

# WESTEND

Alexandria



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

**COORDINATED SIGN PROGRAM**

March 28, 2023 (r11)



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## 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



SECTION 01

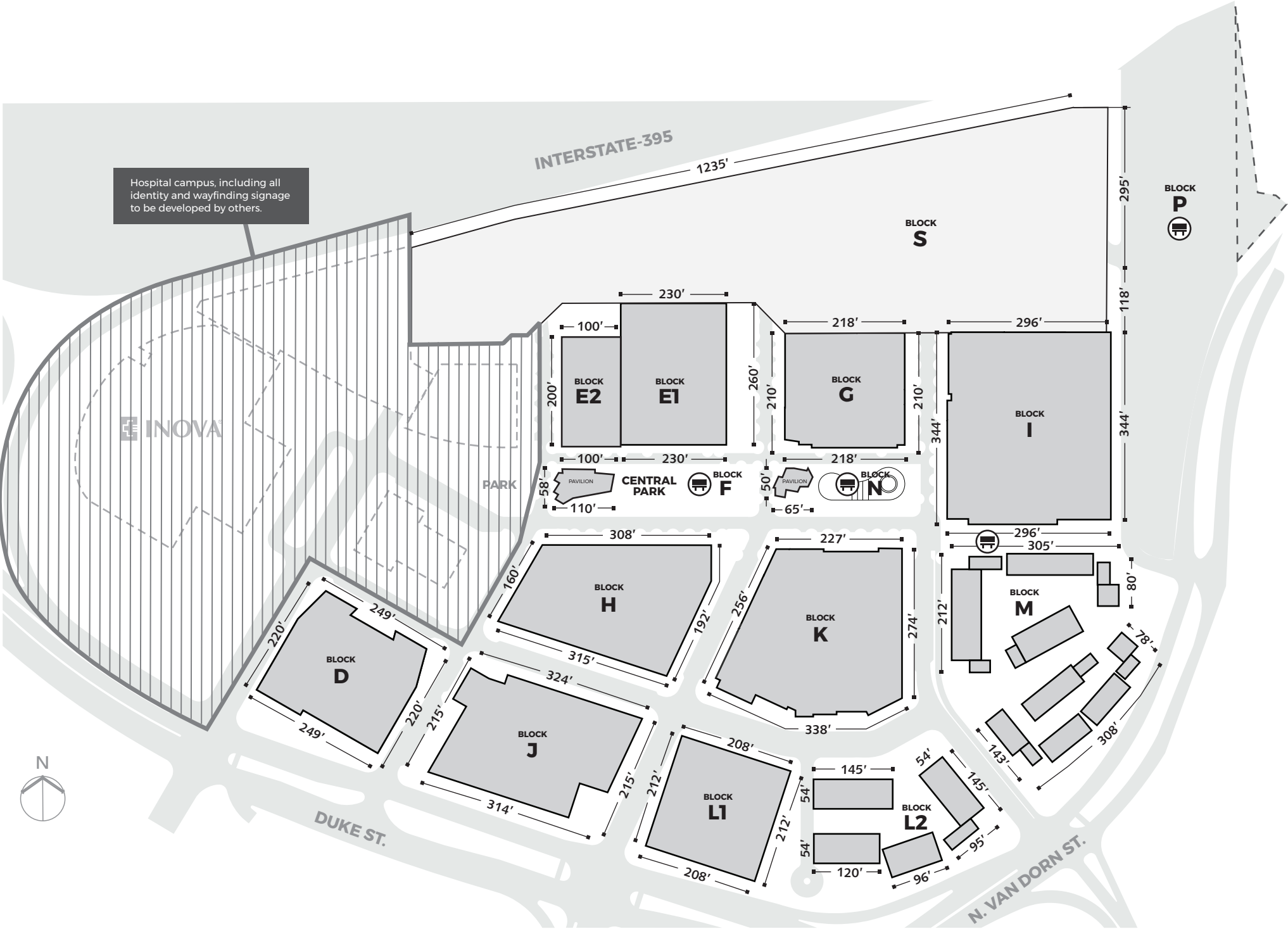
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MAX SQUARE FOOTAGE PER BUILDING:

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 1.5 SF per linear foot of frontage. Director of P&Z may approve signage up to 2 SF per linear foot of frontage for exceptional signage design. Signs mounted on Block "S", Parking Garage, will be allowed 1 SF per linear foot of frontage.

Signs mounted above 25 FT will not count towards an individual block's maximum allowable square footage.

ELEVATION	BLOCK (D)				BLOCK E1			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	249	249	220	220	230	230	260	N/A
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	373.5	373.5	330	330	345	345	390	N/A

ELEVATION	BLOCK E2				BLOCK F			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	100	100	N/A	200	110	110	58	58
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	150	150	N/A	300	165	165	87	87

ELEVATION	BLOCK G				BLOCK H			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	218	218	210	210	315	308	192	160
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	327	327	315	315	472.5	462	288	240

ELEVATION	BLOCK I				BLOCK J			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	296	296	344	344	314	324	215	215
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	444	444	516	516	471	486	322.5	322.5

ELEVATION	BLOCK K				BLOCK L1			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	338	227	274	256	208	208	212	212
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	507	340.5	411	640	312	312	318	318

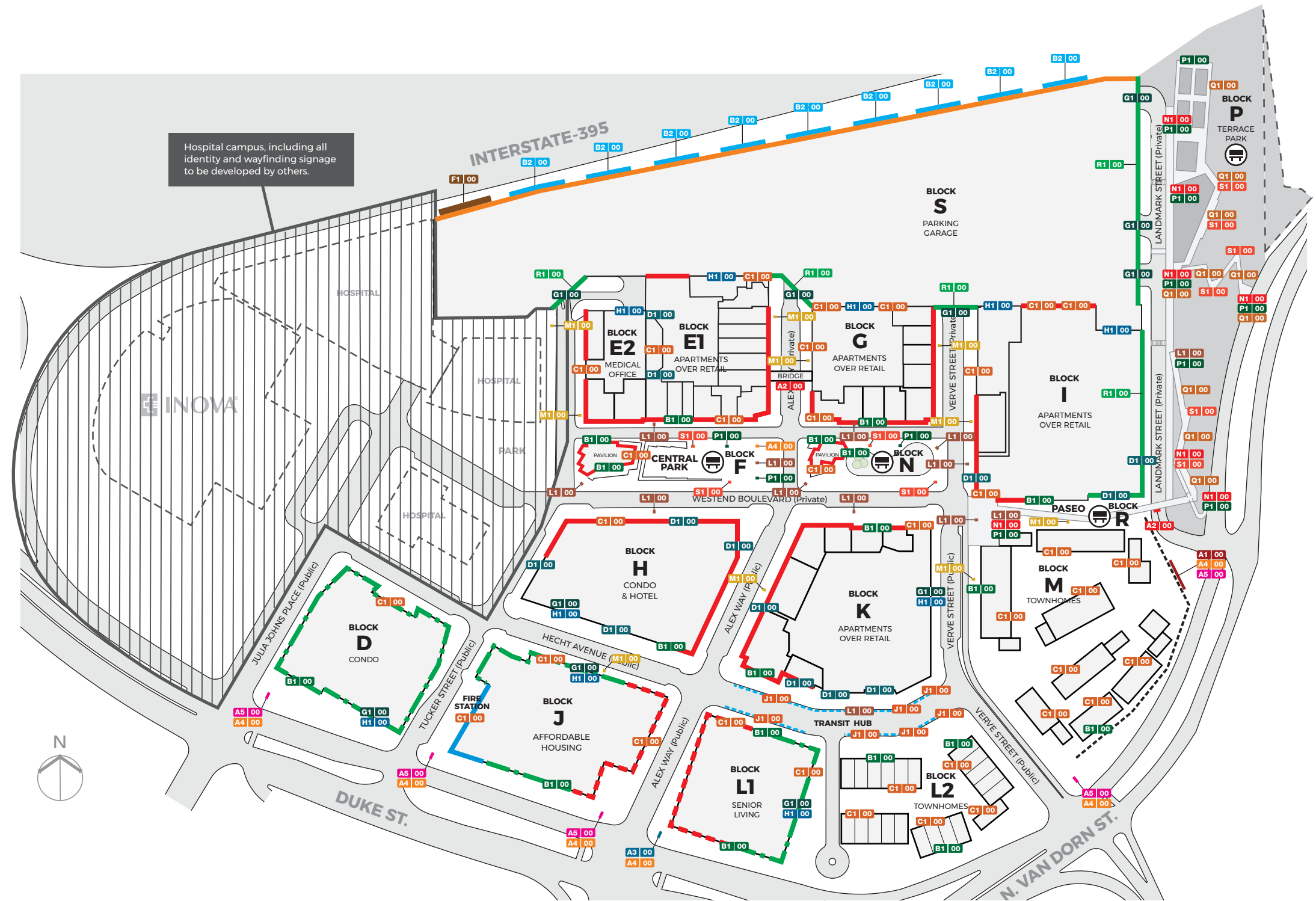
ELEVATION	BLOCK L2				BLOCK M			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	311	199	145	108	308	305	158	355
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	466.5	298.5	217.5	162	462	457.5	237	532.5

ELEVATION	BLOCK N				BLOCK S			
	N	S	E	W	N	S	E	W
FRONTAGE (LF)	65	65	50	50	N/A	1235	413	N/A
BELOW 25 FT TOTAL SF (FRONTAGE LF x1.5)	97.5	97.5	75	75	N/A	1235	413	N/A









SIGNAGE LEGEND:

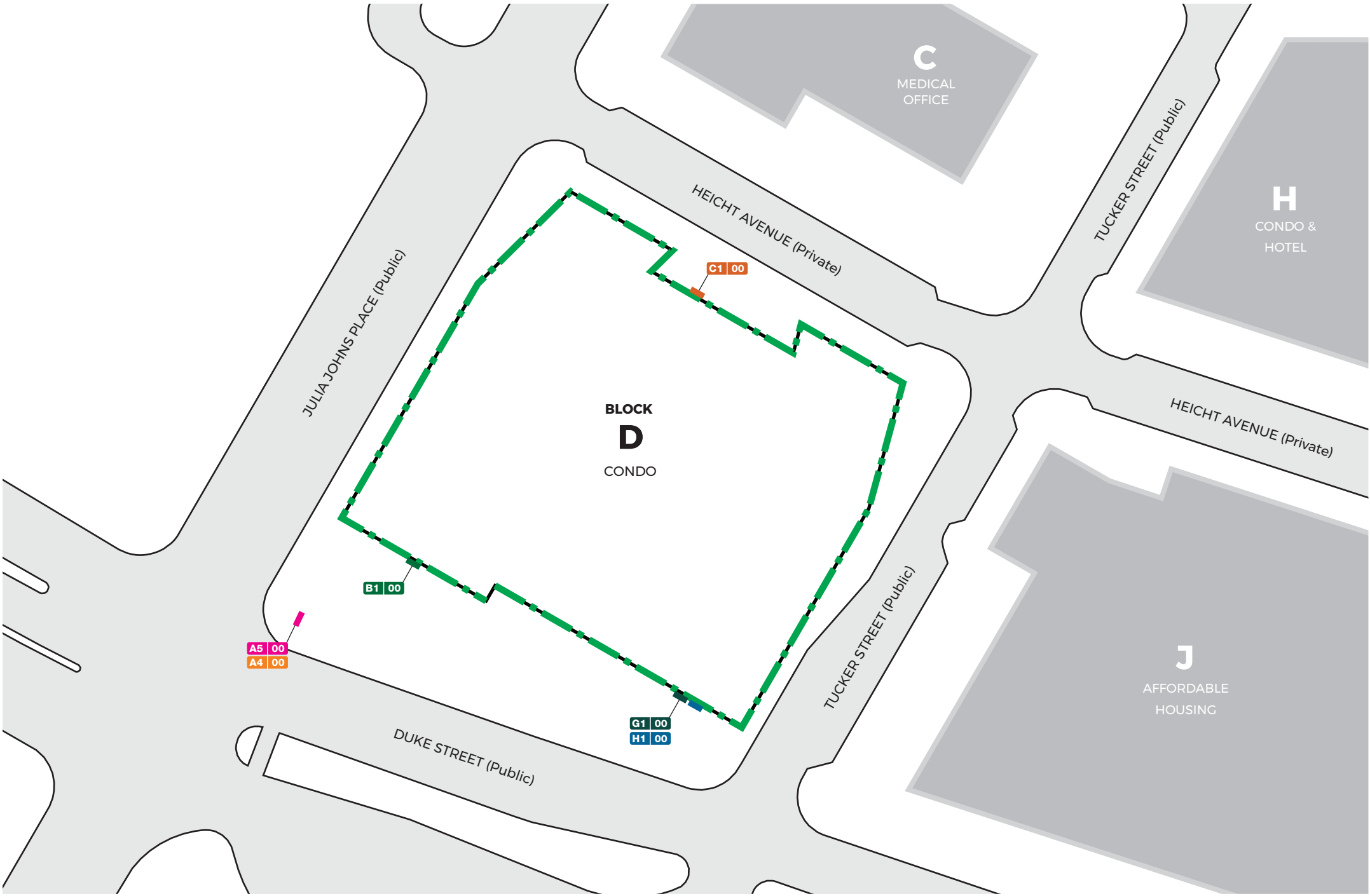
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- B1 00** Primary Building Identification
- B2 00** Parking Garage Tenant Identification
- C1 00** Major Building Entrance
- D1 00** Minor Building Entrance
- E1 00** Major Building Entrance Blade
- F1 00** Parking Structure Digital Marque
- \* **G1 00** Building Parking
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- \* **J1 00** Bus Stop / Transit Hub
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- \* **P1 00** Park Rules & Regulations
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- Planned Retail Signage** (Red line)
- Proposed Retail Signage** (Red dashed line)
- Potential Retail Signage** (Green dashed line)
- Transit Hub** (Blue dashed line)
- Wall Mural** (Green line)
- Structured Parking Retail** (Orange line)
- Parking Structure Digital Marque** (Brown line)
- Fire Station** (Blue line)
- Public Parks & Paseo** (Bus icon)

NOTE:  
\* = Signs that do not count towards the individual block sign maximum allowances

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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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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Primary Building Identification

B2 00

Parking Garage Tenant Identification

C1 00

Major Building Entrance

D1 00

Minor Building Entrance

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Major Building Entrance Blade

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Parking Structure Digital Marque

\* G1 00

Building Parking

\* H1 00

Loading Dock

\* J1 00

Bus Stop / Transit Hub

\* 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

Potential Retail Signage

Transit Hub

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

 FOULGER-PRATT

+ Howard Hughes.

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GROWTH PROPERTIES

FOULGER-PRATT

| WEST END ALEXANDRIA

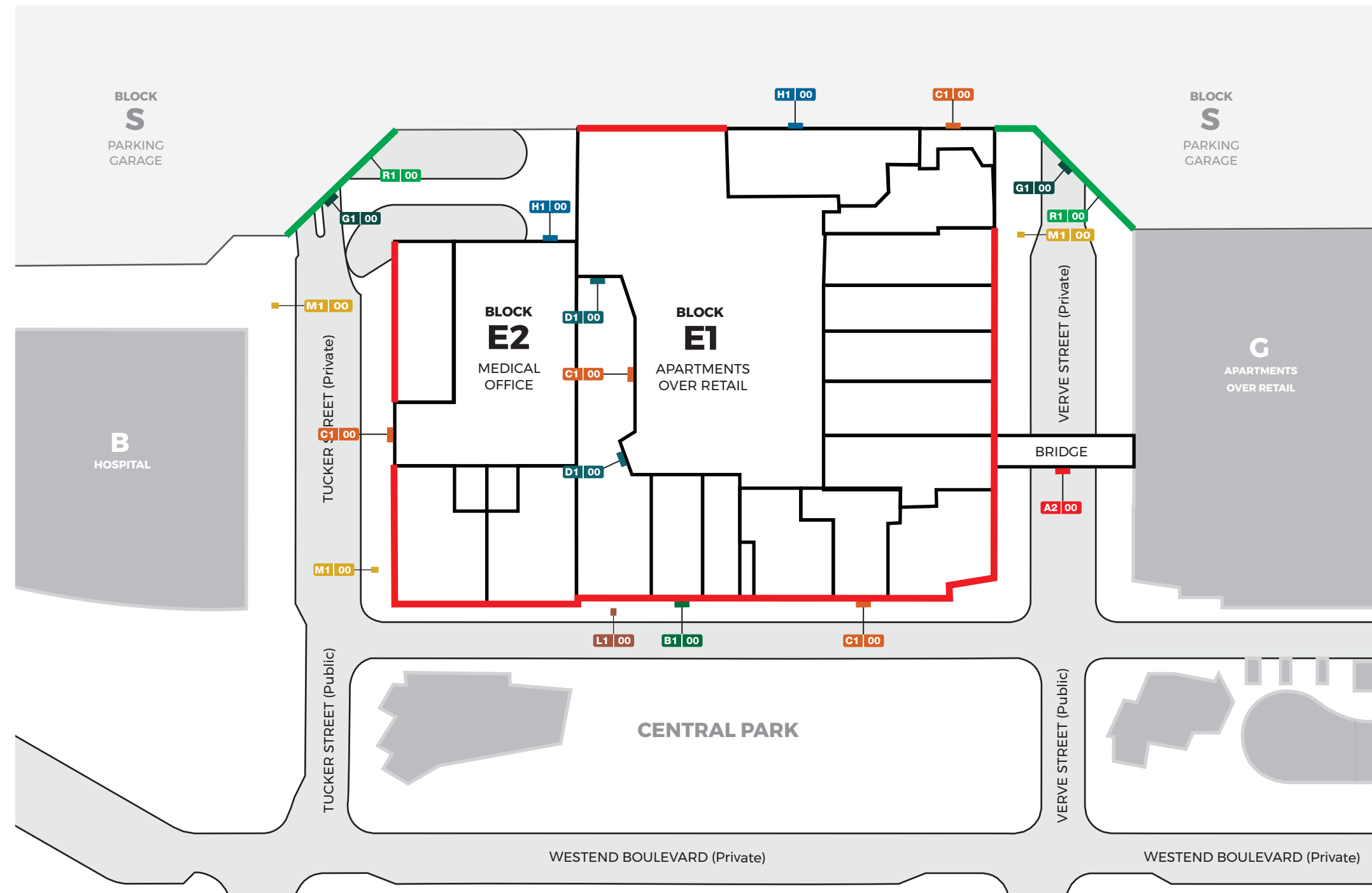
| COORDINATED SIGN PROGRAM

| 03.28.2023 (r11)

| 01

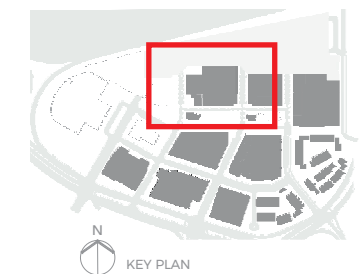
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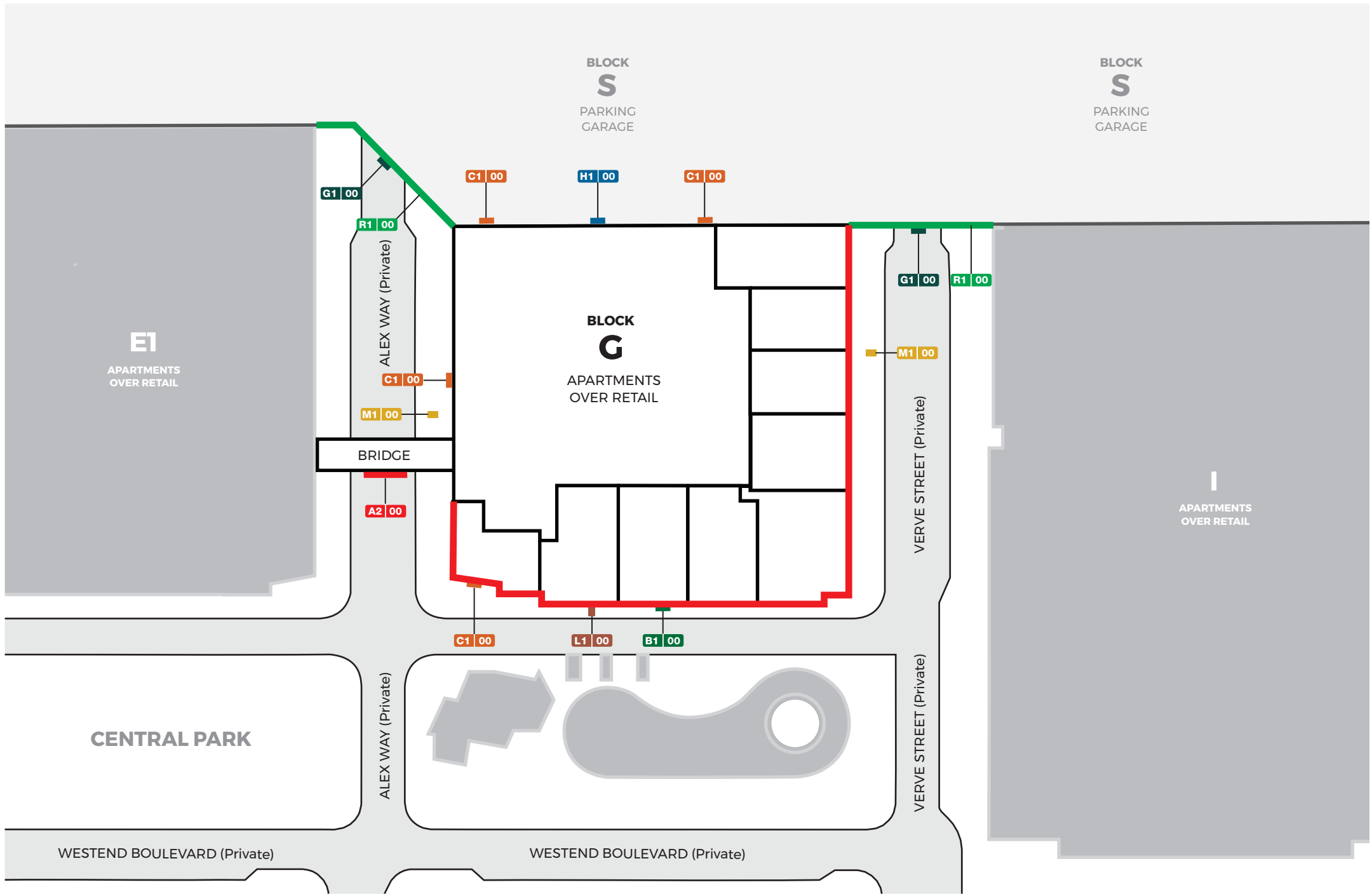


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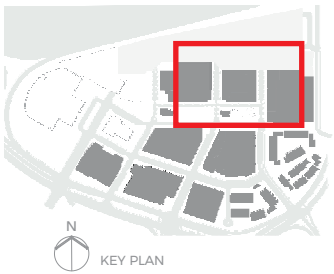




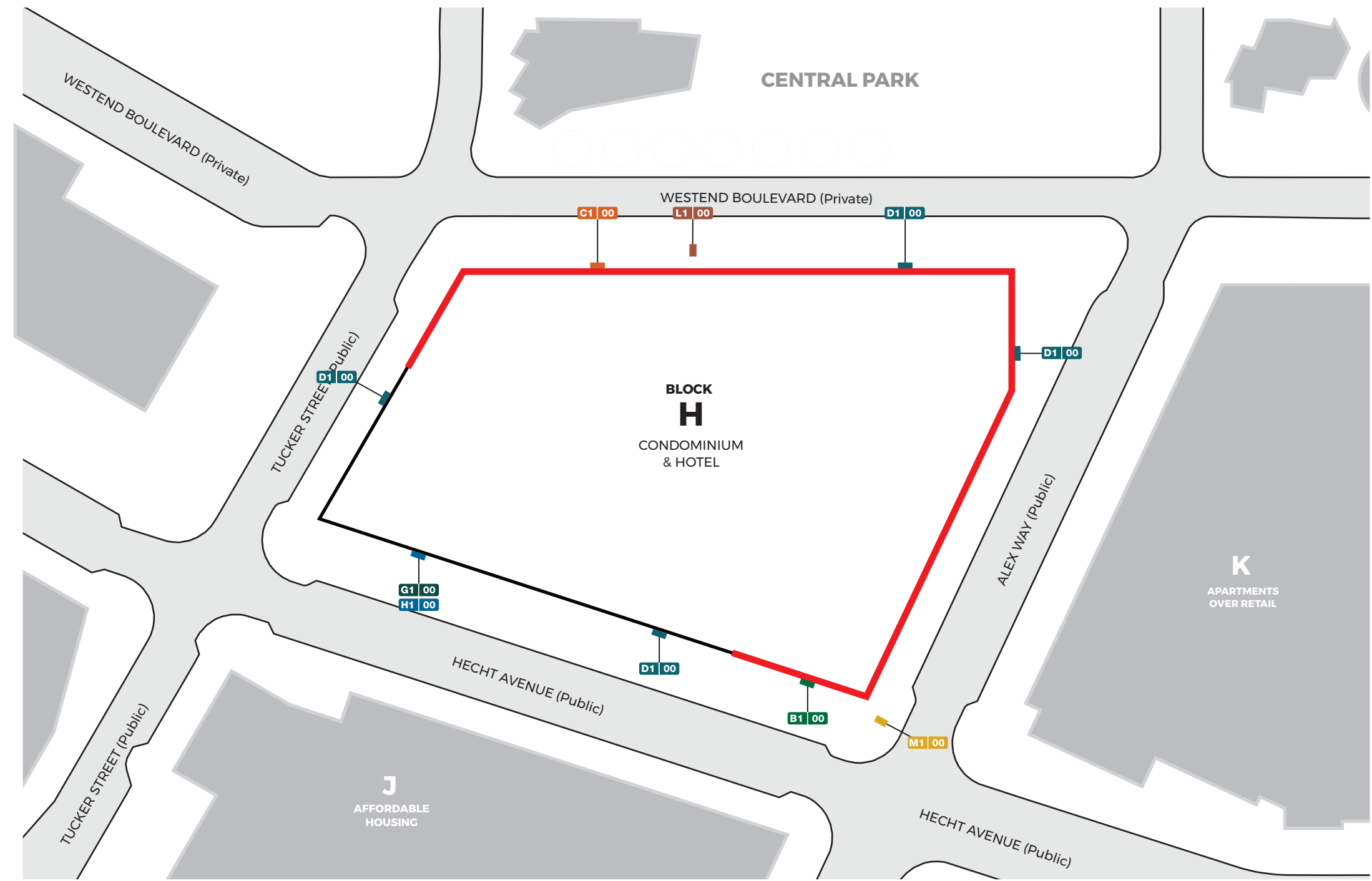


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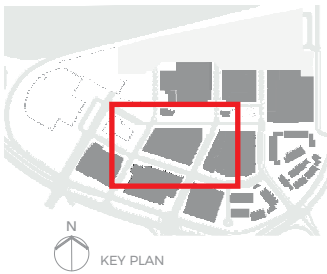


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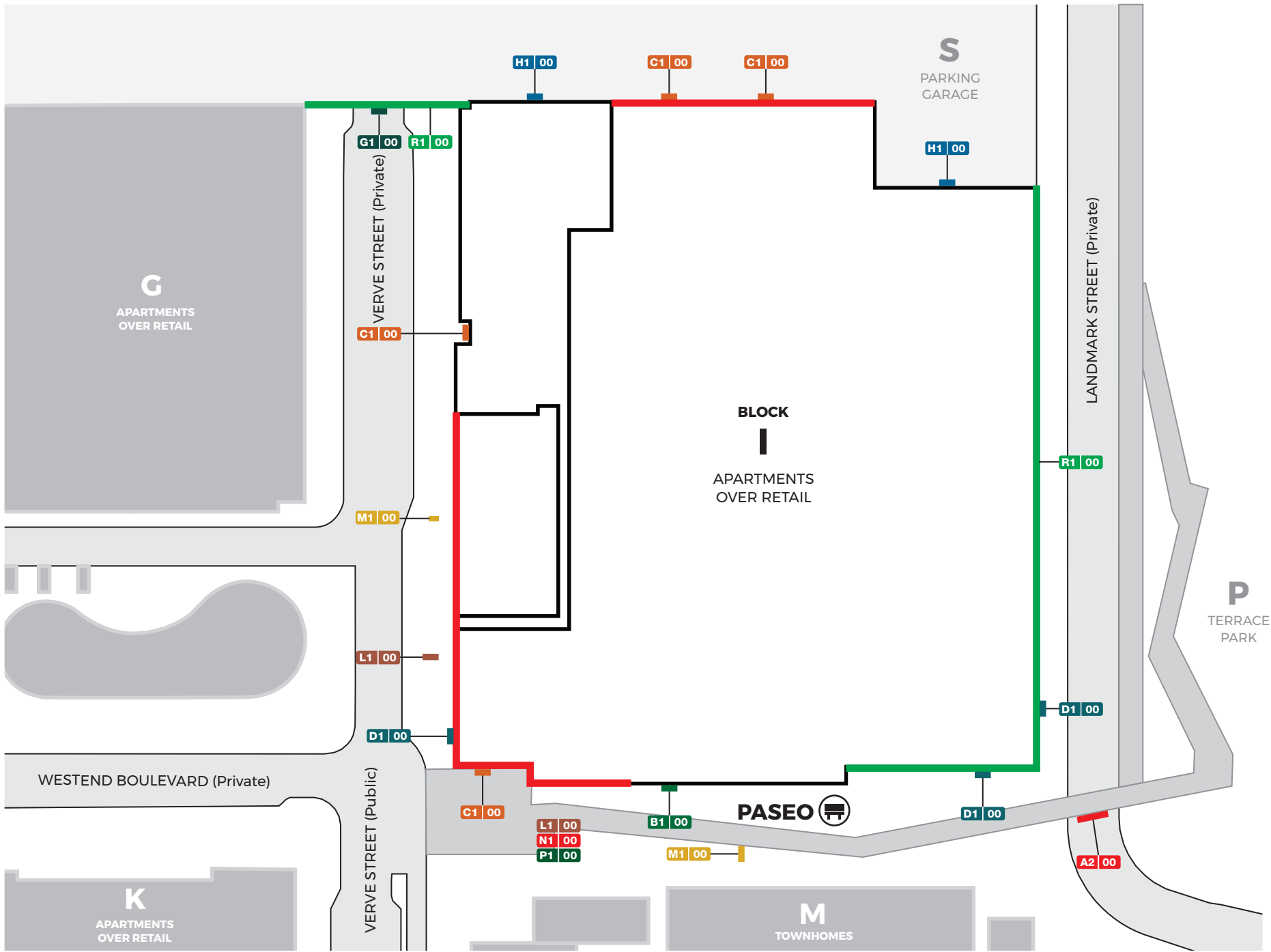
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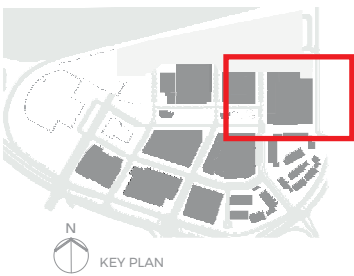


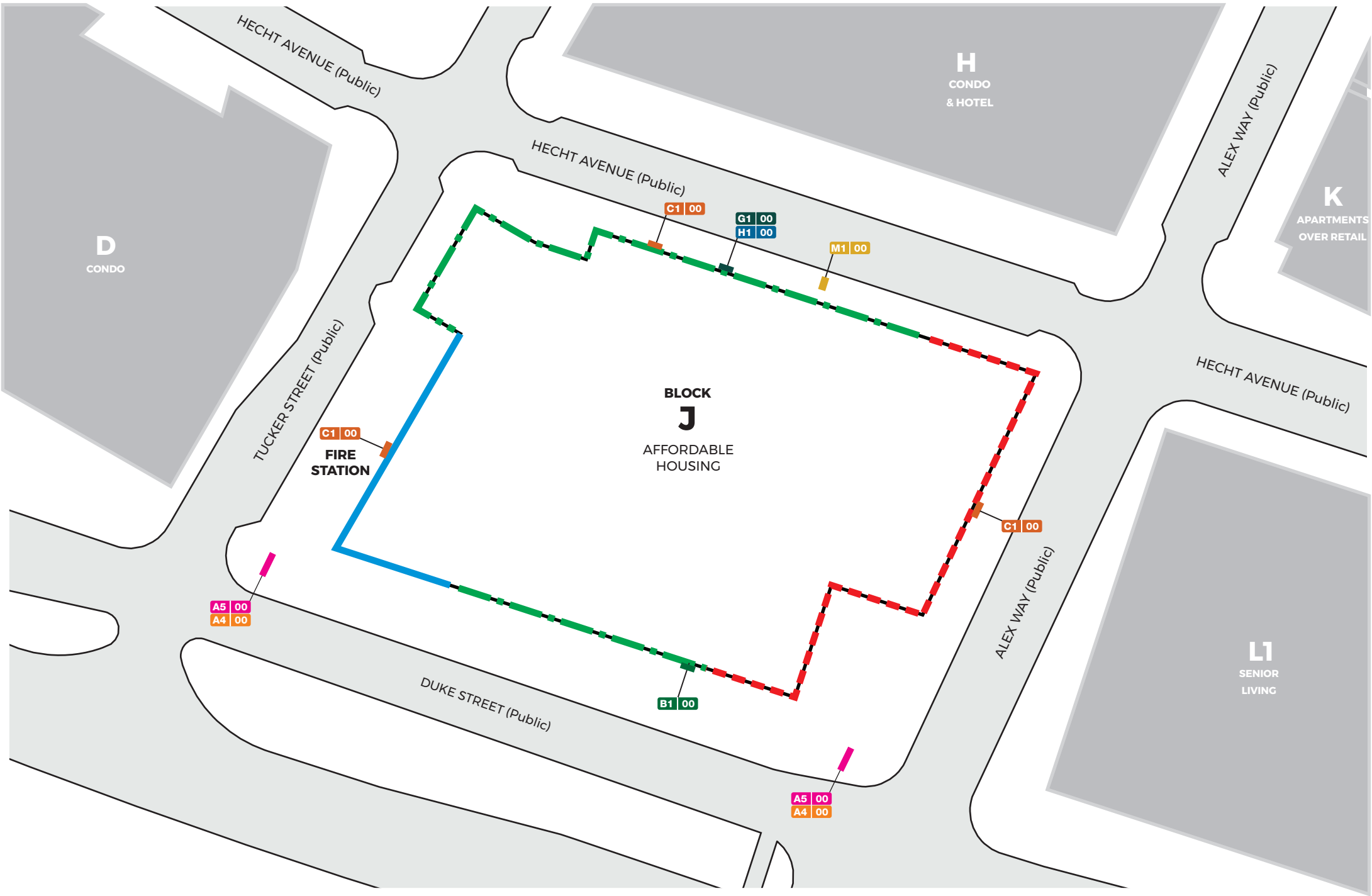




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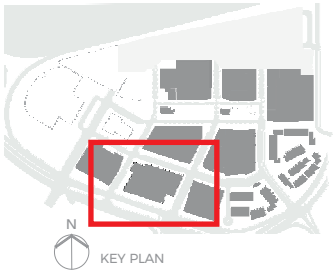
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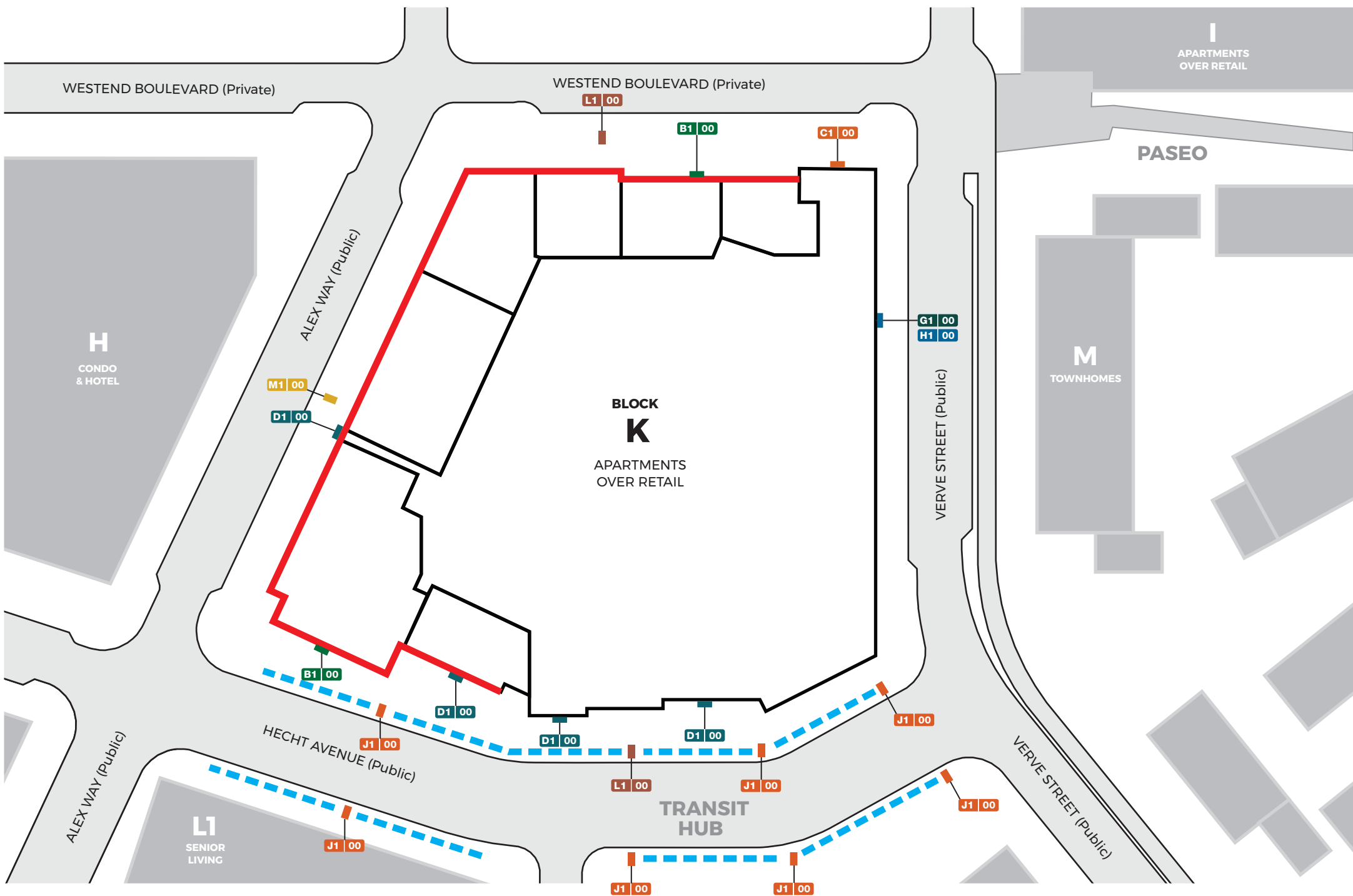


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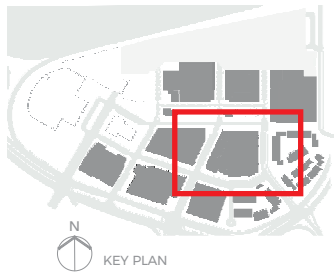


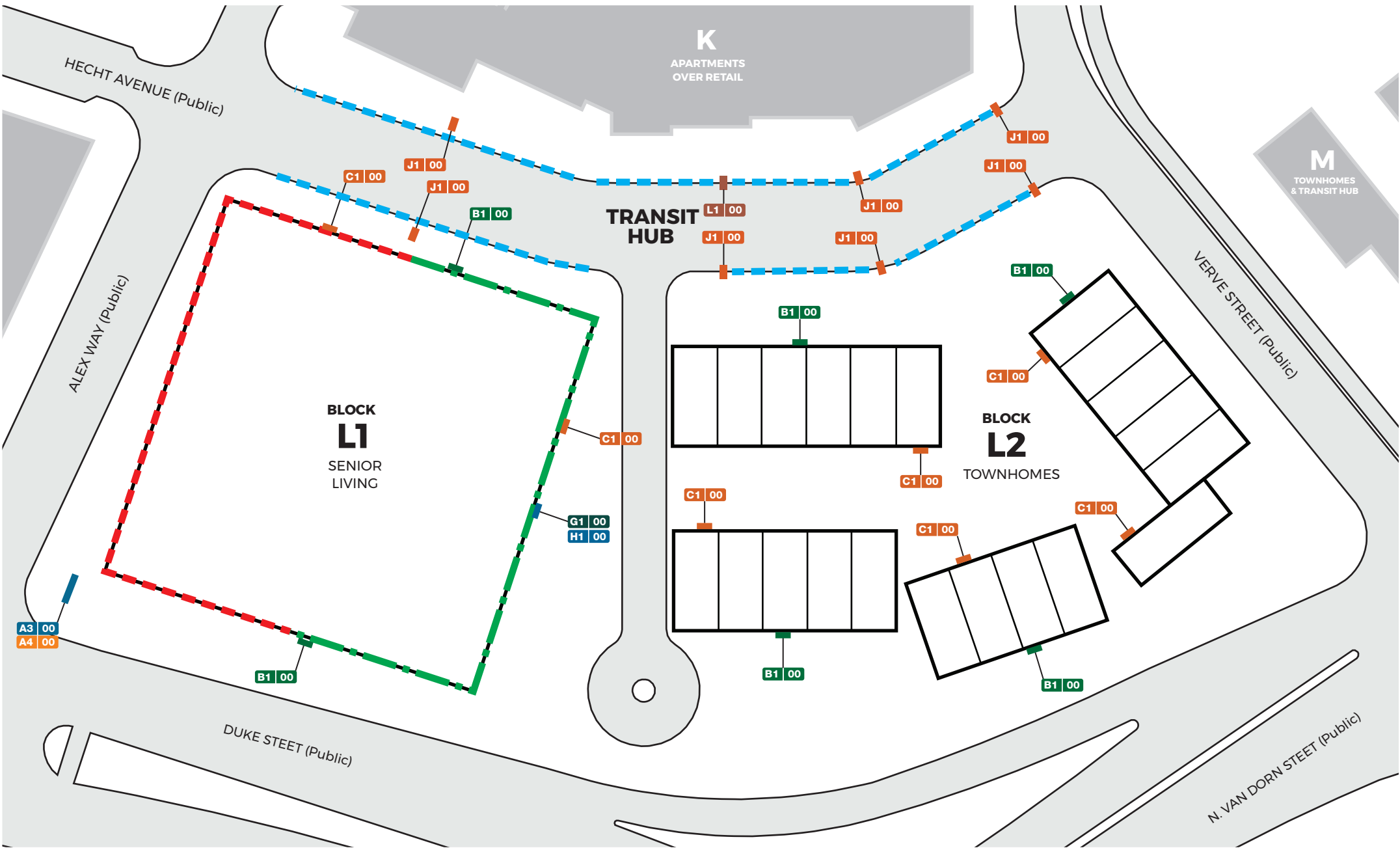




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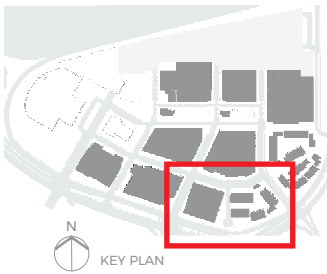




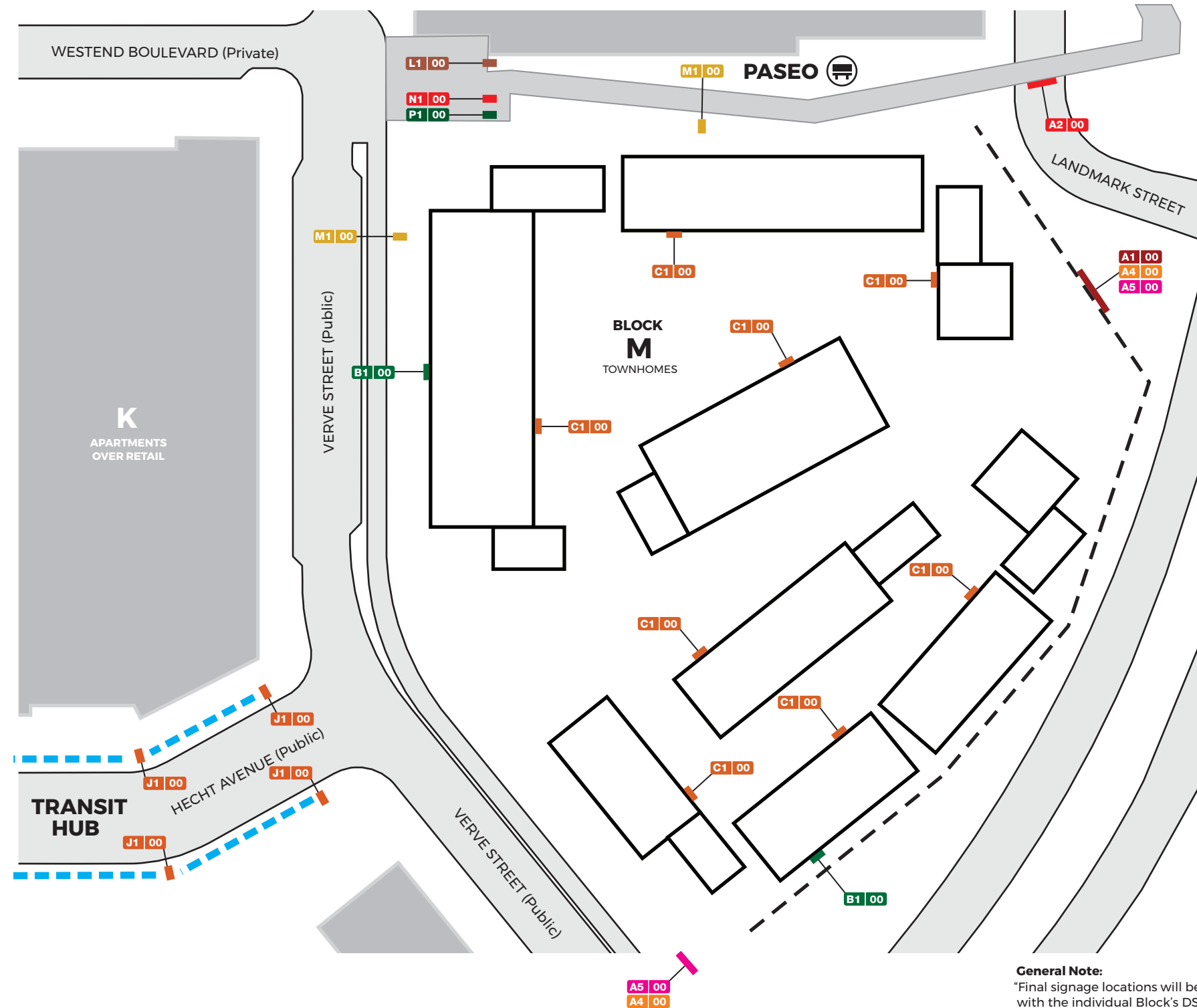
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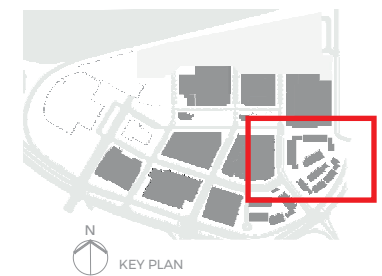


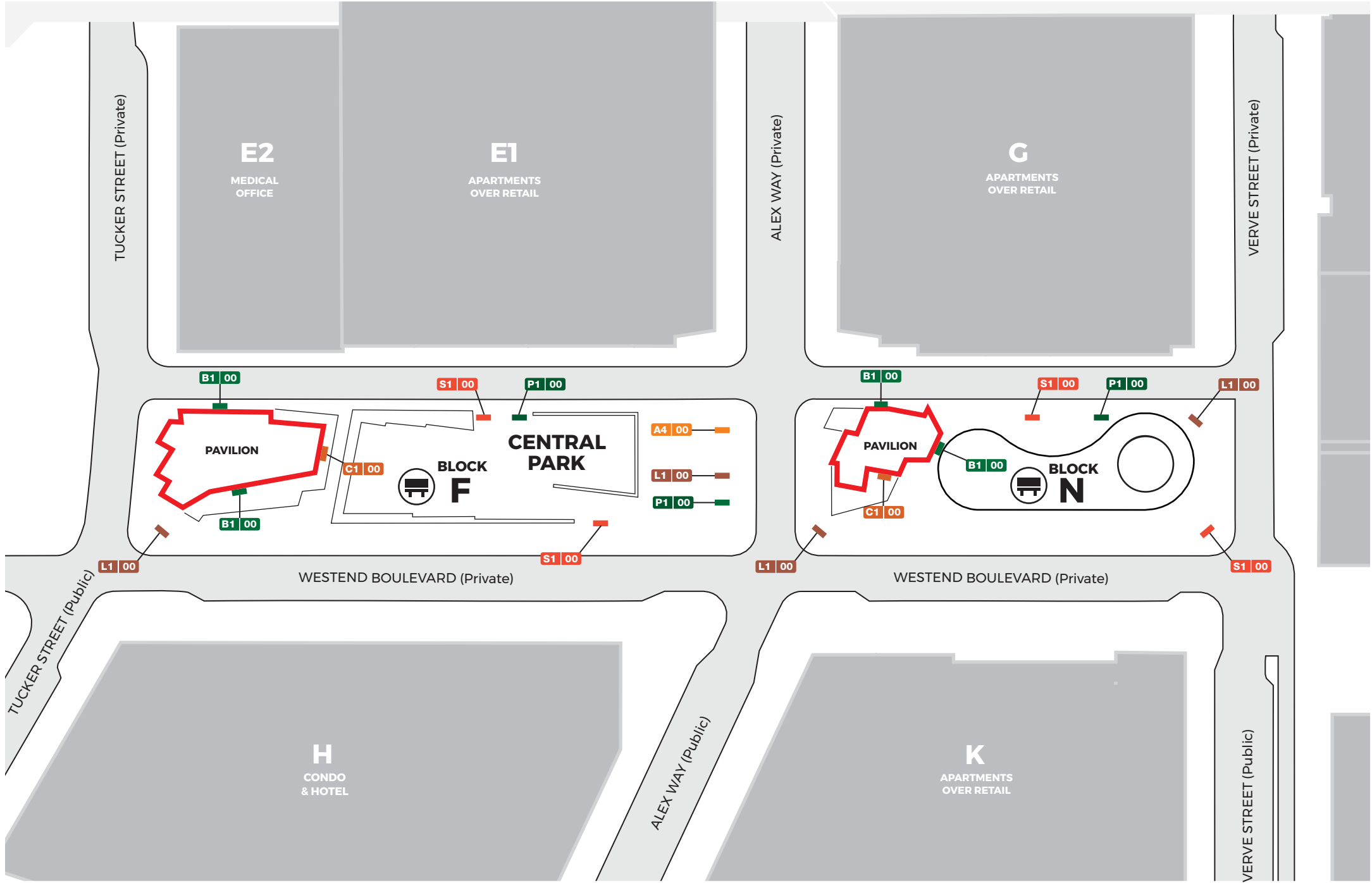


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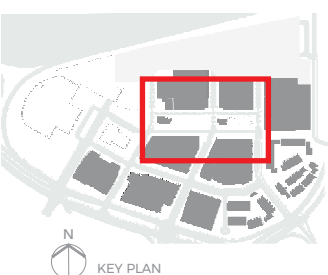
**General Note:**  
"Final signage locations will be in coordination with the individual Block's DSUP."



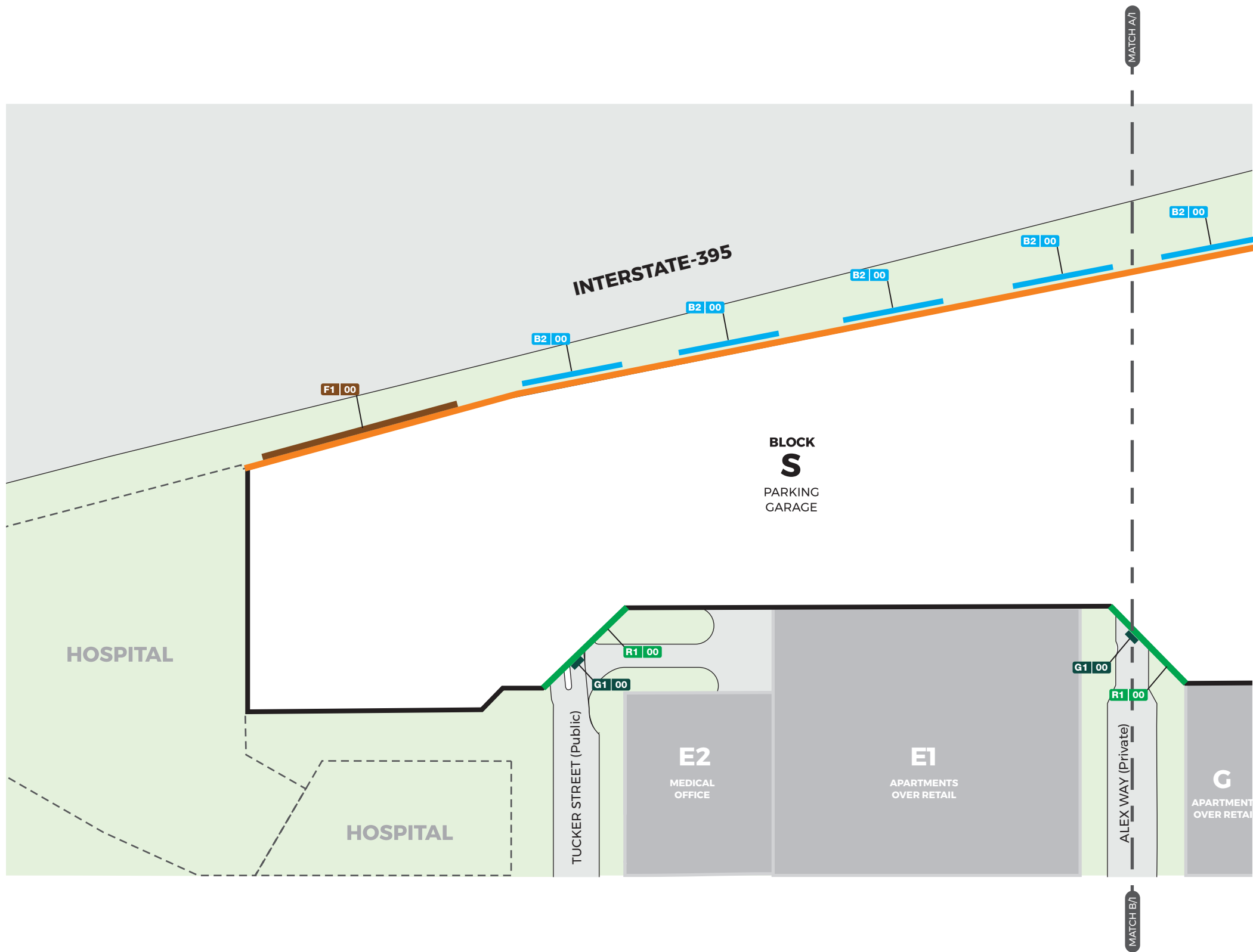


SIGNAGE LEGEND:

- \* 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
  - \* 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
  - Potential Retail Signage
  - Transit Hub
  - Wall Mural
  - Structured Parking Retail
  - Parking Structure Digital Marque
  - Fire Station
  - Public Parks & Paseo
- \* = Signs that do not count towards the individual block sign maximum allowances







- 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

\* 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

Potential Retail Signage

Transit Hub

Wall Mural

Structured Parking Retail

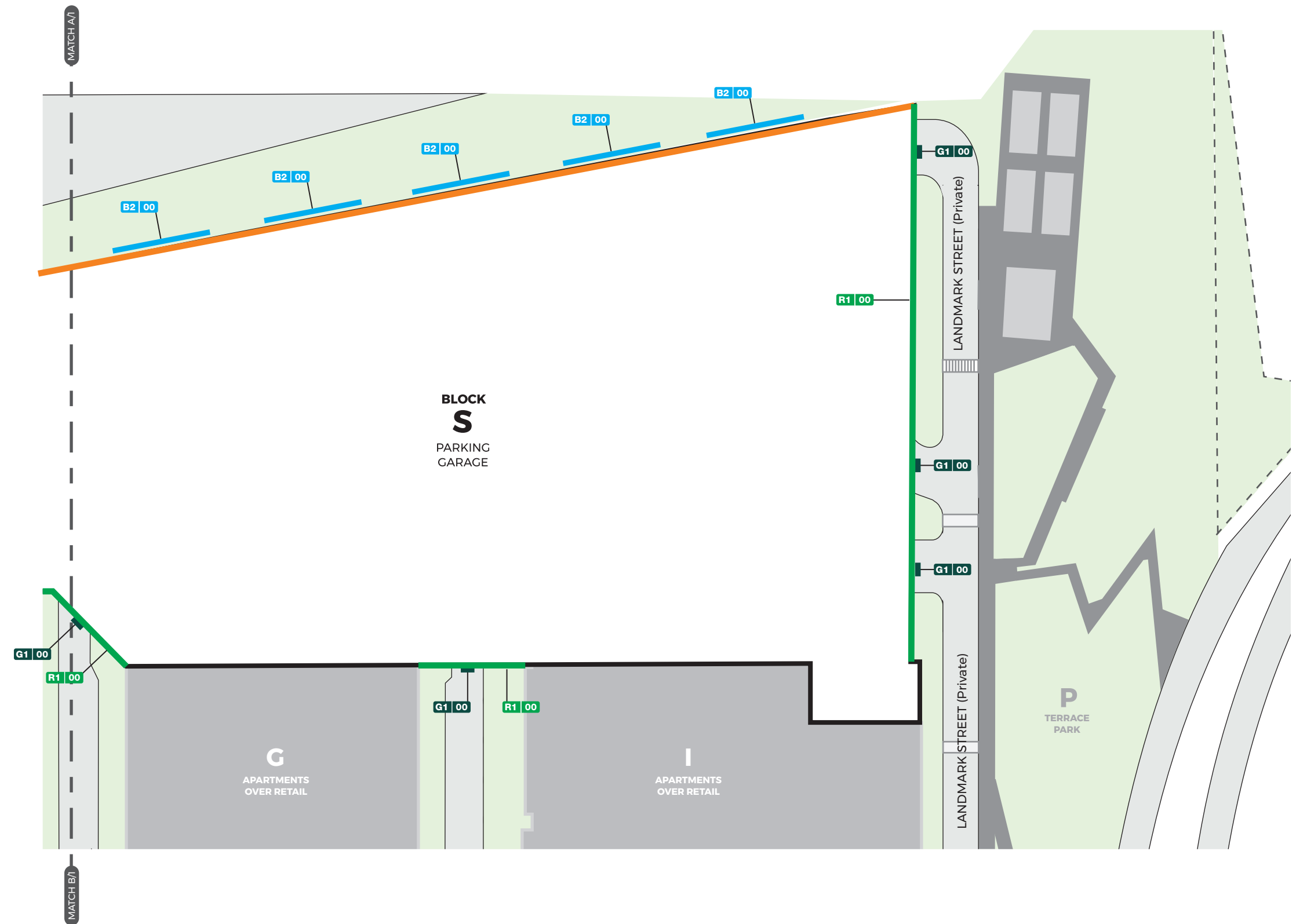
Parking Structure Digital Marque

Fire Station

Public Parks & Paseo

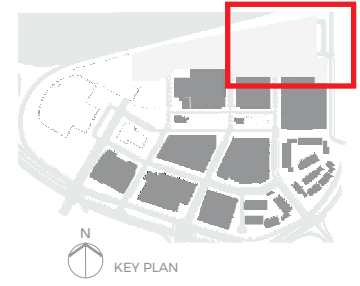
\* = Signs that do not count towards the individual block sign maximum allowances
- A key plan map showing the location of Block S1 within a larger urban context. A red rectangle highlights the specific area shown in the main site plan. A north arrow and the text 'KEY PLAN' are included.
- Foulger-Pratt + Howard Hughes. + Seritage + Gable

GROWTH PROPERTIES
- Foulger-Pratt | Westend Alexandria | Coordinated Sign Program | 03.28.2023 (r11) 01 | 15

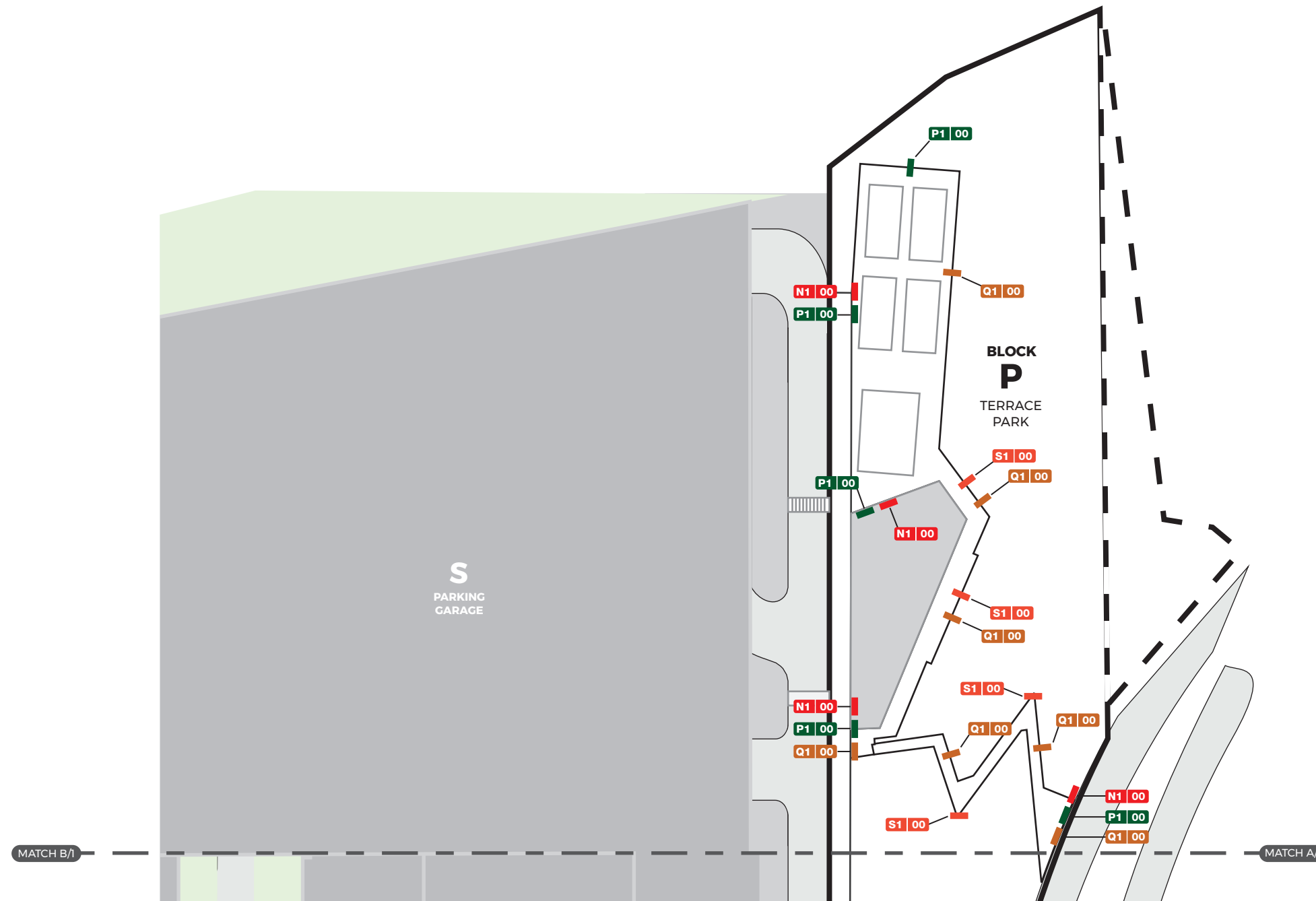


SIGNAGE LEGEND:

- \* **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
  - \* **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** (Red line)
  - Proposed Retail Signage** (Red dashed line)
  - Potential Retail Signage** (Green dashed line)
  - Transit Hub** (Blue dashed line)
  - Wall Mural** (Green line)
  - Structured Parking Retail** (Orange line)
  - Parking Structure Digital Marque** (Brown line)
  - Fire Station** (Blue line)
  - Public Parks & Paseo** (Icon)
- \* = Signs that do not count towards the individual block sign maximum allowances

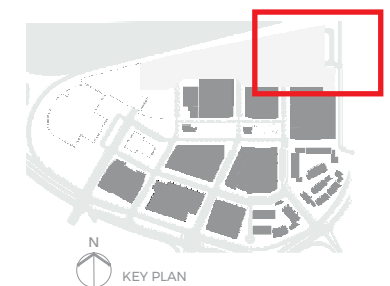


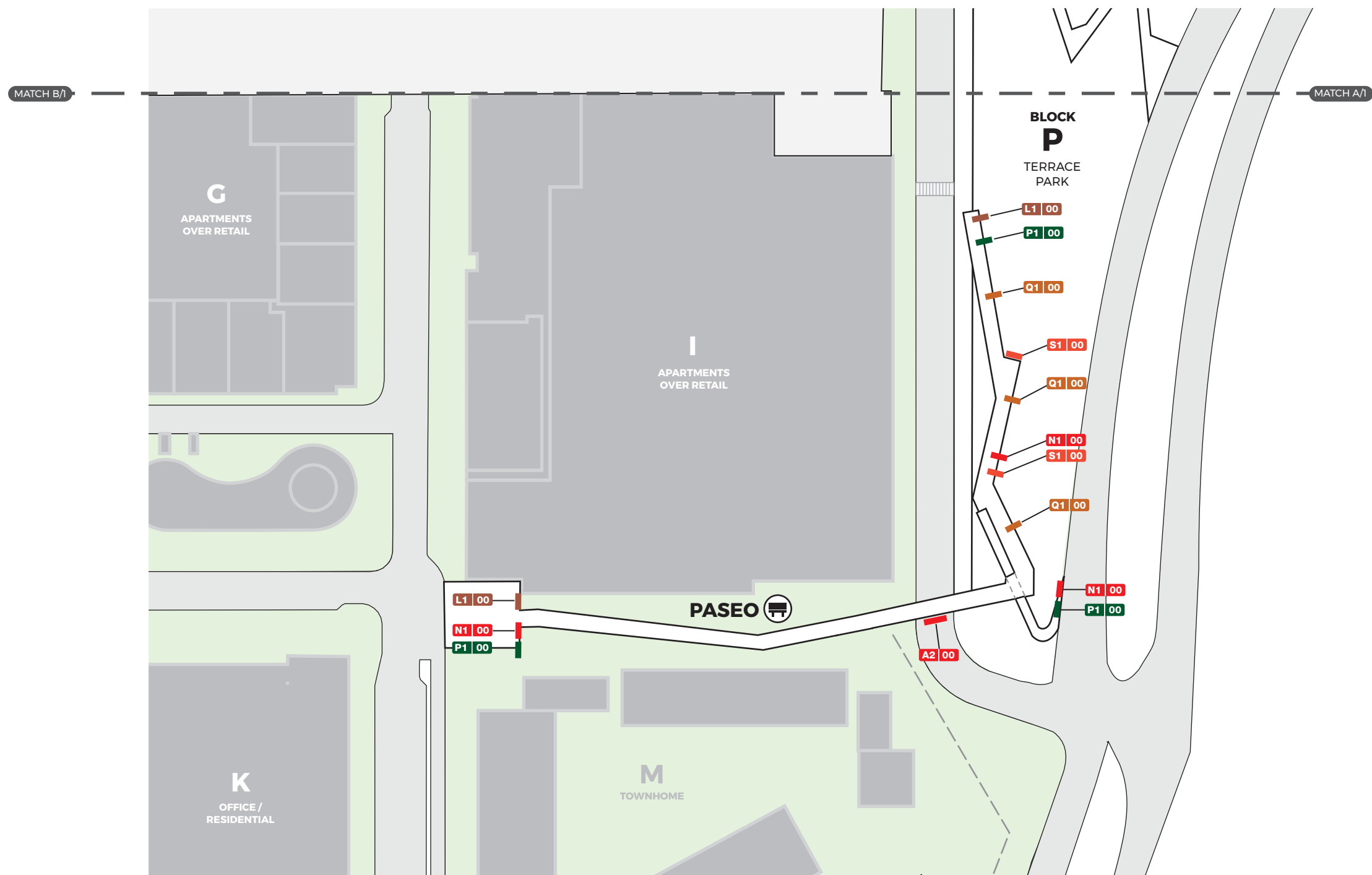




**SIGNAGE LEGEND:**

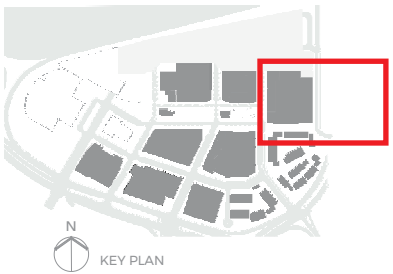
- \* **A1 00** Wall Mounted Community Identification
  - \* **A2 00** Bridge Mounted Community Identification
  - \* **A3 00** Primary Campus Entrance Monument
  - \* **A4 00** Community Entrance Identification Icon
  - A5 00** Primary Tenant Entrance Monument
  - B1 00** Primary Building Identification
  - 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
  - \* **L1 00** Pedestrian Digital Directory
  - \* **M1 00** Pedestrian Pathfinder
  - \* **N1 00** Park & Trail Pedestrian Directional
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  - - - Transit Hub
  - Wall Mural
  - Structured Parking Retail
  - Parking Structure Digital Marque
  - Fire Station
  - Public Parks & Paseo
- \* = Signs that do not count towards the individual block sign maximum allowances





**SIGNAGE LEGEND:**

- \* **A1 00** Wall Mounted Community Identification
  - \* **A2 00** Bridge Mounted Community Identification
  - \* **A3 00** Primary Campus Entrance Monument
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  - 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
  - \* **L1 00** Pedestrian Digital Directory
  - \* **M1 00** Pedestrian Pathfinder
  - \* **N1 00** Park & Trail Pedestrian Directional
  - \* **P1 00** Park Rules & Regulations
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  - Parking Structure Digital Marque
  - Fire Station
  - Public Parks & Paseo
- \* = Signs that do not count towards the individual block sign maximum allowances





SECTION 02

Building Signage Exhibits

- 02 1
- Building Top / Facade Signage
- 02 2
- Building Top / Facade Signage Exhibit
- 02 3
- Parking Garage Tenant - Facade Signage
- 02 4
- Major Building Entrance - Facade Signage
- 02 5
- Major Building Entrance - Signage Placement
- 02 6
- Major Building Entrance - Signtype Examples
- 02 7
- Major Building Entrance - Blade Signage
- 02 8
- Parking Structure Digital Marque
- 02 9
- Minor Building Entrance Signage
- 02 10
- Structured Parking Entrance Signage
- 02 11
- Loading Dock Entrance Signage
- 02 12
- Bus Stop / Transit Hub Signage

Face Illuminated  
Channel Letters  
Mounted to exterior  
EIFS wall panels



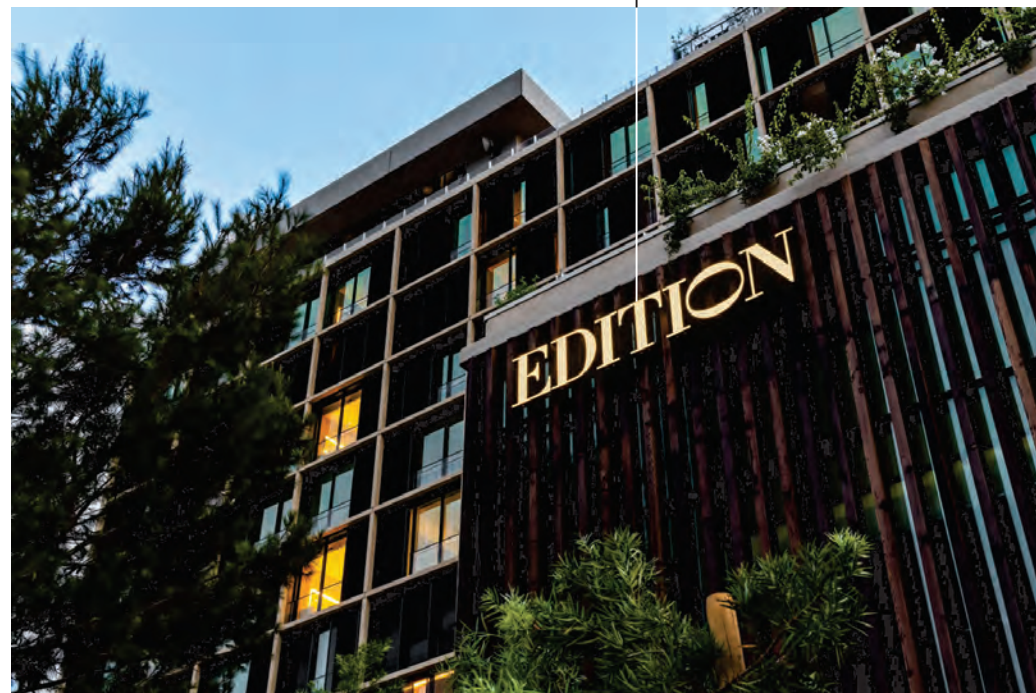
Face Illuminated  
Channel Letters  
Mounted to metal  
wall panels



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.

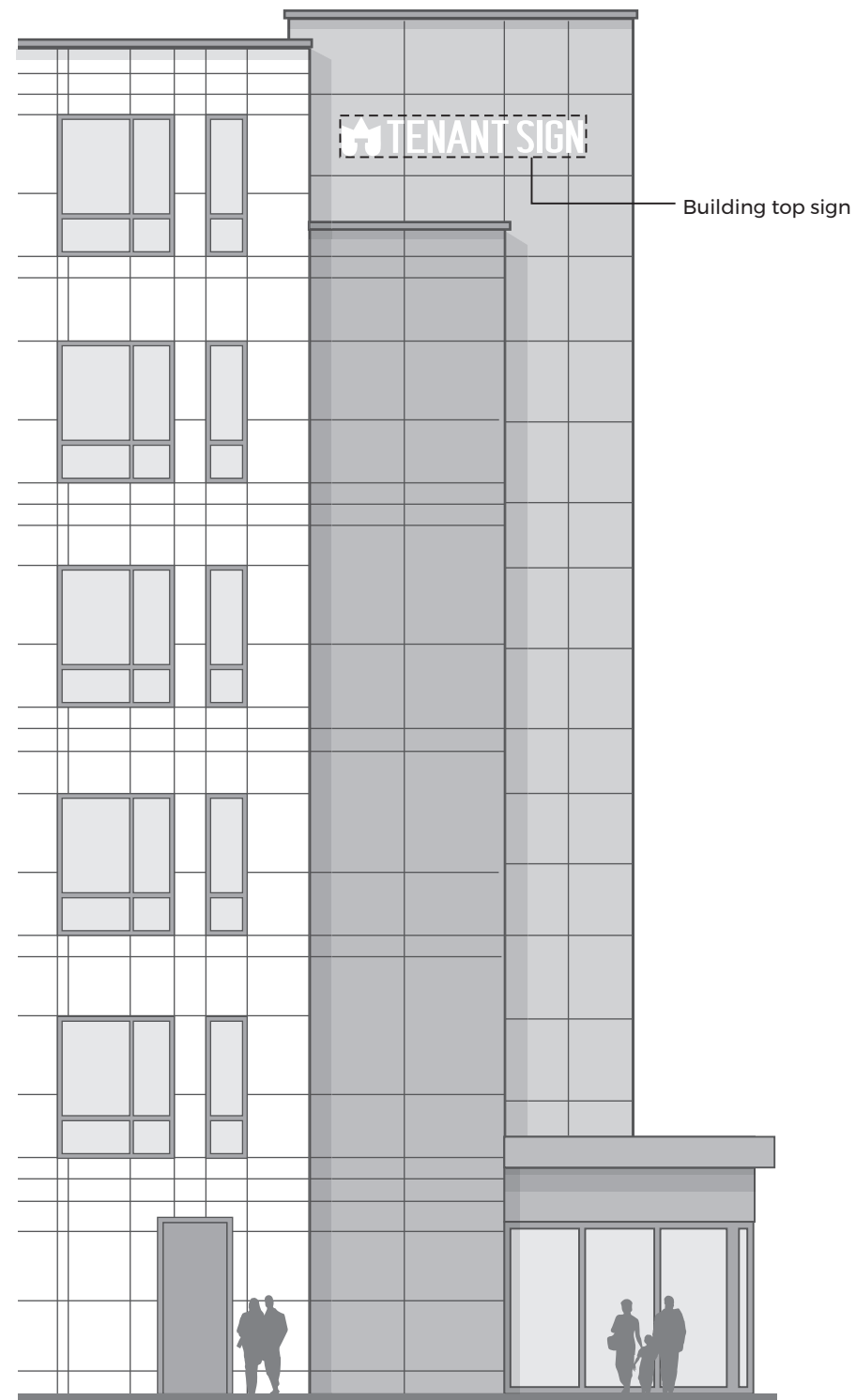
**Signage Quantity:** A maximum of two (2) signs per building on opposing elevations, except for blocks E, G, and I. A maximum of four (4) signs, 1 per elevation for Blocks D, H, and K. Building top signs mounted above 25' will not count towards an individual blocks maximum allowable square footage.

**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.

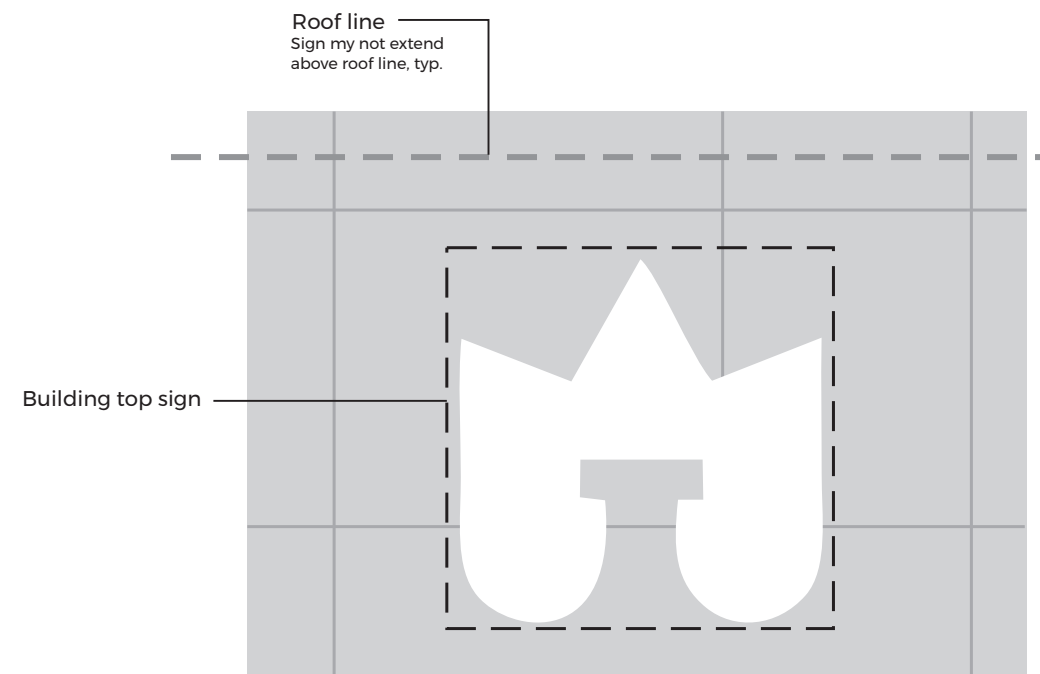
**Mounting Height:** Signs are to be mounted in area above grade and below the roof line; the sign may not be mounted to the roof and no part of the sign shall extend above the roof. The sign may not be mounted to the mechanical screen unless the mechanical screen is integrated within the building facade.

**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.

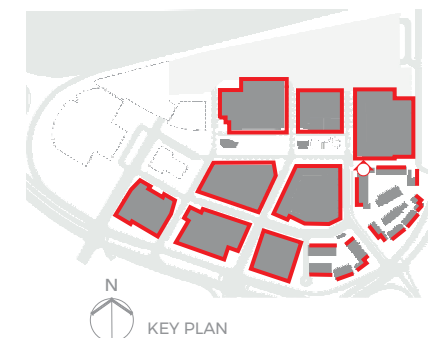


Scale: 3/32"=1'-0" **B1 00**



**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. —





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.

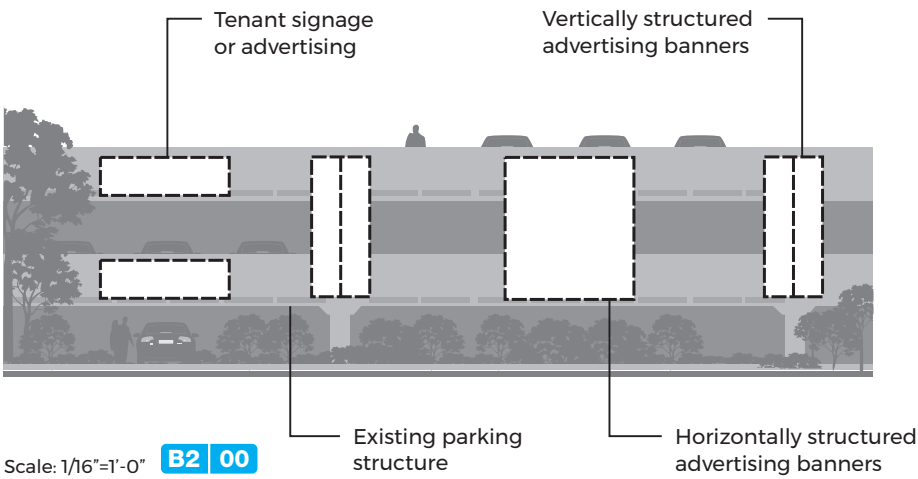
**Quantity:** A maximum of twelve (12) locations to be evenly placed.

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

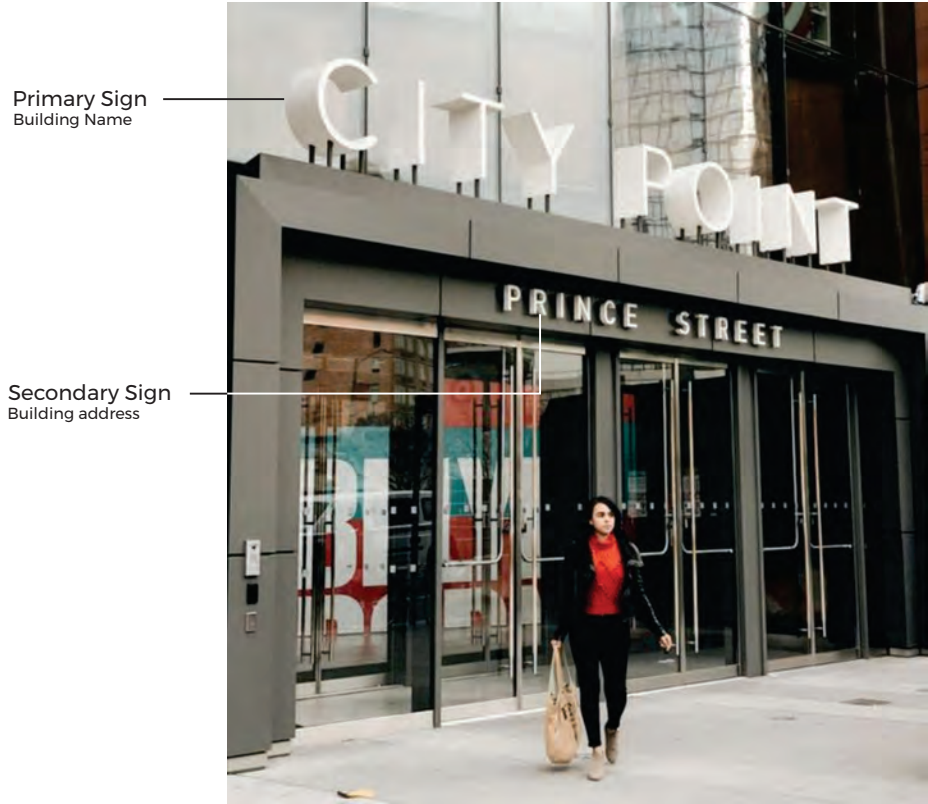
**Size:** Maximum size: 100sq/ft for each Tenant location

**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.







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.



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:

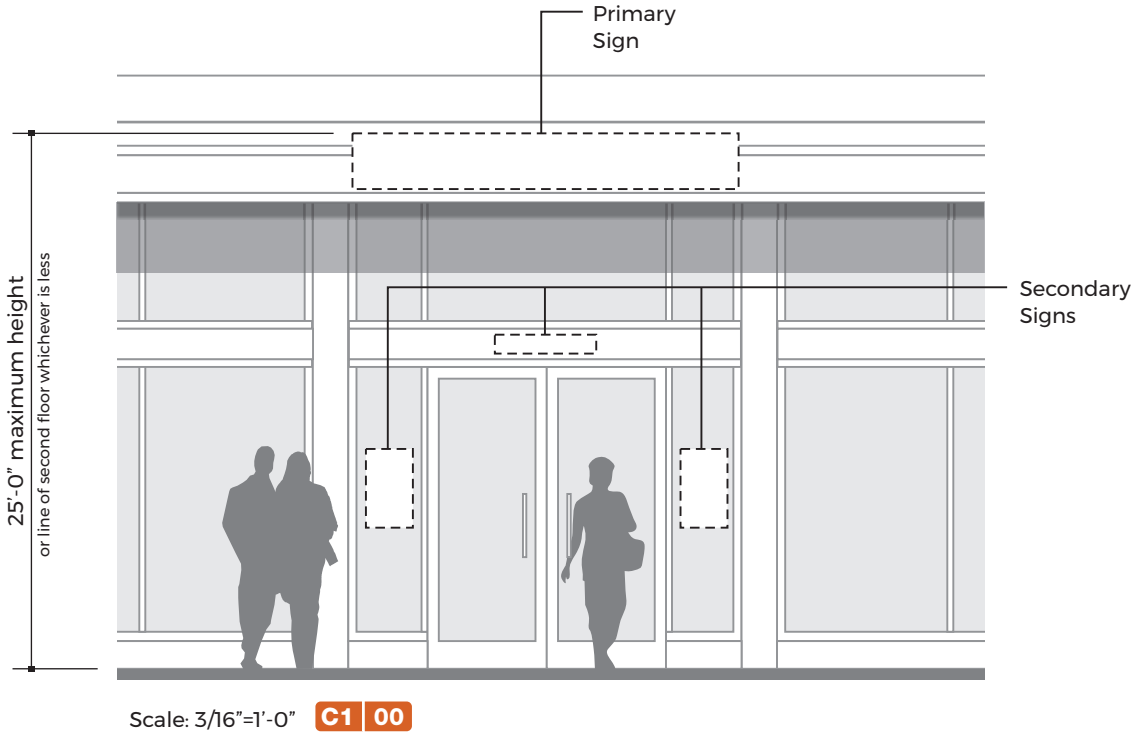
- Primary sign is a larger sign, generally located above the entrance, for distance vehicular and pedestrian visibility.
- Secondary signage is to be smaller and located at pedestrian scale.

**Signage Size:** Signs are to be 1.5 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.

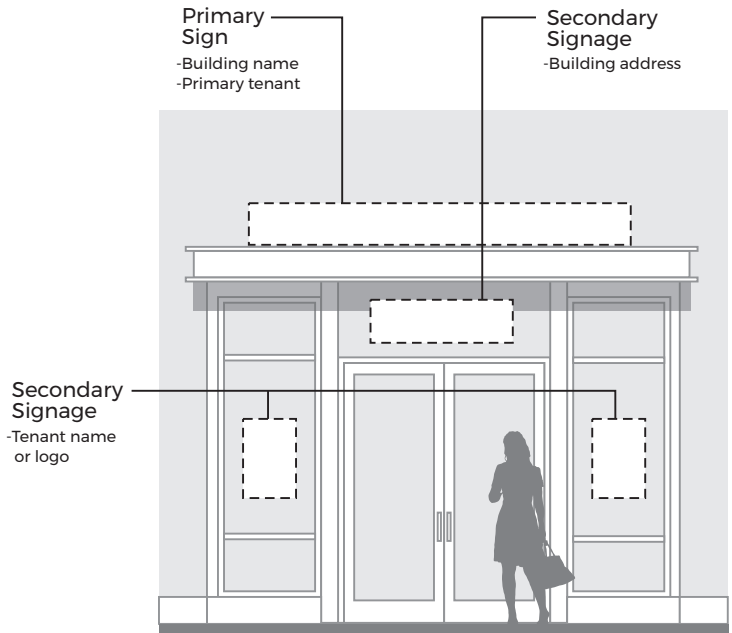
**Illumination:** Internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.

**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).



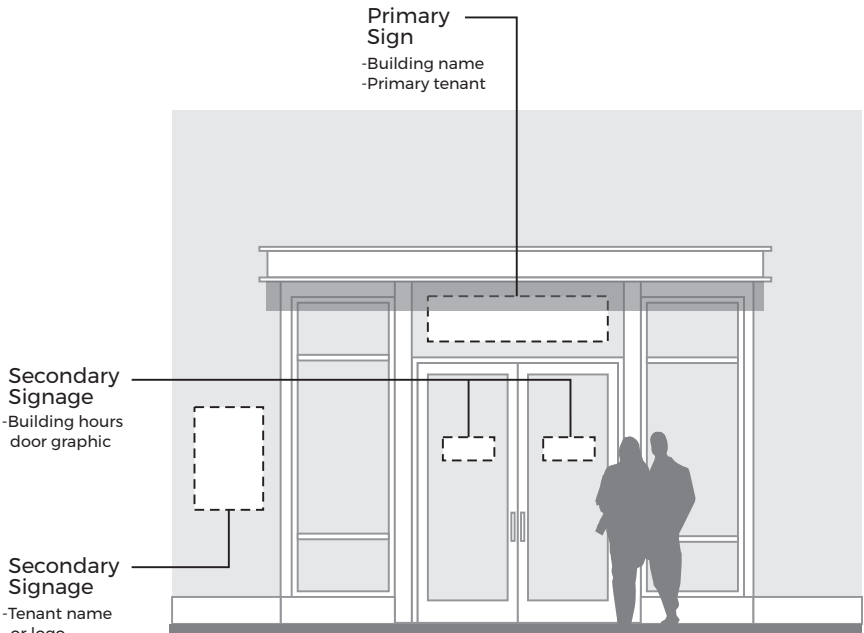
**Note:**  
This page shows a variety of possible configurations for Building Main Entrance Signage, design is not limited by the examples shown. Final design will be determined by Design Team to meet the criteria and guideline herein.

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



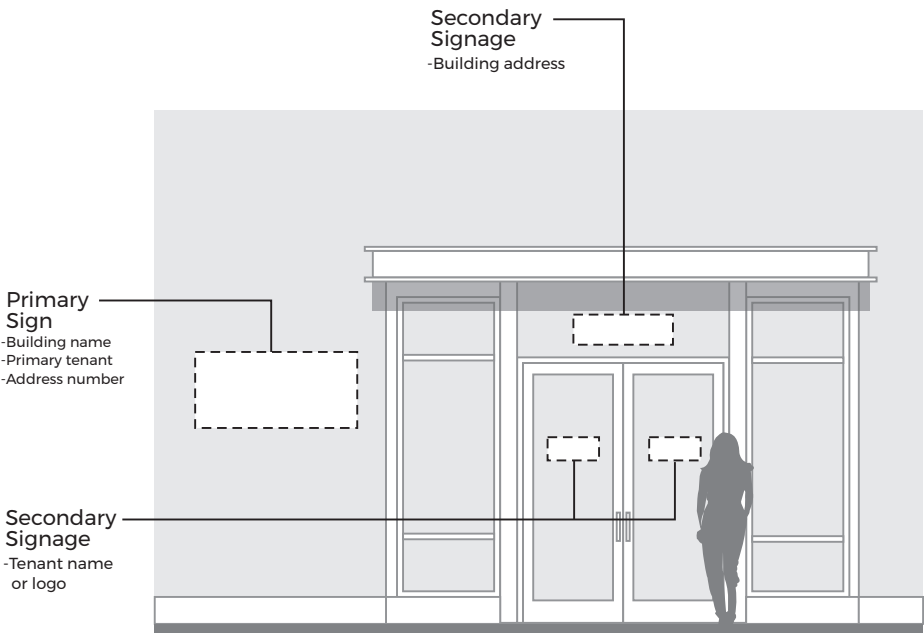
Scale: 3/16"=1'-0"

Exhibit 1



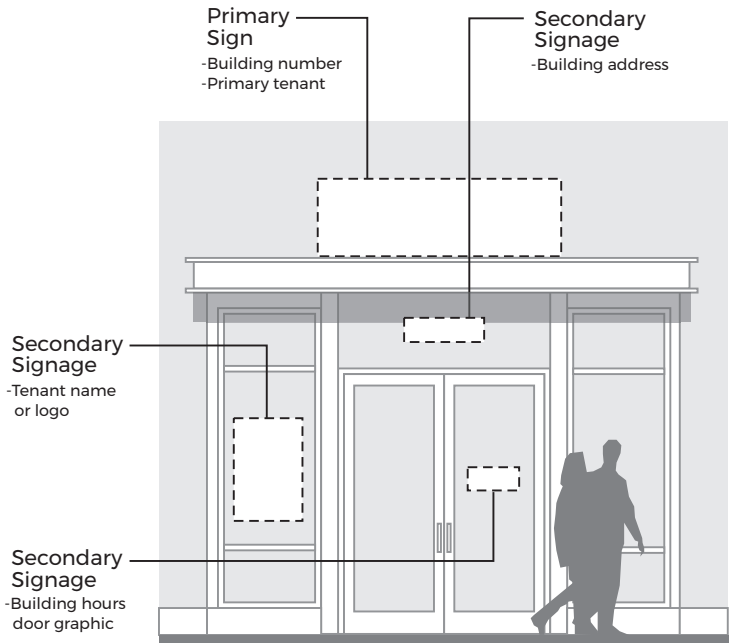
Scale: 3/16"=1'-0"

Exhibit 2



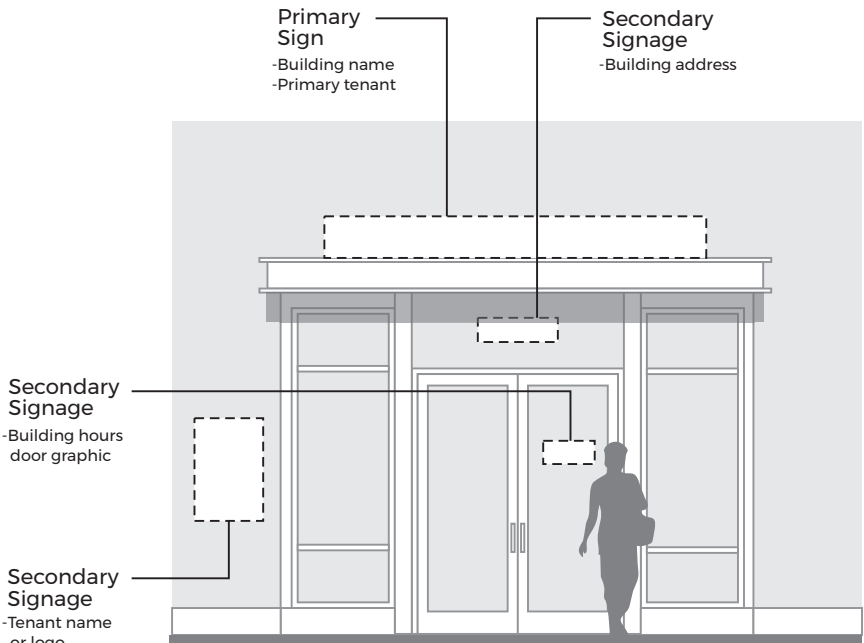
Scale: 3/16"=1'-0"

Exhibit 3



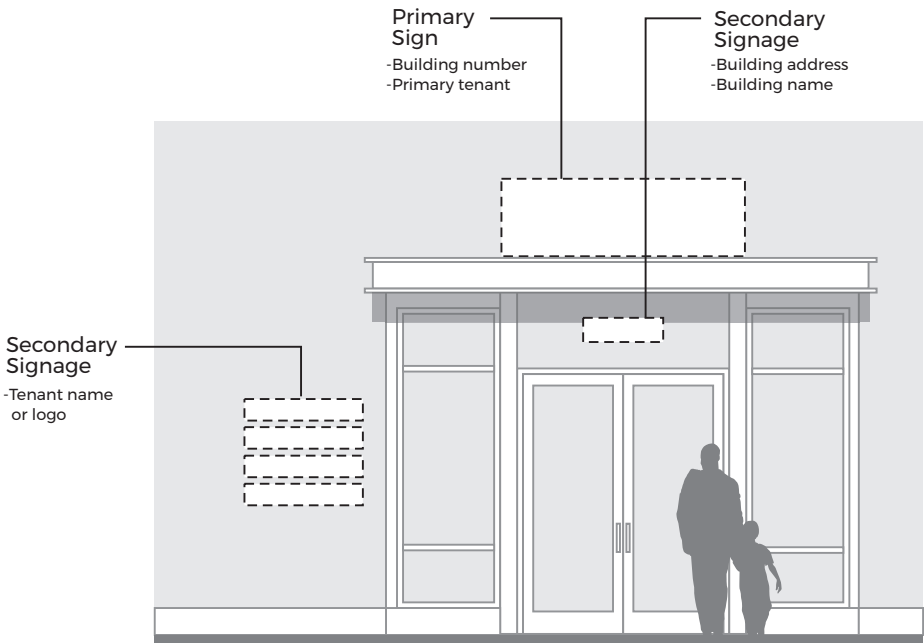
Scale: 3/16"=1'-0"

Exhibit 4



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

Exhibit 5



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



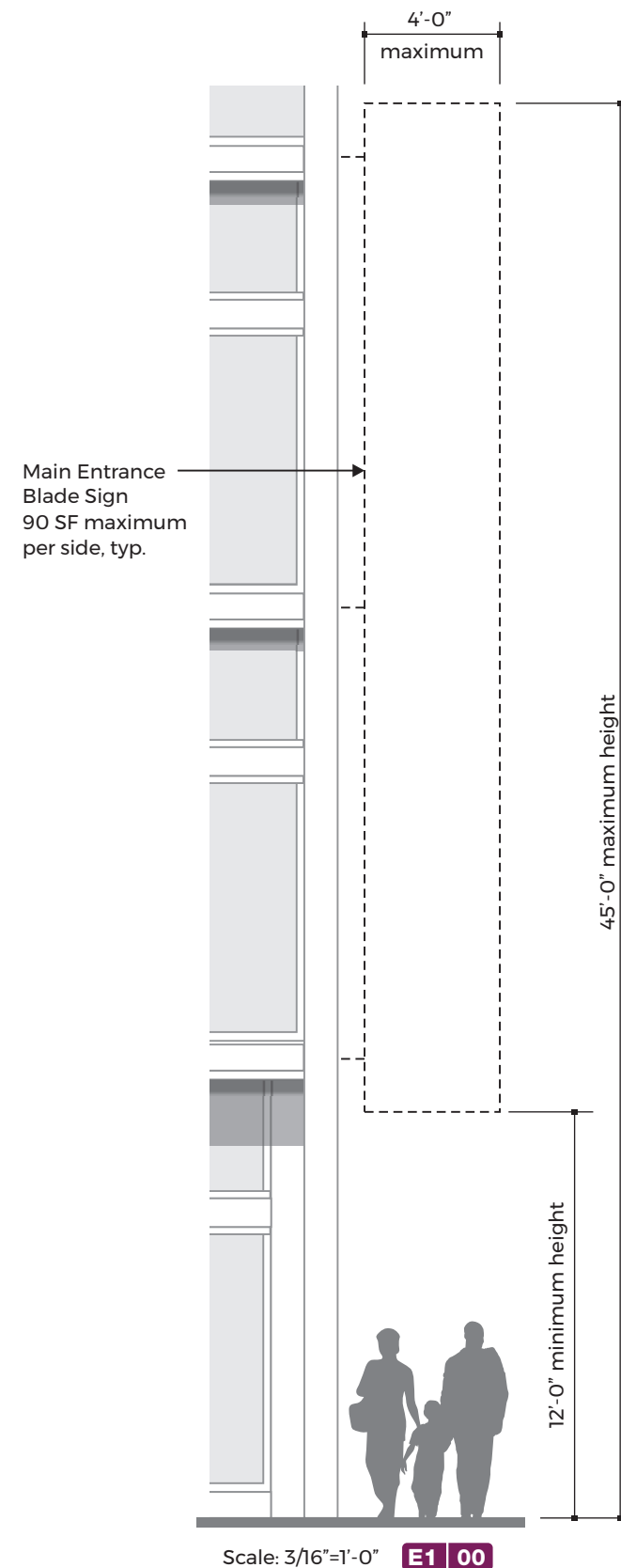
Halo Illuminated Letters



Halo Illuminated Letters



Face Illuminated Letters



### 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

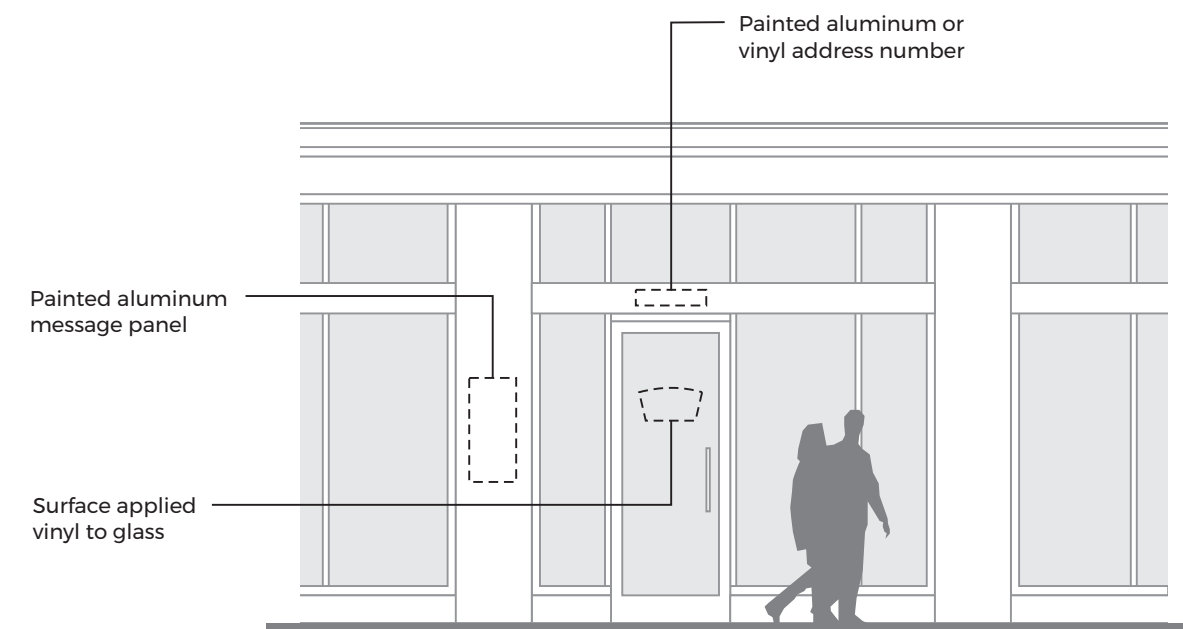
**Signage Size:** Maximum size: 9 SF

**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.



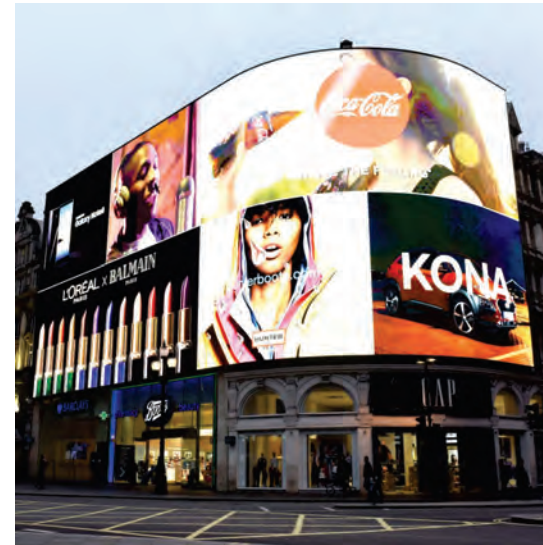
Minor Entrance Wall Panel



Scale: 3/16"=1'-0" D1 00



**Note:** The below images of the Waterside District digital marque sign program represent a Precedent for Virginia based, high traffic digital signage.



**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.

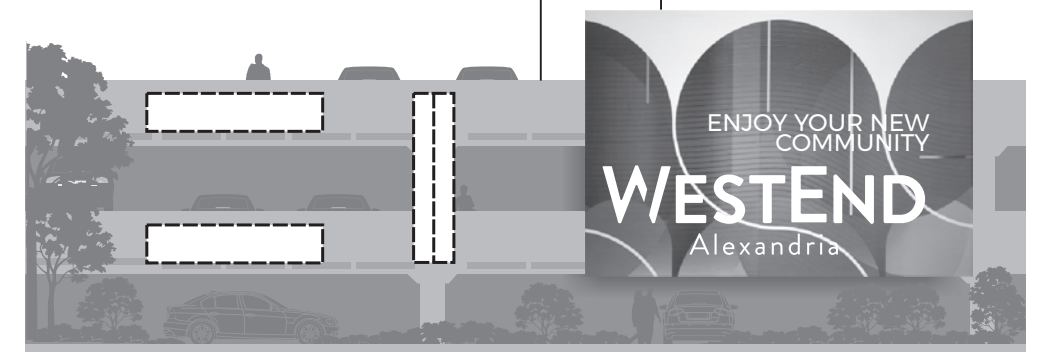
**Size:** Maximum size: Media display to be 600 sq/ft of face illuminated graphic with maximum 4" projection.

**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



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



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.

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

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

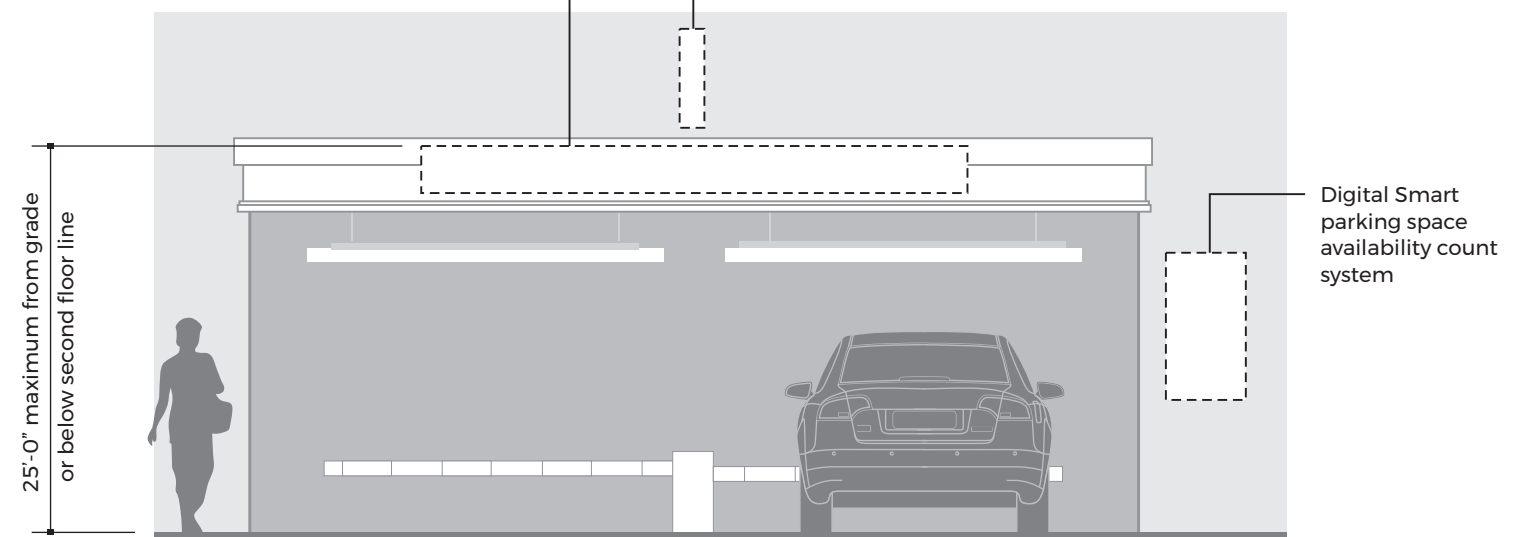
Primary parking garage entrance identification



Structured Parking Entrance Identity Signage

Primary parking garage entrance identity to be individual channel letters

Parking symbol blade sign to identify garage entrance



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

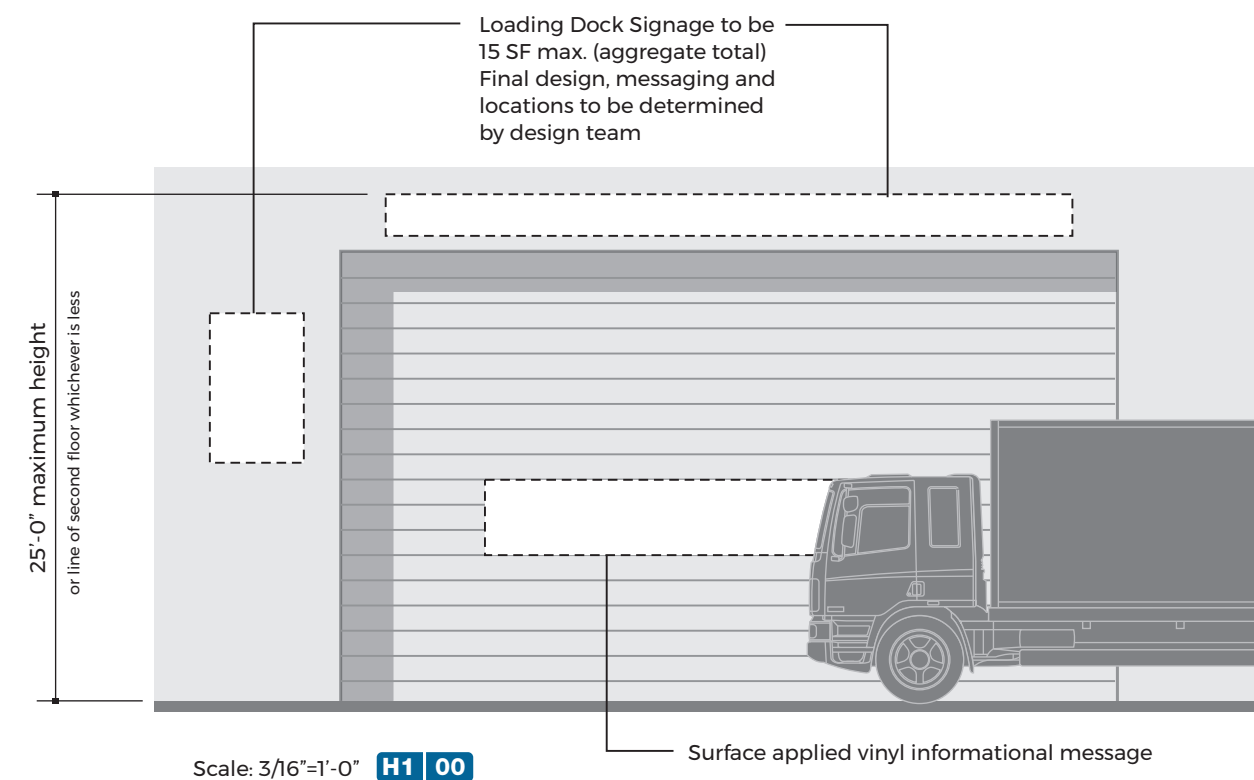
**Illumination:** ambient or external spot lighting only; internal illumination not allowed

**City Compliance:** Proposed signs shall be consistent with the City's wayfinding 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



Surface Applied Vinyl Informational Signage







Trasportation Hub ID / digital advertising & transportation schedule panel



Trasportation Hub ID / digital advertising & transportation schedule panel



Curbside bus stop signage



Curbside bus stop signage

### 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

**City Compliance:** Final signage will be determined by the City, at City's sole expense, and may include additional signage beyond the examples shown here.

**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



SECTION 03   **Retail Signage Exhibits**

- 03 1   Retail Signage General Guidelines
- 03 2   Retail Storefront Sign Type Overview
- 03 3   Retail Storefront Entrance Signage
- 03 4   Retail Storefront Projecting Blade Signage
- 03 5   Retail Storefront Window Graphic



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.



- Planned Retail Signage
- - - Proposed Retail Signage
- - - Potential 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

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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.

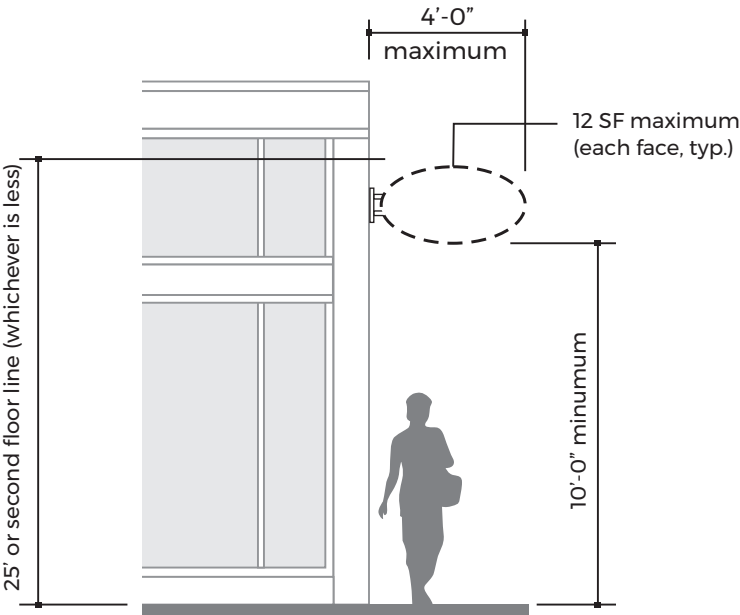
**Projection off Wall:** 4 FT maximum

**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)

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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

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



SECTION 04

Site Signage Exhibits

- 04 1 Wall Mounted community Identification
- 04 2 Bridge Mounted Community Identification
- 04 3 Community Entrance Identification Monument
- 04 4 Community Entrance Identification Icon
- 04 5 Community Entrance Tenant Identification Monument
- 04 6 Vehicular Directional Signage
- 04 7 Digital Pedestrian Wayfinding Directory
- 04 8 Interpretive Wall Mural Graphic
- 04 9 Community Interpretive Signage
- 04 10 Temporary / Seasonal Banner Signage

COMMUNITY IDENTIFICATION SIGNAGE EXAMPLES



**Quantity:** 1 (signtype / location A1-01 )

**Location:** Located at Landmark Street and N. Van Dorn 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

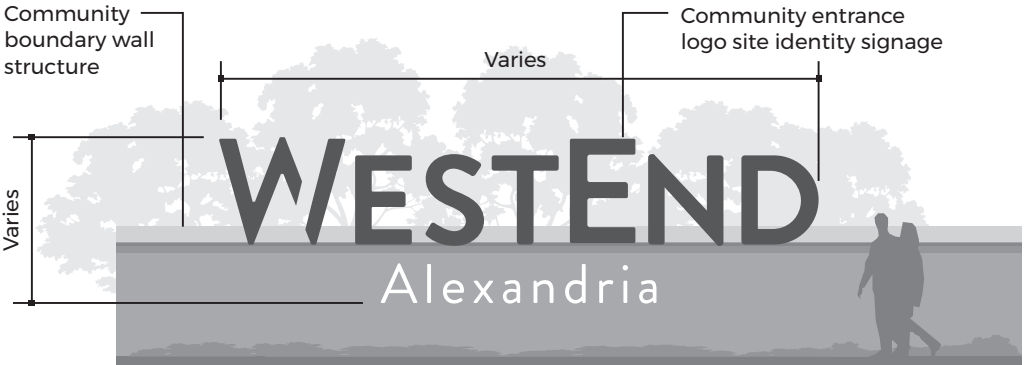
**Illumination:** Internally illuminated logo/copy with ground mounted accent lighting.

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.



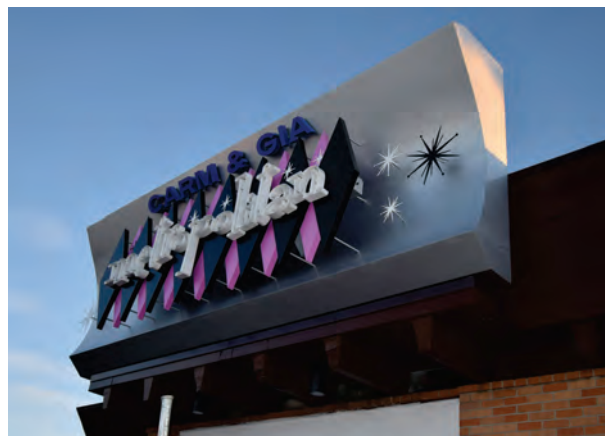
Scale: 1/16"=1'-0"



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



## FACADE MOUNTED COMMUNITY IDENTIFICATION SIGNAGE EXAMPLES



**Quantity:** 2 (signtype / locations A2-01-A2-02)

**Location:** Located at pedestrian bridge span over Alex Way parking garage entry point, as well as on Terrace Park pedestrian bridge over Landmark Street, 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.

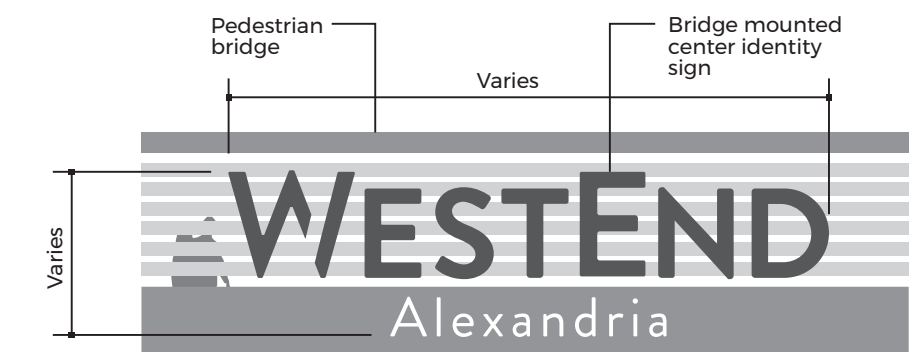
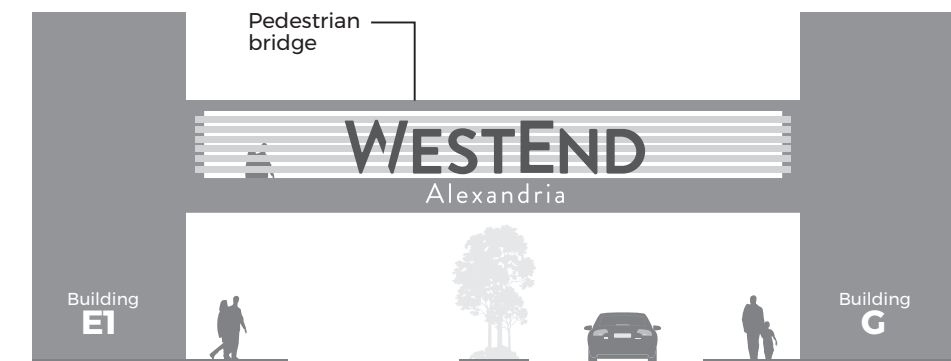
**Size:** Maximum Size: 175 SF

**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.

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



## COMMUNITY ENTRANCE MONUMENT 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:** 1 (signtype / location A3-01)

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

**Usage:** Sign to identify project primary entry points.

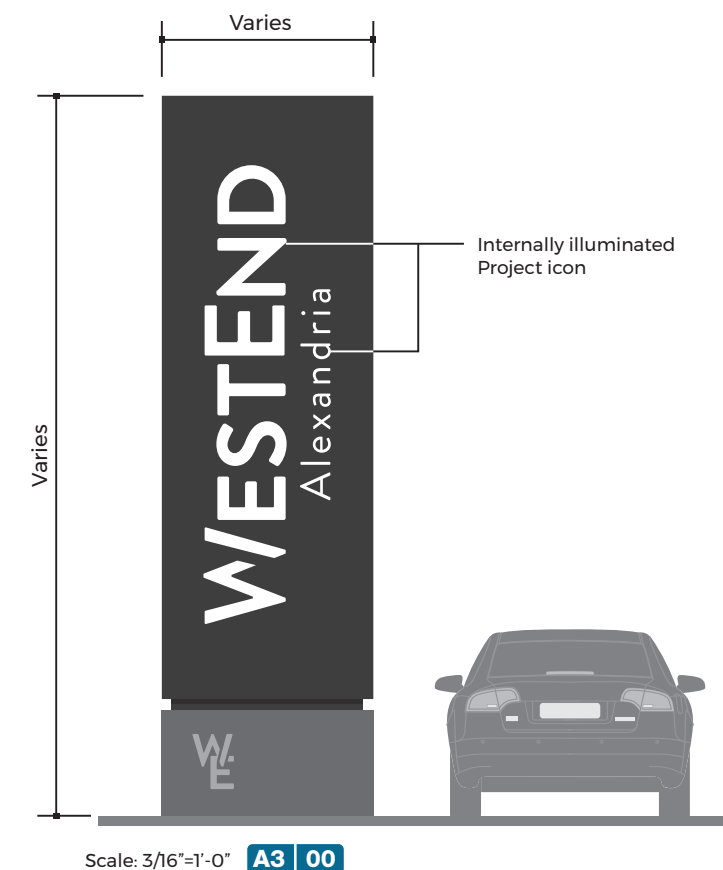
**Design:** Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.

**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.

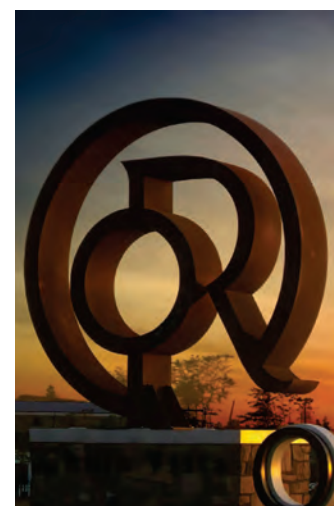
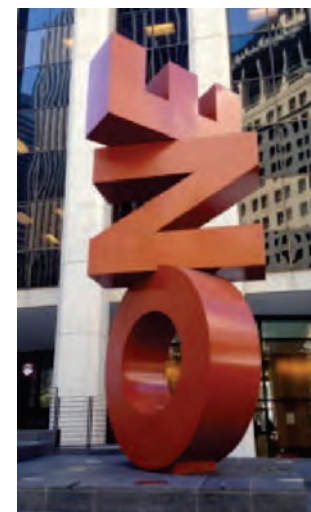
The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions. Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes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



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



## PROJECT ENTRANCE IDENTIFICATION ICON EXAMPLES



**Quantity:** 6 (signtype / locations A4-01 – A4.06)

**Location:** Located at primary campus entry points, as well as Central Park, 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.

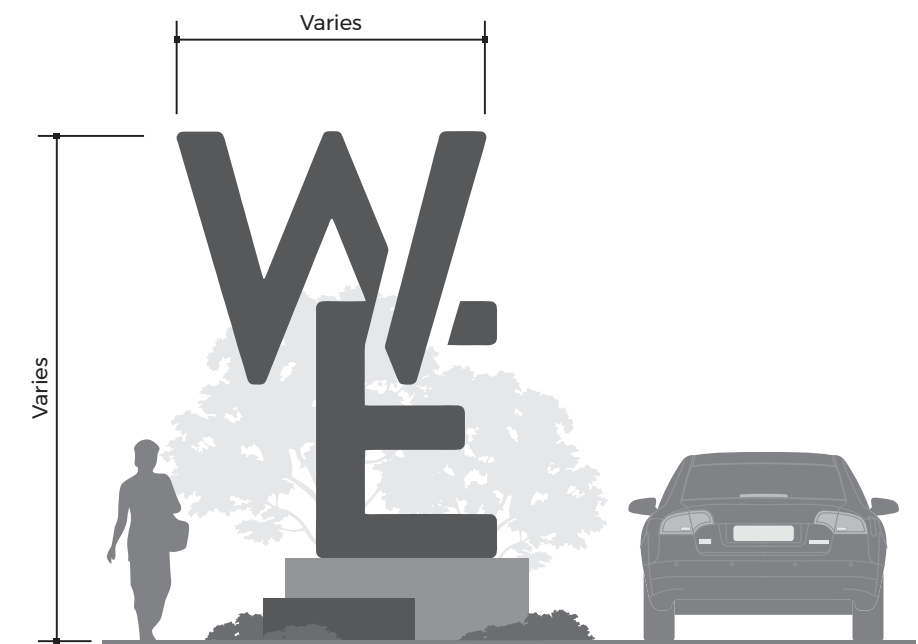
**Size:** Maximum Size: 120 SF

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

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

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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:** 5 (signtype / locations A4-01 – A4-05)

**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.

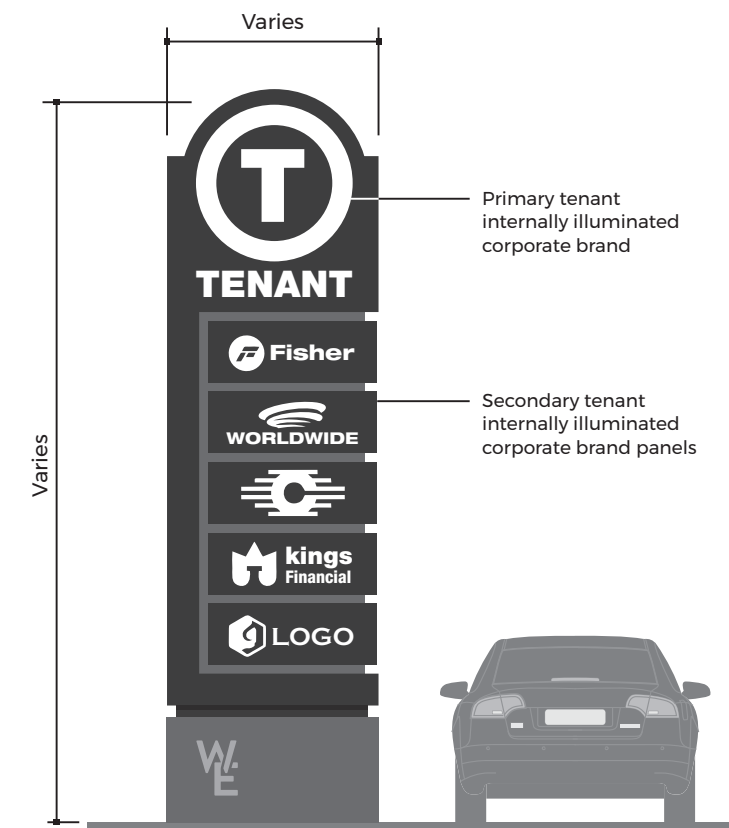
**Design:** Final design will be unique to the community signage standards and will be coordinated and compatible with campus wayfinding.

**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.

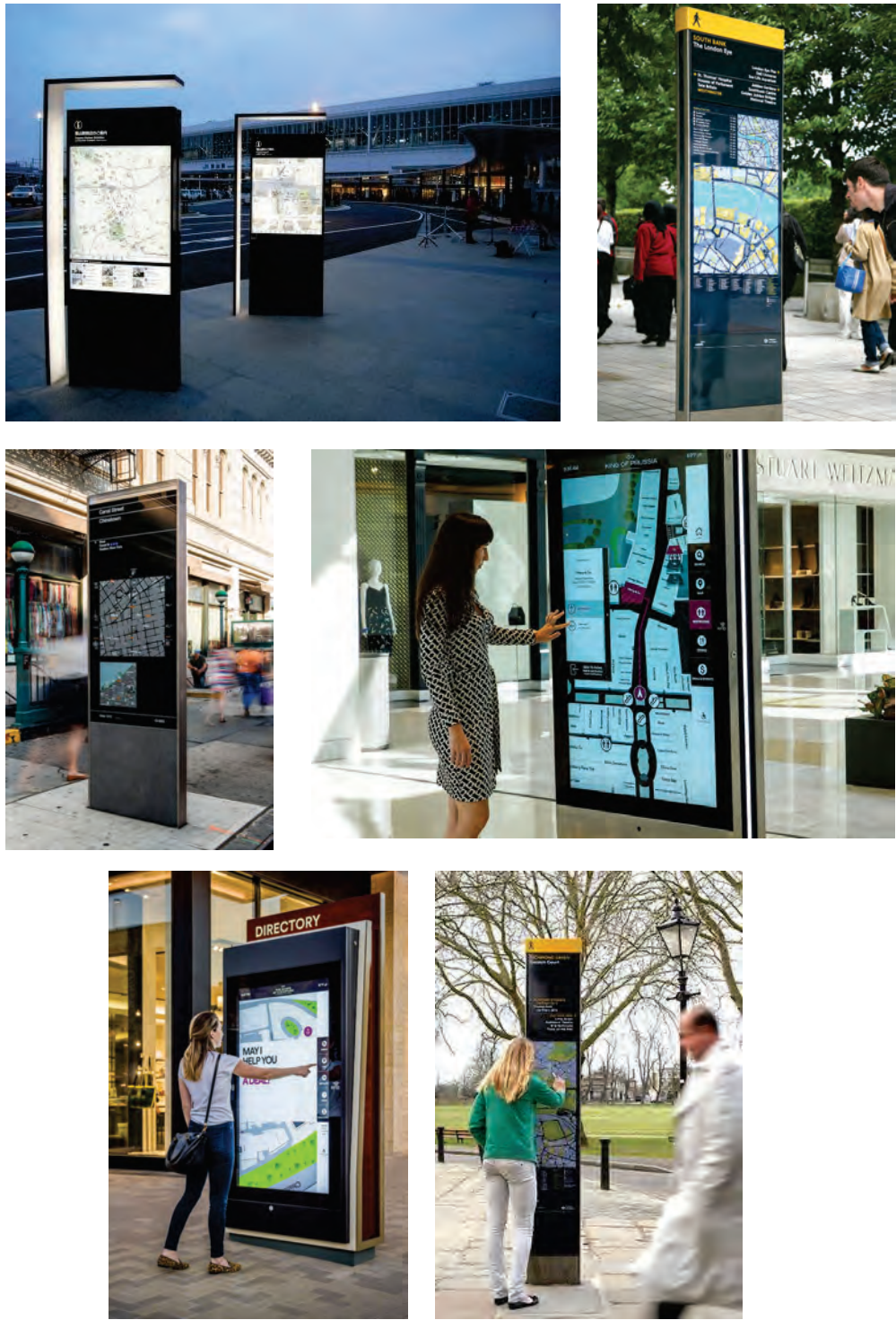
The drawings and images in this section are for illustrative purposes only, to show typical conditions, and are not specific design solutions. Individual sign design solution will be developed for their specific location and identity application, to include appropriate height, width, and material finishes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



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



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:** 12 (signtype / locations L1-01 -L1-12)

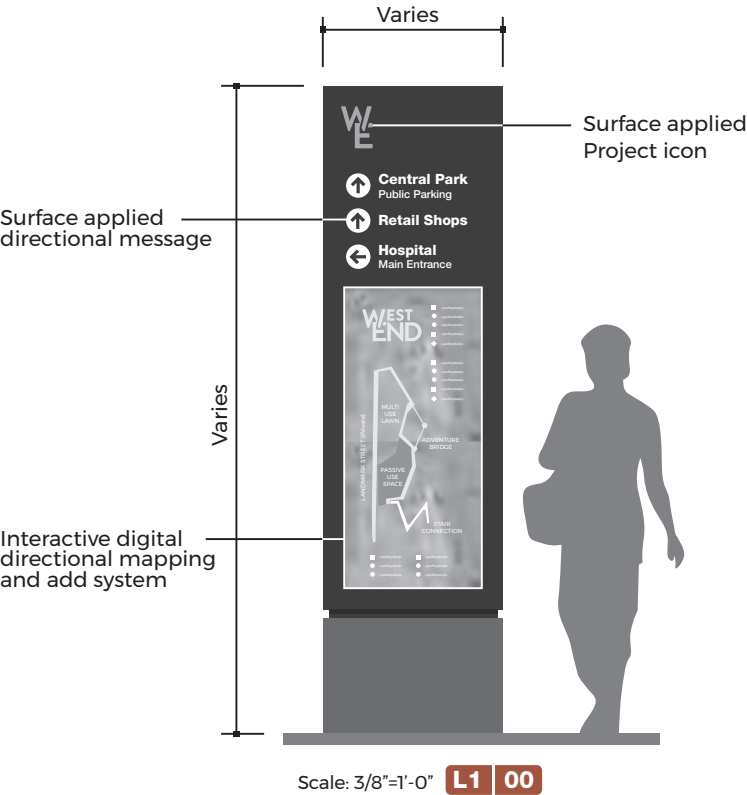
**Locations:** Located in public gathering areas or decision points where orientation and site information is helpful

**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.

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PEDESTRIAN WAYFINDING STANCHION EXAMPLES



**Quantity:** 10 (signtype / locations M1-00-M1-10)

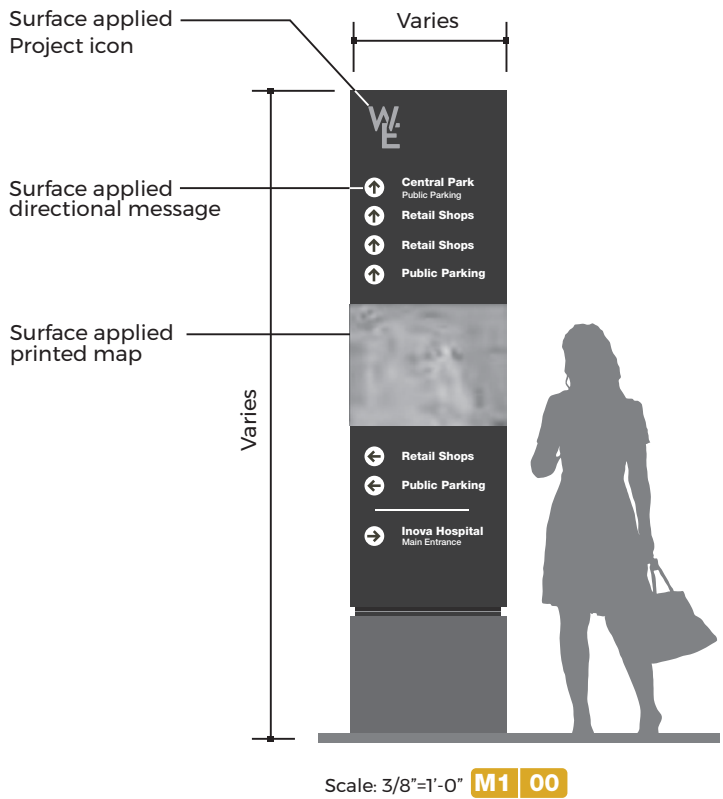
**Locations:** Located in public gathering areas or decision points where orientation and site information is helpful

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

**Size:** Maximum size: 30 SF

**Illumination:** Ambient

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DIGITAL / HAND PAINTED WALL MURAL EXAMPLES



**Note:**  
Murals without business names shall not count towards the signage square footage maximum.

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**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.





## COMMUNITY INTERPRETIVE SIGNAGE EXAMPLES



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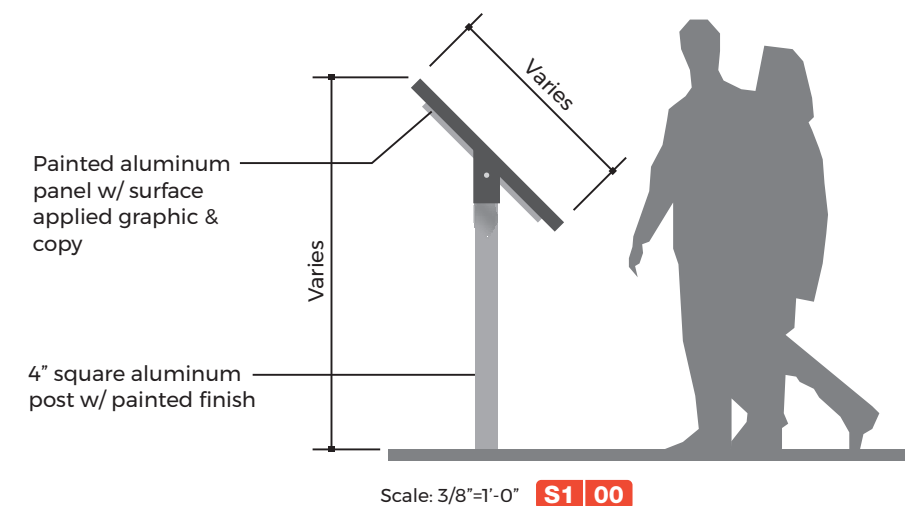
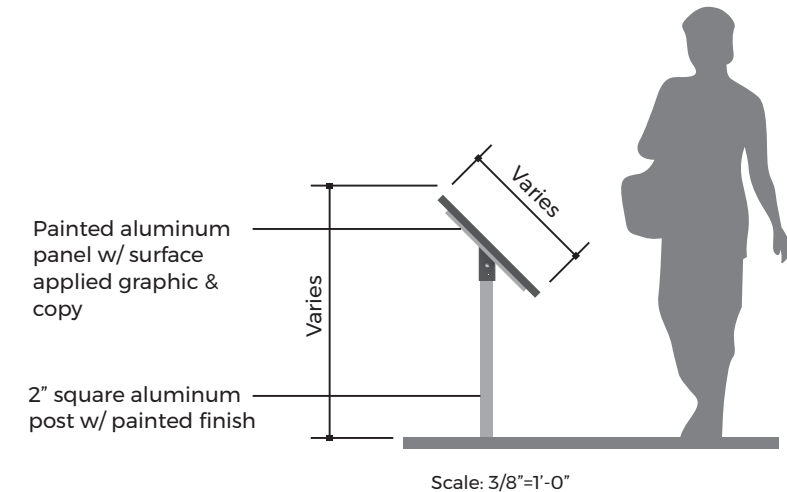
**Quantity:** 30 (signtype / locations S1.00-TBD)

**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





## TEMPORARY / SEASONAL BANNER EXAMPLES



**Quantity:** Varies (banner / locations - TBD)

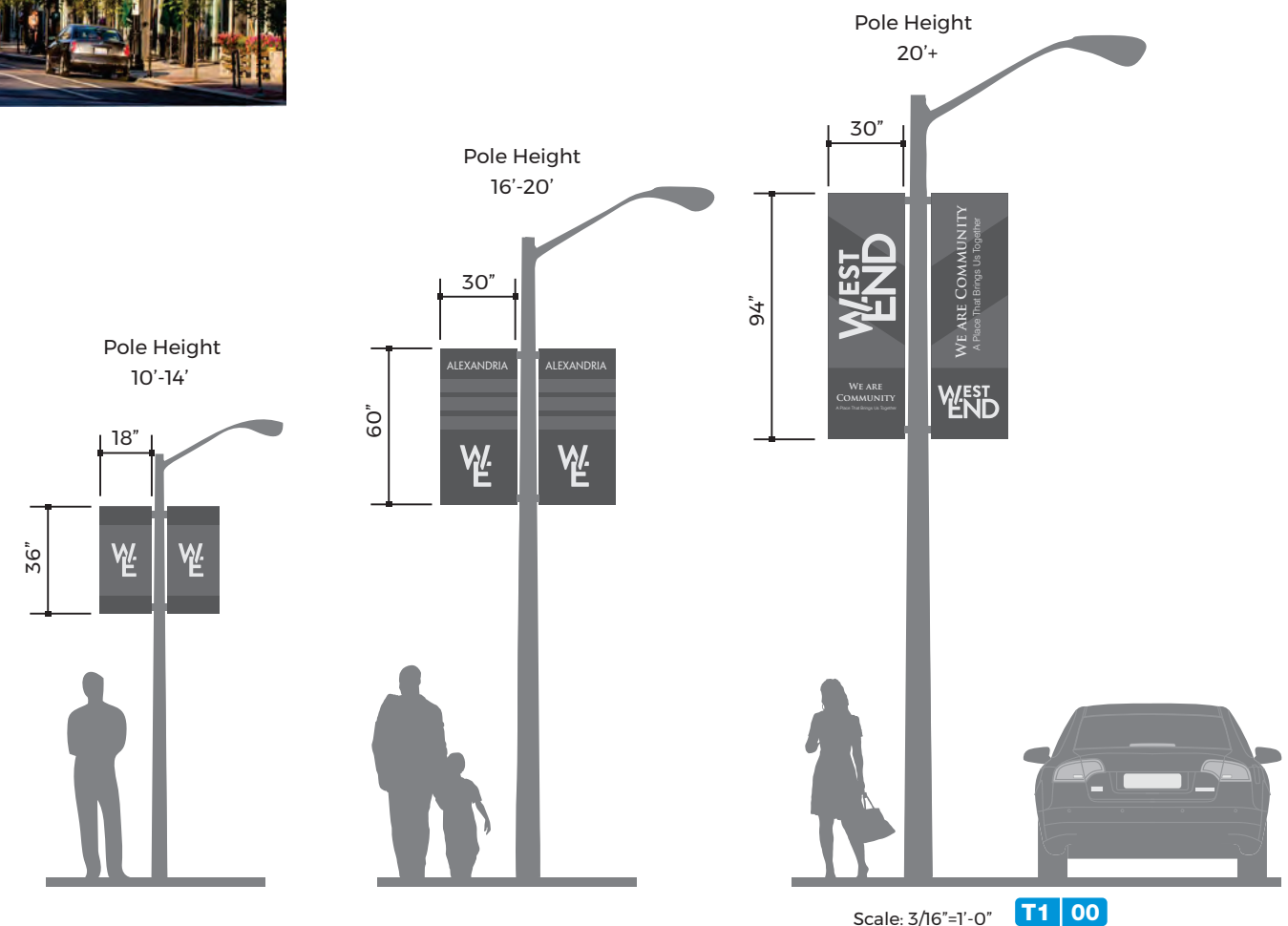
**Locations:** Located on light poles on public or private streets or points of interest throughout campus to include community park and trail system where seasonal or special event information can be enjoyed.

**Banner Design:** Double sided, non translucent, double hemmed, fabric banners with colorful graphic.

**Size:** Maximum size: Varies, 18"x36" banner at 10-14' pole heights, 30"x60" banner at 16'-20' pole heights, 30"x94" banners at 20' or taller pole heights.

**Illumination:** Ambient

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SECTION 05 Park & Trail Signage Exhibits

- 05 1 Park & Trail Pedestrian Directional
- 05 2 Park & Trail Rules & Regulations
- 05 3 Pedestrian Trail Markers



## PEDESTRIAN DIRECTIONAL EXAMPLES



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

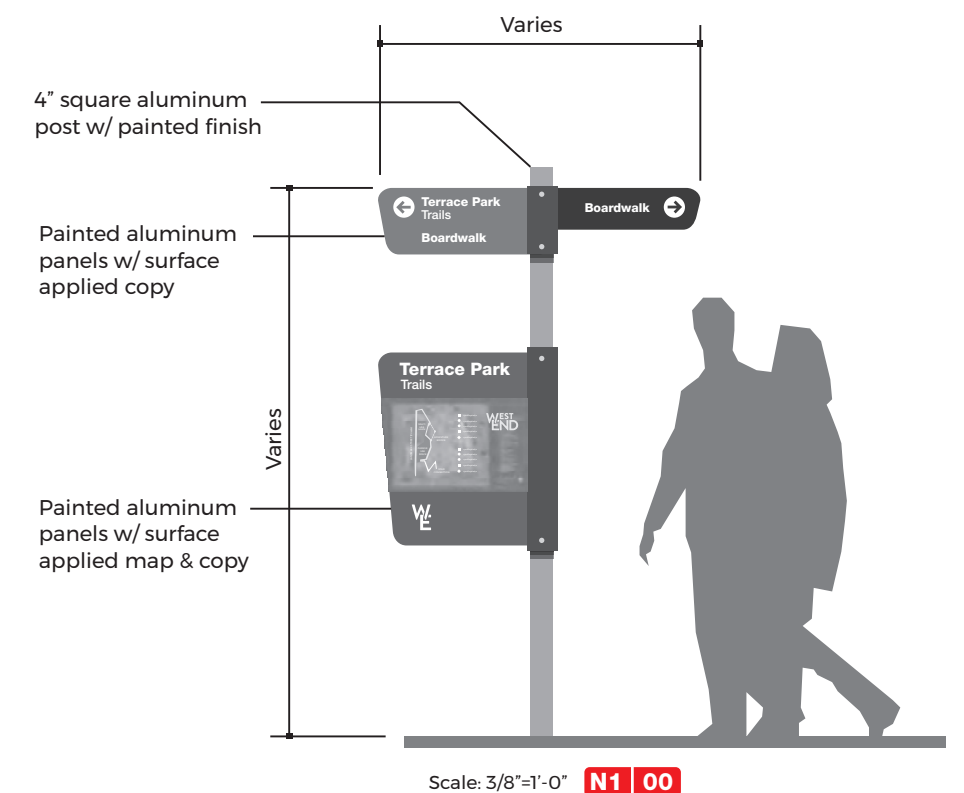
**Locations:** Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful

**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

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PEDESTRIAN PARK/TRAIL INFORMATION SIGNAGE EXAMPLES



**Quantity:** 8 (signtype / locations P1.00-TBD)

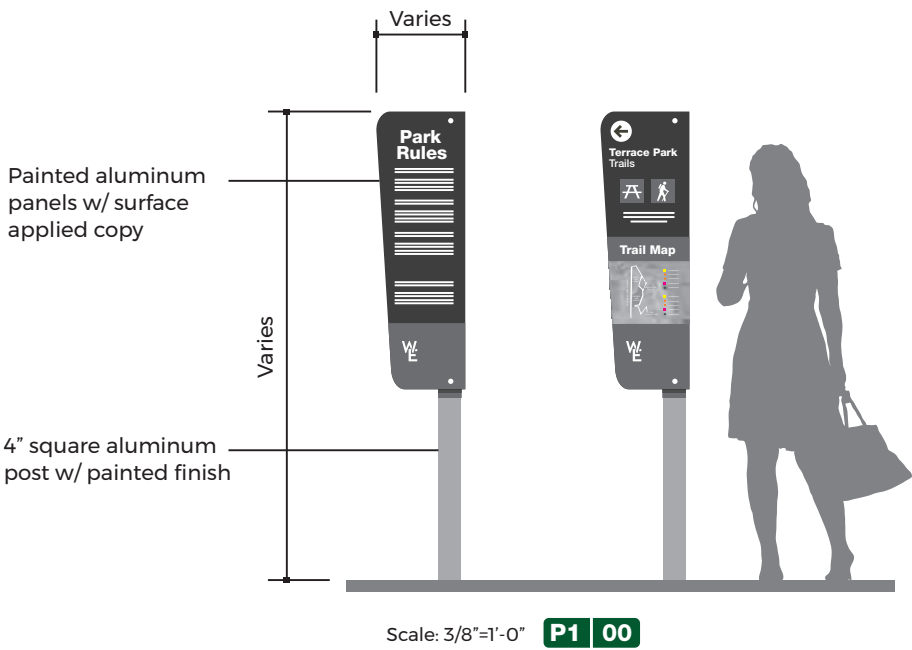
**Locations:** Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful

**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

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## PEDESTRIAN TRAIL MARKER EXAMPLES



**Quantity:** 20 (signtype / locations Q1.00-TBD)

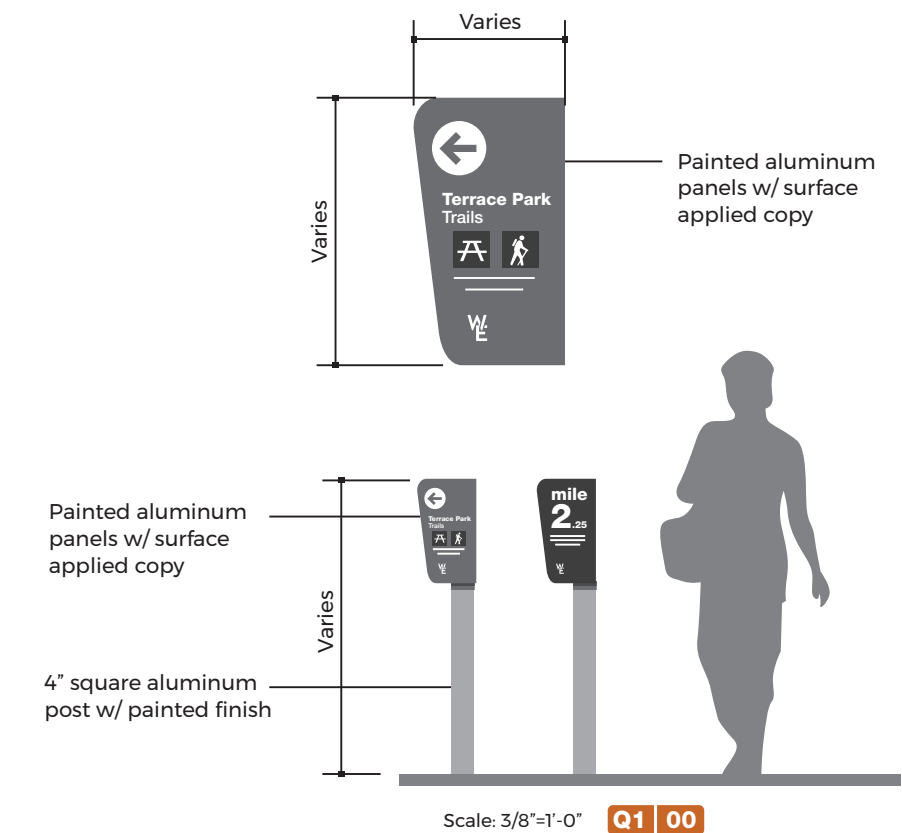
**Locations:** Located in public gathering areas or decision points at community parks and trail heads where orientation and site information is helpful

**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

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# WESTEND

## Alexandria

## Thank You

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