WestEnd

Alexandria

COORDINATED SIGN PROGRAM

December 12, 2022 (r9)

WE are Community.

This is the place that brings us together

WestEnd, a place of deep and diverse relationships. We are the gravity that brings together friends, neighbors, families and businesses. Here we aren't creating a new community, but rather providing the social infrastructure for one to thrive. We are a welcoming, inviting, inclusive and ever-evolving; magnetic community in West Alexandria.

WestEnd Alexandria's Coordinated Sign Guidelines establishes a comprehensive signage guideline to facilitate unique and uniform signage throughout the entire WestEnd community. Its purpose is to provide information and procedures for the design, placement, and installation of various types of signs for use throughout the WestEnd community's campus.

This Coordinated Sign Program establishes guidance for the types, sizes and locations of signage throughout the community and establishes a guideline for sign materials, methods, placement, and types of illumination. The Coordinated Sign Program does not identify a blueprint for the design of individual signs or sign elements, rather, it provides flexibility for individual tenants to design creative and unique signage that supports their individual corporate brand, their building architecture and the overall site design, enhancing the visual experience throughout the community.

As the community continues to develop over time, this Coordinated Sign Program will ensure that the design and implementation of signage is an integral part of the neighborhood and reflects the design excellence of the overall community.

LAND USE LEGEND BY BLOCK:

- Hospital Blocks A, B, & C
- Community Block E2
- Community Block D
- Community Blocks E1, G & I
- Community Block H
- Community Block J
- Community Block K
- Community Block L1
- Community Block L2
- Community Block M
- Community Block P
- Community Block S

Site Entrance Healthway Place
Site Entrance Tucker Street
Site Entrance Alex Way
Site Entrance Landmark Street
Site Entrance Verve Street

FOULGER-PRATT + Howard Hughes + SERITAGE GROWTH PROPERTIES + Gable

SECTION 01 **Overall Community Signage Plans**

INTERSTATE-395

Hospital campus, including all identity and wayfinding signage to be developed by others.

BLOCK
S
PARKING
GARAGE

MULTI
USE
LAWN

ADVENTURE
BRIDGE

PASSIVE
USE
SPACE

STAIR
CONNECTION

BLOCK
E2
MEDICAL
OFFICE

BLOCK
E1
APARTMENTS
OVER RETAIL

BLOCK
G
APARTMENTS
OVER RETAIL

BLOCK
I
APARTMENTS
OVER RETAIL

BLOCK
P
TERRACE
PARK

ELEVATED
BOARDWALK

HOSPITAL

HOSPITAL

PARK

INOVA

HOSPITAL

CENTRAL
PARK

BLOCK
F

BLOCK
N

PASEO

BLOCK
R

WESTEND BOULEVARD (Private)

WESTEND BOULEVARD (Private)

ALEX WAY (Private)

VERVE STREET (Private)

LANDMARK STREET (Private)

LANDMARK STREET (Private)

BLOCK
H
CONDO
& HOTEL

BLOCK
K
APARTMENTS
OVER RETAIL

BLOCK
M
TOWNHOMES

PARK

HEALTHWAY PLACE (Public)

BLOCK
D
CONDO

HECHT AVENUE (Public)

ALEX WAY (Public)

NEIGHBORHOOD
PARK

VERVE STREET (Public)

TUCKER STREET (Public)

FIRE
STATION

BLOCK
J
AFFORDABLE
HOUSING

NEIGHBORHOOD
PARK

TRANSIT HUB

BLOCK
L1
SENIOR
LIVING

BLOCK
L2
TOWNHOMES

ALEX WAY (Public)

VERVE STREET (Public)

DUKE ST.

N. VAN DORN ST.

N

LAND USE LEGEND:

- Block E2
- Block D
- Blocks E1, G & I
- Block H
- Block J
- Block K
- Block L1
- Block L2
- Block M
- Public Parks Blocks F, N, R & P
- Parking Garage Block S
- Planned Retail Signage
- Proposed Retail Signage
- Transit Hub
- Fire Station
- Public Parks & Paseo

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable
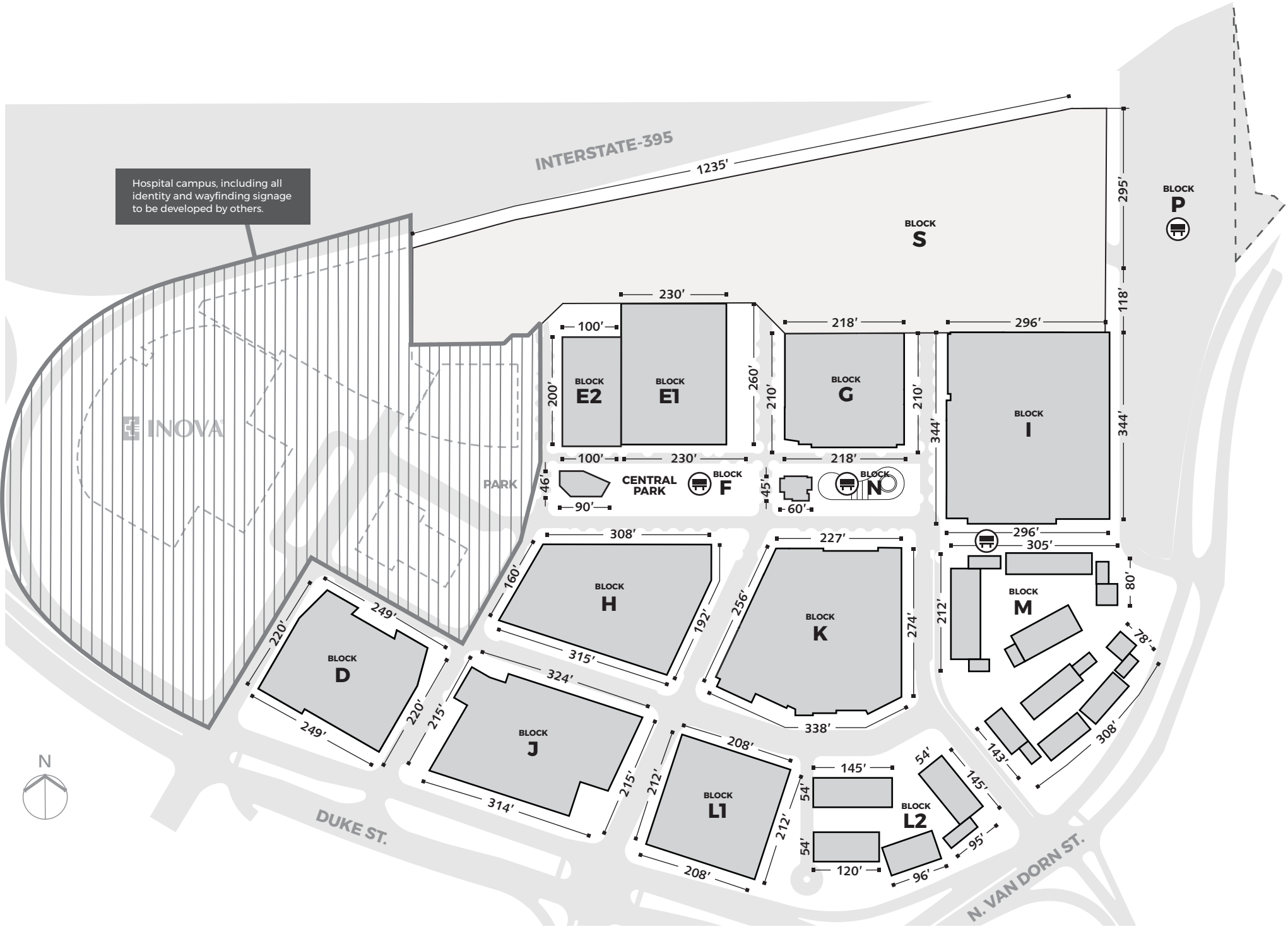
MAX SQUARE FOOTAGE PER BUILDING:

The signage square footage allowance table establishes the maximum potential signage square footage, to include the primary use and ground floor retail, for each individual building.

Allowable signage square footage is based on a average 2 SF per linear foot of frontage.

ELEVATION	BLOCK (D)				BLOCK E1			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	249	249	220	220	230	230	260	N/A
SIGNAGE (SF) (FRONTAGE LF x2)	498	498	440	440	460	460	520	N/A

ELEVATION	BLOCK E2				BLOCK F			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	100	100	N/A	200	90	90	48	48
SIGNAGE (SF) (FRONTAGE LF x2)	200	200	N/A	400	180	180	96	96

ELEVATION	BLOCK G				BLOCK H			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	218	218	210	210	315	308	192	160
SIGNAGE (SF) (FRONTAGE LF x2)	436	436	420	420	630	616	384	320

ELEVATION	BLOCK I				BLOCK J			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	296	296	344	344	314	324	215	215
SIGNAGE (SF) (FRONTAGE LF x2)	592	592	688	688	628	648	430	430

ELEVATION	BLOCK K				BLOCK L1			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	338	227	274	256	208	208	212	212
SIGNAGE (SF) (FRONTAGE LF x2)	676	454	548	512	416	416	424	424

ELEVATION	BLOCK L2				BLOCK M			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	311	199	145	108	308	305	158	355
SIGNAGE (SF) (FRONTAGE LF x2)	622	398	290	216	616	610	316	710

ELEVATION	BLOCK N				BLOCK S			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	60	60	45	45	N/A	1235	413	N/A
SIGNAGE (SF) (FRONTAGE LF x2)	120	120	90	90	N/A	2470	826	N/A

CONSTRUCTION PHASE LEGEND:

- Construction Phase 1
- Construction Phase 2
- Construction Phase 3

- Planned Retail Signage
- Proposed Retail Signage
- Transit Hub
- Wall Mural
- Structured Parking Retail
- Parking Structure Digital Marque
- Fire Station
- Public Parks & Paseo

Note:
The coordinated signage plan will focus on Phase 1 of the development. Future development blocks will address signage in accordance with the Coordinated Signage Plan.

Hospital campus, including all identity and wayfinding signage to be developed by others.

INTERSTATE-395

BLOCK A — HOSPITAL
INOVA

BLOCK B — HOSPITAL

BLOCK C — MEDICAL OFFICE

BLOCK D — CONDO

BLOCK E2 — MEDICAL OFFICE

BLOCK E1 — APARTMENTS OVER RETAIL

BLOCK G — APARTMENTS OVER RETAIL

BLOCK S — PARKING GARAGE

BLOCK P — TERRACE PARK

BLOCK I — APARTMENTS OVER RETAIL

CENTRAL PARK

BLOCK F

BLOCK N

PASEO   BLOCK R

BLOCK H — CONDO & HOTEL

BLOCK K — APARTMENTS OVER RETAIL

BLOCK M — TOWNHOMES

BLOCK J — AFFORDABLE HOUSING

FIRE STATION

BLOCK L1 — SENIOR LIVING

TRANSIT HUB

BLOCK L2 — TOWNHOMES

WESTEND BOULEVARD (Private)
HEALTHWAY PLACE (Public)
TUCKER STREET (Public)
HECHT AVENUE (Public)
ALEX WAY (Public)
ALEX WAY (Private)
VERVE STREET (Public)
LANDMARK STREET (Private)
DUKE ST.
N. VAN DORN ST.

N

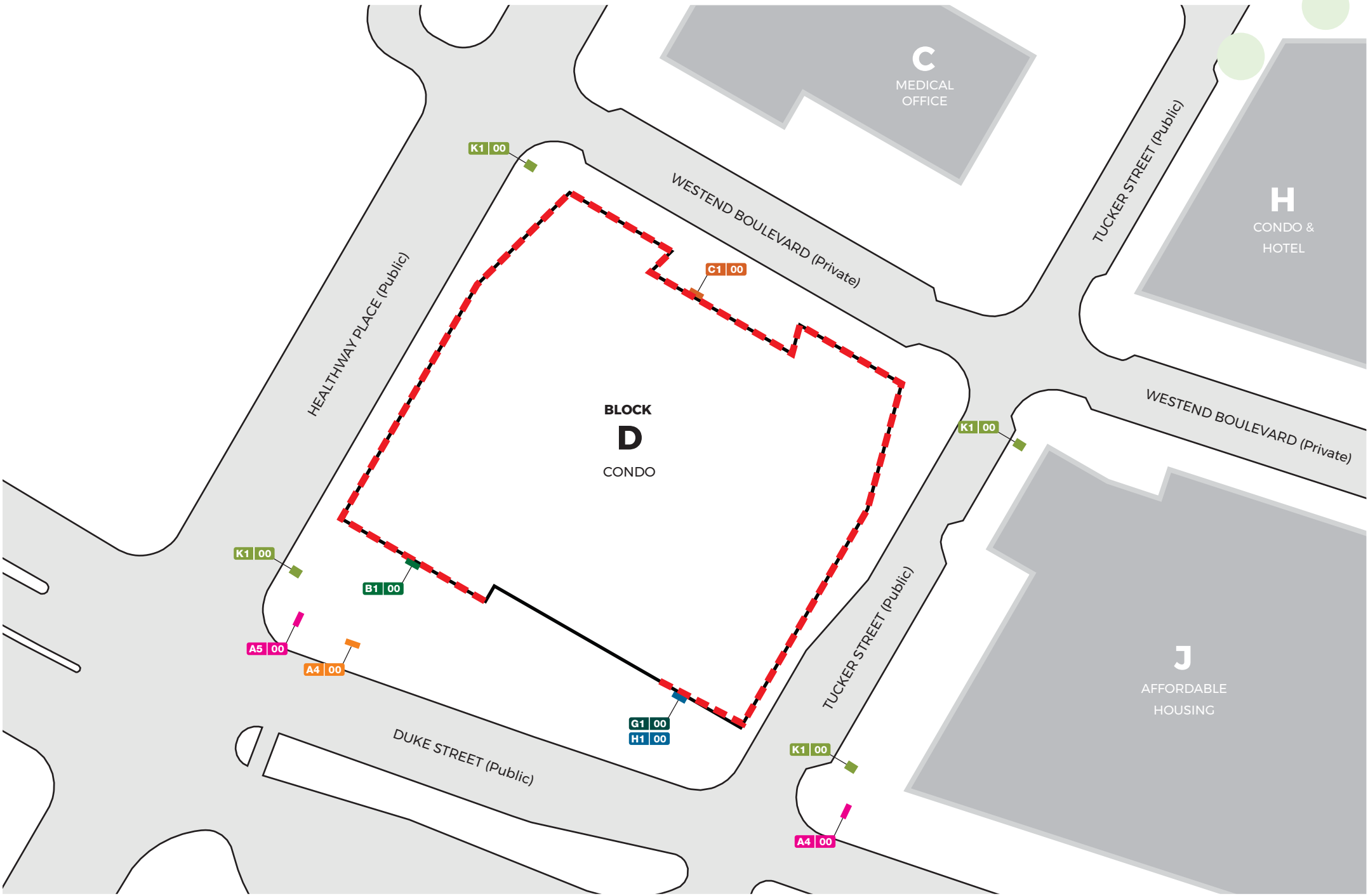KEY PLAN
N

SIGNAGE LEGEND:

Symbol	Description
A1 00	Wall Mounted Community Identification
A2 00	Bridge Mounted Community Identification
A3 00	Primary Campus Entrance Monument
A4 00	Community Entrance Identification Icon
A5 00	Primary Tenant Entrance Monument
B1 00	Primary Building Identification
B2 00	Parking Garage Tenant Identification
C1 00	Major Building Entrance
D1 00	Minor Building Entrance
E1 00	Major Building Entrance Blade
F1 00	Parking Structure Digital Marque
G1 00	Building Parking
H1 00	Loading Dock
J1 00	Bus Stop / Transit Hub
K1 00	Vehicular Wayfinding
L1 00	Pedestrian Digital Directory
M1 00	Pedestrian Pathfinder
N1 00	Park & Trail Pedestrian Directional
P1 00	Park Rules & Regulations
Q1 00	Trail Marker Signage
R1 00	Interpretive Wall Mural
S1 00	Site Interpretive Signage

Line	Description
——	Planned Retail Signage
- - -	Proposed Retail Signage
- - -	Transit Hub
——	Wall Mural
——	Structured Parking Retail
——	Parking Structure Digital Marque
——	Fire Station
	Public Parks & Paseo

NOTE:

All final signage design, scale and, mounting locations will be coordinated and approved by Development Team, Landlord and City Officials.
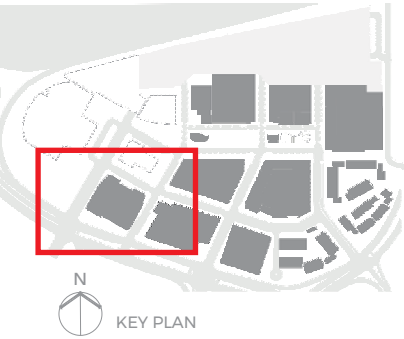
Signs for interim conditions will be consistent with the proposed permanent signage in terms of style, instillation, and placement.
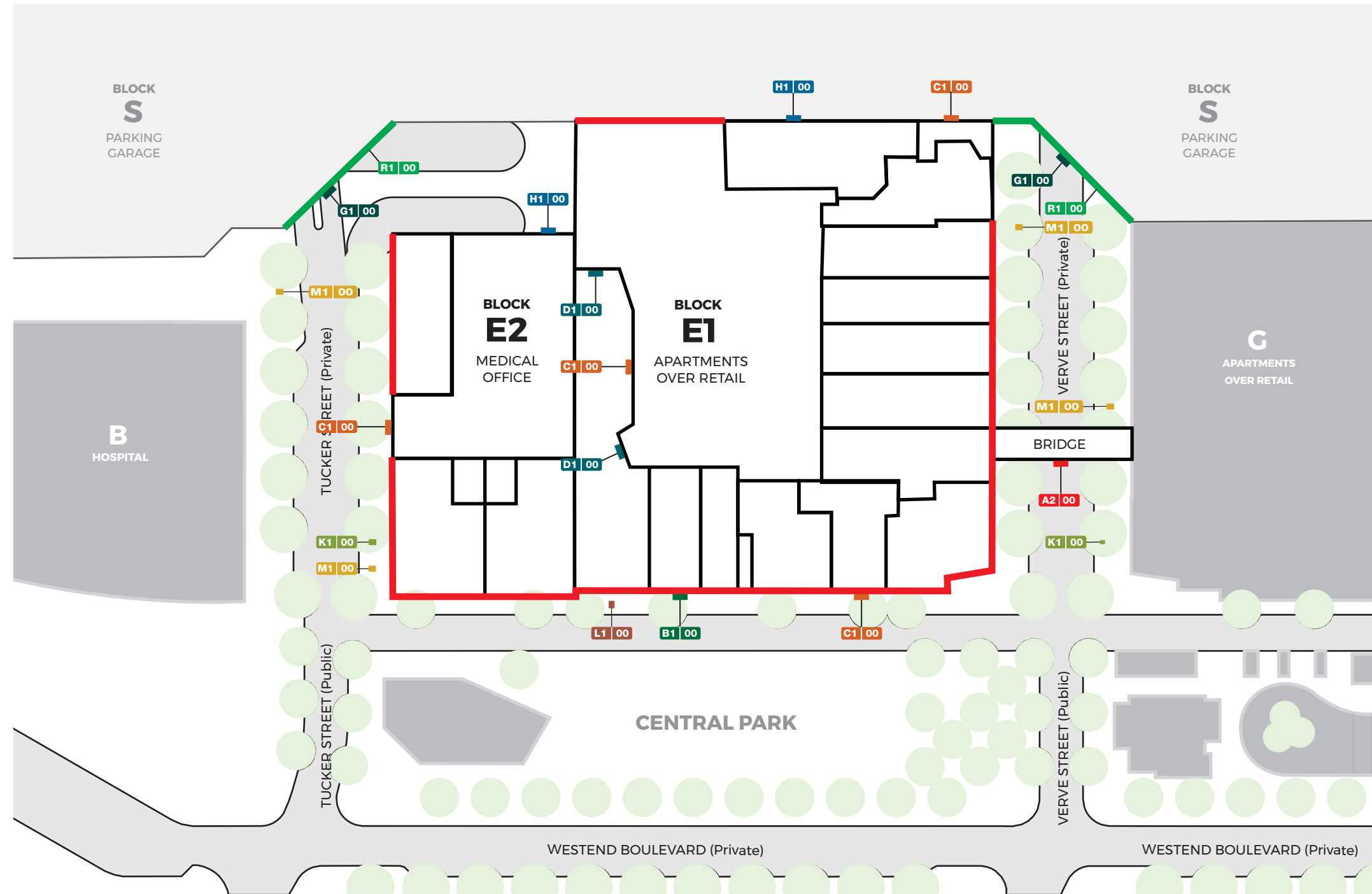
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- - - Transit Hub
— Wall Mural
— Structured Parking Retail
— Parking Structure Digital Marque
— Fire Station

Public Parks & Paseo

Map labels:

C MEDICAL OFFICE

H CONDO & HOTEL

J AFFORDABLE HOUSING

BLOCK **D** CONDO

WESTEND BOULEVARD (Private)
WESTEND BOULEVARD (Private)
TUCKER STREET (Public)
TUCKER STREET (Public)
HEALTHWAY PLACE (Public)
DUKE STREET (Public)

K1 | 00
C1 | 00
K1 | 00
K1 | 00
B1 | 00
A5 | 00
A4 | 00
G1 | 00
H1 | 00
K1 | 00
A4 | 00

General Note:
"Final signage locations will be in coordination with the individual Block's DSUP."

N KEY PLAN

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

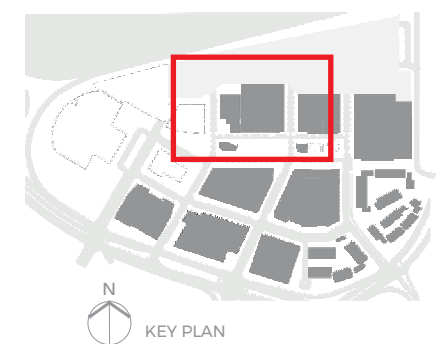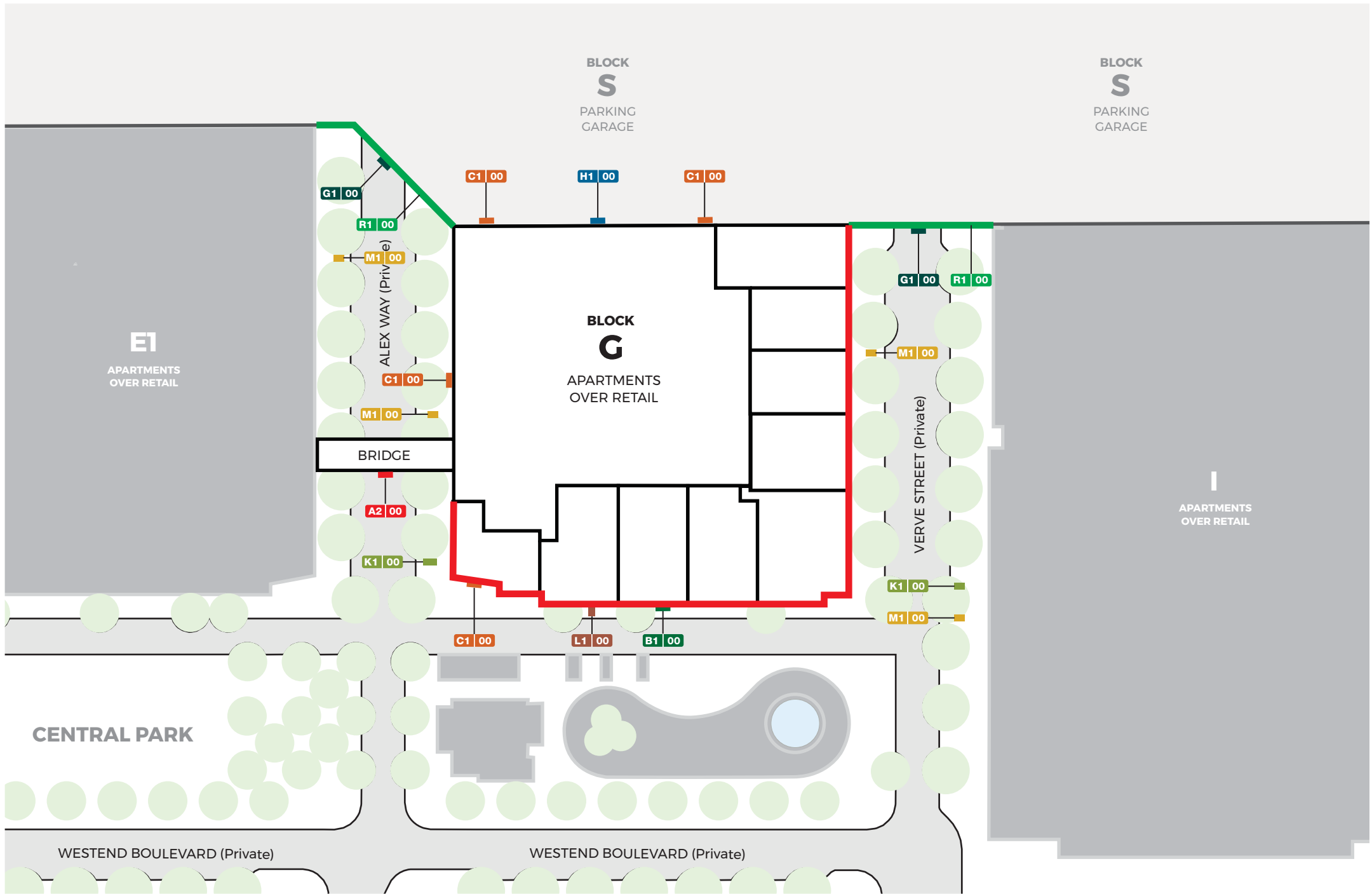**SIGNAGE LEGEND:**

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Public Parks & Paseo

KEY PLAN

N

BLOCK
S
PARKING
GARAGE

BLOCK
S
PARKING
GARAGE

G
APARTMENTS
OVER RETAIL

B
HOSPITAL

BLOCK
E2
MEDICAL
OFFICE

BLOCK
E1
APARTMENTS
OVER RETAIL

BRIDGE

CENTRAL PARK

TUCKER STREET (Private)

VERVE STREET (Private)

TUCKER STREET (Public)

VERVE STREET (Public)

WESTEND BOULEVARD (Private)

WESTEND BOULEVARD (Private)

R1 | 00
G1 | 00
H1 | 00
M1 | 00
C1 | 00
D1 | 00
C1 | 00
D1 | 00
K1 | 00
M1 | 00
L1 | 00
B1 | 00
C1 | 00
H1 | 00
C1 | 00
G1 | 00
R1 | 00
M1 | 00
M1 | 00
A2 | 00
K1 | 00

FOULGER-PRATT + Howard Hughes + SERITAGE GROWTH PROPERTIES + Gable

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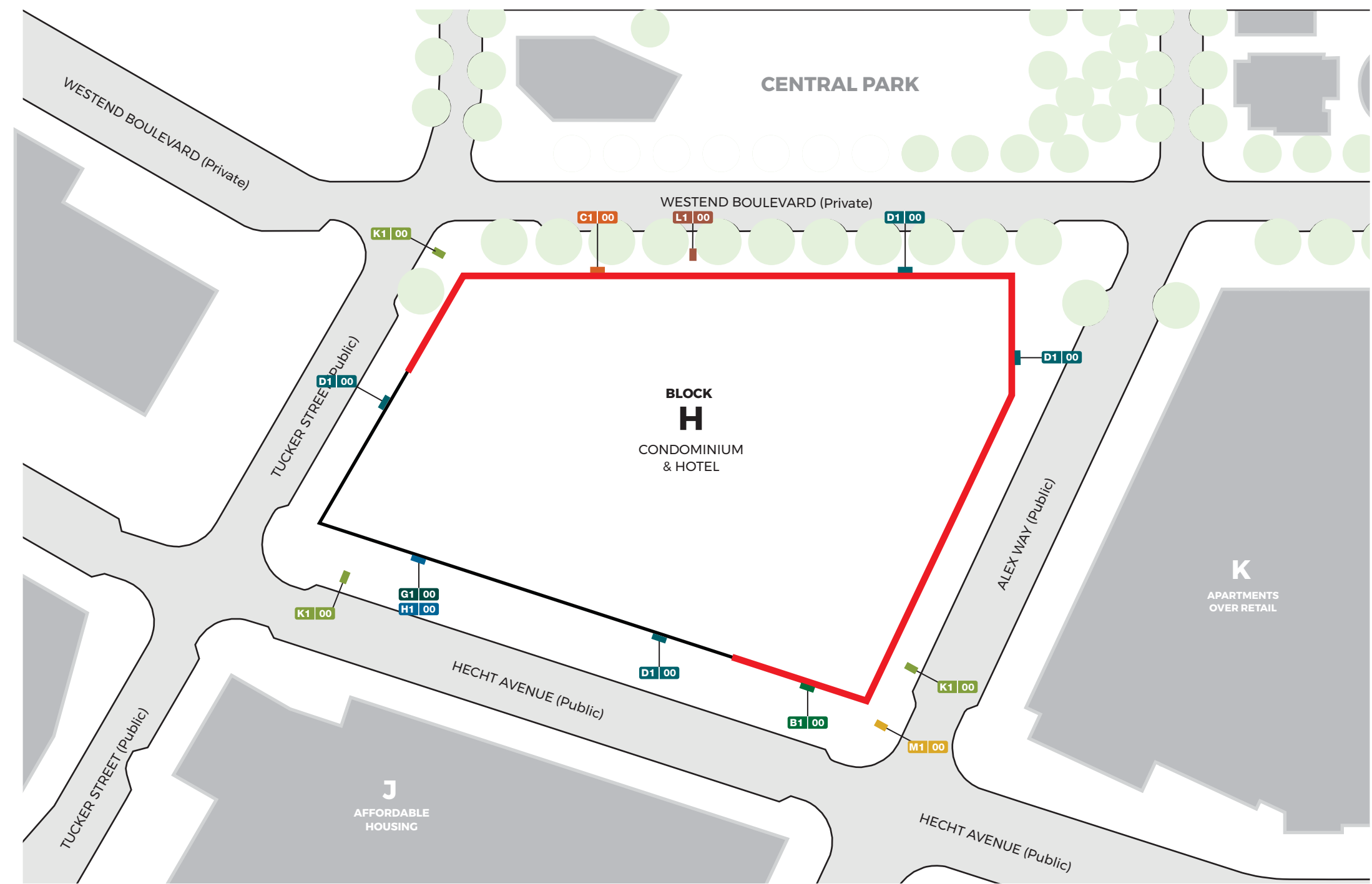|	
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Public Parks & Paseo

KEY PLAN

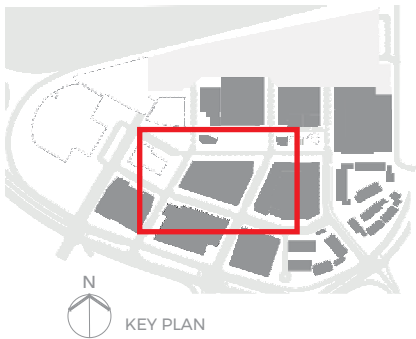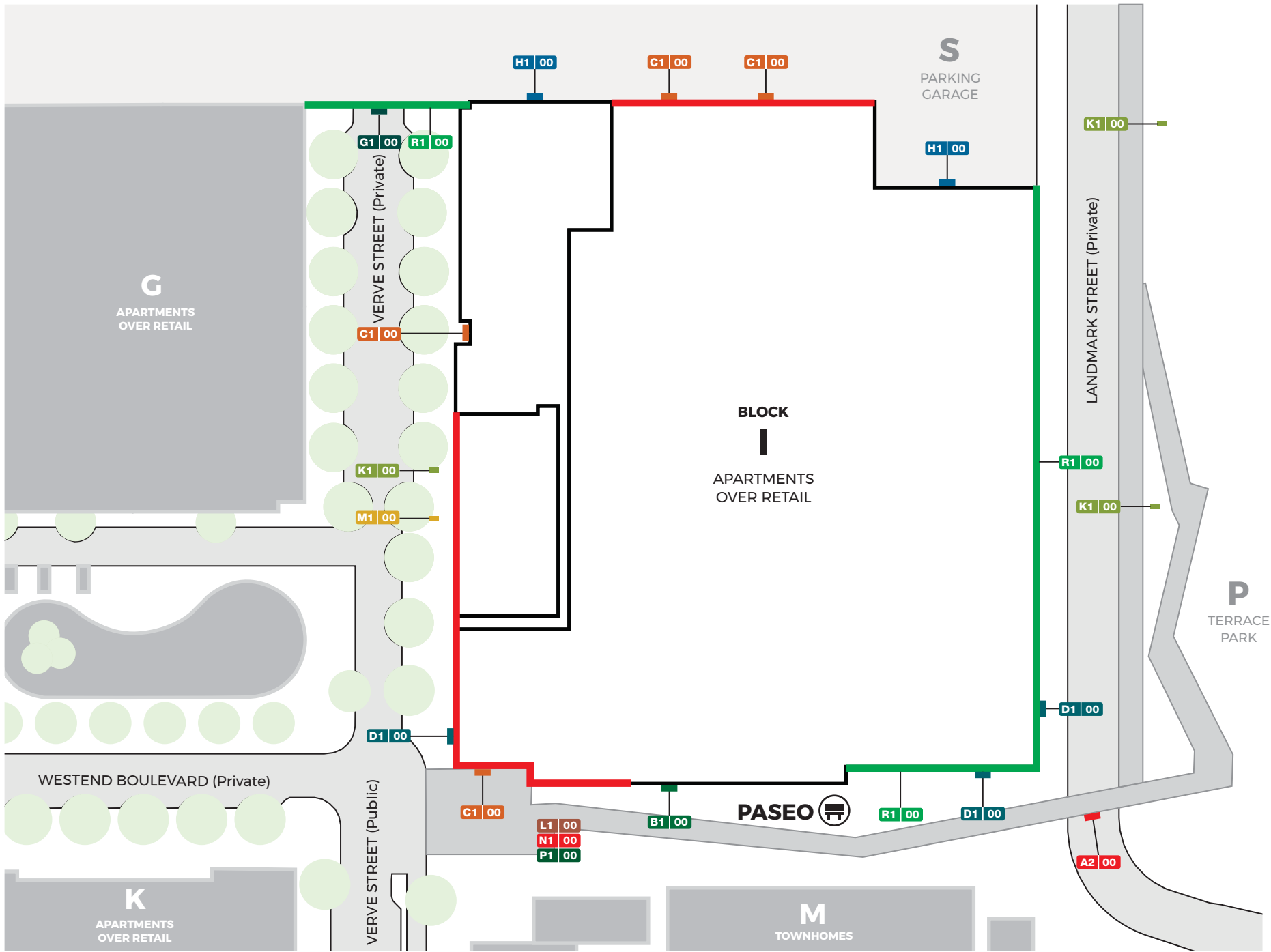N

BLOCK S PARKING GARAGE

BLOCK S PARKING GARAGE

BLOCK G APARTMENTS OVER RETAIL

E1 APARTMENTS OVER RETAIL

I APARTMENTS OVER RETAIL

ALEX WAY (Private)

VERVE STREET (Private)

BRIDGE

CENTRAL PARK

WESTEND BOULEVARD (Private)

WESTEND BOULEVARD (Private)

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- Wall Mural
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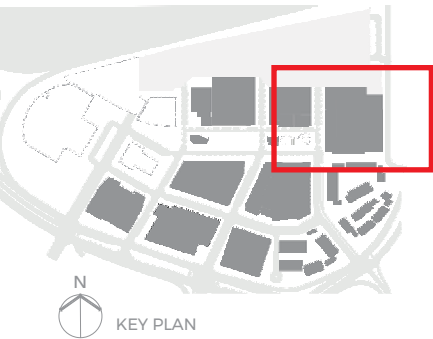- Parking Structure Digital Marque
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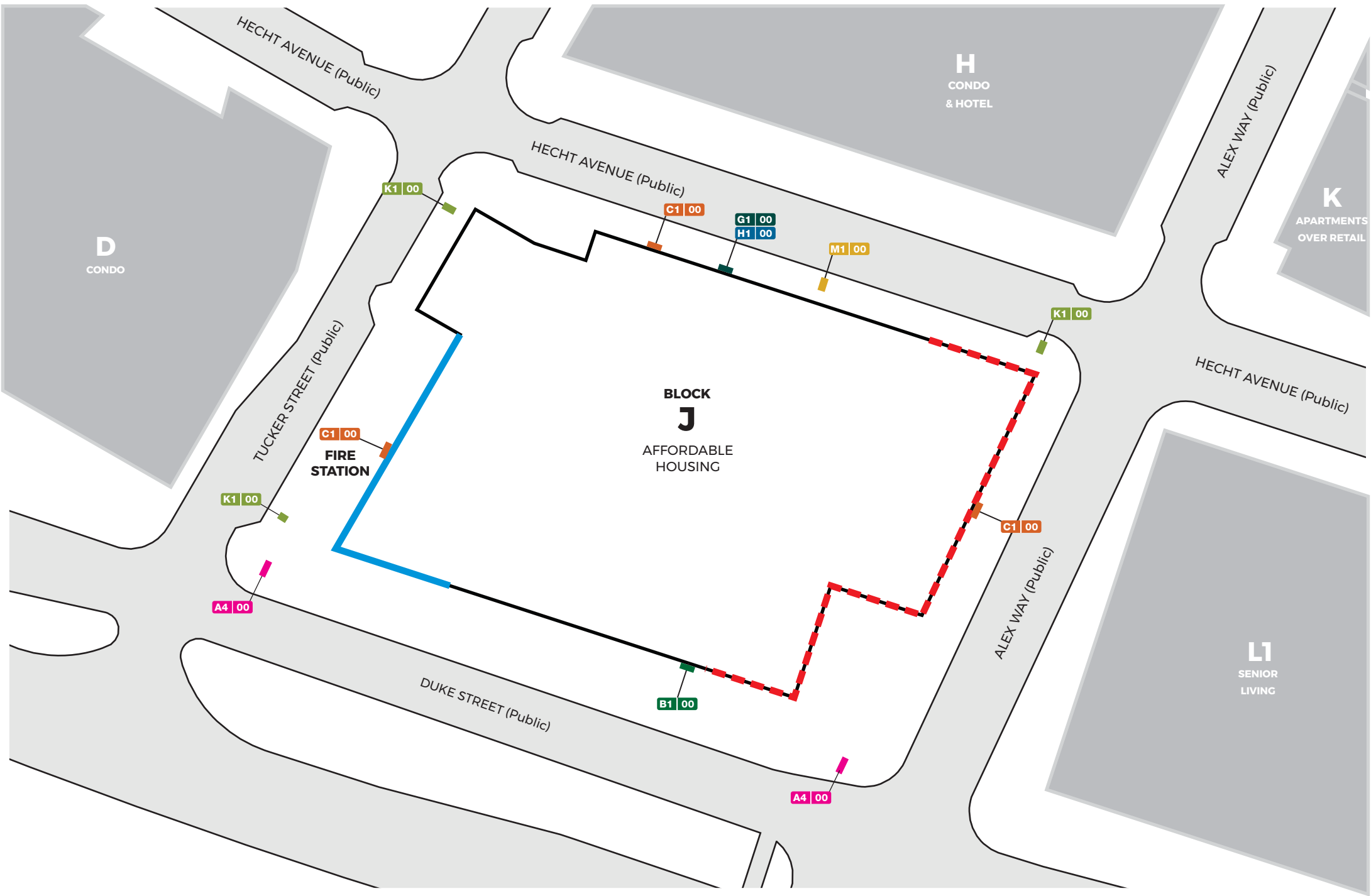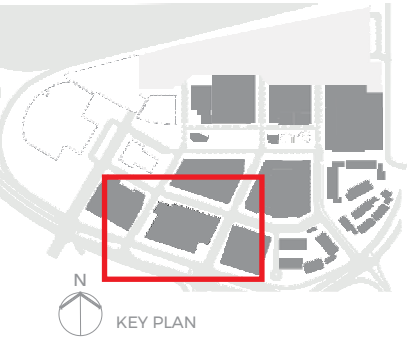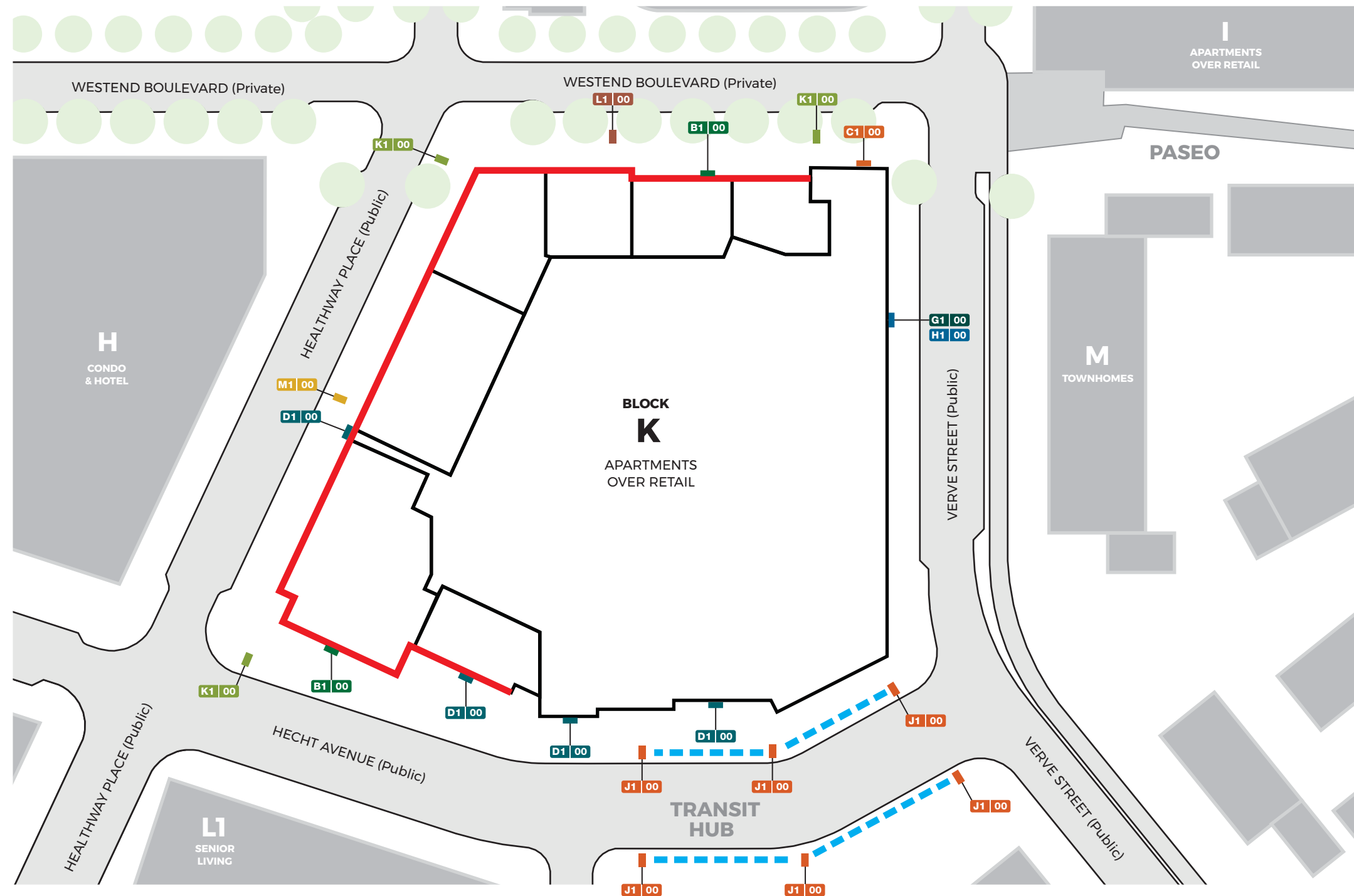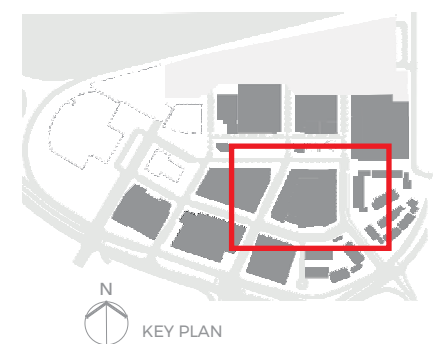"Final signage locations will be in coordination with the individual Block's DSUP."

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- - -	Proposed Retail Signage
——	Transit Hub
——	Wall Mural
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——	Parking Structure Digital Marque
——	Fire Station
(symbol)	Public Parks & Paseo

KEY PLAN

Map labels:
- S — PARKING GARAGE
- G — APARTMENTS OVER RETAIL
- BLOCK I — APARTMENTS OVER RETAIL
- K — APARTMENTS OVER RETAIL
- M — TOWNHOMES
- P — TERRACE PARK
- PASEO
- VERVE STREET (Private)
- LANDMARK STREET (Private)
- WESTEND BOULEVARD (Private)
- VERVE STREET (Public)

Sign tags on map: H1 00, C1 00, C1 00, K1 00, H1 00, G1 00, R1 00, C1 00, K1 00, M1 00, R1 00, K1 00, D1 00, D1 00, C1 00, L1 00, N1 00, P1 00, B1 00, R1 00, D1 00, A2 00

FOULGER-PRATT + Howard Hughes + SERITAGE GROWTH PROPERTIES + Gable
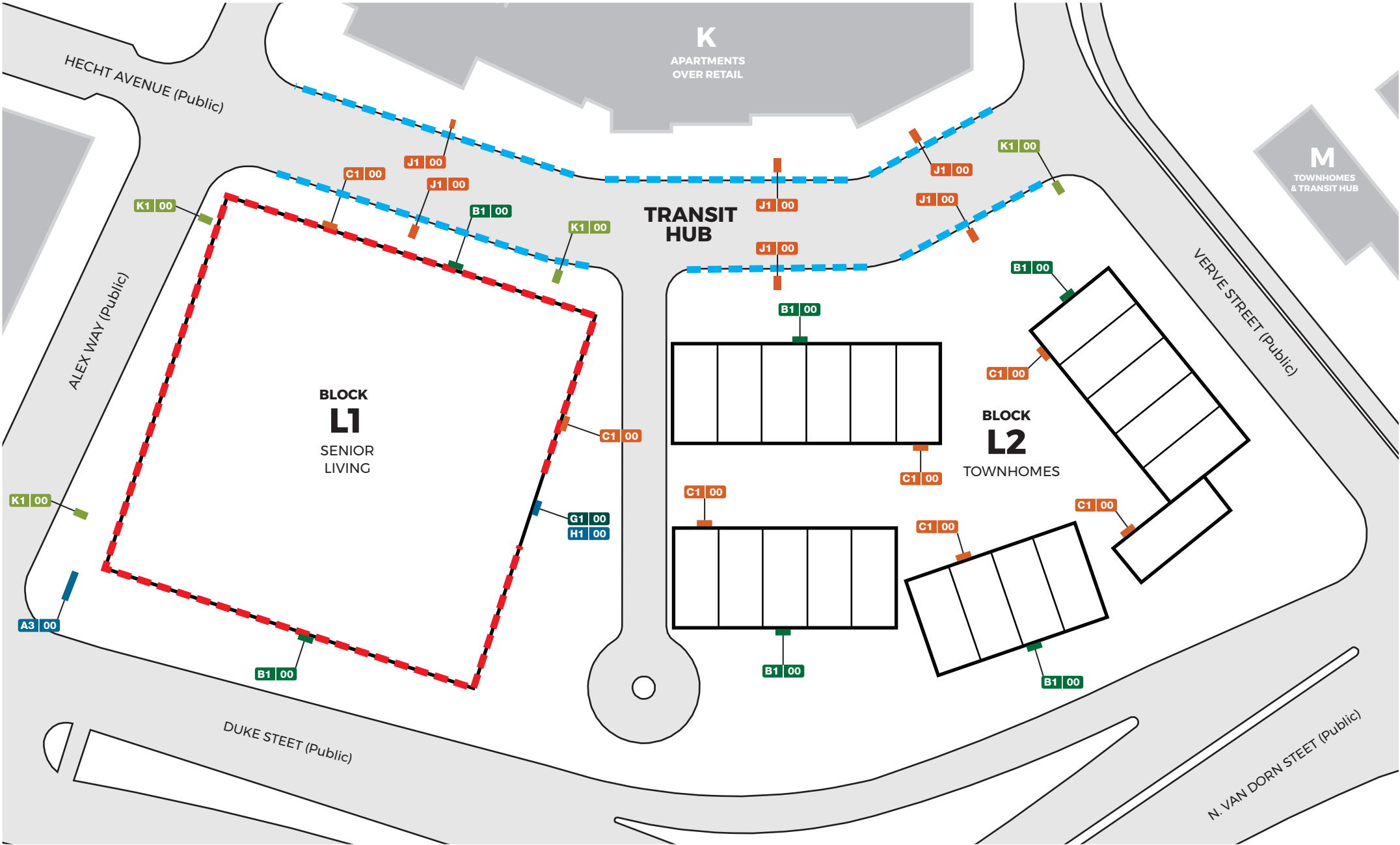
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Public Parks & Paseo

KEY PLAN

BLOCK
J
AFFORDABLE
HOUSING

FIRE
STATION

HECHT AVENUE (Public)

HECHT AVENUE (Public)

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CONDO
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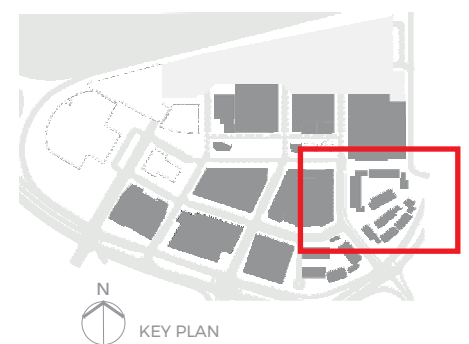|	
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———	Fire Station
🚌	Public Parks & Paseo

Block map labels:

WESTEND BOULEVARD (Private)
WESTEND BOULEVARD (Private)
HEALTHWAY PLACE (Public)
HEALTHWAY PLACE (Public)
HECHT AVENUE (Public)
VERVE STREET (Public)
VERVE STREET (Public)
PASEO

I
APARTMENTS OVER RETAIL

M
TOWNHOMES

H
CONDO & HOTEL

L1
SENIOR LIVING

BLOCK
K
APARTMENTS OVER RETAIL

TRANSIT HUB

Sign markers: K1 00, L1 00, B1 00, K1 00, C1 00, G1 00, H1 00, M1 00, D1 00, B1 00, D1 00, D1 00, D1 00, J1 00, J1 00, J1 00, J1 00, J1 00

N
KEY PLAN

K
**APARTMENTS
OVER RETAIL**

HECHT AVENUE (Public)

M
**TOWNHOMES
& TRANSIT HUB**

C1 | 00
J1 | 00
J1 | 00
K1 | 00
B1 | 00
K1 | 00
J1 | 00
J1 | 00
J1 | 00
J1 | 00
K1 | 00

**TRANSIT
HUB**

ALEX WAY (Public)

VERVE STREET (Public)

B1 | 00

**BLOCK
L1**

**SENIOR
LIVING**

B1 | 00

C1 | 00

**BLOCK
L2**

TOWNHOMES

K1 | 00

C1 | 00

G1 | 00
H1 | 00

C1 | 00

C1 | 00

C1 | 00

C1 | 00

A3 | 00

B1 | 00

B1 | 00

B1 | 00

DUKE STEET (Public)

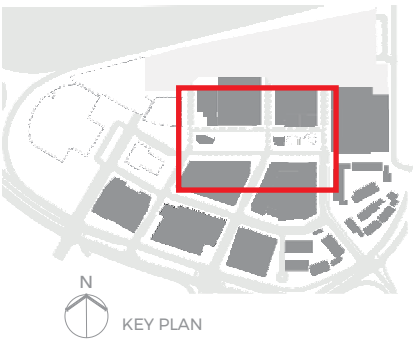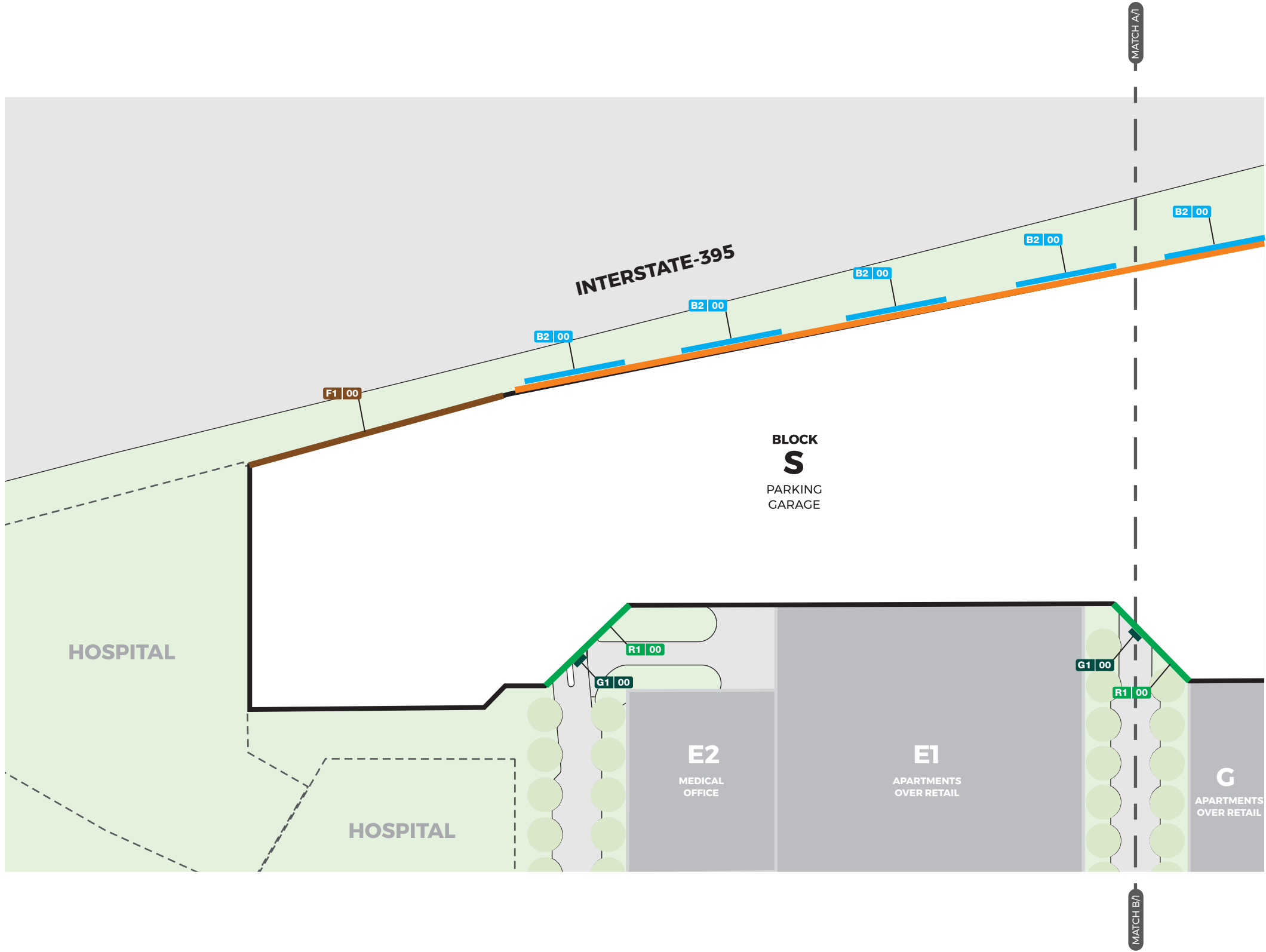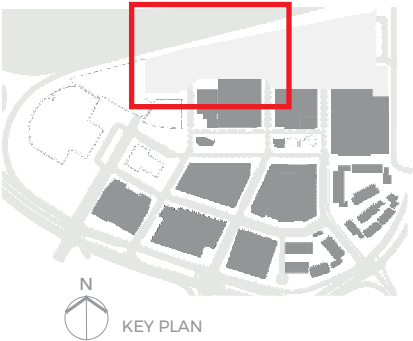N. VAN DORN STEET (Public)

SIGNAGE LEGEND:

A1 | 00	Wall Mounted Community Identification
A2 | 00	Bridge Mounted Community Identification
A3 | 00	Primary Campus Entrance Monument
A4 | 00	Community Entrance Identification Icon
A5 | 00	Primary Tenant Entrance Monument
B1 | 00	Primary Building Identification
B2 | 00	Parking Garage Tenant Identification
C1 | 00	Major Building Entrance
D1 | 00	Minor Building Entrance
E1 | 00	Major Building Entrance Blade
F1 | 00	Parking Structure Digital Marque
G1 | 00	Building Parking
H1 | 00	Loading Dock
J1 | 00	Bus Stop / Transit Hub
K1 | 00	Vehicular Wayfinding
L1 | 00	Pedestrian Digital Directory
M1 | 00	Pedestrian Pathfinder
N1 | 00	Park & Trail Pedestrian Directional
P1 | 00	Park Rules & Regulations
Q1 | 00	Trail Marker Signage
R1 | 00	Interpretive Wall Mural
S1 | 00	Site Interpretive Signage

Planned Retail Signage
Proposed Retail Signage
Transit Hub
Wall Mural
Structured Parking Retail
Parking Structure Digital Marque
Fire Station

Public Parks & Paseo

N
KEY PLAN
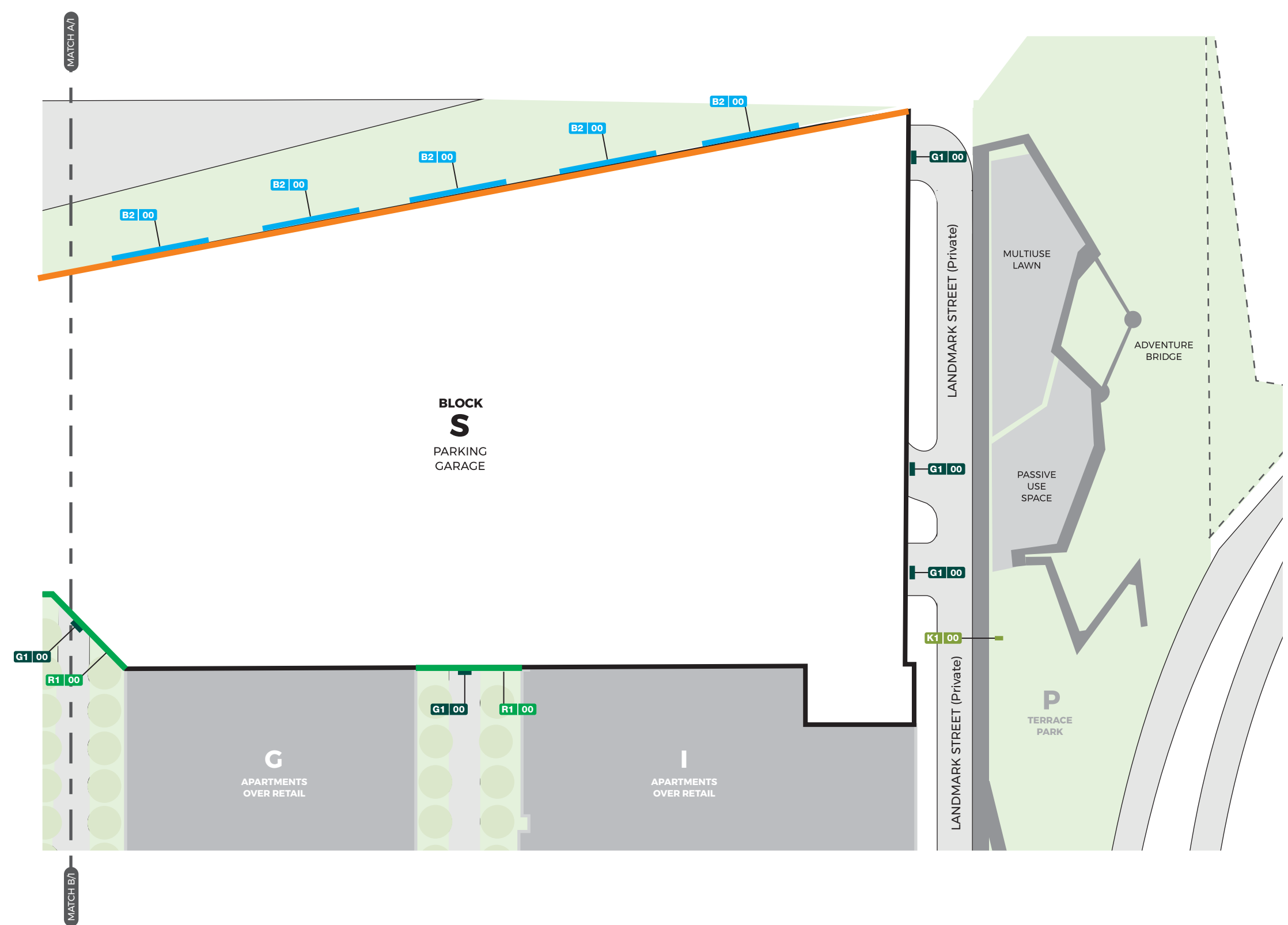
FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

WESTEND BOULEVARD (Private)

PASEO

L1 | 00
N1 | 00
P1 | 00

M1 | 00

A2 | 00

LANDMARK STREET

K1 | 00

M1 | 00

C1 | 00

C1 | 00

A1 | 00
A3 | 00
A4 | 00

VERVE STREET (Public)

B1 | 00

BLOCK
M
TOWNHOMES

C1 | 00

C1 | 00

C1 | 00

C1 | 00

C1 | 00

C1 | 00

C1 | 00

K

APARTMENTS
OVER RETAIL

K1 | 00

B1 | 00

HECHT AVENUE (Public)

TRANSIT
HUB

VERVE STREET (Public)

SIGNAGE LEGEND:

A1	00	Wall Mounted Community Identification
A2	00	Bridge Mounted Community Identification
A3	00	Primary Campus Entrance Monument
A4	00	Community Entrance Identification Icon
A5	00	Primary Tenant Entrance Monument
B1	00	Primary Building Identification
B2	00	Parking Garage Tenant Identification
C1	00	Major Building Entrance
D1	00	Minor Building Entrance
E1	00	Major Building Entrance Blade
F1	00	Parking Structure Digital Marque
G1	00	Building Parking
H1	00	Loading Dock
J1	00	Bus Stop / Transit Hub
K1	00	Vehicular Wayfinding
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M1	00	Pedestrian Pathfinder
N1	00	Park & Trail Pedestrian Directional
P1	00	Park Rules & Regulations
Q1	00	Trail Marker Signage
R1	00	Interpretive Wall Mural
S1	00	Site Interpretive Signage

— Planned Retail Signage
--- Proposed Retail Signage
--- Transit Hub
— Wall Mural
— Structured Parking Retail
— Parking Structure Digital Marque
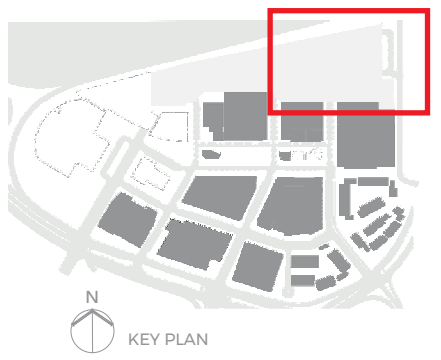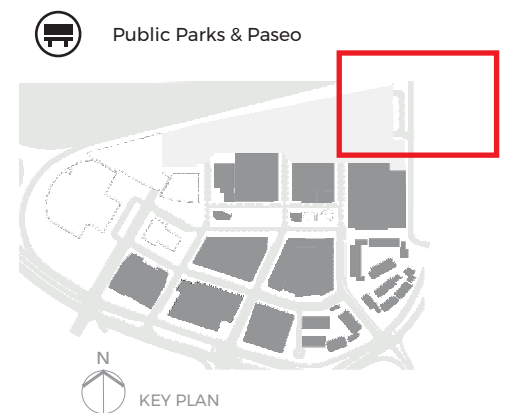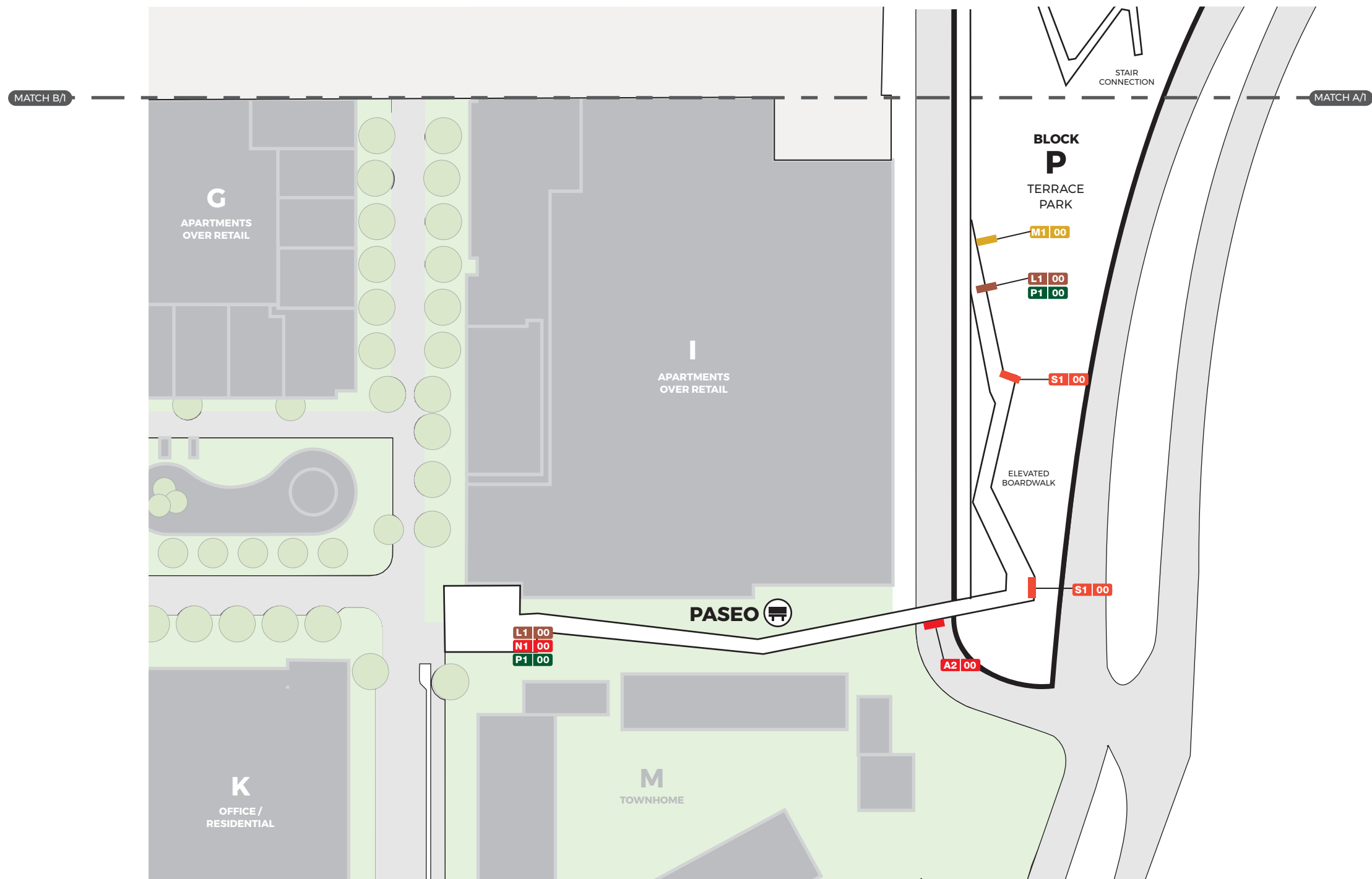— Fire Station

Public Parks & Paseo

General Note:
"Final signage locations will be in coordination
with the individual Block's DSUP."

N
KEY PLAN

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

SIGNAGE LEGEND:

A1 00	Wall Mounted Community Identification
A2 00	Bridge Mounted Community Identification
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A4 00	Community Entrance Identification Icon
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R1 00	Interpretive Wall Mural
S1 00	Site Interpretive Signage
▬▬▬	Planned Retail Signage
▬ ▬ ▬	Proposed Retail Signage
▬ ▬ ▬	Transit Hub
▬▬▬	Wall Mural
▬▬▬	Structured Parking Retail
▬▬▬	Parking Structure Digital Marque
▬▬▬	Fire Station
🚌	Public Parks & Paseo

Map labels:

TUCKER STREET (Private)

E2 — MEDICAL OFFICE

E1 — APARTMENTS OVER RETAIL

ALEX WAY (Private)

G — APARTMENTS OVER RETAIL

VERVE STREET (Private)

B1 00 — C1 00 — S1 00 — L1 00 — A4 00 — P1 00 — S1 00

RETAIL

CENTRAL PARK — BLOCK F

B1 00 — C1 00 — S1 00

B1 00 — RETAIL — B1 00 — BLOCK N — L1 00 — S1 00

C1 00 — L1 00

L1 00 — WESTEND BOULEVARD (Private)

TUCKER STREET (Public)

H — CONDO & HOTEL

ALEX WAY (Public)

K — APARTMENTS OVER RETAIL

VERVE STREET (Public)

L1 00

N — KEY PLAN

FOULGER-PRATT + Howard Hughes + SERITAGE GROWTH PROPERTIES + Gable

INTERSTATE-395

B2 00
B2 00
B2 00
B2 00
B2 00
F1 00

BLOCK S

PARKING GARAGE

HOSPITAL

HOSPITAL

R1 00
G1 00
G1 00
R1 00

E2
MEDICAL OFFICE

E1
APARTMENTS OVER RETAIL

G
APARTMENTS OVER RETAIL

MATCH A/1

MATCH B/1

SIGNAGE LEGEND:

A1 00	Wall Mounted Community Identification
A2 00	Bridge Mounted Community Identification
A3 00	Primary Campus Entrance Monument
A4 00	Community Entrance Identification Icon
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S1 00	Site Interpretive Signage

Planned Retail Signage
Proposed Retail Signage
Transit Hub
Wall Mural
Structured Parking Retail
Parking Structure Digital Marque
Fire Station

Public Parks & Paseo
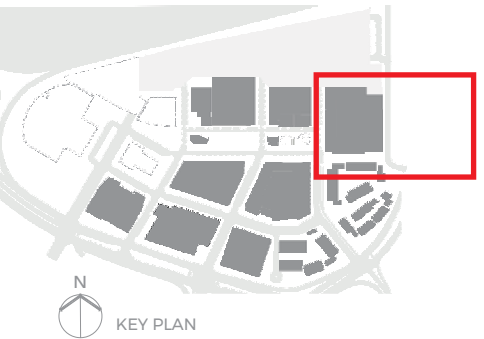
N
KEY PLAN

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

SIGNAGE LEGEND:

A1 00	Wall Mounted Community Identification
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——	Planned Retail Signage
- - -	Proposed Retail Signage
- - -	Transit Hub
——	Wall Mural
——	Structured Parking Retail
——	Parking Structure Digital Marque
——	Fire Station

Public Parks & Paseo

MATCH A/1

B2 00

B2 00

B2 00

B2 00

B2 00

G1 00

LANDMARK STREET (Private)

MULTIUSE LAWN

ADVENTURE BRIDGE

BLOCK
S
PARKING
GARAGE

G1 00

PASSIVE USE SPACE

G1 00

K1 00

LANDMARK STREET (Private)

G1 00

R1 00

G1 00

R1 00

G
APARTMENTS
OVER RETAIL

I
APARTMENTS
OVER RETAIL

P
TERRACE
PARK

MATCH B/1

N
KEY PLAN

SIGNAGE LEGEND:

A1 00	Wall Mounted Community Identification
A2 00	Bridge Mounted Community Identification
A3 00	Primary Campus Entrance Monument
A4 00	Community Entrance Identification Icon
A5 00	Primary Tenant Entrance Monument
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R1 00	Interpretive Wall Mural
S1 00	Site Interpretive Signage

——	Planned Retail Signage
- - -	Proposed Retail Signage
- - -	Transit Hub
——	Wall Mural
——	Structured Parking Retail
——	Parking Structure Digital Marque
——	Fire Station

Public Parks & Paseo

BLOCK
P
TERRACE
PARK

O1 00

G1 00

N1 00
P1 00

S1 00

MULTI
USE
LAWN

Q1 00

ADVENTURE
BRIDGE

S1 00

S1 00

S1 00

PASSIVE
USE
SPACE

S1 00

S1 00

ELEVATED
BOARDWALK

Q1 00

S1 00

S1 00

STAIR
CONNECTION

S
PARKING
GARAGE

G1 00

G1 00

G1 00

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

SIGNAGE LEGEND:

A1 00	Wall Mounted Community Identification
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▬ ▬ ▬	Transit Hub
▬▬▬	Wall Mural
▬▬▬	Structured Parking Retail
▬▬▬	Parking Structure Digital Marque
▬▬▬	Fire Station
🚏	Public Parks & Paseo

MATCH B/1

MATCH A/1

STAIR
CONNECTION

G
APARTMENTS
OVER RETAIL

BLOCK
P
TERRACE
PARK

M1 00

L1 00
P1 00

I
APARTMENTS
OVER RETAIL

S1 00

ELEVATED
BOARDWALK

S1 00

PASEO 🚏

L1 00
N1 00
P1 00

A2 00

K
OFFICE /
RESIDENTIAL

M
TOWNHOME

N
KEY PLAN

FOULGER-RATT + *Howard Hughes.* + SERITAGE GROWTH PROPERTIES + Gable

SECTION 02   Building Signage Exhibits

Face Illuminated
Channel Letters
Mounted to exterior
EIFS wall panels

Face Illuminated
Channel Letters
Mounted to metal
wall panels

Face Illuminated
Channel Letters
Mounted to window
glazing

Face Illuminated
Channel Letters
Mounted to architectural
metal rail system
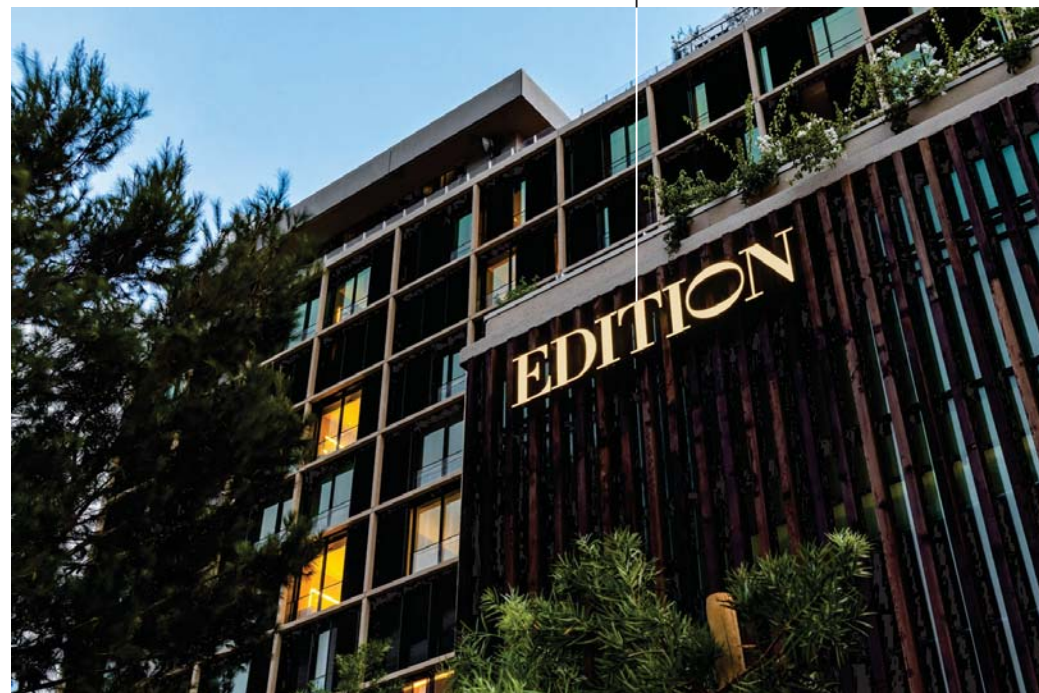
Halo Illuminated
Channel Letters
Mounted to architectural
background panel

BUILDING TOP/FACADE SIGNAGE:

Building top and facade signs shall be composed of individual channel letters or logos on minimal support rails. The support rails shall be painted to match the materials and finishes of building. If panel backgrounds are required, they are to match the architectural design materials of building.

Signage Quantity: A maximum of two (2) signs per building on opposing elevations. Building top & facade signs are allowed on buildings in Development Blocks of Office, Apartments, Residential, Affordable Housing, Senior Living Facility as well as Townhomes, except for Blocks D,H. and K.

Signage Locations: Building top & facade signs may be located on any elevation facing Interstate 395, Duke Street, or North Van Dorn Street, respectively. Final locations to be determined. Each building applicant shall develop a specific design and provide a detailed submittal for review and approval for conformance with Site Plans.

Mounting Height: Signs are to be mounted in area above grade and below the roof line; the sign may not be mounted to the roof and no part of the sign shall extend above the roof. The sign may not be mounted to the mechanical screen unless the mechanical screen is integrated within the building facade.

Illumination: letters & logos may be illuminated with internal illumination, halo illumination or external spot lighting. All illumination must be on house timer and coordinated with overall site lighting standards.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Building top sign

Roof line
Sign my not extend
above roof line, typ.

Building top sign

Roof line
Sign my not extend
above roof line, typ.
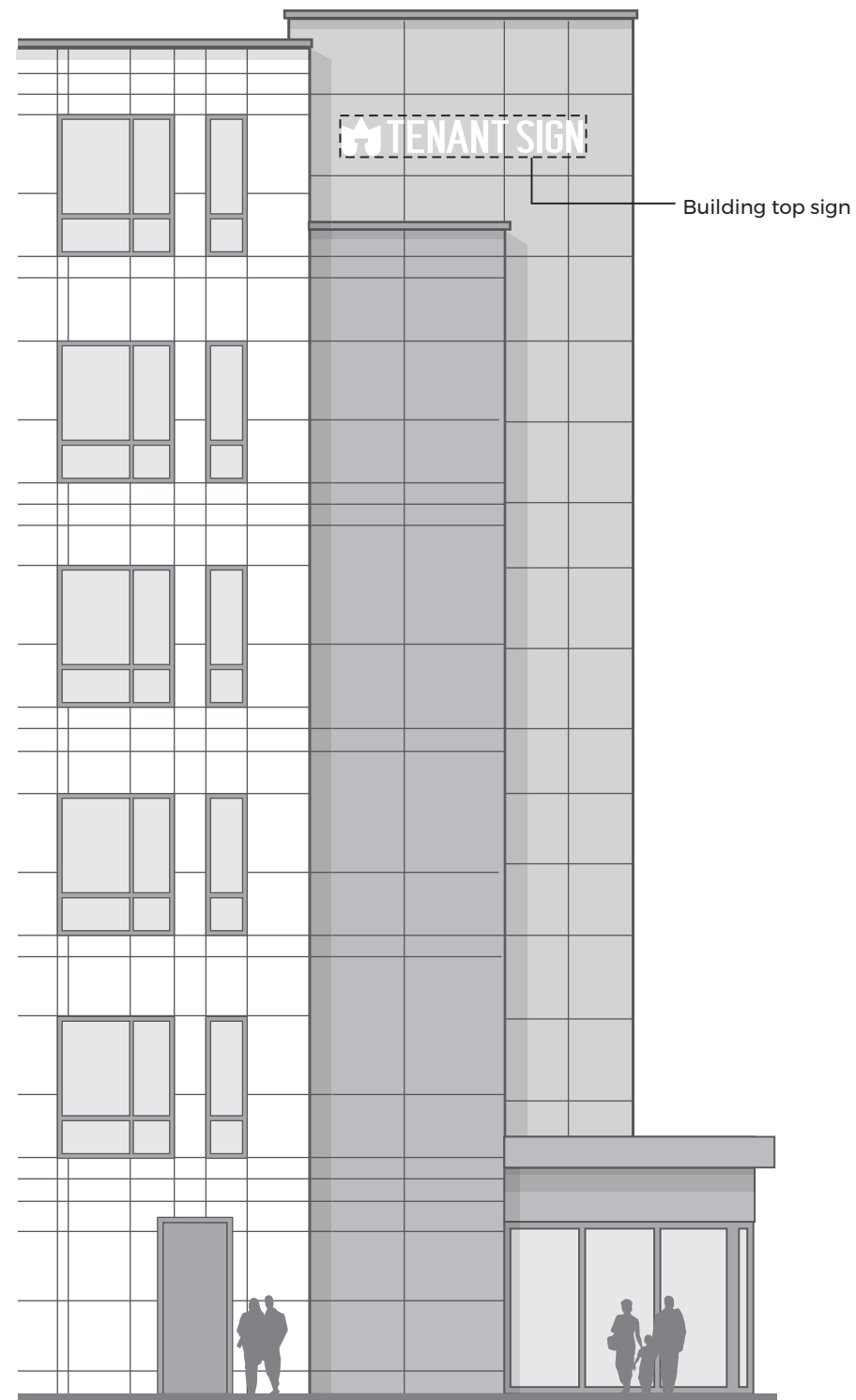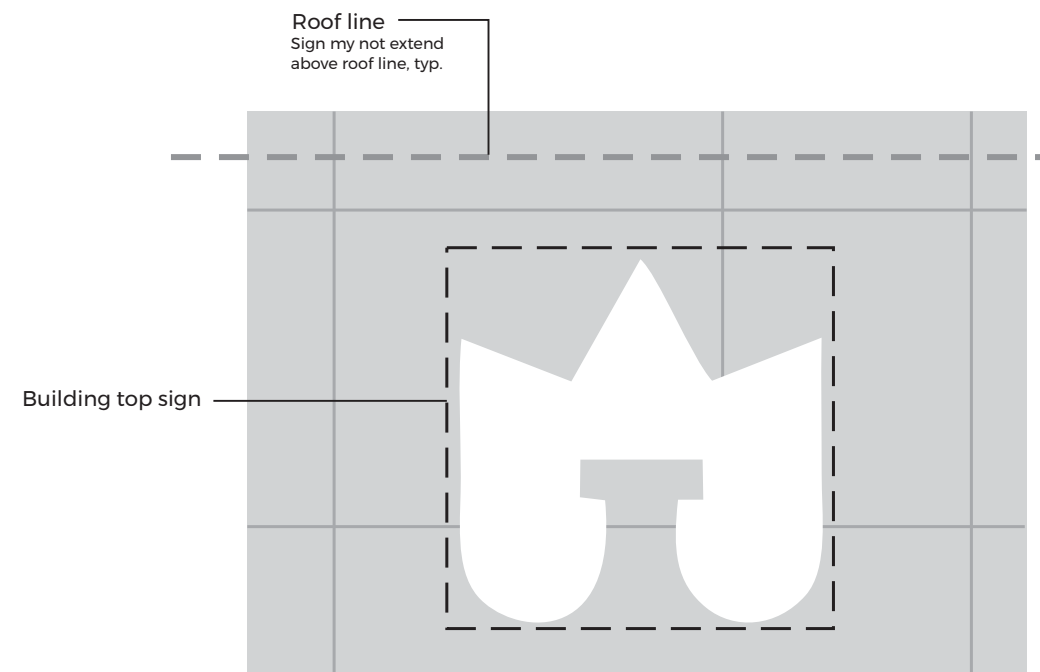
Building top sign

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Building top signage allowed on frontages indicated by red line. ——

KEY PLAN

Scale: 3/32"=1'-0"   B1 | 00

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable
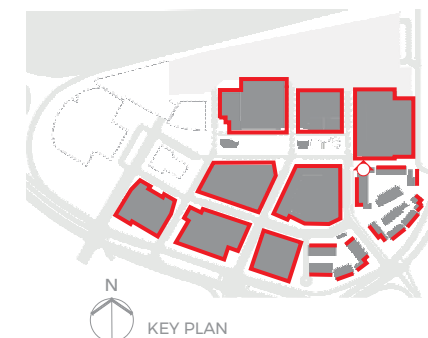
PARKING GARAGE FACADE SIGNAGE EXAMPLES

PARKING GARAGE FACADE:

Parking garage facade signs shall be composed of internally illuminated individual channel letters or logos on minimal support rails as electrical raceway. Garage facade signage may also be comprised of vertical or horizontal, static banner elements to display Tenant branding or advertising.

Quantity: A maximum of twelve (12) locations to be evenly placed.

Locations: Tenant signage and advertisement shall be evenly placed along northern garage facade facing Interstate 395.

Size: Maximum size: 100sq/ft for each Tenant location

Illumination: Letters and logos may be illuminated with internal illumination, halo illumination external spot lighting. All illumination must be on house timer and coordinated with overall site lighting standards.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Tenant signage or advertising

Vertically structured advertising banners

Existing parking structure

Horizontally structured advertising banners

Scale: 1/16"=1'-0" B2 | 00

Primary Sign
Building Name

Secondary Sign
Building address
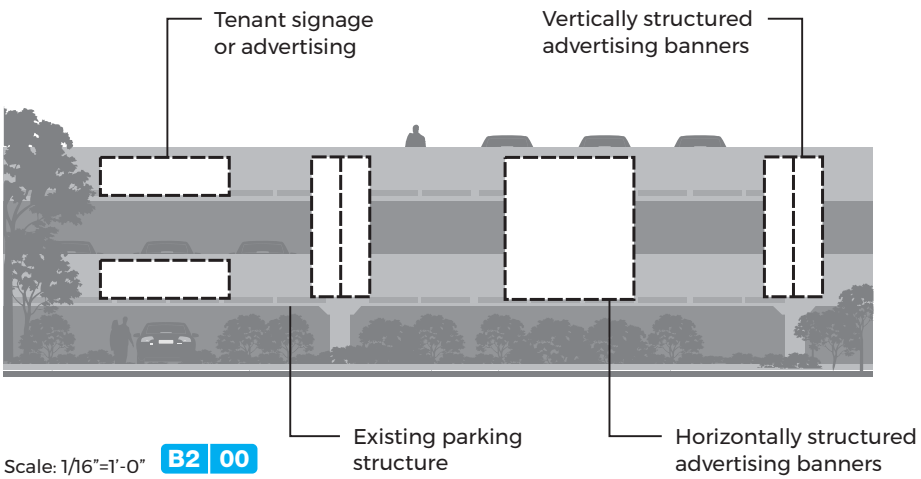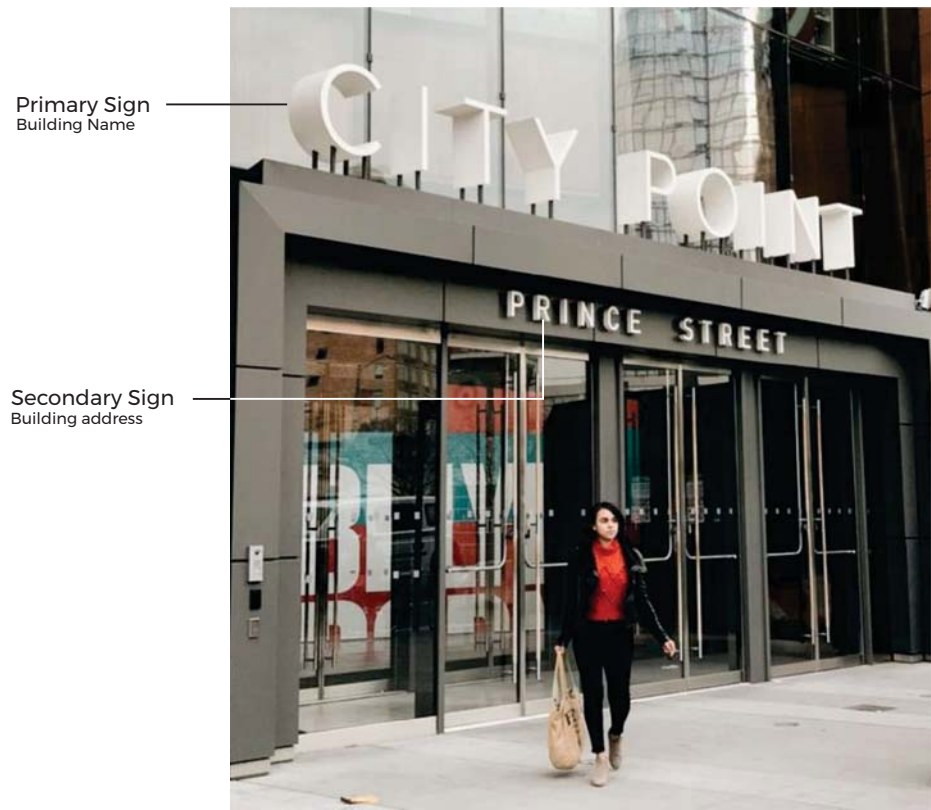
GENERAL NOTE:

Final signage quantities, locations and messages to be determined by building design team provided that primary and secondary signs together do not exceed 2 square foot aggregate total per linear foot of entrance lobby frontage.

The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.
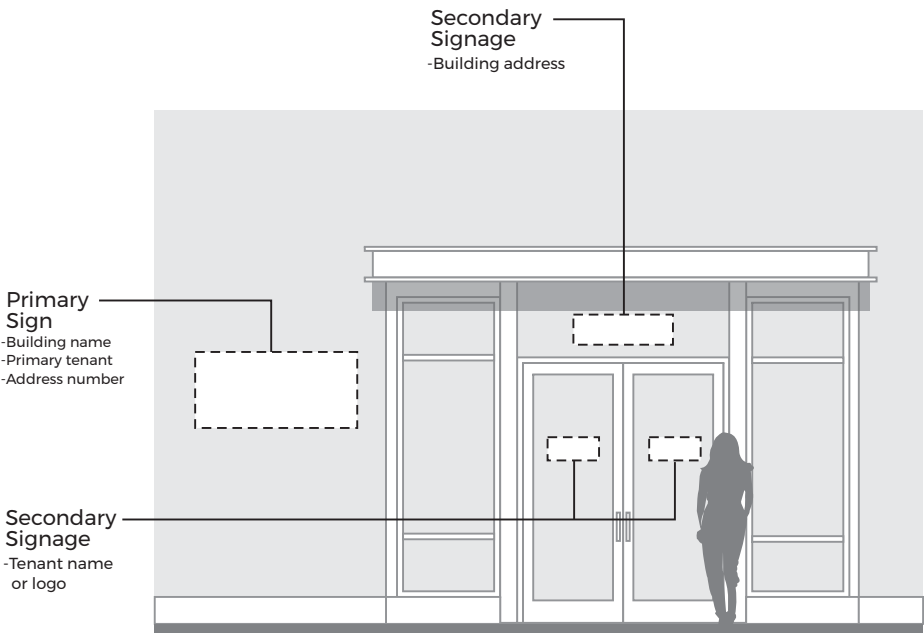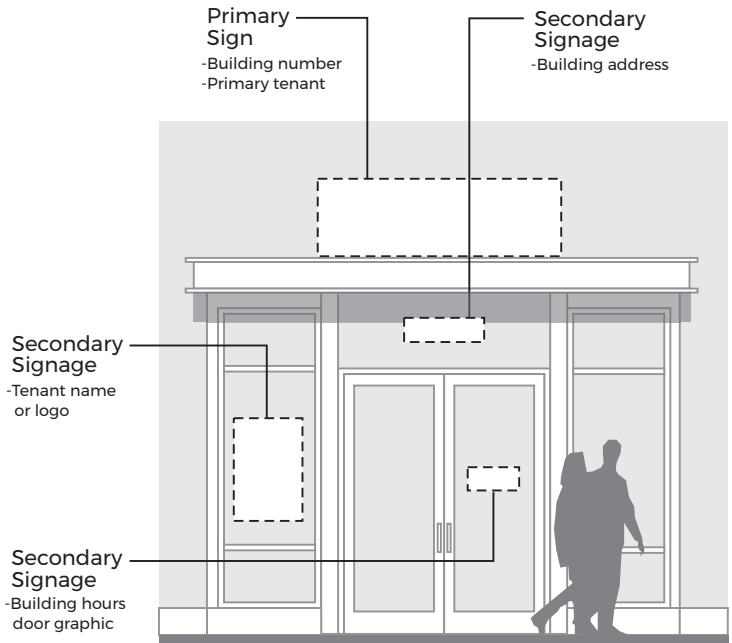

Primary Sign
Building Name

Secondary Sign
Building address
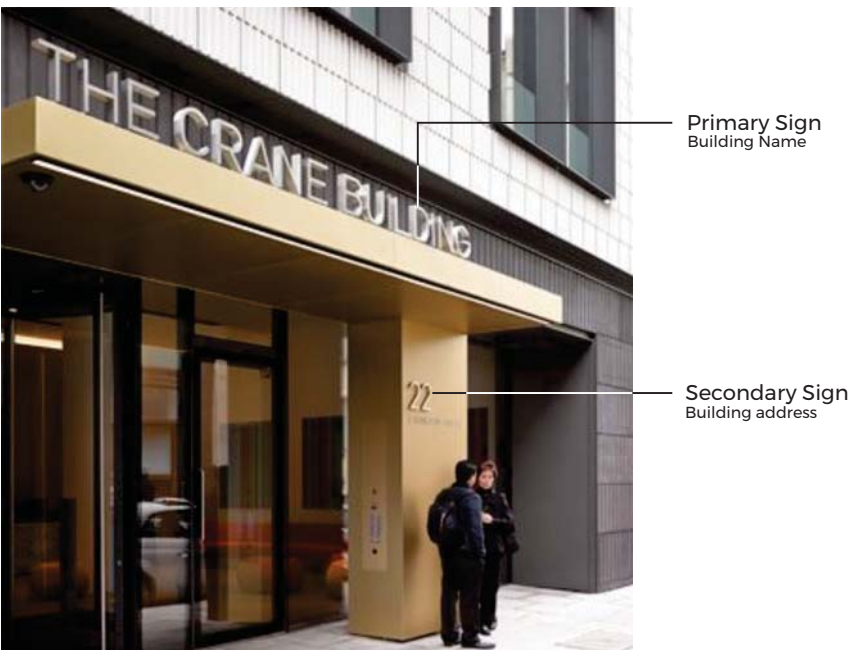
BUILDING ENTRANCE FACADE:

The overall sign composition is to be carefully developed and coordinated with the architectural design of the entrance, including the materials, finishes, and lighting.

Signage Quantity: Each building is allowed one (1) primary sign per building main entrance; & up to three (3) secondary signs per entrance.

Signage Location: Signs are to be located at the building main entry to identify the building. As shown in the examples, the sign content shall be limited to the following:
 - Building name / building address
 - Building occupant(s) name / logo
   (up to 6 occupant names total)

Signage Hierarchy: Hierarchy is to be established between primary and secondary entrance signage:
 - Primary sign is a larger sign, generally located above the entrance, for distance vehicular and pedestrian visibility.
 - Secondary signage is to be smaller and located at pedestrian scale.

Signage Size: Signs are to be 2 SF maximum per linear foot of lobby frontage, aggregate total of primary and secondary signs.

Mounting Height: Signs are to be mounted above Grade: 25 FT to top of sign, or below the second floor line, whichever is less.

Illumination: Internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.

Window Signage: Can be installed at the building entrance, but may not exceed 25% of the glass area (in addition to the square footage allotment for other sign types).

Secondary Sign
Building occupant

Primary Sign
Building occupant

Primary Sign

Secondary Signs

25'-0" maximum height
or line of second floor whichever is less

Scale: 3/16"=1'-0"   C1 | 00
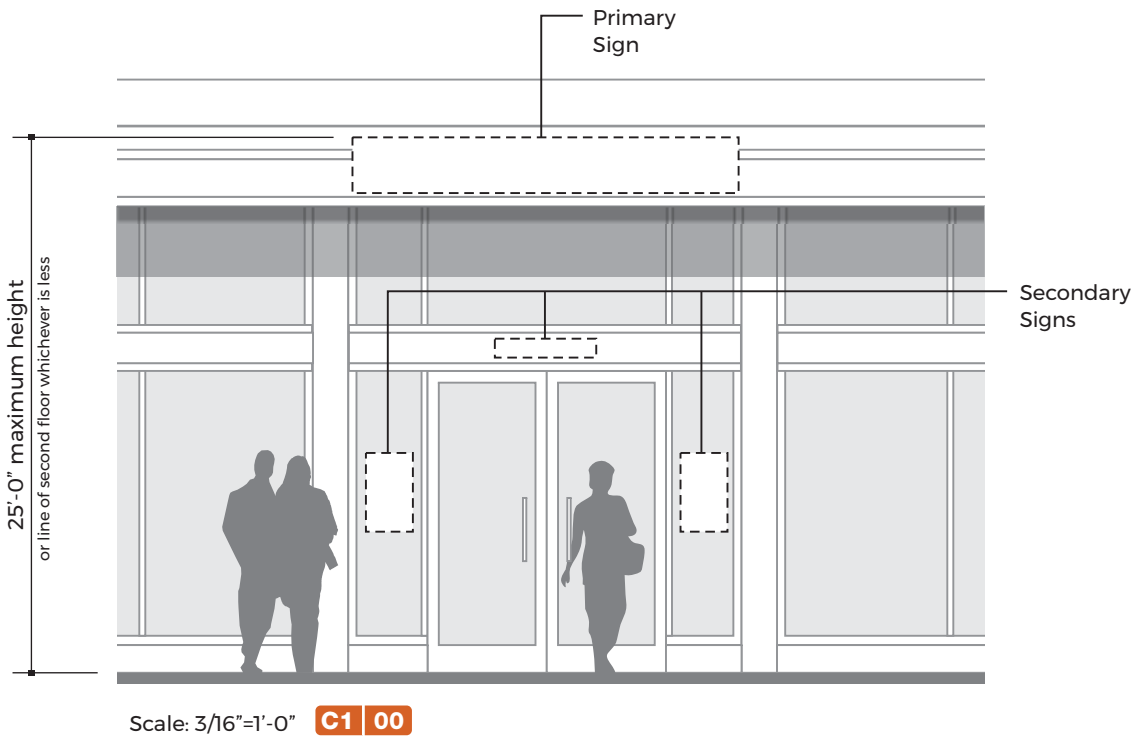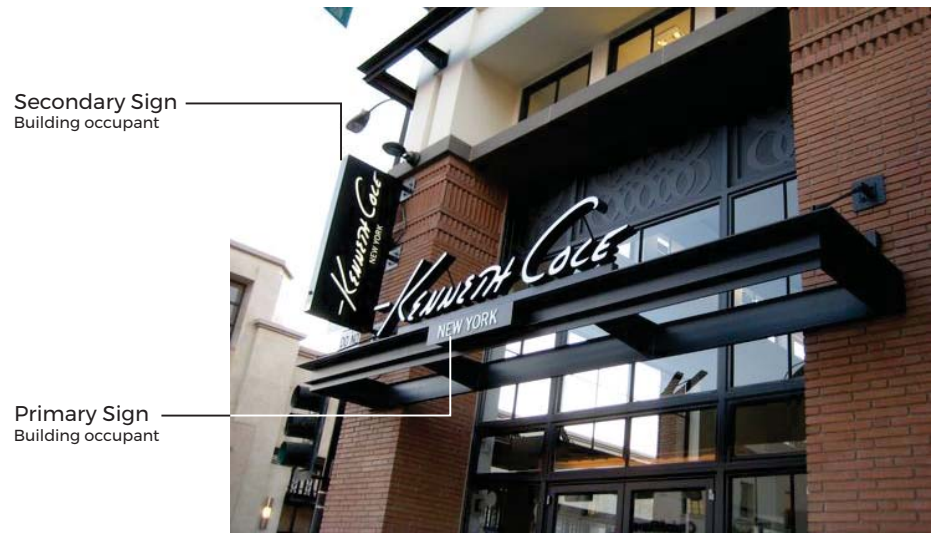
Note:
This page shows a variety of possible configurations for Building Main Entrance Signage, design is not limited by the examples shown. Final design will be determined by Design Team to meet the criteria and guideline herein.

The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Primary Sign
-Building name
-Primary tenant

Secondary Signage
-Building address

Secondary Signage
-Tenant name or logo

Scale: 3/16"=1'-0"   Exhibit 1

Primary Sign
-Building name
-Primary tenant

Secondary Signage
-Building hours door graphic

Secondary Signage
-Tenant name or logo

Scale: 3/16"=1'-0"   Exhibit 2

Secondary Signage
-Building address

Primary Sign
-Building name
-Primary tenant
-Address number

Secondary Signage
-Tenant name or logo

Scale: 3/16"=1'-0"   Exhibit 3

Primary Sign
-Building number
-Primary tenant

Secondary Signage
-Building address

Secondary Signage
-Tenant name or logo

Secondary Signage
-Building hours door graphic

Scale: 3/16"=1'-0"   Exhibit 4

Primary Sign
-Building name
-Primary tenant

Secondary Signage
-Building address

Secondary Signage
-Building hours door graphic

Secondary Signage
-Tenant name or logo

Scale: 3/16"=1'-0"   Exhibit 5

Primary Sign
-Building number
-Primary tenant

Secondary Signage
-Building address
-Building name

Secondary Signage
-Tenant name or logo

Scale: 3/16"=1'-0"   Exhibit 6

Note:
The drawings and images in this document are for illustration purpose only.
They are to display typical conditions, and are not specific design solutions.

Push-thru acrylic face
Illuminated Channel Letters
Mounted on structural
architectural rail

Face/Halo Illuminated
Channel Letter Combination
Mounted on structural
architectural rail

Face/Halo Illuminated
Channel Letter Combination
Mounted to top
side of entry canopy

Halo Illuminated
Channel Letters
Mounted on structural
architectural rail

Face Illuminated
Channel Letters
Mounted to bottom
side of entry canopy

Fully Illuminated
Channel Letters
Mounted to facade
metal tube cladding

Face Illuminated
Channel Letters
Mounted on structural
architectural rail
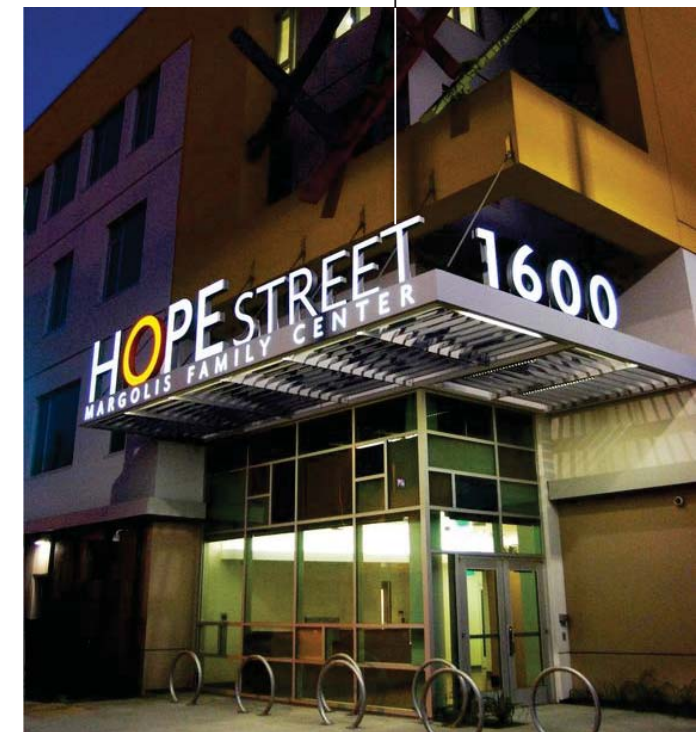
Push-thru Backlit Letters

Push-thru Backlit Letters

Face Illuminated Letters

Halo Illuminated Letters

Halo Illuminated Letters

4'-0"
maximum

Main Entrance
Blade Sign
90 SF maximum
per side, typ.

45'-0" maximum height

12'-0" minimum height
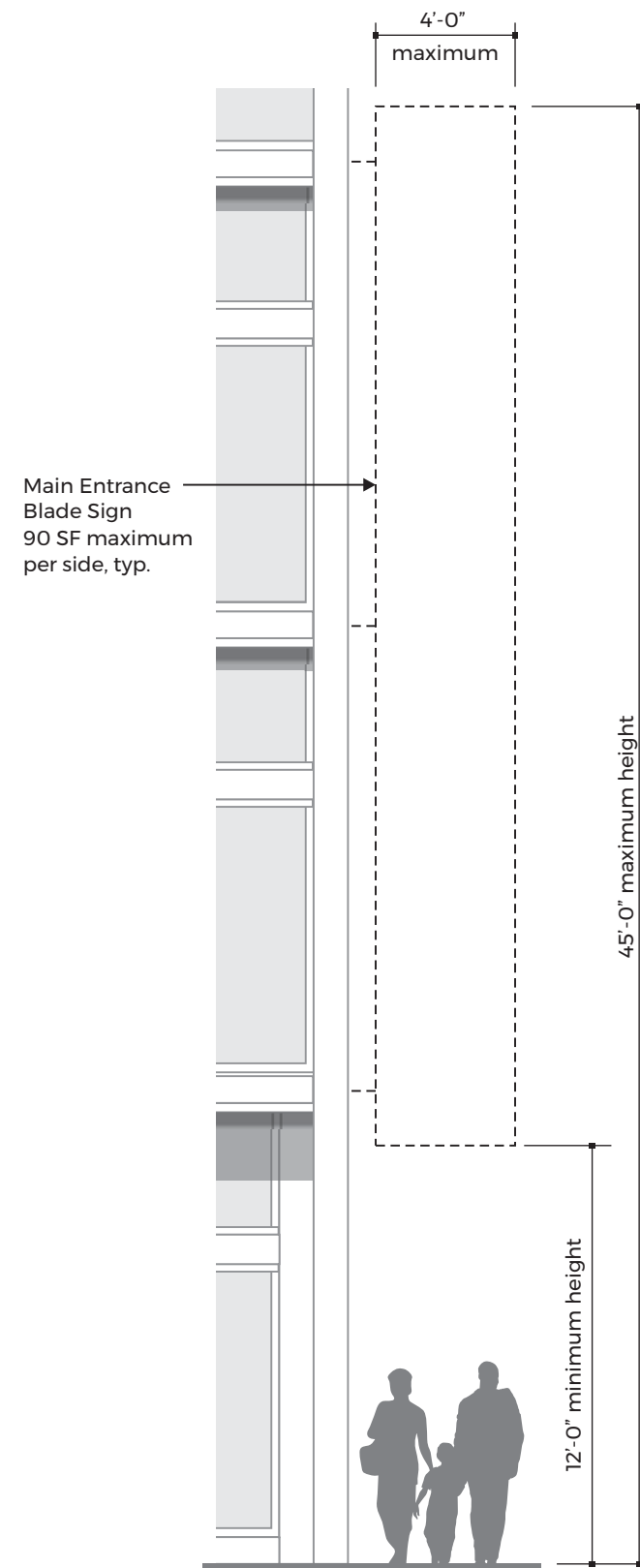
Scale: 3/16"=1'-0" E1 | 00

BUILDING ENTRANCE BLADE:

The Blade type signage is a substitution for the primary main entrance sign. Secondary entrance signage is also allowed with a Blade Sign, as described in the previous Building Main Entrance Signage pages.

Signage Quantity: Each building is allowed two (2) entrance identity signs except for blocks H and K which are allowed three (3).

Signage Substitution: The Blade is a substitution for the primary main entrance facade sign. Secondary entrance signage is also allowed with a Blade Sign, as described in the previous Building Main Entrance Facade Signage pages.
- Special conditions for blade signs:
- Architectural configuration of entrance
- Accent element to view corridor
- Streetscape variety

Signage Location: The Blade shall be 2-sided, mounted perpendicularly to the building facade.
- Maximum Projection: 4'- 0"
- Maximum Size: 90 SF per side

Mounting Height: The maximum mounting height above grade is 45 FT to top of sign; 12 FT minimum to bottom of sign; size and positioning of blade sign to align and be coordinated with architectural facade elements

Illumination: Blade sign to be internally illuminated, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Minor Entrance Door Graphic

Minor Entrance Address Numbers

BUILDING MINOR ENTRANCE:

Signage Quantity: Three (3) signs per minor building entrance to areas such as service rooms, bike storage rooms, non-public, staff or resident-only areas.

Signage Types:
 - Painted aluminum panel
 - Natural metal plaque
 - Surface applied vinyl to glass
 - Individual suite numbers

Signage Size: Maximum size: 9 SF

Illumination: External ambient or indirect

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Minor Entrance Wall Panel

Painted aluminum or vinyl address number

Painted aluminum message panel

Surface applied vinyl to glass
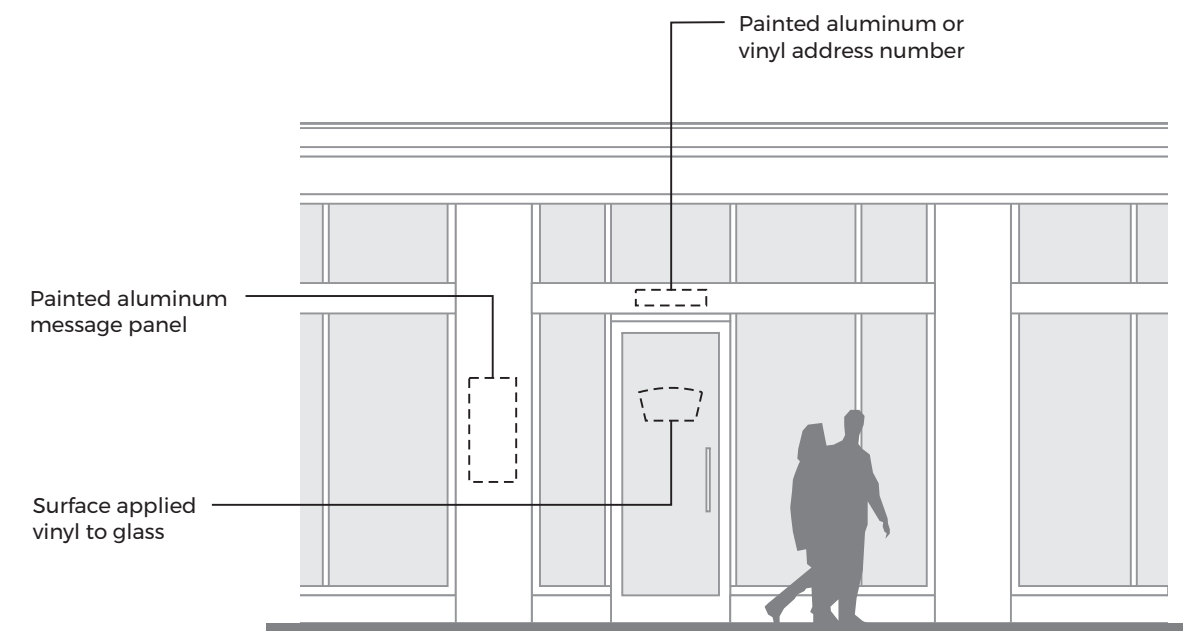
Scale: 3/16"=1'-0" D1 | 00
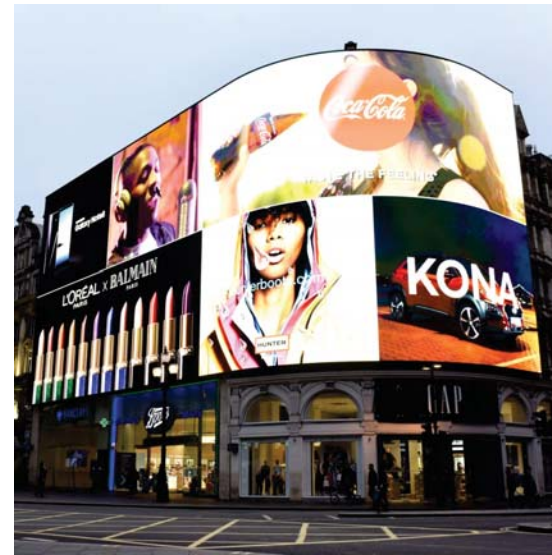
Quantity: 1 location, High resolution digital marque.

Locations: High resolution digital display is to be located along northwest corner of parking garage facing Interstate 395.

Design: Wall or roof mounted, full color, high resolution LED display unit with chargeable media area and concealed structure.

Size: Maximum size: Media display to be 600 sq/ft of face illuminated graphic with maximum 4" projection.

Illumination: Internal LED illumination

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions
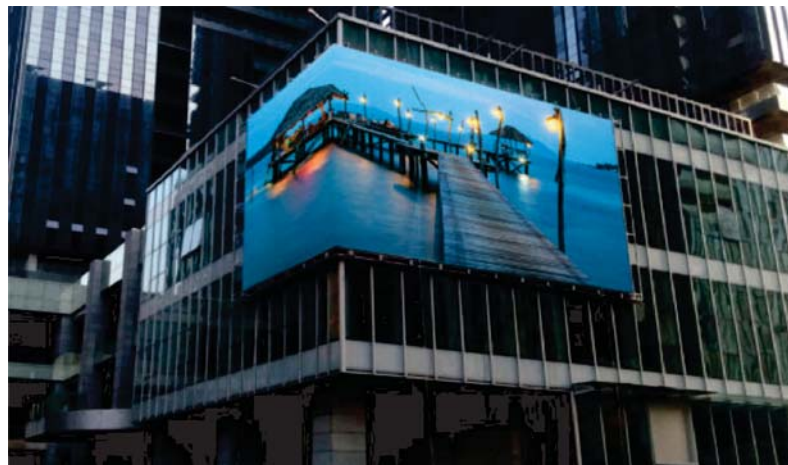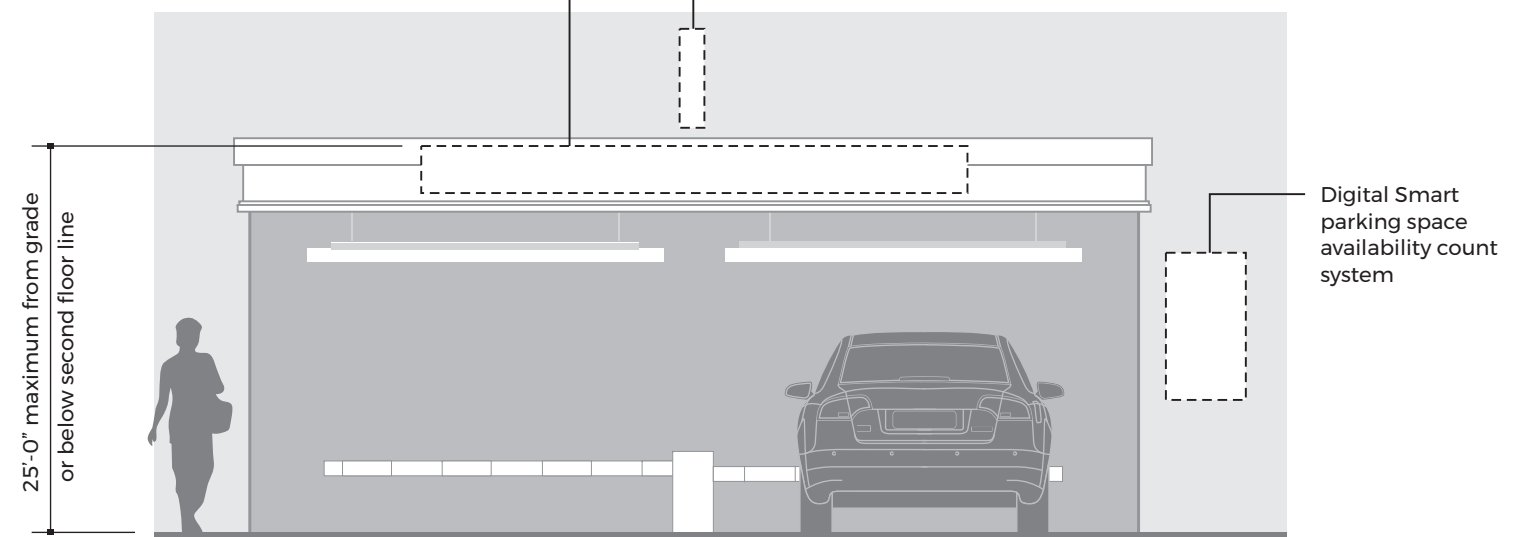
Existing parking structure

High resolution digital media display marque

ENJOY YOUR NEW COMMUNITY
WESTEND
Alexandria
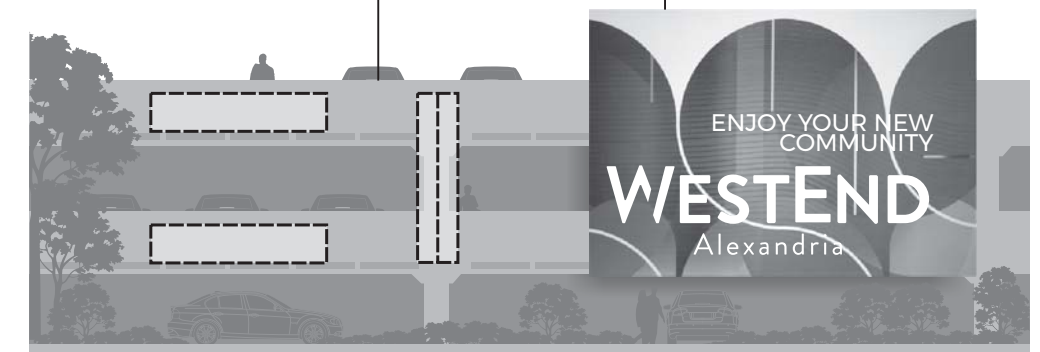
Scale: 1/16"=1'-0" F1 00

Note:
Parking Blade Signs shall be consistent with the City's wayfinding standards for identifying parking using the same size and proportion of sign, same font, size, and color for the blue "P" symbol, with a simplified frame design and color to coordinate with the architectural context of the development.

BUILDING PARKING ENTRANCE:

Parking signage may include a digital LED light component to accommodate a smart parking system, which may display an OPEN/FULL message or the number of available parking spaces to motorists.

Signage Quantity: Maximum of one (1) of each sign type (primary entrance identification, Smart Parking LED, and blade) at each location

Signage Size: Maximum Size: 30 SF aggregate total of primary and secondary signs

Mounting Height: Height Above Grade: 25 FT to top of sign, or below the second floor line, whichever is less.

Illumination: Internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions

Parking symbol blade sign to identify garage entrance

Primary parking garage entrance identification

Structured Parking Entrance Directional Signage

Digital Smart parking space availability count system

Smart Parking LED Entrance Signage

Primary parking garage entrance identification

Structured Parking Entrance Identity Signage

Primary parking garage entrance identity to be individual channel letters

Parking symbol blade sign to identify garage entrance

Digital Smart parking space availability count system

25'-0" maximum from grade or below second floor line

Scale: 3/16"=1'-0"   **G1 | 00**

Individual Plate Letter Identity/Directional Signage

Panel Mounted Wall Identity/Directional Signage

LOADING DOCK SIGNAGE:

Signage Quantity: Maximum of 6 signs per loading dock
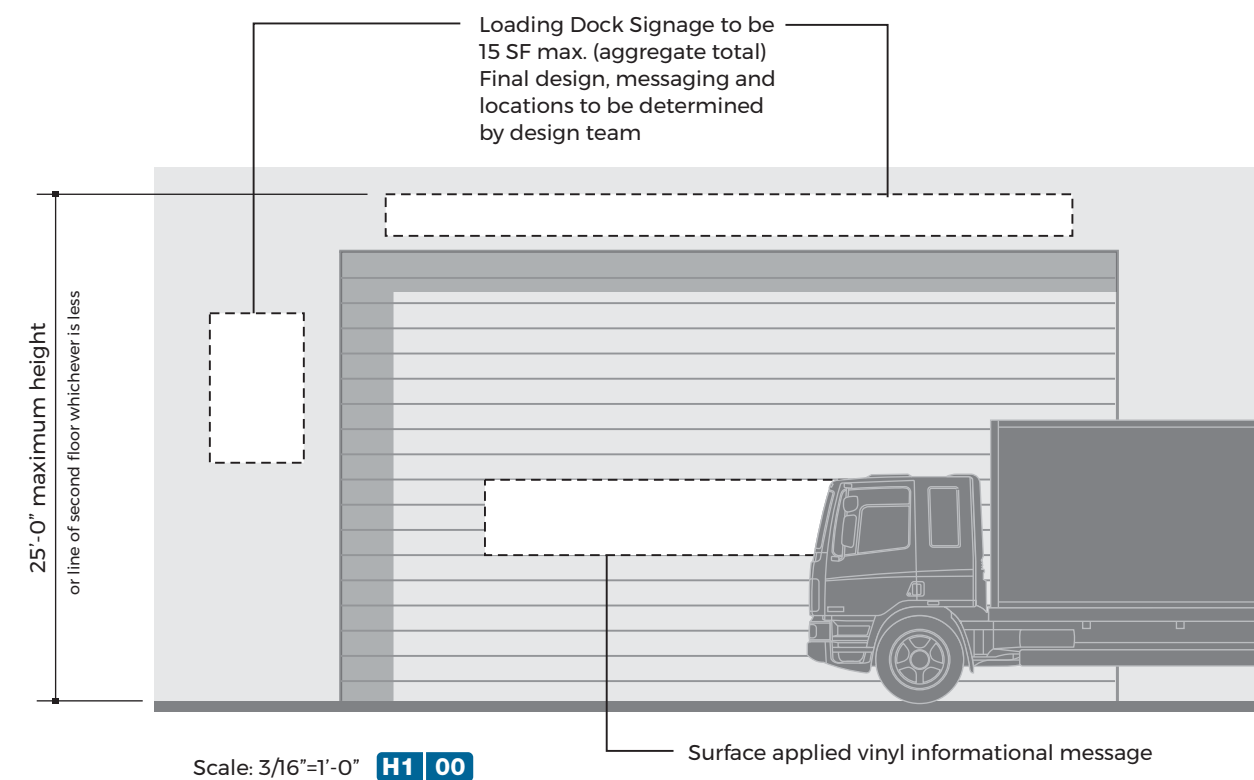
Maximum Size: 15 SF aggregate total

Height Above Grade: 25 FT to top of sign, or below the second floor line, whichever is less

Illumination: ambient or external spot lighting only; internal illumination not allowed

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions

Surface Applied Vinyl Informational Signage

Loading Dock Signage to be 15 SF max. (aggregate total) Final design, messaging and locations to be determined by design team

25'-0" maximum height or line of second floor whichever is less

Surface applied vinyl informational message

Scale: 3/16"=1'-0"   H1 | 00

Trasportation Hub ID / digital advertising & transportation schedule panel

Curbside bus stop signage

Curbside bus stop signage

Trasportation Hub ID / digital advertising & transportation schedule panel

BUS STOP / TRANSIT HUB SIGNAGE:

Bus shelter information shall include international bus symbol and name of stop. Bus service and route information shall be additional signage provided curbside, by bus lines.

Signage Quantity: 4 locations J1-00 – J1-04)

Signage Design: Final design of the shelter structures is to be developed by the City of Alexandria in coordination with adjacent owners.

Illumination: Indirect or external spot lighting

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions

Final design, messaging & locations to be determined by design team

Curbside bus stop signage coordinate with local public transportation provider

Digital Add/Info panel, locations to be determined by design team

Scale: 3/16"=1'-0"   J1 | 00

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable
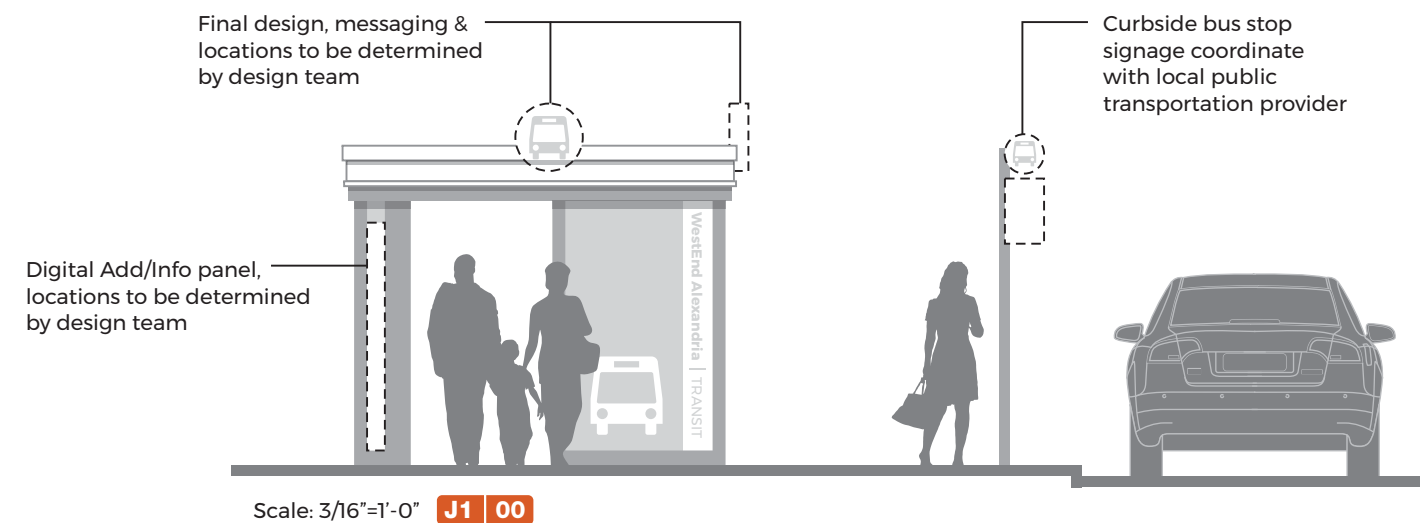
SECTION 03   **Retail Signage Exhibits**

The streetscapes are to be framed by retail and other pedestrian oriented uses at the locations shown on the plan below. The signage associated with these active ground-floor tenants will contribute to creating a vibrant community and innovative district culture.

The guidelines that follow describe the design parameters and quality standards for retail signage within the community. These guidelines are intended to encourage individual brand expression while also establishing a consistent district-wide framework of sign types, sizes, locations, quality of design and material.

Note: the drawings and images in this section are for illustrative purposes only, show typical conditions, and are not specific design solutions.

Each retailer shall develop a specific design solution for their specific location, and provide a detailed submittal for review and approval for consistency with the approved Coordinated Sign Plan.

Interpretive Wall Mural locations may also include potential retail Tenant signage.

SIGNAGE GUIDELINES:

General Design: Retail Signage within the WestEnd Alexandria district shall be creative, unique and designed to contribute to the overall innovative image of the community. Retail Signage is limited to trade name and logo/logotype only. A listing of products or services is prohibited.

Fabrication: All signs shall be fabricated and installed by a qualified, experienced sign manufacturer. Sign construction shall be in accordance with all applicable codes. No power switches, manufacturers' labels, or other such labels, are permitted on the exposed surfaces of signs. If required by code, they must be in an inconspicuous location. Conduit, raceways, transformers and other equipment shall be concealed. Access panels to such equipment shall be located at the backside of the interior fascia or other non-visible location.

Installation: Fasteners and connections for all signage shall be concealed. All fasteners and materials shall be appropriate for exterior conditions without rust, corrosion, or other deterioration.

Illumination: All signage lighting shall be integral to the sign in a sophisticated manner. All signage lighting shall be controlled by a timer set to established project hours. Light levels on retail signage shall be consistent with the project's overall lighting plan and shall not create glare or disturbance to nearby uses.

Materials: Sign materials are to be cut or fabricated metal (aluminum, stainless steel, brass or bronze) with satin, polished, painted or other high-quality exterior-grade finish. Dimensional shapes and forms of metal, hardwood, glass, or other materials with a high level of quality and durability appropriate for exterior conditions.

Legend:
- ▬ Planned Retail Signage
- ▬ ▬ Proposed Retail Signage
- ▬ ▬ Transit Hub
- ▬ Wall Mural
- ▬ Structured Parking Retail
- ▬ Parking Structure Digital Marque
- ▬ Fire Station
- 🚇 Public Parks & Paseo

STOREFRONT ENTRANCE SIGN

Storefront Entrance Signage is located at the main entrance, parallel to the building facade, and serves as the primary identification sign. It is typically located higher on the storefront and provides both vehicular and pedestrian visibility from a close distance, as well as from across the street.

PROJECTING BLADE SIGN

Projecting Blade Signage is a two-sided sign mounted at right angles to the building. This sign provides additional visibility for vehicles and pedestrians, adds texture and creates a more human scale to the streetscape.

STOREFRONT WINDOW GRAPHIC

Storefront Window graphic is applied to the surface of the storefront glass. Window Signage provides supplemental brand expression, activates the storefront glass, and draws the eye to the interior displays.

Each retail location may have one of each sign type from three sign types shown above. Each sign type is further detailed in the Coordinated Sign Program pages that follow.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

STOREFRONT ENTRANCE SIGNAGE EXAMPLES
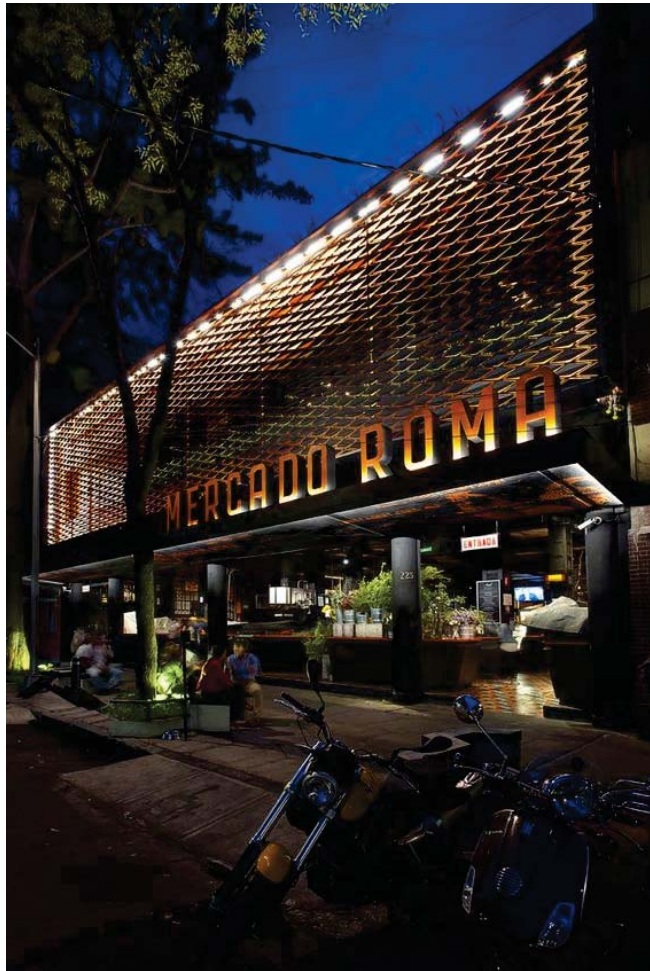
Retail Entrance Sign shall be composed of individual letters / logos attached to minimal support rails. All supports shall be painted out to match the surrounding material.

Quantity: 1 per retail entrance Retail locations with more than one frontage (corner locations) are allowed 1 per elevation.

Mounting Height: 25 FT to top of sign, or below the second floor line, whichever is less

Mounting Conditions:
- On canopy
- Mounted to louver panel or mullions
- Suspended from overhang

Illumination:
- External spot lighting
- Halo illumination of letters
- Internal illumination of letters

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

25' or second floor line (whichever is less)

2 SF maximum per linear foot of frontage

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

STOREFRONT BLADE SIGNAGE EXAMPLES

Retail Projecting Blade Signs are to be unique shapes and dimensionality are encouraged. At a minimum, the projecting sign panel shall have applied dimensional letters and logos, with minimal bracket to the building.

Quantity: 1 per retail tenant, retail locations with more than one frontage (corner locations) are allowed 1 per elevation.

Projection off Wall: 4 FT maximum

Size: 12 SF maximum (in addition to square footage allotment for other retail sign types)

Mounting Height: 10 FT minimum to bottom of sign, to align with architectural elements

Illumination:
- External spot lighting
- Halo illumination of letters
- Internal illumination of letters
  (sign background must be opaque)

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.
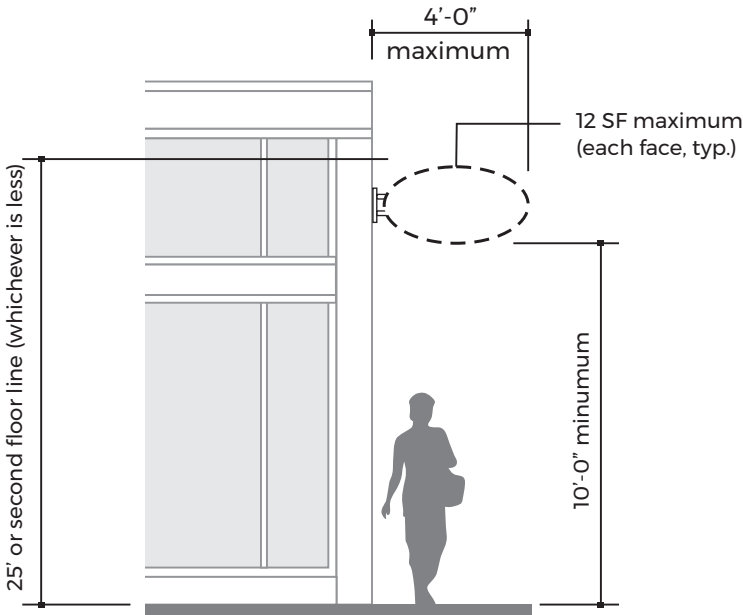
STOREFRONT WINDOW GRAPHICS EXAMPLES

Storefront Window Graphic are to be hand-painted or computer-cut vinyl applied to the storefront glass

Design: Graphic elements and text/logo shall be coordinated with mullion pattern.

Size: All window signage combined shall not exceed 25% of the glazed area (in addition to square footage allotment for other retail sign types).

Door Graphic: Hours of operation, if needed, shall be located at the primary entry door, in a font compatible with the store branding with letters at a maximum of 1 inch.

Phone numbers, advertisements, notices and credit card decals are not allowed.

Illumination: ambient

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.
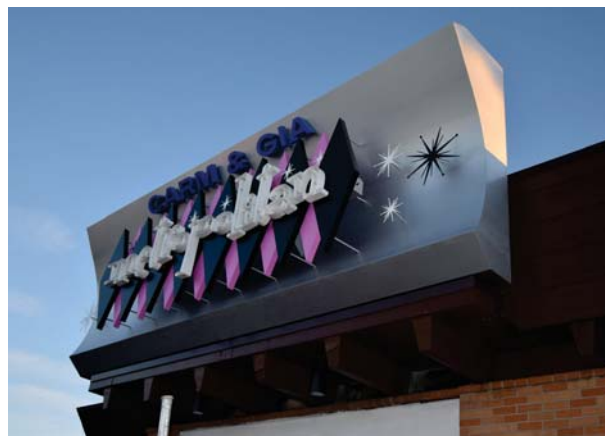

Graphic maximum size is not to exceed 25% of glazing area

SECTION 04   Site Signage Exhibits

COMMUNITY IDENTIFICATION SIGNAGE EXAMPLES

Quantity: 2 (signtype / locations A1-01 – A1.02)

Location: Located at Alex Way and Duke Street campus entry point, final locations to be determined

Usage: Sign to identify project entry points.

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.

Size: Maximum Size: 200 SF

Fabrication: All aluminum construction with steel structure, painted finish with routed and push-thru acrylic graphics

Illumination: Internally illuminated logo/copy with ground mounted accent lighting.
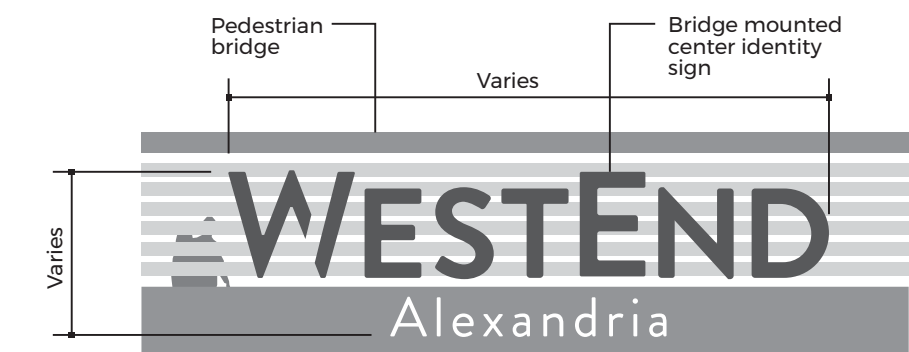
The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Community boundary wall structure

Community entrance logo site identity signage

Scale: 1/16"=1'-0"

Community boundary wall structure

Varies

Community entrance logo site identity signage

Varies

Scale: 1/8"=1'-0"   **A1 00**

FACADE MOUNTED COMMUNITY IDENTIFICATION SIGNAGE EXAMPLES

Quantity: 1 (signtype / locations A2-01)

Location: Located at pedestrian brindge span over Alex Way parking garage entry point, final locations to be determined

Usage: Sign to identify project community brand.

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with overall campus identity signage program.

Size: Maximum Size: 175 SF

Fabrication: Individual channel letters attached to decorative metal structure with painted aluminum finish and backlit acrylic faces.

Illumination: Intenally illuminated logo/copy with face and halo accent lighting.

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.
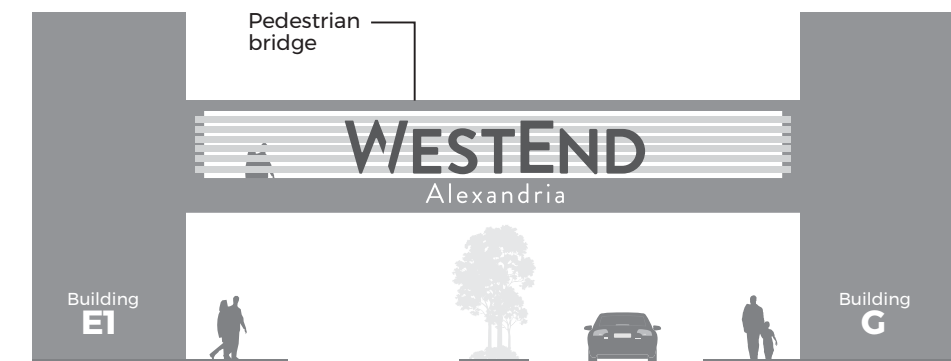
Scale: 1/16"=1'-0"

Scale: 1/8"=1'-0" A2 | 00

COMMUNITY ENTRANCE MONUMENT SIGNAGE EXAMPLES

Quantity: 2 (signtype / locations A3-01 – A3.02)

Location: Located at Alex Way campus entry point, final quantity and locations to be determined

Usage: Sign to identify project primary entry points.

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.
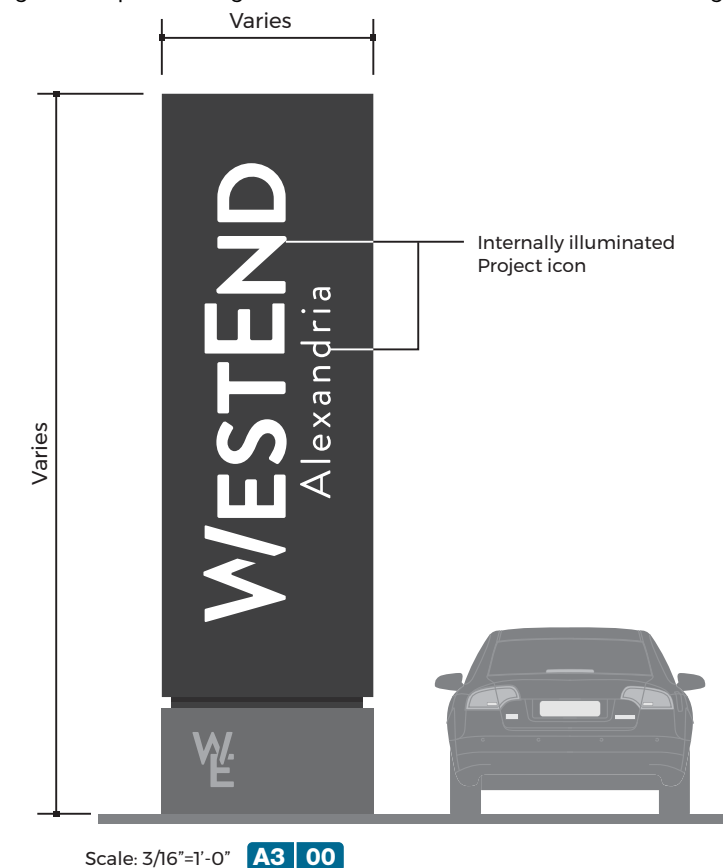
Size: Maximum Size: 120 SF

Fabrication: All aluminum construction with steel structure, painted finish and routed and push-thru acrylic graphics

Illumination: Internally illuminated logo/copy with ground mounted accent lighting.

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Varies

Varies

Internally illuminated Project icon

Scale: 3/16"=1'-0" A3|00

PROJECT ENTRANCE IDENTIFICATION ICON EXAMPLES
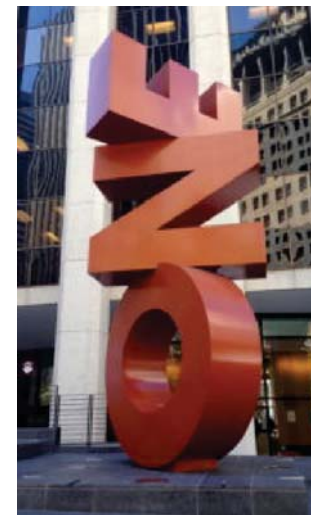
Quantity: 5 (signtype / locations A4-01 – A4.05)

Location: Located along Duke Street at primary campus entry points, final quantity and locations to be determined

Usage: Dimensional icon to identify project primary entry points.

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.

Size: Maximum Size: 120 SF

Fabrication: All aluminum construction with steel structure with painted, brushed or polished metal finish.

Illumination: Internally illuminated logo icon with ground mounted accent lighting.

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.
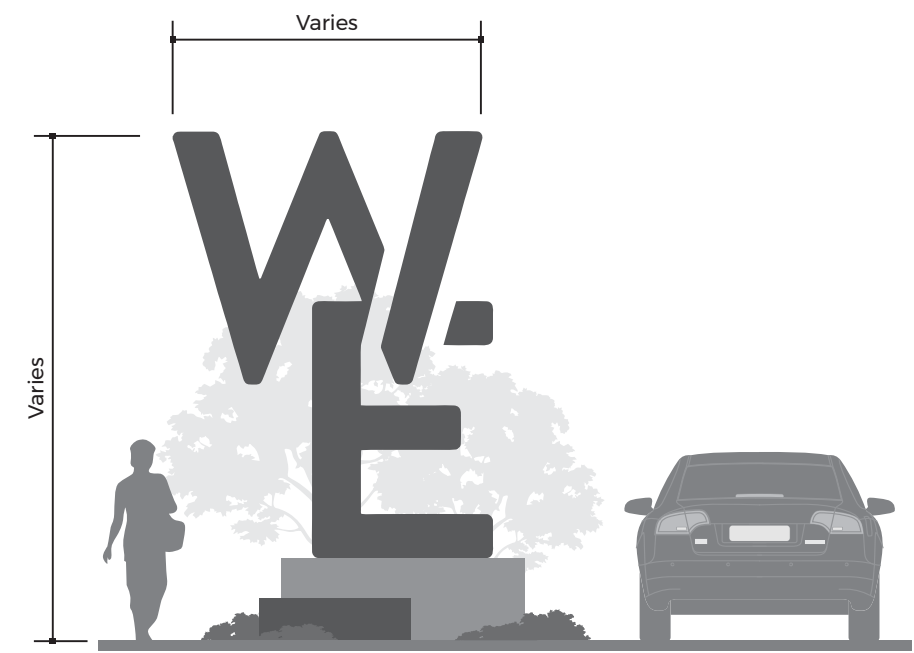
Scale: 3/16"=1'-0" A4 | 00

PRIMARY TENANT IDENTIFICATION SIGNAGE EXAMPLES

Note: The drawings and images in this document are for illustration purpose only. They are to display typical conditions, and are not specific design solutions.

Quantity: 4 (signtype / locations A4-01 – A4-04)

Location: Located at key campus entry point, final quantity and locations to be determined

Usage: Sign to identify project primary and secondary Tenants represented in community.

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.
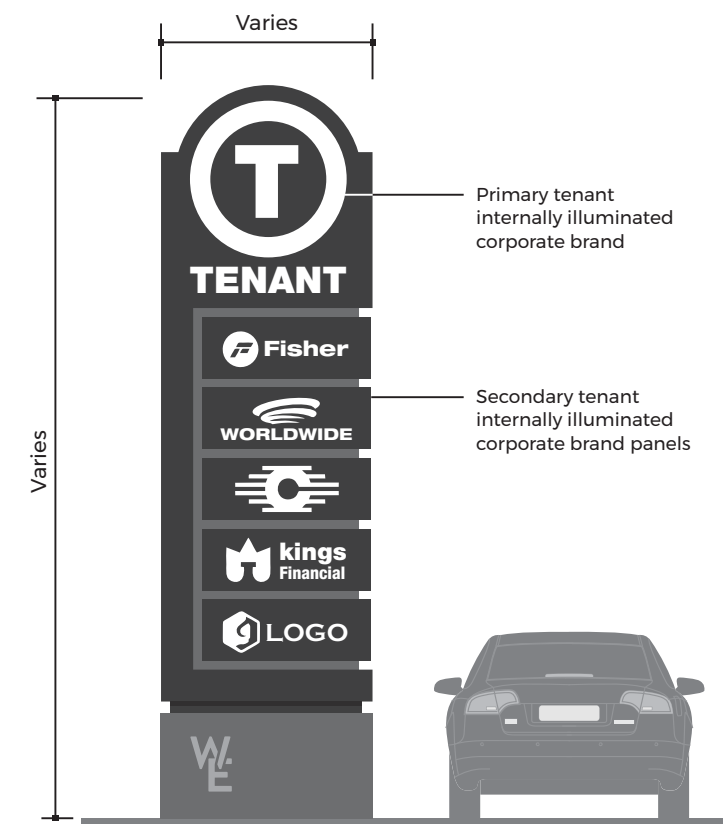
Size: Maximum Size: 120 SF

Fabrication: All aluminum construction with steel structure, painted finish and routed and push-thru acrylic graphics

Illumination: Intenally illuminated logo/copy with ground mounted accent lighting.

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.
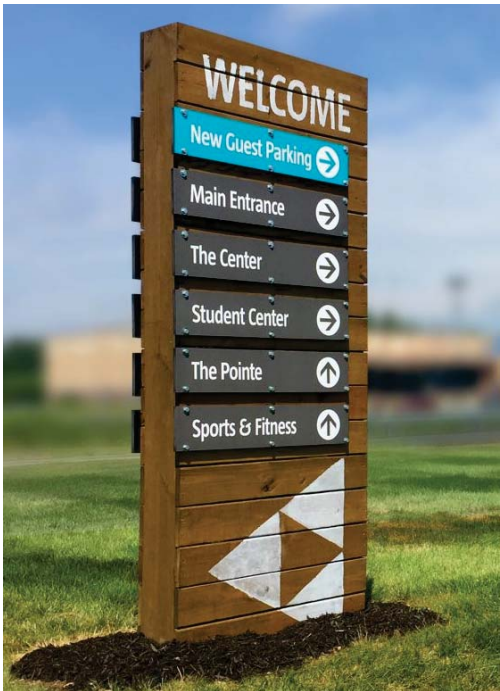
Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Scale: 3/16"=1'-0" **A5 | 00**

VEHICULAR DIRECTIONAL SIGNAGE EXAMPLES

Quantity: 20 (signtype / locations K1-01 – TBD)

Location: Located at key decision points; final quantity and locations to be determined

Usage: Public-use destinations; no business names

Design: Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.
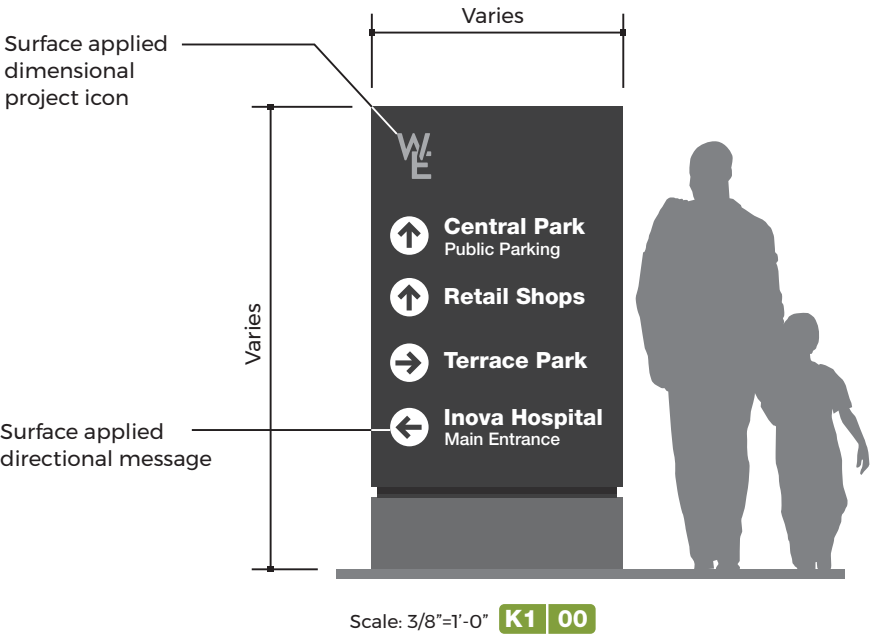
Size: Maximum Size: 25 SF

Fabrication: All aluminum construction panel with steel or aluminum post, painted finish and applied vinyl graphics
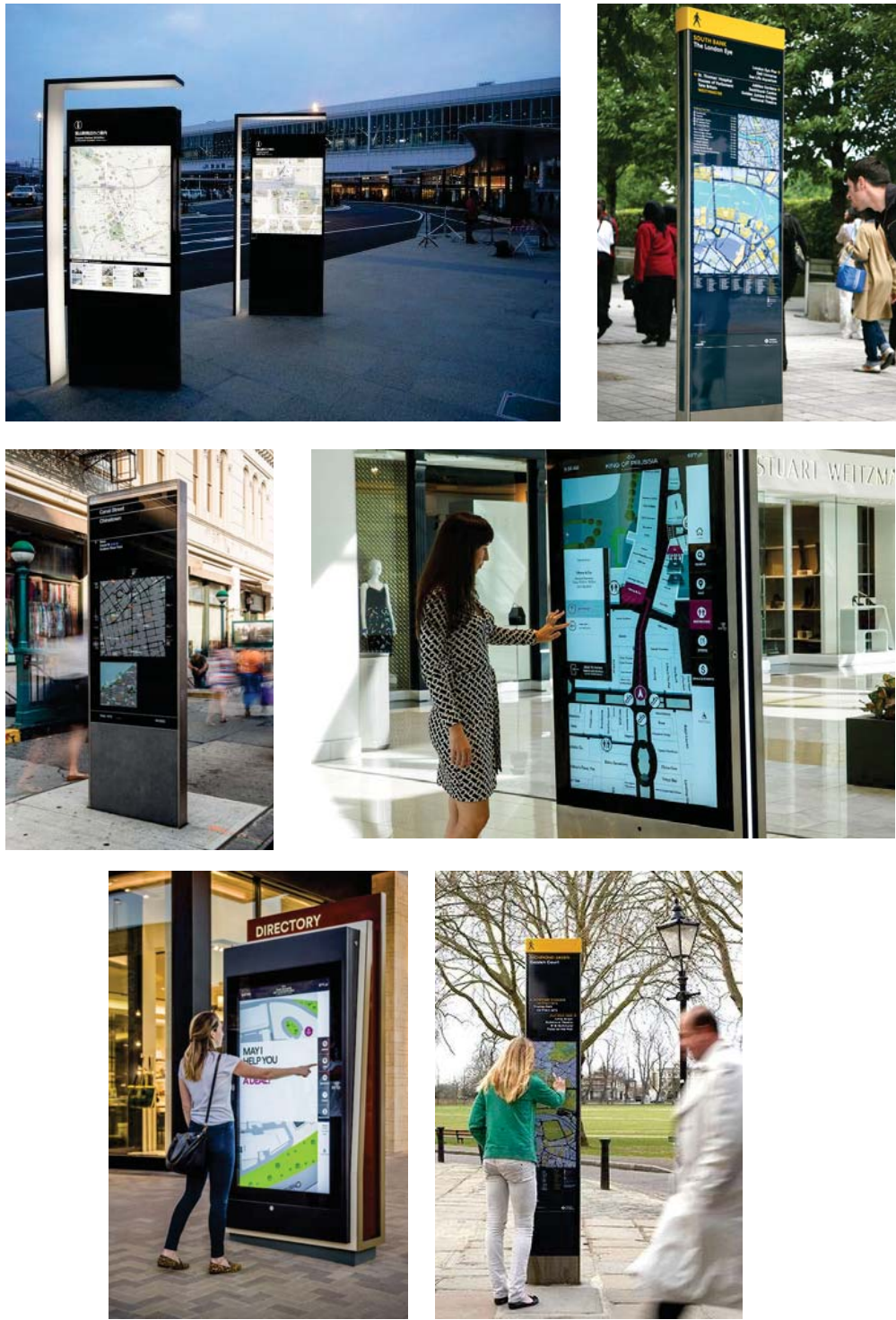
Illumination: ambient

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Surface applied dimensional project icon

Surface applied directional message

Scale: 3/8"=1'-0" K1 | 00

DIGITAL PEDESTRIAN DIRECTORY EXAMPLES

Display Operational Parameters:

Content and operation of the digital display will be overseen by the Business Improvement District.

The duration of content shall not be less than eight seconds and the transition between content shall not be greater than two seconds.

No content promoting tobacco, firearms, or pornography will be displayed.

70% of the annual time on the display(s) will be dedicated to orientation map, art, community-driven content, and event information.

30% of the annual time on the display(s) will be dedicated to advertising content.

Except for limited auditory functions to provide information to those who are visually impaired, no auditory components are permitted for pedestrian map kiosks with digital displays.

Hours of operation: 5:00AM – 1:00AM

Display Luminance:

The displays shall not exceed the maximum allowable luminance of 350 nits during operational hours between sunset and sunrise, and 3000 nits during operational hours between sunrise and sunset
.
The displays shall have a photocontrol switch that automatically adjusts the brightness of the display based on ambient light conditions and reduces light levels at night and under cloudy/darkened conditions.

The displays shall also have an automatic time-switch control with back-up power and an accessible dimmer for manual corrections as needed.

Quantity: 6 (signtype / locations L1.01 -TBD)

Locations: Located in public gathering areas or decision points where orientation and site information is helpful
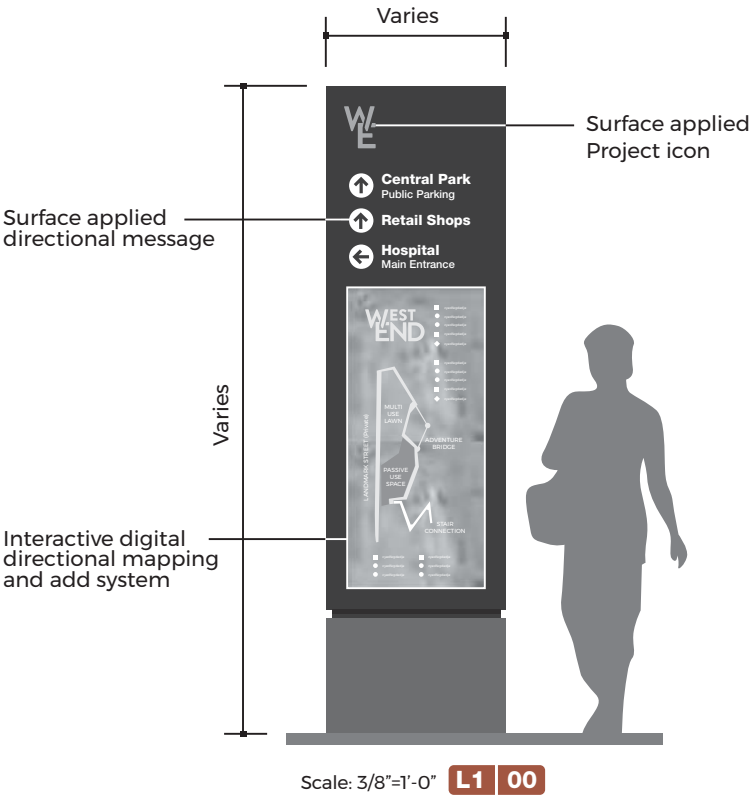
Cabinet Design: Two-sided painted aluminum or natural metal with lockable display case for static information display or integrated digital information display. The digital display may be interactive.

Size: Maximum size: 30 SF

Illumination: in addition to a potential digital display component, the kiosk may include internal or indirect illumination of the map and information display, internal illumination of lettering, and decorative indirect illumination to create a beacon.

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Varies

Surface applied Project icon

Surface applied directional message

Interactive digital directional mapping and add system

Scale: 3/8"=1'-0"   **L1 | 00**

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

PEDESTRIAN WAYFINDING STANCHION EXAMPLES

**Quantity:** 7 (signtype / locations M1.00-TBD)

Locations: Located in public gathering areas or decision points where orientation and site information is helpful

Cabinet Design: Two-sided painted aluminum or natural metal with surface applied map and directional messages.

Size: Maximum size: 30 SF

Illumination: Ambient

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Surface applied Project icon

Surface applied directional message

Surface applied printed map

Varies

Varies

Scale: 3/8"=1'-0" **M1|00**
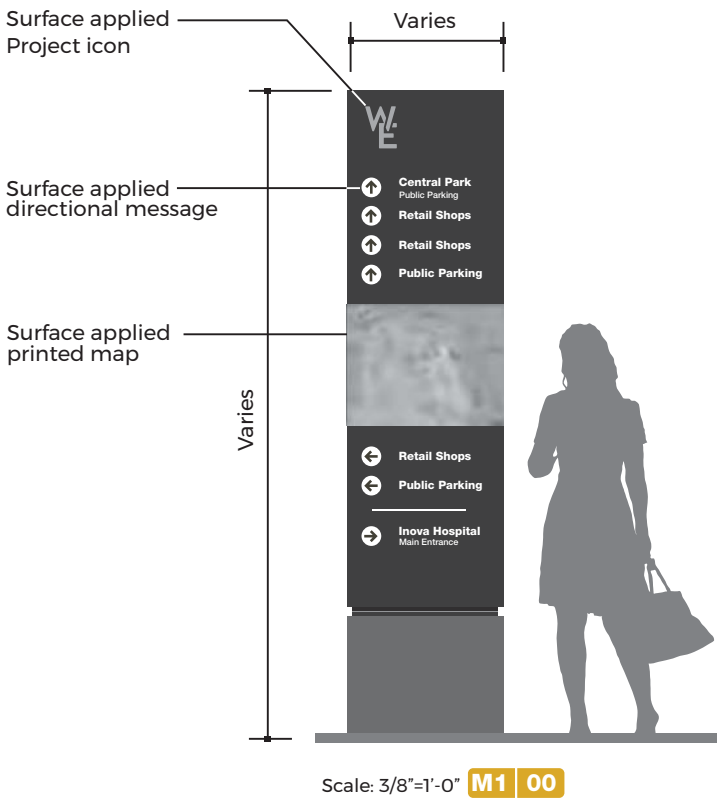
DIGITAL / HAND PAINTED WALL MURAL EXAMPLES

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Quantity: 5 locations, full wall height elevations (Reference site plan for areas of full height wall mural opportunities. Interpretive artwork TBD)

Locations: Interpretive murals to be located along east and south wall elevations of block (I). Murals also to be applied at interior parking garage entries from Tucker St., Alex Way, and Verve St. respectively.

Materials: Murals to be applied to wall surfaces that have been prepped, primed and painted with two coats of project approved epoxy paint. After mural has been painted, using clean roller or compressor, apply several coats of masonry sealer, letting the sealer dry completely between coats.

Mural Design: Interpretive murals to be non descriptive in nature and provide recognition to local Alexandria Virginia history and / or on-site elements and features.

Size: Maximum size: Reference individual approved DSUP plan dimensions for linear wall lengths.

Illumination: Ambient and wall wash type projected illumination.

Scale: 1/16"=1'-0"

Hand painted or applied graphic

Scale: 1/8"=1'-0"   R1 00

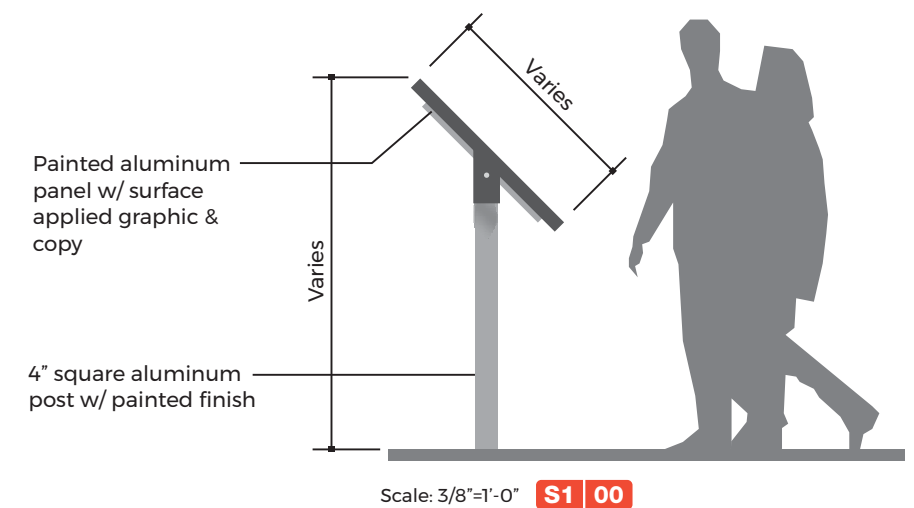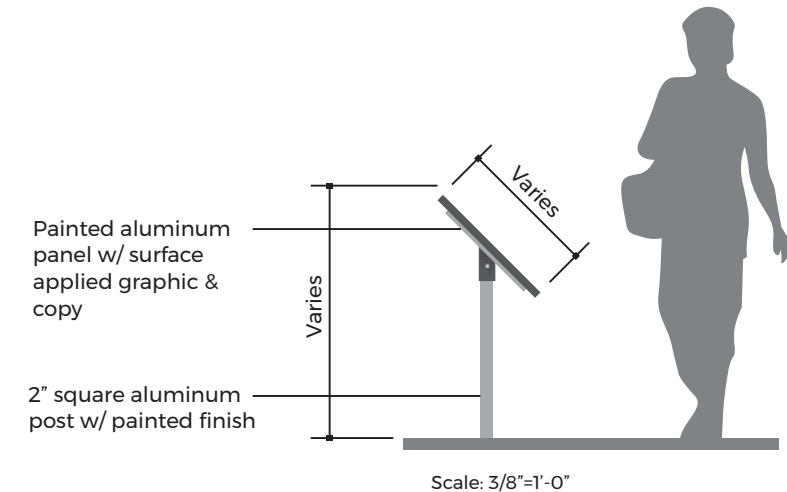## COMMUNITY INTERPRETIVE SIGNAGE EXAMPLES

Quantity: 30 (signtype / locations S1.00-TBD)

Locations: Located in public spaces or points of interest throughout campus to include community park and trail system where interpretive information can be enjoyed.

Post & Panel Design: Single-sided painted aluminum or natural metal with surface applied graphic and interpretive messages. Panels configured on post installation to enhance public viability.

Size: Maximum size: Varies, 10SF small panel - 20 SF large panel.

Illumination: Ambient

Painted aluminum panel w/ surface applied graphic & copy

2" square aluminum post w/ painted finish

Varies

Varies

Scale: 3/8"=1'-0"

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Painted aluminum panel w/ surface applied graphic & copy

4" square aluminum post w/ painted finish

Varies

Varies

Scale: 3/8"=1'-0"   S1 | 00

SECTION 05   Park & Trail Signage Exhibits

PEDESTRIAN DIRECTIONAL EXAMPLES

Quantity: 7 (signtype / locations O1.00-TBD)

Locations: Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful
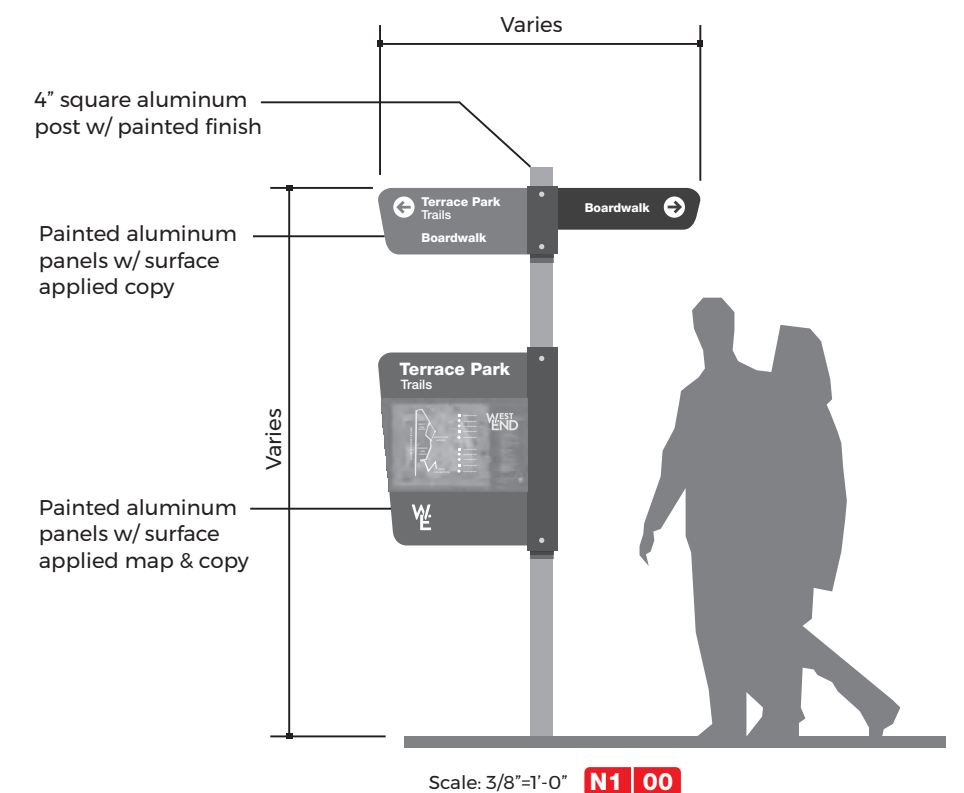
Post & Panel Design: Two-sided painted aluminum or natural metal with surface applied map and directional messages. Panels configured on post installation to enhance direction messaging.

Size: Maximum size: 20 SF

Illumination: Ambient

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

4" square aluminum post w/ painted finish

Painted aluminum panels w/ surface applied copy

Painted aluminum panels w/ surface applied map & copy

Scale: 3/8"=1'-0"   N1 | 00

FOULGER-PRATT + Howard Hughes. + SERITAGE GROWTH PROPERTIES + Gable

PEDESTRIAN PARK/TRAIL INFORMATION SIGNAGE EXAMPLES

Quantity: 7 (signtype / locations P1.00-TBD)

Locations: Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful
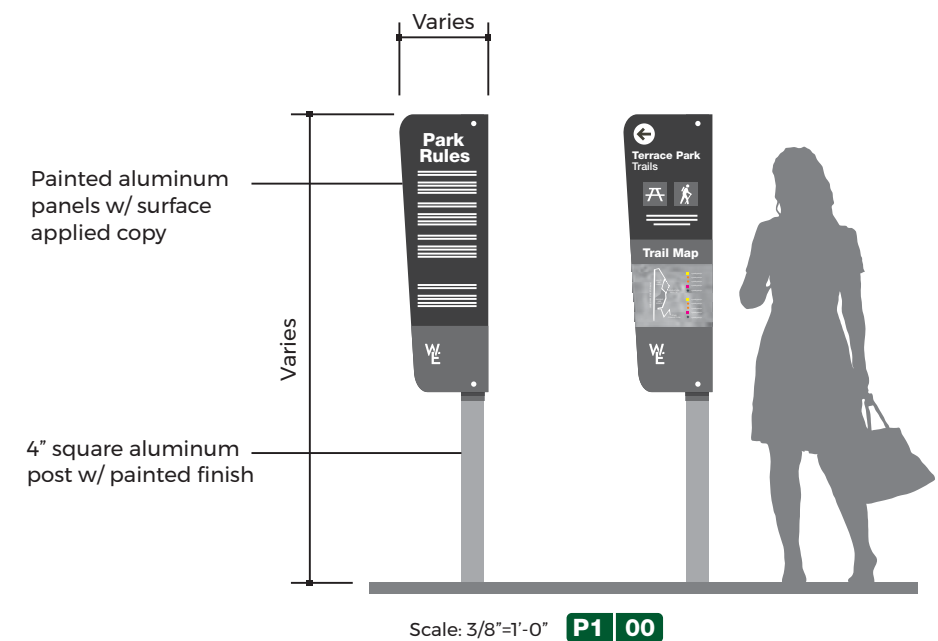
Post & Panel Design: Two-sided painted aluminum or natural metal with surface applied map and directional messages. Panels configured on post installation to enhance direction messaging.

Size: Maximum size: 20 SF

Illumination: Ambient

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Varies

Painted aluminum panels w/ surface applied copy

Varies

4" square aluminum post w/ painted finish

Scale: 3/8"=1'-0"   P1 | 00

PEDESTRIAN TRAIL MARKER EXAMPLES

Quantity: 7 (signtype / locations Q1.00-TBD)

Locations: Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful
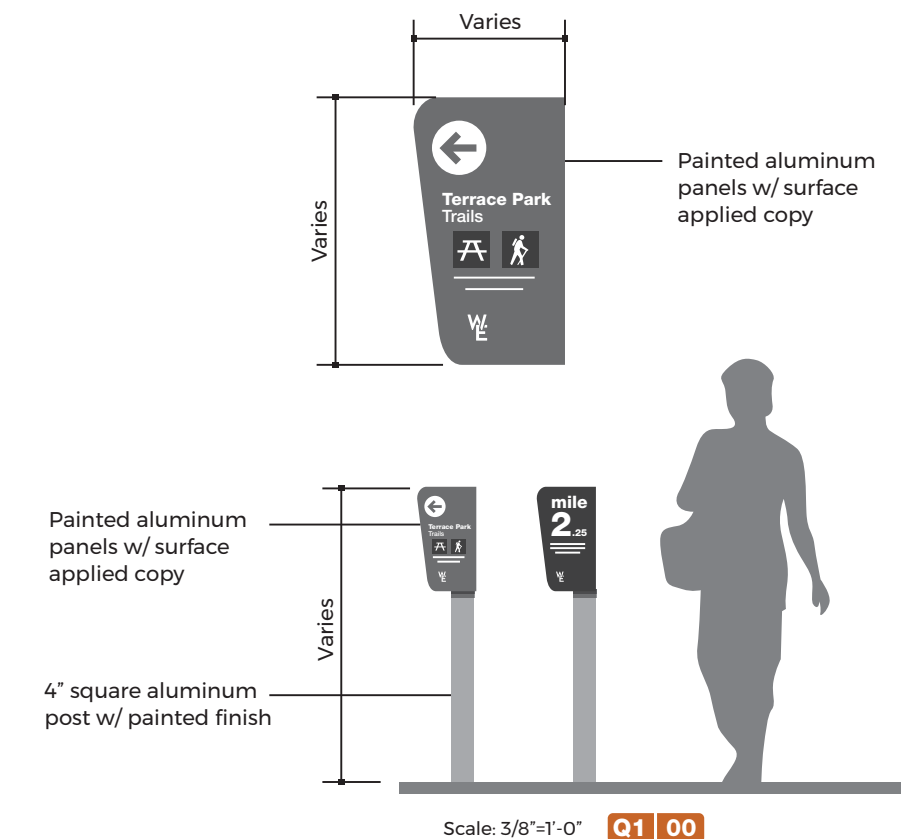
Post & Panel Design: Two-sided painted aluminum or natural metal with surface applied map and directional messages. Panels configured on post installation to enhance direction messaging.

Size: Maximum size: 5 SF

Illumination: Ambient

The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions.

Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes and will conform to the overall sign area square footage allocations identified in the Coordinated Sign Program.

Painted aluminum panels w/ surface applied copy

Painted aluminum panels w/ surface applied copy

4" square aluminum post w/ painted finish

Scale: 3/8"=1'-0"   Q1 00

WestEnd

Alexandria

Thank You

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