



APPLICATION ACCEPTED: February 21, 2014  
PLANNING COMMISSION: July 23, 2014

# County of Fairfax, Virginia

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July 8, 2014

# CRD

## STAFF REPORT

APPLICATION CSP 2004-LE-012

### LEE DISTRICT

**APPLICANT:** SPUSO5 Wood Groveton, LLC

**ZONING:** PRM (Planned Residential Mixed Use)  
HC (Highway Corridor Overlay)  
CRD (Commercial Revitalization District)

**PARCEL:** 93-1 ((38)) (1) 1A

**SITE AREA:** 2.98 acres

**PLAN MAP:** Office/Mixed Use Community Business Center

**PROPOSAL:** To approve a Comprehensive Sign Plan for the Beacon of Groveton residential and retail uses

### STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2004-LE-012, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of the 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.

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

---

Carmen Bishop

Excellence \* Innovation \* Stewardship  
Integrity \* Teamwork \* Public Service

Department of Planning and Zoning  
Zoning Evaluation Division  
12055 Government Center Parkway, Suite 801  
Fairfax, Virginia 22035-5509  
Phone 703-324-1290 FAX 703-324-3924  
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It should be noted that the content of this report reflects the analysis and recommendation of staff; it does not reflect the position of the Planning Commission.

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.



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

# Comprehensive Sign Plan

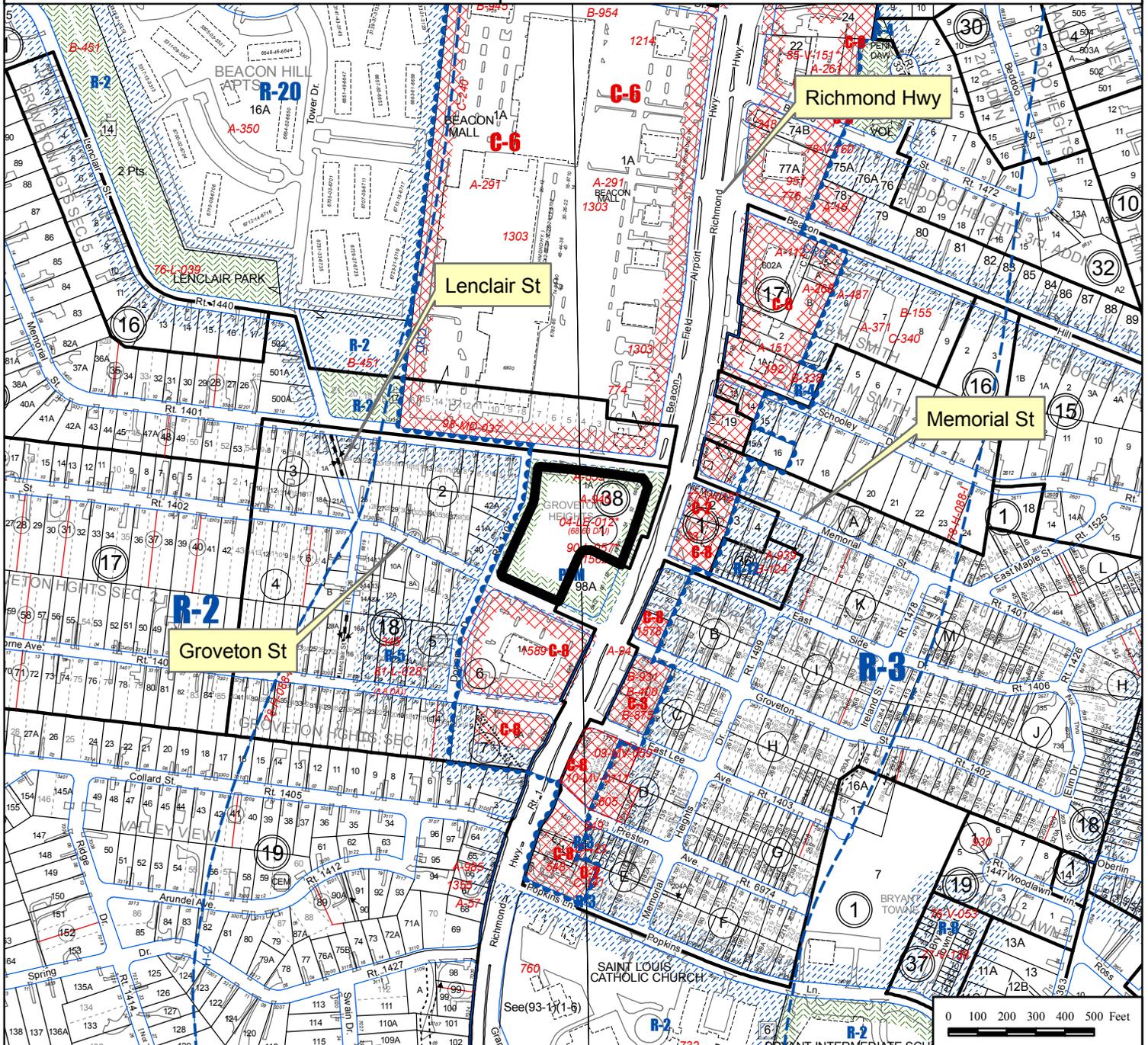
CSP 2004-LE-012



Applicant: SPUSO5 WOOD GROVETON, LLC  
Accepted: 02/21/2014  
Proposed: COMPREHENSIVE SIGN PLAN  
Area: 2.98 AC OF LAND; DISTRICT - INPUT REQUIRED

Zoning Dist Sect: Located: 6850 RICHMOND HIGHWAY, ALEXANDRIA, VA 22306

Zoning: PRM  
Overlay Dist: CRD HC  
Map Ref Num: 093-1- /38/01/0001A



## DESCRIPTION OF THE APPLICATION

The applicant, SPUSO5 Wood Groveton, LLC, has requested approval of a Comprehensive Sign Plan (CSP) for the Beacon of Groveton development at 6850 Richmond Highway, Alexandria. The application provides for permanent and temporary signage for the residential mixed use development. The office building approved as part of the development is planned for a future phase and is not subject to this CSP.

The proposed development conditions and the applicant's Statement of Justification are included in Appendices 1 and 2. A reduced copy of the CSP is included in Appendix 3.

## LOCATION AND CHARACTER

The property is located at 6850 Richmond Highway, Alexandria, and is bounded by Memorial Street to the north, Richmond Highway to the east, Groveton Street to the south and Donora Drive to the west. The 2.98-acre parcel (3.62 acres, including the office parcel) is zoned PRM (Planned Residential Mixed Use District), Highway Corridor Overlay District and Commercial Revitalization District. The 4- to 6-story mixed use residential building was constructed in 2012, with a total of 290 units and 10,000 square feet of retail. The residential units are almost entirely leased, but the ground floor retail space fronting on Richmond Highway, has not been leased yet. Access to the property is from Richmond Highway and Groveton Street.

Surrounding Area Description			
Direction	Use	Zoning	Plan Map
North	Retail (Beacon Mall)	C-6, HC, CRD	Alternative Uses
East	Office	C-2, HC, CRD	Residential, 4-5 du/ac
	Closed gas supply co., vacant	C-8, HC, CRD	
	Single family detached	R-3, HC, CRD	
South	Office	C-8, HC, CRD	Office
West	Single family detached (Groveton)	R-2, HC	Residential, 2-3 du/ac

The photograph below shows the existing buildings. The office building is approved to be located in the southeast corner of the property which is temporarily occupied by a park. When constructed, the office building will block views of the parking structure.



Figure 1: Pictometry view of existing development, 2013

## BACKGROUND

The historic Groveton School was located on or near the subject property. The property was used for a school, and later an administrative office for Fairfax County Public Schools, until 1982.

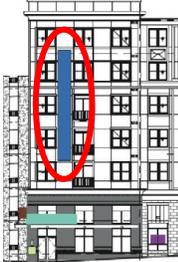
On April 29, 1991, RZ 90-L-057 was approved to rezone the property to C-3 and Highway Corridor Districts for development of a County office building which was not constructed. The property was later transferred to private ownership as part of the development of the South County Center.

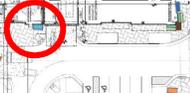
On July 11, 2005, RZ/FDP 2004-LE-012 was approved to rezone the property to PRM, HC and CRD. On March 30, 2009, PCA/FDPA 2004-LE-012 was approved to permit modifications to the internal configuration of the buildings, parking, location of open space, location of uses, and points of access.

On September 27, 2012, an inspection revealed sign violations, which led to a Notice of Violation issued on October 15, 2012, for violating Proffer 16 which reads, “no temporary signs (including “Popsicle” style paper or cardboard signs) which are prohibited by Article 12 of the Zoning Ordinance, and no signs which are prohibited by Chapter 7 of Title 33.1 or Chapter 8 of Title 46.2 of the Code of Virginia, shall be placed on or off site to assist in the initial sale of homes on the Application Property.” A banner sign measuring approximately 30 feet by 10 feet, flags, balloons, popsicle and metal frame signs, a portable sign and two window signs were noted as in violation of Article 12 and the proffers. On November 29, 2012 and December 10, 2012, inspections revealed continuing violations. On June 13, 2013, Fairfax County Circuit Court Agreed Final Order was entered in favor of the County, and provided that the applicant may apply for a proffered condition amendment or CSP. The signs which led to the Notice of Violation have been removed.

**DESCRIPTION OF THE COMPREHENSIVE SIGN PLAN**

The CSP for the Beacon of Groveton, dated May 29, 2014, was prepared by Natural Graphics, Inc., consists of 26 pages, and is described below.

Label	Sign Area Allowed by Art. 12	Proposed Sign Area	Sign Copy	Location
<b>Project Identification Signs</b>				
P-3	12 SF (total for P-2 & P-3)  Sect. 12-202 (2)	48 SF	Beacon	 Corner of Richmond Hwy/Memorial St.
P-2		128 SF		 Richmond Hwy near entrance

Label	Sign Area Allowed by Art. 12	Proposed Sign Area	Sign Copy	Location
<b>Residential Signs</b>				
P-1 Existing	30 SF Sect. 12-202 (4)	30 SF		 On sidewalk near corner of Richmond Hwy/Memorial St.
P-4 Existing	2 SF Sect. 12-103 (2G)	6.6 SF		 South side of Richmond Hwy entrance
P-5 Existing	4 SF Sect. 12-202(5)	2.25 SF		 Next to leasing office near garage entrance
P-7 Existing	2 SF Sect. 12-103 (2G)	4 SF		 Memorial St.
<b>Parking Signs</b>				
P-6	2 SF Sect. 12-103 (2G)	6 SF		 Over entrance to parking garage
P-8	2 SF Sect. 12-103 (2G)	6 SF		 Corner of Richmond Hwy & entrance (blade)
<b>Retail Signs</b>				
R-1	1.5 SF/lin.ft. of frontage (total for R-1 & R-2) Sect. 12-203 (9)	2 SF/lin.ft. of frontage (total for R-1 & R-2)	Signs will vary	 Pedestrian level Richmond Hwy & entrance corner

Label	Sign Area Allowed by Art. 12	Proposed Sign Area	Sign Copy	Location
R-2			Signs will vary	 Vehicular level Richmond Hwy & entrance corner
T-1	30% of window area Sect. 12-103 (3K)	30% of window area	Signs will vary	 Richmond Hwy & entrance corner

During the review of the application, staff encouraged the applicant to propose signage to identify the development in scale and character with the building. In response, the applicant has proposed Project Identification sign P-2, which is a vertical, building-mounted sign 4 feet wide by 32 feet long. In addition, the applicant proposed to increase the size of the existing “Beacon” sign, P-3, at the corner of Richmond Highway and Memorial Street. The existing sign is 11 inches high by 2 feet 9 inches long (2.5 SF) and is too small to be effective. The proposed size is 4 feet high by 12 feet long (48 SF).

The residential signs (P-1, P-4, P-5, P-7) are existing and proposed to remain. The monument sign, P-1, has received a sign permit; however, staff noted that the sign’s placement in the sidewalk is not ideal as it is located within the pedestrian walkway. Signs P-4, P-5 and P-7 do not have permits. Staff has proposed a condition requiring these existing signs to receive permits prior to issuance of permits for new signs.

In response to staff concerns that signage is needed to identify parking for the retail uses, the applicant proposed two parking signs (P-6, P-8). One will be a blade sign at the corner of the driveway entrance off Richmond Highway, and the other will be mounted above the entrance to the parking garage. This directional signage is important now and will be even more so after the office building is constructed.

Permanent retail signage is proposed to include up to a total of 2 square feet per linear foot of frontage. This may consist of vehicular wall signs mounted above the awning level to be visible to passing motorists, pedestrian-level wall signs and awning signs. Temporary retail signage is proposed to not exceed 30 percent of the window area. This may include leasing signs until the space is leased and advertising of sales or promotions.

The applicant had initially proposed other signage, including three large temporary banners of 900 square feet each, which staff had advised were too large and not

necessary since the residential units are almost entirely leased. The applicant deleted the banners from the proposed CSP.

## **COMPREHENSIVE PLAN PROVISIONS**

The subject property is located in Area IV within the Mount Vernon Planning District, Richmond Highway Corridor, Beacon/Groveton Community Business Center, and is planned for Office/Mixed Use Community Business Center according to the Comprehensive Plan Map. The Richmond Highway Corridor Urban Design Recommendations on pages 92 to 93 of the Fairfax County Comprehensive Plan, 2013 Edition, amended through April 29, 2014, provide the following guidance for signage for the property:

### **SIGNAGE ELEMENTS**

*Well coordinated and designed signage provides a greater sense of orientation to users.*

***DIMENSIONS AND DESIGN*** *Demonstrate a coordinated sign size, design, style, materials and height through a comprehensive sign plan.*

***NONCONFORMING SIGNAGE*** *Replace existing nonconforming signs.*

***SPECIAL AREAS IDENTIFICATION*** *Provide coordinated signage to identify CBCs and gateways as distinctive areas.*

***CLUTTER*** *Reduce sign clutter especially along the highway edge.*

***PLACEMENT*** *Install building or ground mounted, coordinated signage rather than pole mounted signage.*

***CONSOLIDATION*** *Consolidate signage for multiple uses within a single development with coordinated color, materials, lettering and design.*

***SIGN LIGHTING*** *Minimize sign lighting impacts on adjacent neighborhoods. Minimize glare impacts from sign lighting by placing lighting above and in front of signs and directing the light downward.*

***PUBLIC SIGNAGE*** *Consolidate public safety, directional, highway identification and other public signage to the extent possible. Place cross street name and block number signs on Richmond Highway traffic light masts. Visibility of public signage should be sized to be readable from vehicles moving at posted speeds on adjacent roadways.*

**ENTRY SIGNS** *Provide well-designed commercial and residential development entry signs. Coordinate all landscaping in the vicinity of the sign to compliment, but not obscure, signage.*

**TEMPORARY SIGNS** *Prohibit the use of temporary commercial advertising signs and movable signs with flashing lights along street edges. However, banners announcing district-wide events, but not individual businesses or products, shall be allowed on utility or light poles if securely affixed at the top and bottom so as to preclude any fluttering or rotation by the rotation of the atmosphere.*

**BUILDING NUMBER SIGNAGE** *Coordinate building numbers and address signage at each address for public safety and identification purposes. Visibility of building numbers should be sized to be readable from vehicles moving at posted speeds on adjacent roadways*

## **ZONING ORDINANCE PROVISIONS**

Sect. 12-210 of the Zoning Ordinance requires Comprehensive Sign Plans to be in scale and harmonious with the planned development on the site and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development. Signage in a CSP should not add to street clutter or otherwise detract from the planned unit nature of the development and the purposes of architectural and urban design elements.

The proposed signs will identify the development as a key component of the Beacon/Groveton Community Business Center. The signage will support wayfinding for the retail uses and associated parking. Although staff has misgivings about the location of the P-1 monument sign, the sign did receive the necessary permit and staff is not requesting its removal. The overly large banners have been eliminated and, in staff's opinion, the remaining signage does not contribute to street clutter.

The subject property is located in a Highway Corridor Overlay District and a Commercial Revitalization District. The additional regulations in the Zoning Ordinance for these Districts (Sections 7-600 and 7-1000) do not pertain to signage.

## **CONCLUSIONS**

In summary, staff believes that the proposed signs are appropriately sized, located, and designed for the application property, and provide for a coordinated signage plan for the Beacon of Groveton development. Staff finds that the Comprehensive Sign Plan is consistent with the adopted Comprehensive Plan and conforms to applicable Zoning Ordinance provisions.

## **STAFF RECOMMENDATION**

Staff recommends approval of CSP 2004-LE-012, subject to the proposed development conditions contained in Appendix 1.

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

## **APPENDICES**

1. Proposed Development Conditions
2. Statement of Justification
3. Comprehensive Sign Plan

**Proposed Development Conditions****CSP 2004-LE-012****July 8, 2014**

If it is the intent of the Planning Commission to approve CSP 2004-LE-012 for a Comprehensive Sign Plan located at Tax Map 93-1 ((38)) (1) 1A pursuant to Section 12-210 of the Zoning Ordinance, then staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions:

1. This Comprehensive Sign Plan is granted for and runs with the land indicated in this application and is not transferable to other land.
2. This Comprehensive Sign Plan (CSP) is subject to the issuance of sign permits. Any sign permit shall be in substantial conformance with the CSP submitted with this application, entitled "The Beacon of Groveton, Comprehensive Sign Plan, CSP 2004-LE-012," prepared by Natural Graphics, Inc., dated May 29, 2014, as qualified by these development conditions. Minor deviations in sign location, design and sign area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Sign Plan.
3. Sign permits may only be issued for those signs shown in this CSP. The number, size and total sign area for each sign shall be consistent with the sign tabulations in Appendix V of the Comprehensive Sign Plan.
4. Prior to issuance of permits for new signs, the applicant shall demonstrate approval of sign permits for the existing signs, P-4, P-5 and P-7.
5. Irrespective of the table on page 26 of the CSP, the retail signage (R-1 and R-2) shall not exceed 2.0 square feet of sign area for each linear foot of building frontage occupied by each tenant.
6. All signs shall be consistent with the typography, color palette, materials and use of logos as indicated in the CSP. 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.

7. Lighting or illumination associated with all signs shall conform to Article 14 of the Zoning Ordinance.
8. No unpermitted temporary advertising signs, including but not limited to banners and “popsicle” signs, or other signs prohibited by Section 12-104 of the Zoning Ordinance shall be placed on the building or along the street frontages of the subject property. Any such signs placed by tenants shall be promptly removed by the management of the site. This shall not preclude temporary signs shown in the CSP.
9. 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 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.

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

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



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 smariska@arl.thelandlawyers.com

**WALSH COLUCCI  
 LUBELEY & WALSH PC**

**REVISED**  
 May 1, 2014

**Via Hand Delivery**

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

Re: Proposed Comprehensive Sign Plan  
 Applicant: SPUS05 Wood Groveton, LLC  
 Subject Property: Fairfax County Tax Map Reference 93-1 ((38)) (1) 1A

Dear Ms. Berlin:

Please accept this letter as a statement of justification for a comprehensive sign plan application on property identified as Fairfax County tax map 93-1 ((38)) (1) 1A (the "Subject Property").

The Subject Property contains approximately 2.98 acres and is located in the southwest quadrant of the intersection of Richmond Highway (Route 1) and Memorial Street (Route 1401). On July 11, 2005, the Board of Supervisors (the "Board") rezoned the Subject Property to the PRM District. On March 30, 2009, the Board of Supervisors (the "Board") approved PCA 2004-LE-012 to modify the prior approval and allow a mixed-use development up to a 1.8 FAR. Pursuant to this approval, the Subject Property has been developed with a total of 360,000 square feet of gross floor area comprised of 10,000 square feet of retail use and 290 multifamily units in a 5-6 story building.

The development, known as the Beacon of Groveton, has established a mixed-use, activity center along Richmond Highway. A parking structure is centrally located on the Subject Property and surrounded by retail use and residential units. Based on the size and scope of the development, appropriate signage is crucial to establish an identity for the community, identify individual tenants, and direct pedestrians and motorists through the development. A large, screened parking structure, the variety of tenants, and overall size and scope of the development suggest that meaningful signage will need to be larger than is typically contemplated under the Fairfax County Zoning Ordinance.

I have enclosed a plan prepared by Natural Graphics, Inc. that depicts monument signs, tenant signs, identification signs, directional signs, and temporary marketing signs. The plan

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includes a logo for the Beacon of Groveton to unify the development and establish an identity. The proposed sign plan contains a matrix that summarizes sign types and dimensions for convenient reference. The sign package also includes a graphic depicting the location of all proposed signage. Please note that the signs depicted in the enclosed package are subject to change based on market demand. The Applicant requests flexibility to accommodate changes to the tenant mix. Signage is critically important to retail tenants for both identification and branding.

The Applicant has carefully designed the signage to identify the Subject Property and direct both pedestrians and motorists through the development. Many of the signs are unified by color and the Beacon of Groveton logo to provide a coordinated and complementary identity for the development. Retail signage is critical to the branding of the tenants and the success of the retail component. Directional signage will efficiently guide patrons and residents through the Subject Property while building-mounted signage will allow for quick identification of the individual retail tenants. Parking garage signage will allow patrons and visitors to locate and access the parking structure. In sum, the Applicant's proposed sign program is vital to the creation of a sense of place, the leasability of retail spaces, and the success of retail uses within the development.

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

Very truly yours,

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



Sara V. Mariska

cc: Nick Olaya  
Lynne J. Strobel



The **Beacon**  

---

of Groveton

Comprehensive Sign Plan  
CSP 2004-LE-012  
May 29, 2014



Prepared by:  
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Houston, TX 77081  
(713) 661-5075

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(301) 795-9279

# The Beacon of Groveton

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# The Beacon of Groveton Introduction



EXTERIOR WALL SHALL HAVE A LABORATORY OBTAINED TRANSMISSION CLASSIFICATION TEST OF AT LEAST 30 PSI PER FM 3554. 2.3.1.1. EXTERIOR FINISHES SHALL BE SEPARATE FROM INTERIOR FINISHES. FINISHES SHALL BE SEPARATE FROM INTERIOR FINISHES. FINISHES SHALL BE SEPARATE FROM INTERIOR FINISHES.

Bldg-1

RICHMOND HIGHWAY ELEVATION  
SCALE: 1/8" = 1'-0"



Bldg-4

Bldg-1

GROVETON STREET ELEVATION  
SCALE: 1/8" = 1'-0"



3 MAX. HEIGHT -50'-0"

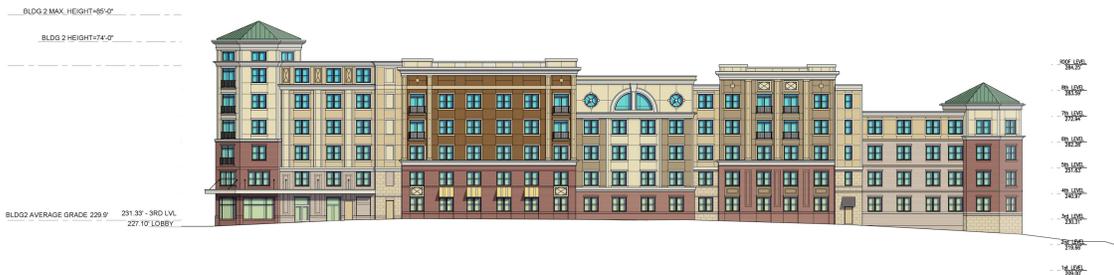
0.3 AVERAGE GRADE 224'-0"

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-50'-0"  
BLDG 4 MAX. HEIGHT  
BLDG 4 AVERAGE

Bldg-3

Bldg-4

DONORA STREET ELEVATION  
SCALE: 1/8" = 1'-0"  
1  
4-201



BLDG 2 MAX. HEIGHT-65'-0"

BLDG 2 HEIGHT-74'-0"

BLDG 2 AVERAGE GRADE 220'-0"

231'-3" - 3RD LVL.  
227'-10" LOBBY.

50'-0"  
48'-0"  
46'-0"  
44'-0"  
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-48'-0"  
-50'-0"

Bldg-2

MEMORIAL STREET ELEVATION  
SCALE: 1/8" = 1'-0"  
2  
4-201

The Beacon of Groveton is a 360,000 square foot mixed-use, 290 unit mid-rise apartment community located along Route 1, in the Groveton neighborhood of Alexandria, VA. It is situated on the site of the former Beacon Field Airport at one of the highest points in Fairfax County.

The single-building design features five- and six-story elevations. The community is served by 10,000 square feet of ground-floor retail space. Dedicated residential and retail parking is available for the residents and retail patrons.

The mixed-use nature of this project will result in a vibrant pedestrian-friendly environment with a possible restaurant and other retail opportunities just outside the front door.

A coordinated and well-developed signage system for the Beacon of Groveton site will establish the community's identity, incorporating the retail and residential uses specific to this site. Signs are a necessary means of visual communication for public convenience and are most effective when organized in a comprehensive system. A properly conceived sign system reflects the owner's concern and sense of responsibility for public safety and enhances the image and use of the development.

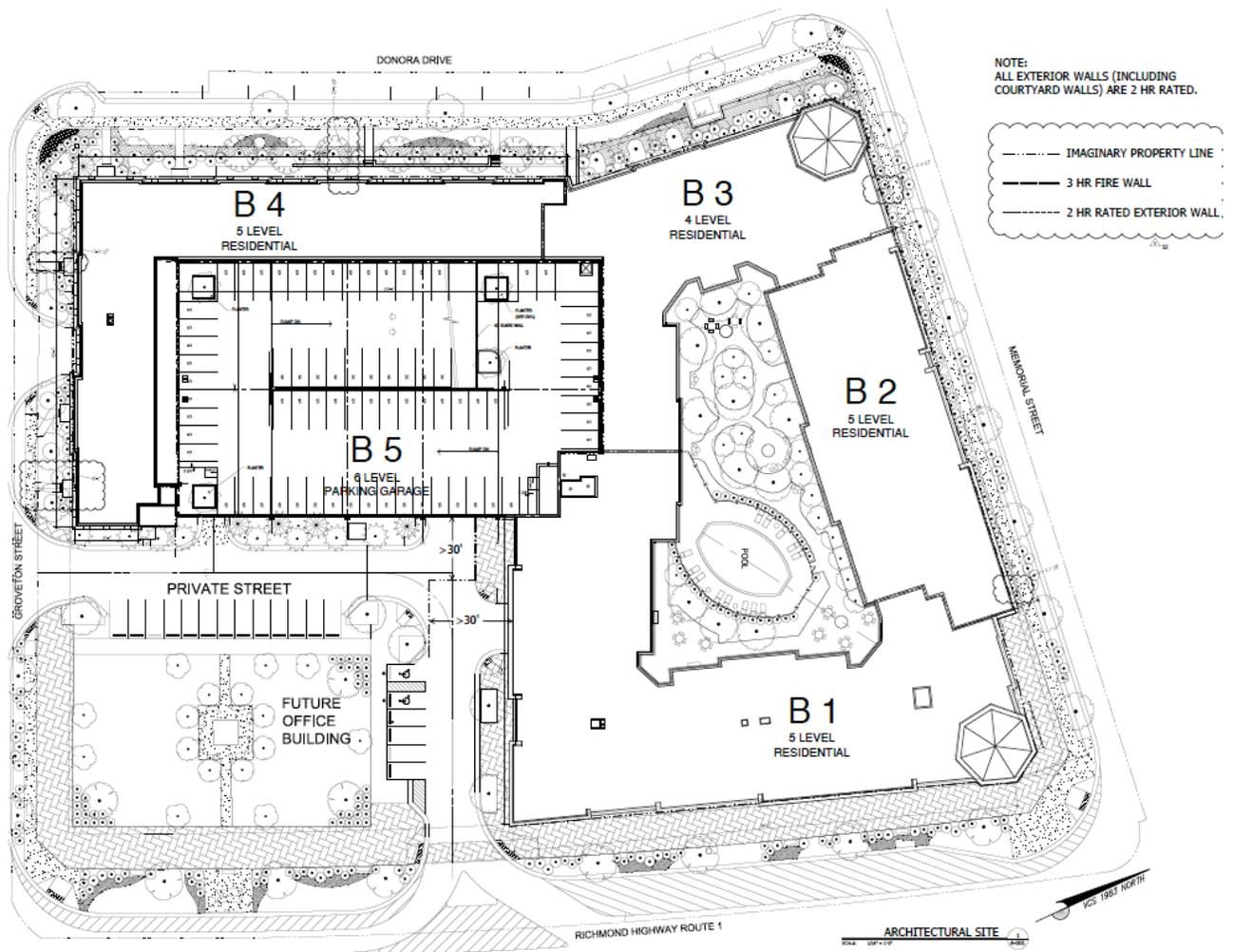
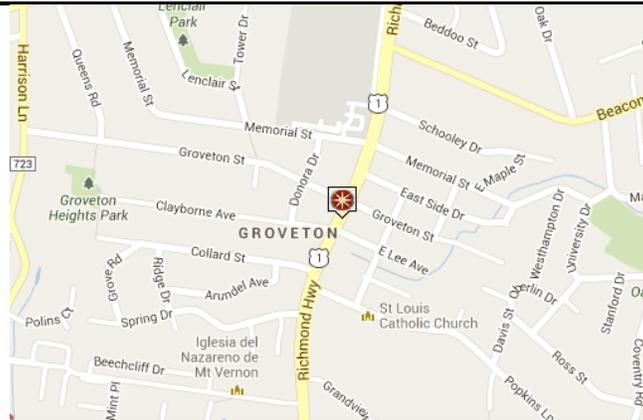
The elements of this sign system are contextual to the architecture and landscape features of The Beacon of Groveton. All design details have been coordinated with the project's architects and landscape architects to assure a harmonious and well-integrated signage program.

Given the retail and residential mixed-use of this project, the challenge is to accommodate multiple uses within the same site, changing tenant mixes, changing market conditions and periodic renovations over time. Sign design standards are set within this document in a manner to describe the standards, and to maintain flexibility in these needs.

The pages following in this manual provide illustrations, details, locations and type of messages for each sign on the site. These guidelines assure consistent display of information in its entirety. The end result is a comprehensive sign program that will establish, identify, direct vehicular traffic and facilitate access to the site facilities.

1. The signs within Beacon of Groveton shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Program. The materials for each sign shall be limited to those listed specifically for each sign.
2. In order to ensure compatibility with the architectural design of The Beacon of Groveton, the design and location of all signs shall be reviewed and approved by the owner, prior to submission to Fairfax County for sign permits. Sign permits, under this Comprehensive Sign Program, shall be obtained as required by the Zoning Ordinance, written approval of Wood Partners, shall accompany all sign permit applications.
3. All signs may be illuminated. Lighting may be by external illumination including ground mounted up-lights, sign & building mounted down-lights, neon, or internal illumination. Lighting of signs shall not be blinding, fluctuating or moving. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Part 9 of Article 14 of the Zoning Ordinance.
4. Illustrations in this Comprehensive Sign Program are intended to indicate the general size and character of the signs proposed for The Beacon of Groveton. All signs are subject to final design and engineering, and approval by the owner, and all signs shall be in conformance with this Comprehensive Sign Program.
5. All signs shall comply with all applicable requirements of the building codes.
6. Notwithstanding the number of signs shown in this Comprehensive Sign Program manual, the applicant shall have no obligation to construct every sign shown.

# The Beacon of Groveton Vicinity Map



Site is located on Richmond Highway (Rt. 1) between Memorial and Groveton Streets.



The **Beacon**  

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of Groveton

A logo has been developed to provide an identity for The Beacon of Groveton property.

The logo presented here is the initial logo. The typeface, shape, text and colors may be modified in the future subject to market conditions. Should the logo be modified, all logos will be changed in order to ensure consistency throughout The Beacon of Groveton.

All uses of the logo throughout the property shall be consistent in proportion, colors (whether multi-colored or monotone) and typeface.

Futura Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura Std Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ITC Fenice Std

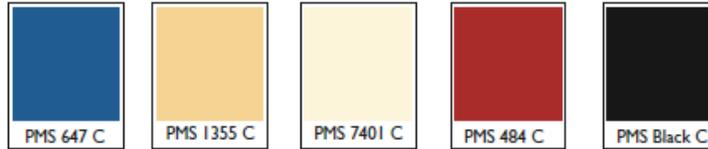
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Standard typography will be used for Site Permanent signs within The Beacon of Groveton. The initial standard typography will consist of Futura Standard Medium, Futura Standard Light Condensed and ITC Fenice Standard.

Subject to review of the owner or subsequent ownership, this standard typography may be modified due to changes in market conditions and prevailing styles; should the standard typography be modified, all signs will be changed to reflect new typography in order to ensure the consistency throughout The Beacon of Groveton.

For User and temporary signs, the typography will reflect the individual user's standard type style and/or logo, or be a style expressive of the user.

Logo colors:  
Pantone Solid Color:  
PMS 647 C  
PMS 1355 C  
PMS 7401 C  
PMS 484 C  
PMS Black



Signage Colors:  
cream: SW 6372 Inviting Ivory  
tan: SW 6388 Golden Fleece  
blue: SW 6509 Georgian Bay  
grey: MP 18202 silver  
red: SW 6881 Cayenne  
black



### Permanent And Temporary Sign Colors

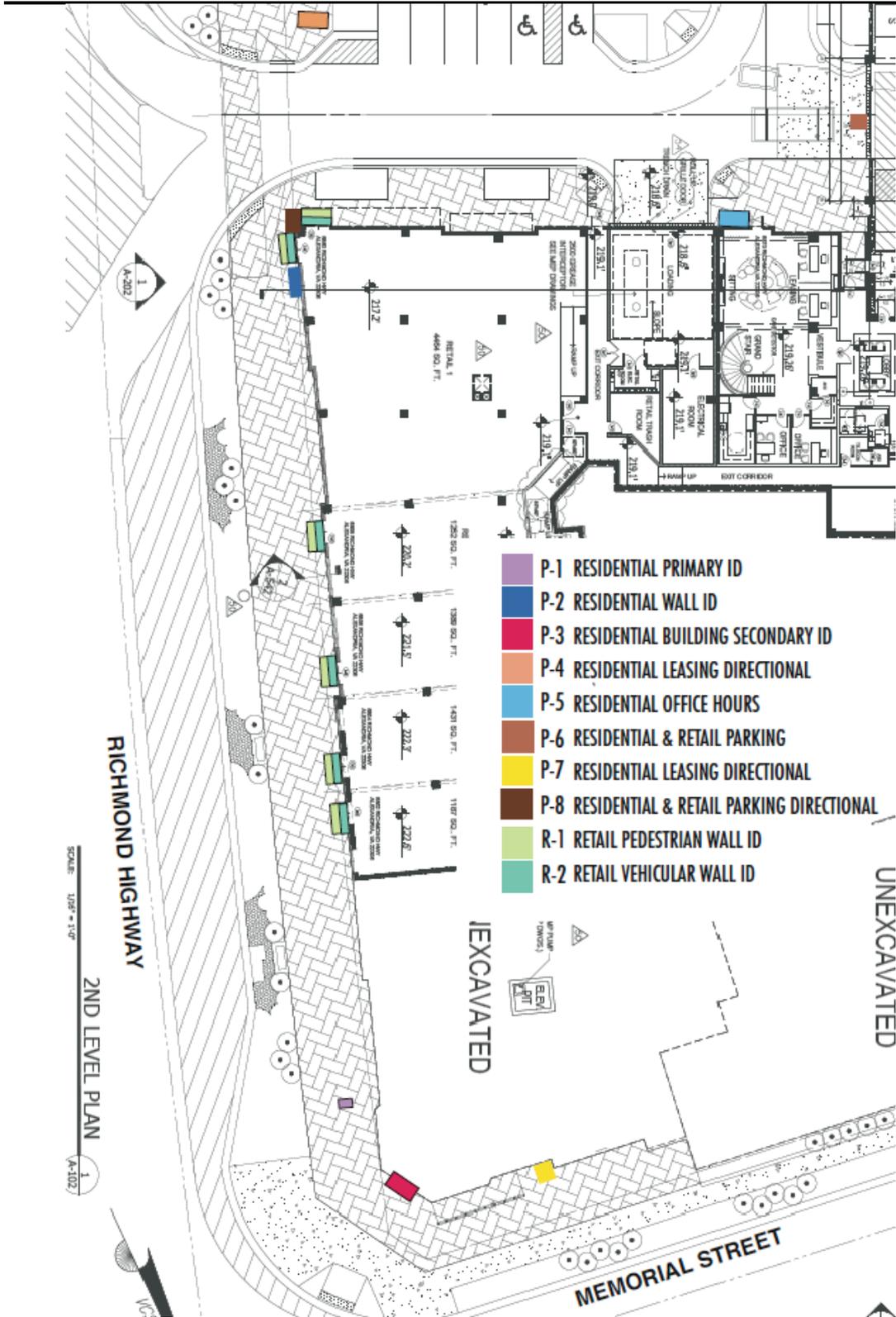
Most Site Permanent Signs and Temporary Signs shall use the above shown colors in their design, except as otherwise noted.

Retail permanent sign colors to reflect individual user's standards, or be a style expressive of the user.

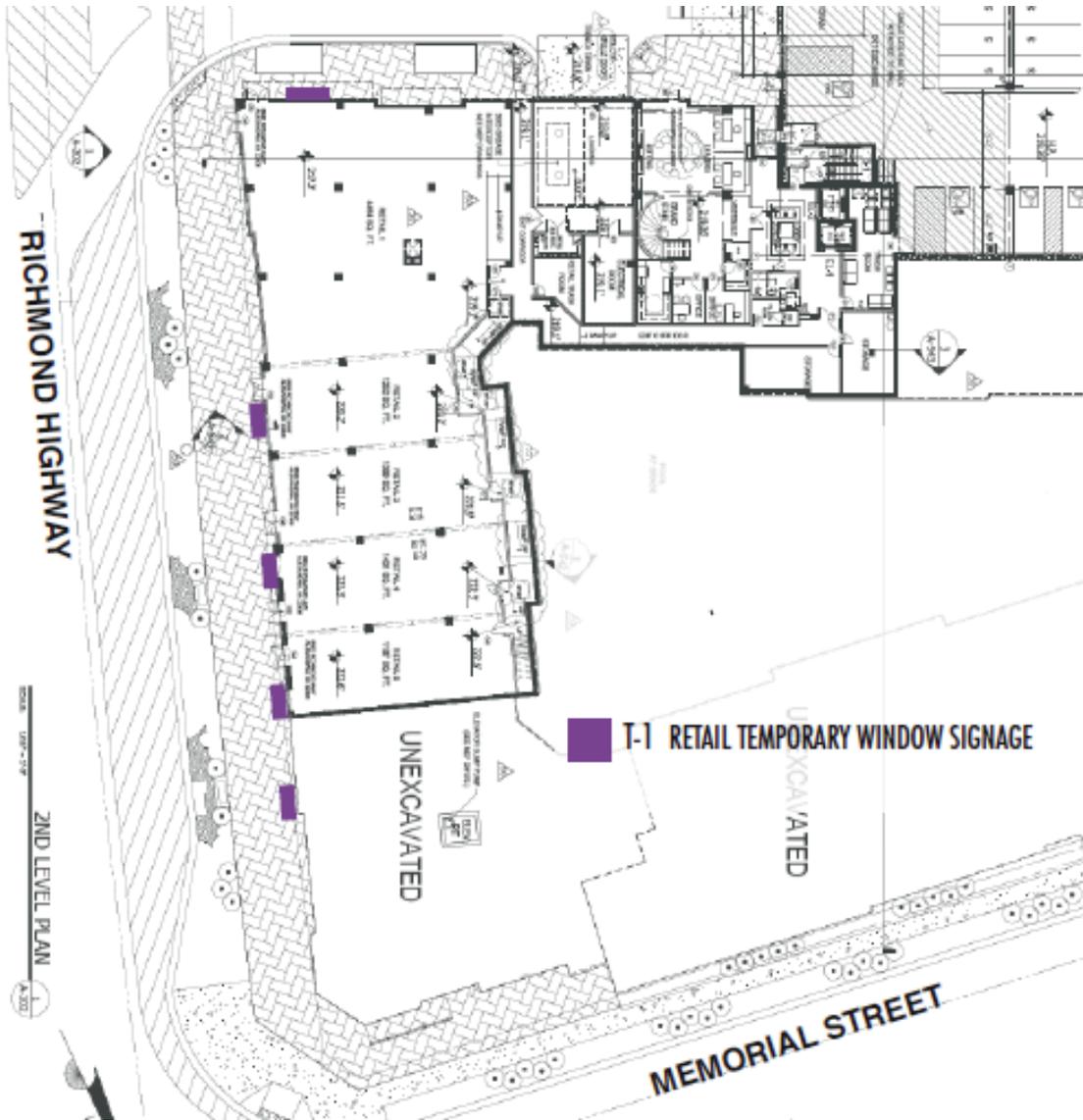
Subject to the review of the owner, or subsequent ownership, these color palettes may be modified, provided that the color palette is consistently used among all signs using the standard typography.

Other materials such as brick, precast concrete, aluminum and glass may also be used for the support structures; these materials maybe used in their natural or painted finish.

# Residential The Beacon of Groveton Site Permanent and Retail Sign Location Map



The Beacon of Groveton  
Temporary Signage Location Map

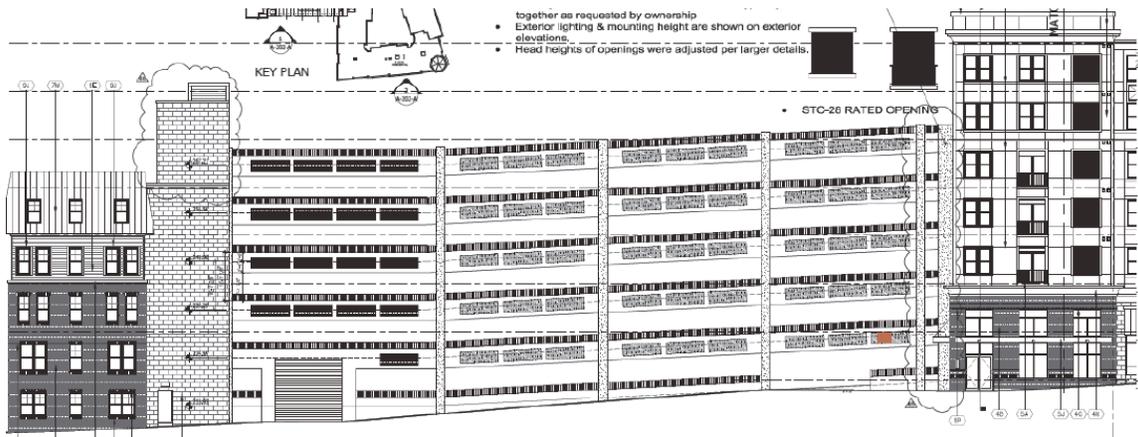


The Beacon of Groveton  
 Site Permanent, Retail, and Temporary Sign Location Elevations



- P-2 RESIDENTIAL WALL ID
- P-3 RESIDENTIAL BUILDING SECONDARY ID
- R-1 RETAIL PEDESTRIAN WALL ID
- R-2 RETAIL VEHICULAR WALL ID
- T-1 RETAIL TEMPORARY WINDOW SIGN
- P-8 RESIDENTIAL & RETAIL PARKING DIRECTIONAL

Richmond Highway Elevation



Richmond Highway Elevation

The Beacon of Groveton  
Site Permanent, Retail, and Temporary Sign Location Elevations



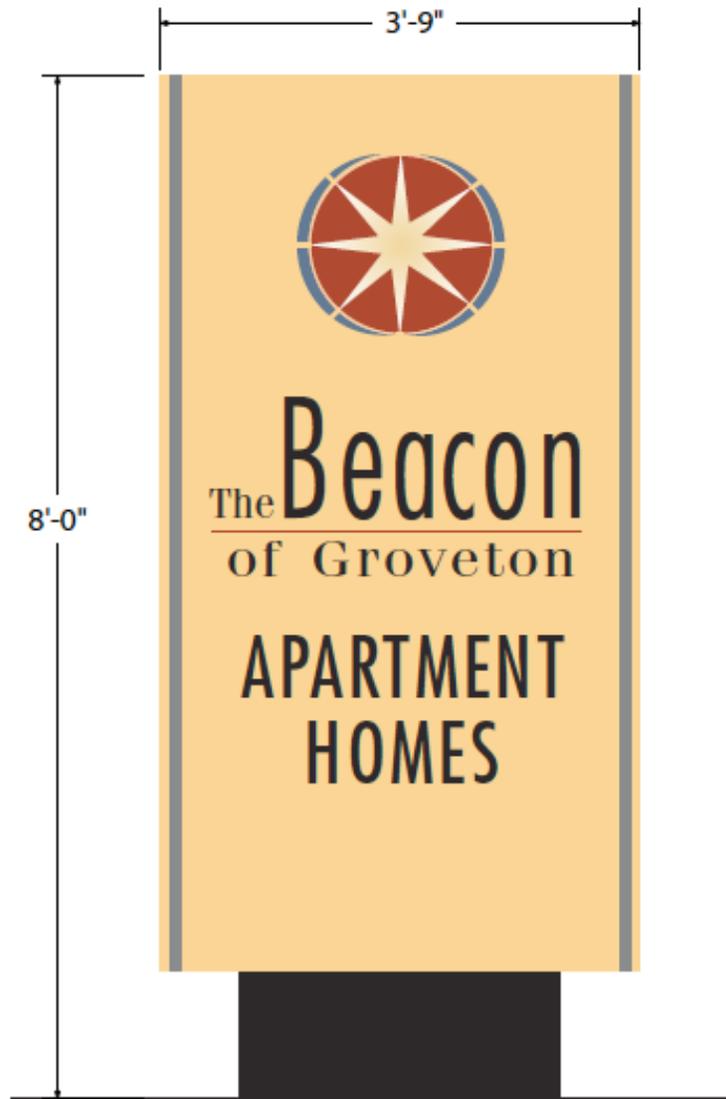
Groveton Street Elevation



Memorial Elevation

# The Beacon of Groveton

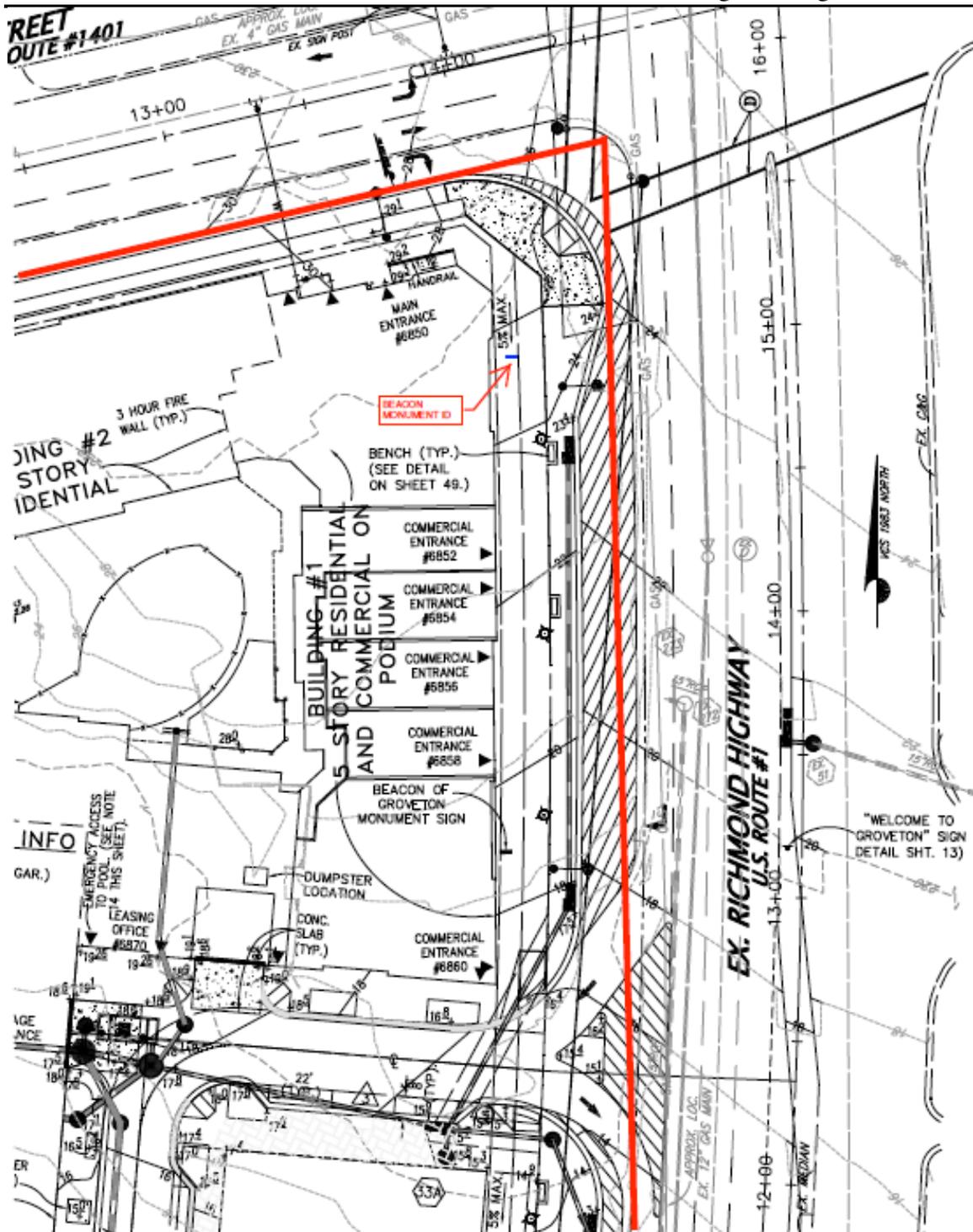
## II. SITE PERMANENT SIGNS

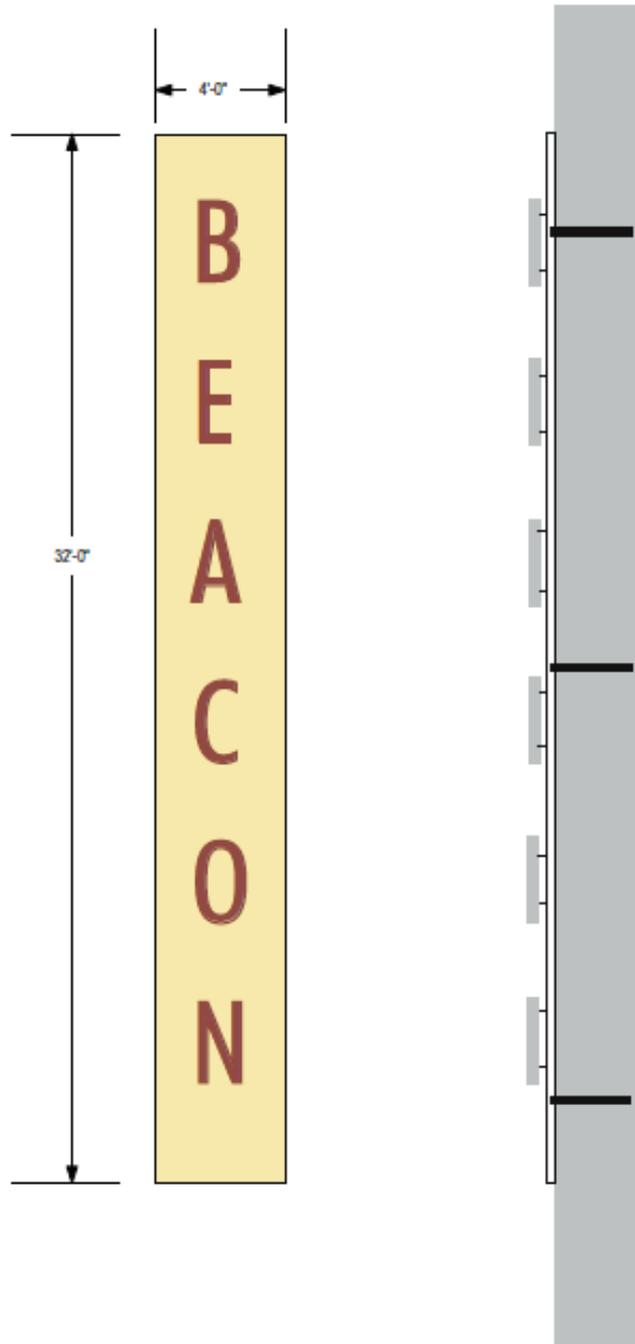


**Description.**

One Freestanding Primary Identification Sign will be provided along Richmond Highway, consisting of a double faced monument sign measuring 3'9" w x 8'0" h, at a total of 30 square feet. The Primary identification sign will incorporate the name, logo and use of the property. Sign is a painted internally lighted aluminum sign cabinet.

The Beacon of Groveton  
Residential Identification; Ground P-1 Sight Triangle illustration





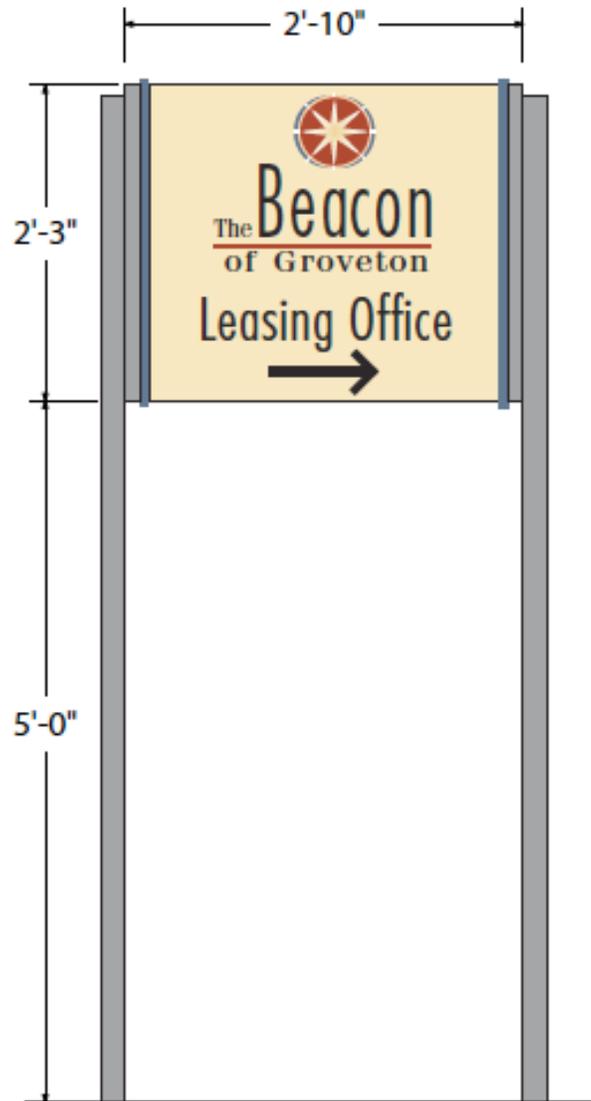
**Description.**

One Wall Identification Sign will be provided along Richmond Highway, consisting of a single faced substrate with fabricated aluminum halo illuminated letters, at a total of 128 square feet.



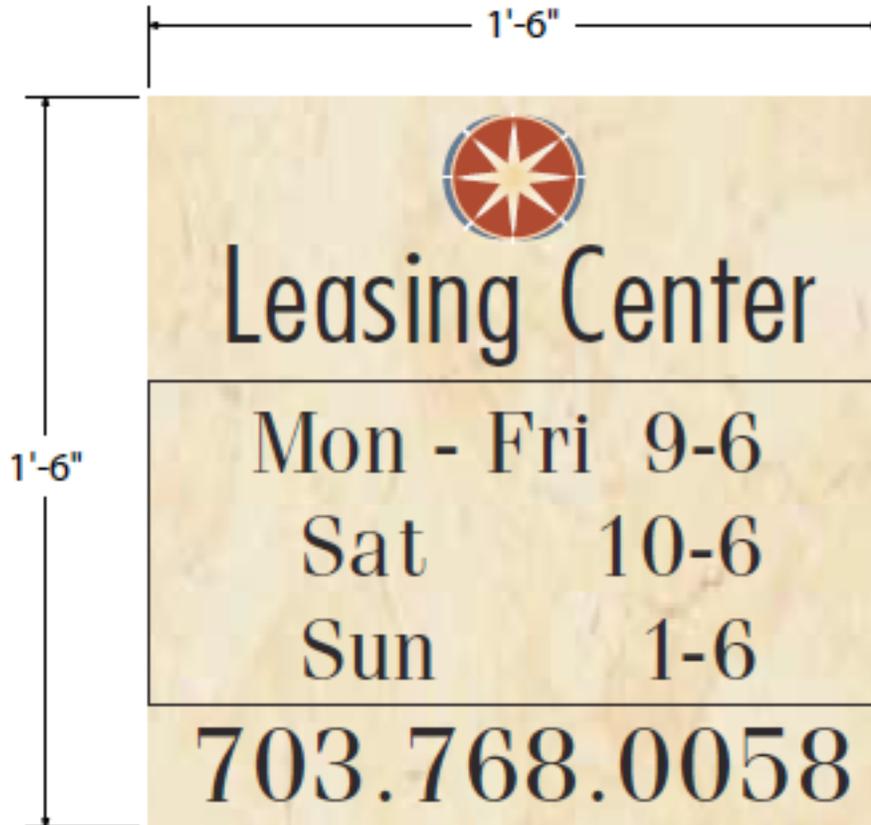
**Description.**

One Building Mounted Primary Secondary Sign will be provided at the intersection of Richmond Highway and Memorial Street, consisting of a single faced canopy sign measuring 4'0" x 12'0" at a total of 48 square feet. The Primary secondary identification sign will incorporate the name of the property. Sign is reverse lit channel letters with aluminum backing.



Description.

One Freestanding Leasing Directional Sign will be provided at the intersection of Richmond Highway and the entrance drive to the property, consisting of a double faced ground sign measuring 2'10" w x 2'4" h x 5' to bottom of sign from grade, perpendicular to Richmond Highway, totaling 6.6 square feet. The freestanding leasing directional will incorporate the name, logo and direction to the Leasing Office. Sign is painted aluminum and acrylic with vinyl graphics.



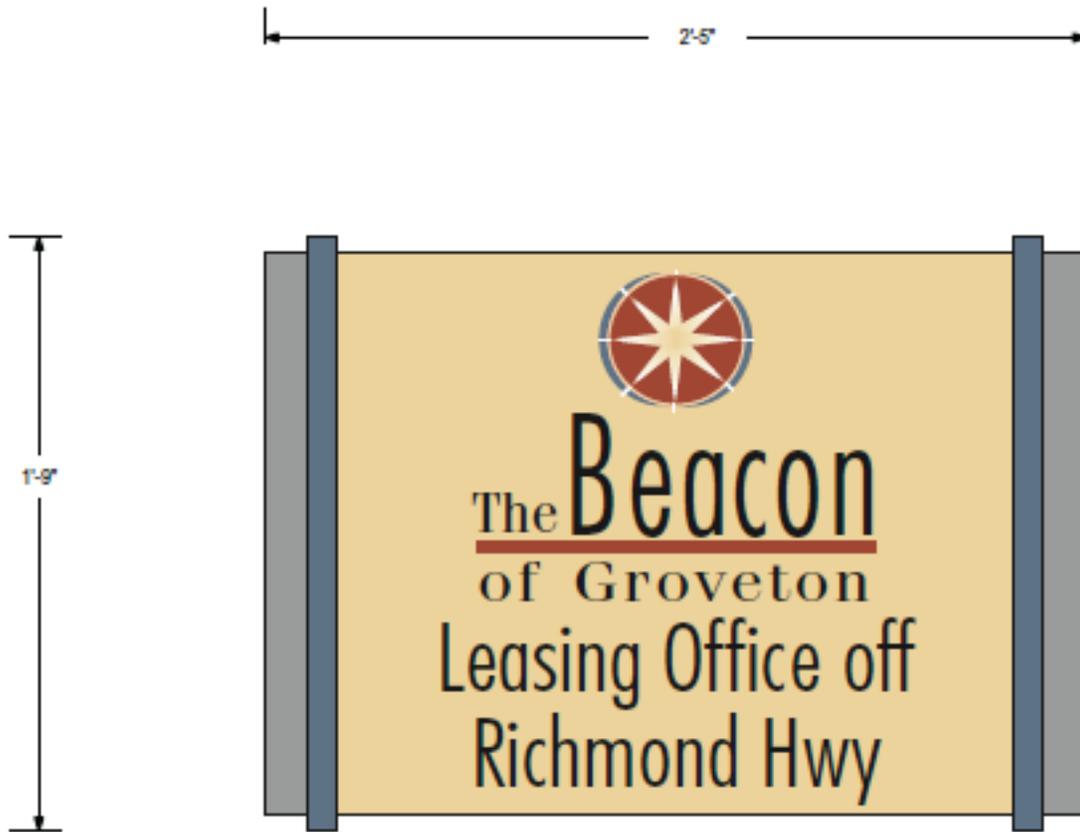
**Description:**

One building mounted Leasing Office Hours sign will be provided at the entrance to the Leasing Center, consisting of a single faced sign measuring 1'6" w x 1'6" h, at a total of 2.25 square feet. Leasing Office Hours sign will incorporate the logo and leasing center office hours and phone number. Sign is Jerusalem Gold travertine, with applied cut glass logo, and vinyl graphics.



**Description.**

One building mounted Parking Directional Sign will be provided at the entrance to the parking garage off of Richmond Highway consisting of a single faced wall sign measuring 2'5" w x 2'4" h totaling 6 square feet. Sign is painted aluminum with vinyl graphics.



Description.

One building mounted Leasing Directional Sign will be provided at the entrance to the building on Memorial Street consisting of a single faced wall sign measuring 2'5" w x 1'9" h totaling 4.2 square feet. Sign aluminum with vinyl graphics.



Description.

One building mounted projecting Parking Directional Sign will be provided at the corner of the building on Richmond Highway consisting of a double faced wall sign measuring 2'5" w x 2'4" h totaling 6 square feet. Sign is painted aluminum with vinyl graphics.

# The Beacon of Groveton

## III. RETAIL SIGNS

The Beacon of Groveton  
Retail Identification; Pedestrian & Vehicular Oriented wall mounted ID R-1 & R-2

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Photos are for illustrative purposes only

Retail Sign Description & Notes:

Retail signs shall identify and advertise the individual enterprise served. Retail signs will be individually designed to express the character of the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise. Sign designs shall complement the architectural design of the building, and be subject to review of Wood Partners or subsequent owner.

Retail signage may consist of internally or externally lighted signs, as channel letters or aluminum placards with the tenants name, logo and services offered.

Retail uses within a building shall be permitted up to 2 square feet of sign area for each linear foot of their street frontage. Multiple signs may be permitted for each tenant such as pedestrian oriented building sign, vehicular oriented building sign, and awning graphics provided the total area does not exceed the 2 x street frontage – per table below denoting the 5 individual retail spaces and their total square footage allowance.

Should a future tenant take more than the currently allotted retail spaces, their allowance will increase per the total linear frontage occupied.

Opaque window films are permitted and do not count against users' allowable square footage of signage. Window film will not be advertising tenant or use, its main purpose is predominantly for visual interest.

The proposed locations of building mounted signs are shown on the elevations on pages 10-11. Tenants may not be allowed signage on buildings they are not occupying.

Retail building mounted signs may be flush or flat building mounted, or may include awnings.

Retail Space Table Signage Maximum Square Footage Allowance

Retail Space 1 = 2 x 71'8" (linear footage) =	143 square feet
Retail Space 2 = 2 x 23'6" (linear footage) =	47 square feet
Retail Space 3 = 2 x 23'6" (linear frontage) =	47 square feet
Retail Space 4 = 2 x 23' (linear frontage) =	46 square feet
Retail Space 5 = 2 x 20'4" (linear frontage) =	<u>40.6 square feet</u>
TOTAL Retail Square Footage	323.9 square feet

Although the number of signs may vary, the total sign area for all retail signs will not exceed the total combined sign area of 323.9 square feet.

# The Beacon of Groveton

## IV. TEMPORARY SIGNAGE



Retail window cling graphics can be provided along Richmond Highway. One retail window cling per retail bay. Retail cling is to be removed once the retail space has been leased.

**\*\*Window cling is not to exceed 30% of window area.**

Temporary window signs affixed to or clearly visible through windows are permitted in the retail and commercial components of the building, advertising the sale or promotions of specific services or events. The aggregate of such signs shall not exceed 30% of the total window area (see example). Temporary retail window clings will be removed immediately after space is leased. One retail window cling will be used at each of the 5 retail bays.

Colors shall be consistent with the color palette; text shall match the standard typography, with addition of one or two (1-2) fonts. Anticipated temporary sign locations are noted on the sign location maps and elevations; however, alternative locations may be permitted based on changes in general conditions.

# THE BEACON OF GROVETON

## V. APPENDIX

The Beacon of Groveton  
Sign Dimensions and Areas Table

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

<b>Sign Type/ Description</b>	<b>Number of Proposed/ Existing Signs</b>	<b>Total Proposed/ Existing Sign Area</b>	<b>Article 12 Allowable Sign Area</b>	<b>Zoning Ordinance Section</b>	<b>Difference Proposed/ Existing Vs. Allowable</b>
Residential Primary ID P-1 (Existing)	1 Existing	30 sq. ft.; 8' h (existing)	30 sq. ft. maximum height 8'	12-105, Paragraph 1, 3 C1, 6 12-202 Paragraph 3, 4	0
Residential Wall Sign P-2	1 Proposed	128 sq. ft.	12 sq. ft. maximum 30'h on building	12-105 Paragraph 2A, 4 12-202 Paragraph 2, 3	+164sq. ft.
Residential Building Secondary ID P-3	1 Proposed	48 sq. ft.			
Residential Leasing Directional Sign P-4 (Existing)	1 Existing	6.6 sq. ft. (existing)	2 sq. ft. minimum of 5' from lot line	12-105 Paragraph 5 12-103, Paragraph 2G	+4.6 sq. ft.
Residential Office Hours P-5 (Existing)	1 Existing	2.25 sq. ft. (existing)	4 sq. ft.	12-105 Paragraph 1 12-202 Paragraph 5	-1.75 sq. ft.
Residential & Retail Parking Directional P-6	1	6 sq. ft.	2 sq. ft. minimum of 5' from lot line	12-105 Paragraph 5 12-103, Paragraph 2G	+4 sq. ft.

The Beacon of Groveton  
Sign Dimensions and Areas Table

<b>Sign Type/ Description</b>	<b>Number of Proposed/ Existing Signs</b>	<b>Total Proposed/ Existing Sign Area</b>	<b>Article 12 Allowable Sign Area</b>	<b>Zoning Ordinance Section</b>	<b>Difference Proposed/ Existing Vs. Allowable</b>
Residential Leasing Directional P-7	1 Existing	4.2 sq. ft. Existing	2 sq. ft. minimum of 5' from lot line	12-105 Paragraph 5 12-103, Paragraph 2G	+2.2 sq. ft.
Residential & Retail Parking Directional P-8	1 Proposed	6 sq. ft. Proposed	2 sq. ft. minimum of 5' from lot line	12-105 Paragraph 5 12-103, Paragraph 2G	+6 sq. ft.
Retail Pedestrian Wall ID R-1	1 per retail space 2-5 Retail Space 1 may have 2	Signs may vary	2.0 sq. ft for each linear frontage	12-105 Paragraph 1 12-106 Paragraph 2, 3 12-203 Paragraph 9	+0.5 sq. ft. per linear street frontage
Retail Vehicular Wall ID R-2	1 per retail spaces 2-5 Retail Space 1 may have 2	Signs may vary			
Retail Temporary Window Signs T-1	1 per retail or commercial window	30% of window area	30% of window area	12-103 Section 3 Paragraph K	0