Docket Item # 3

SUP #2007-0107

Amendment to the Carlyle Coordinated Sign Program

Planning Commission

July 1, 2008

City of Alexandria, Virginia

MEMORANDUM

DATE: JULY 1, 2008

TO: THE CHAIRMAN AND MEMBERS OF PLANNING COMMISSION

FROM: FAROLL HAMER, DIRECTOR
DEPARTMENT OF PLANNING AND ZONING

SUBJECT: AMENDMENT TO THE CARLYLE COORDINATED SIGN PROGRAM – SUP #2007-0107

At the last two Planning Commission hearings for the proposed amendment to the Carlyle Coordinated Sign Program several residents of Carlyle testified in opposition to the extended hours of illumination for retail signs. Currently, the Zoning Ordinance prohibits illumination of signs after 10:30 pm for signage in close proximity to residential uses. While staff acknowledges that impacts to residential uses need to be mitigated, staff was also attempting to address the signage needs of businesses that are open later than 10:30 pm. As part of this analysis, staff evaluated how other jurisdictions address the issue of signage illumination and the solutions range from no regulation of the hours of illumination to minimal regulation of illumination.

In addition, while staff is reviewing the proposed sign amendments for Carlyle, planning is occurring for large retail areas such as Landbay G-Potomac Yard, the existing Potomac Yard retail shopping center, and the Landmark/Van Dorn area. Timing for sign illumination and the current Zoning Ordinance requirements for retail signage is an issue that will also affect these areas. Therefore, staff is recommending that the issue of illumination and proximity to residential be addressed through a comprehensive text amendment to the Zoning Ordinance at a later date this fall/winter at the same time of the public hearings for these retail areas. Staff also anticipates that other elements be part of the retail signage text amendment to enable the City to better ensure attractive retail signage for these upcoming retail areas.

While staff is recommending that the issue of illumination be deferred until a subsequent text amendment, staff is recommending that the remainder of the proposed amendments to the Carlyle coordinated sign program be approved as part this proposal which consists of the following:

- Administrative approval of retail and hotel signs that comply with the size requirements of the Zoning Ordinance (1 sq.ft./linear ft.) and the Carlyle design standards.
- Additional signs for smaller retail storefronts – a minimum of 50 sq.ft. of signage for each retail tenant regardless of the street frontage.

- Additional retail signage if approved by the Design Review Board up to 2 sq.ft./linear ft.
- Minimum sign requirements.
- Permitting Illuminated projecting signs.
- Illuminated hotel signage above 35 feet with approval of the Design Review Board.
- Retail and hotel signs may be located on a building face fronting a pocket park, provided the sign is located no higher than 50 feet.
- Illuminated parking garage signs.

The current recommendations attempt to address many of the concerns that have been expressed by many of the retail operators, residents and will result in what staff believes will be a more active vibrant streetscape for the retail uses within Carlyle.

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 3, 2008

TO: THE CHAIRMAN AND MEMBERS OF PLANNING COMMISSION

FROM: FAROLL HAMER, DIRECTOR
DEPARTMENT OF PLANNING AND ZONING

SUBJECT: AMENDMENT TO THE CARLYLE COORDINATED SIGN PROGRAM – SUP #2007-0107

At the May 6th Planning Commission meeting, the applicants requested that the case be deferred in order to work with staff regarding the concern with requiring a minimum number of signs for retail uses (Condition 5.i) and the timing for illumination (Condition 5.d), which was an issue raised by a Carlyle resident. As a result, staff proposes Condition 5.i be revised as follows:

5.i Each retail tenant shall install a minimum of one sign for each storefront facade appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign (e.g. projecting sign, flag, or window sign) unless otherwise approved by the Director of Planning and Zoning.

With regard to the resident's concern about the hours of illumination, staff still recommends the condition remain as originally proposed ("*All retail and hotel signage permitted to be illuminated, regardless of the proximity to residential uses, shall be allowed to be illuminated until 12:00 am or the close of the business, whichever is later*."). As discussed in the staff report and with the Design Review Board, allowing the retail and hotel signage to be illuminated during their business hours is important to promoting retail business and activity in Carlyle. In an effort to address the resident's issue, the applicant is coordinating with the retail establishments in the area to create a single phone number to be distributed to residents. This number will provide residents with a single point of contact for any issues related to the business establishments, including signage that is illuminated later than allowed by this condition.

Finally, at the May Planning Commission meeting, per the applicant's request, staff agreed to revise Condition 5.j, to state the following:

5.j Box signs shall be prohibited unless approved by the Design Review Board.

Docket Item #3

SPECIAL USE PERMIT #2007-0107
CARLYLE COORDINATED SIGN PROGRAM

Planning Commission Meeting
June 3, 2008

ISSUE: Consideration of a request for an amendment to the Carlyle Coordinated Sign Program.

APPLICANT: Carlyle-Lane CFRI Venture II, LLC, 1900 Ballenger, LLC, and Regent Partners, LLC
by Jonathan Rak

STAFF: Jeffrey Farner, Division Chief, Development
Jeffrey.Farner@alexandriava.gov
Katye Parker, Urban Planner
Katye.Parker@alexandriava.gov
Natalie Sun, Urban Planner
Natalie.Sun@alexandriava.gov

LOCATION: CARLYLE DEVELOPMENT-Area bounded by Duke Street to the north, Holland Lane to the east, Eisenhower Ave to the south and Mill Road to the west known as the Carlyle Development

ZONE: Coordinated Development District # 1/CDD #1

CITY COUNCIL ACTION, SEPTEMBER 13, 2008: City Council approved the Planning Commission recommendation.

PLANNING COMMISSION ACTION, JULY 1, 2008: On a motion by Mr. Jennings, seconded by Ms. Fossum, the Planning Commission voted to recommend approval of SUP#2007-0107 subject compliance with all applicable codes, ordinances, staff recommendations, and conditions as amended. The motion carried on a vote of 6 to 0.

Reason: The Planning Commission agreed with the staff analysis and recommendations.

Speakers:

Robert Harris, property owner and resident of 430 John Carlyle Street, asked if the parking garage signs would be subject to the hours of the illumination in the Zoning Ordinance.

PLANNING COMMISSION ACTION, JUNE 3, 2008: Without objection, the Planning Commission agreed to defer this item until the July Planning Commission meeting.

Reason: The applicant indicated that proper notice of the public hearing was not provided.

Speakers:

Robert Harris, property owner and resident of 430 John Carlyle Street, spoke in opposition to the amendment. He opposes the conditions that would allow extended hours of illumination for signs.

Elizabeth Smith, property owner and resident of 430 John Carlyle Street, spoke in opposition to the amendment. She opposes the conditions that would allow extended hours of illumination for signs.

Ken Wire, attorney, representing the applicants, spoke to clarify that proper notice of the hearing was not given since he was not aware that the public hearing would be reopened.

David Fromm, resident of 2307 E. Randolph Avenue, offered a suggestion that externally illuminated signs be considered in this area to address the issue of lighting intensity.

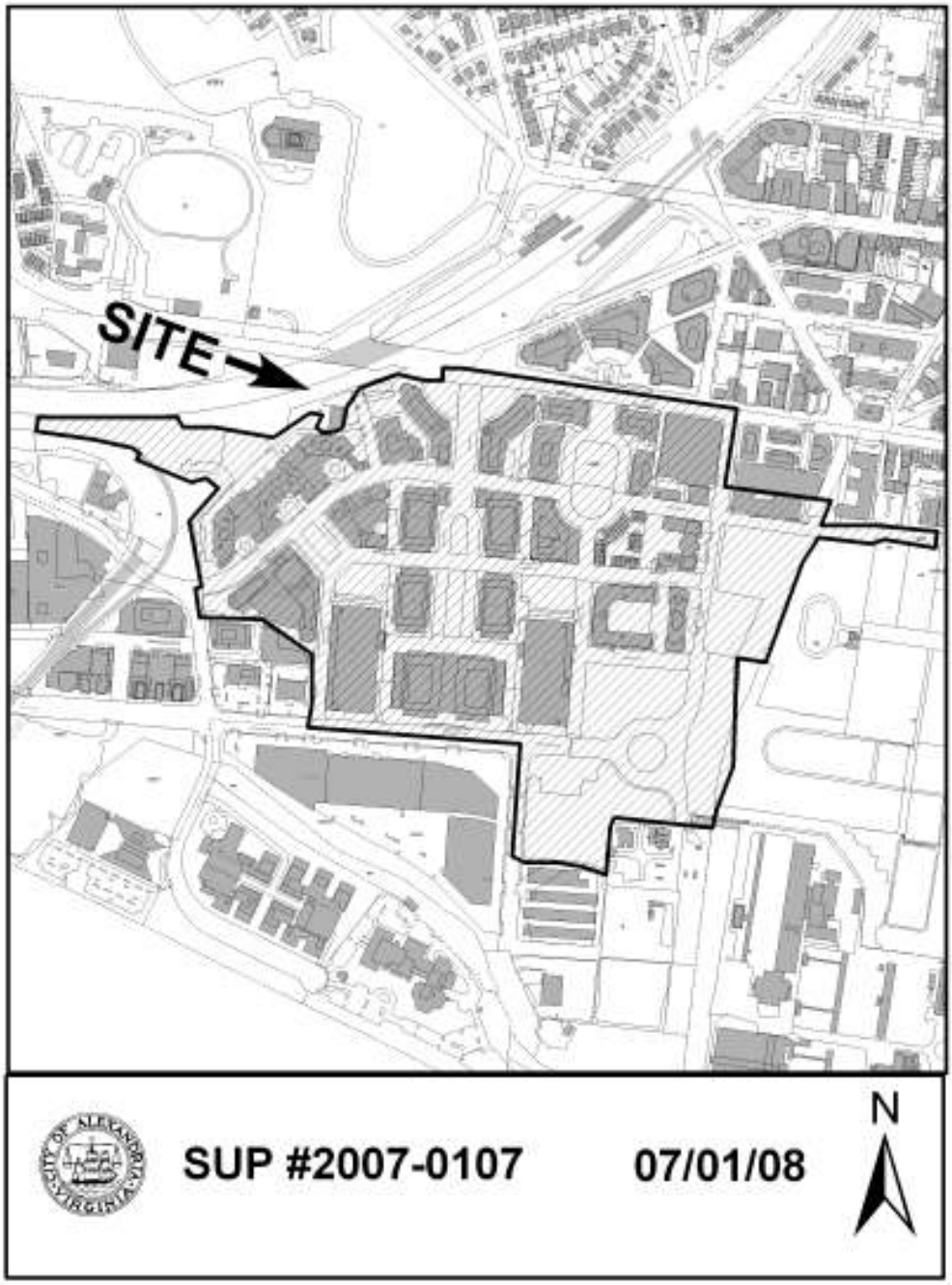
PLANNING COMMISSION ACTION, MAY 6, 2008: Without objection, the Planning Commission agreed to defer this item until the June Planning Commission meeting.

Reason: The applicant requested deferral to resolve the issues of the minimum signage requirements and the illumination.

Speakers:

Ken Wire, attorney, representing the applicants.

Robert Harris, a property owner and resident of Carlyle, spoke in opposition to the amendment. He opposes the conditions that would allow signs to remain illuminated for longer periods of the evening and to be located higher than 35 feet. Additionally, he does not agree with the statement that Carlyle should be a 24 hour / 7 day a week community.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I. OVERVIEW

A coordinated sign program was approved for the Carlyle development by City Council on September 13, 1997 (SUP #97-0074) and later amended on May 16, 1998 (SUP #98-0023). Since that time, several of the blocks that were planned for retail space have been constructed and more retail uses are opening in the area. Eight new retail and restaurant tenants are in the process of opening in the near future. A concern of staff, the property owners, and the retail operators is that the current sign program discourages creative and appropriately scaled signs.

The owners of the buildings on Blocks G, K, and F have filed a request for an amendment to the coordinated sign program for Carlyle. The applicants have requested (1) the amount of signage allowed for buildings in Carlyle be increased by 50%, (2) staff be permitted to administratively approve signs under 50 sf rather than being reviewed at the Design Review Board (DRB), (3) signs may be located on facades facing a public park, and (4) illumination of signs above 35 feet.

Figure 1: Block G office and retail

Staff has reviewed the request and analyzed sign programs in other jurisdictions. As a result, staff has several proposed modifications to the coordinated sign program for Carlyle which are consistent with what the applicants have requested. Staff recognizes that there are several challenges with the Carlyle sign requirements and review process. With this amendment, staff is attempting to address these challenges by incorporating key improvements such as:

- A more streamlined review process;
- Design flexibility for the Design Review Board; and
- High quality and imaginative signage.

II. BACKGROUND

A. Carlyle Coordinated Sign Program

The coordinated sign program for Carlyle (SUP #97-0074) was originally created to reinforce a sense of place by installing monument signs at the project•s entrances and to maintain a high-quality urban pedestrian environment by limiting the size and quantity of retail signs and by installing a series of uniform kiosk/directories to orient pedestrians. As part of the coordinated sign program an accompanying set of design guidelines also govern the design of sign sin Carlyle. With adoption of these guidelines, staff can administratively approve some of the signs that comply with the guidelines. However, the location and quantity of additional retail, professional or business identification signs must be approved by the Carlyle Design Review Board for consistency with the overall guidelines.

Figure 2: Directory Sign

It was originally anticipated that the Carlyle project would be developed as a series of speculative residential and commercial structures and that ground floor retail spaces would be coordinated and leased by a common developer. Changes in the market have altered that scenario, with owner-occupied, build-to-suit structures now the norm. The Design Guidelines have served as a useful guide for the Design Review Board and contains several small sections on recommended signs. However, as more retail tenants are coming in to Carlyle, some limitations and unanticipated impacts of the guidelines have been identified.

The coordinated sign program currently requires that signs larger than 16 sf require approval by the Design Review Board. Additionally, businesses proposing more than one sign also need approval by the DRB for the additional sign. These signs are reviewed for consistency with the guidelines and appropriateness for the use and location. Overall, the Design Guidelines encourage a minimalist approach which is inconsistent with the recommendations staff has heard from the Planning Commission, City Council, business owners, and community.

B. Retail in Carlyle

In April 2007, the City Council and Planning Commission held a joint worksession to discuss the retail in Carlyle. At that time, there were approximately 14 retail establishments in the area, including a bank and several different quick-service restaurants. A common criticism of this existing retail was a lack of signage to make these uses visible to the public. In many cases it was not immediately obvious that the space was a retail use rather than office space.

Figure 3: Example of lack of signage (Jimmy Johns)

In October 2007, a follow-up worksession was held to discuss what had occurred in Carlyle since April. By then several new retail establishments had opened, including two full-service restaurants (Carlyle Club and Jamieson Grill/Trademark Bar). In addition, the residential high-rise and mid-rise buildings developed by Post Properties on Block L (501 Holland and 520 John Carlyle) had completed construction (350 units) and the Jamieson Condominiums on Block F (79 units) opened, which has brought an added residential population to Carlyle that contributes to the development of a 24/7 community.

Several other retail uses have opened and the two residential Mill Race buildings, which are just west of Carlyle, are constructed and are occupied. Three full service restaurants are proceeding with the building permit process and will be opening in the coming months. The new retail uses and people in the Carlyle area have helped the overall retail image for Carlyle, but further development of vibrant retail is desired. Additional efforts need to be made, such as this sign amendment, to encourage unique, vibrant, and visible retail frontages that foster pedestrian and community activity and ensure successful retail.

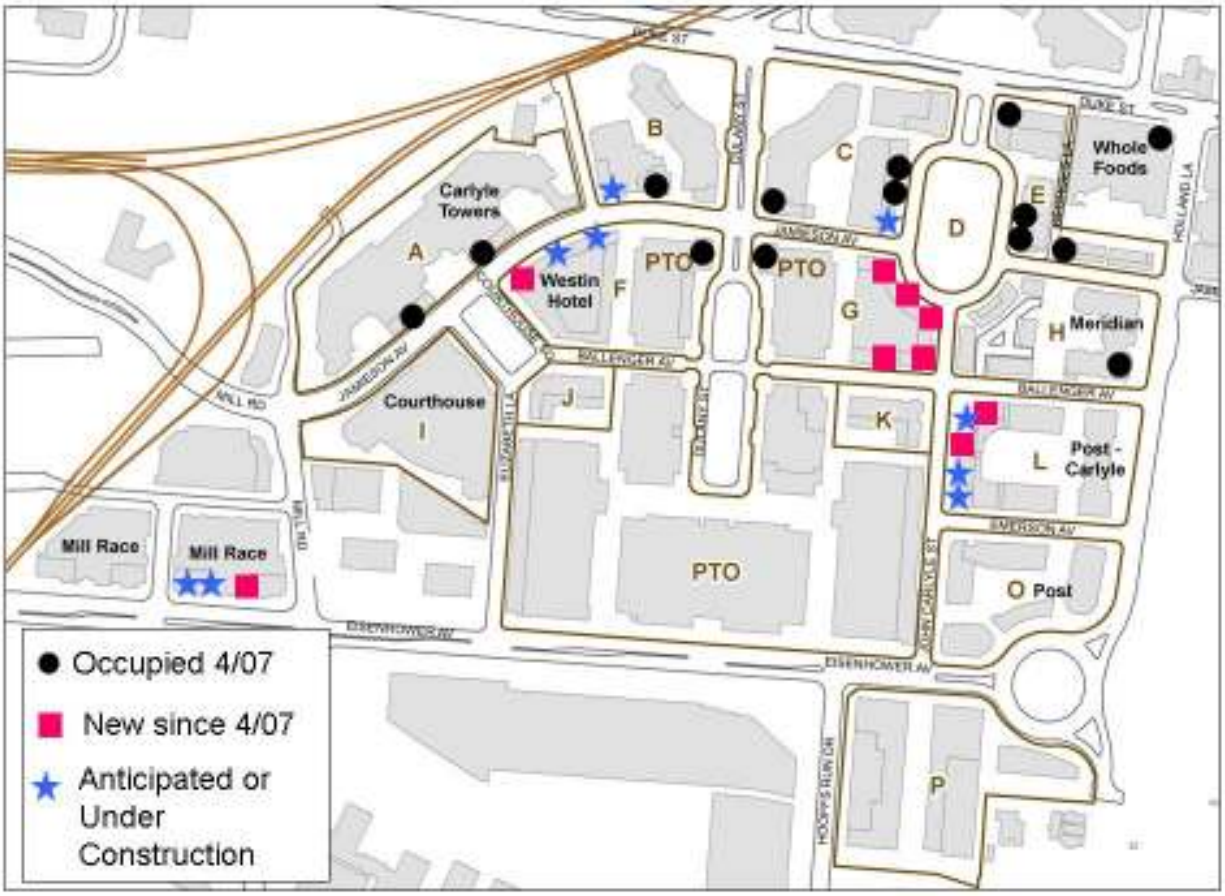

Figure 4: Retail Locations

C. Types of Signs

There are several types of signs that are discussed in the design guidelines. The following summarizes the different types of signs.

1. *Wall signs* – Signs that are parallel to and attached to the wall of a building, often located above the main entrance to a business.

2. *Window signs* – Signs applied to a window or installed just inside of a window. These signs cannot cover more than 20% of the total window surface.

3. *Projecting signs/ Blade Signs / Hanging Signs* – Signs that are perpendicular to the building that typically hang above a sidewalk.

Figure 5: Projecting Sign

4. *Awning signs* – Signage installed on awnings, including a logo or graphic that is related to the business. Patterns on awnings, such as stripes or checkerboard, are not considered signage.

5. *Flags* – Signs made of a material that a design is woven into. If the design is a business trademark or some other pattern or symbol that does not constitute an official government symbol, the flag is counted as a sign.

6. *Freestanding signs- Monument signs* – A sign that is fixed to the ground on a foundation or pole independent of any building or other structure.

7. *Roof signs* – A sign that extends above the roof line. Although signage at the top portion of a building is permitted, signs above the roof of a building are not permitted.

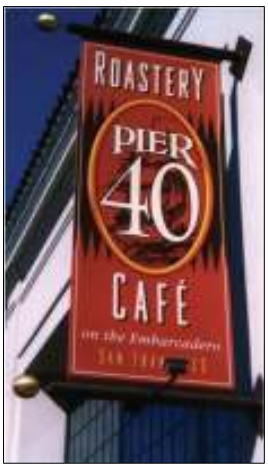

Figure 6: Flag Sign

III. STAFF ANALYSIS

A. Sign Programs for Other Jurisdictions

As part of the analysis for the proposed sign amendment staff evaluated several comparable retail areas throughout the region that included Market Commons Clarendon, Crystal City, Shirlington Village, Reston Town Center, and Rockville Town Square. In general, Alexandria allows about the same amount of signage as other jurisdictions (1 sf per linear foot). However, one notable difference with other locations is that a fixed amount of square footage is allowed, which allows retail spaces with smaller frontages to have more signage despite a smaller frontage. Table 1 summarizes the signage that is permitted for each of the jurisdictions that were reviewed.

Table 1: Amount of Permitted Signage

Location	Signage Permitted
Alexandria- Carlyle	1 sf per linear foot of frontage
Market Commons Clarendon	60 sf or 1 sf per linear foot of frontage, whichever is greater
Crystal City	60 sf or 1 sf per linear foot of frontage, whichever is greater
Shirlington Village	60 sf or 1 sf per linear foot of frontage, whichever is greater; 1 primary sign and 1 blade or undercanopy sign
Reston Town Center	50 sf per retail bay
Rockville Town Square	2 sf per linear foot of frontage up to 50 sf; in excess of 50 linear feet

Sign review in Carlyle is handled differently from the majority of the jurisdictions reviewed. For all of the jurisdictions reviewed, general design standards were established for the area. Some guidelines were prepared by the landlord, while others were established by city/county staff. In most cases, sign review is dealt with at the staff level. Reston Town Center and various parts of

Washington, DC were the exceptions. Table 2 summarizes the sign review across the jurisdictions.

Table 2: Review Process

Location	Review Process
Alexandria – Carlyle	Design Review Board review for signs larger than 16 sf or for more than 1 sign
Market Commons Clarendon	Approved administratively
Crystal City	Approved administratively
Shirlington Village	Approved administratively
Reston Town Center	Approved administratively with a DRB member
Rockville Town Square	Approved administratively

B. Possible Improvements to the Coordinated Sign Program

In reviewing the sign programs for various jurisdictions throughout the region and considering the goals for retail in Carlyle, Staff has compiled the following as possible improvements to the Carlyle coordinated sign program. These proposed amendments to the sign program were discussed with the Carlyle Design Review Board (DRB). Overall, the Board supported the proposed amendments and provided staff with some suggestions for improvement, which are incorporated into the staff recommendations.

Staff Approval of Signs Allowed by the Zoning Ordinance

While the benefit of having review of signs by the Board is apparent with the quality signs that are eventually installed, the process of getting approval can be time-consuming as the Board meets every two months and applications must be submitted at least one month in advance for review. Unfortunately many of the retail tenants elected to have the smaller 16 sf signs rather than the larger signs that would be permitted with the review of the Board. Therefore, one recommendation for improving the coordinated sign program is to allow staff to review and approve all signs that comply with the allowed sizes of the Zoning Ordinance (1 sf per linear foot of frontage). This administrative review would be based on the design parameters of the sign design standards (see Attachment #1) and the Zoning Ordinance.

Figure 7: Example of a small storefront

Additional Signage for Smaller Retail Frontages

There are several retail spaces that have limited street frontage, which has implications on the amount of allowable signage that is allowed for the business. To address this, Staff is recommending that a minimum of 50 sf of signage be permitted for each retail tenant regardless of the street frontage. Similar to the above

recommendation, this signage would be administratively reviewed for consistency with the Design Guidelines and approved by staff.

Additional Signage

In some cases additional signage beyond what is allowed by the Zoning Ordinance (1 sf per linear foot of frontage) may be appropriate and in fact enhance the retail frontage. There is a fine threshold of what might be considered too much signage. As a result, staff is recommending that the amount of signage for retail uses in Carlyle be increased to 2 sf per linear foot of frontage through a special review. This means that applicants who request signage in excess of 1 sf per linear foot of frontage can submit an application for review of their signs by the DRB.

Minimum Sign Requirements

To encourage a variety of signage in Carlyle, staff is recommending that each retail space be required to incorporate at least two different types of signs into the retail frontage. In the case of a corner space, this requirement would apply to each façade (i.e. two different signs would be required on each façade). Possible sign types include wall signs, projecting signs, window signs, and signage on awnings. Retail tenants that cannot meet this requirement may obtain approval from the DRB or Director of Planning and Zoning for less signage.

Illuminated Projecting Signs

The current coordinated sign program prohibits illuminated projecting signs. However, several retail businesses/tenants have requested that the projecting signs be allowed to be illuminated. Many of the surrounding jurisdictions permit internally illuminated signs. In addition, many of these signs have been done in a manner that are architecturally integrated and add visual interest to the streetscape at night. Staff does not anticipate that all projecting signs would be illuminated, but rather a mix of illuminated and non-illuminated projecting signs would occur which would further contribute to the mix of signs and diversity of the retail uses. Staff is recommending that internally illuminated signs be permitted with approval by the Director of Planning and Zoning. Additionally, illuminated projecting signs would be subject to the same hours of illumination as other signs incorporated into the retail frontage.

Illumination of Signs near Residential Uses

Carlyle is anticipated to be a community with a mix of residential, office, and retail uses. With this mixture, the issue of illuminated signs near residential uses has been raised. The Zoning Ordinance prohibits illuminated signs facing and in close proximity to residential uses between 10:30pm and 6:30 am. Since many of the new retail establishments are at the ground floor of a residential building (Block L) or across the street from a residential use (Block G), this would require these establishments to turn off their signs at 10:30 pm regardless of whether they are still open. The appearance of open businesses by way of illuminated signs is key to creating and maintaining a 24/7 environment. Considering the urban environment and recognition of multiple uses occurring simultaneously, a recommendation for

Figure 8: Restaurant below residential

this issue would be to permit illuminated signs to stay lit until 12:00 am or the close of the business, whichever is later.

Illumination of Signs Above 35 feet

Currently, the Zoning Ordinance does not permit illuminated signage higher 35 feet from grade unless they are facing the Beltway. However, in some cases, if they are appropriately located illuminated signage can created a more vibrant and engaging streetscape. Staff recommends allowing the Design Review Board to determine whether an illuminated hotel sign above 35 feet from grade is appropriately designed and located.

Placement of Signs

The plan for Carlyle identifies several pocket parks throughout the area, in some cases adjacent to ground floor retail areas. Given the integral role the open space will have on retail adjacent to the space, careful consideration has been given to the design of the building facing the park. Retail signage is a significant element of retail frontage and it would make sense to carry this frontage around the building to the park. However, the Zoning Ordinance prohibits the placement of any signage on a building wall that does not fact a street, alley, or parking area. To reinforce the retail use and connection to the parks, staff recommends that retail and hotel signage be permitted facing pocket parks if located no higher than 50 feet above the lowest grade elevation directly below any point on the sign. These signs would require DRB approval for appropriateness and would be limited to only retail and hotel signage (office signage would not be allowed on this frontage).

Figure 9: Location of proposed Westin Sign

Retail and Wayfinding Signage in Carlyle

While not part of this request, a future amendment to the coordinated sign program will be a comprehensive wayfinding sign program for Carlyle. Staff is working with the property owners and tenants in Carlyle to prepare a comprehensive evaluation of appropriate locations for directional signage for the retail use and hotel uses from Duke Street and Eisenhower Avenue. The approach currently being discussed is that the wayfinding signage be incorporated as sculptural elements integrated into the open space, streets, or buildings within Carlyle. These additional signs could improve the visibility of existing retail and hotel uses and enhance the vitality of businesses in the area by assisting visitors traveling on foot and by car in finding Carlyle tenants. The overall discussions regarding the approach of such signage is in the early stages with the property owners and the proposed amendment would require a community process, review by the Design Review Board, and special use permit approval by the Planning Commission and City Council.

IV. CONCLUSION

Staff recommends **approval** of the amendments to the Carlyle Coordinated Sign Program and accompanying Sign Design Guidelines subject to compliance with all applicable codes, ordinances, and Staff Recommendations.

STAFF: Faroll Hamer, Director, Planning and Zoning;
Jeffrey Farner, Chief, Development;
Katye Parker, Urban Planner; and
Natalie Sun, Urban Planner.

VI. CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. No more than one real estate sign shall be permitted for a single project, unless that project has frontage on two or more streets, in which case two real estate signs shall be permitted, if approved by CDC, at the locations designated in the coordinated sign guidelines. (P&Z) (SUP 98-0023)

2. Awnings shall be permitted to project up to four feet without Design Review Board (DRB) review. Greater projections require DRB approval. Greater projections which encroach into the public street easements may also require City Council approval of an encroachment. (P&Z) (SUP 98-0023)

3. Illustrate the Carlyle Sign Guideline text, similar to the *Carlyle Streetscape Design Guidelines*, to the satisfaction of the Director of Planning and Zoning. (P&Z) (SUP 98-0023)

4. Business Names/Logo Signs shall be no larger than otherwise allowed in the Zoning Ordinance except that all retail and hotel uses shall be allowed 1 sf of sign area per linear foot of tenant storefront or 50 sf of signage, whichever is greater. The Design Review Board may approve signage for retail and hotel uses up to 2 sf per linear foot of frontage. (P&Z) (SUP 98-0023)

5. Retail, professional, and hotel signage may be permitted administratively by the Director of P&Z subject to the following minimum criteria and conditions. Applicants who do not agree with staff's decision may appeal to the Design Review Board.
    a. Signs shall be constructed of durable quality materials and finishes. Natural construction materials are desirable.
    b. Sculptural and dimensional signs shall be provided to the extent possible and graphics with depth shall be provided to the extent possible.
    c. Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged for lighting purposes.
    d. Condition deleted.
    e. Letters and graphics mounted directly onto building facades shall be pin mounted at least 2 inches from the surface onto which the sign is mounted and provide dimensional returns.
    f. Modifications to logos and corporate identifiers may be required to fit attractively on the building or storefront.
    g. The scale of signs shall be appropriate to the building/storefront on which they are placed.
    h. Awnings shall be constructed of natural materials, such as canvas or metal.
    i. Each retail tenant shall install a minimum of one sign for each storefront facade appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign (e.g. projecting sign, flag, or window sign) unless otherwise approved by the Director of Planning and Zoning.

j. Box signs are prohibited unless approved by the Design Review Board.
k. Signs shall comply with the Carlyle Sign Design Guidelines. (P&Z) (SUP 2007-0107)

6. With approval by the Design Review Board, hotel signage above 35 feet may be illuminated provided that the illumination does not have an adverse impact on adjoining residential uses, park or roadways. (P&Z) (SUP 2007-0107)

7. With approval by the Design Review Board, retail and hotel signs may be located on a building face fronting a pocket park, provided the sign is located no higher than 50 feet above the lowest grade elevation directly below any point on the sign and is integrated with the design of the building and open space. The maximum allowable signage shall be 1 sf per linear foot of park frontage. (P&Z) (SUP 2007-0107)

8. Projecting signs are encouraged and should be appropriately sized and proportional to the building and/or storefront. Signs projecting over the sidewalk shall be a minimum of eight feet (8') above the sidewalk and at least 14 feet (14’) above a vehicular driveway. Projecting signs may be internally illuminated if approved by the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design. (P&Z) (SUP 97-0074)

9. Illuminated parking signage for a building and/or parking area may be permitted by the Director of P&Z. (P&Z) (SUP 2007-0107)

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Transportation & Environmental Services:

R-1 No sign shall protrude into public Right of Ways, public easements, and pedestrian or vehicular travelways. (Engineering/Transportation)

R-2 Signs shall be placed as per MUTCD and shall not obstruct the line sight for vehicles or pedestrians. Also, signs shall not be placed on the pedestrian paths obstructing path of visually impaired pedestrians. (Transportation)

C-1 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (DEQ)

2.8 SIGNS

Intent: Signs are an important and inevitable part of the streetscape, providing direction, information, and identity. In Carlyle, business and residential signs should be designed to contribute to the unity, interest, and character of the streetscape. Signs in Carlyle should be oriented to the specific user - either automobiles or pedestrians or both, as appropriate. All signs shall comply with Article IX of the Alexandria City Zoning Ordinance, unless otherwise indicated in these guidelines and approved by City Council as part of the Carlyle Coordinated Sign Program (SUP #97-0074).

2.8.1 REGULATORY SIGNS

All regulatory signs shall meet the requirements of the Virginia Department of Transportation and the City of Alexandria. These guidelines are intended to supplement those regulations.

Traffic Control and Restriction Signs:
Traffic control signs such as stop, yield, speed limit, driver information, and parking restriction signs shall be attached to the streetlights where possible, with a simple metal strap finished to match the streetlight pole.

When a separate post is required for these signs, the standard “U” type rolled rail steel post shall be used. The post shall be finished to match the street light pole. Posts shall be installed neatly in the sidewalk. The parcel owner shall provide posts as necessary.

Street Name Signs: Street name signs shall be attached to the nearest corner streetlight or stop light pole when possible. The sign plate will be the standard City of Alexandria design.

2.8.2 INFORMATION SIGNS

Information signs have more flexibility with regard to their design. The specific design will be left to the parcel owner subject to all applicable codes and the guidelines which follow. The Department of Planning & Zoning (P&Z) may administratively approve signage up to 1 sf per linear foot of building frontage on which such sign is located or up to 50 square feet (whichever

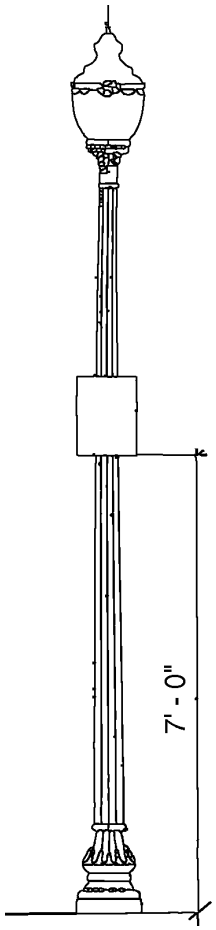

Figure 2-53: Sign Attached to Light Pole

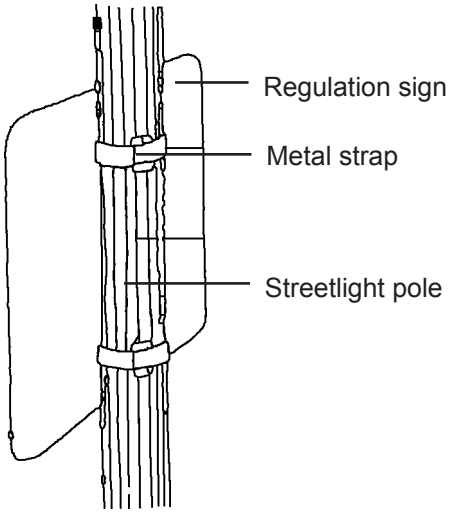

Figure 2-54: Sign Attachment

Square tubular post

Direct burial

Figure 2-55: Sign on Steel Post in Walk

Figure 2-56: Business sign

Figure 2-57: Professional sign

is greater), permitted that the proposal is consistent with the Carlyle Coordinated Sign Program.

Signs shall be designed as an integral part of a building. They should relate in materials, color, and scale to the building architecture. Where illumination of the signs is allowed, the lighting shall be carefully integrated into the design of the sign, so as not to create glare or detract from the sign. Low intensity lighting is encouraged. Neon signs are permitted only with the approval of the Carlyle Design Review Board.

Sign messages shall be limited to logos, names, and street address information. Signs and graphics should be simple and easily understood. Graphic symbols and word economy are encouraged. Slogans and advertisements are prohibited.

Business Names/Logo Signs: Business names and logos shall be limited to building mounted signs that are designed as an integral part of the architecture. Information on business name signs shall be limited to the name of the business and its logo. Wall mounted signs, transom signs, and sign bands are all acceptable for business signs.

Retail, Professional and Hotel Signs: In Carlyle, signs in general should be high-quality, imaginative, and innovative. The City encourages Carlyle businesses to incorporate business logos and explore creative, expressive enhancements to logos with the objective of integrating signage with the whole storefront design while maintaining distinct tenant identity. Variations in sign shape, profiles, and placement are encouraged. Storefront tenants should make a special effort to address pedestrians in their signage design.

Design standards:

General:

- Signage shall be constructed of durable, quality materials and finishes. Natural construction materials are desirable.
- Sculptural and dimensional signs should be provided to the extent possible. In general, letters and graphics with depth are preferred over less dimensional graphics.

Figure 2-58: Projecting Sign

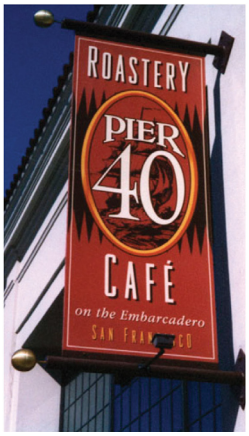

Figure 2-58A: Flag Sign

Figure 2-59: Storefront Sign

Figure 2-60: Sign on Awning

- Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- With approval of the Design Review Board, hotel signage above 35 feet may be illuminated, provided that the illumination does not have an adverse impact on adjoining residential uses, parks, or roadways.
- Letters and graphics mounted directly onto building facades must be pin-mounted at least 2 inches from the surface onto which it is mounted and provide dimensional returns.
- Modifications to logos and corporate identifiers may be required to fit attractively on the building or storefront.
- With approval of the Design Review Board, retail and hotel signs may be located on a building face fronting a pocket park, provided the sign is located no higher than 50 feet above the lowest grade elevation directly below any point on the sign. The maximum allowable area for these signs is 1 sf per linear foot of park frontage.

Size and types of signs:

- The scale of signs should be appropriate for the building/storefront on which they are placed.
- All businesses are permitted 1 sf of sign area per linear foot of tenant storefront or 50 sf, whichever is greater. Tenants desiring additional signage may request up to 2 sf per linear foot of tenant storefront with Design Review Board approval.
- Each retail tenant must display at least two sign types on each storefront facade, unless otherwise approved by the Design Review Board. One of the two sign types must be a primary sign (sign above the main entry). Examples of other signs include but are not limited to: wall signs, window signs, projecting signs, awning signs, flags, and freestanding signs.
- Box signs are prohibited.

- Signs applied to storefront windows are also acceptable. These signs should cover no more than twenty percent of the glass.

- Signs on canopies or awnings giving the name of a retail establishment are also acceptable. Canopies and awnings should be constructed of a "sunbrella" type material (plastic coated canvas) or other natural material, such as metal. Internally illuminated plastic awnings are not permitted.

Projecting signs:

- Projecting signs are encouraged and should be appropriately sized and proportional to the building and/or storefront.

- Projecting signs may be internally illuminated with approval of the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design.

- The bottom of a projecting sign shall be at least 8 feet above a sidewalk and at least 14 feet above a vehicular driveway.

Figure 2-61: Building Identification Sign

Building Identification Signs: Building identification signs consist of street address, building names and cornerstones. Building names and addresses shall be clearly visible from the street especially at night. They should be located in traditional locations such as over entrances, at the side of doors, or on porte cocheres.

Freestanding signs will be allowed only with approval by the Carlyle Design Review Board. These freestanding signs shall be designed to reflect the scale, character, materials, and colors of the related building architecture. The sign height shall be no higher than five feet above finish grade.

The use of building cornerstones is encouraged especially in areas where pedestrians have visual access.

Accessory Information Signs: Accessory signs are signs which provide required information or directions. These are signs such as parking garage signs, signs identifying service entrances, et cetera.

Accessory signs shall be permanently mounted to building walls. These signs shall be kept as unobtrusive as possible. Messages shall be kept simple and straightforward. All accessory signs for a building will be coordinated in design for each building. They shall have similar sizes, proportions, and colors, and shall be made of the same materials. Internally illuminated sign proposals for parking signage for a building and/or parking area may be permitted by the Director of P&Z.

Directories/Kiosks: Directories will be required in certain areas. These directories will be of a standard custom design, see Figure 2-64A, in order to be instantly identified as a directory. Directories shall contain a map to orient the user. Directories shall also be lit for night use. Directories will be maintained by the Carlyle Property Owners Association. In some places, the directories may be expanded to form kiosks which contain public telephones. Refer to Section 2.5.3 Public Services for more information on public telephones. See figure 2-64, amended, for Directory locations. A maximum of six directories is permitted. Directories to be located according to figure 2-64, amended, may be approved by staff, alternative locations require approval of the Carlyle Review Board.

Carlyle Monuments: Sign and other monuments for Carlyle may be installed by Carlyle Development Corporation. These monuments shall include brick and precast concrete materials in their design. The design will be tailored to the specific location and precinct. One example of monument signs is the Carlyle Lions located on either side of Dulaney Street. Other monument signs of differing design may be located at other prominent entrances with the approval of the Carlyle Design Review Board.

Figure 2-62: Cornerstone

Figure 2-63: Accessory Information Sign

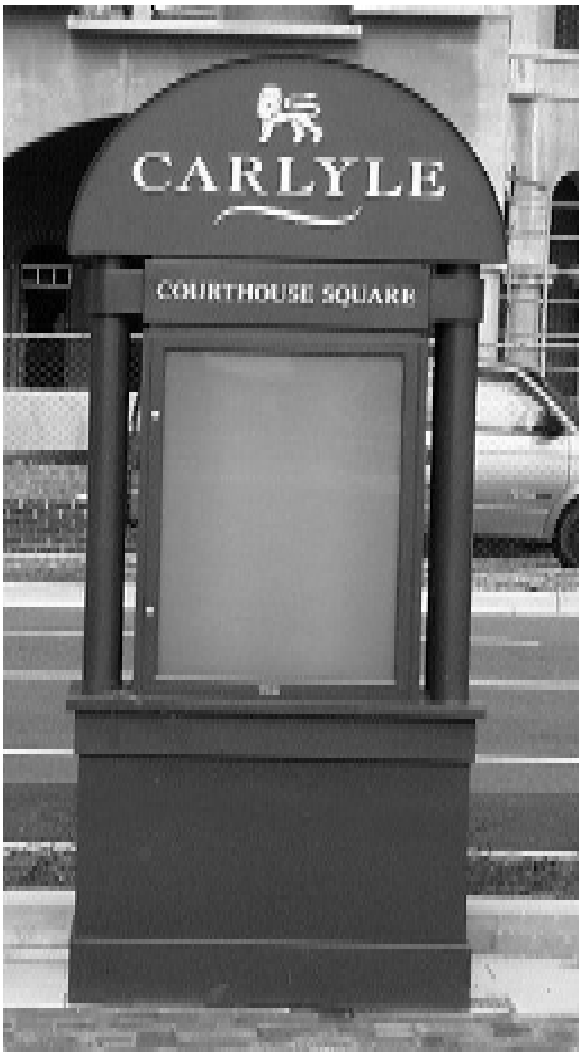

Figure 2-64A: Directory

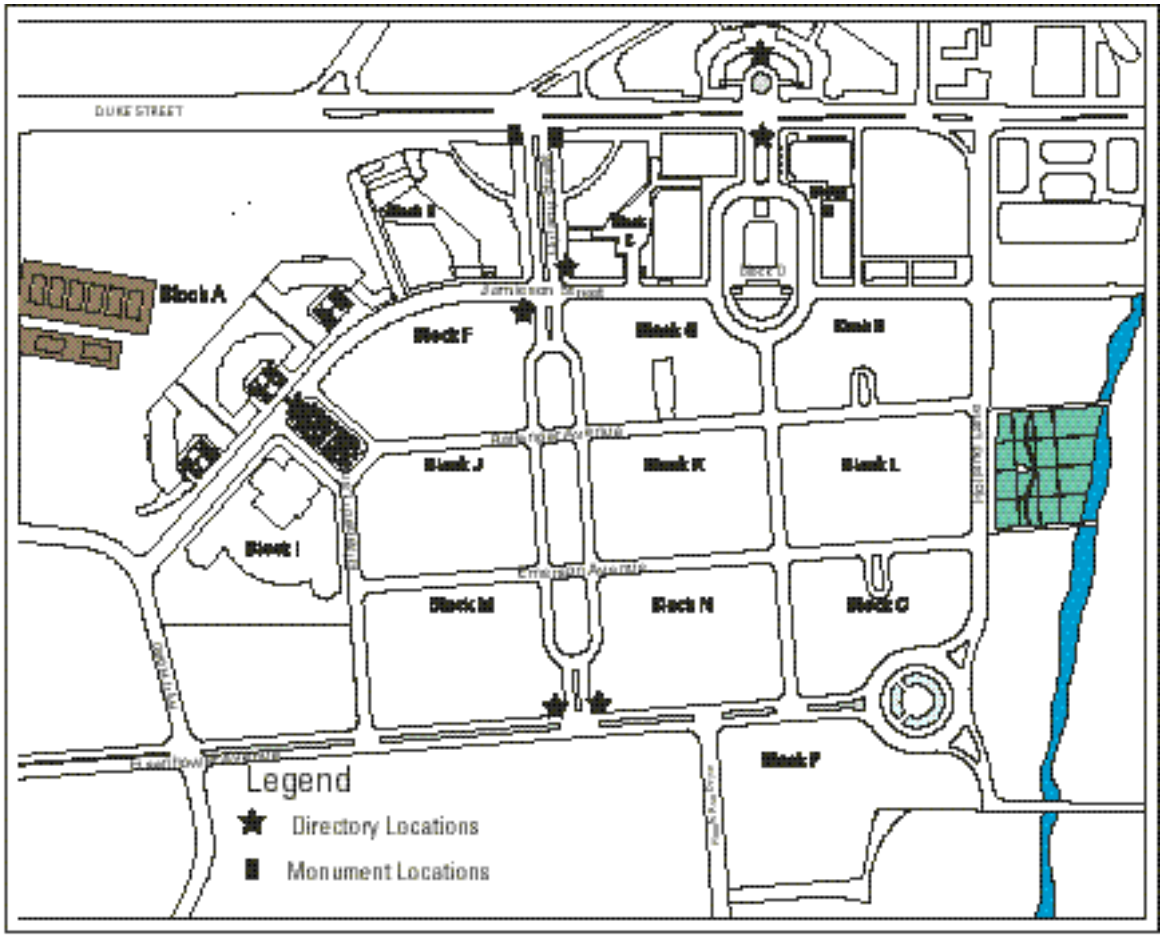

Figure 2-64: Directory Locations

Figure 2-65: Carlyle Monument at Dulany Street

2.8.3

REAL ESTATE SIGNS

Signs used for the purpose of advertising the sale, lease or other use of real estate shall be designed in accordance with the graphic standards for real estate signs specified in the Carlyle Coordinated Sign Program, as may be amended from time to time. The specific design will be left to the parcel owner subject to program guidelines for use of color, letterstyle, materials and finishes (Figure 2-66). Carlyle Development Corporation must approve the proposed design prior to installation.

Such signs are to be free standing and may be double-faced, not to exceed 50 square feet per face. No sign type prohibited by the Alexandria City Zoning Ordinance may be used for real estate advertising purposes. Messages shall be kept simple and straightforward and may include graphics such as building renderings, site plans, and building or business logo as well as information on leasing contacts, project description, project credits (developer, architect, financial institution, etc.).

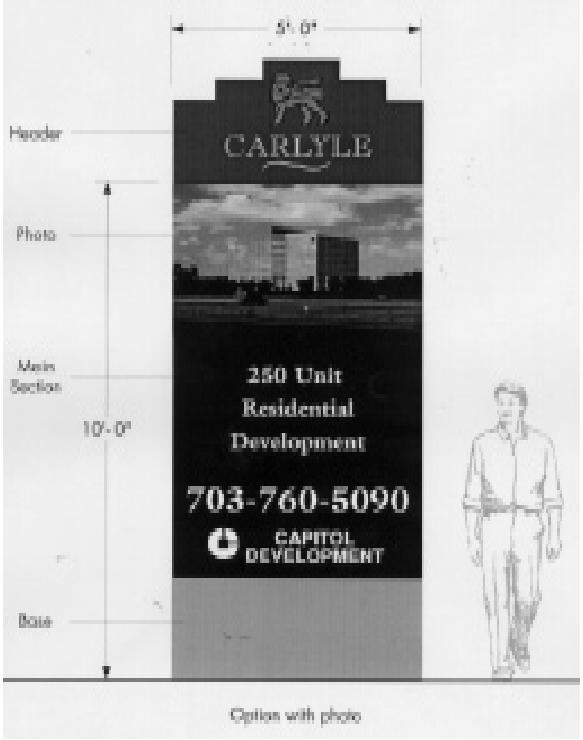

Figure 2-66A: Carlyle Real Estate Sign

Real estate signs may be placed in any designated location shown in Figure 2-67, with the prior approval of Carlyle Development Corporation. Alternative locations require the approval of Carlyle Design Review Board. In general, one real estate sign is permitted per lot for a given project. Carlyle Development Corporation may approve one additional real estate sign for a given project, up to a maximum of two per project.

Contractor or Subcontractor Signs: Individual signs advertising contractors, construction companies, financial institutions, architectural firms, engineering firms, etc. shall be limited to not more than three per lot, including one general contractor sign of not more than 24 square feet and two subcontractor signs of not more than 8 square feet each. Such signs may be freestanding or attached to construction equipment or construction trailers. Carlyle Development Corporation must approve placement of any freestanding sign prior to installation. Sign(s) exceeding the allowable number will be removed at owner's expense. Information on contractor or subcontractor signs will be limited to company names and/or logos.
#50047

Carlyle Real Estate Sign Specifications

CONSTRUCTION:
1. Sign to be ground mounted
2. Sign may be either single or double-faced. Single-faced signs must be boxed in on back side. Sides and back of sign to be painted to match front face.
3. Sign panels are to be constructed of MDO plywood, shop-painted with exterior grade sign enamel.
4. Sign posts to be 4x4 pressure treated lumber. Exposed edge must be primed before painting to match face of sign.
5. All graphics to be applied, exterior-grade, 2 mil vinyl film.
6. Sign may not be illuminated.
7. Face panels to be screwed to supports post.
8. Sign may have any of the three predetermined Headers illustrated below. No other header shapes may be used. No sign without a header will be allowed.

COLOR AND FINISH:
1. Painted finishes to have semi-gloss finish.
2. Exposed screw heads to be painted out to match surrounding area.
3. Headers are to be painted as follows:
   a) Stepped header to be Medium Blue to match PMS 308C
   b) Peaked header to be Green to match PMS 561C
   c) Rounded header to be Maroon to match PMS 208C
4. Main section of panel to be Dark Blue to match PMS 539C
5. Base to be painted Taupe to match PMS 451C.
6. Copy on Main Section must be white.
7. Copy on Header to be:
   a) Lion: Line art prints Dark Blue to match PMS 539C. Inside to print Gold to match PMS 131C.
   b) Type and Swash: Line art prints white. Inside to drop out to expose background color.
8. Vinyl equivalents for Lion colors are:
   a) Gold PMS 131C - 3M Harvest Golds #105 and Calon II “Imitation Gold” #59
   b) Dark Blue PMS 539C - 3M Light Navy #197 and Calon II “Midnight Blue” #65.

TYPE STYLE:
1. All copy to be Galliard. (Galliard, Galliard Bold, Galliard Italic and Galliard Bold Italic are acceptable.)
2. Artwork for Carlyle Lion and Logo is available from Carlyle Development Corporation.
3. Logos of Leasing Agents are allowable.
4. If double-faced, information on rear face must match front face.
5. Sign layout must be submitted to Carlyle Development Corporation for approval.
6. 3M Scotchprint “photos” may be used to illustrate project.

LOCATION:
1. Location of sign must be submitted to Carlyle Development Corporation for approval.
2. Posts must set down into earth at a minimum of 3’-0”.

Figure 2-66: Real Estate Sign Guidelines

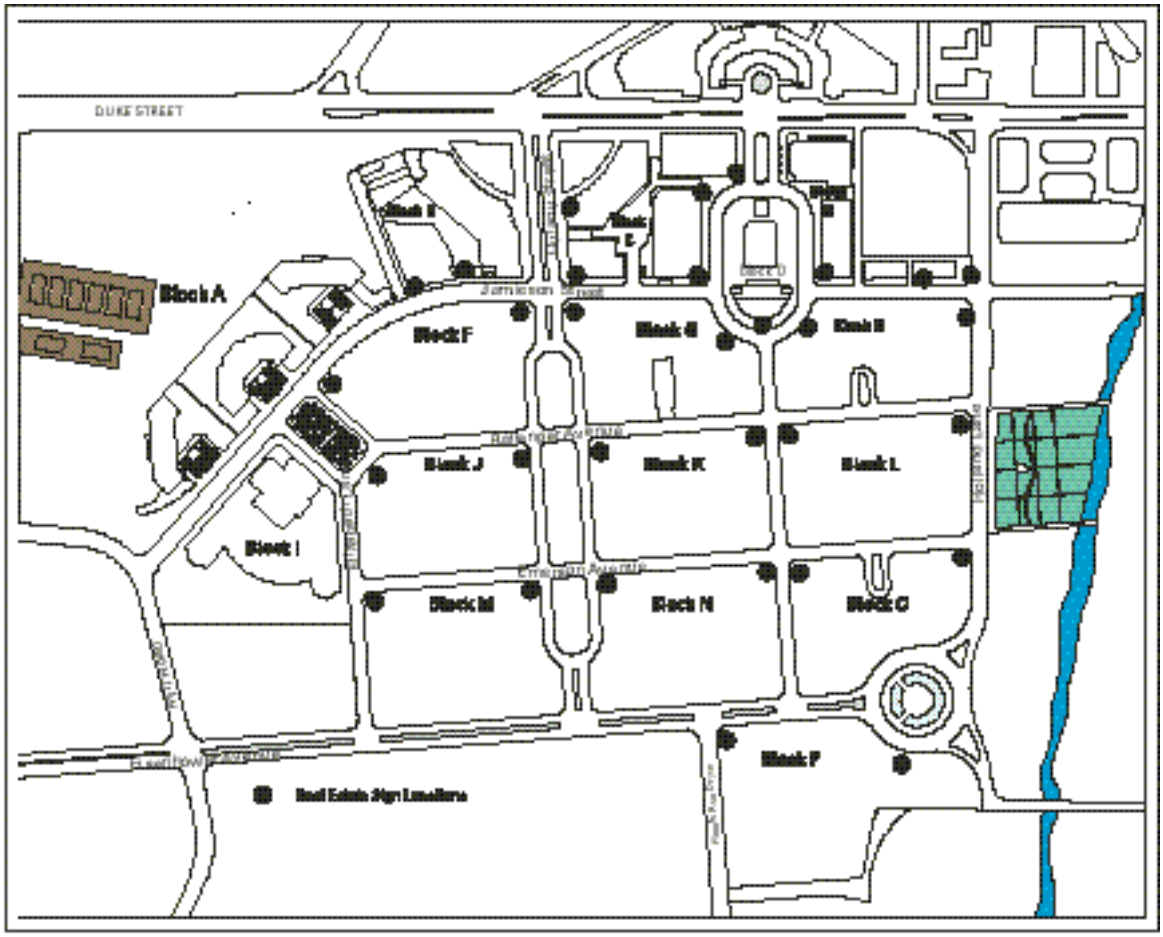

Figure 2-67: Real Estate Sign Locations

5'-0"
CARLYLE
1, 2 and 4 Story
Office Buildings
Offering a Total of
270,000 sq.ft.
Delivers 1999
703-760-5090
CAPITOL
DEVELOPMENT
10'-0"
CARLYLE
250 Unit
Residential
Development
Delivers 2000
703-760-5090
CAPITOL
DEVELOPMENT
CARLYLE
Mixed Use
255,000 sf Office/
20,000 sf Retail
Development
Delivers 2001
703-760-5090
CAPITOL
DEVELOPMENT
PANTONE™ 308 C
PANTONE™ 561 C
PANTONE™ 208 C
PANTONE® 539 C
PANTONE® 451 C
PANTONE® 131 C