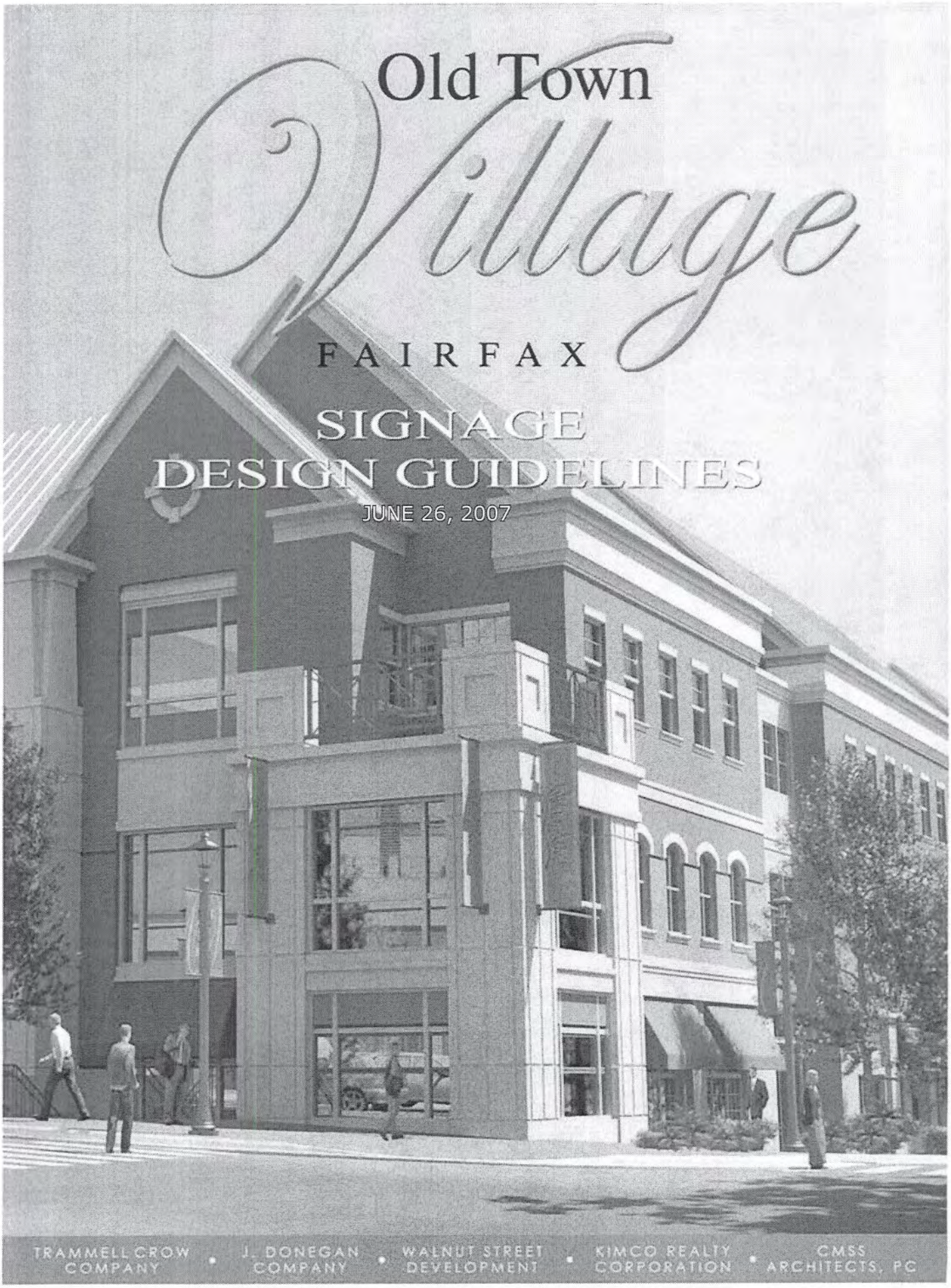
Old Town Village

FAIRFAX

SIGNAGE DESIGN GUIDELINES

JUNE 26, 2007



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OLD TOWN VILLAGE FAIRFAX

SIGNAGE DESIGN GUIDELINES

STATEMENT OF INTENT

THE INTENT OF THESE GUIDELINES IS TO ENSURE THAT THE SIGNAGE THROUGHOUT OLD TOWN VILLAGE FAIRFAX IS OF AN APPROPRIATE SIZE AND SCALE TO ITS LOCATION ON THE INDIVIDUAL BUILDINGS AND SERVES TO CREATE A PLEASANT AND HARMONIOUS ENVIRONMENT. IT IS ALSO THE INTENT OF THESE GUIDELINES TO PROVIDE ORDER AND TO AVOID VISUAL CLUTTER IN THE AREA BY REQUIRING CONSISTENCY IN THE PLACEMENT AND ARRANGEMENT OF VARIOUS TYPES OF SIGNAGE.

ANOTHER MAJOR INTENT OF THESE GUIDELINES IS TO PROMOTE A LIVELY AND VIBRANT RETAIL ENVIRONMENT THROUGH THE USE OF SIGNAGE.

SIGNAGE CAN EITHER DISRUPT OR REINFORCE A DISTRICT'S CHARACTER. ERRATIC PLACEMENTS, UNCOORDINATED COLORS, UNSUITABLE SHAPES AND SIZES, AND LIGHTING THAT IS TOO BRILLIANT OR INTENSE FOR THE CONTEXT - ALL THESE AND MORE CAN IMPAIR THE COHESION UNDERLYING THE URBAN CONTEXT. HOWEVER, COORDINATED SIGNAGE CAN MAKE AN AREA UNDERSTANDABLE AND EASY TO MANEUVER THROUGH. CLARITY ALSO STRENGTHENS A DISTRICT'S IDENTITY.

SIGNAGE HAS HIERARCHIES VERTICALLY AND HORIZONTALLY ON A BUILDING'S FACE. GENERALLY, THE HIGHER A SIGN IS LOCATED ON A BUILDING'S FACADE, THE MORE MONUMENTAL IN SCALE IT BECOMES. SIGNAGE MUST BE EXACT IN SIZE, SHAPE, LIGHTING, COLOR, AND PLACEMENT. THE LOWER OR CLOSER TO THE STREET LEVEL, THE MORE PEDESTRIAN IN SCALE A SIGN BECOMES. BETWEEN THESE TWO POINTS, SIGNAGE MAY EXIST AS THE DESIGN OF A BUILDING'S FACADE PERMITS.

WHILE THESE GUIDELINES STRIVE TO IDENTIFY AND DESCRIBE EXACT CONDITIONS, SIZES, AND TYPES OF SIGNAGE, IT SHOULD BE NOTED THAT ALL SIGNS ARE SUBJECT TO THE REVIEW AND APPROVAL OF THE CONCEPTUAL MASTER PLAN ON FILE WITH THE CITY OF FAIRFAX, AND ALL SIGNAGE MUST COMPLY WITH BOTH THESE GUIDELINES AND ALL CITY OF FAIRFAX SIGNAGE REQUIREMENTS.

I. DEFINITIONS (PER CITY OF FAIRFAX ZONING)

BUILDING FRONTAGE: THE PERIMETER WALLS OPENING TO THE OUTSIDE OF A BUILDING, CONTAINING THE MAIN ENTRANCES FOR USE BY THE GENERAL PUBLIC TO THE AREA OCCUPIED BY A TENANT OR TENANTS.

OFFICE CENTER: A DEVELOPMENT ON ONE ACRE OR MORE OF LAND CONTAINING TWO OR MORE SEPARATE COMMERCIAL BUILDINGS WHICH ARE PRINCIPALLY OFFICE,

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THAT ARE PLANNED, DEVELOPED, DESIGNED OR MANAGED AS A COMMERCIAL GROUP, WHETHER OR NOT LOCATED ON THE SAME LOT, AND PROVIDING ON-SITE PARKING IN RELATIONSHIP TO THE TYPES AND SIZES OF THE ESTABLISHMENTS.

RESTAURANT: A PRINCIPAL USE WHERE FOOD OR BEVERAGES ARE PREPARED, SERVED AND CONSUMED PRIMARILY ON THE PREMISES. IN SUCH AN ESTABLISHMENT, FOOD OR BEVERAGES ARE SERVED TO CUSTOMERS AT THE TABLE OR COUNTER WHERE THE MEAL IS TO BE CONSUMED; NONDISPOSABLE PLATES, CONTAINERS AND EATING UTENSILS ARE PROVIDED AND CUSTOMERS ARE NOT EXPECTED TO CLEAR THEIR TABLES OR DISPOSE OF THEIR TRASH. NOTWITHSTANDING THE PREVIOUS PROVISIONS OF THIS DEFINITION, A CAFETERIA SHALL BE DEEMED A RESTAURANT IF FOOD OR BEVERAGES ARE:

(1) GENERALLY CONSUMED WITHIN THE ESTABLISHMENT; AND
(2) SERVED ON NONDISPOSIBLE PLATES OR CONTAINERS AND NONDISPOSIBLE EATING UTENSILS ARE PROVIDED.

A RESTAURANT MAY PROVIDE A CARRYOUT SERVICE, PROVIDED THAT SUCH SERVICE IS CLEARLY NOT THE PRINCIPAL BUSINESS OF THE ESTABLISHMENT. THIS DEFINITION DOES NOT INCLUDE FAST-FOOD RESTAURANTS, REFRESHMENT AREAS OR SPECIALTY FOOD ESTABLISHMENTS.

RETAIL SALES ESTABLISHMENT: ANY ESTABLISHMENT WHEREIN THE PRIMARY USE IS THE SALE OF MERCHANDISE FOR USE OR CONSUMPTION BY THE IMMEDIATE PURCHASER.

SHOPPING CENTER: A DEVELOPMENT ON ONE ACRE OR MORE OF LAND THAT CONTAINS TWO OR MORE COMMERCIAL ESTABLISHMENTS, PRINCIPALLY RETAIL, THAT ARE OWNED, PLANNED, DEVELOPED, DESIGNED OR MANAGED AS A COMMERCIAL GROUP, WHETHER OR NOT LOCATED ON THE SAME LOT, AND PROVIDING ON-SITE PARKING IN RELATIONSHIP TO THE TYPES AND SIZES OF ESTABLISHMENTS.

SIGN: ANY OBJECT WHICH IS USED TO INFORM, PERSUADE, ADVERTISE, OR VISUALLY ATTRACT ATTENTION TO AN OBJECT, PERSON, INSTITUTION, ORGANIZATION, BUSINESS, SERVICE, EVENT, OR LOCATION BY ANY MEANS. A SIGN SHALL INCLUDE ALL STRUCTURAL MEMBERS.

SIGN AREA: THE ENTIRE FACE OF A SIGN INCLUDING ANY NONSTRUCTURAL EMBELLISHMENTS, BUT NOT INCLUDING THE SUPPORTING STRUCTURE. IN THE CASE OF A DOUBLE FACED SIGN WHERE THE INTERIOR ANGLE FORMED BY THE FACES IS 45 DEGREES OR LESS OR WHERE THE SIGN FACES ARE PARALLEL, ONLY ONE DISPLAY FACE SHALL BE USED IN CALCULATING THE AREA.

SIGN, BUILDING MOUNTED: MEANS A SIGN ATTACHED TO A BUILDING, INCLUDING WALL, PROJECTING CANOPY AND WINDOW SIGNS.

SIGN, BUSINESS: A SIGN WHICH DIRECTS ATTENTION TO THE PRODUCT, SERVICE, BUSINESS, OR ACTIVITY WHICH IS AVAILABLE ON THE SITE ON WHICH THE SIGN IS LOCATED.

SIGN, CANOPY (AWNING): A SIGN WHICH IS PAINTED OR PRINTED ON OR ATTACHED FLAT AGAINST A CANOPY OR

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AWNING.

SIGN FACE: THE AREA OF A SIGN USED FOR VISUAL COMMUNICATION.

SIGN, HANGING: A SIGN SUSPENDED FROM BRACES, BEAMS OR OTHER SUPPORTS WHICH MAY BE EITHER FREESTANDING OR BUILDING MOUNTED.

SIGN, PROJECTING (BLADE): A SIGN WHICH IS ATTACHED GENERALLY PERPENDICULAR TO THE WALL OF A BUILDING, OR OTHER STRUCTURE NOT SPECIFICALLY DESIGNED TO SUPPORT THE SIGN, INCLUDING BUILDING MOUNTED HANGING SIGNS.

SIGN, REAL ESTATE: A TEMPORARY SIGN WHICH ADVERTISING THE SALE, RENT, OR LEASE OF THE PROPERTY ON WHICH THE SIGN IS LOCATED.

SIGN, SANDWICH (A-FRAME SIGN): A PORTABLE SIGN WHICH IS CONSTRUCTED OF DURABLE MATERIALS, WHICH HAS TWO FLAT FACES, WITH OR WITHOUT CHANGEABLE COPY, AND IS DESIGNED TO BE PLACED ON THE GROUND.

SIGN, WALL: A SIGN PAINTED ON OR ATTACHED PARALLEL TO THE WALL OF A BUILDING, INCLUDING ANY SIGN ATTACHED TO A MANSARD.

SIGN, WINDOW: A SIGN ATTACHED TO OR APPLIED UPON THE INSIDE OR OUTSIDE FACE OF A WINDOW OR TRANSPARENT DOOR OR IMMEDIATELY ADJACENT THERETO, NOT TO INCLUDE WINDOW MERCHANDISE DISPLAYS, AND INTENDED TO BE VIEWED FROM THE OUTSIDE.

II. SIGNAGE AREA PER BUILDING FACADE

CITY OF FAIRFAX
OLD TOWN VILLAGE

PLEASE REFER TO BOTH THE FOLLOWING TABLE AND THE BUILDING ELEVATIONS FOR THE ALLOWABLE SIGNAGE AREA PER BUILDING FACE AND THE ALLOWABLE LOCATIONS.

FOR THE PURPOSES OF SIGNAGE AND PER THE CITY OF FAIRFAX SIGNAGE REGULATIONS, BUILDINGS A, B, C, D, AND E SHALL BE CLASSIFIED UNDER "OFFICE OF INDUSTRIAL CENTERS" AND THE WEBB BUILDING SHALL BE CLASSIFIED UNDER "OLD TOWN FAIRFAX HISTORIC OVERLAY DISTRICT."

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BLDG	ELEV	FACING	FRONTAGE	LENGTH	ALLOW. SF
A/B	NORTH	GARAGE ENTRY	YES	61'-4"	92 SF
A/B	PARTIAL NORTH	PLAZA	YES	62'-10"	94 SF
A/B	EAST	UNIVERSITY DRIVE	YES	313'-4"	470 SF
A/B	SOUTH	NORTH STREET	YES	105'-10"	159 SF
A/B	WEST	PLAZA	YES	116'-0"	174 SF
C	NORTH	PLAZA	YES	113'-8"	170 SF
C	EAST	PLAZA	YES	107'-0"	161 SF
C	SOUTH	NORTH STREET	YES	98'-0"	147 SF
C	WEST	CHAINBRIDGE ROAD	YES	104'-0"	156 SF
D	NORTH	GARAGE ENTRY	YES	72'-0"	108 SF
D	SOUTH	PLAZA	YES	51'-9"	78 SF
D	WEST	CHAINBRIDGE ROAD	YES	152'-4"	229 SF
E	SOUTH	PLAZA	YES	94'-6"	142 SF
WEBB	NORTH	NORTH STREET	YES	140'-4"	140 SF
WEBB	EAST	UNIVERSITY DRIVE	YES	51'-2"	51 SF
WEBB	SOUTH	PARKING	YES	154'-2"	154 SF
WEBB	WEST	ADJACENT PROPERTY	NO	65'-0"	33 SF
WEEB	N. E.	NORTH/ UNIVERSITY	YES	19'-6"	20 SF

III. COMMERCIAL SIGNAGE

A. GENERAL BUILDING SIGNAGE CRITERIA

1. BUILDING ADDRESS SIGNAGE

A) ADDRESS SIGNAGE SHALL BE LOCATED DIRECTLY ABOVE THE PUBLIC ENTRY DOOR LOCATION, LOCATED BETWEEN 8'-0" AND THE TOP OF THE ENTRYWAY ENCLOSURE. REFER TO THE FOLLOWING ELEVATIONS FOR SPECIFIC LOCATIONS.

B) ADDRESS SIGNAGE SHALL NOT COUNT TOWARD THE ALLOWABLE SIGNAGE ON EACH FACADE.

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2. BUILDING IDENTIFICATION SIGNAGE (ADJACENT TO MAIN OFFICE ENTRY LOCATIONS – REFER TO THE CONCEPTUAL MASTER PLAN ELEVATIONS FOR SPECIFIC LOCATIONS)

A) THESE SIGNS ARE INTENDED TO BE INSTALLED BY THE BUILDING DEVELOPER OR CONDOMINIUM ASSOCIATION.

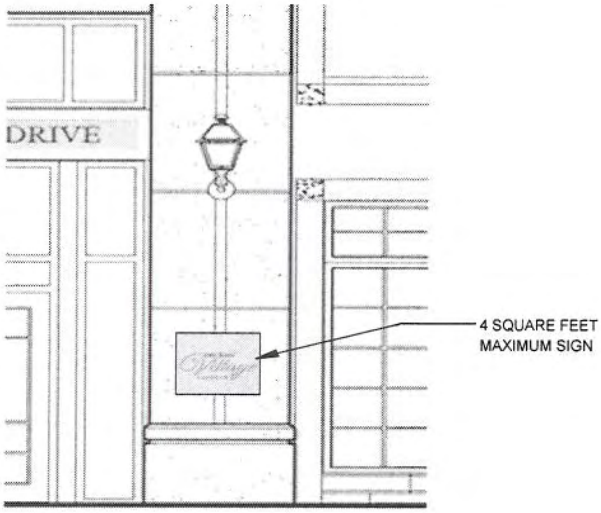
B) A MAXIMUM OF ONE (1) SIGN IS PERMITTED AT EACH PUBLIC ENTRY DOOR LOCATION.

C) THE MAXIMUM SIZE OF EACH BUILDING IDENTIFICATION SIGN IS 4 SQUARE FEET.

D) THE PERMITTED SIGN SHOULD BE LOCATED ADJACENT TO THE PUBLIC ENTRY DOOR LOCATION, MOUNTED ON THE OPPOSITE ENTRYWAY PILASTER FROM THE COMMERCIAL DIRECTORY, BETWEEN 2'-0" AND 8'-0" ABOVE THE FINISHED FLOOR.

BUILDING IDENTIFICATION SIGNAGE

Typical Office Entrance



Enlarged Building Sign

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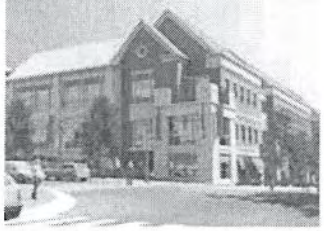

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3. COMMERCIAL DIRECTORIES (ADJACENT TO MAIN OFFICE ENTRY LOCATIONS – REFER TO THE CONCEPTUAL MASTER PLAN ELEVATIONS FOR SPECIFIC LOCATIONS)

A) THESE SIGNS ARE INTENDED TO BE INSTALLED BY THE BUILDING DEVELOPER OR CONDOMINIUM ASSOCIATION.

B) THESE SIGNS SHALL CONSIST OF A SERIES OF INDIVIDUAL TENANT IDENTIFICATION SIGNS THAT ARE EACH LESS THAN 2 SQUARE FEET. THE SIZE OF THE INDIVIDUAL SIGNS SHALL BE CONSISTANT.

C) AS LONG AS THE INDIVIDUAL SIGNS AT LESS THAN 2 SQUARE FEET, THE DIRECTORY SIGNAGE SHALL NOT COUNT TOWARD THE ALLOWABLE SIGNAGE OF EACH FACADE.

COMMERCIAL DIRECTORY

Typical Office Entrance

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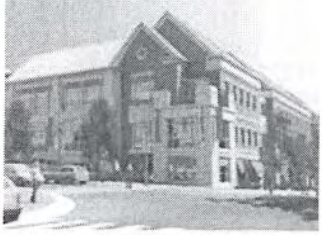

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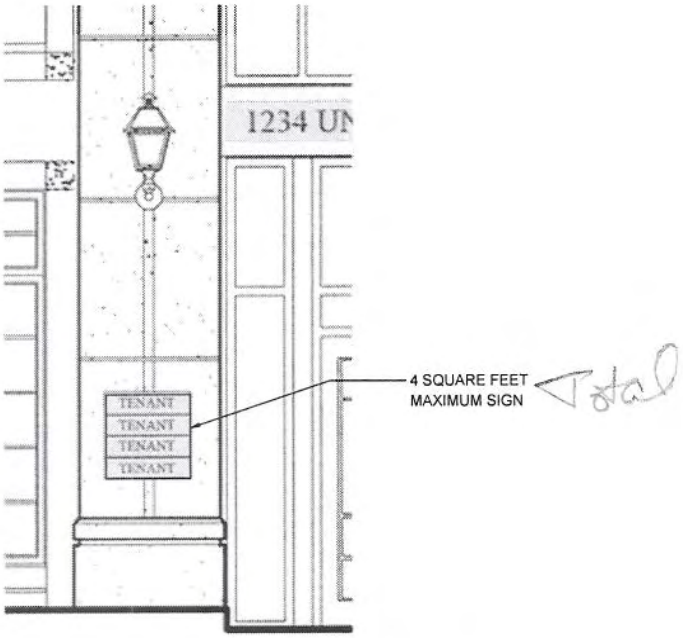

Enlarged Commercial Directory

4. MAJOR TENANT SIGNAGE (AT VARYING AREAS AT THE ROOFLINE FOR THE DIFFERENT BUILDINGS - REFER TO THE CONCEPTUAL MASTER PLAN ELEVATIONS FOR SPECIFIC LOCATIONS)

   A) PER THE CITY OF FAIRFAX SIGNAGE REGULATIONS, NO SIGNAGE IS PERMITTED HIGHER THAN 3 1/2 FEET ABOVE THE 2ND FLOOR LEVEL ON THESE BUILDINGS. ANY DESIRED SIGNAGE ABOVE THAT POINT WILL REQUIRE A SPECIAL EXCEPTION APPROVED BY CITY COUNCIL.

   B) SEE THE INDIVIDUAL ELEVATIONS OF EACH BUILDING FOR THE ONLY LOCATIONS WHERE MAJOR TENANT SIGNAGE COULD BE LOCATED ON EACH FACADE AND ALSO FOR THE MAXIMUM SIGNS ON AN INDIVIDUAL ELEVATION.

   C) THE MAXIMUM SIZE OF A MAJOR TENANT SIGN SHALL BE 50 SQUARE FEET.

   D) NO PORTION OF ANY MAJOR TENANT SIGN MAY PROJECT ABOVE THE ROOF LINE OR PARAPET WALL OF THE BUILDING.

   E) MAJOR TENANT SIGNAGE SHALL CONSIST OF INDIVIDUALLY MOUNTED BRASS LETTERS THAT ARE A MAXIMUM OF 16" HIGH.

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5. PARKING STRUCTURE SIGNAGE

A) VEHICULAR ENTRY SIGNAGE AT BOTH ENTRY LOCATIONS (REFER TO ELEVATIONS FOR SPECIFIC LOCATIONS).

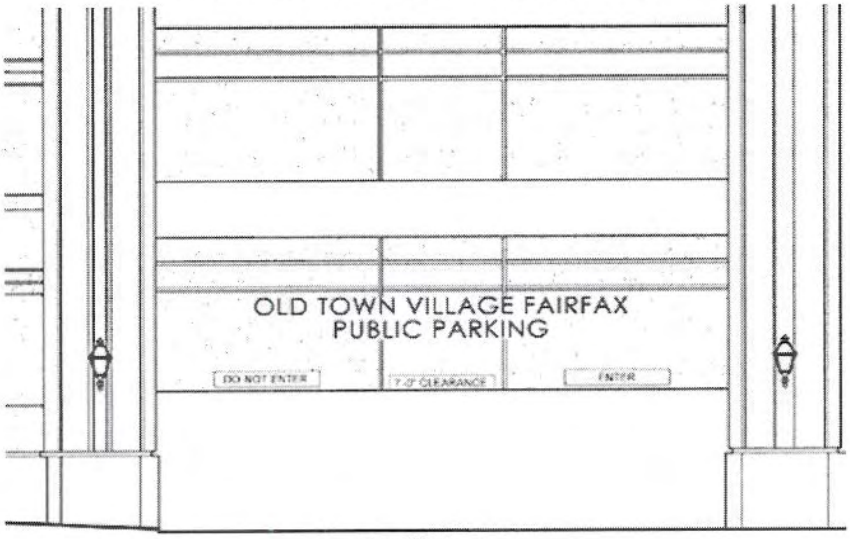
1) A MAXIMUM OF ONE (1) SIGN IS PERMITTED AT EACH PUBLIC VEHICULAR ENTRY LOCATION.

2) THE MAXIMUM SIZE OF A BUILDING IDENTIFICATION SIGN SHALL BE 20 SQUARE FEET.

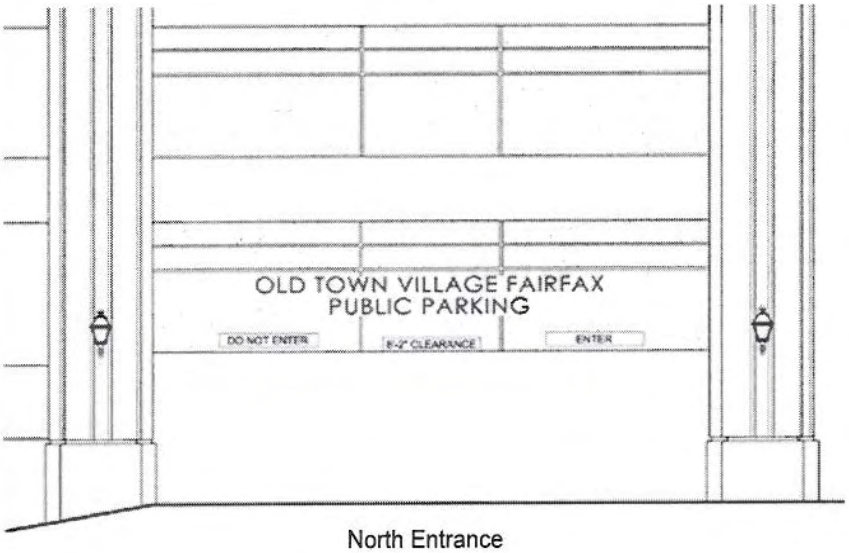
3) THE SIGN SHALL BE LOCATED DIRECTLY ABOVE THE VEHICULAR ENTRY LOCATIONS.

PARKING STRUCTURE SIGNAGE

MAJOR BUILDING SIGNAGE / BUILDING IDENTIFICATION SIGNAGE



East Entrance



North Entrance

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B) PEDESTRIAN ENTRY SIGNAGE AT GARAGE PEDESTRIAN ENTRY LOCATIONS (REFER TO ELEVATIONS FOR SPECIFIC LOCATIONS).

1) MAXIMUM OF ONE (1) SIGN IS PERMITTED AT EACH PUBLIC ENTRY LOCATION.

2) THE MAXIMUM SIZE OF EACH PEDESTRIAN IDENTIFICATION SIGN SHALL BE 4 SQUARE FEET.

6. FIRST FLOOR TENANT SIGNAGE (GENERAL)

A) FIRST FLOOR TENANTS MAY SELECT FROM THE FOLLOWING SIGN TYPES: TYPICAL FIRST FLOOR TENANT STOREFRONT SIGNAGE, WINDOW SIGNAGE, CANOPY SIGNAGE, AND BLADE SIGNAGE.

B) FIRST FLOOR TENANTS ARE ONLY PERMITTED TO HAVE SIGNAGE AT THE DESIGNATED AREAS SHOWN ON THE CONCEPTUAL MASTER PLAN ELEVATIONS.

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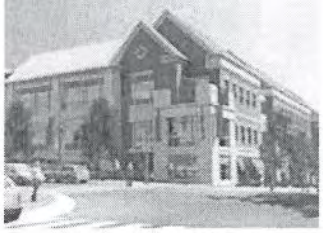

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7. TYPICAL FIRST FLOOR TENANT STOREFRONT SIGNAGE (ABOVE TENANT ENTRY DOORS IN THE E.I.F.S. SIGN BAND - REFER TO THE CONCEPTUAL MASTER PLAN ELEVATIONS FOR SPECIFIC LOCATIONS)

   A) THE MAXIMUM SIZE OF ANY ONE TENANT SIGN SHALL BE AS SHOWN ON THE INDIVIDUAL SIGNAGE AREAS SHOWN ON THE CONCEPTUAL MASTER PLAN ELEVATIONS FOR SPECIFIC LOCATIONS, UP TO 50 SQUARE FEET WHICH IS THE MAXUMUM ALLOWED BY THE CITY.

   B) TYPICAL STOREFRONT SIGNAGE SHALL BE LOCATED IN THE SIGNAGE PANEL PROVIDED ABOVE THE FIRST FLOOR ENTRANCE/ STOREFRONT WINDOW HEAD.

8. WINDOW SIGNAGE

   A) A WINDOW SIGN IS ANY SIGN ATTACHED TO OR APPLIED UPON THE INSIDE OR OUTSIDE FACE OF A WINDOW OR TRANSPARENT DOOR OR IMMEDIATELY ADJACENT THERETO, NOT TO INCLUDE WINDOW MERCHANDISE DISPLAYS, AND INTENDED TO BE VIEWED FROM THE OUTSIDE.

   B) THE MAXIMUM SIZE OF ANY WINDOW SIGN SHALL BE 25% OF THE AREA OF EACH WINDOW (PANE) AND SHALL NOT EXCEED 50% OF THE MAXIMUM SIGNAGE PERMITTED FOR ANY PARTICUALR TENANT.

   C) ONLY ONE PERMANENT SIGN IS PERMITTED PER WINDOW.

   D) WINDOW SIGNAGE IS NOT PERMITTED IN STOREFRONT OPENINGS THAT HAVE WINDOW MUNTINS.

   E) NO NEON SIGNS OF ANY KIND ARE PERMITTED.

   F) NO BOX SIGNS WITH SCROLLING TEXT OF ANY KIND ARE PERMITTED.

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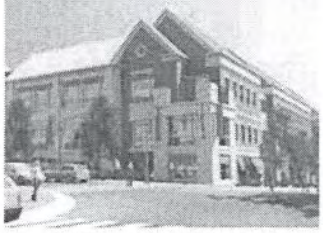

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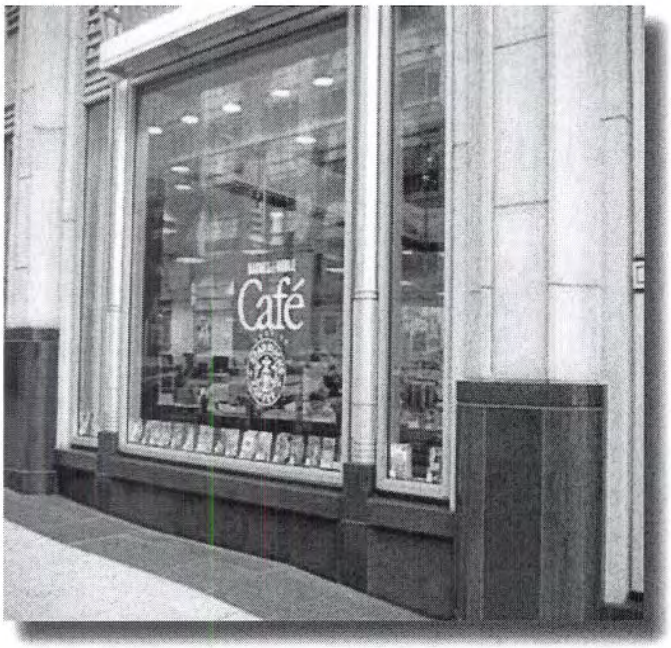

9. CANOPY SIGNAGE

A) THE MAXIMUM SIZE OF AN AWNING SIGN SHALL BE 25 SQUARE FEET, BUT SHALL NOT BE ALLOWED TO BE GREATER THAN 40% OF THE SIZE OF THE AWNING.

B) AT BUILDINGS A, B, C, D, AND E THE CANOPY SIGNAGE MAY CONTAIN TENANT NAMES, EMBLEMS, LOGOS, OR INSCRIPTIONS BUT SHALL BE COUNTED TOWARD THE TOTAL SQUARE FOOTAGE OF SIGNAGE ALLOWED.

C) AT THE WEBB BUILDING THE CANOPY SIGNAGE MAY ONLY CONTAIN THE NAME OF A TENANT OR BUILDING NAME, HOWEVER, THE SIGNAGE SHALL NOT BE COUNTED TOWARD THE TOTAL SQUARE FOOTAGE OF SIGNAGE ALLOWED.

D) AWNINGS SHALL NOT BE PERMITTED TO OVER ANY PORTION OF UPPER FLOOR WINDOWS.

E) BOTTOM OF AWNINGS SHALL BE A MINIMUM OF 8'-0" ABOVE GRADE.

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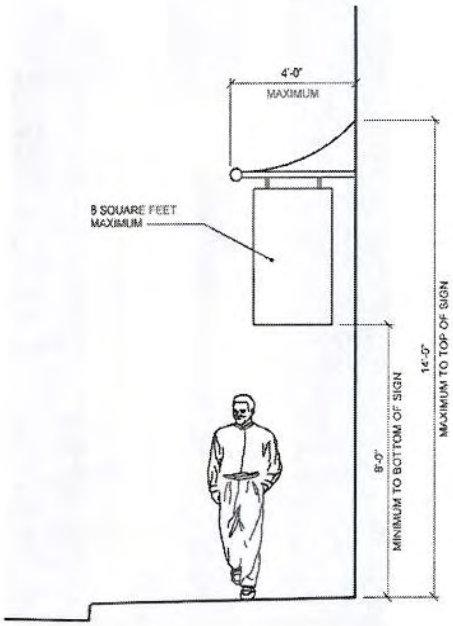
10. PROJECTING SIGNAGE (BLADE SIGNAGE)

A) THE MAXIMUM SIZE OF ANY BLADE SIGNAGE SHALL BE 8 SQUARE FEET.

B) A BLADE SIGN SHALL BE MOUNTED SUCH THAT THE BOTTOM EDGE OF THE SIGN, OR SUPPORTING ELEMENT, IS NO LOWER THAN 8'-0", AND THE TOP EDGE OF THE SIGN, OR SUPPORTING ELEMENT, IS NO HIGHER THAN 14-0" ABOVE THE SIDEWALK.

C) BLADE SIGNS SHALL NOT PROJECT MORE THAN 4'-0" FROM THE FACE OF THE BUILDING OR 1/3 OF THE SIDEWALK WIDTH, WHICHEVER IS LESS.



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(BANNERS SHOWN FOR ILLUSTRATIVE PURPOSES ONLY)

IV. REAL ESTATE SIGNS

1. CONSULT CITY OF FAIRFAX ZONING REGULATIONS FOR ALL REAL ESTATE AND LEASING/ SALE ACTIVITY SIGNS. ALL TEMPORARY SIGNS ARE SUBJECT TO APPROVAL OF THE CITY OF FAIRFAX, THE BUILDING DEVELOPER, AND THE CONDOMINIUM ASSOCIATION.

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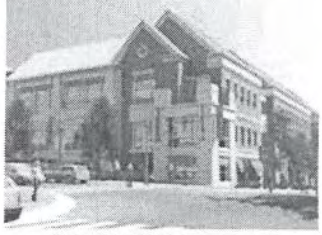

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Old Town Village

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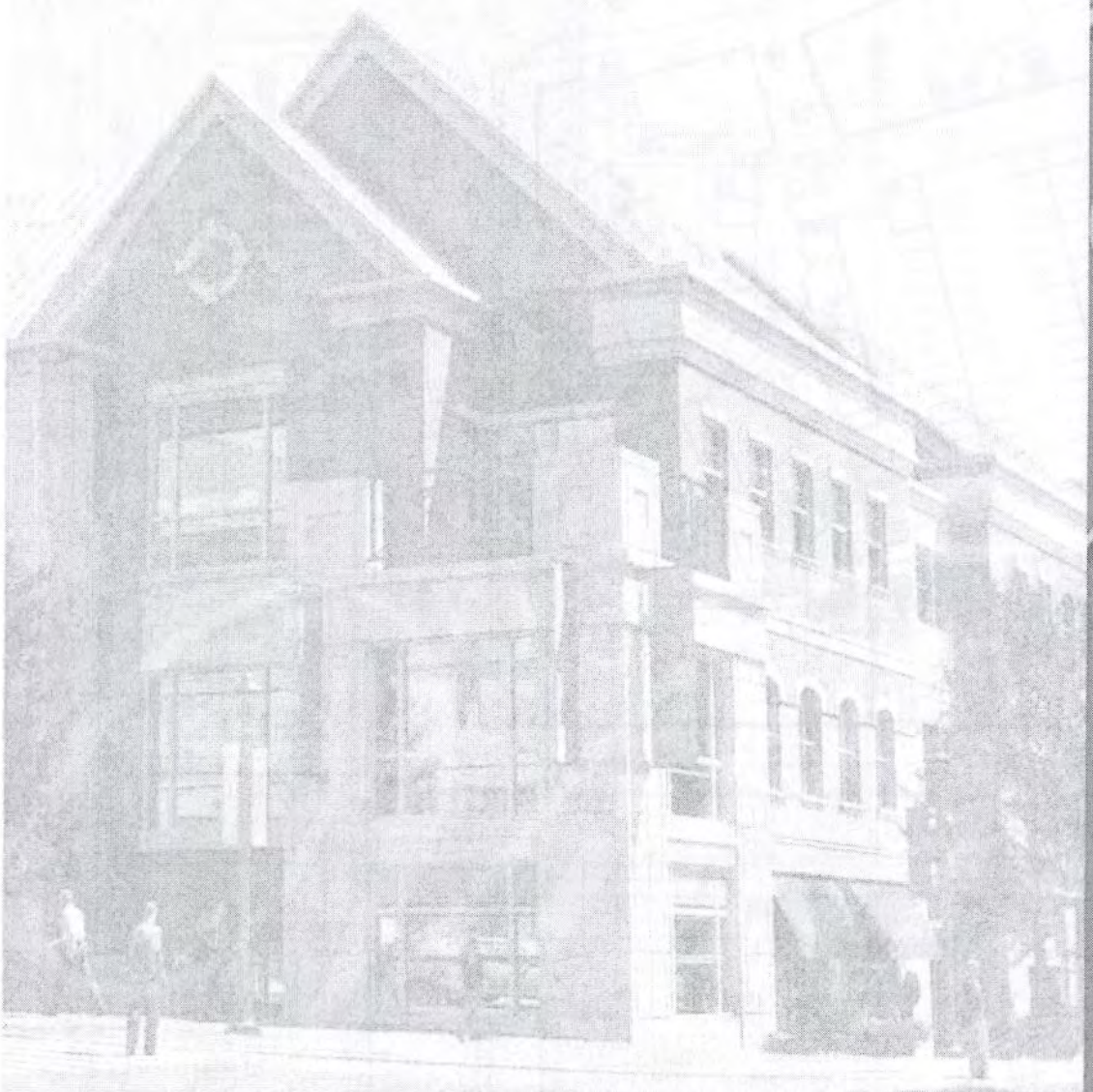

TRAMMELL CROW

J. DONEGAN COMPANY

WALNUT STREET

KIMCO REALTY

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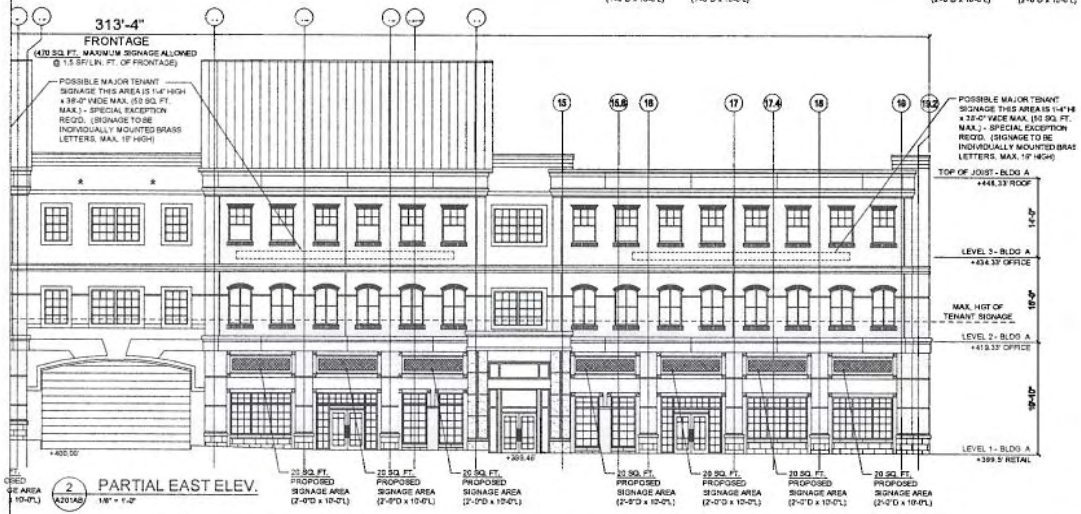
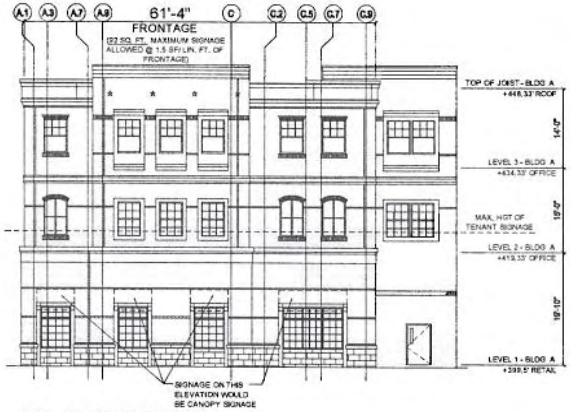
1 A201AB PARTIAL EAST ELEV.
1/8" = 1'-0"



2 A201AB PARTIAL EAST ELEV.
1/8" = 1'-0"



3 A201AB NORTH ELEVATION
1/8" = 1'-0"

GENERAL NOTES

1. FOR SIGNAGE PURPOSES, THE BUILDING IS CLASSIFIED AS UNDER "OFFICE OR INDUSTRIAL CENTER".
2. THE MAXIMUM CUMULATIVE TENANT SIGNAGE ALLOWED SHALL BE 1.5 SQ. FT. PER LINEAR FOOT OF BUILDING FRONTAGE.
3. THE MAXIMUM SIZE OF ANY ONE TENANT SIGN SHALL BE 50 SQ. FT.
4. NO TENANT SIGN SHALL BE ALLOWED AT A HEIGHT GREATER THAN 3.5 FEET ABOVE THE FINISHED FLOOR LEVEL OF THE SECOND STORY.
5. ANY SIGNAGE MOUNTED ABOVE 3.5 FEET OF THE SECOND STORY WOULD REQUIRE SPECIAL EXCEPTION APPROVAL BY THE CITY OF FAIRFAX. THIS INCLUDES ANY BUILDING IDENTIFICATION SIGNS OR ANY MAJOR TENANT SIGNAGE.
6. WINDOW SIGNAGE
   - A. THE MAXIMUM SIZE OF ANY WINDOW SIGN SHALL BE 25% OF THE AREA OF EACH WINDOW (PANEL) AND SHALL NOT EXCEED 50% OF THE MAXIMUM SIGNAGE PERMITTED FOR ANY PARTICULAR TENANT.
   - B. ONLY ONE PERMANENT SIGN IS PERMITTED PER WINDOW.
   - C. WINDOW SIGNAGE IS NOT PERMITTED IN STOREFRONT OPENINGS THAT HAVE WINDOW MUNTINS.
   - D. NO NEON SIGNS OF ANY KIND ARE PERMITTED.
   - E. NO BOX SIGNS WITH SCROLLING TEXT OF ANY KIND ARE PERMITTED.
7. CANOPY SIGNAGE IS ALLOWED, HOWEVER, ALL BUSINESS NAMES AND LOGOS SHALL COUNT AGAINST THE TOTAL SIGNAGE SQUARE FOOTAGE ALLOWED.

ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
A/B	NORTH	GARAGE ENTRY	YES	61'-4"	92 SF
A/B	PARTIAL NORTH	PLAZA	YES	62'-10"	94 SF
A/B	EAST	UNIVERSITY DRIVE	YES	313'-4"	470 SF
A/B	SOUTH	NORTH STREET	YES	106'-10"	159 SF
A/B	WEST	PLAZA	YES	116'-2"	174 SF

NOTE:

THESE ELEVATIONS SHOW ALL THE AREAS WHERE SIGNAGE IS PERMITTED TO BE LOCATED WITH PROPOSED SIZE AND SQUARE FOOTAGE NOTED FOR EACH INDIVIDUAL LOCATION. THE CUMULATIVE AREAS MAY ADD UP TO MORE SQUARE FOOTAGE THAN IS SHOWN TO BE ALLOWED. THE MAXIMUM SQUARE FOOTAGE ALLOWED SHALL REMAIN AS SHOWN ABOVE EACH ELEVATION. AT NO TIME WILL ACTUAL SIGNAGE AREA EXCEED THE MAXIMUM SQUARE FOOTAGE ALLOWED BY CODE UNLESS APPROVED BY CITY COUNCIL (SPECIAL EXCEPTION). IT IS ASSUMED THAT INDIVIDUAL TENANTS WOULD NOT HAVE SIGNAGE AT ALL PROPOSED LOCATIONS NOTED ON THESE ELEVATIONS.

THESE ELEVATIONS SHOW PROPOSED LOCATIONS OF BUILDING MOUNTED SIGNS FOR THE PROJECT. OTHER SIGN LOCATIONS (INCLUDING BLADE SIGNS) WILL BE SUBJECT TO APPROVAL FROM THE CONDO ASSOCIATION, AS WELL AS, REVIEW AND ADMINISTRATIVE APPROVAL BY THE BOARD OF ARCHITECTURAL REVIEW OF THE CITY OF FAIRFAX.

KEY PLAN

CMSS ARCHITECTS, PC

11121 FREEDOM DRIVE
SUITE 250
RESTON, VIRGINIA 20190
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FAX: (703) 481-8825

CIVIL
URBAN ENGINEERING & ASSOCIATES, INC.

STRUCTURAL
HAYNES WHALEY ASSOCIATES, INC.

MEP
KTA GROUP

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DATE	REVISION
SIGNAGE GUIDELINES	5/21

OLD TOWN VILLAGE AT FAIRFAX
SIGNAGE GUIDELINES
CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY
WALNUT STREET DEVELOPMENT
J DONEGAN COMPANY

BUILDING A&E ELEVATIONS
3950 UNIVERSITY DRIVE

PROJECT NO 23-

A201AB

ARCH SHEET OF

NOTE:

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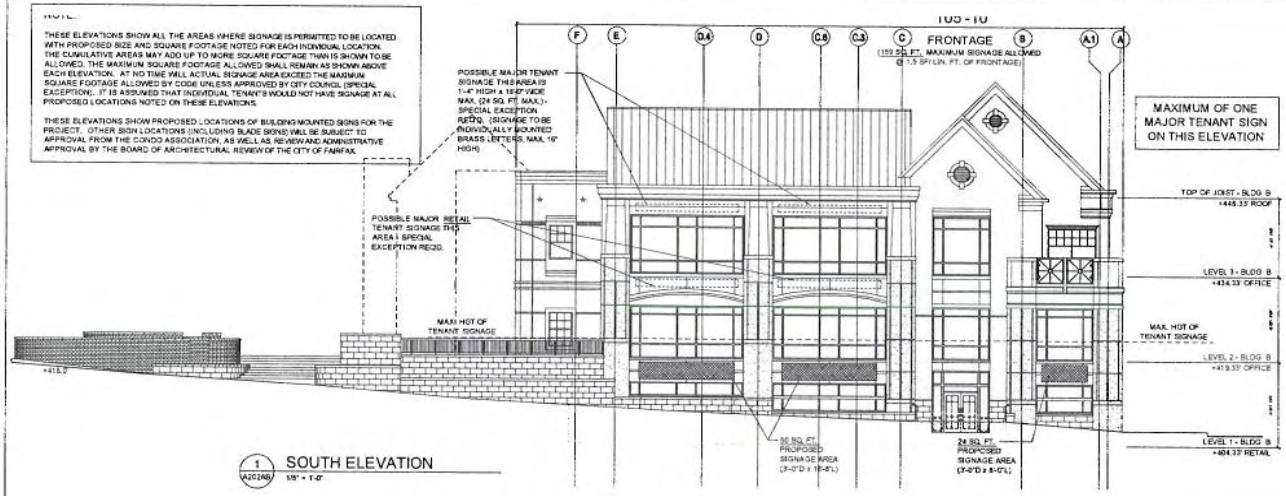
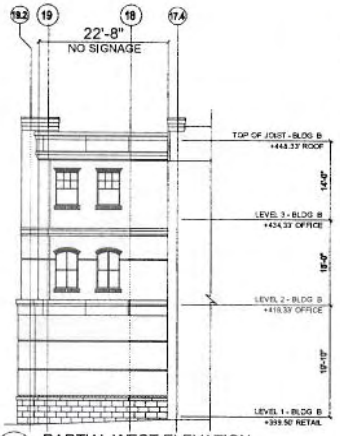
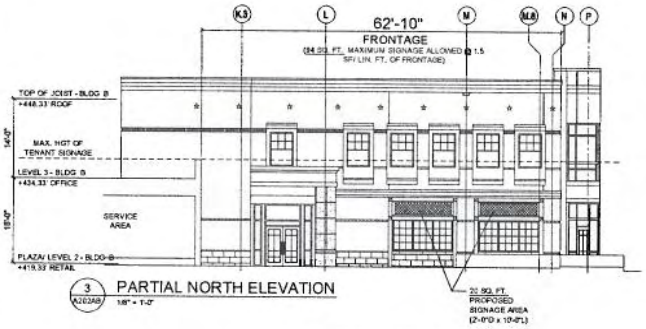


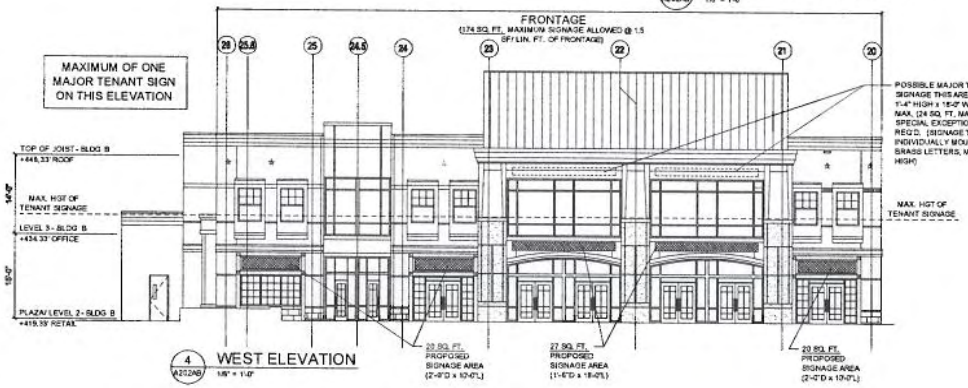
1 A202AB SOUTH ELEVATION 1/8" = 1'-0"



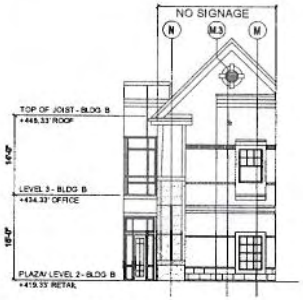
2 A202AB PARTIAL WEST ELEVATION 1/8" = 1'-0"



3 A202AB PARTIAL NORTH ELEVATION 1/8" = 1'-0"



4 A202AB WEST ELEVATION 1/8" = 1'-0"



5 A202AB PARTIAL SOUTH ELEVATION 1/8" = 1'-0"

ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
A/B	NORTH	GARAGE ENTRY	YES	61'-4"	92 SF
A/B	PARTIAL NORTH	PLAZA	YES	62'-10"	94 SF
A/B	EAST	UNIVERSITY DRIVE	YES	313'-4"	470 SF
A/B	SOUTH	NORTH STREET	YES	105'-10"	159 SF
A/B	WEST	PLAZA	YES	116'-0"	174 SF

GENERAL NOTES

1. FOR SIGNAGE PURPOSES, THE BUILDING IS CLASSIFIED AS UNDER "OFFICE OR INDUSTRIAL CENTER".
2. THE MAXIMUM CUMULATIVE TENANT SIGNAGE ALLOWED SHALL BE 1.5 SQ. FT. PER LINEAR FOOT OF BUILDING FRONTAGE.
3. THE MAXIMUM SIZE OF ANY ONE TENANT SIGN SHALL BE 50 SQ. FT.
4. NO TENANT SIGN SHALL BE ALLOWED AT A HEIGHT GREATER THAN 3.5 FEET ABOVE THE FINISHED FLOOR LEVEL OF THE SECOND STORY
5. ANY SIGNAGE MOUNTED ABOVE 3.5 FEET OF THE SECOND STORY WOULD REQUIRE SPECIAL EXCEPTION APPROVAL BY THE CITY OF FAIRFAX. THIS INCLUDES ANY BUILDING IDENTIFICATION SIGNS OR ANY MAJOR TENANT SIGNAGE.
6. WINDOW SIGNAGE:
   - A. THE MAXIMUM SIZE OF ANY WINDOW SIGN SHALL BE 25% OF THE AREA OF EACH WINDOW (PANEL) AND SHALL NOT EXCEED 50% OF THE MAXIMUM SIGNAGE PERMITTED FOR ANY PARTICULAR TENANT.
   - B. ONLY ONE PERMANENT SIGN IS PERMITTED PER WINDOW.
   - C. WINDOW SIGNAGE IS NOT PERMITTED IN STOREFRONT OPENINGS THAT HAVE WINDOW MUNTINS.
   - D. NO NEON SIGNS OF ANY KIND ARE PERMITTED.
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7. CANOPY SIGNAGE IS ALLOWED. HOWEVER, ALL BUSINESS NAMES AND LOGOS SHALL COUNT AGAINST THE TOTAL SIGNAGE SQUARE FOOTAGE ALLOWED.

KEY PLAN

All Eyes 20 sf - 2/13/08

CMSS ARCHITECTS, PC

11921 FREEDOM DRIVE SUITE 250 RESTON, VIRGINIA 20190 PHONE: (703) 481-6671 FAX: (703) 481-6675

CIVIL: URBAN ENGINEERING & ASSOCIATES, INC.

STRUCTURAL: HAYNES WHALEY ASSOCIATES, INC.

MEP: KTA GROUP

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DATE	REVISION
SIGNAGE GUIDELINES	5/21

OLD TOWN VILLAGE AT FAIRFAX

SIGNAGE GUIDELINES

CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY

WALNUT STREET DEVELOPMENT

J DONEGAN COMPANY

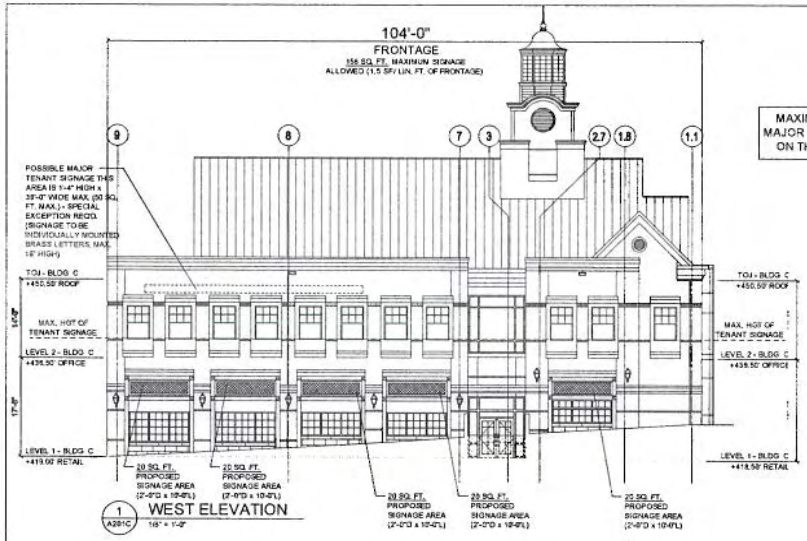
BUILDING A&E ELEVATIONS

3950 UNIVERSITY DRIVE

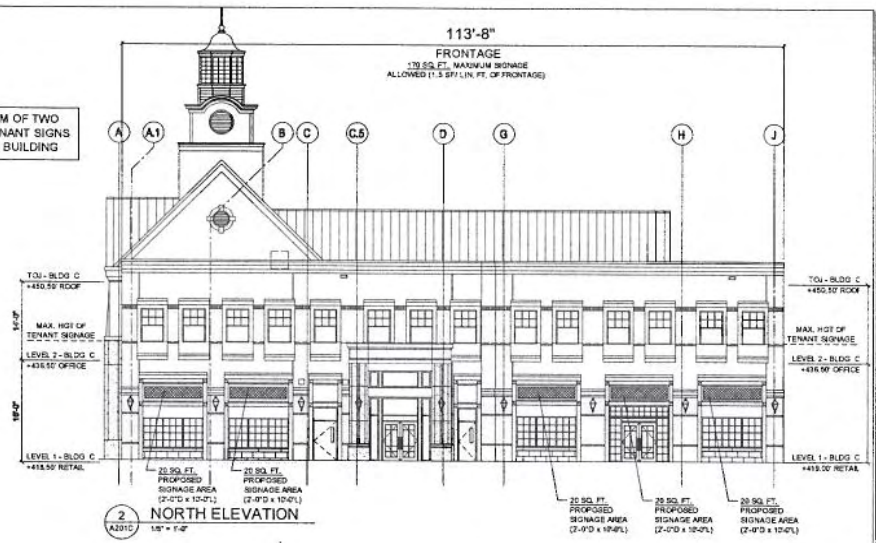
PROJECT NO 03-

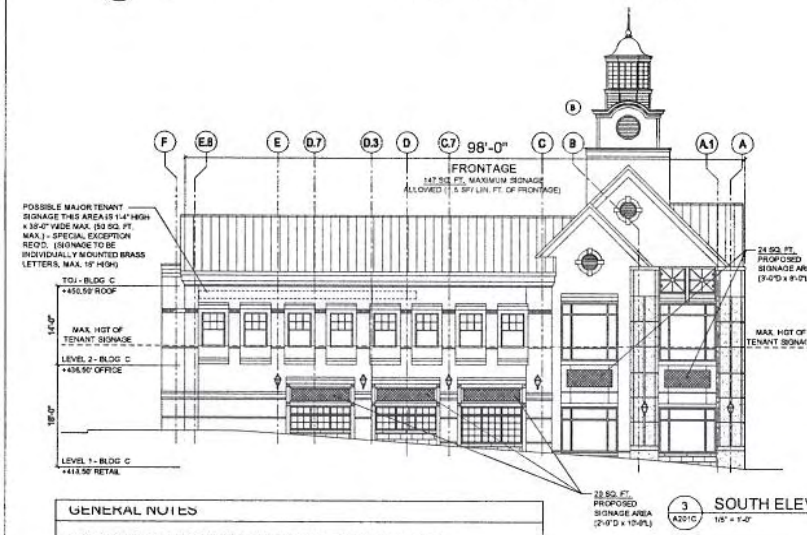
A202AE

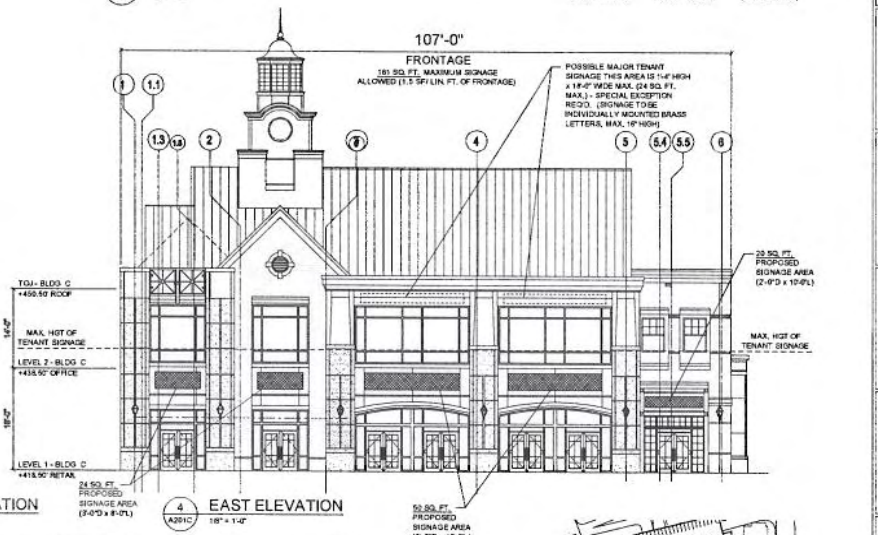
ARCH SHEET OF



MAXIMUM OF TWO MAJOR TENANT SIGNS ON THIS BUILDING







GENERAL NOTES

1. FOR SIGNAGE PURPOSES, THE BUILDING IS CLASSIFIED AS UNDER 'OFFICE OR INDUSTRIAL CENTER'.
2. THE MAXIMUM CUMULATIVE TENANT SIGNAGE ALLOWED SHALL BE 1.5 SQ. FT. PER LINEAR FOOT OF BUILDING FRONTAGE.
3. THE MAXIMUM SIZE OF ANY ONE TENANT SIGN SHALL BE 50 SQ. FT.
4. NO TENANT SIGN SHALL BE ALLOWED AT A HEIGHT GREATER THAN 3.5 FEET ABOVE THE FINISHED FLOOR LEVEL OF THE SECOND STORY.
5. ANY SIGNAGE MOUNTED ABOVE 3.5 FEET OF THE SECOND STORY WOULD REQUIRE SPECIAL EXCEPTION APPROVAL BY THE CITY OF FAIRFAX. THIS INCLUDES ANY BUILDING IDENTIFICATION SIGNS OR ANY MAJOR TENANT SIGNAGE.
6. WINDOW SIGNAGE:
   - A. THE MAXIMUM SIZE OF ANY WINDOW SIGN SHALL BE 25% OF THE AREA OF EACH WINDOW PANEL AND SHALL NOT EXCEED 50% OF THE MAXIMUM SIGNAGE PERMITTED FOR ANY PARTICULAR TENANT.
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7. CANOPY SIGNAGE IS ALLOWED, HOWEVER, ALL BUSINESS NAMES AND LOGOS SHALL COUNT AGAINST THE TOTAL SIGNAGE SQUARE FOOTAGE ALLOWED.

ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
C	NORTH	PLAZA WITH BLDG D	YES	113'-8"	170 SF
C	EAST	PLAZA	YES	107'-0"	161 SF
C	SOUTH	NORTH STREET	YES	98'-0"	147 SF
C	WEST	CHAIN BRIDGE ROAD	YES	104'-0"	156 SF

NOTE:

THESE ELEVATIONS SHOW ALL THE AREAS WHERE SIGNAGE IS PERMITTED TO BE LOCATED WITH PROPOSED SIZE AND SQUARE FOOTAGE NOTED FOR EACH INDIVIDUAL LOCATION. THE CUMULATIVE AREAS MAY ADD UP TO MORE SQUARE FOOTAGE THAN IS SHOWN TO BE ALLOWED. THE MAXIMUM SQUARE FOOTAGE ALLOWED SHALL REMAIN AS SHOWN ABOVE EACH ELEVATION. AT NO TIME WILL ACTUAL SIGNAGE AREA EXCEED THE MAXIMUM SQUARE FOOTAGE ALLOWED BY CODE UNLESS APPROVED BY CITY COUNCIL (SPECIAL EXCEPTION). IT IS ASSUMED THAT INDIVIDUAL TENANTS WOULD NOT HAVE SIGNAGE AT ALL PROPOSED LOCATIONS NOTED ON THESE ELEVATIONS.

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KEY PLAN

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CIVIL
URBAN ENGINEERING & ASSOCIATES, INC.

STRUCTURAL
HAYNES WHALEY ASSOCIATES, INC.

MEP
KTA GROUP

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DATE	REVISION
	SIGNAGE GUIDELINES 6/01

OLD TOWN VILLAGE AT FAIRFAX

SIGNAGE GUIDELINES

CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY

WALNUT STREET DEVELOPMENT

J DONEGAN COMPANY

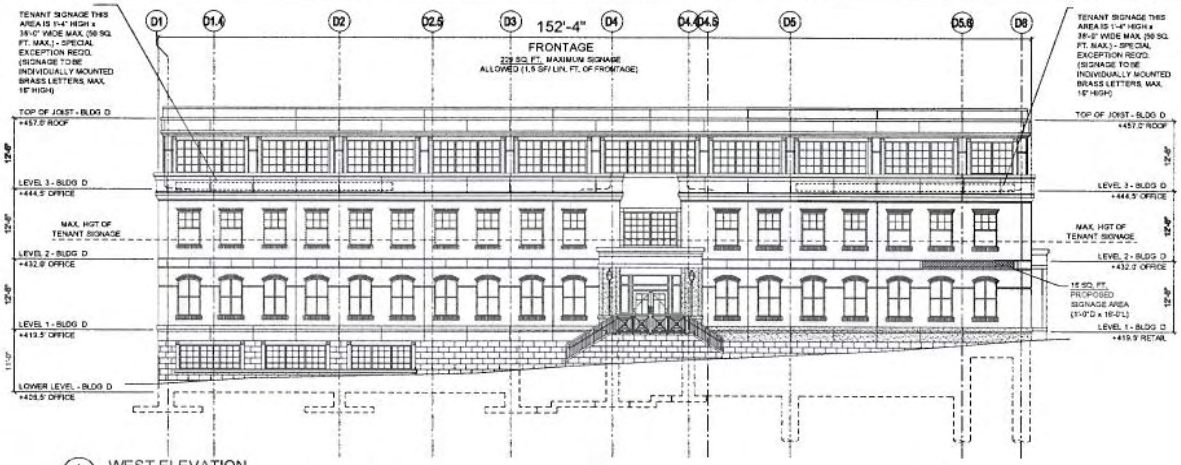
BUILDING C SIGNAGE ELEVATIONS

3955 CHAIN BRIDGE R

PROJECT NO. 03-

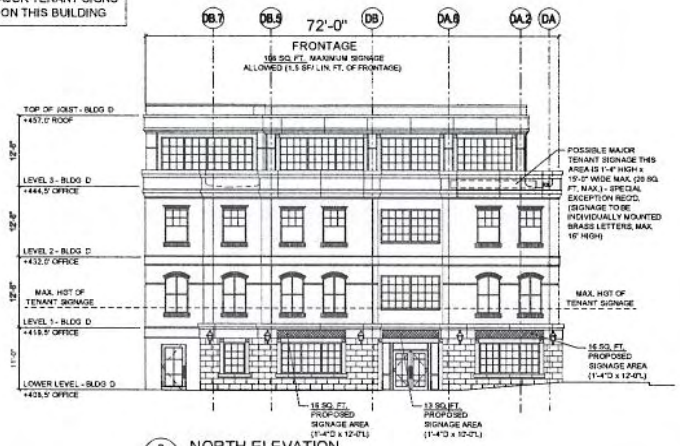
A201C

ARCH SHEET OF

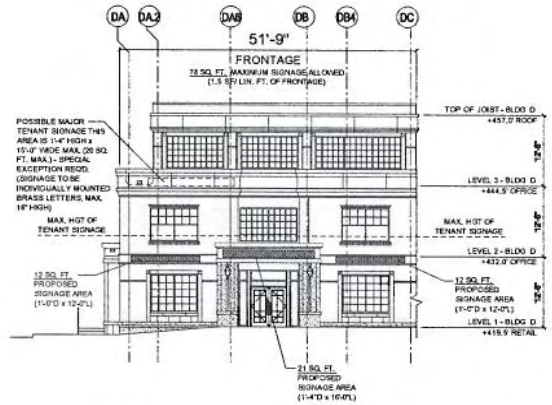


1 A201D WEST ELEVATION 1/8" = 1'-0"

MAXIMUM OF TWO MAJOR TENANT SIGNS ON THIS BUILDING



2 A201D NORTH ELEVATION 1/8" = 1'-0"



3 A201D SOUTH ELEVATION 1/8" = 1'-0"

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ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
D	NORTH	GARAGE ENTRY	YES	72'-0"	108 SF
D	SOUTH	PLAZA WITH BLDG C	YES	51'-9"	78 SF
D	WEST	CHAIN BRIDGE ROAD	YES	152'-4"	229 SF

NOTE:

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KEY PLAN

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RESTON, VIRGINIA 20190
PHONE (703) 414-0877
FAX (703) 414-0879

CIVIL
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STRUCTURAL
HAYNES WHALEY ASSOCIATES INC.

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KTA GROUP

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DATE
REVISION
SIGNAGE GUIDELINES 6/01

OLD TOWN VILLAGE AT FAIRFAX
SIGNAGE GUIDELINES
CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY
WALNUT STREET DEVELOPMENT
J DONEGAN COMPANY

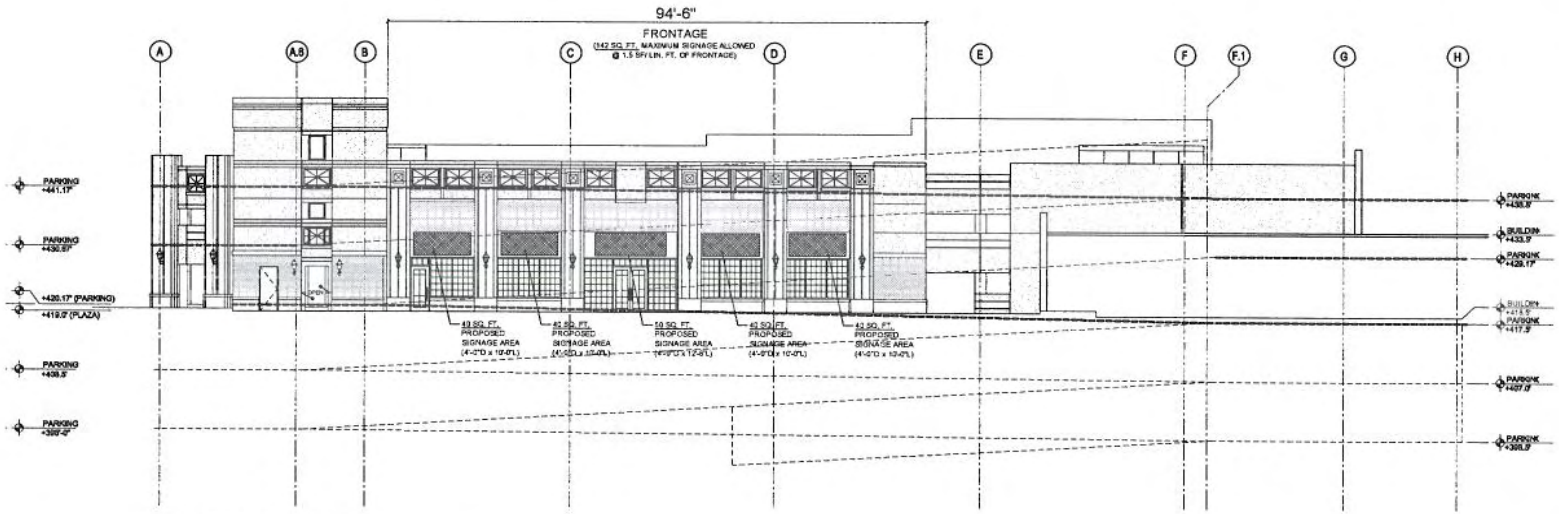
BUILDING D ELEVATIONS

3925 CHAIN BRIDGE F

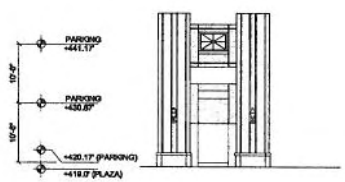
PROJECT NO D3-

A201D

ARCH SHEET OF



1 A202EG SOUTH ELEVATION
1/8" = 1'-0"



2 A202EG WEST ELEVATION
1/8" = 1'-0"

ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
E	SOUTH	PLAZA	YES	94'-6"	142 SF

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GENERAL NOTES

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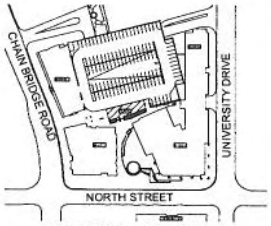

KEY PLAN

CMSS ARCHITECTS, PC

11921 FREEDOM DRIVE
SUITE 200
RESTON, VIRGINIA 20190
PHONE: (703) 481-9177
FAX: (703) 481-9178

CIVIL
URBAN ENGINEERING & ASSOCIATES, INC.
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HAYNES WHALEY ASSOCIATES, INC.
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RESTON, VIRGINIA 20190
PHONE: (703) 481-8100
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MEP
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11710 PLAZA AMERICA DRIVE
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PHONE: (703) 481-9400
FAX: (703) 481-9404

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DATE	REVISION
	SIGNAGE GUIDELINES RQV

OLD TOWN VILLAGE AT FAIRFAX
SIGNAGE GUIDELINES

CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY
WALNUT STREET DEVELOPMENT
J CONEGAN COMPANY

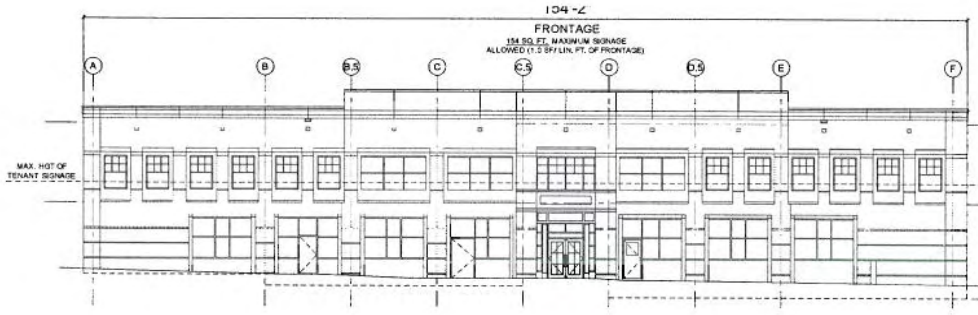
BUILDING E ELEVATIONS

10420 NORTH STREET

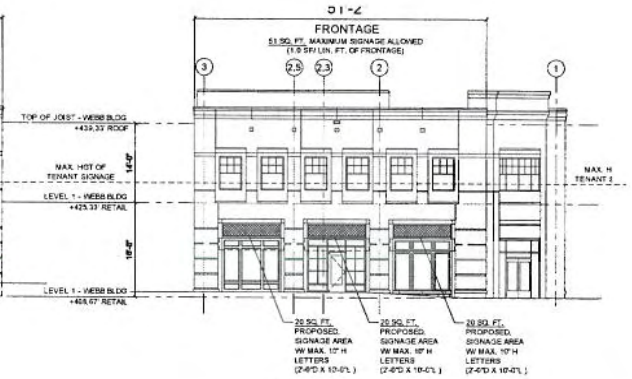
PROJECT NO. 03-

A202E

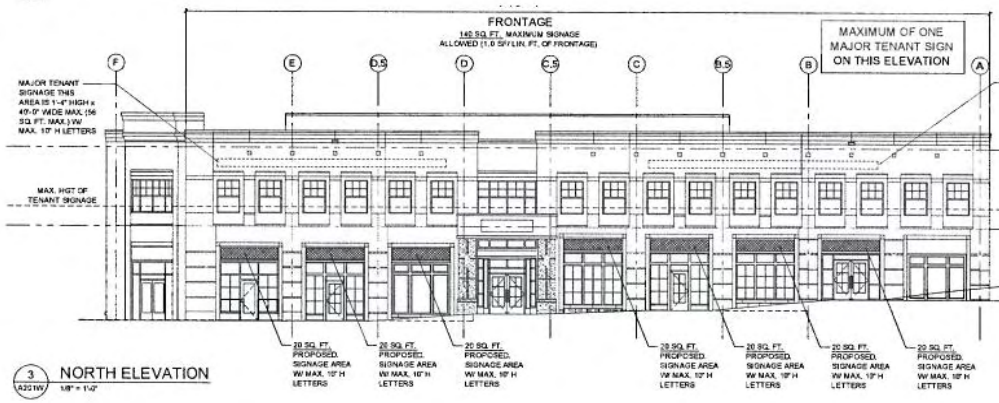
ARCH SHEET OF



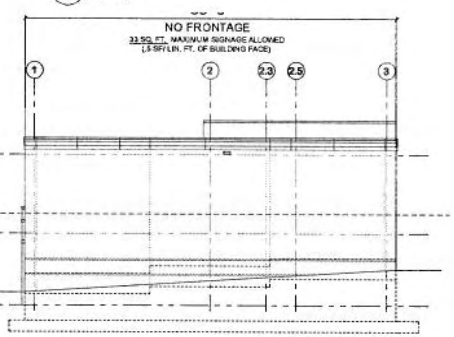
1 A201W SOUTH ELEVATION 1/8" = 1'-0"



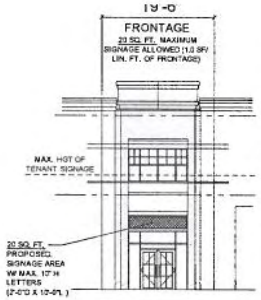
2 A201W EAST ELEVATION 1/8" = 1'-0"



3 A201W NORTH ELEVATION 1/8" = 1'-0"



4 A201W WEST ELEVATION 1/8" = 1'-0"



5 A201W NORTH-EAST ELEVATION 1/8" = 1'-0"

GENERAL NOTES

1. FOR SIGNAGE PURPOSES, THE BUILDING IS CLASSIFIED AS UNDER "OLD TOWN FAIRFAX HISTORIC OVERLAY DISTRICT".
2. THE MAXIMUM CUMULATIVE TENANT SIGNAGE ALLOWED SHALL BE 1.0 SQ. FT. PER LINEAR FOOT OF BUILDING FRONTAGE.
3. THE MAXIMUM SIZE OF ANY ONE TENANT SIGN SHALL BE 50 SQ. FT.
4. NO TENANT SIGN SHALL BE ALLOWED AT A HEIGHT GREATER THAN 3.5 FEET ABOVE THE FINISHED FLOOR LEVEL OF THE SECOND STORY
5. WINDOW SIGNAGE:
   - A. THE MAXIMUM SIZE OF ANY WINDOW SIGN SHALL BE 25% OF THE AREA OF EACH WINDOW (PANEL) AND SHALL NOT EXCEED 50% OF THE MAXIMUM SIGNAGE PERMITTED FOR ANY PARTICULAR TENANT.
   - B. ONLY ONE PERMANENT SIGN IS PERMITTED PER WINDOW.
   - C. WINDOW SIGNAGE IS NOT PERMITTED IN STOREFRONT OPENINGS THAT HAVE WINDOW MUNTINS.
   - D. NO NEON SIGNS OF ANY KIND ARE PERMITTED.
   - E. NO BOX SIGNS WITH SCROLLING TEXT OF ANY KIND ARE PERMITTED.
6. CANOPY SIGNAGE IS ALLOWED AND SHALL NOT COUNT AGAINST THE TOTAL SIGNAGE SQUARE FOOTAGE ALLOWED, AS LONG AS THE CANOPY CONTAINS ONLY THE NAME OF A BUILDING OR TENANT.

ALLOWABLE SIGNAGE AREA

BLDG	ELEV	FACING	FRONTAGE	LENGHT	ALLOWABLE SF
WEBB	NORTH	NORTH STREET	YES	140'-4"	140 SF
WEBB	EAST	UNIVERSITY DRIVE	YES	51'-2"	51 SF
WEBB	SOUTH	PARKING	YES	154'-2"	154 SF
WEBB	WEST	ALLEY	NO	66'-0"	33 SF
WEBB	NORTH EAST	NORTH/UNIVERSITY	YES	19'-0"	20 SF

NOTE:

THESE ELEVATIONS SHOW ALL THE AREAS WHERE SIGNAGE IS PERMITTED TO BE LOCATED WITH PROPOSED SIZE AND SQUARE FOOTAGE NOTED FOR EACH INDIVIDUAL LOCATION. THE CUMULATIVE AREAS MAY ADD UP TO MORE SQUARE FOOTAGE THAN IS SHOWN TO BE ALLOWED. THE MAXIMUM SQUARE FOOTAGE ALLOWED SHALL REMAIN AS SHOWN ABOVE EACH ELEVATION. AT NO TIME WILL ACTUAL SIGNAGE AREA EXCEED THE MAXIMUM SQUARE FOOTAGE ALLOWED BY CODE UNLESS APPROVED BY CITY COUNCIL (SPECIAL EXCEPTION). IT IS ASSUMED THAT INDIVIDUAL TENANTS WOULD NOT HAVE SIGNAGE AT ALL PROPOSED LOCATIONS NOTED ON THESE ELEVATIONS.

THESE ELEVATIONS SHOW PROPOSED LOCATIONS OF BUILDING MOUNTED SIGNS FOR THE PROJECT. OTHER SIGN LOCATIONS (INCLUDING BLADE SIGNS) WILL BE SUBJECT TO APPROVAL FROM THE CONDO ASSOCIATION, AS WELL AS, REVIEW AND ADMINISTRATIVE APPROVAL BY THE BOARD OF ARCHITECTURAL REVIEW OF THE CITY OF FAIRFAX.

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DATE
REVISION
SIGNAGE GUIDELINES 8/21

OLD TOWN VILLAGE AT FAIRFAX
SIGNAGE GUIDELINES
CITY OF FAIRFAX, VIRGINIA

TRAMMELL CROW COMPANY
WALNUT STREET DEVELOPMENT
J DONEGAN COMPANY

WEBB BLDG. EXTERIOR ELEVATIONS
10427 NORTH STREET

PROJECT NO 03-

A201W

ARCH SHEET OF