name Sign	36 Locations See pages 14 & 21	3'-0" x 0'-6" 1.5 sq. ft. per name plate, 2 plates per sign	108 sq. ft.	Fairfax County Public Facilities Manual, Section 7-0107	216 sq. ft. 3 sq. ft. per name plate, 2 plates per sign	
ST106- Vehicular Regulatory Sign	36 Locations See pages 14 & 21	2'-0" x 2'-0" 4 sq. ft.	144 sq. ft.	Fairfax County Public Facilities Manual, Section 7-0107	144 sq. ft. Stop Sign 4 sq. ft. Yield Sign 2.7 sq. ft.	As currently programmed, all ST106 signs are combined with ST105 signs.
ST107- Building Number Identification	35 Locations See elevation diagrams in Section 3.	4'-0" x 1'-0" 4 sq. ft.	140 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2F	70 sq. ft.	Square footage will vary based on street name and address numerals.
ST108- Banners	42 Locations See page 22	1'-0" x 4'-0" 4 sq. ft. per banner, 2 banners per light pole	336 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	20 sq. ft.	Sign type not included in cumulative total sign area figure.
ST110- Parking Garage Entrance Identification	2 Locations See pages 15 & 21	10'-0" x 22'-0" 220 sq. ft. 5'-6" x 62'-3" 342.375 sq. ft.	1169 sq. ft. Subtotal includes Accessory signs.	Article 12, Part 1, Section 103, Paragraph 2G	4 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST111- Parking Garage Entrance Identification	2 Locations See page 16 & 21	4'-4" x 14'-7" 64 sq. ft.	179 sq. ft. Subtotal includes Accessory signs.	Article 12, Part 1, Section 103, Paragraph 2G	4 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
ST112- Parking Garage Entrance Identification	6 Locations See page 17 & 21	3'-6" x 12'-0" 42 sq. ft.	252 sq. ft. Subtotal includes Accessory signs.	Article 12, Part 1, Section 103, Paragraph 2G	12 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST120- Pedestrian Directional-Primary	20 Locations See pages 18 & 21	see page 28 23 sq. ft.	460 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G and ADAAAG (2004 ed.)	40 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.
ST122a- Pedestrian Ad Cabinet	26 Locations See pages 19 & 21	3'-6" x 6'-9" 18 sq. ft.	468 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	0	Sign type not specifically addressed in ordinance.
ST122b- Ad Cabinet/ Display Windows	5 Ad Cabinets 2 Display Window frontages See pages 53 & 71	Building Mounted Ad Cabinets 50 sq. ft. Display Window frontages 750 sq. ft.	800 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2I	0	Sign type not specifically addressed in ordinance.
ST123- Metro Shuttle	2 Location See pages 20 & 21	1'-10" x 11'-2" 2.5 sq. ft. per blade, maximum of 2 blades 1.5 sq. ft. per schedule, maximum of 2 schedules	16 sq. ft.	Article 12, Part 1, Section 103, Paragraph 2G	2 sq. ft.	Signs for the direction and convenience of the public have a maximum area of 2 sq. ft.

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
UP1 - Building Mounted Sign	Tier 1, 4 locations Tier 2, 1 location Tier 3, 3 locations Tier 4, 12 locations Tier 6, 5 locations Tier 7, 4 locations	Tier 1, 400 sq. ft. Tiers 2 / 3 / 4, 200 sq. ft. Tier 6, 500 sq. ft. Tier 7, 250 sq. ft.	9,200 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	2,017 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP2 - Canopy Mounted Sign	Tier 1, 2 location Tier 2, 2 locations* Tier 3, 1 location Tier 4, 4 locations Tier 5, 78 locations Tier 6, 8 locations Tier 7, 5 locations	Varies 50 sq. ft.** Tier 4, 100 sq. ft. Tier 5, 50 sq. ft. Tier 7, 250 sq. ft. **The Tier 2 identification sign and changeable text signs requirements are described on pages 76-79. Tier 7 size limit varies by parcel. 250 sq. ft. is the maximum.	5,532 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	2,172 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP3 - Facade and Storefront Sign	Tier 2, 2 locations* Tier 4, 13 location Tier 5, 121 locations Tier 6, 8 locations	Varies No individual sign can exceed 30% of storefront area. Up to four anchor tenants with up to three signs each.	17, 041 sq. ft.	Article 12, Part 2, Section 103, Paragraph 3K and Part 2, Section 203, Paragraphs 1, 2, 8, & 9	2,629 sq. ft.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
UP4- Large Scale Blade Sign	Tier 1, 3 locations Tier 3, 1 location Tier 4, 6 locations Tier 7, 5 locations	Varies 200 sq. ft. Tier 7 size limit varies by parcel, 150 sq. ft. is the maximum area.	1,819 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	0 sq. ft. Based on allowable sign areas in the code, tenants would not be able to permit this sign type as allowable sign areas have been used by other sign types.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP5- Blade Sign	Tier 1, 2 locations Tier 2, 1 location Tier 4, 5 location Tier 5, 140 locations Tier 6, 6 locations Tier 7, 1 location	Varies 10 sq. ft.	1,550 sq. ft.	Article 12, Part 2, Section 203, Paragraphs 1, 2, 8, & 9	436 sq. ft. Based on allowable sign areas in the code, Tier 1-4 tenants would not be able to permit this sign type as allowable sign areas have been used by other sign types.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.
UP8- Secondary Building Mounted Sign	53 locations	Varies 200 sq. ft.	6,243 sq. ft.	Article 12, Part 2, Section 103, Paragraph 3K and Part 2, Section 203, Paragraphs 1, 2, 8, & 9	0 sq. ft. Signs not permitted on walls that do not have entrance to tenant space. As such, no size limit is provided.	Total sign area is an approximation. Actual tenants may choose different sign quantity, size, and type mixes while still adhering to the sign area limits of the individual tenant tier categories.

Appendix: Comparison of CSP and Zoning Ordinance

Sign Type/Name	Maximum Number of Locations	Maximum Size and Sign Area	Area Subtotal	Z. O. Equivalent Section	Z. O. Allowable Sign Area	Notes
T01 - Construction Fence	Site perimeter will vary over time, and may be broken into smaller parcels.	2500 linear feet max. x 8'-0" high	20,000 sq. ft.	Article 12, Part 1, Section 103, Paragraph 3F, Subparagraph 1	60 sq. ft. with a maximum height of 10'-0"	Fence will be removed no later than 24 hours after final Nonresidential Use Permit is issued.
T02 - Coming Soon	40	Logos and text (exclusive of graphics, advertising and branding) not to exceed 200 sq. ft. per bar-ricade.	8,000 sq. ft.	Article 12, Part 1, Section 103, Paragraph 3F, Subparagraph 1	60 sq. ft. with a maximum height of 10'-0"	Fence will be removed no later than 24 hours after final Nonresidential Use Permit is issued.
T03 - Sandwich Boards	60	6 sq. ft.	360 sq. ft.	Article 12, Part 1, Section 103	varies	Total sign area is an approximation. Actual tenants may choose different sign quantity and size while adhering to the sign area limit. Sign type not included in cumulative total sign area figure.

Appendix: Comparison of CSP and Zoning Ordinance

Cumulative Total Sign Quantity

There are a total of 884 signs proposed for the site.

This estimated figure includes several qualifiers.

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

Cumulative Total Sign Area

The total permanent sign area for the site is 45,859 sq. ft., with an additional 28,360 sq. ft. of temporary signage.

The total sign area allowed by the zoning ordinance is 8,134 sq. ft.

These estimated figures include several qualifiers.

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

Selected applicable Zoning Ordinance Provisions from the Fairfax County Zoning Ordinance, dated May 14, 2013. For the full, unabridged, ordinances please visit the website of the Fairfax County Planning and Zoning Department or view a copy in person at the Fairfax County Planning and Zoning office.

ARTICLE 12 - SIGNS

PART 1 12-100 GENERAL PROVISIONS

12-103 Permit Not Required and Temporary Signs To Include Political Campaign Signs

2. No Fairfax County sign permit shall be required for any of the following signs; however, all other applicable regulations of the Zoning Ordinance and those set forth in Chapters 61 and 102 of the Code of the County of Fairfax, the Virginia Uniform Statewide Building Code, and Chapter 7 of Title 33.1 of the Code of Virginia shall apply to such signs.

A. Signs of a constituted governmental body, including traffic signs and signals or similar regulatory devices or warnings at railroad crossings. Such signs may be located off-site.

F. Small signs which post or display address numbers as required by Chapter 102 of The Code. In addition, small signs which identify the name and/or address of the occupant of a single family dwelling unit. Such additional signs shall be limited to one (1) per dwelling unit, shall not exceed two (2) square feet in area, may be either building-mounted or freestanding, and if freestanding shall not exceed four (4) feet in height or be located closer than five (5) feet to any lot line.

G. Small signs displayed on site for the direction or convenience of the public, such as signs which direct traffic or identify the location of restrooms, public telephones, freight entrances or parking areas or limitations on the use of drive-through windows. No such sign shall exceed two (2) square feet in area or be located closer than five (5) feet to any lot line. Notwithstanding the above limitations, signs displayed on site to identify elements and spaces of accessible facilities shall be permitted and shall conform to the specifications as required in the Virginia Uniform Statewide Building Code (VUSBC) and the Public Facilities Manual.

12-104 Prohibited Signs

11. Any sign located in the vision triangle formed by any two (2) intersecting streets, as regulated by the provisions of Sect. 2-505

13. Any sign that overhangs and has a minimum clearance less than ten (10) feet above a walkway or fifteen (15) feet above a driveway, alley or travel lane, unless a lower clearance is specifically approved by the Zoning Administrator

12-105 Sign Measurements

1. Except as qualified below, the area of a sign shall mean and shall be computed as the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines enclosing the extreme limits of writing, representation, emblems or a figure of similar character together with all material, color or lighting forming an integral part of the display or used to differentiate the sign from the background against which it is placed.

The area of a sign(s) located on a raceway shall be computed in accordance with the provisions of Par. 2 below.

2. The area of building-mounted signs composed of individual letters and/or symbols shall be computed in accordance with one of the following methods:

A. If the space between the proposed individual letters and/or symbols is less in dimension than the width of the largest unit, the computation shall be made in accordance with a strict application of the provisions of Par. 1 above.

B. If the space between the proposed individual letters and/or symbols is greater than the width of the largest unit, the computation may be based on the total area within rectangular enclosures surrounding each individual unit.

3. The area of a sign designed with more than one (1) exterior face shall be computed in accordance with one of the following methods:

A. If the sign faces are separated by an interior angle of forty-five degrees (45°) or greater, all faces shall be included in computing the area of the sign.

B. If the sign faces are separated by an interior angle that is less than forty-five degrees (45°), the computation of the area of the sign shall be as follows:

(1) The area of one (1) face shall be used when the two (2) faces are equal in area.

(2) The area of the larger face shall be used when the two (2) faces are unequal in area.

C. If the sign faces are parallel to one another, the computation of the area of the sign shall be as follows:

(1) The area of one (1) face shall be used when the interior distance or space between the two (2) faces is eighteen (18) inches or less.

(2) The area of one (1) face and the area of one (1) side or interval between faces shall be used when the interior distance or space between the two (2) faces is greater than eighteen (18) inches.

4. The supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such supports, uprights or structure area are designed in such a manner as to form an integral background of the display; except, however, when a sign is placed on a fence, wall, planter, or other similar structure that is designed to serve a separate purpose other than to support the sign, the entire area of such structure shall not be computed. In such cases, the sign area shall be computed in accordance with the provisions of Par. 1 above.

5. Unless specifically qualified, the area of any sign permitted by Sect. 103 above shall not be calculated in determining allowable sign area.

6. The height of a sign shall be calculated as the maximum vertical distance from the uppermost extremity of a sign or sign support to the average ground level at the base of the sign.

12-106 Calculation of Allowable Sign Area

In those instances where allowable sign area for building-mounted signs is based on building frontage, the following rules shall govern the determination of building frontage and allowable sign area:

1. On buildings housing only one (1) tenant or multiple tenants that access the building via a common outside entrance(s), building frontage shall be that one face or wall of a building which is architecturally designed as the front of the building and which contains the main entrance for use by the general public.

In instances where building frontage cannot be clearly determined due to the building design, location and/or orientation, an average of the linear feet of those walls in questions shall be used in calculating allowable sign area.

2. On buildings housing more than one (1) tenant where each tenant has its own outside entrance(s), building frontage for each tenant shall be that one architecturally designed perimeter wall that contains that tenant's main entrance for use by the general public to the area occupied by that tenant.

In instances where a tenant occupies an area which has more than one (1) architecturally designed wall located on the perimeter of the building, only that one (1) wall which contains the primary entrance for use by the general public shall be used in calculating allowable sign area.

In instances where it cannot be clearly determined which perimeter wall contains the primary entrance for use by the general public, an average of the linear feet of those walls in question shall be used in calculating allowable sign area.

3. As an alternative to Par. 2 above, a differing allotment of sign area may be assigned to the various tenants upon the receipt, by the Zoning Administrator, of a written authorization from the owner or authorized management firm of the building(s). As part of the written authorization, the owner or authorized management firm shall submit a schematic of the comprehensive signage plan to include the buildings as well as the proposed location and dimensions of all signs.

In no instance shall the total combined sign area for all signs exceed the maximum allowable sign area for the building as determined in accordance with the provisions of Par. 2 above. In addition, the maximum allowable sign area for any one tenant shall not exceed 200 square feet, except that a tenant, which has building frontage that results in an allowable sign area greater than 200 square feet and occupies an area with more than one perimeter wall containing a main entrance for use by the general public, may place a maximum of 200 square feet of allowable sign area on each such perimeter wall; however, in no instance shall the square footage of signage on any such wall exceed one and one-half (1 ½) times the length of such wall.

4. Regardless of the height, number of stories or number of tenants in a building, building frontage shall be determined by one measurement of the linear feet of the wall(s) at a height that is not greater than ten (10) feet above grade.

PART 2 12-200 SIGN REGULATIONS BY USE AND DISTRICT

12-203 Commercial Uses - General

The following regulations shall apply to all signs which are accessory to permitted, special permit and special exception uses located in a C district or the commercial area of a P district, except as provided in Par. 12 of Sect. 207 below. The regulations of this section are supplemented by the provisions set forth in Sections 204, 205 and 206 below.

1. Building-mounted signs may be located anywhere on the surface of the walls or roof of the building, but no part of any sign shall extend above or beyond the perimeter of the building wall, parapet wall or roof, except as permitted by Par. 2 below. No sign shall be located on a chimney, flue, antenna, monopole, transmission tower or cable, smokestack, or other similar rooftop structures and mechanical appurtenances. A sign may be mounted flat against a rooftop penthouse wall or rooftop screening wall which is an integral architectural element of the building through the continuation of materials, color, and design exhibited by the main portion of the building. Such signs shall conform to the following:

- A. No part of the sign shall extend above or beyond the perimeter of the penthouse wall or screening wall to which it is attached or project outward from the penthouse wall or screening wall.

- B. The sign shall not extend more than twelve (12) feet above the lowest point of the wall, and shall be limited to identification signs consisting of an organizational logo and/or the name of a company or premises.

2. A building-mounted sign may extend beyond the wall of a building when such sign is erected at a right angle to the wall, does not extend into the minimum required yard and is not located closer than two (2) feet to any street line.

3. Signs may be located on the vertical face of a marquee, but no part of the sign shall extend above or below the vertical face. The bottom of a marquee sign shall be no less than ten (10) feet above a walkway or grade, at any point.

4. Unless further restricted by the provisions that follow, no freestanding sign shall exceed a height of twenty (20) feet.

5. Freestanding signs, where permitted, shall in no instance project beyond any property line or be within five (5) feet of the curb line of a service drive, travel lane or adjoining street. When located on a corner lot, a freestanding sign shall be subject to the provisions of Sect. 2-505.

6. Illumination of signs shall be in conformance with the performance standards for outdoor lighting as set forth in Part 9 of Article 14.

7. Except as qualified herein, signs shall be limited to identifying or advertising the property, the individual enterprises, the products, services or the entertainment available on the same property where the sign is located.

8. Building-mounted signs on buildings housing only one (1) tenant or multiple tenants that access the building via a common outside entrance(s) shall not exceed one and one-half (1 ½) square feet of sign area for each of the first 100 linear feet of building frontage plus one (1) square foot of sign area for each linear foot over 100 linear feet of building frontage. No one sign, however, shall have a sign area in excess of 200 square feet.

9. Building-mounted signs on buildings housing more than one (1) tenant where each tenant has its own outside entrance(s) shall not exceed one and one-half (1 1/2) square feet of sign area for each linear foot of building frontage occupied by each tenant, except as provided for in Par. 3 of Sect. 106 above. The maximum allowable sign area for any one tenant, however, shall not exceed a total of 200 square feet, except that a tenant, which has building frontage that results in an allowable sign area greater than 200 square feet and occupies an area with more than one perimeter wall containing a main entrance for use by the general public, may place a maximum of 200 square feet of allowable sign area on each such perimeter wall; however, in no instance shall the square footage of signage on any such wall exceed one and one-half (1 1/2) times the length of such wall.

10. A shopping center shall be permitted one (1) freestanding sign; provided, however, that a shopping center with frontage on two (2) or more major thoroughfares may have one (1) freestanding sign for each frontage on a major thoroughfare with a maximum of two (2) such signs. No freestanding sign(s), other than those noted above, shall be permitted for individual enterprises located within or on the same lot with a shopping center.

12-206 Commercial Uses in Other Commercial Areas

The following regulations shall supplement the provisions set forth in Sect. 203 above and shall apply to all uses located on commercially zoned lands which are not located in a Sign Control Overlay District or which do not have frontage on a primary highway or on a major thoroughfare, except as provided in Par. 12 of Sect. 207 below.

1. Building-mounted signs shall be limited to the sign area as specified in Sect. 203 above.
2. No individual enterprise shall be permitted a freestanding sign.
3. Shopping centers shall be permitted freestanding signs in accordance with the provisions of Par. 10 of Sect. 203 above. Such signs shall be limited to a maximum sign area of eighty (80) square feet.

12-209 Accessory Service Uses

Accessory service uses as permitted by the provisions of Part 2 of Article 10 shall be permitted one (1) building-mounted sign not to exceed fifteen (15) square feet in area for all such uses in a given building. Such signs shall be calculated as part of the sign area permitted for the building by the provisions of this Article.

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.

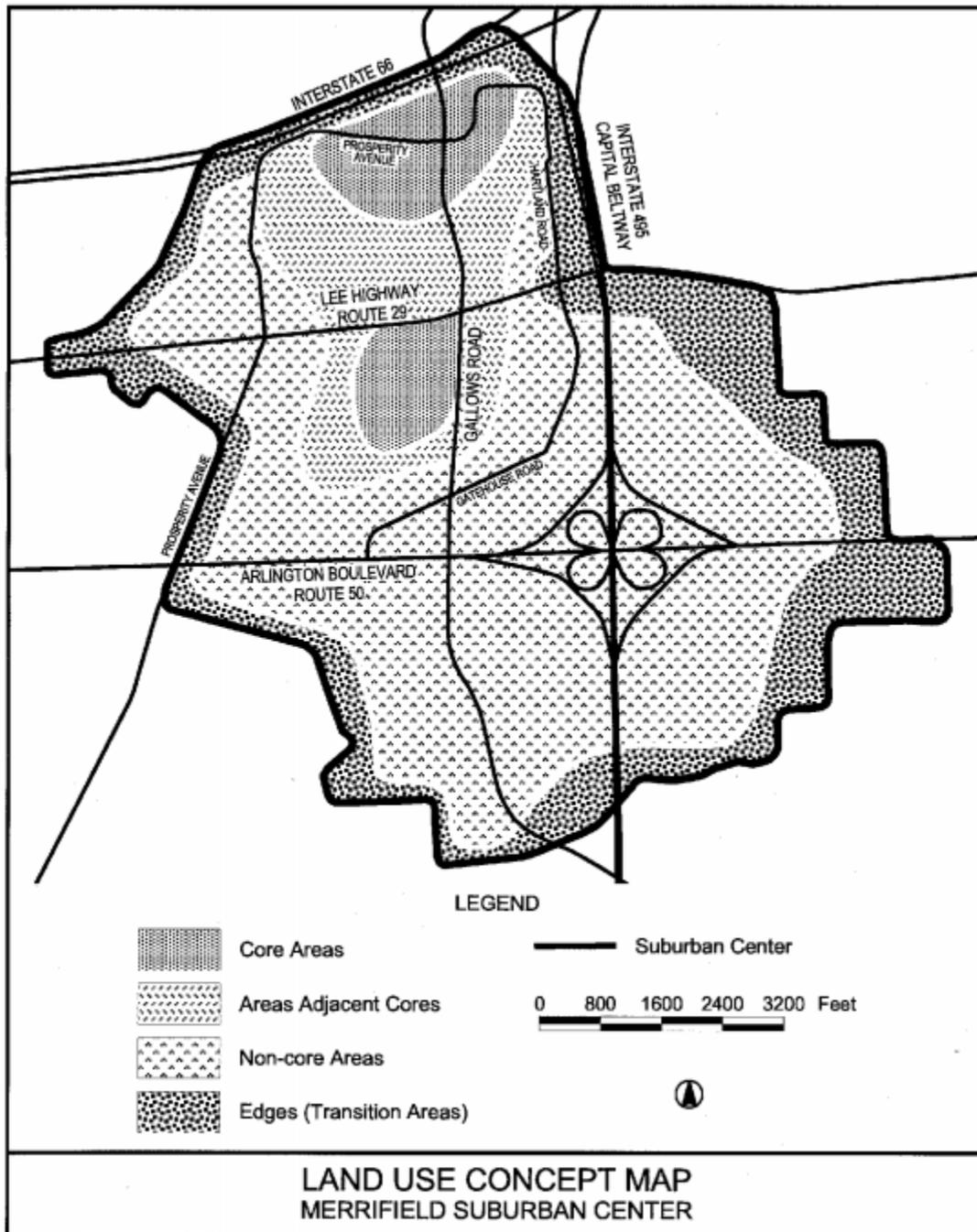
3. Any application submitted pursuant to Par. 1 or 2 above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent or within the Tysons Corner Urban Center, an application pursuant to Par. 2 above may be made by a public agency or County recognized redevelopment organization or authority. 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. In the event an application pursuant to Par. 2 above is made within the Tysons Corner Urban Center to include property not zoned PTC, such directional signs shall not impact the amount or size of signage otherwise permitted on such property.

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.

Selected applicable excerpts from the Fairfax County Comprehensive Plan, 2011 Edition. For the full, unabridged, plan please visit the website of the Fairfax County Planning and Zoning Department or view a copy in person at the Fairfax County Planning and Zoning office.

MERRIFIELD SUBURBAN CENTER



CONCEPT FOR FUTURE DEVELOPMENT: A VISION FOR THE MERRIFIELD SUBURBAN CENTER

The “Concept for Future Development” identifies Merrifield as a “Suburban Center,” which encompasses a “Transit Station Area” at the northern end. The vision for the Merrifield Suburban Center includes the development of two core areas. One core area focuses development near the transit station and the other core area, located north of Luther Jackson Intermediate School, is planned to evolve into a “town center”, with the two core areas being connected by a new “Main Street.” The two core areas and the area between each are envisioned to be more pedestrian-oriented and relatively urban in character. However, the majority of the Merrifield Suburban Center would remain suburban in character, with the areas at the edges providing transitions in intensity and scale to the surrounding low-density residential areas.

Planning Objectives *(excerpts)*

The following objectives for the Merrifield Suburban Center provide a general framework to achieve this future vision.

- Encourage revitalization and redevelopment of portions of the Merrifield Suburban Center to create more attractive and functionally efficient commercial and residential areas with pedestrian-friendly and transit-oriented environments.
- Ensure a pattern of land uses that promotes stability in the adjacent residential areas by establishing transitional areas to prevent commercial encroachment on these adjacent areas.
- Create focal point(s) within the “town center” and the “transit station area” where development should be more intense and have a more urban form through the use of appropriate building heights, setbacks, building bulk, and site design.
- Encourage mixed-use development that includes pedestrian and auto circulation systems that integrate the development both internally and externally, resulting in transit-oriented and pedestrian-friendly environments.
- Establish a streetscape hierarchy along the roadways that will visually unify the Merrifield Suburban Center and create a pedestrian-oriented environment.
- Develop a cohesive pedestrian circulation system linked to open spaces such as plazas, courtyards, greenways, and parkland in order to facilitate walking and reduce reliance on private automobiles.
- Encourage high-quality development in terms of site design, building design and materials, and open space amenities throughout the Merrifield Suburban Center. A more urban and pedestrian-oriented environment should be provided in the transit station area and the town center; and, a suburban character should be provided throughout the remainder of the Merrifield Suburban Center.

AREA-WIDE RECOMMENDATIONS *(excerpts)*

The area-wide recommendations that follow are intended to help achieve the future vision for the Merrifield Suburban Center. These recommendations present overall concepts as a framework for the specific land unit recommendations that follow, and provide guidance on area-wide issues

that may not be specifically addressed in the land unit text. The following area-wide recommendations are organized into four sections: land use, urban design, transportation, and public facilities

Urban Design *(excerpt)*

The Merrifield Suburban Center has developed over the years with a mix of industrial, office, retail, hotel, and multifamily uses. The development pattern that has resulted has not provided areas with a “sense of place”. The existing development tends to be auto-oriented with surface parking and abutting properties are isolated from each other due to the lack of an adequate network of pedestrian facilities. In order to facilitate the establishment of areas with a “sense of place” and with an overall improvement in image, redevelopment is encouraged within portions of the Merrifield Suburban Center.

The urban design concept for the Merrifield Suburban Center is designed to achieve a balance between the more urban character of the proposed Town Center and the Transit Station Area and the more suburban character of the rest of the Merrifield Suburban Center and the surrounding residential neighborhoods. The principles for establishing the Urban Design Concept are as follows:

Pedestrian and Open Space System *(excerpts)*

Good signage also contributes to good pedestrian-oriented design. For example, signage within a development should be coordinated in terms of scale, design, color, materials, and placement in order to create a unified identity for the area. Signage should also be designed appropriately for its location and purpose, without sacrificing legibility.

Open Space and Pedestrian System Guidelines

A part of the vision for the Merrifield Suburban Center is to create pedestrian-oriented areas with usable open space amenities. The following open space and pedestrian system design guidelines should be considered during the review process:

- Signage along roadways should be provided to contribute to good pedestrian and vehicular orientation. Within the Merrifield Suburban Center, a signage theme should be established that provides consistency in terms of scale, design, color, materials and placement.

Streetscape Design *(excerpts)*

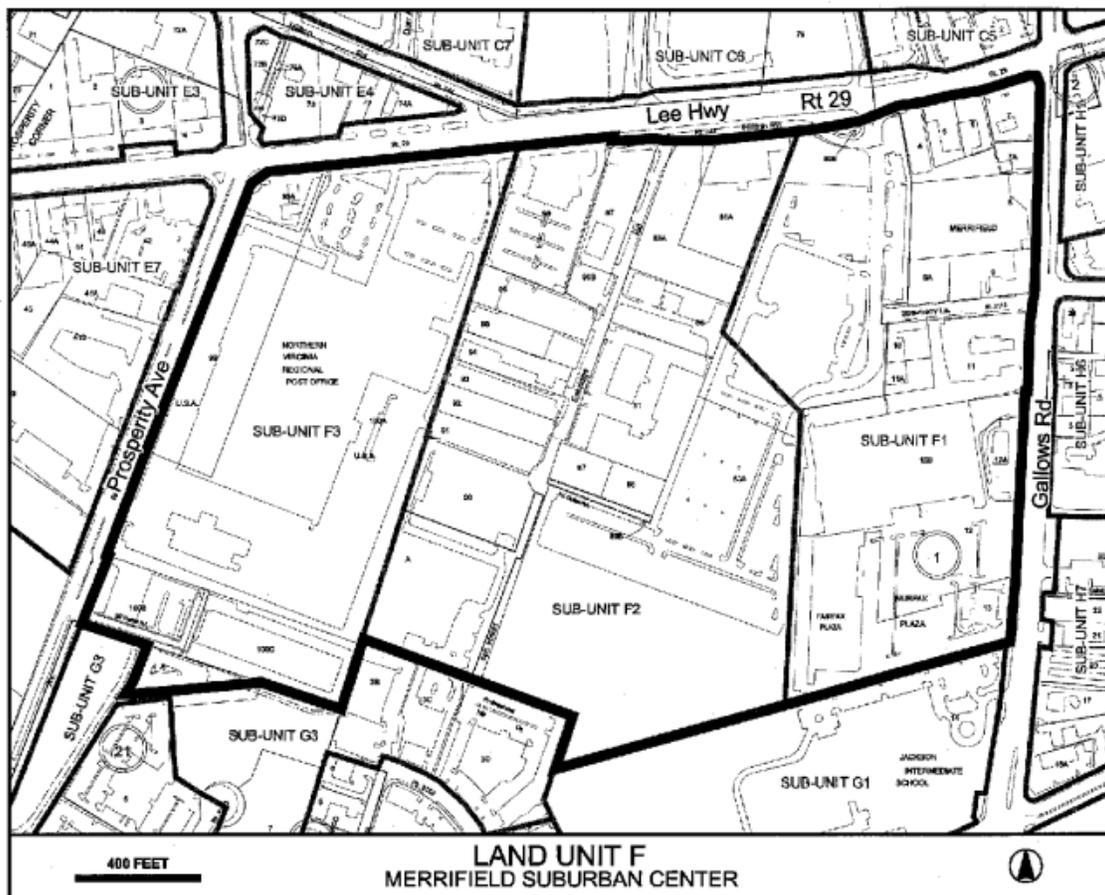
General Streetscape Guidelines

Gateways: Gateways define the major approaches to the area and are shown on Figure 9. At these points of entry to the Merrifield Suburban Center, gateways should have additional plantings and tree groupings in addition to the basic streetscape, and could also include signage and other design treatments that distinguish the location as an entrance to the Merrifield Suburban Center.

LAND UNIT F

Land Unit F is comprised of approximately 107 acres and is bounded by Gallows Road on the east, Route 29 on the north, Prosperity Avenue on the west, and Land Unit G on the south (see Figure 27). Existing development generally consists of retail uses in the eastern portion primarily along Gallows Road, industrial and office uses in the central portion, and the Merrifield Regional Post Office in the western portion of the Land Unit.

Most of Land Unit F, the portion east of the Merrifield Regional Post Office, is envisioned to redevelop as the “Town Center” for the Merrifield Suburban Center, with a mix of uses including office, retail, hotel, and residential uses. Buildings in the town center are envisioned to have retail and service uses located on the ground levels that are designed with a pedestrian orientation. Primary access points to the Town Center are envisioned to be at Merrilee Drive extension/realignment with Eskridge Road and Route 29, Gallows Road and Strawberry Lane, and Gallows Road and “Main Street/Festival Street”.





County of Fairfax, Virginia

MEMORANDUM

DATE: September 26, 2013

TO: Barbara Berlin, Director
Zoning Evaluation Division
Department of Planning & Zoning

Barbara Byron

FROM: Barbara A. Byron, Director
Office of Community Revitalization

SUBJECT: Mosaic Comprehensive Sign Plan Amendment
Comments on CSPA-2005-PR-041-02

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan Amendment (CSPA) application marked "Received" by the Department of Planning and Zoning on September 24, 2013.

The site is located at the northwest corner of Lee Highway and Gallows Road, south of Interstate 66. The applicant is requesting a CSP amendment to permit desired temporary and permanent signage for the entire Mosaic District. The previous CSP application included only a portion of the property identified as Phase I. The property is located within the Merrifield Commercial Revitalization Area.

Application Description:

The applicant proposes coordinated signage for the entire Mosaic District including the commercial and residential areas. The types of signs vary but generally include building mounted signs, ground mounted monument signs, banners, and pedestrian ad cabinets among others. Wayfinding signage for both pedestrians and vehicles is also integrated. There is existing signage already installed in Mosaic as part of the opening of the project's first phase.

Comments:

Signs in Mosaic play an important role in activating the streets and public spaces. The applicant has addressed a number of OCR's concerns in the revised plan. The sign plan strikes



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a crucial balance between pedestrian wayfinding and vehicular directional signage. The plan considers the larger role that signage plays limiting driver confusion and thus keeping unnecessary trips through the town center to a minimum. Additional improvements to the revised plans include:

- The number of Ad Cabinets has been reduced from 29 to 25.
- Street banners have been removed from the portion of District Avenue where townhomes front the street.

OCR has several outstanding issues with the application.

ST102b (6'-0" x 4'-0") Secondary Freestanding Monument Sign located at the southeast corner of Eskridge Road and North Street, also known as Merrifield Town Center Drive. The location poses a number of challenges for space, visibility, and compatibility. The plan indicates that this monument sign will advertise specific retail businesses in Mosaic, however this presents compatibility issues with adjacent townhomes and is disconnected from the commercial uses. This sign should be a project identity sign directing traffic to the general location of the town center as opposed to specific tenants. It could also identify residential buildings. The sign should not be internally illuminated but instead uplit to minimize impacts to nearby townhomes.

ST122a Pedestrian Ad Cabinet: These sign types should only be located where there is a minimum eight foot clear zone on the sidewalk between the sign and building, so as not to impede pedestrian flow.

ST123 Shuttle Stop Sign: The CSPA should permit the proposed locations of the shuttle stop signs to be flexible. The proposed locations are relatively close together and leaving the locations of these stops flexible will allow for the possibility of more convenient locations to be selected.

Temporary signage should be time limited since it is not designed with the quality and thoughtfulness of permanent signage.

CC: Michael Lynskey, Staff Coordinator, DPZ/ZED
OCR File



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County of Fairfax, Virginia

MEMORANDUM

DATE: September 24, 2013

TO: Barbara Berlin, Director
Zoning Evaluation Division
Department of Planning and Zoning

FROM: Angela Kadar Rodeheaver, Chief
Site Analysis Section
Department of Transportation *AKR*

FILE: 3-4 (RZ 2005-PR-041)

SUBJECT: Transportation Impact (Comprehensive Sign Plan)

REFERENCE: CSPA 2005-PR-041-02; Eskridge (E & A) LLC
Traffic Zone: 1575
Land Identification Map: 49-3((01)) 80E, 81A, 82A & 82B

Transmitted herewith are comments from the Department of Transportation with respect to the referenced application. These comments are based on the submitted Comprehensive Sign Plan Amendment dated September 23, 2013.

- All free standing signs (monument and otherwise) should be located outside the VDOT's right-of-way and clear zone and should not obstruct any sight distance lines.
- The proposed Secondary Freestanding Monument (ST102b) and Vehicular Way Finding (ST103) signs appear to violate sight distance lines.
- All signage located within the VDOT right-of-way would need approval of VDOT permits.

AKR/ak C:CSP2005PR 041-02Eskridge (E & A) LLC Plan

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GLOSSARY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Abbreviations Commonly Used in Staff Reports

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