



# County of Fairfax, Virginia

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February 25, 2016

STAFF REPORT

CSPA 85-C-088

HUNTER MILL DISTRICT



**APPLICANT:** Reston Town Center Property LLC

**ZONING:** PRC (Planned Residential Community District)

**PARCELS:** 17-1 ((16)) 1A, 5A, 9A, 10, A2, B1, 12, 12A, 13, 13A, B2pt., 17  
17-3 ((1)) 3A3  
17-3 ((10)) 1, 6, 7, 8A1, 8B, 14, 15  
17-3 ((20)) 100, 200, 300

**ACREAGE:** 47.76 acres

**PLAN MAP:** Residential Planned Community

**PROPOSAL:** To amend the approved comprehensive sign plan for a portion of the Reston Town Center Urban Core to account for existing signage and to permit additional building mounted, freestanding, and wayfinding signs.

**STAFF RECOMMENDATION:**

Staff recommends approval of CSPA 85-C-088, subject to the development conditions contained in Appendix 2 of the staff report.

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.

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Mary Ann Tsai, AICP

Department of Planning and Zoning  
Zoning Evaluation Division  
12055 Government Center Parkway, Suite 801  
Fairfax, Virginia 22035-5509  
Phone 703-324-1290 FAX 703-324-3924  
[www.fairfaxcounty.gov/dpz/](http://www.fairfaxcounty.gov/dpz/)



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

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



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

# Comprehensive Sign Plan Amendment

## CSPA 85-C -088



Applicant: RESTON TOWN CENTER PROPERTY LLC

Accepted: 08/10/2015

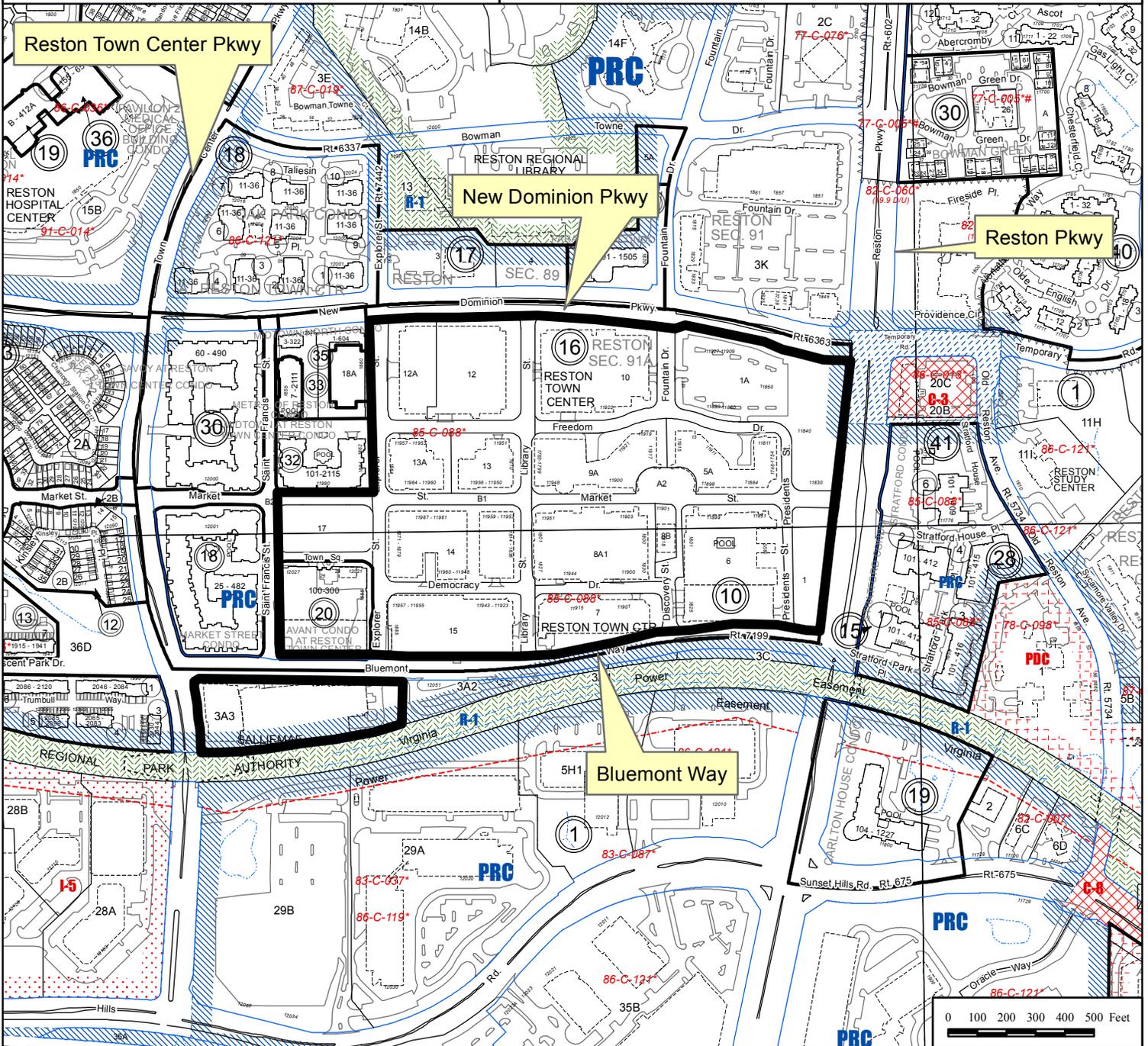
Proposed: AMENDMENT TO PREVIOUSLY APPROVED COMPREHENSIVE SIGN PLAN CSP 85-C-088

Area: 47.76 AC OF LAND; DISTRICT - HUNTER MILL

Located: WEST OF RESTON PARKWAY,  
SOUTH OF NEW DOMINION,  
EAST OF TOWN CENTER PARKWAY

Overlay Dist: PRC

Map Ref Num: 017-1- //16// 1A/ 5A/ 9A/ 10/ 1A2/  
/B1/ 12/ 12A/ 13/ 13A/ B2 (pt.) /17  
017-1 //1// 3A3  
017-3 //10// 1/ 6/ 7/ 8A1/ 8B/ 14/ 15/  
017-3 //20// 100/ 200/ 300/



## **DESCRIPTION OF THE APPLICATION**

The applicant, Reston Town Center Property LLC, requests an amendment of an approved Comprehensive Sign Plan (CSP) for a portion of the Urban Core area in Reston Town Center. This area is developed with higher intensities consisting of a horizontal and vertical mix of office, hotel, and retail uses with strong pedestrian connections. Street-level retail uses are concentrated along a rectangular grid of streets and blocks that form an urban retail center with office, hotel, and residential uses located above.

At the time of the CSP approval in 1992, the Urban Core was identified by two sections: Urban East Core, located between Reston Parkway and Library Street, and Urban West Core, located between Library Street and Town Center Parkway. In the Urban East Core, three office buildings and a hotel existed with two additional office buildings, three parking structures, and a special events pavilion that were still to be constructed. In the Urban West Core, streets, blocks, and general locations of buildings were approved, but the final design of the buildings had not been determined. As a result, the CSP provided specific sign locations and guidance for the constructed buildings in the Urban East Core. However, for the unconstructed office buildings in the Urban East Core and for all of the development in the Urban West Core, only parameters for future signs were provided in the CSP. It was noted in the CSP that signage for residential development in the Urban Core would require an amendment to the CSP.

Since the approval of the CSP, development in the Urban Core has occurred beyond what was originally shown in the CSP. As a result, the Comprehensive Sign Plan Amendment (CSPA) proposes to account for all existing signs and their location in the Urban Core and no longer distinguishes east and west areas in the Urban Core. The CSPA also provides flexibility for future tenant signage, additional parking and directional signs, and residential signage. The CSPA carries forward the intent of the CSP: to create a sign system that serves the traditional functions to orient, direct, and regulate vehicular and pedestrian traffic; as well as, to identify the multiple blocks and uses in the Urban Core, while better addressing present and future sign needs.

The CSPA proposes six sign types, which include:

- Sign Type A, Project Site Signage
- Sign Type B, Tenant Signage – Office
- Sign Type C, Tenant Signage – Retail/Restaurant/Entertainment
- Sign Type D, Tenant Signage – Hotel/Residential
- Sign Type E, Parking Signage
- Sign Type F, Temporary Signage

A copy of the CSPA Plan, staff's proposed development conditions, and the applicant's statement of justification are provided as Appendices 1 through 3, respectively.

## LOCATION AND CHARACTER

The Urban Core of Reston Town Center is bound by New Dominion Parkway to the north, Reston Parkway to the east, the Washington and Old Dominion (W&OD) Trail to the south, and Town Center Parkway to the west. The application area is zoned PRC and contains 47.76 acres and is developed with a vertical and horizontal mix of uses. Figure 1 outlines the application area and the dashed area would remain subject to the existing CSP.



Figure 1: Aerial photograph of application area, Source: Fairfax County Pictometry, 2015

## BACKGROUND

On March 9, 1987, the Board of Supervisors approved four concurrent rezoning applications (collectively referred to as the Reston Town Center rezonings), which encompassed approximately 344 acres of land and included: Rezoning RZ 85-C-088, RZ 86-C-119, and RZ 86-C-121 to the PRC District and RZ 86-C-118 to the I-3 (Light Intensity Industrial) District. One comprehensive set of combined proffers was executed for the four applications. The following link provides the proffered conditions: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdfw/4398669.PDF>

In the approved proffers, RZ 85-C-088 is identified as Property A and consists of the Town Center Core Area (Urban Core), which contains approximately 84.25 acres.

On October 2, 1989, the Board of Supervisors approved four concurrent applications: RZ 89-C-025 to rezone a total of 86.27 acres (previously rezoned as RZ 86-C-118) from the I-3 District to the PRC District to permit the inclusion of residential units; and

Proffered Condition Amendment PCA 85-C-088, PCA 86-C-119, and PCA 86-C-121 to amend the proffers to remove references to RZ 86-C-118 and to include RZ 89-C-025 in the proffered conditions, which contained 86.27 acres. There was no change to the zoning, permitted land uses, residential density, or commercial FAR. The proffered conditions are located at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdwf/4398673.PDF>.

On October 15, 1990, the Board of Supervisors approved PCA 85-C-088-02, PCA 86-C-119-02, PCA 86-C-121-02, and PCA 89-C-025 to expedite construction of the Fairfax County Parkway interchange at Sunset Hills Road and permitted a revised layout of the western portion of the Urban Core. The proffered conditions are available at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdwf/4398665.PDF>.

On July 9, 1992, the Planning Commission approved Comprehensive Sign Plan CSP 85-C-088 for a comprehensive sign plan that includes off-site directional signs for the Urban Core of Reston Town Center. The staff report and CSP conditions are at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=CSP&seq=4172670>

On May 20, 2002, the Board of Supervisors approved Development Plan Amendment DPA 85-C-088-3 to permit high density residential as a permitted use on Section 91A Block 18 and Section 89A Block 1 and to permit an increase in the maximum permitted building height from 10 to 15 stories. A copy of the development conditions is at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdwf/4291967.PDF>

On June 6, 2005, the Department of Public Works and Environmental Services (DPWES) approved a PRC Plan to permit 1,000 residential units to be developed on Blocks 16 and 18 of the Urban Core. Block 18 was developed with 641 units, allowing 359 units to be constructed on Block 16.

On March 26, 2007, Zoning Ordinance Amendment ZOA 07-397 was approved by the Board of Supervisors that required the Board of Supervisors' approval of a PRC Plan. Prior to this Zoning Ordinance Amendment, PRC Plans were submitted to and administratively approved by DPWES.

On June 4, 2007, the Board of Supervisors approved PCA 85-C-088-07, DPA 85-C-088-05, and PRC 85-C-088 to increase the building height from a maximum of 15 stories to 16 stories on Block 15, which was previously approved for office, retail, and parking development. The staff report is available at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=PCA&seq=4054768>

On July 26, 2011, the Board of Supervisors approved PRC 85-C-088-02 to permit a 15-story building containing 359 multi-family dwelling units and 29,145 square feet of ground floor commercial space with an attached six-story parking garage. The staff report and development conditions are available at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=PRCP&seq=4144193>

On July 29, 2014, the Board of Supervisors approved PCA 85-C-088-09, DPA 85-C-088-07, and PRC 85-C-088-03 to permit development of a mixed-use residential and office development on Section 91A, Blocks 4 and 5, respectively. The staff report is available at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdfw/4452642.PDF> On September 9, 2014, the Board of Supervisors clarified its actions on July 29, 2014 to correctly identify the revision date for the DPA/PRC Plan. On October 6, 2015, the Board of Supervisors approved a modification to the building massing of the western residential tower on Block 4. The staff report is available at: <http://ldsnet.fairfaxcounty.gov/ldsnet/ldsdfw/4499605.PDF>

## COMPREHENSIVE PLAN PROVISIONS

The application area is located in the Town Center Urban Core District of the Reston Town Center Transit Station Area (TSA) in the Fairfax County Comprehensive Plan, 2013 Edition, Area III, Reston, amended through October 20, 2015, pages 121 and 167. Specific guidance is provided for signage in the TSAs, which states:

### *Wayfinding and Signage*

*Signage is an important element that will contribute to the character of the Reston TSAs. The two predominant signage types that will most contribute to place making are on-site signage (signs used to identify a place of business or a residential building); and wayfinding elements which are placed in the public realm and provide directional assistance or location information (including street address) to pedestrians and motorists.*

*The quantity and quality of all signage should be considered in a comprehensive manner within a development but should also be complementary between neighborhoods and in most cases, the subdistrict, or district as a whole.*

*It is recommended that a Comprehensive Sign Plan (CSP) be submitted for all redevelopment applications. It is further recognized that the signage requested pursuant to such CSPs may deviate significantly from that permitted under the Zoning Ordinance's standard regulations if it contributes to creating a defined character for a district or subdistrict.*

*All signage should be well-organized, neat, well-maintained, concise and legible. Signage should fit with the architectural style of the project, using complementary materials and colors, and ideally be incorporated into the architectural elements of structures.*

*As the character of districts and subdistricts emerges, and as parks, entertainment and dining areas are developed, wayfinding signage will help pedestrians and motorists navigate within each TSA and among TSAs.*

*Wayfinding elements are most effective when used on a subdistrict and district level and indicate routes and events throughout the TSAs. Public art that functions as signage may be considered if it contributes to creating a defined character for a district or subdistrict. A strategy for wayfinding throughout all three TSAs should be considered, and could act as a placemaking tool and help distinguish between the TSAs.*

## **DESCRIPTION AND ANALYSIS OF THE COMPREHENSIVE SIGN PLAN AMENDMENT (CSPA) PLAN** (Appendix 1)

The CSPA Plan entitled “Reston Town Center Urban Core Comprehensive Sign Plan Manual,” was prepared by RTKL and consists of 109 sheets, revised through February 5, 2016. A copy of the CSPA Plan is provided as Appendix 1. The following is a combined description of the CSPA Plan and staff’s analysis.

### **Table of Contents** (Sheet 2)

A table of contents is provided and shows the organization of the CSPA. The Table of Contents includes an introduction, six sections of sign type, site distance exhibits, and a conclusion. The CSPA reorganizes the previously approved CSP signs into six sections by sign type based on the user instead of by the type of sign. The six sign types are:

- Sign Type A, Project Site Signage (Sheets 10 through 16)
- Sign Type B, Tenant Signage – Office (Sheets 17 through 32)
- Sign Type C, Tenant Signage – Retail/Restaurant/Entertainment (Sheets 33 through 75)
- Sign Type D, Tenant Signage – Hotel/Residential (Sheets 76 through 85)
- Sign Type E, Parking Signage (Sheets 86 through 93)
- Sign Type F, Temporary Signage (Sheets 94 through 97)

### **Introduction** (Sheets 3 through 9)

The introduction provides the general intent of the CSPA, general notes, comprehensive sign plan area, illustrative views, and an illustrative site plan.

### **Sign Type A, Project Site Signage** (Sheets 10 through 16)

Sign Type A consists of four types of signs. The tables below provide a summary of the permitted quantity and sign area in the CSP; the proposed quantity and sign area from the CSPA; and a description and example of the sign type. A detailed sign location plan and matrix are provided on Sheet 16 of the CSPA.

Sign Type	Permitted/ Existing Quantity & Sign Area Per Sign	Proposed Quantity & Sign Area Per Sign	Description of Sign
A.1	CSP & Existing: 2 signs 300 sf	3 signs 300 sf	<p>Project Identity Monument Sign - a freestanding sign that provides identification at the entrance to the Urban Core.</p> 
A.2	CSP & Existing: 4 signs 78 sf	4 signs 78 sf	<p>Building Entrance Grille - a building mounted sign consisting of cast bronze letters fastened to an architectural grille at the main entries of high-rise office buildings.</p> 
A.3	<p><u>A.3a</u> CSP: 3 signs 24 sf Existing: 4 signs 17.9 sf</p> <p><u>A.3b-3d</u> CSP does not include this sign type, but there are existing signs:</p>	<p><u>A.3a</u> 22 signs* 17.9 sf</p> <p><u>A.3b*</u> 17.9 sf</p> <p><u>A.3c*</u> 12.3 sf</p> <p><u>A.3d*</u> 5 sf</p>	<p>Directories/Directional Sign – a freestanding sign, as described below.</p> <p>A.3a – Directory sign with changeable inserts and map of Reston Town Center.</p> <p>A.3b – Events calendar and directory sign.</p> <p>A.3c – Retail directory sign with tenant names.</p> <p>A.3d – Directory/Directional Wayfinding Sign – a freestanding sign providing a map, direction, and/or community events.</p>

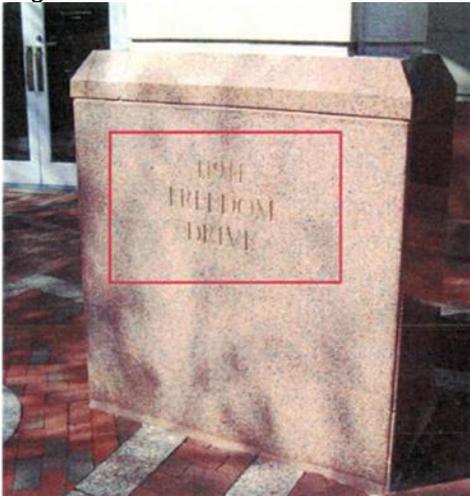
	<p><u>A.3b</u>: 3 signs 17.9 sf <u>A.3c</u>: 2 signs 12.3 sf <u>A.3d</u>: 2 signs 5 sf</p>	<p><i>*All future A3 signs may be a combination of A.3a-d type signs equaling a total of 22 signs.</i></p>	
<p>A.4</p>	<p>CSP: 3 signs 8.3 sf Existing: 2 signs 4 sf</p>	<p>2 signs 4 sf</p>	<p>Building Mounted Blade Directory Sign – a building mounted sign.</p> 

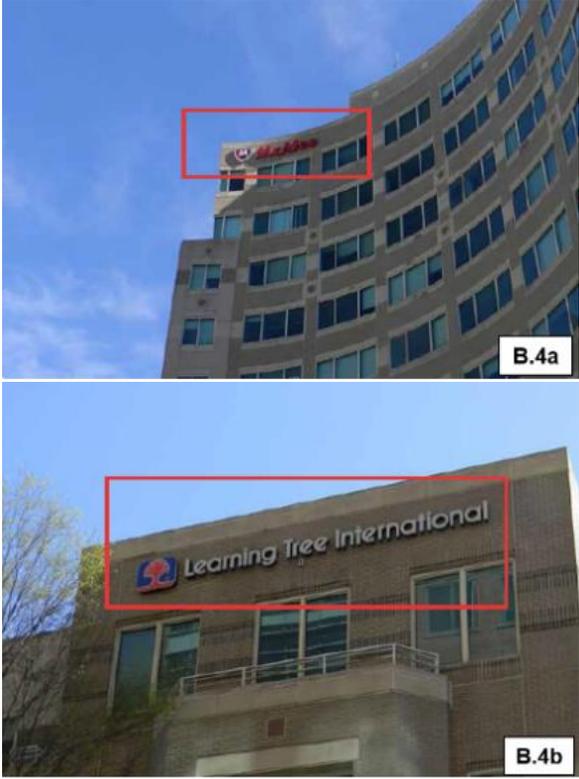
In summary and as shown on Sheets 16 and 109 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type A signs.

- Existing Sign Area: 1,079.9 square feet
- Permitted Sign Area: 1,138.25 square feet
- Proposed Sign Area: 1,781.7 square feet

**Sign Type B, Tenant Signage – Office (Sheets 17 through 32)**

Sign Type B signs are proposed on Blocks 5, 6, 8, 9, 12, 14, 15, and 89A of the Urban Core. The location of these signs are identified block-by-block in the CSPA. A detailed sign location plan and matrix are provided on Sheets 25 to 32 of the CSPA and are described in the tables below.

Sign Type	Permitted/ Existing Quantity & Sign Area Per Sign	Proposed Quantity & Sign Area Per Sign	Description of Sign
B.1	CSP does not include this sign type, but there are 8 existing signs.	8 signs 2.5 sf	<p>High-Rise Address Sign – a street-level, high-rise office tenant address sign that provides the address name and/or address number. The sign is applied to the glass on the transom above the lobby doors in gold leaf.</p> 
B.2	CSP: 3 signs 1.5 sf Existing: 5 signs 1.5 sf	5 signs 1.5 sf	<p>Low-Rise Address Sign – a street-level, low-rise office tenant address sign that provides the address name and/or address number. The sign is applied to the glass on the transom above the lobby doors in gold leaf.</p> 
B.3	<p><u>B3.a</u> CSP: 10 signs 8.75 sf Existing: 4 signs 8.75 sf</p> <p><u>B3.b</u> CSP: 8 signs 3.6 sf Existing: 8 signs 3.6 sf</p>	<p><u>B3.a</u> 4 signs 8.75 sf</p> <p><u>B3.b</u> 10 signs 3.6 sf</p>	<p>Etched Granite Sign – this sign provides the tenant/building address and/or street name at street-level. The sign is etched into the granite base of a building, which flanks the building entries and is gold leaf filled.</p> 

<p>B.4</p>	<p><u>B.4a</u>                  CSP: 4 signs                  200 sf                  Existing: 7 signs                  200 sf</p> <p><u>B.4b</u>                  CSP: 4 signs                  100 sf                  Existing: 2 signs                  100 sf</p>	<p><u>B.4a</u>                  19 signs                  200 sf</p> <p><u>B.4b</u>                  6 signs                  100 sf</p>	<p>Major Office Tenant ID Sign – a building mounted major office tenant name and/or logo sign located at the top of an office building. A maximum of two signs are permitted per building on two separate building faces in the CSP and such limitation is being carried forward in the CSPA.</p> 
<p>B.5</p>	<p>CSP: 2 signs                  24 sf                  Existing: 6 signs                  18 sf</p>	<p>6 signs                  18 sf</p>	<p>Freestanding Office ID Sign – a freestanding office sign with individual panels containing tenant names/logos and a building address. The signs are proposed to be no taller than four feet in height. The CSPA proposes to retain the existing signs and does not propose any additional signs.</p> 

<p>B.6</p>	<p><u>B.6a</u> CSP: 3 signs 8.3 sf Existing: 2 signs 4 sf</p> <p><u>B.6b</u> CSP does not include this sign type, but there is 1 existing sign.</p> <p><u>B.6c</u> CSP does not include sign type, but there are 2 existing signs.</p>	<p><u>B.6a</u> 2 signs 4 sf</p> <p><u>B.6b</u> 26 signs 2.5 sf</p> <p><u>B.6c</u> 2 signs 4 sf</p>	<p>Street Level Tenant ID Sign - office tenants may utilize a building mounted blade sign (B.6a), a building mounted plaque (B.6b), or a building mounted specialty sign (B.6c). A variety of colors, types, materials, and techniques amongst such sign types is encouraged in order to contribute to the liveliness of the urban streetscape.</p> 
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In summary and as shown on Sheets 25 through 32 and 109 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type B signs.

- Existing Sign Area: 1,826.5 square feet
- Permitted Sign Area: 4,447.3 square feet
- Proposed Sign Area: 4,570.7 square feet

**Sign Type C, Tenant Signage – Retail/Restaurant/Entertainment (Sheets 33 through 75)**

These signs include five types of signs. The CSP recognized the need to provide flexibility for retail tenant signs. The retail sign area is based on the number of building bays that a tenant occupies rather than by the amount of building frontage a tenant occupies of the building frontage. A building bay consists of approximately 20 linear feet and is based on a building’s structural column bay width. Each retail tenant is permitted up to 50 square feet of sign area per building bay in which the tenant occupies. Such signage consists of a combination of Tenant Building Mounted (30 square feet), Tenant Blade (10 square feet), and Tenant Awning (10 square feet). The intent of the flexibility for retail signage was to allow for adequate identification of both large and small tenants and to allow for the flexibility needed should a tenant vacate a large space with one sign and be replaced by four or five tenants requiring individual signage in the same space. The CSP permits a total of 20,278.5 square feet of retail signs and there is 4,851.8 square feet of existing retail signs.

The CSPA continues the allocation of signage for retail tenants, which includes retail, restaurant, and entertainment uses and other uses permitted by-right or that are shown on an approved development plan. A building bay still consists of approximately 20 linear feet and is based on a building’s structural column bay width. The CSPA proposes a slight increase in permissible sign area to permit at total of 60 square feet of sign area per building bay that a tenant occupies. Such signage may consist of a combination of C.1 Building Mounted (35 square feet), C.1 Blade (20 square feet), C.3 Awning (15 square feet), and C.4 Banner signs (16 square feet), as shown in the tables below and on Sheets 34 through 38 of the CSPA. In total, the CSPA permits 24,258.5 square feet of sign type C.1-C.4 retail signs.

The increase in retail sign area accounts for existing retail tenant signs and provides flexibility for tenants to uniquely identify their space. The addition of banner signs to the combination of sign types is intended to account for the existing retail banner signs and adds to the variety of colors, types, and materials that has been encouraged in the Urban Core and contributes to the liveliness of the urban streetscape. The sign areas for retail tenants are shown as the maximum permissible sign area per building bay.

In addition, the CSP recognized that certain retail tenants utilize highly individualistic and creative signage as an integral part of their storefront design. Additional sign area was included in the CSP for the Rio Grande Café and for the movie theater. Since the approval of the CSP, additional retail tenants have installed unique retail tenant signage and the CSPA accounts for such signage and identifies them as C.5 Unique Specialty Signs, as shown in the tables below and on Sheets 39 through 51 of the CSPA.

The tables below provide a summary of the sign area permitted in the CSP; the proposed sign area and quantity from the CSPA; and a description and example of the sign type. A detailed sign location plan and matrix for each block with retail uses are provided on Sheets 52 through 75 of the CSPA.

Sign Type	Permitted Sign Area Per Sign	Proposed Sign Area Per Sign	Description of Sign
C.1	30 sf	35 sf	<p>Tenant Wall Mounted Sign – a building mounted sign limited to tenant logotype, trade name, or special design element. Additional examples of C.1 type signs are located on Sheet 35 of the CSPA.</p> 

<p>C.2</p>	<p>10 sf</p>	<p>20 sf</p>	<p>Tenant Blade Sign - blade signs are permitted on building piers between storefront sections and projecting perpendicular from the storefront. No more than one blade sign is permitted per building bay. Blade signs will not be lower than 7 feet from the finished grade of the pedestrian walkway surface. Additional C.2 signs are provided on Sheet 36 of the CSPA.</p> 
<p>C.3</p>	<p>10 sf</p>	<p>15 sf</p>	<p>Tenant Awning – an awnings or canopy with the tenant name or logo on the front or side of the awning/canopy. Additional C.3 signs are provided on Sheet 37 of the CSPA.</p> 
<p>C.4</p>	<p>CSP does not include this sign type.</p>	<p>15 sf</p>	<p>Tenant Banners – a vertical fabric banner secured at the top and bottom to extension arms and mounted at or above street level of the building. Additional C.4 signs are provided on Sheet 38 of the CSPA.</p> 

<p>C.5</p>	<p>CSP &amp; Existing Cinema: 387.45 sf 1 sign</p> <p>CSP &amp; Existing Rio Grande: 138.76 sf 72 sf 44.37 sf 3 signs total</p>	<p>138 sf if a tenant occupies 3 or more building bays.</p>	<p>Tenant Unique Specialty Sign - there are certain tenants employing highly individualistic, creative signage as an integral part of their storefront design. Tenant unique specialty signs are permitted for a tenant who occupies three or more building bays and is in addition to the 60 square feet of sign area permitted per building bay (a combination of C.1-C.4 signs). Only two unique specialty signs were included in the CSP for the Rio Grande Café and the movie theater. Additional C.5 signs are provided on Sheets 39-50 of the CSPA.</p> 
<p>C.6</p>	<p>CSP does not include this sign type, but a cinema sign was included as a retail sign type.</p>	<p>378 sf</p>	<p>Cinema Marquee Sign - the cinema marquee is a unique sign type that was previously approved with the CSP as a retail tenant sign.</p>

In summary and as shown on Sheet 109 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type C signs.

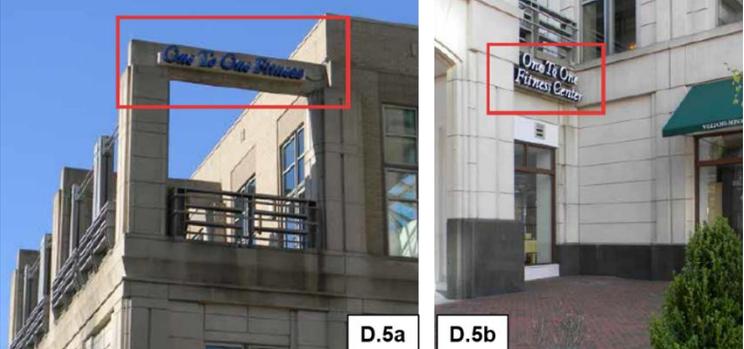
- Existing Sign Area: 4,851.8 square feet
- Permitted Sign Area: 20,278.5 square feet
- Proposed Sign Area: 24,258.5 square feet

**Sign Type D, Tenant Signage – Hotel/Residential (Sheets 76 through 85)**

The CSP included hotel signage, but noted that residential signage would require an amendment to the CSP since residential uses had not been built. Since the approval of the CSP, residential development has been built in the Urban Core with additional residential development under construction. With the CSPA, the applicant is proposing to account for existing and future hotel signage and is proposing signage for the residential buildings, as described in the tables below.

Hotel signs are located on Block 6 and residential signs are proposed on Blocks 4 and 16 of the Urban Core. A detailed sign location plan and table showing the quantity and sign area of existing and proposed signs is provided on Sheets 83 through 85 of the CSPA.

Sign Type	Permitted/ Existing Quantity & Sign Area Per Sign	Proposed Quantity & Sign Area Per Sign	Description of Sign
D.1	CSP: 2 signs 200 sf Existing: 1 sign 91.6 sf	2 signs 200 sf	Top of Building Sign – a building mounted sign located at the top of the building with the hotel logotype. Such signage is allowed on two separate elevations. 
D.2	<p><u>D.2a</u>                      CSP: 2 signs                      2.3 sf                      Existing: 1 sign                      4.5 sf</p> <p><u>D.2b</u>                      CSP: 2 signs                      3.3 sf                      Existing: 4 signs                      3.3 sf</p>	<p><u>D.2a</u>                      1 sign                      4.5 sf</p> <p><u>D.2b</u>                      4 signs                      3.3 sf</p>	Awning - logo screened on the front and two sides of an awning at secondary pedestrian entries to the hotel. 
D.3	CSP: 1 sign 48.17 sf Existing: 1 sign 47.8 sf	1 sign 47.8 sf	Freestanding Pylon Sign – a freestanding double-sided identity sign. 

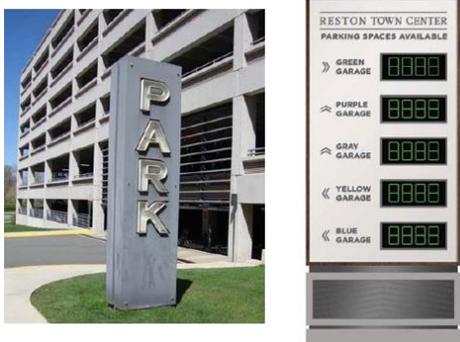
<p>D.4</p>	<p><u>D.4a</u> CSP: 2 signs 22.78 sf Existing: 2 signs 22.8 sf</p> <p><u>D.4b</u> CSP does not include this sign type, but there are 2 existing signs at 1.25 sf.</p>	<p><u>D.4a</u> 2 signs 22.8 sf</p> <p><u>D.4b</u> 2 signs 1.25 sf</p>	<p>Directional Signs - D.4a is a freestanding single-sided directional sign. D.4b is a directional plaque mounted to the entrance gate at the hotel's main drop-off area.</p> 
<p>D.5</p>	<p><u>D.5a &amp; D.5b</u> CSP does not include this sign type.</p> <p>Existing: <u>D.5a</u>: 2 signs 12.9 sf <u>D.5b</u>: 1 sign 24.1 sf</p>	<p><u>D.5a</u> 2 signs 12.9 sf</p> <p><u>D.5b</u> 1 sign 24.1 sf</p>	<p>Amenities (hotel) Sign – a building mounted sign facing north and south above the balcony of the hotel at the second level of the building. An additional sign is located below the hotel balcony on the north side of the hotel.</p> 
<p>D.6</p>	<p>CSP does not include this sign type and there are no existing signs.</p>	<p>2 signs 25 sf</p>	<p>Residential Entry Sign – a building mounted sign with the residence name or logo on canopy above entrance.</p> 
<p>D.7</p>	<p>CSP does not include this sign type and there are no existing signs.</p>	<p>2 signs 3 sf</p>	<p>Residential Street Level ID Sign - building mounted plaque identifying residence name, logo, or address. An illustration of this sign is not provided in the CSPA.</p>

In summary and as shown on Sheets 83 through 85 and 109 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type D signs.

- Existing Sign Area: 255.1 square feet
- Permitted Sign Area: 563.5 square feet
- Proposed Sign Area: 619.5 square feet

**Sign Type E, Parking Signage (Sheets 86 through 93)**

With the exception of parking signs for the hotel, parking signs were not included in the CSP and were approved based on the provisions of Article 12 of the Zoning Ordinance. With six parking structures in the application area and in response to visitor feedback, the CSPA accounts for the existing parking signs and proposes additional parking signs to better identify and direct the public to parking areas, as described in the tables below. A detailed sign location plan and table showing the quantity and sign area for existing and proposed signs is provided on Sheet 93 of the CSPA.

Sign Type	Existing Quantity & Sign Area Per Sign	Proposed Quantity & Sign Area Per Sign	Description of Sign
E.1	2 signs 40 sf	14 signs 40 sf	<p>Projecting ID Blade Sign – a building mounted projecting blade parking sign with painted metal and acrylic.</p> 
E.2	2 signs 36 sf	7 signs 36 sf	<p>Freestanding Parking ID Sign – a freestanding painted metal pylon sign identifying the garage entrance and may be illuminated. The sign height will not exceed 14 feet.</p> 

<p>E.3</p>	<p>5 signs 15 sf</p>	<p>11 signs 15 sf</p>	<p>Building Mounted Sign – a building mounted garage entrance and exit signs identifying the drive lanes in and out of the garage.</p>  
<p>E.4</p>	<p><u>E.4</u> 0 signs 16 sf</p> <p><u>E.4a</u> 3 signs 16 sf</p> <p><u>E.4b</u> 1 sign 16 sf</p> <p><u>E.4c</u> 1 sign 20 sf</p>	<p><u>E.4</u> 5 signs 16 sf</p> <p><u>E.4a</u> 3 signs 16 sf</p> <p><u>E.4b</u> 1 sign 16 sf</p> <p><u>E.4c</u> 1 sign 20 sf</p>	<p>Parking Directional Signs: E.4 is a future freestanding directional pole sign to guide visitors to their destination. E.4a-c are existing freestanding parking and deliveries directional signs that identify the path to the garage entries.</p> 
<p>E.5</p>	<p>0 signs</p>	<p>9 signs 16 sf</p>	<p>Garage Directory Map - a directory sign with a garage and Town Center plan used to guide patrons to their destination as they exit the garage.</p> 
<p>E.6</p>	<p>0 signs</p>	<p>8 signs 10 sf</p>	<p>Parking Management Sign - a building mounted parking management display sign used to display regulations and fees.</p>  <p><i>Example for illustrative purposes only</i></p>

E.7	0 signs	Number of signs not shown in CSPA  25 sf	Future Bike/Car Share Sign/Location Plan - signage for future bike share or car share stations. 
-----	---------	--	---

In summary and as shown on Sheets 93 and 109 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type E signs.

- Existing Sign Area: 311 square feet
- Permitted Sign Area: 311 square feet
- Proposed Sign Area: 1,302 square feet

**Sign Type F, Temporary Signs** (Sheets 94 through 97)

Temporary signs are intended to provide seasonal displays or to announce upcoming special events and would be removed once the season or event ends. The conservatory and sponsorship banner signs are new signs in the CSPA in recognition of the need to provide a variety of sign types for special events held each year. A detailed sign location plan and table showing the quantity and sign area for existing and proposed signs are provided on Sheets 97 and 109 of the CSPA and as described in the tables below.

Sign Type	Permitted/ Existing Quantity & Sign Area Per Sign	Proposed Quantity & Sign Area Per Sign	Description of Sign
F.1	CSP: 2 signs 225 sf  Existing: 2 signs 225 sf	2 signs 225 sf	Street Banner – a banner spanning the street from curb-to-curb and secured to the buildings at the second level. Signage may be displayed 4 weeks prior to the event. 

<p>F.2</p>	<p><u>F.2a</u> CSP &amp; Existing: 6 poles 32 sf per pole</p> <p><u>F.2b</u> CSP &amp; Existing: 12 poles 12 sf per pole</p>	<p><u>F.2a</u> 6 poles 32 sf per pole</p> <p><u>F.2b</u> 12 poles 12 sf per pole</p>	<p>Vertical Fabric Banner – a banner secured at the top and bottom to extension arms from street light poles. F.2a are double banners mounted to a street light pole. F.2b is a single banner hung from the light pole. Banners will be hung a minimum of 7 feet from the finished grade of the pedestrian walkway surfaces and are seasonal in nature.</p> 
<p>F.3</p>	<p>CSP does not include this sign type and there are no existing signs.</p>	<p>2 signs 225 sf</p>	<p>Conservatory Banner – a fabric banner secured at the top and bottom and perforated to allow wind tolerance. The sign will be hung at or above the surrounding buildings at the second level. The banner may be located at the special events pavilion. An illustration is not provided in the CSPA.</p>
<p>F.4</p>	<p>CSP does not include this sign type and there are no existing signs.</p>	<p>1 sign 100 sf</p>	<p>Sponsorship Sign - a temporary signage for sponsored events. An illustration is not provided in the CSPA.</p>

In summary and as shown on Sheets 97 of the CSPA, the following provides the total existing sign area, the permitted sign area pursuant to the CSP, and the proposed sign area in the CSPA for Sign Type F signs.

- Existing Sign Area: 786 square feet
- Permitted Sign Area: 1,008 square feet
- Proposed Sign Area: 1,336 square feet

**Sight Distance** (Sheets 98 through 108)

Sheets 99 through 108 identifies the sight distance triangles for each street corner within the application area to demonstrate that freestanding signs do not impede sight distance. Prior to the issuance of a sign permit staff will reconfirm that freestanding signs do not obstruct sight distance.

**Conclusion – Project Totals** (Sheet 109)

As provided on Sheet 109, one sign matrix shows permissible the sign area for each sign type and a block in the CSP and another sign matrix shows the proposed sign area for each sign type and block in the CSPA.

In total, there is 27,746.5 square feet of permitted sign area pursuant to the CSP. The applicant is proposing 33,868.4 square feet of sign area in the CSPA, which is an increase of 6,121.9 square feet of sign area. The increase in sign area primarily is attributable to the approximately 4,000 square foot increase in retail signage since the applicant depicts the maximum sign area permitted for each retail bay, which a tenant may or may not utilize. Overall, the requested increase in sign area reflects the unique mixed-use development found in the Urban Core where signage is an integral part of the urban character used to clearly identify spaces and enhance and unify the streetscape.

## **ANALYSIS**

### **Land Use Analysis**

The Urban Core of Reston Town Center is located in the Reston Town Center Transit Oriented District of the Reston Town Center Transit Station Area (TSA) in the Comprehensive Plan. The Comprehensive Plan recognizes that signage is an important element that contributes to the character of the Reston TSAs. Use of a Comprehensive Sign Plan (CSP) is recommended, where applicable, and it is recognized that signage requested through a CSP may deviate significantly from what is permitted under the Zoning Ordinance if it contributes to creating a defined character for a TSA district or subdistrict. In the 24 years since the CSP approval for the Urban Core, the CSP significantly contributed to the creation of an attractive, mixed-use environment with distinctive and attractive signage. Reston Town Center has become an important commercial and residential center and a popular visitor destination.

The Comprehensive Plan notes two predominant sign types that contribute to place making in the Reston TSAs: on-site signage (signs used to identify a place of business or a residential building) and wayfinding signs that provide directional assistance or location information (including street address) to pedestrians and motorists. Both sign types are proposed in the CSPA in response to visitor feedback on the need for such additional signage and supports the Comprehensive Plan guidance.

The CSPA proposes to improve upon the existing CSP by more clearly defining what signage is permitted for specific buildings or tenant spaces. At the time of the CSP approval, it was difficult to predict the type of signs that would be needed for future buildings, uses, and tenant spaces that had not been determined or built in a relatively new form of development consisting of a mix of uses being developed vertically and horizontally.

The CSPA continues to provide signage that is well-organized and contributes to the urban environment. The CSPA also continues the established design review process by the Reston Town Center Association Design Review Board (DRB) for review of signage to ensure a fit with the established architectural style of the Urban Core, use of complementary materials and colors, and incorporates consistent architectural elements

or design themes. Sign permits issued by the County still are required for conformance with the CSPA after the DRB's approval.

### **Zoning Inspections Branch** (Appendix 4)

The Zoning Inspections Branch (ZIB) indicated that a sign matrix should be provided for each block and for all of the freestanding signs to ease the tracking of the signs. Awnings were recommended to be a minimum of seven feet above the grade of pedestrian walkway surfaces. The applicant included such notation for the awning signs in the CSPA. Staff commented that it is unclear what "at or slightly above street level" is intended to mean and a development condition has been proposed to provide clarification. Finally, any sign that projects over a roadway is required to have a minimum vertical clearance of 15 feet and a development condition to address this issue has been addressed.

### **Transportation Analysis** (Appendix 5)

The Virginia Department of Transportation and the Fairfax County Department of Transportation reviewed the application and indicated that the proposed freestanding signs should not obstruct sight distances on roads where drivers enter or exit the Urban Core. The applicant provided sight distance triangles for the intersections in the Urban Core on Sheets 100 through 108 in the CSPA to demonstrate that freestanding signs are located outside of the sight distance triangles. Staff and the applicant will reconfirm that no freestanding sign is located in a sight distance triangle at the time of sign permit review.

### **ZONING ORDINANCE PROVISIONS** (Appendix 6)

In accordance with Sect. 12-101 of the Zoning Ordinance, the purpose and intent of Article 12 is to regulate all exterior signs and interior signs placed for exterior observance; to protect property values; to protect the character of the various communities in the County; to facilitate the creation of a convenient, attractive and harmonious community; to protect against danger in travel and transportation; and to improve and protect the public health, safety, convenience and general welfare. It is further intended that "all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public."

In keeping with the intent to allow flexibility in the design of planned developments, Sect. 12-210 of the Zoning Ordinance permits the Planning Commission to approve a Comprehensive Sign Plan for developments within a planned development district (P District) as an alternative to the provisions contained in Article 12 of the Zoning Ordinance for signs located within conventional zoning districts. This provision requires that a Comprehensive Sign Plan show the location, size, height, and extent of all proposed signs within the P District, as well as, the nature of the information to be

displayed on the signs. In addition, all proposed signs should be in scale and harmonious with the development and should be located and sized to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of the architectural and urban design elements.

Existing and future signage proposed in the CSPA have been coordinated to create a complementary signage plan. Future signage are subject to the design guidelines of the Reston Town Center Association Design Review Board (DRB) in order to ensure that the design and appearance of proposed signs are in harmony and compatible with existing signage, streetscape, and surrounding area. The CSPA proposes additional sign area to accommodate future uses within the existing buildings and provides greater visibility to retail/office tenants and wayfinding to throughout the site. The CSPA shows the location, size, and extent of the existing and proposed signs and such signage has been scaled for vehicular and pedestrian visibility. With the proposed development conditions, the CSPA continues to create a coordinated and harmonious signage plan that would not contribute to street clutter or detract from the planned nature of the development.

In addition, Par. 4 of Sect. 12-210 of the Zoning Ordinance is applicable and provides that all signage shall be in accordance with the standards for all planned development as set forth in Part 1 of Article 16. Part 1 provides that the planned development shall substantially conform to the adopted Comprehensive Plan with respect to type and character. The Comprehensive Plan states that the planned development should enhance the stability of existing neighborhoods and provide high quality site and architectural design.

The CSPA continues to be in accordance with the standards for a planned development and such signage has been reviewed for compatibility by the DRB. The proposed signs do not detract from the nature of the planned development and helps to further distinguish and identify the development. The planned development conforms to the Comprehensive Plan with respect to type and character of development. With the proposed development conditions, staff believes the CSPA satisfies the Zoning Ordinance provisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Staff Conclusions**

The CSP for the Urban Core of Reston Town Center was one of the County's first sign plans for a mixed-use development. For the last 24 years, the CSP provided the guidance for signage in the Urban Core, along with review by the Reston Town Center Association Design Review Board (DRB), prior to sign permit approval by the County. During this time, new buildings were constructed and new uses proposed using the parameters set forth in the CSP for those buildings and uses that were not specifically shown in the CSP.

The CSPA provides a comprehensive signage plan for the Urban Core by accounting for existing signs and uses, while proposing additional sign area and signage, such as parking and wayfinding signs, to better serve the existing and future needs of the Urban Core.

In staff's opinion, the CSPA provides flexibility on the location and combination of sign types permitted by tenants, while maintaining the character and design of such signs by continuing the design review by the DRB. DRB approval provides an additional layer of review to the County sign permit review process for conformance with the CSPA. In staff's opinion, the existing and proposed signs are in harmony with the Comprehensive Plan and applicable Zoning Ordinance provisions with the proposed development conditions.

### **Recommendation**

Staff recommends approval of CSPA 85-C-088, subject to the approval of the proposed development conditions contained in Appendix 2.

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

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

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

### **APPENDICES**

1. Comprehensive Sign Plan Amendment Plan
2. Proposed Development Conditions
3. Statement of Justification
4. Zoning Inspection Memorandum
5. Transportation Memorandums
6. Applicable Zoning Ordinance Provisions

# RESTON TOWN CENTER

URBAN CORE  
COMPREHENSIVE SIGNAGE  
PLAN MANUAL

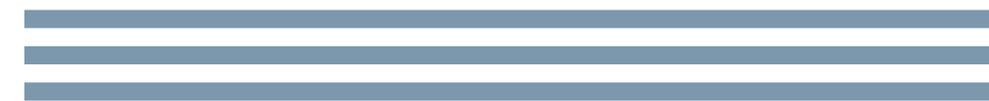




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## INTRODUCTION



**GENERAL INTENT**

The Comprehensive Sign Plan (“CSP”) includes onsite signage within the Reston Town Center Urban Core, shown on page 6. It has been developed to provide the framework for a distinctive, attractive, orderly signage, appropriate for this mixed-use setting. The 75+ acre mixed-use development includes office, hotel, residential and retail uses mixed horizontally and vertically.

The CSP has been designed to permit coordinated and complementary signage across the variety of wayfinding and building-mounted sign types required by mixed-use centers. It does so by creating an image of dignity and quality as well as excitement and vitality.



## GENERAL NOTES

Sign sizes/dimensions provided in this CSP are maximums. Actual signs may be equal to or smaller based on the final design.

Sign locations, messages, fonts or colors may be altered from those shown in the CSP so long as the signage complies with the size limitations of this CSP.

At the time of sign permit submission, sign locations may change based on site constraints, sight distance, safety, utility locations, topography, etc.

Total 'Allowable Sign Area' shown on specific building facades in this CSP may be achieved through one or multiple signs.

Illumination of signs shall be in conformance with Article 12 of the Zoning Ordinance and with the performance standards for glare as set forth in Part 9, Outdoor Lighting Standards, of Article 14 of the Zoning Ordinance.

All sign types, colors and designs are subject to approval by the Reston Town Center Design Review Board (RTC DRB) and sign permit approval from Fairfax County.

Notwithstanding the provisions of this CSP, all signs permitted by Section 12-103 of the Zoning Ordinance may be installed in the portion of the Reston Urban Core that is the subject of this CSP.



MAP  
This CSP plan covers that portion of the Reston Town Center Urban Core noted below.

-  Area subject to this CSPA 85-C-088
-  Area subject to this CSP 85-C-088 (see previously approved Comprehensive Sign Plan)
-  Reston Town Center Association (RTCA) District





Reston Town Center is planned as a highly varied mixed use environment focused on the Urban Core, including uses such as residential, office, retail, hotel, community, child care, parks, recreation, etc.

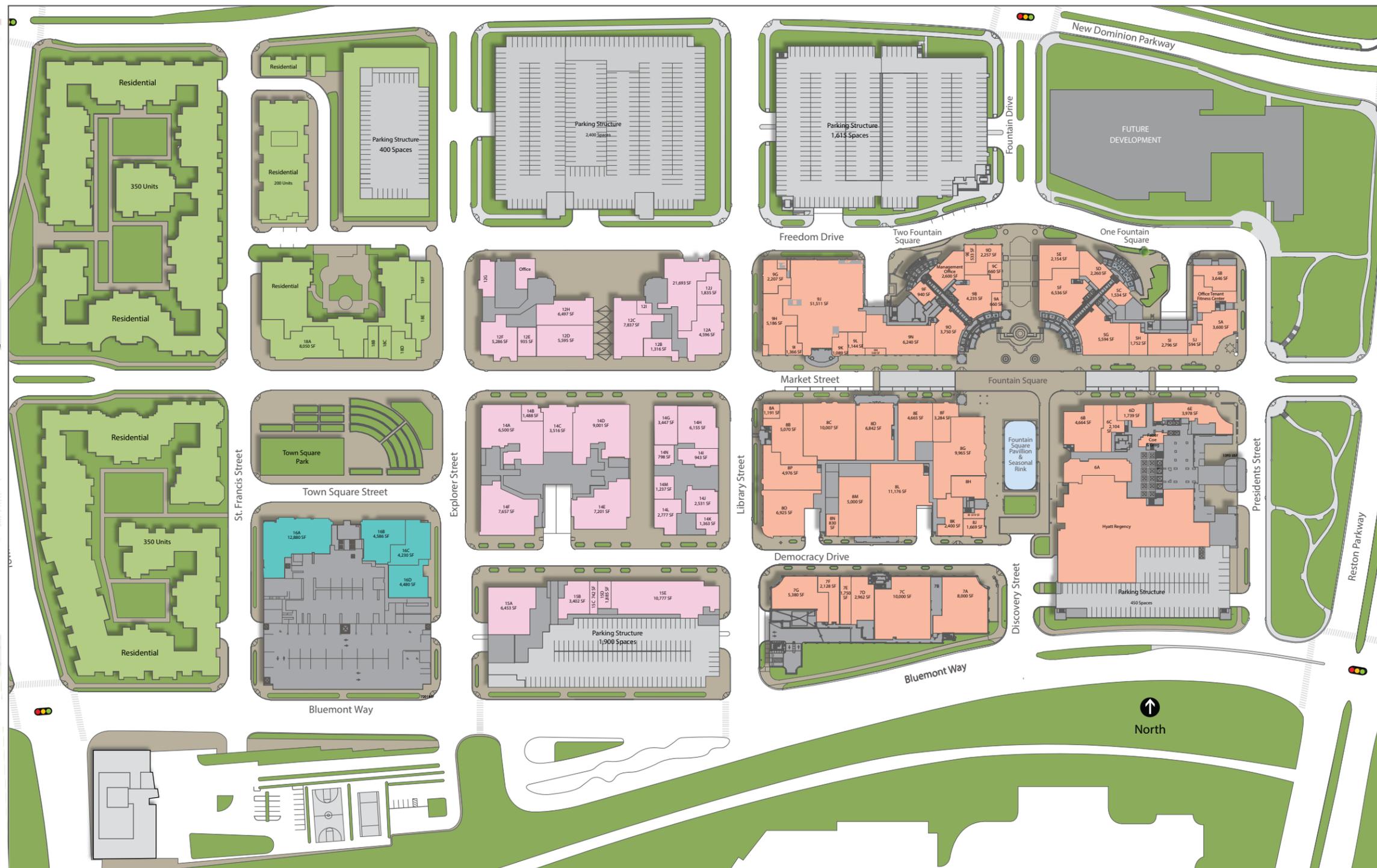




### ILLUSTRATIVE PLAN

NOTE: Site plan for illustrative purposes only. Retailers and demising lines are subject to change.

See Sheet 6 for confirmation of the blocks subject to this sign plan.



SECTION 1 RTC SITE SIGNAGE

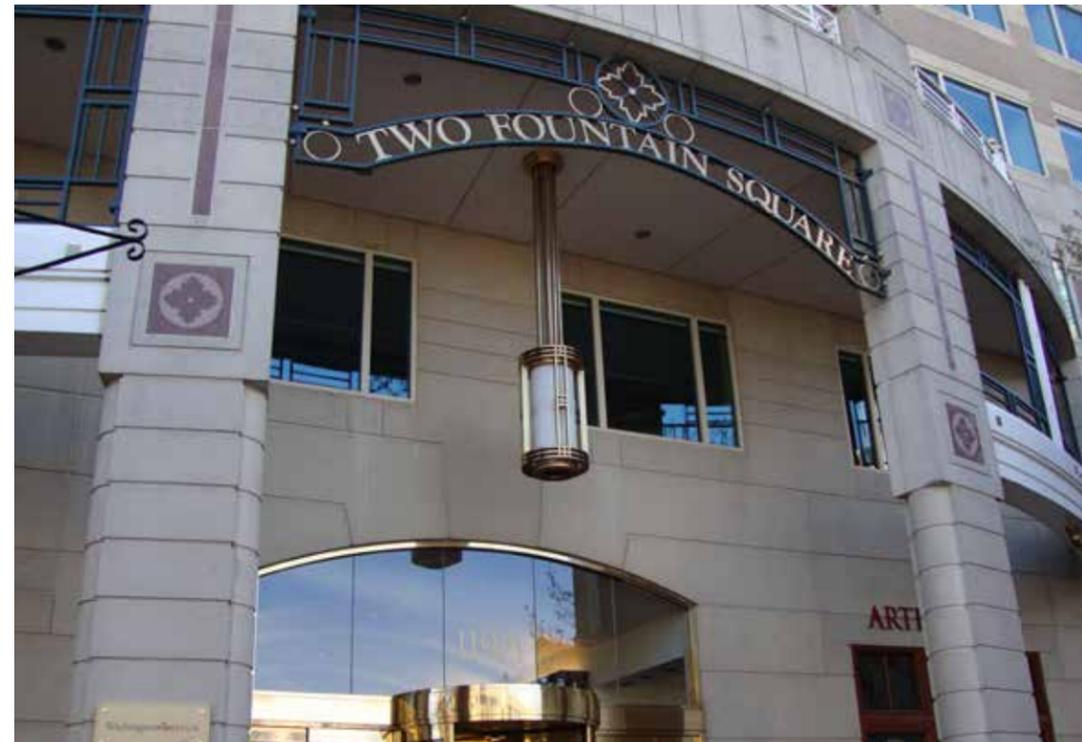
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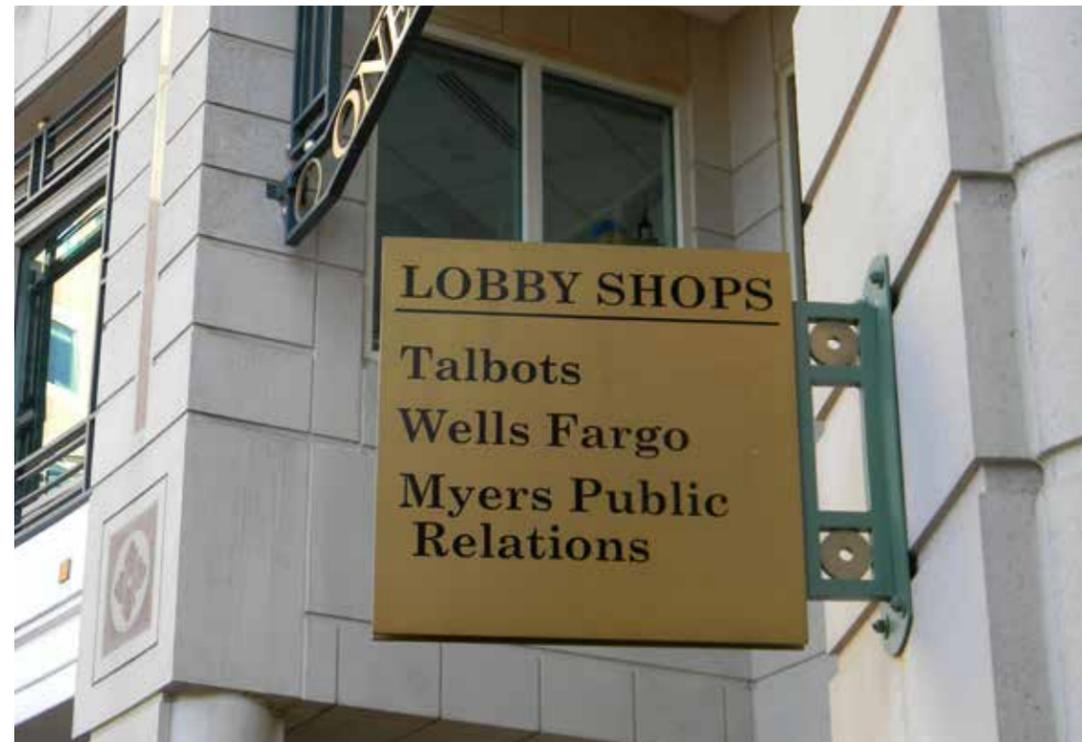
SIGN TYPE A.1



SIGN TYPE A.2



SIGN TYPE A.3



SIGN TYPE A.4

SIGNAGE CONCEPTS

Identification monuments, decorative entrance grilles, directories and directional signage assist visitors in finding their way to Reston Town Center Urban Core and ultimately to their final destination. Signage is at street level or within direct view from the street (second level.)

SIGN TYPES

- A.1 - RTC PROJECT ID MONUMENT
- A.2 - BUILDING ENTRANCE GRILLE
- A.3 - RTC DIRECTORIES/DIRECTIONALS
- A.4 - BUILDING MOUNTED BLADE DIRECTORY



EXISTING SIGN TYPE A.1



ADDITIONAL FUTURE SIGN TYPE A.1



EXISTING SIGN TYPE A.1

DESCRIPTION

The Project ID Monument sign provides project identification at the entrance to Reston Town Center Urban Core from Reston Parkway. These are located at the intersections of Reston Parkway and Bluemont Way, and Reston Parkway and New Dominion Parkway.

MESSAGE

A.1 - RESTON TOWN CENTER

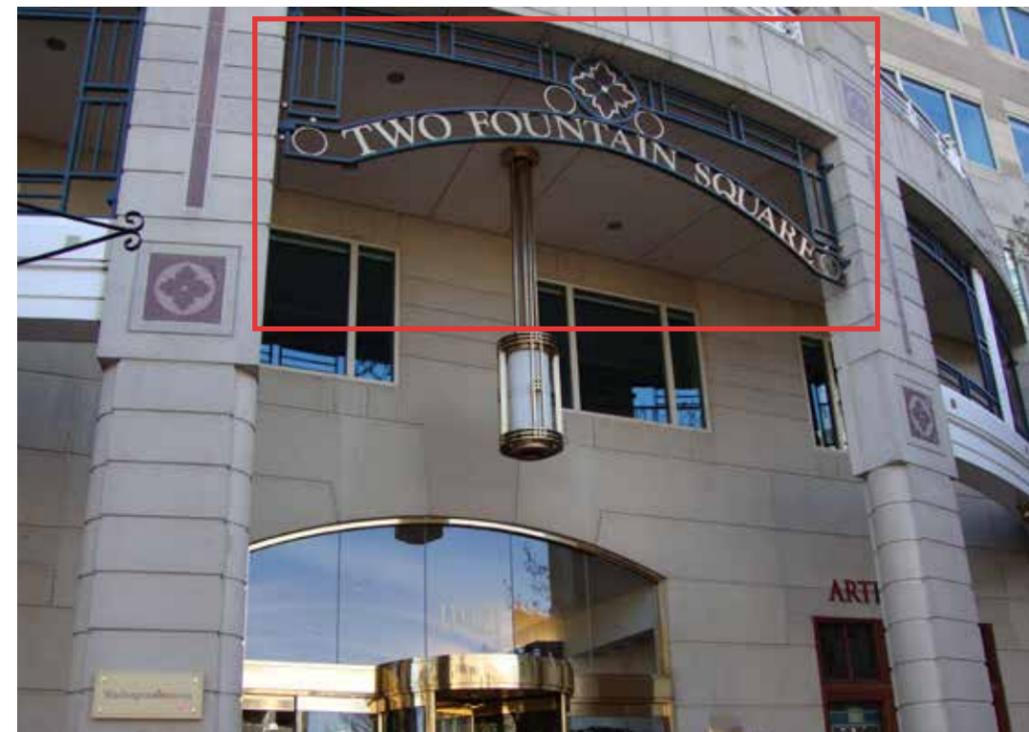
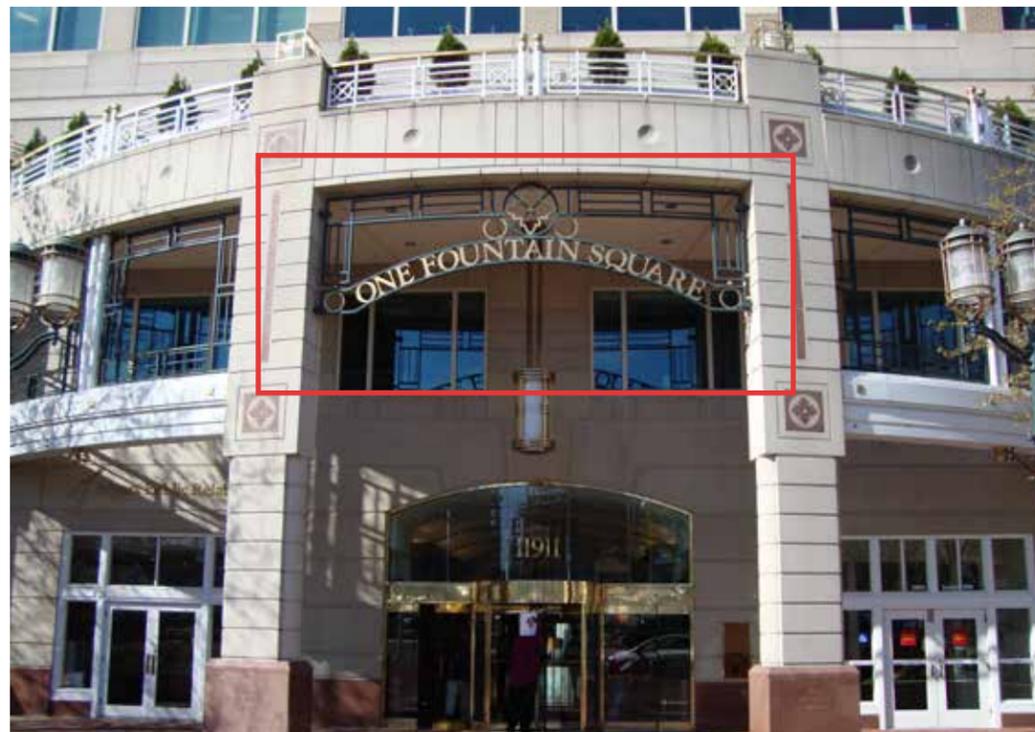
AREA

A.1 - up to 300 SF. This sign may be redesigned but won't exceed 300 SF.

ADDITIONAL SIGNAGE

May be redesigned and 1 additional location may be added, per the Site Signage Location Plan page 16.

Additional Project ID monument signs may not exceed 300 square feet.



SIGN TYPE A.2a

SIGN TYPE A.2b

DESCRIPTION

Cast bronze letters 1'-0" high fastened to architectural grille at four main entries of high-rise office buildings.

MESSAGES

A.2a - ONE FOUNTAIN SQUARE

A.2b - TWO FOUNTAIN SQUARE

AREA

A.2a (x2), A.2b (x2) - 4 signs at 77.56 SF = 310.24 SF total.



**SIGN TYPE A.3a**



**SIGN TYPE A.3b**



**SIGN TYPE A.3c**



**SIGN TYPE A.3d**

Above signs reflect existing conditions - for illustrative purposes only.



**FUTURE SIGN TYPE A.3**

Above future signs reflect new designs for primary directory, secondary directory and trailblazing directional signs.



DESCRIPTION

A.3a Reston Town Center Directory has changeable inserts and a plan of the Town Center on one side and room for community notices and sponsorship announcements on the back. Signs can be illuminated.

A.3b Reston Town Center Events Calendar and Directory has changeable inserts and a plan of the Town Center on one side and room for community notices on the back. Signs can be illuminated.

A.3c The Retail Directory has individual panels with tenant names applied in vinyl. Retail directional signs can include messaging notes below and can be illuminated.

A.3d Reston Town Center Freestanding Directory/Directional signs assist visitors in finding their way to their general destination. Signs can be illuminated.

MESSAGES

Changeable Tenant Names, Town Center Maps, Event Schedules, Town Center Promotions and/or Sponsorship Announcements, Permanent Tenant Names, Directional Arrows

AREA

A.3a - 17.9 SF each

A.3b - 17.9 SF each

A.3c - 12.3 SF each

A.3d - 5 SF each

\*Calculated area reflects sign panel only. Sign height may not exceed 7'-8".



**SIGN TYPE A.4**

DESCRIPTION

A.4 Reston Town Center blade wall and/or column mounted directory signs are specific to the tenants within the building they are mounted to.

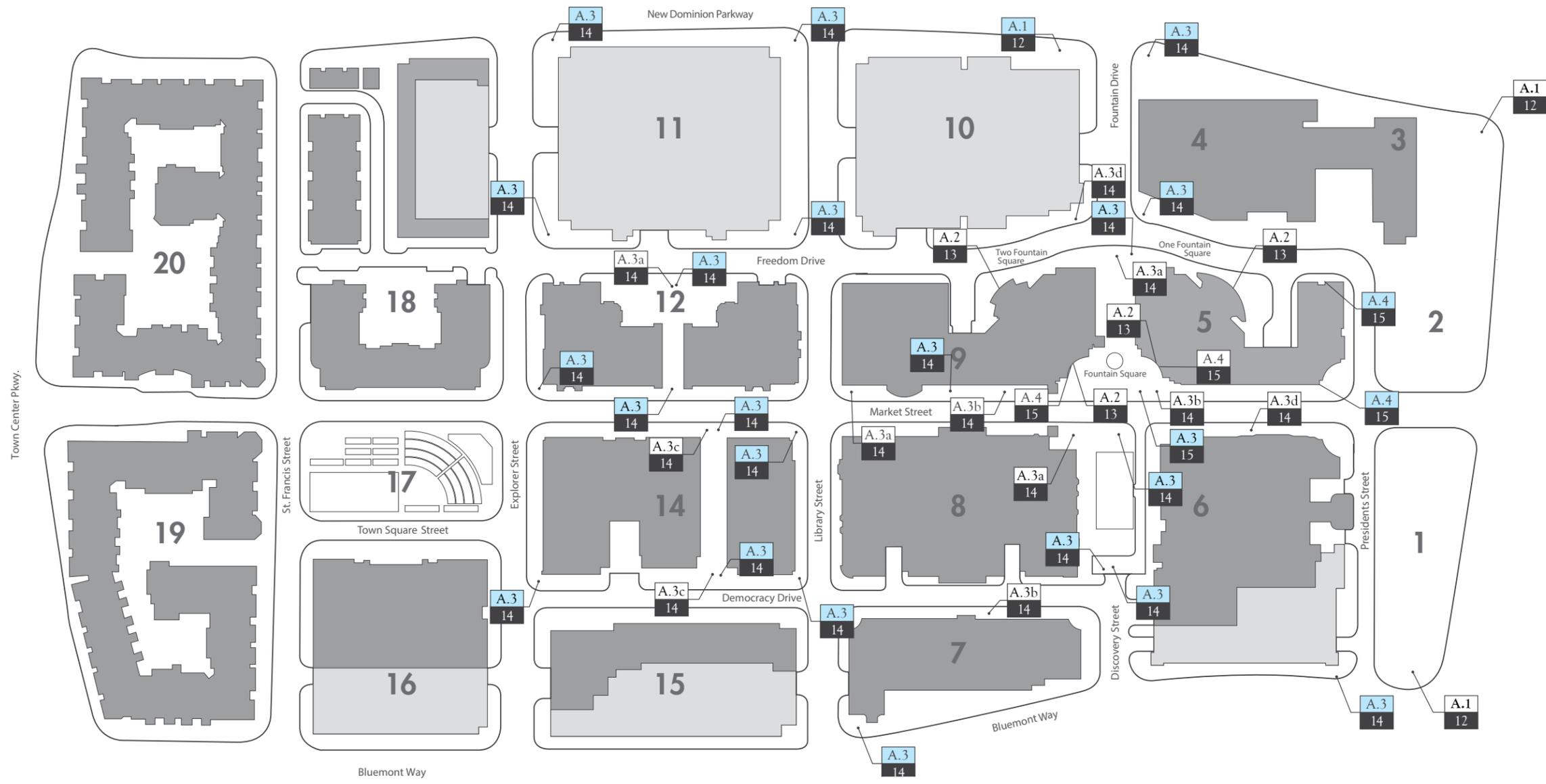
MESSAGES

A.4 - Changeable Tenant Names, Permanent Tenant Names

AREA

A.4 - 4 SF each

\*Above signs for illustrative purposes only.  
Future designs subject to change.



See Section 7, page 98, for Site Signage limitations based on site distance analysis.

Town Center Pkwy.

St. Francis Street

Explorer Street

Library Street

Discovery Street

Presidents Street

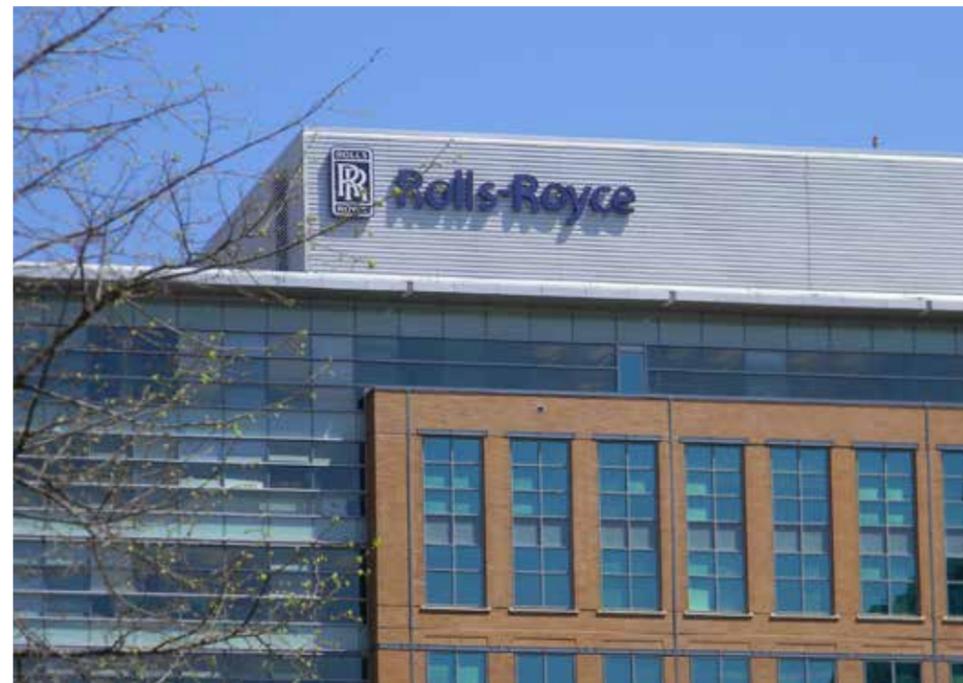
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Project Identity Monument	A.1	2	300	600	1	300	900
Building Entrance Grill	A.2	4	78	312	0	0	312
Reston Town Center Directory	A.3a	4	17.9	71.6	**22	393.8	465.4
Reston Town Center Events Calendar	A.3b	3	17.9	53.7	**0	0	53.7
Retail Directory	A.3c	2	12.3	24.6	**0	0	24.6
RTC Freestanding Directory/Directional	A.3d	2	5	10	**0	0	10
Building Mounted Blade Directory	A.4	2	4	8	2	8	16

Site Signage Totals: 1,079.9 + 701.8 = 1,781.7 sq ft

A.1 – sign type  
 12 – detail reference page  
 RTC Buildings  
 RTC Garages  
 \*Signs in blue denote potential future locations.  
 \*\*All future A.3 signs noted may be types A.3a - d, equaling a total of 22 signs as indicated.

SECTION 2 TENANT SIGNAGE

OFFICE



### SIGNAGE CONCEPTS

Creativity, uniqueness, and high-quality graphics characterize the signage at Reston Town Center Urban Core. The use of sculptural and 3-dimensional signage is used to clearly identify spaces and enhance and unify the streetscape and urban core. A variety of colors, types, materials and techniques is encouraged in order to contribute to the liveliness of the urban environment.

### SIGN TYPES

Office signage includes the following:

- B.1 - HIGH-RISE ADDRESS
- B.2 - LOW-RISE ADDRESS
- B.3 - ETCHED GRANITE (ADDRESS/STREET)
- B.4 - MAJOR OFFICE TENANT ID
- B.5 - FREESTANDING OFFICE ID
- B.6 - STREET LEVEL TENANT ID



SIGN TYPE B.1



SIGN TYPE B.2

DESCRIPTION

B.1 High-Rise/B.2 Low-Rise Address - Gold leaf letters and numbers applied to glass on transom above lobby doors of low-rise and/or high-rise buildings. Signage is at street level.

MESSAGES

B.1 - 11911

B.2 - 1750 PRESIDENTS STREET

B.2 - 1805 LIBRARY STREET

B.2 - 1820 DISCOVERY STREET

AREA

B.1 - 2.5 SF each, High-Rise Tenant

B.2 - 1.5 SF each, Low-Rise Tenant



SIGN TYPE B.3a



SIGN TYPE B.3b

DESCRIPTION

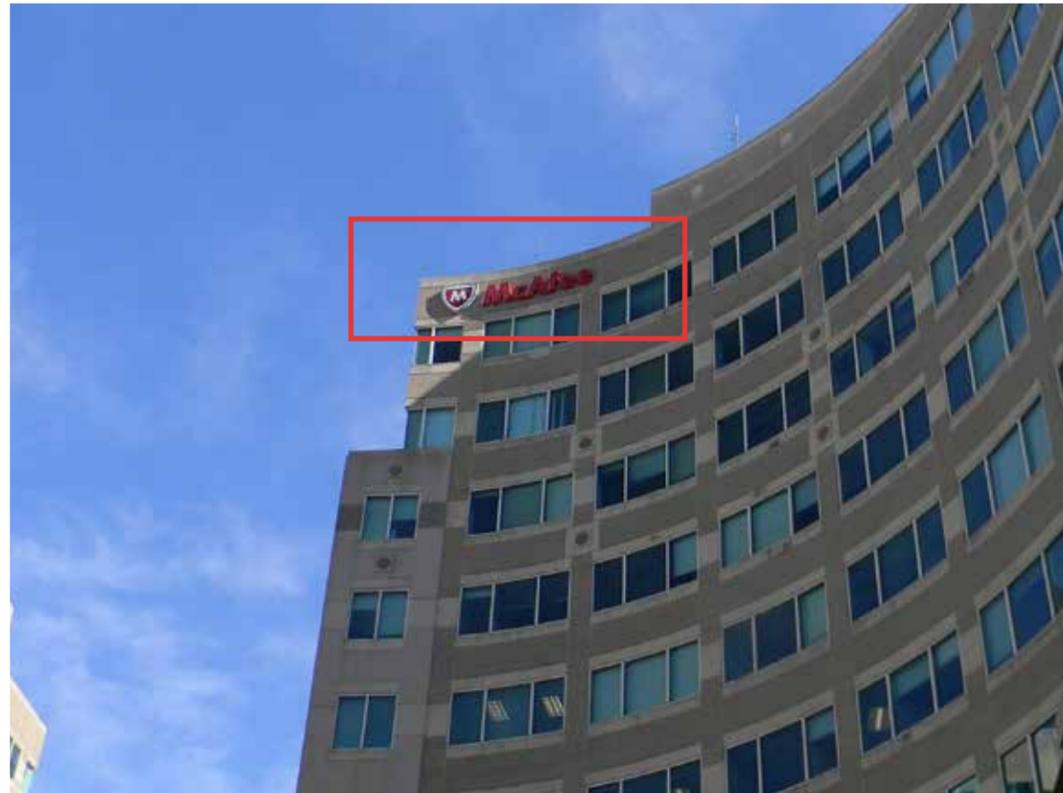
Tenant/Building Address and Street Name - Etched into building at granite base flanking entries. Gold leaf filled. Signage is at street level.

MESSAGES

- B.3a - 11921 FREEDOM DRIVE
- B.3a - 1750 PRESIDENTS STREET
- B.3a - 11911 FREEDOM DRIVE
- B.3a - 1750 PRESIDENTS DRIVE
- B.3a - 1805 LIBRARY STREET
- B.3a - 1820 DISCOVERY STREET
- B.3b - MARKET STREET
- B.3b - FOUNTAIN SQUARE

AREA

- B.3a - 8.75 SF
- B.3b - 3.6 SF



**SIGN TYPE B.4a High-Rise Buildings**



**SIGN TYPE B.4b Low-Rise Buildings**

DESCRIPTION

Major office tenants may be identified with their name and/or logo at the top of office buildings. Maximum two signs per building, on two separate building faces.

MESSAGES

B.4a - TENANT NAME -Varies per Tenant

B.4b - TENANT NAME -Varies per Tenant

AREA

B.4a - 200 SF, High-Rise buildings

B.4b - 100 SF, Low-Rise buildings

\*All current messages/tenants subject to change.



**SIGN TYPE B.5**



**SIGN TYPE B.5**

DESCRIPTION

The freestanding office ID signs have individual panels with tenant names and a building address. Signs can be illuminated.

MESSAGES

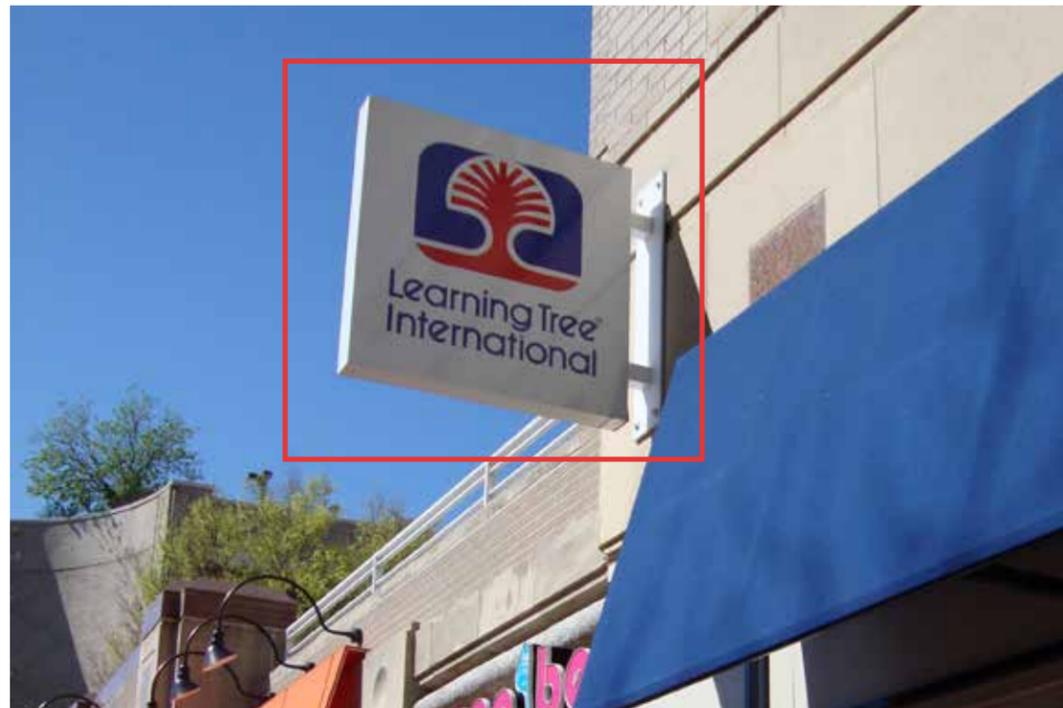
Tenant Names and Logos, Building Address

AREA

B.5 - 18 SF maximum area for each sign.

\*Sign height may not exceed 4 feet. All current messages/tenants subject to change.

\*\*The sign area is defined as the graphic panel area, excluding the base and/or structural supports.



**SIGN TYPE B.6a (blade sign)**



**SIGN TYPE B.6c (specialty sign)**



**SIGN TYPE B.6b (plaque)**

DESCRIPTION

Office tenants may utilize a building mounted blade sign (B.6a), a building mounted plaque (B.6b), or a building mounted specialty sign (B.6c). A variety of colors, types, materials and techniques amongst such sign types is encouraged in order to contribute to the liveliness of the urban streetscape. Refer to guidelines for storefront (retail) building mounted and blade signs, page 34. Signage is at street level.

MESSAGES

B.6a - Tenant Name and Logo

B.6b - Tenant Name and Logo

B.6c - Tenant Name and Logo

\*All current messages/tenants subject to change.

AREA

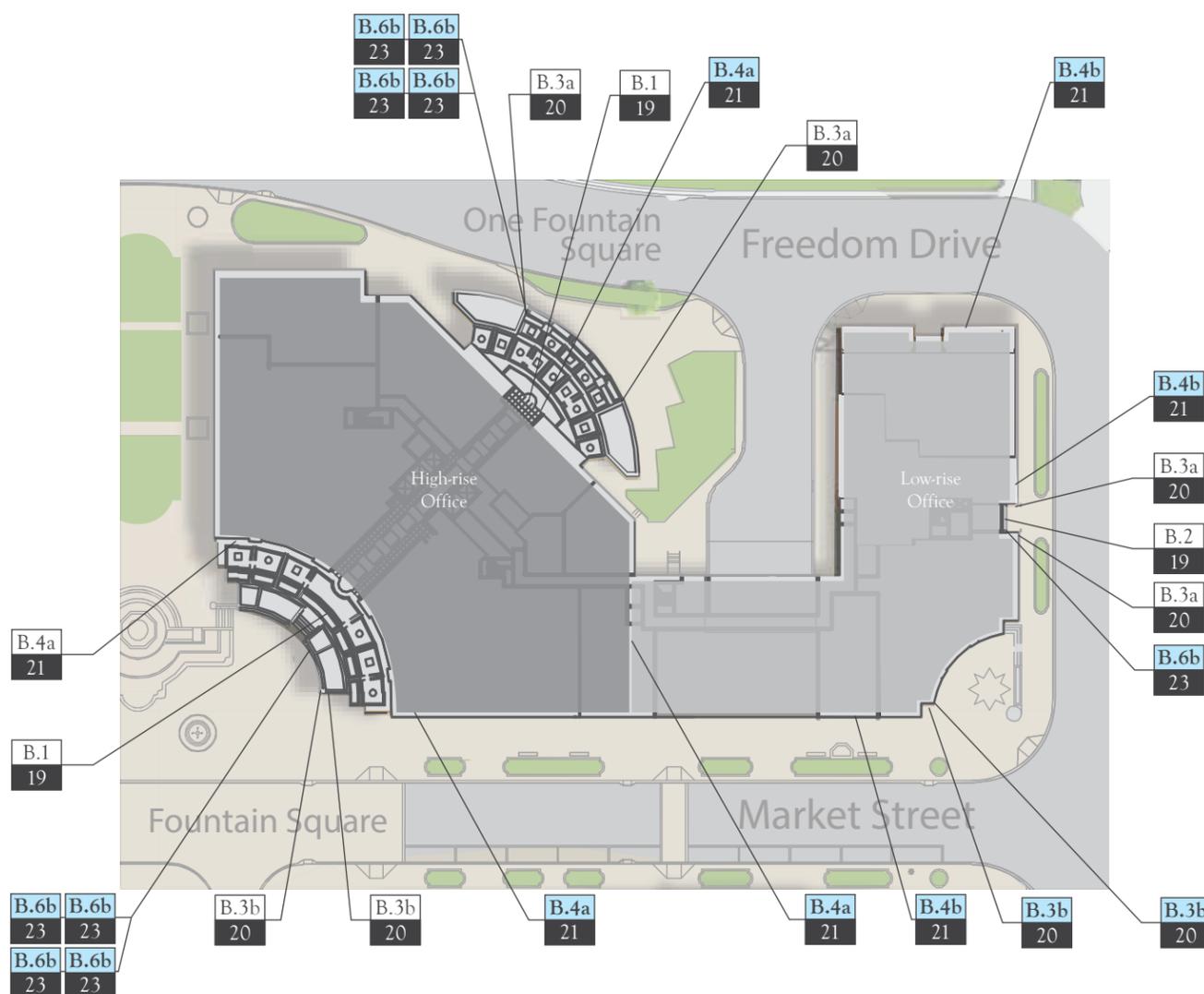
B.6a - 4 SF maximum area for each sign per tenant; up to 3 tenants per noted sign location.

B.6b - 2.5 SF maximum area for each sign per tenant; up to 3 tenants per noted sign location.

B.6c - 4 SF maximum area for each sign per tenant.



\*This Site Plan identifies each “Block” within the Reston Town Center Urban Core. Detailed guidelines for each Block are provided in this section of the CSP.



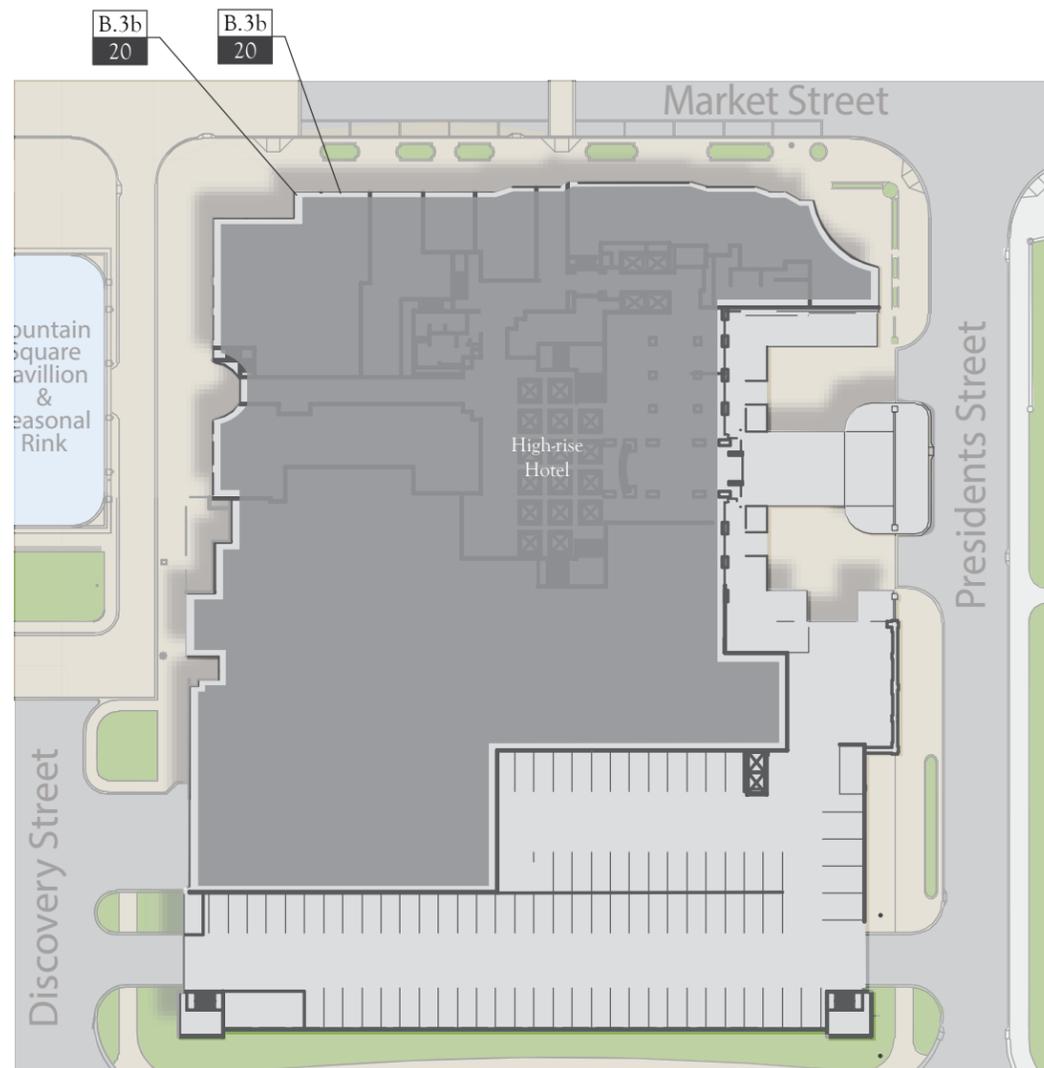
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
High-Rise Address	B.1	2	2.5	5	0	0	5
Low-Rise Address	B.2	1	1.5	1.5	0	0	1.5
Building Address in Granite Base	B.3a	4	8.75	35	0	0	35
Street Name in Granite Base	B.3b	2	3.6	7.2	2	7.2	14.4
Major High-Rise Office Tenant Identity**	B.4a	1	200	200	1	200	400
Major Low-Rise Office Tenant Identity**	B.4b	0	100	0	2	200	200
Freestanding Office ID	B.5	0	18	0	0	0	0
Street Level Tenant ID (plaque)	B.6b	0	2.5	0	8	20	20
Site Signage Totals:				248.7	+	427.2	= 675.9 sq ft



B.1 — sign type  
19 — detail reference page

B.4  
21

\*Signs in blue denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.

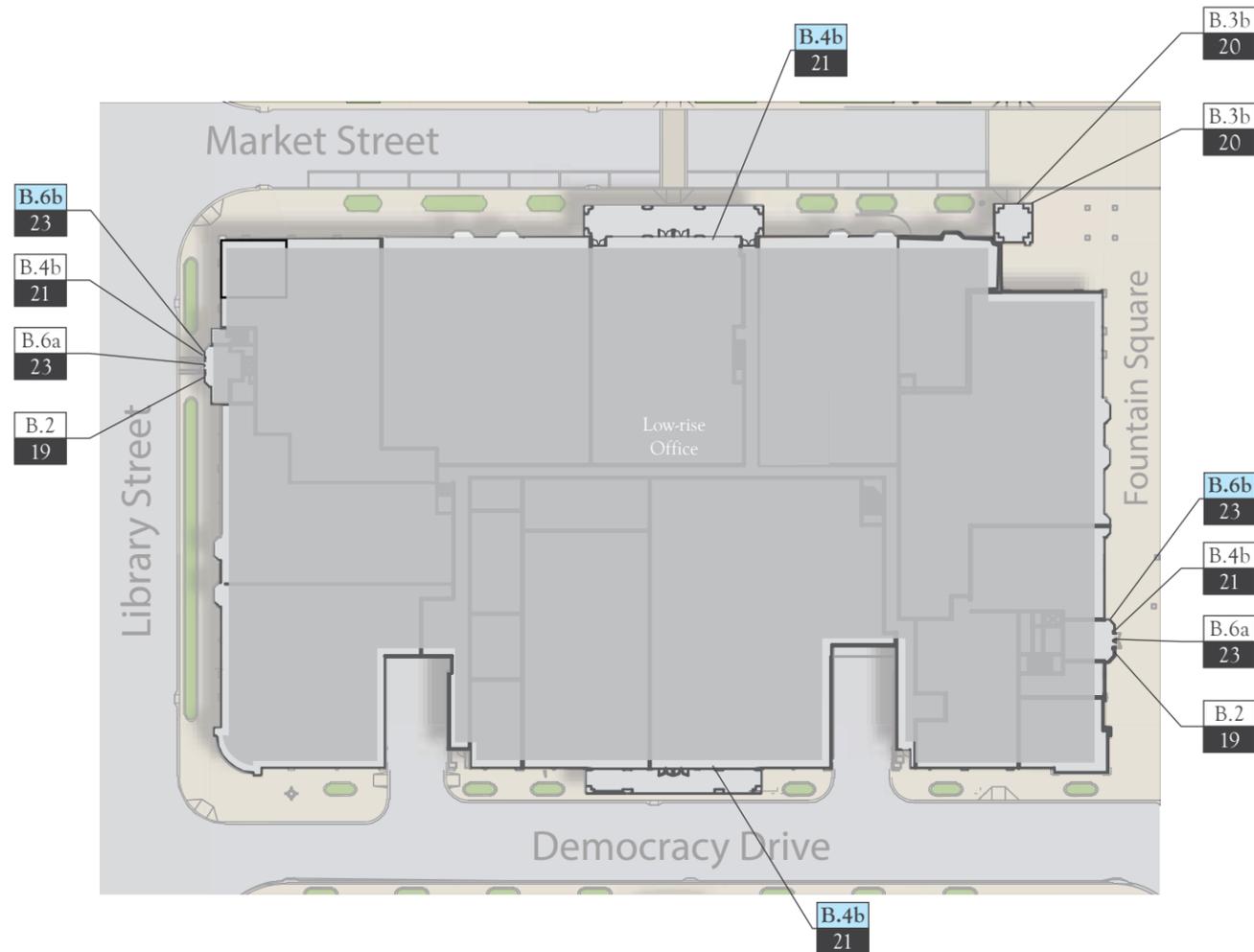


Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Street Name in Granite Base	B.3b	2	3.6	7.2	0	0	7.2
Site Signage Totals:				7.2	+	0	= 7.2 sq ft

\*Please see Page 76/Section 4 for Hotel Signage



B.1 — sign type  
 19 — detail reference page



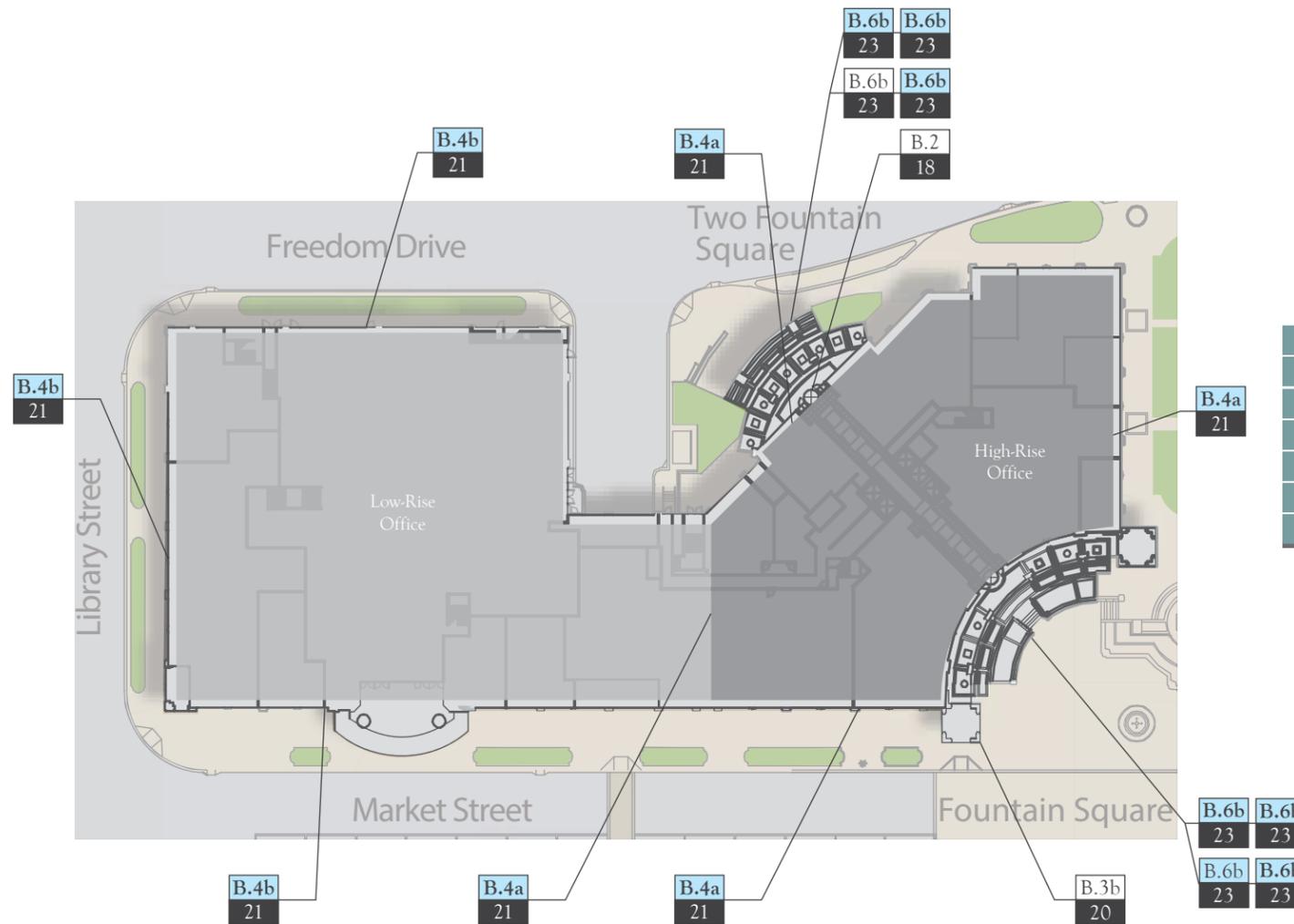
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft (sign type total)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Low-Rise Address	B.2	2	1.5	3	0	0	3
Street Name in Granite Base	B.3b	2	3.6	7.2	0	0	7.2
Major Low-Rise Office Tenant Identity**	B.4b	2	100	200	0	0	200
Street Level Tenant ID (Blade Sign)	B.6a	2	4	8	0	0	8
Street Level Tenant ID (Plaque)	B.6b	0	2.5	0	2	5	5
Site Signage Totals:				218.2	+	5	= 223.2 sq ft



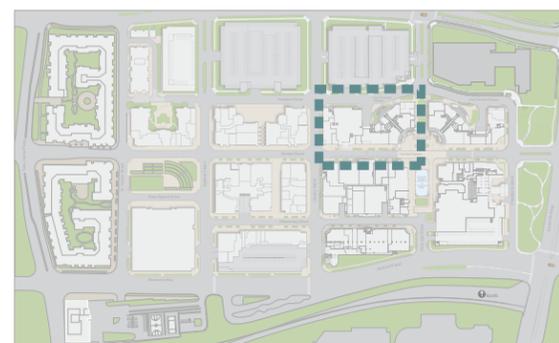
B.1 — sign type  
19 — detail reference page

B.4  
21

\*Signs in **blue** denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



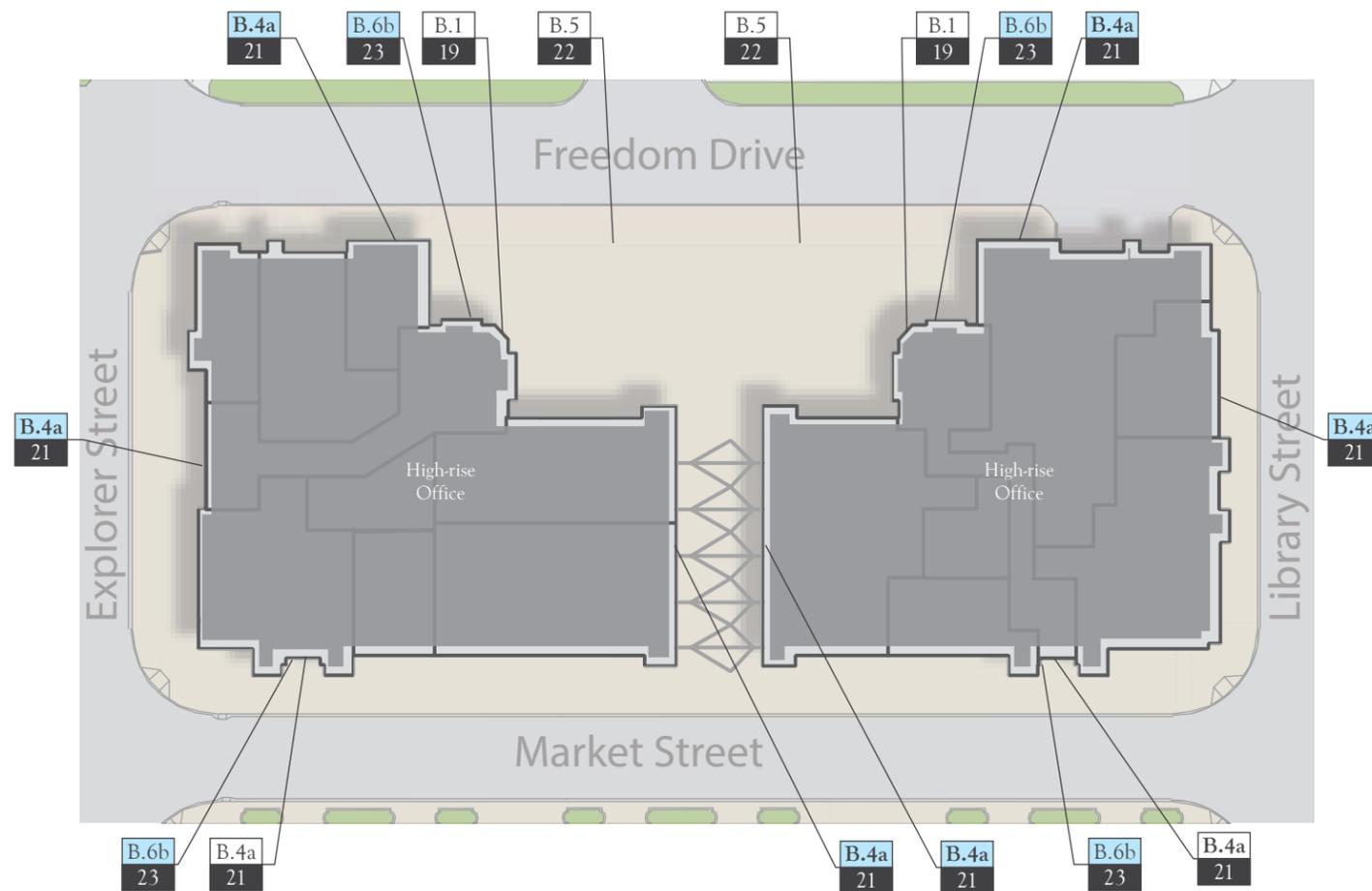
Sign Name	Sign Type	Existing Quantity	Sq. Ft. (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Low-Rise Address	B.2	1	1.5	1.5	0	0	1.5
Street Name in Granite Base	B.3b	2	3.6	7.2	0	0	7.2
Major High-Rise Office Tenant Identity**	B.4a	0	200	0	2	400	400
Major Low-Rise Office Tenant Identity**	B.4b	0	100	0	2	200	200
Freestanding Office ID	B.5	0	18	0	0	0	0
Street Level Tenant ID (Plaque)	B.6b	1	2.5	2.5	7	17.5	20
Site Signage Totals:				11.2	+	617.5	= 628.7 sq ft



B.1 - sign type  
18 - detail reference page

B.4  
21

\*Signs in blue denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



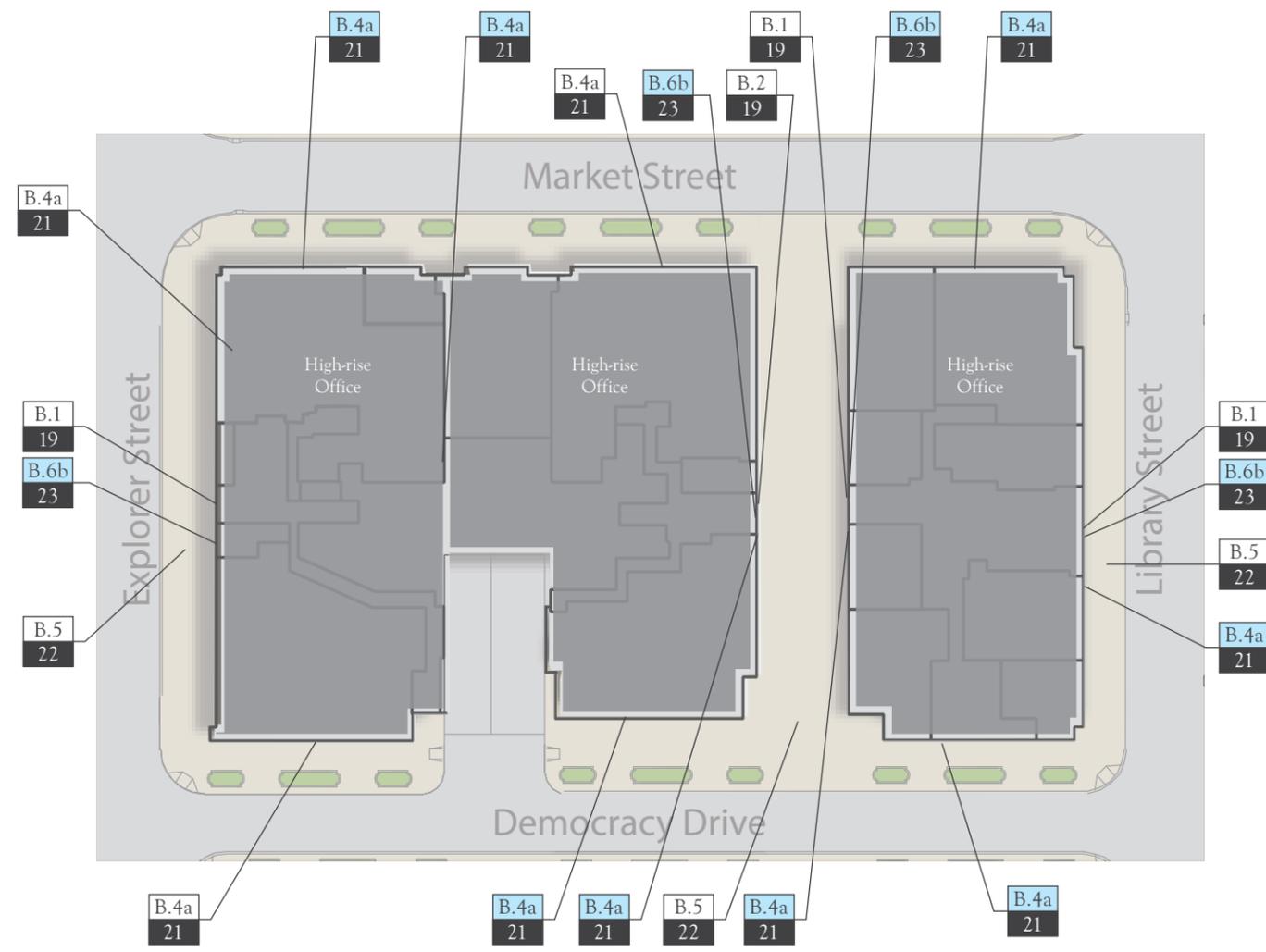
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft (sign type total)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
High-Rise Address	B.1	2	2	4	0	0	4
Major Office Tenant ID**	B.4a	2	200	400	2	400	800
Freestanding Office ID	B.5	2	18	36	0	0	36
Street Level Tenant ID	B.6b	0	2.5	0	4	10	10
Site Signage Totals:				440	+	410	= 850 sq ft



B.1 - sign type  
19 - detail reference page

B.4  
21

\*Signs in **blue** denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



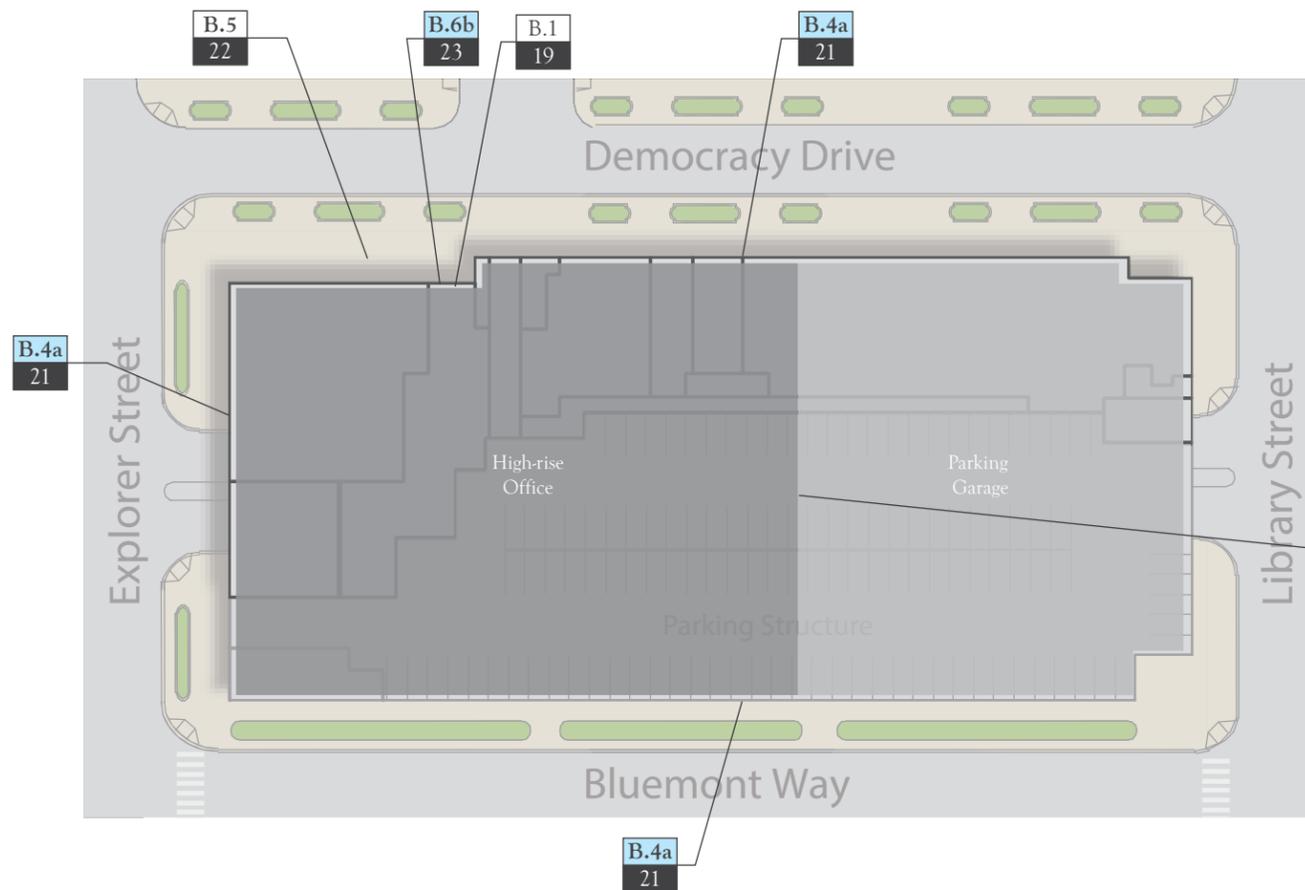
Sign Name	Sign Type	Existing Quantity	Sq Ft.	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
High-Rise Address	B.1	3	4	12	0	0	12
Low-Rise Address	B.2	1	5.2	5.2	0	0	5.2
Major High-Rise Office Tenant Identity**	B.4a	3	200	600	3	600	1200
Freestanding Office ID	B.5	3	18	54	0	0	54
Street Level Tenant ID	B.6b	0	2.5	0	4	10	10
Site Signage Totals:				671.2	+	610	= 1,281.2 sq ft



B.1 — sign type  
19 — detail reference page

B.4  
21

\*Signs in **blue** denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



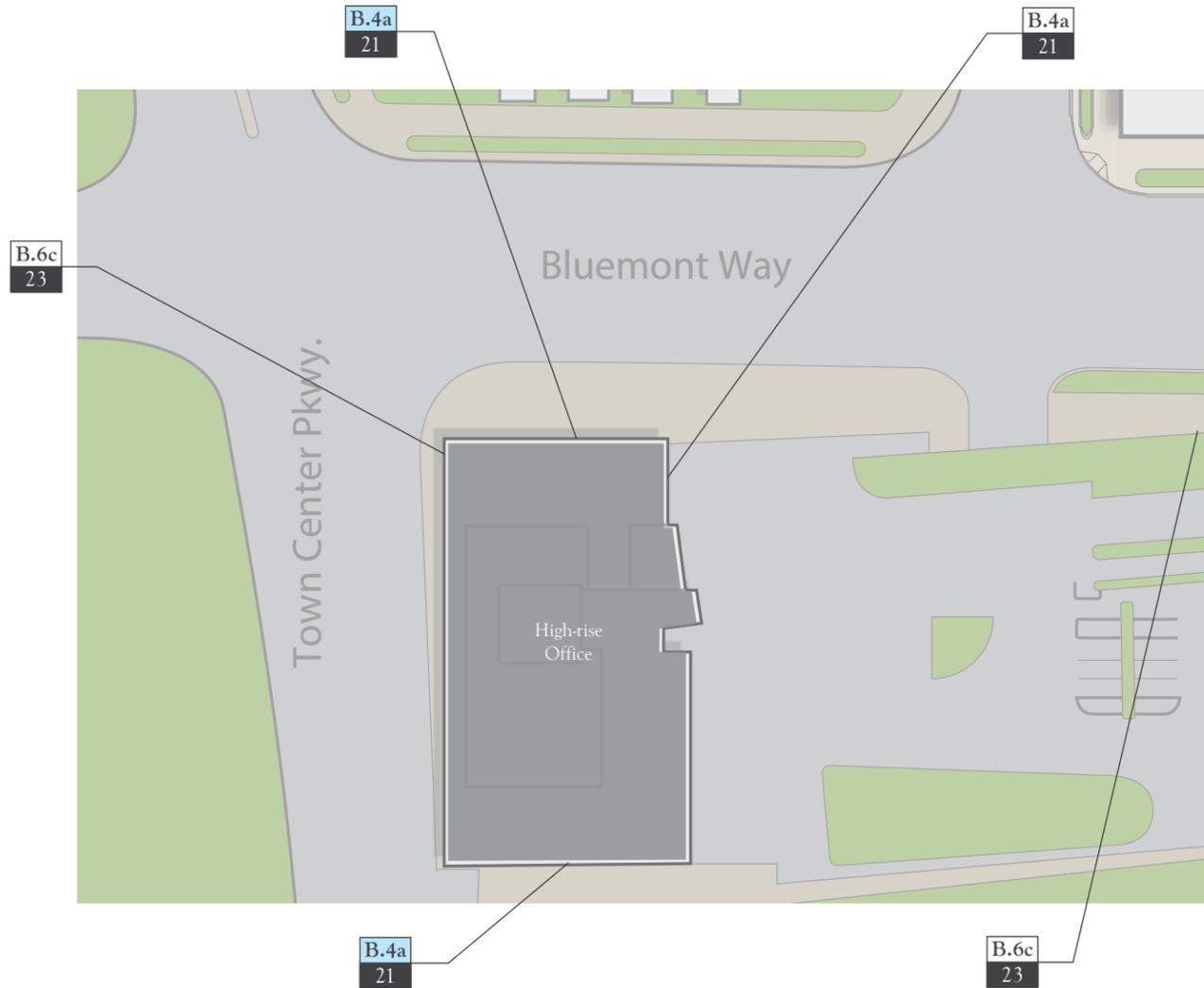
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
High-Rise Address	B.1	1	4	4	0	0	4
Major High-Rise Office Tenant Identity**	B.4a	0	200	0	2	400	400
Freestanding Office ID	B.5	1	18	18	0	0	18
Street Level Tenant ID	B.6b	0	2.5	0	1	2.5	2.5
Site Signage Totals:				22	+	402.5	= 424.5 sq ft



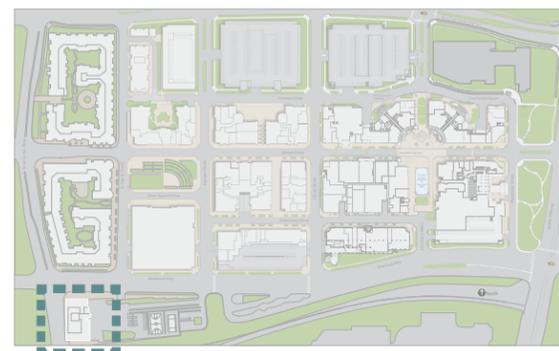
B.1 — sign type  
19 — detail reference page

B.4  
21

\*Signs in **blue** denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Major High-Rise Office Tenant Identity**	B.4a	1	200	200	1	200	400
Street Level Specialty Tenant ID	B.6c	2	4	8	0	0	8
Site Signage Totals:				208	+	200	= 408 sq ft



B.1 — sign type  
18 — detail reference page

B.4  
21

\*Signs in **blue** denote potential future locations.  
\*\*Sign Type B.4a,b - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.

SECTION 3 TENANT SIGNAGE

RETAIL • RESTAURANT • ENTERTAINMENT



### STOREFRONT SIGNAGE CONCEPTS

Creativity, uniqueness, and high-quality graphics characterize the signage of the Reston Town Center Urban Core. The presence of awnings and canopies is also conceived as part of the architectural concept. A variety of colors, types, materials and techniques is encouraged in order to contribute to the liveliness of the urban streetscape.

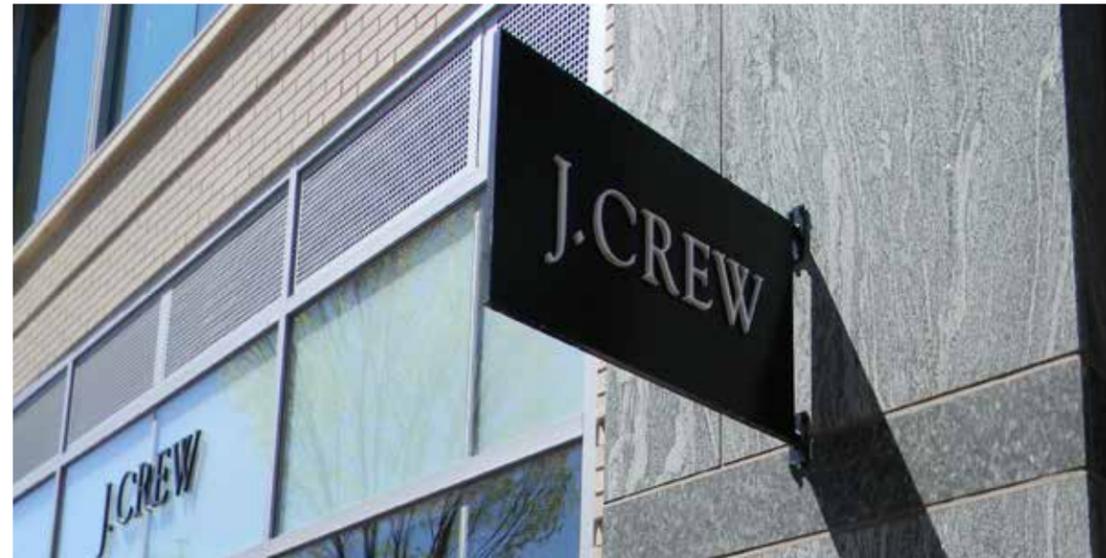
The total amount of signage allowed for each bay is calculated as 60 SF per bay. This aggregate total may be allocated among the various retail tenants by the Landlord. The Comprehensive Signage Area Tabulations are based on the maximum allowable area per a tenant's storefront or 'bay'. As typical bay dimensions may vary per building and is based on each building's structural column bay width, an average dimension of 20'-0" linear feet +/- is used as a guiding principle.

Tenant Unique Specialty Signs, type C.5, are not included in the typical calculation of retail signage per bay. These signs are in addition to the allotted square footage per bay and are approved on a case by case basis by the Design Review Board. The above rules will apply to all current and future buildings within Reston Town Center Urban Core.

Note: Vinyl signs are allowed on commercial storefronts - not to exceed 3 per building bay, or 20% of storefront glass.

### DESCRIPTION

Each tenant may have a combination of building mounted storefront, blade, awning and banner signs. It is the intent of this sign plan to allow for adequate identification of both the large and the small tenants and to allow for the flexibility needed should a tenant vacate a large space with one sign, for example, and be replaced by four or five tenants requiring five signs total along the same total building frontage.



### AREA PER SIGN TYPE

The total amount of signage allowed per building bay is 60 SF. The aggregate total of the sign types used must be no more than 60 - therefore not all of the following sign types may be used together at their maximum square footage.

C.1 - Each building bay averages 20' long and will have a maximum wall mounted signage area per bay of 35 SF.

C.2 - One blade sign maximum 15 SF is allowed per bay.

C.3 - Signage is allowed once on the face and each side of awnings, or above an awning/canopy, maximum 15 SF. Sign area is computed on the basis of lettering plus logo only.

C.4 - Vertical fabric banners secured top and bottom to extension arms. Banners are an expression of the tenant identity. One banner maximum 15 SF is allowed per bay.

C.5 - There are certain tenants employing highly individualistic, creative signage as an integral part of their storefront design concept. Tenant Unique Specialty Signs are not included in the typical calculation of retail signage per bay. These signs are in addition to the allotted square footage per bay and are approved on a case by case basis by the Design Review Board in coordination with Fairfax County. Maximum size not to exceed 138 SF for any new signage.

C.6 - Cinema signage and marquee (currently existing) are also not included in the typical calculation of retail signage per bay. Maximum square footage as approved by the Design Review Board in coordination with Fairfax County is 378 SF.



DESCRIPTION

Street level wall mounted letters and/or logo signage is allowed on storefront glass, on the base below windows, on building fascia above storefront, or on signage bulkhead designed to be part of the overall storefront design.

MESSAGES

C.1 is limited to Tenant logotype, trade name or special design element.

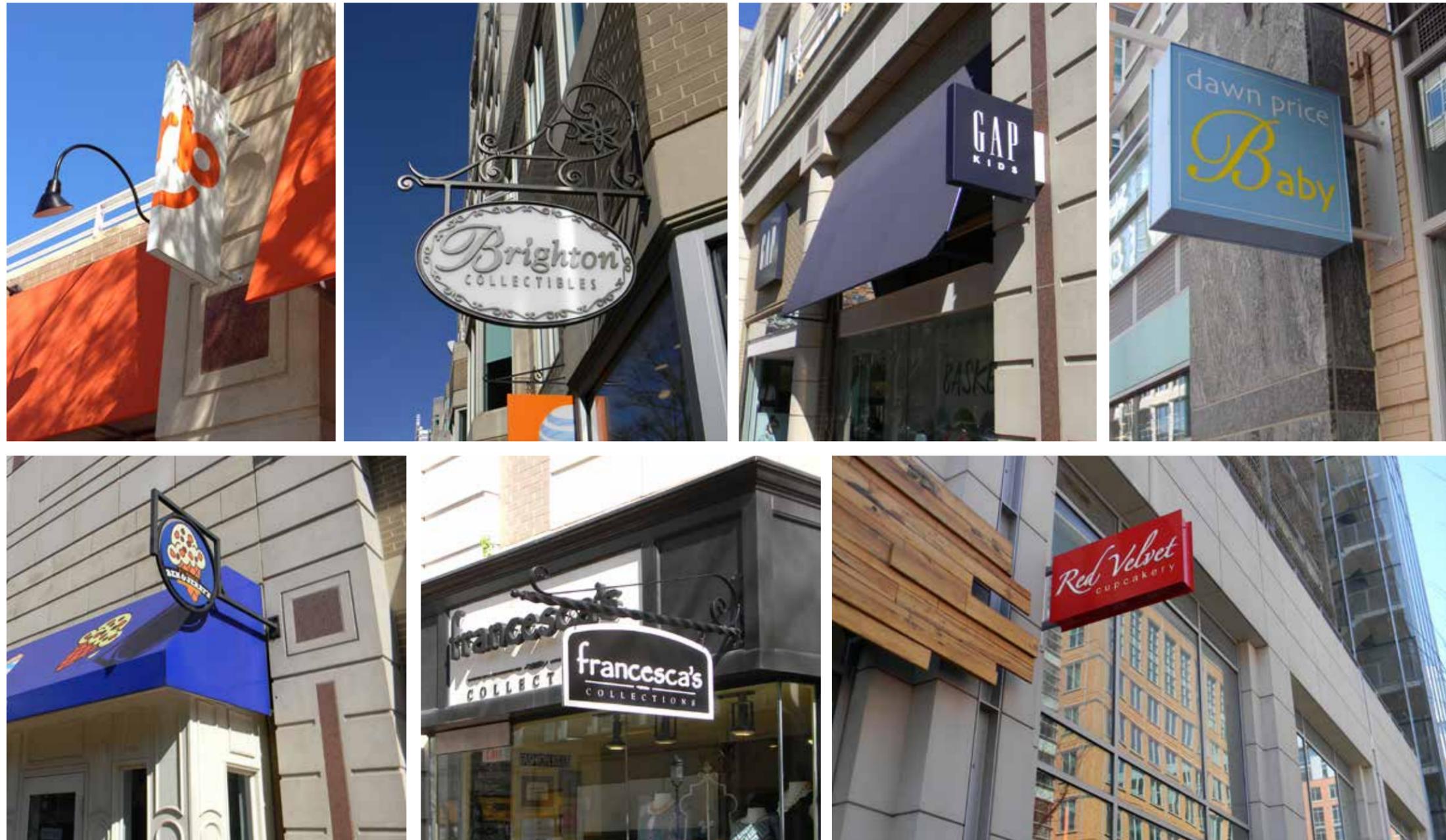
AREA

C.1 - Maximum Sign Area Per Retail Bay = 35 SF

CRITERIA

Non-illuminated signs may be silk-screened on the glass, etched glass, gold or silver leaf, wrought iron, chrome, brass, copper, protected carved wood and stained glass. Multi-color as part of the retail character of the street is desired.

Illuminated signs may consist of individual dimensional back-lit (halo) letters, reversed etched and back-lit mirror, face-lit, edge-lit glass or exposed neon tubing. All neon tubing will be installed in accordance with local electrical codes. Exposed neon is allowed as a design element within signage, canopies and architectural elements when specifically approved by the Town Center Design Review Board.



DESCRIPTION

Blade-type signage is allowed on building piers between storefront sections and projecting perpendicular from the storefront at street level. No more than one blade sign is allowed per building bay.

MESSAGES

Copy may be trade name, logo, decorative, ornamental or an illustrative image.

AREA

C.2 - Maximum Sign Area Per Retail Bay = 15 SF

\* Sign area is calculated as length x height of one face of Blade Sign.

\*\* Blade signs shall not be lower than 7 feet from the finished grade of the pedestrian walkway surfaces.

CRITERIA

Blade signs are decorative and artistic. They may be translucent, cut-out filigree or sculpted. It is allowable for blade signs to be internally illuminated. Depending on location, projecting signage may be mounted from the building face or from above. Creativity in bracket design is encouraged.



DESCRIPTION

Signage on awnings or canopies at street level is encouraged. Tenant name or logo may appear on front or sides of awnings.

Because the presence of awnings in many different colors is a key element of the architectural concept for the Town Center, the sign area shall be computed on the basis of the typeface plus logo area only.

MESSAGES

Copy may be trade name, logo, tag line, decorative, ornamental or an illustrative image.

AREA

C.3 - Maximum Sign Area Per Bay = 15 SF

\* Canopies shall not be lower than 7 feet from the finished grade of the pedestrian walkway surfaces.



DESCRIPTION

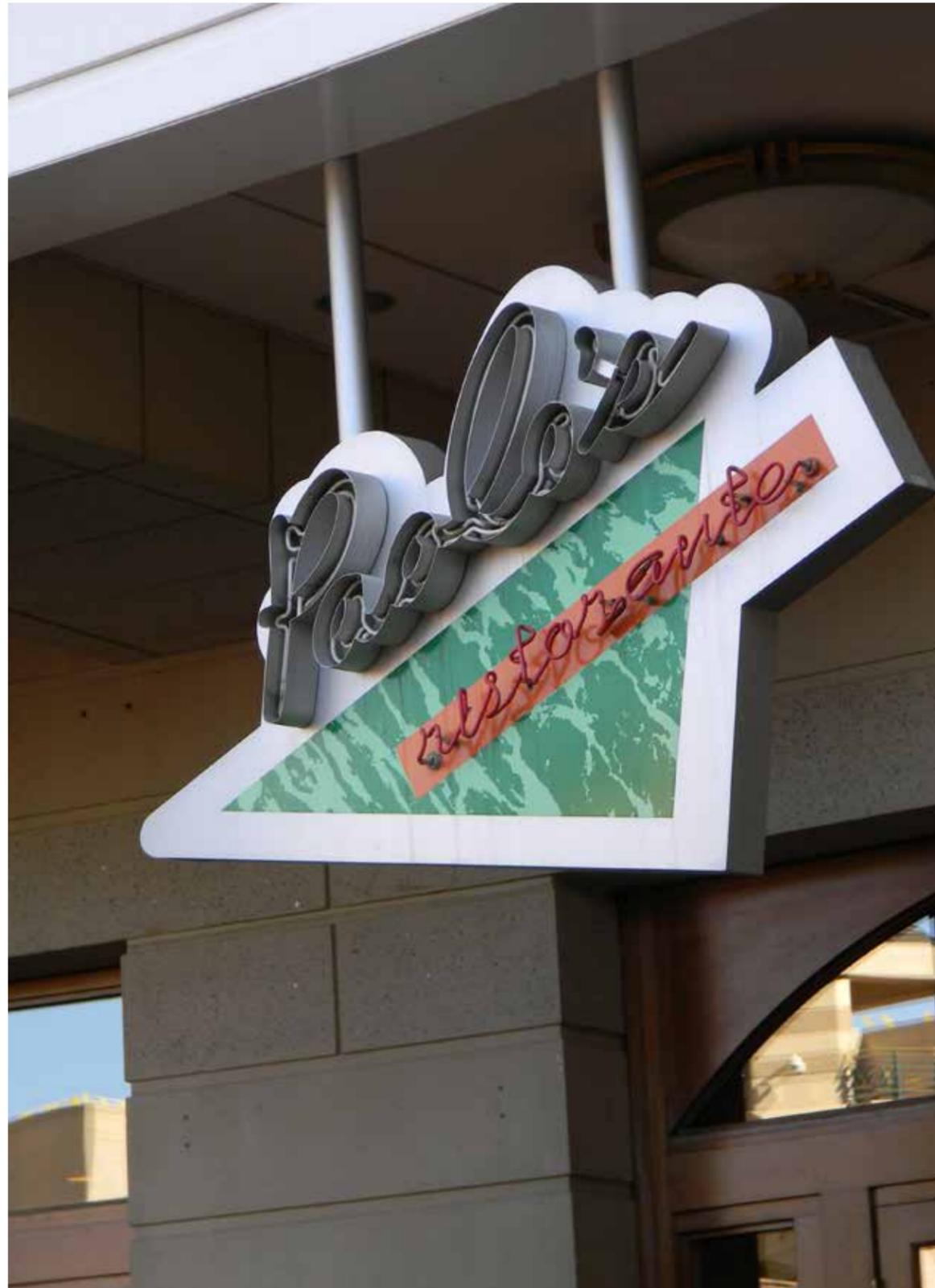
C.4 - Vertical fabric banners secured top and bottom to extension arms.

MESSAGES

Copy may be trade name, logo, decorative, ornamental or illustrative graphics. Banners are visible from the street; mounted at or above street level of the building where compatible with the architecture as determined by the Town Center Design Review Board.

AREA

C.4 - Maximum Sign Area Per Bay = 15 SF



### UNIQUE SIGNS

There are certain tenants employing highly individualistic, creative signage as an integral part of their storefront design concept. Tenant Unique Specialty Signs are not included in the typical calculation of retail signage per bay. These signs are in addition to the allotted square footage per bay and are approved on a case by case basis by the Design Review Board. Examples of Sign Type C.5 include the following C.5a - C.5p. Future signs will be approved on a case by case basis.

\*The number of Unique Specialty Signs allowed will be left up to the DRB's discretion.

\*\*A tenant should occupy a minimum of 3 bays before they are permitted to have a unique specialty sign.

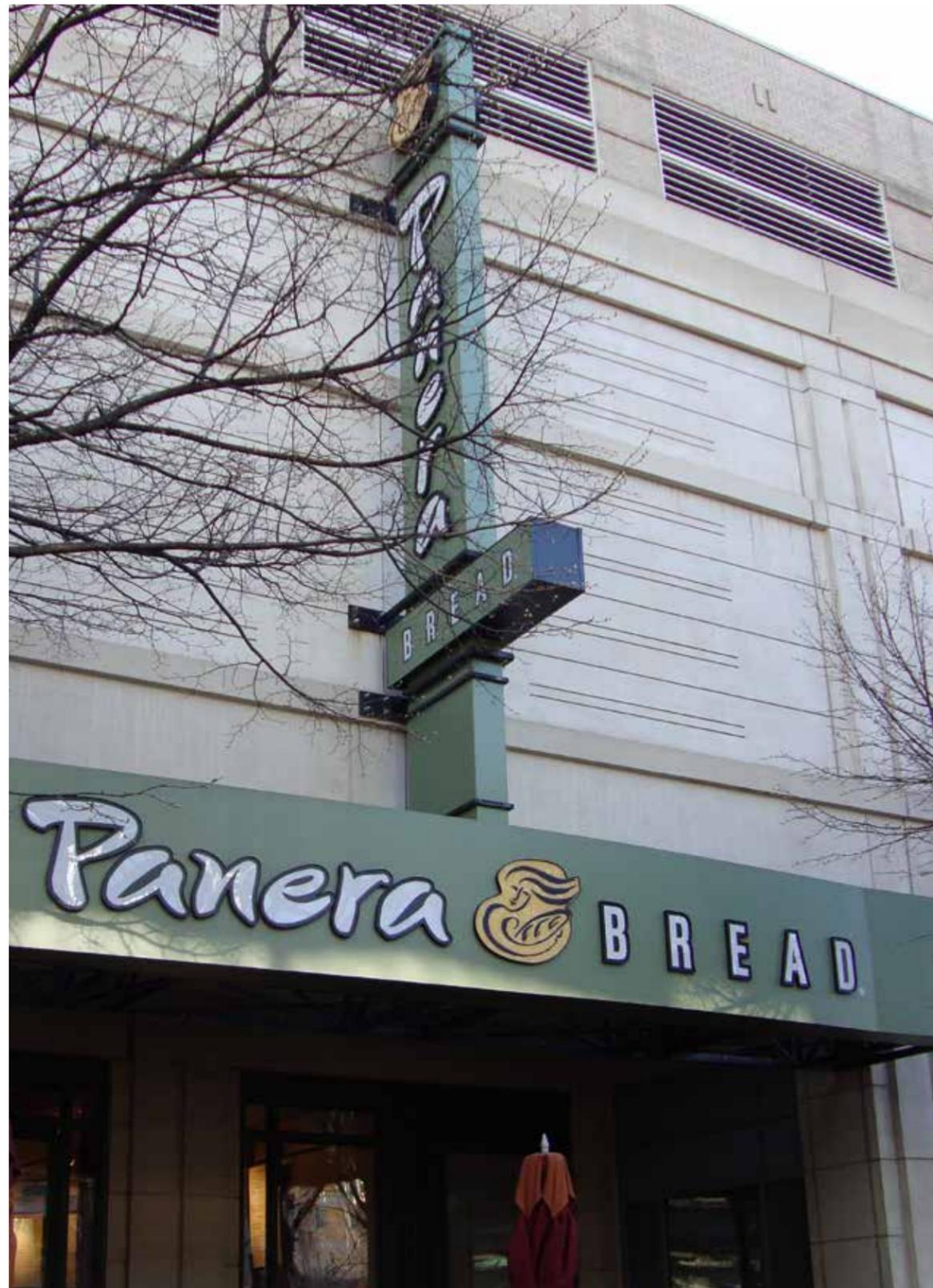
\*\*\*All Tenant Unique Specialty Signs shall not be lower than 7 feet from the finished grade of the pedestrian walkway surfaces to the bottom of the sign.

### DESCRIPTION

C.5a is an example of a retail space that is unique and contributes to the high quality and vitality of the Reston Town Center streetscape. With the restaurant entrance deep under the building overhang, the Design Review Board felt it was appropriate to incorporate a larger blade sign to improve visibility. The blade sign is mounted at street level.

### AREA

C.5a - 29 SF (entire sign face)



DESCRIPTION

The sign is visible from the street; mounted at or above second level of the building.

AREA

C.5b - 59 SF (entire sign face)

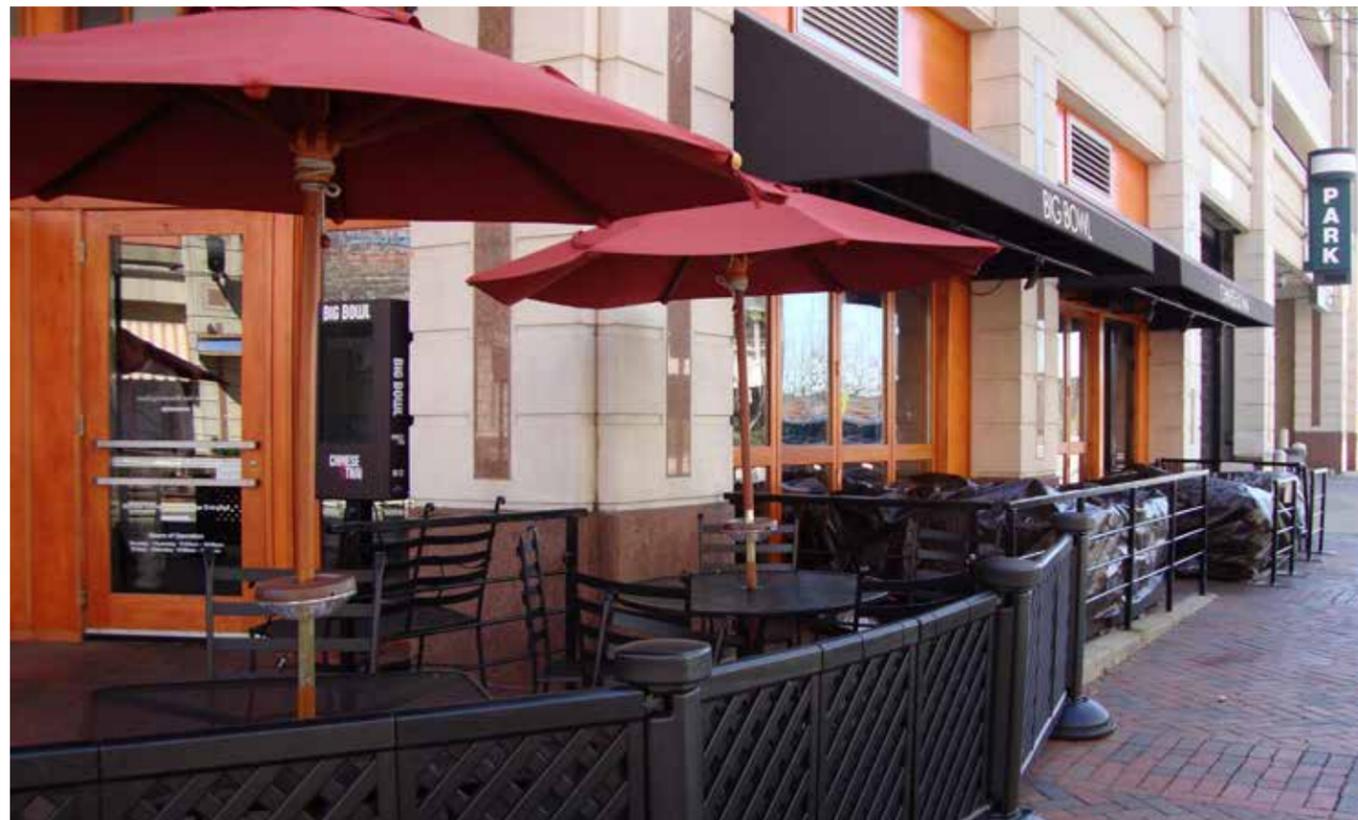


DESCRIPTION

The sign is visible from the street; mounted above the street level.

AREA

C.5c - 82 SF (copy and 'bowl' structure only)





DESCRIPTION

The sign is visible from the street; mounted at or above the second level of the building.

AREA

C.5d - 48 SF (entire structure)



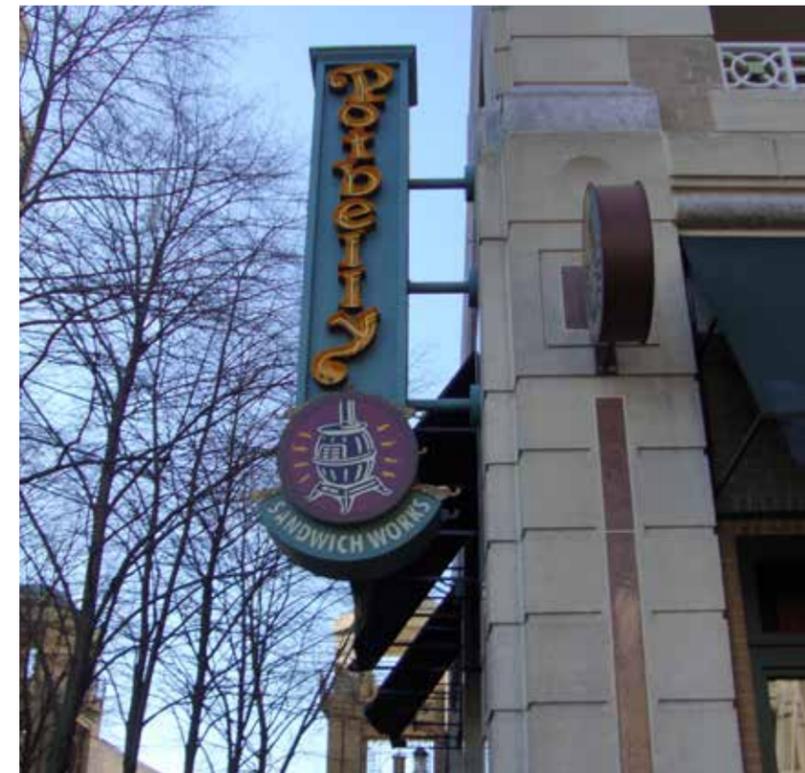
DESCRIPTION

An arrow shaped graphic element projecting from the facade. The sign is visible from the street; mounted above the street level.

AREA

C.5e - 138.8 SF (entire structure)





DESCRIPTION

The vertical sign mounted at the end of the building provides animation to this major entrance to the Town Center retail core. The sign is visible from the street; mounted above the street level.

AREA

C.5f - 36.8 SF (entire sign face)





DESCRIPTION

The signage is visible from the street; mounted both at street level and at the second level of the building.

AREA

C.5g Blade Sign - 24 SF (entire sign face)

C.5h Specialty "B" Sign - 8 SF (entire structure)





DESCRIPTION

The sign is visible from the street; mounted above the street level.

AREA

C.5j - 21.8 SF (entire sign face)



DESCRIPTION

The sign is visible from the street; mounted above the street level.

AREA

C.5k - 25 SF (entire sign face)



DESCRIPTION

The sign is visible from the street; mounted above the street level.

AREA

C.51 - 48 SF (entire sign face)





DESCRIPTION

The signage is visible from the street; mounted above the street level.

AREA

C.5m Unique Identity Sign - 37.3 SF  
(copy only)

C.5n Blade Sign - 45.4 SF (entire  
sign face)





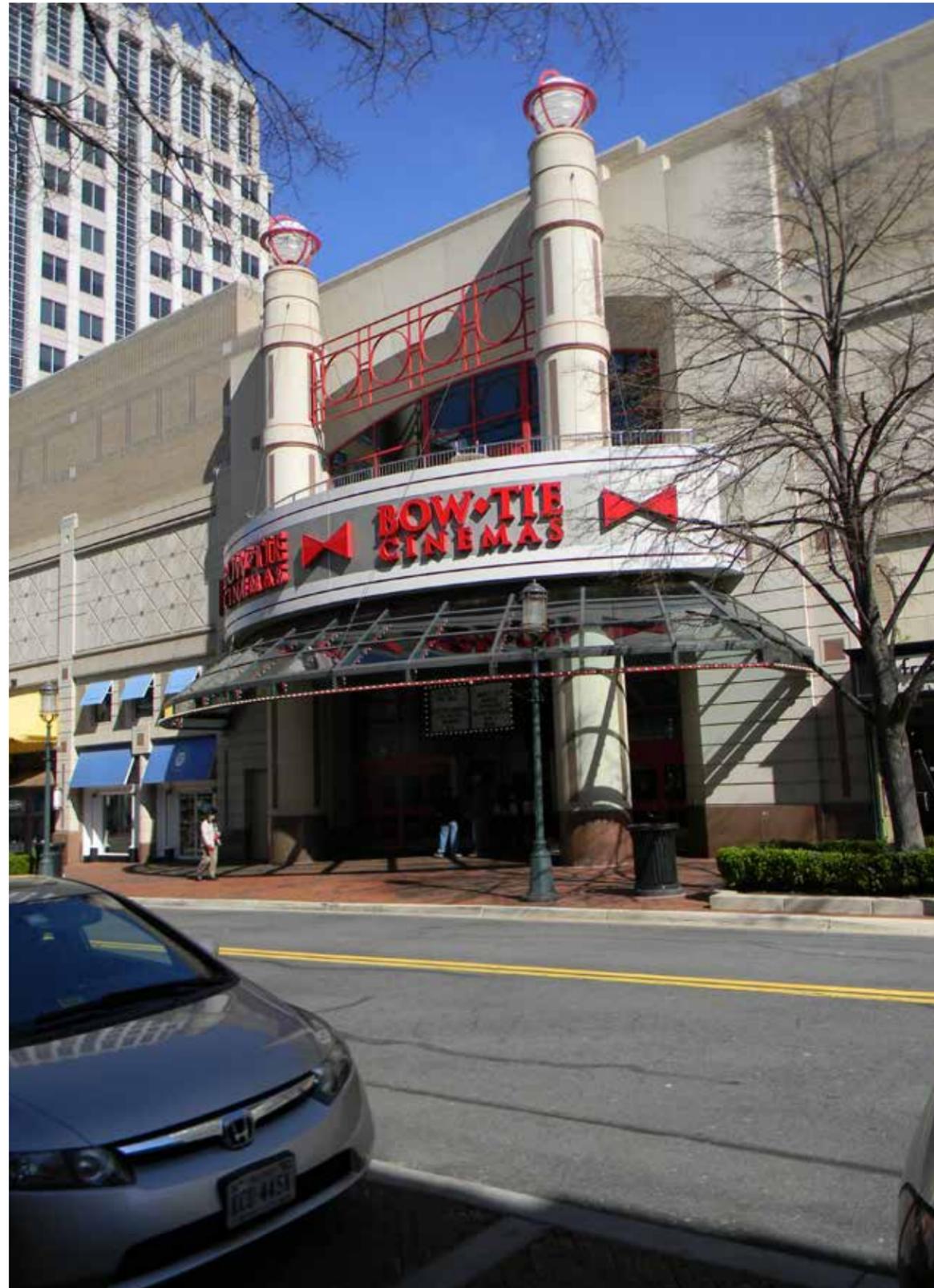
DESCRIPTION

The signage is visible from the street; mounted above the street level.

AREA

**C.5o - Unique Identity Sign**  
- 63.8 SF (entire sign face)

**C.5p - Unique Blade Sign**  
- 29.3 SF (entire sign face)



DESCRIPTION

The cinema marquee is a unique sign type visible from the street, and is in addition to the allotted signage square footage per retail building bay.

AREA

C.6 - 378 SF (entire structure)





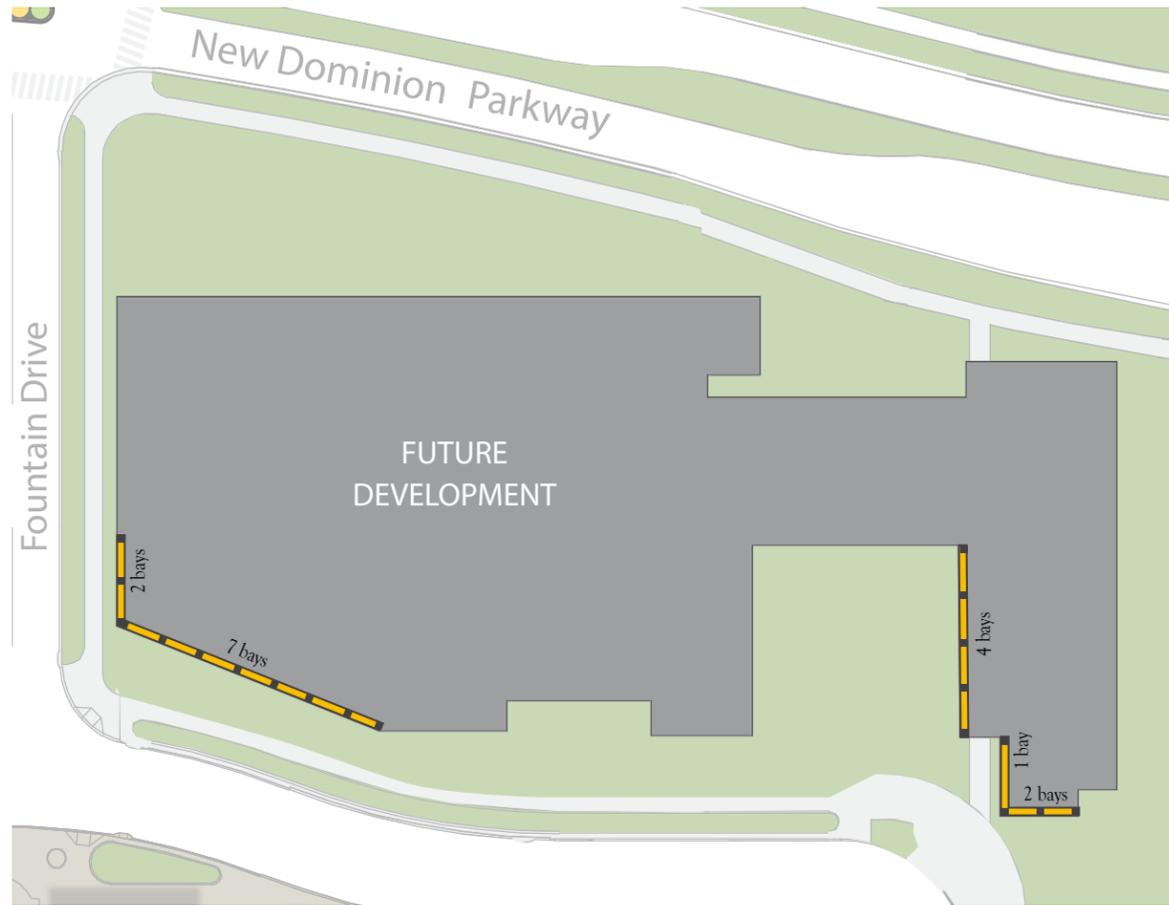
SIGN TYPES

Reston Town Center Retail, Restaurant and Entertainment Tenant signage includes the following:

- C.1 - TENANT WALL MOUNTED SIGNS
- C.2 - TENANT BLADE SIGNS
- C.3 - TENANT AWNING SIGNS
- C.4 - TENANT BANNERS
- C.5 - UNIQUE SPECIALTY SIGNS
- C.6 - CINEMA MARQUEE SIGN

NOTES: Permissible quantities noted include existing approved specialty signage. Specialty signage (Sign Type C.5) is approved on a case by case basis per the Design Review Board and may exceed the allotted 60 square feet of signage per tenant bay.

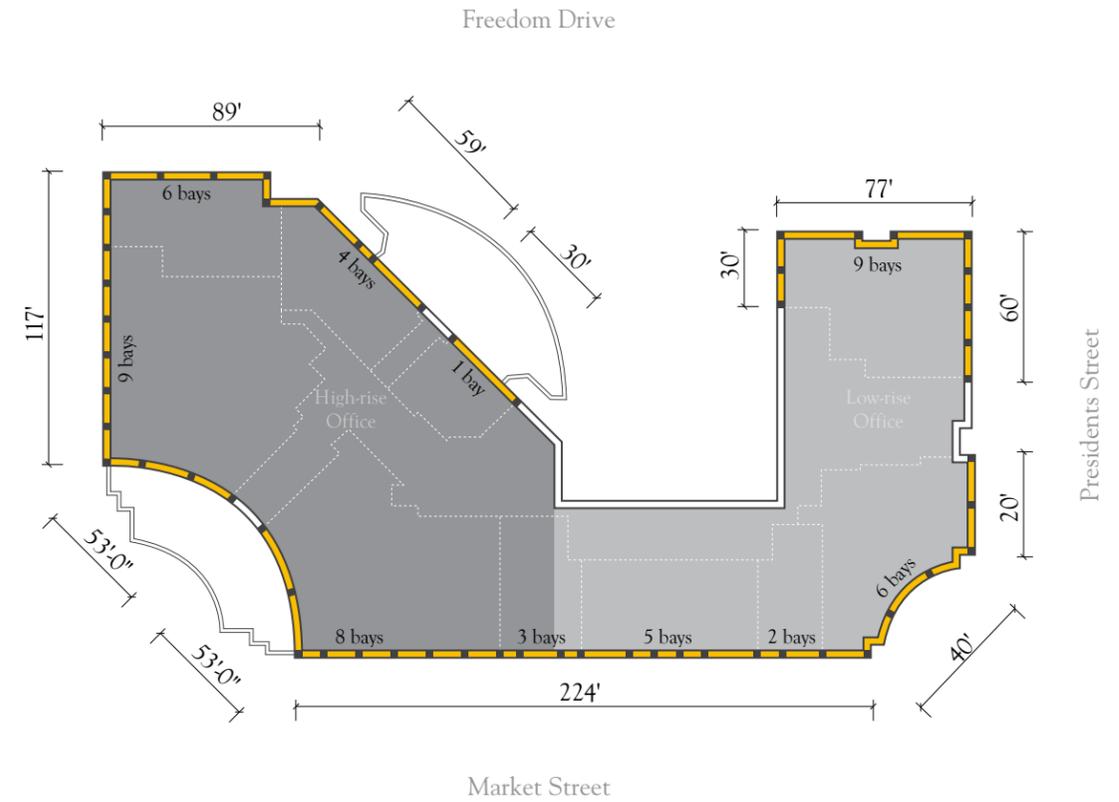
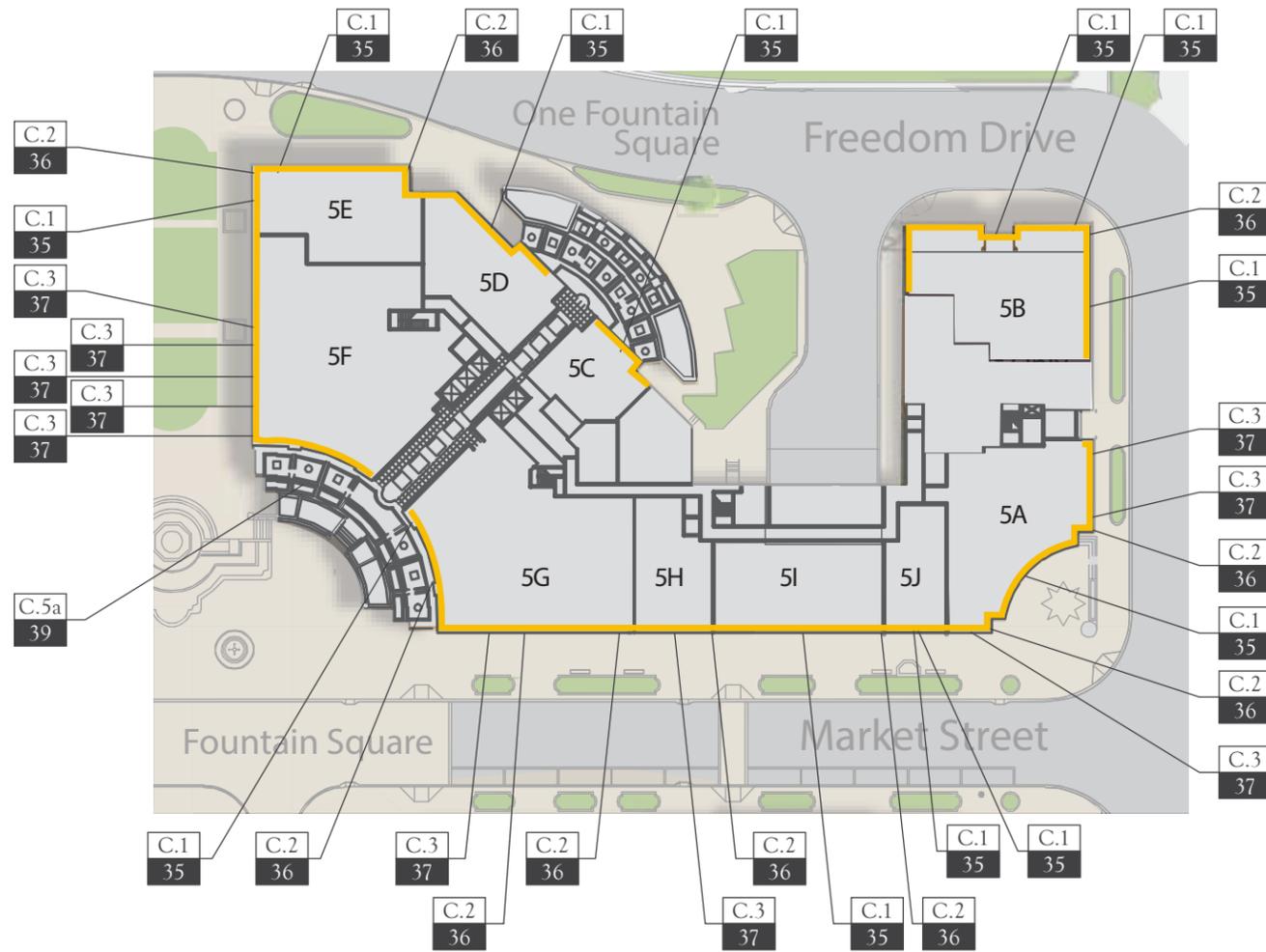
The Comprehensive Signage Area Tabulations are based on the maximum allowable area per a tenant's storefront or 'bay'. As typical bay dimensions may vary per building and is based on each building's structural column bay width, an average dimension of 20'-0" linear feet +/- is used as a guiding principle.



Tenant Bays (total)	Sign Name	Sign Type	Sq Ft (total per bay)	Total Permissible Sq Ft
16 Bays	Wall Mounted Signs	C.1	30	16 Bays x 30 = 480
	Blade Signs	C.2	10	16 Bays x 10 = 160
	Awning Signs	C.3	10	16 Bays x 10 = 160
	Banner Signs	C.4	10	16 Bays x 10 = 160

16 bays total

960 sq ft total



- C.1 - sign type
- 35 - detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

# TENANT SIGNAGE - COMMERCIAL/RESTAURANT/ENTERTAINMENT

## BLOCK 5 SIGN LOCATION PLAN

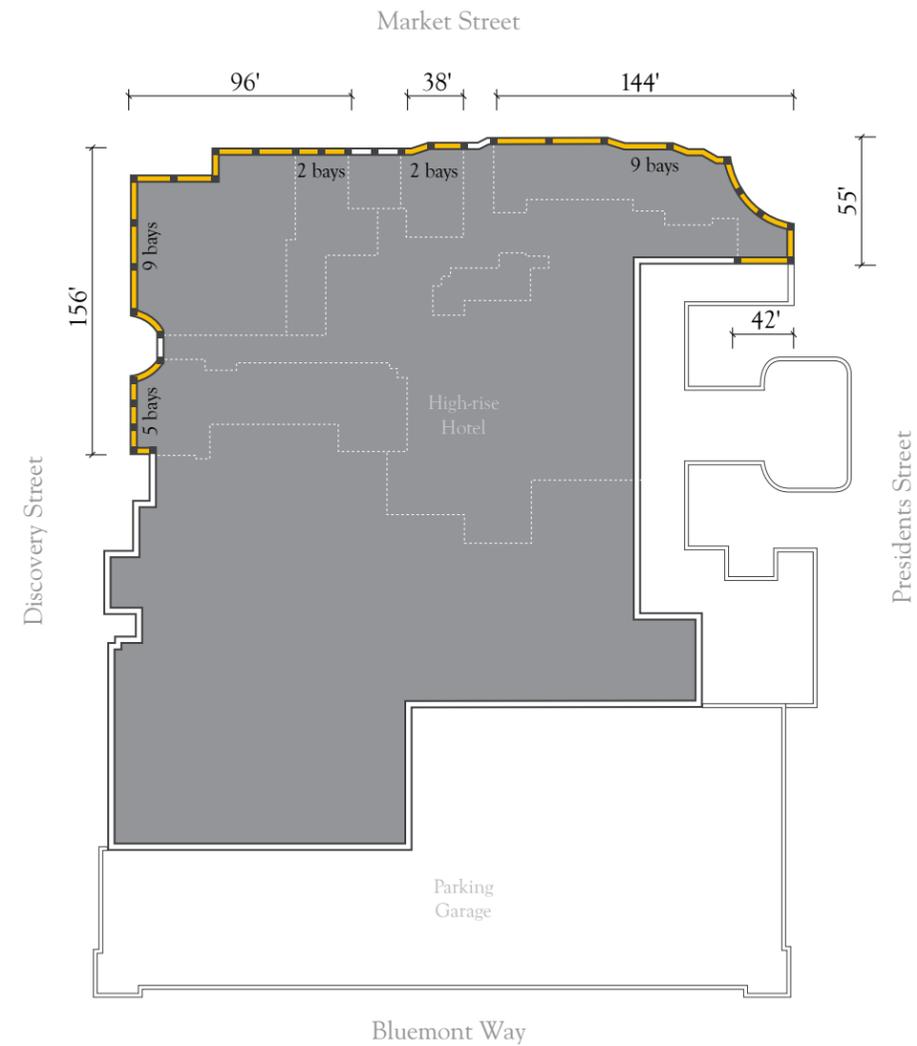
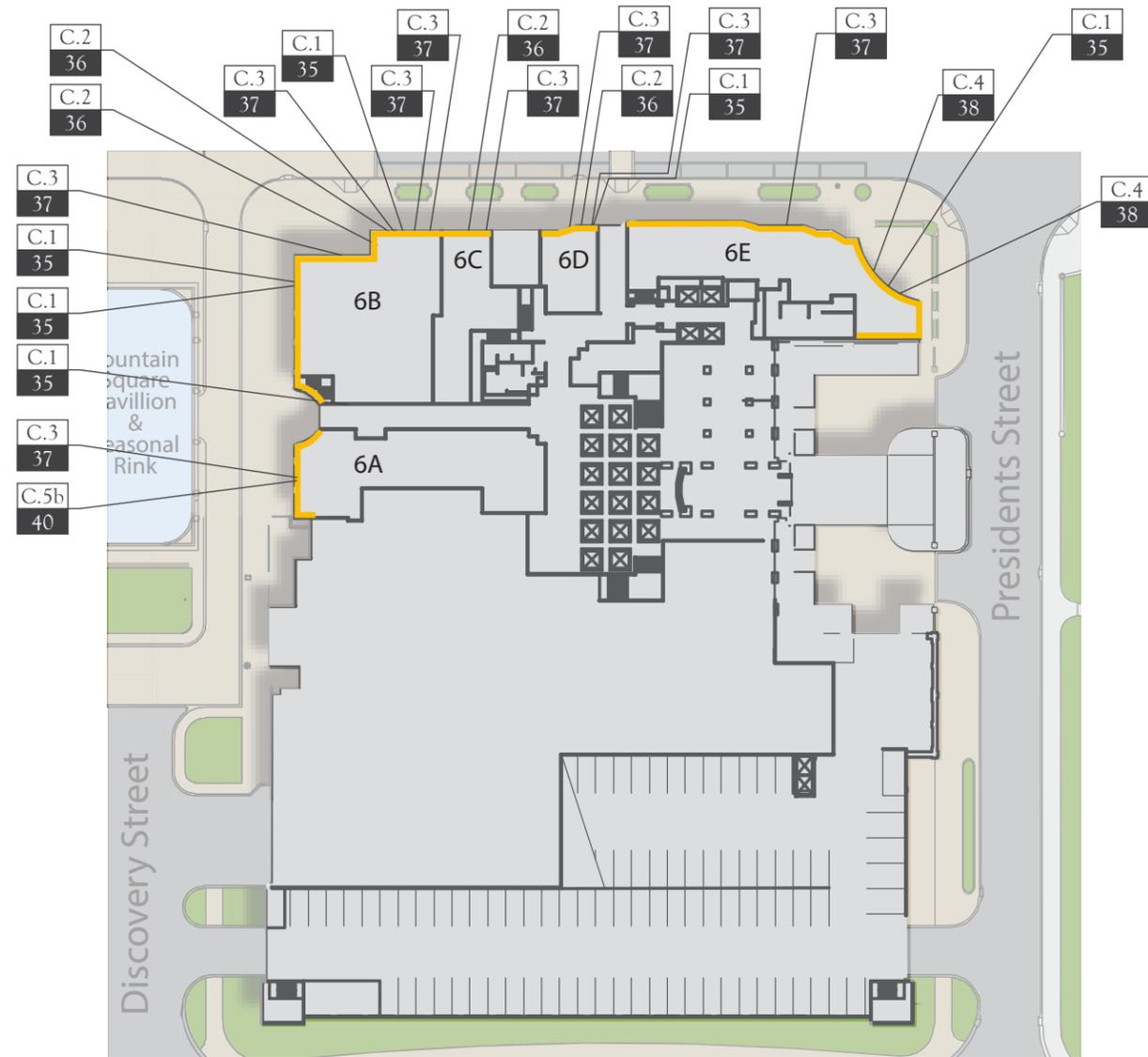
TYPE  
C

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
6	5A / Wall Mounted Sign	C.1	1	4.4	5A = 32.4 sq ft	6 Bays = 360 sq ft
	5A / Blade Sign	C.2	2	10		
	5A / Awning Sign	C.3	3	18		
	5A / Banner	C.4	0	0		
	5A / Unique Specialty Sign	C.5	0	0		
9	5B / Wall Mounted Sign	C.1	3	68	5B = 75 sq ft	9 Bays = 540 sq ft
	5B / Blade Sign	C.2	1	7		
	5B / Awning Sign	C.3	0	0		
	5B / Banner	C.4	0	0		
	5B / Unique Specialty Sign	C.5	0	0		
1	5C / Wall Mounted Sign	C.1	1	8	5C = 8 sq ft	1 Bay = 60 sq ft
	5C / Blade Sign	C.2	0	0		
	5C / Awning Sign	C.3	0	0		
	5C / Banner	C.4	0	0		
	5C / Unique Specialty Sign	C.5	0	0		
4	5D / Wall Mounted Sign	C.1	1	20	5D = 20 sq ft	4 Bays = 240 sq ft
	5D / Blade Sign	C.2	0	0		
	5D / Awning Sign	C.3	0	0		
	5D / Banner	C.4	0	0		
	5D / Unique Specialty Sign	C.5	0	0		
6	5E / Wall Mounted Sign	C.1	2	30	5E = 50 sq ft	6 Bays = 360 sq ft
	5E / Blade Sign	C.2	2	20		
	5E / Awning Sign	C.3	0	0		
	5E / Banner	C.4	0	0		
	5E / Unique Specialty Sign	C.5	0	0		
9	5F / Wall Mounted Sign	C.1	0	0	5F = 97.75 sq ft	9 Bays = 540 sq ft
	5F / Blade Sign	C.2	0	0		
	5F / Awning Sign	C.3	5	68.75		
	5F / Banner	C.4	0	0		
	5F / Unique Identity Hanging Sign	C.5a	1	29		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
8	5G / Wall Mounted Sign	C.1	1	2.4	5G = 34.4 sq ft	8 Bays = 480 sq ft
	5G / Blade Sign	C.2	3	5		
	5G / Awning Sign	C.3	1	27		
	5G / Banner	C.4	0	0		
	5G / Unique Specialty Sign	C.5	0	0		
3	5H / Wall Mounted Sign	C.1	0	0	5H = 10.8 sq ft	3 Bays = 180 sq ft
	5H / Blade Sign	C.2	1	4		
	5H / Awning Sign	C.3	1	6.8		
	5H / Banner	C.4	0	0		
	5H / Unique Specialty Sign	C.5	0	0		
5	5I / Wall Mounted Sign	C.1	1	24.5	5I = 33.5 sq ft	5 Bays = 300 sq ft
	5I / Blade Sign	C.2	1	9		
	5I / Awning Sign	C.3	0	0		
	5I / Banner	C.4	0	0		
	5I / Unique Specialty Sign	C.5	0	0		
2	5J / Wall Mounted Sign	C.1	2	11.5	5J = 16 sq ft	2 Bays = 120 sq ft
	5J / Blade Sign	C.2	1	4.5		
	5J / Awning Sign	C.3	0	0		
	5J / Banner	C.4	0	0		
	5J / Unique Specialty Sign	C.5	0	0		
53 bays total					377.9 sq ft total	3,180 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



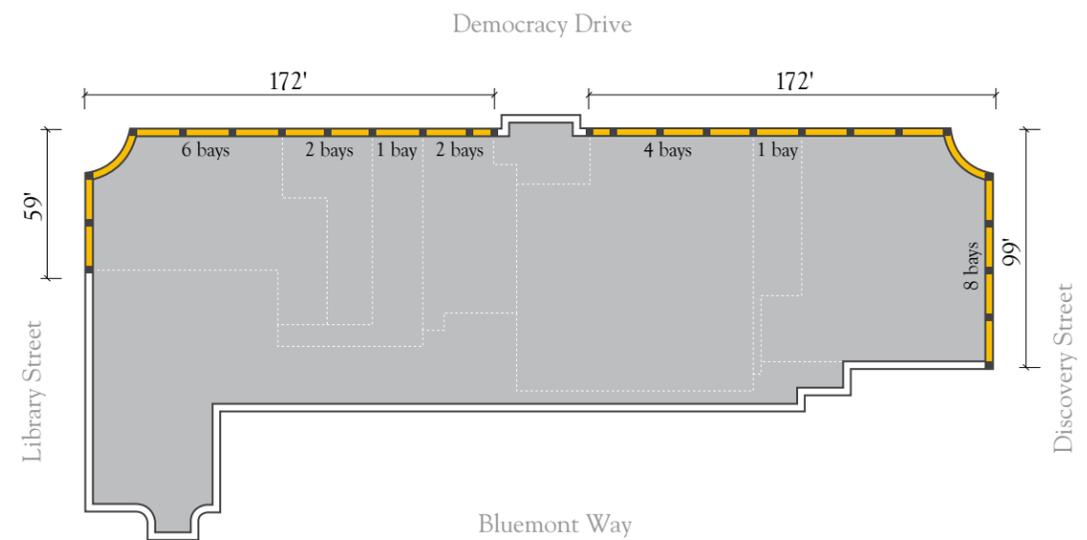
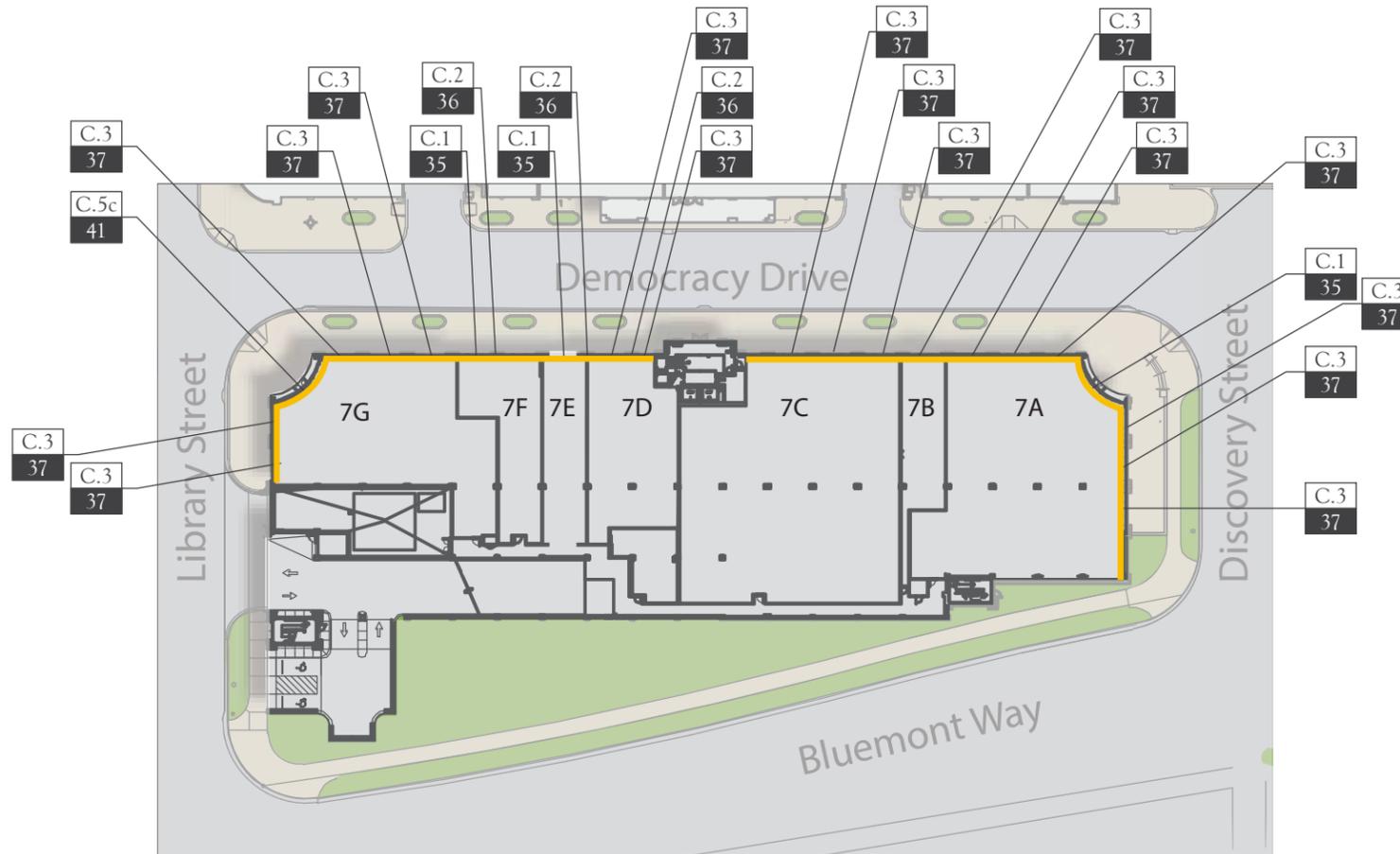
- C.1 - sign type
- 35 - detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
5	6A / Wall Mounted Sign	C.1	0	0	6A = 75 sq ft	5 Bays = 300 sq ft
	6A / Blade Sign	C.2	0	0		
	6A / Awning Sign	C.3	1	16		
	6A / Banners	C.4	0	0		
	6A / Unique Identity Blade	C.5b	1	59		
9	6B / Wall Mounted Sign	C.1	4	19	6B = 36 sq ft	9 Bays = 540 sq ft
	6B / Blade Sign	C.2	2	8		
	6B / Awning Sign	C.3	4	9		
	6B / Banners	C.4	0	0		
	6B / Unique Identity Sign	C.5	0	0		
2	6C / Wall Mounted Sign	C.1	0	0	6C = 15 sq ft	2 Bays = 120 sq ft
	6C / Blade Sign	C.2	1	6		
	6C / Awning Sign	C.3	1	9		
	6C / Banners	C.4	0	0		
	6C / Unique Identity Sign	C.5	0	0		
2	6D / Wall Mounted Sign	C.1	1	5.3	6D = 60.7 sq ft	2 Bays = 120 sq ft
	6D / Blade Sign	C.2	1	1.4		
	6D / Awning Sign	C.3	2	54		
	6D / Banners	C.4	0	0		
	6D / Unique Identity Sign	C.5	0	0		
9	6E / Wall Mounted Sign	C.1	1	13.3	6E = 128 sq ft	9 Bays = 540 sq ft
	6E / Blade Sign	C.2	0	0		
	6E / Awning Sign	C.3	1	101.7		
	6E / Banners	C.4	2	13		
	6E / Unique Specialty Sign	C.5	0	0		
27 total bays				314.7 sq ft total	1,620 sq ft total	



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



- C.1 - sign type
- 35 - detail reference page
- storefront

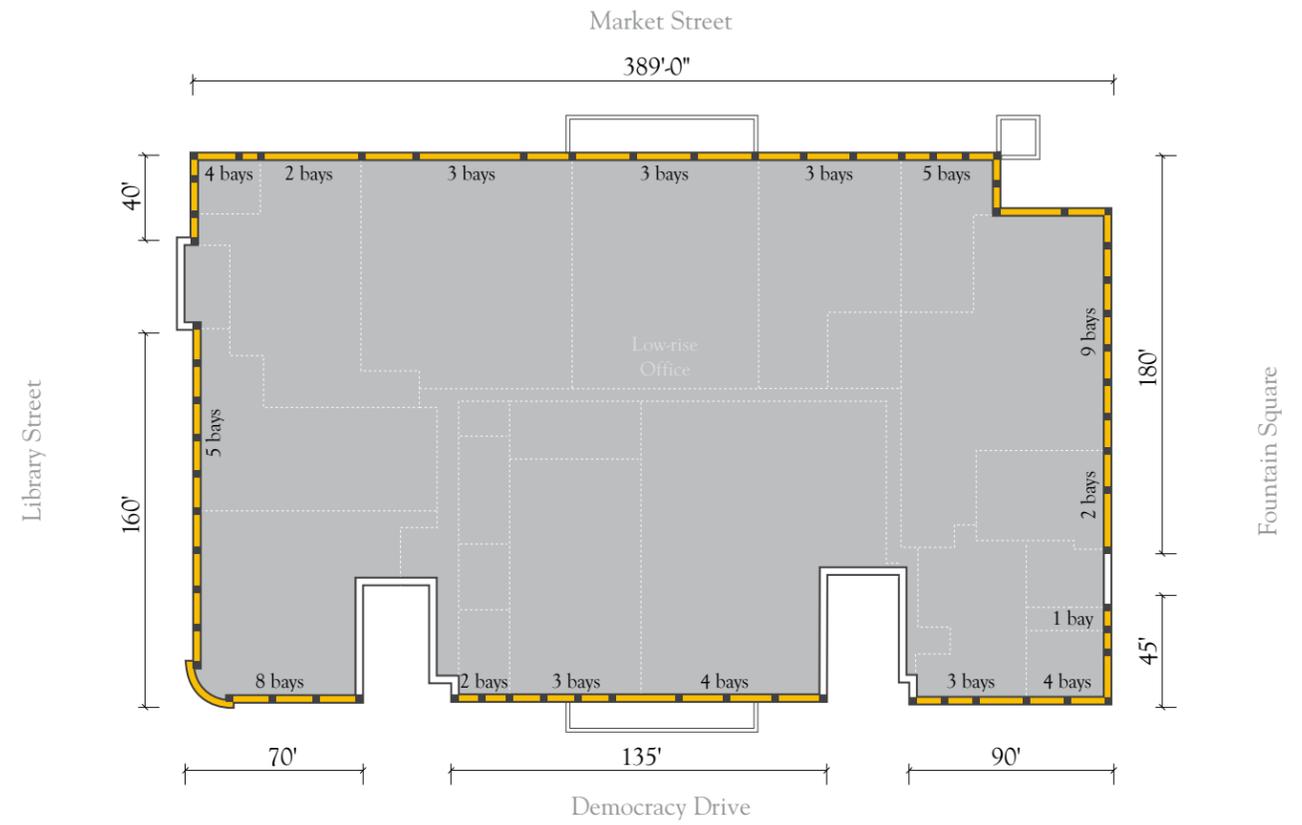
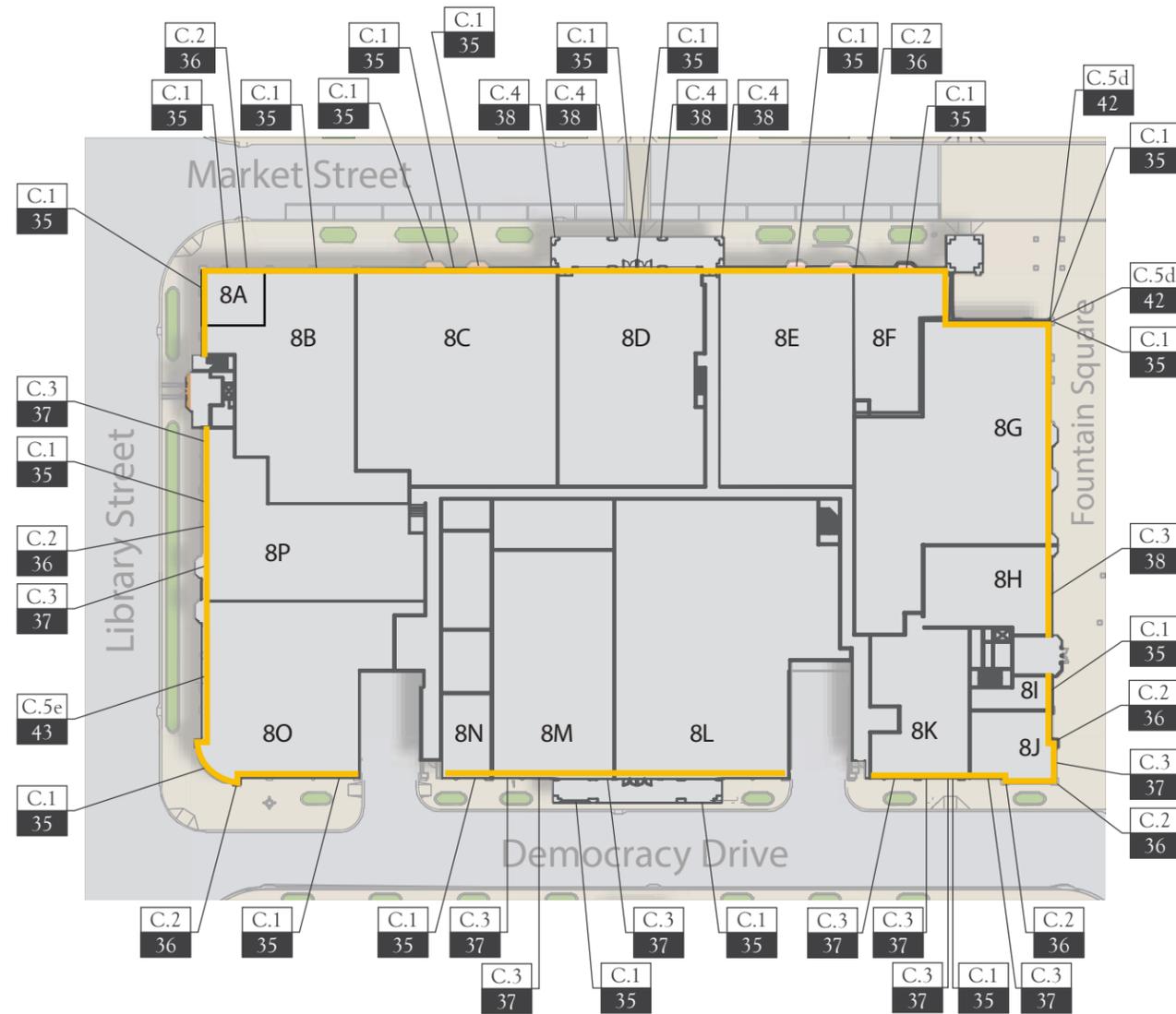
\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
8	7A / Wall Mounted Sign	C.1	1	65	7A = 140 sq ft	8 Bays = 480 sq ft
	7A / Blade Sign	C.2	0	0		
	7A / Awning Sign	C.3	6	75		
	7A / Banners	C.4	0	0		
	7A / Unique Specialty Sign	C.5	0	0		
1	7B / Wall Mounted Sign	C.1	0	0	7B = 34 sq ft	1 Bay = 60 sq ft
	7B / Blade Sign	C.2	0	0		
	7B / Awning Sign	C.3	1	34		
	7B / Banners	C.4	0	0		
	7B / Unique Specialty Sign	C.5	0	0		
4	7C / Wall Mounted Sign	C.1	0	0	7C = 24 sq ft	4 Bays = 240 sq ft
	7C / Blade Sign	C.2	0	0		
	7C / Awning Sign	C.3	3	24		
	7C / Banners	C.4	0	0		
	7C / Unique Specialty Sign	C.5	0	0		
2	7D / Wall Mounted Sign	C.1	0	0	7D = 60 sq ft	2 Bays = 120 sq ft
	7D / Blade Sign	C.2	1	24		
	7D / Awning Sign	C.3	2	36		
	7D / Banners	C.4	0	0		
	7D / Unique Specialty Sign	C.5	0	0		
1	7E / Wall Mounted Sign	C.1	1	26	7E = 31 sq ft	1 Bay = 60 sq ft
	7E / Blade Sign	C.2	1	5		
	7E / Awning Sign	C.3	0	0		
	7E / Banners	C.4	0	0		
	7E / Unique Specialty Sign	C.5	0	0		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
2	7F / Wall Mounted Sign	C.1	1	32	7F = 117 sq ft	2 Bays = 120 sq ft
	7F / Blade Sign	C.2	1	3		
	7F / Awning Sign	C.3	0	0		
	7F / Banners	C.4	0	0		
	7F / Unique Specialty Sign	C.5c	1	82		
6	7G / Wall Mounted Sign	C.1	0	0	7G = 94 sq ft	6 Bays = 360 sq ft
	7G / Blade Sign	C.2	0	0		
	7G / Awning Sign	C.3	5	12		
	7G / Banners	C.4	0	0		
	7G / Unique Specialty Sign	C.5	1	82		
24 bays total					500 sq ft total	1,440 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



- C.1 - sign type
- 35 - detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

# TENANT SIGNAGE - COMMERCIAL/RESTAURANT/ENTERTAINMENT

## BLOCK 8 SIGN LOCATION PLAN

TYPE  
C

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
4	8A / Wall Mounted Sign	C.1	2	51.9	8A = 55.7 sq ft	4 Bays = 240 sq ft
	8A / Blade Sign	C.2	1	3.8		
	8A / Awning Sign	C.3	0	0		
	8A / Banners	C.4	0	0		
	8A / Unique Specialty Sign	C.5	0	0		
2	8B / Wall Mounted Sign	C.1	1	16	8B = 16 sq ft	2 Bay = 120 sq ft
	8B / Blade Sign	C.2	0	0		
	8B / Awning Sign	C.3	0	0		
	8B / Banners	C.4	0	0		
	8B / Unique Specialty Sign	C.5	0	0		
3	8C / Wall Mounted Sign	C.1	3	26	8C = 26 sq ft	3 Bays = 180 sq ft
	8C / Blade Sign	C.2	0	0		
	8C / Awning Sign	C.3	0	0		
	8C / Banners	C.4	0	0		
	8C / Unique Specialty Sign	C.5	0	0		
3	8D / Wall Mounted Sign	C.1	2	18	8D = 42 sq ft	3 Bays = 180 sq ft
	8D / Blade Sign	C.2	0	0		
	8D / Awning Sign	C.3	0	0		
	8D / Banners	C.4	4	24		
	8D / Unique Specialty Sign	C.5	0	0		
3	8E / Wall Mounted Sign	C.1	1	20.5	8E = 20.5 sq ft	3 Bays = 180 sq ft
	8E / Blade Sign	C.2	0	0		
	8E / Awning Sign	C.3	0	0		
	8E / Banners	C.4	0	0		
	8E / Unique Specialty Sign	C.5	0	0		
5	8F / Wall Mounted Sign	C.1	1	7	8F = 11 sq ft	5 Bays = 300 sq ft
	8F / Blade Sign	C.2	1	4		
	8F / Awning Sign	C.3	0	0		
	8F / Banners	C.4	0	0		
	8F / Unique Specialty Sign	C.5	0	0		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
9	8G / Wall Mounted Sign	C.1	2	8	8G = 56 sq ft	9 Bays = 540 sq ft
	8G / Blade Sign	C.2	0	0		
	8G / Awning Sign	C.3	0	0		
	8G / Banners	C.4	0	0		
	8G / Unique Identity Wall Mounted Sign	C.5d	2	48		
2	8H / Wall Mounted Sign	C.1	0	0	8H = 92 sq ft	2 Bay = 120 sq ft
	8H / Blade Sign	C.2	0	0		
	8H / Awning Sign	C.3	1	92		
	8H / Banners	C.4	0	0		
	8H / Unique Specialty Sign	C.5	0	0		
1	8I / Wall Mounted Sign	C.1	1	16	8I = 16 sq ft	1 Bay = 60 sq ft
	8I / Blade Sign	C.2	0	0		
	8I / Awning Sign	C.3	0	0		
	8I / Banners	C.4	0	0		
	8I / Unique Specialty Sign	C.5	0	0		
4	8J / Wall Mounted Sign	C.1	0	0	8J = 24.7 sq ft	4 Bays = 240 sq ft
	8J / Blade Sign	C.2	3	4.7		
	8J / Awning Sign	C.3	2	20		
	8J / Banners	C.4	0	0		
	8J / Unique Specialty Sign	C.5	0	0		
3	8K / Wall Mounted Sign	C.1	1	24	8K = 31 sq ft	3 Bays = 180 sq ft
	8K / Blade Sign	C.2	0	0		
	8K / Awning Sign	C.3	3	7		
	8K / Banners	C.4	0	0		
	8K / Unique Specialty Sign	C.5	0	0		
4	8L / Wall Mounted Sign	C.1	1	28	8L = 28 sq ft	4 Bays = 240 sq ft
	8L / Blade Sign	C.2	0	0		
	8L / Awning Sign	C.3	0	0		
	8L / Banners	C.4	0	0		
	8L / Unique Specialty Sign	C.5	0	0		

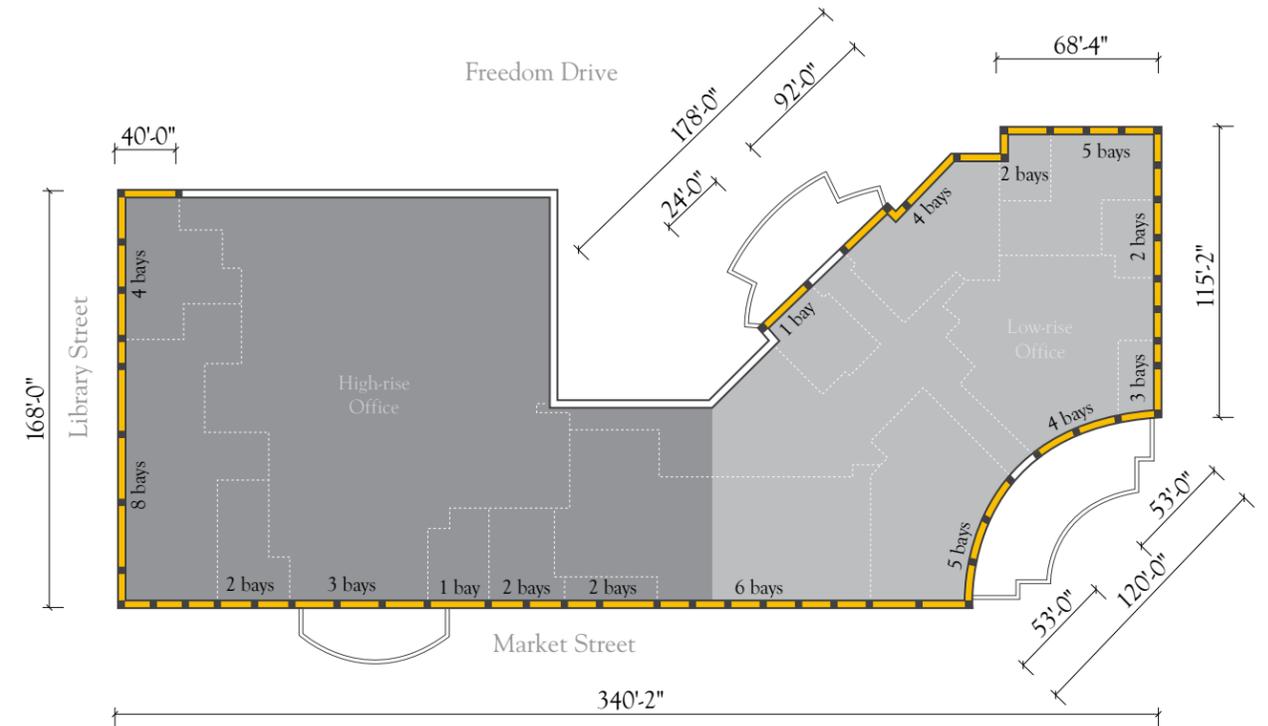
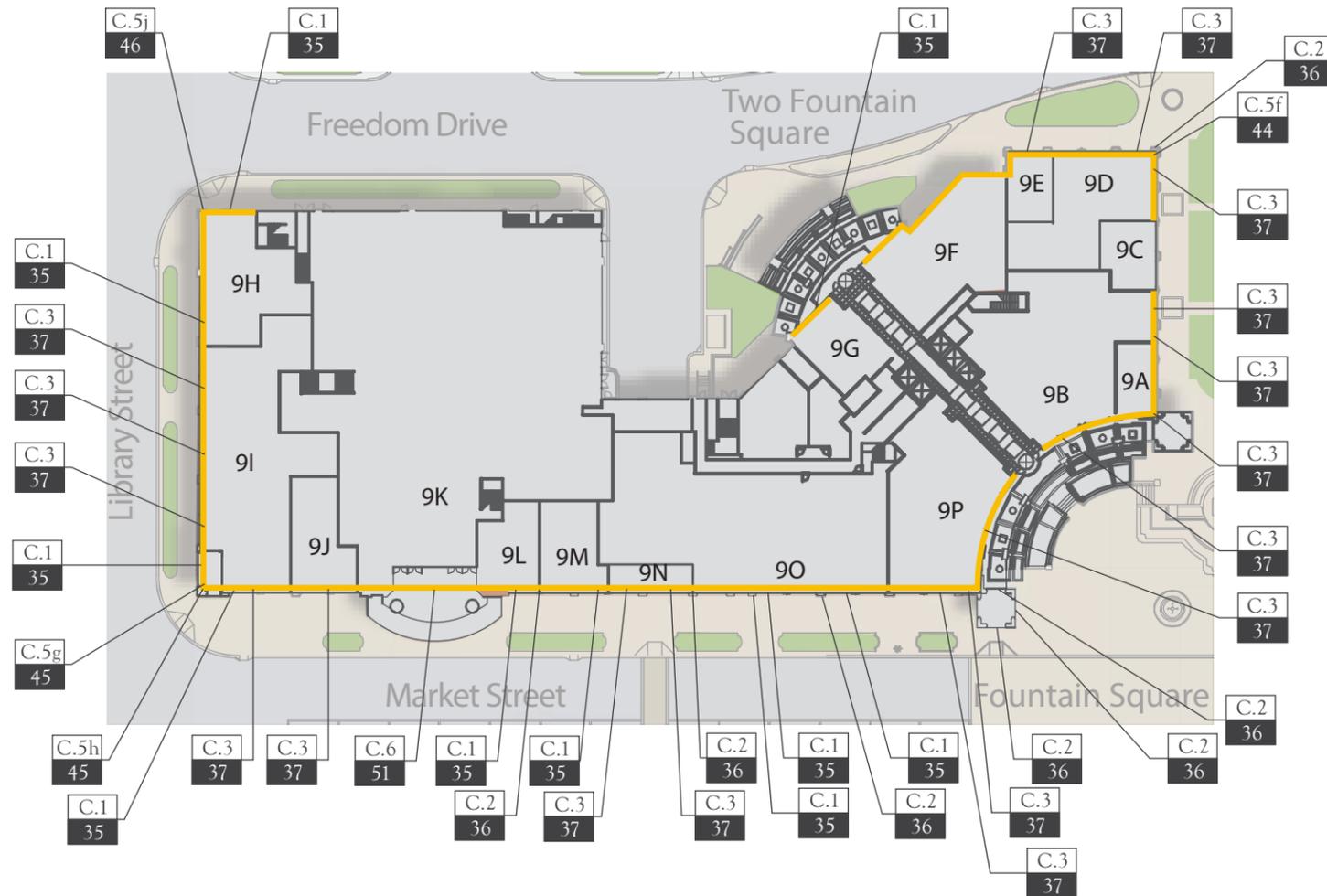


\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
3	8M / Wall Mounted Sign	C.1	1	9	8M = 18 sq ft	3 Bays = 180 sq ft
	8M / Blade Sign	C.2	0	0		
	8M / Awning Sign	C.3	3	9		
	8M / Banners	C.4	0	0		
	8M / Unique Specialty Sign	C.5	0	0		
2	8N / Wall Mounted Sign	C.1	1	9	8N = 9 sq ft	2 Bays = 120 sq ft
	8N / Blade Sign	C.2	0	0		
	8N / Awning Sign	C.3	0	0		
	8N / Banners	C.4	0	0		
	8N / Unique Specialty Sign	C.5	0	0		
8	8O / Wall Mounted Sign	C.1	2	28	8O = 171.5 sq ft	8 Bays = 480 sq ft
	8O / Blade Sign	C.2	1	4.7		
	8O / Awning Sign	C.3	0	0		
	8O / Banners	C.4	0	0		
	8O / Unique Identity Blade Sign	C.5e	1	138.8		
5	8P / Wall Mounted Sign	C.1	1	75	8P = 135 sq ft	5 Bays = 300 sq ft
	8P / Blade Sign	C.2	1	10		
	8P / Awning Sign	C.3	2	50		
	8P / Banners	C.4	0	0		
	8P / Unique Identity Blade Sign	C.5	0	0		
61 bays total				752.4 sq ft total	3,660 sq ft total	



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



- C.1 — sign type
- 35 — detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

# TENANT SIGNAGE - COMMERCIAL/RESTAURANT/ENTERTAINMENT

## BLOCK 9 SIGN LOCATION PLAN

TYPE  
C

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
3	9A / Wall Mounted Sign	C.1	1	37	9A = 37 sq ft	3 Bays = 180 sq ft
	9A / Blade Sign	C.2	0	0		
	9A / Awning Sign	C.3	0	0		
	9A / Banners	C.4	0	0		
	9A / Unique Specialty Sign	C.5	0	0		
4	9B / Wall Mounted Sign	C.1	0	0	9B = 40 sq ft	4 Bays = 240 sq ft
	9B / Blade Sign	C.2	0	0		
	9B / Awning Sign	C.3	3	40		
	9B / Banners	C.4	0	0		
	9B / Unique Specialty Sign	C.5	0	0		
2	9C / Wall Mounted Sign	C.1	0	0	9C = 0 sq ft	2 Bays = 120 sq ft
	9C / Blade Sign	C.2	0	0		
	9C / Awning Sign	C.3	0	0		
	9C / Banners	C.4	0	0		
	9C / Unique Specialty Sign	C.5	0	0		
5	9D / Wall Mounted Sign	C.1	0	0	9D = 58.8 sq ft	5 Bays = 300 sq ft
	9D / Blade Sign	C.2	1	6		
	9D / Awning Sign	C.3	2	16		
	9D / Banners	C.4	0	0		
	9D / Unique Identity Blade Sign	C.5f	1	36.8		
2	9E / Wall Mounted Sign	C.1	0	0	9E = 8 sq ft	2 Bays = 120 sq ft
	9E / Blade Sign	C.2	0	0		
	9E / Awning Sign	C.3	1	8		
	9E / Banners	C.4	0	0		
	9E / Unique Specialty Sign	C.5	0	0		
4	9F / Wall Mounted Sign	C.1	0	0	9F = 0 sq ft	4 Bays = 240 sq ft
	9F / Blade Sign	C.2	0	0		
	9F / Awning Sign	C.3	0	0		
	9F / Banners	C.4	0	0		
	9F / Unique Specialty Sign	C.5	0	0		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
1	9G / Wall Mounted Sign	C.1	1	8	9G = 8 sq ft	1 Bay = 60 sq ft
	9G / Blade Sign	C.2	0	0		
	9G / Awning Sign	C.3	0	0		
	9G / Banners	C.4	0	0		
	9G / Unique Specialty Sign	C.5	0	0		
4	9H / Wall Mounted Sign	C.1	2	24	9H = 45.8 sq ft	4 Bays = 240 sq ft
	9H / Blade Sign	C.2	0	0		
	9H / Awning Sign	C.3	0	0		
	9H / Banners	C.4	0	0		
	9H / Unique Blade Sign	C.5j	1	21.8		
8	9I / Wall Mounted Sign	C.1	2	37.8	9I = 93.8 sq ft	8 Bays = 480 sq ft
	9I / Blade Sign	C.2	0	0		
	9I / Awning Sign	C.3	4	24		
	9I / Banners	C.4	0	0		
	9I / Unique Identity Signs	C.5g-h	2	32		
2	9J / Wall Mounted Sign	C.1	0	0	9J = 40 sq ft	2 Bays = 120 sq ft
	9J / Blade Sign	C.2	0	0		
	9J / Awning Sign	C.3	1	40		
	9J / Banners	C.4	0	0		
	9J / Unique Specialty Sign	C.5	0	0		
3	9K / Wall Mounted Sign	C.1	0	0	9K = 378 sq ft	3 Bays = 180 sq ft
	9K / Blade Sign	C.2	0	0		
	9K / Awning Sign	C.3	0	0		
	9K / Banners	C.4	0	0		
	9K / Cinema Marquee Sign	C.6	1	378		
1	9L / Wall Mounted Sign	C.1	1	13	9L = 16.6 sq ft	1 Bay = 60 sq ft
	9L / Blade Sign	C.2	1	3.6		
	9L / Awning Sign	C.3	0	0		
	9L / Banners	C.4	0	0		
	9L / Unique Specialty Sign	C.5	0	0		

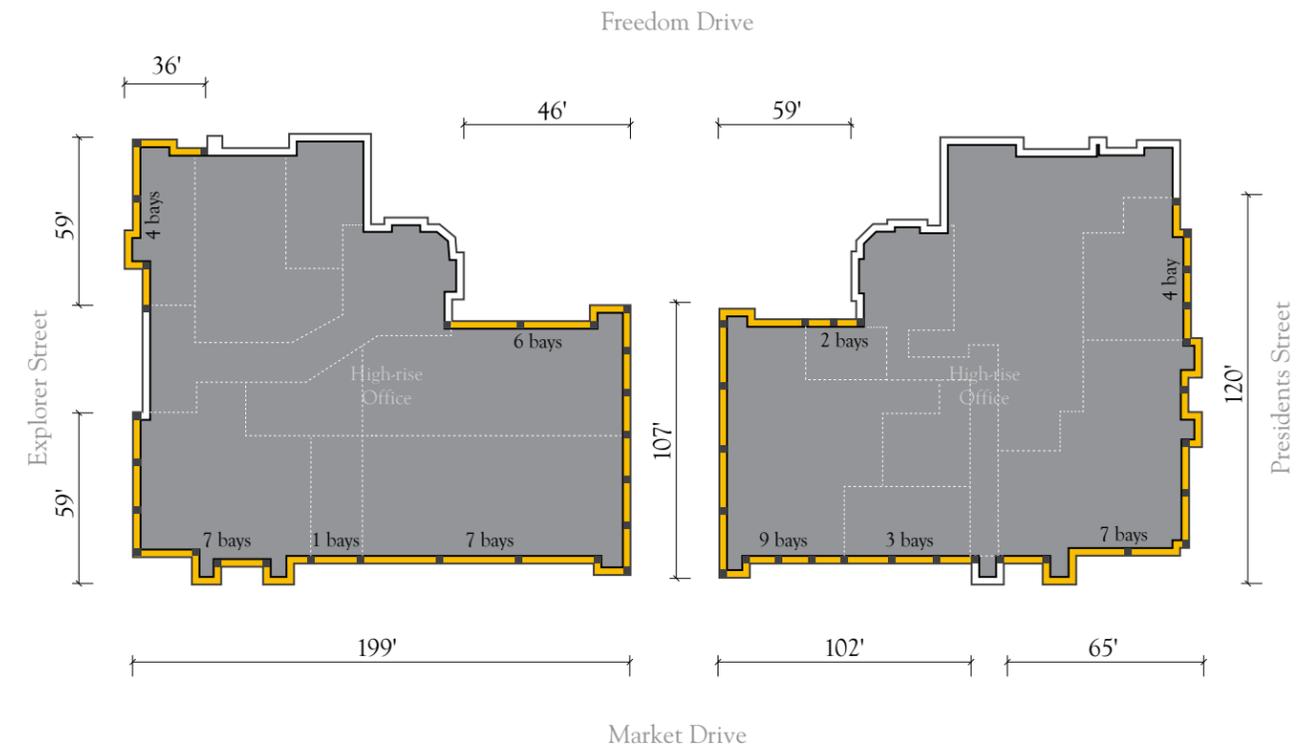
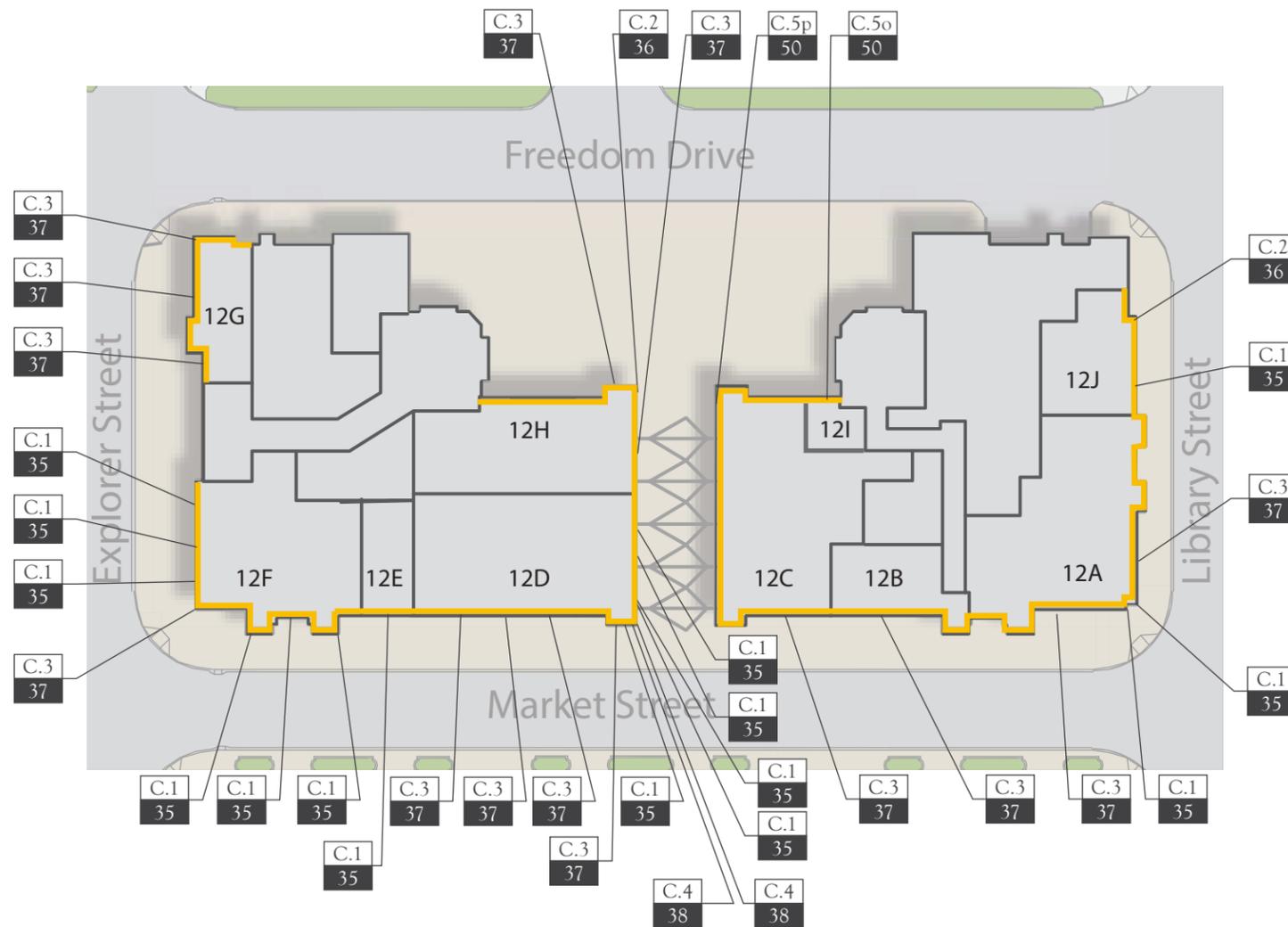


\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
2	9M / Wall Mounted Sign	C.1	1	30	9M = 30 sq ft	2 Bays = 120 sq ft
	9M / Blade Sign	C.2	0	0		
	9M / Awning Sign	C.3	0	0		
	9M / Banners	C.4	0	0		
	9M / Unique Specialty Sign	C.5	0	0		
2	9N / Wall Mounted Sign	C.1	0	0	9N = 14 sq ft	2 Bays = 120 sq ft
	9N / Blade Sign	C.2	4	4		
	9N / Awning Sign	C.3	10	10		
	9N / Banners	C.4	0	0		
	9N / Unique Blade Sign	C.5	0	0		
6	9O / Wall Mounted Sign	C.1	2	32	9O = 40 sq ft	6 Bays = 360 sq ft
	9O / Blade Sign	C.2	2	8		
	9O / Awning Sign	C.3	0	0		
	9O / Banners	C.4	0	0		
	9O / Unique Identity Signs	C.5	0	0		
5	9P / Wall Mounted Sign	C.1	0	0	9P = 40 sq ft	5 Bays = 300 sq ft
	9P / Blade Sign	C.2	3	22		
	9P / Awning Sign	C.3	3	18		
	9P / Banners	C.4	0	0		
	9P / Unique Specialty Sign	C.5	0	0		
54 total bays					850 sq ft total	3,240 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.

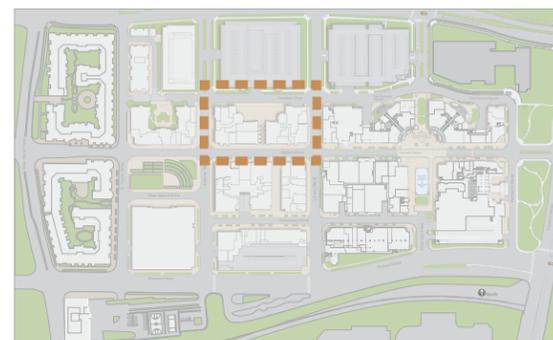


- C.1 — sign type
- 35 — detail reference page
- storefront

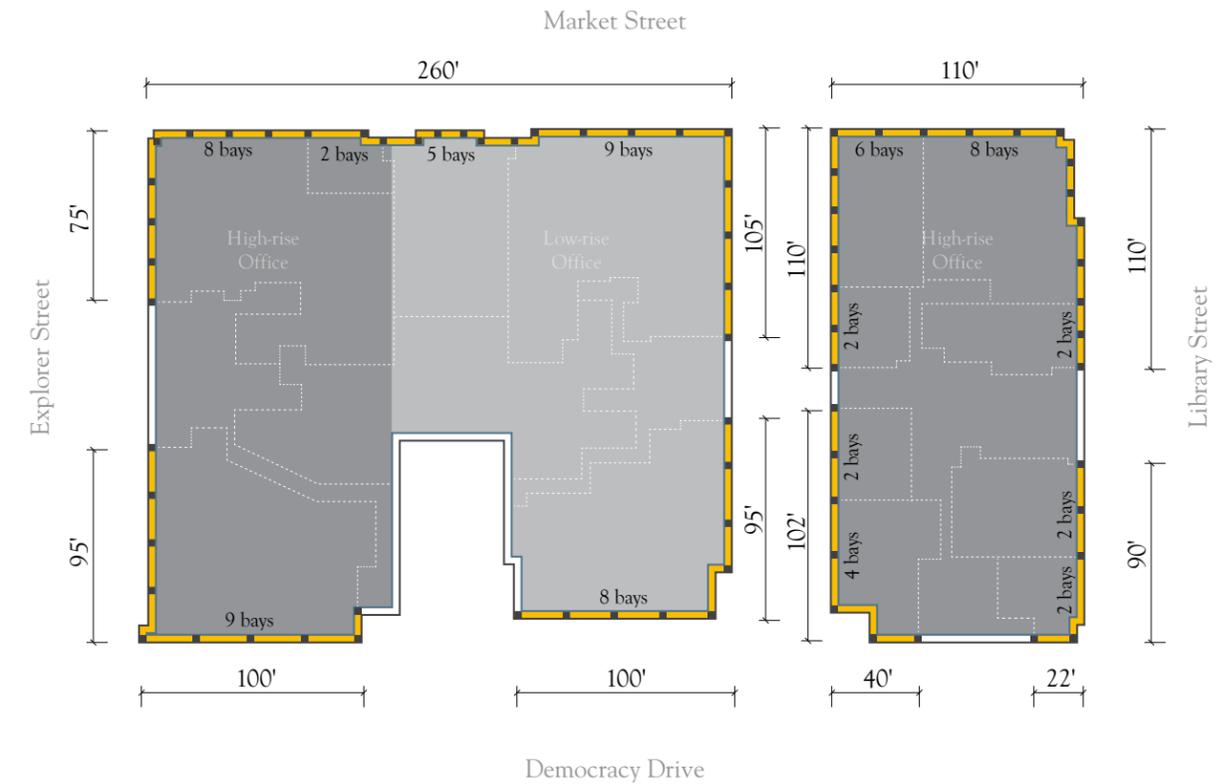
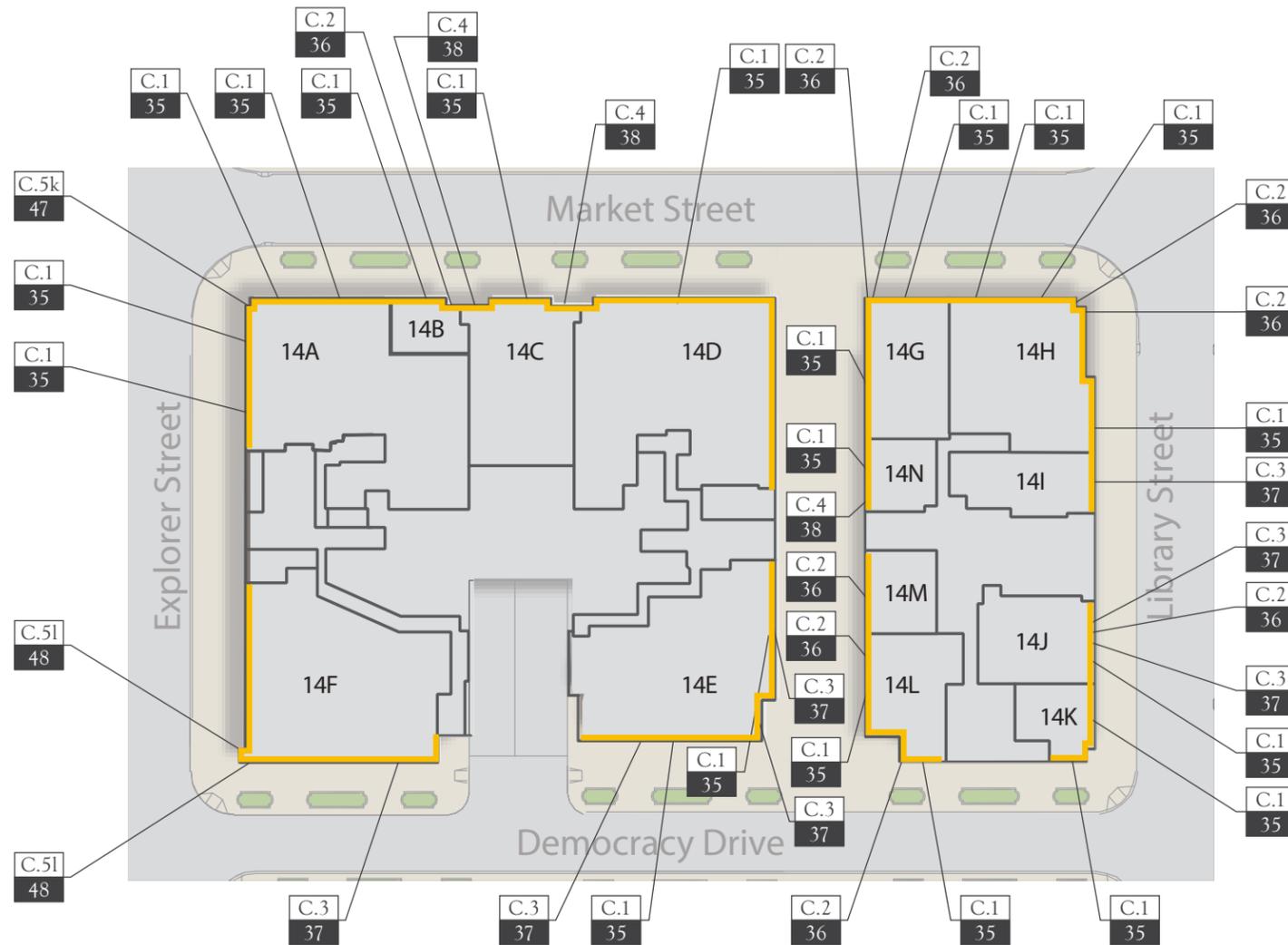
\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
7	12A / Wall Mounted Sign	C.1	2	72	12A = 110 sq ft	7 Bays = 420 sq ft
	12A / Blade Sign	C.2	0	0		
	12A / Awning Sign	C.3	2	38		
	12A / Banners	C.4	0	0		
	12A / Unique Specialty Sign	C.5	0	0		
3	12B / Wall Mounted Sign	C.1	0	0	12B = 30 sq ft	3 Bays = 180 sq ft
	12B / Blade Sign	C.2	0	0		
	12B / Awning Sign	C.3	1	30		
	12B / Banners	C.4	0	0		
	12B / Unique Specialty Sign	C.5	0	0		
9	12C / Wall Mounted Sign	C.1	0	0	12C = 63.9 sq ft	9 Bays = 540 sq ft
	12C / Blade Sign	C.2	0	0		
	12C / Awning Sign	C.3	1	63.9		
	12C / Banners	C.4	0	0		
	12C / Unique Specialty Sign	C.5	0	0		
7	12D / Wall Mounted Sign	C.1	5	48	12D = 85.9 sq ft	7 Bays = 420 sq ft
	12D / Blade Sign	C.2	0	0		
	12D / Awning Sign	C.3	4	24		
	12D / Banner	C.4	2	13.9		
	12D / Unique Specialty Sign	C.5	0	0		
1	12E / Wall Mounted Sign	C.1	1	8	12E = 8 sq ft	1 Bay = 60 sq ft
	12E / Blade Sign	C.2	0	0		
	12E / Awning Sign	C.3	0	0		
	12E / Banners	C.4	0	0		
	12E / Unique Specialty Sign	C.5	0	0		
7	12F / Wall Mounted Sign	C.1	6	38	12F = 80 sq ft	7 Bays = 420 sq ft
	12F / Blade Sign	C.2	0	0		
	12F / Awning Sign	C.3	1	42		
	12F / Banners	C.4	0	0		
	12F / Unique Specialty Sign	C.5	0	0		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
4	12G / Wall Mounted Sign	C.1	0	0	12G = 12 sq ft	4 Bays = 240 sq ft
	12G / Blade Sign	C.2	0	0		
	12G / Awning Sign	C.3	3	12		
	12G / Banners	C.4	0	0		
	12G / Unique Specialty Sign	C.5	0	0		
6	12H / Wall Mounted Sign	C.1	0	0	12H = 17 sq ft	6 Bays = 360 sq ft
	12H / Blade Sign	C.2	1	5		
	12H / Awning Sign	C.3	2	12		
	12H / Banners	C.4	0	0		
	12H / Unique Specialty Sign	C.5	0	0		
2	12I / Wall Mounted Sign	C.1	0	0	12I = 93.1 sq ft	2 Bays = 120 sq ft
	12I / Blade Sign	C.2	0	0		
	12I / Awning Sign	C.3	0	0		
	12I / Banners	C.4	0	0		
	12I / Unique Specialty Sign	C.5o-p	2	93.1		
4	12J / Wall Mounted Sign	C.1	1	49.6	12J = 77.2 sq ft	4 Bays = 240 sq ft
	12J / Blade Sign	C.2	1	27.6		
	12J / Awning Sign	C.3	0	0		
	12J / Banner	C.4	0	0		
	12J / Unique Specialty Sign	C.5	0	0		
50 bays total					577.1 sq ft total	3,000 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



- C.1 - sign type
- 35 - detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

# TENANT SIGNAGE - COMMERCIAL/RESTAURANT/ENTERTAINMENT

## BLOCK 14 SIGN LOCATION PLAN

TYPE  
C

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
8	14A / Wall Mounted Sign	C.1	4	120	14A= 145 sq ft	8 Bays= 480 sq ft
	14A / Blade Sign	C.2	0	0		
	14A / Awning Sign	C.3	0	0		
	14A / Banners	C.4	0	0		
	14A / Unique Identity Blade Sign	C.5k	1	25		
2	14B / Wall Mounted Sign	C.1	1	20	14B= 26 sq ft	2 Bays= 120 sq ft
	14B / Blade Sign	C.2	1	6		
	14B / Awning Sign	C.3	0	0		
	14B / Banners	C.4	0	0		
	14B / Unique Specialty Sign	C.5	0	0		
5	14C / Wall Mounted Sign	C.1	1	18	14C = 74 sq ft	5 Bays= 300 sq ft
	14C / Blade Sign	C.2	0	0		
	14C / Awning Sign	C.3	0	0		
	14C / Banners	C.4	2	56		
	14C / Unique Specialty Sign	C.5	0	0		
9	14D / Wall Mounted Sign	C.1	1	14	14D= 14 sq ft	9 Bays= 540 sq ft
	14D / Blade Sign	C.2	0	0		
	14D / Awning Sign	C.3	0	0		
	14D / Banners	C.4	0	0		
	14D / Unique Specialty Sign	C.5	0	0		
8	14E / Wall Mounted Sign	C.1	2	208	14E=X 232 sq ft	8 Bays= 480 sq ft
	14E / Blade Sign	C.2	0	0		
	14E / Awning Sign	C.3	3	24		
	14E / Banners	C.4	0	0		
	14E / Unique Specialty Sign	C.5	0	0		
9	14F / Wall Mounted Sign	C.1	0	0	14F = 106 sq ft	9 Bays= 540 sq ft
	14F / Blade Sign	C.2	0	0		
	14F / Awning Sign	C.3	1	10		
	14F / Banners	C.4	0	0		
	14F / Unique Blade Sign	C.5l	2	96		

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
6	14G / Wall Mounted Sign	C.1	2	20	14G= 28 sq ft	6 Bays= 360 sq ft
	14G / Blade Sign	C.2	2	8		
	14G / Awning Sign	C.3	0	0		
	14G / Banners	C.4	0	0		
	14G / Unique Specialty Sign	C.5	0	0		
8	14H / Wall Mounted Sign	C.1	3	14	14H= 22 sq ft	8 Bays= 480 sq ft
	14H / Blade Sign	C.2	2	8		
	14H / Awning Sign	C.3	0	0		
	14H / Banners	C.4	0	0		
	14H / Unique Specialty Sign	C.5	0	0		
2	14I / Wall Mounted Sign	C.1	0	0	14I = 48 sq ft	2 Bays= 120 sq ft
	14I / Blade Sign	C.2	0	0		
	14I / Awning Sign	C.3	1	48		
	14I / Banners	C.4	0	0		
	14I / Unique Specialty Sign	C.5	0	0		
2	14J / Wall Mounted Sign	C.1	1	22	14J= 38 sq ft	2 Bays= 120 sq ft
	14J / Blade Sign	C.2	1	6		
	14J / Awning Sign	C.3	2	10		
	14J / Banners	C.4	0	0		
	14J / Unique Specialty Sign	C.5	0	0		
2	14K / Wall Mounted Sign	C.1	1	12	14K = 12 sq ft	2 Bays= 120 sq ft
	14K / Blade Sign	C.2	0	0		
	14K / Awning Sign	C.3	0	0		
	14K / Banners	C.4	0	0		
	14K / Unique Specialty Sign	C.5	0	0		
4	14L / Wall Mounted Sign	C.1	2	108	14L= 116 sq ft	4 Bays= 240 sq ft
	14L / Blade Sign	C.2	2	8		
	14L / Awning Sign	C.3	0	0		
	14L / Banners	C.4	0	0		
	14L / Unique Specialty Sign	C.5	0	0		

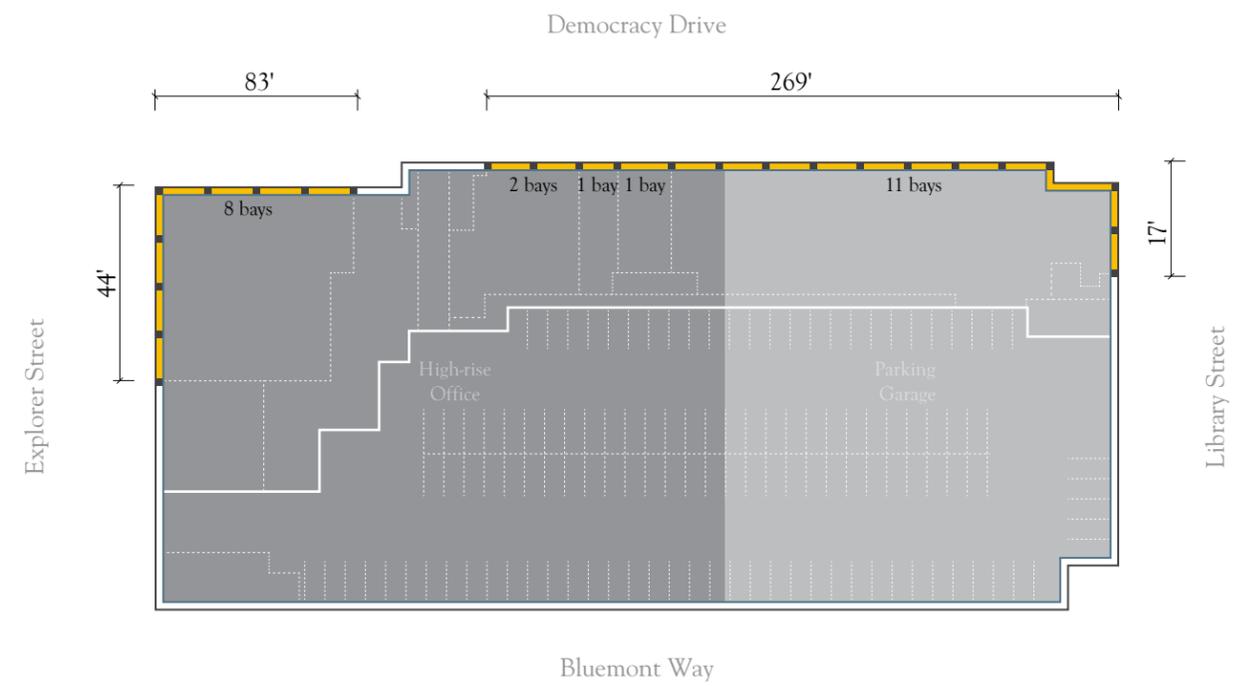
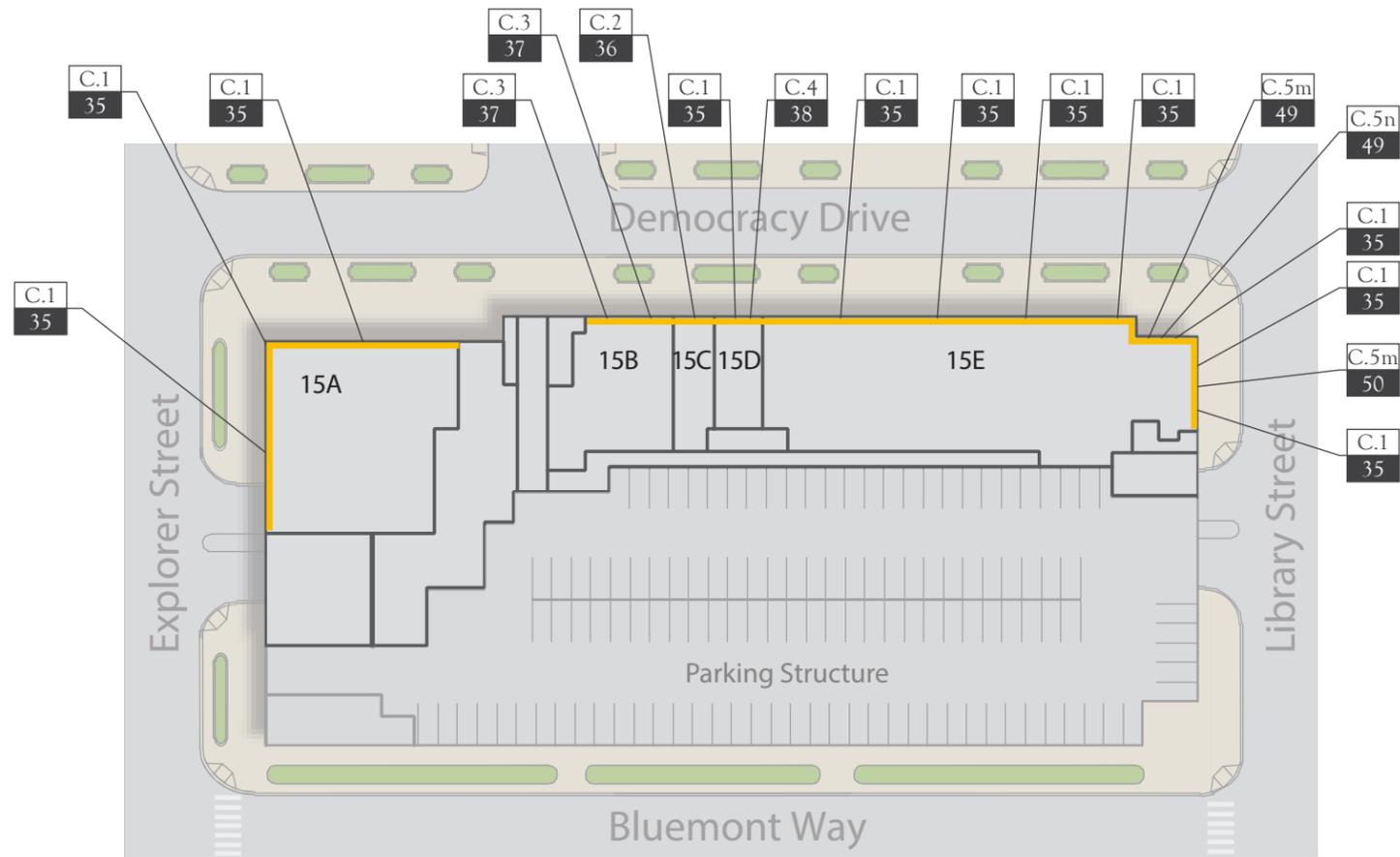


\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Total Permissible Sq Ft (all sign types)
2	14M / Wall Mounted Sign	C.1	1	10	14M = 10 sq ft	2 Bays = 120 sq ft
	14M / Blade Sign	C.2	0	0		
	14M / Awning Sign	C.3	0	0		
	14M / Banners	C.4	0	0		
	14M / Unique Specialty Sign	C.5	0	0		
2	14N / Wall Mounted Sign	C.1	1	6.5	14N = 18.5 sq ft	2 Bays = 120 sq ft
	14N / Blade Sign	C.2	0	0		
	14N / Awning Sign	C.3	0	0		
	14N / Banners	C.4	2	12		
	14N / Unique Specialty Sign	C.5	0	0		
69 bays total					889.5 sq ft total	4,140 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



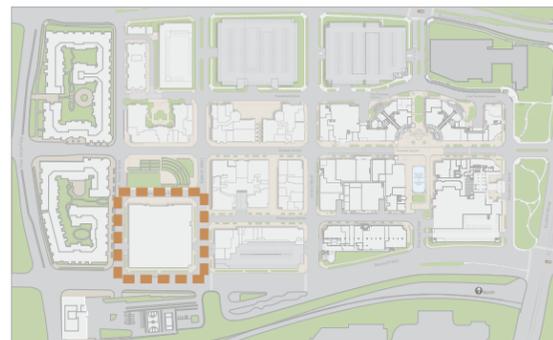
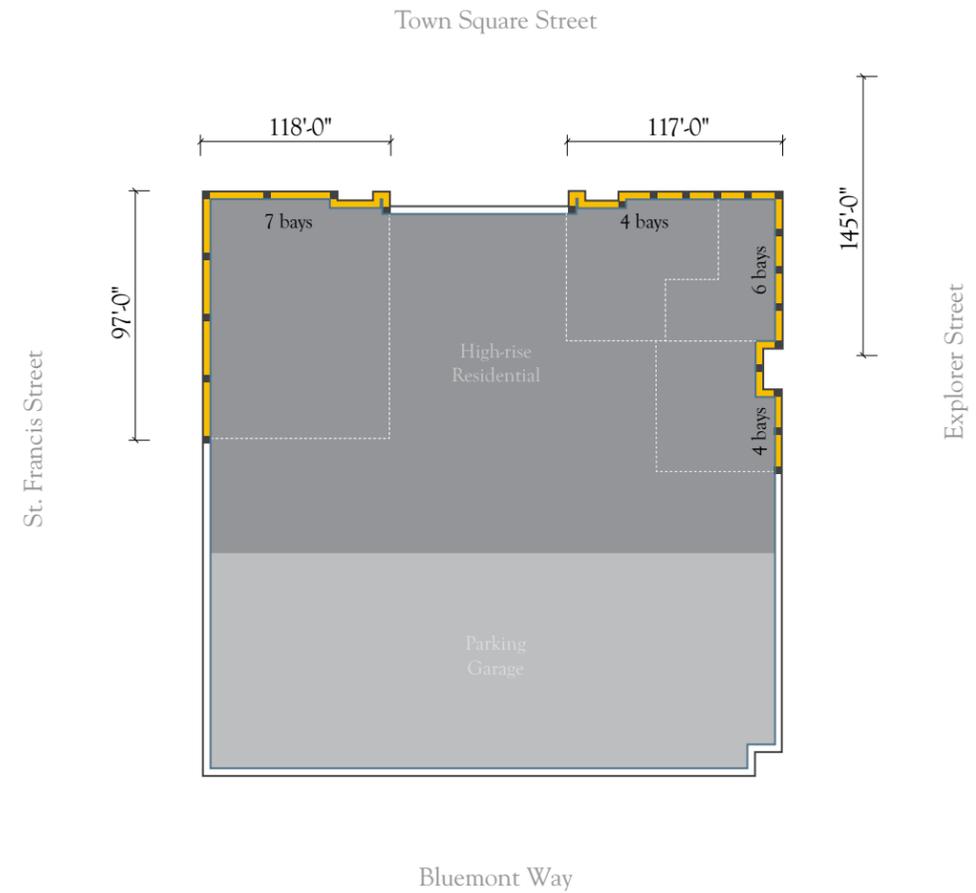
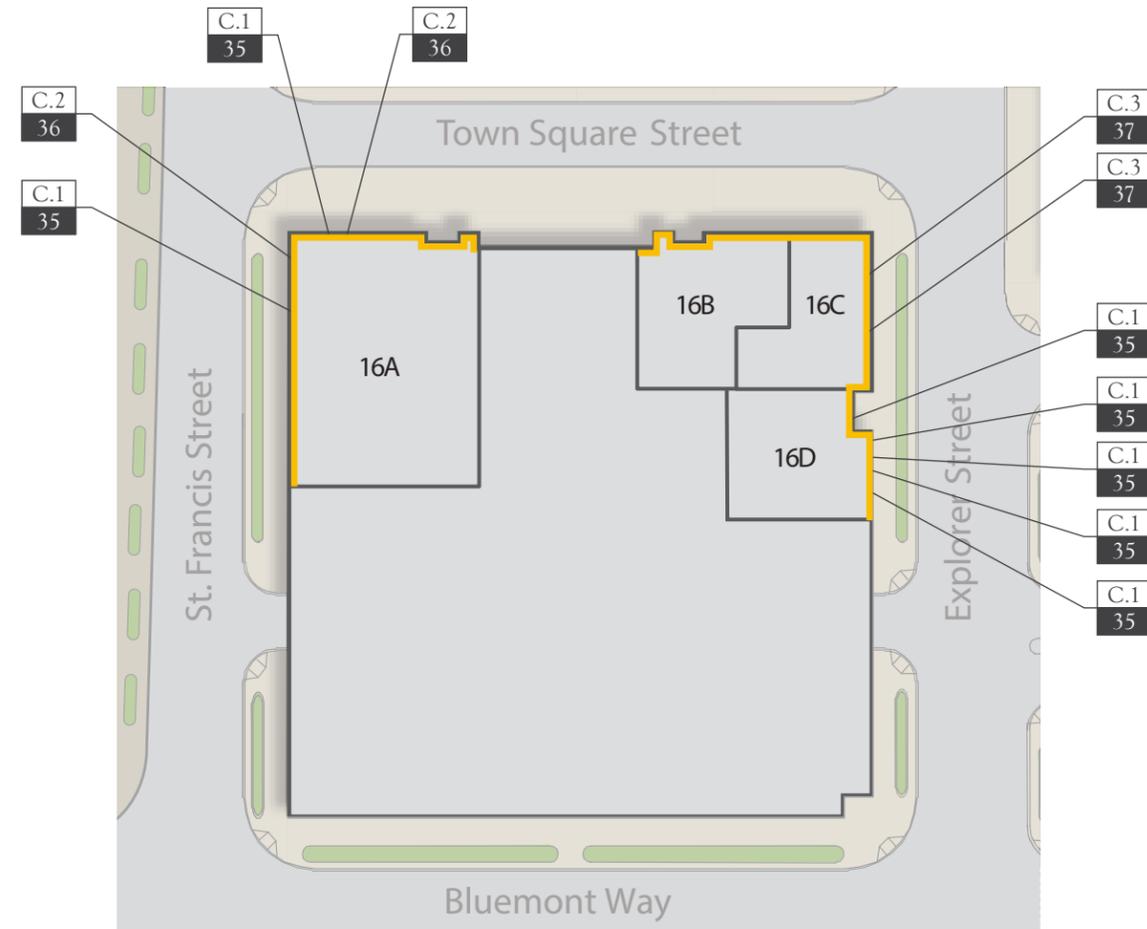
- C.1 - sign type
- 35 - detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Permissible Sq Ft Total (all sign types)
8	15A / Wall Mounted Sign	C.1	3	118	15A = 118 sq ft	8 Bays = 480 sq ft
	15A / Blade Sign	C.2	0	0		
	15A / Awning Sign	C.3	0	0		
	15A / Banners	C.4	0	0		
	15A / Unique Specialty Sign	C.5	0	0		
2	15B / Wall Mounted Sign	C.1	0	0	15B = 46 sq ft	2 Bays = 120 sq ft
	15B / Blade Sign	C.2	0	0		
	15B / Awning Sign	C.3	2	46		
	15B / Banners	C.4	0	0		
	15B / Unique Specialty Sign	C.5	0	0		
1	15C / Wall Mounted Sign	C.1	0	0	15C = 8 sq ft	1 Bay = 60 sq ft
	15C / Blade Sign	C.2	1	8		
	15C / Awning Sign	C.3	0	0		
	15C / Banners	C.4	0	0		
	15C / Unique Specialty Sign	C.5	0	0		
1	15D / Wall Mounted Sign	C.1	1	9.3	15D = 27.7 sq ft	1 Bay = 60 sq ft
	15D / Blade Sign	C.2	0	0		
	15D / Awning Sign	C.3	0	0		
	15D / Banner	C.4	1	18.4		
	15D / Unique Specialty Sign	C.5	0	0		
11	15E / Wall Mounted Sign	C.1	7	42	15E = 162 sq ft	11 Bays = 660 sq ft
	15E / Blade Sign	C.2	0	0		
	15E / Awning Sign	C.3	0	0		
	15E / Banner	C.4	0	0		
	15E / Unique Identity	C.5m - n	3	120		
23 bays total					361.7 sq ft total	1,380 sq ft total



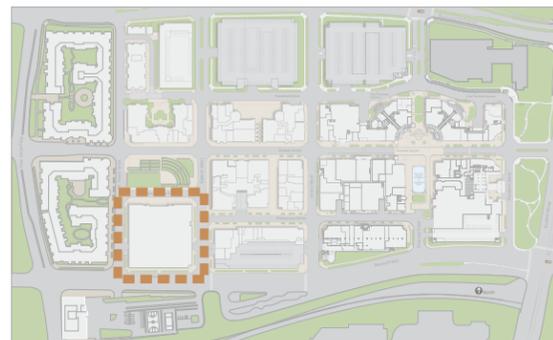
\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



- C.1 — sign type
- 35 — detail reference page
- storefront

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

Tenant Bays (total)	Tenant / Sign Name	Sign Type	Quantity	Sq. Ft (sign type total)	Existing Sq Ft Total (all sign types)	Permissible Sq Ft Total (all sign types)
7	16A / Wall Mounted Sign	C.1	2	104.5	16A = 121.3 sq ft	7 Bays = 420 sq ft
	16A / Blade Sign	C.2	2	16.8		
	16A / Awning Sign	C.3	0	0		
	16A / Banners	C.4	0	0		
	16A / Unique Specialty Sign	C.5	0	0		
4	16B / Wall Mounted Sign	C.1	0	0	16B = 0 sq ft	4 Bays = 240 sq ft
	16B / Blade Sign	C.2	0	0		
	16B / Awning Sign	C.3	0	0		
	16B / Banners	C.4	0	0		
	16B / Unique Specialty Sign	C.5	0	0		
6	16C / Wall Mounted Sign	C.1	0	0	16C = 20 sq ft	6 Bays = 360 sq ft
	16C / Blade Sign	C.2	0	0		
	16C / Awning Sign	C.3	2	20		
	16C / Banners	C.4	0	0		
	16C / Unique Specialty Sign	C.5	0	0		
4	16D / Wall Mounted Sign	C.1	5	82.7	16D = 82.7 sq ft	4 Bays = 240 sq ft
	16D / Blade Sign	C.2	0	0		
	16D / Awning Sign	C.3	0	0		
	16D / Banners	C.4	0	0		
	16D / Unique Specialty Sign	C.5	0	0		
21 bays total					228.5 sq ft total	1,260 sq ft total



\*Permissible Square Foot Totals may exceed the maximum 60 square feet of signage per bay if an existing Sign Type C.5 has been approved by the Design Review Board.



NOTE:  
In the future, if Block 89A has square footage at street level that changes to commercial retail, all tenants shall be subject to the same allowable criteria as all tenants covered in Section C.



C.1 - sign type  
33 - detail reference page

\*Please note that all signs shown on location plan are existing. Any future or additional permissible signs are not indicated.

SECTION 4 TENANT SIGNAGE

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**HOTEL • RESIDENTIAL**



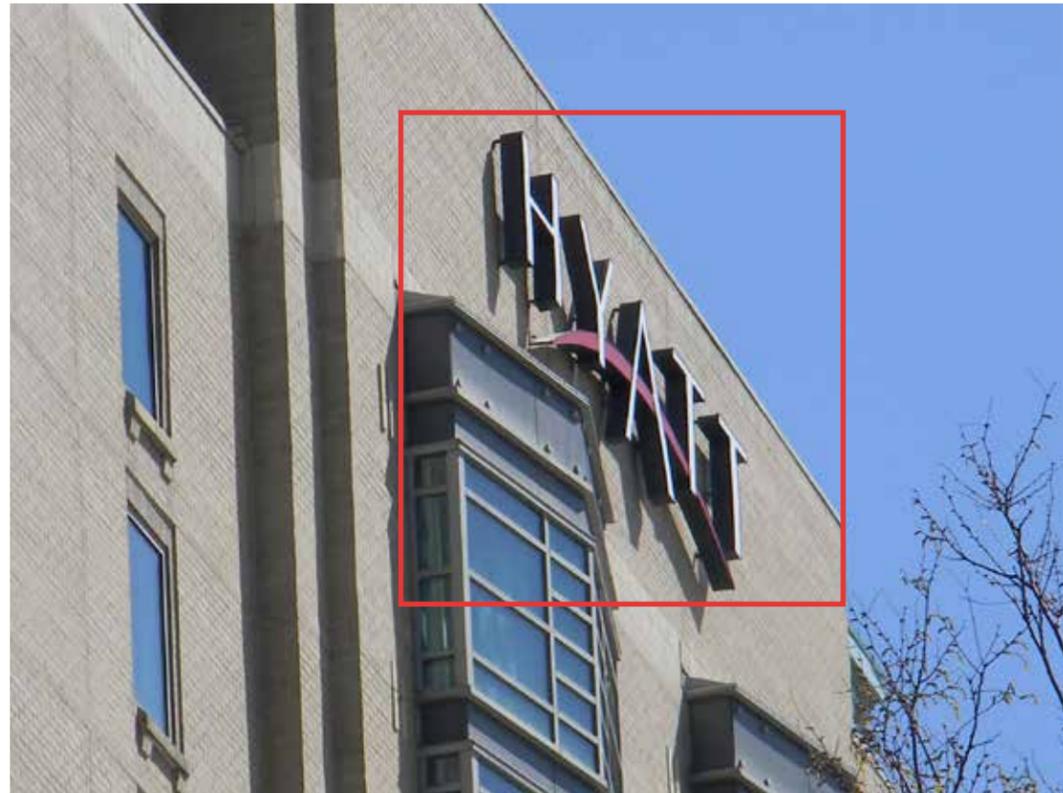
### SIGNAGE CONCEPTS

Creativity, uniqueness, and high-quality graphics characterize the signage at Reston Town Center. The use of sculptural and 3-dimensional signage is used to clearly identify spaces and enhance and unify the streetscape and urban core. A variety of colors, types, materials and techniques is encouraged in order to contribute to the liveliness of the urban environment.

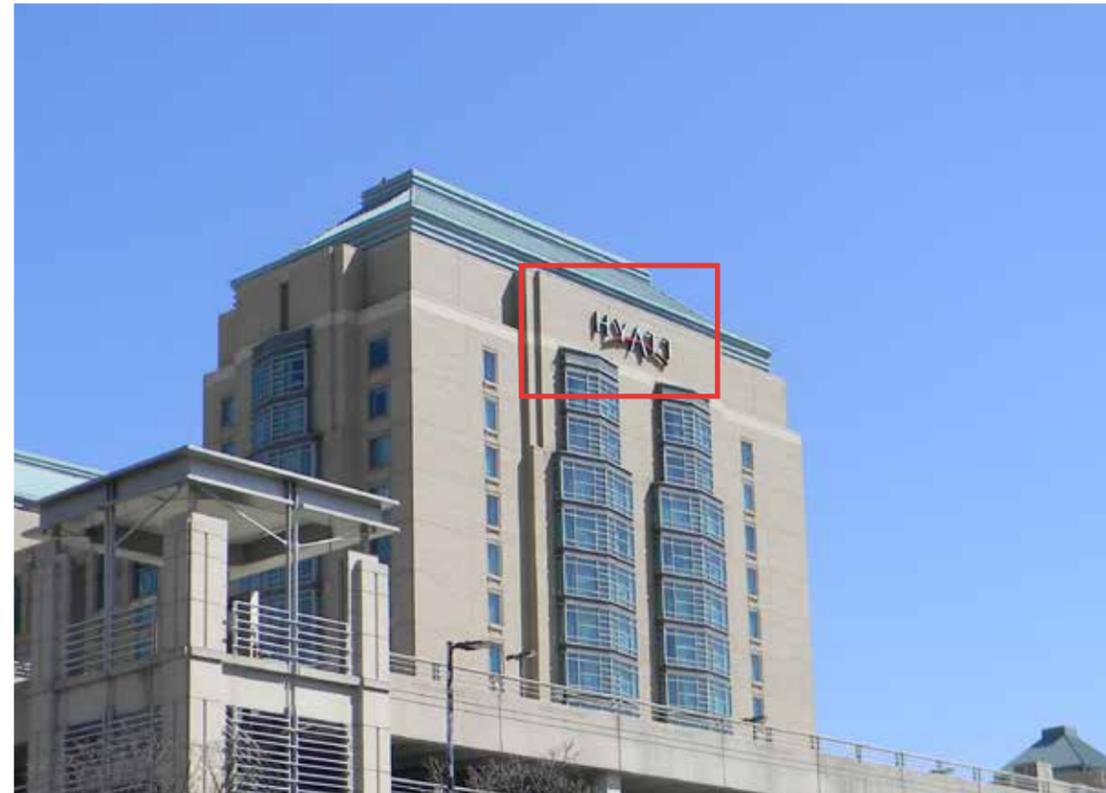
### SIGN TYPES

Reston Town Center Hotel and Residential Tenant signage includes the following:

- D.1 - TOP OF BUILDING SIGN (HOTEL)
- D.2 - AWNING SIGN (HOTEL)
- D.3 - FREESTANDING PYLON (HOTEL)
- D.4 - DIRECTIONAL SIGN (HOTEL)
- D.5 - AMENITIES SIGN (HOTEL)
- D.6 - RESIDENTIAL ENTRY
- D.7 - RESIDENTIAL STREET LEVEL ID



SIGN TYPE D.1



SIGN TYPE D.1

DESCRIPTION

Hotel logotype mounted at top of building (allowable on two separate elevations.) Sign area of 200 square feet maximum on each of two separate elevations.

MESSAGES

D.1 - Tenant Name and Logo

AREA

D.1 - 200 SF maximum area per sign



**SIGN TYPE D.2a (front of awning)**



**SIGN TYPE D.2b (side of awning)**

DESCRIPTION

Logo screened on the front and two sides of canopy at secondary pedestrian entries to the hotel. Refer to guidelines for storefront (retail) canopy signs. Signage at street level.

MESSAGES

D.2a - HYATT

D.2b - HYATT

AREA

D.2a - 4.5 SF each

D.2b - 3.3 SF each



SIGN TYPE D.3



SIGN TYPE D.4a



SIGN TYPE D.4b

DESCRIPTION

Sign type D.3 is a double sided identity sign. The design and tenant is subject to change.

Sign type D.4a is a single sided directional sign. The design and tenant is subject to change.

Sign type D.4b is a directional plaque mounted to the entrance gate at the hotel main drop-off.

All signage is at street level.

MESSAGES

D.3 - HYATT REGENCY RESTON

D.4a - HYATT PARKING

D.4b - ENTRANCE ONLY

AREA

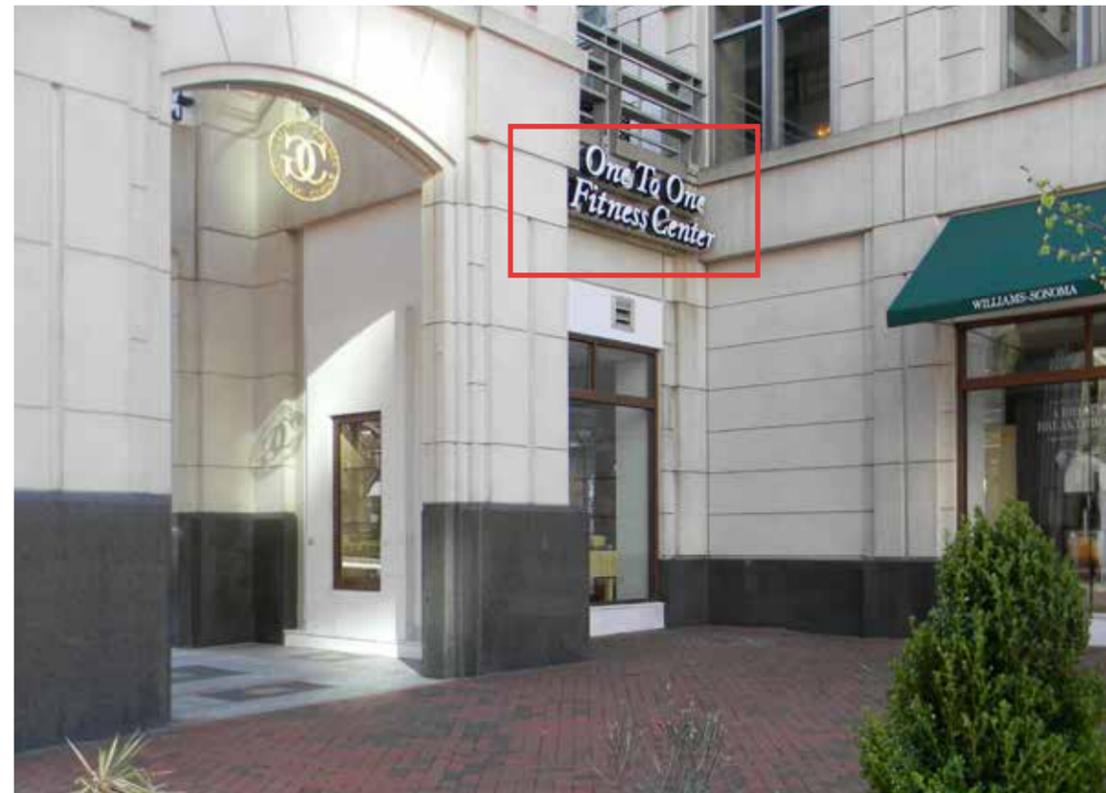
D.3 - 47.8 SF each (11'1/2" w x 4'4" h)

D.4a - 22.8 SF each (3'4 1/2" w x 6'9" h)

D.4b - 1.25 SF each (1'6" w x 9" h)



SIGN TYPE D.5a



SIGN TYPE D.5b



SIGN TYPE D.6 - Example (for illustrative purposes only)



SIGN TYPE D.6 - Example (for illustrative purposes only)

DESCRIPTION

D.5 Dimensional letters facing north and south above the balcony of the hotel. Signage is visible from the street; mounted at or above second level of the building. There is an additional identity sign below the balcony on the North side of the hotel. This sign is mounted at street level.

D.6 Residence name or logo on canopy above entrance. Signage is mounted at street level.

D.7 Residence name, logo or address on a building mounted plaque. Signage is mounted at street level.

MESSAGES

D.5a - ONE TO ONE FITNESS

D.5b - ONE TO ONE FITNESS CENTER

D.6 - (future messages will vary)

D.7 - 11910 MARKET STREET

\*All current messages/tenants subject to change.

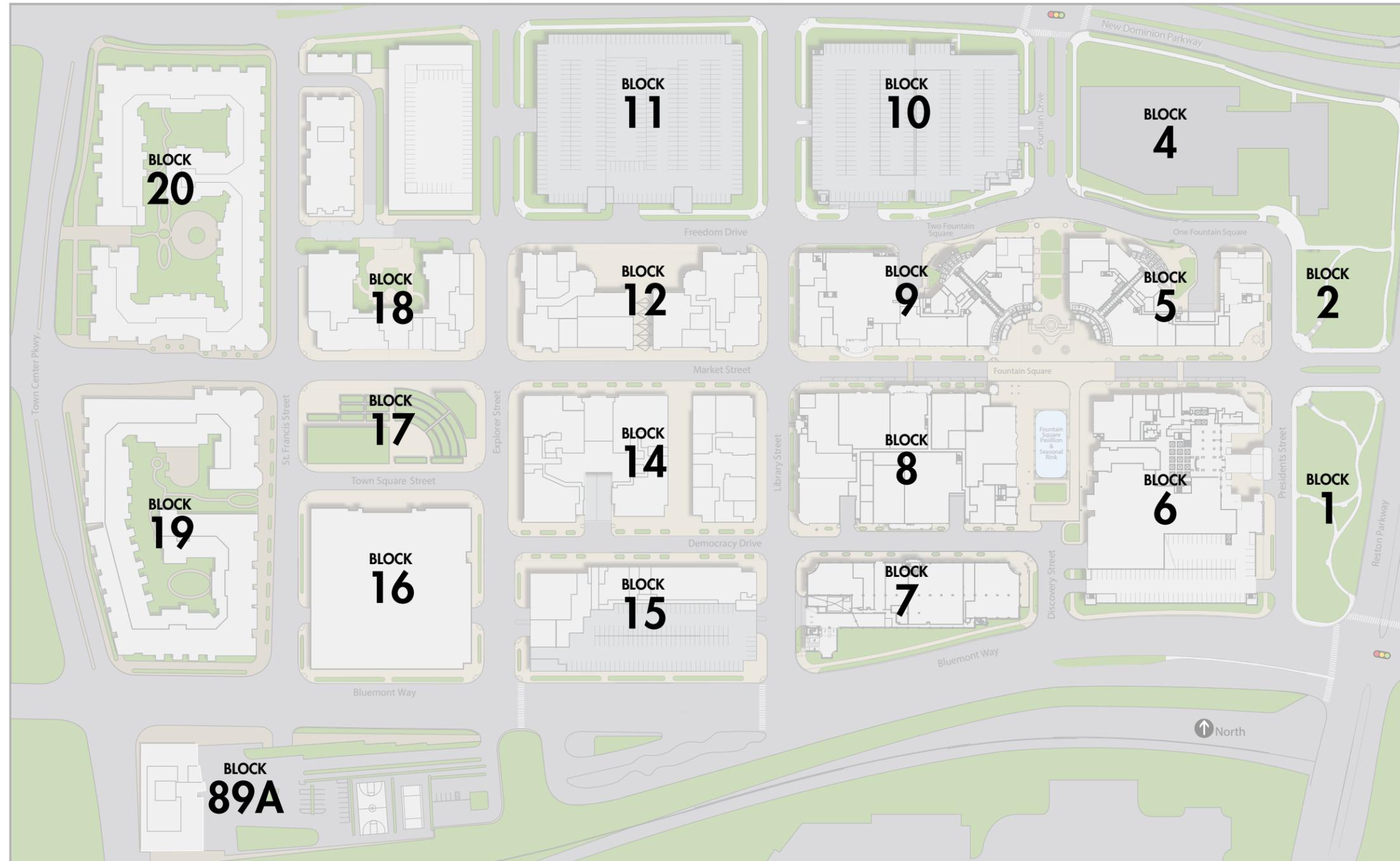
AREA

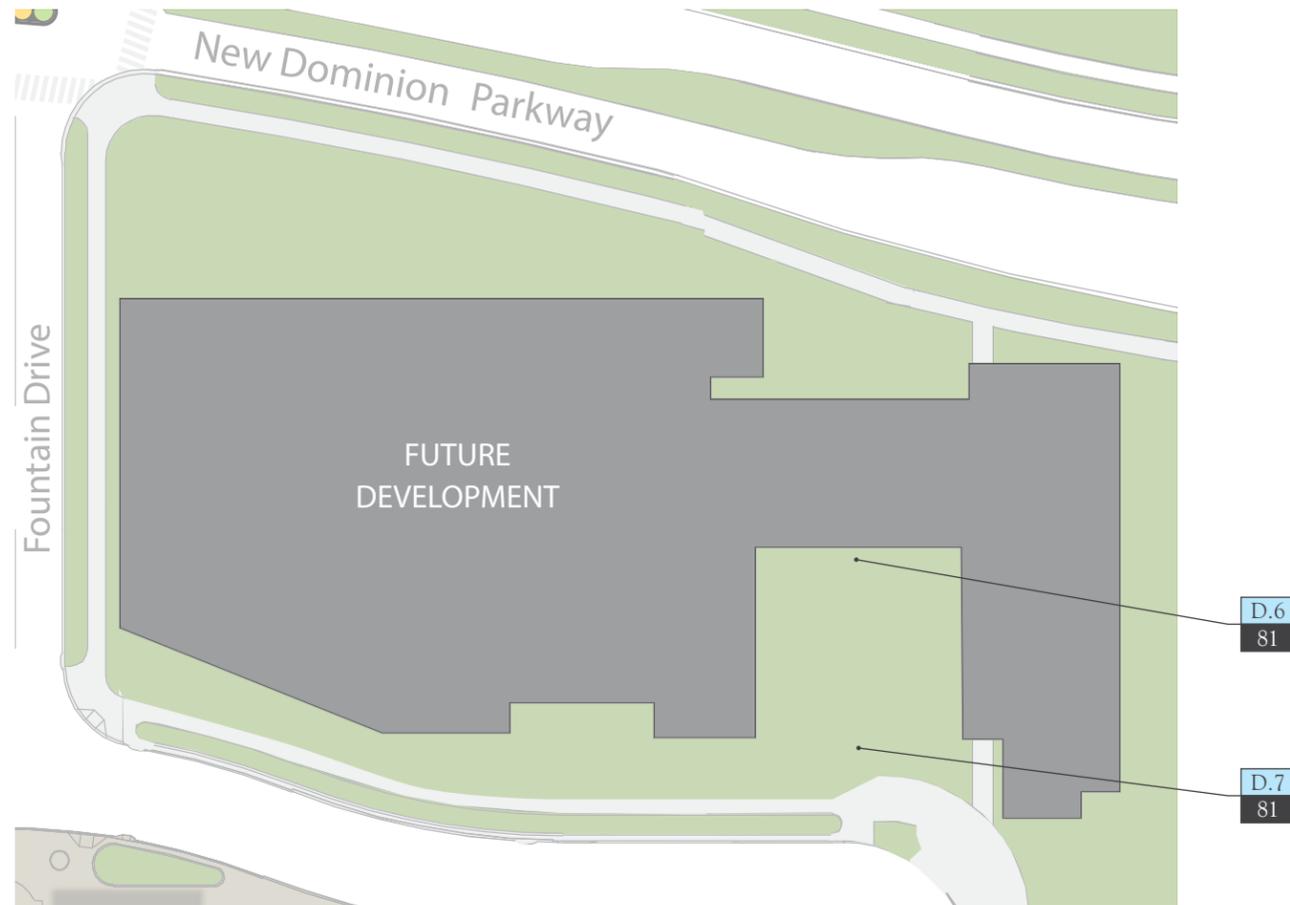
D.5a - 12.9 SF each

D.5b - 24.1 SF each

D.6 - Maximum 25 SF each

D.7 - Maximum 3 SF each





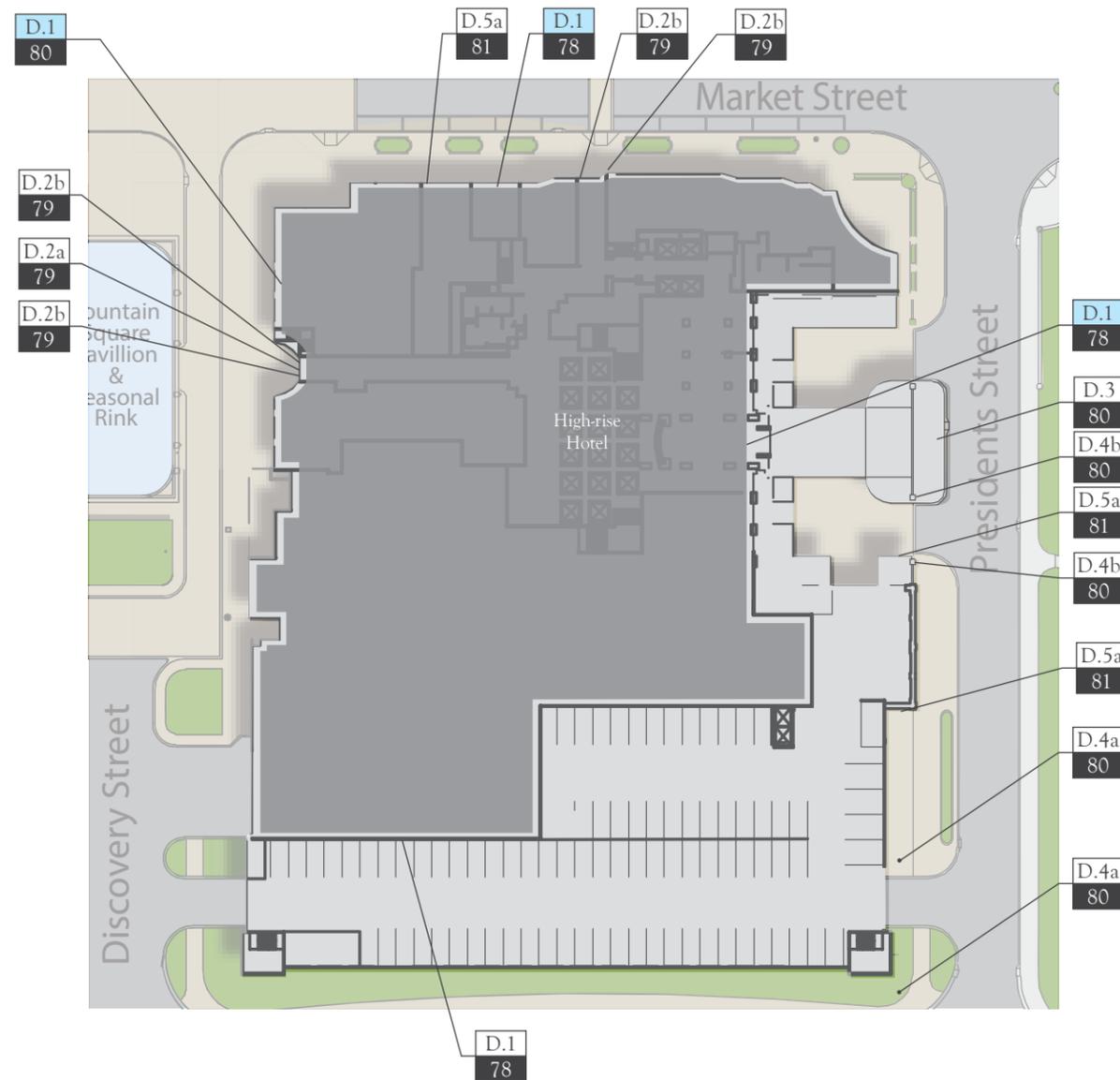
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Residential Entry	D.6	0	0	0	1	25	25
Residential Street Level ID	D.7	0	0	0	1	3	3
Site Signage Totals:				0	+	28	= 28



D.1 — sign type  
78 — detail reference page

D.6  
81

\*Signs in **blue** denote potential future locations.



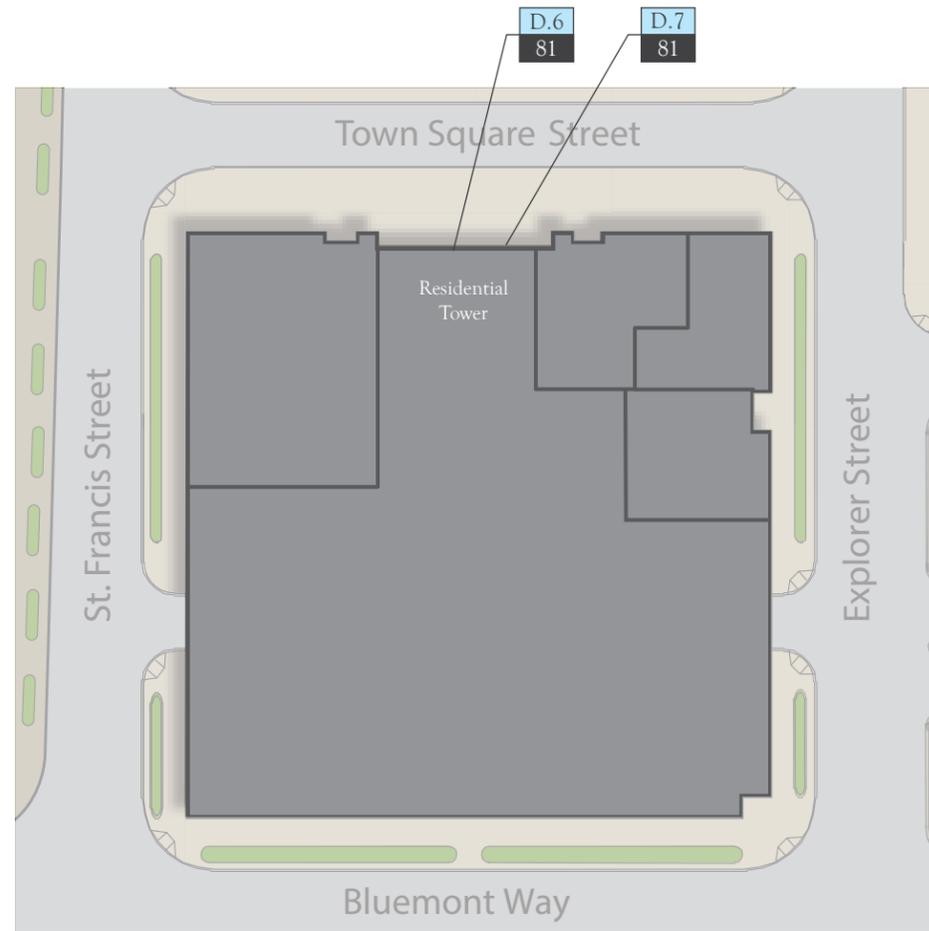
Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Top of Building Sign	D.1	1	91.6	91.6(200 allowed)	1	200 + 108.4	400
Hotel Awning Sign (Front)	D.2a	1	4.5	4.5	0	0	4.5
Hotel Awning Sign (Side)	D.2b	4	3.3	13.2	0	0	13.2
Hotel Identity Sign (Freestanding)	D.3	1	47.8	47.8	0	0	47.8
Hotel Directional Signage (Freestanding)	D.4a	2	22.8	45.6	0	0	45.6
Hotel Directional Signage (Plaque)	D.4b	2	1.25	2.5	0	0	2.5
Hotel Amenities Sign (Fitness Primary)	D.5a	2	12.9	25.8	0	0	25.8
Hotel Amenities Sign (Fitness Secondary)	D.5b	1	24.1	24.1	0	0	24.1
Site Signage Totals:				255.1	+	308.4	= 563.5 sq ft



D.1 - sign type  
78 - detail reference page

D.1  
78

\*Signs in blue denote potential future locations. Please note that all other signs shown on location plan are existing.  
\*\*Sign Type D.1 - See chart for allowable quantity of 2 per high or low-rise building, on two separate building faces. Plan shows possible locations including all building faces.



Sign Name	Sign Type	Existing Quantity	Sq Ft (per Sign)	Existing Sq Ft Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Residential Entry	D.6	0	0	0	1	25	25
Residential Street Level ID	D.7	0	0	0	1	3	3
Site Signage Totals:				0	+	28	= 28



D.1 - sign type  
78 - detail reference page

D.6  
81

\*Signs in **blue** denote potential future locations.

SECTION 5 PARKING SIGNAGE

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### SIGNAGE CONCEPTS

Parking garage and loading dock identification, and parking directional are clearly displayed to direct visitors and deliveries.

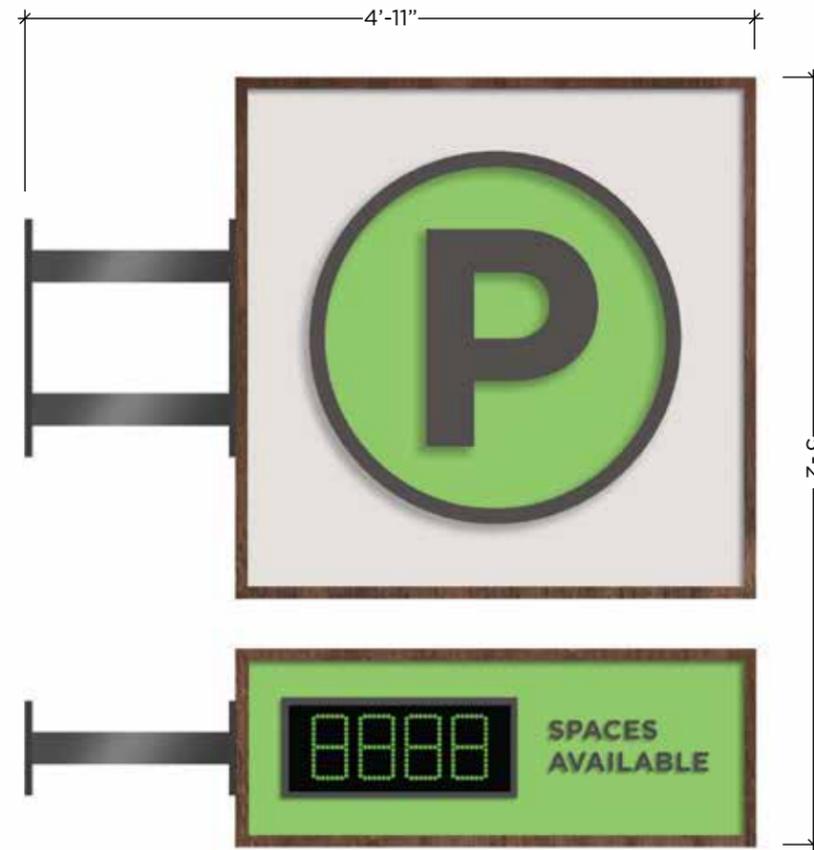
### SIGN TYPES

Reston Town Center parking garage and loading dock signage includes the following:

- E.1 - PROJECTING ID BLADE SIGN
- E.2 - FREESTANDING IDENTITY
- E.3 - BUILDING MOUNTED SIGN
- E.4 - PARKING DIRECTIONAL
- E.5 - GARAGE DIRECTORY MAP
- E.6 - PARKING MANAGEMENT SIGN  
*(future, E.6 sign not illustrated)*



SIGN TYPE E.1



FUTURE SIGN TYPE E.1

DESCRIPTION

Building mounted projecting blade signs, with painted metal and acrylic. The signage is visible from the street; mounted at or slightly above street level.

MESSAGES

E.1 - PARK

\*Messages subject to change.

AREA

E.1 - 40 SF each



SIGN TYPE E.2

DESCRIPTION

Freestanding painted metal pylon to identify the garage entrance. The sign is at street level and may be illuminated.

MESSAGES

PARK

AREA

E.2 - 36 SF each

\*Sign height may not exceed 14'



FUTURE SIGN TYPE E.2



SIGN TYPE E.3



SIGN TYPE E.3

DESCRIPTION

Building mounted Garage Entrance and Exit Signs identify drive lanes in and out of the garages. The signage is visible from the street; mounted at or slightly above street level.

E.3 - Internally illuminated sign box mounted to Garage entry portal.

MESSAGES

E.3 - GARAGE FULL/  
CLEARANCE

\*Message subject to change based on location, clearance, etc.

AREA

E.3 - 15 SF each



**SIGN TYPE E.4a**



**SIGN TYPE E.4b**



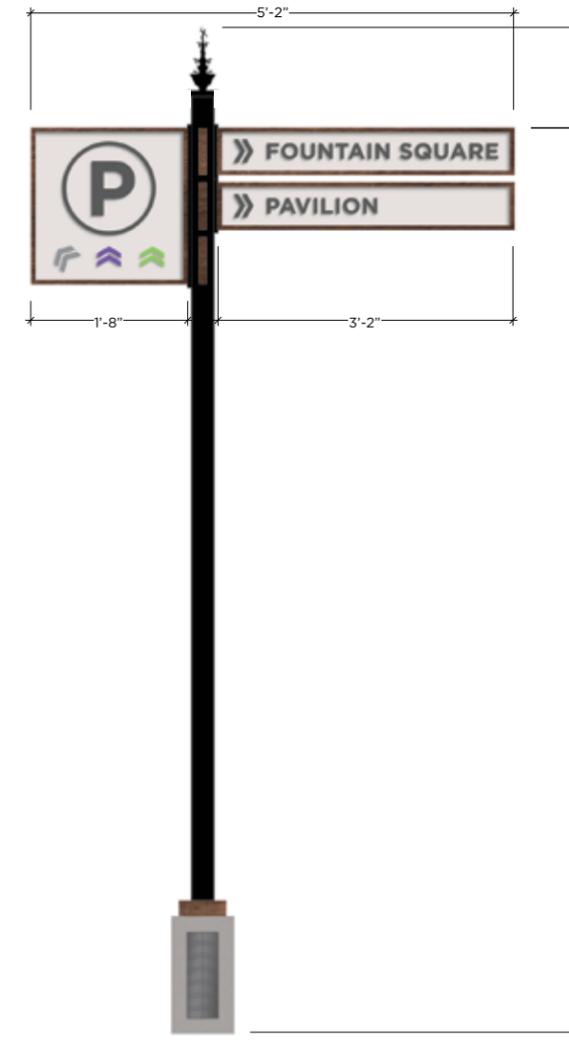
**SIGN TYPE E.4c**



**FUTURE SIGN TYPE E.6 -Example (for illustrative purposes only)**



**FUTURE SIGN TYPE E.5**



**FUTURE SIGN TYPE E.4**

### DESCRIPTION

E.4a-c - Existing Freestanding Parking and Deliveries directional sign, painted metal panel with applied vinyl message to identify the path to the garage entries. The sign is at street level.

E.4 - Future Freestanding directional pole sign to guide visitors to their destination.

E.5 - Directory sign with garage and Town Center plan, guiding patrons to their destination as they exit the garage.

E.6 - Building mounted Parking Management Display Sign, displaying regulations and fees. (Sign not shown)

### MESSAGES

P, Town Center Map, Parking Management Display

\* Messages subject to change.

### AREA

E.4a - 16 SF each (sign panel only)

E.4b - 16 SF each (sign panel only)

E.4c - 20 SF each (sign panel only)

E.4 - 16 SF (sign panels only - calculation based on maximum message panels, 4 sides)

E.5 - Maximum 16 SF each

E.6 - Maximum 10 SF each



**FUTURE SIGN TYPE E.7 -Examples  
(for illustrative purposes only)**

DESCRIPTION

If an area within Reston Town Center is utilized for bike share or car share stations, signage will exist to identify and inform the user.

E.7 - Freestanding sign box - can be internally illuminated.

MESSAGE

E.7 - \*Message based on vendor content, etc.

AREA

E.7 - 25 SF each



See Section 7, page 98, for Site Signage limitations based on site distance analysis.



Sign Name	Sign Type	Existing Quantity	Sq. Ft. (per sign)	Sq. Ft. Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Projecting Identity Blade Sign	E.1	2	40	80	12	480	560
Freestanding Parking Identity	E.2	2	36	72	5	180	252
Building Mounted Sign (Entry/Exit)	E.3	5	15	75	6	90	165
Parking Directional (Future)	E.4	0	16	0	5	80	80
Parking Directional	E.4a	3	16	48	0	0	48
Parking Directional	E.4b	1	16	16	0	0	16
Parking Directional	E.4c	1	20	20	0	0	20
Garage Directory Map ("you are here")	E.5	0	9	0	9	81	81
Parking Management Display Signs	E.6	0	10	0	8	80	80

311 sq ft + 991 = 1,302

E.1 - sign type  
88 - detail reference page

RTC Buildings  
RTC Garages

\*Signs in blue denote potential future locations.  
\*Sign type E.5 is located inside garage at pedestrian exits.

SECTION 6 TEMPORARY SIGNS

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DESCRIPTION

Banner spanning street curb-to-curb secured to buildings. Perforated to allow wind tolerance. Two total. Maximum 4 weeks prior to event. Banners are visible from the street; hung at or above the surrounding buildings second level.

MESSAGES

Event information.

AREA

F.1 - Maximum 225 SF each

\* Any signs/banners that are projecting over roadways (especially fire lanes) must have a minimum vertical clearance of 15 feet.



SIGN TYPE F.2a

## DESCRIPTION

**F.2a,b** - Vertical fabric banners secured top and bottom to extension arms from standard Reston street light poles. F.2a are double banners mounted to pole (as shown in photo), F.2b is a single banner hung from light pole. Banners are hung a minimum of 7 feet from the finished grade of the pedestrian walkway surfaces, and are seasonal in nature.

**F.3** - Fabric banner, secured top and bottom. Perforated to allow wind tolerance. Banner is visible from the street; hung at or above the surrounding buildings second level. As approved by the Design Review Board.

**F.4** - Temporary signage for sponsored events as approved by the Design Review Board.

## MESSAGES

Ornamental/seasonal graphic designs. Approved banners can remain for an entire season. Event promotion as approved by the Design Review Board.

## AREA

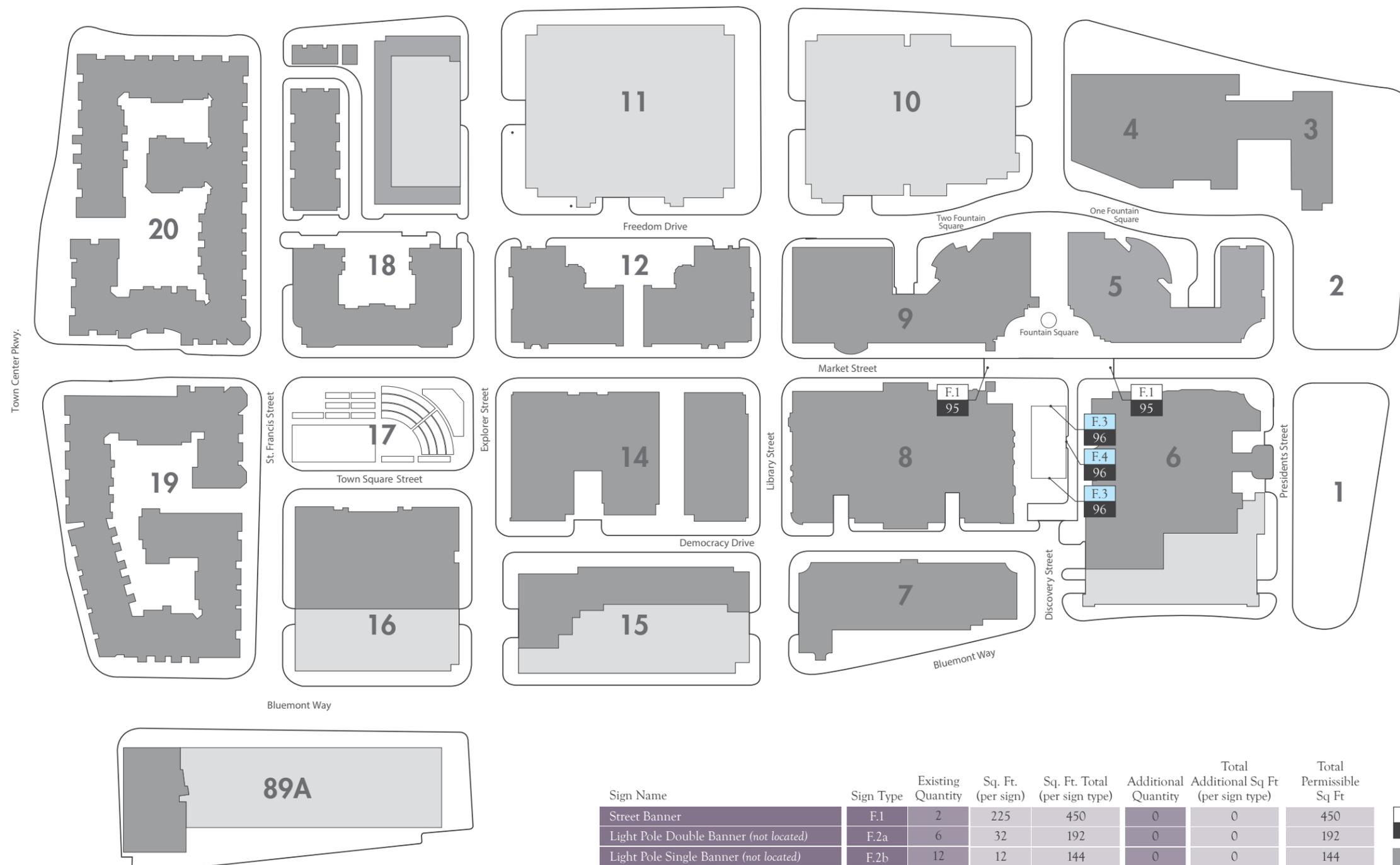
**F.2a** - 32 SF per pole

**F.2b** - 12 SF per pole

**F.3** - Maximum 225 SF each

**F.4** - Maximum 100 SF each

\* Any signs/banners that are projecting over roadways (especially fire lanes) must have a minimum vertical clearance of 15 feet.



Sign Name	Sign Type	Existing Quantity	Sq. Ft. (per sign)	Sq. Ft. Total (per sign type)	Additional Quantity	Total Additional Sq Ft (per sign type)	Total Permissible Sq Ft
Street Banner	F.1	2	225	450	0	0	450
Light Pole Double Banner <i>(not located)</i>	F.2a	6	32	192	0	0	192
Light Pole Single Banner <i>(not located)</i>	F.2b	12	12	144	0	0	144
Conservatory Banner	F.3	0	0	0	2	450	450
Sponsorship Signage	F.4	0	0	0	1	100	100
Site Signage Totals:				786	+	550	= 1,336

F.1 – sign type  
 95 – detail reference page  
 RTC Buildings  
 RTC Garages

\*Signs in blue denotes potential future locations.



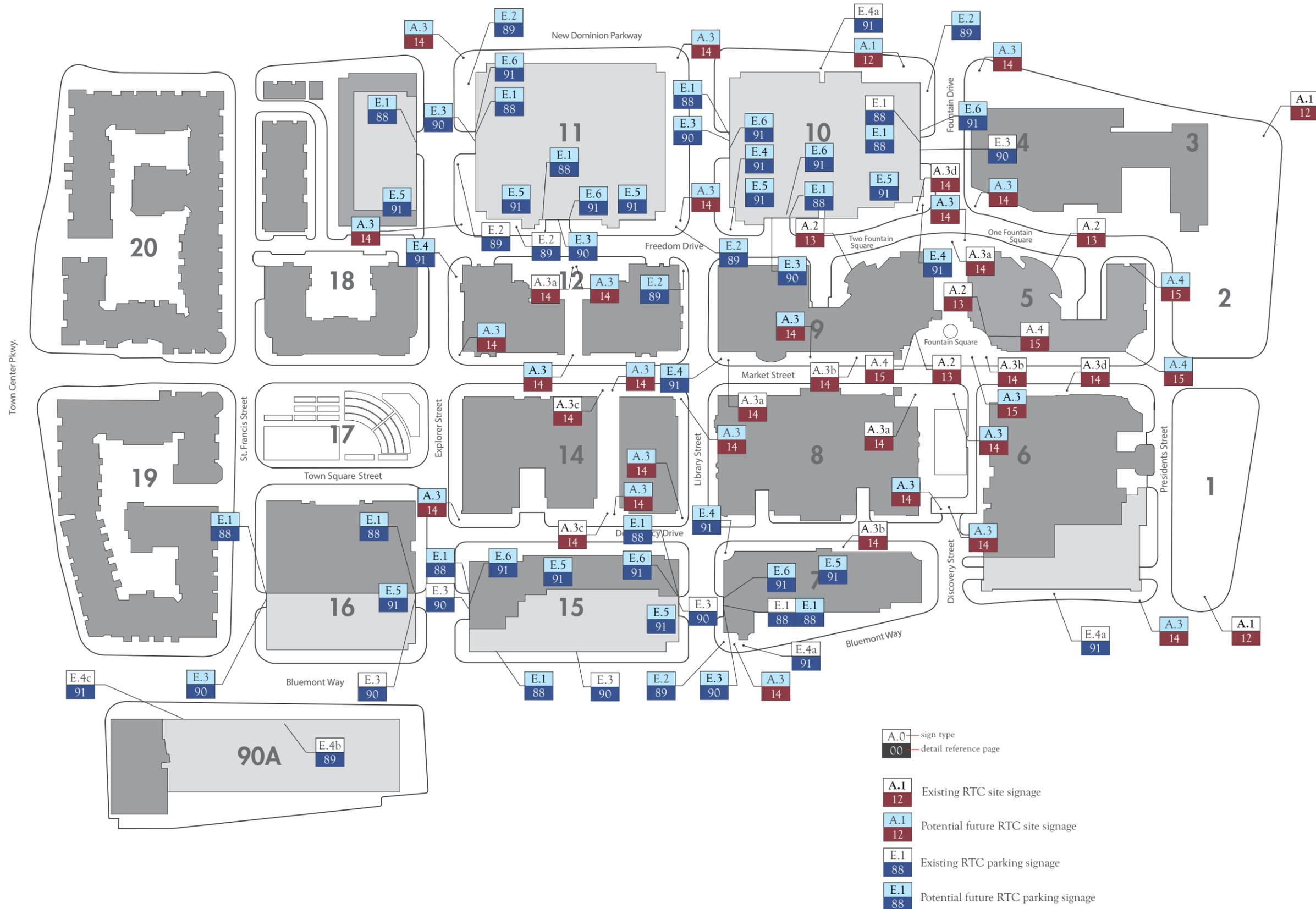
## SECTION 7 SITE DISTANCE

ANALYSIS EXHIBITS



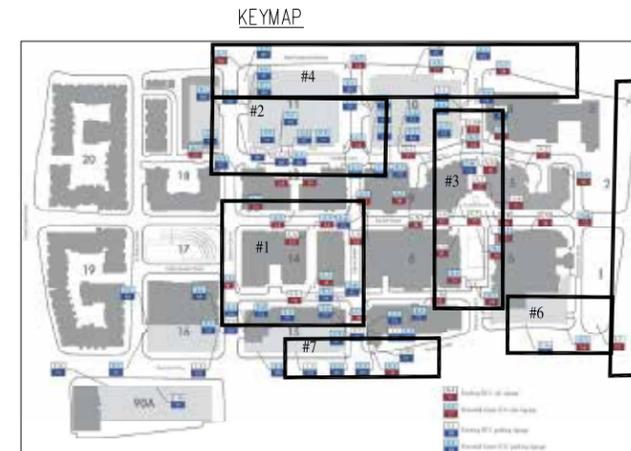
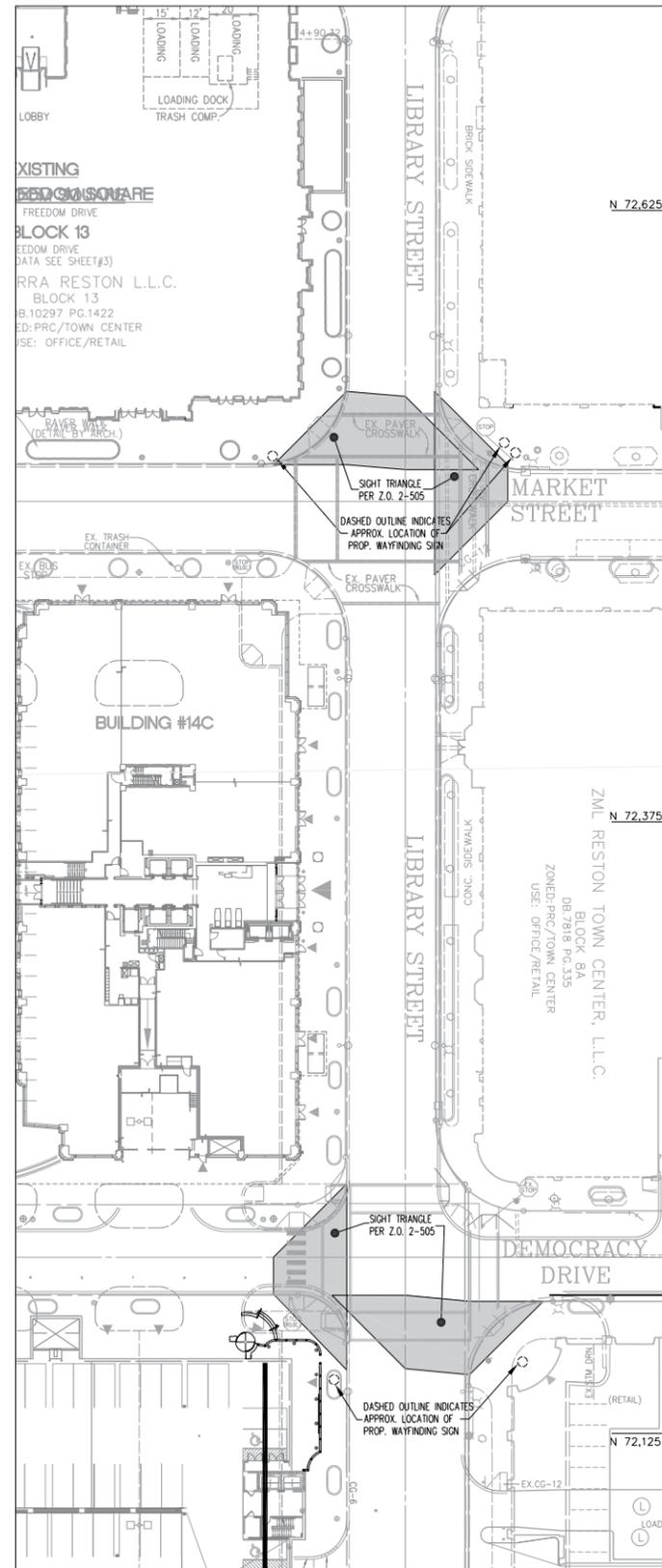
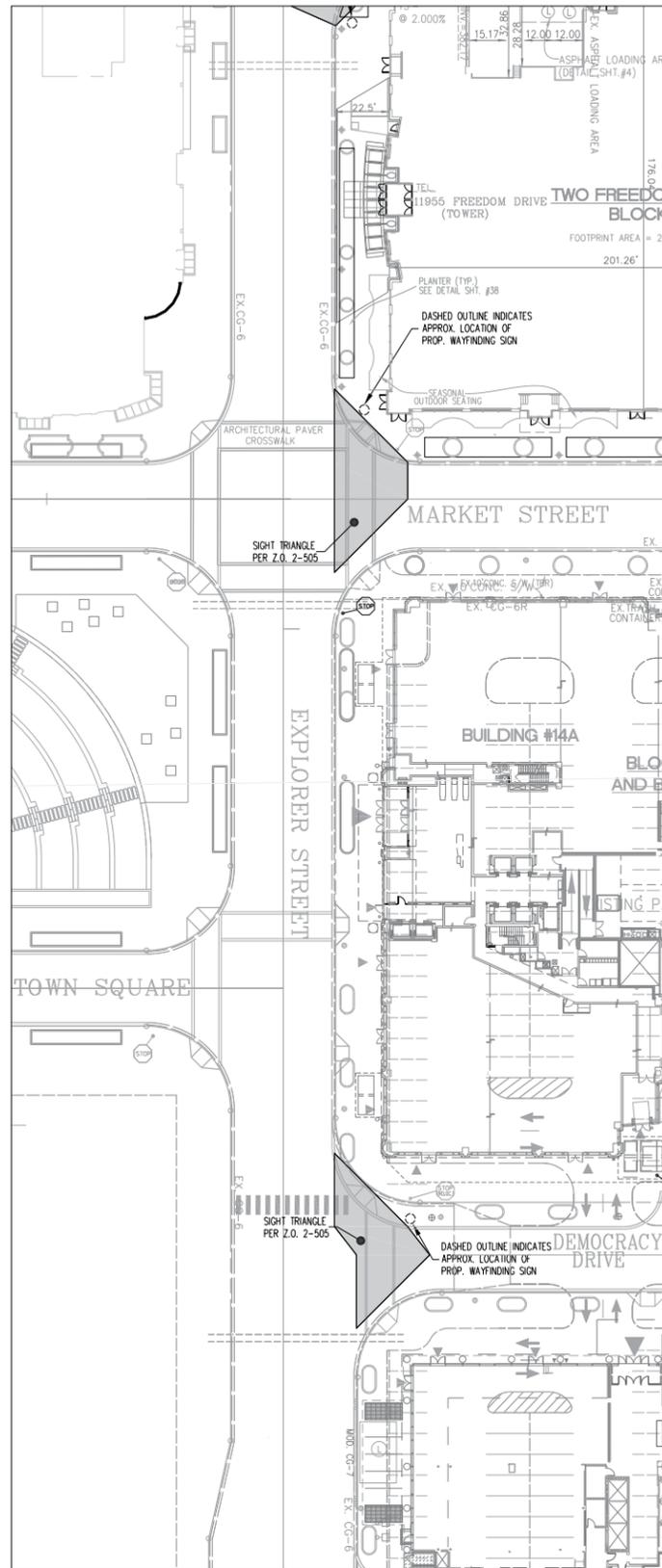
### COMBINED SITE SIGNAGE AND PARKING SIGNAGE PLAN

See individual location plans on pages 16 and 93 for further information.





SIGHT DISTANCE AREA #1



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

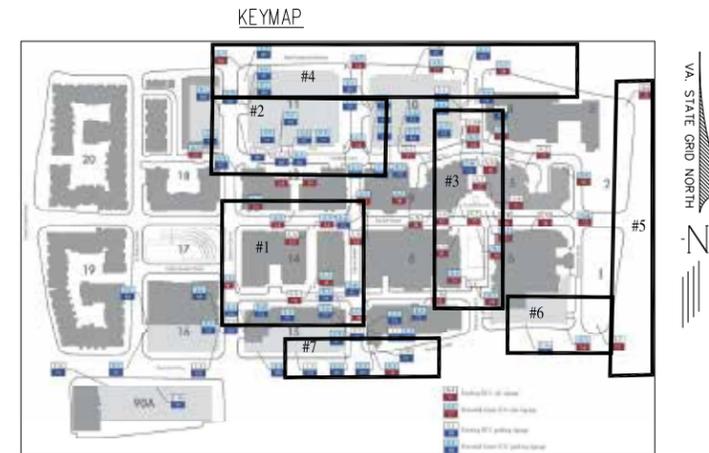
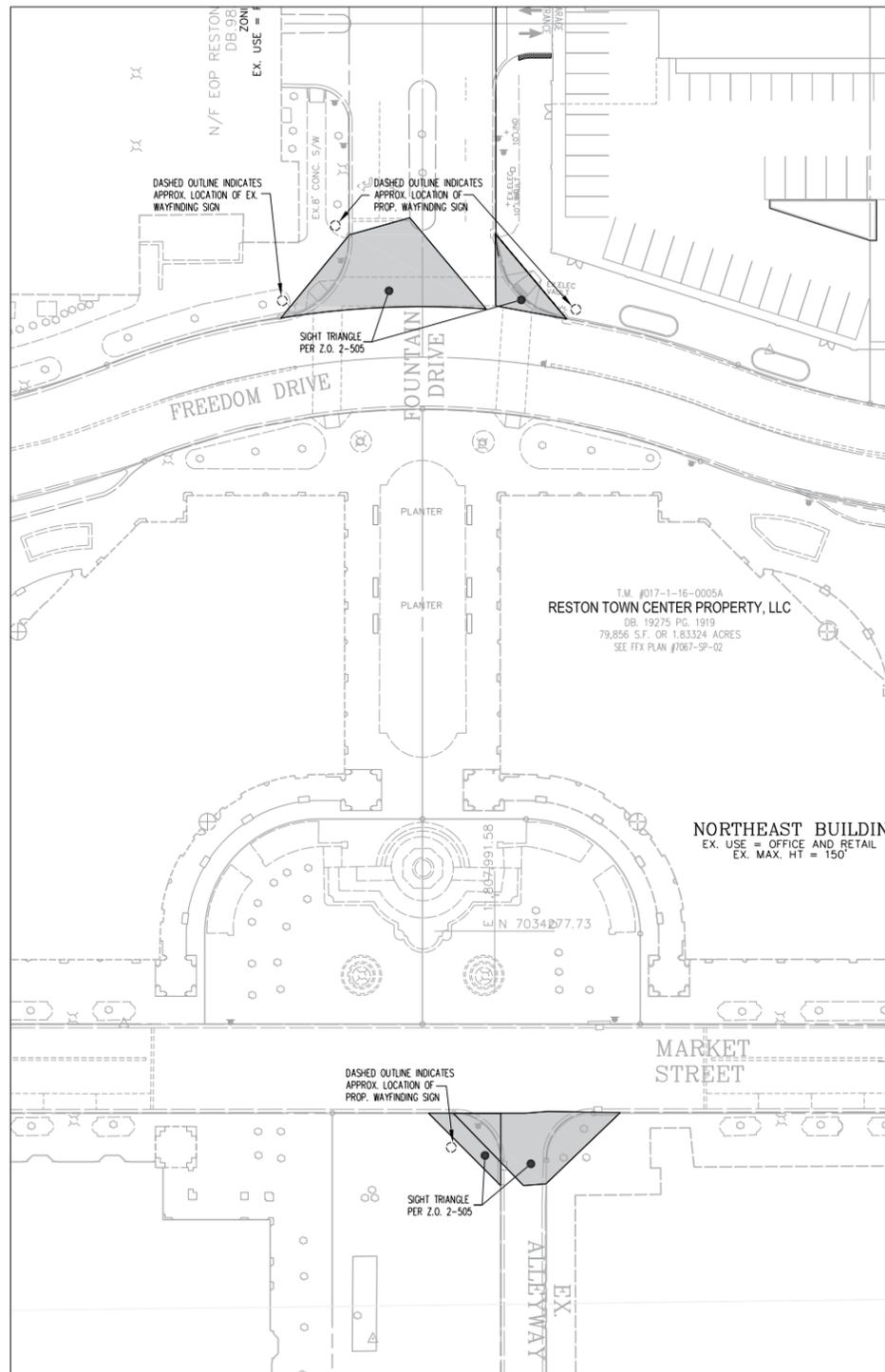
### NOTE:

- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.



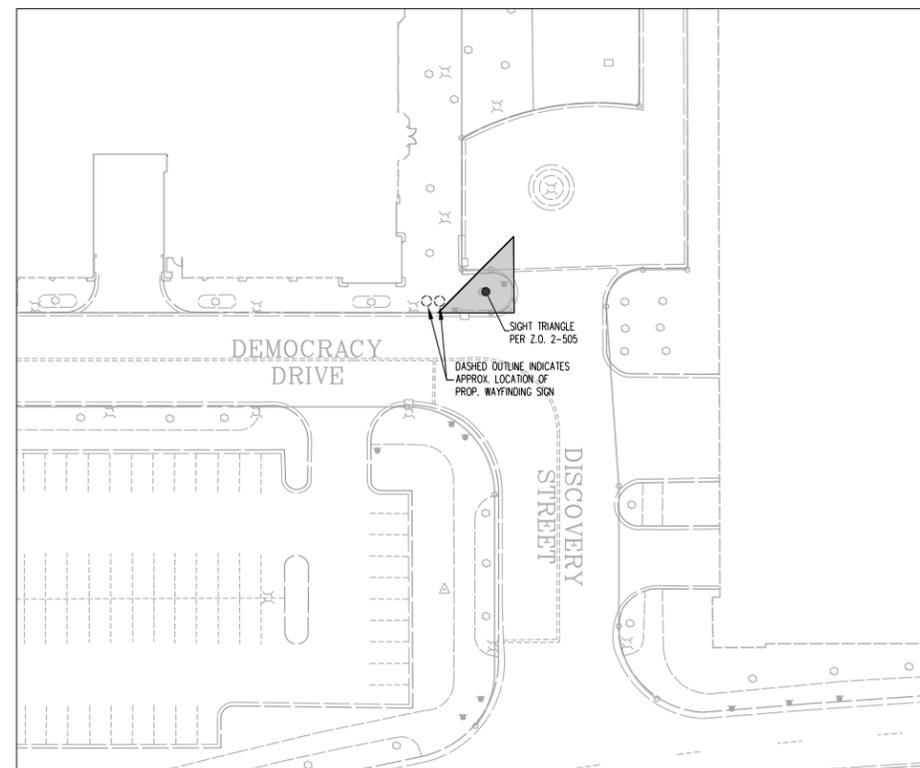


SIGHT DISTANCE AREA #3



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.



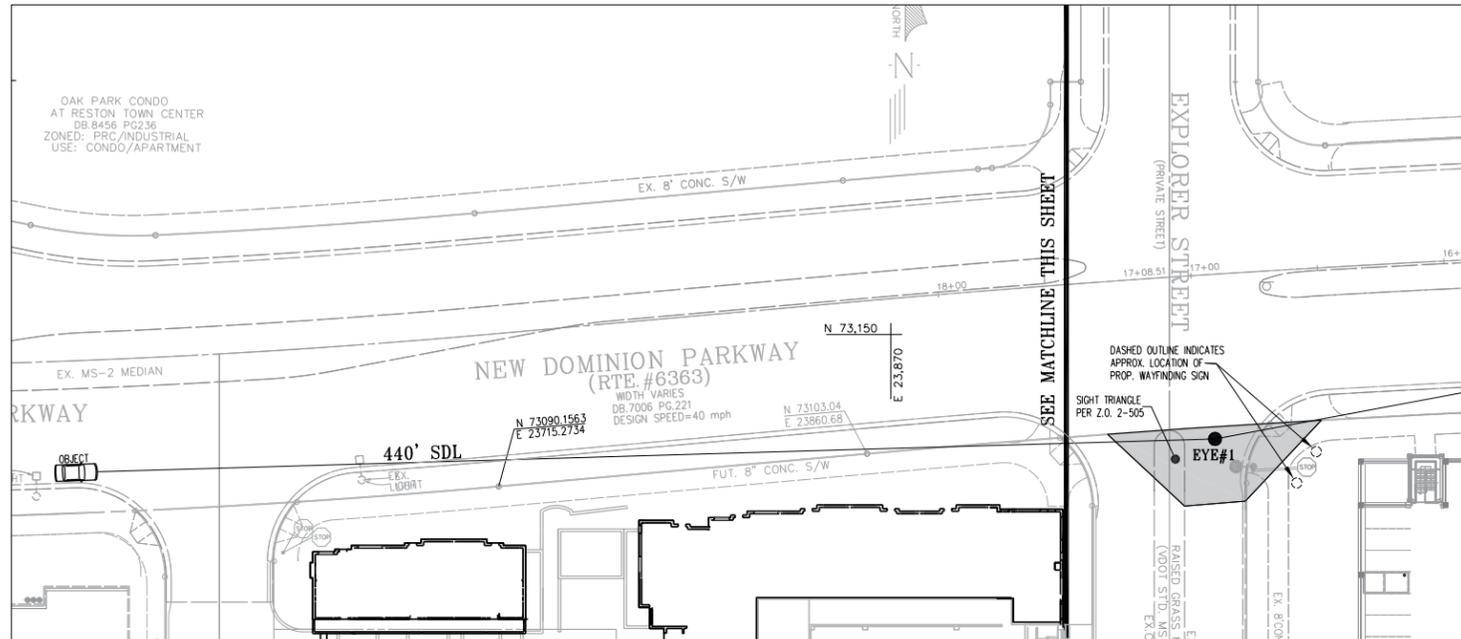
### NOTE:

- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.

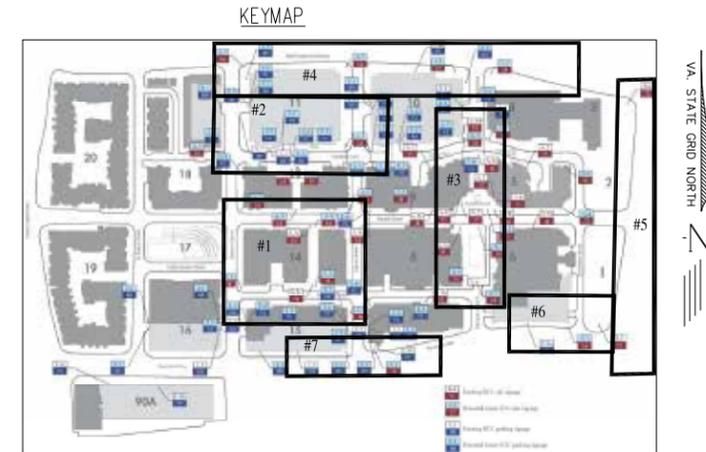
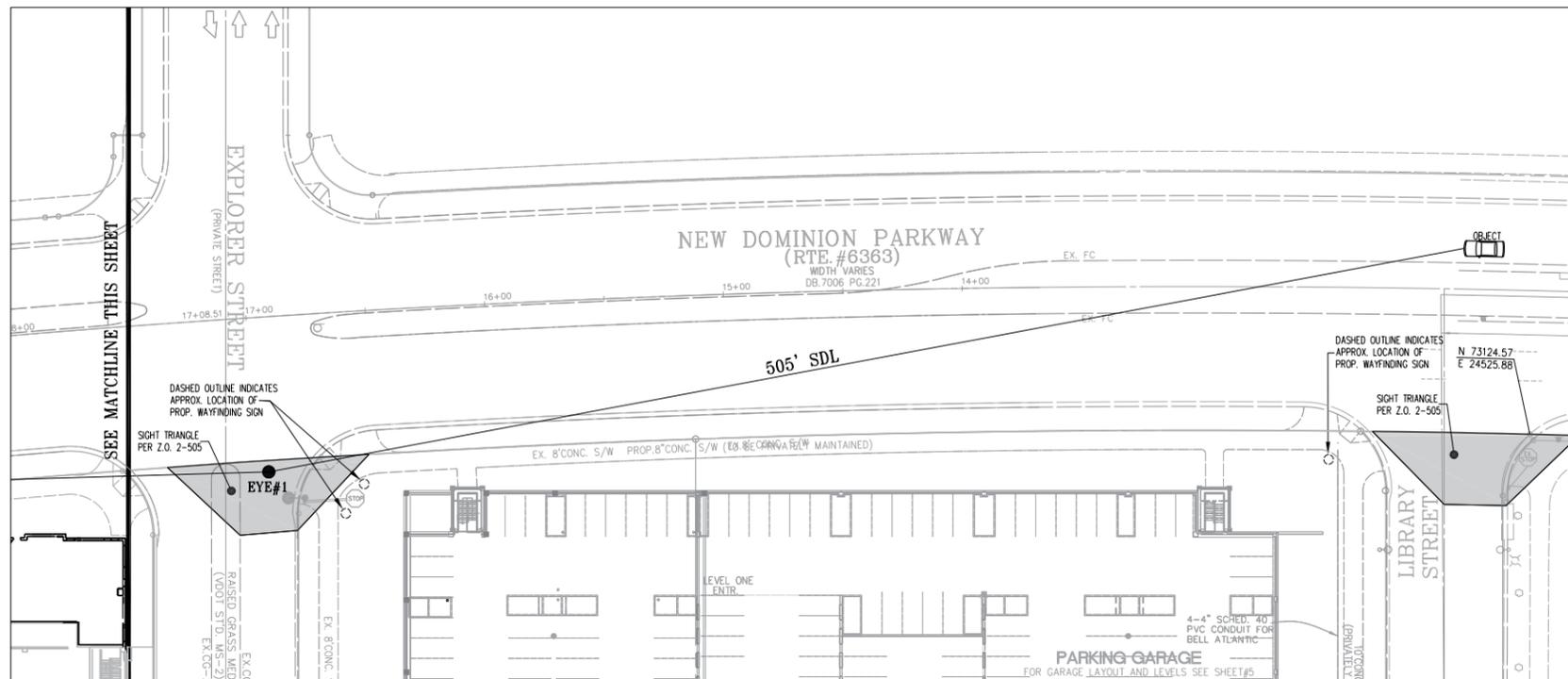


### SIGHT DISTANCE AREA #4

NORTH EXIT ONTO NEW DOMINION PARKWAY FROM EXPLORER STREET  
SIGHT DISTANCE LEFT (EYE #1)



NORTH EXIT ONTO NEW DOMINION PARKWAY FROM EXPLORER STREET  
SIGHT DISTANCE RIGHT (EYE #1)



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

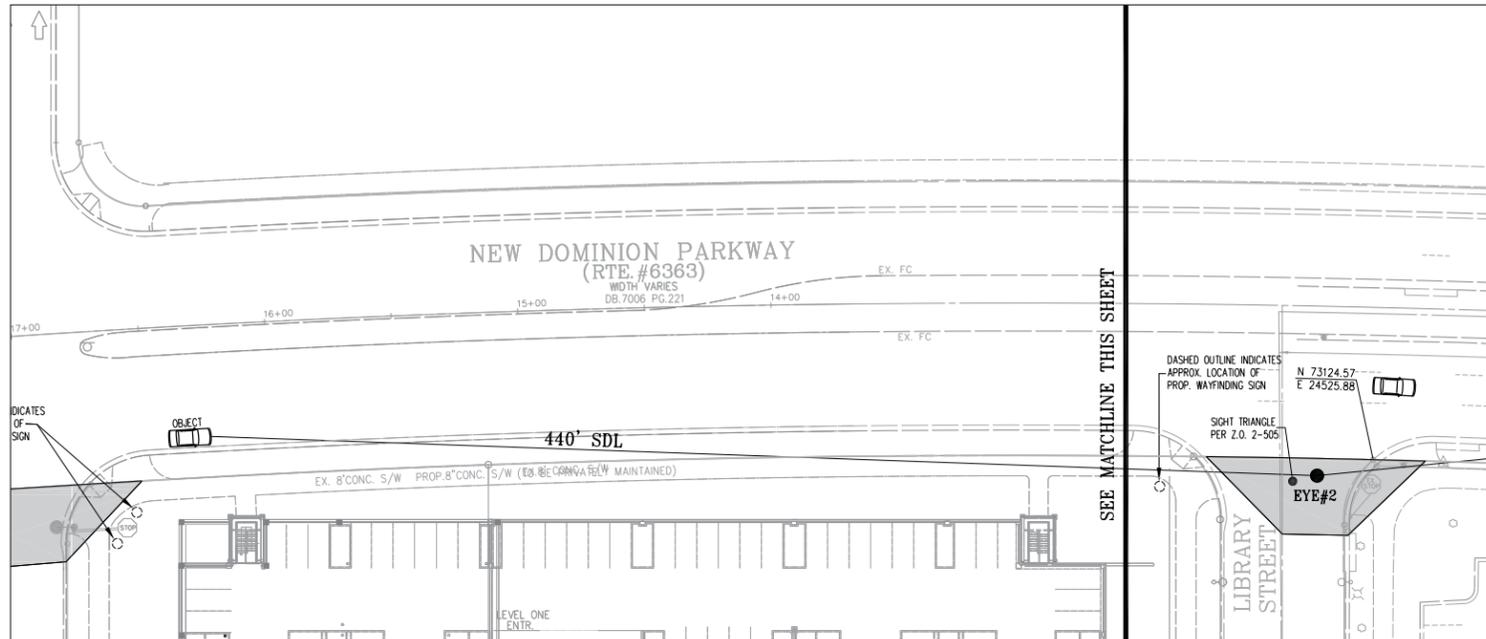
### NOTE:

- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.

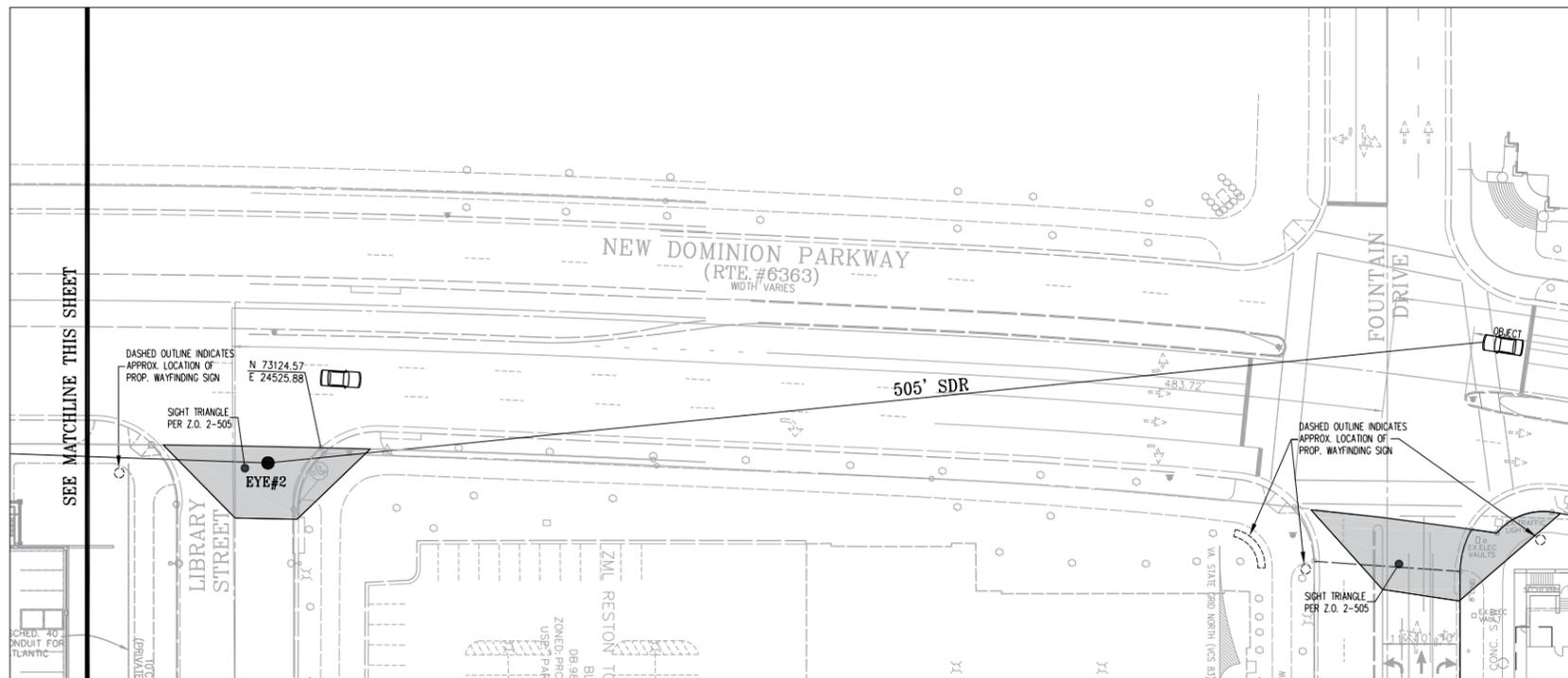


### SIGHT DISTANCE AREA #4

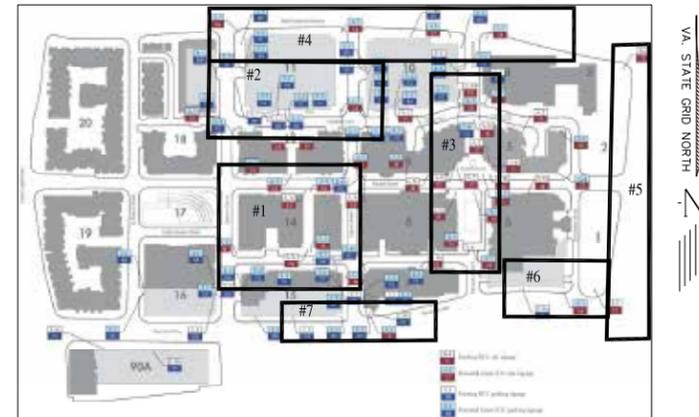
NORTH EXIT ONTO NEW DOMINION PARKWAY FROM LIBRARY STREET  
SIGHT DISTANCE LEFT (EYE#2)



NORTH EXIT ONTO NEW DOMINION PARKWAY FROM LIBRARY STREET  
SIGHT DISTANCE RIGHT (EYE #2)



KEYMAP



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

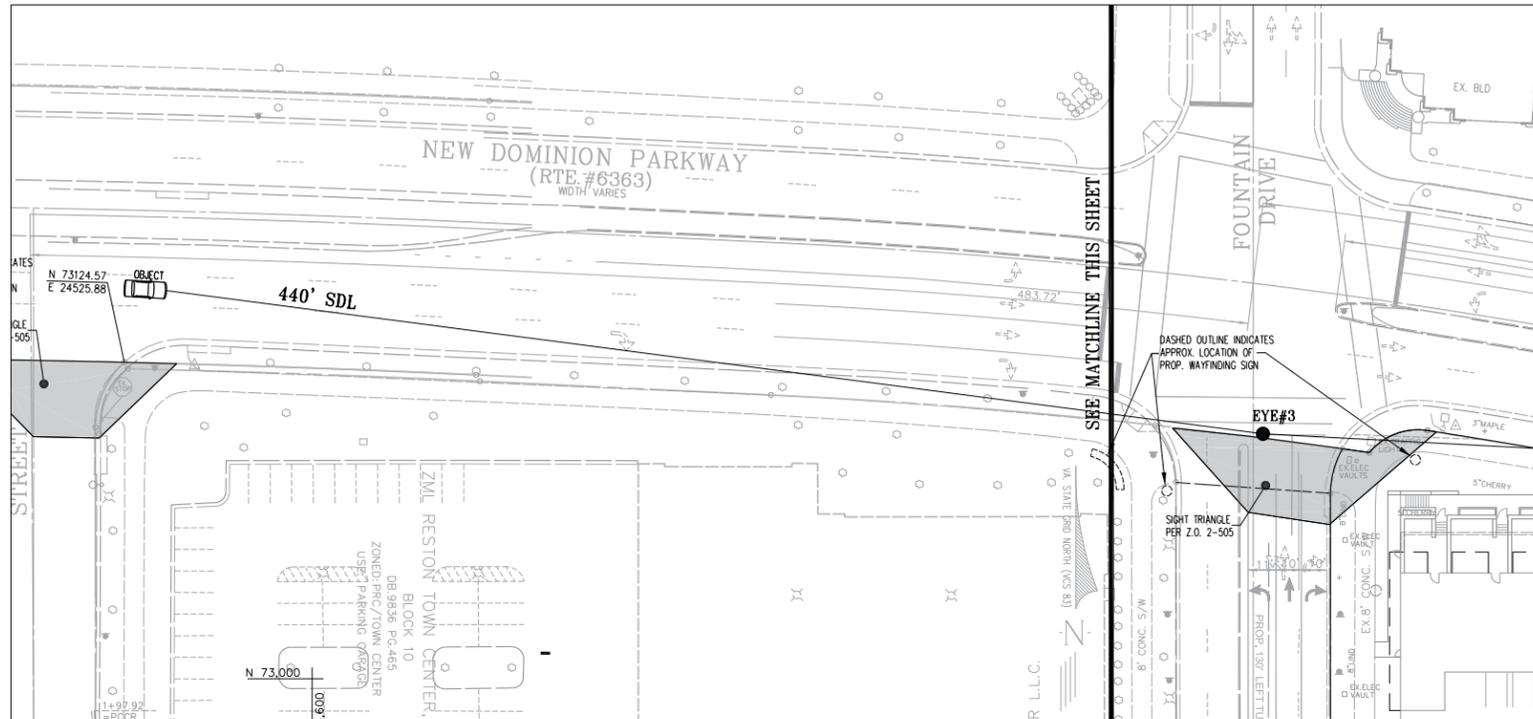
### NOTE:

- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.

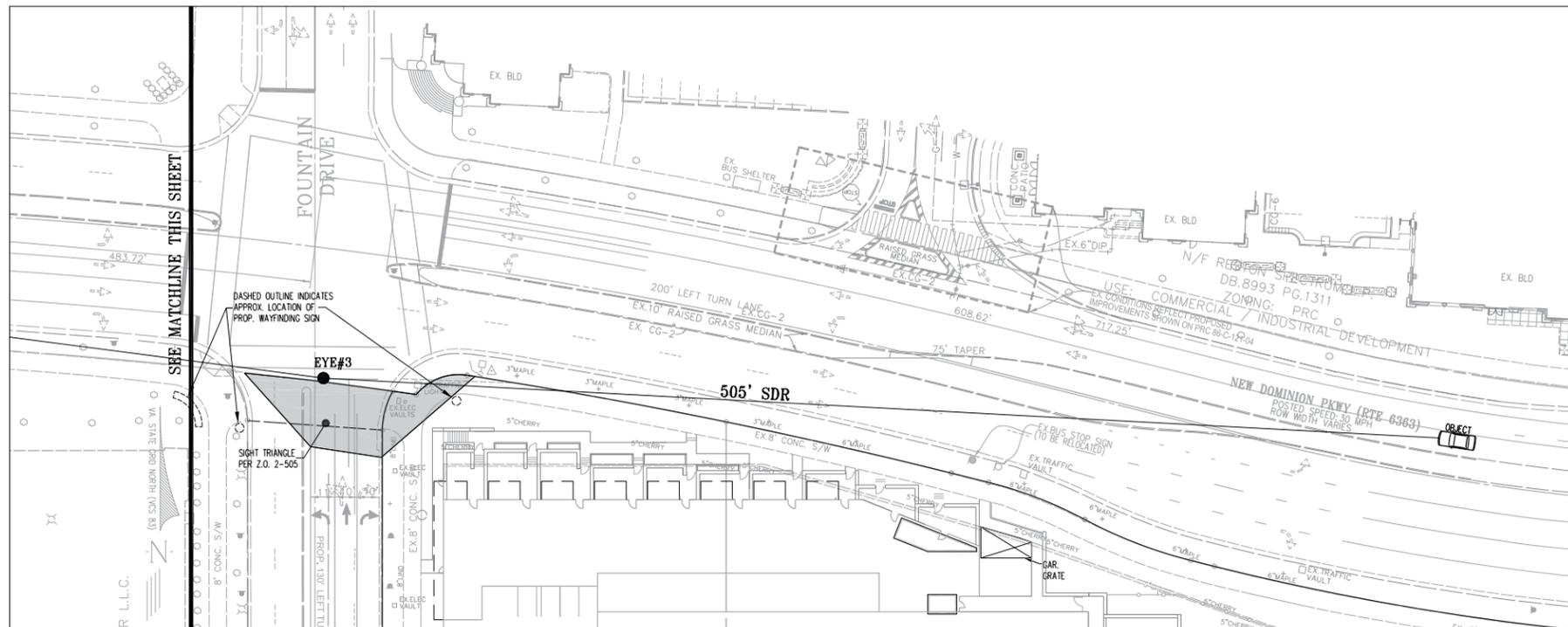


### SIGHT DISTANCE AREA #4

NORTH EXIT ONTO NEW DOMINION PARKWAY FROM FOUNTAIN DRIVE  
SIGHT DISTANCE LEFT (EYE #3)



NORTH EXIT ONTO NEW DOMINION PARKWAY FROM FOUNTAIN DRIVE  
SIGHT DISTANCE RIGHT (EYE #3)



FEBRUARY 05, 2016

KEYMAP



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

### NOTE:

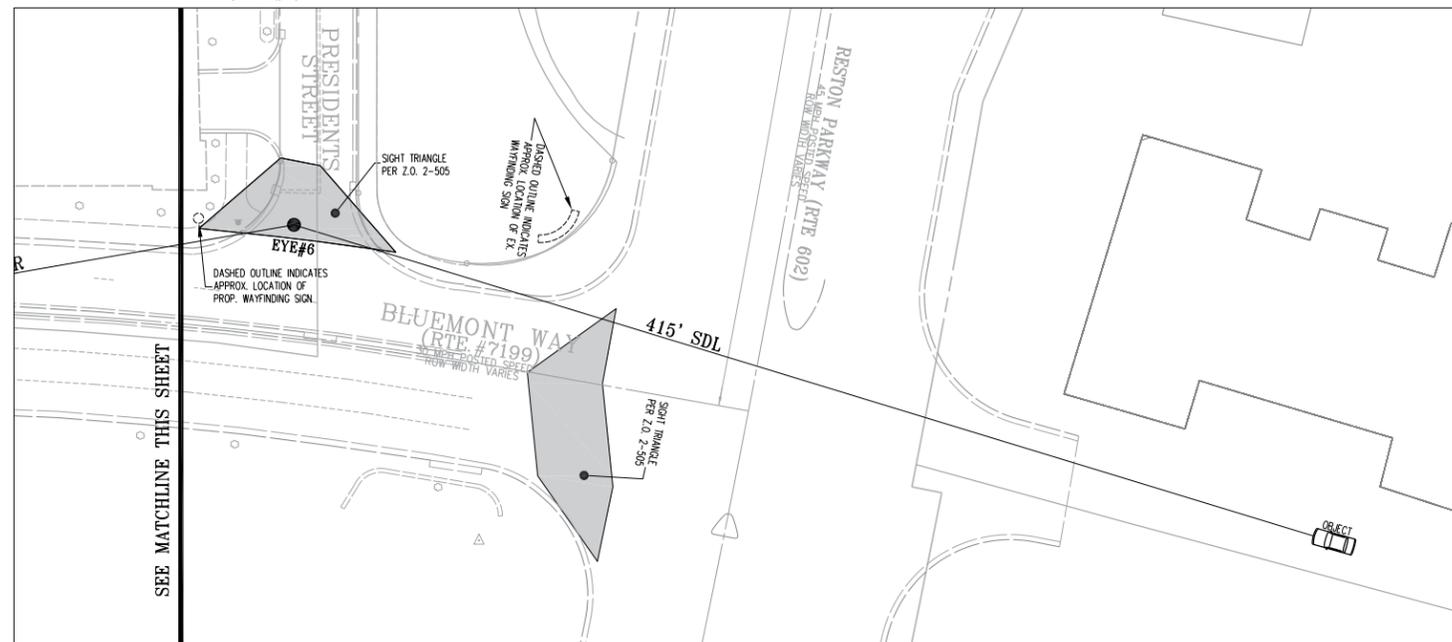
- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.



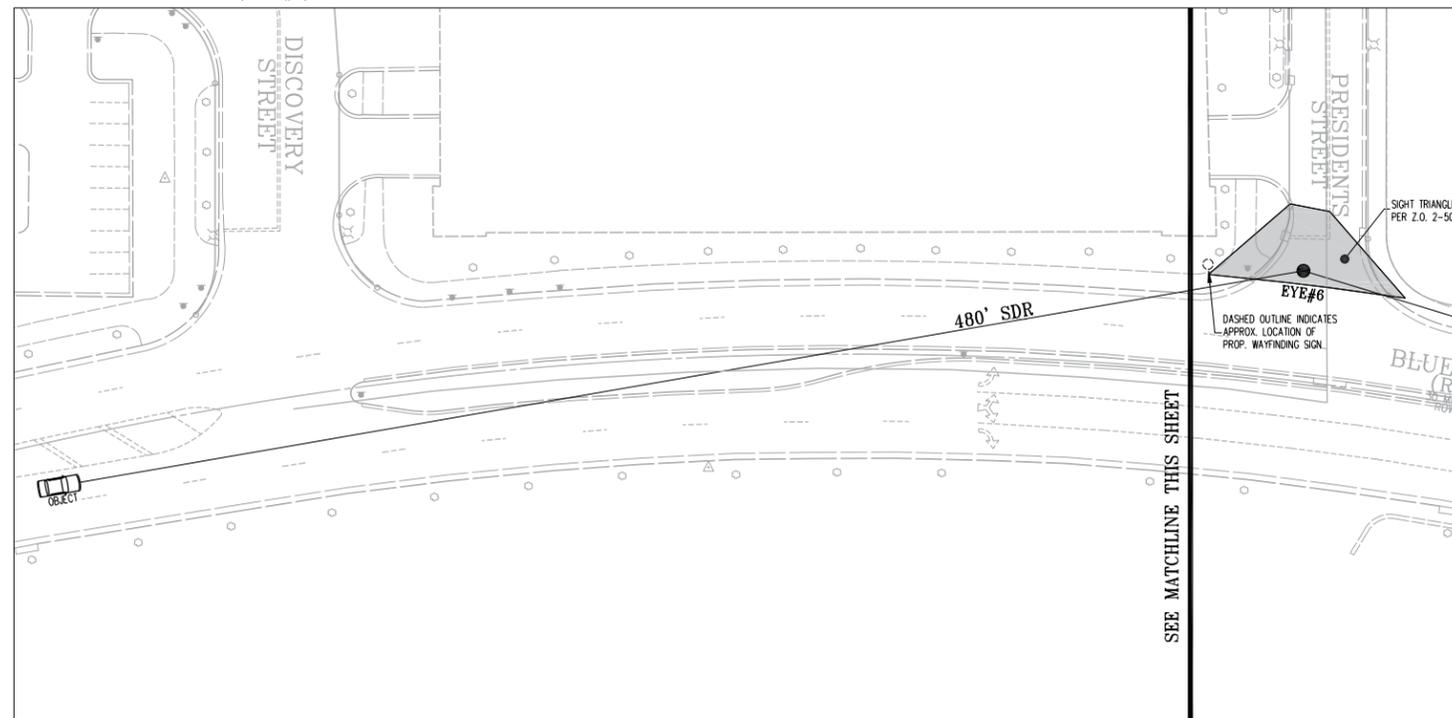


### SIGHT DISTANCE AREA #6

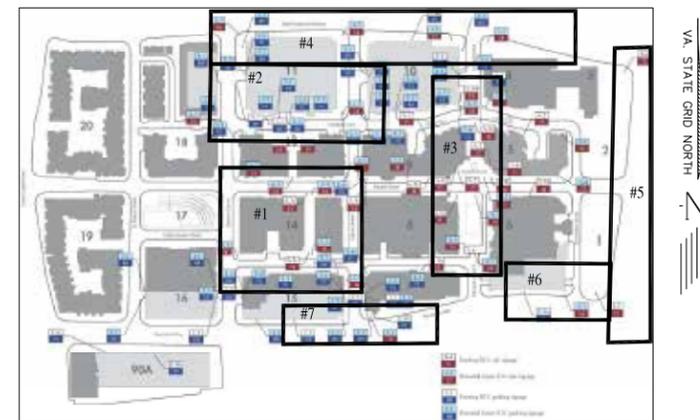
SOUTH EXIT ONTO BLUEMONT WAY FROM PRESIDENTS STREET  
SIGHT DISTANCE LEFT (EYE #6)



SOUTH EXIT ONTO BLUEMONT WAY FROM PRESIDENTS STREET  
SIGHT DISTANCE RIGHT (EYE #6)



KEYMAP



### NOTE

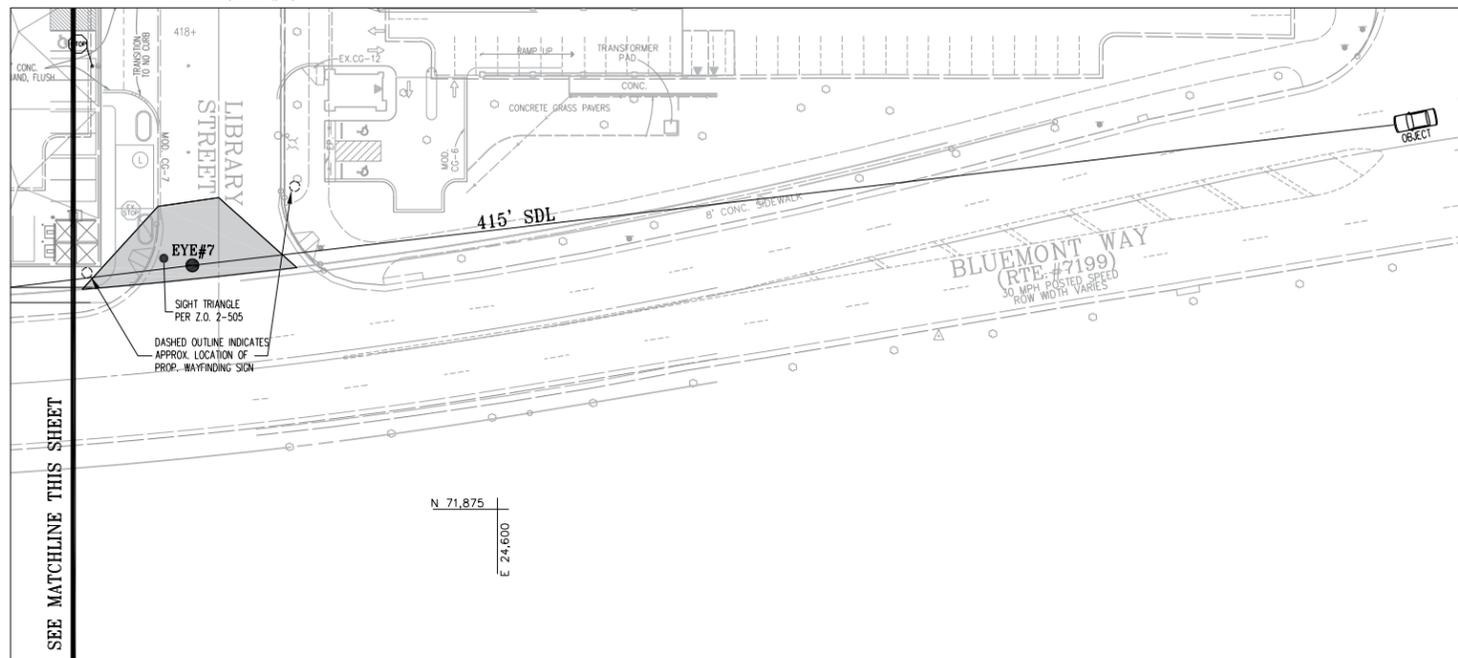
No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

NOTE:  
 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505  
 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE

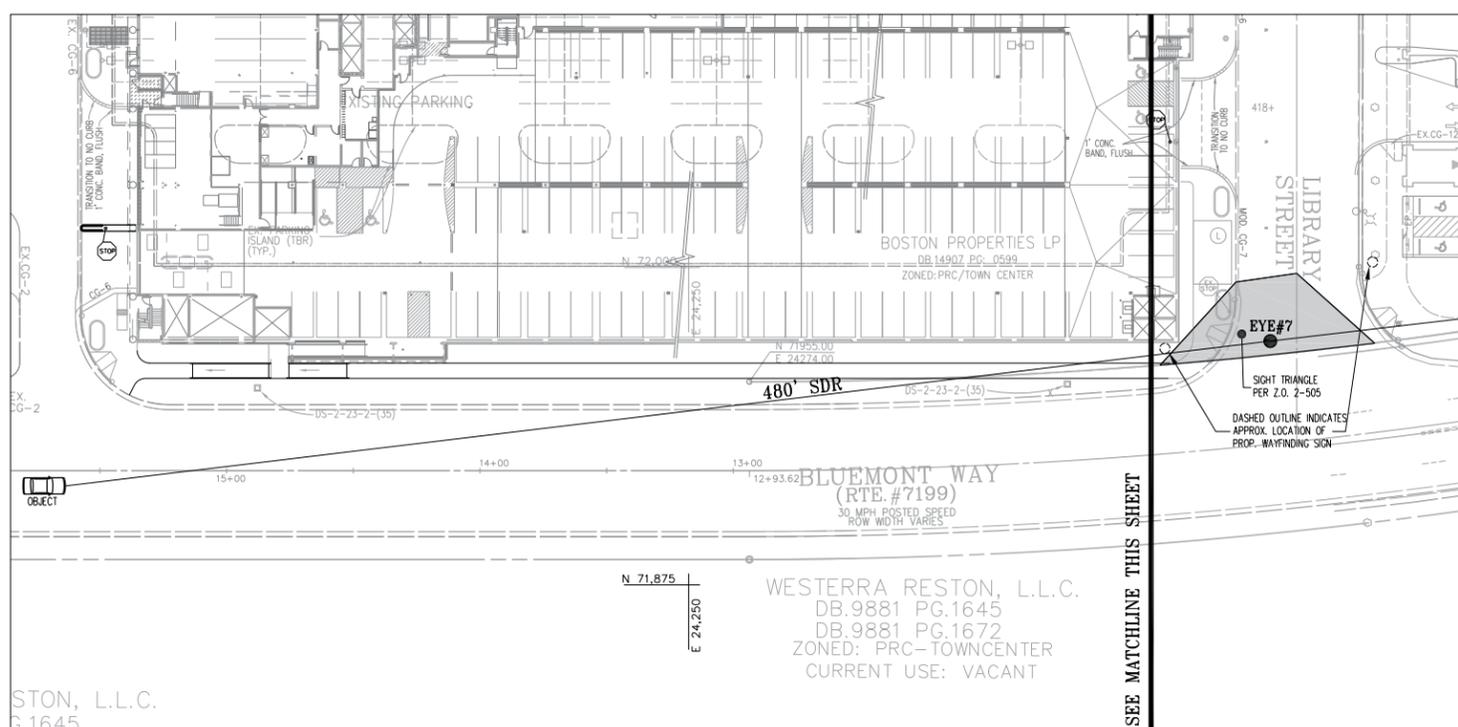


### SIGHT DISTANCE AREA #7

SOUTH EXIT ONTO BLUEMONT WAY FROM LIBRARY STREET  
SIGHT DISTANCE LEFT (EYE #7)



SOUTH EXIT ONTO BLUEMONT WAY FROM LIBRARY STREET  
SIGHT DISTANCE RIGHT (EYE #7)



KEYMAP



### NOTE

No signs greater than 3.5 feet in height shall be located within the sight distance areas depicted.

### NOTE:

- 1) SIGHT DISTANCE TRIANGLES PROVIDED PER ZO 2-505
- 2) LOCATION AND SIZING OF SIGNS SHOWN ARE SCHEMATIC IN NATURE AND SUBJECT TO CHANGE.

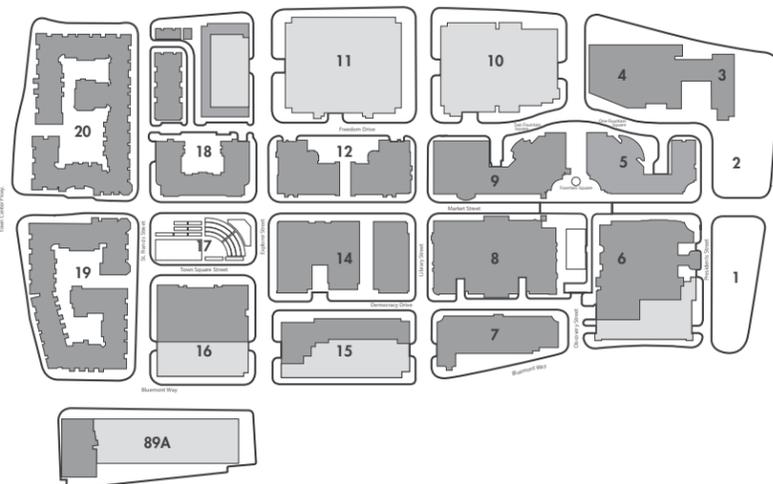


**EXISTING RESTON TOWN CENTER PERMISSIBLE SIGNAGE TOTALS**

Block	EXISTING PERMISSIBLE Sign Group A Total Sq Ft	EXISTING PERMISSIBLE Sign Group B Total Sq Ft	EXISTING PERMISSIBLE Sign Group C Total Sq Ft	EXISTING PERMISSIBLE Sign Group D Total Sq Ft	EXISTING PERMISSIBLE Sign Group E Total Sq Ft	EXISTING PERMISSIBLE Sign Group F Total Sq Ft	EXISTING PERMISSIBLE Sq Ft Total (all sign types)
1	300	0	0	0	0	0	300
2	300	0	0	0	0	0	300
3	0	0	0	0	0	0	0
4	0	0	16 bays x 50=800	0	0	0	800
5	160	643.7	53 bays x 50=2650	0	0	0	3,453.7
6	0	7.2	27 bays x 50=1350	563.5	16	225	2,161.7
7	0	0	24 bays x 50=1200	0	56	0	1256
8	24.25	253.2	61 bays x 50=3050	0	0	447	3,774.45
9	208.5	627.2	54 bays x 50=2700	0	0	0	3,535.7
10	0	0	0	0	71	0	71
11	0	0	0	0	72	0	72
12	0	836	50 bays x 50=2500	0	0	0	3,336
14	0	1254	69 bays x 50=3450	0	0	0	4,704
15	0	418	23 bays x 50=1150	0	45	0	1,613
16	0	0	21 bays x 50=1050	0	15	0	1,065
17	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0
89A	0	408	0	0	36	0	444
TBD/misc	145.5	0	378.45 cinema sign	0	0	336 *	859.95
<b>TOTAL</b>	<b>1,138.25 SF</b>	<b>4,447.3 SF</b>	<b>20,278.45 SF</b>	<b>563.5 SF</b>	<b>311 SF</b>	<b>1,008 SF</b>	<b>27,746.5 SF</b>

**FUTURE RESTON TOWN CENTER PERMISSIBLE SIGNAGE TOTALS**

Block	FUTURE PERMISSIBLE Sign Group A Total Sq Ft	FUTURE PERMISSIBLE Sign Group B Total Sq Ft	FUTURE PERMISSIBLE Sign Group C Total Sq Ft	FUTURE PERMISSIBLE Sign Group D Total Sq Ft	FUTURE PERMISSIBLE Sign Group E Total Sq Ft	FUTURE PERMISSIBLE Sign Group F Total Sq Ft	FUTURE PERMISSIBLE Sq Ft Total (all sign types)
1	300	0	0	0	0	0	300
2	300	0	0	0	0	0	300
3	0	0	0	0	0	0	0
4	35.8	0	16 bays x 60=960	28	0	0	1,023.8
5	221.7	747.9	53 bays x 60=3180	0	0	0	4,149.6
6	22.9	7.2	27 bays x 60=1620	563.5	16	225	2,454.6
7	35.8	0	24 bays x 60=1440	0	146	0	1,621.8
8	71.6	223.2	61 bays x 60=3660	0	0	775	4,729.8
9	231.6	628.7	54 bays x 60=3240	0	16	0	4,116.3
10	305	0	0	0	373	0	678
11	53.7	0	0	0	292	0	345.7
12	89.5	850	50 bays x 60=3000	0	16	0	3,955.5
14	78.3	1281.2	69 bays x 60=4140	0	0	0	5,499.5
15	17.9	424.5	23 bays x 60=1380	0	239	0	2,061.4
16	0	0	21 bays x 60=1260	28	119	0	1,407
17	0	0	0	0	0	0	0
18	17.9	0	0	0	49	0	66.9
89A	0	408	0	0	36	0	444
TBD/misc	0	0	378.45 cinema sign	0	0	336 SF *	714.45
<b>TOTAL</b>	<b>1,781.7 SF</b>	<b>4,570.7 SF</b>	<b>24,258.45 SF</b>	<b>619.5 SF</b>	<b>1,302 SF</b>	<b>1,336 SF</b>	<b>33,868.35 SF</b>



**KEY PLAN**

\*Temporary Banner signage F.2 not located by block - 336 sq ft total

**PROPOSED DEVELOPMENT CONDITIONS****CSPA 85-C-088****February 25, 2016**

If it is the intent of the Planning Commission to approve CSPA 85-C-088 for a comprehensive sign plan amendment pursuant to Sect. 12-210 of the Fairfax County Zoning Ordinance for property located at Tax Map 17-1 ((16)) 1A, 5A, 9A, 10, A2, B1, 12, 12A, 13, 13A, B2pt., 17; 17-3 ((1)) 3A3; 17-3 ((10)) 1, 6, 7, 8A1, 8B, 14, 15; and 17-3 ((20)) 100, 200, 300, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. These conditions supersede all previous conditions associated with CSP 85-C-088. Those conditions with an asterisk (\*) are being carried forward from CSP 85-C-088 with minor modifications.

1. This Comprehensive Sign Plan Amendment (CSPA) is granted for and runs with the land indicated in this application and is not transferable to other land. The design, sign area, height, and location of the proposed signs shall be in accordance with the Comprehensive sign entitled, "Reston Town Center Urban Core Comprehensive Sign Plan Manual," dated February 5, 2016. Minor deviations to the design, sign area, height, and location may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Sign Plan.
2. All signs shall generally be consistent with the materials shown for each sign type, as indicated in the CSPA. Sign copy, character, style, colors, and logos may change as long as the size and general location of the signs are consistent with the CSPA.
3. Sign permits shall only be issued for those signs shown in the CSPA. The number, size, and sign area for each sign shall be consistent with the tabulations shown in the CSPA.
4. Any required approval from the Reston Town Center Association Design Review Board (DRB) shall be obtained prior to the issuance of a sign permit for a sign not already approved by the DRB. A copy of the DRB approval shall be included with any sign permit application.
5. Sign Matrix
  - A. A sign matrix for each block and a sign matrix for freestanding signs shall be submitted to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits.

- B. The sign matrix shall include the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit/Residential Use Permit number and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on-site.
  - C. The sign matrix shall demonstrate that the proposed signs are in conformance with the maximum sign area and/or heights shown in the CSPA.
  - D. The number of building bays for the sign area being requested for Sign Type C signs shall be demonstrated and provided to the satisfaction of the Zoning Administrator at the time of sign permit submission and shall be included on the sign matrix. A typical bay may vary per building and is based on each building's structural column bay width.
  - E. Freestanding Signs
    - a. No new freestanding signs that exceed three feet in height shall be located a minimum of five feet from any street line. All new freestanding signs shall maintain a minimum 5-foot setback from any curb line and/or street right-of-way except as otherwise noted in the CSPA.
    - b. For all freestanding signs, a scaled plan shall be provided at the time of sign permit submission showing that the sight distances have been met and located so as not to restrict sight distance for drivers entering or exiting travel intersections, aisles, or driveways pursuant to Sect. 2-205 of the Zoning Ordinance.
  - F. Temporary Signs (Sign Type F)
    - a. All pole-mounted banners and special events street banners shall have a minimum clearance of not less than 7 feet above a pedestrian walkway surface and 15 feet above a driveway, alley, fire lane, or travel lane.\*
    - b. All special events banners shall be removed within five days of the conclusion of the advertised event.\*
6. All street signs, including directional, parking, and street name signs shall comply with the location and sight distance standards of the Virginia Department of Transportation (VDOT). The approval of this Comprehensive Sign Plan Amendment in no way supersedes any approval required by VDOT for signs located on the subject properties.\*
7. Illumination of signs shall be in conformance with the performance standards set forth in Part 9, Outdoor Lighting Standards, of Article 14 of the Fairfax County Zoning Ordinance.\*
8. Traffic regulatory signs may be provided as required by VDOT and shall meet the Manual on Uniform Traffic Control Devices and VDOT standards.\*
9. Any signs projecting over the roadway or a fire lane shall have a vertical clearance of at least 15 feet.

10. All new signs, awnings, and canopies shall not be lower than 7 feet from the finished grade of the pedestrian walkway surfaces to the bottom of the sign.
11. Street level shall be the area from the finished grade of the pedestrian walkway surface to the bottom of the second level of a building.
12. In addition to retail, commercial, restaurant, and entertainment tenants, Sign Type C signs shall include all non-residential uses permitted by-right and/or shown on an approved development plan.

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

**CSPA 85-C-088 - RESTON TOWN CENTER URBAN CORE  
COMPREHENSIVE SIGN PLAN AMENDMENT**

**STATEMENT OF JUSTIFICATION**

**I. INTRODUCTION**

Reston Town Center Property LLC (the “Applicant”) seeks to amend the ‘Reston Town Center Urban Core Comprehensive Signage Plan Manual’ (the “CSP”). The CSP, which was approved with CSP 85-C-088, was created to provide for consistent and innovative signage throughout Reston Town Center’s Urban Core (the “Urban Core”) and to permit its variety of uses, developed horizontally and vertically, to be appropriately and attractively identified.

During the 22 years since its approval, the CSP has contributed significantly to the creation of an attractive, mixed-use environment, which has become an important commercial and residential center and a popular visitor destination. In proposing this CSP Amendment, the Applicant is not seeking significant changes to the framework that has been established for the existing distinctive, attractive and orderly signage, but does propose certain necessary revisions that will acknowledge the build-out of the Urban Core and facilitate the administration of permissible signage and the documentation of existing and approved signs.

**II. RESTON TOWN CENTER URBAN CORE COMPREHENSIVE SIGNAGE PLAN MANUAL**

In 1992, the CSP was approved by the Fairfax County Board of Supervisors. It covers approximately 63 acres of the Urban Core, framed by New Dominion Parkway to the north, Reston Parkway to the east, the W&OD Trail to the south and Town Center Parkway to the west.

Under the CSP the Urban Core is divided into the Urban East Core and Urban West Core. At the time of the CSP’s approval, only the Urban East Core had been fully designed and its development commenced. Therefore, the CSP provides significantly more guidance for signage for those uses existing, proposed and envisioned in the Urban East Core than the Urban West Core. Additionally, since the architectural design of buildings in Urban Core was substantially unknown at the time of approval of the CSP, it was necessary to include flexibility for some sign types to reflect the future design of the buildings they would serve.

The CSP identifies signs within four separate sign types: building-mounted; freestanding; temporary; and off-site signs. Within these sign types, it provides signage for a wide-variety buildings, tenant spaces and uses that were existing, proposed and envisioned at the time of its approval. Generally, the CSP has served the Urban Core well with respect to the administration of signage.

### III. CSP AMENDMENT PROPOSAL

The Applicant seeks to amend the existing CSP as it applied to certain properties within the Urban Core. The extent of this application is depicted on 6 of the proposed Comprehensive Signage Plan Manual. The properties within the Urban Core that are not included in this application will remain subject to CSP 85-C-088.

As noted above, the Applicant does not seek significant changes to the types or sizes of signs approved by the CSP, but does intend to implement several important improvements. Those improvements are discussed below.

#### A. Provide signage for residential uses

The CSP Amendment seeks to provide specific signage for residential uses. The Urban Core has been developed with several condominium and apartment buildings since the approval of the CSP, and the Applicant seeks to permit appropriate signage with which to identify them.

As noted above, the CSP separates the Urban Core into the East Urban Core and West Urban Core. At the time of its approval, no residential buildings were proposed in the Urban East Core. Further, since the Urban West Core was not designed, the CSP did not provide guidelines for future residential uses. Several residential buildings have now been developed in the West Urban Core. Furthermore, Development Plan Amendment approval has recently been granted by the Board of Supervisors to permit the redevelopment of the Urban Core's Block 4 with a residential use.

The proposed CSP Amendment provides for appropriate and attractive signage for existing and proposed residential buildings in the Urban Core.

#### B. Permit the accurate documentation of installed and future signage

Approval of the CSP Amendment will allow for the documentation of all existing signage installed in the Urban Core and permit the Applicant and the County to retain accurate records of installed and approved signs.

Pursuant to proffered commitments covering the Urban Core, all signs must be approved by the Reston Town Center Design Review Board ("TC DRB"). The Applicant understands the County has relied upon the TC DRB and the previous owners of buildings within the Urban Core to determine whether a sign was in conformance with the CSP.

While this process generally has worked well, the County has requested confirmation that all installed signage is correctly documented. In the event there are approved signs that are not accurately documented, the existing CSP could permit more or larger signs than are permitted.

To address the County's request and to facilitate better administration and monitoring of signs approved for the Urban Core, the Applicant has undertaken an audit of the existing Urban Core

signage and prepared the matrix included with this application. This matrix is to be updated by the Applicant with the approval of each sign permit issued by the County.

C. Ensure all installed signs are in conformance with the CSP Amendment

As noted above, at the time of the CSP's approval in 1992, it was difficult to predict the types of signs that would be needed for future buildings, uses and tenant spaces. This may have resulted in the installation of signs that do not fit squarely into one of the sign types approved by the CSP. The Applicant's audit of all installed signs and the amendment of the CSP will provide confirmation that all installed signs are in conformance with the proposed signage plan.

Furthermore, the approval of the CSP Amendment will also provide confirmation of the appropriateness of existing signs for the Urban Core. In acknowledging that much of the Urban Core was still to be designed and developed at the time of approval, the CSP confirms that the "design of future buildings will be different and the signage for them will be designed to be compatible with the architecture." This approach to a CSP is somewhat unique to the Urban Core, so the Applicant seeks to confirm through this CSP Amendment that all installed signage is approved.

D. Facilitate the determination of permissible signage

The CSP Amendment improves upon the existing CSP by more clearly setting out what signage is permitted for specific buildings or tenant spaces.

At the time of the CSP's approval, future uses and the design of buildings and tenant spaces were substantially unknown. Therefore, the CSP relied upon providing general parameters for permissible signage. It is now possible to clearly set out what signage is available for each development block in the Urban Core, to identify tenant spaces and confirm how the total area of signage per tenant should be calculated.

**IV. COMPREHENSIVE PLAN COMPLIANCE**

The Urban Core lies within the Reston Transit Station Area of the Comprehensive Plan's Upper Potomac Planning District. The Comprehensive Plan recognizes the importance of signage in contributing to the character of development. Consistent with the Comprehensive Plan's recommendations, the Applicant is proposing to ensure signage that is designed in a comprehensive manner and is well-organized, concise and legible. Further, the signage provided for by the CSP Amendment is appropriate to the architectural style of the various buildings in the Urban Core, provides for the use of complementary materials and colors, and permits signs to be incorporated into architectural elements of structures.

**V. CONCLUSION**

The proposed CSP Amendment will retain the framework that has been established for the existing distinctive, attractive and orderly signage and which has contributed to the "place-making" of Reston's Town Center Urban Core, while permitting several important revisions to

the approved signage plan to acknowledge the build-out of the Urban Core and facilitate the determination of permissible signage and the documentation of existing and approved signs. Accordingly, the Applicant respectfully seeks approval of its CSP package.

*Ben Water*

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November 24, 2015

112584567 v2



# County of Fairfax, Virginia

## MEMORANDUM

**DATE:** February 2, 2016

**TO:** Mary Ann Tsai, Staff Coordinator  
Zoning Evaluation Division

**FROM:** Bruce Miller, Zoning/Property Maintenance Inspector *BT*  
Zoning Inspections Branch

**SUBJECT:** CSPA 85-C -088

**REFERENCE:** Reston Town Center  
Zoning District: PRC  
ZIB #: 2015-0415

Please find the following comments derived from my review of the attached documents:

- The administration of the CSPA would be greatly simplified if there is a condition in the CSPA that requires a matrix at the time of Sign Permit application. There should be a separate matrix for each Block and one for all of the freestanding signs.
- The awnings that are referenced on Page 37 should have a condition regarding height above grade similar to the blade signs (7 feet minimum).
- The text that appears in part on pages 50 and 81 (and possibly elsewhere) needs to be defined. The text that is vague is “at or slightly above street level.” It is not clear what the intent is here.
- The banners listed on Page 95 and 96 should have a condition that “any signs that are projecting over roadways (especially fire lanes) must have a minimum vertical clearance of 15 feet.”

The applicant has addressed my earlier comments.



# County of Fairfax, Virginia

## MEMORANDUM

**DATE:** December 17, 2015

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

**CC:** Mary Ann Tsai, Staff Coordinator  
Zoning Evaluation Division, Department of Planning & Zoning

**FROM:** Michael A. Davis, Acting Chief  
Site Analysis Section, Department of Transportation 

**FILE:** CSP 85-C-088

**SUBJECT:** CSPA 85-C-088 Reston Town Center Property LLC  
Multiple addresses west of Reston Parkway, south of New Dominion Parkway,  
east of Town Center Parkway.  
Tax Map: 17-1 ((16)) 1, 4, 5A, 9A, 10, A2, B1, 12, 12A, 13, 13A, B2 (part), 17  
17-3 ((20)) 100, 200, 300  
17-3 ((10)) 14, 15, 7, 8A1, 8B, 6, 1  
17-3 ((1)) 3A3

Transmitted herewith are the comments from the Department of Transportation with respect to the referenced application. These comments are based on the application material, dated April 20, 2015, and revised through November 25, 2015, and made available to this office describing an amendment to the comprehensive sign plan.

- This department has no further comment. Previous issues have been addressed.

MAD/RP

Fairfax County Department of Transportation  
4050 Legato Road, Suite 400  
Fairfax, VA 22033-2895  
Phone: (703) 877-5600 TTY: 711  
Fax: (703) 877-5723  
[www.fairfaxcounty.gov/fcdot](http://www.fairfaxcounty.gov/fcdot)





COMMONWEALTH of VIRGINIA  
DEPARTMENT OF TRANSPORTATION

GREGORY A. WHIRLEY  
COMMISSIONER

4975 Alliance Drive  
Fairfax, VA 22030

September 17, 2015

**To:** Ms. Barbara Berlin  
Director, Zoning Evaluation Division

**From:** Paul Kraucunas  
Land Development Program Manager

**Subject:** CSPA 85-C-088  
Reston Town Center Property

All submittals subsequent to the first submittal shall provide a response letter to the previous VDOT comments. Submittals without comment response letters are considered incomplete and will be returned without review.

VDOT has reviewed the above plans received on August 27, 2015.

There are only two streets which are currently maintained by VDOT within the area of the subject application: Bluemont Way and New Dominion Parkway.

As long as the proposed monument signs do not block sight distance, VDOT has no objections to the approval of this plan.

If you have any questions, please call me at (703) 259-2787

cc: Ms. Mary Ann Tsai

## ZONING ORDINANCE PROVISIONS

### ARTICLE 12

#### SIGNS

##### **PART 1 12-100 GENERAL PROVISIONS**

##### **12-101 Purpose and Intent**

The purpose of this Article is to regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenient, attractive and harmonious community, to protect against danger in travel and transportation, to improve and protect the public health, safety, convenience and general welfare, and to further the stated purpose and intent of this Ordinance.

Any sign erected on a lot or building for the purpose of identification or for advertising a use conducted therein or thereon shall be an accessory use to the principal use.

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

##### **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.

## **PART 1 16-100 STANDARDS FOR ALL PLANNED DEVELOPMENTS**

### **16-101 General Standards**

A rezoning application or development plan amendment application may only be approved for a planned development under the provisions of Article 6 if the planned development satisfies the following general standards:

1. The planned development shall substantially conform to the adopted comprehensive plan with respect to type, character, intensity of use and public facilities. Planned developments shall not exceed the density or intensity permitted by the adopted comprehensive plan, except as expressly permitted under the applicable density or intensity bonus provisions.

2. The planned development shall be of such design that it will result in a development achieving the stated purpose and intent of the planned development district more than would development under a conventional zoning district.
3. The planned development shall efficiently utilize the available land, and shall protect and preserve to the extent possible all scenic assets and natural features such as trees, streams and topographic features.
4. The planned development shall be designed to prevent substantial injury to the use and value of existing surrounding development, and shall not hinder, deter or impede development of surrounding undeveloped properties in accordance with the adopted comprehensive plan.
5. The planned development shall be located in an area in which transportation, police and fire protection, other public facilities and public utilities, including sewerage, are or will be available and adequate for the uses proposed; provided, however, that the applicant may make provision for such facilities or utilities which are not presently available.
6. The planned development shall provide coordinated linkages among internal facilities and services as well as connections to major external facilities and services at a scale appropriate to the development.

### **16-102 Design Standards**

Whereas it is the intent to allow flexibility in the design of all planned developments, it is deemed necessary to establish design standards by which to review rezoning applications, development plans, conceptual development plans, final development plans, PRC plans, site plans and subdivision plats. Therefore, the following design standards shall apply:

1. In order to complement development on adjacent properties, at all peripheral boundaries of the PDH, PRM, PDC, PRC Districts the bulk regulations and landscaping and screening provisions shall generally conform to the provisions of that conventional zoning district which most closely characterizes the particular type of development under consideration. In the PTC District, such provisions shall only have general applicability and only at the periphery of the Tysons Corner Urban Center, as designated in the adopted comprehensive plan.
2. Other than those regulations specifically set forth in Article 6 for a particular P district, the open space, off-street parking, loading, sign and all other similar regulations set forth in this Ordinance shall have general application in all planned developments.

3. Streets and driveways shall be designed to generally conform to the provisions set forth in this Ordinance and all other County ordinances and regulations controlling same, and where applicable, street systems shall be designed to afford convenient access to mass transportation facilities. In addition, a network of trails and sidewalks shall be coordinated to provide access to recreational amenities, open space, public facilities, vehicular access routes, and mass transportation facilities