



APPLICATION ACCEPTED: February 25, 2013
PLANNING COMMISSION: July 23, 2014

County of Fairfax, Virginia

July 9, 2014

STAFF REPORT

APPLICATION CSP 2010-PR-014

PROVIDENCE DISTRICT

APPLICANT: GS Springhill Subsidiary, LLC

PRESENT ZONING: PTC and HC

PARCELS: 29-3 ((31)) D and 29-3 ((33)) C

ACREAGE: 38,539 square feet

PLAN MAP: Transit Station Mixed Use

PROPOSAL: The applicant seeks approval of a Comprehensive Sign Plan for the Ascent, a 404-unit apartment tower in close proximity to the Tysons West Metrorail Station.

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2010-PR-014 subject to the proposed development conditions in Appendix 1.

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

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

The approval of this 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.

Bob Katai

Department of Planning and Zoning
Zoning Evaluation Division
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Fairfax, Virginia 22035-5509
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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; TTY 711 (Virginia Relay Center).

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

Comprehensive Sign Plan

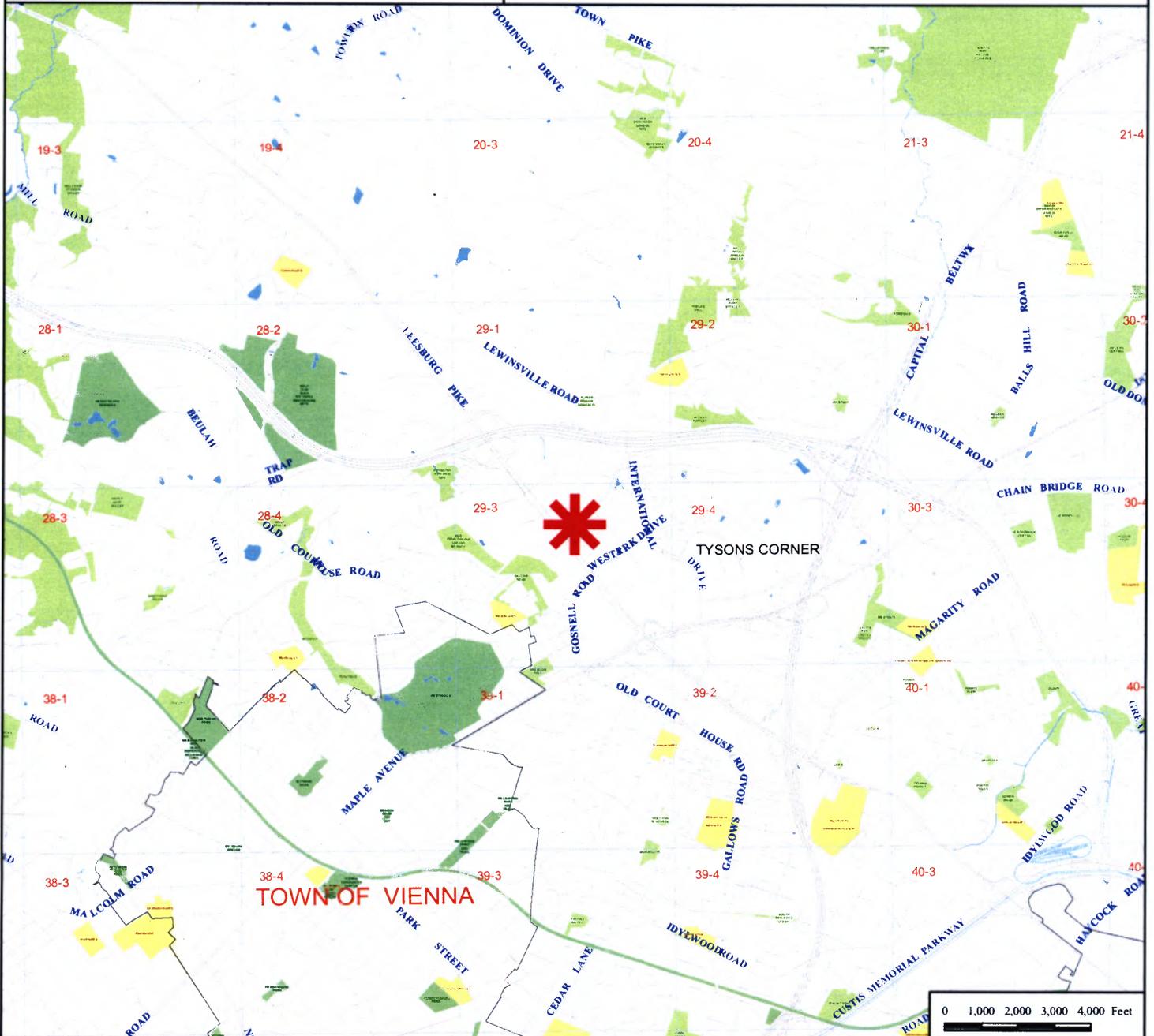
CSP 2010-PR-014



Applicant: GS SPRINGHILL SUBSIDIARY, L.L.C.
Accepted: 02/25/2014
Proposed: COMPREHENSIVE SIGN PLAN
Area: 38539 SF OF LAND

Zoning Dist Sect: Located: WEST SIDE OF BROAD STREET APPROXIMATELY 250 FEET SOUTH OF SPRING HILL ROAD

Zoning: PTC
Overlay Dist: HC
Map Ref Num: 029-3- /31/ / D- /33/ / C



Comprehensive Sign Plan

CSP 2010-PR-014



Applicant:
Accepted:
Proposed:
Area:

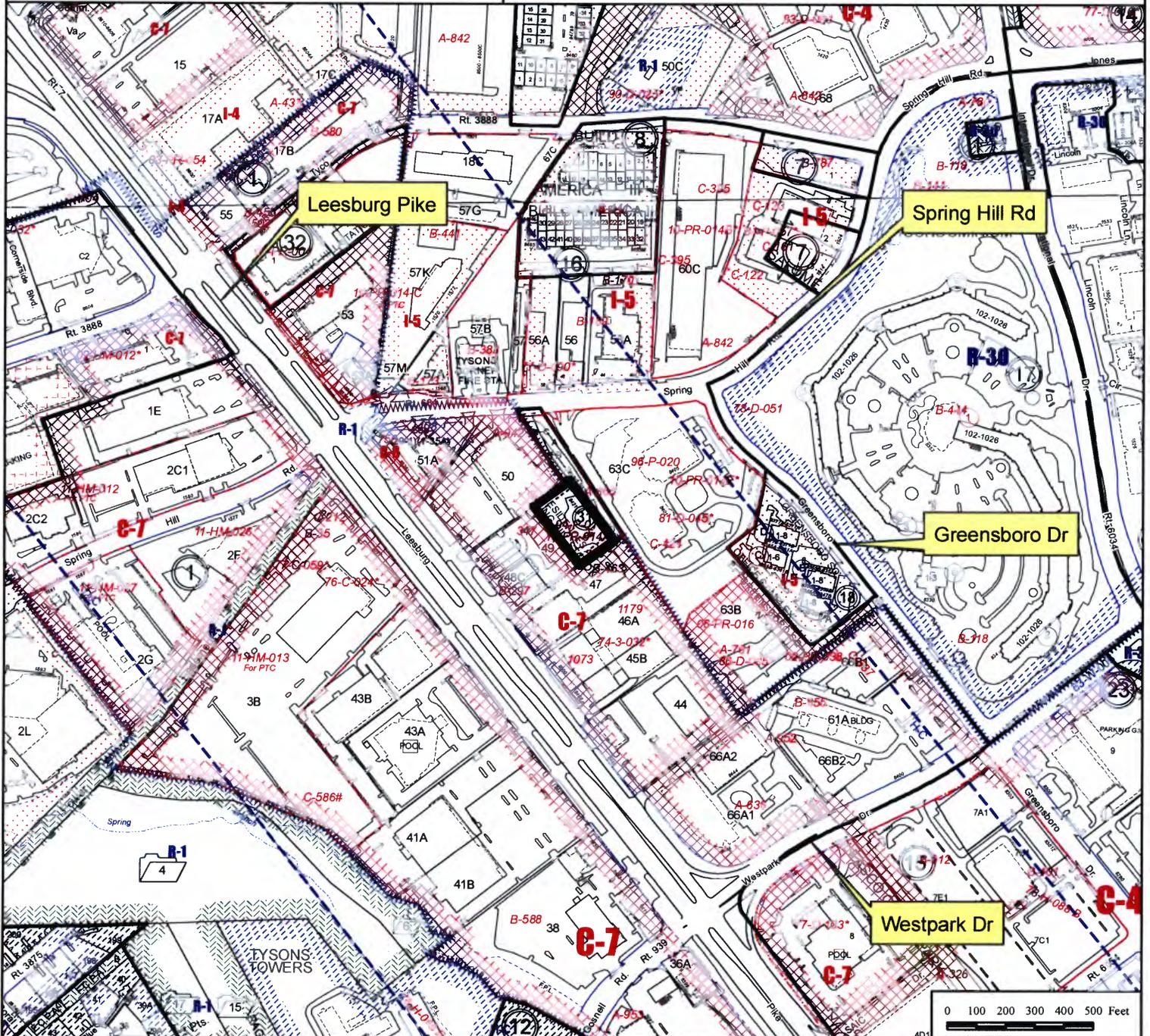
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Zoning:
Overlay Dist:
Map Ref Num:

PTC
HC
029-3- /31/ / D /33/ / C



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

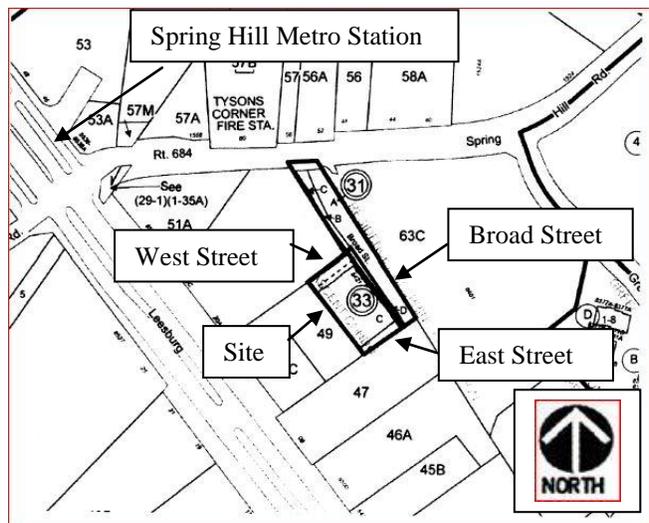
DESCRIPTION OF THE APPLICATION

The applicant, GS Springhill Subsidiary, LLC, is requesting approval of a Comprehensive Sign Plan (CSP) for The Ascent, a 404-unit, 26-story apartment tower. The building opened for occupancy in April of this year. The building is the first in a PTC rezoning to be constructed. The building is occupied entirely by residential uses and does not contain ground floor retail. The purpose of this sign plan is to create a coordinated signage system for the new residential community. A copy of the complete CSP is contained in Appendix 2. Proposed development conditions and the applicant's Statement of Justification are contained in Appendices 1 and 3, respectively.

LOCATION AND CHARACTER

Site Description

The 38,539 square foot site (0.88 acre) is located southeast of the Spring Hill Metrorail Station. Specifically, the site is located one block east of Spring Hill Road and one block north of Leesburg Pike. The residential tower fronts on Broad Street (which is accessed via Spring Hill Road) and its garage is accessed via two private roads, East Street and West Street, that "T" into Broad Street along either side of the building. Broad Street currently terminates at its intersection with East Street.



The building is situated at a 45 degree angle to true north. For purposes of this report and the comprehensive sign plan, north indicates a direction towards Broad Street/ Greensboro Drive, south towards Leesburg Pike, west towards Spring Hill Road, and east towards Westpark Drive.

As noted above, the building is located behind a block of existing businesses that front on Leesburg Pike. These businesses include a McDonald's restaurant, the Container Store, a Citibank branch, and a small shopping center. A description of the surrounding uses are summarized in the below matrix.

SURROUNDING AREA DESCRIPTION			
Direction	Use	Zoning	Plan
North	Office	PTC, HC	Transit Station Mixed Use
East	Office	C-7, HC, SC	Park/Open Space
South	Retail (Shopping Center, Citibank, McDonalds, Container Store)	C-7, HC, SC	Residential Mixed Use
West	Retail (Shopping Center)	C-7, HC, SC	Transit Station Mixed Use

BACKGROUND

On September 27, 2012, the Board of Supervisors approved RZ 2010-PR-014A to rezone the project site from I-5 to PTC, which rendered this site the first to be zoned PTC. Under this project, a new grid of streets was proposed for the properties within the vicinity of the subject property. That vision included eventually extending Broad Street towards the east and extending East and West Streets to Leesburg Pike. With the construction of this first project, these connections are not in place and the sole access to the site is via Broad Street from Spring Hill Road. Therefore, the applicant has emphasized the importance of signage for creating a sense of place and wayfinding, realizing that the grid may be years in the future.

COMPREHENSIVE PLAN PROVISIONS (Appendix 4)

Plan Area:	II
Urban Center:	Tysons Corner
Planning District:	Tysons West District
Subdistrict:	North Subdistrict
Plan Map:	Residential Mixed-Use

Relevant Plan text can be found in Appendix 4.

ANALYSIS

Comprehensive Sign Plan (Appendix 2)

Title of Plan: The Ascent at Spring Hill Station Comprehensive Sign Plan
Prepared By: Natural Graphic, Inc.
Date: July 3, 2014

Article 12 of the Zoning Ordinance regulates signs; in addition, it permits, under Sect. 12-210, for an applicant in a P district to request a comprehensive sign plan as a means to create flexibility in signage within planned developments. Subject to approval by the Planning Commission, such plans must show the location, size, height, and extent of all proposed signs, as well as the nature of the information to be displayed on the signs.

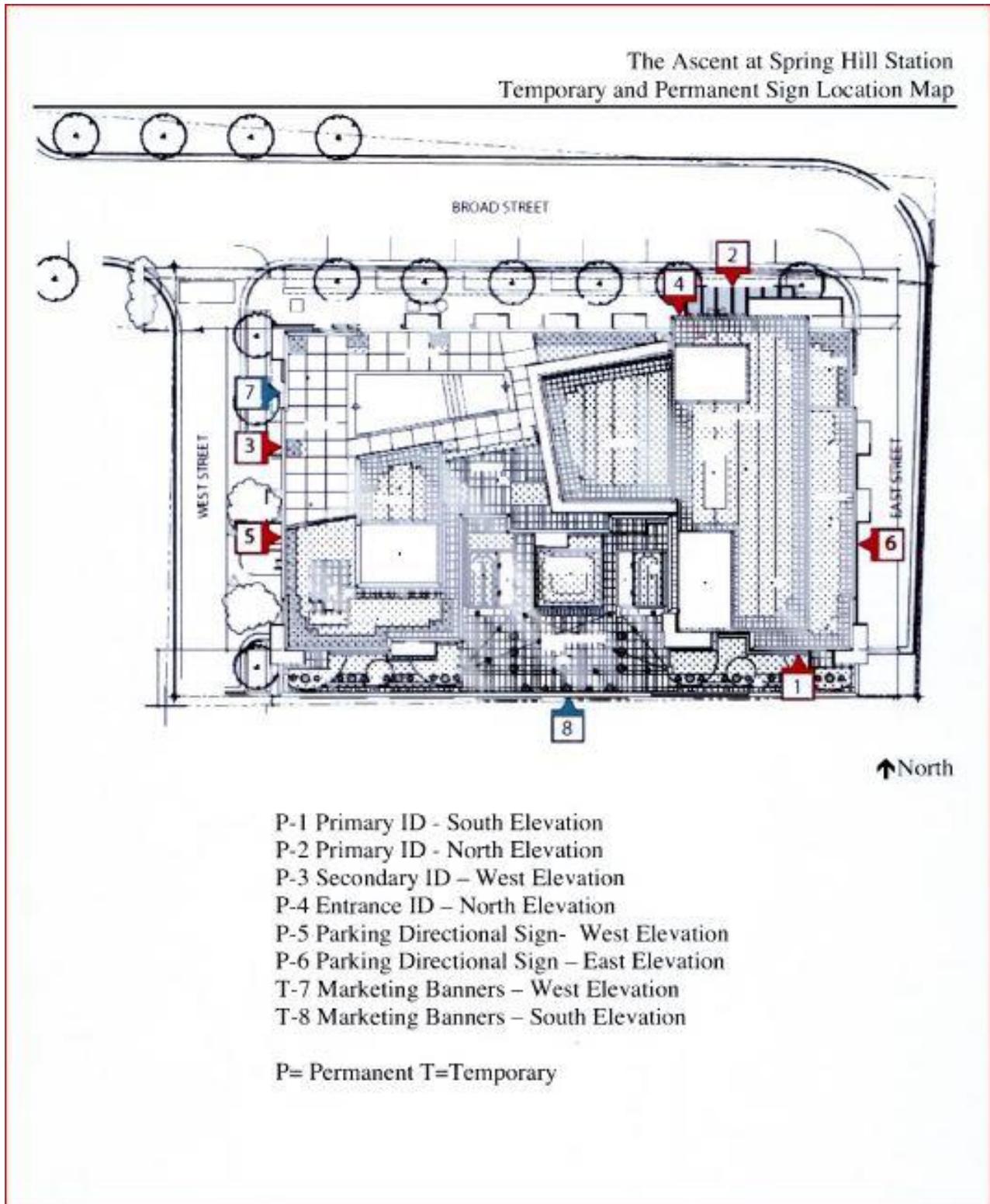
The submitted Comprehensive Sign Plan (CSP) consists of 29 pages containing descriptions, locations, and styles of the proposed signs. The CSP is divided into four main sections: comprehensive sign design; permanent site signs; temporary signs; and an appendix.

Comprehensive Sign Design

The Comprehensive Sign Design section contains an introduction that provides an overview of the development and a purpose for the CSP, which is to create a coordinated, effective, and aesthetically pleasing signage system for the subject building. The introductory statements note that the elements of the proposed sign system are contextual to the architecture and landscape features of the project “to ensure a harmonious and well-integrated signage program”.

Language is included in the notes on the introductory pages indicating that signs will be constructed in substantial conformance with designs as illustrated. However, the applicant does not clearly commit to provide signage consistent with the location, lighting, typography and logos as shown in the CSP. Staff is proposing development conditions to require conformance with these provisions.

The CSP contains the below map that shows the proposed location of the signs relative to the footprint of the building.



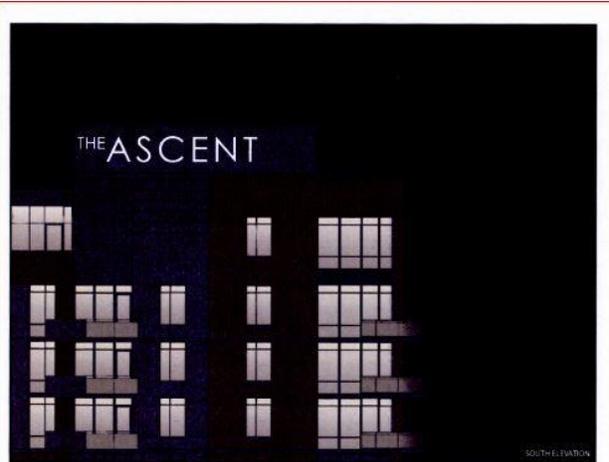
Permanent Signs

Primary Identification Signs

The development will have two primary identification signs. These signs will be mounted at the top of the building on the north and south elevations in order to be visible from the surrounding Tysons West area. Each identification sign will consist of five-foot high individual aluminum face lit channel letters with acrylic faces that are covered with perforated vinyl creating letters that appear black during the day and white at night. The words "THE" will measure 11.81 square feet and "ASCENT" will measure 140 square feet. The total sign area for each primary identification sign will equal 151.81 square feet.



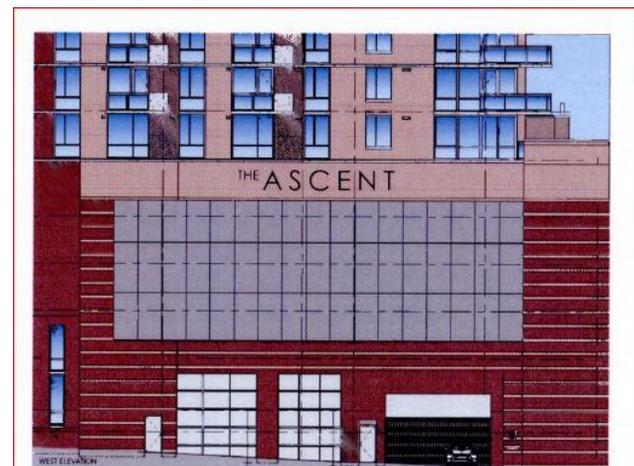
Primary ID P-1 South Elevation (Day)



Primary ID P- 1 South Elevation (Night)

Secondary Identification Sign

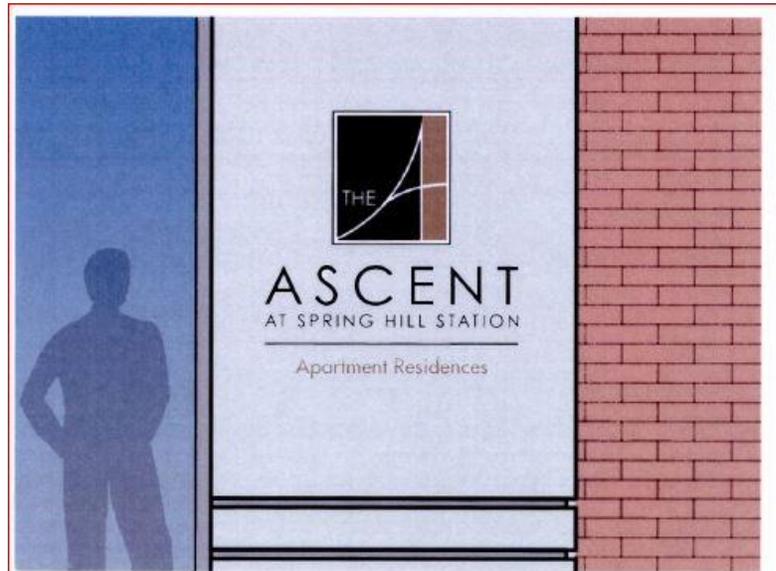
A secondary identification sign will be provided on the building's west elevation, at the top of the garage podium. This sign will be visible from Spring Hill Road and the Spring Hill Metro station platform. This sign will be similar to, but smaller than, the primary identification signs, in that it will appear black during the day and white at night. The sign area will equal 101.3 square feet.



Primary Secondary ID P-3 West Elevation (Day)

Building Mounted Identification Sign

An entrance identification sign will be provided next to the entrance to the building on Broad Street (north elevation). As shown below, this sign will consist of a logo and lettering. The logo will consist of black granite with applied acrylic logo details. The larger lettering will be composed of individually cut out black granite letters while the smaller letters will be a mix of black and brown acrylic lettering. The sign will have a total measurement of 12.5 square feet.



Entrance ID P-4 Sign (North Elevation) (Day)

Parking Directional Signs

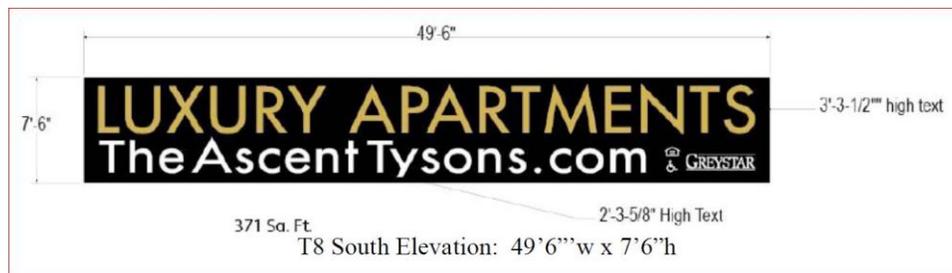
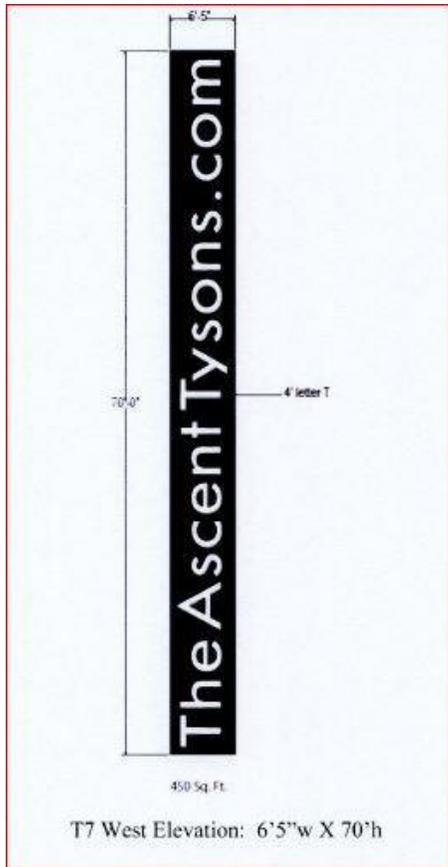


Parking Directional P-5 & P-6 East & West Elevations

The two parking directional signs will be provided on the East Street and West Street frontages, in the vicinity of the garage entrances along each of the side streets. These signs consist of the logo, the community name, and parking identification. The total square footage of each parking directional sign is 9.8 square feet. These signs will be mounted about six feet high on the building.

Temporary Signs

The CSP proposes two temporary marketing banners identified as T-7 and T-8. T-7 is a 450 square foot vertical banner targeted to be seen from the Spring Hill Metro station platform. This banner would be inserted into a vertical section of solid wall between columns of windows and balconies on the building’s western facade. This banner would provide the development’s web page address.



T-8 is a 371 square foot horizontal banner intended to be seen from Leesburg Pike and the Metro trains arriving and leaving the Spring Hill Metro station. This banner would be located at the top of the garage podium along the building’s southern façade. As shown in the CSP, the banner would identify the development as containing “luxury apartments” and would also provide the development’s web page address.

The CSP proposes that the temporary banners be permitted to be installed for 12 months, with an extension for an additional six months if the building is less than 90 percent leased.

Appendix

The CSP Appendix contains the below matrix which compares the allowable sign area and maximum height versus that which is requested.

Sign Type/ Description	Zoning Ordinance Section	Number of Proposed Signs	Article 12 Allowable Sign Area	Total Proposed Sign Area	Difference Proposed vs. Allowable
Primary ID P-1	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	151.8 SF ----- 272' above grade	+139.8 SF ----- +242'
Primary ID P-2	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	151.8 SF ----- 267' above grade	+139.8 SF ----- +237'
Secondary ID P-3	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	101.3 SF ----- 45' above grade	+89.3 SF ----- +15'
Entrance ID P-4	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	12.5 SF ----- 8' above grade	+5 SF ----- -22'
Parking Directional Signs P-5 and P-6	12-103, Paragraph 2G	2	2 SF	9.8 SF each (total 19.6 SF)	+ 7.8 SF for each sign (total +15.6 SF)
Temporary Marketing Banner T-7	12-103, Paragraph 3D	1 7'w X 77'h	12 SF ----- max height of 8'	Not to exceed 450 SF ----- 50'-120' above grade	+438 SF ----- +42' - 112'
Temporary Marketing Banner T-8	12-103, Paragraph 3D	1 49'6"w x 7'6"h	12 SF ----- max height of 8'	Not to exceed 371 SF ----- 42' above grade	+359 SF ----- +34'

As previously noted, Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve a comprehensive sign plan as an alternative to the sign provisions contained in Article 12 of the Zoning Ordinance. For the Ascent, the total sign area allowed under Article 12 for the proposed types of permanent signs is 16 square feet*. For temporary signs, that figure is 12 square feet*. The total amount of requested permanent sign area is 437 square feet, which is 421 square feet above the Zoning Ordinance requirements. The total amount of requested temporary sign area is 821 square feet, which is 809 square feet above the Zoning Ordinance requirements.

**These numbers are lower than those represented in the above matrix because for multi-family developments, Article 12 limits the number of building mounted identification signs to one. Therefore, of the two primary identification signs and the one secondary identification sign, only 12 square feet is considered permitted by the Zoning Ordinance. In the same manner, the number of temporary banners is also limited to one, and therefore, only 12 square feet of the two banners are considered permitted by the Zoning Ordinance.*

Land Use and Environmental Analysis

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

Transportation Analysis

Both the Fairfax County Department of Transportation (FCDOT) and the Virginia Department of Transportation (VDOT) submitted comments on the initial application submittal. That submittal included four temporary freestanding signs along Broad Street reserving on-street parking spaces for future tenants. Both agencies expressed concerns about the location/sight distance of the signs and about a lack of a handicap accessible space. The Office of Community Revitalization also noted that designation of on-street parking for a specific use ran contrary to the Comprehensive Plan policy regarding availability of on-street parking for a mix of uses. In subsequent revisions to the proposed CSP, the applicant deleted the free-standing signs and relocated the “future tenant” parking in the under-building garage. With this relocation, neither FCDOT nor VDOT has any comments on this application.

Office of Community Revitalization Analysis (OCR) Analysis (Appendix 5)

OCR staff found the proposed signs to be appropriate in scale for size and location of the building. OCR staff did not object to the size of the temporary banners given the size of the building, its location to Metro, and the limited duration of display.

ZONING ORDINANCE PROVISIONS (Appendix 6)

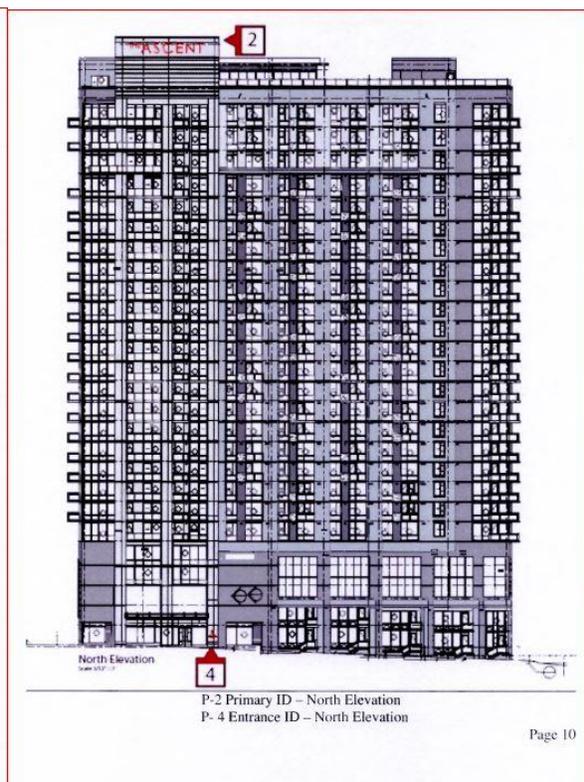
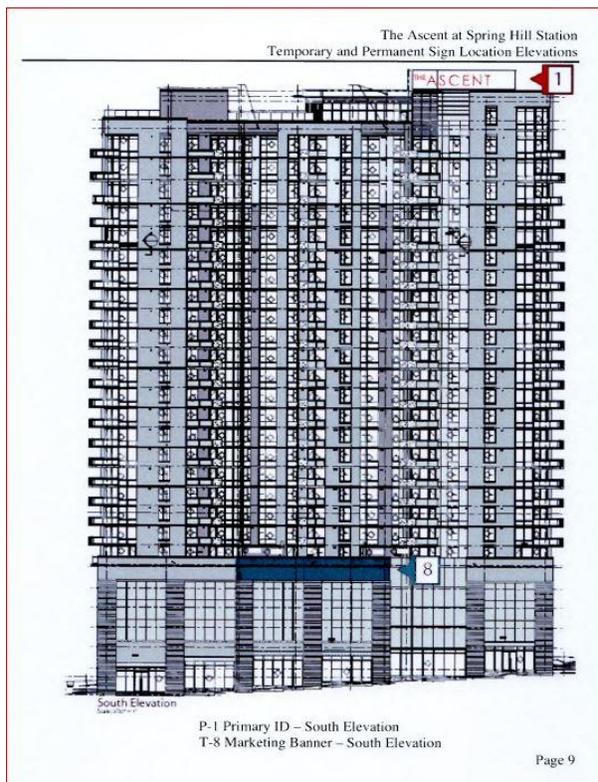
Conformance with Standards for Comprehensive Sign Plans (Sect. 12-210)

Sect. 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. Par. 4 of Sect. 12-210 provides that “signage options shall be in accordance with the standards for all planned developments as set forth in Part 1 of Article 16.” That paragraph furthers states that “all proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.”

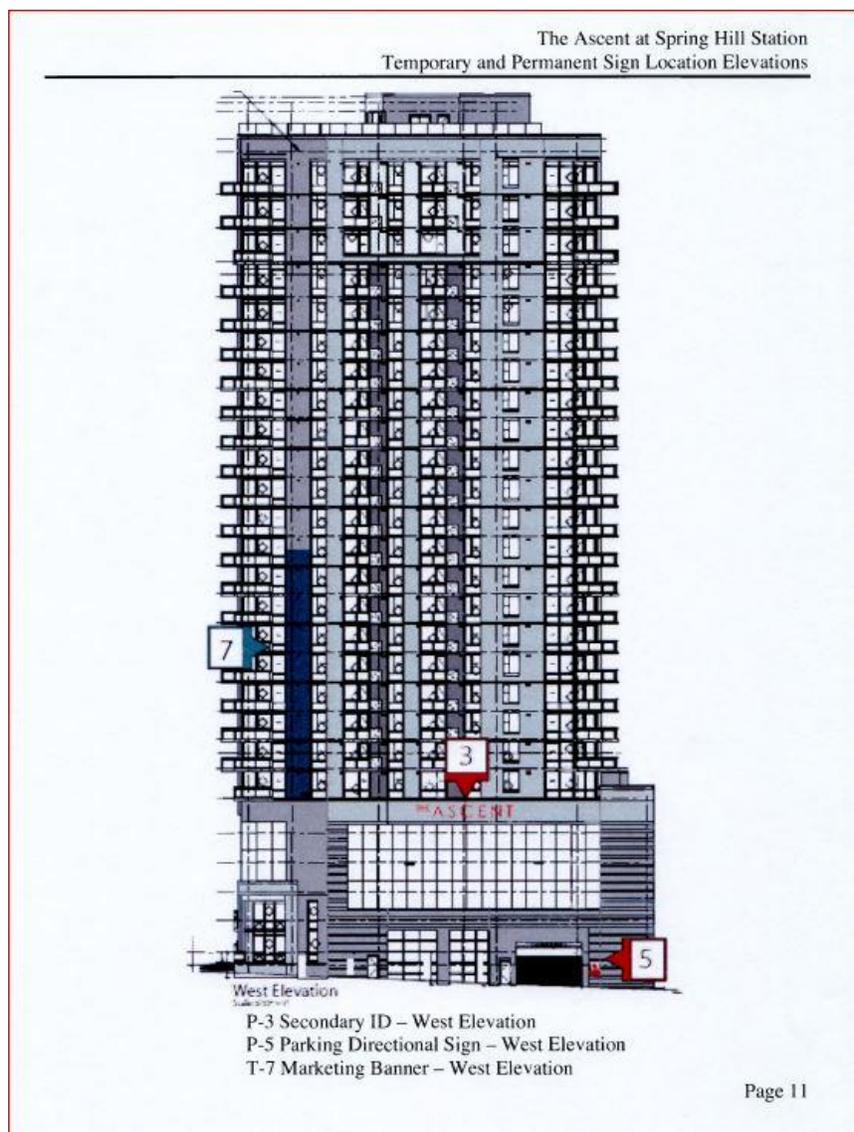
Permanent Signs

The applicant contends that the proposed 421 square feet of additional permanent sign area is proportionate for a 26-story residential tower. Approximately 70 percent of the requested additional square footage of permanent signage is generated by the large lettering of the two proposed primary identification signs. These two building mounted signs will be located at the top of the building, with one on the north façade and the other on the south façade. Each of these signs will contain 152 square feet and be located approximately 270 feet above grade. Article 12 of the Zoning Ordinance limits these types of signs to no more than one per building, no more than 12 square feet, and no more than 30 feet above grade. The applicant’s position is that compliance with the standard regulations prevents utilization of the design opportunities created by the building’s height.



Slightly over 20 percent of the requested additional square footage of permanent signage is associated with the proposed secondary identification sign that will be located at the top of the garage podium on the west façade of the building. This 101.3 square foot sign will be approximately 45 feet above grade. The four-foot letters would be visible from the Metro station and Spring Hill Road, both over 800 feet to the west. An elevation of the western façade with its signs is shown in the following illustration.

The remainder of the requested additional square footage of permanent signage is divided between the building entrance sign along Broad Street and the two parking directional signs. These overages are minor and are mainly a result of inclusion of the proposed logo, a rectangle composed primarily of black granite with tan and white highlights and lettering.



Temporary Signs

Regarding the temporary signage, the two temporary banners would be a total of 809 square feet in excess of what would be permitted under Article 12. Banner No. T-7, the 450 square foot vertical banner is aimed at people going to and from the Spring Hill Metro station platform. Banner No. T-8, a 371 square foot horizontal banner, is aimed at Metro riders on the trains as they slow down or speed away from station. The applicant feels that these groups are prime targets for advertising aimed at potential residents for the building. To support their case for the large banners, the applicant submitted the below diagrams showing that the vertical and horizontal banners would be 884 and 402 feet away (at the closest point of viewing), respectively.



The applicant feels that the temporary banners are an integral part of the advertising campaign to fill the apartments. Staff has worked with the applicant to reduce the size of the two banners from an initial request of 3,000 and 1,000 square feet down to the current 450 and 371 square feet, respectively. Staff is concerned that large banners can add to street clutter and therefore should be the smallest signs necessary to convey the required information. To this end, staff requested that the applicant review letter size and color choice and also minimize the provided information. For example, instead of providing copy that reads “Luxury Apartments” followed by the web address, as proposed on the 371 square foot banner, staff suggested a smaller banner with just “Now Leasing”. However, the applicant was adamant that the banner facing the Metro trains needed both the message “Luxury Apartments” (to inform potential tenants that the units were not condominiums) and a “call to action” – the web address. The applicant noted that Transit Oriented Development (TOD) was encouraged by the Comprehensive Plan and felt that a TOD project should be given an opportunity to reach those potential tenants that could lead to its success. Staff still encourages the applicant to minimize the size of the banners where possible, but is not recommending a mandatory reduction as staff agrees with the applicant that the banners appear in scale with the 26-story building.

Lastly, staff believes that the requested time period for displaying these large banners must balance the need to fill the available units with the directive of Par. 4 of Sect. 12-210 of the Zoning Ordinance to “not add to street clutter”. To this end, staff was leaning towards a position that the banners be limited to a nine-month period, with the potential for a three-month extension upon the applicant providing evidence to the Zoning Administrator that the building had not achieved 90% occupancy during the initial nine-month period. In response to this position, the applicant provided staff with information demonstrating that in the past, the average initial leasing rates for residential towers were 20 units per month. Applying this rate to the 404-unit Ascent works out to about 20 months or little more than 11/2 years to initially lease out all of the units. Therefore, staff can support the 12-month time limit for the banners requested in the CSP, with the potential for a six-month extension.

Summary

The CSP states that the proposed signs are contextual to the building’s architecture and will establish, identify, and direct and facilitate access to the site. Staff is inclined to agree with these assessments. The Zoning Ordinance requires that signs proposed in a CSP to be in scale and harmonious with the planned development and be located and sized as to ensure convenience for visitors, users, and occupants of the development. Staff feels that the signs of the CSP comply with these Zoning Ordinance provisions.

Highway Corridor Overlay District Standards (Sect. 7-600)

The subject property is located in a Highway Corridor Overlay District. The Zoning Ordinance provides additional regulations for drive-in financial institutions, fast food

restaurants, quick-service food stores, service stations, and service station/mini-marts located in these overlay districts. Since the subject property is a multi-family residential tower, with no retail, the district's standards are not applicable to this request.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

The proposed Comprehensive Sign Plan is consistent with the adopted Comprehensive Plan and meets applicable provisions of the Zoning Ordinance with the adoption of the proposed development conditions set forth in Appendix 1.

Recommendation

Staff recommends approval of CSP 2010-PR-014 subject to the proposed development conditions in Appendix 1.

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

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

The approval of this 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. OCRR Analysis
6. Applicable Zoning Ordinance Provisions
7. Glossary of Terms

PROPOSED DEVELOPMENT CONDITIONS

CSP 2010-PR-014

June 23, 2014

If it is the intent of the Planning Commission to approve CSP 2010-PR-014, located at Tax Maps 29-3 ((31)) D and 29-3 ((33)) C, 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. The Ascent at Spring Hill Station Comprehensive Sign Plan, prepared by Natural Graphics, Inc. and dated July 3, 2014, is granted for and runs with the land indicated in this application and is not transferable to other land. All signs shall be in substantial compliance with the approved CSP. 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 CSP.
2. 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.
3. All signs shall be generally consistent with the typography, materials, and the use of logos indicated in the CSP. Sign copy, character style, colors, and logos may be modified so long as the size and location of the signs are consistent with the CSP.
4. Temporary Marketing Banners T-7 and T-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. 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 the building have been leased, then the Zoning Administrator may administratively grant a one-time, six-month extension of the temporary sign(s). The applicant shall remove the temporary banners after the allotted time frames, and shall not install new temporary banners without the approval of an amendment to this Comprehensive Sign Plan.

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.



ASCENT

AT SPRING HILL STATION

Comprehensive Sign Plan
CSP 2010-PR-014
July 3, 2014

Prepared by:
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(713) 661-5075

GREYSTAR

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THE ASCENT AT SPRING HILL STATION

I. COMPREHENSIVE SIGN DESIGN

I. Comprehensive Sign Design	Sign Type	Page
Introduction		1-2
Notes		3
Vicinity Map		4
Logo		5
Typography		6
Color Palette		7
Temporary & Permanent Sign Location Map		8
Temporary and Permanent Sign Location Elevations		9-12
II. Permanent Site Signs		
Primary ID		
Description	Type P-1 & P-2	13
South Elevation (Day)	Type P-1	14
South Elevation (Night)	Type P-1	15
North Elevation (Day)	Type P-2	16
North Elevation (Night)	Type P-2	17
Secondary ID		
Description	Type P-3	18
West Elevation (Day)	Type P-3	19
West Elevation (Night)	Type P-3	20
Entrance ID		
Description	Type P-4	21
North Elevation (Day)	Type P-4	22
Parking Directional Signs		
Description	Type P-5 & P-6	23
West Elevation (Day)	Type P-5 & P-6	24
III. Temporary Signs		
Marketing Banners –		
Description	Type T-7 & T-8	25
West Elevation	Type T-7	26
South Elevation	Type T-8	26
Site photographs with sign locations	Type T-7	27
	Type T8	28
IV. Appendix		
Sign Dimensions and Areas Table		29

The Ascent at Spring Hill Station
Introduction



The Ascent at Spring Hill Station is a newly constructed, high-rise apartment building in the Tyson's West neighborhood. It is located on Broad Street, near its intersection with Spring Hill Road, only a couple of blocks from the Spring Hill Metro Station.

Once completed, the building will be the tallest building in Tysons Corner and likely the tallest in Northern Virginia, with 26 floors. This is an opportunity for The Ascent at Spring Hill Station to stand out amongst the rest – literally and figuratively and present the new face of an evolving Tysons Corner.

The Ascent at Spring Hill Station is being developed by Greystar Development, and will be a flagship statement for the company. The interior design and architecture of the building are designed to be cutting edge. The main goal is to create a true sense of place – a desirable destination for individuals to live in close proximity to transit, employment, and retail opportunities.

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 Ascent at Spring Hill Station. All design details have been coordinated with the project's architects and landscape architects to ensure a harmonious and well-integrated signage program.

Sign designs standards set forth in this document describe the sign standards and provide flexibility to respond to changing signage needs. The following pages provide illustrations, details, locations and type of messages for each sign on the site. These guidelines assure consistent display of information. 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 The Ascent at Spring Hill Station shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. The materials for each sign shall be limited to those listed specifically for each sign.
2. Unless modified by this Comprehensive Sign Plan, the provisions of Article 12 – Signs of the Fairfax County Zoning Ordinance shall apply to signs at The Ascent at Spring Hill Station.
3. All signs may be illuminated. Lighting may be by external illumination including building mounted down-lights, 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. This Comprehensive Sign Plan may only be modified by the owner of the residential development.
5. Illustrations in this Comprehensive Sign Plan are intended to indicate the general size and character of the signs proposed for Ascent at Spring Hill Station. All signs shall be in conformance with this Comprehensive Sign Plan.
6. All signs shall comply with all applicable requirements of the building codes.
7. Notwithstanding the number of signs shown in this Comprehensive Sign Plan, the applicant shall have no obligation to construct every sign shown.

The Ascent at Spring Hill Station
Vicinity Map



Site is located on Broad Street between East Street and West Street, west of Leesburg Pike (Rt. 7) and south of Spring Hill Road in Tysons Corner, VA



A logo has been developed to provide an identity for The Ascent at Spring Hill Station 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 Ascent at Spring Hill Station.

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

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.**

The quick brown fox jumps over the lazy dog.

1 2 3 4 5 6 7 8 9 0

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

The quick brown fox jumps over the lazy dog.

1 2 3 4 5 6 7 8 9 0

*THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.*

The quick brown fox jumps over the lazy dog.

1 2 3 4 5 6 7 8 9 0

Standard typography will be used for Site Permanent signs within The Ascent at Spring Hill Station. The initial standard typography will consist of Century Gothic Bold, Century Gothic and Century Gothic Italic, illustrated above. Subject to review of 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 Ascent at Spring Hill Station.

Branding & Temporary and Permanent Signage Colors:

	PMS PROCESS BLACK CMYK 0, 0, 0, 100 RGB 33, 33, 33
	PMS 7504C CMYK 42, 48, 67, 16 RGB 139, 116, 89
	PMS 1265C CMYK 37, 48, 98, 16 RGB 149, 117, 45
	PMS 5405C CMYK 72, 58, 28, 6 RGB 90, 105, 139
	PMS 429C CMYK 0, 0, 0, 40 RGB 167, 169, 172

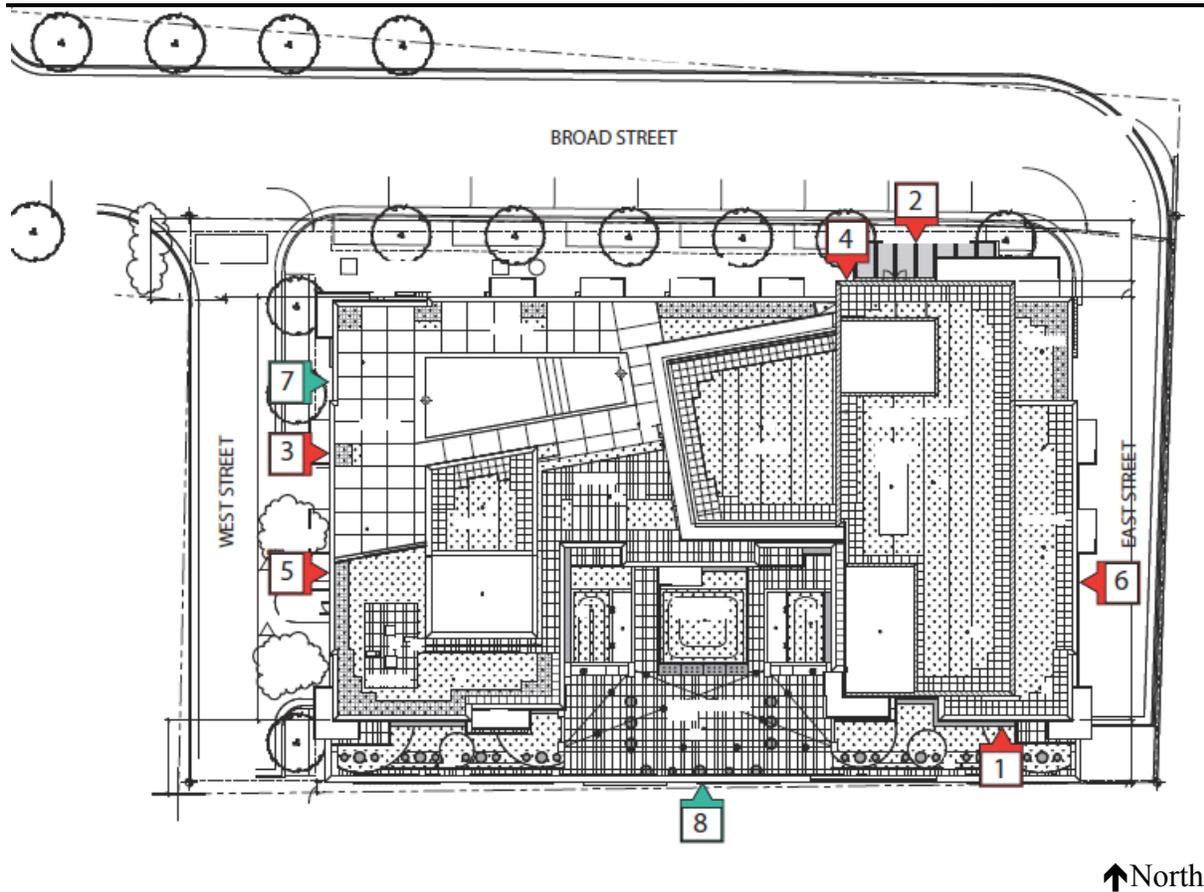
Permanent And Temporary Sign Colors

Most Site Permanent Signs and Temporary Signs shall use the above shown colors in their design, except as otherwise noted. Permanent Sign Colors represent the proposed color palette for The Ascent at Spring Hill Station.

Subject to the review of the owner or subsequent ownership, these color palettes may be modified due to changes in market conditions and prevailing styles, provided that the color palette is consistently used among all signs using the standard typography.

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

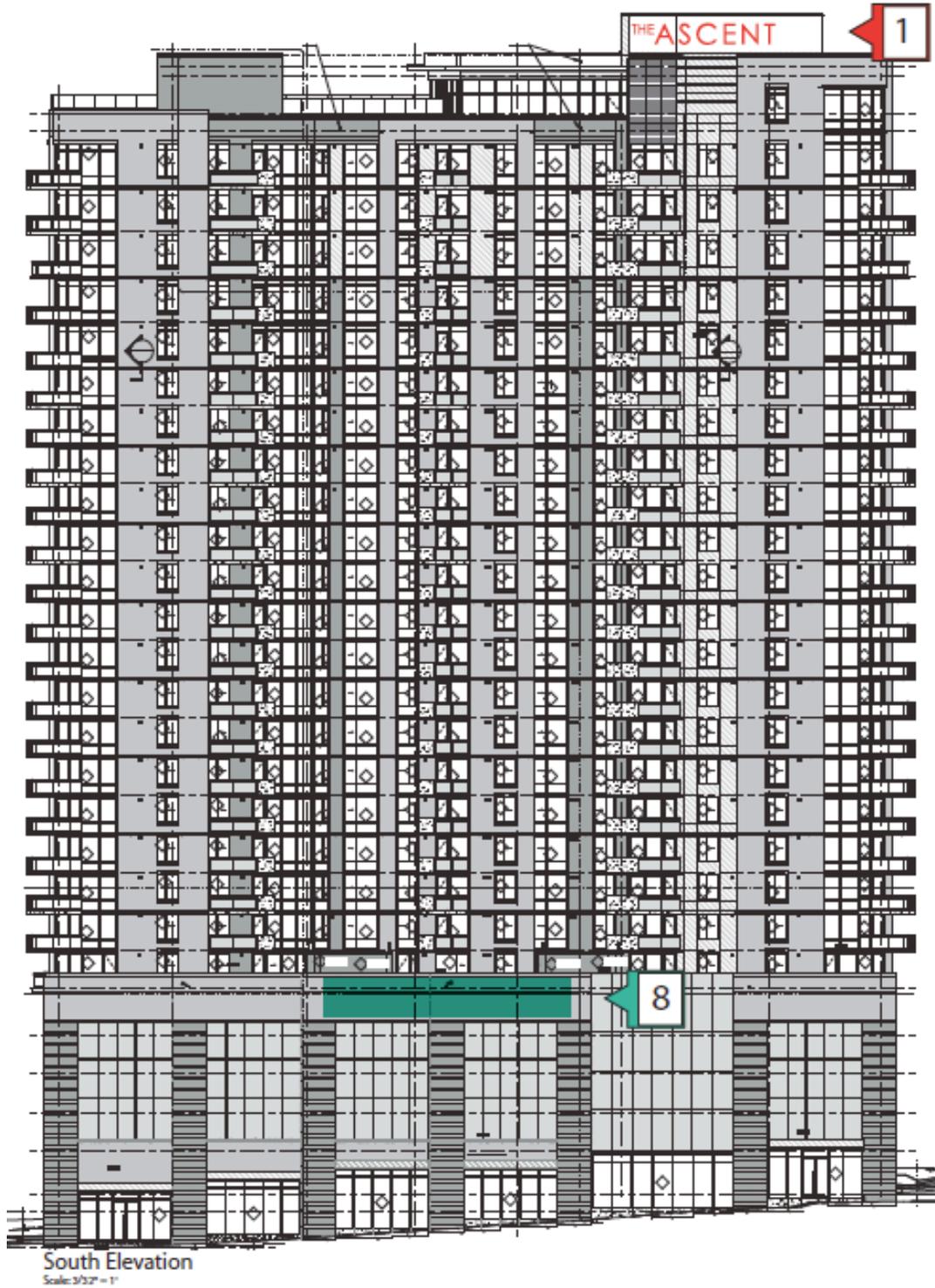
The Ascent at Spring Hill Station
Temporary and Permanent Sign Location Map



- P-1 Primary ID - South Elevation
- P-2 Primary ID - North Elevation
- P-3 Secondary ID – West Elevation
- P-4 Entrance ID – North Elevation
- P-5 Parking Directional Sign- West Elevation
- P-6 Parking Directional Sign – East Elevation
- T-7 Marketing Banners – West Elevation
- T-8 Marketing Banners – South Elevation

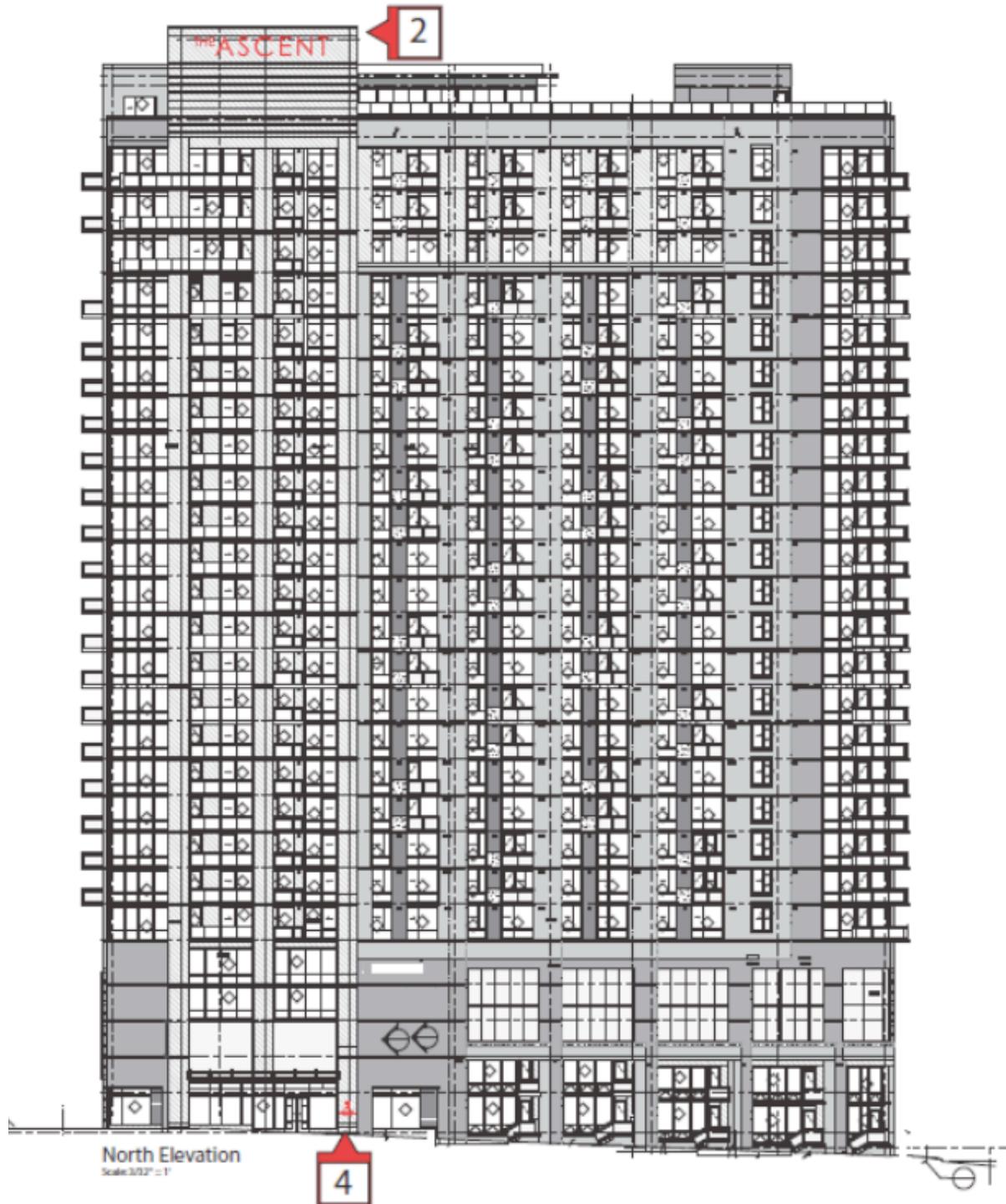
P= Permanent T=Temporary

The Ascent at Spring Hill Station
Temporary and Permanent Sign Location Elevations



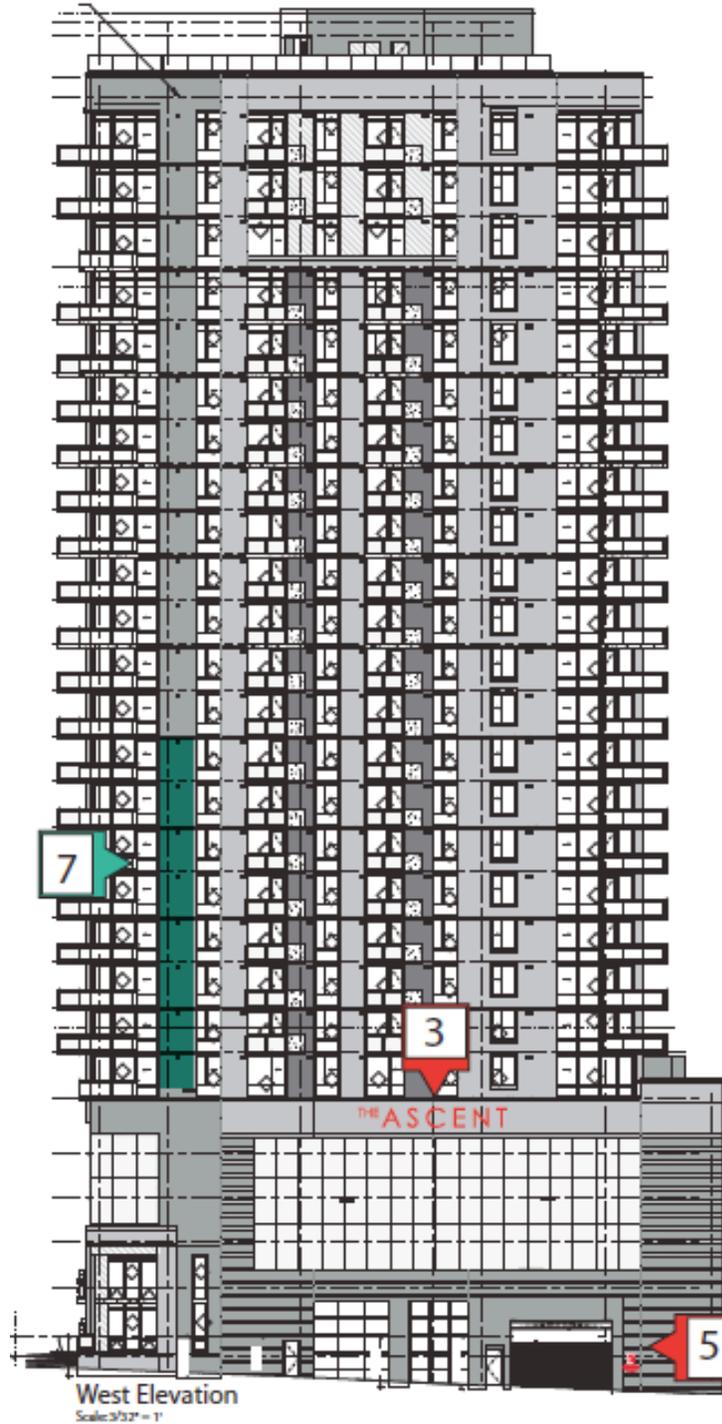
P-1 Primary ID – South Elevation
T-8 Marketing Banner – South Elevation

The Ascent at Spring Hill Station
Temporary and Permanent Sign Location Elevations



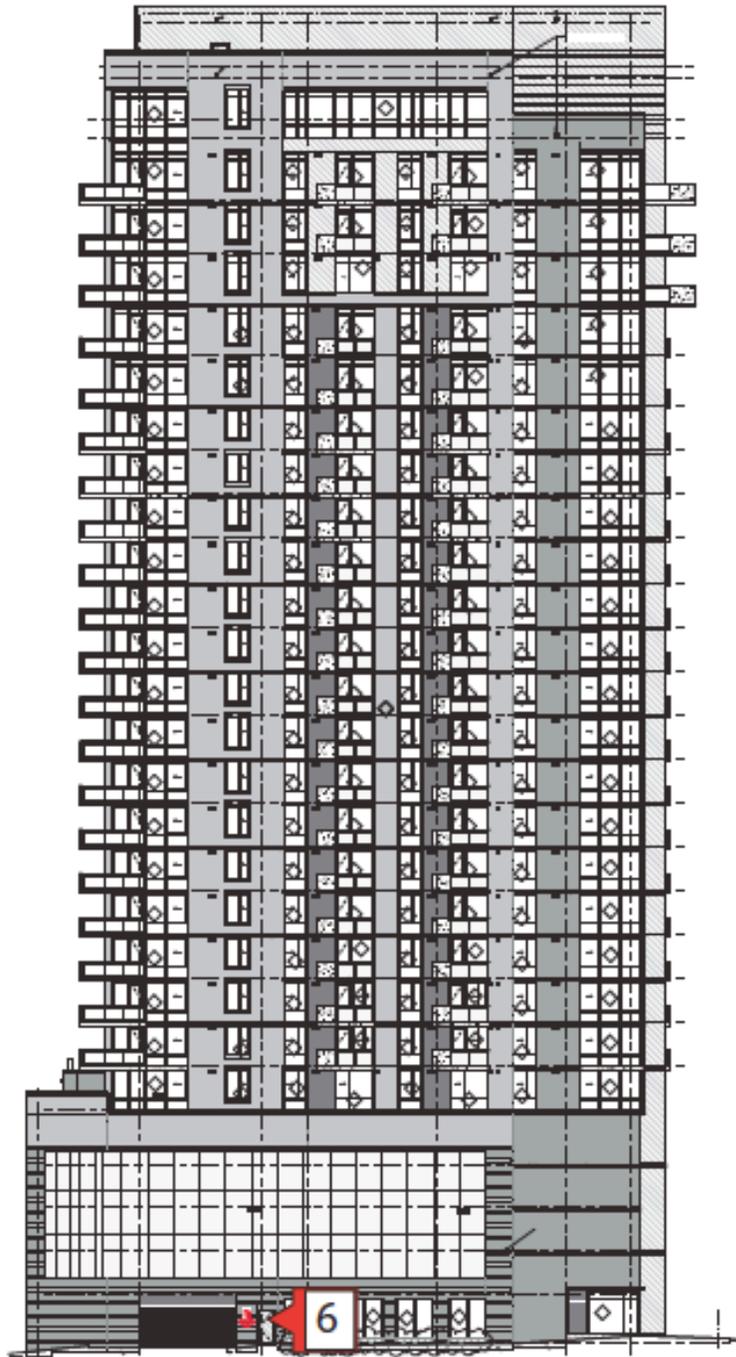
P-2 Primary ID – North Elevation
P- 4 Entrance ID – North Elevation

The Ascent at Spring Hill Station
Temporary and Permanent Sign Location Elevations



P-3 Secondary ID – West Elevation
P-5 Parking Directional Sign – West Elevation
T-7 Marketing Banner – West Elevation

The Ascent at Spring Hill Station
Temporary and Permanent Sign Location Elevations



East Elevation
Scale: 1/32" = 1'

P-6 Parking Directional Sign – East Elevation

THE ASCENT AT SPRING HILL STATION

II. PERMANENT SITE SIGNS

Primary Identification Signs



North & South Elevations

Description:

Primary Identification Signs will be provided on the North and South elevations. The identification signs consisting of 5' high individual aluminum face lit channel letters, with acrylic faces; acrylic channel letter faces are to be covered with perforated vinyl, ensuring the letters are black during the day and white at night for visibility during the day and at night time. The words "THE" measure to 11.81 square feet, and the words ASCENT measure to 140 square feet. The total sign area for each primary identification sign equals 151.81 square feet.



Primary ID P-1 South Elevation (Day)



Primary ID P- 1 South Elevation (Night)



Primary ID P-2 North Elevation (Day)



Primary ID P- 2 North Elevation (Night)

Secondary Identification Sign



4" Deep Channel letters / Face is Black Porforated Vinyl with White LED Lighting / Returns are Painted Black

(1) West Elevation

Description:

A Secondary Identification Sign will be provided on the west elevation. The secondary identification sign consisting of 4' high individual aluminum face lit channel letters with acrylic faces; letter acrylic letter faces are to be covered with perforated vinyl, ensuring the letters are black during the day and white at night for visibility during the day and at night time. The words "THE" measure 7.3 square feet, and the words ASCENT measure 94 square feet. The sign area equals 101.3 square feet.

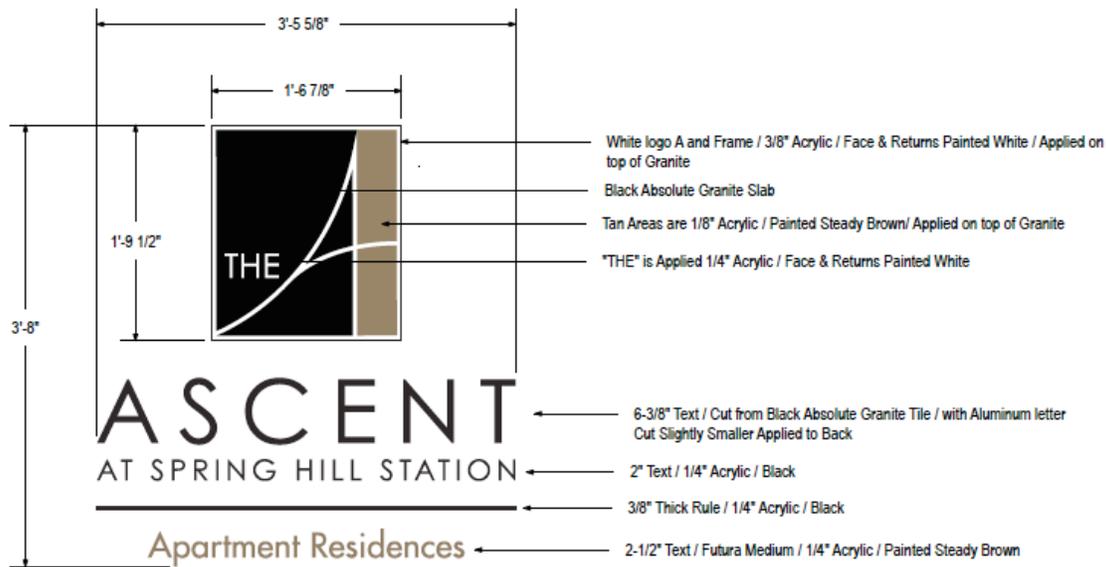


Primary Secondary ID P-3 West Elevation (Day)



Primary Secondary ID P-3 West Elevation (Night)

Entrance Identification Sign



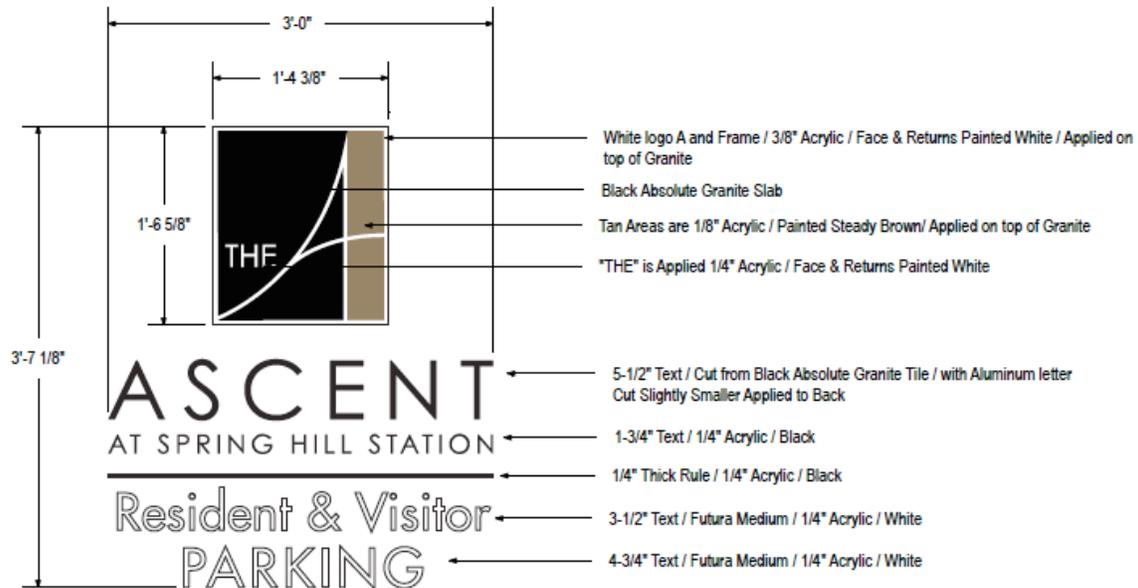
Description:

An Entrance Identification Sign will be provided next to the entrance to the building on Broad Street (North Elevation). The entrance identification sign consisting of absolute black granite logo plaque with applied acrylic logo details, individually cut out black absolute granite letters to read "ASCENT", black acrylic letters to read "At Spring Hill Station", acrylic rule line and brown acrylic copy to read "Apartment Residences"; total square footage of Entrance ID sign is 12.5 square feet.



Entrance ID P-4 Sign (North Elevation) (Day)

Parking Directional Signs



Description:

Parking directional signs will be provided on the East and West elevations. The parking directional sign consists of an absolute black granite logo plaque with applied acrylic details, individually cut out black absolute granite letters to read "Ascent", black acrylic letters to read "At Spring Hill Station", acrylic rule line and brown white copy to read "Resident & Visitor PARKING"; the total square footage of each Parking Directional sign is 9.8 square feet.



Parking Directional P-5 & P-6 East & West Elevations

THE ASCENT AT SPRING HILL STATION

III. TEMPORARY SIGNS

Description:

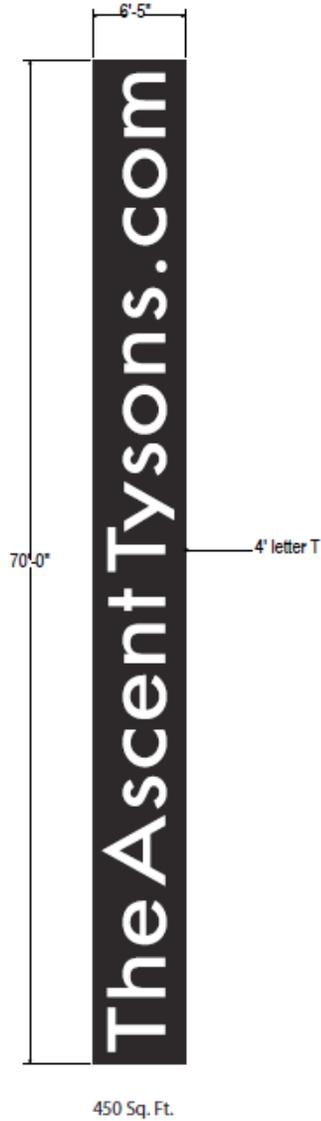
The residential marketing banner signage is temporary signage provided during lease up to identify leasing for the project as a whole. These banners will be affixed to the façades of these buildings such that no part is in motion.

The marketing banners may be installed for a period of twelve (12) months. An extension may be permitted for an additional six (6) months, if the building is less than 90% leased.

A marketing banner may be placed on the South elevation towards Leesburg Pike, with a maximum square footage of 371 square feet. A marketing banner may be placed along the West Elevation towards Spring Hill Metro Station and Spring Hill Road, with a maximum square footage of 450 square feet.

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 above; however, alternative locations may be permitted based on changes in general conditions.

The Ascent at Spring Hill Station
Temporary Signs Marketing Banner T-7 & T-8



T7 West Elevation: 6'5"w X 70'h



371 Sq. Ft.
T8 South Elevation: 49'6"w x 7'6"h

The Ascent at Spring Hill Station
Site photographs with sign locations; Temporary Signs Marketing Banner T-7



The Ascent at Spring Hill Station
Site photographs with sign locations; Temporary Signs Marketing Banner T-8



THE ASCENT AT SPRING HILL STATION

IV. APPENDIX

The Ascent at Spring Hill Station
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 Program:

Sign Type/ Description	Zoning Ordinance Section	Number of Proposed Signs	Article 12 Allowable Sign Area	Total Proposed Sign Area	Difference Proposed vs. Allowable
Primary ID P-1	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	151.8 SF ----- 272' above grade	+139.8 SF ----- +242'
Primary ID P-2	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	151.8 SF ----- 267' above grade	+139.8 SF ----- +237'
Secondary ID P-3	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	101.3 SF ----- 45' above grade	+89.3 SF ----- +15'
Entrance ID P-4	12-202, Paragraph 2	1	12 SF ----- max 30' above grade	12.5 SF ----- 8' above grade	+5 SF ----- -22'
Parking Directional Signs P-5 and P-6	12-103, Paragraph 2G	2	2 SF	9.8 SF each (total 19.6 SF)	+ 7.8 SF for each sign (total +15.6 SF)
Temporary Marketing Banner T-7	12-103, Paragraph 3D	1 7'w X 77'h	12 SF ----- max height of 8'	Not to exceed 450 SF ----- 50'-120' above grade	+438 SF ----- +42' – 112'
Temporary Marketing Banner T-8	12-103, Paragraph 3D	1 49'6"w x 7'6"h	12 SF ----- max height of 8'	Not to exceed 371 SF ----- 42' above grade	+359 SF ----- +34'



WALSH COLUCCI
LUBELEY & WALSH PC

Elizabeth D. Baker
Senior Land Use Planner
(703) 528-4700 Ext. 5414
ebaker@arl.thelandlawyers.com

RECEIVED
Department of Planning & Zoning
JUL 03 2014
Zoning Evaluation Division

July 3, 2014

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

Re: Comprehensive Sign Plan Application for The Ascent at Spring Hill Station
Applicant: GS Springhill Subsidiary, L.L.C.
Fairfax County Tax Map 29-3 ((31)) D and 29-3 ((33)) C (the "Property")

Dear Ms. Berlin:

Please accept this letter as a revised statement of justification for an application for a Comprehensive Sign Plan for The Ascent at Spring Hill Station ("The Ascent"). The Ascent is located in the Tysons West neighborhood of Tysons on property identified in the 2014 Fairfax County Tax Maps as 29-3 ((31)) D and 29-3 ((33)) C. The Property is 38,539 square feet in size and is zoned to the PTC (Planned Tysons Corner Urban) and HC (Highway Corridor) Districts. It was zoned PTC as part of the Georgelas Demonstration Project (RZ 2010-PR-14A) on September 27, 2012. The Applicant, GS Springhill Subsidiary, L.L.C., is the owner and developer of The Ascent, a 26 story high residential structure with 404 dwelling units. Initial occupancies began in April 2014.

A coordinated and well-developed signage system for The Ascent will establish the identity of this new transit-oriented residential community. Signs are a necessary means of visual communication for public convenience and are most effective when organized in a comprehensive system. A properly conceived signage system reflects the owner's concern and sense of responsibility for public safety, while simultaneously enhancing the image and use of the community.

The elements of this signage system are contextual to both the architecture and landscape features of The Ascent. All design details have been coordinated with the project's architects and landscape architects to ensure a harmonious and well integrated signage program. The accompanying Comprehensive Sign Program provides illustrations, details, locations and type of messages for each sign on the site. These guidelines ensure a consistent display of information throughout the Property.

ATTORNEYS AT LAW

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2200 CLARENDON BLVD. ■ SUITE 1300 ■ ARLINGTON, VA 22201-3359

LOUDOUN 703 737 3633 ■ WOODBRIDGE 703 680 4664

The nature of this multi-family project is not typical of multi-family developments in other parts of Fairfax County. The Comprehensive Plan for the Tysons Corner Urban Center encourages new multi-family developments to be developed as mid and high rise structures. The Ascent at Spring Hill Station proudly serves as the Demonstration Project, promoting the vision of the future of Tysons and its Comprehensive Plan. It is the first building to be built under the new Tysons Comprehensive Plan and the new PTC District.

The Ascent is also unlike other residential buildings being constructed in Tysons under the PTC regulations. Other residential buildings in Tysons are located next to and/or connected to successful shopping malls, in established high quality office parks, or in more residential settings. The Ascent is located on formerly industrially zoned land and is in an area predominately developed with industrial uses, large and small car dealerships, vehicle repair facilities and similar uses. The Ascent is truly a pioneer residential project in Tysons West. The general public does not expect to see residential uses in this setting. Making the public aware of this new residential opportunity is important. The success of The Ascent is critical to the transformation of Tysons West from a suburban quasi-industrial area into a multi-dimensional, mixed use neighborhood. Distinctive permanent signage will help set The Ascent apart from the myriad of other uses in the area. Attractive and easily readable temporary marketing signage will identify this new use in the area and allow potential tenants to connect with The Ascent's website for easy access to information.

The Ascent has limited ground space for the monument type signage allowable through Article 12 for multi-family developments. Signage on the building face is the most effective means of identifying residential uses in urban settings. Article 12 only allows for limited signage space on the buildings for multi-family developments. The design of this Comprehensive Sign Program utilizes the commercial signage regulations in Article 12 as its guideline, as commercial building types are more similar in quality and design to The Ascent than a standard multi-family community.

Because a large multi-family development such as The Ascent requires significant marketing efforts, the Applicant is requesting temporary marketing signage on the south and west elevations which will enable the Property to be easily identified from Route 7, Spring Hill Road and the Spring Hill Metro Station (the "Metro Station") during the initial leasing of the building. Visibility from Metro facilities is important as it is anticipated that many potential residents will be seeking a transit oriented location. The temporary banners are simple and tasteful in their design – identifying the use and providing a website address for further information. The design and size of the temporary banners have been developed to ensure readability from a moving train on the elevated Silver Line track and from the entrance/exit to the Metro Station. Exhibit 1 shows the distances from relevant metro facilities to the temporary signage. According to numerous sign companies, for "best readability" letters on a sign should be one (1) inch tall for every ten (10) feet of distance. As an example, a sign to be read from 400 feet should have letters that are 40 inches high. Additional size is needed if the reader is seeing the sign from an angle and/or from a moving vehicle or train. This information was used to select the appropriate letter height and sign size.

- Temporary Banner T7 is a vertical banner 450 square feet in size proposed on the western façade facing Spring Hill Road. The escalator to the Metro Station is located 884 feet from the proposed sign. See Exhibit 2 which verifies this distance based on 3D scanned imagery produced by VIKA's survey department. The T7 banner includes only the web address; the capital letters in the address measure 48 inches with lower case letters approximately 36 inches. This is smaller than what is considered the "best readability," but the Applicant believes the color contrast and the simple design will enable the sign to be read fairly well from the Metro Station.
- Temporary Banner T8 is a 371 square foot horizontal banner located on the upper level of the podium facing Route 7. At its closest, the elevated Silver Line track is located 405 feet from the proposed sign as shown on the scanned image in Exhibit 3. Most riders on the train would actually see the sign at an angle and at a somewhat greater distance, and will need to read the sign while the train is in motion. The seven story building at 8500 Leesburg Pike blocks the view of the T8 sign for Metro riders from the east; see Exhibit 4. The first opportunity to see the sign from Metro occurs approximately 610 feet from the building facade. Travelling from the west and exiting the covered station, the first point of visibility occurs approximately 820 feet from the building. The T8 banner identifies the use as being luxury apartments with approximately 40 inch letters. The web address capital letters are approximately 27 inches high with the lowercase letters being approximately 17 inches high. Again, these are smaller than "best readability" but still legible and useful.

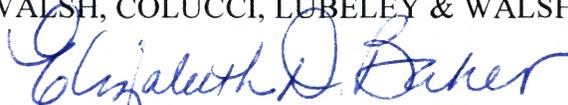
The temporary signs would be limited to a period of 12 months, with a 6 month extension allowed should it be found that The Ascent is less than 90% occupied. This proposed time limitation is consistent with other approvals for temporary marketing banners.

The Comprehensive Sign Program has been designed to effectively establish, identify and direct vehicular, transit and pedestrian traffic to The Ascent at Spring Hill Station. Permanent signs will help establish The Ascent as a premier residential community in the new Tysons. The Ascent is in a unique situation being the first multi-family residential building to be constructed in Tysons West. The proposed temporary marketing banners will help ensure The Ascent is successful and put Tysons West on the map as a new mixed use neighborhood.

Thank you for your attention to this matter.

Very truly yours,

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



Elizabeth D. Baker
Senior Land Use Planner

Page 4

Enclosures: Exhibit 1 – Map with Distances to Metro Facilities
Exhibit 2 – Scanned Image of Distance to Metro Escalator
Exhibit 3 – Scanned Image of Distance to Silver Line Tracks
Exhibit 4 – Photo of Building at 8500 Leesburg Pike Blocking Views
of The Ascent Temporary Signage

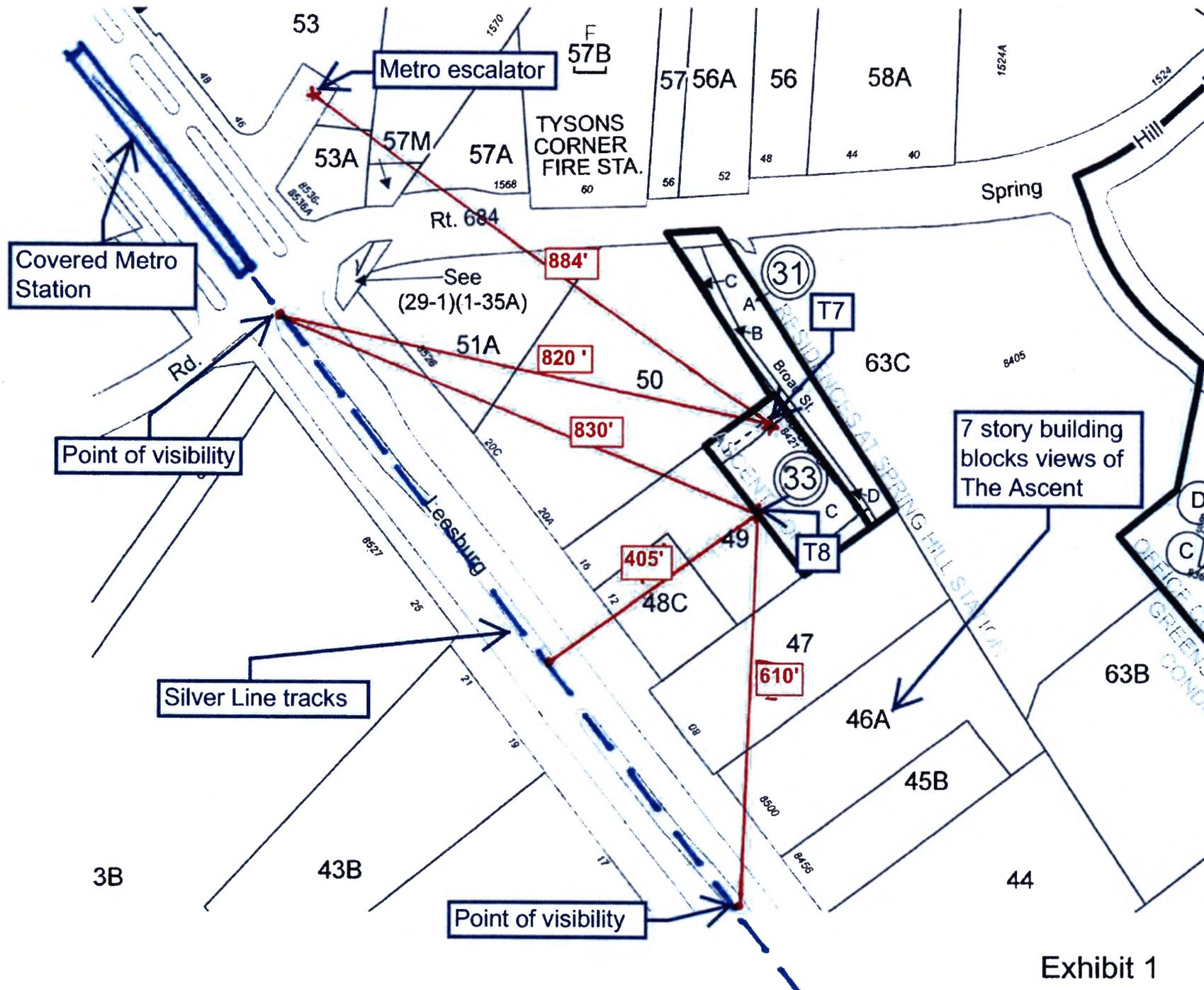


Exhibit 1

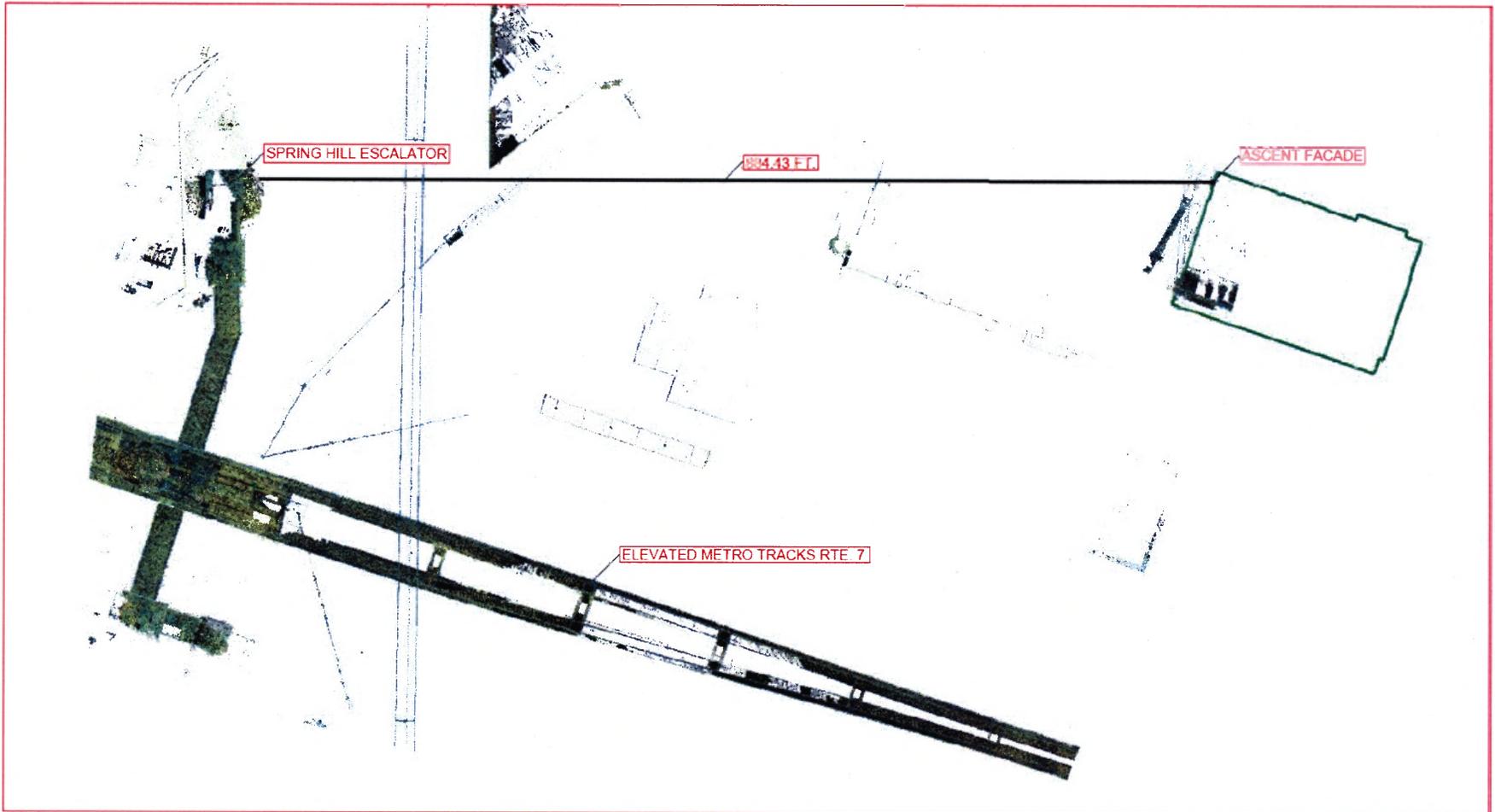


EXHIBIT 2

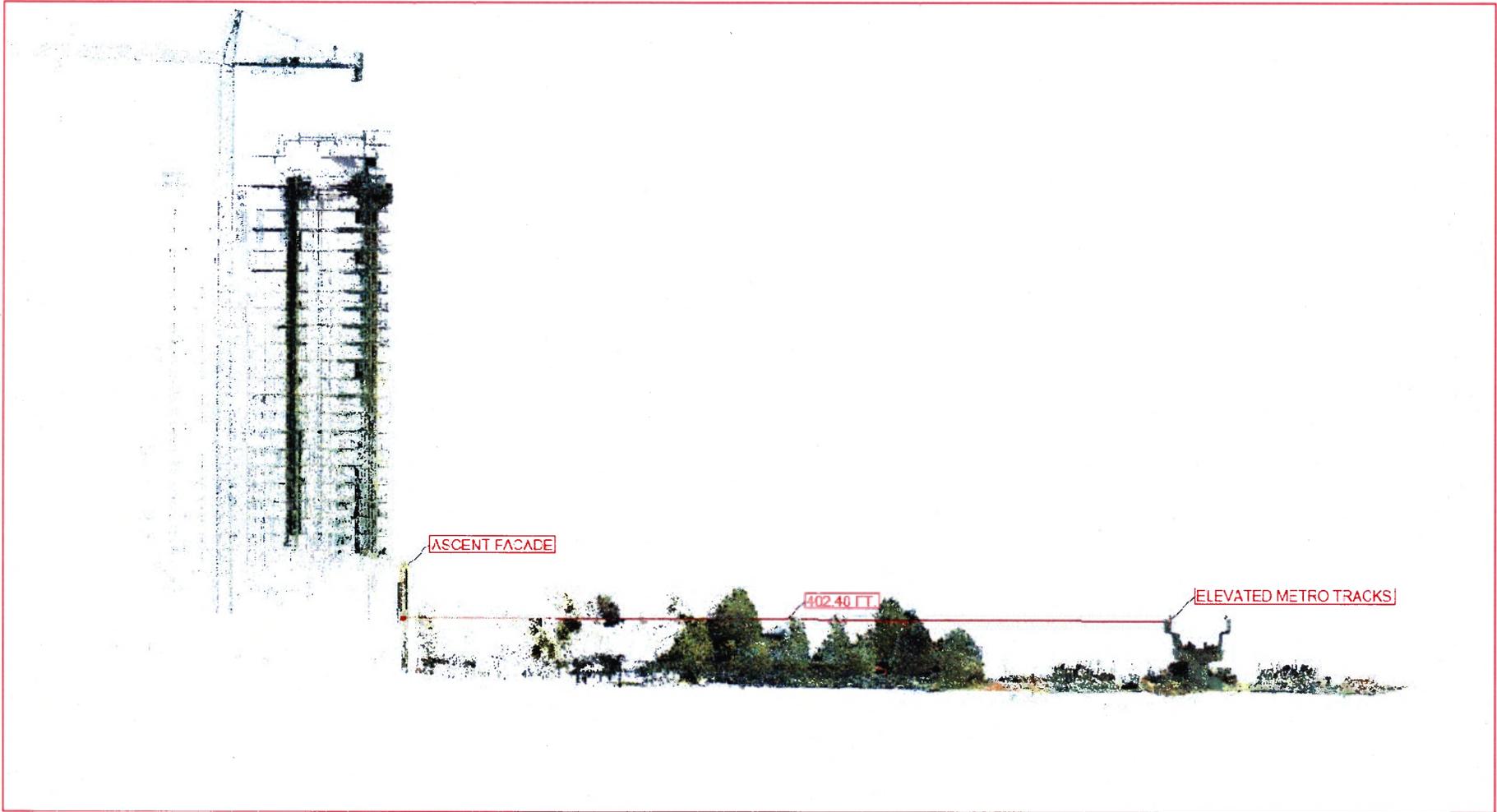


EXHIBIT 3



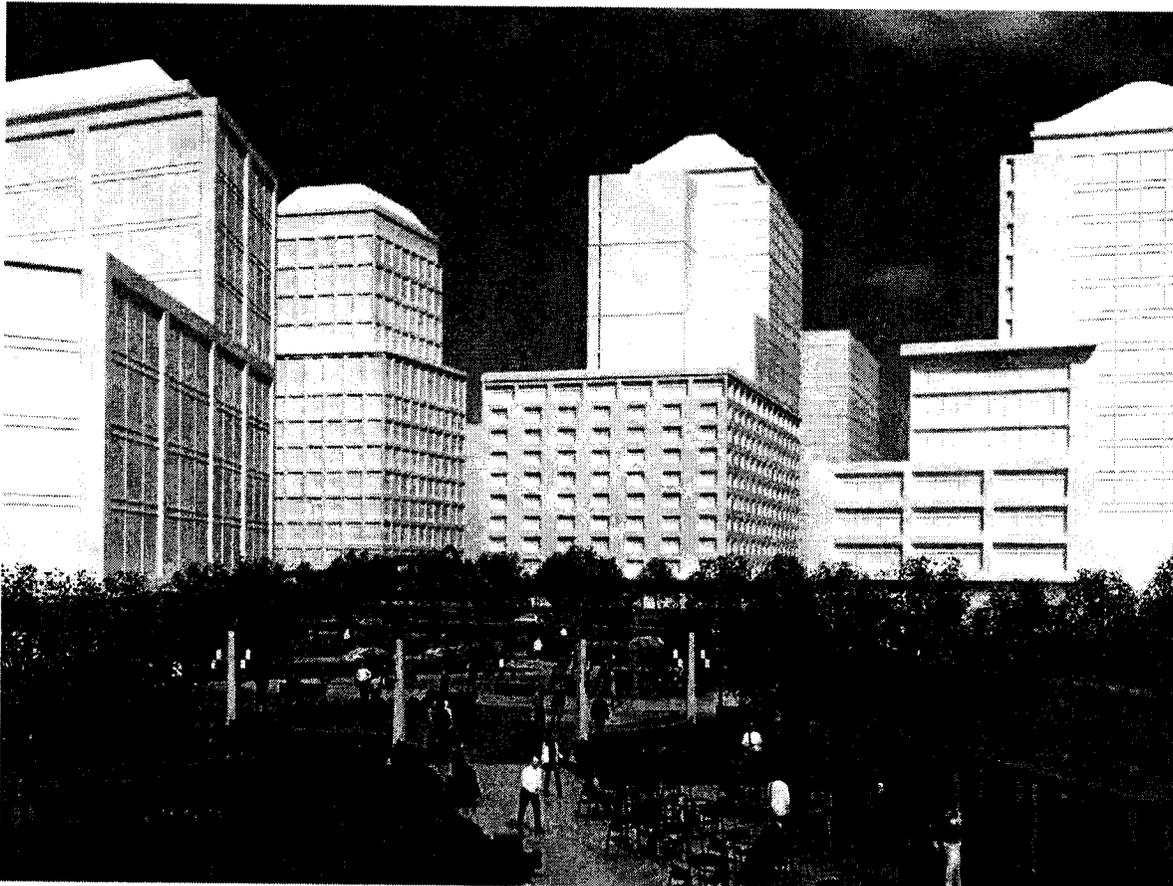
Google earth

feet 10
meters 3



NORTH SUBDISTRICT

The North Subdistrict is comprised of about 125 acres and is bounded by the DAAR on the north, Leesburg Pike on the southwest, and the Tysons Central 7 and North Central Districts on the southeast.



View looking toward Metro Station from an urban park in Tysons West's North Subdistrict

Base Plan

Auto sales and retail uses are the predominant land uses along Leesburg Pike, along with one high-rise office building. This area is developed and planned for auto sales and retail uses, as well as portions developed and planned for office use with support retail and service uses at existing intensities between 0.7 FAR and 1.3 FAR.

In the area away from Leesburg Pike, industrial and industrial flex uses are the predominant land uses. On the eastern end of Tyco Road, there is an electrical substation and a three building office complex. On Spring Hill Road, there is a fire station, post office and two office buildings. This area is planned for low intensity industrial and industrial flex uses and office use with support retail and service uses at existing intensities between 0.5 FAR and 0.7 FAR.

Since the easternmost property (Tax Map 29-1((1))67A, 68 and 69) provides a transition to the North Central District, this property should be similar in character and intensity to the North Central District properties fronting the DAAR. The property is planned for office use up to .85 FAR provided that the following conditions are met:

- Any additional structures on the subject property should be designed to be architecturally compatible with the existing office park;
- A transportation analysis should be performed in conjunction with any development application and commitments for any improvements identified as needed to mitigate transportation impacts directly related to site generated traffic should be provided; and
- The maximum building height is 75 feet.

Redevelopment Option

The subdistrict is envisioned for substantial redevelopment to mixed use with office being focused along Leesburg Pike and adjacent to the DAAR and Toll Road. Urban residential neighborhoods should be provided and will enliven the vibrancy of this mixed use district. Other land uses should include hotels, arts and entertainment, retail and support services. A series of urban parks should be provided and be linked by the street grid; this green network will provide places for people of all ages to walk and enjoy parks and open space.

To achieve this vision, development proposals should address the Areawide Recommendations, and provide for the following.

- The vision for this subdistrict is to redevelop with office buildings with significantly higher intensity near the Metro station as well as to become more diverse in land uses, including hotels, residential dwellings, arts and entertainment uses, as well as retail and support services. Sites within 1/8 mile of the Metro station should be redeveloped predominantly with office use. Beyond 1/8 mile it is envisioned that the area will transition to urban residential neighborhoods. The intensities and land use mix should be consistent with the Areawide Land Use Recommendations.
- Logical and substantial parcel consolidation should be provided that results in well-designed projects that function efficiently on their own, include a grid of streets and public open space system, and integrate with and facilitate the redevelopment of other parcels in conformance with the Plan. In most cases, consolidation should be sufficient in size to permit redevelopment in several phases that are linked to the provision of public facilities and infrastructure and demonstrate attainment of critical Plan objectives such as TDM mode splits, green buildings and affordable/workforce housing. If consolidation cannot be achieved, as an alternative, coordinated proffered development plans may be provided as indicated in the Areawide Land Use Recommendations.
 - Throughout this subdistrict, the goal for assembling parcels for consolidation or coordinated proffered development plans is at least 20 acres. A consolidation of less than 20 acres should be considered if the performance objectives for consolidation in the Land Use section of the Areawide Recommendations are met.
 - When a consolidation includes land located in the first intensity tier (within 1/8 mile of a Metro station), it should also include land in the second intensity tier (between 1/8 and 1/4 mile of a station), in order to ensure connectivity to the Metro station.

- For property along Spring Hill Road, redevelopment proposals should address the redevelopment and relocation of the existing fire station and/or post office.
- Redevelopment should occur in a manner that fosters vehicular and pedestrian access and circulation. Development proposals should show how the proposed development will be integrated within the subdistrict as well as the abutting districts/subdistricts through the provision of the grid of streets. The major vehicular circulation and access improvements in this subdistrict are the extension of Greensboro Drive and the planned new ramps from the DAAR and Toll Road connecting to Greensboro Drive.
- Redevelopment along planned street alignments should provide right-of-way, construct portions of the street integral to the development, and further the implementation of streets serving the development. Other streets should create urban blocks and pedestrian and bike circulation improvements should be provided. The ability to realize planned intensities will depend on the degree to which access and circulation improvements are implemented consistent with guidance in the Areawide Urban Design and Transportation recommendations.
- Urban design amenities, such as streetscapes, plazas, courtyards, landscaping, public art, lighting and seating should be provided consistent with the Areawide Urban Design Recommendations.
- As discussed above under the South Subdistrict, a second electrical power substation will need to be constructed near the Dominion Power easement which contains a high voltage line. This improvement will need to be located either in the Tysons West District or in the abutting Tysons Central 7 District. From the second substation to the existing substation on Tyco Road, the high voltage line should be placed underground, in order to ensure a pedestrian friendly environment. However, if undergrounding proves infeasible, redevelopment should relocate the line or accommodate it in place.
- The green network planned for this subdistrict illustrates how the existing Dominion Power easement could be used as a pedestrian and open space amenity that links the Tysons West Metro station to the rest of the subdistrict. Along the power line easement, a series of urban parks are envisioned which link to other urban parks by the street grid. Alternatives that provide open spaces linking this subdistrict to the area's Metro station in a similar manner should be considered.
- Additional urban parks are to be located throughout the subdistrict. All urban parks in this subdistrict should be large enough for open-air activities such as farmers' markets and musical performances by small groups for residents and workers in the area. The sizes of these parks should be between 1/2 to over one acre. At least one two acre recreation-focused park should be provided in the subdistrict to serve the recreation and leisure needs of future residents and workers. Facilities could include sport courts, playground features, skate parks, splash pads, or other small-footprint facilities. Publicly accessible open space and recreational facilities should be provided in this subdistrict consistent with the Areawide Environmental Stewardship Recommendations.
- When redevelopment includes a residential component, it should include recreational facilities and other amenities for the residents, as well as affordable/workforce housing as indicated under the Areawide Land Use Recommendations.

- Public facility, transportation and infrastructure analyses should be performed in conjunction with any development application. The results of these analyses should identify needed improvements, the phasing of these improvements with new development, and appropriate measures to mitigate other impacts. Also, commitments should be provided for needed improvements and for the mitigation of impacts identified in the public facility, transportation and infrastructure analyses, as well as improvements and mitigation measures identified in the Areawide Recommendations. It is anticipated that existing Fire Station 29 and the U.S. Post Office on Spring Hill Road will be relocated as redevelopment occurs.
- Building heights will vary depending upon location, as conceptually shown on the Building Height Map in the Areawide Urban Design Recommendations. The tallest buildings should be closest to the Metro station where building height is planned up to 400 feet. Building heights (generally between one-eighth and one-quarter mile from the Metro station) should be between 175 and 225 feet. Beyond one-quarter mile, buildings should have lower heights, as conceptually shown on the Building Height Map in the Areawide Urban Design Recommendations. Building heights should be consistent with the above guidance as well as the guidelines in the Areawide Urban Design Recommendations.
- Exposed parking structures adjacent to the DAAR should not be visible to the residential neighborhoods north of the DAAR.
- A potential circulator alignment extends through this subdistrict as described in the Areawide Transportation Recommendations. In addition to the above guidance for this area, redevelopment proposals along the circulator route should provide right-of-way or otherwise accommodate the circulator and should make appropriate contributions toward its construction cost. See the Intensity section of the Areawide Land Use Recommendations.

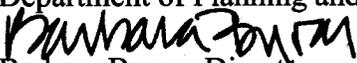


County of Fairfax, Virginia

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

DATE: May 13, 2014

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

FROM: 
Barbara Byron, Director
Office of Community Revitalization (OCR)

SUBJECT: The Ascent at Spring Hill Station Comprehensive Sign Plan
CSP 2010-PR-014

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan (CSP) application dated May 7, 2014.

The applicant is requesting a CSP for the Ascent at Spring Hill Station, a newly constructed residential building in the Tysons West neighborhood. The building contains 26 floors and will be the tallest in Tysons. The following analysis and recommendations are offered for consideration regarding this application.

Primary and Secondary Building Mounted Signage:

The proposed building mounted signs, shown on pages 14-20, are an appropriate scale for the building. Signage mounted at the top of the building will bring visibility and identity to the project across the Tysons area. The black, backlit lettering, affixed to the light gray portions of the building, will provide a nice contrast and high visibility of this signage during the day and at night.

Temporary Marketing Banners:

The temporary banner signs proposed for the east and west elevations are in scale with the size and location of the building, compliment the building architecture, and are well placed along the building facades. Although the signs exceed what would be allowed by the Zoning Ordinance, given the size of this building and its location near metro, OCR does not object to the size of the temporary banners. They are intended to be displayed during the initial lease up period only.

cc: Bob Katai, Staff Coordinator, DPZ
OCR File

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



12-210 Uses in P Districts

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

1. As an alternative, signs may be permitted in a P district in accordance with a comprehensive plan of signage subject to the approval of the Planning Commission following a public hearing conducted in accordance with the provisions of Sect. 18-109. The comprehensive plan of signage shall show the location, size, height and extent of all proposed signs within the P district or section thereof, as well as the nature of the information to be displayed on the signs.
2. In addition, within a PRC District or the Tysons Corner Urban Center as designated in the adopted comprehensive plan, a plan for off-site directional signs which identify destinations or locations within the district or center such as commercial centers, residential areas, public uses or community facilities may be approved by the Planning Commission following a public hearing conducted in accordance with Sect. 18-109; provided, however, that written notice to property owners and adjacent property owners shall not be required. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the plan as well as the nature of the information to be displayed on each sign. All such signs shall be located within the PRC District or the Tysons Corner Urban Center, as applicable.
3. Any application submitted pursuant to Par. 1 or 2 above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent or within the Tysons Corner Urban Center, an application pursuant to Par. 2 above may be made by a public agency or County recognized redevelopment organization or authority. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and a fee as set forth in Sect. 18-106. In the event an application pursuant to Par. 2 above is made within the Tysons Corner Urban Center to include property not zoned PTC, such directional signs shall not impact the amount or size of signage otherwise permitted on such property.

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

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

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		