



APPLICATION ACCEPTED: June 13, 2013
APPLICATION AMENDED: August 22, 2013
PLANNING COMMISSION: November 7, 2013

County of Fairfax, Virginia

October 24, 2013

STAFF REPORT

APPLICATION CSPA 2002-PR-016-02

PROVIDENCE DISTRICT

APPLICANT: The Northwestern Mutual Life Insurance Company

ZONING DISTRICT: Planned Residential Mixed Use (PRM)

LOCATION: 8200, 8210, and 8220 Crestwood Heights Drive

PARCELS: 29-4 ((7)) A9, E, F, G, H, and J; 29-4 ((13)) 1B, 1C, C1, 102-105, 107-109, 112-117, 201-219, 301-319, 401-419, 501-519, 601-619, 701-719, 801-819, 901-919, 1001-1019, 1101-1119, 1201-1219, 1301-1319, 1401-1419, 1501-1519, 1601-1619, 1701-1703, 1705-1719, 1801, 1802, 1808, 1810, 1812, 1814, 1816, 1818, 1819, 1901, 1902, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1919, and 29-4 ((14)) C1, 1C

ACREAGE: 13.54 acres

PLAN MAP: Residential Mixed Use

PROPOSAL: To amend the approved Comprehensive Sign Plan for a portion of the Park Crest development located in the Tysons Corner Urban Center.

STAFF RECOMMENDATIONS:

Staff recommends approval of CSPA 2002-PR-016, subject to the proposed development conditions in Appendix 1.

Megan Duca

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 recommendation of staff; it does not reflect the position of the Planning Commission.

The approval of this CSPA 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.

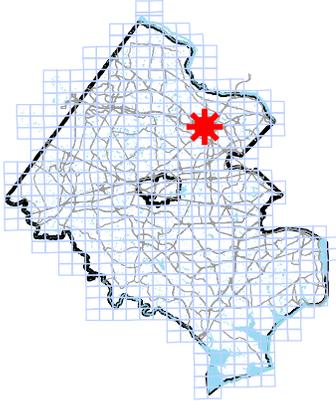
O:\mbrad9\CSPA\CSPA 2002-PR-016-02 Northwest Mutual\Staff Report\Staff Report Assembly\00_CSPA 2002-PR-016-02_Staff Report Cover.doc



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

Comprehensive Sign Plan Amendment

CSPA 2002-PR-016-02



Applicant: THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
Accepted: 06/13/2013
Proposed: COMPREHENSIVE SIGN PLAN AMENDMENT

Area: 13.54 AC OF LAND; DISTRICT - PROVIDENCE

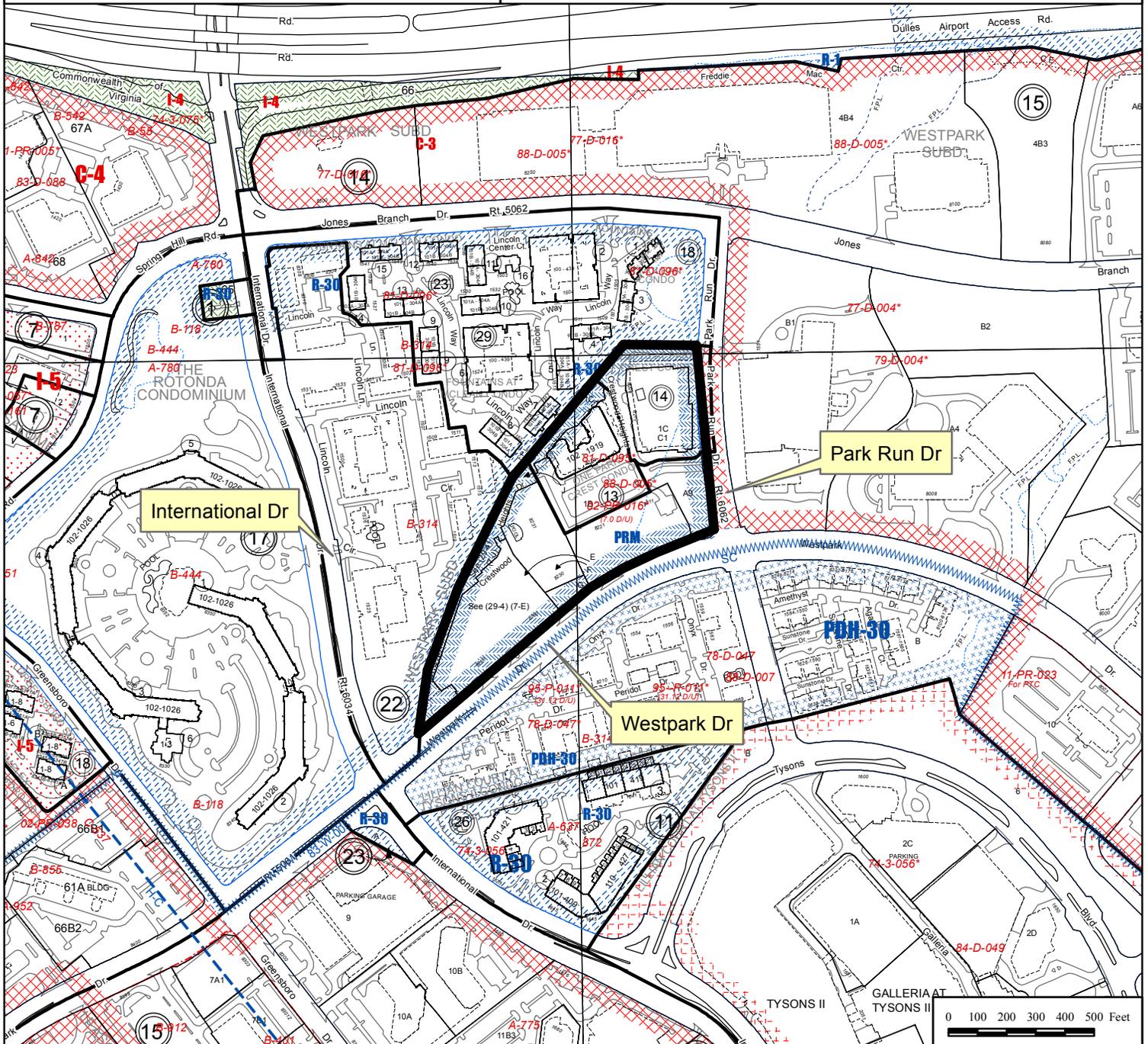
Zoning Dist Sect:

Located: 8200, 8210 AND 8220 CRESTWOOD HEIGHTS DRIVE, MCLEAN, VA 22102

Zoning: PRM

Map Ref Num:

029-4 /07/ / A9/07/ / E /07/ / F /07/ / G /07/ / H /07/ / J,
029-4 /13/ multiple,
029-4 /14/ / C1 /14/ /0001C



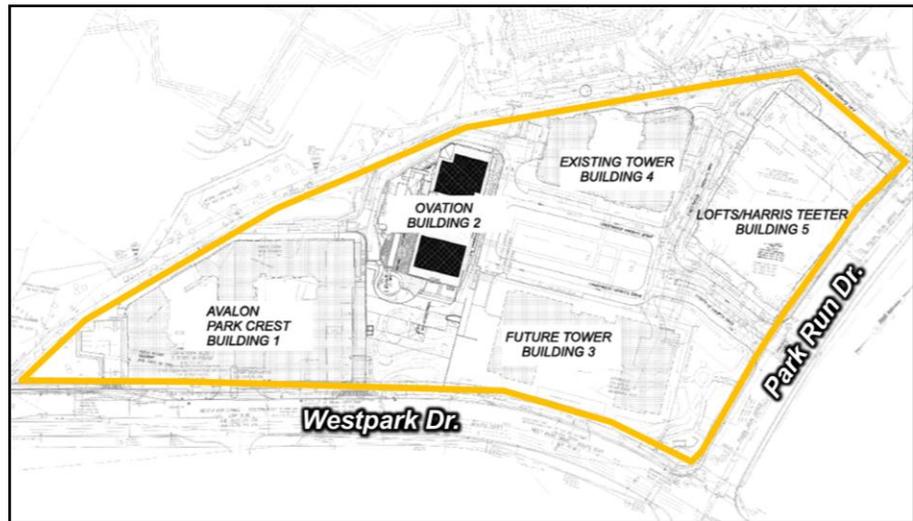
DESCRIPTION OF THE APPLICATION

The applicant, The Northwestern Mutual Life Insurance Company, requests approval of a Comprehensive Sign Plan Amendment (CSPA) for Park Crest, a mixed-use development within the Tysons Corner Urban Center. Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve and amend a comprehensive sign plan for Planned District developments as an alternative to the sign provisions contained in Article 12 of the Zoning Ordinance. A Comprehensive Sign Plan (CSP) was previously approved on the property in 2008 to allow for signage throughout the development. A subsequent CSPA application was approved in 2011 for signs for Building 1 within the development (Avalon Park Crest). The current CSPA application would allow for the installation of eight signs for Building 2. The proposed signs would replace the three placeholder signs approved with the original CSP. No other changes to the approved CSPA are proposed.

A reduced copy of the CSPA is contained in Appendix 4. Copies of the proposed development conditions and the applicant's statement of justification are contained in Appendices 1 and 2, respectively.

LOCATION AND CHARACTER

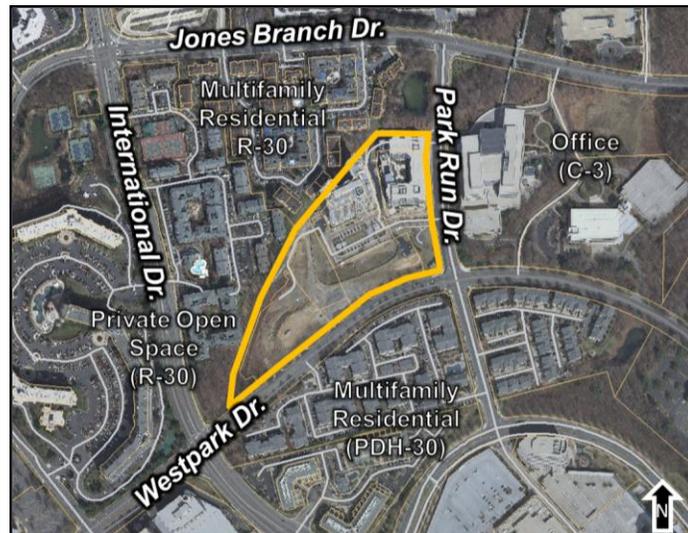
The property is located within the Park Crest development in the northwest quadrant of the intersection of Westpark Drive and Park Run Drive in Tysons Corner. The 13.54 acre site is zoned PRM (Planned Residential Mixed Use District). This CSPA proposes new signs for Building 2, which is a residential tower



CSPA excerpt showing buildings within Park Crest

located in the northwest portion of the Park Crest development at the western end of the entrance plaza. Building 2 is currently under construction. Additional buildings that have been constructed on the property include: Buildings 1 (6-story multifamily residential building); 4 (19-story residential tower); and 5 (5-story residential lofts with Harris Teeter grocery store in the cellar space). Building 3 is a residential tower in the southeast corner of the site that is planned for future development. This CSPA does not propose changes to signage for any other buildings within the development.

The image to the right displays the location of the subject property and the surrounding uses and zoning districts. Buildings 1 and 2 were not yet constructed at the time of this 2009 aerial. The properties to the north and west are planned for Residential Mixed Use and Park/Open Space, while the parcels to the east and south are planned for Residential Mixed Use.



Source: Fairfax County GIS

BACKGROUND

On January 6, 2003, the Board of Supervisors approved RZ 2002-PR-016 to rezone the subject property from the Office District (C-3) to the PRM District to permit a high-rise multifamily residential development with single family attached units and support retail at a floor area ratio (FAR) of 3.0. The Planning Commission approved FDP 2002-PR-016 on November 21, 2002. The applicant proffered to a maximum of 1,354 residential units. The applicant also proffered to 30,000 – 53,760 square feet of retail and other secondary uses. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=RZ&seq=4025632>.

On August 2, 2004, the Board of Supervisors approved PCA 2002-PR-016 for a seven building layout on the site to permit a five-story building (Building 5) with 138 loft units and a possible grocery store in the cellar space to replace the previously approved 58 single family attached units. The Planning Commission approved FDPA 2002-PR-016 on July 29, 2004. Modifications to the site layout for the other four approved high-rise multifamily buildings were also approved, but the total number of units (1,354) did not change. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=PCA&seq=4042981>.

On October 22, 2008, the Planning Commission approved Comprehensive Sign Plan CSP 2002-PR-016 to permit identification signs for the residential buildings approved on the property, directional signs for all buildings, signs for the Harris Teeter grocery store, and a monument sign at the corner of Westpark Drive and Park Run Drive. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=CSP&seq=4115183>.

On May 11, 2010, the Board of Supervisors approved PCA 2002-PR-016-02 to replace the site's previously approved two 13-story residential buildings in the southwest corner of the site (Buildings 1 and 1A) with a new single six-story multifamily residential building (Building 1). The Planning Commission approved FDPA 2002-PR-016-02 on

April 22, 2010. This approval also eliminated the previously approved 40,000 square foot retail/health building. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=PCA&seq=4112684>.

On October 27, 2011, the Planning Commission approved CSPA 2002-PR-016 to amend the previously approved CSP for the Park Crest development (CSP 2002-PR-016). This CSPA included signs for Building 1, the Avalon Park Crest Apartments. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=CSPA&seq=4151364>.

ZONING ORDINANCE PROVISIONS (Appendix 3)

Article 12 of the Zoning Ordinance regulates all exterior signs and interior signs placed for exterior observance. Section 12-210 of the Zoning Ordinance allows for modifications to the Article 12 Zoning Ordinance requirements when submitted as part of a Comprehensive Sign Plan. As stated in this section, “The comprehensive plan of signage shall show the location, size, height and extent of all proposed signs within the P district or section thereof, as well as the nature of the information to be displayed on the signs.”

The chart below summarizes the proposed signs and compares the requested signs to what is permitted under Article 12 of the Zoning Ordinance. The proposal seeks approximately 110 square feet more sign area for Building 2 than what is permitted under Article 12 of the Zoning Ordinance, excluding the two temporary signs, and 286 square feet in excess including the temporary signs.

Sign Description	Zoning Ordinance Section	Number of Signs	Article 12 Sign Area (sf)	Total Proposed Sign Area (sf)	Difference in Proposed vs. Article 12 (sf)
Building Identification (A)	12-202 (2)	1	12	78.5	+66.5
Freestanding Directional (B and C)	12-103 (2) (G)	2	2	34.5	+30.5
Freestanding Dog Park Sign (D)	12-103 (2) (G)	1	2	1.25	-0.75
Parking and Loading Directional Blade (E and F)	12-103 (2) (G)	2	2	18	+14
Temporary Leasing Banners (G1 and G2)	12-103 (3) (D)	2	12	200	+176

COMPREHENSIVE SIGN PLAN AMENDMENT (Appendix 4)

The Comprehensive Sign Plan Amendment titled “Ovation at Park Crest,” prepared by Art Display Co. is dated March 11, 2013, as revised through August 16, 2013, and contains seven sheets. The current CSPA only impacts signs for Building 2 within Park Crest and will not modify signs for any other buildings within the development. The descriptions and associated images below provide a summary of the proposed signs. Sheet 6 of the CSPA depicts the locations of the proposed signs.

Sign A – Building Identification

Sign A, shown to the right, is a 78.5 square foot sign located on the front façade of the building above the entrance. The sign provides identification for the residential building.



Sign A

Signs B and C – Freestanding Directional

Signs B and C are freestanding directional signs. These signs are both 17.25 square feet in area and 5’-9” in height. Sign B provides “Do Not Enter” guidance to drivers approaching the rear of the building. Sign C displays wayfinding information for the parking garage and loading space located at the western side of the building.



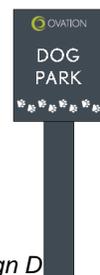
Sign B



Sign C

Sign D – Freestanding Dog Park Sign

Sign D is a freestanding sign that is approximately 30 inches in height and 1.25 square feet in area. This sign is proposed at the dog park located at the southern corner of the building.



Sign D

Signs E and F – Parking and Loading Directional

Signs E and F, which are each nine square feet in area, are blade signs located on the northwestern façade of the building. Sign E displays directional signage at the loading space, while sign F provides directional signage at the parking garage.



Sign E



Sign F

Signs G1 and G2 – Temporary Leasing Banners

Signs G1 and G2 are 100 square foot temporary leasing banners located between the fourth and sixth levels of the building. Sign G1 will be located on the building's front façade, while Sign G2 will be installed along the eastern façade of the building facing Westpark Drive.



ANALYSIS

Land Use Analysis

Comprehensive Plan Provisions

The subject property is located in Area II within the Tysons Corner Urban Center, North Central Planning District, Urban Neighborhood Subdistrict, Subarea 2: Park Crest and Crescent Sub-district and is planned for residential mixed use. The complete Comprehensive Plan text is available at the following link:

<http://www.fairfaxcounty.gov/dpz/comprehensiveplan/area2/tysons2.pdf>.

Staff finds that the applicant's proposal is consistent with the Comprehensive Plan.

Tysons Urban Design Guidelines and Office of Community Revitalization (OCR) Analysis (Appendix 5)

The subject property is not within the Planned Tysons Corner (PTC) District; however, staff encourages applicants located within the Tysons Corner Urban Center to follow the Tysons Urban Design Guidelines. Staff reviewed the application for conformance with the Tysons Urban Design Guidelines. The guidelines are available at http://www.fairfaxcounty.gov/tysons/design/download/tysons_udg.pdf.

Chapter 5 (“Signage and Wayfinding”) of the Tysons Urban Design Guidelines states:

When Article 12 was developed, it did not envision the signage needs of a high-density urban environment such as Tysons. To address these needs, it is expected that innovative signage design will emerge in Tysons as the urban form is built. It is recommended that a Comprehensive Sign Plan (CSP) be submitted for all redevelopment applications. It is further recognized that the signage requested pursuant to such CSPs may deviate significantly from that permitted under Article 12.

Park Crest is a mixed-use development that contains retail and residential uses. Staff believes that the provision of a CSP is in line with the above referenced guideline and complements the level of design that is expected of a Planned Development District such as Park Crest.

Chapter 5 of the Tysons Urban Design Guidelines also offers overall design suggestions for signs within Tysons, including: limit the number of signs to convey a clear message and avoid visual clutter; clearly state the business name or other information displayed on the sign; and, use materials and a scale that are appropriate for the neighborhood. Further, Section 5.2 of the Tysons Urban Design Guidelines specifically addresses Building Identity Signs and states the following:

Building identity signs should be sized proportionally to the height of the building and the size of the building façade. In general, building identity signs should not be taller than one story in height, although some variation for stand-alone logos may be considered...Building identity signs should be integrated into the building architecture, taking into consideration the pattern of fenestration and building materials.

The proposal seeks approximately 286 square feet more sign area for Building 2 than what is permitted under Article 12 of the Zoning Ordinance. The two proposed temporary banner signs account for approximately 176 square feet of the additional signage. The single proposed permanent building identity sign (Sign A) is located above the entrance to the building. This sign is approximately three feet in height and, in staff’s opinion, is sized appropriately for the height of the building. Staff also believes that the quality of the materials and design for this sign are consistent with the other signage within the Park Crest development. The proposed temporary building identity signs are located on the north and east building facades at floors four through six. Although the two proposed 100 square foot banner signs are larger than the two 70 square foot banner signs previously approved for Building 1, staff believes that the proposed signs are consistent with the scale of the previous approval given that

Building 1 is a 6-story building and Building 2 is a 19-story building. However, to avoid excessive long term sign clutter, these signs should only remain on the building for a limited time. Staff has proposed a development condition that would require these temporary signs to be removed within twelve months of the CSPA approval with an option for a one-time extension if a minimum 90% occupancy rate has not been met within this time period. A similar condition was included with the last CSPA approval.

Section 5.4 of the Tysons Urban Design Guidelines addresses wayfinding signs and offers design suggestions, such as: include appropriately scaled elements that assist motorists and pedestrians; provide signs that clearly convey information for both motorists and pedestrians without unnecessary clutter or detail; and, ensure that signs do not obstruct pedestrian traffic. The proposed signs will be required to be located so as not to interfere with sight distance. Further, all traffic regulatory signs will be required to conform with the Manual of Uniform Traffic Control Devices and Virginia Department of Transportation (VDOT) standards. Staff has proposed development conditions that would ensure that the proposed signs conform to these standards. Staff believes that the signs clearly convey information for both motorists and pedestrians coming to the site and that the proposed sign locations will not obstruct pedestrian traffic. In addition, staff finds that the proposed wayfinding signs are consistent with the existing wayfinding signs within the development in terms of scale.

In summary, staff finds that the scale, locations, and designs of the proposed signs are appropriate and that the signs are compatible with the existing signs within the Park Crest development. In staff's opinion, the applicant's signs will contribute positively to the vibrant mixed-use development and are in accordance with the above referenced Tysons Urban Design Guidelines.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

In summary, staff believes that the proposed signs are appropriately located, sized, and designed for the residential building. In staff's opinion, the applicant's proposal provides for a coordinated signage plan that will contribute positively to the Park Crest mixed-used development. Staff finds that the Comprehensive Sign Plan Amendment is consistent with the adopted Comprehensive Plan and conforms to applicable Zoning Ordinance provisions and Tysons Urban Design Guidelines with the adoption of the proposed development conditions.

Recommendation

Staff recommends approval of CSPA 2002-PR-016-02, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions 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. Statement of Justification
3. Applicable Zoning Ordinance Provisions
4. Comprehensive Sign Plan Amendment
5. Office of Community Revitalization Review

PROPOSED DEVELOPMENT CONDITIONS**CSPA 2002-PR-016-02****October 24, 2013**

If it is the intent of the Planning Commission to approve CSPA 2002-PR-016-02, located at Tax Map 29-4 ((7)) A9, E, F, G, H, and J; 29-4 ((13)) 1B, 1C, C1, 102-105, 107-109, 112-117, 201-219, 301-319, 401-419, 501-519, 601-619, 701-719, 801-819, 901-919, 1001-1019, 1101-1119, 1201-1219, 1301-1319, 1401-1419, 1501-1519, 1601-1619, 1701-1703, 1705-1719, 1801, 1802, 1808, 1810, 1812, 1814, 1816, 1818, 1819, 1901, 1902, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1919, and 29-4 ((14)) C1, 1C to allow a Comprehensive Sign Plan Amendment (CSPA) pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, the staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. These development conditions incorporate and supersede the previous conditions approved by the Planning Commission for CSP 2002-PR-016 and CSPA 2002-PR-016 as it relates to Building 2.

1. This Comprehensive Signage Plan is granted for and runs with the land indicated in this application and is not transferrable to other land. Minor deviations in sign location, design, and area may be permitted provided the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan.
2. This Comprehensive Sign Plan Amendment is granted to permit signs that would otherwise not be permitted by Article 12 as depicted on the CSPA submitted with this application for Ovation at Park Crest (Building 2) Sheets 1 - 7 (prepared by Art Display Company on March 11, 2013, as revised through August 16, 2013), and as qualified by these development conditions. In addition, signs allowed by Section 12-103 of the Zoning Ordinance may be permitted, as qualified by these development conditions.

Any sign permit for the signs listed above submitted pursuant to this CSPA shall be in substantial conformance with these conditions. Minor deviations in sign location, design (such as shape, font, text and colors), and sign area of the signs present in the CSPA may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with this CSPA.

3. The "Comprehensive Sign Package: Park Crest" prepared by Art Display Company on December 12, 2007, as revised through March 28, 2008, Park Crest Entry Feature prepared by Lewis, Scully and Gionet on April 11, 2008 and May 14, 2008, Sign Package Submittal for Harris Teeter #302 @ Tyson's Corner, VA prepared by Casco Signs Incorporated September 28, 2007, as

revised through September 23, 2008, and Sign Package Submittal for Avalon Park Crest Signs (Building 1) Sheets 1-6 prepared by Art Display Company on October 11, 2011, as approved by CSPA 2002-PR-016 remain, except as amended by CSPA 2002-PR-016-02 for Building 2.

4. A matrix for signage shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits. The matrix shall include the participant name, address, sign type, sign height, sign area, Non-Residential Use Permit number, Residential-Use Permit number, and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow sufficient tracking of all signage to be provided on site. Each sign permit shall be accompanied by a letter from the property owner, manager, and or/agent of the property stating that the requested sign has been reviewed for compliance with this approval.
5. Traffic regulatory signage shall meet the Manual of Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards.
6. All freestanding permanent signs shall maintain a minimum five-foot setback from any curb line, walkway, street right-of-way or other pedestrian or vehicular travel way.
7. Pursuant to Section 2-505 of the Zoning Ordinance, all freestanding signs shall be located so as not to restrict sight distance for drivers entering or exiting travel intersections, aisles, or driveways.
8. Illumination of signs shall be in conformance with the Lighting Proffer as approved with PCA 2002-PR-016-2. As such, any illuminated signage shall be internally illuminated, unless such signage is located on the sides of a canopy in which case it may be internally illuminated or backlit. The background of any internally illuminated signs shall be opaque with translucent text, or shall be of non-white colors. Otherwise, the 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.
9. All signs shall be consistent with the color palette, typography, and the use of logos as indicated in the CSPA.
10. The proposed landscaping within the CSPA shall be in substantial conformance with the landscaping as previously approved by PCA 2002-PR-016-2 as to the location, quantity, and quality of plantings.
11. All landscaping located near any sign shall be maintained regularly to prevent overgrowth from obstructing the visibility of the sign.
12. All temporary signage shall conform to Article 12 of the Zoning Ordinance, except as amended by the CSPA. Sign Type G, the two temporary leasing

banners for Building 2, shall each be limited to a maximum of 100 square feet and shall require approval of an individual sign permit that shall be valid for a maximum of 12 months. If, at the expiration of the initial 12-month period, it can be demonstrated to the satisfaction of the Zoning Administrator that less than 90% of the units available for marketing in Building 2 have been leased, then the Zoning Administrator may administratively grant a single 12-month extension of the temporary signs for that building.

13. Prior to the issuance of any sign permits for Building 2 pursuant to this CSPA, the applicant shall repair any existing damaged signs on the application property, remove any signs prohibited by the Zoning Ordinance that are not shown on the CSPA, and ensure that the previously approved temporary leasing signs associated with Building 1 are in compliance with CSPA 2002-PR-016.
14. Prior to the installation of any signs for Building 2 pursuant to this CSPA, any previously approved and/or installed signs for Building 2 shall be removed if not shown on this CSPA.
15. Permanent type signs and support structures with concrete footers shall not be placed within Fairfax Water easements. Any proposed sign work within existing water main easements will require review and approval from Fairfax Water prior to sign permit issuance and/or ground disturbance.

The above-proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by the Commission. This approval, contingent on the above-noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinance, regulations, or adopted standards. Sign Permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan Amendment. The applicant shall be responsible for obtaining the required Sign Permits through established procedures, and sign plan shall not be valid until this has been accomplished.

RECEIVED
 Department of Planning & Zoning
 APR 25 2013
 Zoning Evaluation Division



**WALSH COLUCCI
 LUBELEY EMRICH
 & WALSH PC**

Sara V. Mariska
 (703) 528-4700 Ext. 5419
 smariska@arl.thelandlawyers.com

April 25, 2013

Via Hand Delivery

Barbara C. Berlin, Director
 Zoning Evaluation Division
 Fairfax County Department of Planning & Zoning
 12055 Government Center Parkway, Suite 801
 Fairfax, Virginia 22035

Re: Proposed Comprehensive Sign Plan Amendment
 Applicant: The Northwest Mutual Life Insurance Company
 Fairfax County Tax Map Reference: 29-4 ((7)) A9, E, F, G, H, and J; 29-4 ((13))
 1B, 1C, C1; 102-105, 107-109, 113-117, 201-219, 301-319, 401-419, 501-519, 601-
 619, 701-719, 801-819, 901-919, 1001-1019, 1101-1119, 1201-1219, 1301-1319,
 1401-1419, 1501-1519, 1601-1619, 1701-1703, 1705-1719, 1801-1802, 1808, 1810,
 1812, 1814, 1816, 1818, 1819, 1901-1902, 1906, 1908, 1910, 1912, 1914, 1916,
 1918, 1919, and 29-4 ((14)) C1, 1C (the "Subject Property")

Dear Ms. Berlin:

Please accept this letter as a statement of justification for a comprehensive sign plan amendment application on property identified as Fairfax County tax map 29-4 ((7)) A9, E, F, G, H, and J; 29-4 ((13)) 1B, 1C, C1; 102-105, 107-109, 113-117, 201-219, 301-319, 401-419, 501-519, 601-619, 701-719, 801-819, 901-919, 1001-1019, 1101-1119, 1201-1219, 1301-1319, 1401-1419, 1501-1519, 1601-1619, 1701-1703, 1705-1719, 1801-1802, 1808, 1810, 1812, 1814, 1816, 1818, 1819, 1901-1902, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1919, and 29-4 ((14)) C1, 1C.

The Subject Property contains approximately 13.54 acres and is located in the northwest quadrant of the intersection of Westpark Drive (Route 5601) and Park Run Drive (Route 6062). On January 6, 2003, the Board of Supervisors (the "Board") approved RZ 2002-PR-016 to rezone the Subject Property from the C-3 District to the PRM District in order to permit a high-rise multi-family residential development with single-family attached units and support retail at a 3.0 floor area ratio ("FAR") or 1,770,100 square feet of gross floor area ("GFA"). A maximum of 1,354 residential units were proffered. On August 2, 2004, the Board approved PCA/FDPA 2002-PR-016. This approval eliminated the previously proposed single-family attached units to allow a five-story building with 138 loft units and grocery store in the cellar space. The approval also permitted modifications to the site layout of the four previously approved high-rise multi-family buildings.

On May 11, 2010, the Board approved PCA 2002-PR-016-2 subject to proffers dated May 7, 2010 subsequent to the Planning Commission's approval of FDPA 2002-PR-016-2 on April 22, 2010. The approval modified the previously approved development plan to allow construction of a single six-story multifamily residential building (Building 1) in lieu of the two (2) thirteen (13) story residential buildings that were originally shown on the CDP/FDP. Building 2 is comprised of 231 units, or a total of approximately 358,858 square feet of gross floor area.

On October 22, 2008, the Planning Commission approved Comprehensive Sign Plan CSP 2002-PR-016 to allow a monument sign at the corner of Westpark Drive and Park Run Drive, identification signs for the residential buildings, directional signs for all buildings, and signs for the Harris Teeter grocery store. On October 27, 2011, the Planning Commission CSPA 2002-PR-016 to allow additional signs for Building 1. No changes were proposed to the previously approved signs. Currently, Buildings 1 (6-story multifamily building), 4 (the 19-story multifamily tower) and Building 5 (the 5-story lofts), as well as a Harris Teeter grocery store in the cellar space of Building 5 have been constructed. Building 2 is currently under construction. The monument sign, Harris Teeter signs, and signs for the completed portion of Park Crest have been installed. I have enclosed a copy of the previously approved Comprehensive Sign Plan Amendment for reference.

The Applicant purchased a portion of the Park Crest development identified as Fairfax County tax map reference 29-4 ((7)) F, G, H, and J and has begun constructing a 19-story building identified as Building 2. Signs for Building 2 were not designed at the time of the prior Comprehensive Sign Plan Amendment approval and three (3) different sign types and specific sizes were specified as placeholders for the future Building 2. The Applicant now seeks to amend the approved Comprehensive Sign Plan to supplement and clarify the proposed signs for Building 2. The Applicant proposes no changes to the approved signs for the balance of the Subject Property and proposes only to modify the signs that were previously approved for Building 2.

The Park Crest development is a large-scale, urban, mixed-use development in Tysons Corner. Based on the size and scope of development, appropriate signage is crucial to establish an identity for the community, identify individual portions of the community, and direct pedestrians and motorists through the development. The scale of the buildings and the access to the community, suggests that meaningful signage needs to be larger than is typically contemplated under the Fairfax County Zoning Ordinance. Additionally, coordinated and complementary signage is vital in establishing a sense of place and creating a cohesive development.

The Applicant proposes identification, directional, and temporary signs for Building 2. I have enclosed six (6) sheets prepared by Art Display Co. that provide detailed information on the eight (8) signs proposed for Building 2. The proposed signs include the following:

- Sign Type A – Building-Mounted Primary Building Identification Sign
- Sign Types B, C, and D – Freestanding Directional Signs

- Sign Types E and F – Directional Blade Signs; and
- Sign Types G and G1 – Temporary Leasing Signs.

The plans include information on the proposed size, colors, and materials for each sign. I have also updated the previously approved sign matrix to reflect the addition of the proposed signs.

The proposed signs are necessary to identify Building 2 within the Park Crest development and help residents and visitors easily locate the building and associated parking. Because of the limited access points to the Park Crest development, combined with the limited amount of surface parking areas, identification and directional signs are critical to the success of the development. The Applicant has carefully designed the signs for Building 2 to identify the residential building and clearly direct both pedestrians and motorists. The Applicant has also provided for a temporary leasing sign as well as signs to identify the leasing office. The signage is unified by color and the Ovation at Park Crest logo to provide coordinated and complementary signage for Building 2. The typography, color, and materials of the proposed signs for Building 2 also complement the previously approved signs for the Park Crest Development. The signs proposed for Building 2 are in keeping with the size, scale, typography, color, and materials of the previously approved signs for the balance of the Park Crest Development.

In sum, the Applicant simply proposes to modify the previously approved sign plan to provide specific signs for Building 2. Although the previously approved Comprehensive Sign Plan provided placeholders for signs for future Building 2, the Comprehensive Sign Plan approval occurred prior to the final signage design for Building 2. The Applicant now proposes specific signs that will identify the building, direct residents and visitors to the building, and serve to unify the proposed building with the remainder of the Park Crest development.

Should you have any questions regarding the enclosed, or should you require additional information, please do not hesitate to give me a call. I would appreciate the acceptance of this application and the scheduling of a public hearing before the Fairfax County Planning Commission at your earliest convenience. As always, I appreciate your cooperation and assistance.

Very truly yours,

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



Sara V. Mariska

Enclosures

cc: Michael Gregg
Lynne J. Strobel

MAY 28 2013

Zoning Evaluation Division

PARK CREST
 Sign Dimensions and Areas
 Comprehensive Sign Plan Amendment
 May 28, 2013

The following table provides a summary of the signs by building, type, number and size, as well as a comparison of the proposed signs to the maximum permitted by the Zoning Ordinance absent approval of a Comprehensive Sign Plan:

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed /Existing Signs	Total Proposed/Existing Sign Area (Square Feet)	Difference Proposed/Existing vs. Allowable (Square Feet)
General Community Signage <i>(All signs have been installed except the Park Identification Sign.)</i>	Directional Signs, One Park Crest, and the Lofts signs - Sign Package prepared by Art Display Co.				
	Corner Entry Feature – Sign Package prepared by Lewis Scully Gionet Architects				
Corner Entry Feature	12-202(4)	30.00	1	63.75	+33.75
Main Entrance Sign at Crestwood Heights Drive (Double Faced)	12-202 (4)	30.00	1	35.75	+5.75
One Park Crest Building Identification Sign Over Front Door (Building 4)	12-202 (2)	12.00	1	20.00	+8.00
Sales Center Sign (Temporary)	12-103(3)(D)	12.00	1	12.00	No Change
Sign Type D.1 and D.2 -- Directional Freestanding Parking/Deliveries	12-103(2)(G)	2.00	2	24.00 (12.00 each)	+22.00
Sign Type F.1 – Wall Mounted “Resident and Visitor Parking” Lettering	12-103(2)(G)	2.00	1	2.58	+5.58
Sign Type F.2 - Wall-Mounted Parking Entrance	12-103(2)(G)	2.00	1	4.00	+2.00
Sign Type F.3 -- Directional	12-103(2)(G)	2.00	1	12.00	+10.00

PARK CREST
Sign Dimensions and Areas
Comprehensive Sign Plan Amendment
May 28, 2013

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed /Existing Signs	Total Proposed/Existing Sign Area (Square Feet)	Difference Proposed/Existing vs. Allowable (Square Feet)
Freestanding Deliveries/Loading					
Sign Type F.4 -- Wall-Mounted Loading Identification for Harris Teeter (Double Faced)	12-103(2)(G)	2.00	1	24.50	+22.50
Sign Type F.5 -- Wall-Mounted Loading Identification for Residential (Doubled Faced)	12-103(2)(G)	2.00	1	24.50	+22.50
Sign Type G -- Lofts Building Identification Over Front Door "The Lofts"	12-202(2)	12.00	1	15.00	+3.00
Sign Type I -- Wall-Mounted Lofts Secondary Building Entrance	12-103(2)(G)	2.00	1	0.83	-1.17
Signage Reserved for Park Identification (Not yet installed)	12-103 ((2) (D)	No limit on allowable area. Freestanding sign cannot exceed 6 feet in height.	1	40.00	No Change
Future Building 3 (Building is planned for future phase. No existing signage.)	Proposed signs described below are placeholders for future building.				
Sign Type B -- Two Park Crest Building Identification Over Front Door	12-202(2)	12.00	1	20.00	+8.00
Sign Type F.3 -- Directional for	12-103(2)(G)	2.00	1	12.00	+10.00

PARK CREST
Sign Dimensions and Areas
Comprehensive Sign Plan Amendment
May 28, 2013

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed /Existing Signs	Total Proposed/Existing Sign Area (Square Feet)	Difference Proposed/Existing vs. Allowable (Square Feet)
Loading/Deliveries					
Sign Type F.2 -- Parking Entrance for Building 3	12-103(2)(G)	2.00	1	4.00	+2.00
Retail Allowance Per Proffer 3(B)(vi)	N/A	N/A	1	8.00	N/A
Building 2 <i>(Building under construction.)</i>	"Ovation at Park Crest" Sign Package prepared by Art Display Co.				
Sign Type A – Halo-Lit Channel Letter Building Identification Sign	12-202(2)	12.00	1	78.5	+66.5
Sign Types B and C – Freestanding Directional Signs	12-103(2)(G)	2.00 per sign	2	34.50 (17.25 each)	+30.5
Sign Type D – Freestanding Dog Park Sign	12-102(2)(G)	2.00	1	1.25	-0.75
Sign Types E and F – Directional for Parking and Loading	12-103(2)(G)	2.00 per sign	2	18 (9 each)	+14.0
Sign Types G and G1 – Temporary Leasing Signs	12-103(3)(D)	12.00 sign	2	200 (100 each)	+176.0
Building 1 (Avalon Park Crest) <i>(All signs have been installed.)</i>	"Avalon Park Crest" Sign Package prepared by Art Display Co.				
Sign Type K -- Four Park Crest Building Identification Internally Illuminated Blade Sign	12-202(2)	12.00	1	66.67	+54.67
Sign Type L— Temporary Leasing Sign	12-103(3)(D)	12.00 per sign	2	69.75 x 2 = 139.50	+115.5

PARK CREST
Sign Dimensions and Areas
Comprehensive Sign Plan Amendment
May 28, 2013

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed /Existing Signs	Total Proposed/Existing Sign Area (Square Feet)	Difference Proposed/Existing vs. Allowable (Square Feet)
Sign Type M -- Parking Signs	12-103(2)(M)	No size specified in Ordinance.	2	1.72 x 2 = 3.44	N/A
Sign Type N – Parking Sign	12-103(2)(G)	2.00	1	3.5	+1.5
Sign Type O – Directional for Parking and Loading	12-103(2)(G)	2.00	1	10.3	+8.3
Sign Type P – Directional for Loading Area	12-103(2)(G)	2.00	1	10.3	+8.3
Harris Teeter Signage (Building 5) <i>(All signs have been installed.)</i> "Harris Teeter" Sign Package Prepared by Casco Signs	12-203(8)	* 1.5 sq. ft. of sign area for each of the first 100 linear feet of building frontage plus 1 sq. ft. of sign area for each linear foot over 100 linear foot of building frontage. No one sign shall exceed 200 sq. ft.	See Below	247.00 (based on 197 feet of frontage on Crestwood Heights Drive)	+281.02 (excluding parking/directional signs)
Sign Type A – Front Door Store Name	12-203 (8)	See *	1	135.00	See Above
Sign Type B – Pharmacy	12-203(8)	See *	1	17.50	See Above
Sign Type C – Open 24 Hours	12-203(8)	See *	1	18.38	See Above
Starbucks Lettering	12-203(8)	See *	1	21.92	See Above
Sign Type D – Store Name	12-203(8)	See *	1	135.00	See Above
Sign Type E – Parking	12-103(2)(G)	2.00	1	79.50	+77.50

PARK CREST
 Sign Dimensions and Areas
 Comprehensive Sign Plan Amendment
 May 28, 2013

Sign Type/Description	Zoning Ordinance Section	Article 12 Allowable Sign Area (Square Feet)	Number of Proposed /Existing Signs	Total Proposed/Existing Sign Area (Square Feet)	Difference Proposed/Existing vs. Allowable (Square Feet)
Directional					
Sign Type F – Parking Directional	12-103(2)(G)	2.00	1	6.00	+4.00
Sign Type G – Parking Directional	12-103(2)(G)	2.00	1	11.67	+9.67
Sign Type H1 – Store Name	12-203(8)	See *	1	59.11	See Above
Sign Type H2 – Store Name	12-203(8)	See *	1	59.11	See Above
Sign Type I – Food Market and Pharmacy	12-203(8)	See *	1	42.00	See Above
Sign Type J1 – Logo	12-203(8)	See *	1	20.00	See Above
Sign Type J2 – Logo	12-203(8)	See *	1	20.00	See Above

Total Sign Area Approved Pursuant to CSPA 2002-PR-016: 1,229.81 square feet

Total Proposed Sign Area: 1,514.06 square feet

ARTICLE 12 SIGNS

PART 1 12-100 GENERAL PROVISIONS

12-101 Purpose and Intent

The purpose of this Article is to regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenient, attractive and harmonious community, to protect against danger in travel and transportation, to improve and protect the public health, safety, convenience and general welfare, and to further the stated purpose and intent of this Ordinance. Any sign erected on a lot or building for the purpose of identification or for advertising a use conducted therein or thereon shall be an accessory use to the principal use.

It is further intended that all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public.

PART 2 12-200 SIGN REGULATIONS BY USE AND DISTRICT

12-204 Commercial and Industrial Uses in Sign Control Overlay Districts

The following regulations shall supplement the provisions set forth in Sections 203 and 207, and shall apply to all uses located on commercially and industrially zoned land within those areas designated on the Official Zoning Map as a Sign Control Overlay District, which district is established by the provisions of Part 5 of Article 7.

1. Building-mounted signs shall be limited to the sign area as specified in Sections 203 and 207.
2. An individual enterprise with frontage on a primary highway or major thoroughfare which is not located within or on the same lot with a shopping center shall be permitted one (1) freestanding sign. Such sign shall be limited to a maximum sign area of forty (40) square feet.
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 forty (40) square feet.
4. Office parks shall be permitted freestanding signs in accordance with the provisions of Par. 13 of Sect. 203 above.
5. Industrial parks shall be permitted freestanding signs in accordance with the provisions of Par. 12 of Sect. 207 below.

6. Hospitals shall be permitted signs in accordance with the provisions of Par. 14 of Sect. 203 above.

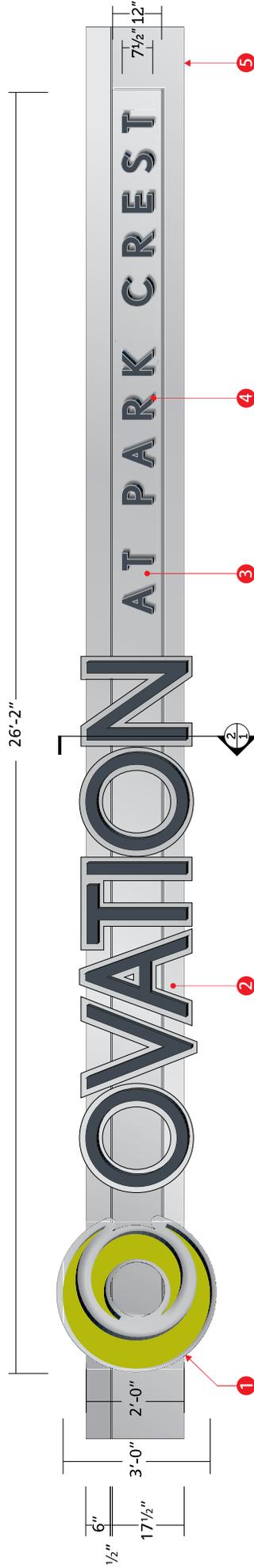
12-210 Uses in P Districts

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

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

FACE VIEW
SCALE: 1/2" = 1' 0"

Note: Client to provide electric to sign location

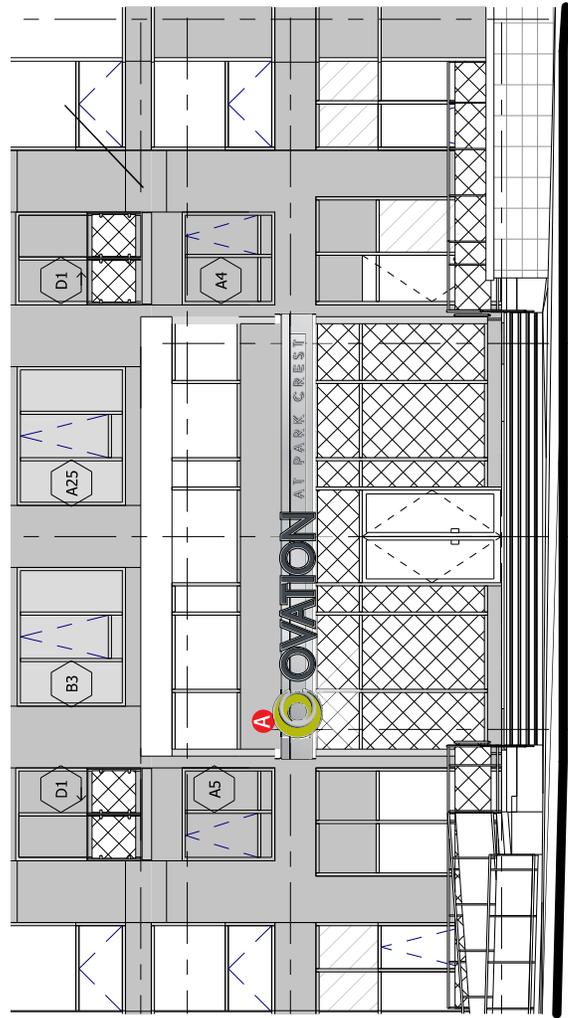


A HALO-LIT CHANNEL LETTERS

Sign Area: 78.5 sq. ft.

- 1** 3'-0" h x 4" deep fabricated aluminum channel letter icon
 - Faces painted green PMS 390C, returns painted dark grey PMS 432C
 - White LEDs for illumination
 - Silver painted oversized aluminum back plate
 - Channel letters mounted 1 1/2" offset from back plate
- 2** 24" h x 4" deep fabricated aluminum letters
 - Faces and returns painted dark grey PMS 432C
 - White LEDs for illumination
 - Silver painted oversized aluminum back plates
 - Channel letters mounted 1 1/2" offset from back plates
- 3** 7 1/2" h x 4" deep fabricated aluminum letters
 - Faces and returns painted dark grey PMS 432C
 - White LEDs for illumination
 - Channel letters mounted 1 1/2" offset from raceway
- 4** 14" h x 5" deep custom fabricated aluminum raceway
 - Painted to match canopy
 - To house all wiring and transformers
- 5** Canopy by others

■ PMS 3902C ■ PMS 432C



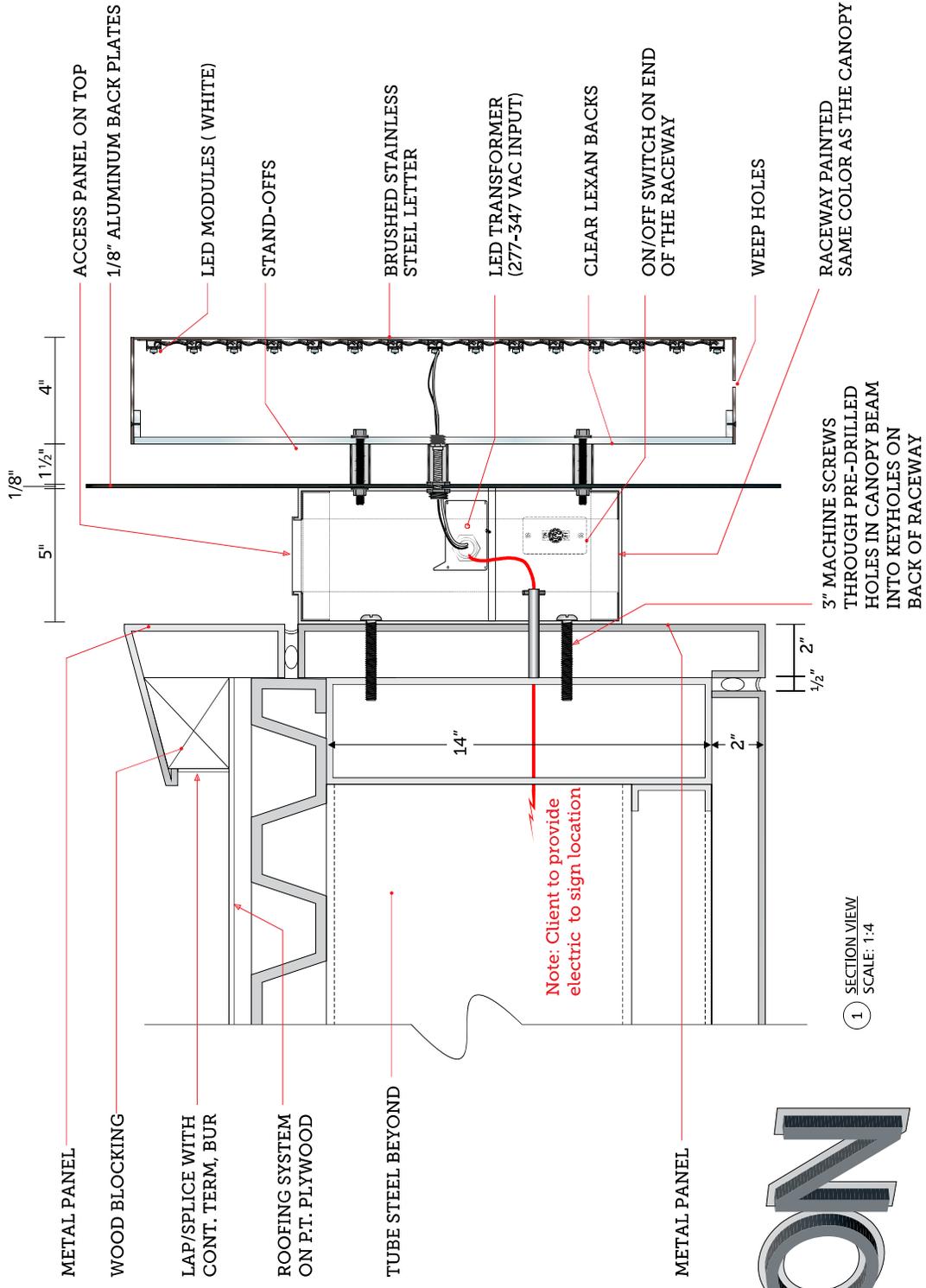
ELEVATION VIEW
SCALE: 1/8" = 1' 0"

PREPARED & PROVIDED BY: ART DISPLAY CO.
1875 HANCOCK PARK BLVD.
CAPTOL HEIGHTS, MD 20743
(PH) 240-755-1400
(FAX) 240-755-1401
WWW.ARTDISPLAYCO.COM

SAVED AS: 3931-05DC Penrose Ovation (Exterior Signage)
SALESPERSON: ARTHUR GOLDBERG
DESIGNER: DIANA CHESHMEDIEV

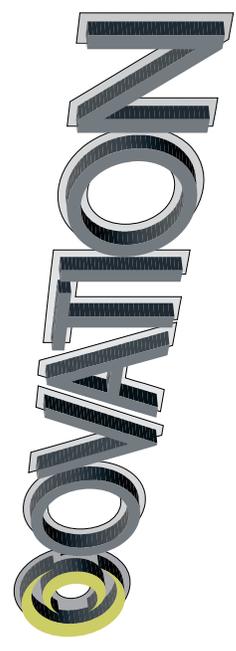
CLIENT / PROJECT: Ovation AT PARK CREST

REVISIONS				APPROVED BY:				NOTES:	
NO.	BY	DATE	NO.	BY	DATE	NO.	DATE	CLIENT	PRODUCTION
1	DC	03/11/13	4	DC	03/29/13			SALES/PM	INSTALLATION
2	DC	03/14/13	5	DC	08/16/13				
3	DC	03/21/13							



Note: Client to provide electric to sign location

1 SECTION VIEW
SCALE: 1:4



PREPARED & PROVIDED BY: ART DISPLAY CO. 100 HANOVER PARK BLVD CAPITOL HEIGHTS, MD 20743 (PH) 240-755-1400 (FAX) 240-755-1401 WWW.ARTDISPLAYCO.COM	SAVED AS: 3931-05DC Penrose Ovation (Exterior Signage)		CLIENT / PROJECT: OVATION AT PARK CREST		REVISIONS		NOTES: REVISIONS AND SKETCHES ARE SOLE PROPERTY OF ART DISPLAY COMPANY AND MAY NOT BE USED WITHOUT WRITTEN PERMISSION FROM ART DISPLAY COMPANY. SKETCH COLORS ARE LIMITED BY PRINTING TECHNOLOGY. PROVIDE 3"X3" HATCH OR PHOTO COPY OF MATERIAL. ACTUAL SIZE AND PREPARATION TO FINISH.		APPROVED BY:		PAGE: 2
	SALES PERSON: ARTHUR GOLDBERG	DESIGNER: DIANA CHESHMEDJIEV	NO. 1 BY DC DATE 03/11/13	NO. 2 BY DC DATE 03/14/13	NO. 3 BY DC DATE 03/21/13	NO. 4 BY DC DATE 03/29/13	NO. 5 BY DC DATE 08/16/13	CLIENT SALESPERSON	PRODUCTION	INSTALLATION	

B C FREESTANDING SIGNS

- Fabricated aluminum cabinet
- Painted dark gray PMS 432C
- Applied vinyl graphics
- Font: Nobel
- Installation to be determined by site conditions

■ PMS 3902C ■ PMS 432C

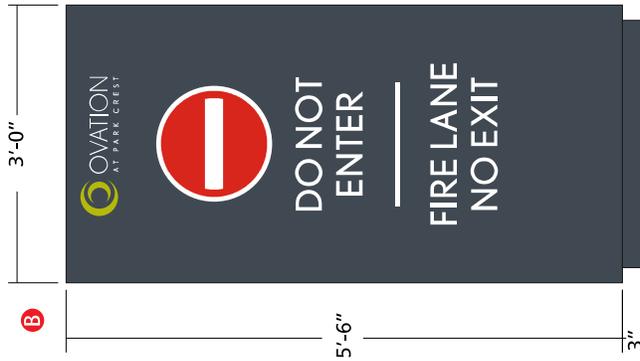
D POST SIGN

- .090 aluminum panel
- Painted dark gray PMS 432C
- Applied vinyl graphics
- Font: Nobel
- 4"x4" sq. aluminum post
- Installation to be determined by site conditions

E F BLADE SIGNS

- Fabricated aluminum cabinet
- Painted dark gray PMS 432C
- Applied vinyl graphics
- Font: Nobel
- Installation to be determined by site conditions

FACE VIEW
SCALE: 3/4"=1'-0"



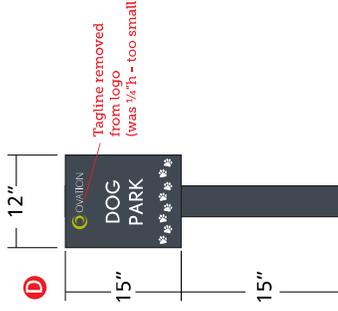
FACE VIEW
SCALE: 3/4"=1'-0"



SIDE VIEW
SCALE: 3/4"=1'-0"



FACE VIEW
SCALE: 3/4"=1'-0"



FACE VIEW
SCALE: 3/4"=1'-0"



(1x) D/F
Sign Area: 9 sq. ft.

FACE VIEW
SCALE: 3/4"=1'-0"



(1x) D/F
Sign Area: 9 sq. ft.

(1x) S/F

Sign Area: 17.25 sq. ft.

(1x) S/F in soil

Sign Area: 17.25 sq. ft.

(1x) S/F

Sign Area: 1.25 sq. ft.

NO.	BY	DATE	NO.	BY	DATE
1	DC	03/11/13	4	DC	03/29/13
2	DC	03/14/13	5	DC	08/16/13
3	DC	03/21/13			

NO.	BY	DATE	NO.	BY	DATE

APPROVED BY:	CLIENT	PRODUCTION
	SALES/PM	INSTALLATION

REVISIONS AND SKETCHES ARE SOLE PROPERTY OF ART DISPLAY COMPANY AND MAY NOT BE USED WITHOUT WRITTEN PERMISSION. SKETCH COLORS ARE LIMITED BY PRINTING TECHNOLOGY. APPROVE: 100% MATCH ON FACTORY UNIT OF MATERIAL. ACTUAL SIZE AND PREPARATION TO FINISH.

FACE VIEW
SCALE: 3/8" = 1'-0"

G TEMPORARY LEASING BANNERS
Quantity: (2x)
Sign Area: 100 sq. ft.

- 4'-0" w x 25'-0" h banner
- Digitally printed 20oz vinyl banner
- Stretched over 1"x1" extruded aluminum frame
- Font: Nobel
- Installed on building with sleeve anchors.
- PMS 3902C ■ PMS 432C

PROPOSED LOCATION



FRONT ELEVATION (EAST)
SCALE: 1/32" = 1'-0"



703

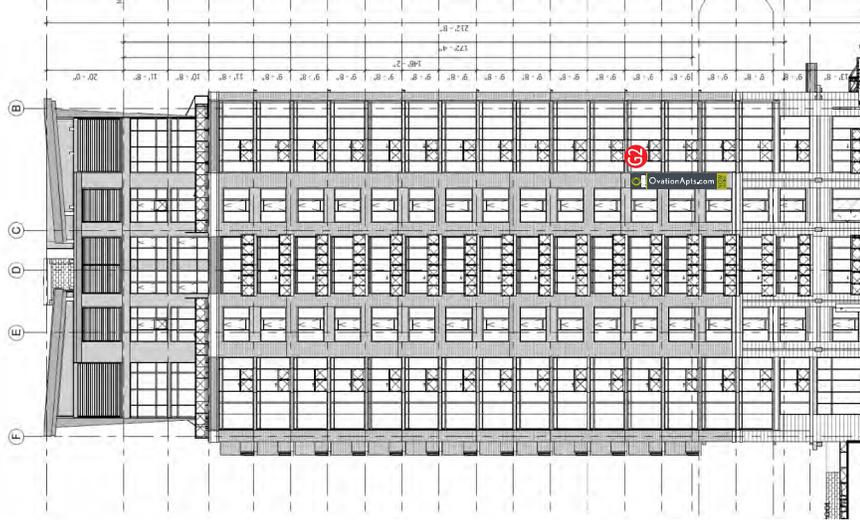
OvationApts.com





OvationApts.com





SOUTH ELEVATION
SCALE: 1/32" = 1'-0"

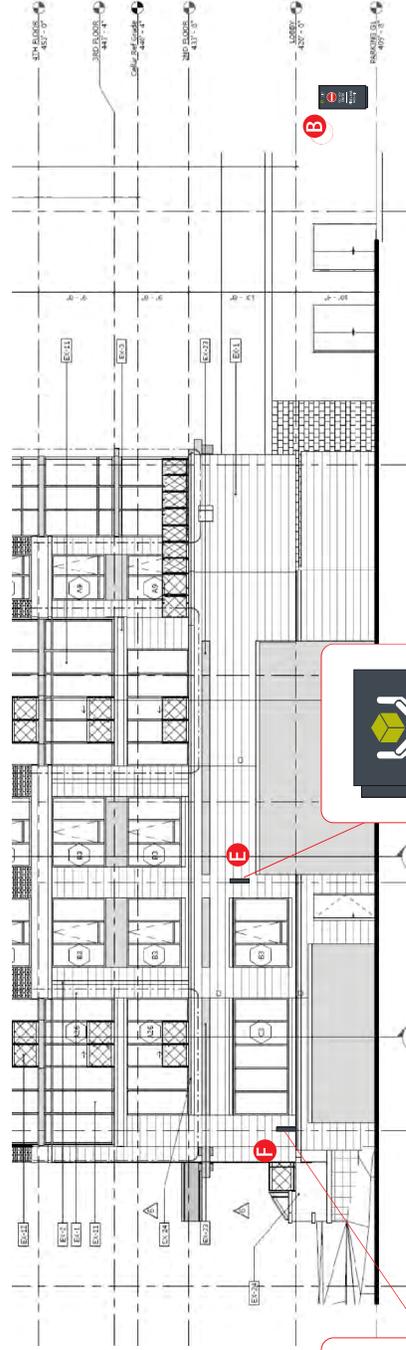
G1

25'-0"

PREPARED & PROVIDED BY:		CLIENT / PROJECT:		REVISED:		APPROVED BY:		PAGE:	
ART DISPLAY CO. 187 HANSON PARK BLVD CAPTOL HEIGHTS, MD 20743 (PH) 240-755-1400 (FAX) 240-755-1401 WWW.ARTDISPLAYCO.COM		Ovation AT PARK CREST		1 DC 03/11/13		CLIENT		PRODUCTION	
SAVED AS: 3931-05DC Penrose Ovation (Exterior Signage)		DESIGNER: DIANA CESHMEDJIEV		2 DC 03/14/13		SALES/PM		INSTALLATION	
ARTHUR GOLDBERG				3 DC 03/21/13				4	
<small>REVISIONS</small>									
<small>NOTES: REVISIONS AND SKETCHES ARE SOLE PROPERTY OF ART DISPLAY COMPANY AND MAY NOT BE USED FOR ANY OTHER PROJECTS WITHOUT WRITTEN PERMISSION. SKETCH COLORS ARE LIMITED TO PRINTING TECHNOLOGY. PROVIDE 30% MATERIAL ON PROJECT DATE OF INSTALLATION. ACTUAL SIZE AND PREPARATION TO FINISH.</small>									



FRONT ELEVATION (EAST)
SCALE: 1/16"=1' 0"

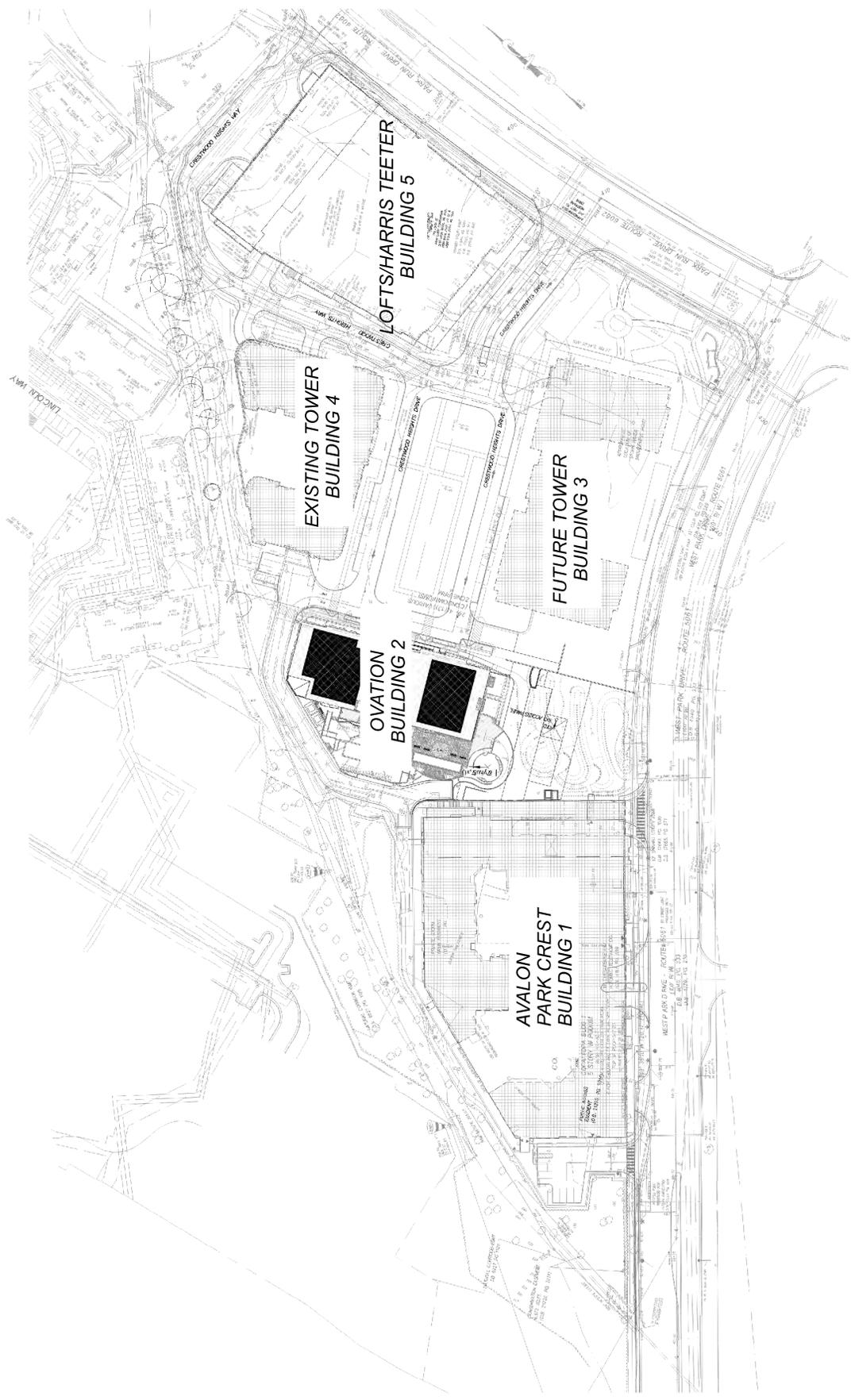


NORTH ELEVATION
SCALE: 1/16"=1' 0"



PREPARED & PROVIDED BY:		SAVED AS:		CLIENT / PROJECT:		REVISED:		APPROVED BY:		PAGE:	
ART DISPLAY CO. 100 WASHINGTON AVENUE, SUITE 200 CAPTOL HEIGHTS, MD 20743 (PH) 240-755-1400 (FAX) 240-755-1401 WWW.ARTDISPLAYCO.COM	3931-05DC Penrose Ovation (Exterior Signage)	3931-05DC Penrose Ovation (Exterior Signage)	3931-05DC Penrose Ovation (Exterior Signage)	OVATION AT PARK CREST	NO. 1	DC	03/11/13	NO. 4	DC	03/29/13	PRODUCTION
	DESIGNER: DIANA CHESHMEDJEV				NO. 2	DC	03/14/13	NO. 5	DC	08/16/13	INSTALLATION
	ARTHUR GOLDBERG				NO. 3	DC	03/21/13				

NOTES:
1. REVIEWS AND SKETCHES ARE SOLE PROPERTY OF ART DISPLAY COMPANY AND MAY NOT BE USED FOR ANY OTHER PROJECT.
2. SKETCH COLORS ARE LIMITED TO PRINTING TECHNOLOGY. COLOR MATCHING IS NOT GUARANTEED.
3. PROVIDE 30% HATCH ON FACTORY SHEET OF MATERIAL.
4. ACTUAL SIZE AND PREPARATION TO FINISH.



PREPARED & PROVIDED BY:
 ART DISPLAY CO.
 1501 HANCOCK PARK BLVD.
 CAPITOL HEIGHTS, MD 20743
 (PH) 240-755-1400
 (FAX) 240-755-1401
 WWW.ARTDISPLAYCO.COM

SAVED AS:
 3931-05DC Penrose Ovation (Exterior Signage)
DESIGNER:
 DIANA CHESHMEDJEV
SALESPERSON:
 ARTHUR GOLDBERG



CLIENT / PROJECT:

NO.	BY	DATE	NO.	BY	DATE
1	DC	03/11/13	4	DC	03/29/13
2	DC	03/14/13	5	DC	08/16/13
3	DC	03/21/13			

REVISIONS:

NOTES:
 DESIGNS AND SKETCHES ARE SOLE PROPERTY OF ART DISPLAY COMPANY AND MAY NOT BE USED FOR ANY OTHER PROJECT WITHOUT THE WRITTEN CONSENT OF ART DISPLAY COMPANY. SKETCH COLORS ARE LIMITED BY PRINTING TECHNOLOGY. APPROVE: 100% MATCH ON PLOTS. DATE OF PLOT: 08/16/13. ACTUAL SIZE AND PREPARATION TO FINISH.

APPROVED BY:

CLIENT	PRODUCTION
SALES/PM	INSTALLATION



County of Fairfax, Virginia

MEMORANDUM

DATE: August 23, 2013

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

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

SUBJECT: CSPA 2002-PR-016-02 (Northwest Mutual Life Insurance)

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan Amendment application dated April 26, 2013 and accepted by the Department of Planning and Zoning on June 13, 2013.

The applicant is requesting a CSPA for Building Two of the Park Crest development located at the intersection of Westpark Drive and Park Run Drive to modify the existing language of the CSP and provide specifics on the signage proposed for this building. The property is located within the Tysons Urban Center.

Comments:

The overall sign locations and designs proposed have a number of attributes that will positively contribute to support the vibrant mixed-use development envisioned within Tysons. The scale, locations and designs of the proposed signage generally reflect the nature of the existing buildings that make up the remainder of the site development. The sign locations and proposed coloration are generally well located and coordinated to create an attractive façade along the approach corridor to the building.

The OCR has no major outstanding concerns pertaining to the proposed signage. However, the following points should be addressed by development condition:

Temporary Leasing Signs

While larger than suggested in the initial CSP for this development, the OCR is comfortable with the proposed temporary leasing signs at a maximum 100 sqft each so long as they remain



in the same general position on the building and with the same level of design as shown on the submitted plans and elevations. To avoid excessive long term sign clutter, these signs should only remain on display on the side of the building for a limited amount of time. The time proposed in this CSPA (twelve months with an option for a one-time extension if a minimum 90% occupancy rate has not been met) is acceptable.

CC: Megan Brady Duca, DPZ/ZED
OCR File



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