



APPLICATION ACCEPTED: November 26, 2013
PLANNING COMMISSION: May 1, 2014

County of Fairfax, Virginia

CRA

April 16, 2014

STAFF REPORT

APPLICATION CSP 2005-PR-039

PROVIDENCE DISTRICT

APPLICANT: Dunn Loring Development Company LLC

PRESENT ZONING: PRM

PARCEL(S): 49-1 ((01)) 27B1 and 27C

ACREAGE: 15 acres

PLAN MAP: Mixed Use

PROPOSAL: The applicant seeks approval of a Comprehensive Sign Plan Amendment for the Avenir Place Development at Dunn Loring Metrorail Station.

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2005-PR-039 subject to the proposed development conditions in Appendix 2.

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

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

William O'Donnell

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

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

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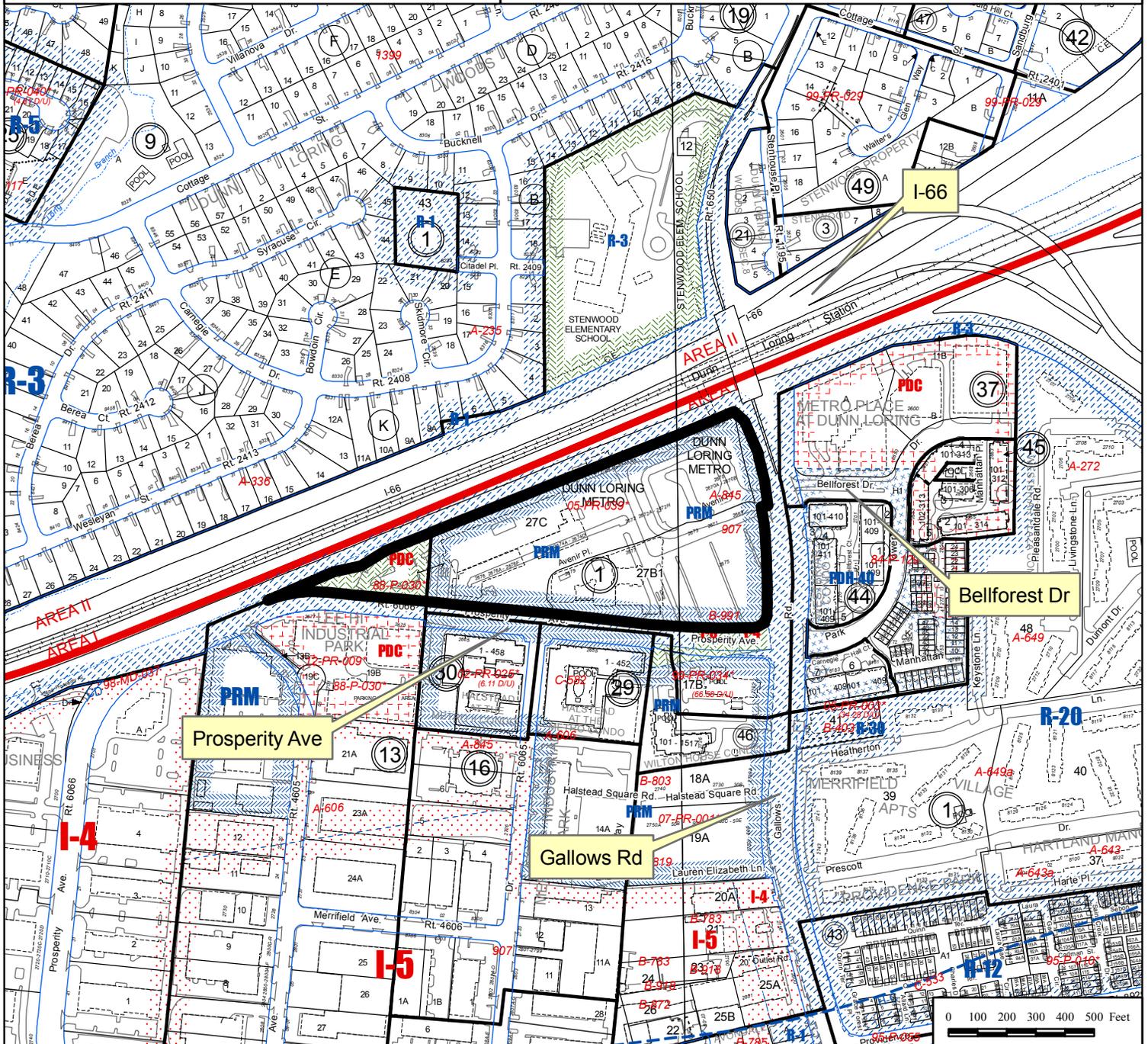
Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 7 days advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

Comprehensive Sign Plan

CSP 2005-PR-039



Applicant: DUNN LORING DEVELOPMENT COMPANY, LLC
Accepted: 11/26/2013
Proposed: COMPREHENSIVE SIGN PLAN
Area: 15 AC OF LAND; DISTRICT - PROVIDENCE
Zoning Dist Sect: NORTHWEST QUADRANT OF THE INTERSECTION OF GALLOWS ROAD AND PROSPERITY AVENUE
Located:
Zoning: PRM
Overlay Dist: CRA
Map Ref Num: 049-1- /01/ /0027B1 /01/ /0027C



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

DESCRIPTION OF THE APPLICATION

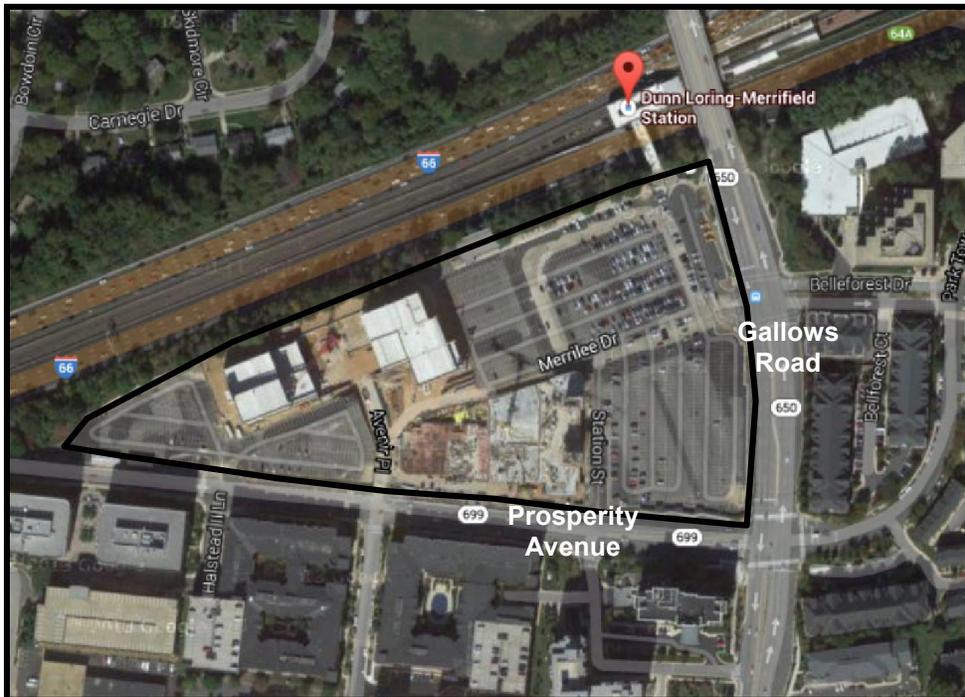
The applicant, Dunn Loring Development Company, LLC, is requesting approval of a Comprehensive Sign Plan (CSP) for the Avenir Place mixed use development at the Dunn Loring Metrorail Station. This development consists of an approximately 2,000 space WMATA parking structure, and approximately 630 multi-family residential units and 125,000 square feet of retail space within seven buildings. The approved overall gross square footage is approximately 920,000 square feet. The applicant filed CSP 2005-PR-039 to create a coordinated, effective and aesthetically pleasing signage system for this development, keeping with the intent to allow flexibility in the design of the planned development.

A copy of the complete CSP proposed with this application is contained in Appendix 1. Proposed development conditions and the applicant's statement of justification are contained Appendices 2 and 3 of this report.

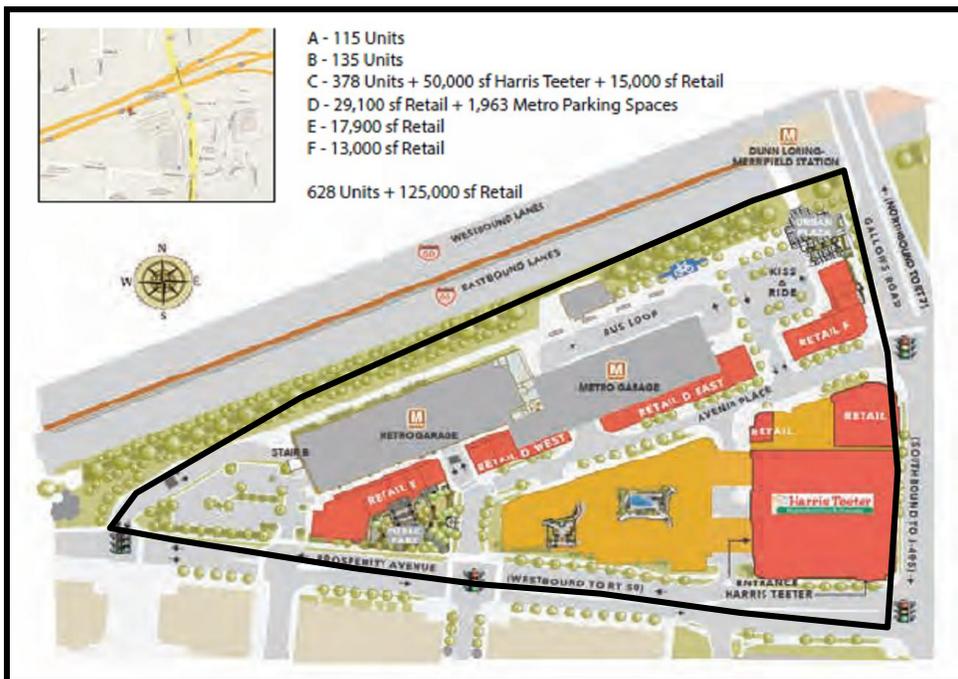
LOCATION AND CHARACTER

Site Description

The 15 acre property is located within the Merrifield Suburban Center at the Dunn Loring Metrorail Station, which is generally located on the west side of Gallows Road, south of I-66 and north of Prosperity Avenue. The property is currently under construction, with the WMATA parking structure now completed and operational.



The approved Conceptual and Final Development Plan (CDP/FDP) shows the Dunn Loring Metrorail Station located to the northeast of the property within the median of Interstate 66. The WMATA parking structure, bus bays and Metro plaza are located just south of the interstate and four retail buildings and three residential are located on the remaining property to the south. The CDP/FDP is shown in the graphic below.



A description of the surrounding uses includes:

Direction	Use	Zoning	Plan
North	Interstate 66; Stenwood Elementary School; SFD Residential	R-3	Public Facility & Residential 2-3 du/ac (across I-66)
South	Office, Multi-Family Residential, Retail, Hotel	PDC & PRM	Merrifield Suburban Center Land Unit C (Office, Retail, Mixed Use)
East	Office & Multi-Family Residential	PDC & PDH-40	Mixed Use
West	Interstate 66 & Single Family Detached Residential	R-3	Residential 2-3 du/ac (across I-66)

BACKGROUND

December 4, 2006: The Board of Supervisors approved RZ 2005-PR-039 to rezone 14.06 acres of WMATA Dunn Loring Metro Station parking lot from the I-4 and R-1 districts to the Planned Residential Mixed-Use (PRM) district to permit the construction of a mixed use development consisting of a 2,000 space WMATA parking structure, residential units and retail space. Seven buildings were approved with a maximum gross square footage of 917,373 square feet plus 25,000 square feet of additional cellar space

(at a 1.37 FAR over the entire PRM area and 2.25 FAR over 8.0 acres south of Main St.) These buildings included: three residential towers (6-stories tall) with a maximum of 720 dwelling units and 125,000 square feet of ground level retail provided in two of the residential towers and four freestanding retail buildings.

December 4, 2006: The Board of Supervisors approved PCA 88-P-030 to reconfigure the 1.33 acre surface parking lot approved with RZ 88-P-030; this area is located in the far southwestern portion of the proposed development; all density associated with this area remains tied to RZ 88-P-030.

June 30, 2008: The Board of Supervisors approved PCA 2005-PR-039 and PCA 88-P-030-2 to permit a 20,000 square foot reduction in the permitted residential square footage; a 20,000 square foot reduction in retail cellar space; and a 20,000 square foot addition of retail square footage above grade in addition to other site modifications.

COMPREHENSIVE PLAN PROVISIONS (Appendix 4)

Plan Area: I
Planning Sector: Merrifield Suburban Center; Land Unit A
Plan Map: Mixed-Use

Relevant Plan text can be found in Appendix 4.

ANALYSIS

Comprehensive Sign Plan (Appendix 1)

Title of Plan: Avenir Place
Prepared By: Colorad Signs and Exhibits
Date: March 2014

The submitted Comprehensive Sign Plan (CSP) consists of 87 pages containing descriptions, locations and styles of the proposed signs. The applicant included language in the notes on the Introduction page of the CSP indicating that signs will be constructed consistent with the designs as illustrated. In addition, the applicant committed to provide signage consistent with the color palette, typography and logos as shown in the CSP. Staff is proposing development conditions to require conformance with these commitments.

The CSP is divided into five main sections: an introduction, sign types, specific building signage, temporary signage and a sign matrix.

Introduction

The Introduction section provides an overview of the development and a purpose for the CSP, which is to create a coordinated, effective and aesthetically pleasing signage system in keeping with the Zoning Ordinance intent to allow flexibility in the design of the planned development. An overall way-finding sign location plan is included in this section on Page 1A.

Sign Types

Approximately 25 different types of signs are proposed in the CSP, which include: three types of freestanding signage; several types of blade signs for parking and retail tenants, multiple types of building mounted signs for residential, retail buildings and associated garages; building address signage; flag mounted identity banners; directional signage; seasonal banners on light poles; Harris Teeter (primary tenant) store front signage; murals; window glazing and graphics; and awnings. A discussion of some of the most prominent signs is included below.

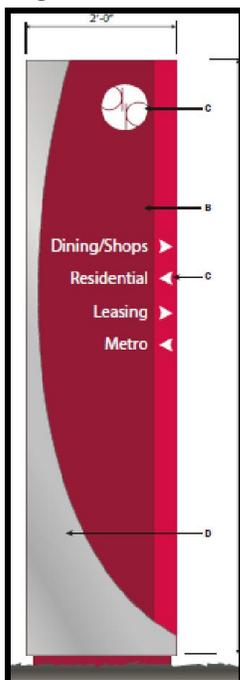
Freestanding Signage

Three types of freestanding signs are proposed: parking identification, pedestrian directional and site directory.

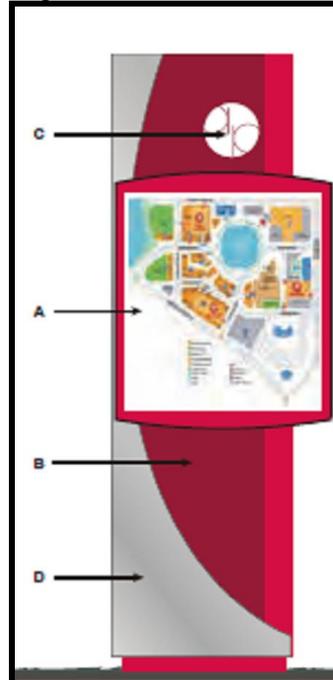
Sign A



Sign D

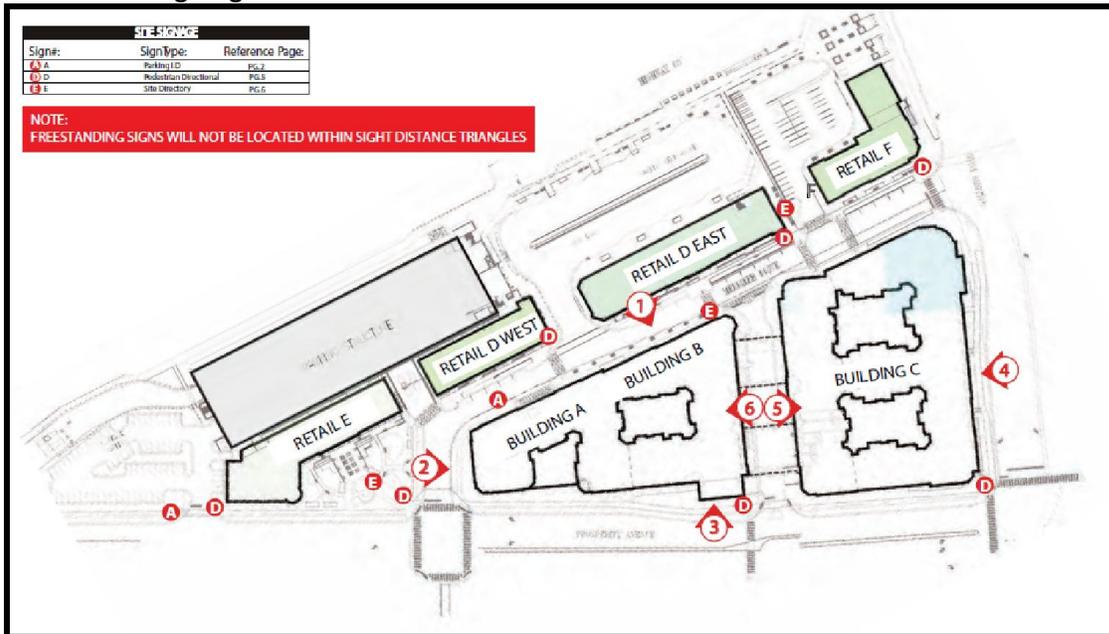


Sign E



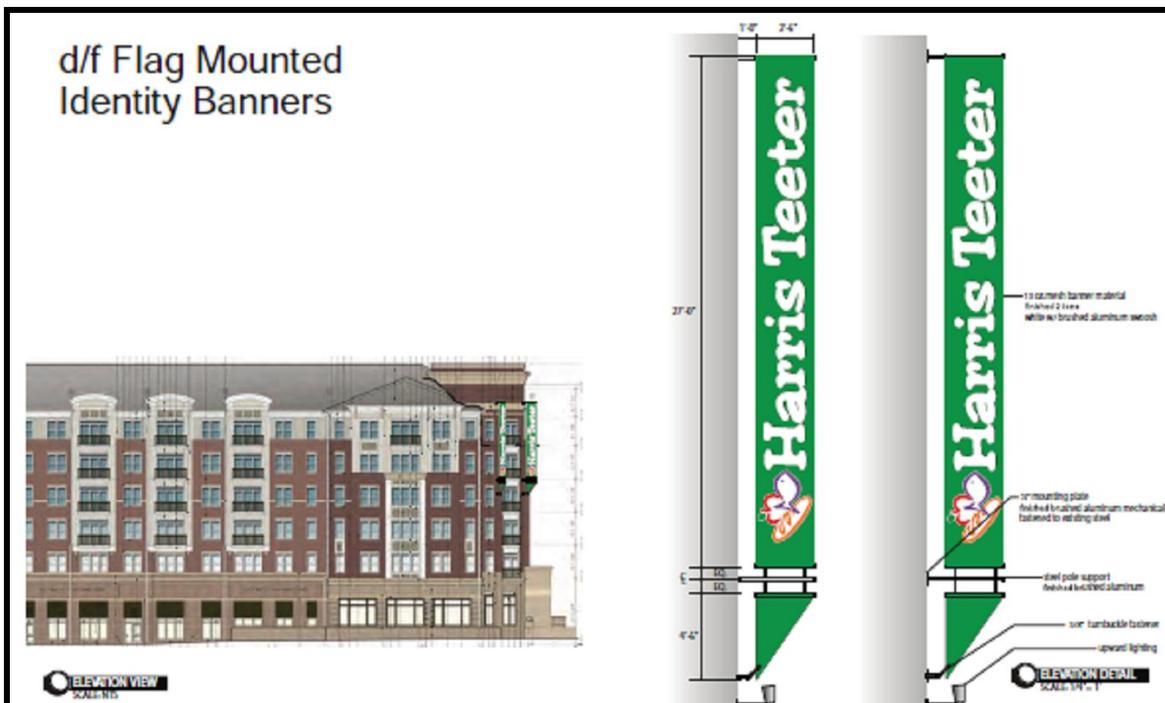
All three sign types would have a maximum height of 8 feet and would not be located within the sight distance triangles. Twelve of these signs are proposed and the proposed locations for these signs are depicted below.

Freestanding Sign Locations



Flag Mounted Identity Banners

Two flag mounted identity banners are proposed to be located on the southeast corner on Building C. These banner signs are proposed to advertise Harris Teeter located on the first floor of the building and would consist of a mesh material fastened to two steel support poles attached to the building. The measurements are proposed to be 27 feet in length and 2.6 feet in width. The graphic below shows a picture of these banners.



Staff is concerned that the form of these signs represents more temporary signage rather than permanent signage. In addition, staff feels that the proposed location impedes the views from the residential windows adjacent to the banners. Therefore, staff recommends a development condition that would permit these signs on a temporary basis only.

Building Mounted Signage

The CSP proposes multiple types of building mounted signs for residential and retail buildings, as well as their associated garages. Three large residential development identification signs are proposed to be mounted along three architectural crowns of the residential Building ABC. The measurements would generally be 24 feet in length and 4 feet in height.



In addition, to these signs several smaller building mounted identification and address signs are located along the facades of Building A, B, and C as shown on the CSP Pages 11 through 14.

For retail tenants with 25,000 square feet or less of leased space (which would be located in the ground floor of Buildings A, B, C, D, E and F), several types of tenant identification building mounted signs are proposed on Page 15A. Tenants may elect to employ different sign profiles, but will be limited to the general sign areas shown on Page 15. These sign areas would be located above the ground floor retail space and would be limited to 2 square feet for every 1 foot of linear store frontage, with a maximum of 200 square feet including signage on awnings, blade signs and window graphics. In addition, retail tenants located in Buildings D, E and F may be permitted to locate signage along

the Building A, B, and C Frontage along Gallows Road, provided that: 1) the total signage does not exceed 200 square feet, and 2) the signs are located below the first level of residential units as shown in the graphic below.



In addition to these retail tenants, one major retail tenant (Harris Teeter) with more than 25,000 square feet is located at the southeast corner of Building A, B, and C on the ground floor. Several building mounted signs for this tenant would be located above the store entrances along Prosperity Avenue and Gallows Road, and along the overhang above the garage access drive located between Buildings A, C, and D.



These signs would vary in size with the maximum sign being 200 square feet.

Other Signage

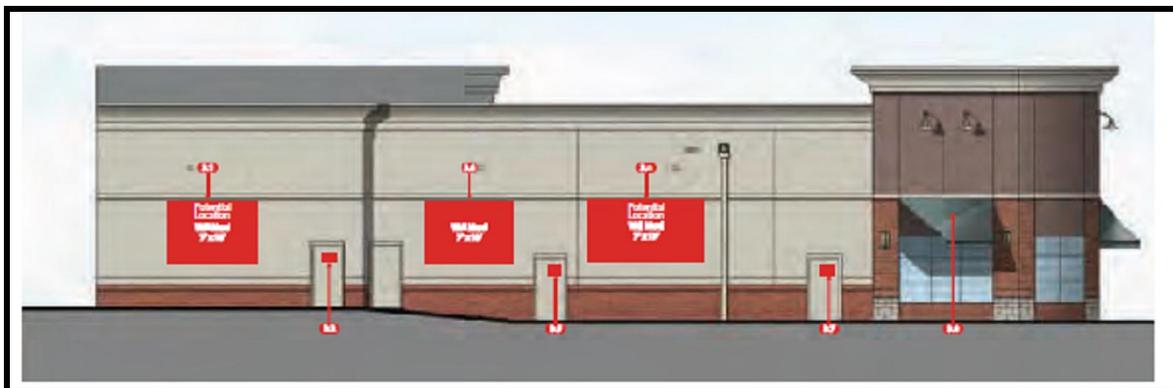
Window graphics, window glazing, murals and awning signage are also proposed in the CSP on each building. Examples of window graphics are shown on Page 19A with notes indicating that window graphics would count toward the total permitted sign area for the retail tenant and would be limited to no more than 20% of the window area.

Digitally printed window glazing/vinyl graphics are also proposed to cover ground floor architectural treatments on Building A, B, and C (sized like windows) fronting sidewalks along Prosperity Avenue and Gallows Road. The content of these graphics would be

theme-based with the intent to screen certain back of house elements in Harris Teeter. An example of these graphics is provided on Page 19 and is shown below.



Several murals are also proposed on Page 17 along the rear and sides of Building D facing the WMATA bus and parking facilities leading to the Metrorail station. Mural content is subject to WMATA approval with the intention to promote the Metrorail station. Lighting and architectural frames may be installed to enhance the appearance of the mural.



Temporary Signage

Pages 49 through 55 show examples of temporary signage proposed for the development during construction and as needed for marketing. These signs would include leasing banners for the residential building, construction fence banners, coming soon retail signs and sandwich boards. Leasing banners would be used to market residential units with sizes shown on Page 50 and locations shown on Pages 56 through 58. No more than two leasing banners would be displayed at any one time and on any side elevation of the building. Staff has proposed a development condition to also limit the amount of time that these banners may be displayed.

Temporary construction fence signs are proposed to be applied to chain link fences and/or plywood barricades during construction. These signs would consist of digital print

graphics limited to 8 feet in height and shall be removed no later than six months after a nonresidential or residential use permit is issued for the use advertised.

Coming soon signs are proposed to advertise leasing opportunities for vacant retail store fronts. These signs shall be removed no later than six months after nonresidential use permits are issued.

Sandwich board signs are temporary/ secondary folding signs used to identify residential or retail uses along the sidewalk. The maximum sign area is proposed to be six square feet with a maximum of one board sign per tenant. These signs may not block the public way to the Metrorail station and must also be removed from the sidewalk at close of business.

Sign Matrix

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. The total sign area allowed in Article 12 of the Zoning Ordinance is 4,009 square feet. The total amount of requested permanent sign area is 10,065 square feet, which is approximately 6,049 square feet of additional sign area above the Zoning Ordinance requirements. Sheets 59 through 64 include charts that summarize the proposed signs by type, number, and size, and provide a comparison of the proposed signs to the maximum permitted by the Zoning Ordinance absent approval of a Comprehensive Sign Plan.

Staff believes that the proposed 6,049 square feet of additional permanent sign area is not disproportionate for mixed use developments near Metrorail stations. The proposed designs would be contextual to the architecture of the buildings and in keeping with the scale of the Metrorail area. The additional building signage would help differentiate the buildings within the Avenir Place Development from each other and their associated uses while maintaining a comprehensive and cohesive mixed use development. Staff finds that the proposed sign area is appropriate.

Land Use and Environmental Analysis

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

Transportation Analysis (Appendix 5)

Fairfax County Department of Transportation (FCDOT) reviewed the application and indicated that the proposed freestanding signs should be located outside VDOT right-of-way and should not obstruct sight distances on roads for drivers entering or exiting the development. Staff recommends a development condition requiring that these signs and all other freestanding signs do not obstruct sight distances. Imposition of this condition will address this issue.

Virginia Department of Transportation (VDOT) also reviewed the application and indicated that all signs must conform to the regulations related to outdoor advertising along

Interstates and public streets and to the Laws of Virginia Relating to Outdoor Advertising. A development condition has been written to ensure compliance.

Office of Community Revitalization and Reinvestment Analysis (OCRR) (Appendix 6) Analysis

Three concerns were identified in the analysis and addressed with CSP revisions and development conditions. These concerns include: 1) flag mounted banner (Sign Type G) use and design, 2) Window Glazing signage (Sign Type O) expressing pedestrian activity along Gallows Road, and 3) multi-tenant signage (Sign Type R) along Gallows Road creating sign cluttering. A development condition was added to limit the use of flag mounted banners as temporary only. The applicant revised the CSP to address Comments 2 and 3 by indicating and showing on the CSP that window glazing signage would incorporate themes showing pedestrian activities. Multi-tenant signage along Gallows Road would be permitted provided that the total signage for the tenant does not exceed 200 square feet, and the signs are located below the first level of residential units as shown in the CSP. With these conditions, staff feels the issues are resolved.

ZONING ORDINANCE PROVISIONS (Appendix 7)

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. Part 1 states that developments must conform to the character and type as recommended with the Comprehensive Plan. In addition, the proposed signs should be harmonious with the development and should be located and sized 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. Paragraph 4 of Section 12-210 of the Zoning Ordinance states that all signage shall be in accordance with the general and design standards for all planned developments as set forth in Part 1 of Article 16.

Staff believes that, with the proposed development conditions set forth in Appendix 2, the proposed sign plan is in conformance with the Zoning Ordinance provisions relative to the requirements for information illustrating location, extent of signage and information to be displayed.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

The proposed Comprehensive Sign Plan Amendment is consistent with the adopted Comprehensive Plan, and meets applicable provisions of the Zoning Ordinance with the adoption of the proposed development conditions.

Recommendation

Staff recommends approval of CSP 2005-PR-039 subject to the proposed development conditions in Appendix 2.

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

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

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

APPENDICES

1. Proposed Development Conditions
2. Comprehensive Sign Plan
3. Statement of Justification
4. Relevant Comprehensive Plan Text
5. Transportation Analysis
6. OCRR Analysis
7. Applicable Zoning Ordinance Provisions
8. Glossary of Terms

PROPOSED DEVELOPMENT CONDITIONS

CSP 2005-PR-039

April 16, 2014

If it is the intent of the Planning Commission to approve CSP 2005-PR-039, located at Tax Maps 49-1 ((1)) 27B1 and 27C, to allow a Comprehensive Sign Plan (CSP) 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.

1. This Comprehensive Signage Plan is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan.
2. This "Avenir Place Dunn Loring Comprehensive Sign Plan" prepared by Colorad Signs and Exhibits dated March 2014 is approved only for those signs shown on the Comprehensive Signage Plan.
3. A matrix shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit shall be accompanied by a letter from the property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
4. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards.
5. All freestanding permanent signs shall maintain a minimum 5-foot setback from any curb line, walkway, street right-of-way or other pedestrian or vehicular travel way. 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.

6. 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. Additionally, signs that require lighting shall be internally illuminated or down-lit to avoid glare and light trespass. No uplighting shall be permitted on any sign.
7. All signs shall be consistent with the color palette, typography and the use of logos indicated in the CSP. Minor modifications to the color palette, typography, and/or logos for the project may be permitted without a CSPA when it is determined by the Zoning Administrator that such modifications are consistent throughout the project and in substantial conformance with the approved CSP. Nothing in this CSP shall preclude individual tenant signs from incorporating various colors, typography, and/or logos, within the individual tenant's identification, provided that such signs remain in conformance with the overall limitations set forth in the CSP.
8. Any existing signs that are inconsistent with the Comprehensive Signage Plan shall be removed prior to the issuance of any sign permits for signs approved pursuant to this CSP.
9. The signs depicted as Flag Mounted Identity Banners (Sign Type G) on Page 8 shall require individual sign permits, which shall be valid for a maximum of 12 months from the date of issuance of each sign permit. These signs shall also be removed from the building at the expiration of the 12 month period. If, at the expiration of the initial 12 month period, it can be demonstrated to the satisfaction of the Zoning Administrator that there is a marketing need for the sign, then the Zoning Administrator may administratively grant a one-time extension of 6 months for the temporary sign.
10. The signs depicted as "Temporary Leasing Banners" on Pages 50 and 51 of the CSP shall require individual sign permits, which shall be valid for a maximum of 12 months from the date of issuance of each sign permit. If, at the expiration of the initial 12 month period, it can be demonstrated to the satisfaction of the Zoning Administrator that fewer than 90% of the units available for marketing in Building ABC of the development have been leased, then the Zoning Administrator may administratively grant a 12 month extension of the temporary sign(s). In the event that 95% of the units available for marketing have been leased, prior to the conclusion of the time limits, all temporary leasing banners shall be permanently removed.

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.



March 2014

Submitted to:
Fairfax County Planning Commission
Zoning Evaluation Division

12055 Government Center Parkway,
Suite 807
Fairfax, VA 20035-5505
703-324-1920

Owner:
Dunn Loring Development Company, LLC.
6110 Executive Blvd., Suite 315
Rockville, MD. 20852

Prepared By:


SIGNS AND EXHIBITS
7200 Garry Road, Manassas, Virginia 20109
PH: 703-631-9100 Fax: 703-631-7849
Email: Info@color-ad.com

avenir place

DUNN LORING

COMPREHENSIVE SIGN PLAN

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Wayfinding Sign Location Plan 1A

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BUILDING E
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BUILDING D EAST, D WEST
Site Plan / Building Elevations..... 37-43

BUILDING F
Site Plan / Building Elevations..... 44-48

TEMPORARY SIGNAGE..... 73-86

SIGN MATRIX..... 59-71



- A - 115 Units
- B - 135 Units
- C - 378 Units + 50,000 sf Harris Teeeter + 15,000 sf Retail
- D - 29,100 sf Retail + 1,963 Metro Parking Spaces
- E - 17,900 sf Retail
- F - 13,000 sf Retail

628 Units + 125,000 sf Retail



Map Key	
■ Retail Stores	■ Parking Arrays
■ Residential Building	■ Bike Lockers & Racks
■ Vehicular Access	■ Metro Parking Garage
	■ Metro Orange Line

Project: Avenir Place
Description: A mixed-use development.

Owner: Avenir Place
Location: Fairfax County, Virginia
Size: 15 Acres

Project Elements:
 Avenir Place project redevelops the existing WMATA surface with parking lot into a structured parking facility that increases the WMATA capacity by 645 vehicles. In addition, 628 high density multi-family residential units in three buildings and up to 125,000 SF of retail and restaurant space will be provided.

Engineering Tasks:
 Site and feasibility studies, zoning plans, public and private road designs, SWM and BMP design, site plans and major utility plans.

February, 2014

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

Comprehensive Sign Plan for
 Avenir Place
 2700 Gallows Road
 Vienna, VA 22180

County Grid Reference: TBD
 Zoning: PRM District- Mixed Use Retail/ Office/ Residential

The purpose of our Comprehensive Signage Plan is in harmony with Fairfax County Zoning Ordinance:

- to protect our property value
- to protect the character of the community and County to create a convenient and attractive community
- to prevent danger in travel and transportation
- to protect public safety and general welfare, and
- to present a development that is architecturally coordinated

This package is drawn up based on section 12-210 Uses in P Districts of the Fairfax County Code with the intent to allow flexibility in the design of planned developments. Signs may be permitted in a PRM 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

This is written authorization for a different allotment of sign area per Fairfax County Zoning Ordinance Part 1, Section 12-106 Paragraph 3, for future development of this property and placement of project & tenant signage. Your attention and interest are greatly appreciated.

Applicant,
 Dunn Loring Development Company, LLC
 6110 Executive Blvd, Suite 315
 Rockville, MD 20852
 301-255-6020

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Project Standard Primary Font - Futura Book

Futura Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Project Standard Secondary Font - Futura Condensed

**NOTE:
GRAPHICS STANDARDS FOR AVENIR PLACE RESIDENTIAL SIGNAGE ONLY
NOT USED FOR RETAIL TENANT ID'S OR RETAIL BLADE ID'S**

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

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

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

Note: Color scheme may change; it will have same tone or unified variation/gradation in color as shown here.

The Avenir Place Name/Logo is a preliminary concept & subject to change. If the Name/Logo is revised, all Name/Logo used will be consistent in colors and fonts.

The applicant will not be obligated to construct every sign or awning shown in plan.

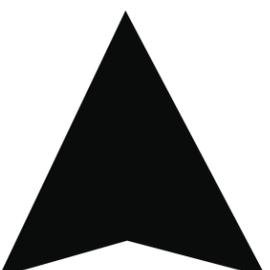
Sign sizes depicted provide maximum square footage. Actual sign sizes may be less than the maximum.

The plan shows probable locations for Freestanding Signs. Locations are subject to change due to final design and engineering requirements. Flexibility is needed to relocate directional signs for future lease conditions.

The Applicant reserves the right to provide tenant-specific signage, provided the signage does not exceed the square footage noted herein.



Graphic Standards for Signs
at Avenir Place

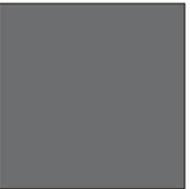


Project Standard Arrow Art

Project Standard Logo Art



Pantone 200C Red



70 % Black



60 % Black



GGP Brushed Aluminum



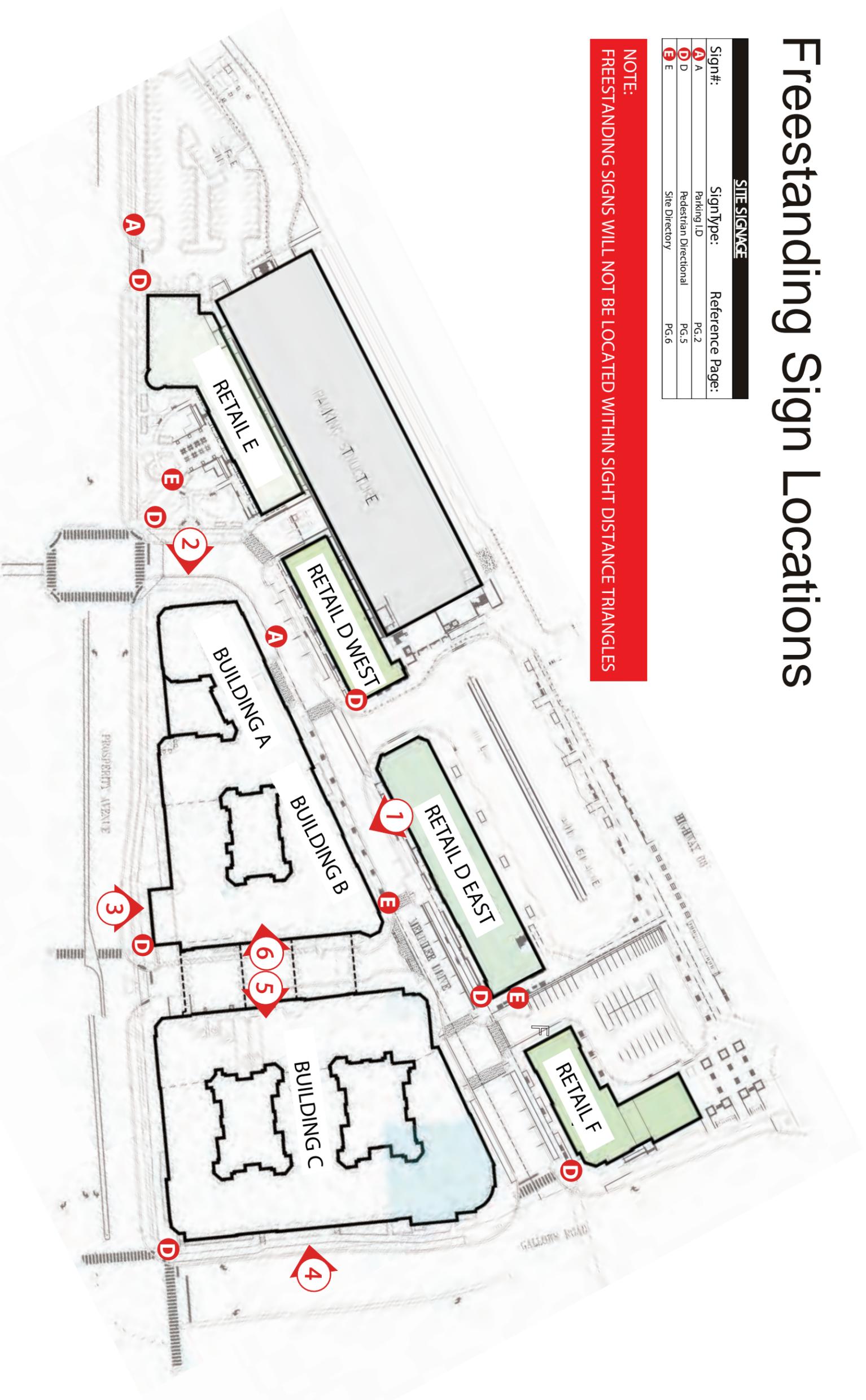
GGP Low Gloss White

Freestanding Sign Locations

SITE SIGNAGE

Sign#:	SignType:	Reference Page:
A	Parking ID	PG.2
D	Pedestrian Directional	PG.5
E	Site Directory	PG.6

NOTE:
FREESTANDING SIGNS WILL NOT BE LOCATED WITHIN SIGHT DISTANCE TRIANGLES



DUNN LORING-MERRIFIELD METRO

Fairfax County, Virginia

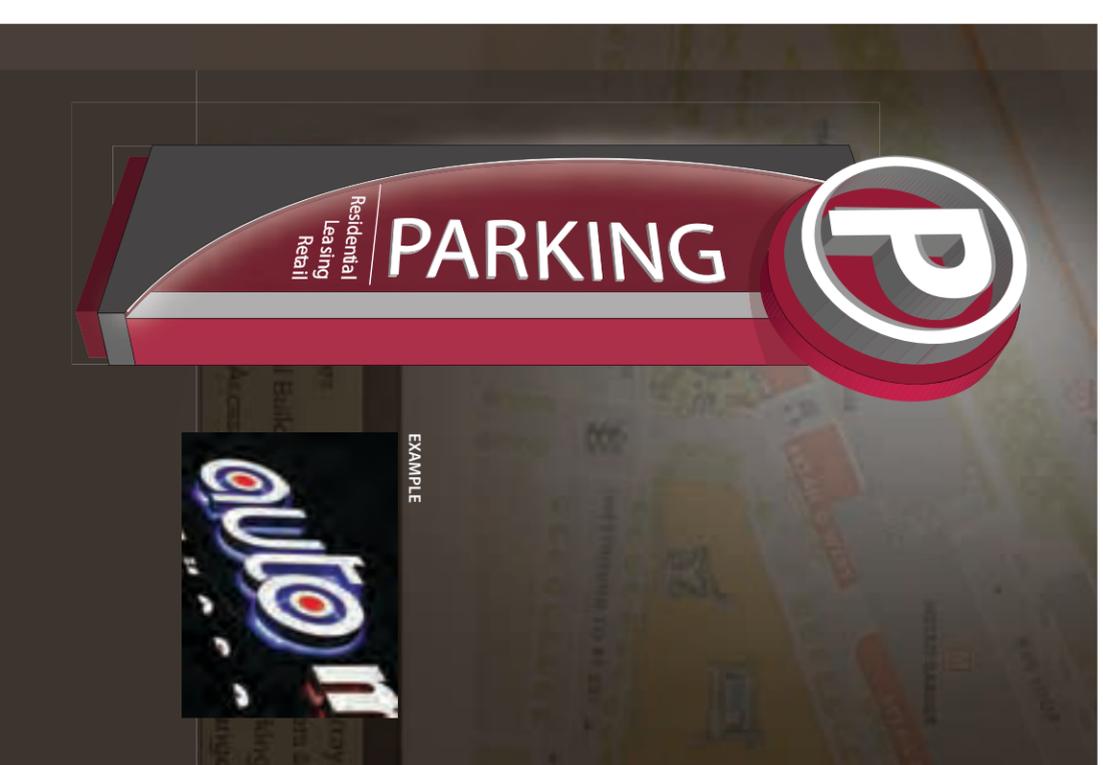
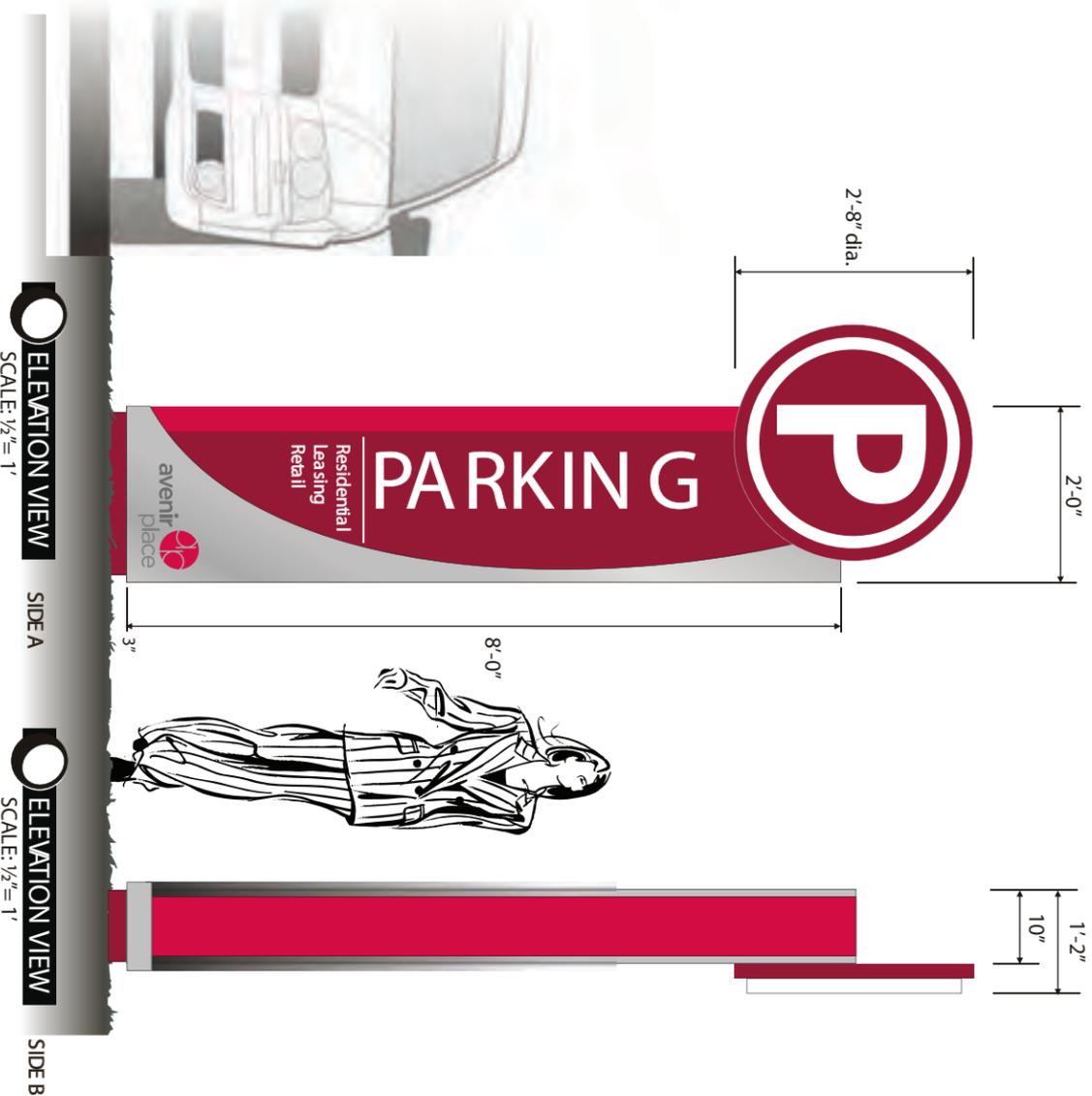
SIGN TYPES

Freestanding S/f Parking ID (option of internal illum & L.E.D. on "P")

Front & Back Lit Channel Letter – This letter combines the Standard Front lit letter along with the Reverse/Halo Lit Letter. The sides of the letter are aluminum, the faces are acrylic the back of the sign is open to reflect the LED neon illumination off of the wall, because the front face is lit up.

General Specification:

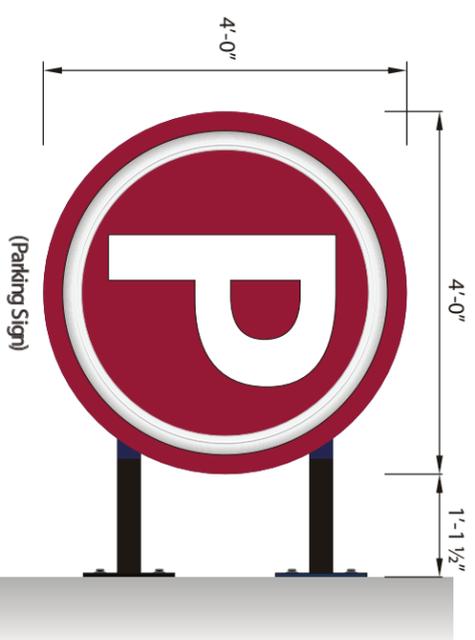
- A.** .080 ALUMINUM FABRICATED NON ILLUMINATED BACKER CABINET PAINTED RED.
- B.** FRONT LIT BACK LIT LED CHANNEL LETTER PAINTED WHITE INSIDE WITH LED ILLUMINATION WITH ACRYLIC FACE.
- C.** .080 ALUMINUM FABRICATED SIGN CABINET WITH INTERNAL ILLUMINATION, CABINET PAINTED 2 TONE COLOR.
- D.** 1/2" THICK ACRYLIC PUSH THRU TRANSLUCENT WHITE ACRYLIC CUT LETTERS 080 ALUMINUM FABRICATED SIGN CABINET WITH INTERNAL ILLUMINATION, CABINET PAINTED 2 TONE COLOR. CHEMICALLY WELDED TO 1/8" THICK TRANSLUCENT WHITE BACKER & ILLUMINATED WITH BITRO WHITE LED LIGHTS.
- E.** DIVIDER LINE AND COPY ROUTED OUT OF MAIN CABINET AND BACKED WITH 1/8" TRANSLUCENT WHITE ACRYLIC AND ILLUMINATED WITH BITRO WHITE LED LIGHTS.
- F.** 1/8" THICK ALUMINUM SHEET WITH 2" RETURN ON ONE END & 1" RETURN CHEMICALLY WELDED TO OTHER END, WITH OPTION OF LED TUCKED UNDER OVERHUNG) REFER SECTION DETAILS.



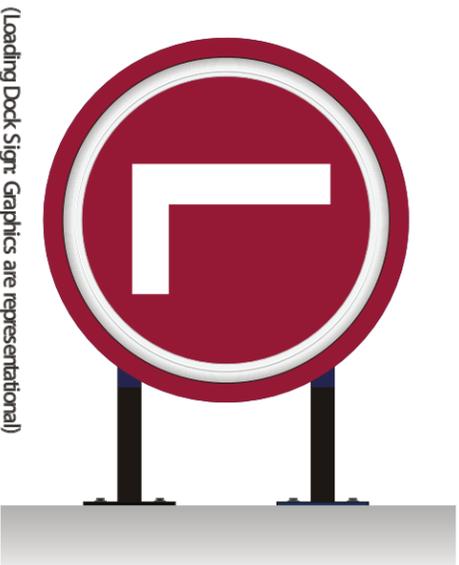
d/f Parking ID Blade Sign (Illuminated L.E.D. "P")

General specification:

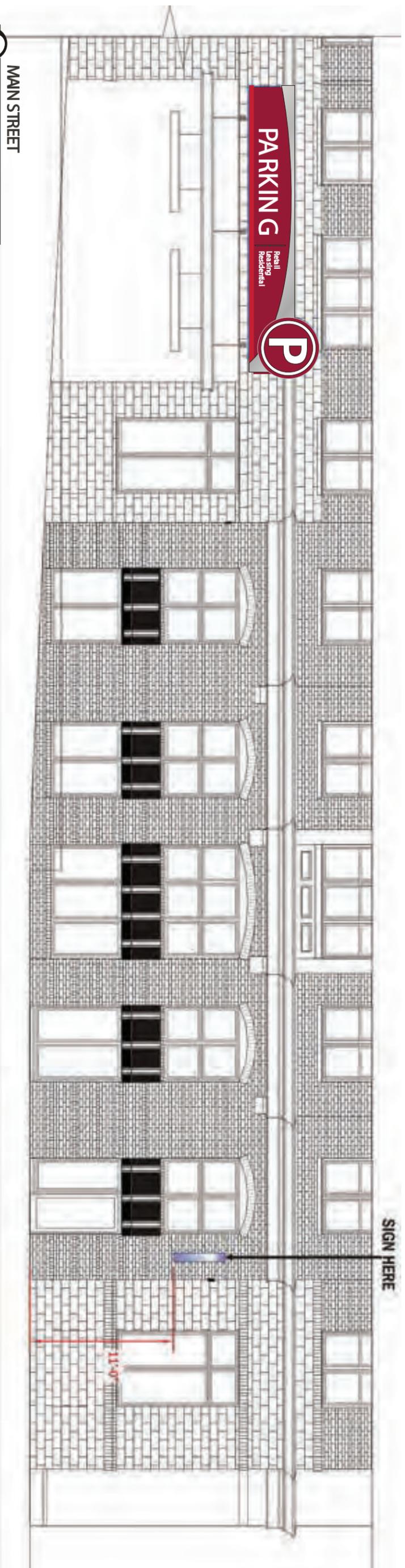
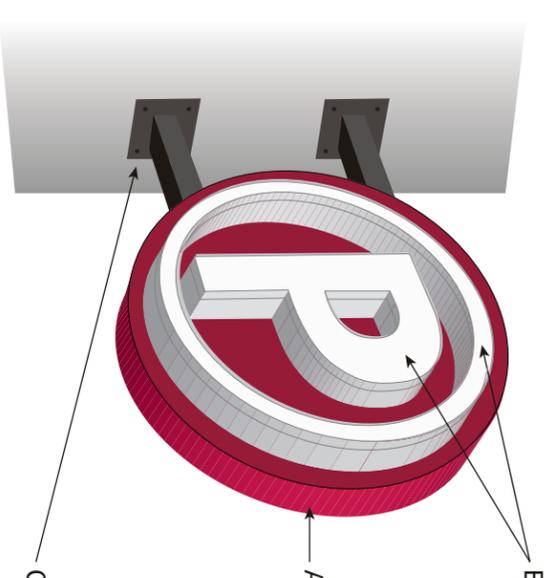
- A. .080 aluminum fabricated non illuminated backer cabinet painted red.
- B. front lit back lit led channel letter painted white inside with led illumination with acrylic face.
- C. .1/2" thick Steel mounting plate w/ 3"x3" welded steel brackets painted black



B SIDE ELEVATION DETAIL
SCALE: 1/2" = 1'
Illuminated Blade Sign

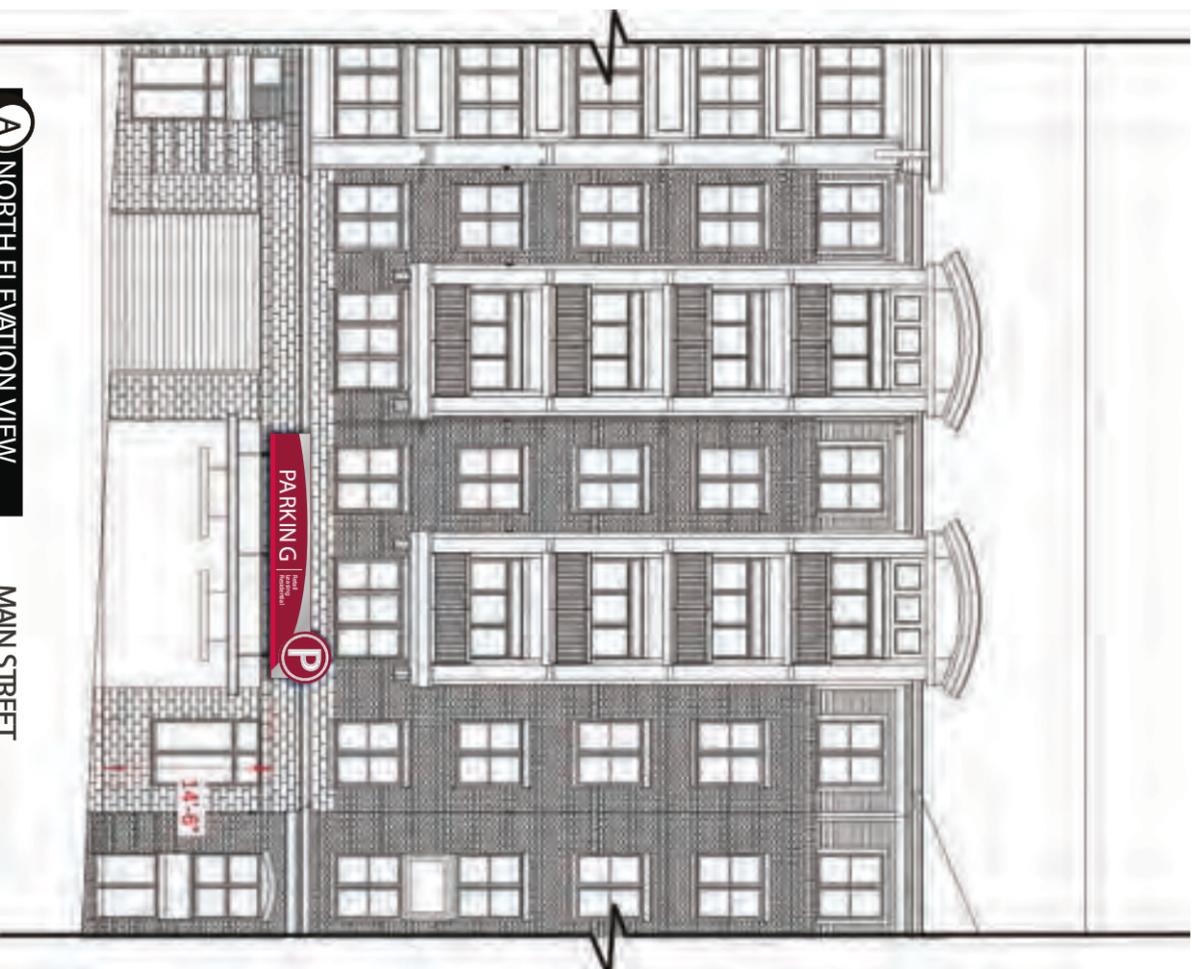


B1 SIDE ELEVATION DETAIL
SCALE: 1/2" = 1'
Illuminated Blade Sign



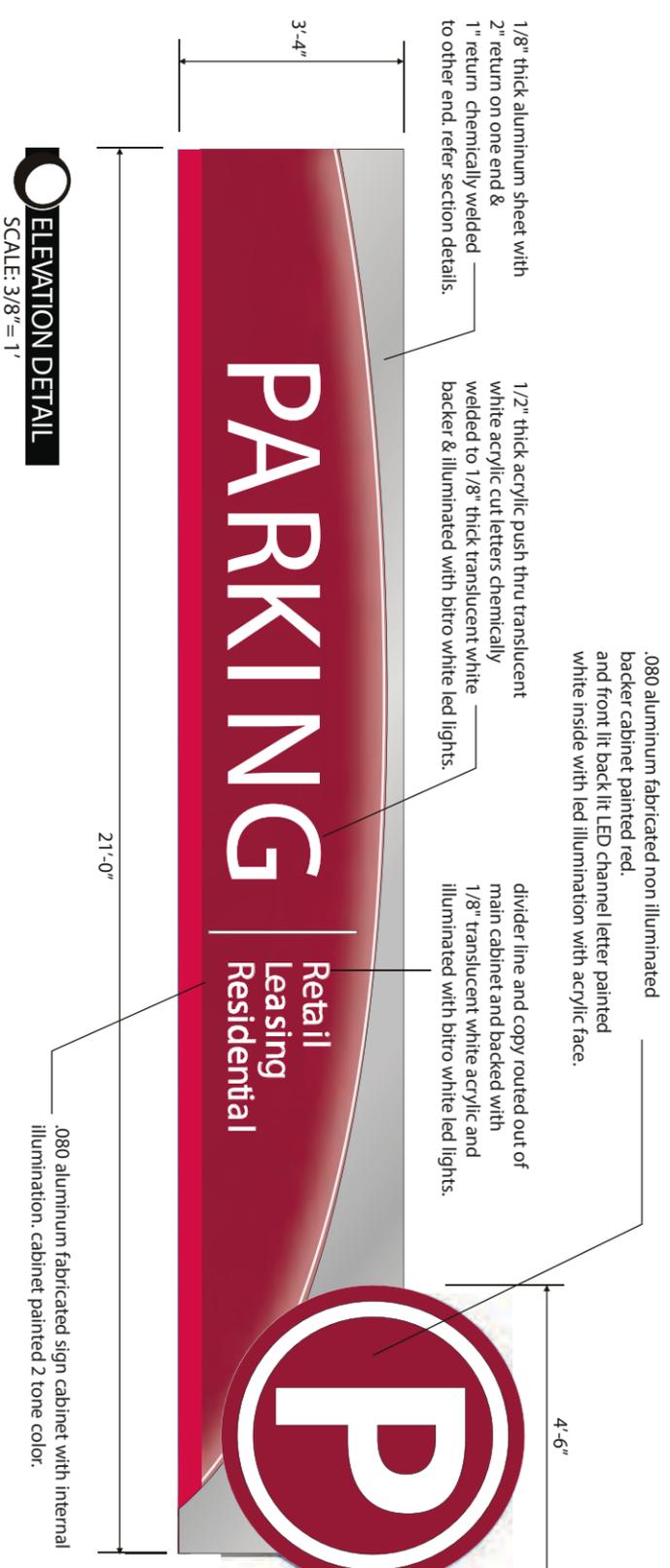
MAIN STREET
NORTH ELEVATION VIEW
SCALE: 1/8" = 1'

Overhead s/f Parking Entry Building Mounted Sign (internal illum & L.E.D.)



A NORTH ELEVATION VIEW
SCALE: 1/16" = 1'

MAIN STREET



ELEVATION DETAIL
SCALE: 3/8" = 1'



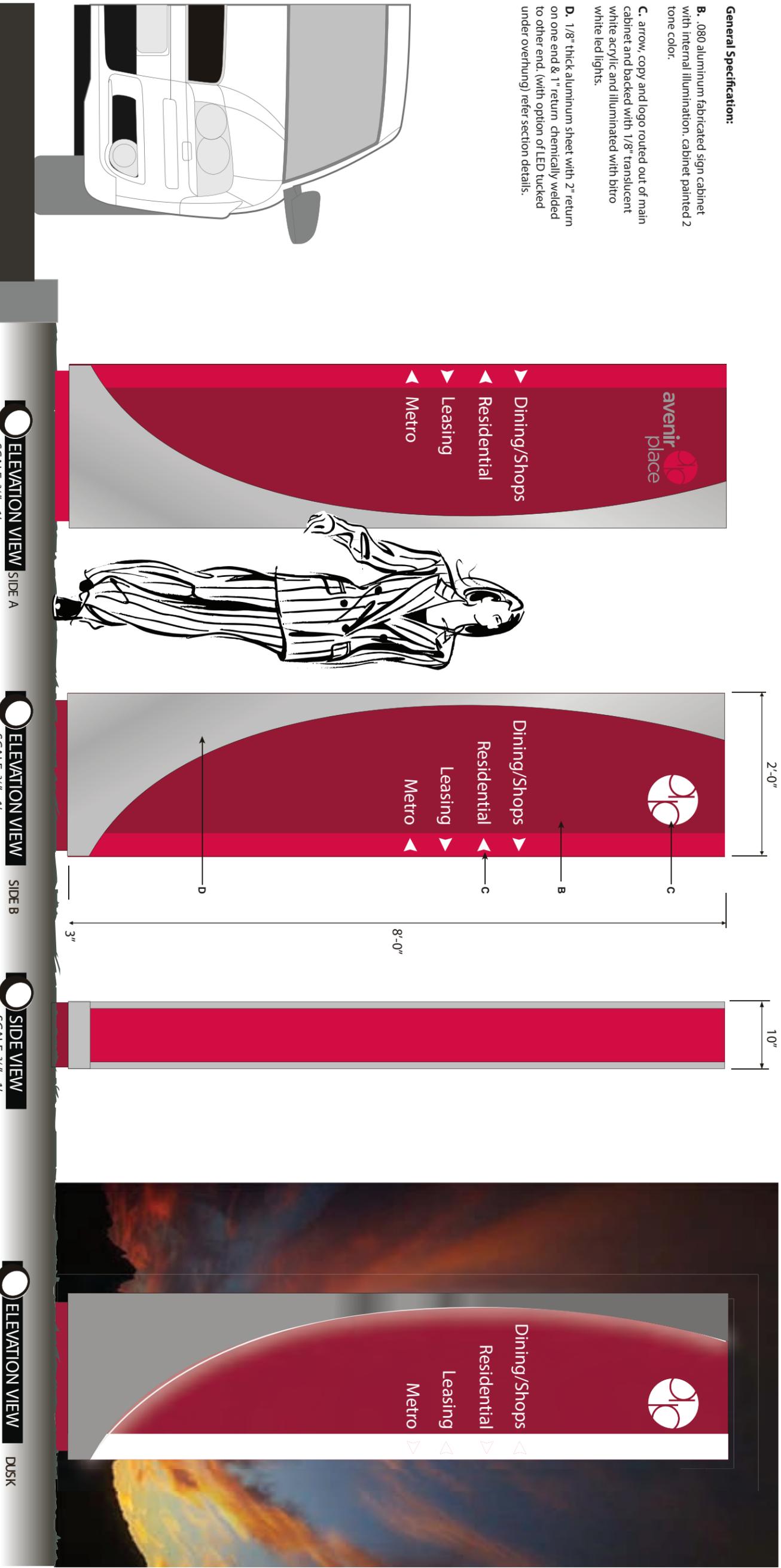
ELEVATION DETAIL DUSK
SCALE: 3/8" = 1'

Freestanding d/f Directional (option of internal illum)

Note: Max Sign shown, may be smaller

General Specification:

- B.** .080 aluminum fabricated sign cabinet with internal illumination, cabinet painted 2 tone color.
- C.** arrow, copy and logo routed out of main cabinet and backed with 1/8" translucent white acrylic and illuminated with bitro white led lights.
- D.** 1/8" thick aluminum sheet with 2" return on one end & 1" return chemically welded to other end. (with option of LED tucked under overhung) refer section details.

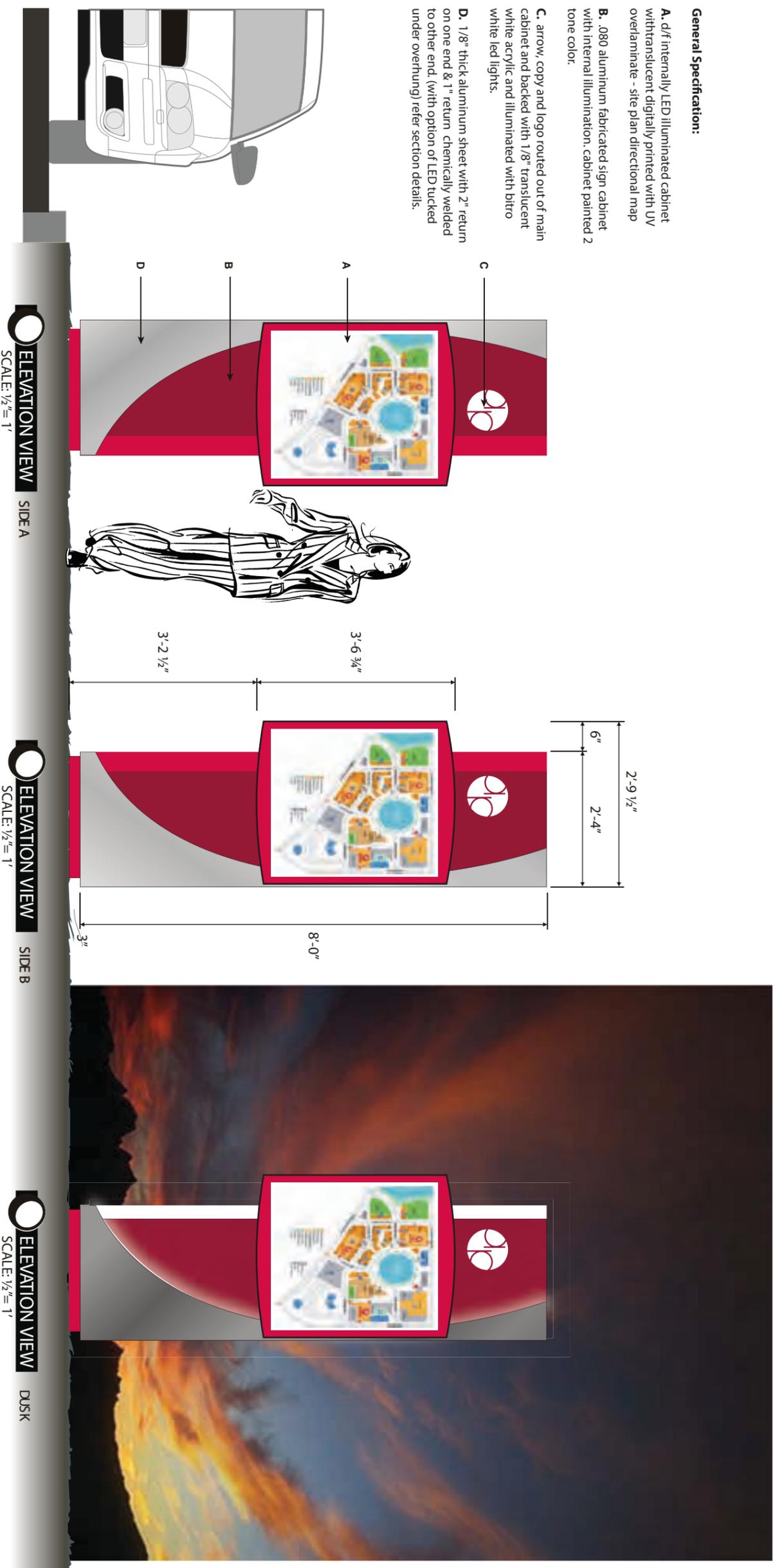


Freestanding d/f Site Directory

(option of internal illum. accent)

General Specification:

- A.** d/f internally LED illuminated cabinet with translucent digitally printed with UV overlaminates - site plan directional map
- B.** .080 aluminum fabricated sign cabinet with internal illumination, cabinet painted 2 tone color.
- C.** arrow, copy and logo routed out of main cabinet and backed with 1/8" translucent white acrylic and illuminated with bitro white led lights.
- D.** 1/8" thick aluminum sheet with 2" return on one end & 1" return chemically welded to other end. (with option of LED tucked under overhung) refer section details.



ELEVATION VIEW SIDE A
SCALE: 1/2" = 1'

ELEVATION VIEW SIDE B
SCALE: 1/2" = 1'

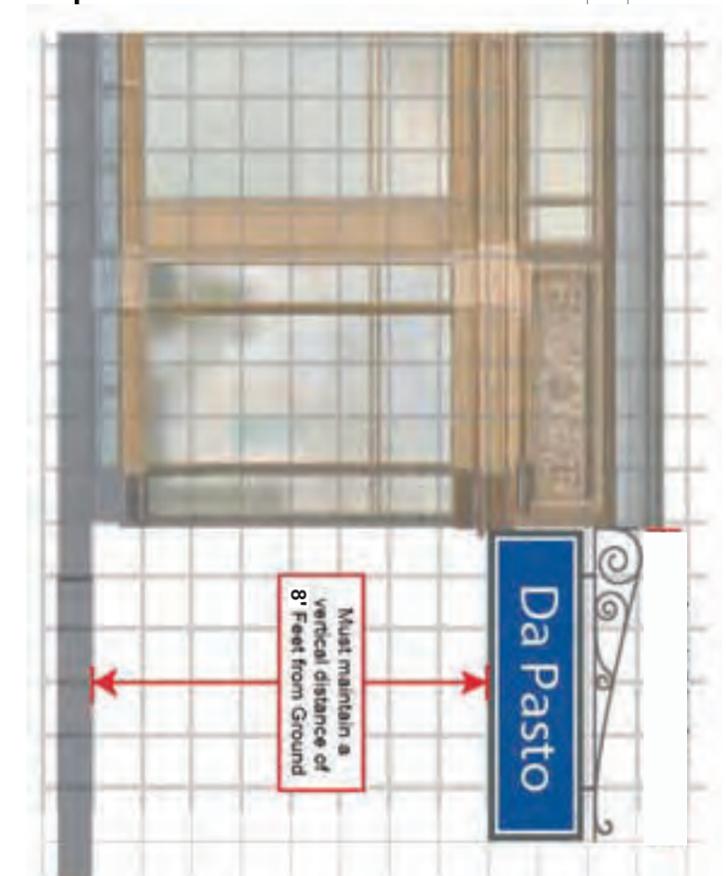
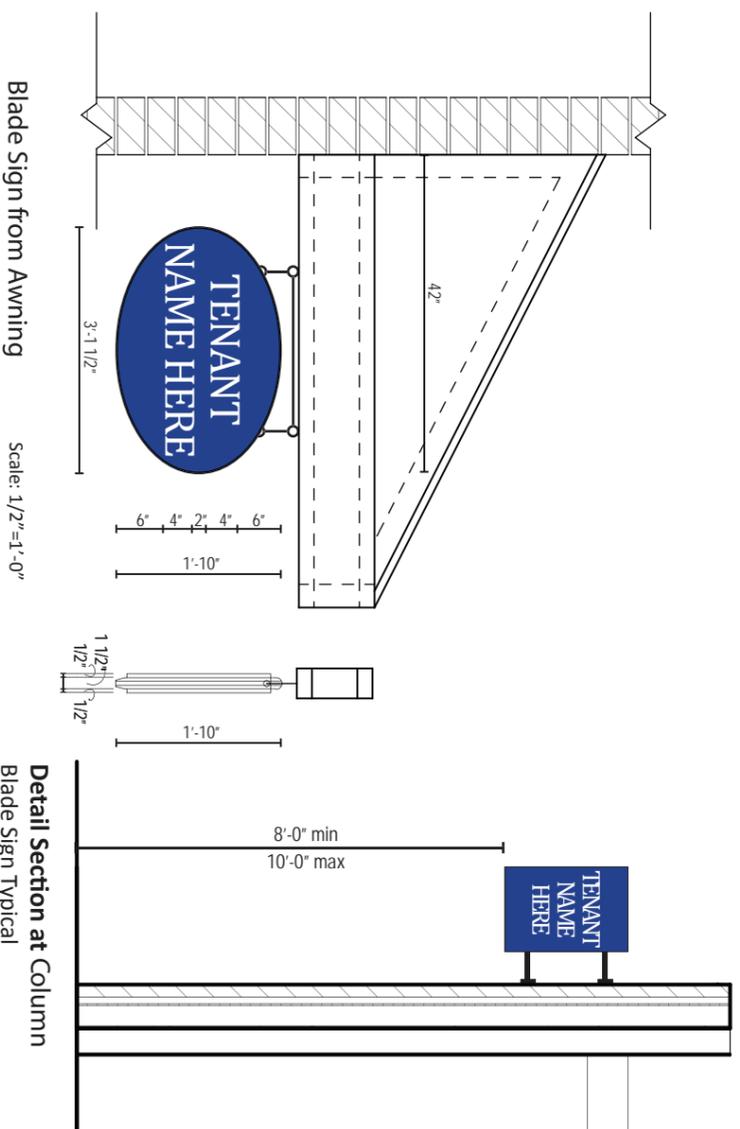
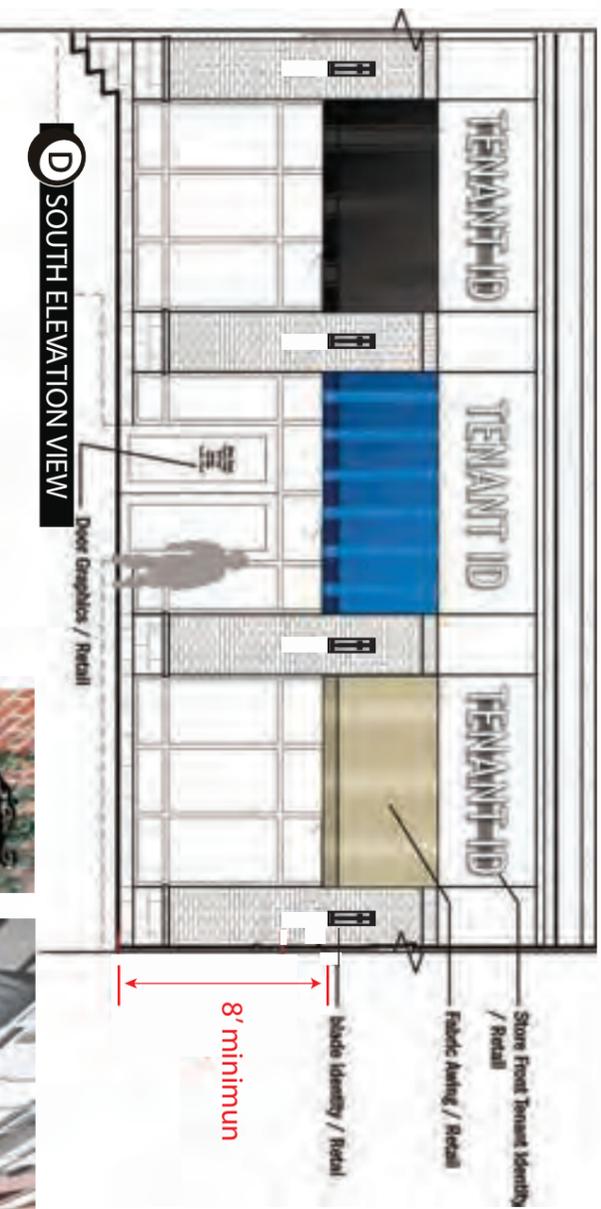
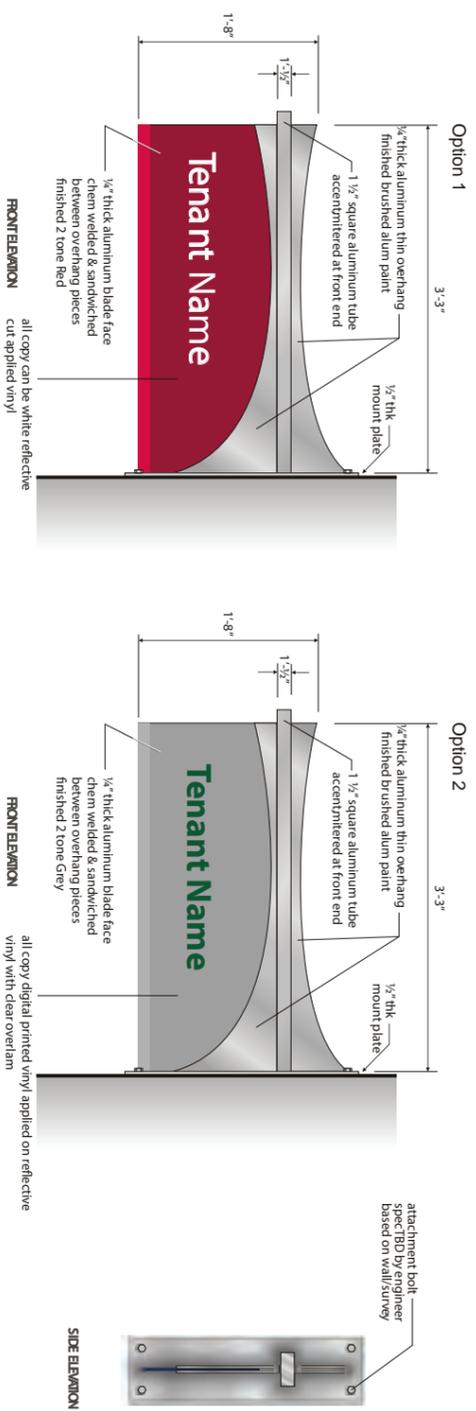
ELEVATION VIEW DUSK
SCALE: 1/2" = 1'

d/f Tenant Blade Identity Sign

NOTE:
THIS PAGE SERVES AS A GUIDE TO HELP RETAIL TENANTS FORM THEIR OWN STORE FRONT SIGNAGE, BASED ON BRANDING IDENTITY, WHILE FOLLOWING THE COUNTY'S STANDARDS & OVERALL DESIGN THEME OF THE PROJECT

Note:
ONE BLADE SIGN PER TENANT

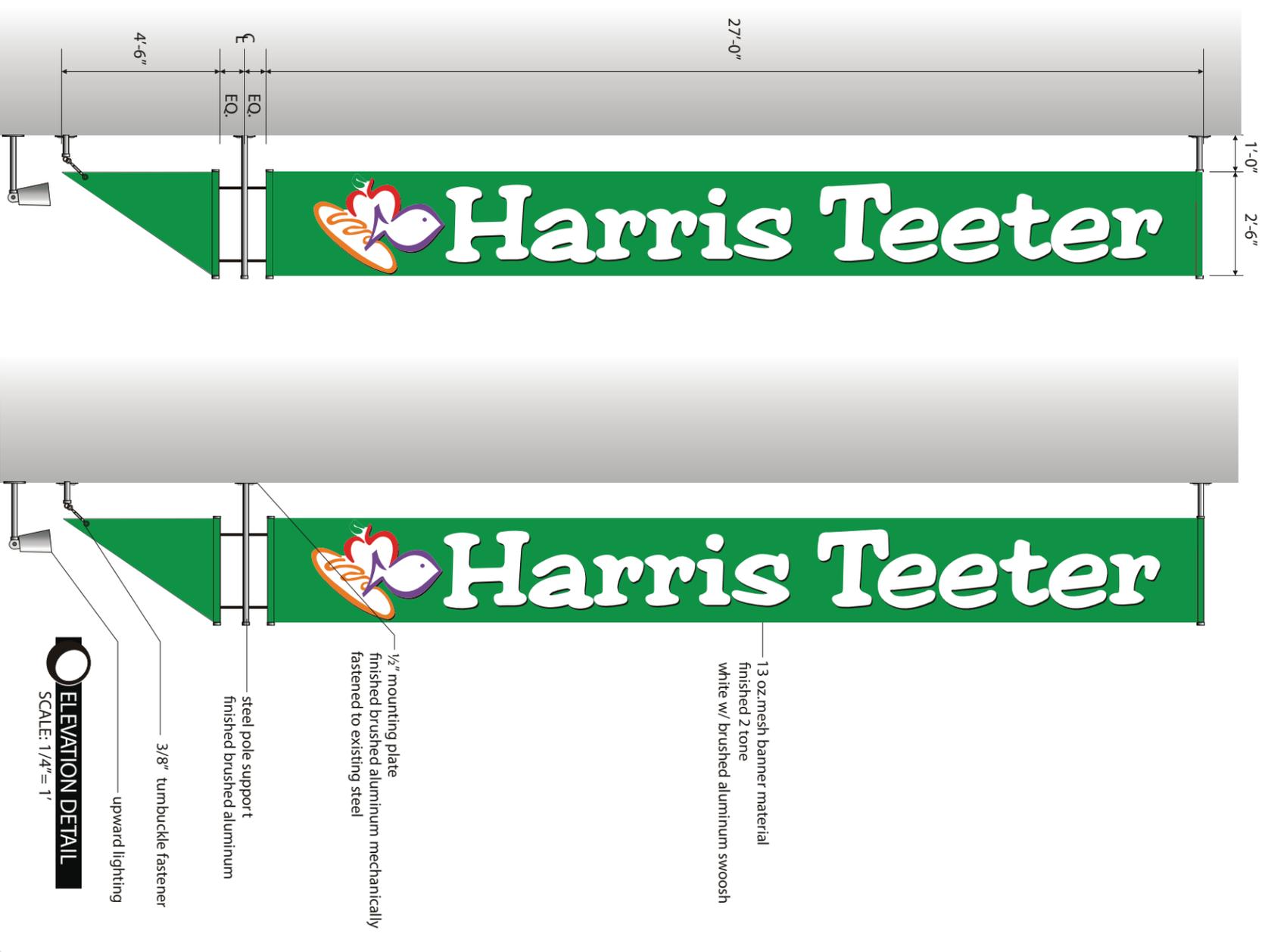
Wall-mounted projecting signs, commonly referred to as blade signs, are an attractive alternative to flat wall mounted signs, and are effective at attracting pedestrian interest.



d/f Flag Mounted Identity Banners



ELEVATION VIEW
SCALE: NTS



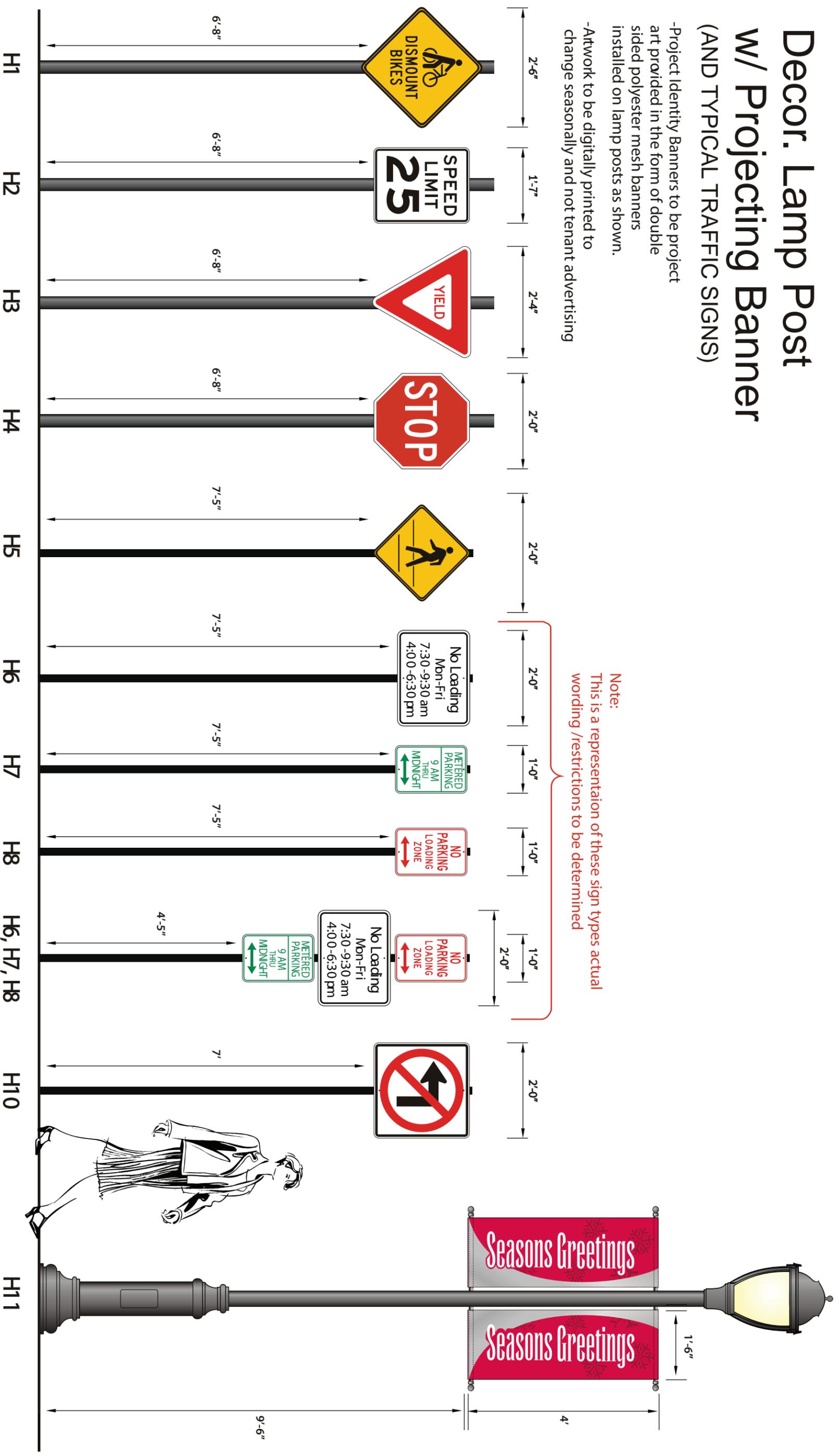
SIGN TYPE - G
D/F FLAG MOUNTED BANNERS

Decor. Lamp Post w/ Projecting Banner (AND TYPICAL TRAFFIC SIGNS)

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

-Artwork to be digitally printed to change seasonally and not tenant advertising

Note:
This is a representation of these sign types actual wording /restrictions to be determined



ELEVATION DETAIL
SCALE: 1/2"=1'

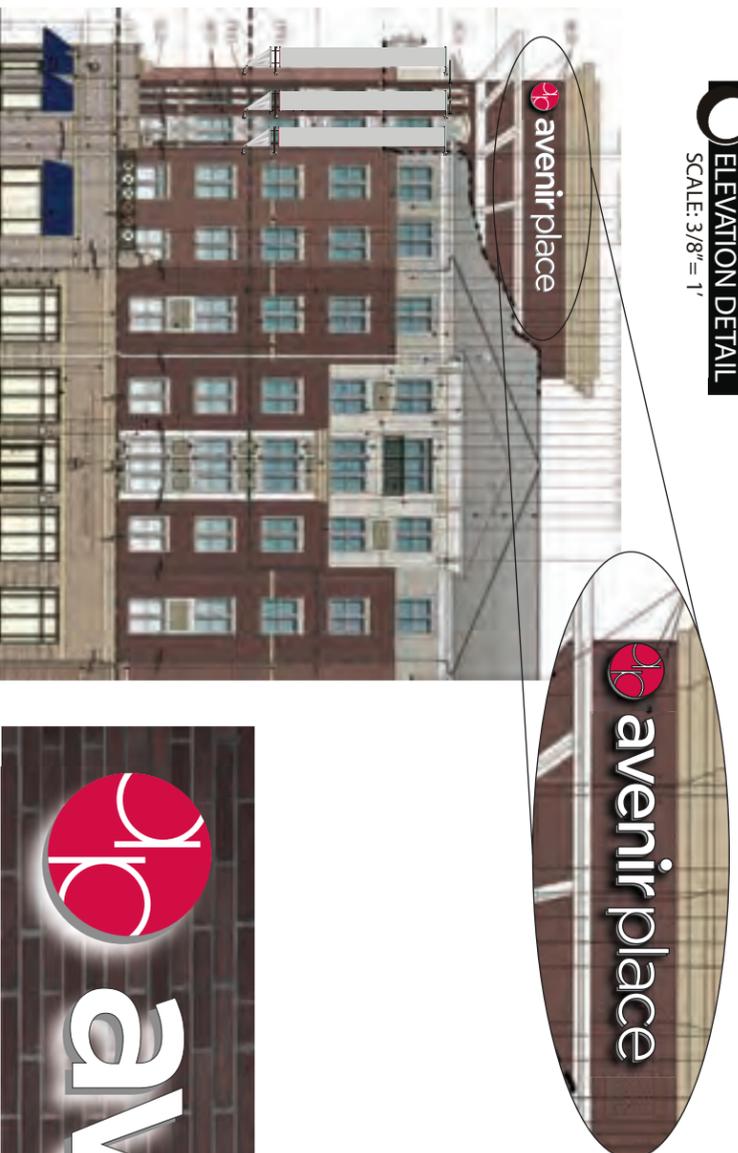
TYPICAL ROAD SIGNS

SIGN TYPE - H
TRAFFIC SIGNS / LIGHT WITH PROJECTING BANNER

Face & Halo Illuminated Building I.D. / Residential



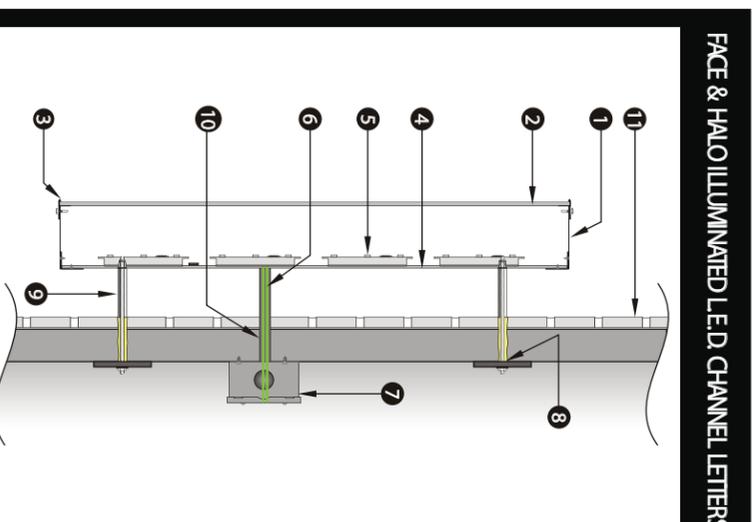
ELEVATION DETAIL
SCALE: 3/8" = 1'



ELEVATION VIEW
SCALE: NTS



night view nts



*** PAPER PATTERN TO BE SUPPLIED FOR INSTALLATION**

1	Return Material: Return Finish: Return Depth: Stand-Off Distance:	.063" aluminum GGP brushed aluminum 3" 2"
2	Face Material: Face Finish: Graphics:	3/16" thick acrylic white V/a
3	Trim Size: Trim Finish:	1" white
4	Letter Back Material: Letter Back Finish:	3/16" lean Clear
5	LED Color: LED Type:	White US-LED (Point)
6	LED Connection:	18/3 Class 2 Plenum Wire (#25303B)
7	Power Supply:	12V power supply w/ weather proof UL approved casing
8	Install Method:	Back nuts w/ allthread stud mounted into pre-drilled holes filled w/ silicone adhesive & nutted @ back w/ required support blocking
9	Spacer Material: Spacer Finish:	Aluminum sleeves Painted to match facade. TBD
10	Liquidite:	
11	Mounting Surface: Service Switch Location:	Brick veneer over steel structure. TBD via survey Exact location TBD on site during install

*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREENWARE**

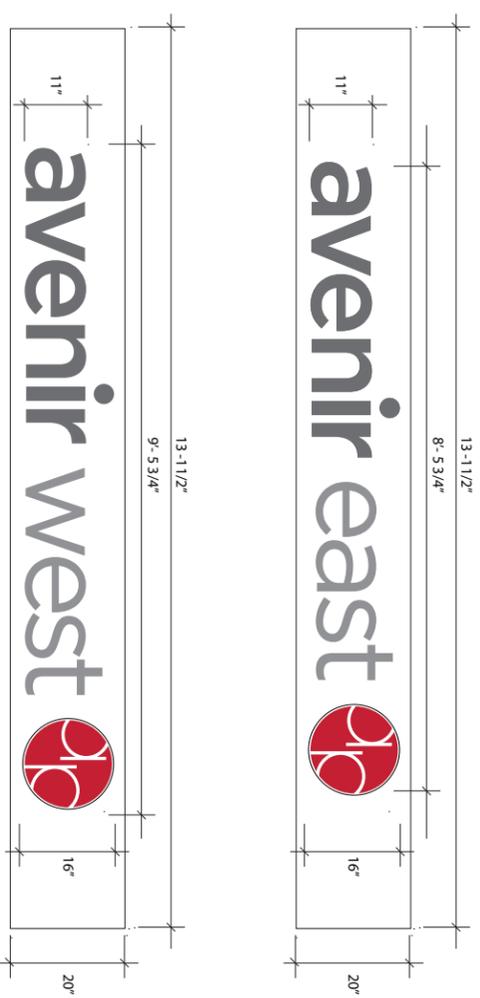
"The sign is intended to be installed in accordance with the requirements of Article 650 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign!"

Scale: NTS

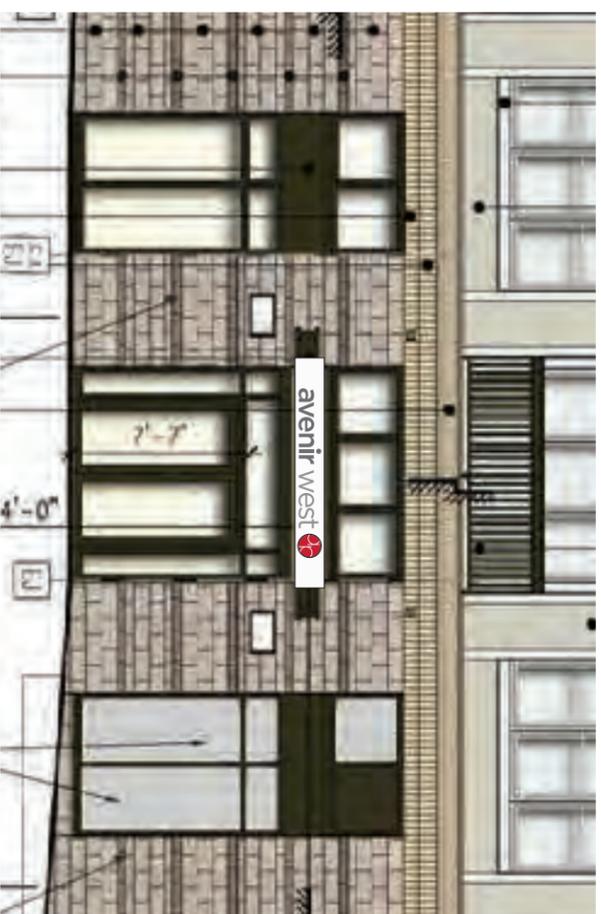
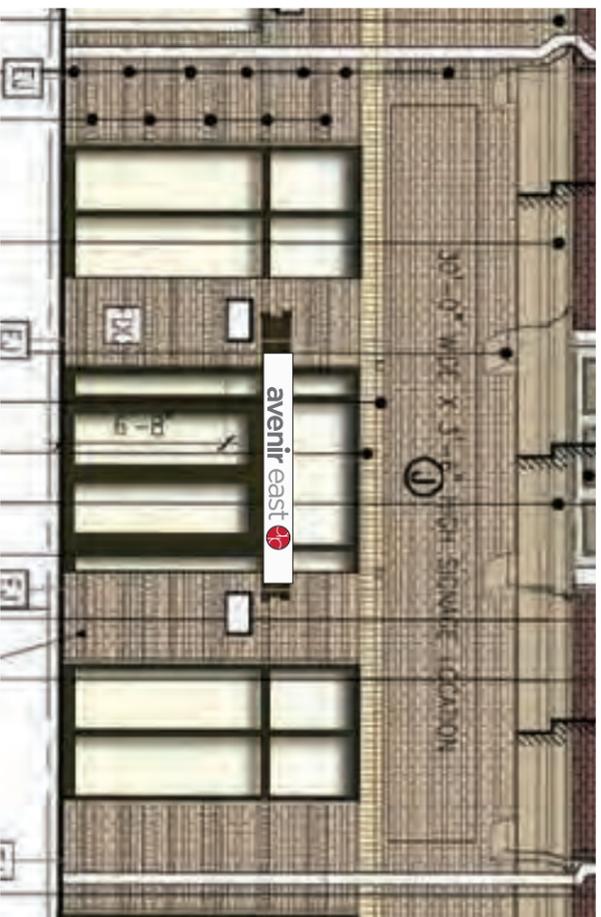
EXTERIOR APPLICATION

Face & Halo Illuminated Building I.D. / Residential

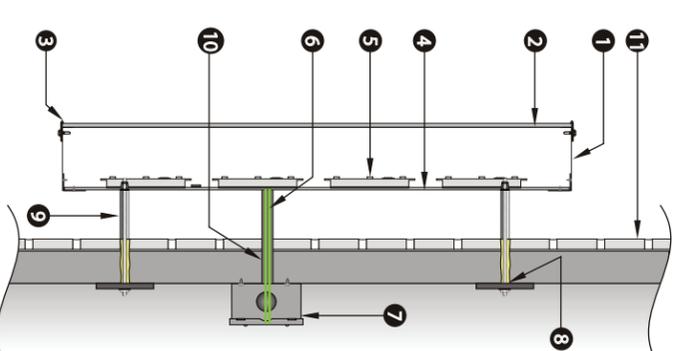
NOTE:
Building I.D. / Residential will meet County Glare Requirements



ELEVATION DETAIL
SCALE: 1/4" = 1'



FACE & HALO ILLUMINATED LED CHANNEL LETTERS



*** PAPER PATTERN TO BE SUPPLIED FOR INSTALLATION**

- 1 Return Material:
Return Finish:
Return Depth:
Stand-Off Distance: 0.063" aluminum
GGP brushed aluminum
3"
2"
- 2 Face Material:
Face Finish:
Graphics: 3/16" thick acrylic
white
N/A
- 3 Trim Size:
Trim Finish: 1"
white
- 4 Letter Back Material:
Letter Back Finish: 3/16" lean
Clear
- 5 LED Color:
LED Type: white
US-LED (Point)
- 6 LED Connector: 18/3 Class 2 Plenum Wire (#253038)
- 7 Power Supply: 12v power supply w/ weather proof UL approved casing
- 8 Install Method: Jack nuts w/ allthread stud mounted into pre-drilled holes filled w/ silicone adhesive & nutted @ back w/ required support blocking
- 9 Spacer Material:
Spacer Finish: Aluminum sleeves
Painted to match facade: TBD
- 10 Liquidite: Brick veneer over steel structure, TBD via survey
- 11 Mounting Surface:
Service Switch: Exact location TBD on site during install
Location:

*** ALL LETTERS MUST BE GROUNDED AND BONDIED WITH GREEN WIRE**

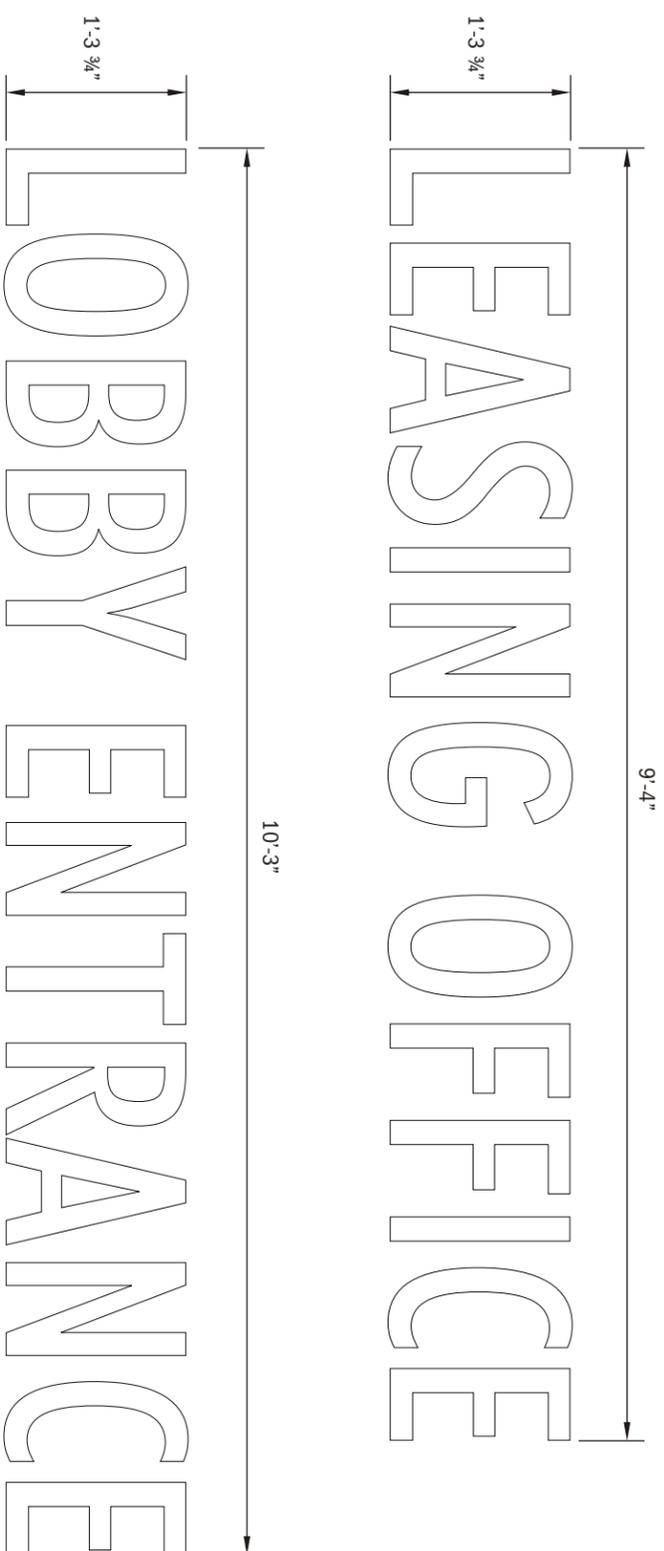
"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NIS

EXTERIOR APPLICATION

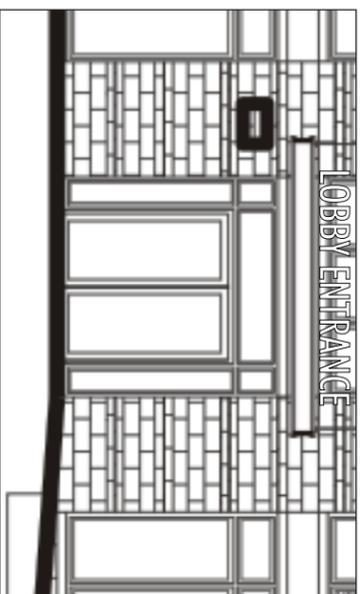
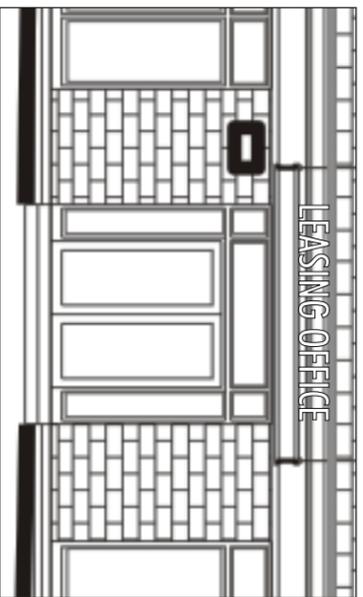
SIGN TYPE - 11, 12
BUILDING IDENTITY / RESIDENTIAL

Face Illuminated Building I.D. / Residential



ELEVATION DETAIL

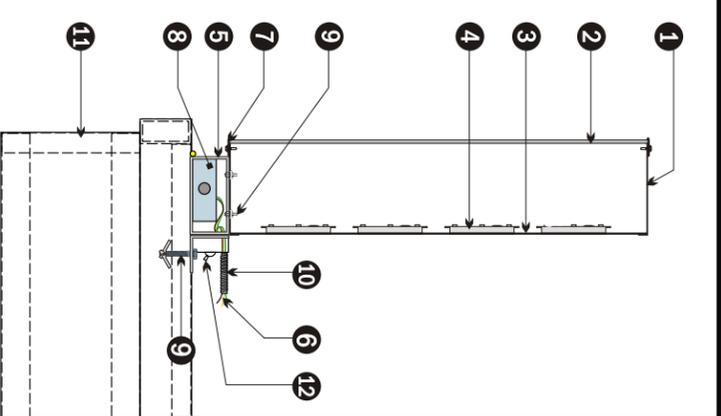
SCALE: 1/4" = 1'



NORTH ELEVATION VIEW MAIN STREET

SCALE: 1/8" = 1'

FACE ILLUMINATED L.E.D. CHANNEL LETTERS BOTTOM MOUNTED INTO WIREWAY



1	Return Material: Return Finish: Return Depth:	.063" aluminum GGP brushed aluminum 3"
2	Face Material: Face Finish: Graphics:	3/16" thick acrylic white N/A
3	Letter Back Material: Letter Back Finish:	.063" aluminum GGP brushed aluminum
4	L.E.D. Color: L.E.D. Type:	whiteUS-LED (Point)
5	Wireway Material: Wireway Finish:	2" x 4" aluminum tube Painted to match canopy, TBD
6	L.E.D. Connection:	Stranded, two conductor, 18 gauge wire
7	Trim Cap:	1" white
8	Power Supply:	12V power supply, w/ weather proof UL approved casing
9	Install Method:	Copy to wireway - Jack-nuts, allthread & nutted @ bottom Wireway to canopy - toggle bolted via aluminum clips @ back
10	Liquitite:	w/ 3'-0" pigtail
11	Mounting Surface:	Canopy - TBD via survey
12	Service Switch Location:	located @ back of wireway

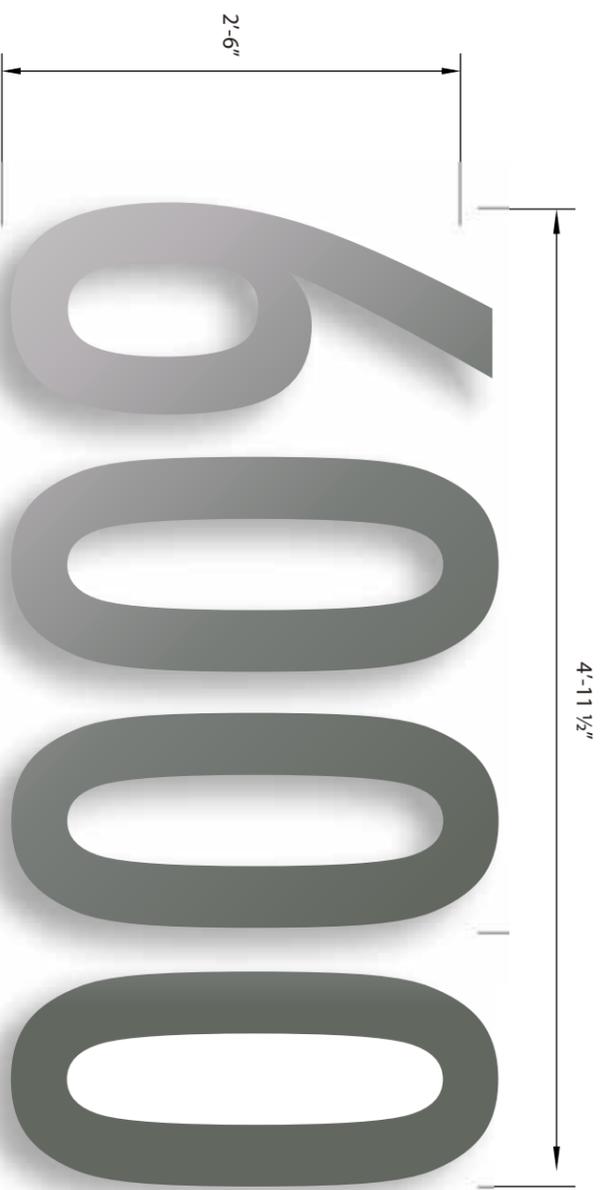
*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**
 "This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NTS

EXTERIOR APPLICATION

Halo Illuminated

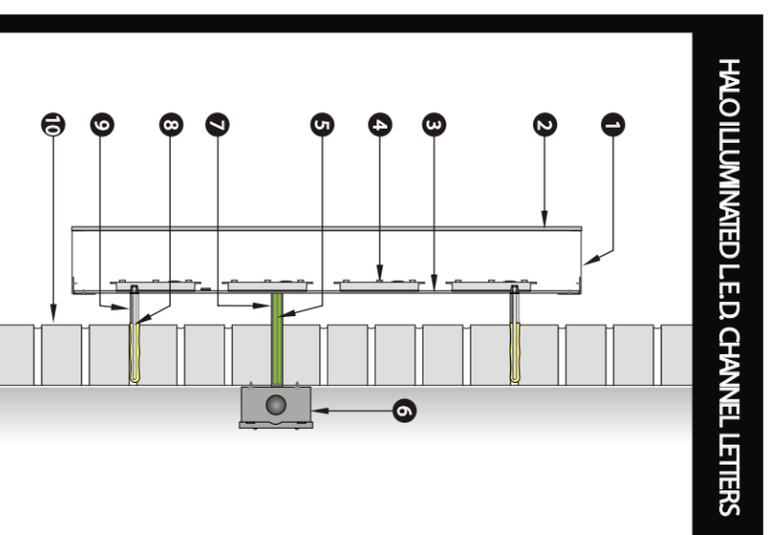
Building Address I.D. / Residential



ELEVATION DETAIL
SCALE: 1"=1'



ELEVATION VIEW
SCALE: NTS



*** PAPER PATTERN TO BE SUPPLIED TO INSTALL FOR INSTALLATION**

1 Return Material: Return Finish: Return Depth: Stand-Off Distance:	Welded .063" aluminum painted brushed aluminum 3" 2"
2 Face Material: Face Finish: Graphics:	1/8" thick aluminum painted brushed aluminum N/A
3 Letter Back Material: Letter Back Finish:	3/16" I-beam Clear
4 LED Color: LED Type:	White US-LED (Pekin)
5 LED Connector:	18/3 Class 2 Plenum Wire (#253038)
6 Power Supply:	12V power supply w/ weather proof UL approved casing
7 Liquidite:	
8 Install Method:	Jack nuts w/ allthread stud mounted into pre-drilled holes filled w/ silicone adhesive
9 Spacer Material: Spacer Finish:	Aluminum sleeves Painted to match facade, TBD
10 Mounting Surface: Service Switch Location:	Brick Exact location TBD on site during install

*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**

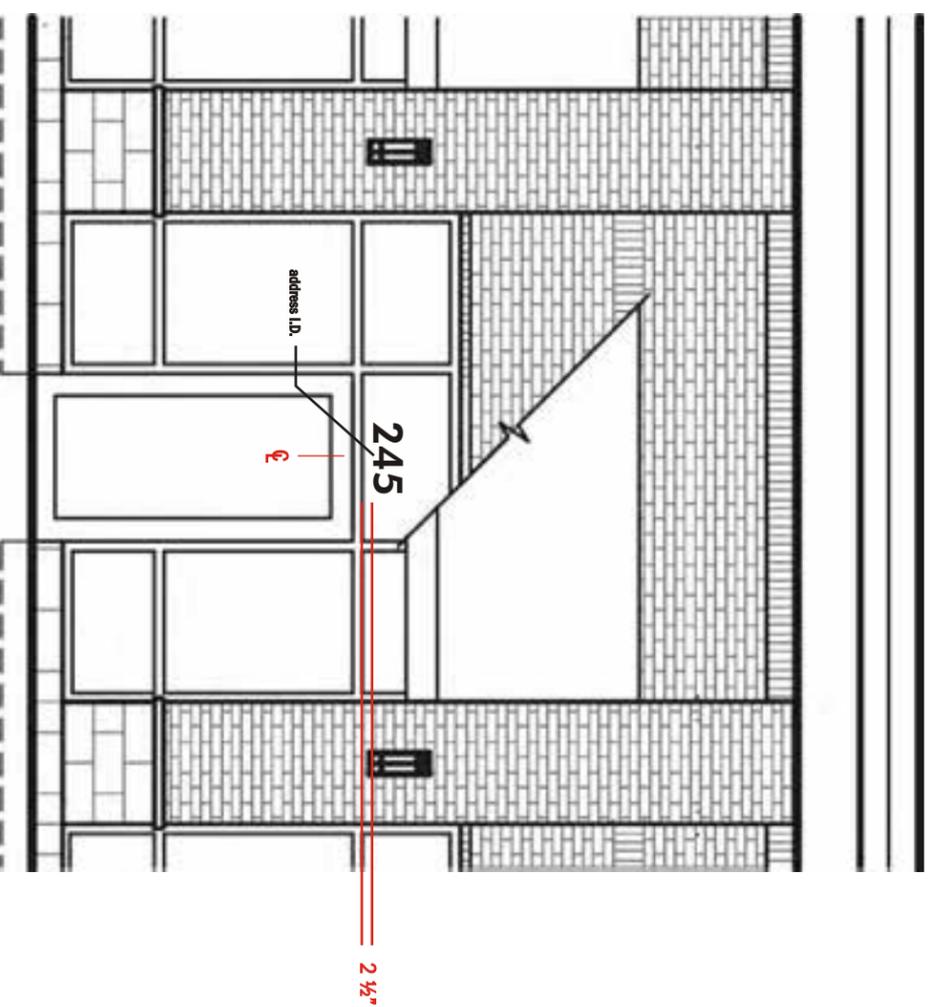
"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/ or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NTS

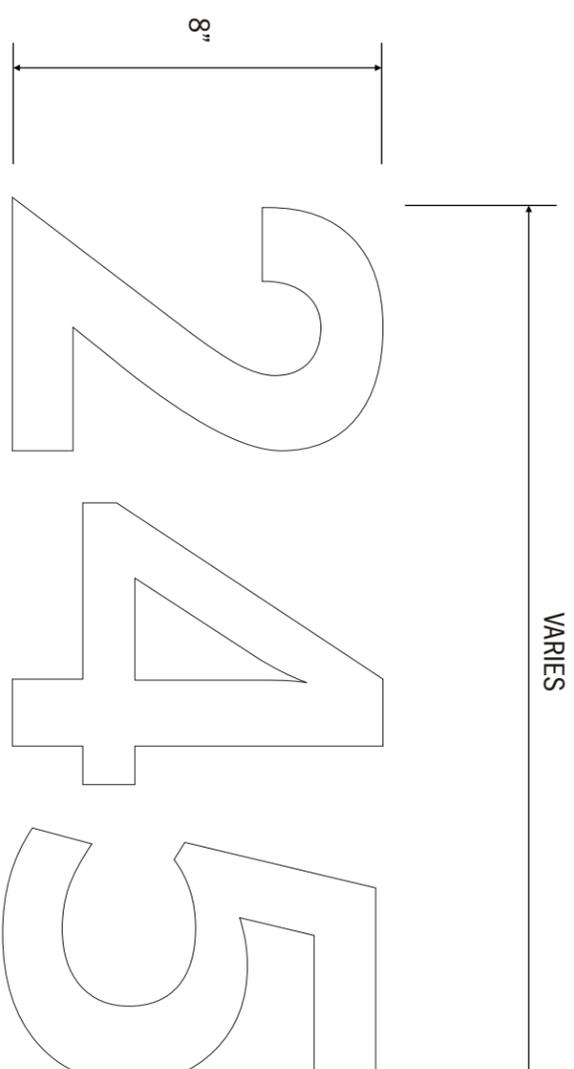
EXTERIOR APPLICATION

Address I.D. / Retail

-Examples shown here are for illustration of design intent only. Address message varies from store to store.



SOUTH ELEVATION VIEW
SCALE: 1/4" = 1'



ELEVATION DETAIL
SCALE: 1/4" = 1"

SIZE	As Noted
1st or 2nd Surface	1st surface
GRAPHICS SPECIFICATION	Airon 02 white
INSTALL METHOD	applied to clean glass surface

Tenant I.D.

Store Front / Retail

Building mount retail signs above the store front shall reflect the individual business and harmonize with the adjacent tenants. Dimensional signs, logos, letters, face-lit signs, non illuminated or with LED halo back lighting or edge lighting are permitted. The total signage for each tenant shall not exceed 2 square foot for every 1 foot of linear frontage.

NOTE:
THIS PAGE SERVES AS A GUIDE TO HELP RETAIL TENANTS FORM THEIR OWN STORE FRONT SIGNAGE, BASED ON BRANDING IDENTITY, WHILE FOLLOWING THE COUNTY'S STANDARDS & OVERALL DESIGN THEME OF THE PROJECT

Note:
-Tenants may elect to employ different profiles subject to Owner's approval for uniform appearance.
-Sign Fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines for Owner approval and records prior to fabrication.



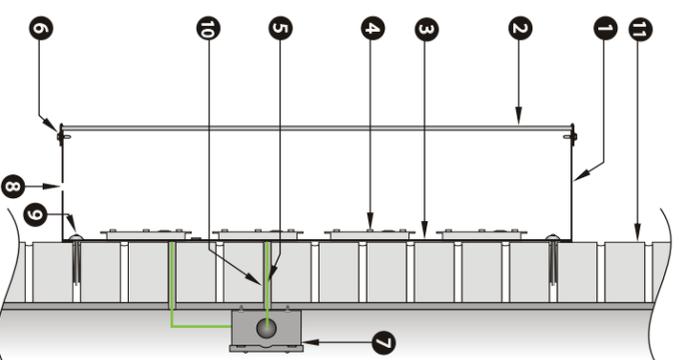
SOUTH ELEVATION VIEW

SCALE: 1/8" = 1'

-Flush Mounted Face L.E.D. Illuminated Channel Lettering, Power Supplies, Electrical Connections Concealed Behind Facade were access is present.
-Wire Way Mounted Face L.E.D. Illuminated Channel Lettering, Power Supplies, Electrical Connections Concealed in Wire Way.

OPTION #1

FACE ILLUMINATED LED CHANNEL LETTERS FLUSH MOUNTED



*** PAPER PATTERN TO BE SUPPLIED FOR INSTALLATION**

- 1 Return Material: .040" aluminum
Return Finstr: Varies
Return Depth: 5"
- 2 Face Material: 3/16" thick acrylic
Face Finstr: Varies
Graphics: Varies
- 3 Letter Back Material: .040 aluminum
- 4 LED Color: White
LED Type: US-LED (Point)
- 5 LED Connector: 18/3 Class 2 Plenum Wire (#25303B)
1" to match corresponding face
- 6 Trim Cap: 1" to match corresponding face
- 7 Power Supply: 12v power supply w weather proof UL approved casing
- 8 1/4" da. Drain Holes: Tip-cors
- 9 Install Method: Tip-cors
- 10 Liquidite: Brick
- 11 Mounting Surface: Brick
Service Switch Location: Exact location TBD on site during install

*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**

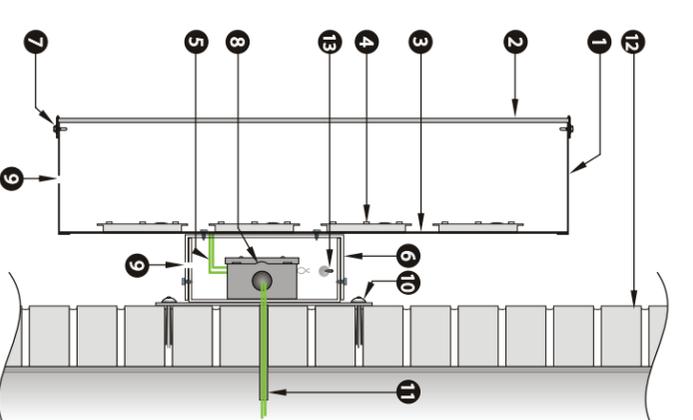
"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NIS

EXTERIOR APPLICATION

OPTION #2

FACE ILLUMINATED LED CHANNEL LETTERS WIREWAY MOUNTED



- 1 Return Material: .040" aluminum
Return Finstr: Varies
Return Depth: 5"
- 2 Face Material: 3/16" thick acrylic
Face Finstr: Varies
Graphics: Varies
- 3 Letter Back Material: .040 aluminum
- 4 LED Color: White
LED Type: US-LED (Point)
- 5 LED Connector: 18/3 Class 2 Plenum Wire (#25303B)
Break formed 1/8" aluminum
Painted to match facade, TBD via survey
- 6 Wireway Material: Painted to match facade, TBD via survey
Wireway Finstr: 8" tall x 3" deep
Size: 1" to match corresponding face
- 7 Trim Cap: 1" to match corresponding face
- 8 Power Supply: 12v power supply w weather proof UL approved casing
- 9 1/4" da. Drain Holes: Tip-cors / flat bar
- 10 Install Method: Tip-cors / flat bar
w 3" pycball
- 11 Liquidite: Brick
- 12 Mounting Surface: Brick
right end of wireway
- 13 Toggle Switch Location:

*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**

"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

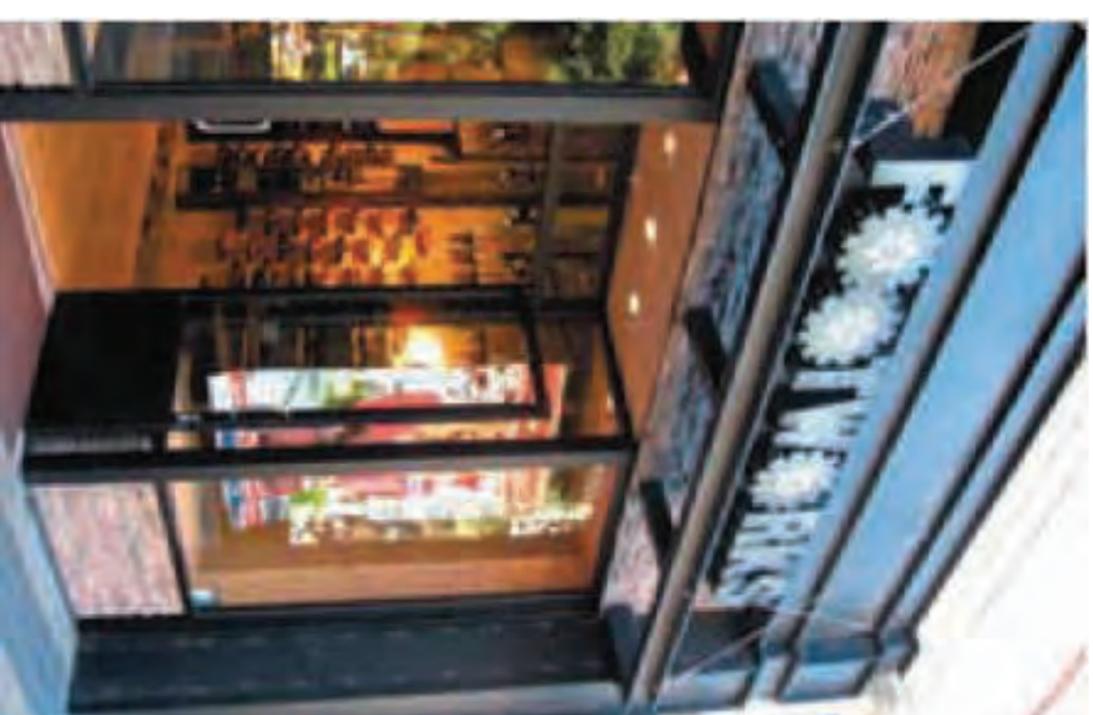
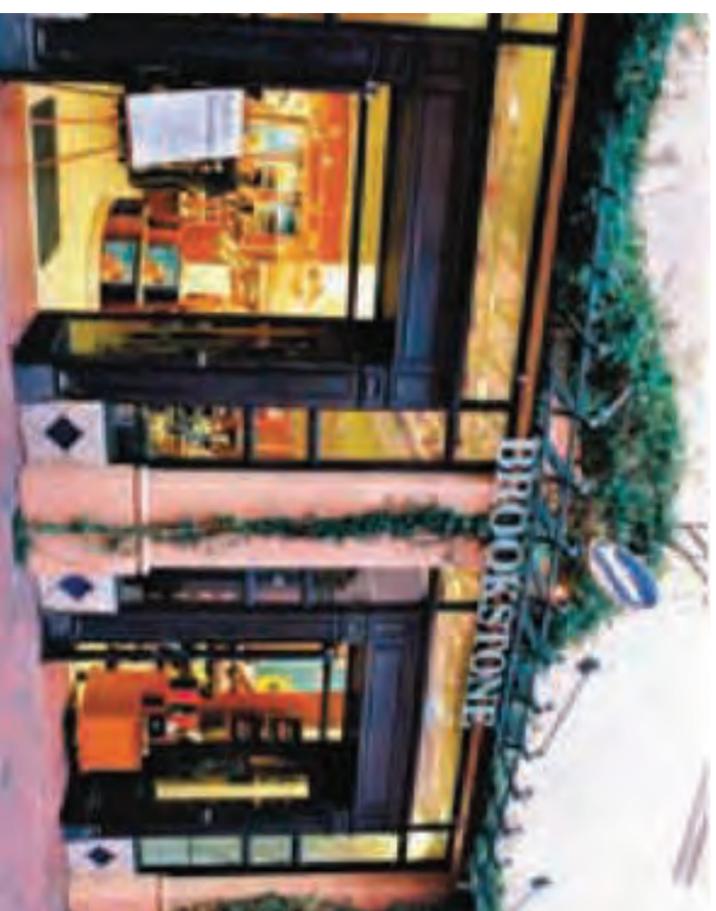
Scale: NIS

EXTERIOR APPLICATION

Tenant I.D. Store Front / Retail

Building mount retail signs above the store front shall reflect the individual business and harmonize with the adjacent tenants. Dimensional signs, logos, letters, face-lit signs, non illuminated or with LED halo back lighting or edge lighting are permitted. The total signage for each tenant shall not exceed 2 square foot for every 1 foot of linear frontage.

NOTE:
THIS PAGE SERVES AS A GUIDE TO HELP RETAIL TENANTS FORM THEIR OWN STORE FRONT SIGNAGE, BASED ON BRANDING IDENTITY, WHILE FOLLOWING THE COUNTY'S STANDARDS & OVERALL DESIGN THEME OF THE PROJECT

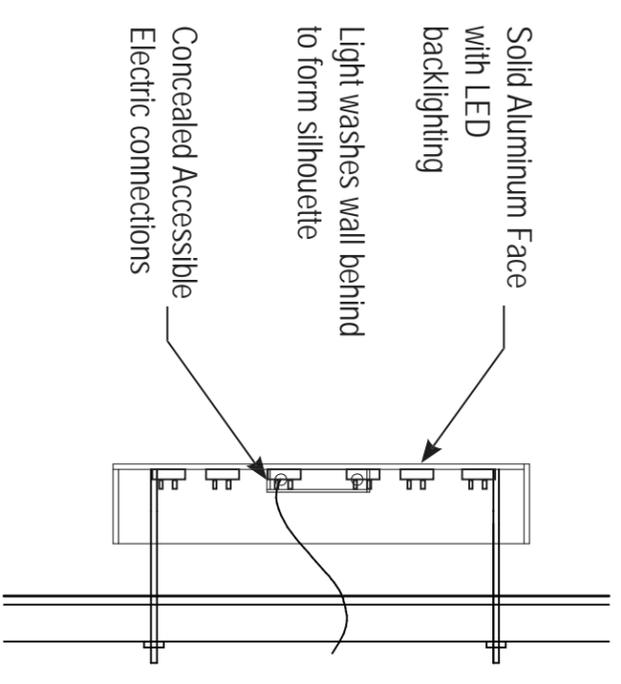


Tenant I.D. Store Front / Retail

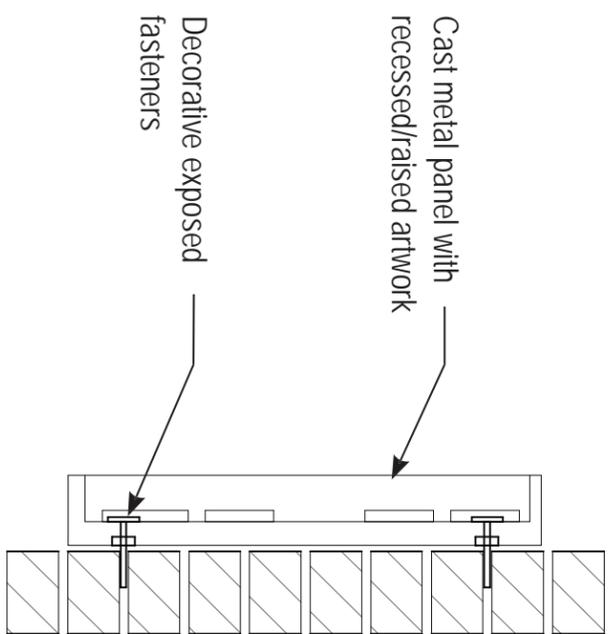
Building mount retail signs above the store front shall reflect the individual business and harmonize with the adjacent tenants. Dimensional signs, logos, letters, face-lit signs, non illuminated or with LED halo back lighting or edge lighting are permitted. The total signage for each tenant shall not exceed 2 square foot for every 1 foot of linear frontage.

NOTE:

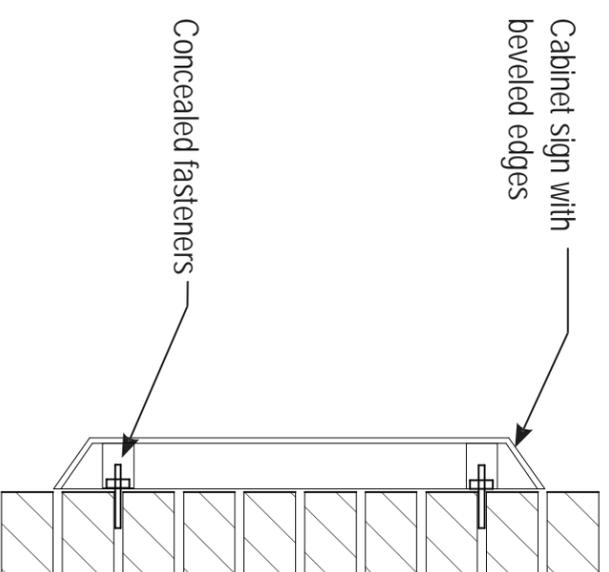
THIS PAGE SERVES AS A GUIDE TO HELP RETAIL TENANTS FORM THEIR OWN STORE FRONT SIGNAGE, BASED ON BRANDING IDENTITY, WHILE FOLLOWING THE COUNTY'S STANDARDS & OVERALL DESIGN THEME OF THE PROJECT



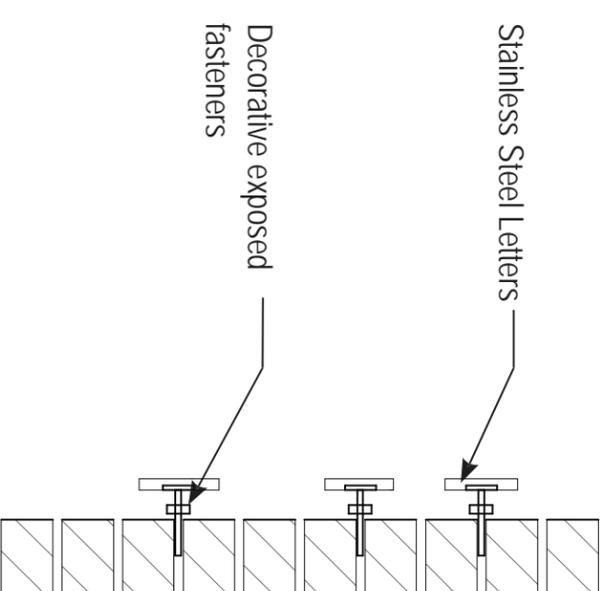
1. Section at Channel Letter Silhouette Lighting



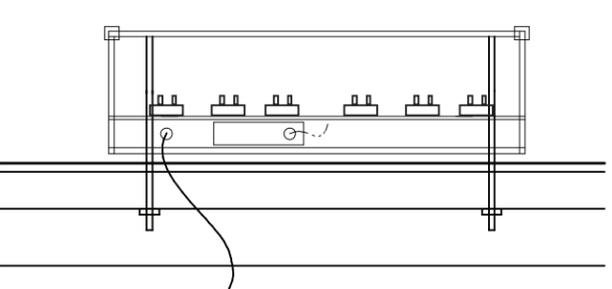
2. Section at Panel Sign Cast Metal Typical



3. Section at Panel Sign Fabricated Metal Typical



4. Section at Cast Stainless Steel Letters



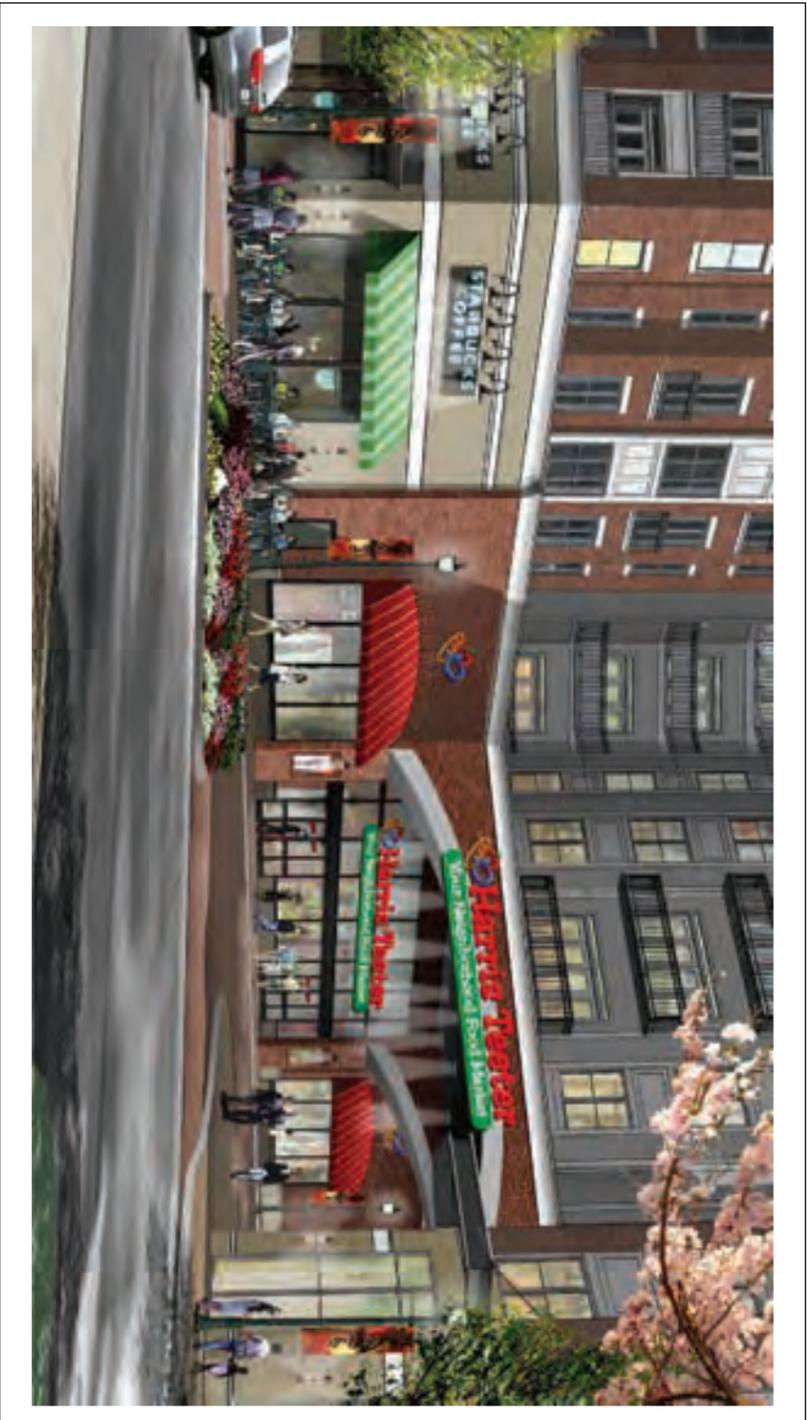
5. Section at Channel Letter Translucent Acrylic Face

Tenant I.D.

Store Front / Retail



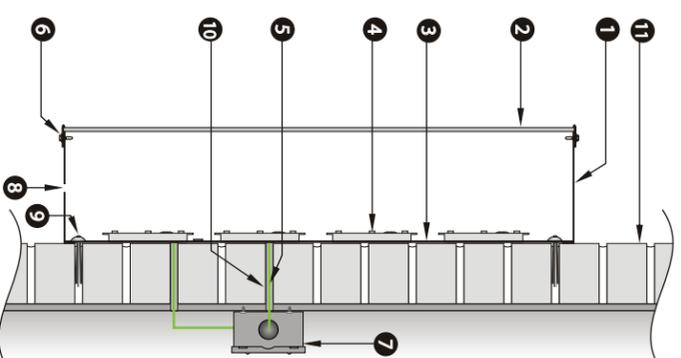
ELEVATION DETAIL SCALE: 1/4" = 1'
*** ALL SIZES SUBJECT TO CHANGE; MAXIMUM SIZE LESS THAN 200 sf - (*183.33 sf SHOWN ABOVE)**



ELEVATION VIEW SCALE: NTS

OPTION #1

FACE ILLUMINATED LED CHANNEL LETTERS FLUSH MOUNTED



*** PAPER PATTERN TO BE SUPPLIED FOR INSTALLATION**

- 1 Return Material: .040" aluminum
Return Finish: Varies
Return Depth: 5"
- 2 Face Material: 3/16" thick acrylic
Face Finish: Varies
Graphics: Varies
- 3 Letter Back Material: .040 aluminum
- 4 LED Color: white
LED Type: US-LED (Point)
- 5 LED Connector: 18/3 Class 2 Plenum Wire (#253038)
- 6 Trim Cap: 1" to match corresponding face
- 7 Power Supply: 12v power supply w/ weather proof UL approved casing
1" to match corresponding face
- 8 1/4" da. Drain Holes: Tip-cors
- 9 Install Method: Tip-cors
- 10 Liquidite: Brick
- 11 Mounting Surface: Service Switch Location
Exact location TBD on site during install

*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**

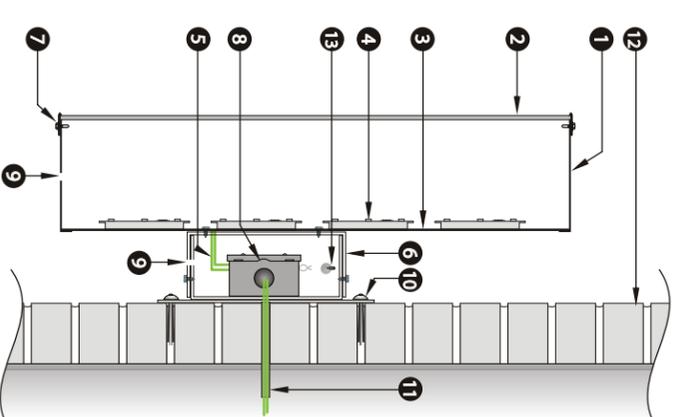
"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NTS

EXTERIOR APPLICATION

OPTION #2

FACE ILLUMINATED LED CHANNEL LETTERS WIREWAY MOUNTED



- 1 Return Material: .040" aluminum
Return Finish: Varies
Return Depth: 5"
- 2 Face Material: 3/16" thick acrylic
Face Finish: Varies
Graphics: Varies
- 3 Letter Back Material:
- 4 LED Color: white
LED Type:
- 5 LED Connector: 18/3 Class 2 Plenum Wire (#253038)
- 6 Wireway Material: Break formed 1/8" aluminum
Painted to match facade. TBD via survey
Wireway Finish: 8" tall x 3" deep
Size:
- 7 Trim Cap: 1" to match corresponding face
- 8 Power Supply: 12v power supply w/ weather proof UL approved casing
1" to match corresponding face
- 9 1/4" da. Drain Holes: Tip-cors / flat bar
- 10 Install Method: Tip-cors / flat bar
- 11 Liquidite: w/ 3' psgall
- 12 Mounting Surface: Brick
- 13 Toggle Switch Location: right end of wireway

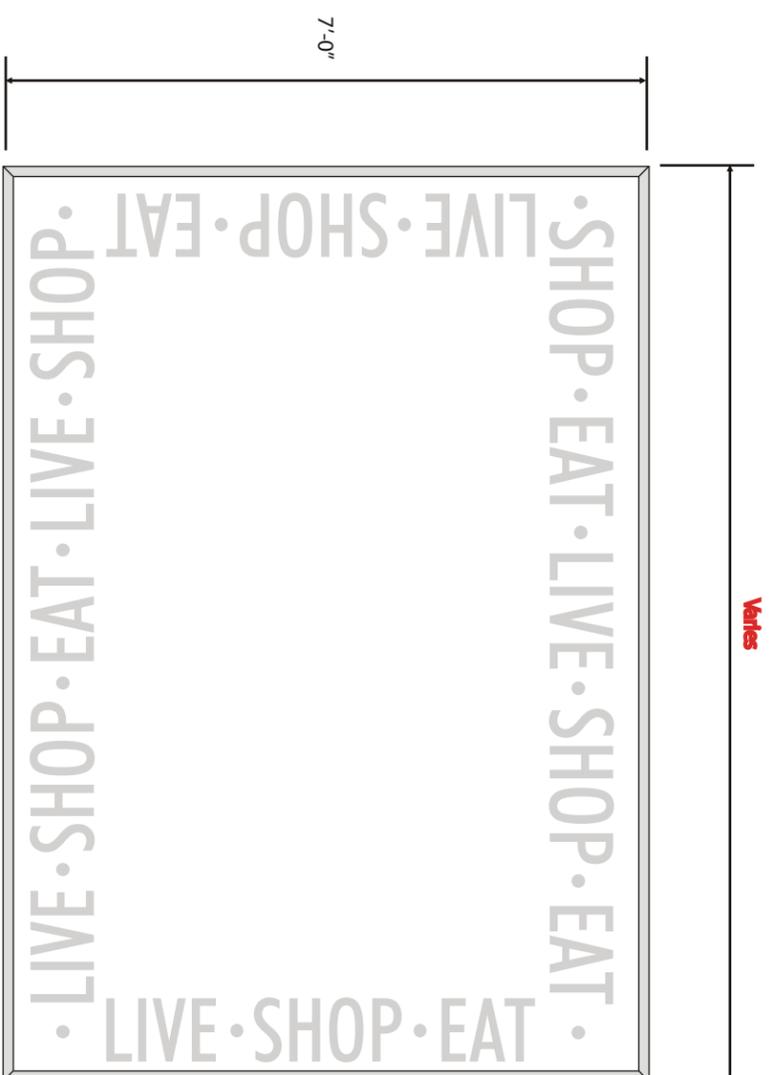
*** ALL LETTERS MUST BE GROUNDED AND BONDED WITH GREEN WIRE**

"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NTS

EXTERIOR APPLICATION

Mural / Artwork

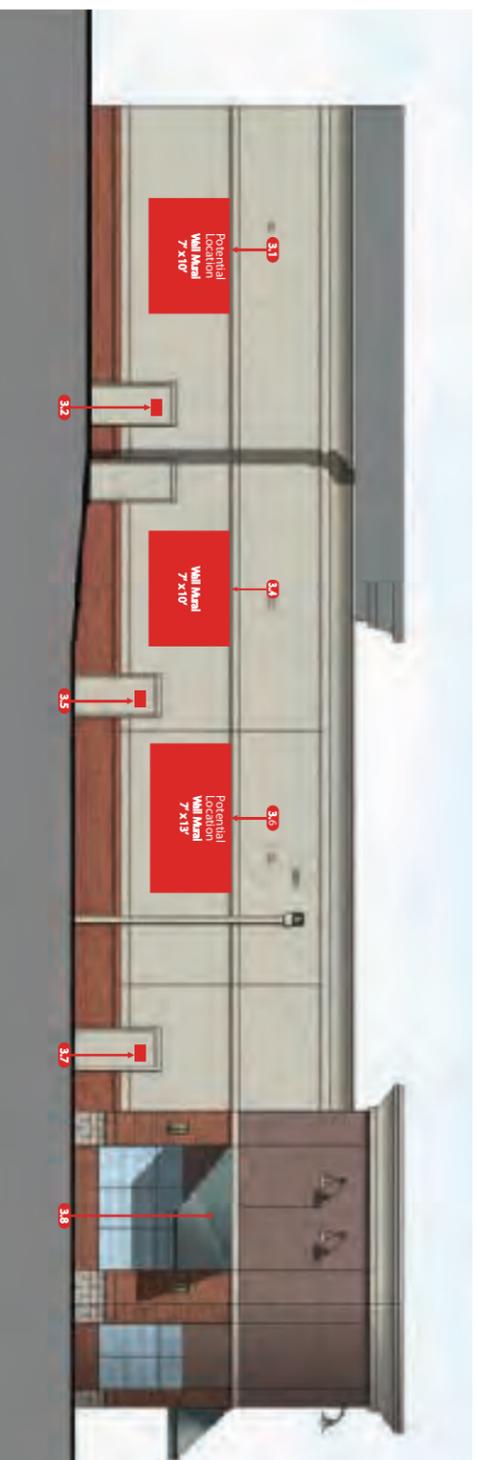


SIZE	As Noted
DBL FACE or SINGLE FACE	single face
FRAME MATERIAL	1 3/8" wall frame "SignComp" part #1949
FRAME FINISH	brushed aluminum
FACE MATERIAL	.063" aluminum
FACE FINISH	stock white
GRAPHICS SPECIFICATION	digitally printed vinyl images
INSTALL METHOD	TBD via survey

ELEVATION DETAIL

SCALE: 1/2" = 1'

Note:
Future Potential Wall Murals
are subject to the approval
of WMATA'S Board of Directors



NORTH ELEVATION VIEW

SCALE: 1/16" = 1'

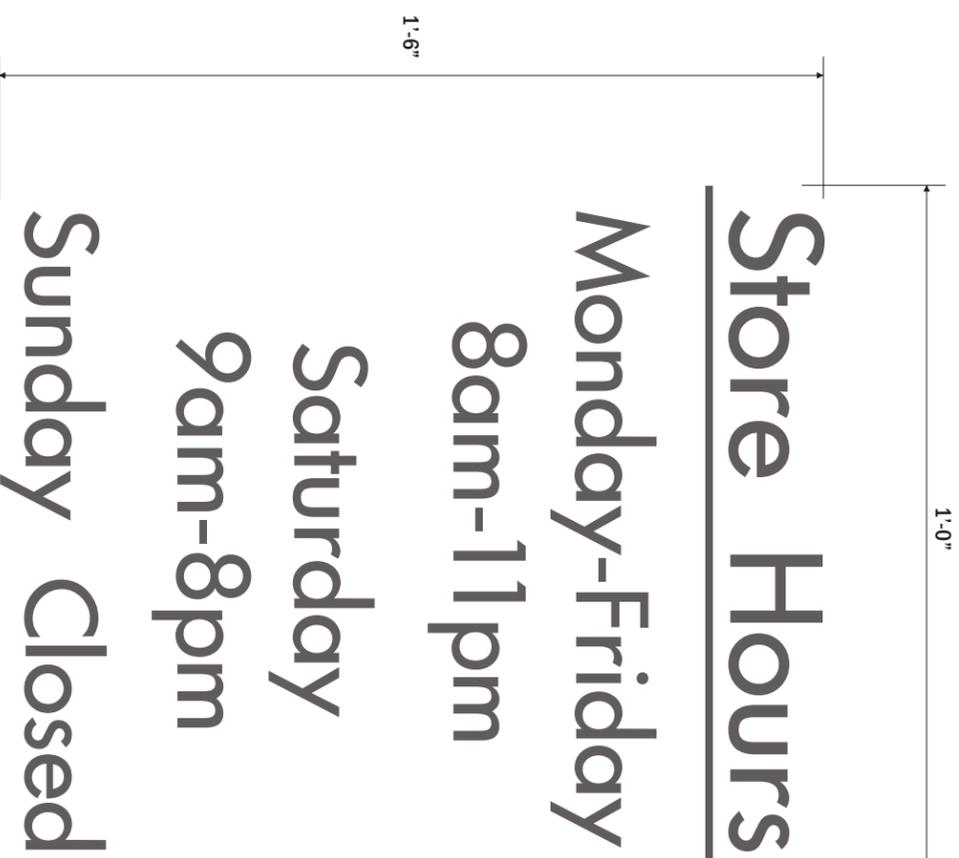
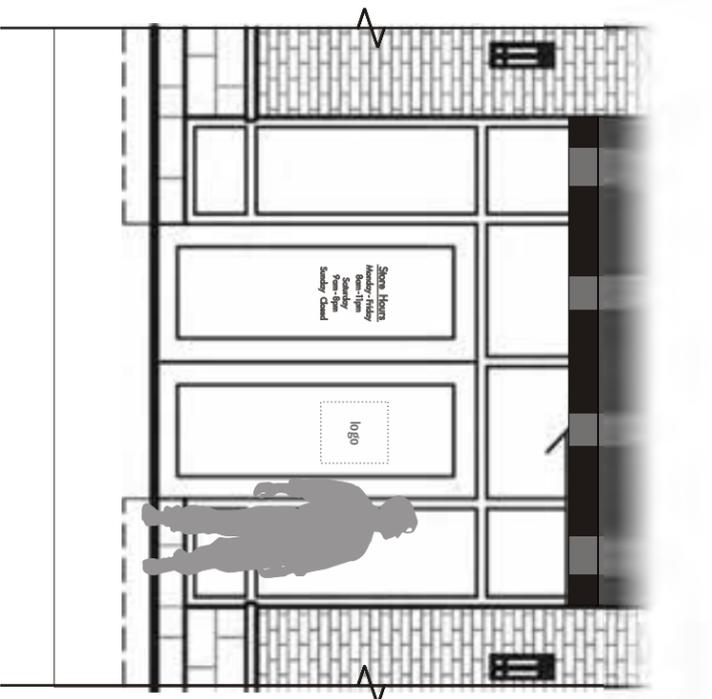
NOTE:

- * MURAL / ARTWORK IS NOT INTENDED FOR ADVERTISEMENT, BUT INTENDED TO PROMOTE THE OVERALL PROJECT.
- * MURALS ARE IN CONFORMANCE WITH DUNN LORING / METRO CENTER PROFFERS.
- * ALL POTENTIAL, FUTURE WALL MURALS AND PLACEMENT AT LOCATION FAGING WMATA FACILITIES WILL BE STRICTLY AT THE SOLE DISCRETION OF THE WMATA BOARD AS AGREED TO BY OWNER
- * LIGHTING WILL BE INSTALLED, IF NECESSARY, TO ENHANCE WALL MURAL
- * ARCHITECTURAL FRAMES MAY BE INSTALLED TO ENHANCE WALL MURAL

Door Graphics / Retail, Residential, Garage

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

SIZE	As Noted
1st or 2nd Surface	1st surface
GRAPHICS SPECIFICATION	Arlon O2 white
INSTALL METHOD	applied to clean glass surface



ELEVATION DETAIL
SCALE: 1/4" = 1"

D SOUTH ELEVATION VIEW
SCALE: 1/4" = 1"

Window Glazing

- NOTES:**
1. Examples shown here are for illustration of design intent only. Images may vary in appearance and may incorporate a theme.
 2. Drawings and images are to be provided by "Harris Teeter" and are to be submitted to Owner/Landlord for approval.
 3. Window glazing by Harris Teeter is installed with intent to screen certain back-of-house elements.

SIZE	As Noted
1st or 2nd Surface	1st surface
GRAPHICS SPECIFICATION	digitally printed vinyl images
INSTALL METHOD	applied to clean glass surface



A SOUTH ELEVATION VIEW PROSPERITY AVENUE
SCALE: 1/8=1

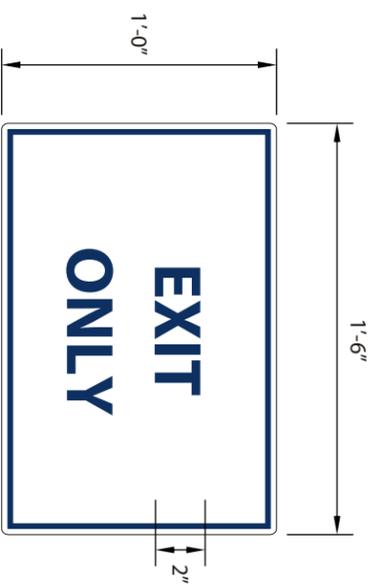
Window Graphics

Signage on windows professionally displayed may be computer generated vinyl, etched or painted on glass. Window graphics may not exceed 20% of the window area. Signage area will be included in the calculation of total signage.

- Windows signs should not be made of paper, plastic, or cardboard
- Most window signs are applied directly to the interior of the glass. If they are not, they should be made of high-quality materials and hung on the inside of the window.
- Signs should complement the merchandise display without obscuring it. To this end, signage should not cover more than 20% of a shop's windows.
- Temporary window signage may not exceed 20% of a shop's window area, minus permanent window signage.
- Window signage may only be illuminated with indirect lighting.



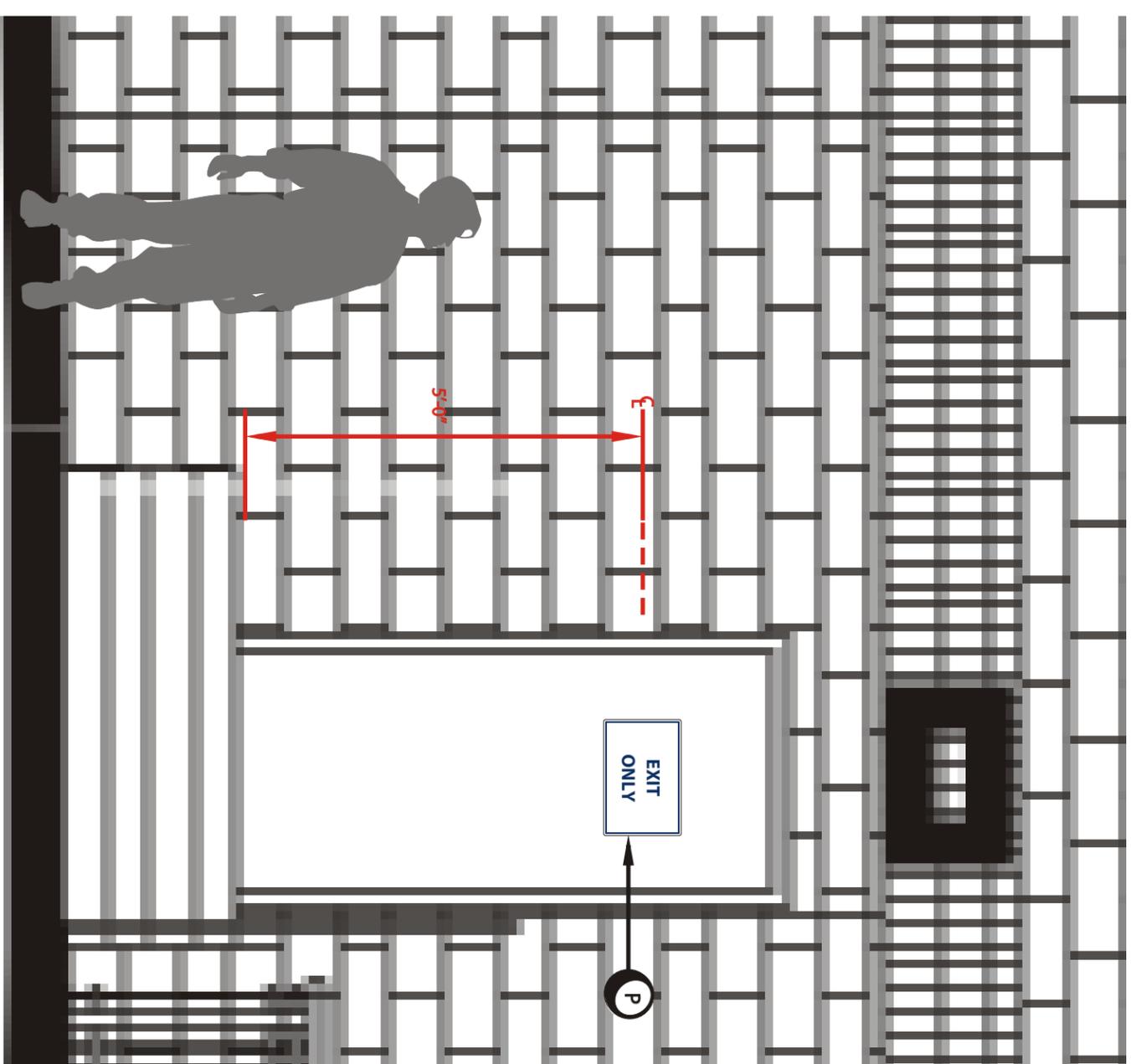
s/f Back/Service Door Identity Sign



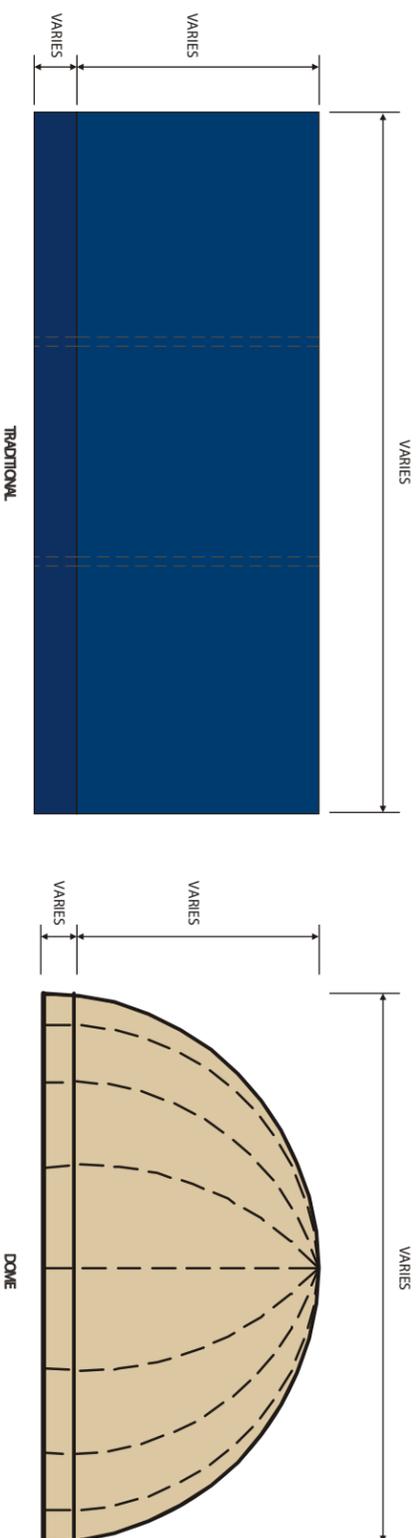
P ELEVATION DETAIL
SCALE: 1 1/2" = 1'

SIZE	As Noted
DBL FACE or SINGLE FACE	single face
FACE MATERIAL	.080" aluminum
FACE FINISH	white
GRAPHICS SPECIFICATION	Ailon 36 blue
INSTALL METHOD	VHB tape & clear silicone adhesive

O ELEVATION VIEW
SCALE: NTS



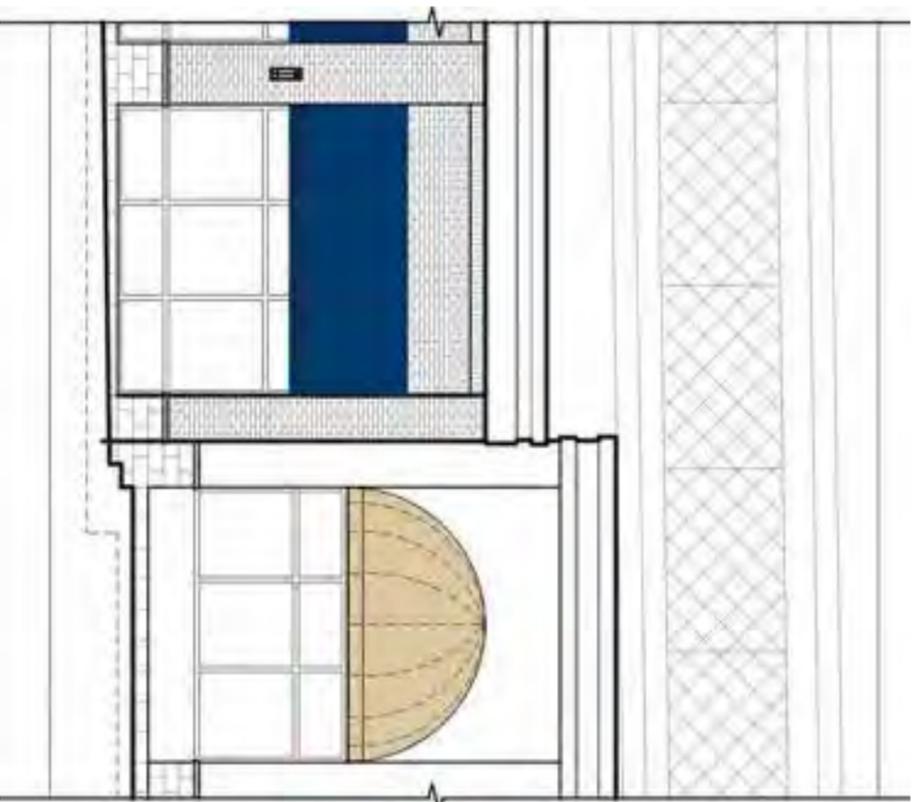
Traditional and Dome Style Fabric Awnings



ELEVATION DETAIL

SCALE: 1/4" = 1'

Note: Awning shape, size & color may vary from shown



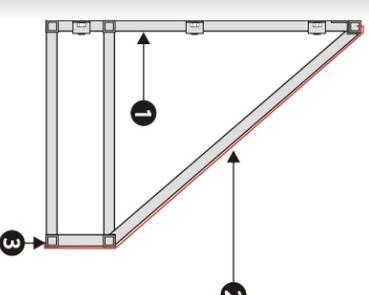
SOUTH ELEVATION VIEW

SCALE: 1/8" = 1'

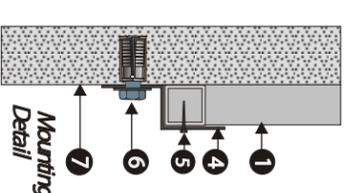
Note:
Retail awnings may display the tenant name & logo. Size of retail awning is not calculated as signage area. The signage area used will be included in the calculation of total signage for each retail location.

NON-ILLUMINATED AWNING - Traditional Style Closed Ends / Open bottom

- 1 Frame material: 1" x 1" x 1/8" thick extruded aluminum tube (Milliken)
- 2 Cover material: Sunbrella Fabric TBD at Later Date
- 3 Trim Material: Vinyl Trim Bead to match (close as poss)
- 4 Z-Clip break formed 1/8" aluminum Z clip fastener
- 5 Tech Screw 5" min. embedment
- 6 Anchor Bolt brick facade
- 7 Existing Wall

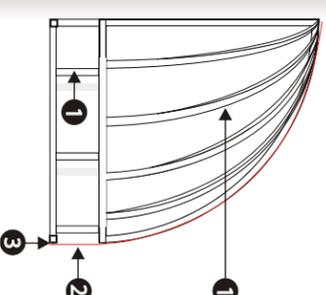


EXTERIOR APPLICATION

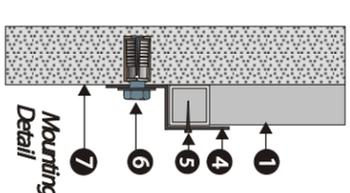


NON-ILLUMINATED AWNING - Dome Style / Open bottom

- 1 Frame material: 1" x 1" x 1/8" thick extruded aluminum tube (Milliken)
- 2 Cover material: Sunbrella Fabric TBD at Later Date
- 3 Trim Material: Vinyl Trim Bead to match (close as poss)
- 4 Z-Clip break formed 1/8" aluminum Z clip fastener
- 5 Tech Screw 5" min. embedment
- 6 Anchor Bolt brick facade
- 7 Existing Wall

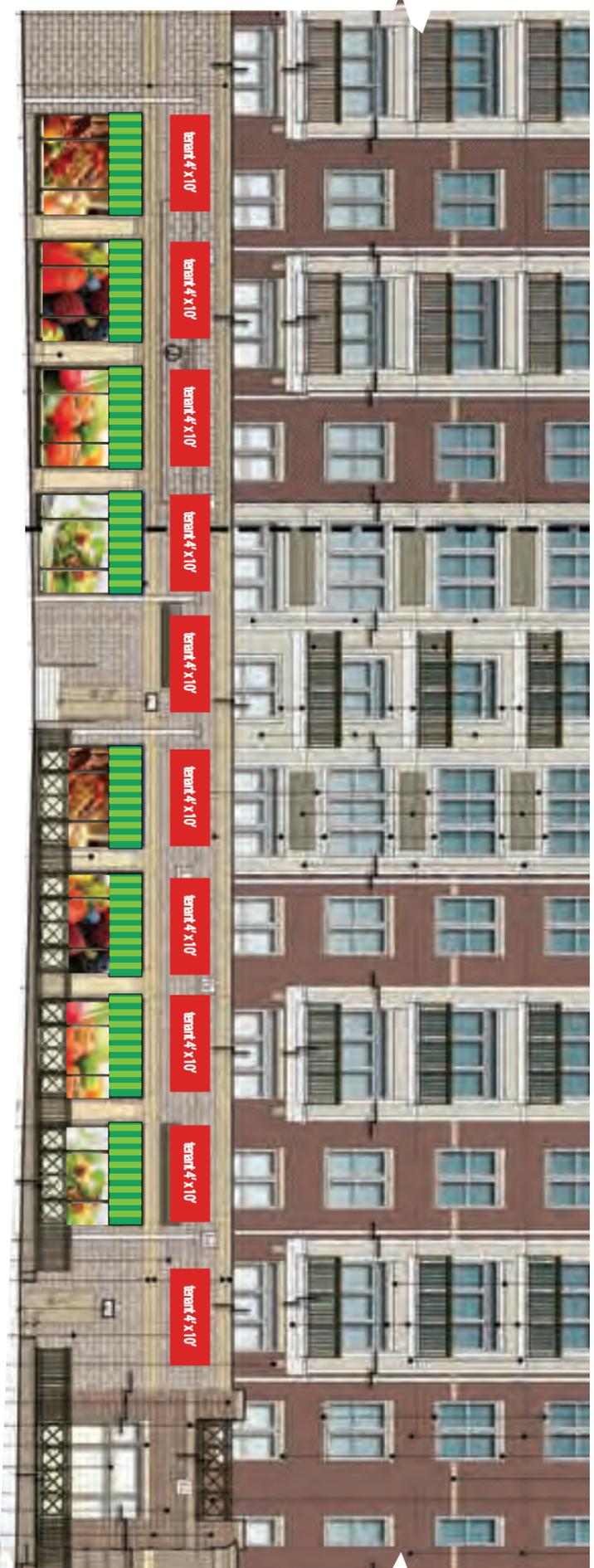
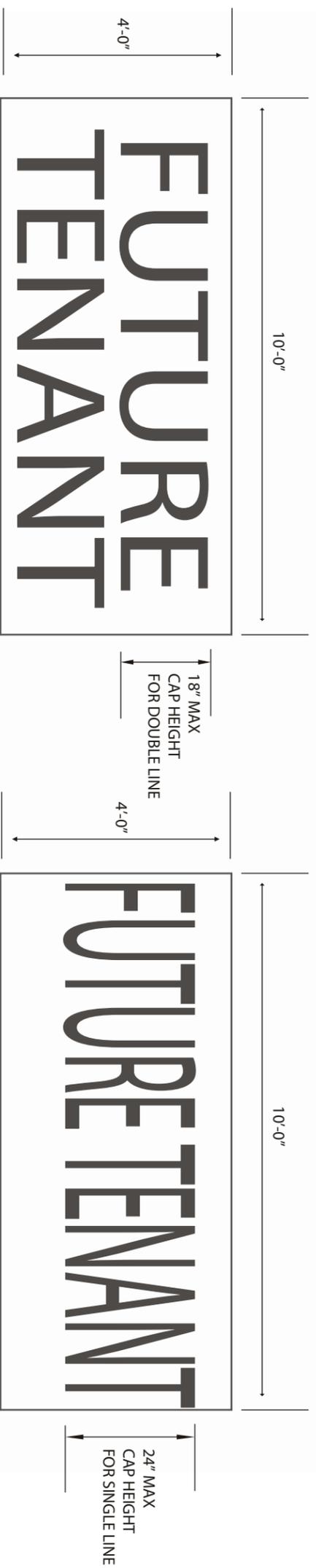


EXTERIOR APPLICATION



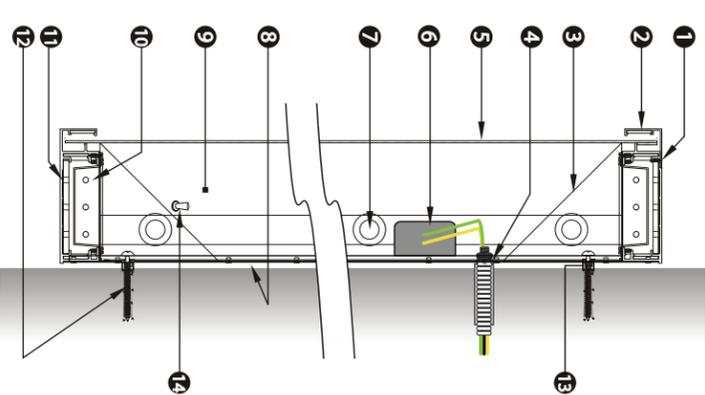
S/F Illum. Project Sign Area, Retail Tenant Signs.

NOTE:
Retail Tenant signs will meet County Glare Requirements



EAST ELEVATION VIEW GALLOWS ROAD
SCALE: 1/16" = 1'

S/F ILLUMINATED EXTRUDED ALUMINUM CABINET



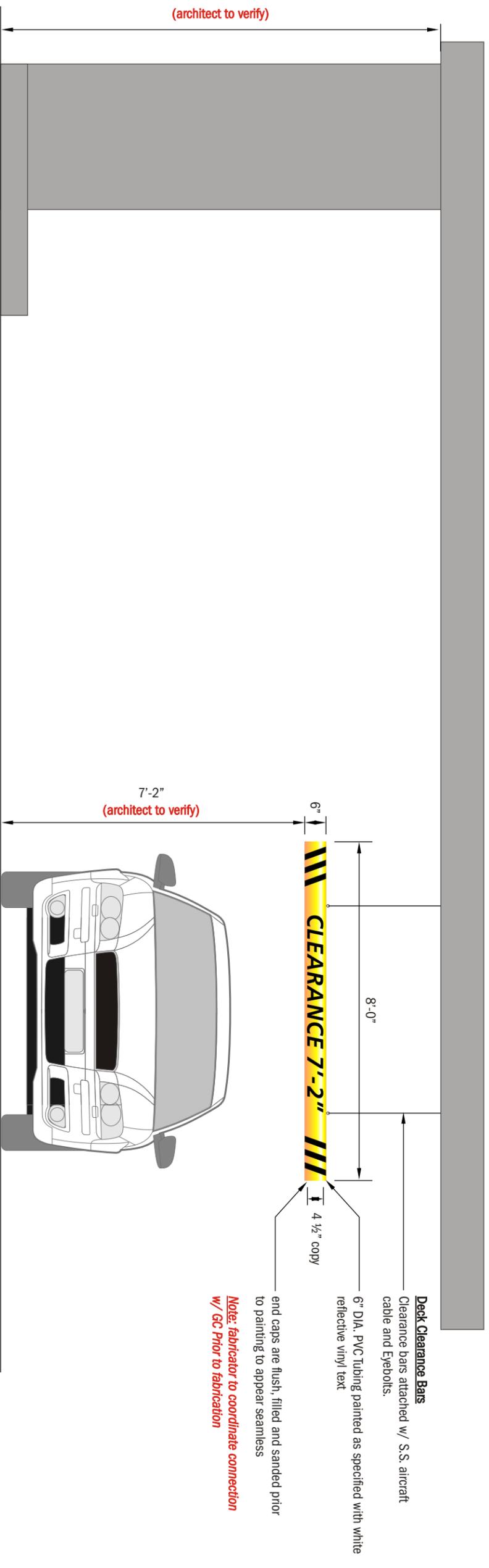
- 1 Set Screw
Set Screw/Finish
TBD
- 2 Frame Material:
Frame Finish:
2 part 6" extruded cabinet w/ 1 5/8" .063" top & sides
TBD
- 3 Gasket Material:
Connector:
1/8" aluminum
liquid tight flex connector w/ 3'-0" pigtail wiring @ end
TBD
- 5 Face Material:
Face Finish:
Graphics:
7328 White
TBD
- 6 Ballast
Cold start
- 7 Illuminator:
SYNARIA T1 2/DU/HO Fluorescent lamps
Note: lamps should be placed as far back in the cabinet as possible to avoid hot spots in face; arrange lamps to be 9" OC
- 8 Back Material:
Back Finish:
0.04" aluminum w/ 1/4" vertical fabricator stiffeners
stock white
- 9 Interior Finish:
N/A
- 10 Corner Angle:
1 part 2 part 6" single face body corner angle part #5981 w/ slight baffle
- 11 Weep Holes:
Mounting Hardware:
3/8" x 5" expansion anchor into masonry/facade
- 13 Wall Spacers:
3/8" long mounting spacer painted to match filler
- 14 Disconnect Switch
Locator:
left end lower side of cabinet

Scale: NIS

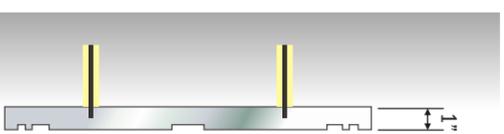
*This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign

EXTERIOR APPLICATION

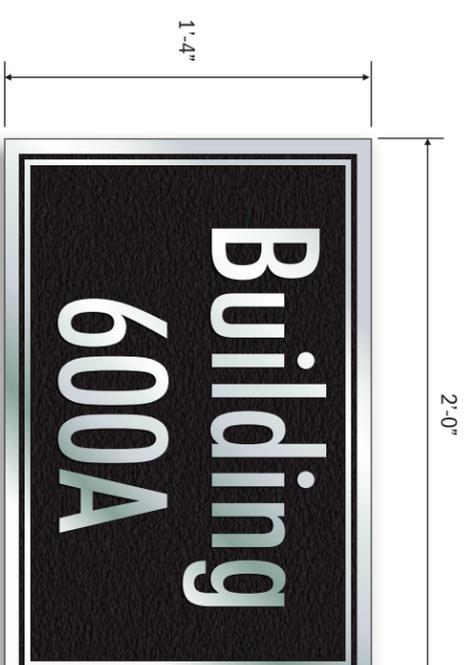
Overhead Headache Clearance Bar



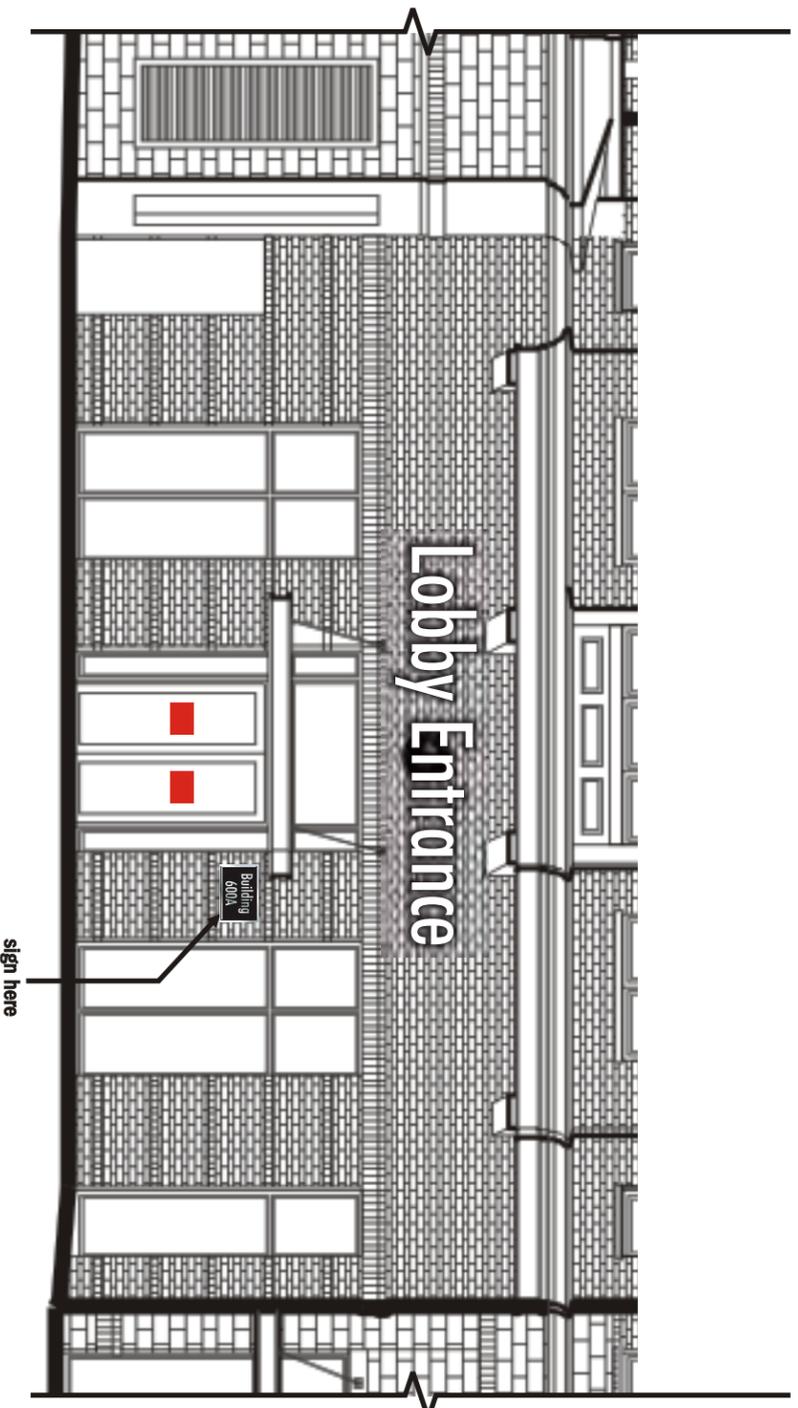
S/f Entrance Identity Retail / Residential



SECTION DETAIL
SCALE: 1 1/2" = 1'



ELEVATION DETAIL
SCALE: 1 1/2" = 1'



NORTH ELEVATION VIEW MAIN STREET
SCALE: 1/8" = 1'

	SIZE	As Noted
	DBL. FACE or SINGLE FACE	single face
	FACE MATERIAL	1" thick "SignFoam" panel w/ Sandblasted background finished black
	COPY FINISH	1/4" Raised painted GGP brushed silver metallic
	INSTALL METHOD	mounted flush to facade via threaded studs

BUILDING A,B,C

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.

RETAIL TENANT SIGNAGE - MORE THAN 25,000 SF

HARRIS TEETER SIGNAGE OR Tenant MORE THAN 25,000 sf: The total signage for each tenant shall not exceed two and one half (2.5) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



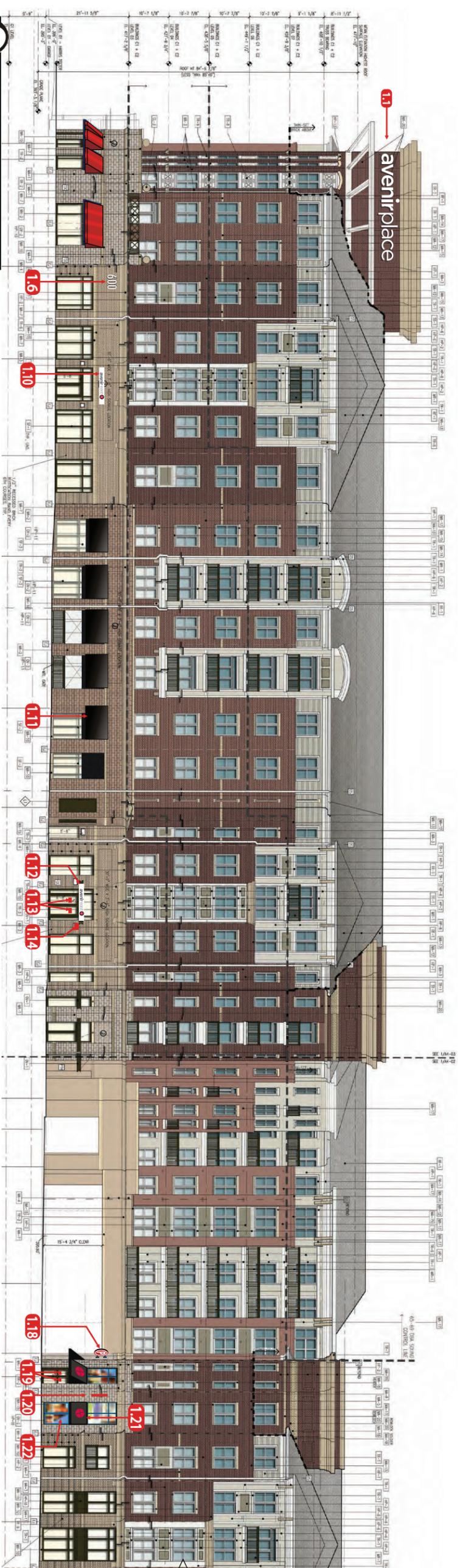
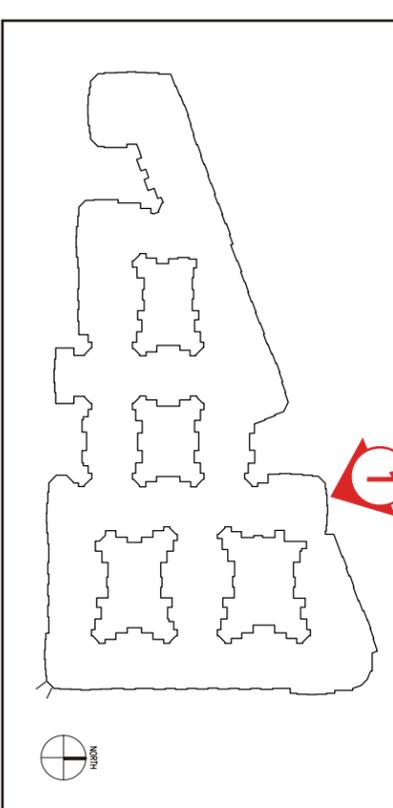
DUNN LORING-MERRIFIELD METRO

Fairfax County, Virginia

RETAIL TENANT SIGNAGE - MORE THAN 25,000 SF

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KEY PLAN



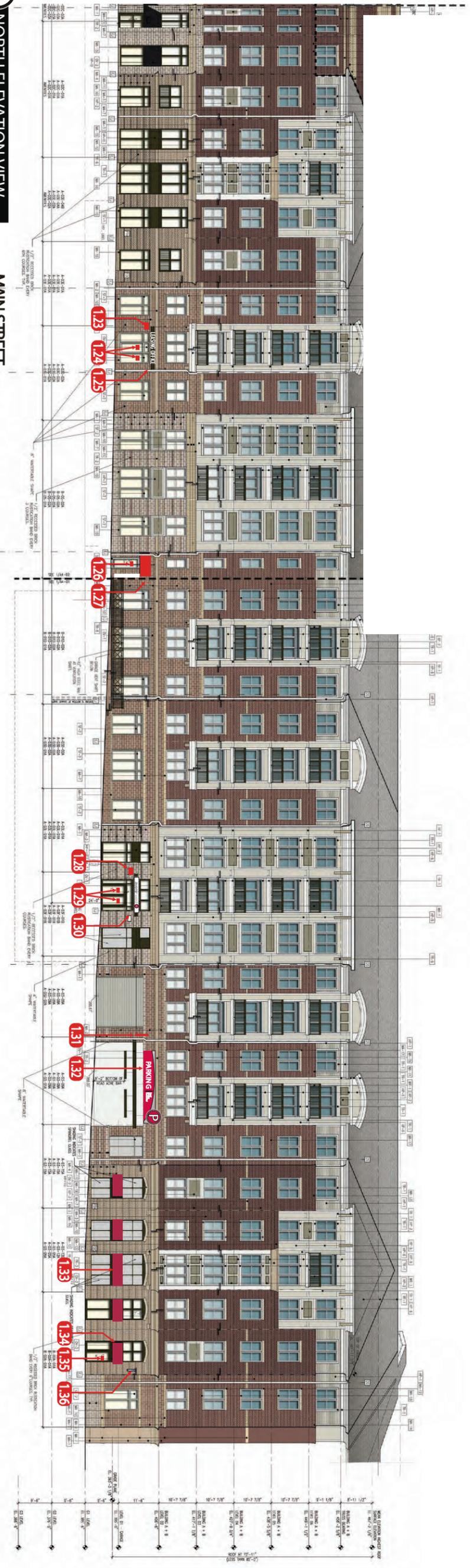
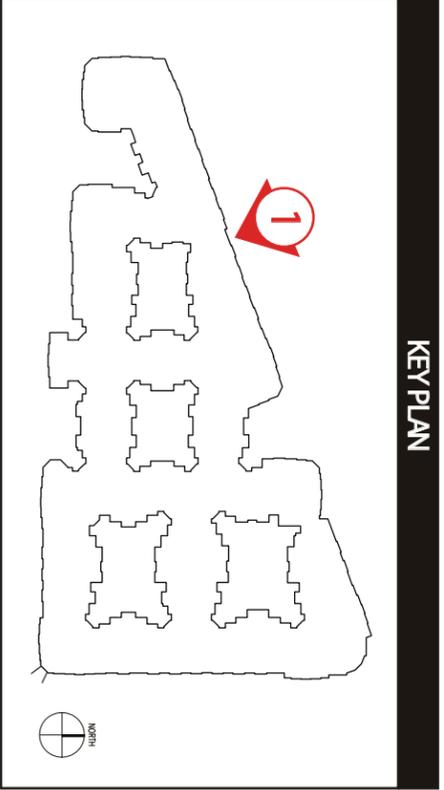
MAIN STREET

NORTH ELEVATION VIEW

SCALE: 1/32" = 1'

NORTH ELEVATION - BUILDING A,B,C

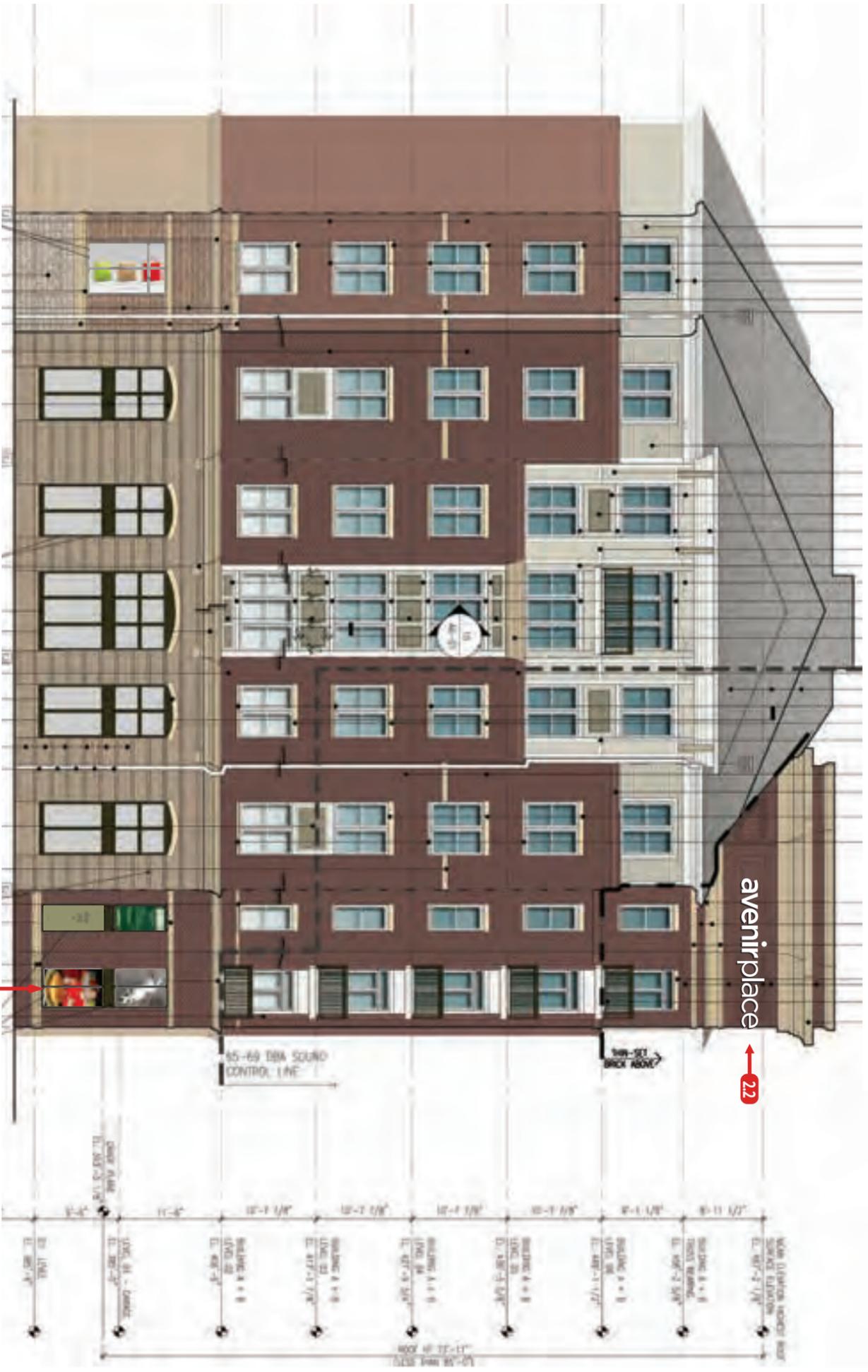
(CONTINUED TO NEXT PAGE)



NORTH ELEVATION VIEW
SCALE: 1/32" = 1'

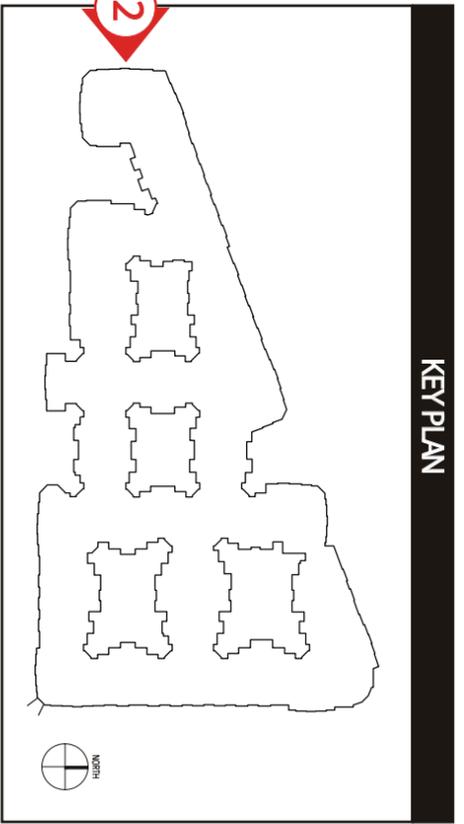
MAIN STREET

NORTH ELEVATION - BUILDING A,B,C



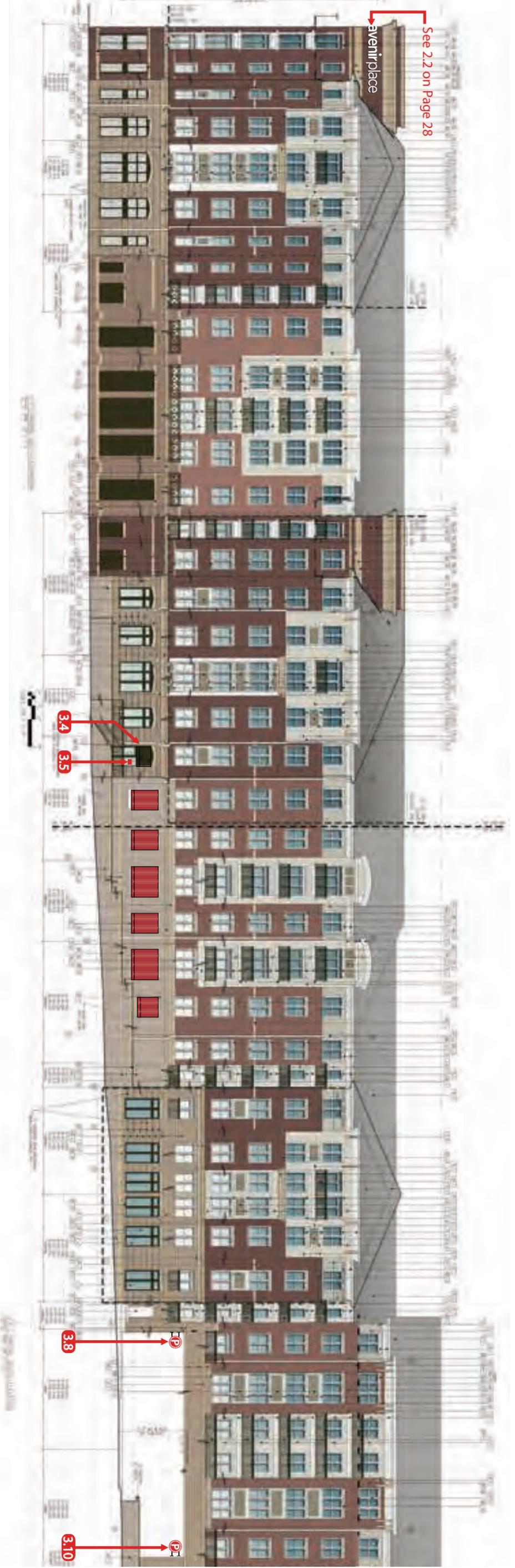
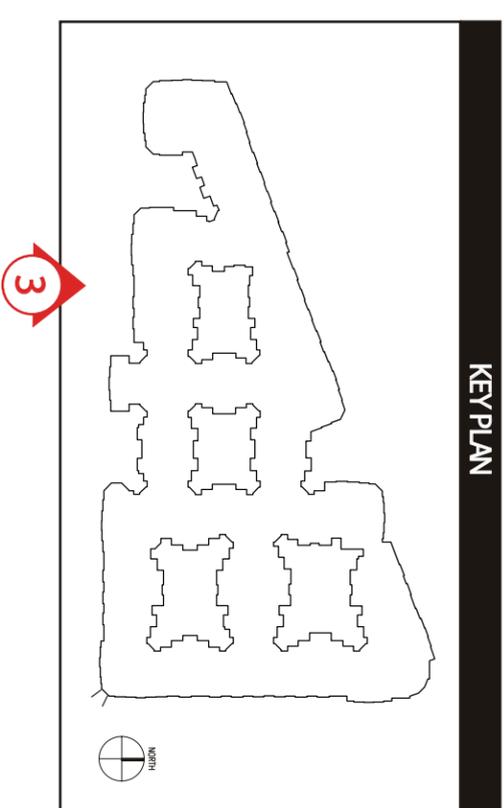
WEST ELEVATION VIEW

SCALE: 1/16" = 1'



KEY PLAN

Note:
Window graphics are not used for advertising;
Artwork for apartment community only.

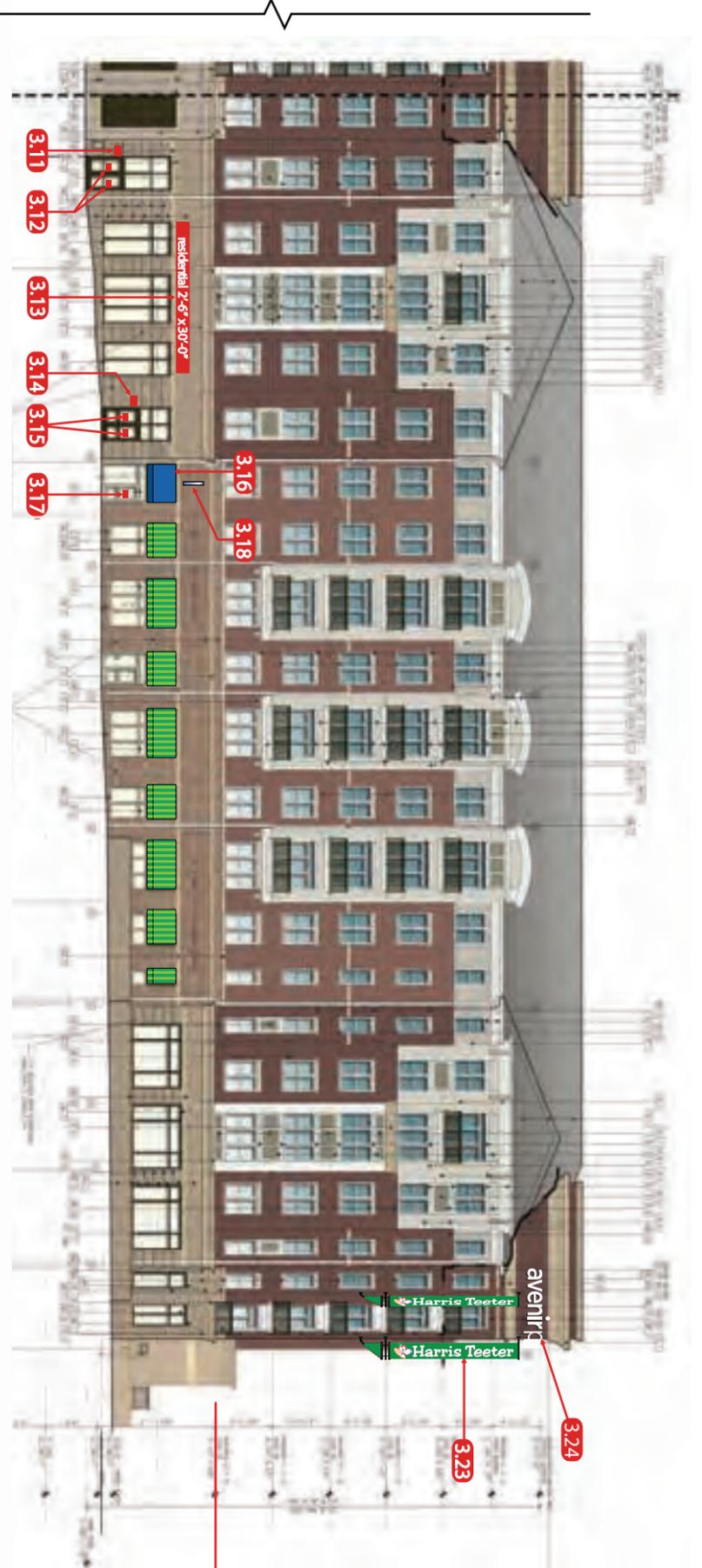
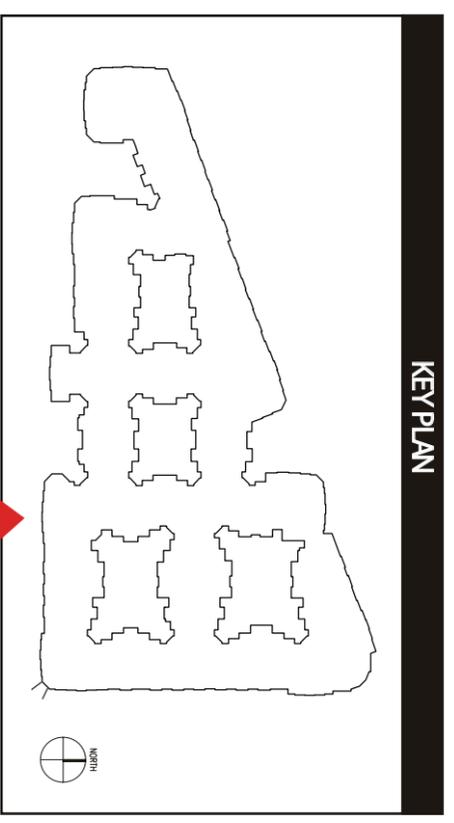


 SOUTH ELEVATION VIEW
SCALE: 1/32"=1'

PROSPERITY AVENUE

RETAIL TENANT SIGNAGE - MORE THAN 25,000 SF

HARRIS TEETER SIGNAGE OR Tenant MORE THAN 25,000 sf: The total signage for each tenant shall not exceed two and one half (2.5) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



NOTE:
No retail signs will go above retail level, signs will stay below 1st level residential.

SOUTH ELEVATION VIEW
SCALE: 1/32" = 1'
PROSPERITY AVENUE

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.

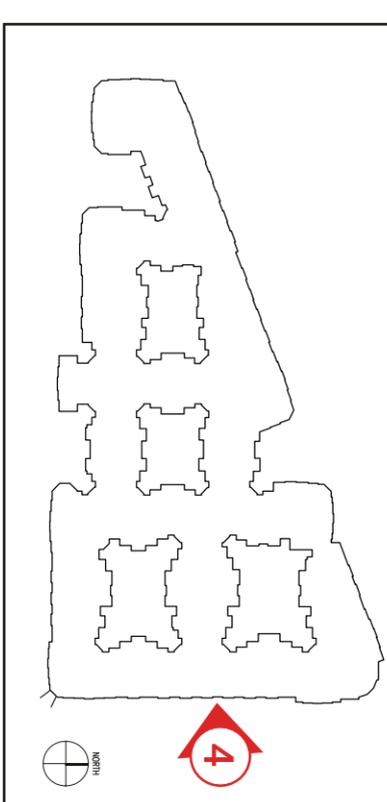
RETAIL TENANT SIGNAGE - MORE THAN 25,000 SF

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NOTE:

No retail signs will go above retail level, signs will stay below 1st level residential.

KEY PLAN



EAST ELEVATION VIEW
SCALE: 1/32" = 1'

GALLONS ROAD

4.4 4.5

4.7 4.8

4.9 4.10

place

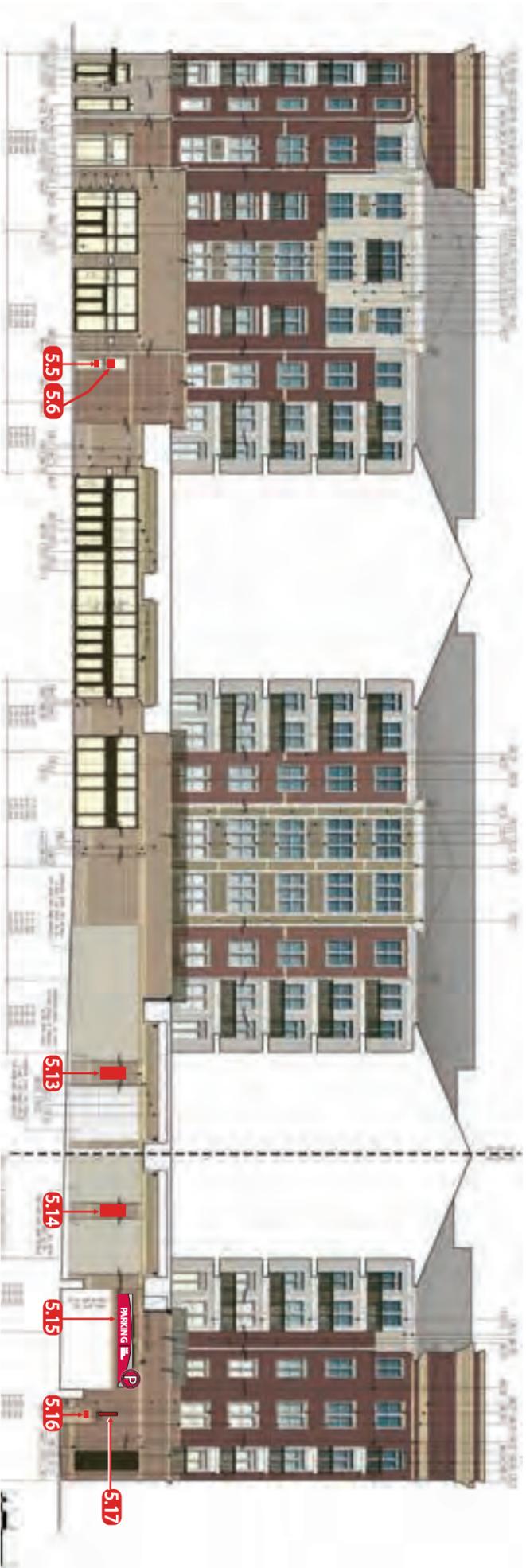
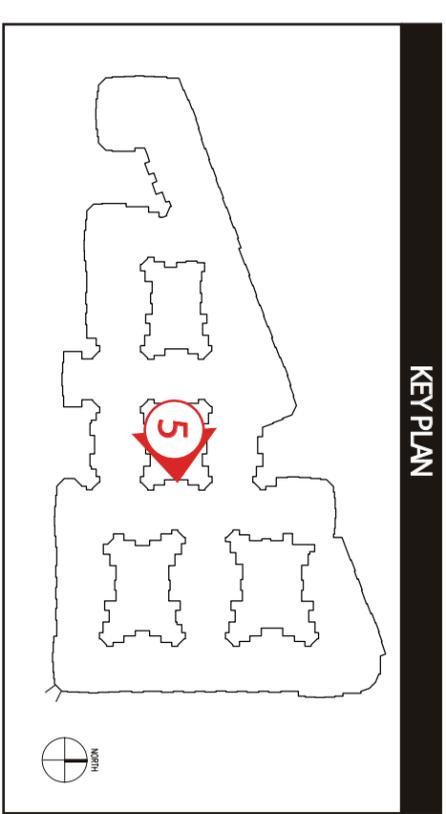
See 3.24 on Page 30

See 3.23 on Page 30

avenirplace — See 1.1 on Page 26

RETAIL TENANT SIGNAGE - MORE THAN 25,000 SF

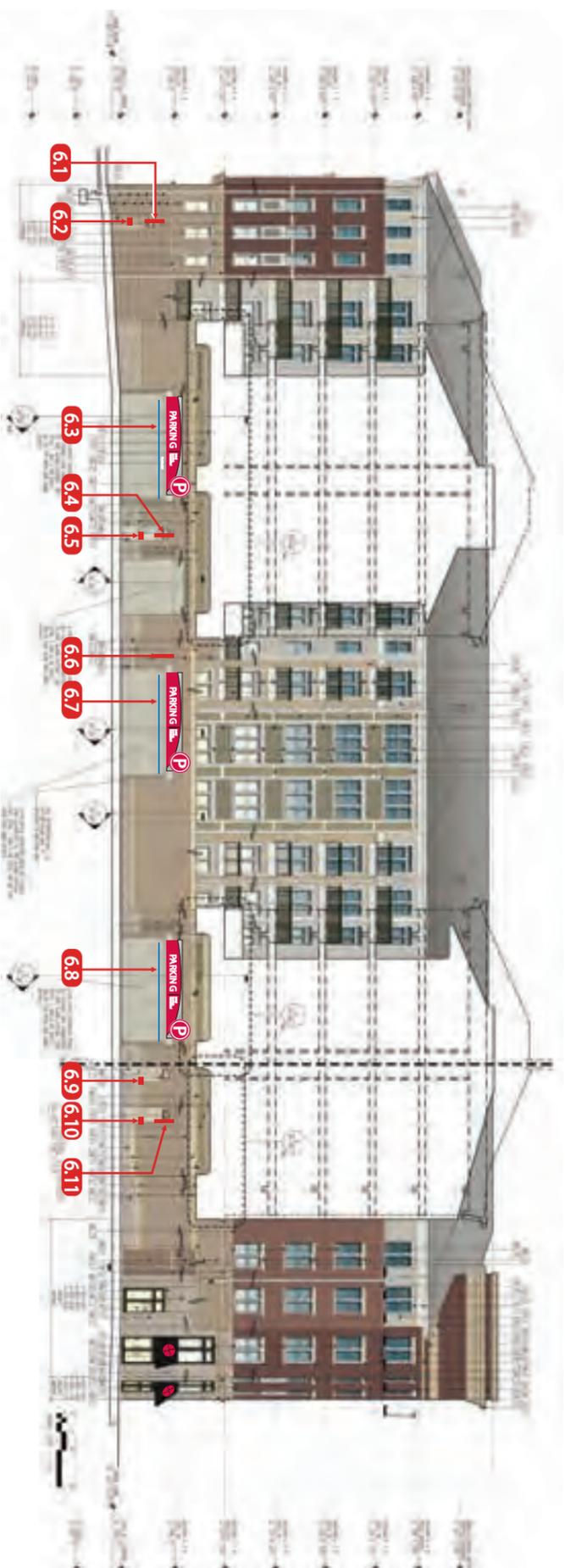
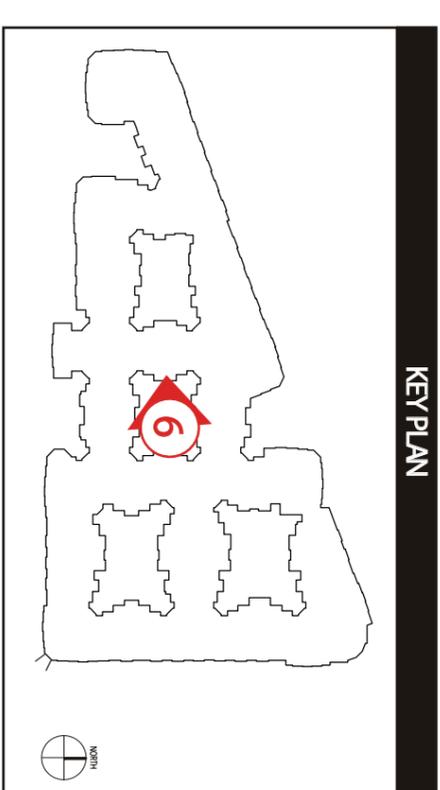
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WEST ELEVATION VIEW

SCALE: 1/32" = 1'

OVER PASS

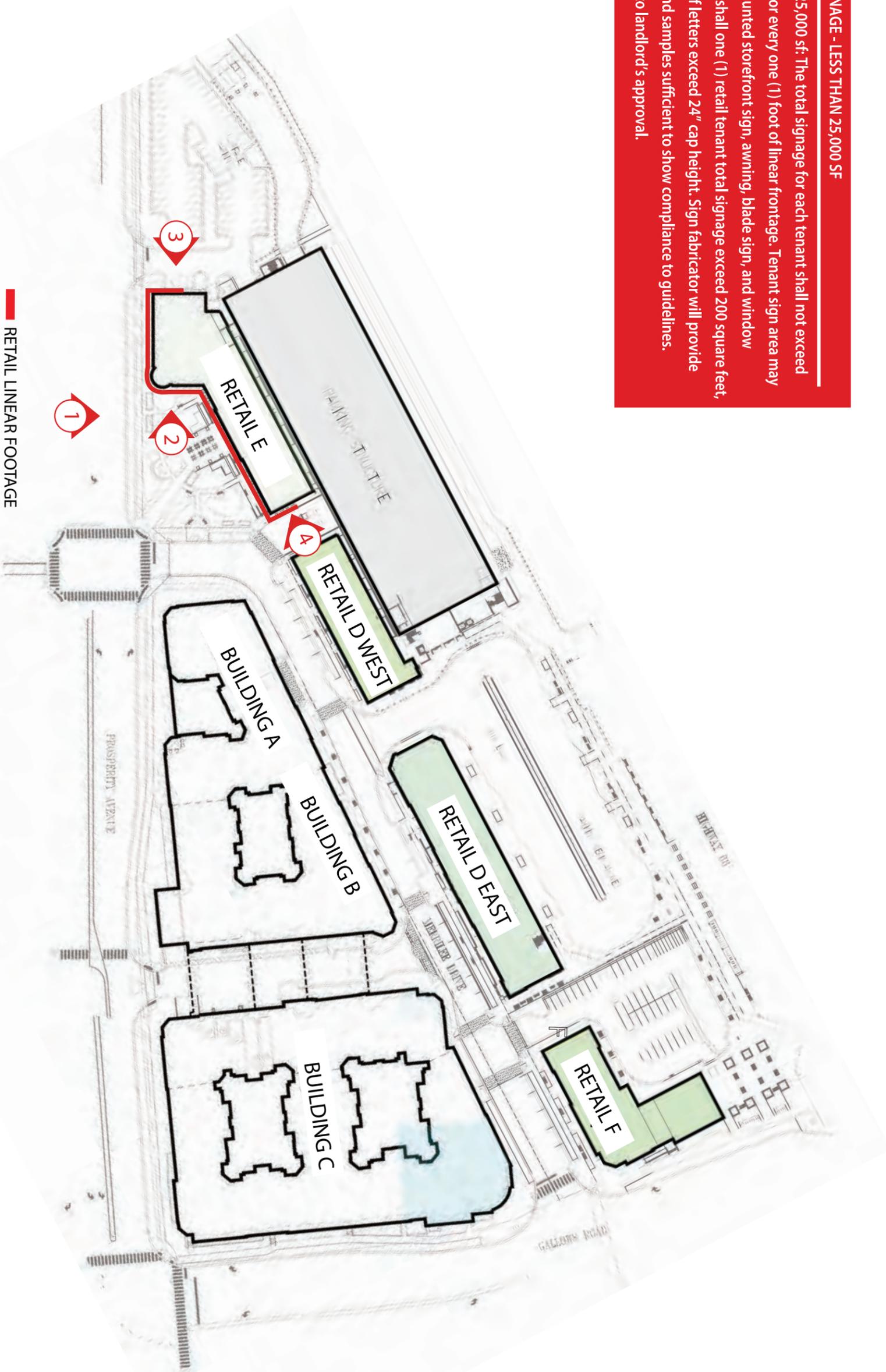


EAST ELEVATION VIEW OVER PASS
SCALE: 1/32" = 1'

RETAILLE

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



DUNN LORING-MERRIFIELD METRO

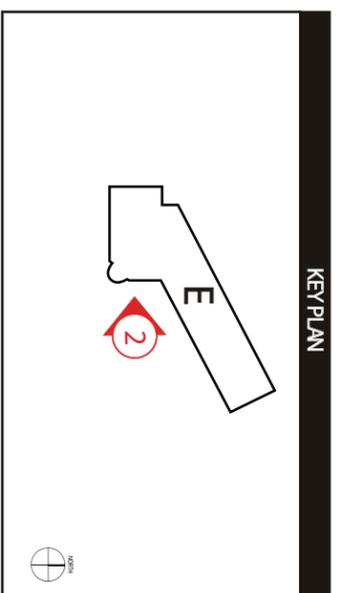
Fairfax County, Virginia



SOUTH EAST ELEVATION VIEW
SCALE: NTS

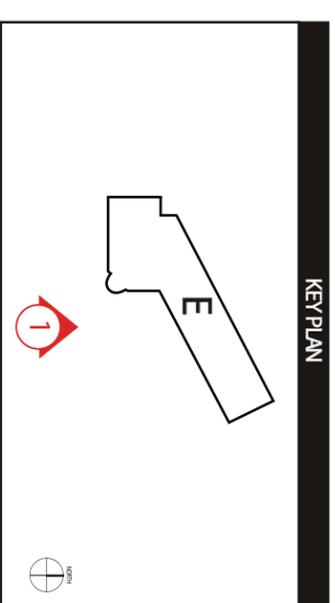


SOUTH ELEVATION VIEW
SCALE: NTS



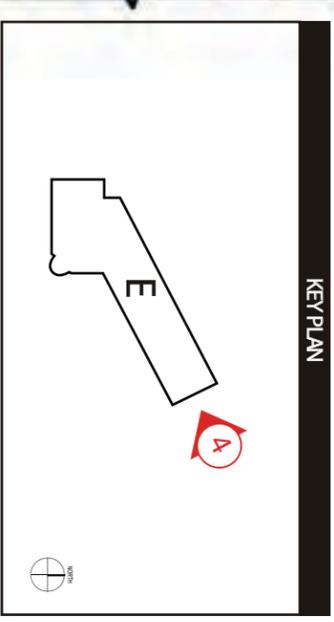
RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

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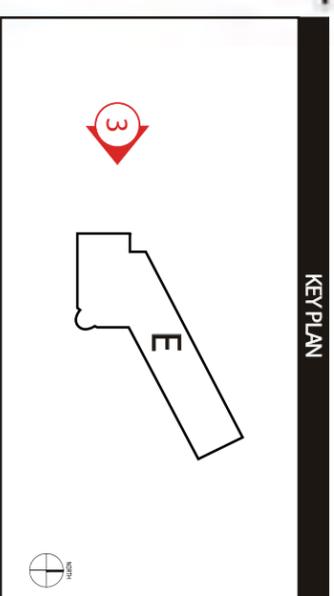


RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

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EAST ELEVATION VIEW
SCALE: NTS

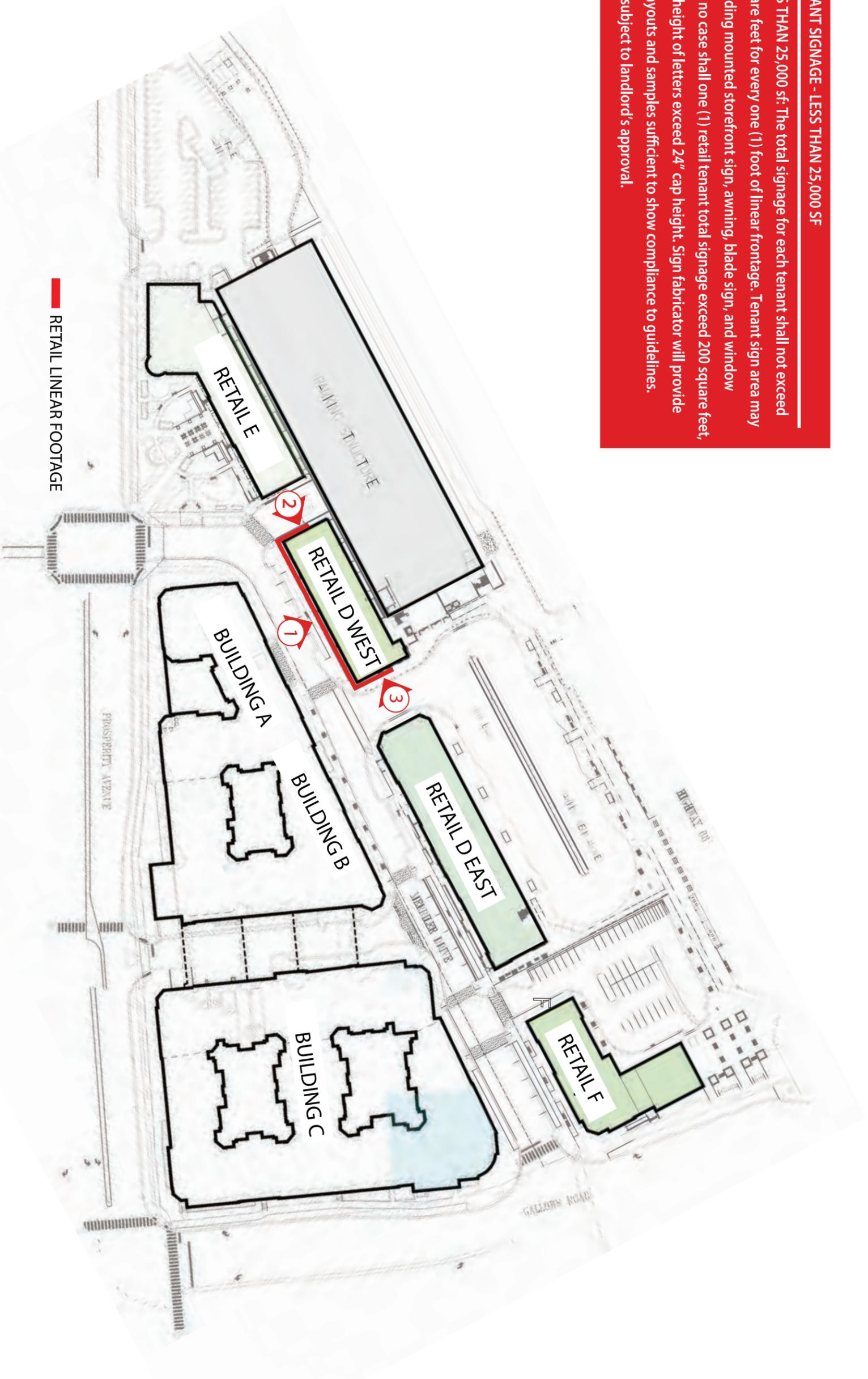


WEST ELEVATION VIEW
SCALE: NTS

RETAIL D WEST

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



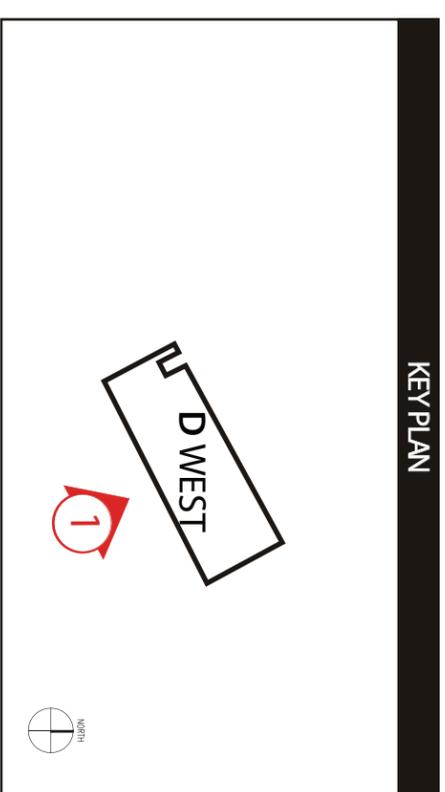
DUNN LORING-MERRIFIELD METRO
Fairfax County, Virginia

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

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SOUTH ELEVATION VIEW
SCALE: NTS





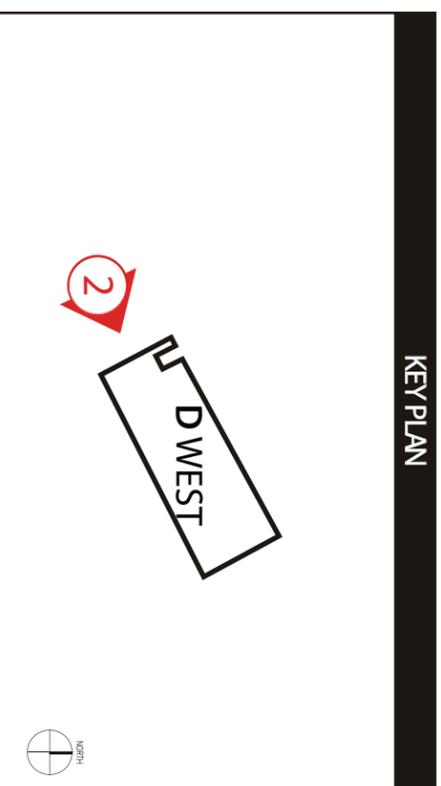
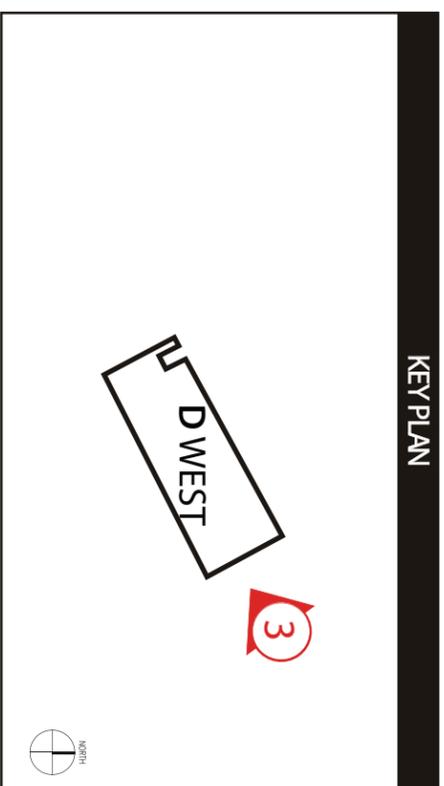
EAST ELEVATION VIEW
SCALE: NTS



WEST ELEVATION VIEW
SCALE: NTS

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

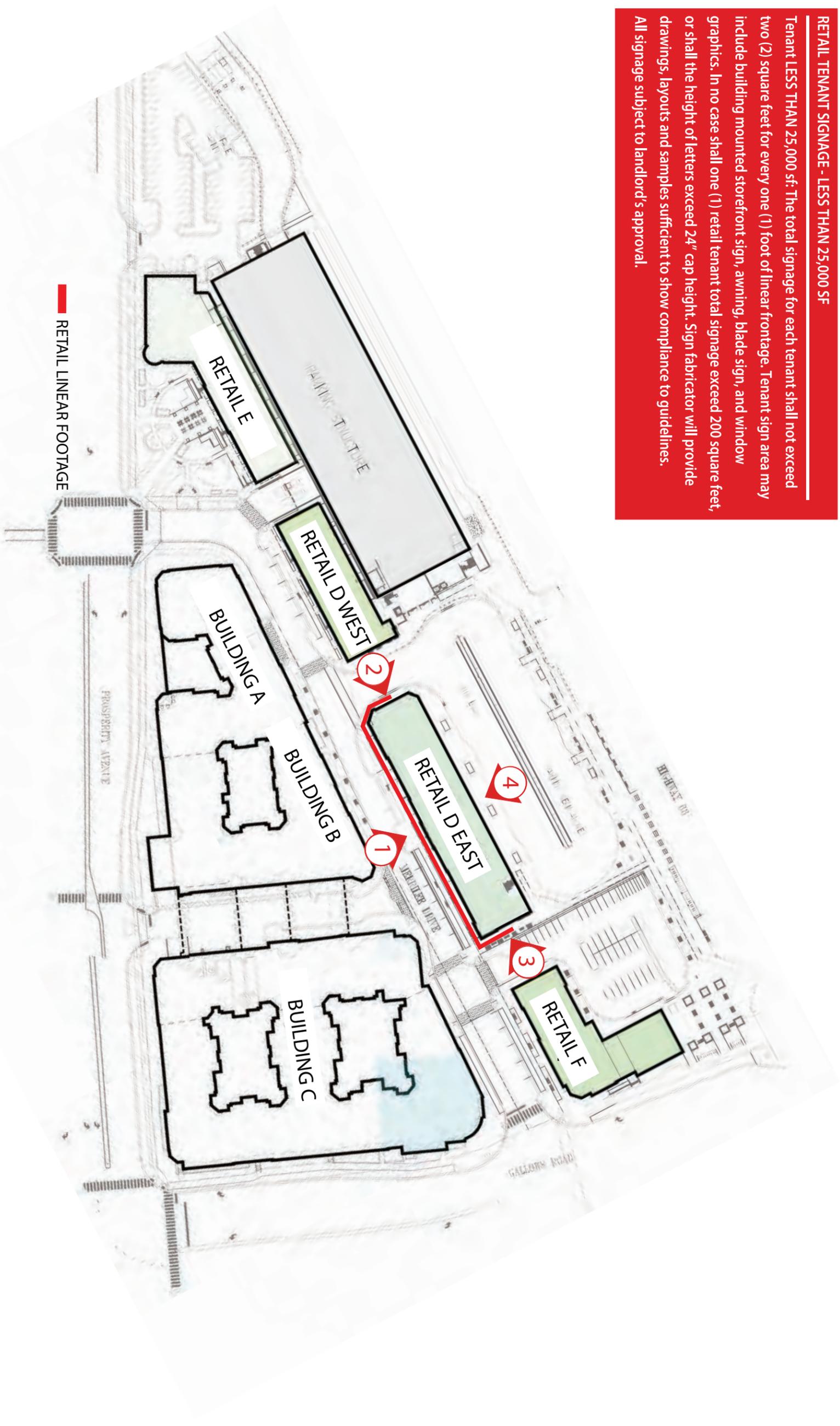
Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



RETAIL D EAST

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

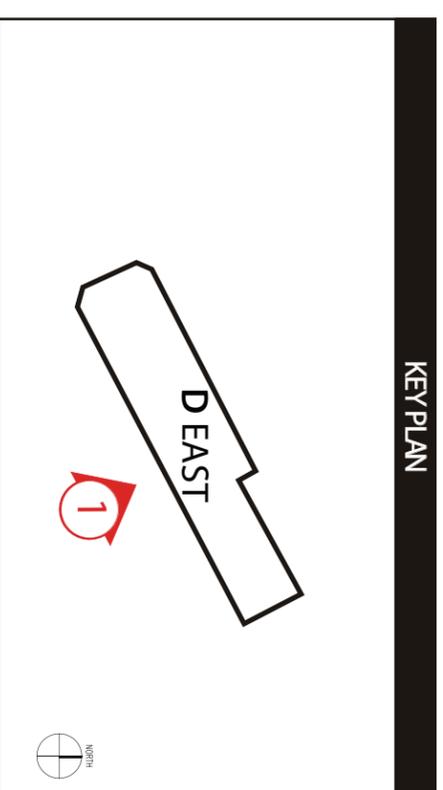
Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



DUNN LORING-MERRIFIELD METRO
Fairfax County, Virginia

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

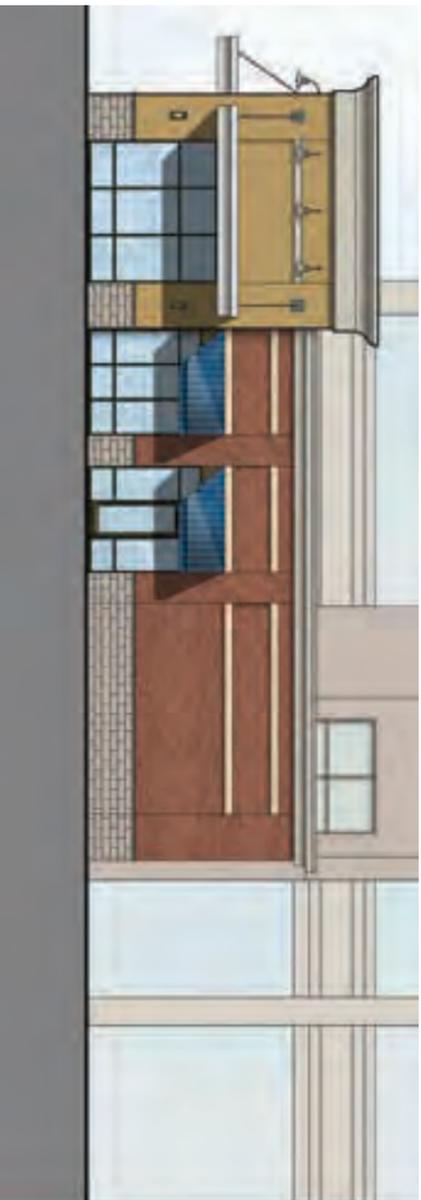
Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



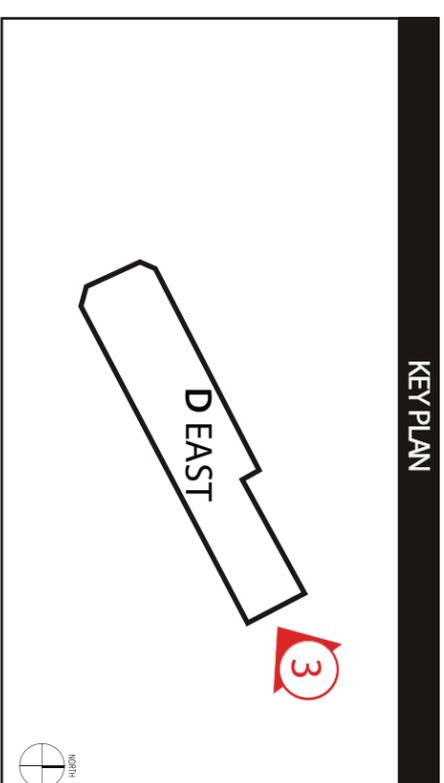
SOUTH ELEVATION VIEW
SCALE: NTS

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

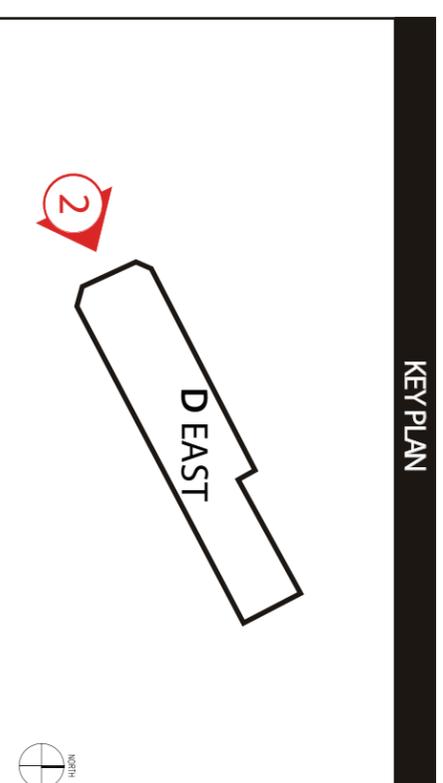
Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.



EAST ELEVATION VIEW
SCALE: NTS

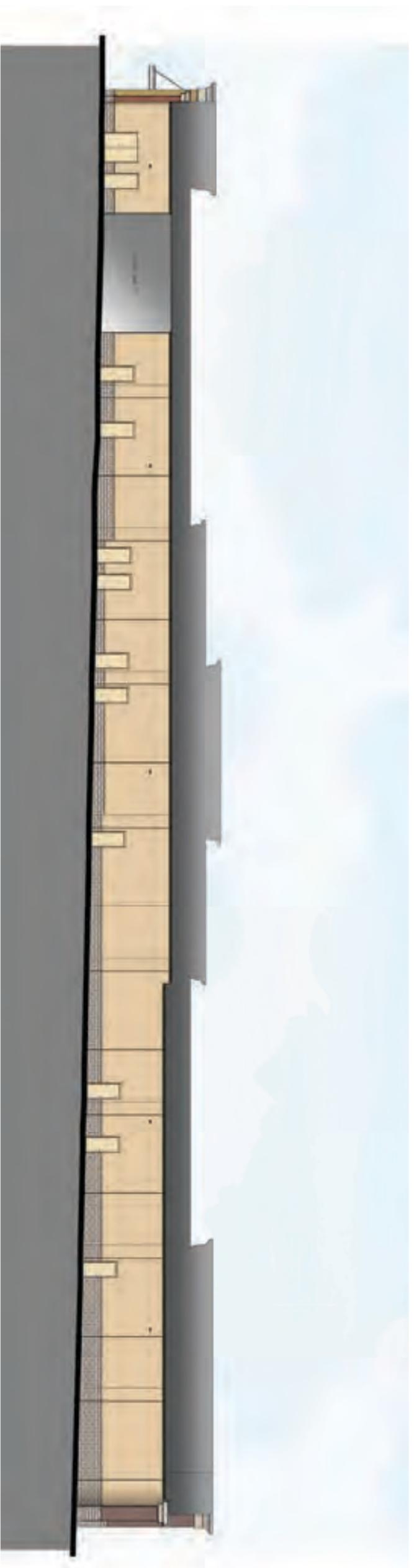
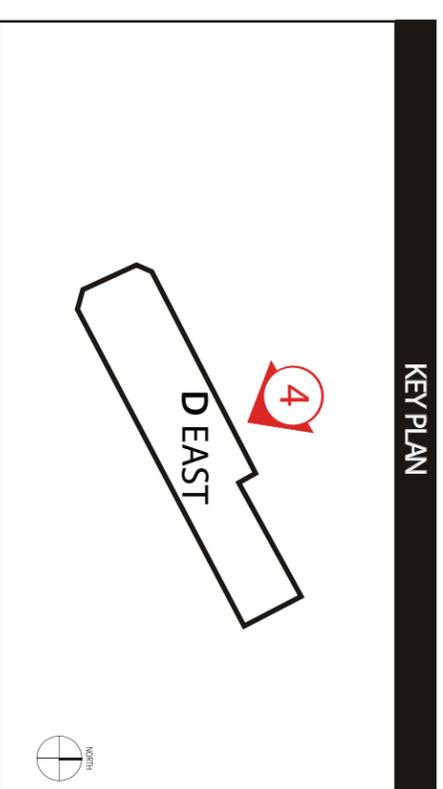


WEST ELEVATION VIEW
SCALE: NTS



RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.

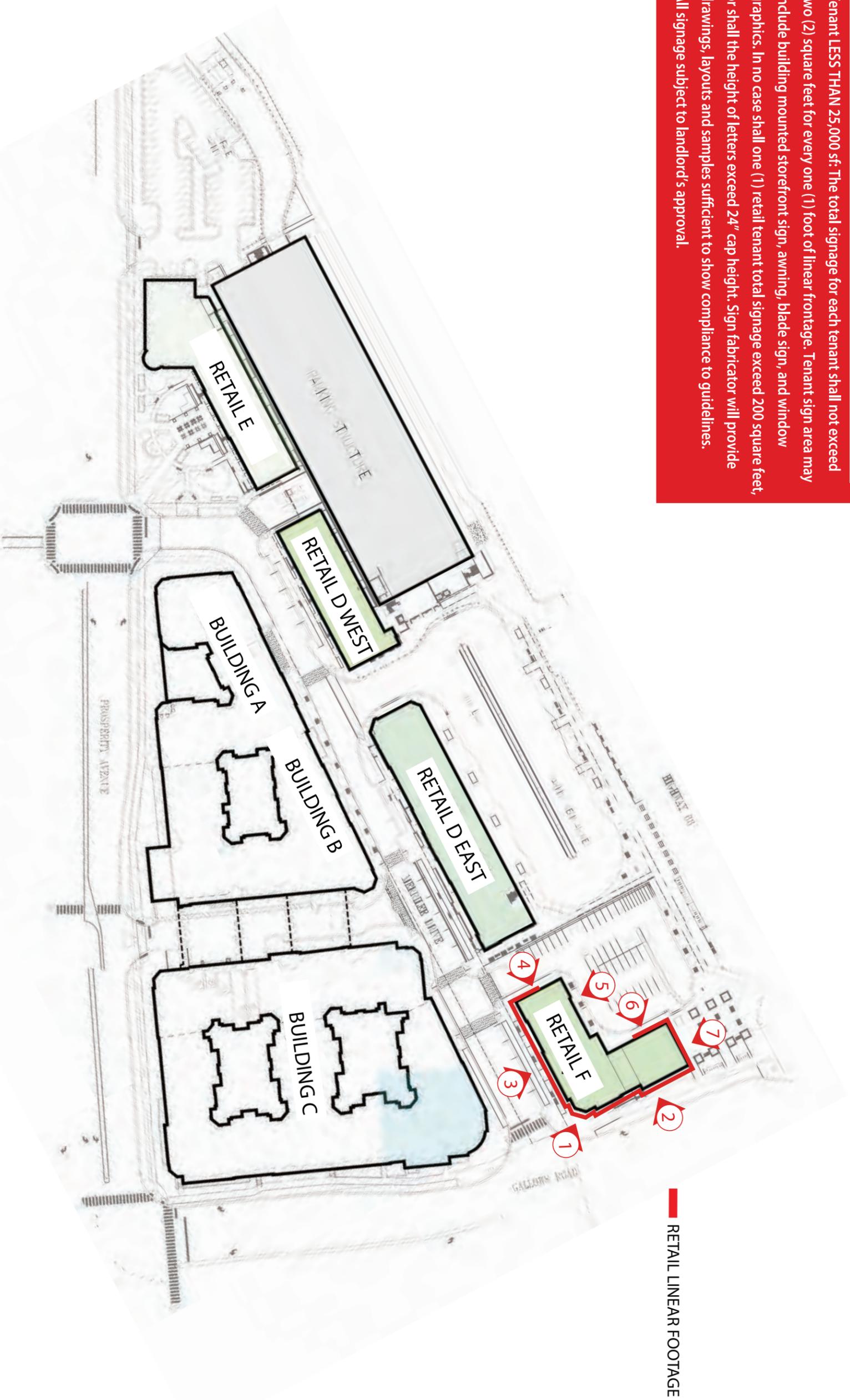


NORTH ELEVATION VIEW
SCALE: NTS

RETAIL F

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

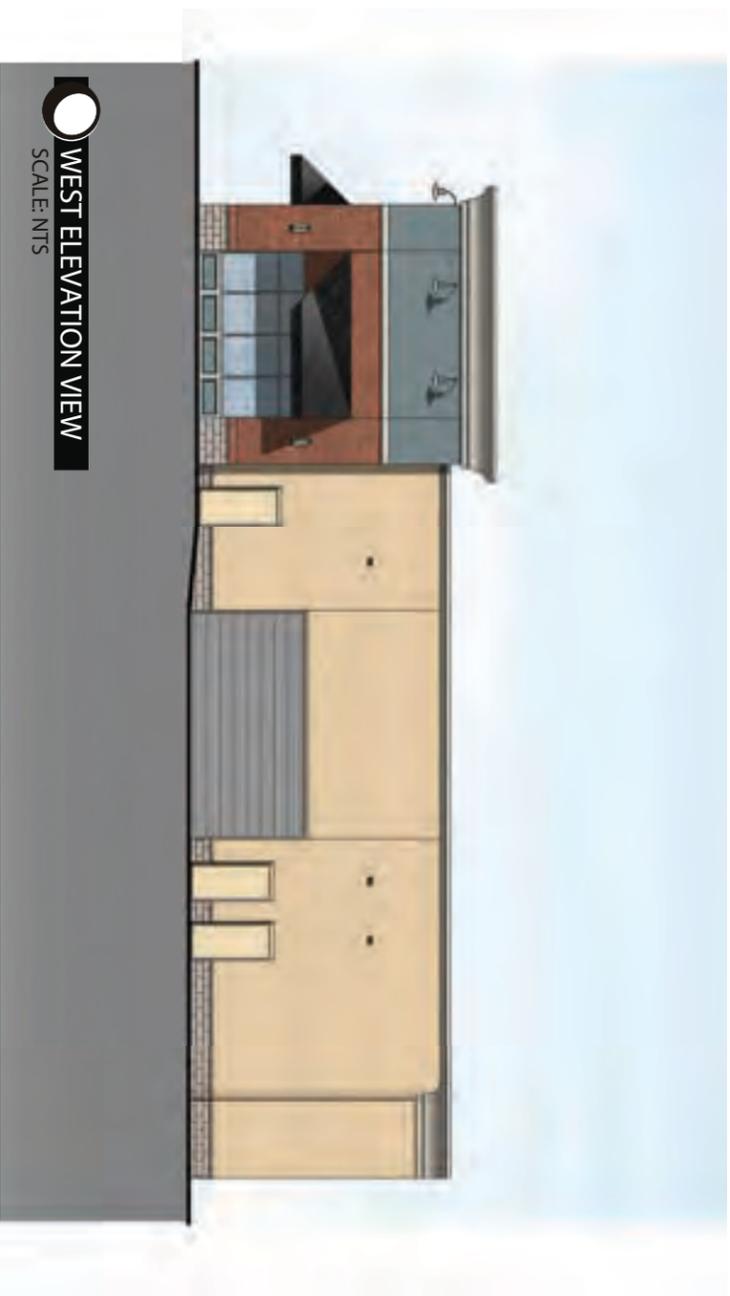
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DUNN LORING-MERRIFIELD METRO
Fairfax County, Virginia



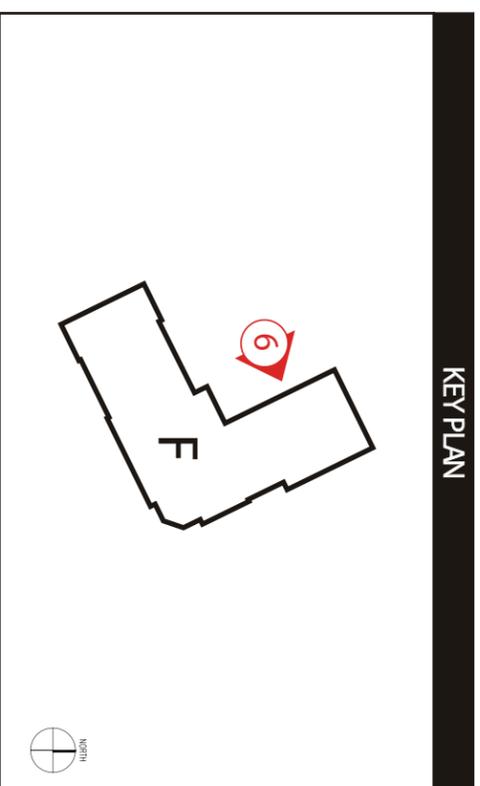
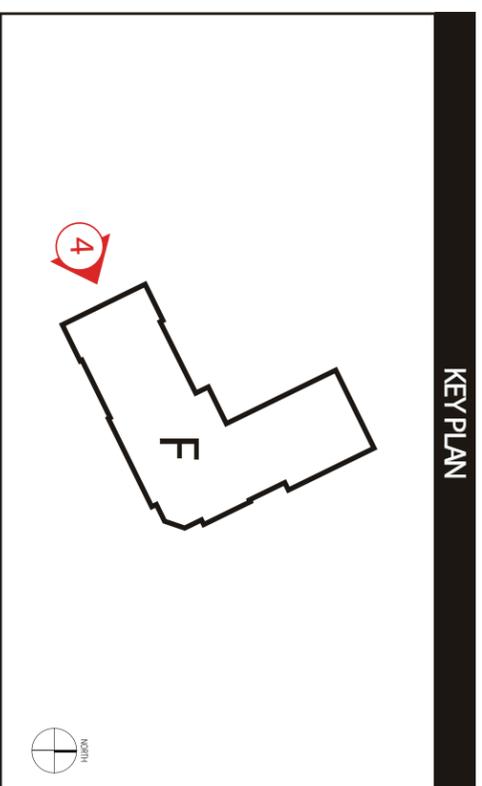
WEST ELEVATION VIEW
SCALE: NTS



WEST ELEVATION VIEW
SCALE: NTS

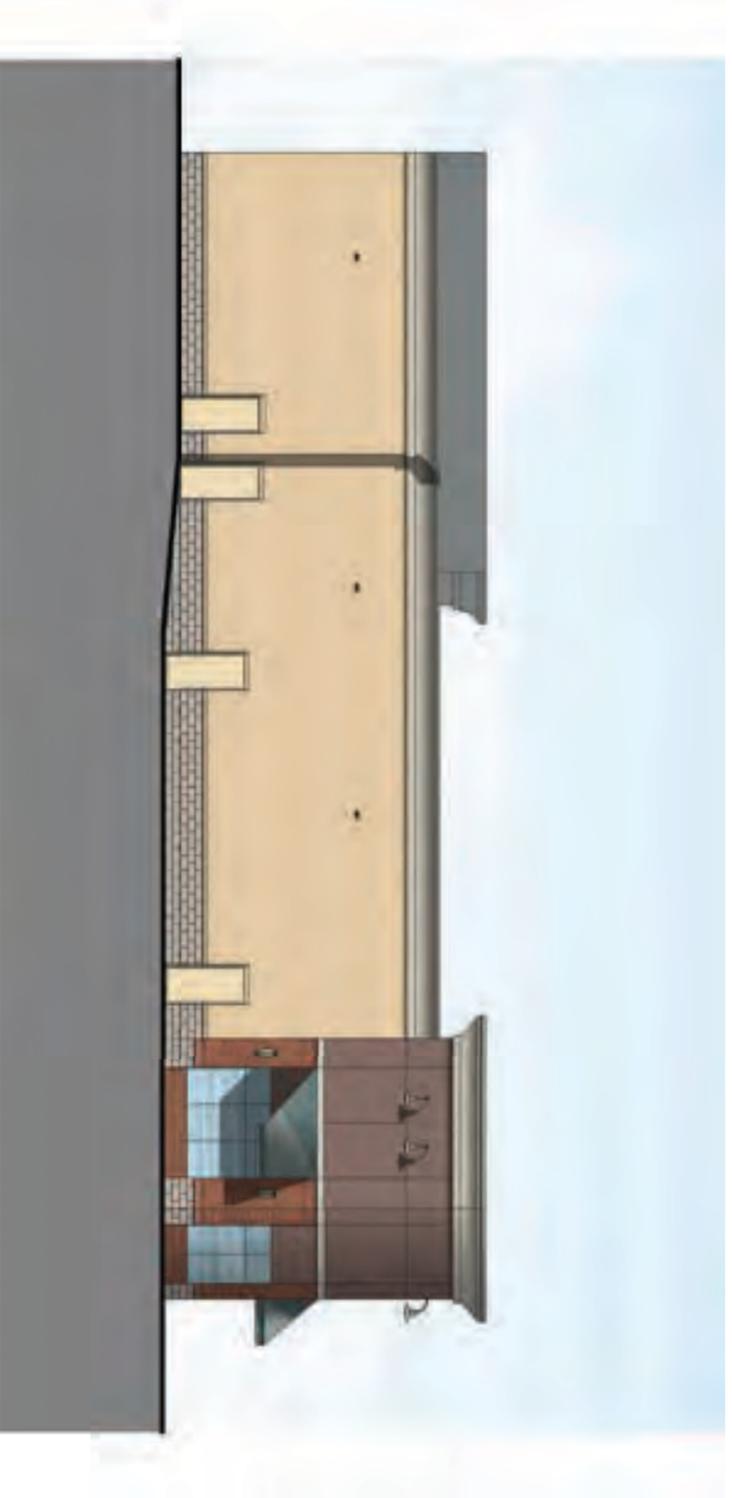
RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant LESS THAN 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.





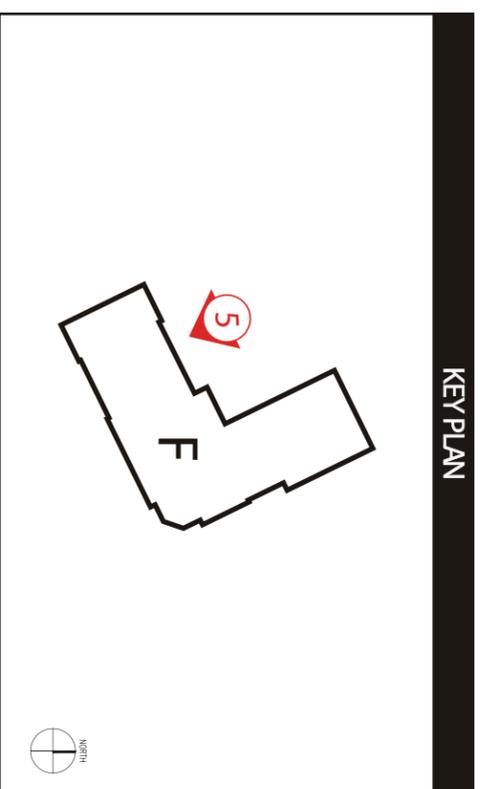
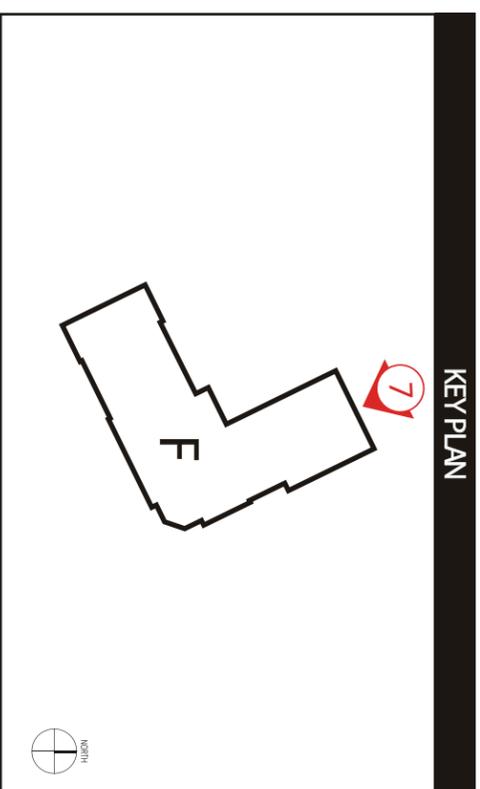
NORTH ELEVATION VIEW
SCALE: NTS



NORTH ELEVATION VIEW
SCALE: NTS

RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

Tenant **LESS THAN 25,000 sf**: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height. Sign fabricator will provide drawings, layouts and samples sufficient to show compliance to guidelines. All signage subject to landlord's approval.

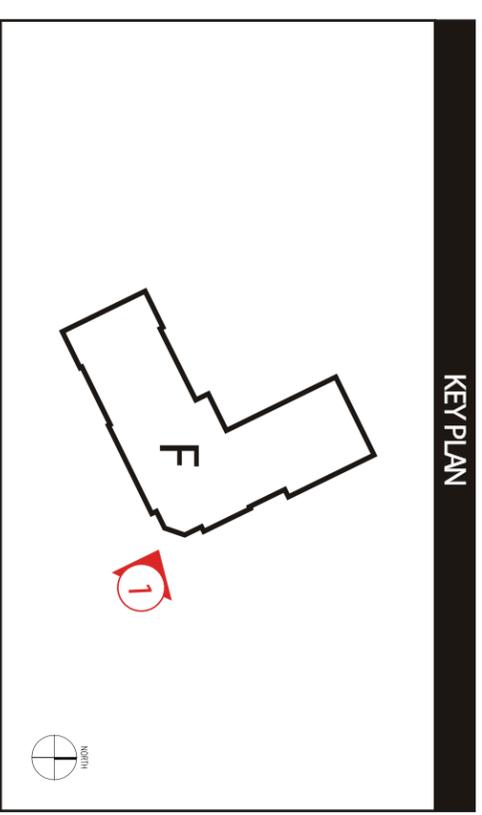


RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

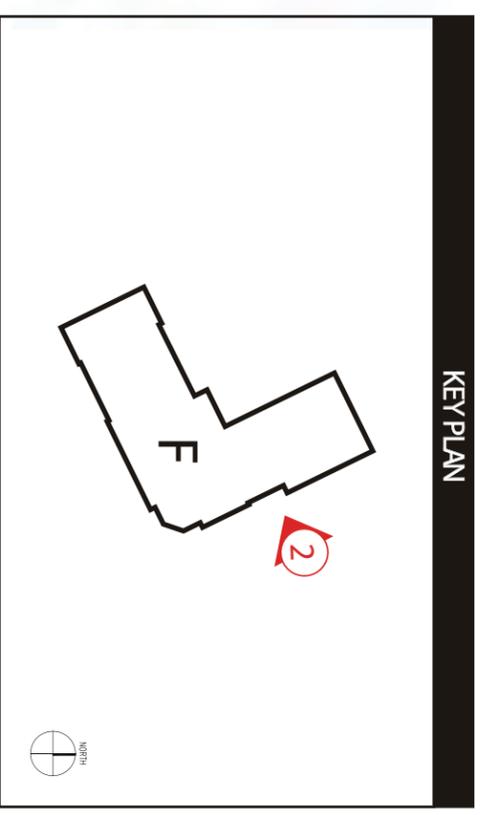
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SOUTH EAST ELEVATION VIEW
SCALE: NTS



EAST ELEVATION VIEW
SCALE: NTS

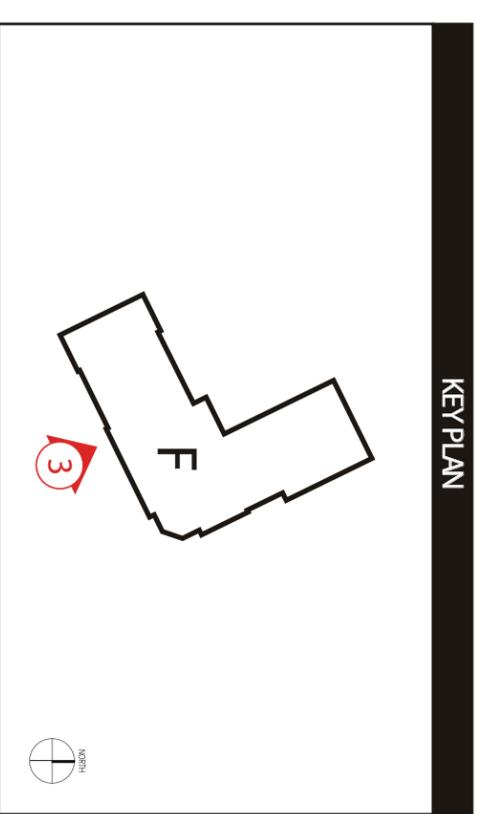


RETAIL TENANT SIGNAGE - LESS THAN 25,000 SF

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SOUTH ELEVATION VIEW
SCALE: NTS



TEMPORARY SIGNAGE

Temporary Signage

Leasing Banner - Leasing

Leasing banners are used to market the residential units. The design of the leasing banner will express the character of the residential apartment community, and typically states the community name, website and/or phone number. No more than 2 banners will be displayed at one time on any elevation and will be removed no later than 18 months after the last RUP.

Construction Fence

Construction Fence signs may be used to identify and advertise the overall development, residential apartment community, and future retail tenants. The design of the fence may express the character of the development and residential community as well as carry individual logos and typography for individual retail tenants. Fence design will complement the architecture and brand of the overall development.

Construction Fence signs may 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 6 months after the non-RUP is issued for the associated building or premises.

Coming Soon - Retail

Coming Soon signs may be used to identify and advertise the overall development, and future retail tenants. The design of the sign may express the character of the overall development, and future retail tenant through the use of branded graphics, imagery, logo and typography. Sign design will complement the architecture and brand of the overall development.

Coming Soon signs may be digital print graphics applied to construction barricade, building facade or directly to storefront windows. Signs will be removed no later than 6 months after the non-RUP is issued for the associated premises.

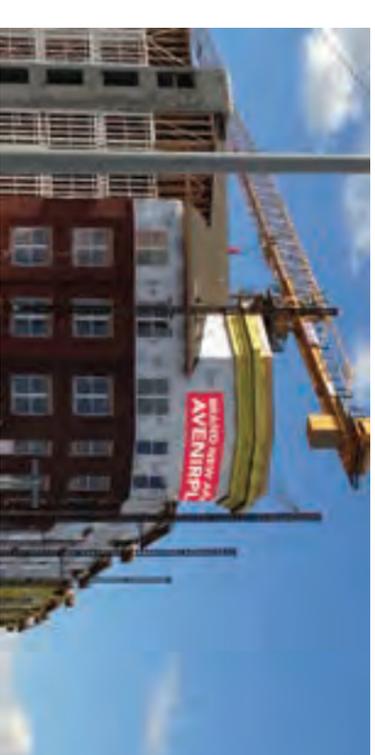
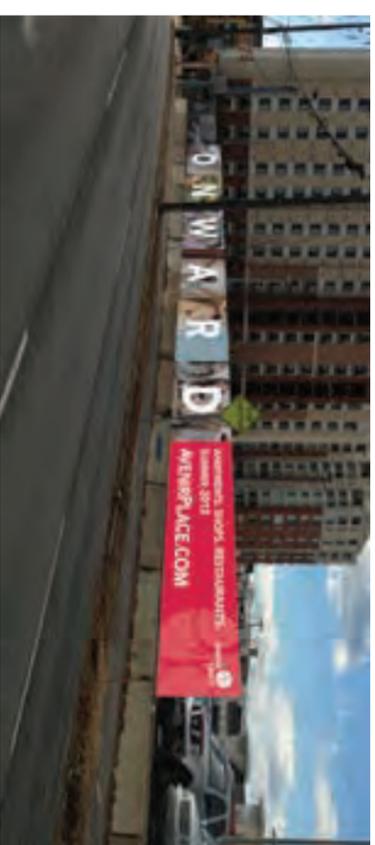
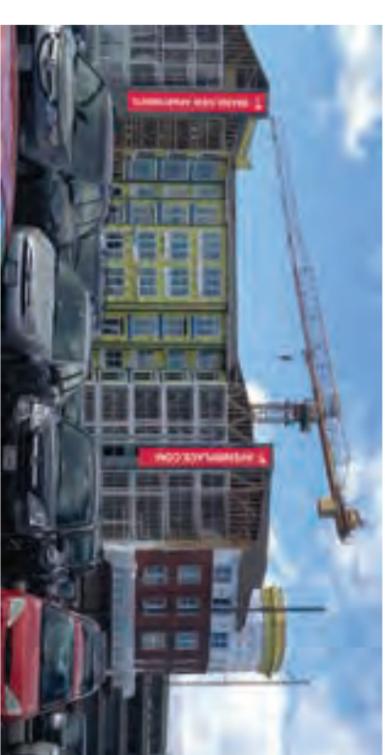
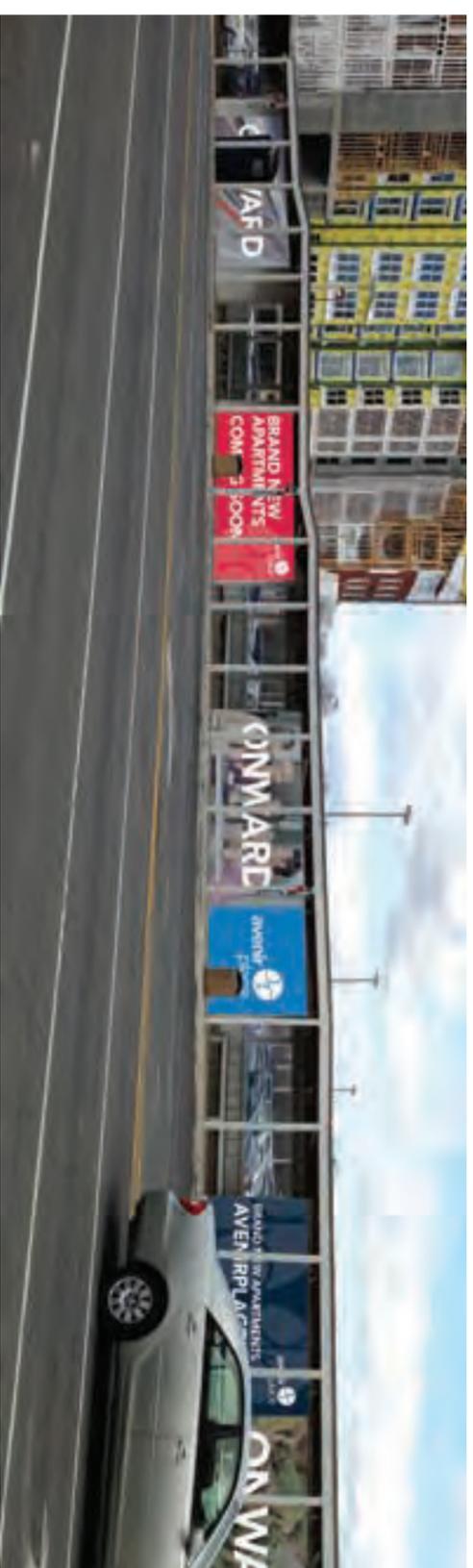
Sandwich Boards

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

Sandwich signs must be temporary folding signs. Folding signs may be removed from the sidewalk and stored within a tenant's space after close of business. Sign area is limited to 6 sq ft per sign face; and one sign per tenant. Sign will not count toward a tenant's cumulative sign total.

Note:

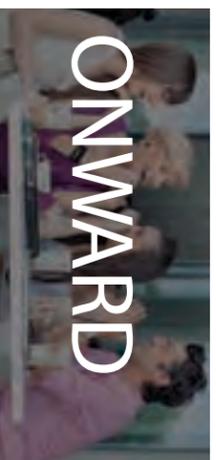
"Temporary signs will be displayed during construction and leasing. Signage locations will vary pending construction phasing areas."



Examples of Temporary Leasing Banners



Tower Banner 5' x 30', Maximum (2) Displayed at One Time



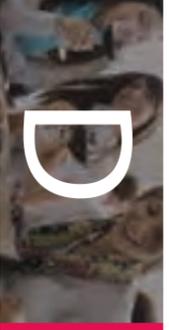
Building banner #1:
Size : 50" x 84",



Vertical Building banners # 4 & 5:
Size : 7' x 50',



Bus Barricade wall - Each banner 7.8' x 8.6'
Maximum 34.4 Linear Feet



Fence Banners - Each panel 5' x 10'
Maximum 110 Linear Feet



ELEVATION DETAIL

SCALE: 1/4" = 1'

SIZE	As Noted
DBL. FACE or SINGLE FACE	single face
BANNER MATERIAL	mesh banner material
BANNER FINISH	white
GRAPHICS SPECIFICATION	digitally printed images
INSTALL METHOD	Hang via Grommets to a chain link fence / plywood barricade.

Examples of Temporary Retail Banners



ELEVATION DETAIL
SCALE: 1/4" = 1'



ELEVATION DETAIL
SCALE: 1/4" = 1'

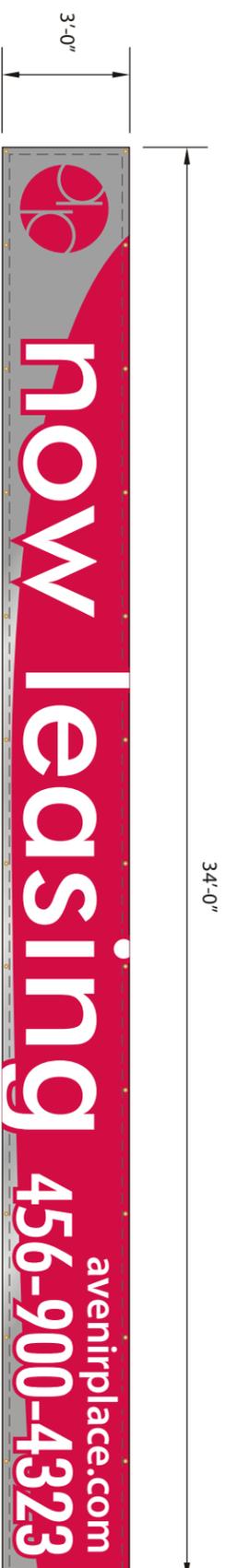
SIZE	As Noted
DBL. FACE or SINGLE FACE	single face
BANNER MATERIAL	13 oz banner material
BANNER FINISH	white
GRAPHICS SPECIFICATION	digitally printed images
INSTALL METHOD	Hang via Grommets



ELEVATION DETAIL
SCALE: 1"=1'

	SIZE
DBL. FACE or SINGLE FACE	As Noted
MODEL NUMBER	double faced
FACE MATERIAL	4205 "MDI"(existing)
FACE FINISH	.040" aluminum
GRAPHICS SPECIFICATION	n/a
INSTALL METHOD	digitally printed image 3M 220-10 White vinyl 3M 230-25 sunflower yellow & 3M 230-36 dk.blue set into "Windmaster" via clamp edges

Note:
Sandwich Board will not block public access

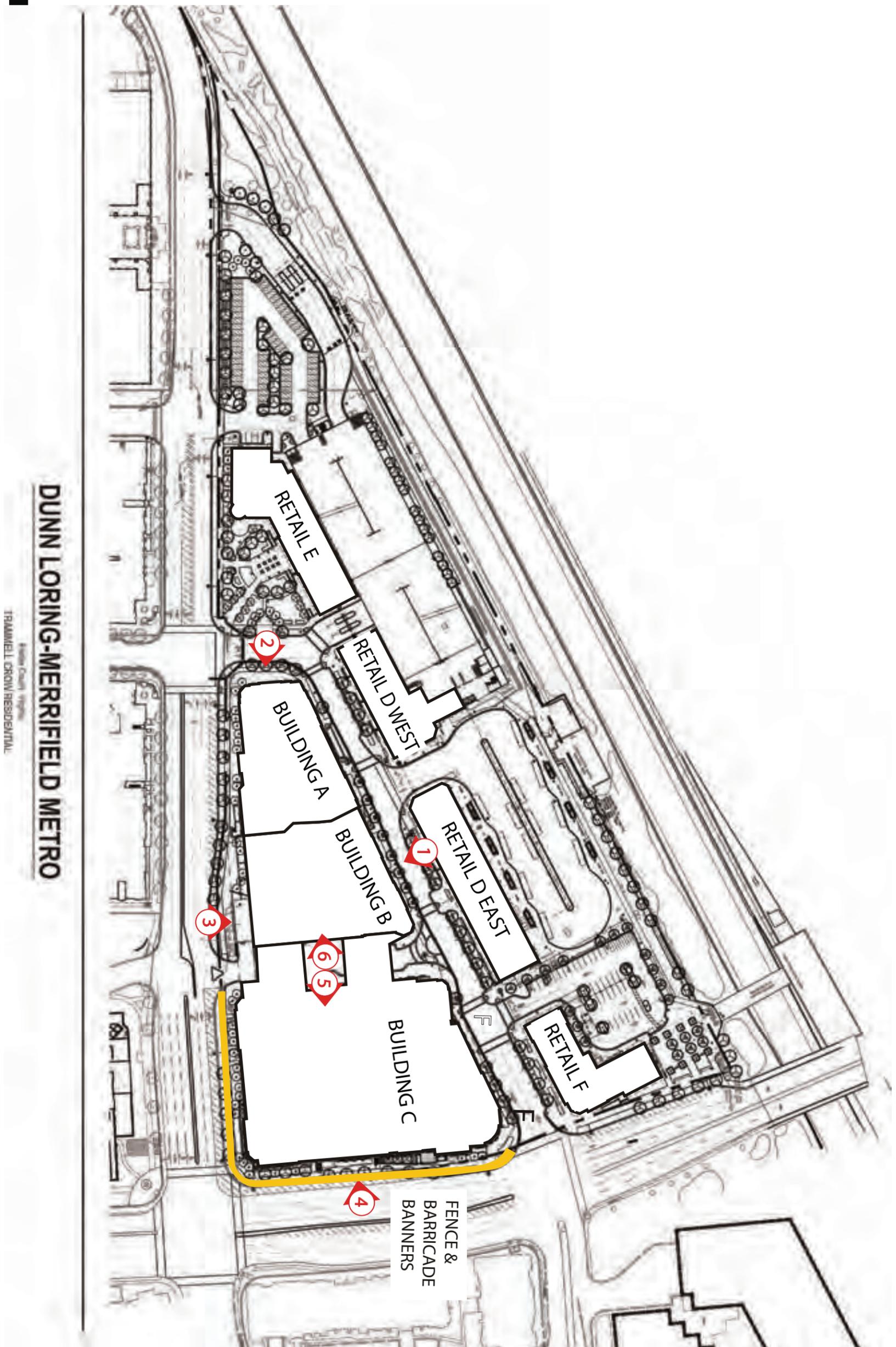


ELEVATION DETAIL
SCALE: 1/4" = 1'



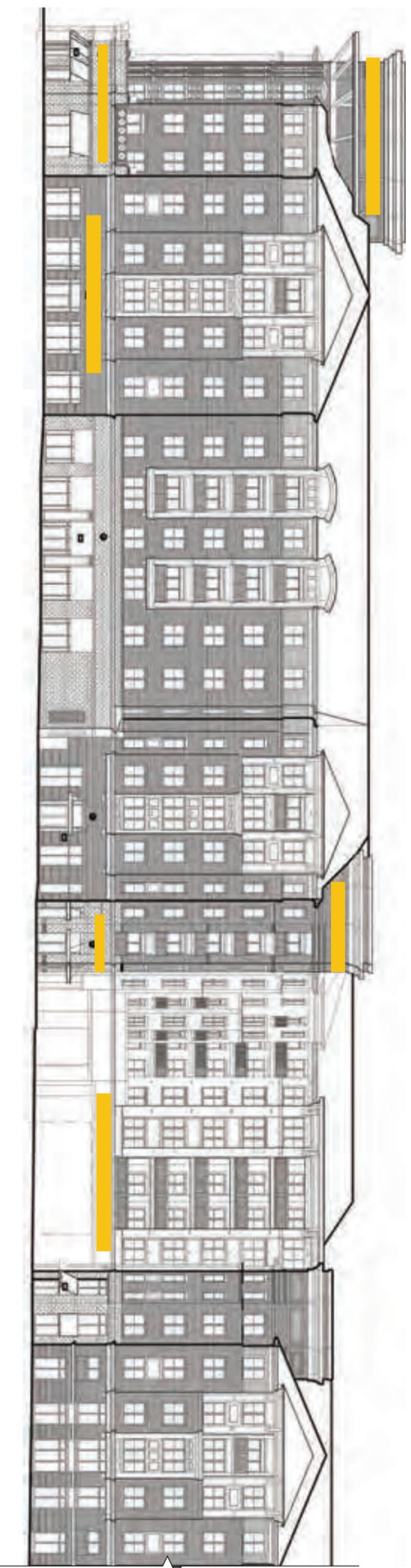
ELEVATION DETAIL
SCALE: 1/4" = 1'

SIZE	As Noted
DBL. FACE or SINGLE FACE	single face
BANNER MATERIAL	13 oz banner material
BANNER FINISH	white
GRAPHICS SPECIFICATION	digitally printed images
INSTALL METHOD	Hang via Grommets

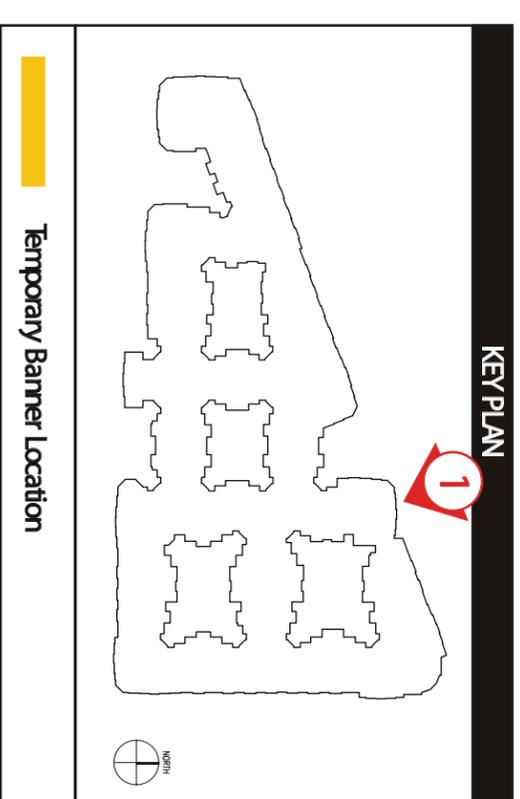


DUNN LORING-MERRIFIELD METRO

Station Core, Station
TRAMMELL GROW RESIDENTIAL

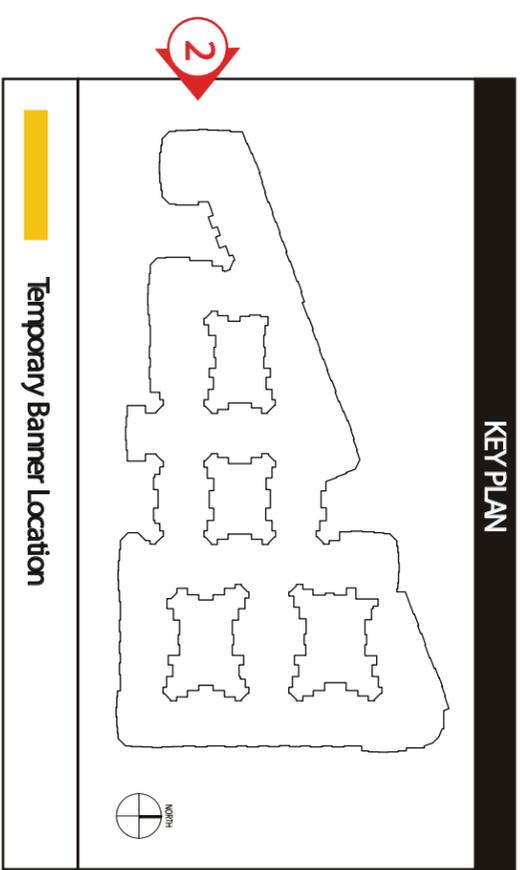


NORTH ELEVATION VIEW - MAIN STREET
 SCALE: 1/32" = 1'

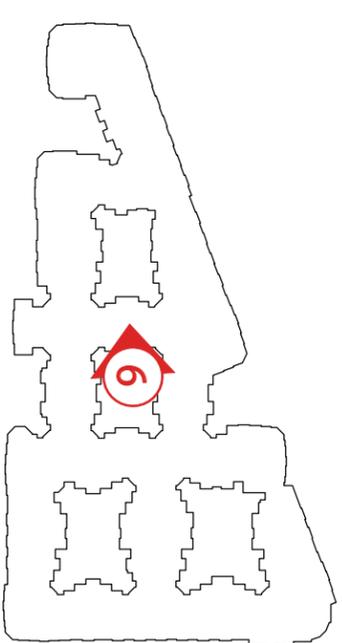




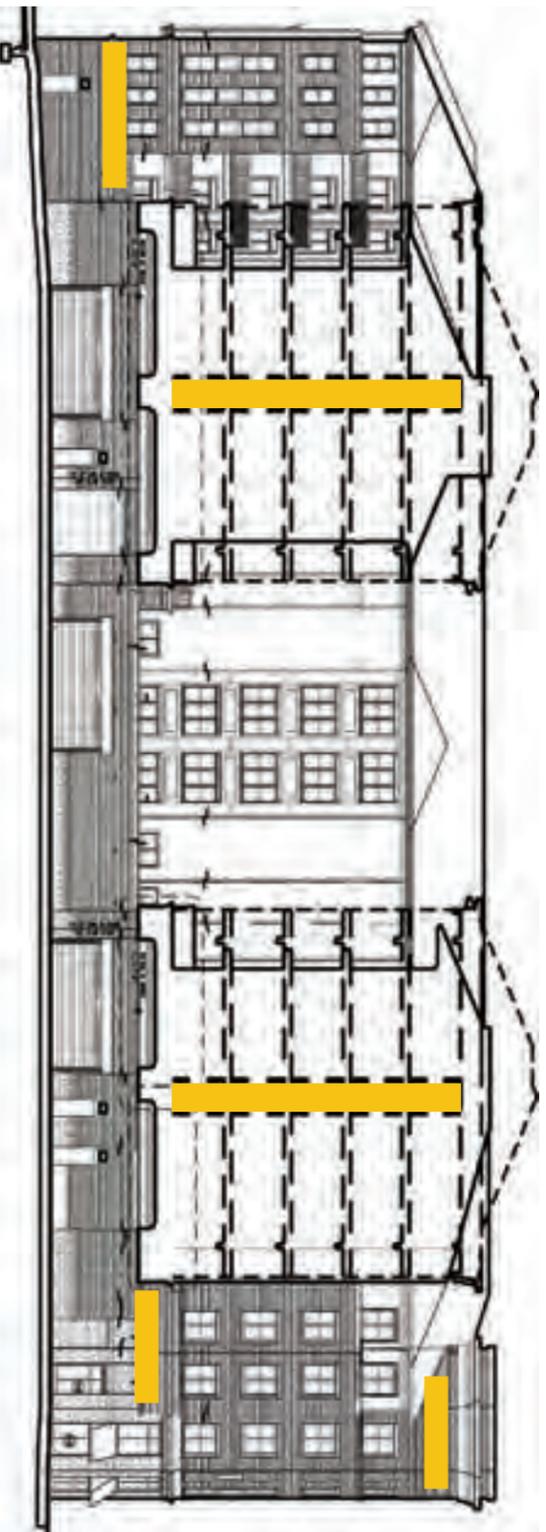
WEST ELEVATION VIEW
SCALE: 1/16"=1'



KEY PLAN



Temporary Banner Location



EAST ELEVATION VIEW OVER PASS
SCALE: 1/32" = 1'

SIGN MATRIX

Avenir Place Permanent Sign Matrix

SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq. Ft. per sign - *Total area for Sign Types L, L1, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, L1, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS
A	A	Freestanding Parking I.D.	2	21.33	42.67	32	96	12-103 Paragraph 2 G	4	38.67	Page 1, 2	Freestanding
D	D	Freestanding Pedestrian Directory	7	16.00	112.00	24	96	12-103 Paragraph 2 G	12	84	Page 1, 5	Freestanding
E	E	Freestanding site Directory	3	22.33	67.00	33.5	96	N/A	6	61	Page 1, 6	Freestanding
				TOTALS (SQ.FT)	221.67				24	197.67		

FREESTANDING SIGNAGE THROUGH OUT PROPERTY

BUILDING A												
1.28	U	Entrance I.D. / Residential	1	2.67	2.67	16	24	12-103 Paragraph 2G	2	0.67	Page 24, 27	
1.29	N	Door Graphics / Residential	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18, 27	
1.30	I4	Building I.D. / Residential	1	13.45	13.45	15.75	123	12-202 Paragraph 2	2	11.45	Page 12, 27	
1.31	B1	Loading Dock / Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 27	
1.32	C	Parking Garage Entrance	1	70.00	70.00	40	252	12-103 Paragraph 2G	2	68.00	Page 4, 27	
1.33	Q	Awnings / Residential	3	18.00	0.00	72	36	N/A	N/A	N/A	Page 21, 27	
	Q	Awnings / Residential	1	27.00	27.00	36	108	N/A	N/A	N/A	Page 21, 27	
1.34	Q	Awnings / Garage Stairs I.D.	1	18.00	0.00	72	36	N/A	N/A	N/A	Page 21, 27	
1.35	N	Door Graphics / Garage	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18, 27	
1.36	B	Garage Entrance / Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 27	
2.1	O	Window Glazing / Residential	1	Varies	0.00	Varies	Varies	N/A	N/A	N/A	Page 19, 28	Site of window glazing is not calculated as signage area. Artwork used for window glazing will fall in the category of ART and will not be images that would advertise product/merchandise inside the retail location
2.2	I	Building I.D. / Residential	1	92.66	92.66	45	296.5	12-202 Paragraph 2	2	90.66	Page 10, 28	
3.4	Q	Awnings / Garage Stairs I.D.	1	27.00	0.00	108	36	N/A	N/A	N/A	Page 21, 29	
3.5	N	Door Graphics / Garage	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18, 29	
				TOTALS for Non-Retail Sign Types - (SQ.FT)	243.78				20	223.78		
				TOTALS for RETAIL Sign Types - (SQ.FT)	0.00				0	0.00		
				FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING A	243.78				20.00	223.78		

BUILDING A

Total retail for BUILDING A based on 0.00 LF retail frontage

Avenir Place Permanent Sign Matrix

SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 sq. ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 sq. ft. per sign - *Total area for Sign Types L, LL, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LL, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS
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BUILDING B

1.18	B	Garage Entrance / Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14	Page 3, 26	
1.19	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1	Page 18, 26	
1.20	B2	Building (Blade I.D.) / Residential	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14	Page 3, 26	
1.21	Q	Awnings / Residential	5	30.00	0.00	120	36	N/A	N/A	N/A	Page 21, 26	
1.22	O	Window Glazing / Residential	1	Varies	0.00	Varies	Varies	N/A	N/A	N/A	Page 19, 26	Size of window glazing is not calculated as signage area. Artwork used for window glazing will fall in the category of "Art" and will not be images that would advertise product/merchandise inside the retail location
1.23	U	Entrance I.D. / Residential	1	2.67	2.67	16	24	12-103 Paragraph 2G	2	0.67	Page 24, 27	
1.24	N	Door Graphics / Residential	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18, 27	
1.25	I3	Building I.D. / Residential	1	12.25	12.25	15.75	112	12-202 Paragraph 2	2	10.25	Page 12, 27	
1.26	N	Door Graphics / Garage	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18, 27	
1.27	Q	Awnings / Garage Stairs I.D.	1	18.00	0.00	72	36	N/A	N/A	N/A	Page 21, 27	
6.1	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-203 Paragraph 9	2	14.00	Page 3, 33	
6.2	P	Back / Service Door I.D. Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 33	
6.3	C	Parking Garage Entrance	1	70.00	70.00	40	252	12-103 Paragraph 2G	2	68.00	Page 4, 33	
6.4	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 33	
6.5	P	Back / Service Door I.D. Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 33	
6.6	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 33	
6.7	C	Parking Garage Entrance	1	70.00	70.00	40	252	12-103 Paragraph 2G	2	68.00	Page 4, 33	
6.8	C	Parking Garage Entrance	1	70.00	70.00	40	252	12-103 Paragraph 2G	2	68.00	Page 4, 33	
6.9	P	Back / Service Door I.D. Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 33	
6.10	P	Back / Service Door I.D. Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 33	
6.11	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 33	
			TOTALS for Non-Retail Sign Types - (SQ.FT)		334.42				40.00	294.42		
			TOTALS for Retail Sign Types - (SQ.FT)		0.00				0	0.00		
			FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING B		334.42				40.00	294.42		

BUILDING B

Total retail for BUILDING B based on 0.00 LF retail frontage

Avenir Place Permanent Sign Matrix

Sign #	Sign Type	Description	Number of Proposed Signs (Quantities)	Proposed Sign Area - (Sq. Ft)	Total Proposed Area	Sign Dimensions (Width/Inches)	Sign Dimensions (Height/Inches)	Zoning Ordinance Section	Allowable Sign Area - Retail total is calculated per 1.5 sq. ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 sq. ft. per sign - *Total area for Sign Types L, LI, F shown at bottom of each building for retail	Difference Proposed Versus Allowed *Total area for Sign Types L, LI, F shown at bottom of each building for retail	Page Reference	Remarks
BUILDING C												
1.1	I	Building I.D. / Residential	1	92.66	92.66	45	296.5	12-202 Paragraph 2	2	90.66	Page 10, 26	
MULTIPLE	F, L, O, O1, Q	Tenant I.D (Storefront) / Retail	Multiple	161.50	161.50	969	24	12-203 Paragraph 9	See Below	See Below	Page 7, 15, 19, 19A, 21	RETAIL TENANT SIGNAGE - Tenant LESS than 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.
1.4	N	Door Graphics	2	1.50	3.00	18	12	12-203 Paragraph 2 G	4	-1.00	Page 18	
1.6	J	Building Address / Residential	1	13.75	13.75	30	66	12-103 Paragraph 2 F	2	11.75	Page 13, 26	Final number TBD
1.8	N	Door Graphics	2	1.50	3.00	18	12	12-203 Paragraph 2 G	4	-1.00	Page 18	
1.10	I1	Building I.D. / Residential	1	48.00	48.00	192	36	12-202 Paragraph 2	2	46.00	Page 11, 26	
1.11	Q	Awnings / Residential	6	48.00	0.00	144	48	N/A	N/A	N/A	Page 21, 26	
1.12	I2	Building I.D. / Residential	1	58.94	0.00	235.75	36	12-202 Paragraph 2	N/A	N/A	Page 11, 26	
1.13	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18, 26	
1.14	U	Entrance I.D. / Residential	1	2.67	2.67	24	16	12-203 Paragraph 2G	2	0.67	Page 24, 26	
1.16	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
Harris Teeter - MULTIPLE	L1	Tenant I.D (Storefront) / Retail	Multiple	1747.50	1747.50	VARIOUS	VARIOUS	12-203 Paragraph 9	See Below	See Below	Page 16	HARRIS TEETER SIGNAGE or Tenant MORE than 25,000 sf: The total signage for each tenant shall not exceed 12.5 square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics.
3.8	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 29	
3.10	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 29	
3.11	U	Entrance I.D. / Residential	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 24, 30	
3.12	N	Door Graphics / Residential	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18, 30	
3.13	I1	Building I.D. / Residential	1	75.00	75.00	360	30	12-202 Paragraph 2	2	73.00	Page 10, 30	
3.14	U	Entrance I.D. / Residential	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 24, 30	
3.15	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18, 30	
3.16	Q	Awnings / Garage Stairs I.D.	1	27.00	0.00	108	36	N/A	N/A	N/A	Page 21, 30	No signage on awning

BUILDING C

Avenir Place Permanent Sign Matrix

SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq. ft. per sign - *Total area for Sign Types L, LL, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LL, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS
BUILDING C - CONTINUED												
3.17	N	Door Graphics / Garage Stairs I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18, 30	
3.18	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 30	
3.19	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
3.23	G	Flag Mounted Banners / Harris Teeter	2	67.50	135.00	30	324	N/A	N/A	N/A	Page 8, 30	
3.24	I	Building I.D. / Residential	1	92.66	92.66	45	296.5	12-202 Paragraph 2	2	90.66	Page 10, 30	
4.4	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 31	
4.5	P	Back / Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 31	
4.7	P1	Overhead Door Identity Sign	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 20, 31	
4.8	P	Back / Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 31	
4.9	P1	Overhead Door Identity Sign	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 20, 31	
4.10	P	Back / Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 31	
4.13	N	Door Graphics	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 18	
5.2	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
5.4	U	Entrance I.D. / Retail	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 24	
5.5	N	Door Graphics / Garage	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18, 32	
	R	Project Signage - MULTIPLE	Multiple	200.00	200.00	1200	24	12-203 Paragraph 9	See Below	See Below	Page 22	The Property does not have a freestanding monument sign to show what retail tenants occupy the property. This line item is for the allowance of retail tenants to show their logo/name in the area which faces Galloway Rd in line of a freestanding monument sign. Area not to exceed 200 Sq.Ft. In no case shall the height of letters exceed 24" cap height.

BUILDING C

Avenir Place Permanent Sign Matrix												
SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq.Ft. per sign - *Total area for Sign Types L, L1, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, L1, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS

BUILDING C - CONTINUED												
5.6	U	Entrance I.D. / Residential	1	2.67	2.67	24	16	12-103 Paragraph 2G	2	0.67	Page 24, 32	
MULTIPLE	L1	Tenant I.D. (storefront) / Retail	Multiple	329.33	329.33	1976	24	12-203 Paragraph 9	See Below	See Below	Page 16	CVS SIGNAGE or Tenant LESS than 25,000 sq. ft. The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.
5.13	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 32	
5.14	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 32	
5.15	C	Parking Garage Entrance	1	70.00	70.00	40	252	12-103 Paragraph 2G	2	68.00	Page 4, 32	
5.16	P	Back / Service Door I.D. Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20, 32	
5.17	B	Garage Entrance Blade Identity	1	16.00	16.00	48	48	12-103 Paragraph 2G	2	14.00	Page 3, 32	
Harris Teeter - Window /Bay Doors - MULTIPLE	O	Window Glazing	Multiple	Varies	2978.38	Varies	Varies	N/A	N/A	N/A	Page 19	Sign of window glazing is not calculated as signage area. Artwork used for window glazing will fall in the category of "ART" and will not be images that would advertise product/merchandise inside the retail location.
				TOTALS for Non-Retail Sign Types - (SQ.FT)								
				TOTALS for RETAIL Sign Types - (SQ.FT)								Total retail for BUILDING C based on 944.5 LF retail frontage
				FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING C								6108.61

BUILDING C

Avenir Place Permanent Sign Matrix												
SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 sq.Ft. per sign - *Total area for Sign Types L, LL, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LL, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS

RETAIL E												
2.1	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
MULTIPLE	F, L, LL, O, OI, Q	Tenant I.D (Storefront) / Retail	Multiple	734.00	734.00	4404	24	12-203 Paragraph 9	See Below	See Below	Page 7, 15, 16, 19, 19A, 21	RETAIL TENANT SIGNAGE - Tenant LESS than 25,000 sq. ft. The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.
2.6	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
3.8	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
3.11	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
3.17	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.23	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.26	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.32	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.39	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
4.5	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
			TOTALS for Non-Retail Sign Types - (SQ.FT)		21.00				28.00	-7.00		
			TOTALS for RETAIL Sign Types - (SQ.FT)		734.00				550.50	183.50		Total retail for RETAIL E based on 367,000 Lf retail frontage
			FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING E		755.00				578.50	176.50		
RETAIL E												

Avenir Place Permanent Sign Matrix

SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq.Ft. per sign - *Total area for Sign Types L, LL, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LL, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS	
RETAIL D - WEST													
2.1	P	Back / Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20		
MULTIPLE	F, L, LL, O, OI, Q	Tenant I.D (Storefront) / Retail	Multiple	550.00	550.00	3300	24	12-203 Paragraph 9	See Below	See Below	Page 7, 15, 16, 19, 19A, 21	RETAIL TENANT SIGNAGE - Tenant LESS than 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.	
3.3	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18		
3.5	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18		
3.9	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18		
3.13	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18		
4.6	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20		
4.7	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20		
4.8	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18		
4.10	N	Door Graphics	1	1.50	1.50	18	12	12-203 Paragraph 9	2	-0.50	Page 18		
			TOTALS for Non-Retail Sign Types - (SQ.FT)						19.50	26.00	-6.50		
			TOTALS for RETAIL Sign Types - (SQ.FT)						550.00	412.50	137.50		Total retail for RETAIL D - WEST based on 275,00 LF retail frontage
			FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING D-WEST						569.50	438.50	131.00		
RETAIL D - WEST													

Avenir Place Permanent Sign Matrix

SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq. Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq. Ft. per sign - *Total area for Sign Types L, LL, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED * Total area for Sign Types L, LL, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS
RETAIL D - EAST												
1.1	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.2	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.3	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.4	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.5	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
1.6	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.7	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.8	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
1.9	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.10	M	Mural Artwork	1	112.00	0.00	192	84	N/A	N/A	N/A	Page 17	
1.11	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.12	M	Mural Artwork	1	112.00	0.00	192	84	N/A	N/A	N/A	Page 17	
1.13	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
1.14	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	

RETAIL D - EAST

Avenir Place Permanent Sign Matrix												
SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 sq.ft. per sign - *Total area for Sign Types L, LI, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LI, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS

RETAIL D - EAST - CONTINUED												
1.15	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.16	M	Mural Artwork	1	112.00	0.00	192	84	N/A	N/A	N/A	Page 17	
1.17	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
1.18	M	Mural Artwork	1	112.00	0.00	192	84	N/A	N/A	N/A	Page 17	
1.19	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
1.20	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
MULTIPLE	F, L, LI, O, OI, Q	Tenant I.D (Storefront) / Retail	Multiple	848.00	848.00	5088	24	12-203 Paragraph 9	See Below	See Below	Page 7, 15, 16, 19, 19A, 21	RETAIL TENANT SIGNAGE - Tenant LESS than 25,000 sq.ft. the total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.
3.4	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.11	N	Door Graphics	1	1.50	1.50	18	12	12-203 Paragraph 9	2	-0.50	Page 18	
3.14	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.22	N	Door Graphics	1	1.50	1.50	18	12	12-203 Paragraph 9	2	-0.50	Page 18	
3.27	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
3.28	N	Door Graphics	1	1.50	1.50	18	12	12-203 Paragraph 9	2	-0.50	Page 18	

RETAIL D - EAST

Avenir Place Permanent Sign Matrix												
SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq.Ft. per sign - *Total area for Sign Types L, LI, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LI, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS

RETAIL F												
MULTIPLE	F, L, LI, O, OI, Q	Tenant I.D (Storefront) / Retail	Multiple	922.00	922.00	5532	24	12-203 Paragraph 9	See Below	See Below	Page 7, 15, 16, 19, 19A, 21	RETAIL TENANT SIGNAGE - *Tenant LESS than 25,000 sf: The total signage for each tenant shall not exceed two (2) square feet for every one (1) foot of linear frontage. Tenant sign area may include building mounted storefront sign, awning, blade sign, and window graphics. In no case shall one (1) retail tenant total signage exceed 200 square feet, or shall the height of letters exceed 24" cap height.
1.4	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
1.7	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
2.3	P	Door Identity Sign	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
2.6	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
2.7	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
2.8	M	Mural Artwork	1	70.00	0.00	120	84	N/A	N/A	N/A	Page 17	
3.1	M	Mural Artwork	1	70.00	0.00	120	84	N/A	N/A	N/A	Page 17	
3.2	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
3.4	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
3.5	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
3.6	M	Mural Artwork	1	91.00	0.00	156	84	N/A	N/A	N/A	Page 17	
3.7	P	Back/Service Door I.D.	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 20	
5.2	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	

RETAIL F

Avenir Place Permanent Sign Matrix												
SIGN #	SIGN TYPE	DESCRIPTION	NUMBER OF PROPOSED SIGNS (QUANTITIES)	PROPOSED SIGN AREA - (SQ.FT)	TOTAL PROPOSED AREA	SIGN DIMENSIONS (WIDTH/INCHES)	SIGN DIMENSIONS (HEIGHT/INCHES)	ZONING ORDINANCE SECTION	ALLOWABLE SIGN AREA - Retail total is calculated per 1.5 Sq.Ft. per 1 foot of retail frontage - Non-Retail total is calculated as 2 Sq.Ft. per sign - *Total area for Sign Types L, LI, F shown at bottom of each building for retail	DIFFERENCE PROPOSED VERSUS ALLOWED *Total area for Sign Types L, LI, F shown at bottom of each building for retail	PAGE REFERENCE	REMARKS

RETAIL F - CONTINUED												
5.4	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
5.9	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
6.2	N	Door Graphics	2	1.50	3.00	18	12	12-103 Paragraph 2G	4	-1.00	Page 18	
7.3	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
7.10	N	Door Graphics	1	1.50	1.50	18	12	12-103 Paragraph 2G	2	-0.50	Page 18	
			TOTALS for Non-Retail Sign Types - (SQ.FT)						38.00	-9.50		
			TOTALS for RETAIL Sign Types (SQ.FT)						691.50	230.50		Total retail for RETAIL F based on 461.00 LF retail frontage
			FINAL TOTAL FOR ALL SIGN TYPES (SQ.FT) - BUILDING F						950.50	729.50	221.00	
RETAIL F												

SIGN MATRIX TOTALS

	Proposed Sign Area	Allowed Sign Area	Difference
Freestanding	221.67 Sq.ft	24 Sq.ft	197.67 Sq.ft
Buildings A	243.78 Sq.ft	20 Sq.ft	223.78 Sq.ft
Buildings B	334.42 Sq.ft	40 Sq.ft	294.42 Sq.ft
BuildingsC	6,108.61 Sq.ft	1,498.75 Sq.ft	4,603.80 Sq. ft
Retail E	755 Sq. ft	578.50 Sq. ft	176.50 Sq.ft
Retail D West	569.50 Sq.ft	438.50 Sq.ft	131 Sq.ft
Retail D East	881 Sq. ft	680 Sq. ft	201 Sq.ft
Retail F	950.50 Sq.ft	729.50 Sq.ft	221 Sq.ft
Totals	10,064.48 Sq.ft	4,009.25 Sq.ft	6,049.17 Sq.ft

RECEIVED
Department of Planning & Zoning

NOV 21 2013

Zoning Evaluation Division

Statement of Justification for Dunn Loring Metro
Comprehensive Sign Plan
November 2013
Applicant: Dunn Loring Development Company, LLC

I. Introduction

The Applicant is pleased to submit this Comprehensive Sign Plan (CSP) for the Dunn Loring Metro, a mixed-use development. The project is now under construction and this submission is the next step to establishing an identity for the project.

II. Overview of Application

This application is for a Comprehensive Sign Plan (CSP) in a "PRM" District in compliance with Section 12-210. The application includes a coordinated signage system for residential and non-residential uses currently planned for the Dunn Loring Metro project.

The application is divided into eight (8) sections. The sections include the overall signage for the development; individual building attributes and tenant signage; temporary leasing signage; and a summary signage matrix. The intent is to create a coordinated, effective and aesthetically pleasing signage system for the Dunn Loring Metro project.

The application seeks more sign area than permitted with the intent to allow flexibility in the design of the overall development. Signage will be contextual to the architecture of the buildings and in scale with the overall development.

III. Comprehensive Sign Plan Application Details

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

- A. The Freestanding Sign Location Plan is designed to help pedestrians and vehicular traffic navigate the site by providing directional and wayfinding information. The signs also direct traffic to the Metro and Metro Parking Garage.
- B. Building mounted blade signs are proposed to help identify the residential and overall community.
- C. Banners located throughout the site, mounted on light poles will be fully coordinated throughout the community.
- D. Parking garage signage – some façade mounted, others freestanding – is provided for the Metro, residential and retail parking.
- E. Pedestrian directional signs are located to provide wayfinding information to pedestrians and may include retail tenant information.
- F. Murals and/or artwork is proposed to enhance the overall project, not for advertisement.

IV. Conformance with Comprehensive Plan

This application is intended to conform with and improve upon the Comprehensive Plan with a well-developed sign system for the Dunn Loring Metro. The purpose of this sign system is to orient, inform, direct, and regulate pedestrian and vehicular traffic. The sign system is also intended to enhance the overall image of the development, and reflect the Applicant's shared concern for public safety and community.

V. Conformance with Ordinances, Regulations and Adopted Standards

This application is in conformance with the provisions of all applicable ordinances, regulations and adopted standards.

VI. Temporary Signage

Temporary Signage is proposed to accommodate the need for preliminary signage to help advertise the development prior to final construction, as well as allow for some temporary signage for restaurant users within the development. Temporary construction and "coming soon" signage will be eliminated once the development or user occupies the space.

A. Leasing Banner

Leasing banners are used to market the residential units. The design of the leasing banner will express the character of the residential apartment community, and typically states the community name, website and/or phone number. Temporary Leasing Banners will be removed no later than 18 months after the last RUP.

B. Construction Fence

Construction Fence signs may be used to identify and advertise the overall development, residential apartment community, and future retail tenants. The design of the fence may express the character of the development and residential community as well as carry individual logos and typography for individual retail tenants. Fence design will complement the architecture and brand of the overall development.

Construction Fence signs may 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 6 months after the non-RUP is issued for the associated building or premises.

C. Coming Soon

Coming Soon signs may be used to identify and advertise the overall development, residential apartment community, and future retail tenants. The design of the sign may express the character of the overall development, residential apartment community, and retail tenant through the use of branded graphics, imagery, logo and typography. Sign design will complement the architecture and brand of the overall development.

Coming Soon signs may be digital print graphics applied to construction barricade, building facade or directly to storefront windows. Signs will be removed no later than 6 months after the non-RUP is issued for the associated premises.

E. Sandwich Boards

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

Sandwich signs must be temporary folding signs. Folding signs may be removed from the sidewalk and stored within a tenant's space after close of business. Sign are is limited to 6 sq ft per sign face; and one sign per tenant. Sign will not count toward a tenant's cumulative sign total.

F. Size and Location

Size and locations identified are for illustration only. The intent is to provide temporary banners (leasing banners or coming soon) for quantities no more than as stated below:

6- Residential Apartment Community

6-Anchor Retail (50,000 sf or more)

4-Other Retail (50,000 sf or less)

that does not impact pedestrian circulation, are sometimes encouraged as indicated under a specific sub-unit recommendation.

Major Entertainment Uses are encouraged in the town center and transit station area. Major entertainment uses may include theater complexes, performing arts theaters, and retail entertainment centers. A retail entertainment center is a complex that includes theme retail and restaurants with high-tech entertainment and interactive games. These complexes are usually 20,000 to 100,000 square feet.

If the following specific recommendations are appropriately addressed in conjunction with the previous section of area-wide recommendations on land use, urban design, transportation and public facilities/infrastructure, the vision for the Merrifield Suburban Center can be successfully implemented.

LAND UNIT A

Land Unit A is approximately 15 acres and is currently planned and developed with the Dunn Loring-Merrifield Metro Station (see Figure 21). The Metro Station property is envisioned to redevelop with office or hotel uses having retail and service uses on the ground level or to redevelop with a mix of uses with residential use as a major component. The focal point of this development is envisioned to be a public plaza or green that is located at the northern terminus of the Merrilee Drive extension. The plaza and the street level retail are intended to help create a more urban and people-oriented place that provides convenient retail services and encourages pedestrian movement between the Metro station and the planned high intensity development to the south.

The major circulation improvement under the redevelopment option for this land unit is the extension of Merrilee Drive across Prosperity Avenue. Other transportation improvements will include the redesign of metro access to improve vehicular and pedestrian circulation on-site as well as to better coordinate access with the planned development to the south of the Metro property. In addition, an increase in the parking space available for metro users should be considered an important element of any new development at the Metro station.

Guidance for evaluating development proposals within Land Unit A is provided in the Area-Wide Recommendations under Land Use, Urban Design, Transportation, and Public Facilities/Infrastructure sections, as well as in the following specific Land Unit recommendations.

Land Unit A is planned for and developed with the Dunn Loring-Merrifield Metro Station. Any additional expansion or modification to the existing use should be related to improving metro service in the Merrifield Suburban Center area. Any improvements on the Metro property in proximity to Gallows Road should not preclude the future provision of rail transit service on Gallows Road and should not preclude the future provision of an additional rail transit station in conjunction with the existing Metro Station property. This evaluation should apply to the options below.

Option 1: As an option, up to eight acres of the Metro Station property may be appropriate to redevelop with office and/or hotel uses up to a 1.0 FAR (or approximately 350,000 square feet), with the remaining acreage to be used for metro parking and related uses. Development proposals under this option must provide for all applicable Area-Wide guidelines as well as for the following:

- Buildings should have retail and service uses primarily located on the ground level, which are intended to serve both the needs of the office workers as well as Metro patrons.

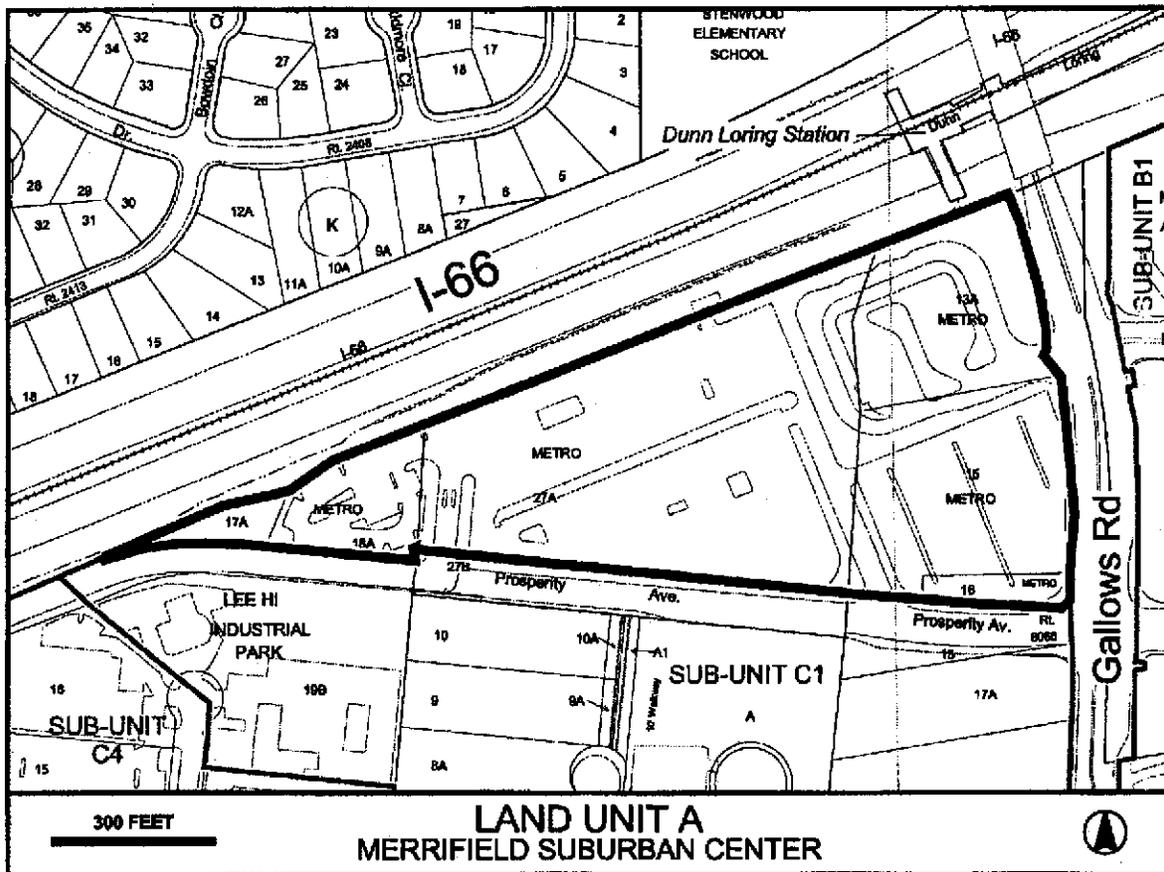


FIGURE 21

- A public plaza or green should be provided that functions as the major focal point within the transit station development area.
- Any development proposal should not reduce existing Metro parking and should preferably increase the number of parking spaces for metro patrons. In some instances under this option, metro parking will be primarily replaced in parking structures. In addition, any development proposal will need to provide or contribute to other metro/transit station modifications that are necessary to maintain and/or increase the station's level of transit service, such as providing additional parking for metro users and contributing to an internal Merrifield Suburban Center shuttle system.
- All parking structures should be behind and/or under buildings.
- In order to ensure pedestrian access to the Metro station, a network of pedestrian facilities, through both public and private spaces, should be provided that connects the Metro station to the surrounding land units.
- Development should be coordinated with the extension of Merrilee Drive to Prosperity Avenue.
- TDM programs should be provided that facilitates office work trips that are non-single occupancy vehicle (non-SOV) of at least 25%.

Option 2: As an alternative to Option 1, a mixed-use development up to 2.25 FAR may be appropriate on up to eight acres of the Metro property, provided that the development proposal meets all applicable Area-Wide Recommendations, addresses the previous option's guidance, and provides for the following:

- Residential uses and/or hotel should comprise at least 60% of the development's total square footage. No residential development should be within 200 feet of the Interstate 66 (I-66) right-of-way.
- If an office component is provided, it should comprise no more than 25% of the development's total square footage.
- The development proposal should be designed to be transit-friendly as well as provide incentives to encourage metro use.
- The number of parking spaces for metro patrons should be substantially increased under this option. Shared parking between metro patrons and other uses should be considered since these uses could have different peak-hour demand.
- In order to ensure adequate access and circulation, dedicated turn lanes on Prosperity Avenue to access the Metro property should be provided. In addition, the provision of direct access to and from I-66 to the Metro property should be encouraged and pursued if necessary to accommodate this additional intensity or to accommodate additional metro use. If access from I-66 is needed, it should be designed in a manner that does not allow for direct access to either Prosperity Avenue or Gallows Road.
- Development should be coordinated with the extension of Merrilee Drive to Prosperity Avenue.



County of Fairfax, Virginia

MEMORANDUM

DATE: March 7, 2014

TO: Barbara Berlin, Director
Zoning Evaluation Division, DPZ

FROM: Michael A. Davis, Acting Chief *MAD*
Site Analysis Section, DOT *for MAD*

FILE: 3-4(CSP 2005-PR-039)

SUBJECT: CSP 2005-PR-039; Dunn Loring Development Company, L.L.C.
Tax Map: 49-1 ((1)) 27B1, 27C

This department has reviewed the CSP application. The proposed signs should be located so as not to interfere with sight distance.

MAD/AY



County of Fairfax, Virginia

MEMORANDUM

DATE: March 11, 2014

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

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

SUBJECT: Avenir Place Dunn Loring Comprehensive Sign Plan
Comments on CSP-2005-PR-039

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan (CSP) application marked "Received" by the Department of Planning and Zoning on February 24, 2014.

The site is located at the Dunn Loring/Merrifield Metro Station on the northwest corner of Prosperity Avenue and Gallows Road, south of Interstate 66. Redevelopment of the property is being completed as part of a public-private partnership between WMATA and the Dunn Loring Development Company, LLC. The applicant is requesting a Comprehensive Sign Plan to permit temporary and permanent signage for the entire site excluding the two WMATA parking garages and the kiss and ride lot located adjacent to the Metro Station entrance. The property is located within the Merrifield Commercial Revitalization Area.

Application Description:

The applicant proposes coordinated signage for the subject property including retail areas, residential areas, and the Harris Teeter grocery store. The types of signs vary but generally include building mounted signs, banners, and window graphics. Wayfinding signage for both pedestrians and vehicles is also integrated.

Comments:

Signs in Avenir Place 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 a balance between pedestrian wayfinding and vehicular directional signage.



Office of Community Revitalization
12055 Government Center Parkway, Suite 1048
Fairfax, VA 22035
703-324-9300, TTY 711
www.fcrevit.org

OCR has several outstanding issues with the application.

Sign Type – G: D/F Flag Mounted Banners

These 27-foot tall banners will be located on three corners of Buildings A, B, and C. OCR is concerned that their size will impede views from residential windows adjacent to the banners. In addition, it is still unclear as to the specific purpose for these banners. Are they intended to be a replacement for a monument sign? The applicant should provide greater detail as to the content planned for them and how they propose to use the signs to alert passersby to the types of uses found within the project.

Sign Type – O: Window Glazing / Retail, Residential

A significant number of ground floor windows along both Prosperity Avenue and Gallows Road will be covered with digitally printed vinyl images. Given that these are key roadways in the Merrifield Comprehensive Plan and the Merrifield Streetscape Guidelines, and carry a large amount of pedestrian traffic, OCR is concerned that covering these windows as proposed will not create the desired active streetscape and pedestrian-friendly environment. It is preferable that these windows remain transparent to maintain the relationship between pedestrians on the street and shoppers and employees inside the buildings. Otherwise, consideration should be given to the content of the window images such that they express the activity occurring inside. For example, consider a series of images on the windows of the Harris Teeter that express the variety of activities happening inside the store – butcher, bakery, deli, banking, etc.

Windows covered with digitally printed vinyl images should be artificially lit to enhance the streetscape and provide a more active façade. Consider exterior arm lights or up-lighting to brighten these elevations.

Sign Type – R: Retail Tenant Signs (Pg. 22)

Limitations placed on retail tenant signage less than 25,000 square-feet in the revised plan will result in an appropriate amount of signage dedicated to each tenant. According to the revised plan, retail tenants will be permitted two square-feet of signage for each linear foot of frontage, not to exceed 200 square-feet. A second Tenant ID sign may be placed on the building elevation facing Gallows Road; however, this additional sign is counted towards the Tenant's total allowable signage. This building mounted signage on Gallows Road replaces the traditional freestanding multi-tenant monument sign. To further prevent the Gallows Road elevation from becoming cluttered with signage, the applicant should limit the total number of signs that may be placed on this façade. Further consideration should be given to creating a coordinated appearance to these signs by using a consistent fabrication method.

CC: William O'Donnell, Senior Land Use Coordinator, DPZ/ZED
OCR File



Office of Community Revitalization
12055 Government Center Parkway, Suite 1048
Fairfax, VA 22035
703-324-9300, TTY 711
www.fcrcvit.org

SIGNS

- M. Any other use located in structures that have the exterior appearance of a single family detached dwelling may be permitted one (1) sign, either building-mounted or freestanding. Such sign shall not exceed six (6) square feet in area.
- (1) If building-mounted, such sign shall not exceed a height of ten (10) feet above grade.
 - (2) If freestanding, such sign shall not exceed a height of four (4) feet or be located closer than ten (10) feet to any lot line.
- N. Any other use located in structures that do not have the exterior appearance of a single family detached dwelling and uses which are predominantly outdoor uses such as golf courses, marinas and cemeteries may be permitted one (1) building-mounted sign and one (1) freestanding sign. No such sign shall exceed a sign area of twelve (12) square feet and the combined total sign area for a given use shall not exceed twenty (20) square feet.
- (1) If building-mounted, such sign shall not exceed a height of twenty (20) feet above grade.
 - (2) A freestanding sign shall not exceed a height of ten (10) feet or be located closer than ten (10) feet to any lot line.

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.
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

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		